

City of Cambridge



Cyclists Today

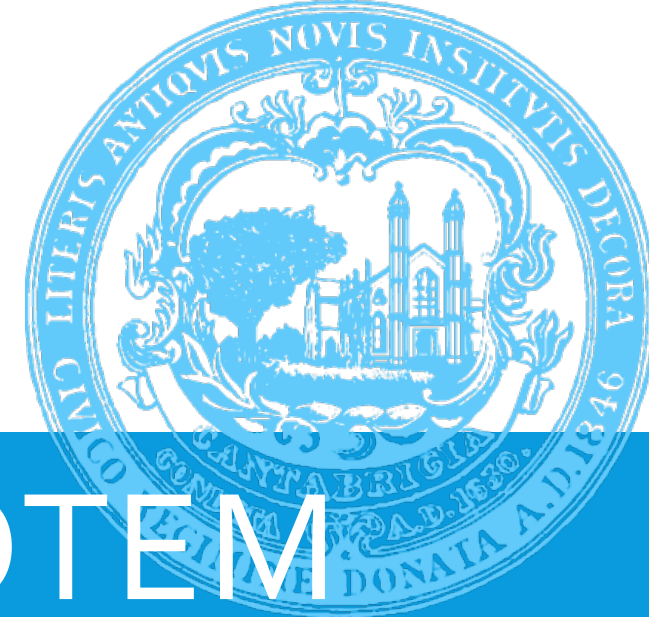
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FIND OUT MORE HERE:
cambridgema.gov/bikecounts

Supported by a grant from

HW The
MF Helen & William
Mazer Foundation



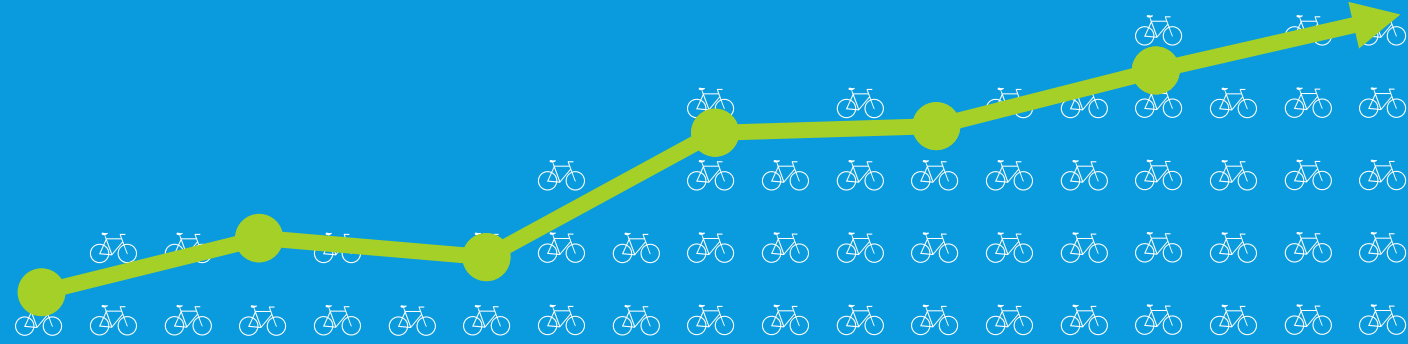
BROADWAY ECO-TOTEM BIKE COUNTER TRENDS



May 2016

Data from June 23, 2015 – April 30, 2016

WHY COUNT?



- To publicly show how many people are bicycling and make a statement that **“bicyclists count”**
- The 24/7 data can be used to analyze daily, weekly, monthly and seasonal **patterns**. This can be used to help extrapolate data from other counts
- The data assist with **determining crash rate analyses**





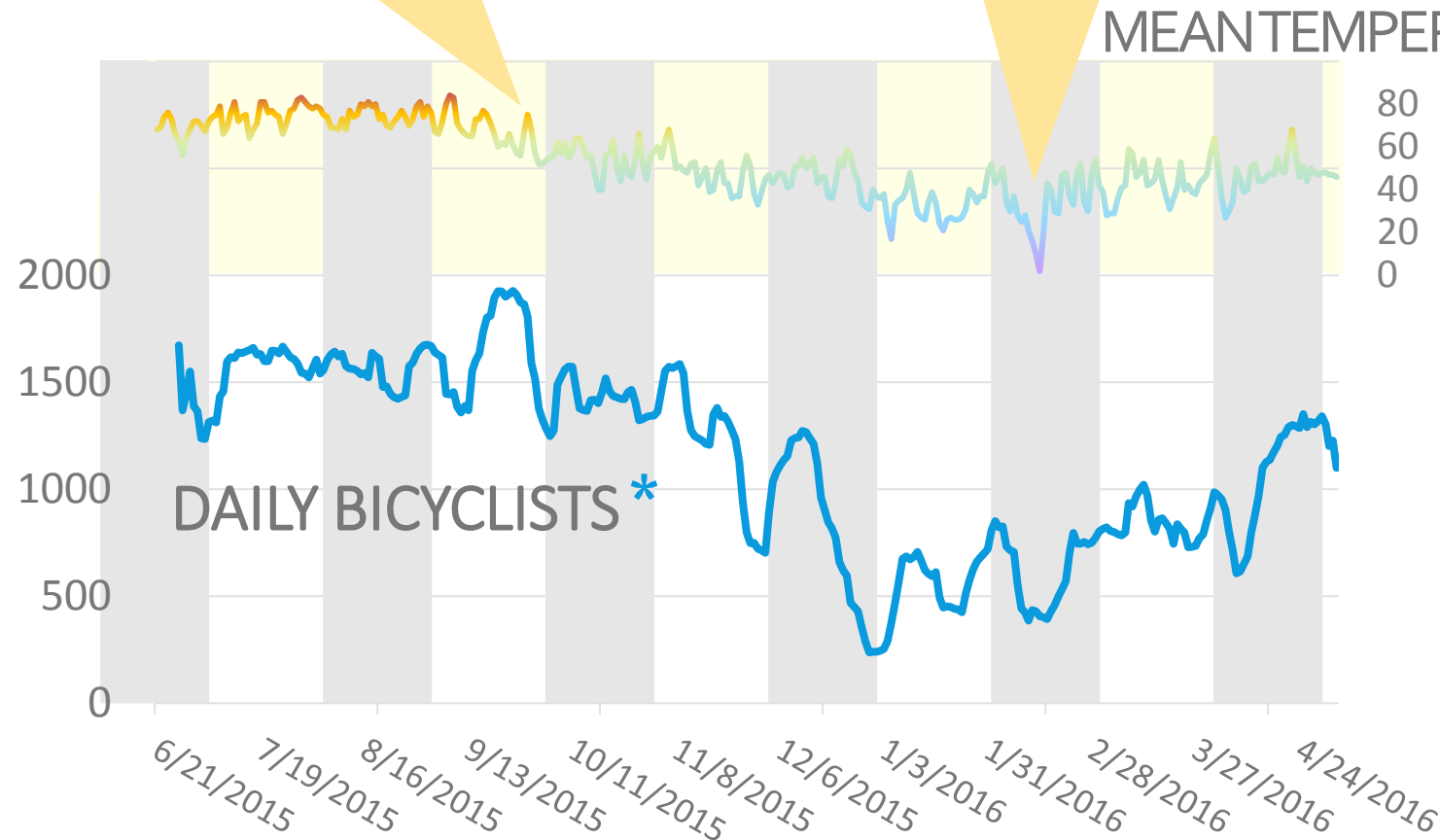
FAST FACTS

Most Daily Rides

Sept 24, 2015: 2,417 counts

Coldest Day In 80 Years!

Feb 14, 2016: 53 rides



The Broadway Eco-Totem Bike Counter was installed on **June 23, 2015**.

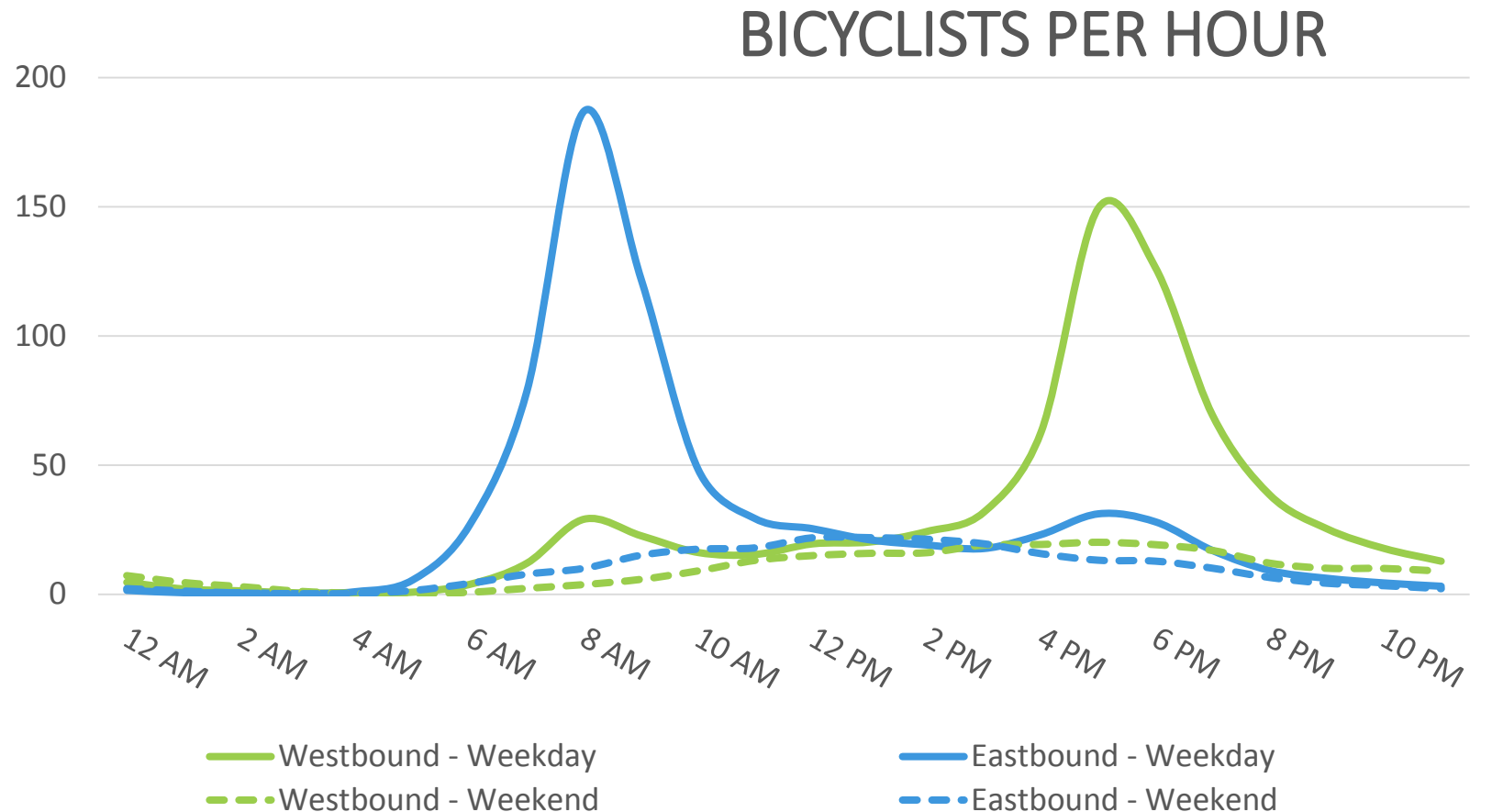
More than **360,000** rides have been counted so far!

- **September 2015** was the busiest month, with **50,185** counts!

DAILY & SEASONAL PATTERNS

Bike counts follow typical **commuting hours**, with morning and evening peaks.

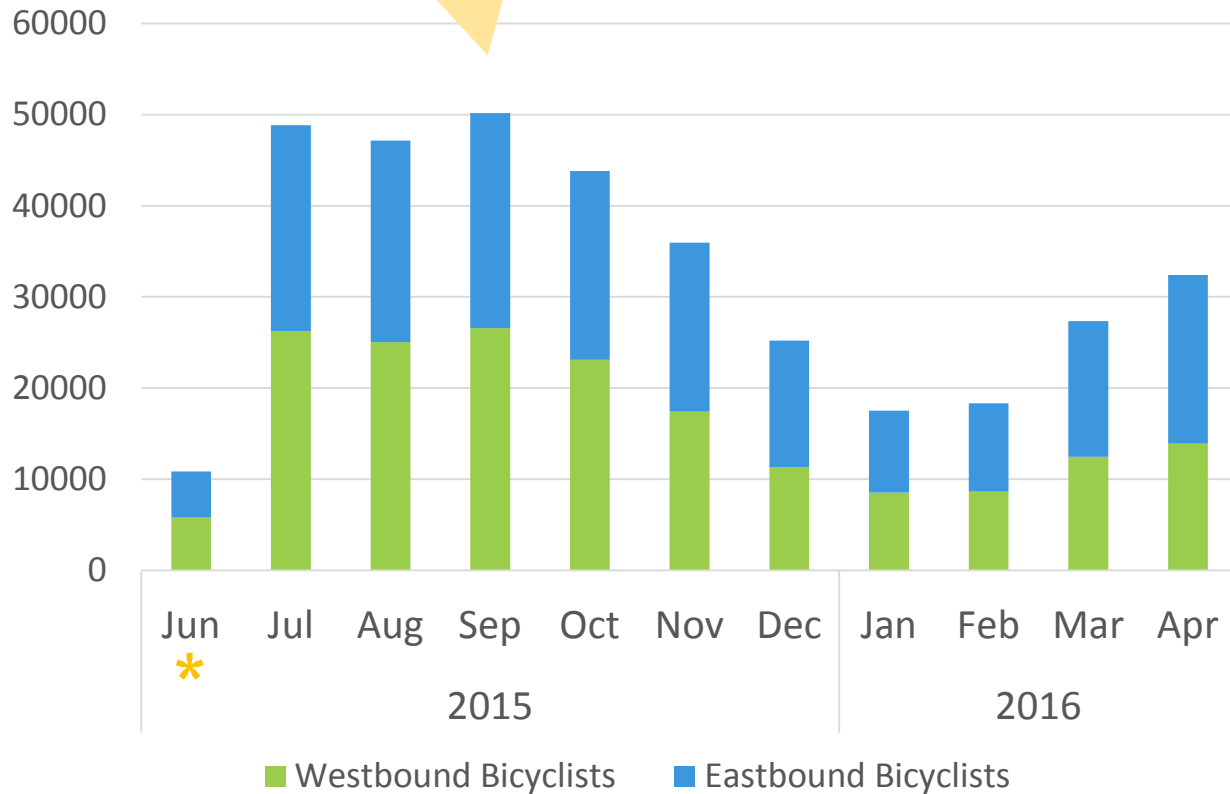
And the vast majority of morning trips are eastbound, possibly into **Boston** for work.



DAILY & SEASONAL PATTERNS

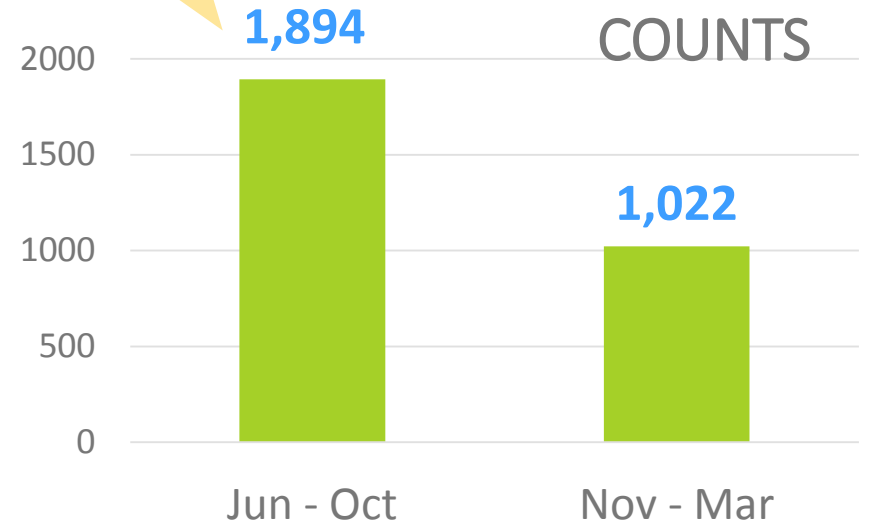
BUSIEST MONTH
September 2015: 50,185 counts!

BICYCLISTS PER MONTH



Almost twice as many rides during "prime" biking months

AVERAGE WEEKDAY COUNTS



We're also starting to see **seasonal** trends emerge, with more people bicycling in the warmer months.

Soon, we'll be able to see year to year changes!

* partial month



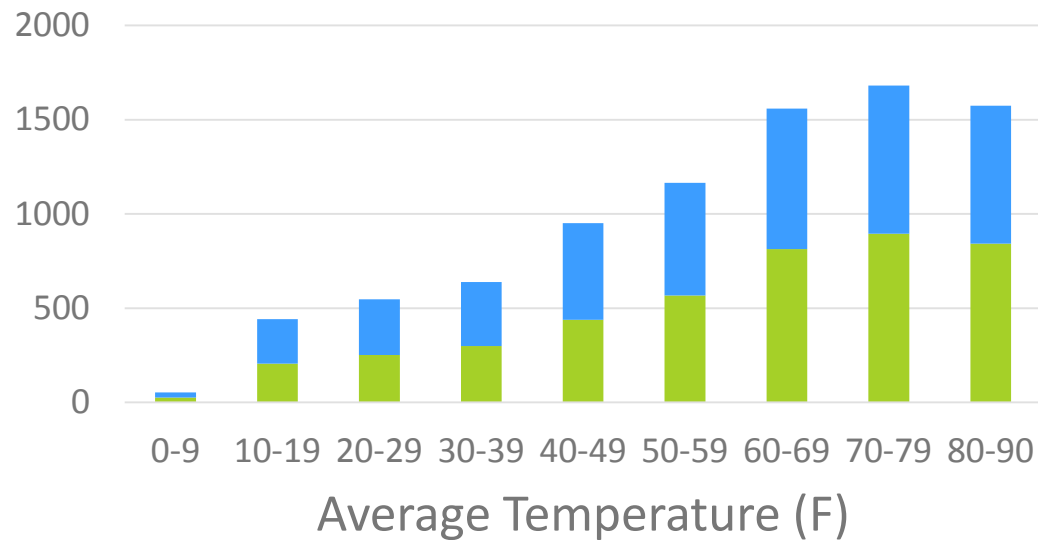
WEATHER AFFECTS RIDERSHIP

historical weather data from wunderground.com

More people bike in **warmer** temperatures....

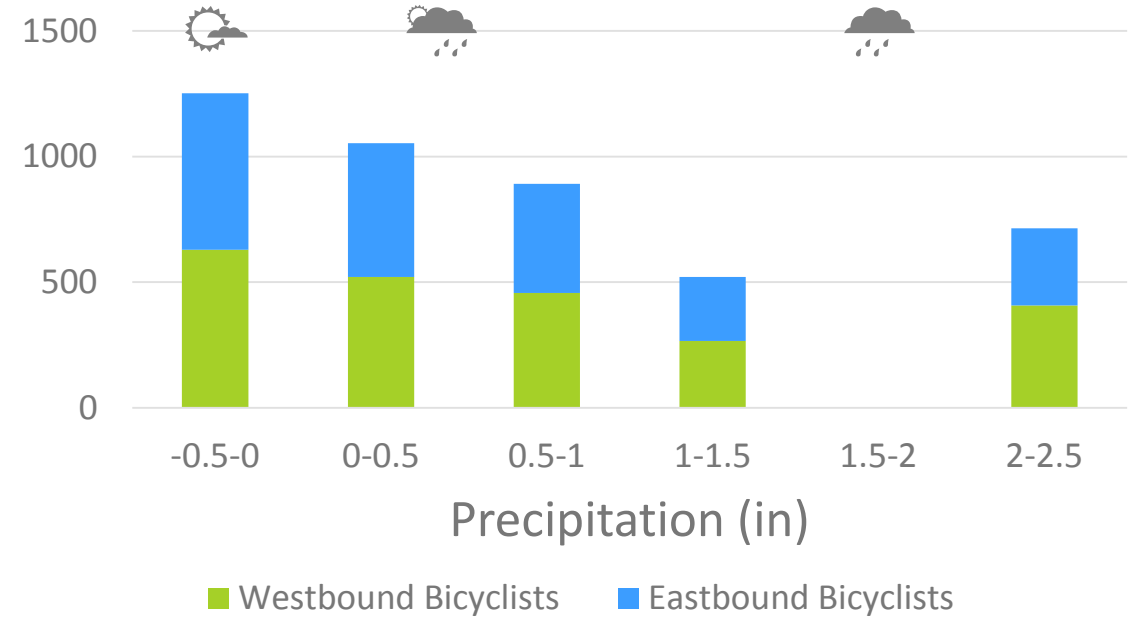


AVERAGE DAILY BICYCLISTS



■ Westbound Bicyclists ■ Eastbound Bicyclists

AVERAGE DAILY BICYCLISTS



...and when it's not raining.

But many people still ride when it's cold or rainy!



CONSTRUCTION CHANGES PATTERNS

Longfellow Inbound Closed

Nov 9, 2015

Veteran's Day

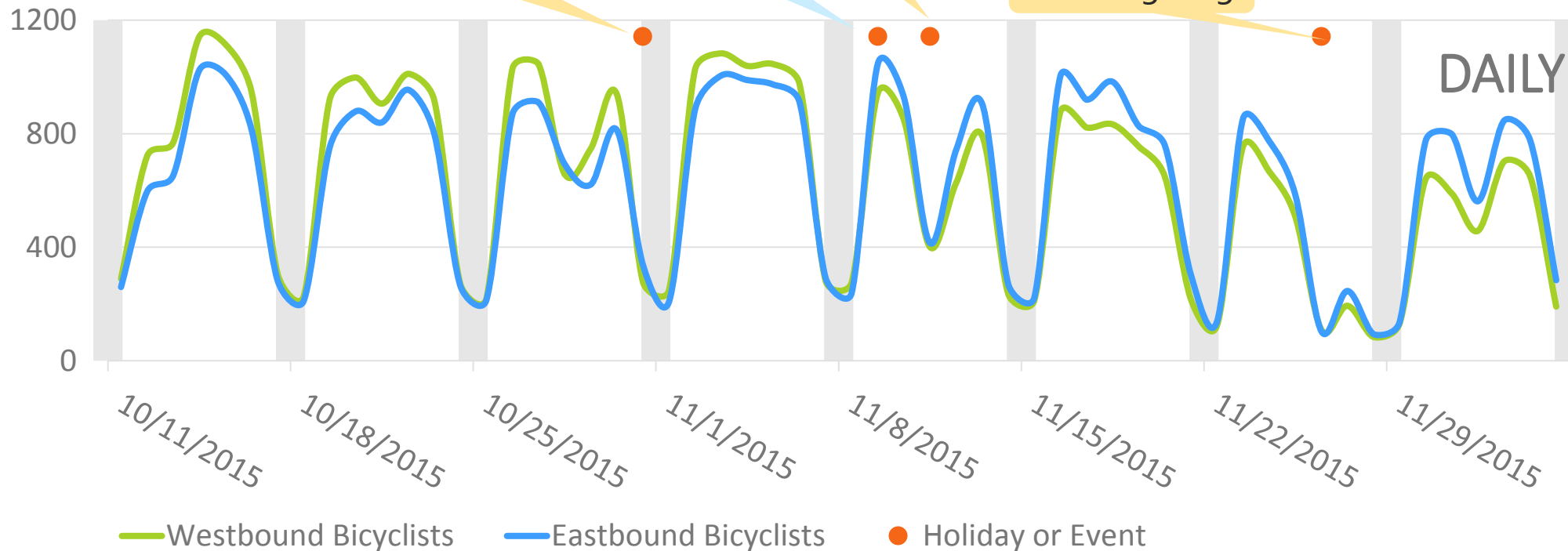
Halloween

Prior to MassDOT shifting traffic on the Longfellow Bridge so that outbound bicyclists and pedestrians shared the sidewalk, **more people biked westbound than eastbound.**

After the change, the opposite is true.

Thanksgiving

DAILY BICYCLISTS



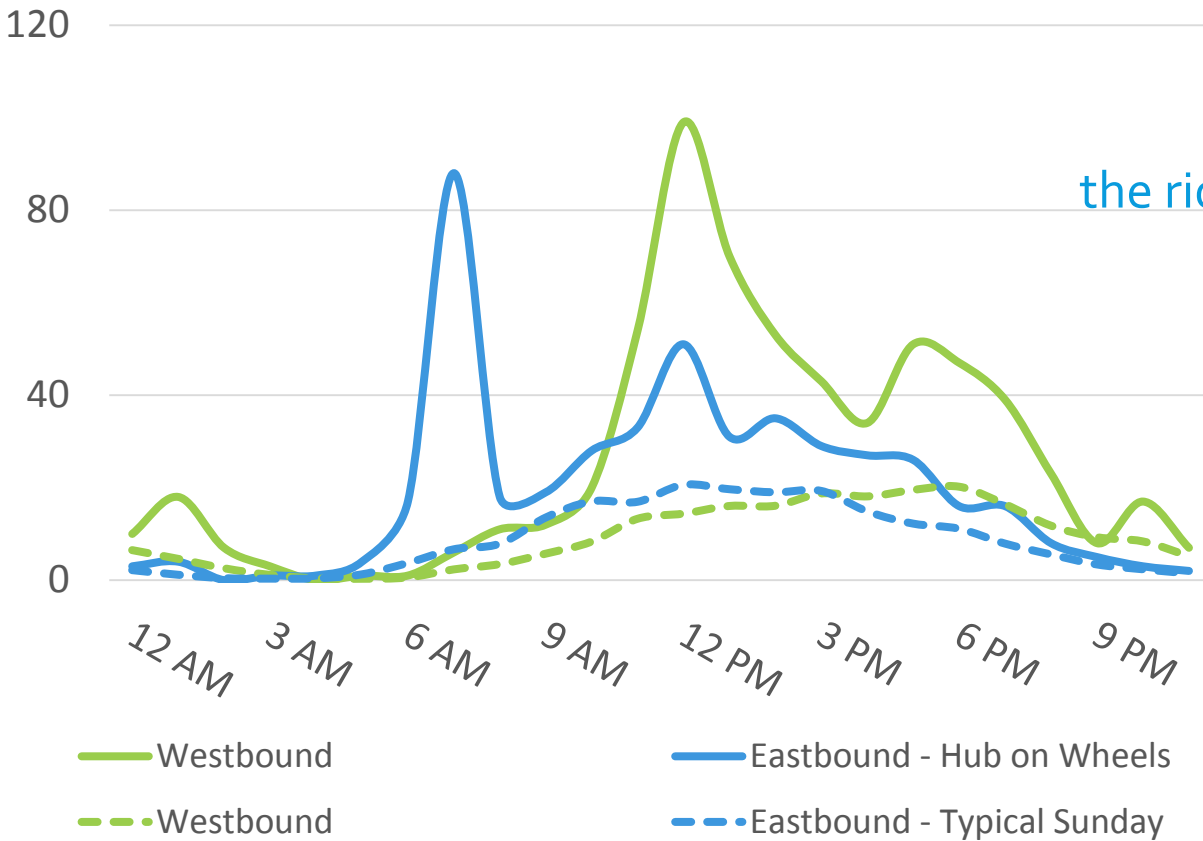
[Learn more about the impacts of construction.](#)

SPECIAL EVENTS COUNT TOO!

For the **2015 Hub On Wheels** Celebration, there was a huge shift in biking patterns compared to a typical Sunday.

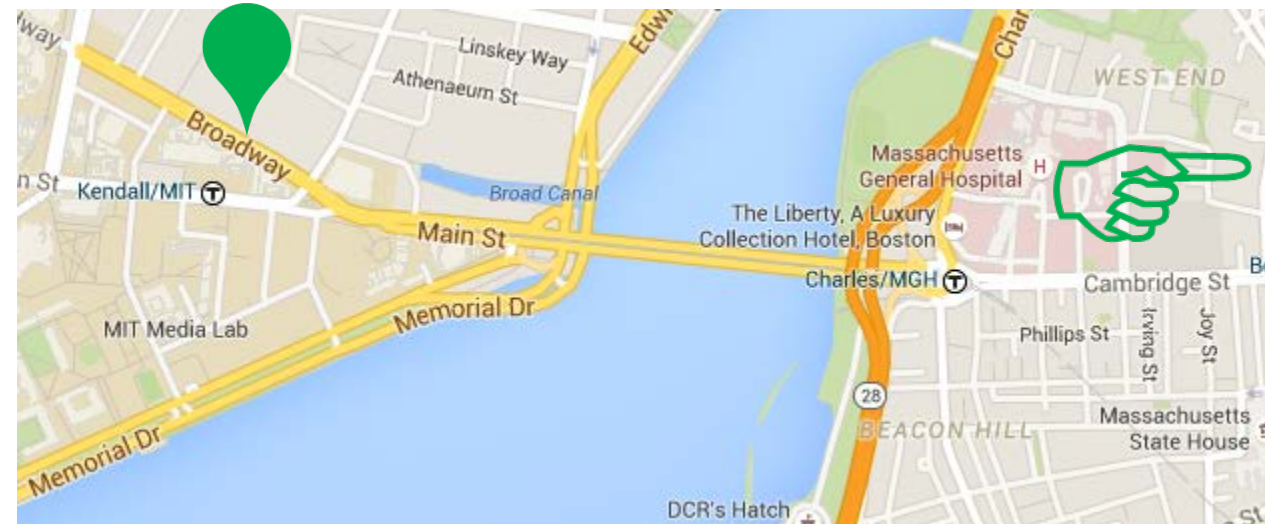
People biked into Boston in the **morning** for the start of the ride at Government Center, and **returned home** to Cambridge and beyond over the course of the day.

BICYCLISTS PER HOUR



Broadway Eco-Totem

to Government Center



HOW TO GET INVOLVED

- **GET COUNTED!**

Ride in the bike lane on either side of Broadway and watch the number increase!

- **Check out the official Eco-Totem website** for a quick, easy way to look at trends over time.

- **Download the complete dataset from the counter through our Open Data Portal** and do your own analyses!

Counts are automatically transferred to the Open Data Portal on a daily basis.