



Project co-financed by the European
Regional Development Fund

Pilot counters and surveys along EuroVelo routes

1. Template for counters and survey pilots

Title:	FVG Cycle Routes Users Monitoring Pilot
Partner:	PP4 Autonomous Region Friuli Venezia Giulia
Overview	
Country:	ITALY
Region:	Regione Friuli Venezia Giulia
Short description:	<p><i>Please describe the pilot in maximum 5 lines. Please make it understandable for the first read, what kind of and how many counters will be installed, and what kind of and how many interviews/survey will be undertaken.</i></p> <p>Four bicycle counters (laser scanner technology is the preferred choice at the moment) are planned to be installed possibly all connected to the power grid, to ensure continuity of data collection. Data will be sent automatically to a server. The survey/interviews are planned at the counters' location in 2019 and will include questions about the cyclist and the ongoing trip.</p>
Objectives	<p><i>Please describe in maximum 3 lines clearly what you want to achieve with this pilot (For example: to prove the potential of the route as a tourist destination, number of cyclists, characteristics of the cyclist, economic impact, etc).</i></p> <p>As there are currently no data about EV8 users in FVG, the objective is to have a first picture of the current users (number and characteristics) on stretches of the route, either developed and under development, to prove the potential of the entire route.</p>
Target groups	<p><i>Please describe in 5 lines who is the main target group of the pilot</i></p> <p>The target of the monitoring are the user groups defined in the EV Guidance on usage monitoring document: leisure cyclists, cycle tourists, utilitarian cyclists, as measured and interviewed in rural, suburban and urban areas.</p>
Phase	<p><i>Please describe the state of realization of the proposed pilot in maximum 2 lines. Please make it clear if it is an idea or in the pilot phase already. Please indicate the timetable how to implement the counters/surveys</i></p> <p>The start of this pilot was delayed. Potential locations of the counters were identified, the feasibility of installments is under examination.</p>



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Operator, contact	<p><i>Please indicate who will be the “operator” (organization) of the pilot Maximum 2 lines</i></p> <p>For the counters the operator is FVG Strade (in house company of Regione FVG), which is in charge of the building and of the maintenance of the Regional network of cycle routes.</p> <p>Within the Medcycletour project, surveys, interviews, the overall data report were commissioned to Alea coop.</p>
Cost and benefits	<p><i>Please estimate the costs of investment, the yearly operational costs and benefits. Maximum 5 lines.</i></p> <p>The available overall amount of €30.000 was destined for instalment design, purchase, installment of the counters, delivering of the counters’ data according to the specific requested format, training of the personnel to deliver maintenance, 5 year assistance after purchase. The yearly operational cost was not defined yet. The benefit is the data generated by the counters, to be used in the estimate of the cycle route value.</p>



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Marketing Analysis I.	
<p>“Product” - detailed description of the pilot</p>	<p><i>Maximum 10 lines.</i></p> <p><i>Please make clear what kind of counters will be installed, and what kind of surveys you want to implement. Please explain how many counters will be installed and in which type of location? (Urban areas, countryside, etc.)</i></p> <p><i>Please also indicate the exact location for the counters.</i></p> <p>Four (4) bicycle counters (laser scanner technology is the preferred choice at the moment (more details can be provided at a later stage) are planned to be installed, possibly all connected to the power grid, to ensure continuity of data collection. Data will be sent automatically to a server.</p> <p>The current plan is to have minimum one counter per area type (rural, suburban and urban areas). The process to define the exact locations of the counters is ongoing (considering the permissions required and the economic sustainability of connecting each counter to the power grid). See the map at page 8.</p> <p>The survey/interviews (questions on the cyclists and on the ongoing trip) are planned at the counters’ locations for 2 days per location in 2019 (a work day and a holiday, during the cycling season).</p>
<p>“Place” – market analysis</p>	<p><i>Maximum 10 lines.</i></p> <p><i>Please make clear what kind of information you want to collect and which kind of analysis you want to carry out with the data from the counters and surveys.</i></p> <p><i>How is this information and analysis going to help you to improve your products and to market your destination in a more targeted way? How are you going to link it to other data collection initiatives?</i></p> <p>Quantitative and qualitative data will be collected (numbers of users provided by the automatic counters, and information about the characteristics of the users provided by the answers to the survey and interviews).</p> <p>The result will be a first picture of the current users: absolute numbers, their distribution in time (at least at hourly level), and their characteristics in percentage.</p> <p>In 2018 some data were collected by counters along Alpe Adria route (CAAR).</p>



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	The data about the FVG EV8 route will be compared with the data being collected about the CAAR, which crosses EV8 and is overlapping with it for a short stretch.
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Marketing Analysis II.	
Price	<p><i>Maximum 5 lines</i></p> <p><i>Are you going to sell the data you collect (only the processed data or also the raw data)? What will be the price and how does it compare to similar initiatives?</i></p> <p>This topic has not been discussed yet and has to be clarified. As the data obtained are the result of public investment, it is likely that they can't be sold by the public authorities who own them. The general trend by public administration is to provide open (raw) data free of charge.</p>
Data processing	<p><i>Maximum 8 lines</i></p> <p><i>How do you plan to process the data you are going to collect through the counters and surveys? Which kind of key indicators will you establish? What kind of analysis are you going to carry out and which methodology will you use? Are you going to work together with a research institute, consultancy or similar? How are you going to ensure your data is compatible with similar initiatives elsewhere (e.g. using the EuroVelo guidelines for monitoring)</i></p> <p>Following the methodology outlined in the EV guidelines for monitoring and by ECF, Alea coop (consultant of Region FVG) will process the data of the counters provided by FVG Strade/Region FVG, and the data directly collected with surveys and interviews covering info about the cyclists and the ongoing trip. A final report of about 10 pages will be delivered, including absolute numbers and percentages, charts and pictures.</p>
Data presentation	<p><i>Maximum 10 lines</i></p> <p><i>How are you going to present the data and the results of your analysis?</i></p> <p><i>Are you going to set up a website with real time information from the counters or are you just going to publish the processed data? Are you going to publish regular reports on the development of your key indicators? If you decide to sell the data, how are you going to make it informative and attractive for the potential buyers?</i></p> <p>This topic has not been discussed yet. No decision was taken. The Medcycletour project includes actions related to the presentation of the data received by the partners, among which the FVG data.</p>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>Maximum 5 lines</i></p> <p><i>Please describe actually how the counters will be installed and how they will be maintained. How are you going to organise the surveys (how often, with technical support (tablets), papers handed out to cyclists...)?</i></p> <p>The counters will be all power grid connected, if the budget will permit that. Maintenance will be in charge of FVG Strade.</p> <p>Surveys and interviews will be delivered by Alea coop in 2 days in 2019. An online form will be filled in using tablets or smartphones by Alea personnel interviewing the cyclists.</p>
Actions to take	<p><i>Maximum 8 lines</i></p> <p><i>What is needed to install the counters (special permits etc)?</i></p> <p>The final decision on the counters' location, based on permits and cost instalment estimate (the analysis for the connection to the power grid).</p> <p>The tender for the purchase of the counter has to be drafted and published.</p> <p>To install the counters: effective authorizations.</p>



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Implementation plan II.	
Costs and incomes of development and operation	<p><i>Maximum 10 lines</i></p> <p><i>Please describe how much the counters and surveys will cost. Please estimate how much the maintenance / running costs will be (including regular surveys etc.) per year. Please estimate how much income it will generate directly per year in case you decide to sell the data and how much subsidies are needed (if needed).</i></p> <p>Data not available yet. A plan has still to be defined.</p>
Time plan for the realization	<p><i>Maximum 5 lines</i></p> <p><i>When the realization can start? How long does it take? What are the main obstacles? When the counters can be fully operational and when will the first survey results be available?</i></p> <p>The plan is to have the four counters installed and working by Spring 2019.</p> <p>The public tender for the purchase of the counters, and the authorizations process for their installation power grid connected are the current challenges.</p> <p>The surveys and interviews will be delivered during the 2019 cycling season, ideally in 2 days (a workday and a holiday) in the months May and/or June. Survey results are planned to be ready by September.</p>
Stakeholders and organisation	<p><i>Maximum 5 lines</i></p> <p><i>Please clarify who will take the lead? Who should initiate/finance the implementation? What are the next steps? How much they are convinced? Who will be the manager of the counters and surveys?</i></p> <p>See answers of previous questions.</p> <p>In 2019, within the Medcycletour project, Alea coop will deliver the data report, including the counters data received by FVG Strade/Region FVG.</p> <p>A plan for a permanent organization has still to be defined.</p>



Attachment

Map showing the area which will be covered by the counting system, the exact location of the counters and surveys and the cycle routes along this area:

<https://drive.google.com/open?id=1hdjACja2MfLiw-SLVEi6sXSwW4z9dN6M&usp=sharing>

The map shows also hypothetical counter locations.

The surveys are planned in Grado, at the counter location, as shown in the map.

