

Pedal Poll 2021: Count Instructions

Before the count:

Set up the CounterPoint App on your mobile device:

1. Download CounterPoint for iOS on the App Store or for Android on Google Play.
2. Create an account or log into your existing account.
3. Join the '**Pedal Poll Canada**' team.
4. Volunteers in pilot cities will be emailed a count location and time.
5. Volunteers outside of pilot cities will be emailed instructions for choosing *where* and *when* to count.

No mobile device? We have a solution!

- While the CounterPoint app is the easiest and most convenient way to count, paper counting forms are available for download on the Pedal Poll website.
- If you're planning to count on paper, bring a clipboard and a couple of pens.

Please practice!

Why? to become familiar with CounterPoint and build confidence and speed with data entry.

How? Visit a popular cycling route in your community prior to June 1st. Follow the instructions below to conduct a 20-minute practice count.

On count day:

Before leaving home:

- 1) Fully charge your mobile device* or download and print copies of the paper count form.
- 2) You'll be outside for 2-hours, so consider...
 - Applying sunscreen
 - Packing a bag with things to keep you comfortable and safe
 - We suggest: a hat, water bottle, face mask, folding chair or cushion, headphones to listen to music.
- 3) Plan to arrive at least 10 minutes before start time.

***Note:** CounterPoint requires consistent wifi access or a mobile data connection to operate; however, the data used will be minimal (estimated at around 400KB over 2 hours).

At the count site:

- Find a safe place, with good visibility of the route, next to the road or path on which you'll be observing cycling traffic. The further you can see, the more time you'll have to categorize approaching cyclists.
- Open the CounterPoint app and select the green pin, known as a CounterPoint, at your site. Check that the photo, and/or ID number at the bottom of the screen match your assigned location. Volunteers outside of Pilot Cities can choose to count at an existing CounterPoint or create a new one!

- Press the **‘Count Here’** button, select the **‘Count traffic’** method, and then the **‘Cycling Demographics’** survey.
- You’ll be greeted by a ‘How It Works’ quick counting guide. Review the guide and then click the **green ‘Okay’ button** or, if you need a refresher of the three demographic categories you’ll be observing, click the blue ‘Learn More’ button. This will take you to the counterpoint training webpage via your internet browser.

Screen line and Positioning

- Pedal poll uses the screen line counting method. This means you’ll be counting **all** cyclists that cross an imaginary line running across the full width of the road or path, including sidewalks. You should count all types of bicycles including e-bikes, cargo bikes and tricycles (but not vespa-style scooters).
- If two or more people are on a single bike (e.g. adult pedaling and child in a bike seat or trailer), count them both. Don’t count cyclists in the distant background, or people walking their bikes.
- As a **solo observer**, count all cycle traffic that crosses the screen line from BOTH directions.
- At busier times and locations in Pilot Cities, you may be paired with another observer. When **working in pairs**, each person will count cyclists from ONE direction, only. Please keep 2 meters apart and wear a mask to help prevent the spread of the COVID-19 virus.

Recording Responses

- To begin, click the **green ‘START’ button** in CounterPoint or get ready with a pen and the paper count tool on a clipboard.
- Every few seconds, scan both directions of the road or path for approaching cyclists (or keep focused on one direction if you’re counting in pairs).
- As a cyclist approaches the screen line, assign them a gender, age group, and ethnicity. Enter responses in CounterPoint by using 90-degree swipes, or by tapping a button in each row. A swipe should move in a straight line down, left, or right **ONLY** to avoid accidentally selecting the wrong button. On the paper count tool, record your responses with a strike/check mark.
- If your site is busy, you may find it difficult to complete all the demographic characteristics. Do the best you can, or just record “other/unsure” for one or more of the characteristics.

Difficult Observations

If you can’t tell the gender, age group, or ethnicity of a cyclist, swipe or tap the “other/unsure” button in the corresponding row. If necessary, you can select “other/unsure” for all three categories. This will ensure that the cyclist is still counted, even though the demographic information will be missing.

Ending Your Session

CounterPoint: click **‘Done’** and then **‘Done Survey’** to save your data. If you must leave the site during your count session, such as for an urgent washroom break, save your count data. You can open a new counting form upon your return. If you’re in a Pilot City, record the time of your absence and report this to your local ambassador.

Paper Count Forms: follow the instructions on the count form to submit your count data to the Pedal Poll team.

