eco counter ®

COUNTING PEOPLE, ANALYSING DATA

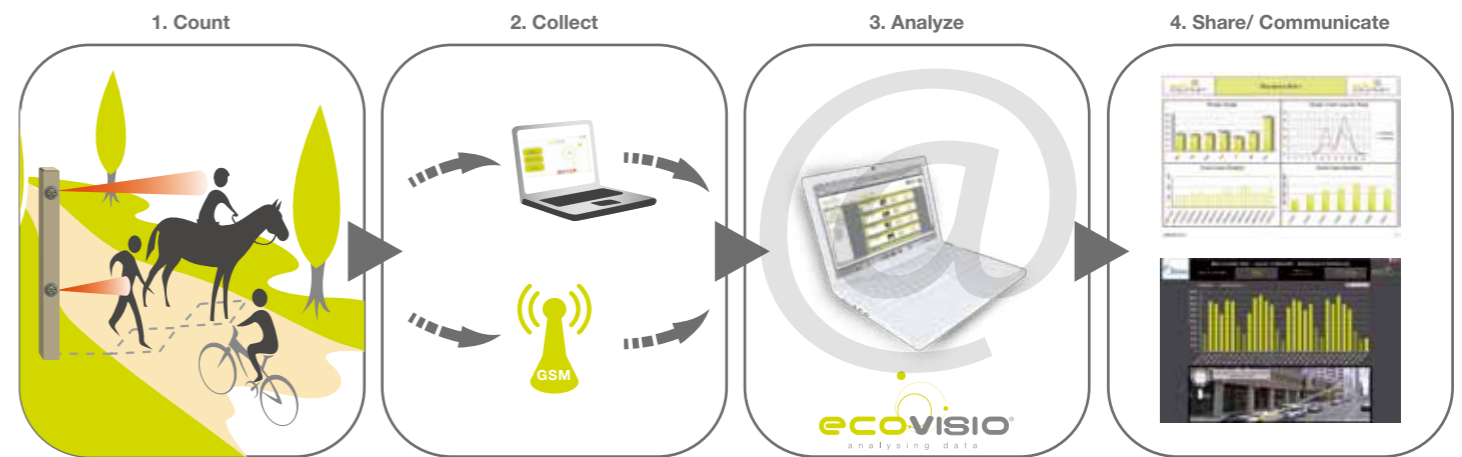## Do you know how many users are on your trails?

eco counter

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Eco-Counter can help you build a visitor monitoring system!

Comprehensive counting and data analysis solutions

- Unmatched expertise in the counting of cyclists and pedestrians in urban and natural environments since 1998.
- More than 5,000 counters installed in 35 countries.
- Service offices in Lannion, France, and Montreal, Canada.
- A worldwide network of distributors providing local customer support.
- A Research and Development team with a strong culture of innovation.
- High-quality technological products that are designed, manufactured and tested in France.
- User-friendly software for analyzing and comparing data as well as generating charts, reports and more.

1. Count **2. Collect** **3. Analyze** **4. Share/ Communicate**

GSM

ecoVISIO
analysing data

Why count?

▶ Observe

Understand usage patterns in order to improve visitor experience

- How many cyclists ride over your greenways?
- What are the peak visitation periods (hours, days, weeks, etc.)?
- What is the impact of the weather on visitation?

▶ Understand

Evaluate trends over time in order to guide future investments

- Which trails are most popular?
- Are trails well marked?
- What is the impact of a new facility?

▶ Communicate

- Obtain accurate data on the economic benefits of bicycle tourism to back new investments.
- Provide partners with regular reports on the visitation rates of the most representative sites.
- Motivate field teams with detailed reports.

Contents

ZELT Inductive Loops

- Reliable
- Invisible
- Waterproof
- Battery - Powered

How It Works

Eco-Counter's **ZELT** Inductive Loop is a unique and patented technology. It has been continually improved by our Research and Development Team for over 5 years. The **ZELT** loop precisely analyzes the electromagnetic signature of each bicycle wheel, with 13 differentiation criteria. Its unique algorithm allows an extreme precision in any configuration (shared road, bicycle boulevard…).

Features & Benefits

- Selective counting on shared roads
- Precise for groups of cyclists
- Battery powered (1 to 2 years)
- Bidirectional detection

- Invisible installation
- No maintenance
- Installation in any type of soil
- 2 year data storage

Groups of Cyclists: ZELT Greenways

- Monitors **bicycles on dedicated bicycle lanes and greenways.**
- Counts **bikes riding side-by-side** or closely following each other.
- Extreme sensitivity (accuracy +/- 5%).

▶ Groups of Cyclists

The **ZELT Greenways** has been designed to count groups of cyclists on greenways and bicycle boulevards. It has been installed on the cycle lane around the Annecy Lake, where it counts up to 10,000 cyclists per day.

▶ Promote Bicycle Tourism

Whether installed on greenway networks or MTB trails, counters are the first step in evaluating the economic impact of bicycle tourism.

Count data logged by **ZELT** electromagnetic loops are used in a number of departments in France to accurately and meaningfully assess the touristic, economic and social benefits of this type of tourism.

A sensor adapted to any configuration

▶ Classic loop

The **ZELT** Classic Loop is a diamond-shaped stranded cable installed 5 cm (2 in) deep under asphalt pavements.

Once buried, the system is totally invisible.

▶ Selective counting

A selective option allows to count bikes even on shared roads. The **ZELT** sensor is able to count only bikes and to ignore all motorized vehicles (cars, trucks, tractors, bus).

▶ Pre-Formed Loop

The **ZELT** Pre-Formed loop is a classic **ZELT** Loop to be installed in soft soils.

The stranded cable of the preformed Loop is protected by an outer sheath to maintain the diamond shape in all types of ground.

invisible | accuracy +/- 5% | ultra strong | waterproof IP 68 | memory 2 year | in / out | eco-visio | no maintenance | 15 min | 2 year | GSM

Pyroelectric Sensor

Eco-MULTI

Get a complete count of various types of users

- Bidirectional Detection
- Range of up to 15 m (49 ft)
- Non-intrusive technology
- Low maintenance
- 10-year battery life
- Dust and waterproof (IP 68)

Count and classify various types of users

- A single logger that differentiates between various users
- Bidirectional Detection
- Low maintenance
- Battery-powered (1 year min.)
- Invisible or hidden
- Waterproof (IP 68)

A multi-purpose sensor

The **PYRO** sensor is able to use the combination of passive infrared technology and a high precision lens to detect the change of temperature created by a human body passing in the range of the sensor.

This sensor is able to count many types of users without discrimination.

▶ Pedestrians and Cyclists

The **PYRO** sensor is perfectly suited to trails shared by pedestrians and cyclists. All users, even fast-moving mountain bikes, are counted using a special algorithm.

▶ Horse-riders

When installed at a height of 2.7 m (8.9 ft), the **PYRO** sensor can be used to count horseback riders and thus identify which trails require priority grooming.

A sensor for any situation

The **PYRO** sensor has an IP68 rating and is designed to blend in with its outdoor surroundings.
Delivered with or without a housing, it can be concealed inside a dry stone wall or wooden post.

| Embedded | Wooden Post | PYRO-Box |

ZELT + PYRO to differentiate users

Eco-Multi is an innovative and versatile counter that can differentiate various modes of transportation (**bikes, horses, motor vehicles**, etc.). The customizable system consists of sensors that utilize various technologies to detect a specific user type. Each user type detected is managed by **Smart Connect**, an intelligent system that sorts users by category.
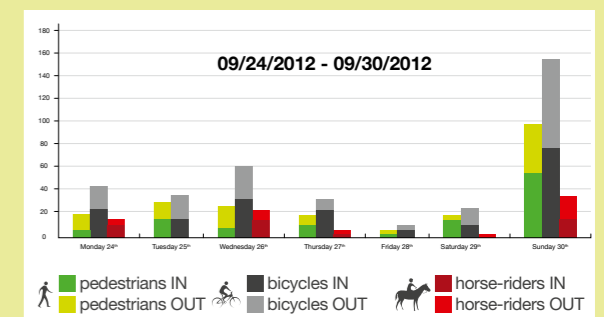
▶ Pedestrians / Cyclists

Because pedestrians and cyclists often use shared greenways and paths for different purposes, it can be useful to distinguish between both types of users. **Eco-MULTI** does it by combining a **ZELT**, a **PYRO** and an intelligent logger.

▶ Pedestrians / Cyclists / Horse-riders

Eco-MULTI can also count and differentiate between pedestrians, cyclists and horse-riders. A standard **PYRO**, a **ZELT** and a horse-rider **PYRO** record each type of user and the direction they are moving in. All three user categories are then analyzed on the **Eco-Visio** online software platform.

09/24/2012 - 09/30/2012

- pedestrians IN
- pedestrians OUT
- bicycles IN
- bicycles OUT
- horse-riders IN
- horse-riders OUT

Users Classification

very strong | waterproof IP 68 | memory 2 year | in / out | eco-visio | no maintenance | 15 min | 10 year | GSM

eco·visio®

a n a l y s i n g   d a t a

• Online software
• User-friendly
• Reports in 10 seconds

Eco-Visio is the name of the software program specifically designed by Eco-Counter for compiling and analyzing bicycle and pedestrian data.

Eco-Visio: a dedicated data analysis platform

Online software accessible anywhere (cloud computing) for:
- Organizing and managing counting sites
- Collecting, analyzing and sharing data with various local, regional and even national users
- Print professional reports in a matter of seconds

Manage access rights and import/export data

Analyze count data

Display comprehensive information about counting sites: pictures, maps, description...

Edit instant or customized reports

Optimize the organisation of your counting sites

Build a visitor monitoring system

A monitoring system provides a means of centralizing data from manual and automatic counts and from various sources. Eco-Visio is the tool for compiling and analyzing this data.

▶ **Centralize data**

Ability to integrate several counting points:
- In various data formats.
- From a number of sites.
- Collected by different organizations.

▶ **Share and manage data**
- Manage the access rights of different partners.
- Create custom counting point views.
- Identify, modify and delete anormalous data.

▶ **Communicate and analyze**
- Print regular reports for all of your partners.
- Make data available to all of your colleagues (scientific department, GIS, etc.).

Eco-Visio: management and centralization of multi-site data

Eco-Visio can help you create, manage and scale a database containing data from local, regional or national sites.

For example, **Eco-Visio** is used in the UK by the N.G.O. SUSTRANS to compile data from more than 2,000 counters used by 120 local authorities as part of the country's first-ever project for large-scale management of an active transportation database.

Case studies

Expertise & References

• Unmatched Experience
• Innovative Team

Bicycle Tourism

Counters are precious tools for touristic applications. They allow the classification of sites depending on their activity and popularity, to observe the seasonal or weather effects and to measure the impact of an event.

Eurovélo 6

Bike Trail Atlantic-Black Sea, 6,000 km, 9 countries

- **Aim:**
  calculate the benefits from bicycle tourism and compare data from different countries.
- **Installation:**
  25 counters installed with GSM data transmission and a report produced every year for all the concerned parties (hotels, tourist offices, local administrations, etc.).
- **Results:**
  2 regions are now sharing their data and building economic indicators based on the gathered data.

Route Verte

Québec, 5,000 km

- **Aim:**
  calculate the benefits from bicycle tourism and compare the data throughout the whole route.
- **Installation:**
  18 systems installed on the greenway.

Donauradweg [The Danube Bike Trail]

Austria, 150 km, 4 Länder

- **Aim :**
  With the help of tourist surveys, the economic significance of that cycling route will be defined and hereafter monitored.
- **Installation :**
  17 GSM counters register the cyclists at 9 counting sites located on both sides of the river.

Our Expertise at your Service !

Eco-Counter mobilizes its solid experience and knowhow to assist you with every step of your project.

PRELIMINARY STUDY

- Help identify the needs and objectives of your counting project
- Select the most appropriate counting technology and sites
- Help validate counts to ensure accurate data collection

INSTALLATION

- Assistance with installation
- Technology training for your employees through webinars or on-site visits

CUSTOMER SERVICE

- A dedicated support desk to help you with any of your counting questions
- Ability to answer questions related to installation, data collection, software use, troubleshooting, etc.

R&D Service

- A highly innovative team insures that we produce quality, reliable, and advanced counting technology
- A client focused team builds a strong relationship between you and Eco-Counter's technology
- Solution-oriented approach and ability to adapt to site-specific needs

They already monitor Greenways with Eco-Counter:

DATA

www.eco-counter.com

Since 1998, the dedicated
Eco-Counter team has been
providing solutions for monitoring
active transportation : we have
always specialized in counting
pedestrians, cyclists and horse riders.
Greenways, downtown management,
active transportation, tourist monitoring
and natural areas : today we are able
to offer solutions for monitoring
this traffic in any type of site configuration.
This is why we are worldwide market leaders.

Greenways
National and regional parks
Monuments
Urban walkways
Natural reserves
Forestry paths
Pedestrian areas in cities
Cycling paths

Andorra

Australia

Austria

Belgium

Canada

Chile

Croatia

Czech Republic

Denmark

Estonia

Finland

France

Germany

Iceland

India

Ireland

Israel

Italy

Japan

Lithuania

Luxembourg

New Zealand

Norway

Poland

Portugal

Serbia

Singapore

Slovakia

Spain

Sweden

Switzerland

The Netherlands

United Kingdom

United States

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