



Cycling Engagement and Advocacy Platform

Andrew Nash

Velo-City Lisboa – 7 September 2021

**People won't cycle if
they don't feel safe.**



"Just be grateful you got a bike lane."

Source: creativebyrovelo.com

Support for building protected bike lanes (EKOS, Sep 2020)

North York

83%

Citywide

84%

Walk/Bike/Transit

~90%

Car

76%



Torontonians support bike lanes, want to see more protections, new poll suggests: <https://www.cbc.ca/news/canada/toronto/toronto-cycling-poll-1.5730111>



Source: <https://www.cycleto.ca/2021-advocacy-forum-resources>

And they want better cycling infrastructure.

But many
city leaders
fear drivers.

Put in protected bike lanes?

Pros

- Reduce Fatalities
- Reduce injuries
- more people biking
- less pollution
- economic boost
- less congestion
- healthier population
- kids biking to school
- safer sidewalks
- Helps meet our VZ mandate
- helps address the climate emergency we declared
- so many more....

Cons

- some drivers might be mad at me

Source: creativebyrovelo.com

Aktuelles



Platz Für Wien kritisiert demokratiepolitische Farce im Petitionsausschuss / Aktionstermine

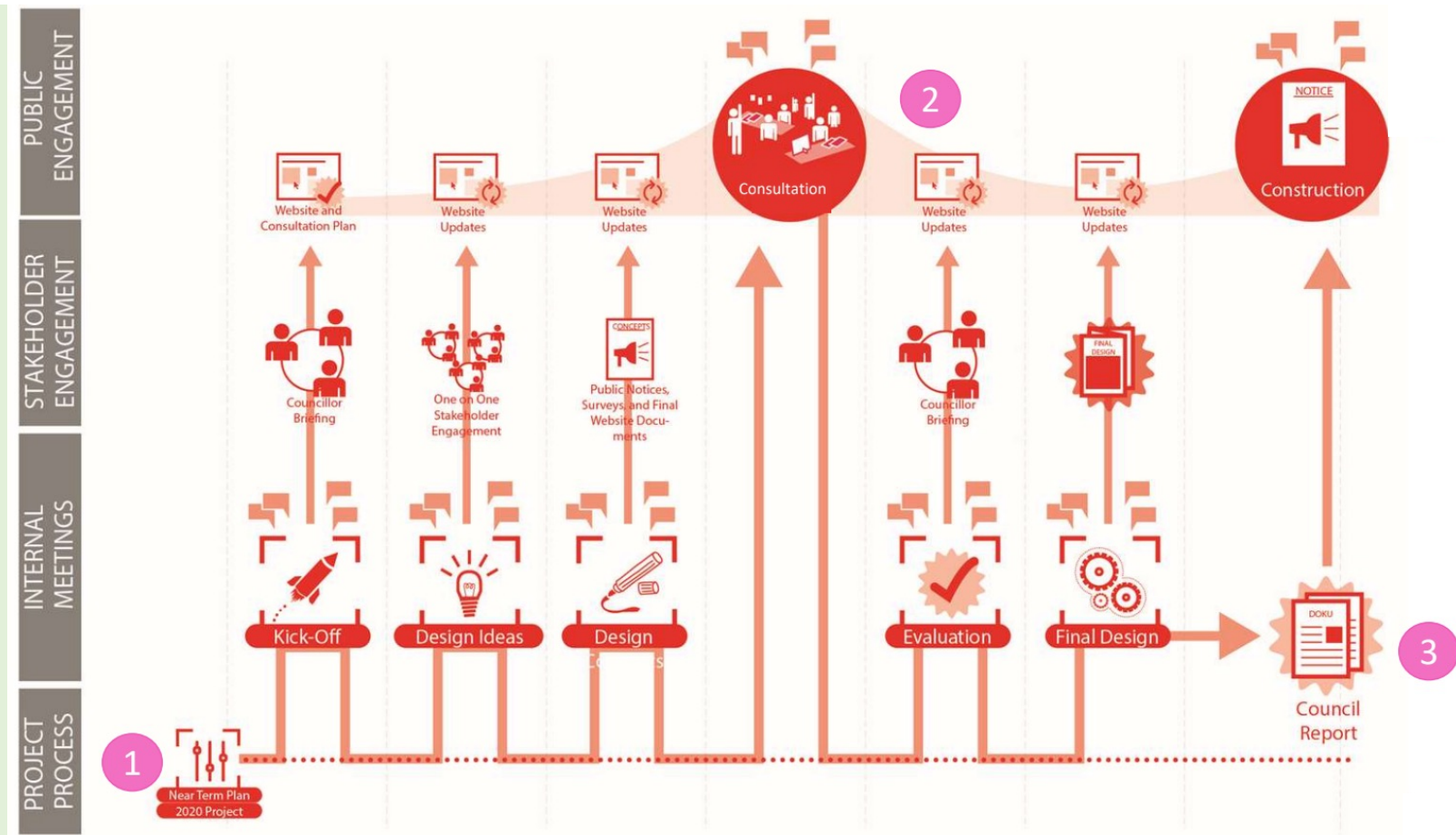
11. Juli 2021 In Aktuelles

Jetzt ist es amtlich. Wurden nun doch – wie von uns gefordert – Bürgermeister Ludwig und der Klimarat der Stadt Wien zu einer Stellungnahme gebeten? Wurden die abschreibenden Bezirksvorsteher*innen zu einer neuen Stellungnahme aufgefordert? Wurden die Stadträte zu ordentlichen Stellungnahmen aufgefordert, die tatsächlich etwas mit der Petition zu tun haben?

WEITERLESEN...

Source: <https://platzfuer.wien/>

Others hope the activists just go away.



<https://www.cycleto.ca/2021-advocacy-forum-resources>

Or ... send them on long & complex journeys.

We know what needs to be done.

We lack the political power to do it.

Our solution:

Engage
more people

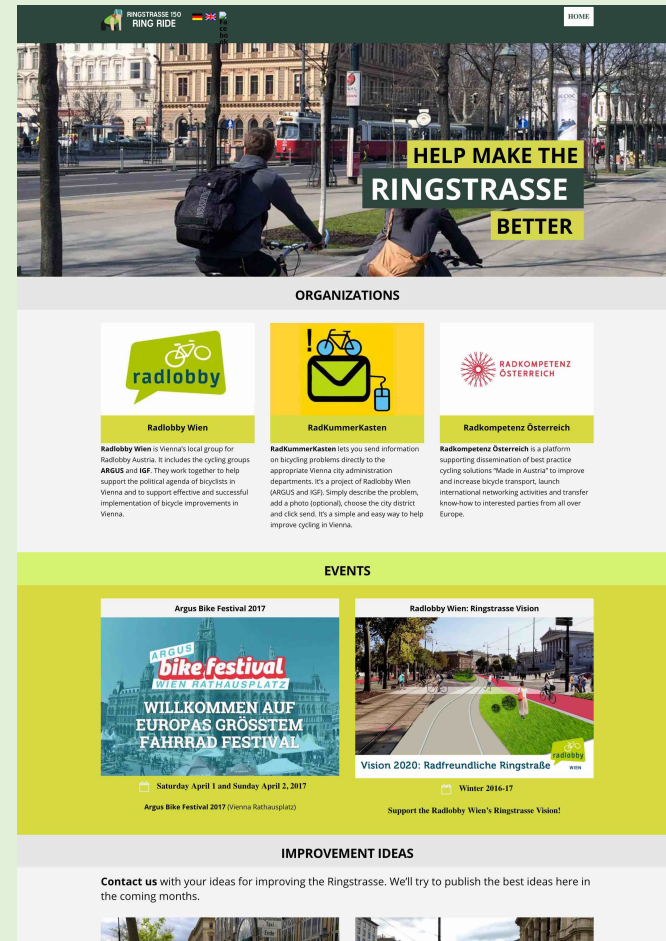
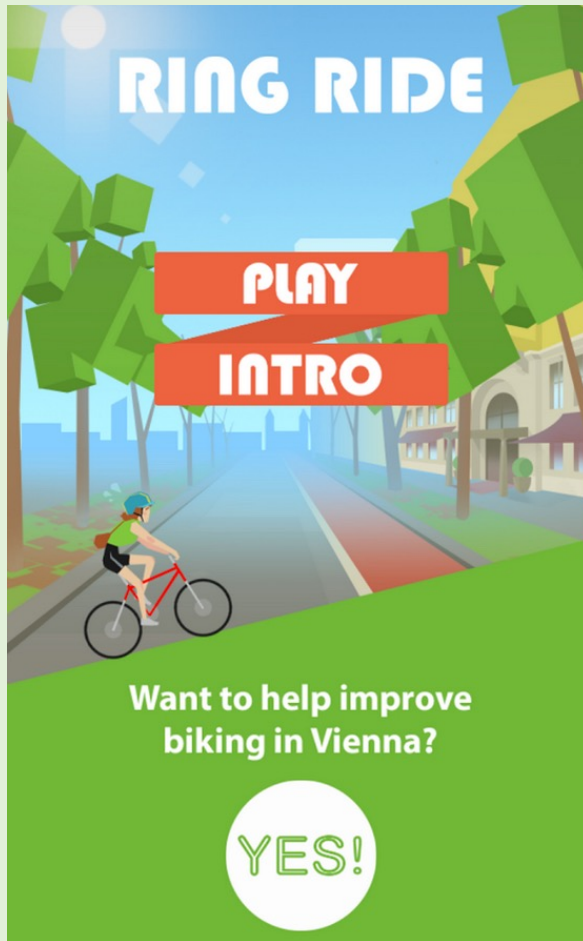
+

Connect
them effectively

Engage
more people

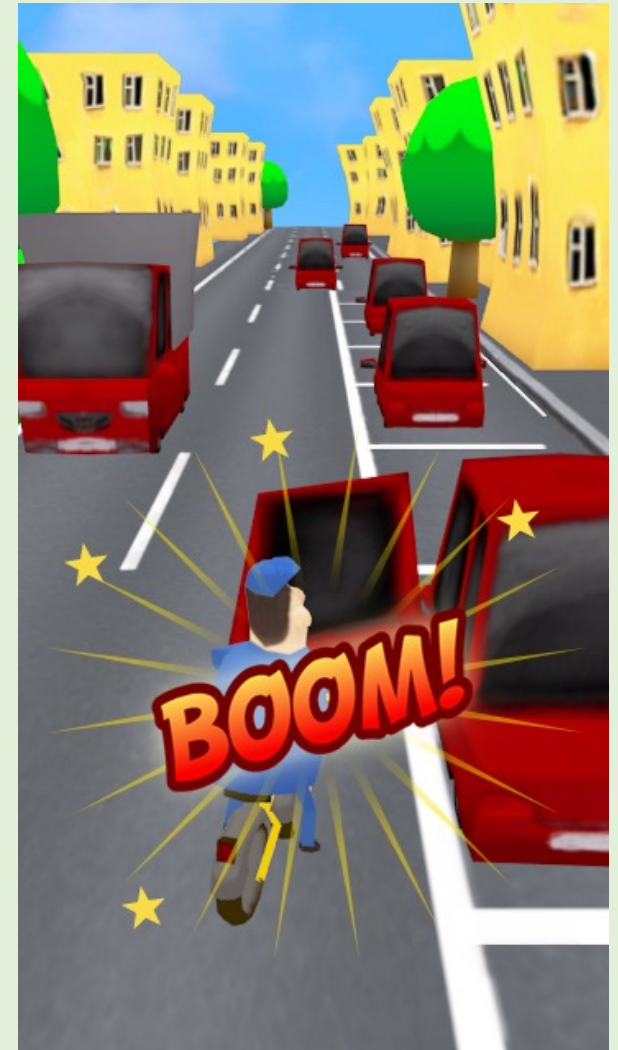


Connect
them effectively



Games

A fun way to attract new people and to teach safety skills.



Linked Websites

Efficiently channel
and support activist
energy.

Organisations

Events

Apps - Sensors

Collect Ideas

RINGSTRASSE 160 RING RIDE

HELP MAKE THE RINGSTRASSE BETTER

ORGANIZATIONS

- radlobby**
Radlobby Wien
Radlobby Wien is Vienna's local group for Radlobby Austria. It includes the cycling groups ARGUS and IGF. They work together to help support the political agenda of bicyclists in Vienna and to support effective and successful implementation of bicycle improvements in Vienna.
- RadKummerKasten**
RadKummerKasten lets you send information on bicycling problems directly to the appropriate Vienna city administration departments. It's a project of Radlobby Wien (ARGUS and IGF). Simply describe the problem, add a photo (optional), choose the city district and click send. It's a simple and easy way to help improve cycling in Vienna.
- RADKOMPETENZ ÖSTERREICH**
Radkompetenz Österreich is a platform supporting dissemination of best practice cycling solutions "Made in Austria" to improve and increase bicycle transport, launch international networking activities and transfer know-how to interested parties from all over Europe.

EVENTS

- Argus Bike Festival 2017**
WILLKOMMEN AUF EUROPAS GRÖSSTEM FAHRRAD FESTIVAL
Saturday April 1 and Sunday April 2, 2017
Argus Bike Festival 2017 (Vienna Rathausplatz)
- Radlobby Wien: Ringstrasse Vision**
Vision 2020: Radfreundliche Ringstraße
Winter 2016-17
Support the Radlobby Wien's Ringstrasse Vision!

IMPROVEMENT IDEAS

Contact us with your ideas for improving the Ringstrasse. We'll try to publish the best ideas here in the coming months.

- Nebenfahrbahn Radweg**
Am Parking gibt es einen kurzen Abschnitt, in dem sich der Radweg in der Nebenfahrbahn anstatt der linken Parkspur befindet (vor dem Marriott Hotel). Dies trennt Fußgänger von Radfahrern, verringert allerdings den Raum zum Parken. Es ist eine gute Lösung, welche auch an anderen Stellen der Ringstraße versucht werden soll. Hier finden Sie eine detailliertere [...]
- Opernplatz**
Es ist möglich, dass die beste Nutzung des Raumes vor der Wiener Staatsoper eine Busstop-Station ist! Die Abgase und der Verkehr machen diesen Raum für Fußgänger wie Radfahrer unangenehm und gefährlich. Lass uns die Station für Bussourcen an einen geeigneten Platz verlegen und den Raum wieder für "s" Gehen, Radfahren und sich am Gebäude Erfruen zurückerobern. [...]

Customers



- ***Local government*** → Improve public engagement (cycle planning).
- ***Advocacy groups*** → Increase membership, publicise events.
- ***Projects*** → Improve participation, share apps (citizen science).

Prototype Worked!

Vienna 2015

ringstrasse150.com



ringstrasse150-Ring Ride video: <https://youtu.be/lGStOy0spic>

Project Failed!

No customers.



Another Problem

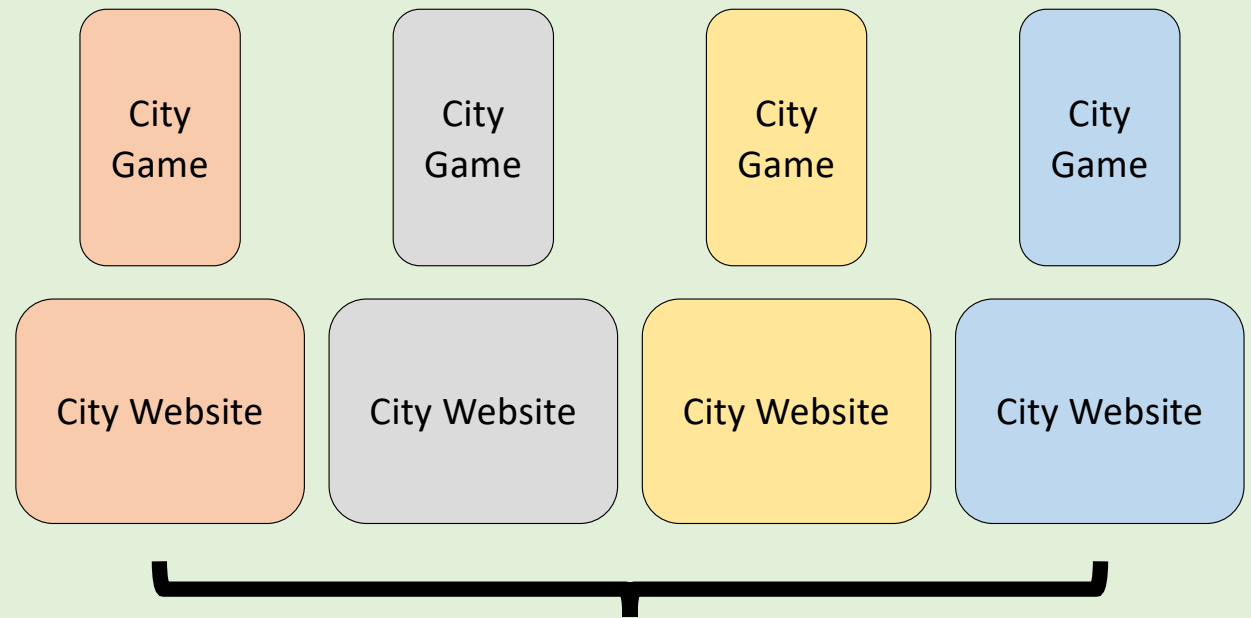
Everyone develops their own games, apps & software for public engagement and advocacy with limited best practice knowledge.



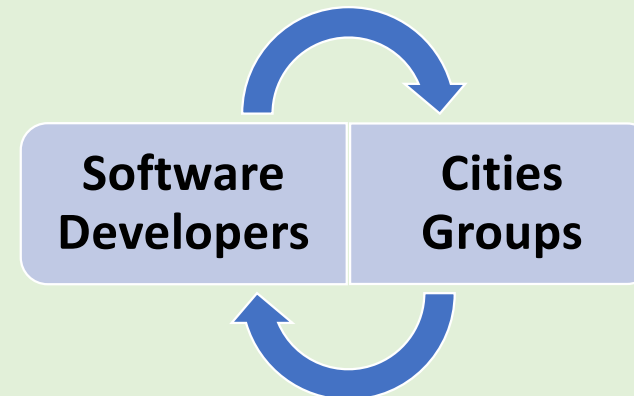
Boston MBTA recommends multi-city Transit App instead of developing their own trip planning app.

Our Pitch

1. Develop local *game & website* in several cities.



2. Build best practices & software co-creation *platform*.



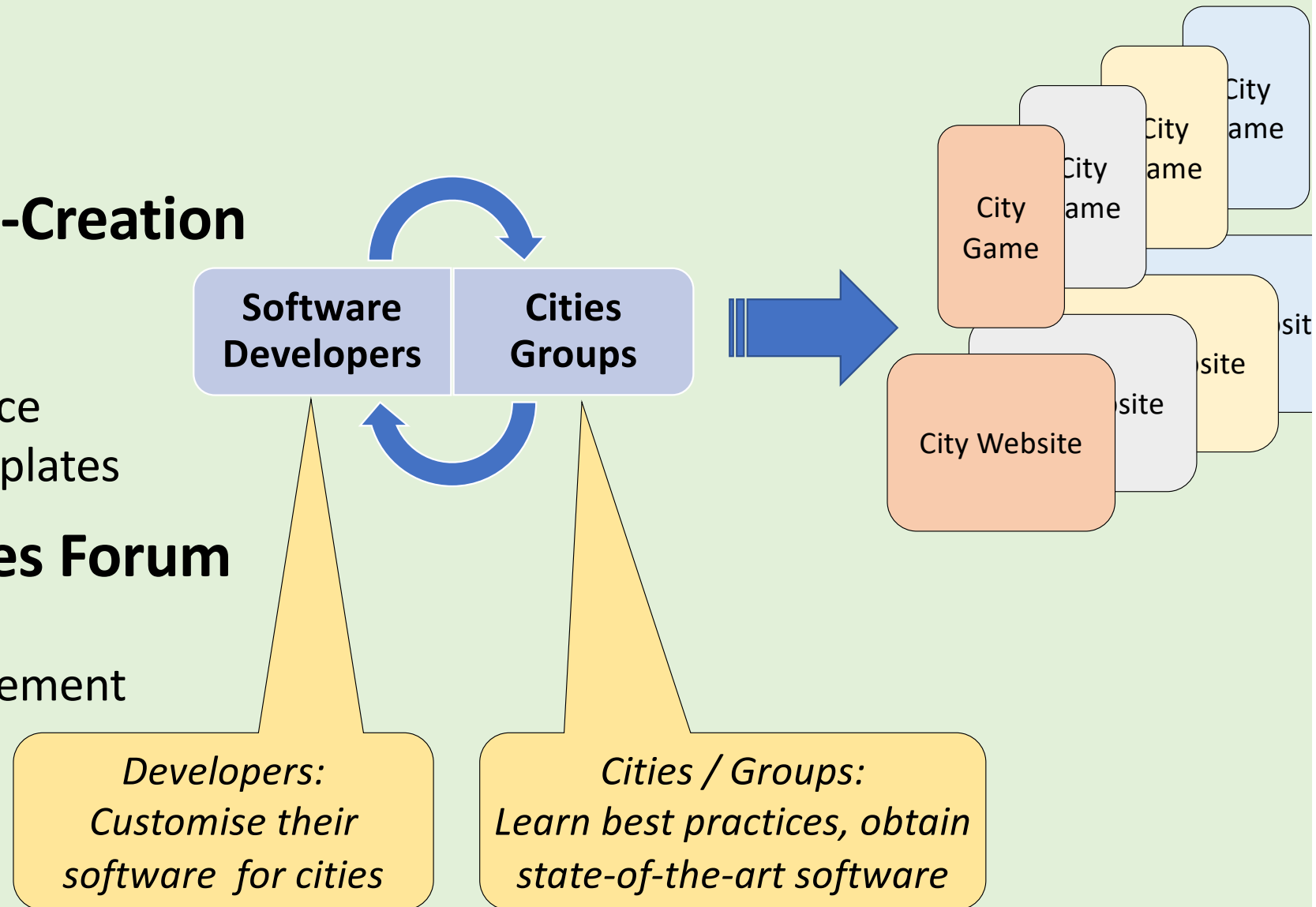
Platform

Software Co-Creation

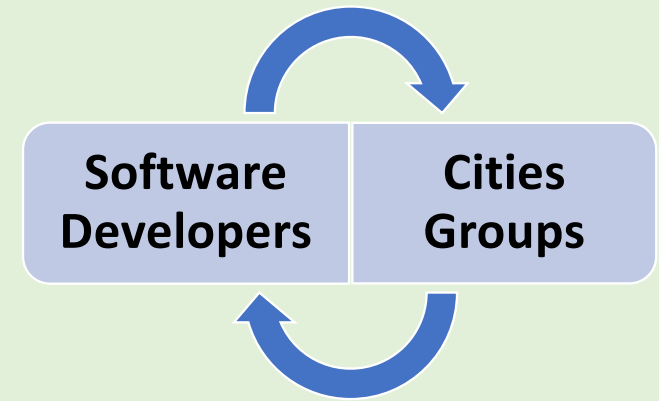
- Apps
- Games
- Citizen-science
- Website templates

Best Practices Forum

- Software
- Public Involvement

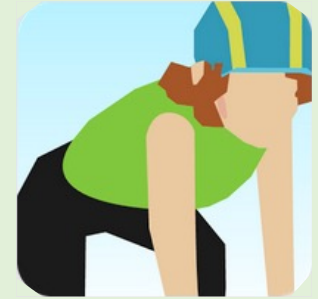


Platform Benefits



- *Library* provides cities with SOA cycling advocacy technologies.
- *Plug & play* games/apps help keep local solutions popular.
- *Best practices* help cities build better local solutions.
- *Marketplace* supports co-creation of cycling apps/games/tech.

Pitch Criterion 1: Relevance



The Challenge:

→ Increase *effectiveness* of public support for cycling infrastructure.

Assessment:

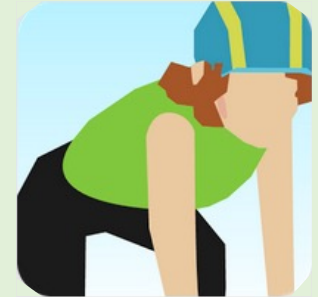
→ Engages more people using games.

→ Efficiently guides people to cycling input and advocacy opportunities.

→ Helps cities and groups create effective participation applications.

→ Helps developers market their applications and software.

Pitch Criterion 2: Scalability



Commercial potential:

- Game + Website approach can be applied everywhere.
- Platform improves market for, and quality of, participation software.

Competitive advantage:

- No existing platforms for local cycling public participation software.
- Platform supports co-creation: software developer – clients.
- Platforms are next logical step in software development.

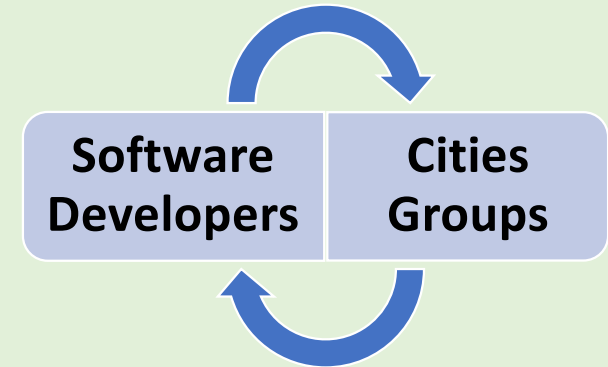
Pitch Criterion 3: Innovation



Existing best practices applied to cycling advocacy:

- Platform approach for co-creation.
- Using games for engagement and learning.
- Marketplace for state-of-the-art cycling software ...
... prevents cities/groups from re-inventing the wheel.

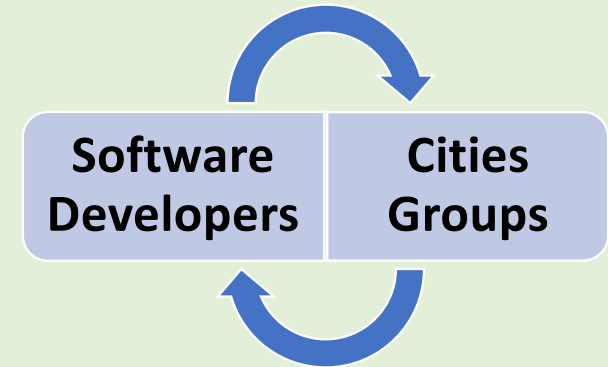
Next Steps



Option 1: **Local Customers**

- ± 5 cities hire us/local developers to create ***city games + websites***.
- Lisbon city project coordinated by local partner: João Bernardino.
- Local project sponsors and developers start ***platform***.

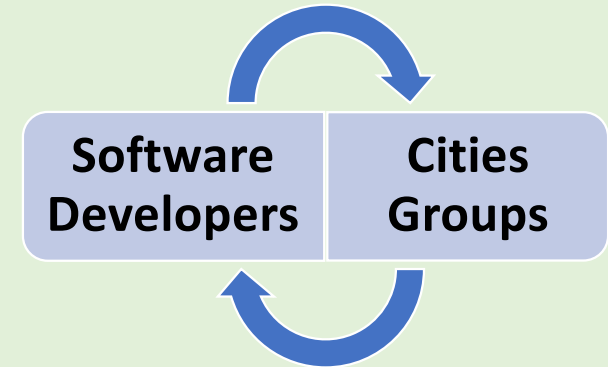
Next Steps



Option 2: **Platform First**

- Start working group to manage *platform development* (contact me).
- Build platform as part of another project (e.g., CIVITAS, EUDRES).
- Cities and groups use platform to make local *games + websites*.

Smart Pedal Pitch:



Cycling Engagement and Advocacy Platform

Presentation available at:
<https://andynash.com/publications>

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References



- “Grateful” and “Pros and Cons” – Tom Flood, <https://creativebyrovelo.com>
- “Cycling support in Toronto” – from presentation “How you can get Involved in Cycling Advocacy” by Kevin Rupasinghe, Cycle Toronto 2021 Advocacy Forum, <https://www.cycleto.ca/2021-advocacy-forum-resources>
- “Platz für Wien” – Blog post from website: <https://platzfuer.wien/>
- “Process” from presentation “How do Bike Lanes Get Built?” by Toronto Deputy Mayor Ana Bailão, city staff members Becky Katz and Kanchan Maharaj; Cycle Toronto 2021 Advocacy Forum, <https://www.cycleto.ca/2021-advocacy-forum-resources>
- “Ring Ride Game”, “Ringstrasse150.com”, “Dooring hazard” – Andrew Nash, <https://andynash.com>
- Ringstrasse150.com video on YouTube: <https://youtu.be/lGStOy0spic>