



Advanced Data Collection

In the past, cities that wanted to improve their bike infrastructure had to rely on bike counts for data. Counters are a valuable tool for measuring throughput on key parts of a city's cycle infrastructure, but they leave planners with blind spots and many unanswered questions: Why people are biking? What is their origin and destination? What is their demographic profile? And, perhaps most crucially, how pleasant or stressful was their experience?



Using only counters to understand biking behaviour is reminiscent of the early days of the web, where someone managing a website only had simple hit counters to monitor their web properties. Today, they can use advanced tools like Google Analytics to gain a deep understanding of their users' behaviour. With Ride Report, it is finally possible for city planners to have access to a 21st century tool for collecting and understanding transportation data.

Next Generation Smartphone App

Love to Ride has partnered with a new app that people can use to record their rides. The Ride Report app is a free smartphone app for iPhone and Android. Ride Report is a fun and easy to use trip logging tool built for all kinds of riders - not just hardcore fitness riders.

Unlike other trip logging apps, Ride Report runs automatically and silently in the background. Whenever a rider jumps on their bike, the app logs the trip without them having to open the app or start or stop anything. Using specialised machine learning algorithms, Ride Report detects their transportation mode accurately and automatically.

Rich Data

When their trip is over, the app prompts the rider to rate their trip, right on their phone's lock screen. This fast, simple rating mechanism generates a wealth of experience data which is then analysed by our tools to generate a comprehensive, street-by-street Stress Heat Map of your city. The stress map provides a key resource for any city or area trying to expand ridership by offering safe, stress-free routes.

Ride Report collects a lot more than just stress data. Because the app runs automatically for every trip, trips of all types are collected - not just epic fitness rides and power commutes. On average, a Ride Report users' trip is just 1.5 miles, giving insight into errands and local trips that are often invisible to planners.

Ride Report's automatic nature also means that our tools can describe a rider's complete transportation lifestyle - how many trips a week they take, their habits and patterns, their mode replacement trends and their relative stress-tolerance. Using this longitudinal data, Ride Report can even automatically detect whether a user's trip is a commute, errand or recreational ride.

Data Analysis

The Ride Report Dashboard, is a one-stop, visual mapmaking tool that can answer the Who, What, Where, When and Why's of their city's bike trips. With just a few clicks, planners can ask questions like:

- How stressful are trips into town from different parts of the city?
- How many trips under 2 miles are there in this area?
- Did this new bike lane actually make people feel safer after it was installed?

Ride Report's analytics tools also integrate deeply with 3rd party data sources, allowing planners to seamlessly combine Ride Report's unique data with map data from Open Street Map, weather data, social media demographic data and count data from a city's exiting automated counters.

Planners can also export the data from any of these queries in an open, non-proprietary format - making working with other tools and existing workflows a snap.

Love to Ride + Ride Report

Ride Report syncs with Love to Ride so that people's trips are logged automatically on their Love to Ride profile. This gives them all the benefits of being part of the Love to Ride community, including putting them into Love to Ride's prize draws (automatically every time they ride).

The Love to Ride programme's outreach and engagement features help to get more people using the Ride Report app, and also help to ensure that the user base is as large and diverse as possible. This way the data collected can be taken as representative of riding in your city.

Interested in getting Ride Reports data collection and analysis tools? Got Questions? Please get in touch: data@lovetoride.net

