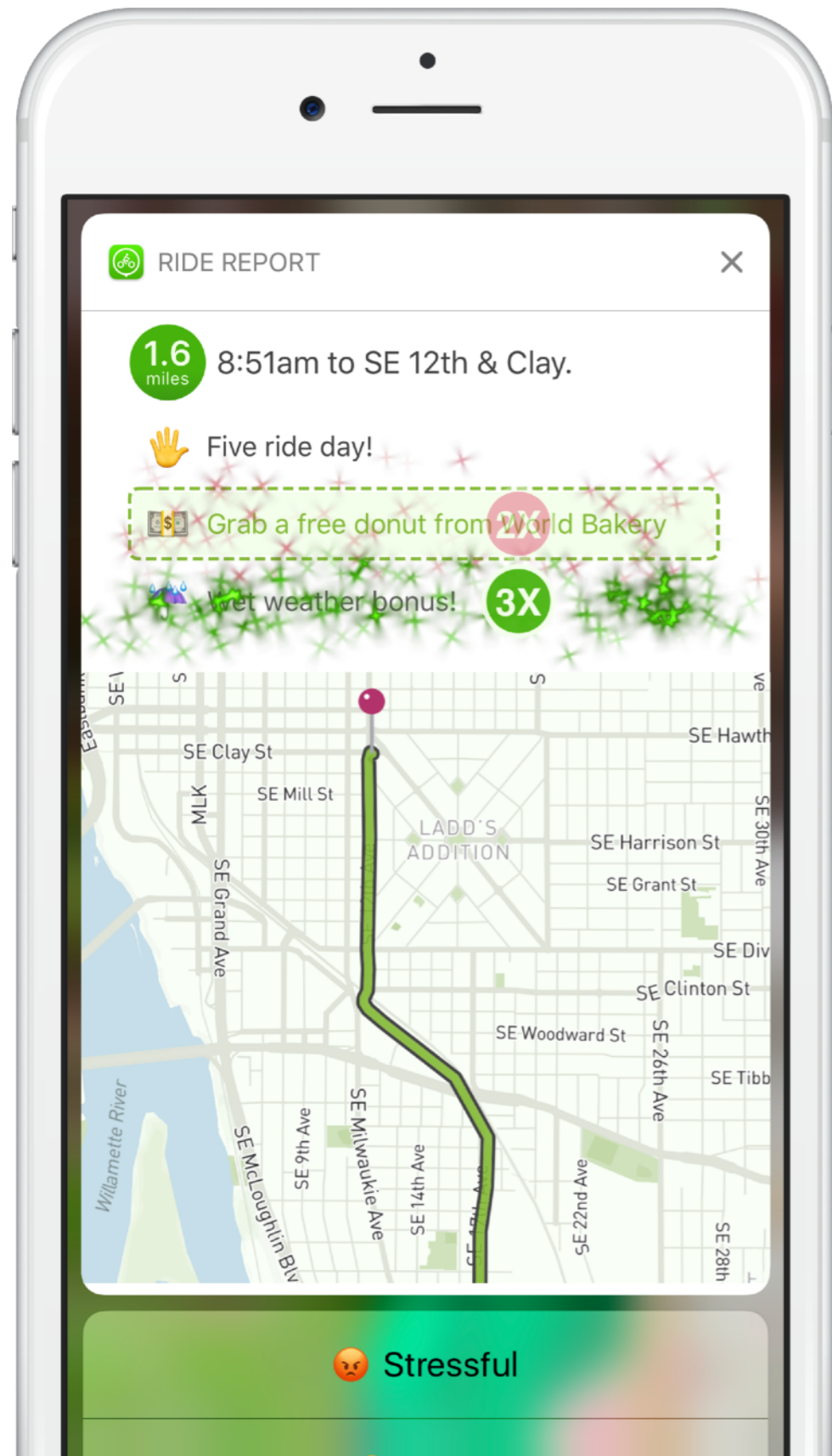




# Ride Report

National Capital Region  
Transportation Planning Board  
Bicycle and Pedestrian Subcommittee  
November 29, 2017

[ridereportapp.com](http://ridereportapp.com)

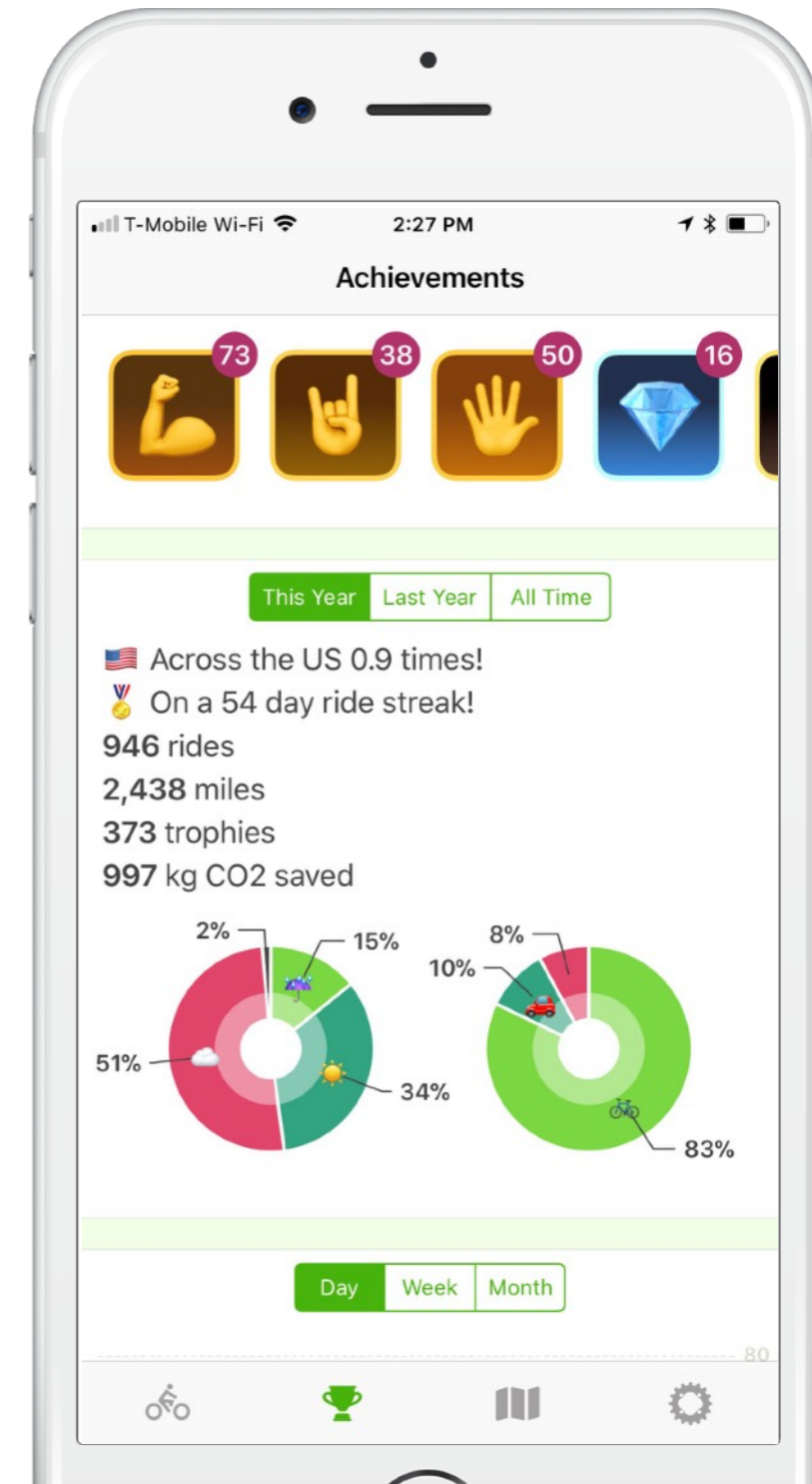
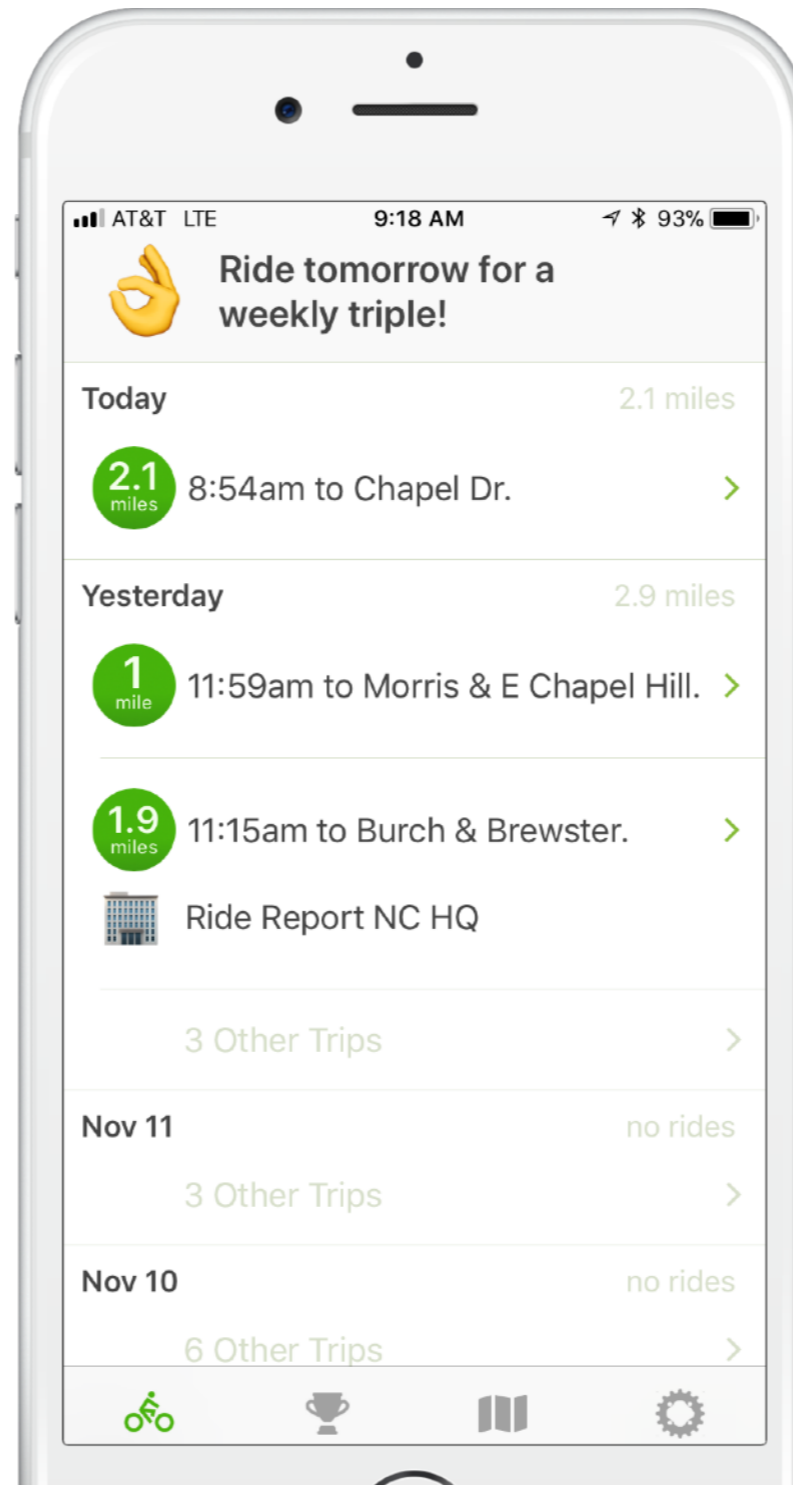


# Totally Automatic Trip Capture

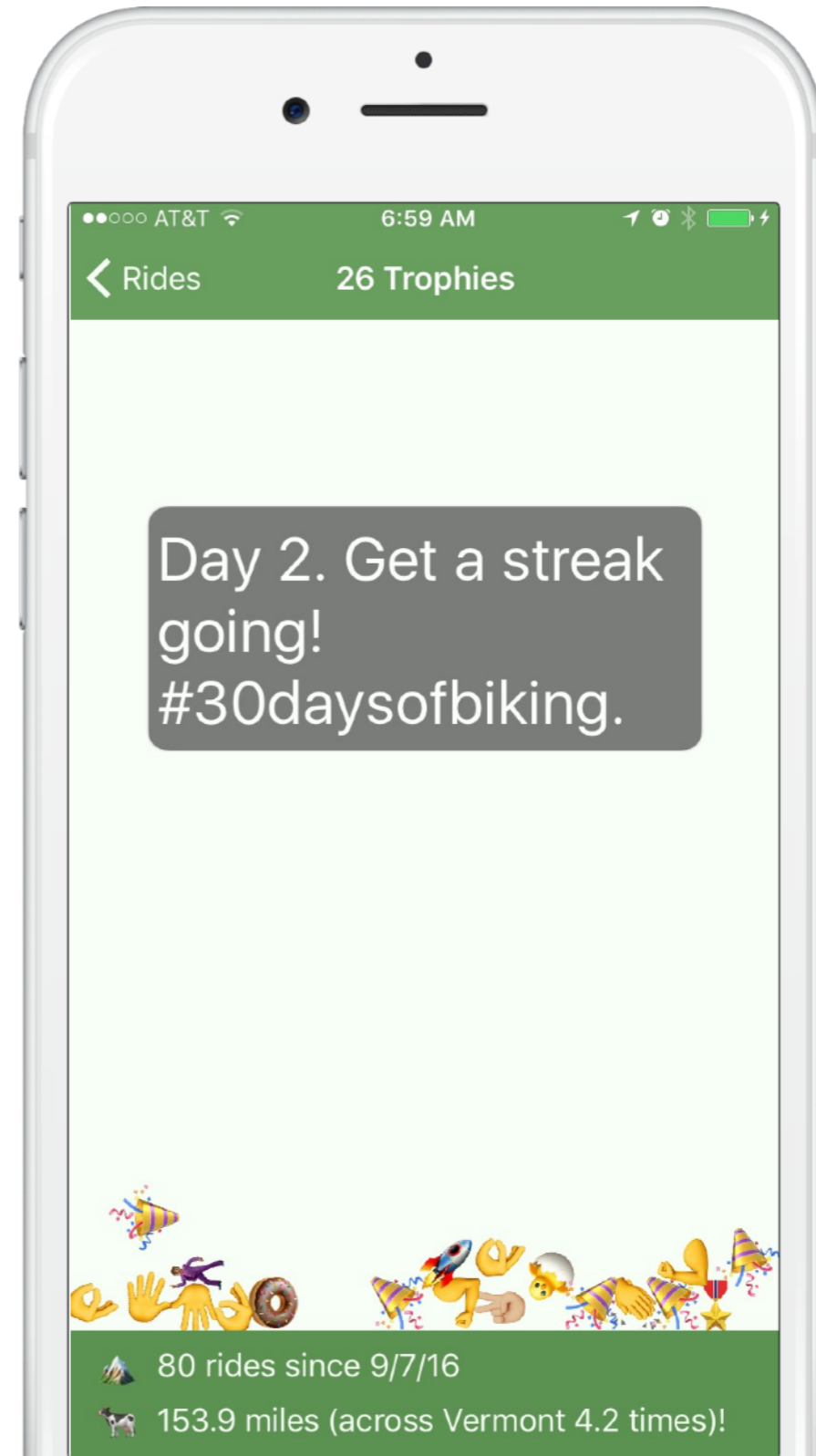
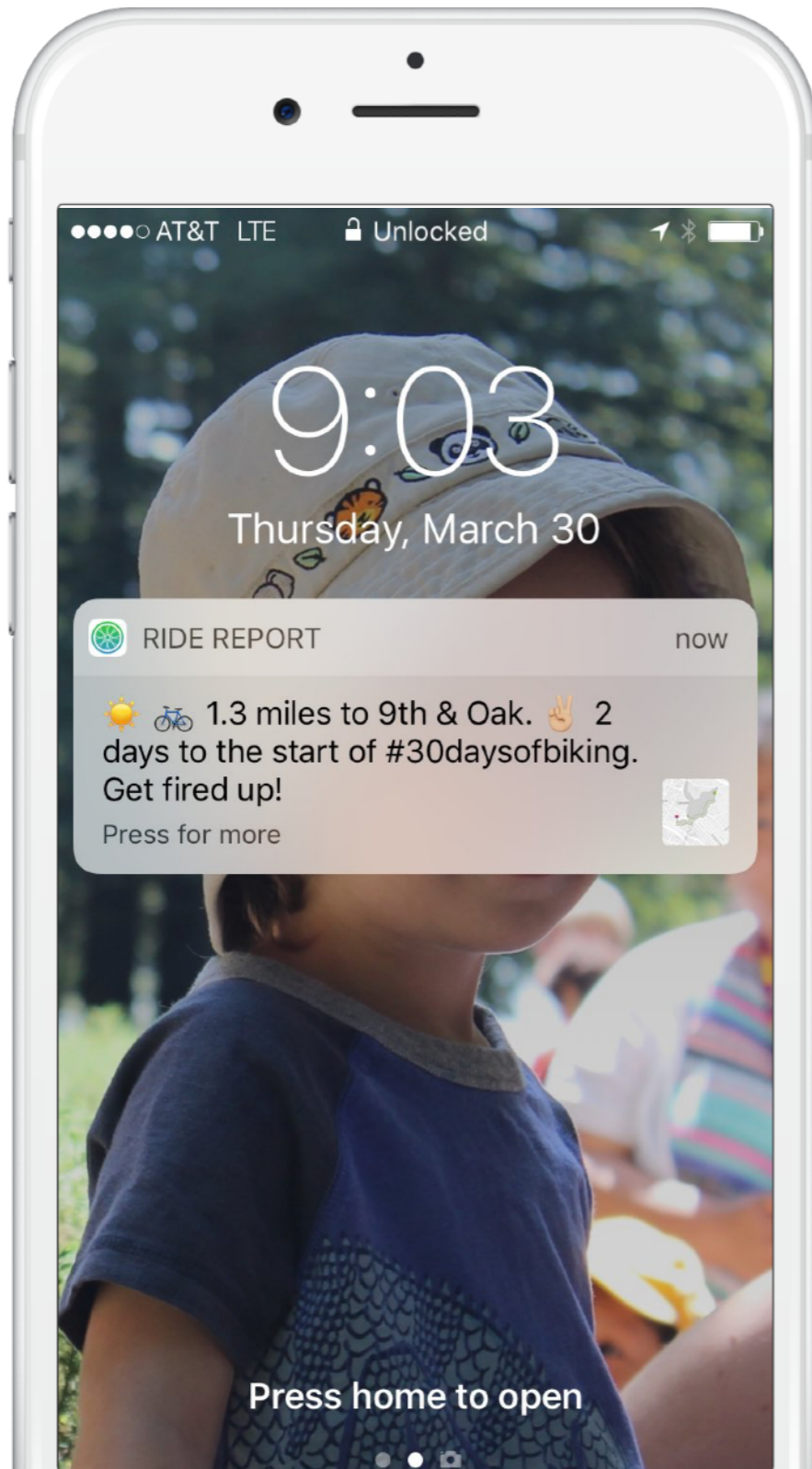
- Always on— set it and forget it
- Ultra low power activity recognition
- Record all your trips automatically
- Get rewarded for biking more often
- Vote with your ride: influence city planning via one-tap trip ratings

# New and Near Term Features

- In-app rewards
- Stats page with focus on encouragement
- Custom experience/integration
- Incident reporting
- Custom branding/mobile map interface

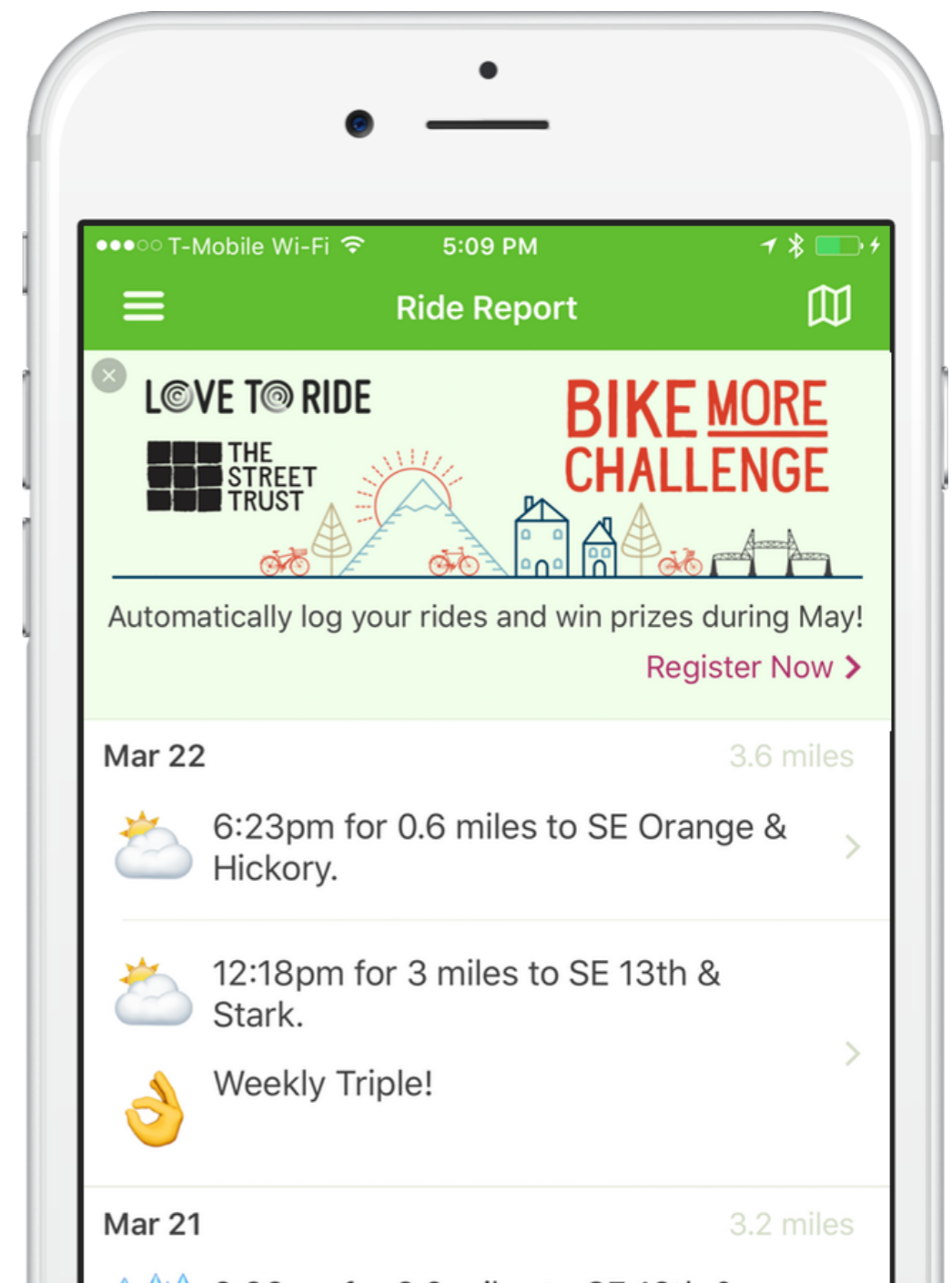


# 30 Days of Biking

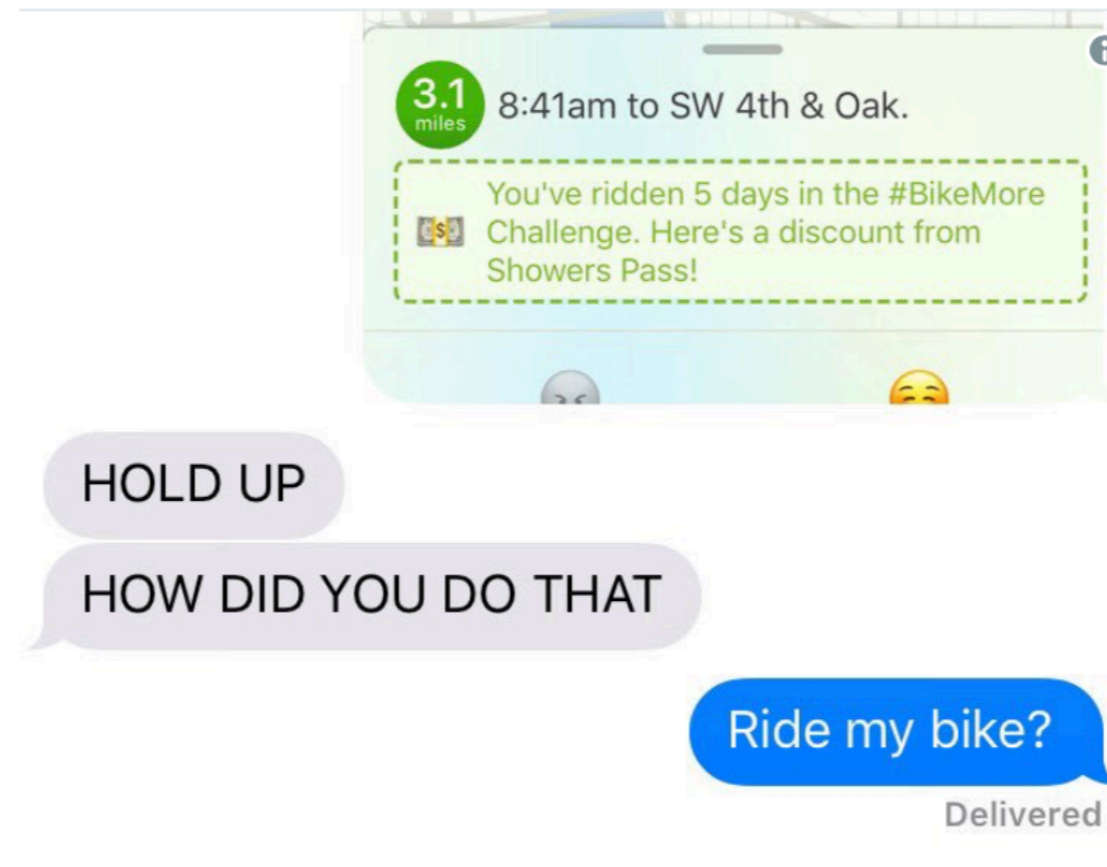


# Bike More Challenge Partnership

- More than 5,000 rewards received
- More than doubled Portland user base in May
- More than 3x Portland bike trips logged in May versus rest of 2017
- Captured 2x trips/user vs web entry or standard app



# Playful Interaction with App/ Rewards



**Fiona Yau-Luu**  
@FionaYauLuu



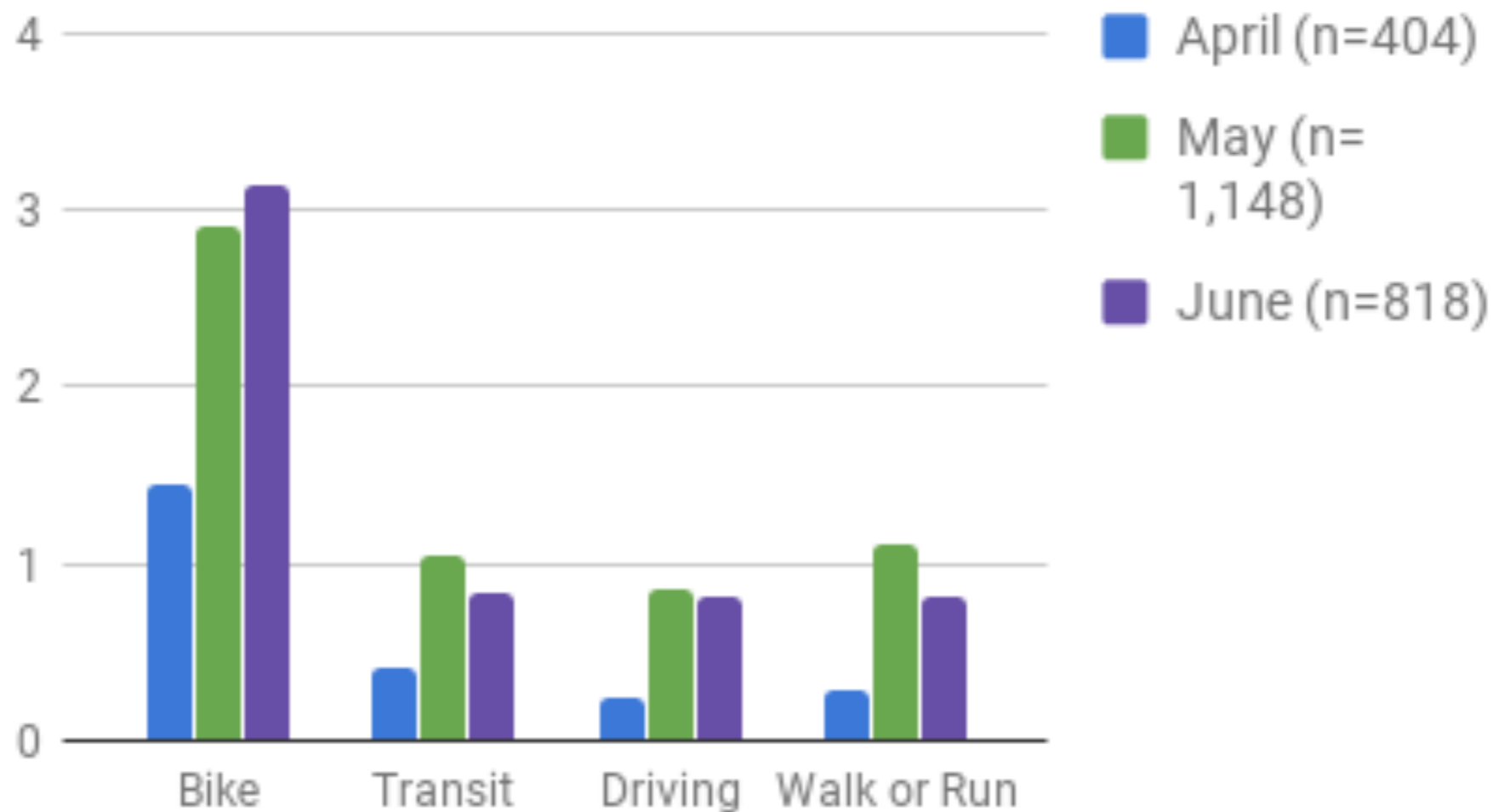
GOOD MORNING HATERS #bikemore

10:18 AM - May 9, 2017

2 3 14

# Stats Captured Before, During, and After Challenge

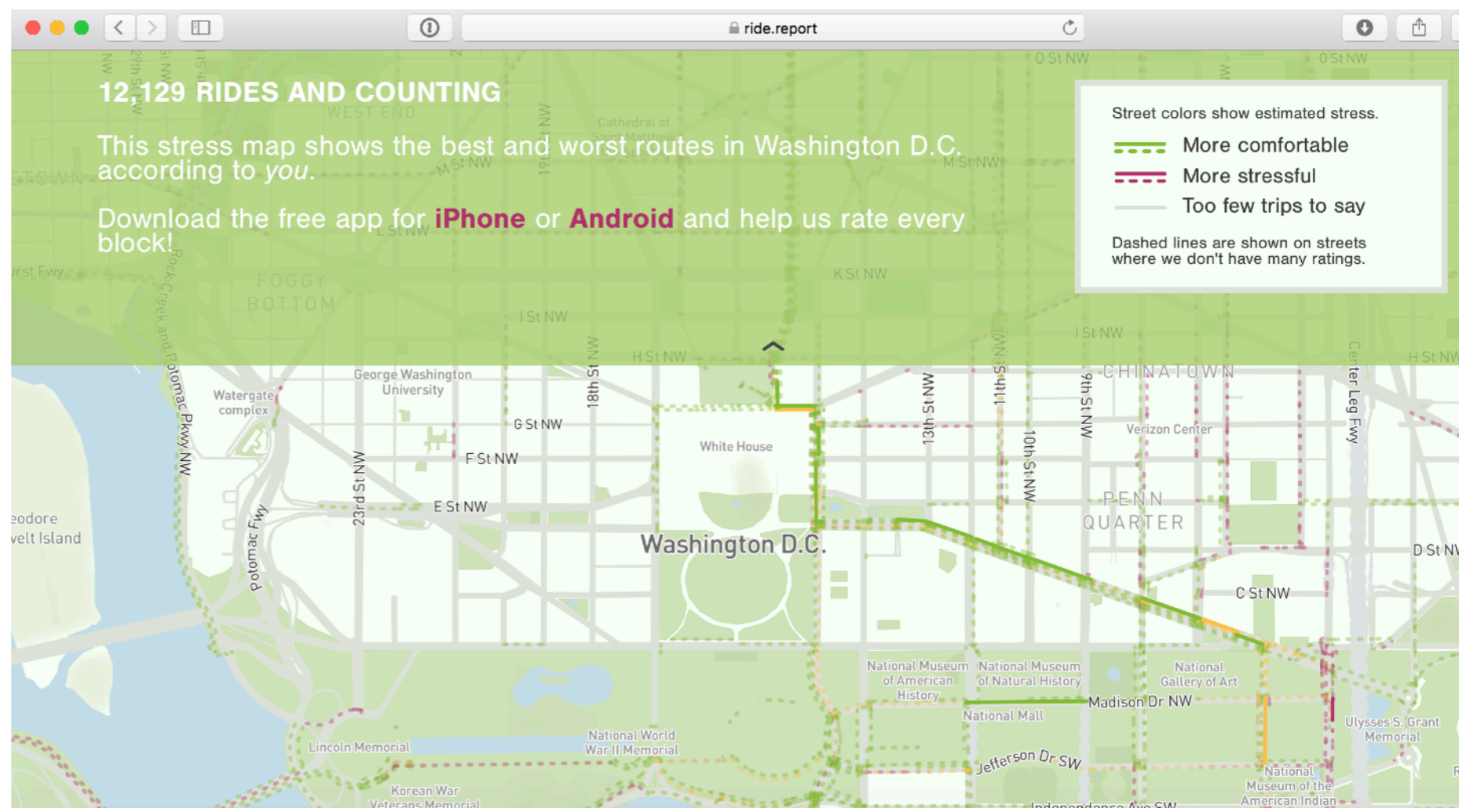
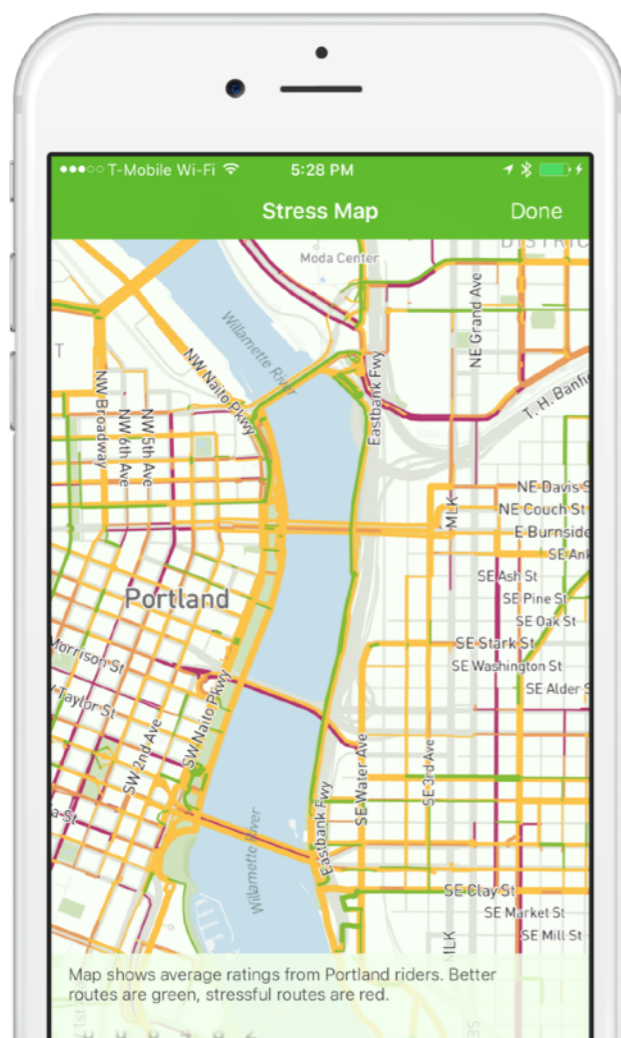
**Average Bike Trips/Day/User**



**Answer to Love to Ride Survey Question:  
What is your typical mode for commuting?**

# For Cyclists

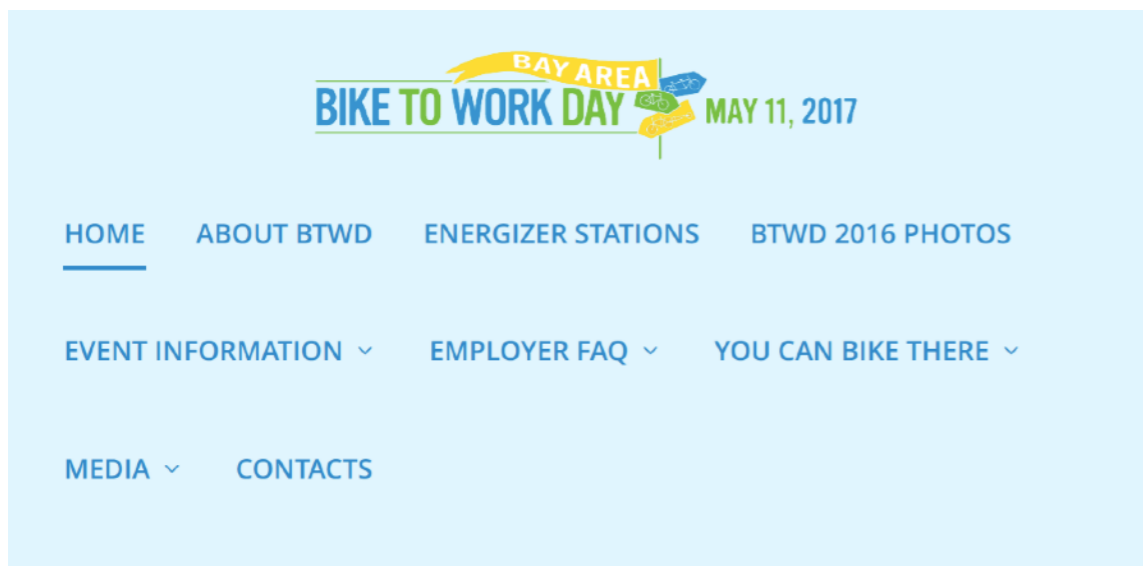
- “Vote with your wheels” — report to public agencies
- Crowd-sourced stress map
- Integrates with other apps/APIs (e.g., Bike More Challenge, health, etc.)
- Gamification/stats
- Rewards





# Encouragement Campaigns

- Verify cycling trips for incentive programs
- Passive logging of trips
- In-app rewards
- Data/analytics for meeting targets



## EARN CONDESA ICED COFFEE DRINKS JUST FOR RIDING YOUR BIKE

June 17, 2017

It's hot out there! If you're biking this summer in Atlanta, the lovely people at **Condesa Coffee** want to reward you with some ice cold coffee drinks.

Download the Ride Report app and in less than a minute you'll be logging all your bike trips automatically. After that, just hop on your bike and the app will let you know whenever you've earned a refreshing reward at Condesa Coffee.

And there's a bonus: every trip you take will help the City of Atlanta plan for better bicycle infrastructure as part of their Cycle Atlanta 2.0 project.

Condesa Rewards Atlanta riders can earn include:

- **The Fever Pitch:** 50% off an iced coffee when you ride and it's 90° or hotter (limit 1 per person).



*This could be you.*

### WHAT ARE YOU DOING ON MAY 11?

by hallie | Jan 9, 2017

Even while winter storms rage on here in the Bay Area, thoughts begin to turn towards spring and — for us — Bike to Work Day 2017! Mark your calendars for Thursday, May 11! The good news about our winters is that...

[READ MORE](#)

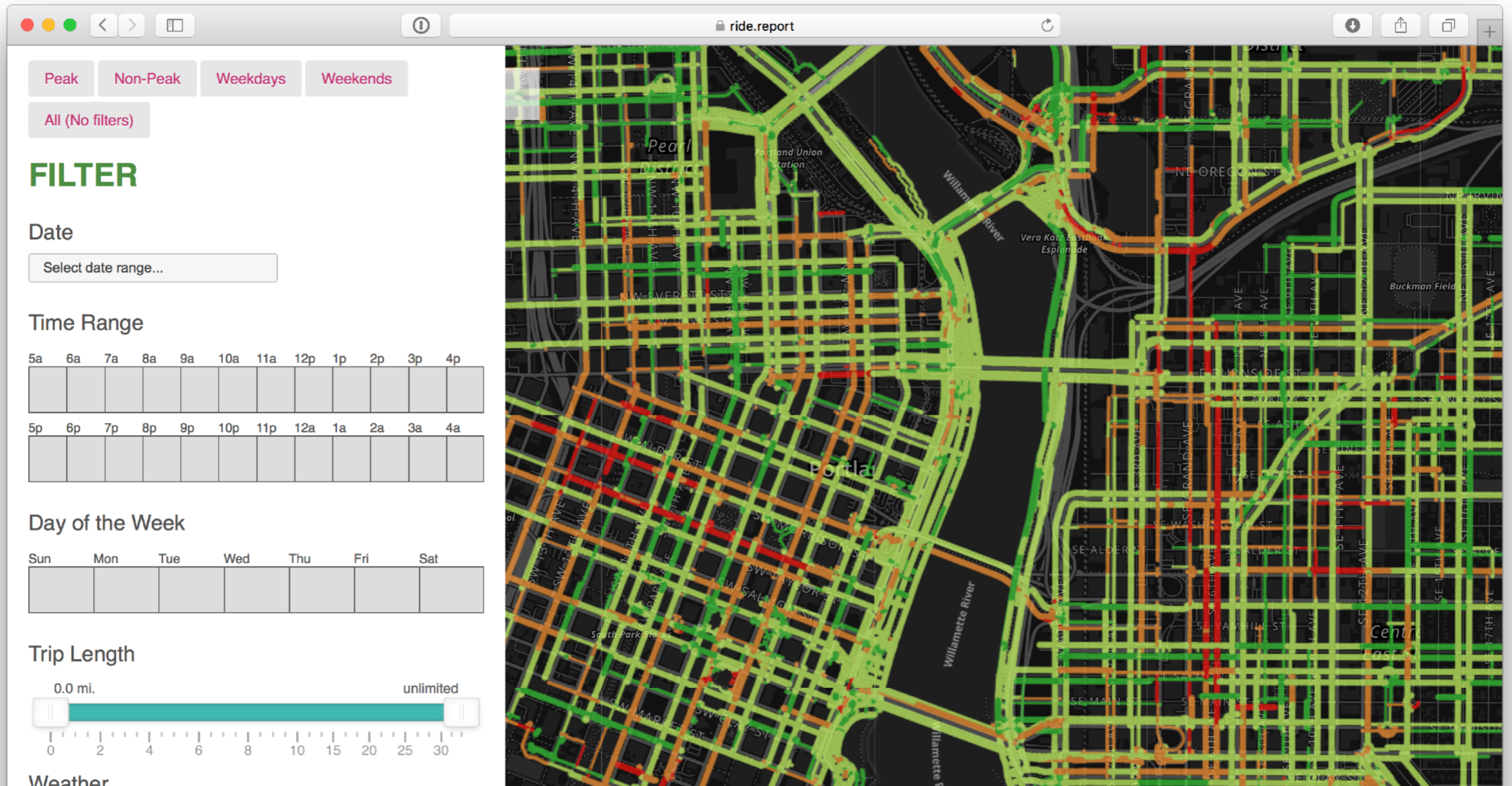
JOIN TEAM  
BIKE  
CHALLENGE  
TODAY!



BUY YOUR  
2016 BTWD

# For Planners

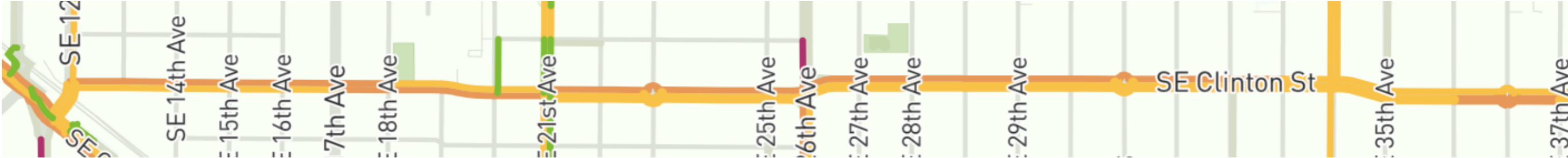
- Unique data to inform planning and evaluation
- Feedback source for cyclists
- Outreach tool
- Counts integration





# Before vs After



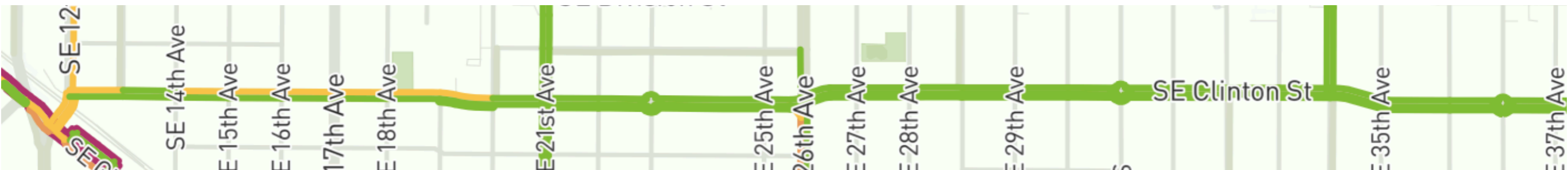


Non-Peak Hours

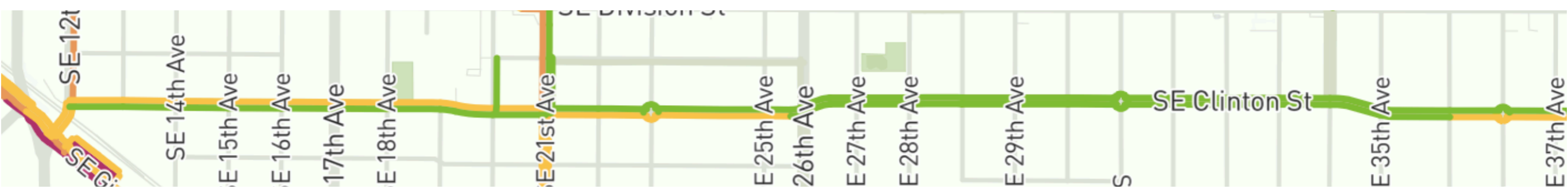


Peak Hours

# Before vs After

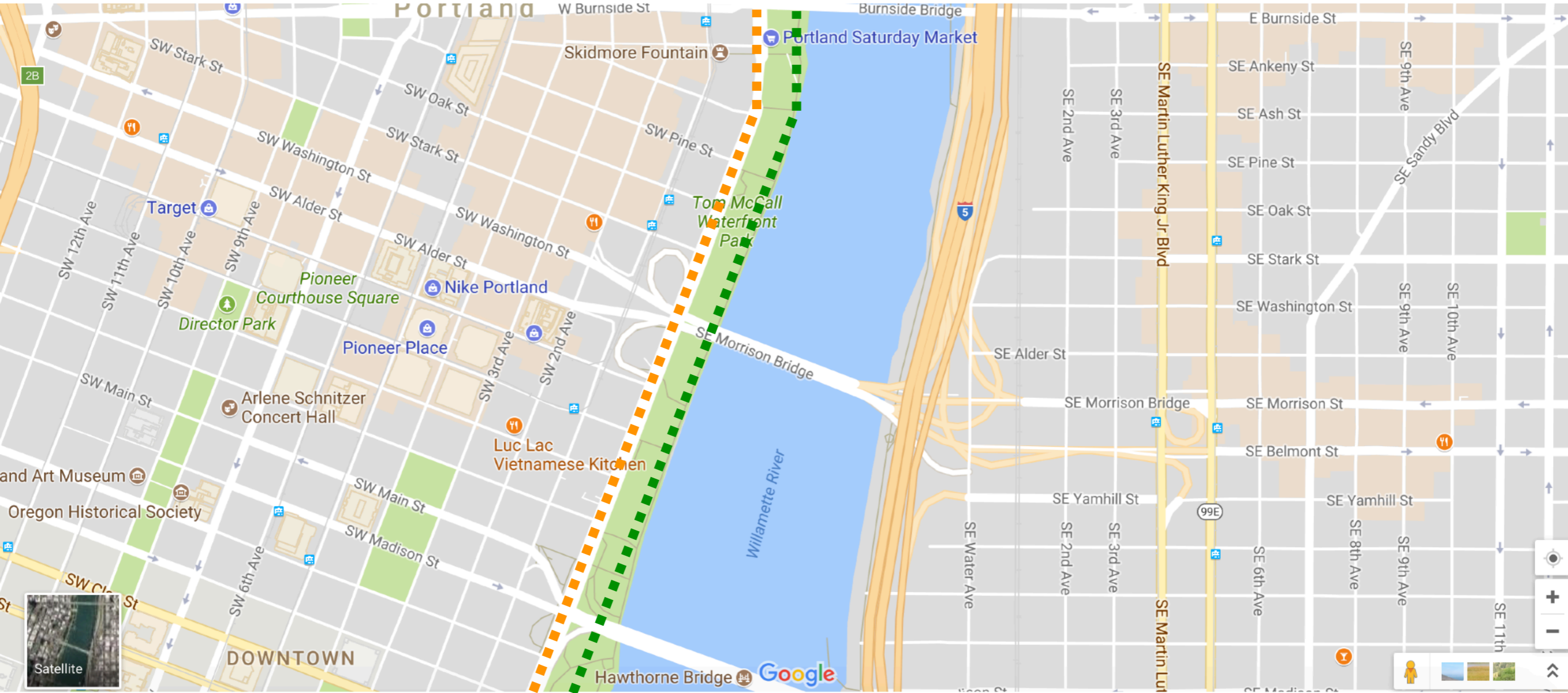


Non-Peak Hours



Peak Hours

# Naito Example



# Naito Example



# Waterfront Trail

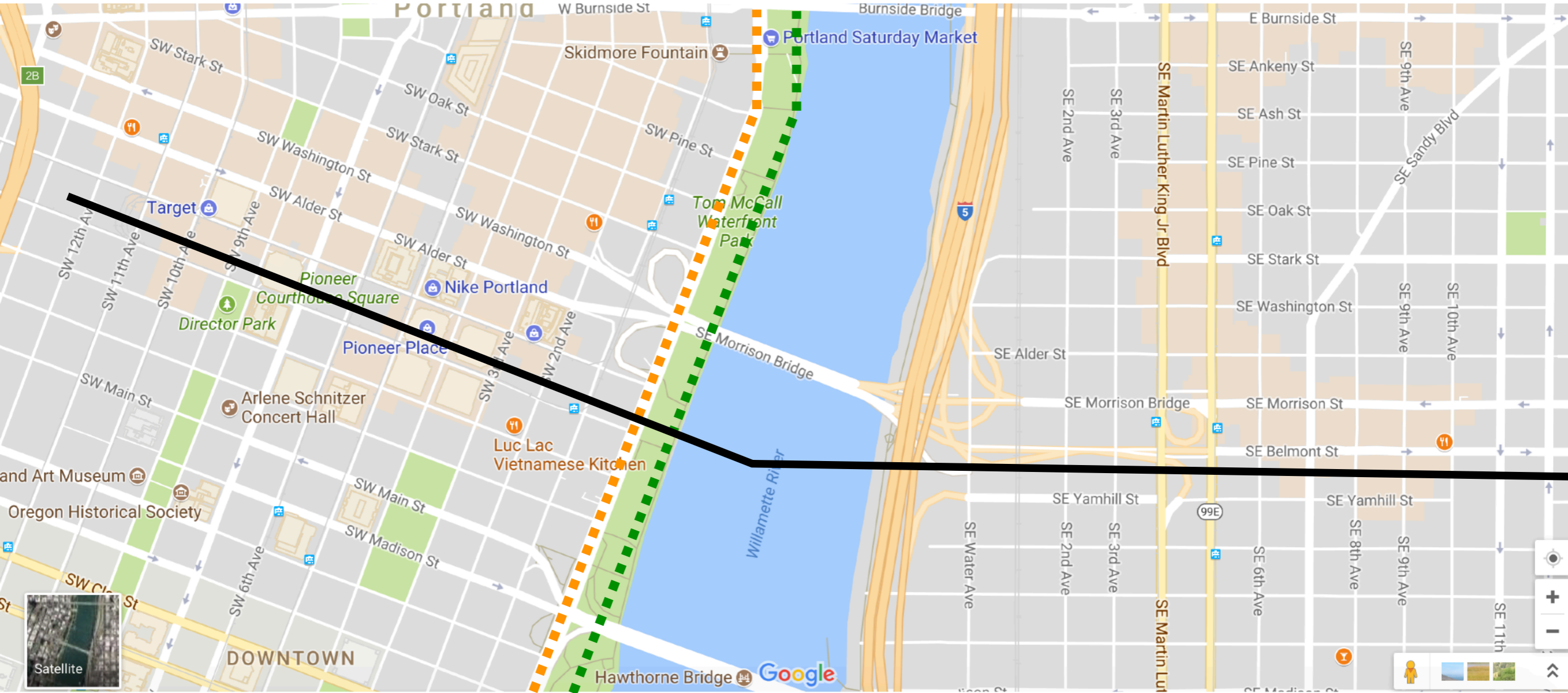


# Naito Example



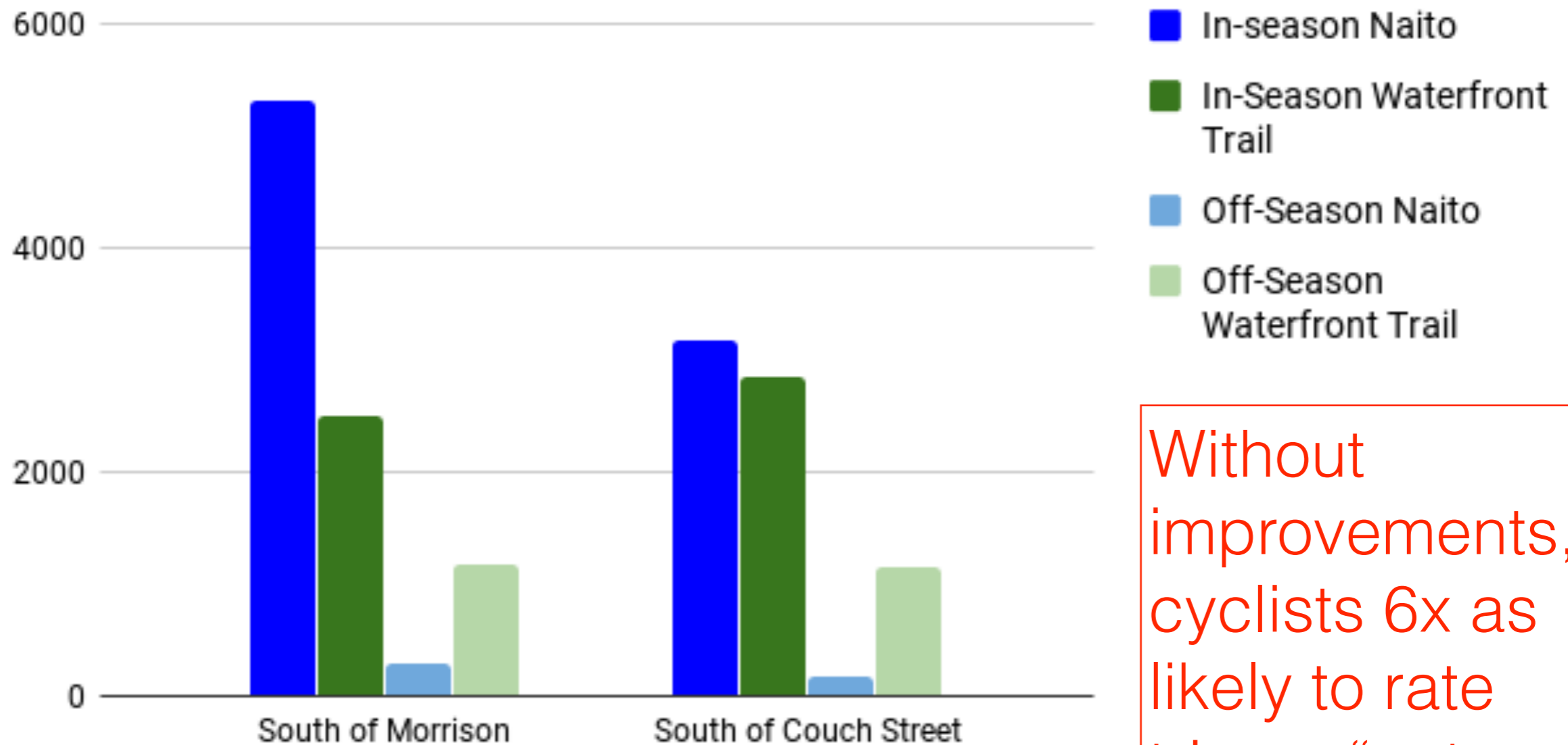


# Naito Example



# Naito Example

Bike Volumes, Naito Versus Waterfront Trail



Without improvements, cyclists 6x as likely to rate trip as “not great”

# Naito Example

**READY SET GO!**  
NEW! Bicycle signal at NW Davis St and NW Naito Pkwy

**RIDE THE RAMP**  
A new connection to the Steel Bridge

**ONE MINUTE**  
average traffic impact for vehicles traveling on Naito Parkway

**DAILY HIGH SCORE**  
07.03.2017  
**15269**  
total cyclist (19%) and pedestrian (81%) use in one day

During peak afternoon traffic hours **1 IN 3** northbound commuters: **GO BY BIKE!**

**#betternaito**  
**LOUD AND CLEAR**  
You talked, we listened. All 250+ times.

**BETTER NAITO 2017 IN REVIEW**

**ADMIT ALL**

Better Naito provided better access to:  
**14 EVENTS**  
"A great enhancement to the waterfront."  
Jeff Curtis, Rose Festival Foundation

**ALL DAY, ALL NIGHT**  
People use Better Naito **24 HOURS A DAY**

**JUST DID IT... 62,935 TIMES.**  
total trips across Better Naito

**95% APPROVAL RATING**  
according to Ride Report Users traveling on Better Naito

**AND**

**2X** More use than the Waterfront Trail

**3.4X** More likely to ride Naito Parkway during Better Naito

**TOTAL BIKE TRIPS**  
**393173**

**TOTAL MILES BIKED**  
**275221**

OR

**11X**  
AROUND THE WORLD

**Walk & Roll This Way**  
NEW! Pedestrian signal at SW Main St and SW Naito Pkwy

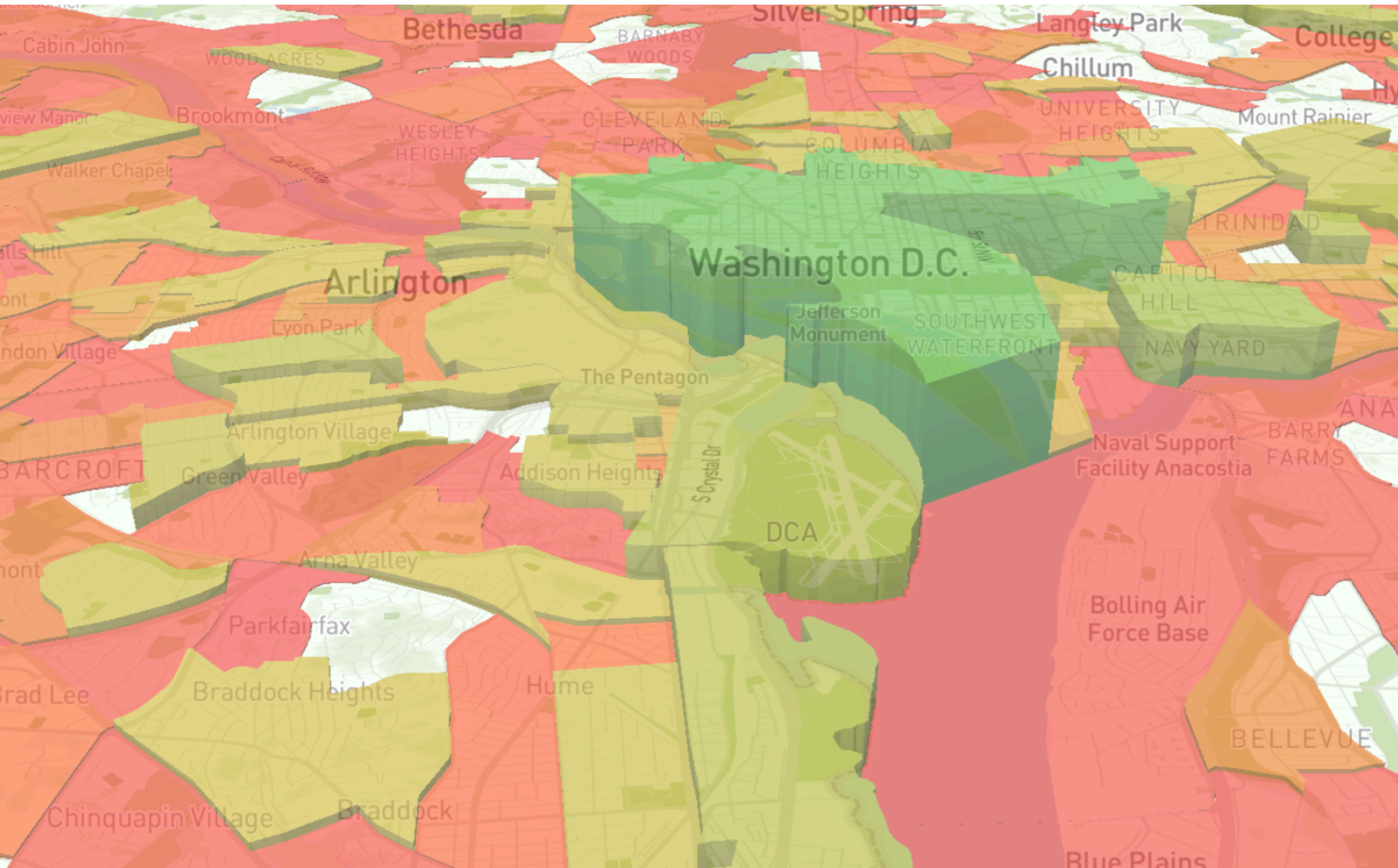
**SEE YOU NEXT MAY!**

**PBOT**  
PORTLAND BUREAU OF TRANSPORTATION  
Commissioner: DAN SALTZMAN | Director: LEAH TREAT

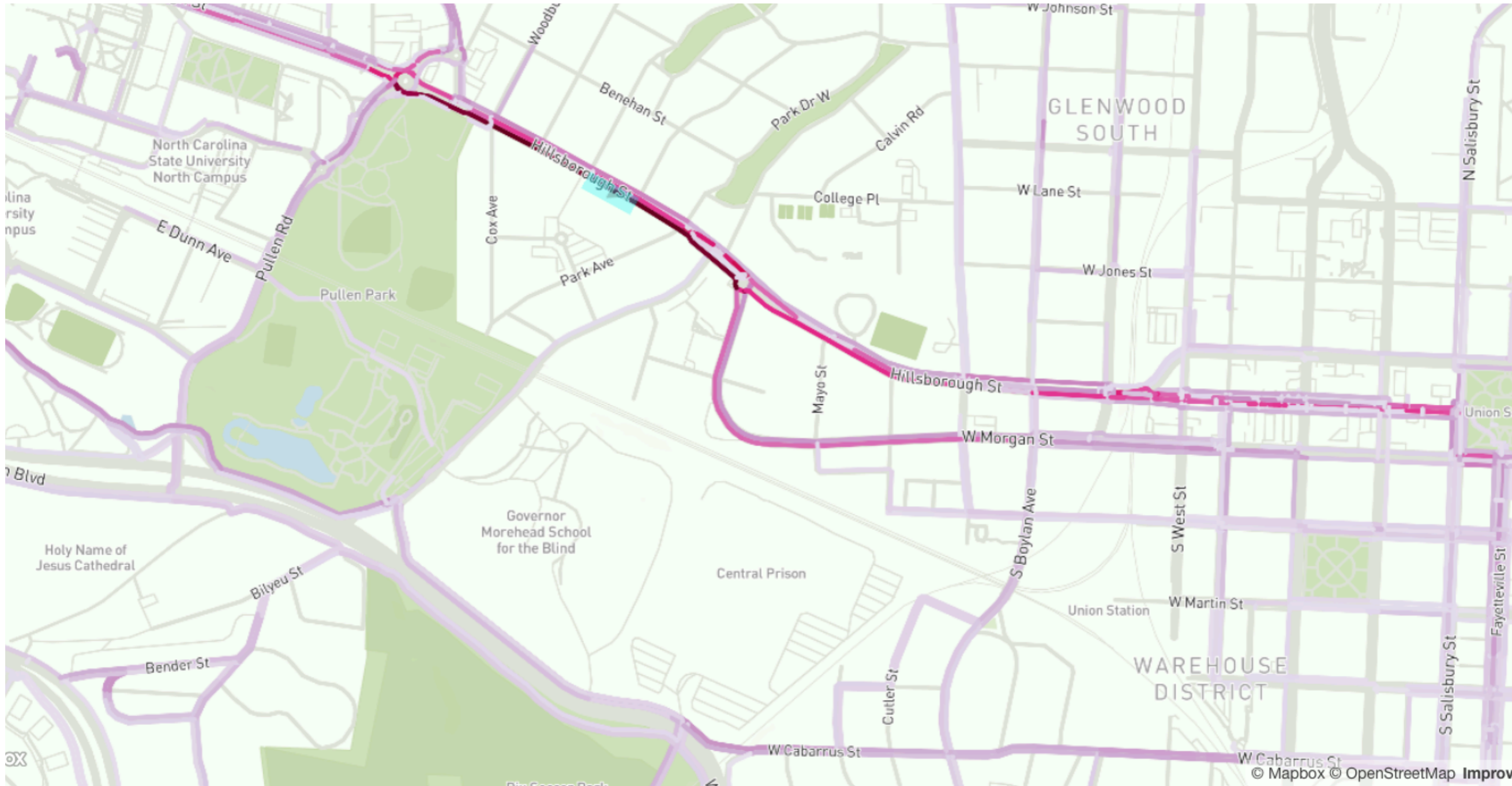
**Fixing Our Streets**  
Your Dime at Work

**BETTER NAITO**




# Origin/Destination Data



# Data Layering



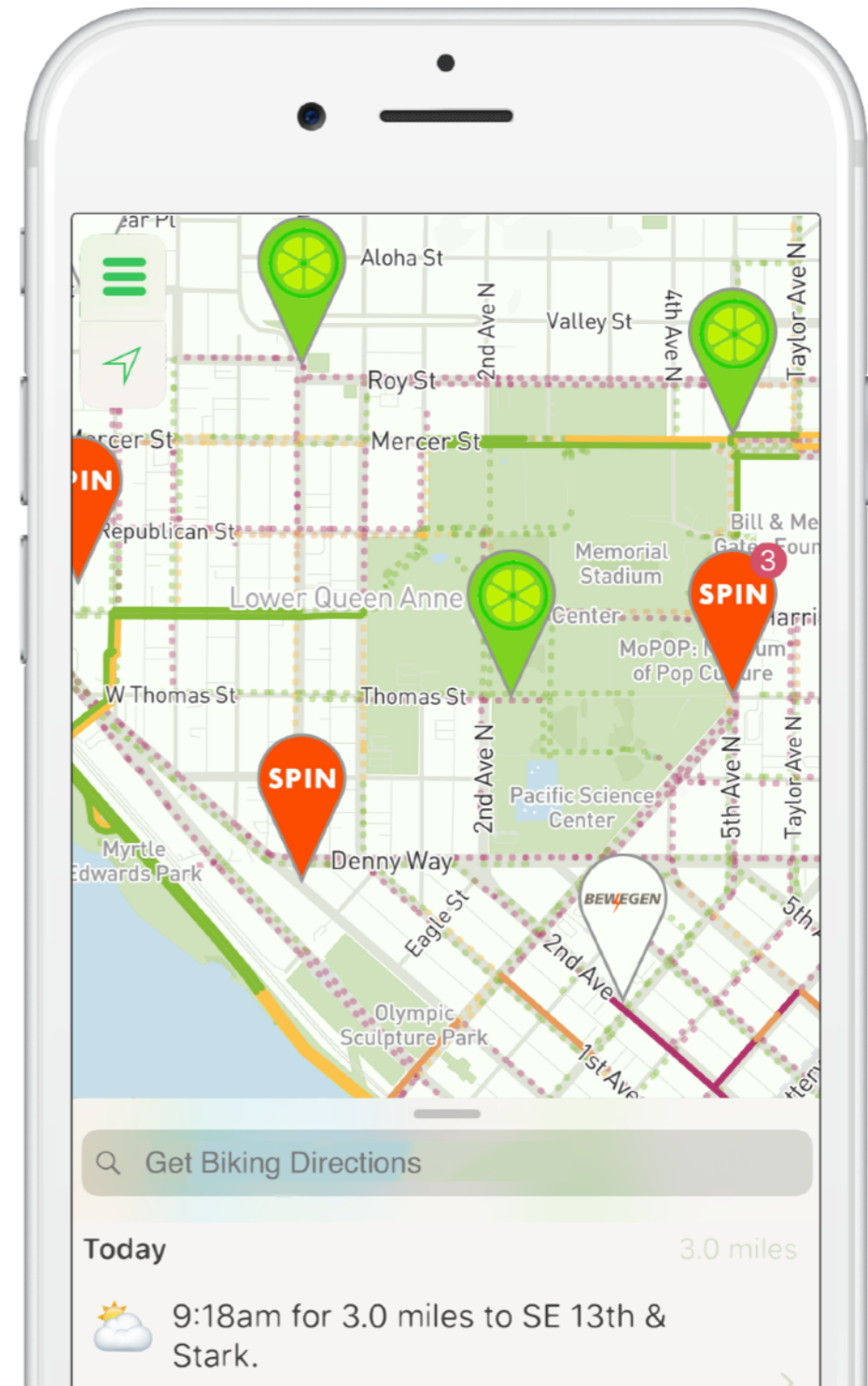
All times Peak Non-peak Weekday Weekend

|   |      |      |      |      |     |
|---|------|------|------|------|-----|
|  | 312  | 100  | 212  | 276  | 36  |
|  | 724  | 248  | 476  | 621  | 103 |
|  | 4424 | 2388 | 2036 | 4156 | 268 |

Rating 96% 95% 98% 96% 100%

# Medium Term: “Waze for biking”.

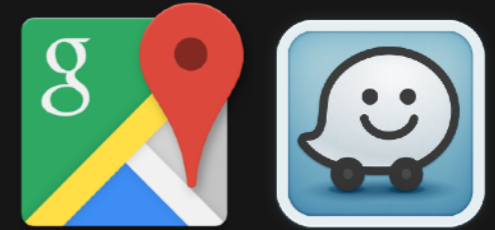
Ride Report’s data enables a turn-by-turn service that is responsive to time of day and rider preference.



# Apps solve key transportation problems

Driving

How's traffic?



Taxis

How do I hail a cab?



Transit

Where's the bus?



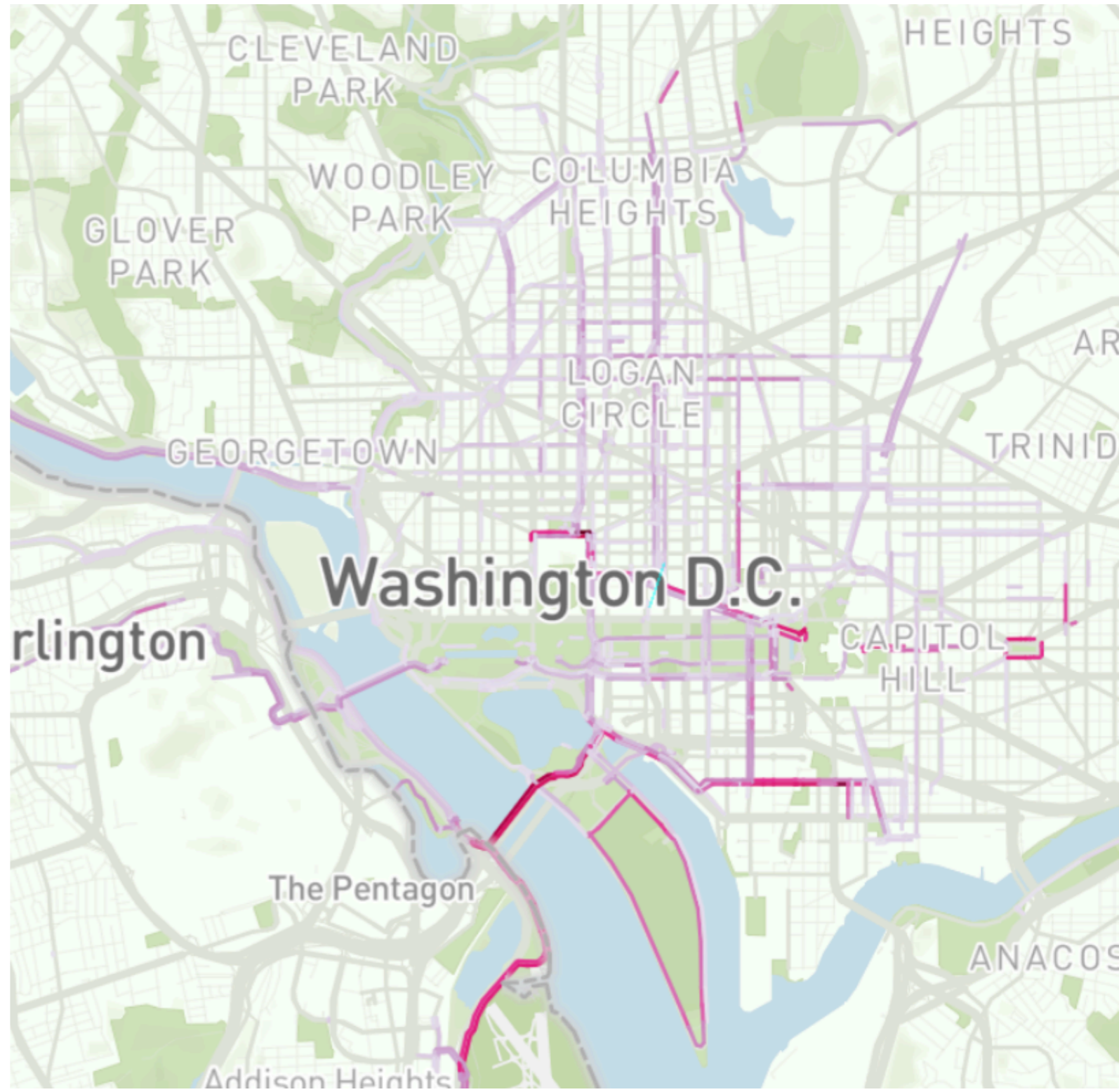
Biking

Will I be safe?



# Potential MWCOCG Applications

- Love to Ride/BTWD Challenge
- TDM campaigns
- Stress and volume data for planning and project evaluation
- Bike Share and other data layering for ongoing evaluation
- Other?





*Thanks!*

*Questions?*

*[michael@ridereportapp.com](mailto:michael@ridereportapp.com)*