



LOVE TO RIDE

Safer Routes to School

# About Love to Ride

Love to Ride provides transportation professionals with the digital tools and data they need.

We work with cities, MPOs and organizations of all sizes to:

- 1) Encourage and support more people to bike and walk
- 2) Gather and analyze useful data for the planning process and for evaluation.

Website



App



Campaigns



# Our Goals for SRTS

- 1) Help all schools to have safe routes to school
- 2) Save SRTS professionals' time and energy
- 3) Make it easier for parents and students to have their voices heard
- 4) Improve the quality and quantity of data collected and used



# Current Data Collection for Infrastructure Improvement

## Road Safety Audits

- 1) Time intensive
- 2) Limit to schools serviced per year
- 3) Low parent engagement



# Making Data Collection Easier

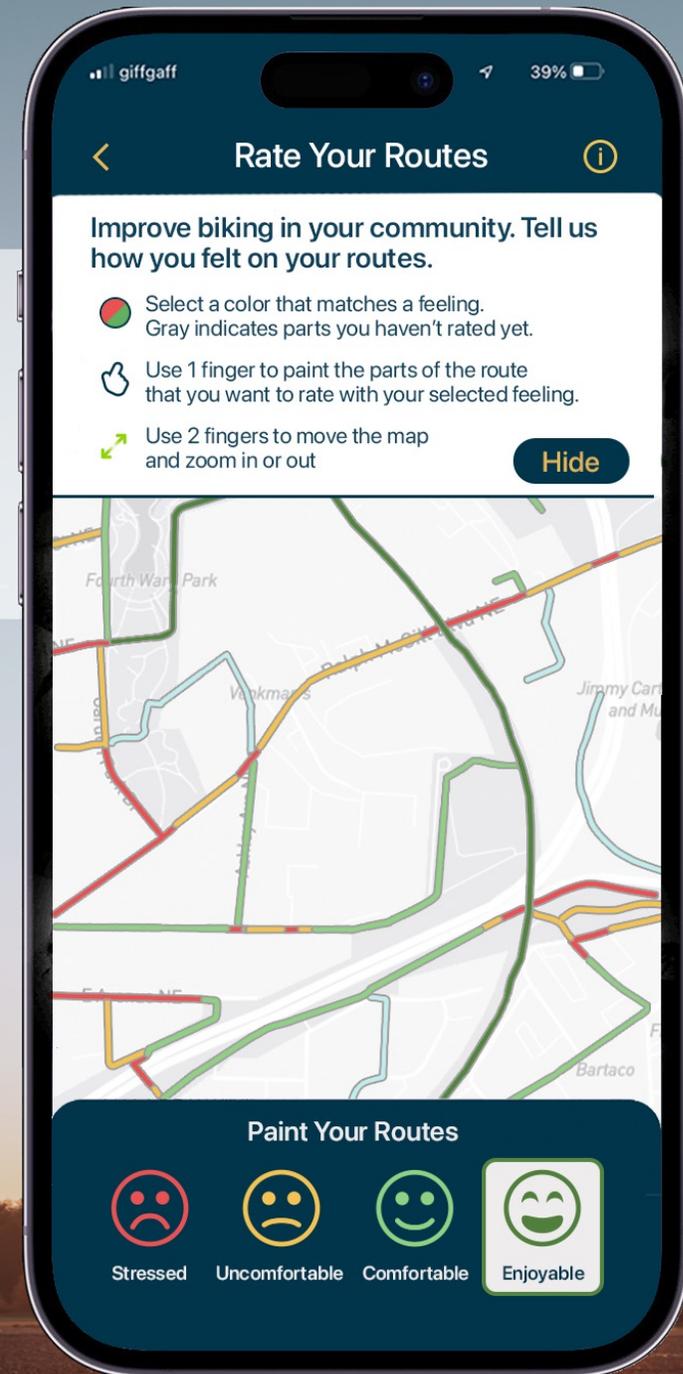
For parents, schools and SRTS teams

- 1) Quick feedback via the app
- 2) More parents able to be included
- 3) Data digitized on entry
- 4) Exportable mapped views



# Easy, Scalable, Community Feedback

People simply 'paint' with their finger how safe and comfortable they felt on each section of their route to school



**FILTER BY TRIP DETAILS**

Trip Distance: 0 - 6 km

Days of the Week: Mon, Tue, Wed, Thu, Fri, Sat, Sun

Time of Trip: 7am - 10am

Trip Purpose: Commutes

Timeframe: 01-Jan-22 to 31-Dec-22

**FILTER BY RIDER TYPE**

Frequency of Rider: New Riders

Main Mode to Work: Car (alone)

Gender: Female

Ethnicity: All (default)

**FILTER BY LOCATION**

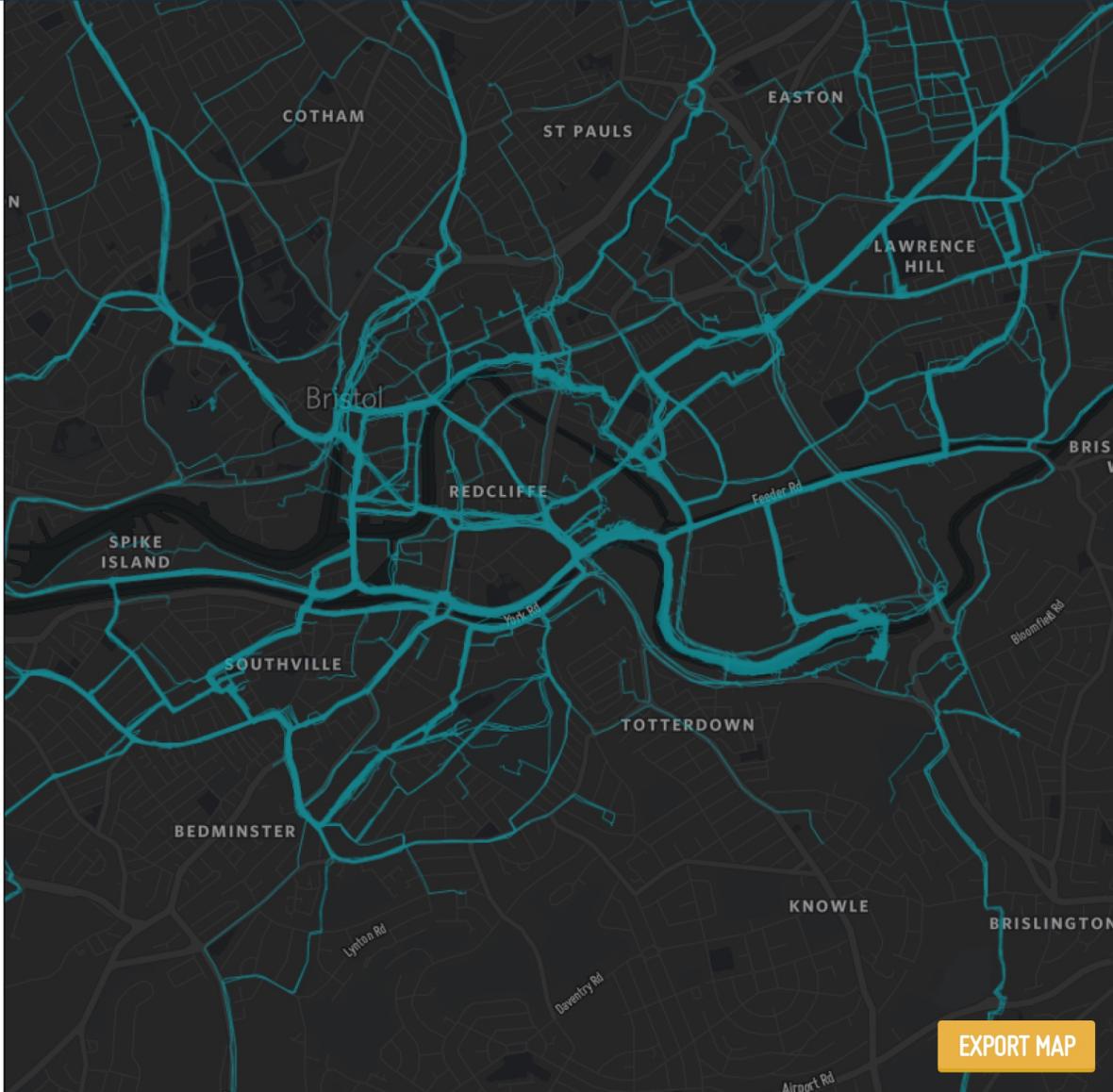
Zip / Post Code: Type to search... **FIND**

Draw Area to Analyze

- Trips starting or ending here
- Trips starting here
- Trips going through here
- Trips ending here

**FILTER**

LOVE TO RIDE



Movement map **Comfort map**

**FILTER BY TRIP DETAILS**

Trip Distance 0 - 30 km

Days of the Week

Mon Tue Wed Thu Fri Sat Sun

Time of Trip 7am - 10am

Trip Purpose Commuters

Timeframe 01-Jan-22 to 31-Dec-22

**FILTER BY RIDER TYPE**

Frequency of Rider Occasional Riders

Main Mode to Work Car (alone)

Gender Female

Ethnicity All (default)

**FILTER BY LOCATION**

Zip / Post Code Type to search... **FIND**

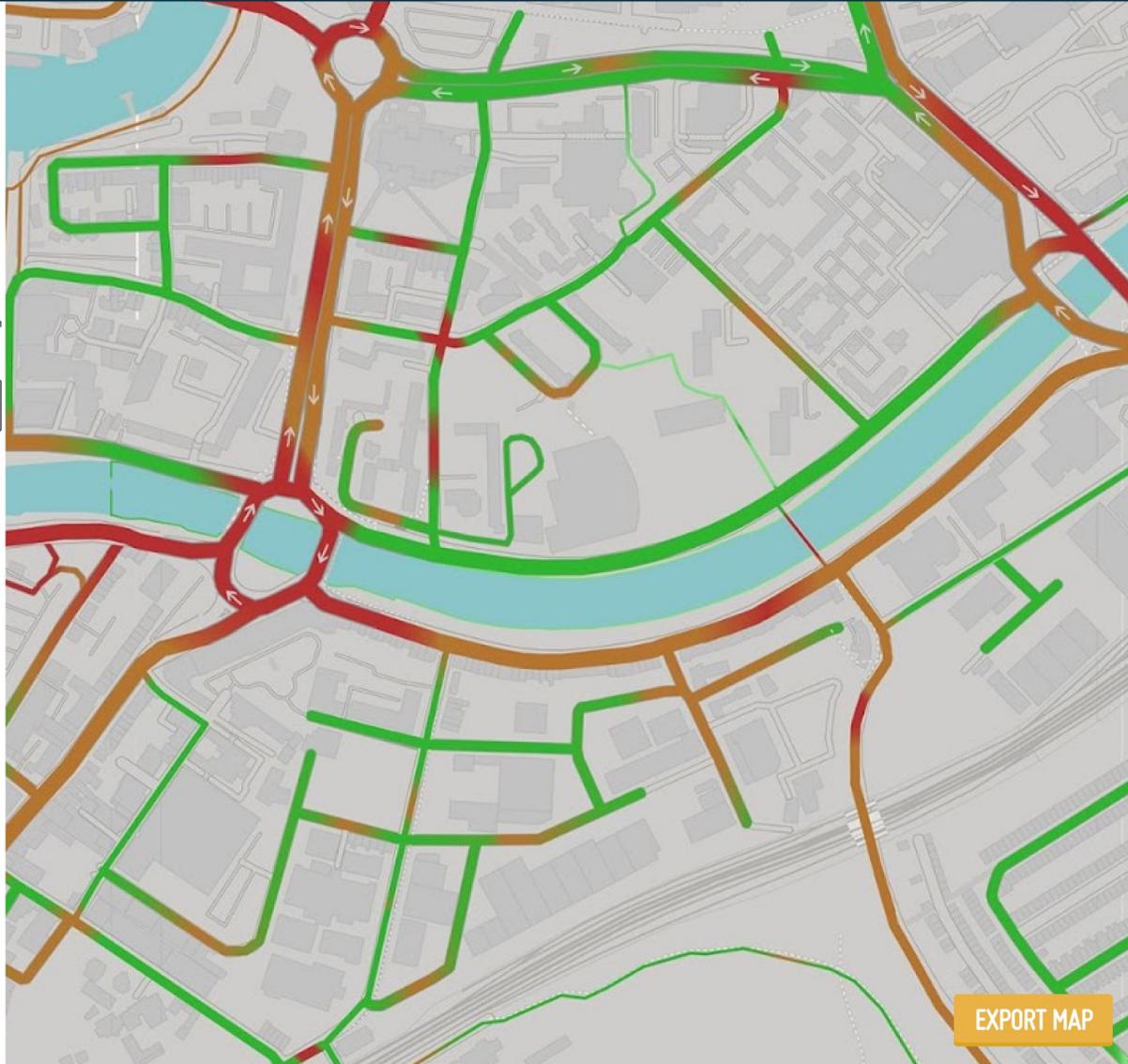
Draw Area to analyze

Trips starting or ending here  Trips starting here

Trips going through here  Trips ending here

**FILTER**

LOVE TO RIDE



**FILTER BY TRIP DETAILS**

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Gender Female Ethnicity All (default)

**FILTER BY LOCATION**

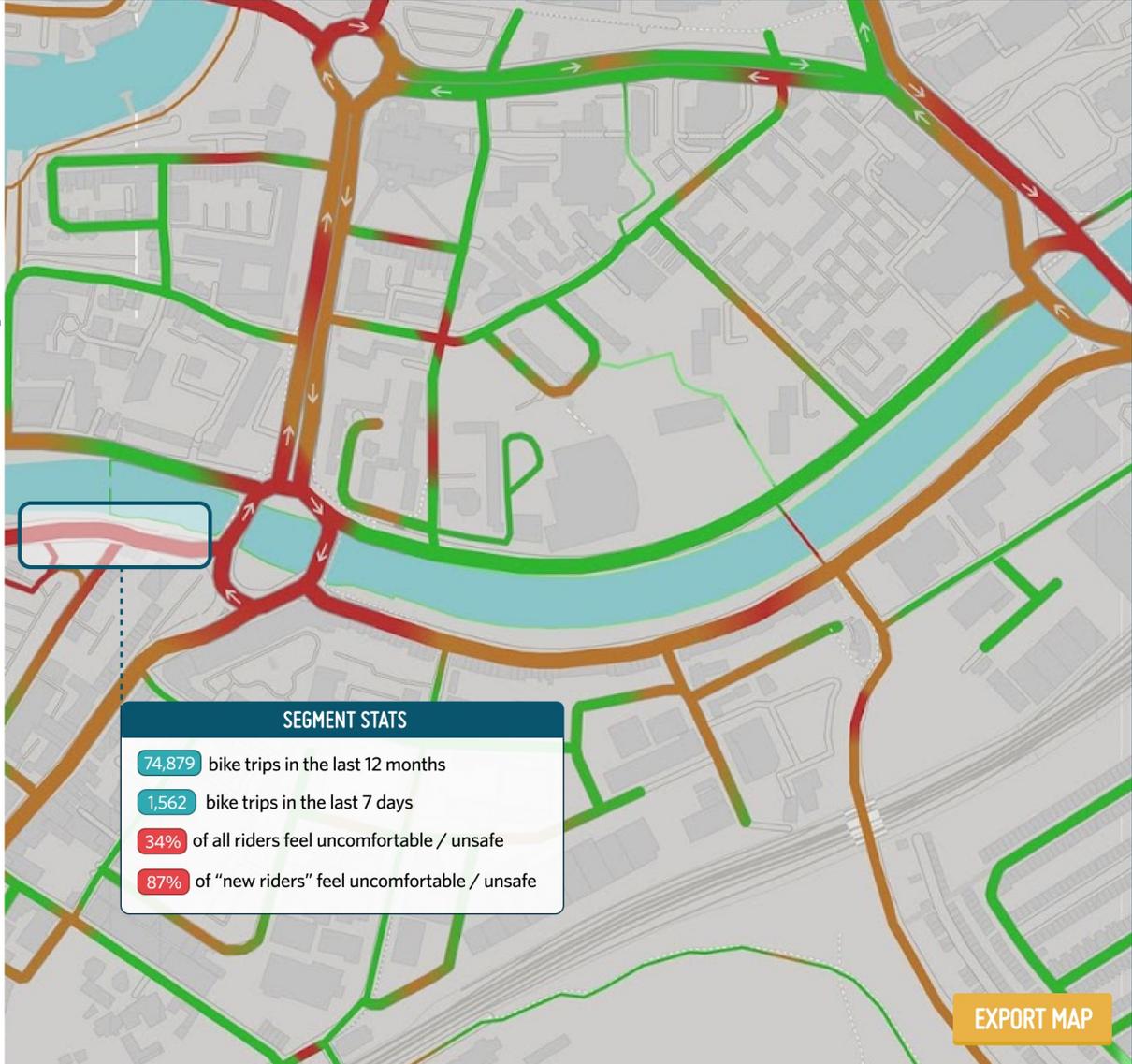
Zip / Post Code  FIND

Draw Area to analyze

Trips starting or ending here  Trips starting here

Trips going through here  Trips ending here

**FILTER**



Export map

Filter by Trip Details

0 - 30 km

30 40

Thu Fri Sat Sun

7am - 10am

12 pm 6 pm 12 am

Timeframe

01-Jan-22 to 31-Dec-22

Filter by Rider Type

Main Mode to Work

Car (alone)

Ethnicity

All (default)

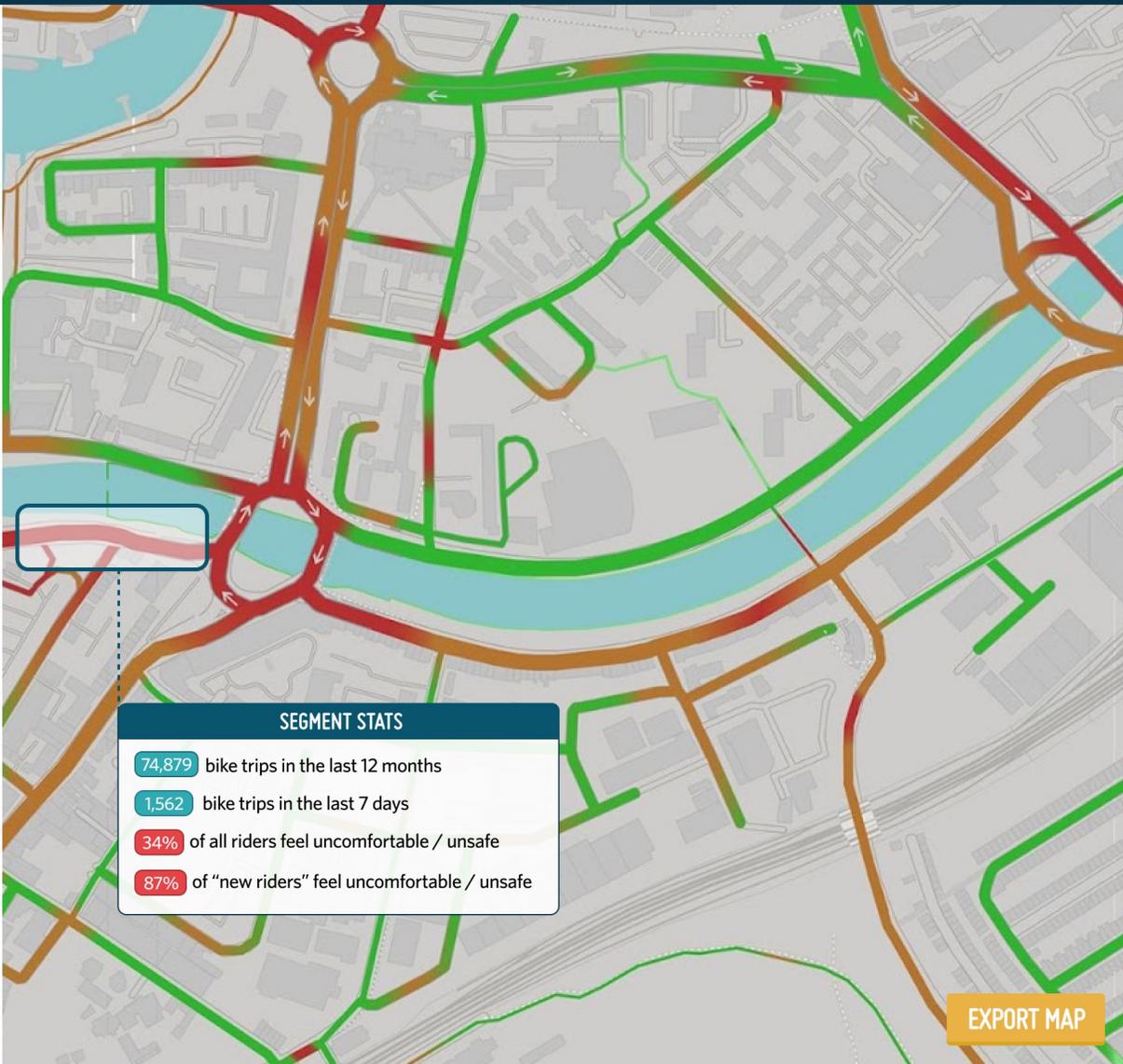
Filter by Location

Find

Filter

Trips starting here

Trips ending here



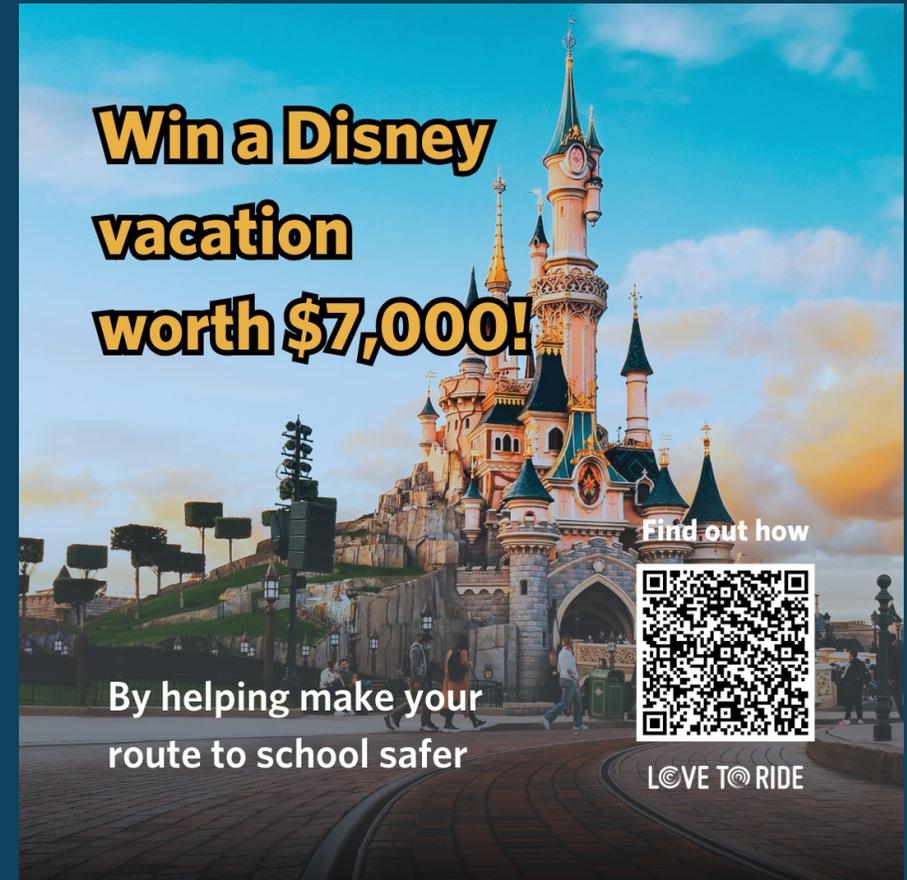
## Use the data to:

- Identify hotspots
- Make the business case for investment on parts of the network
- Measure changes in safety after infrastructure improvement

# How we can get the data

- 1) Engage parents and students who are already biking and walking to school – who know their local routes, e.g. at the school gate in the morning
- 2) Encourage them to help to improve the safety of their route to school
- 3) They use the app to ‘rate their routes’ for how safe they feel on different parts of the route to school.

Road safety audits typically get 10-50 parents participating.



# Supporting more schools

Some programs support 5-10 schools a year with audits.

If a district has 80 schools, that means it will take 5-10 years.

Let's identify at each school the 2-3 most unsafe parts of the road network in months, not years.

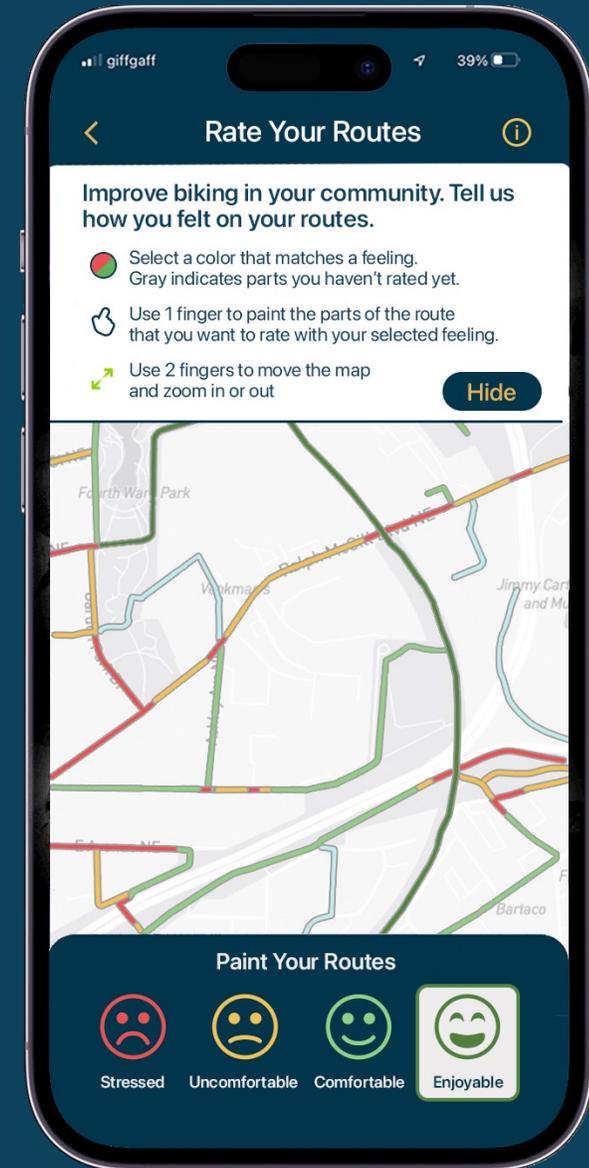
## A lower lift for:

- Schools
- Parents
- SRTS teams



# SS4A Funding

- 1) Used to collect data
- 2) Data analysis and mapped outputs



# Find our more

[about.lovetoride.net/SRTS](https://about.lovetoride.net/SRTS)

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