**SensingCity: Cycleways Project Plan**

**Comms/Engagement**

- Identify and connect with press & local cycling groups (i.e. Spoke, Charleston Bike Club) to gauge interest in promotional campaign to cycle and test cycling apps (e.g. bike bar/cafe crawl, discounts for bringing in helmet, etc.)

- Organize pilot campaign with press and local businesses to recruit cyclists to show up to an event and use/evaluate a cycling app.

- Document potential social, economic, and political incentives for cycling in Christchurch.

**Research**

- Survey and report back on existing cycling apps, comparing features and value propositions.

- Begin testing ORCycle & other apps: evaluate for overall usability, data ownership, etc.

- Identify key desired features (software + hardware) and data variables for CycleWays MVP app.

- Identify and connect with in-house scholars who have background experience with cycling-related research.

**Technology**

- Design app UX and data architecture.

- Support publication and documentation of CycleWays research methods/outcomes as needed.

- Work with developer(s) and intern(s) to prototype and test features.

- Get familiar with existing data on cycleways, bike safety initiatives, incident reports, city cycling statistics (esp. around uptake).

**Governance**

- Document potential social, economic, and political incentives for cycling in Christchurch.

- With project data, evaluate viability of current planned cycleways, report on cyclists’ perception of cycleway safety based on findings.
Cycling Community Groups
- Spoke
- Charleston Bike Club
- Local Businesses
  - Bike Stores
  - Bike Rental Companies
  - Christchurch Bike Share
- Meetup Groups
  - Cycling in Christchurch
  - Frocks on Bikes
  - Pegasus Biking Club

Tech Community
- Fabriko (maker hub)
- Imagination Station

Press/Events
- The Press
  - Stuff.co.nz
- Coffee Culture

Existing Cycling Apps
- ORCycle (Miguel)
- Cyclebe
- Streetbump (accelerometer)
- Boston University Bike Accident Toolkit
- Bikesheild
- Spike (Agnis Stibe, social cycling)
Research provocations:

(1) How is sensor data constructed and given form across platforms?
(2) How might its representation affect the way that publics construct meaning and value from it through various interpretive processes?
(3) How might these representations affect processes and perceptions of urban design?

**participant observation**
attending meetings and being present for conversations about the air quality project, at your convenience and discretion

**interviews**
interviews with involved parties and stakeholders throughout the summer (consent forms will be provided)

**shared materials**
sharing materials related to the project (promotional, strategic, documentary, etc.) for research purposes only, at your convenience and discretion