



The digital infrastructure that gets more people riding bikes

LOVE TO RIDE



Christina Sorbello, Regional Manager Asia Pacific

About Love to Ride

We work with government entities and businesses to encourage and support more people to ride bikes.

In 2022, we worked with 68 regional and local government clients in the USA, UK, AUS, NZ, CAN, and Holland.

Behaviour change theory and techniques have been designed into the core of our program, online platform, and app.

Website



App



Campaigns



Impact to date

570,000 participants

132,000 new riders

34,000 organisations

200+ cities

12 countries

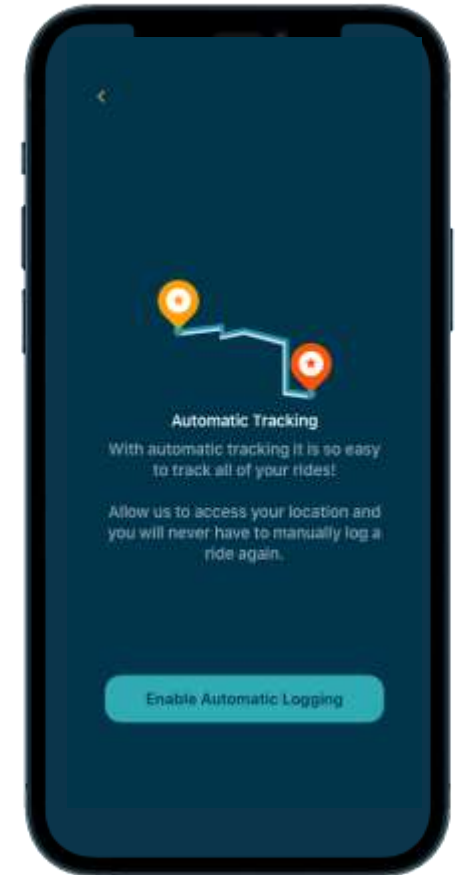
29 million trips

200+ million kilometres



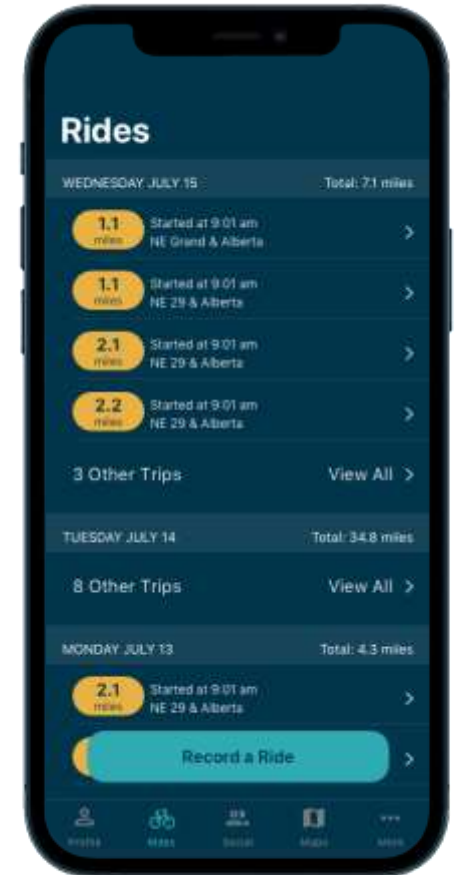
Digitising Bike Riding

- Bike riding data collection is where walking data was 12-years ago.
- Much like a Fitbit transformed step counting with passive activity tracking, our app does the same thing for bike riding.
- Our new app automatically tracks bike rides in the background, without having to press start and stop.
- Very easy to track all rides – short trips, long rides, every ride.
- Lots more bike riding data - especially from riders who wouldn't usually track their rides, and much more short-trip data.



Value to Riders

- **Automatically track your rides** - get stats, track your progress towards your goal (it's like Fitbit for biking).
- **Automatically go into our prize draws** - we give away great products every month, every time you ride is another prize entry.
- **Automatically help make your area better for biking** - we aggregate and anonymise all local riding data and display it on a map for city planners and advocates to use to make better decisions about where to build biking infrastructure.



How the tech works

- We used machine learning and good clean data to program a mode detection algorithm
- App uses your phone's sensors to detect when you're on the move and to predict your mode of transport
- If 'bike riding' is detected, the app automatically turns on GPS and track your ride
- The app will also detect other modes of transportation

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New Trip Recording predict

WHAT MODE OF TRANSPORTATION ARE YOU GOING TO USE?

Bike Ride

TELL US ABOUT YOUR BIKE

Bike Type >

Electric assist? Yes No

Suspension? None Fork only Full

Tire tread Slick Textured Knobby

Tire width Small Med Large Fatbike

Pavement Gravel Dirt Cobbles Other

Effort High Medium Low

Pedaling Constantly Sometimes None

HOW WILL YOU CARRY YOUR PHONE?

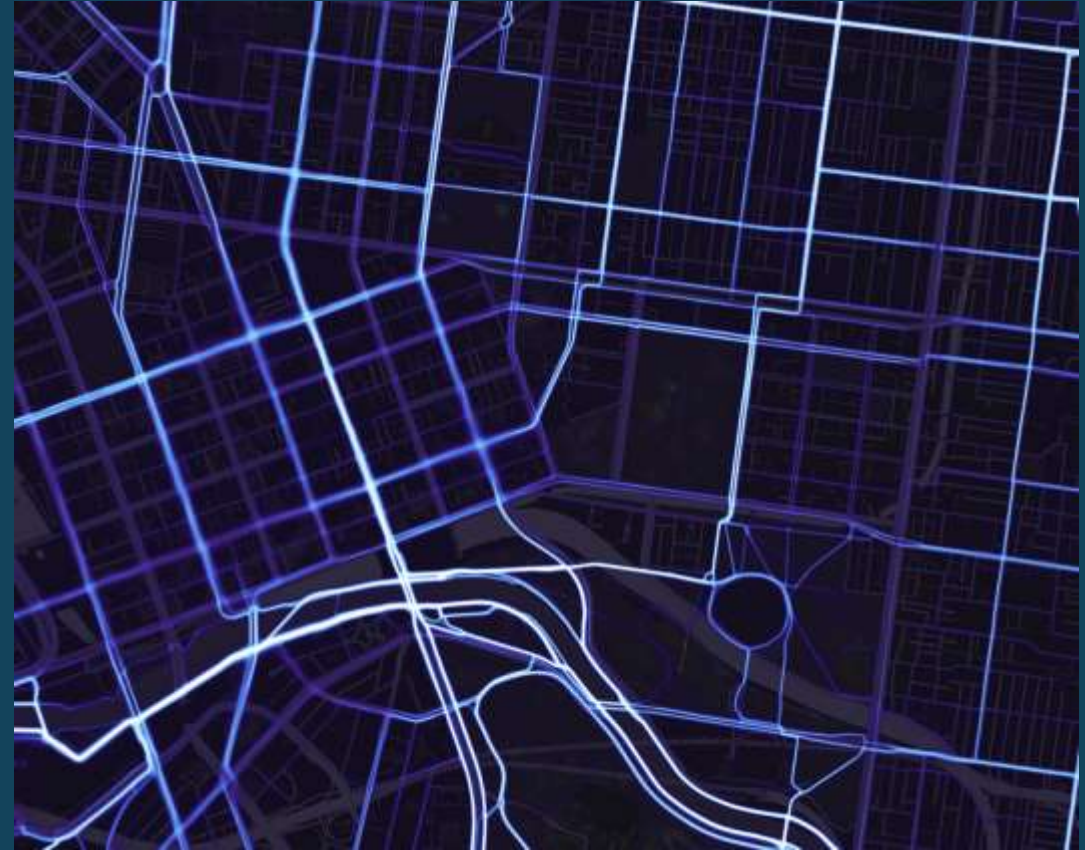
Phone Location Pants Pocket >

Left Right Left Back Right Back



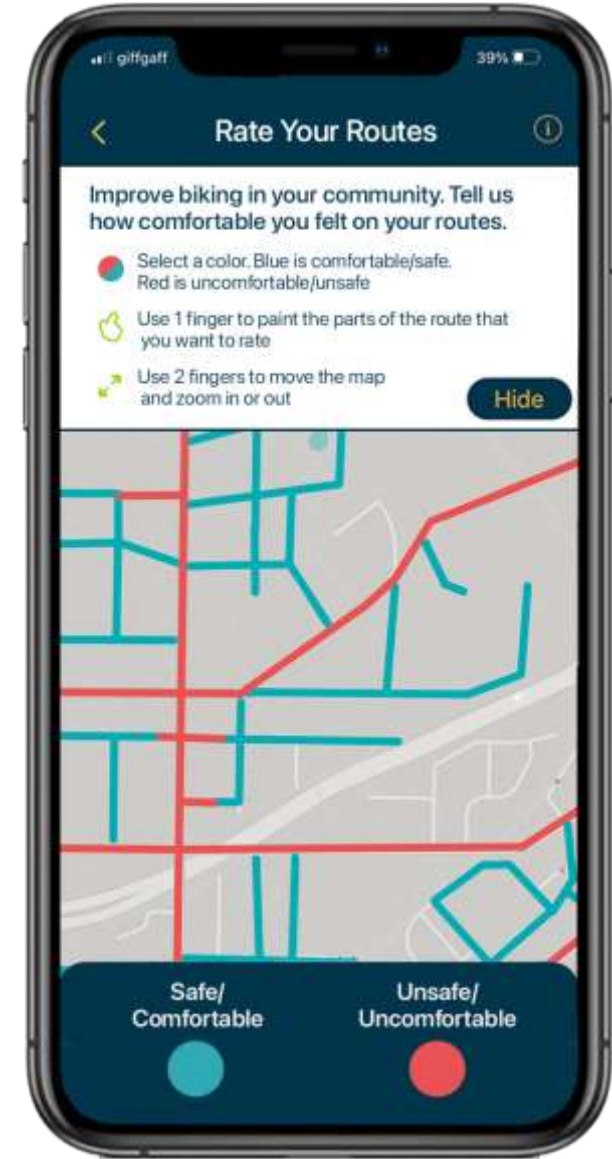
City Heat Map

- View aggregated and anonymised data on a heat map
- This data can be combined with other data sources i.e. automatic bike count data, other traffic count data



Comfort and Safety Ratings

- Every user has a personal heat map showing where they've ridden
- People can easily 'paint' their routes based on how comfortable/safe they felt on that stretch of your network
- The map remembers their ratings, so people just need to rate any new roads/paths that they've ridden on
- People can also update their ratings as the network infrastructure improves. We work with cities to blank new stretches of





planners.





planners.



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planners.



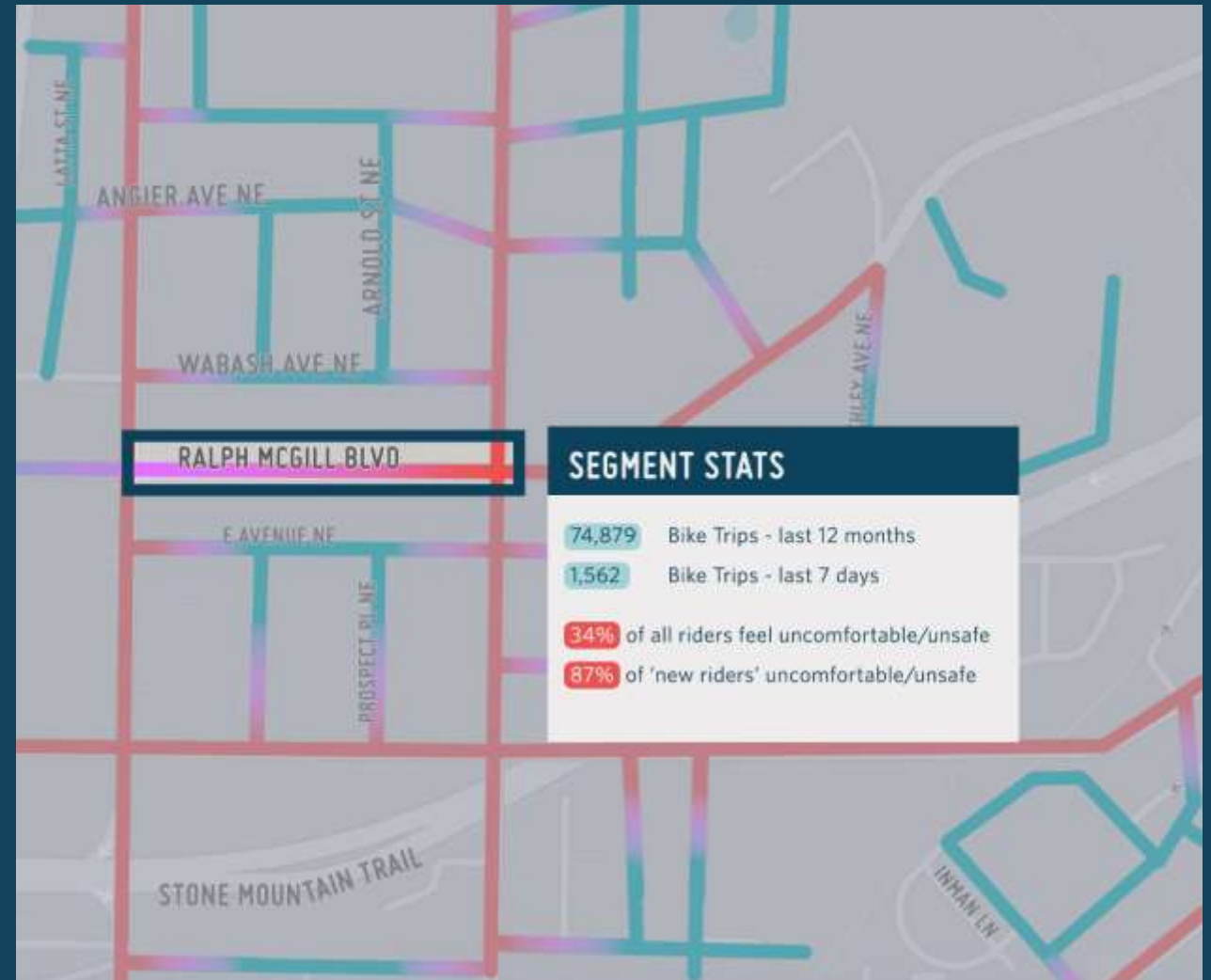
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City Stress Map

Filter the 'city stress map' by rider type, e.g. see how 'new riders' rate segments of your infrastructure compared to regular riders

This data can help to:

1. Identify hotspots
2. Make the business case for investment on certain parts of the network for elected officials, local businesses, residents.
3. Measure changes in level of traffic stress



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SCAN to EMAIL ME your interest in the app

