# ACTIVE TRAVEL

# END STAGE REPORT

**Future City Glasgow**

Active Travel
Demonstrator

**Build Phase**

Published Date: July 2015

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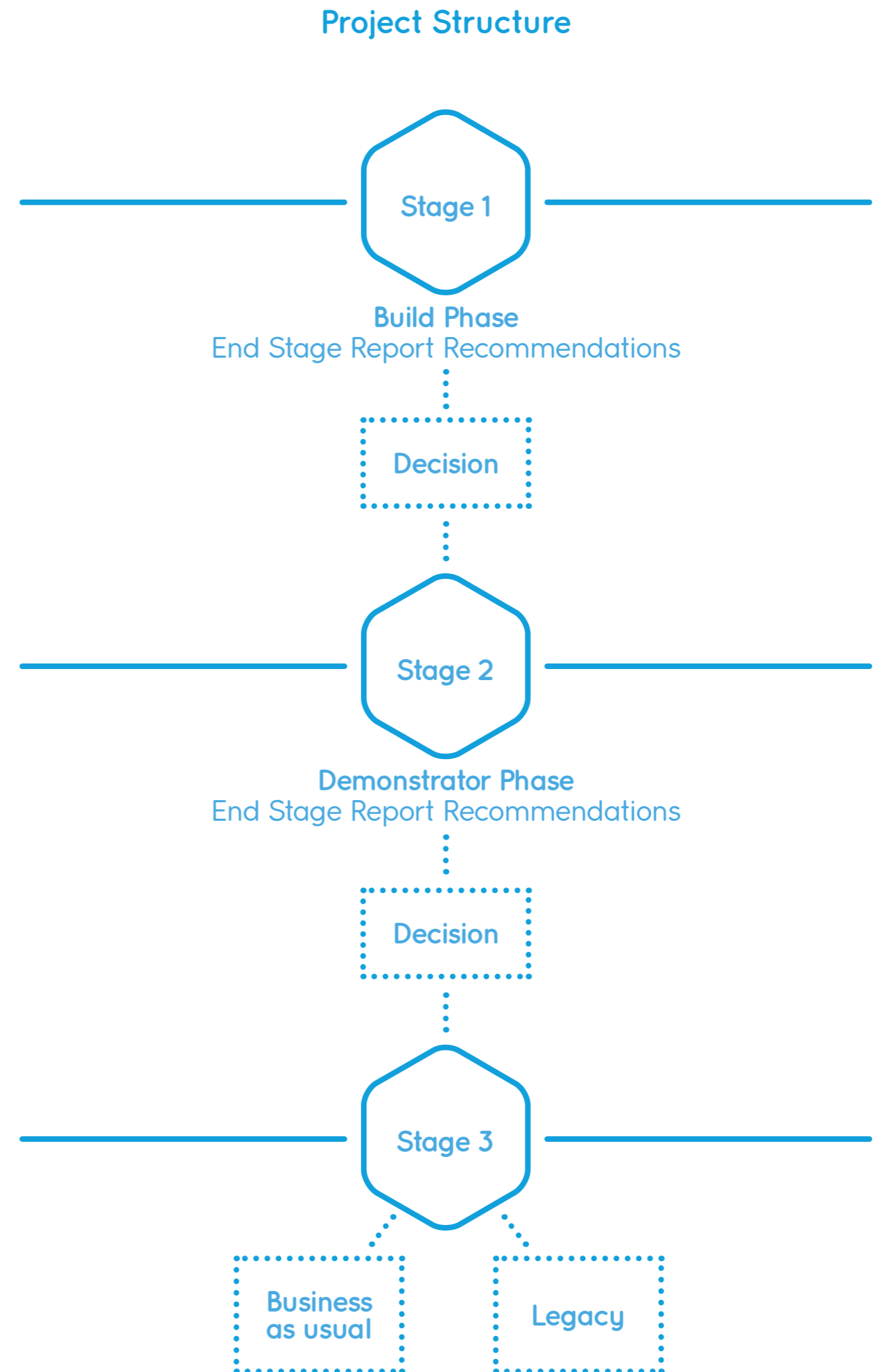## Table of Contents

# 1/
## Introduction

This document provides an overview of the project reporting structure within the Future City Glasgow programme, summarising progress to date on the build phase of the Active Travel project.

The recommendations contained within this document will provide the basis for formal approval of the Active Travel project to proceed to stage 2 demonstration phase.

Project Structure

Stage 1

**Build Phase**
End Stage Report Recommendations

Decision

Stage 2

**Demonstrator Phase**
End Stage Report Recommendations

Decision

Stage 3

Business as usual

Legacy

# 2/
## Overview of Stage 1:
## Build Phase

" Show how technology can encourage the use of cycle and walking routes to promote healthier lifestyle and improved quality of life for citizens

## 2.1 Objectives

The objectives of the Active Travel project are to:-

- Improve health quality in the city – show how technology can encourage the use of cycle and walking routes to promote healthier lifestyles and improved quality of life for its citizens.

- Improve understanding of transport options - show how technology can make the city more cyclist and pedestrian friendly, encouraging the use of sustainable travel.

- Improve availability of information - promote identification and mapping of the current infrastructure for active and sustainable modes of travel in Glasgow on a city wide basis.

- Improve data collection - generate data to be utilised for application development, whilst informing option appraisal in terms of future investment in public realm development in the City.

- Improve resource use - have data driven investment in order that resources within the development of cycle and walking routes can be put to best use.

## 2.2 Scope

The primary purpose of the project is to develop an approach to encourage "Active Travel" within Glasgow.

The build phase included:

- Initial research investigating what technological innovations are available and a comparison of approaches utilised in other 'smart' cities around the world.

- Stakeholder engagement to collate requirements from citizens.

- Development of a 'Glasgow Walking App' with existing geographical information.

- Development of a 'Glasgow Cycling App' with existing geographical information.

- Integration of online mapping tools and sources of active travel information to the above apps.

- Collation of data and assets then made available through the City Data Hub.

- Creation of a platform for the apps to allow innovative app ideas to be created in the future compatible with IOS and android.

- Creation and development of an administration portal to allow groups to upload and edit content for the apps.

## 2.3 Resource

Project Manager  1 FTE
Technical Lead    1 FTE
Design Lead       1 FTE

## 2.4 Deliverables

The Active Travel project has achieved the following deliverables:

- Identified and mapped the current infrastructure for active and sustainable modes of travel in Glasgow on a city-wide basis using spatial analysis.

- Development of a 'Glasgow Walking App' and 'Glasgow Cycling App' with existing geographical information.

- Creation and development of an administration portal to allow groups to upload and edit content for the apps.

- Integration of online mapping tools and sources of active travel information to the developed apps.

- Creation of an administration platform for the apps to act as an asset for innovative app development with IOS and Android.

## 2.5 Constraints

**Time**
The initial plan to develop a journey planner app was deemed too ambitious in the timescales. As such, this was removed from scope.

**Resources**
Reduced specialist resource availability for the project lead and technical/design leads restricted the level of development of new products.

**Android Developments**
The development works for use on an IOS platform were easier due to the limited number of devices which support this. However, the development for the Android platform was significantly longer due to the large variety of devices running from the android operating system.

**Reliance on Third Parties for Content**
In order to populate the data for the walking apps external knowledge was essential. It was therefore reliant on external partners uploading relevant information to provide content.

# 3/
# Current Position

"Glasgow Cycling app has the ability to provide the council with an additional layer of information from crowd sourced cycling data that could be used to inform infrastructure decisions.



Current Position

## 3.1 Benefits achieved to date

The build phase of the project has provided the opportunity to demonstrate how crowd sourcing data could be utilised for decision making in a local authority. Each app was created for a particular audience and has proven invaluable for connecting with citizens and vcommunity groups.

Understanding the impact of technology on Active Travel through stakeholder engagement and market research has provided an additional source of intelligence for the project thus allowing the apps to be created with all requirements captured.

The development of an administration portal has created an asset for citizens and community groups to upload relevant data and take ownership of the app to share with others.

## 3.2 Residual benefits expected

Glasgow Cycling app has the ability to provide the council with an additional layer of information from crowd sourced cycling data that could be used to inform infrastructure decisions.

The development of a content management system (admin portal) for the walking app presents the opportunity to expand the app usage through the interchangeable architecture developed.

A number of communities have been trained to become contributors of data for many of the apps understanding the simple administration process of the app platform. This knowledge transfer could present a community led innovation opportunity where communities could develop apps for their own purposes.

## 3.3 Issues

**Timescales**
Project time restrictions resulted in constrained user testing. It would have been advantageous to live launch the full apps earlier, in order to reach more users and inform development changes.

**Information Access**
Accessing data sets often proved difficult. This was particularly the case for some of the external apps such as Walkonomics. The case for open data is still one that is unfamiliar to many. Access to data sets to inform creation of the apps is paramount to future development.

## 3.4 Lessons Learned

Using in-house developers, we have been able to iterate and develop new functionality easily. It has allowed us to adapt as we progress, which would have been more difficult if the work had been procured through an external company.

Initially the cycle route capture app and route planner were to be separate apps. It was decided to concentrate on the route capture aspect and integrate sharing of routes within this. If the app progresses, it will be of greater benefit to users if this additional functionality is captured within one app.

# 4/
## Recommendations

## The recommendation is that the project proceeds to Stage 2 Demonstrator Phase.



**Recommendations**

The demonstrator phase will allow the project to evaluate the data produced by the cycling app. This will include how the data is visualised through the dashboard. The app will be promoted during the warmer spring/summer months.

The demonstrator will be used to help evaluate and quantify the benefits relating to Active Travel and data collection so that they can be incorporated within a business case. This will assess the benefits of sustaining the solution moving forward, expanding the concept across the city, and demonstrating the value to other municipalities. In particular, the Future City Glasgow programme has a specific work stream that is investigating:-

**Legacy**
The development of a business case for sustaining and expanding the demonstrators across the city to maximise the legacy benefits for Glasgow, and the investigation of innovative new business models.

**Innovation**
The opportunity for further innovation building upon the demonstrators developed during the programme.

**Internationalisation**
Identifying opportunities to take the learning from Glasgow to help other cities around the world to embrace the future cities market, and (where applicable) provide new opportunities for UK business.

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