



Active Transport

Bike Riding

Innovation Challenge

The information session will start soon



Active Transport



Bike Riding

Innovation Challenge

Information Session - Wednesday 12 May 2021



Transport
for NSW

future transport
technology

Agenda

- Welcome Address (consider yourselves now welcome)
- Open Data & Innovation at Transport for NSW
- Active Transport Bike Riding Innovation Challenge
- Q&A Session



Open Data & Innovation

Richard Tubb, Innovation Lead

Open Data: A platform for innovation since 2016



9.6B
API hits

2924

registrations for free
TfNSW ODI events

22k+
visitors to the Open Data forum

1000+ Open Data
Forum posts

184K+ visitors
to the
Open
Data
Hub

registered
applications

6,094+ **45,993**
registered users



open data



Active Transport

Bike Riding

Innovation Challenge



Innovation Challenge Statement

How can you make regular bike riding from A to B an easy and fun experience?



Primary Barriers to Bike Riding

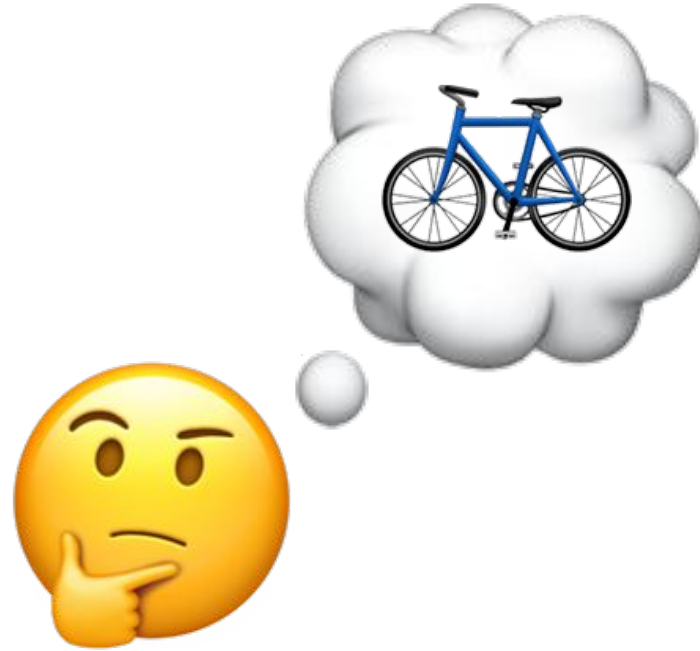
- **Fears concerning personal safety**
- **Bike riding can take considerable planning and thought before starting a new journey**
- **Skills and identity of a commuter bike rider are different to a recreational rider**
- **Ambiguity about what the right behaviours are when riding**
- **Stickiness of existing habits**

Primary Barriers to Bike Riding



1. Fears concerning personal safety

Primary Barriers to Bike Riding



2. Bike riding can take considerable planning and thought before starting a new journey



Primary Barriers to Bike Riding



3. Skills and identity of a commuter bike rider are different to a recreational rider

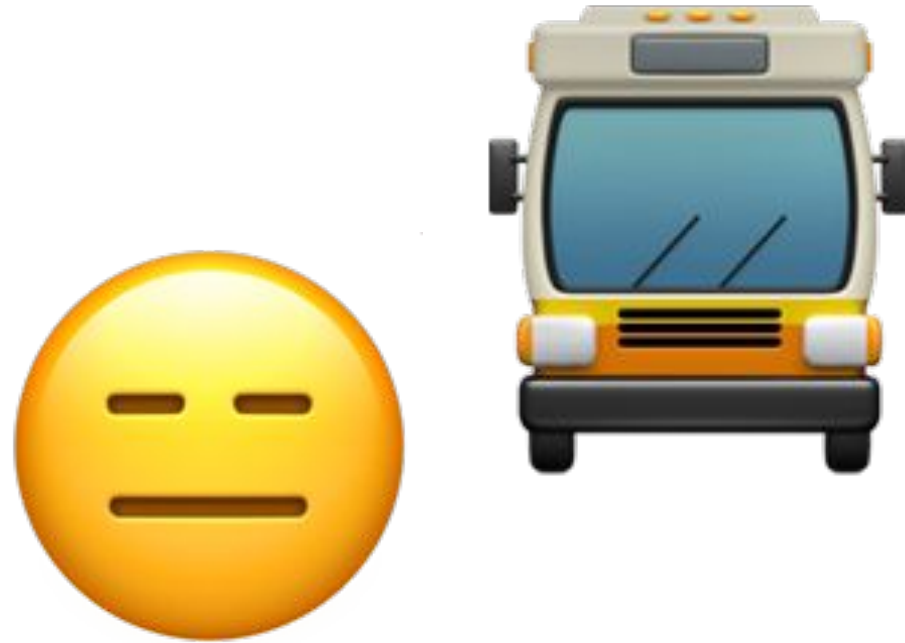
Primary Barriers to Bike Riding



4. Ambiguity about what the right behaviours are when riding



Primary Barriers to Bike Riding



5. Stickiness of existing habits



Primary Triggers to Bike Riding



1. Becoming safer



Primary Triggers to Bike Riding



2. Key life moment

Primary Triggers to Bike Riding



3. Faster and more reliable

Primary Triggers to Bike Riding



4. Health

Primary Triggers to Bike Riding



5. Thrill & social connection



Thought Starters



Challenge Statement

How can you make regular bike riding from A to B an easy and fun experience?



Thought Starters



1. Participation

- Appealing journeys
- Rewards and gamification
- School children
- Youth
- E-Bikes



Thought Starters



2. Safety & Confidence

- Increase confidence
- Improve safety or safety awareness
- Build skills

Thought Starters



3. Planning & Preparation

- Easier planning for new routes
- Easier multi-mode trips
- Right equipment
- End of trip facilities awareness



Thought Starters



4. Data

- Improve bike data
- Crowdsourcing

5. Perception

- Improve Bike riders perception amongst motorists



Known Data Limitations



- Bike riding options (including easier, moderate and more direct) are available via the Trip Planner API on the Open Data Hub however are not well known and may differ from options available on other navigation tools
- Cycleway data (dedicated and shared corridors) not always accurate or complete
- The bike riding network could be better defined and represented
- Tools and methods for modelling bike riding use could be improved
- Non-verified and limited bike rack data

Timeline



Registrations open
for information session
3 May 2021



Information session
and submissions open
12 May 2021



Submissions close
23 May 2021



Finalists notified
9 June 2021



Pitch Day
2 June 2021



Shortlisted pitchers notified
24 May 2021

Judging Criteria

- Customer Experience
- Market Feasibility
- Commercial Sustainability
- Technical Feasibility
- Value for Money



Seed Funding



Total Funding Pool of \$90,000 + GST

Seed Funding \$5K - \$50K

Must Provide Value for Money



Q&A Panel - Transport for NSW

- **James Dobinson** Director, Active Transport
- **Beth Beveridge** Customer Information Data Manager
- **Cathie Mcbean** Director, Public Transport Marketing
- **Richard Tubb** Innovation Lead, Open Data & Innovation
- **Eneida Raya** Apps Program Lead, Open Data & Innovation (Moderator)



Resources

- Submission close 11:59pm on **Sunday 23rd May 2021**

- Website:

opendata.transport.nsw.gov.au/active-transport-bike-riding

- Twitter: @DataTfNSW:

twitter.com/datatfnsw | #ATBRIC

- Email: opendataprogram@transport.nsw.gov.au

