PING if you care!
Changing cycling policy at the push of a button
MOBIEL 21
SETTING PEOPLE IN MOTION
PING if you care!

A crowdsourcing citizens engagement campaign to make Brussels more cycle friendly
Brussels invests a lot to make cycling more comfortable and safer.
PING if you care! offers a platform to actively engage in the improvement of cycling the city

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The button that can change cities
PING if you care! helps to change cycling policy at the push of a button
PING when ...

- **Road Surface** (pothole, humps, dirt, slippery, tram tracks, …)
- **Sight is blocked** (parked vehicles, road signals, advertisement, …)
- **Infrastructural Design** (no or unclear cycling infrastructure, …)
- **Traffic lights** (short crossing time, unclear signaling, …)
PING when ... (2/2)

- Conflicts on crossings and waiting (no yield, no passing space, …)
- Conflicts on street (phone use when driving, speeding vehicles, …)
- Conflict on cycle path or lane (car parking on lane, …)
- Stress and Emotions (dooring, feeling unsafety, speed, …)
Combine and compare
Ping markers

view data recorded with Ping button

- Road surface
- Sight is blocked because of...
- Infrastructural design
- Traffic lights
- Conflicts on crossings / waitings
- Conflicts during ride on street
- Conflicts during ride on cycle path / lane
- Stress and emotions
- Non-categorized

Zoom in
High motivation and participation

- 23,086 recorded tracks
- 42,388 PINGs received
- 24,260 commented PINGs
Every PING is important
1. What triggers people to PING?
2. Where do people PING?
3. When do people PING?
4. Who are the PINGers?
1. What triggers people to PING?
2. Where do people PING?
3. When do people PING?
4. Who are the PINGers?

Road Surface:
- The quality of the road surface
- Dirt on the road, cobblestones, and bumps
- Tram tracks
Conflicts when driving on lane

1. What triggers people to PING?
2. Where do people PING?
3. When do people PING?
4. Who are the PINGers?

- Albertlaan
- Antwerpsesteenweg
- Ducpétiauxlaan
1. What triggers people to PING?
2. Where do people PING?
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1. What triggers people to PING?
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6 main recommendations

1. Communicate the findings and follow-up
2. Enforce cyclists’ priority at intersections
3. Place road markings to reduce conflicts
4. Align the speed of traffic to the speed of cyclists
5. Set up a 'Give place to the cyclist' campaign
6. Separate tram tracks
Further research is needed ... (1/2)

1. Is there a correlation between the objective traffic accident data and PINGs?

2. Several figures indicate an increase in bicycle crashes, related to an increase in bicycle use. What about the e-bikers? What is their sense of insecurity? Are they PINGing more or different?
Further research is needed ... (2/2)

3. The regional bicycle network could be placed next to the heat map to see how this bicycle network is used.

4. What about the less used routes? What are the reasons for this? Are they unsafe? Or is it not the shortest way? Or the most pleasant way? Where else further investments should be made?
Just give us a PING if you want more information!

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