



velobserver

VelObserver allows people to **rate the quality of cycling infrastructure** in their municipality.





People want to bike!

And they request:

- **safe** routes
- **attractive** routes



Political pressure on municipalities to:

- **Expand** existing infrastructure
- **Report** and communicate about progress.

Enger Zeitplan für Velorouten

Stadt muss bis 2021 fünf Kilometer bauen

70 Prozent des Zürcher Stimmvolks haben der Velorouteninitiative zugestimmt. Die Zielvorgaben der Initianten sind hoch.



Ev Manz

Aktualisiert: 27.09.2020, 22:11



veloserver

We're in the dark!

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Where do people feel safe when cycling?

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Where do people feel safe when cycling?

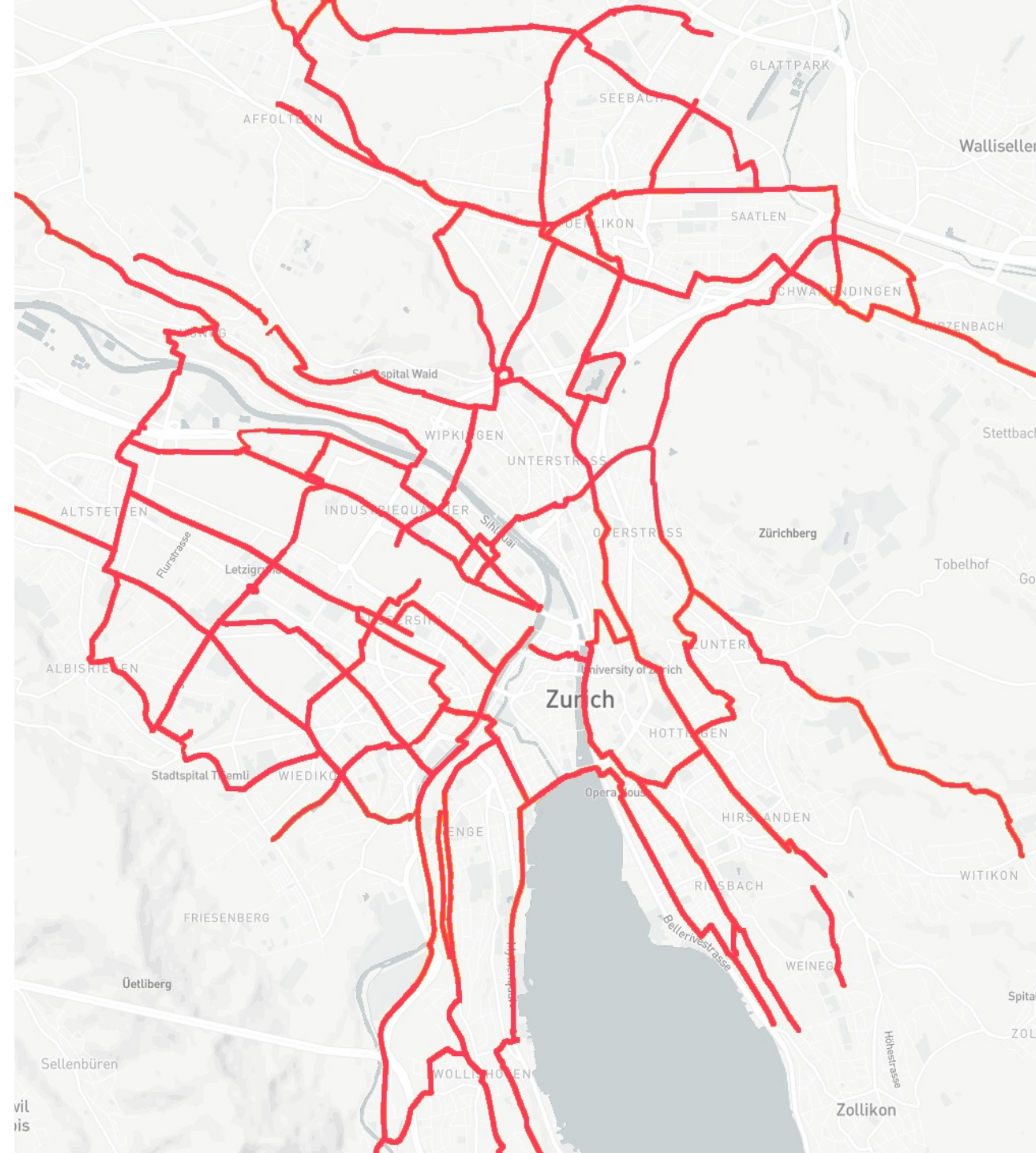
What do they consider attractive?

«We get quite a bit of anecdotal feedback – but we lack a **full picture** of how people **actually perceive** the bike lanes in Bern.»

*Public official, Municipal Works Services
City of Bern*



It allows **a dynamic dialogue** between municipalities and residents.



What's in it for the municipality?

- We provide **data** to build good cycling infrastructure

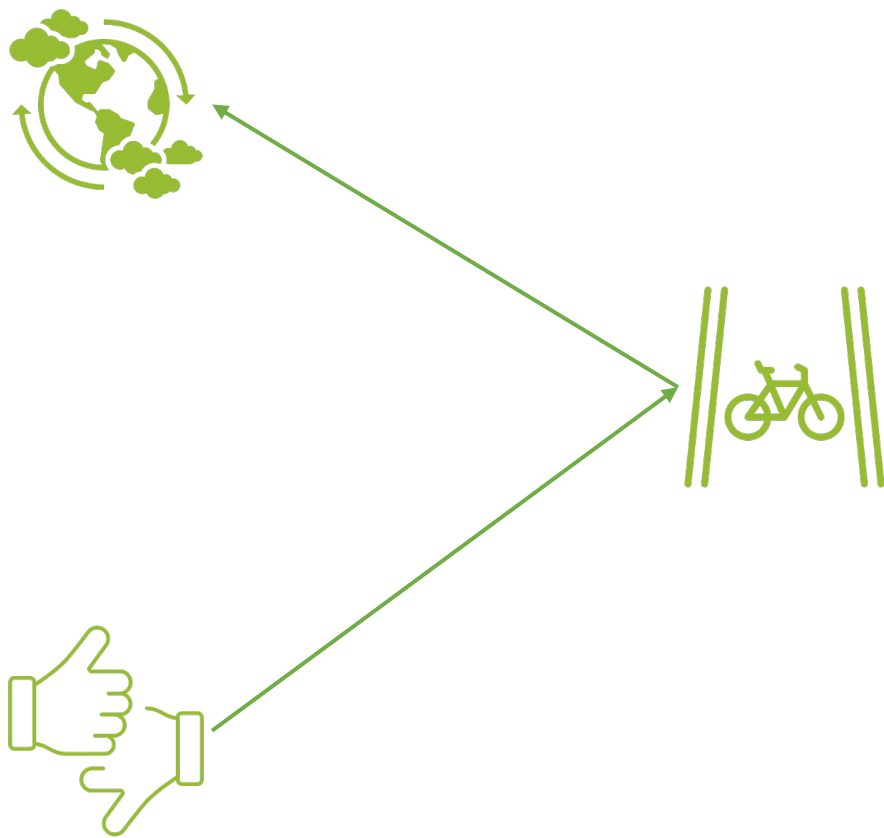


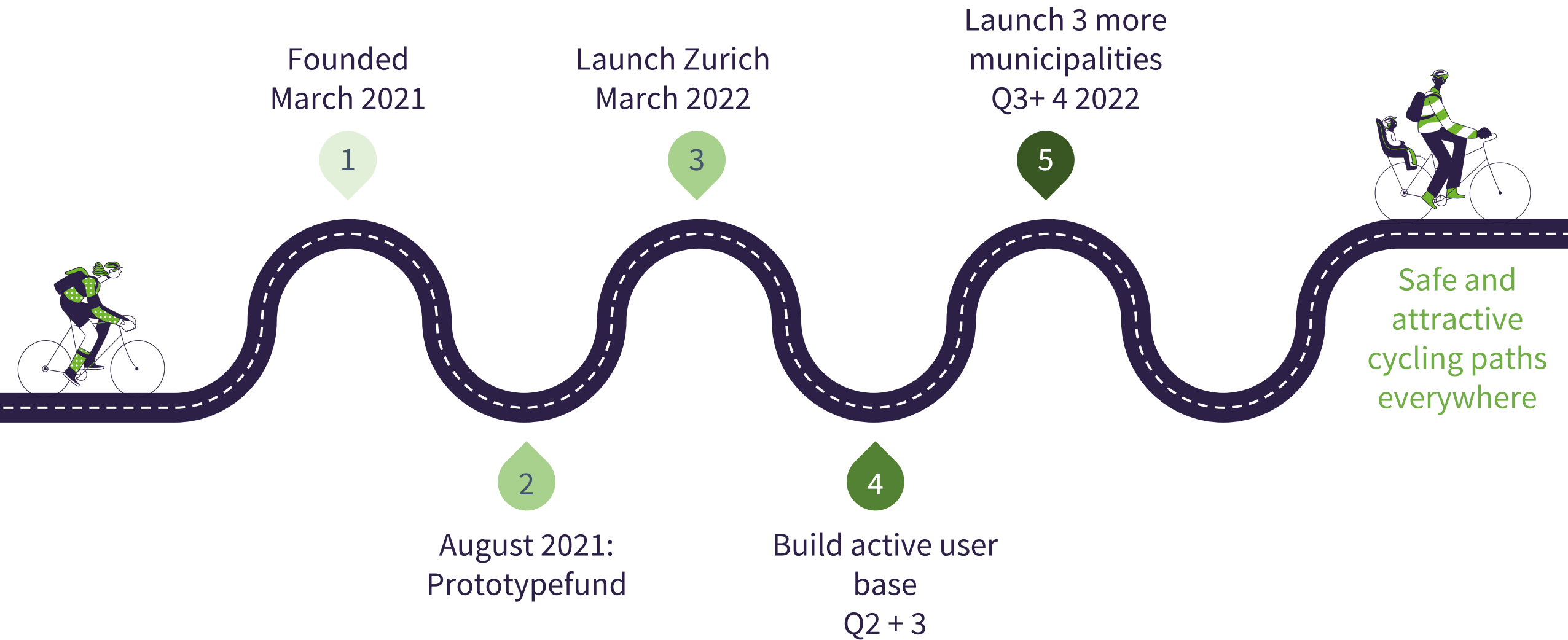
What's in it for the users?

- A tool to **actively collaborate** with the municipality



What can we achieve?





The Team



Thomas Hug

Mobility planner
Director Urbanista



Res Marti

Data Collection
Specialist
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Roger Fischer

IT-Developer
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Interaction Designer
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Felix Schindler

Freelance Journalist



Lea Strohm

Digital Ethicist
Co-director ethix

What can you do?

Connect us with

- **municipalities**
- **planning bureaus**, biking advocates, researchers.



Ride. Rate. Repeat.



www.velobserver.ch



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