Evaluating Bicycle Urbanism Workshop
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Why does data matter?

Cities build for what they measure, lacking data, building for people on a bike is the last thought on most traffic engineers’ minds. Having lead workshops all over the globe Copenhagenize Design Co.’s approach to evaluating bicycle urbanism focuses on real-world cycling demand and bicycle users needs. Where people go “off-route,” “misuse” or “misbehave” on city streets is an indication that street, intersection and traffic signal designs are failing vulnerable users in our cities.

Working with Silicon Valley Bicycle Coalition, Copenhagenize is developing an open-source data tool to evaluate future bicycle projects in the region and the projects’ capacity to serve all ages and abilities bicycling. Key to this effort is knowledge sharing with SVBC’s members on how to monitor and improve bicycle-friendly street designs in their city.

Through this workshop, SVBC’s members will learn human observation techniques that will translate beyond the classroom to improve biking throughout Silicon Valley.

Overview

→ **Data is Gold:** Copenhagenize will present examples from around the globe of successful data-oriented bicycle-friendly policies, and with participants discuss the ways to gather data and transform it to drive policy change in Silicon Valley.

→ **Field observations and desire lines analysis:** Using a local Sunnyvale intersection and video from cycling cities such as Copenhagen, Barcelona and Montreal, participants will not only count people biking but observe how their behavior highlights the need for better infrastructure.

→ **From spreadsheet to storytelling:** We’ll explore the ways data can create compelling advocacy. Using the field and desire lines analysis data, participants will brainstorm a communications strategy to tell the story of needed changes in intersection design.
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Workshop Schedule
9 - 10 am: Data Best-Practices Presentation
10 - 11:15 am: Bicycling Observations Activity
11:15 am - 12 pm: Communications Strategy Ideation

Details
When: Saturday December 7, 9am to noon
Where: 680 W Maude Avenue, Sunnyvale, CA 94085
Weather permitting we'll be outside for 30-50 minutes so please bring a bicycle to ride to the field observation site. We'll be riding for about 2-3 miles

If you are in need of a bike, you may rent one from the Sports Basement.

If you'd like to attend, please RSVP to sandhya@bikesiliconvalley.org