MILLIONS
OF TRIPS ARE MADE BY CYCLISTS
THROUGH OUR CITIES EVERY DAY
ALREADY USED BY 30,000+ CYCLISTS AROUND THE WORLD
WITH THE HELP OF CYCLISTS, SEE.SENSE CREATES
A REAL-TIME, MOBILE SENSOR NETWORK ACROSS THE CITY
Ultimately, our vision is to build a community of people who are transforming their roads by cycling.

While enjoying the benefits of safer cycling, each person is creating better transport infrastructure for everyone.

This isn’t just about one person’s ride today, but everybody’s journey tomorrow.
WHAT MAKES US SPECIAL?

\ LOW COST / HIGH REACH
\ HIGHLY ACCURATE DATA
\ MULTIPLE DATA TYPES
\ REPRESENTATIVE POPULATION
\ MADE IN NORTHERN IRELAND
BENEFITS FOR THE CITY

\ \ IMPROVE PUBLIC SAFETY
\ \ LOWER TRANSPORT POLLUTION
\ \ REDUCE CONGESTION
\ \ REDUCE FUTURE ROAD REPAIRS
\ \ GENERATE FUNDING
WHAT WE DID IN DUBLIN & MANCHESTER

OUR GOAL

Use Dublin and Manchester as testbeds to deploy our solution, engaging the cycling community to share data so that insights can be used to improve cycling in the city.

WHAT WE DID

Our lights were deployed to over 500 cyclists in Dublin and 180 cyclists in Manchester from October 2017, generating never before seen data and insights.

Worked with key stakeholders to identify use cases for the data.
DUBLIN MAPPED LIKE NEVER BEFORE

See.Sense Road Roughness Index overlay with Perception Data
EVIDENCE TO SHOW PERFORMANCE OF CYCLING INFRASTRUCTURE

\[18.3 \text{ km/h Average Speed}\]

\[8.7 \text{ km/h Average Speed}\]
ROAD CONDITIONS MAPPED ACROSS THE CITY

\ CLUSTER MAPS OF ROUGH ROADS

\ CORRELATION WITH ROUGH ROADS IN THE CITY
ENGAGEMENT WITH CYCLING COMMUNITY

\ POPULAR WORDS

lanes bike vehicles

\ MAP OF ANNOYANCES

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ABILITY TO GENERATE A GREEN WAVE FOR CYCLISTS
NEW DATASETS TO HELP PRIORITISE CYCLE INFRASTRUCTURE AND INTERVENTIONS

\LEVEL / QUALITY OF SERVICE
Rapidly rate your entire cycle network, not just sections of roads

\PROPENSITY TO CYCLE TOOL / CYCLING INFRASTRUCTURE TOOLKIT
Access data on cycle path quality and the routes cyclists currently use
BESPOKE DASHBOARD FOR DUBLIN

Data Layers:
- Population Heat Map
- Average Speed
- Road Surface Quality
- Dwell Time
- Perception
- Accidents
- Traffic Lights
- Other External

Speed Distribution

Population Distribution

Selectable Zones - updates statistics

Temporal Filter:
- Date: May, Jun, Jul, Aug, Sep, Oct
- Day of Week Filter: M, T, W, T, F, S, S
- Time of Day: 6:00, 10:00, 14:00, 18:00, 22:00

Segment Analysis: Mouse hover to extract data summary
Junction Analysis: Select junctions to extract statistics
HOW WE ARE HELPING CITIES

\ SECTION PRIORITIES \n
1. Improve safety
2. Lower pollution
3. Improve congestion
4. Reduce road repair bills

\ SECTION HOW WE DO IT \n
1. Help cities reduce the number of injuries and fatalities on our roads
2. Help hit Clean Air targets by reducing barriers to cycling, and increasing modal share of cycling
3. Identifying causes of congestion hotspots, and working with ITS teams to undertake real time dynamic traffic management
4. Identifying potholes early, reducing repair bills by 30%
LET US HELP MAKE YOUR CITY A LEADING CYCLING CITY

\ CREATE AN ENGAGED COMMUNITY OF CYCLISTS COLLECTING DATA

\ IDENTIFY ACTIONABLE INSIGHTS TO SUPPORT MODAL SHIFT TO CYCLING

\ MAP AND PRIORITISE ROAD MAINTENANCE