



# INDIA CYCLES 4 CHANGE CHALLENGE

## MEASURING THE IMPACT

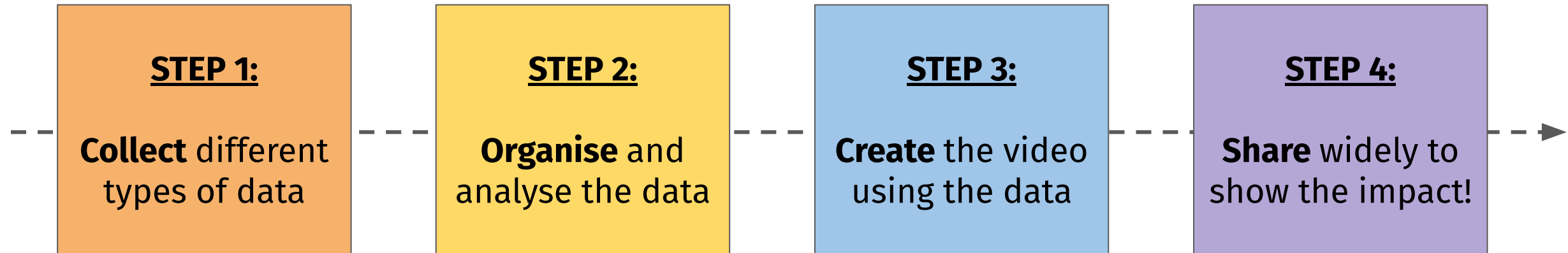


# Why measure the impact of the pilot interventions?

- To **assess** if the interventions have made a **positive change**
- To **showcase the benefits** of the initiative to community and decision makers and **build support for future projects**
- To **gather feedback** from the people and make changes accordingly

# How can you measure and share the impact of the pilot?

## **Make an impactful video showcasing your city's transformation and what people think about it!**



### **Here are some reference videos!-**

- [Measure What Matters](#) - GDCI
- [Invisible Cyclists of Erode](#) - ITDP



## STEP 1

# Collect data about the impact of the interventions

### A. PHOTOS AND VIDEOS



### B. INTERVIEWS



### C. FEEDBACK BOARDS





# A. Take photos and videos to capture the street transformation

## Why?

To document the pain points for cyclists and how it has been resolved

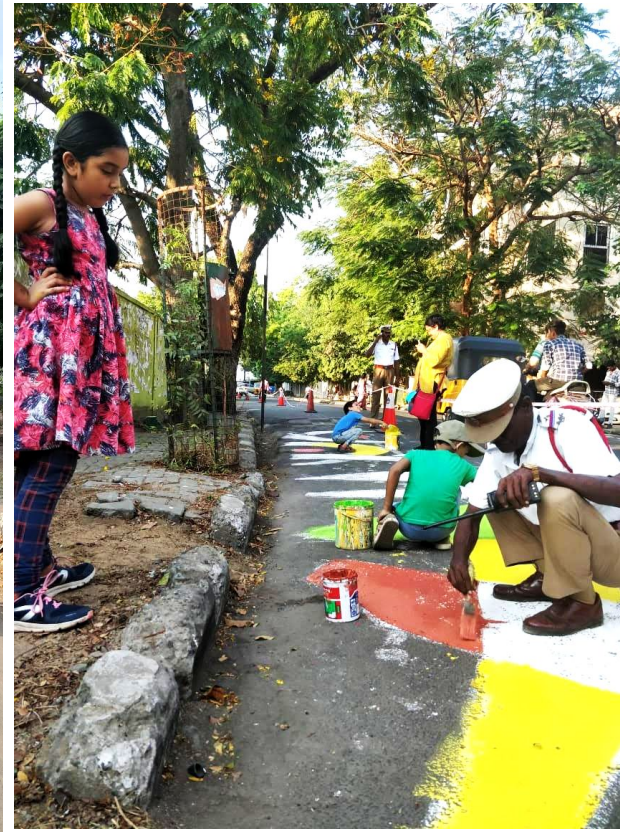
## How?

- Take photos and 10 minute videos **pre testing, during testing, and after testing.**
- Take **time lapse videos** of different activities happening on the site

**When?**  
Before,  
During, and  
After the  
Intervention



**Before**



**During**



**After**

**Refer** - Page 6 of the [Site Analysis guide](#) to know how & what to capture



# A. Tips to take good photos and videos

- Capture how the pilot is used during **day and night**
- Capture the pilot when it is **actively used by people**
- Capture the **entire street section at eye level and from above** to show activities
- Capture **happy faces and emotions**
- Take photos and videos of the pilot **during the launch kickoff event**
- **Show the transformation of the street** during the Challenge through **multiple photos**





# A. Tips to take good photos and videos

- The **Before and After** photos and videos should be taken from the **same angle, location**, at the same **time of the day**.
- Document **diverse street users** - cyclists, pedestrians, street vendors including **women, children, elderly**
- Document **different stakeholders** - local community, city officials, traffic police, etc.

Refer - [Transformation of HP Petrol Pump Intersection, Mumbai](#) to show before and after impact





Before



After





## B. Through interviews, record the cycling experiences of users

### Why?

To **understand and record the** impact of the interventions, **in the words of the users**

### Who?

- Regular Cyclists
- Beginner cyclists
- Traffic Police
- City officials

### Tools required

- Camera/Camera Phone
- Mic

*Form a **2-member team** for one person to ask questions to the cyclist and the other person to record.*

### When?

After the Intervention





## B. Conduct the interview at the pilot site

- **Select 4-5 diverse users, of different ages.**
- **Explain the project** to the user and prepare them for the interview
- Ask them to share **before and after experiences**
- Do not ask questions which may lead to a desired answer.
- **Prompt the user** if they are unable to frame a response.



[A sample list of questions can be found here](#)



# C. Gather feedback from people at the pilot site location

## Why?

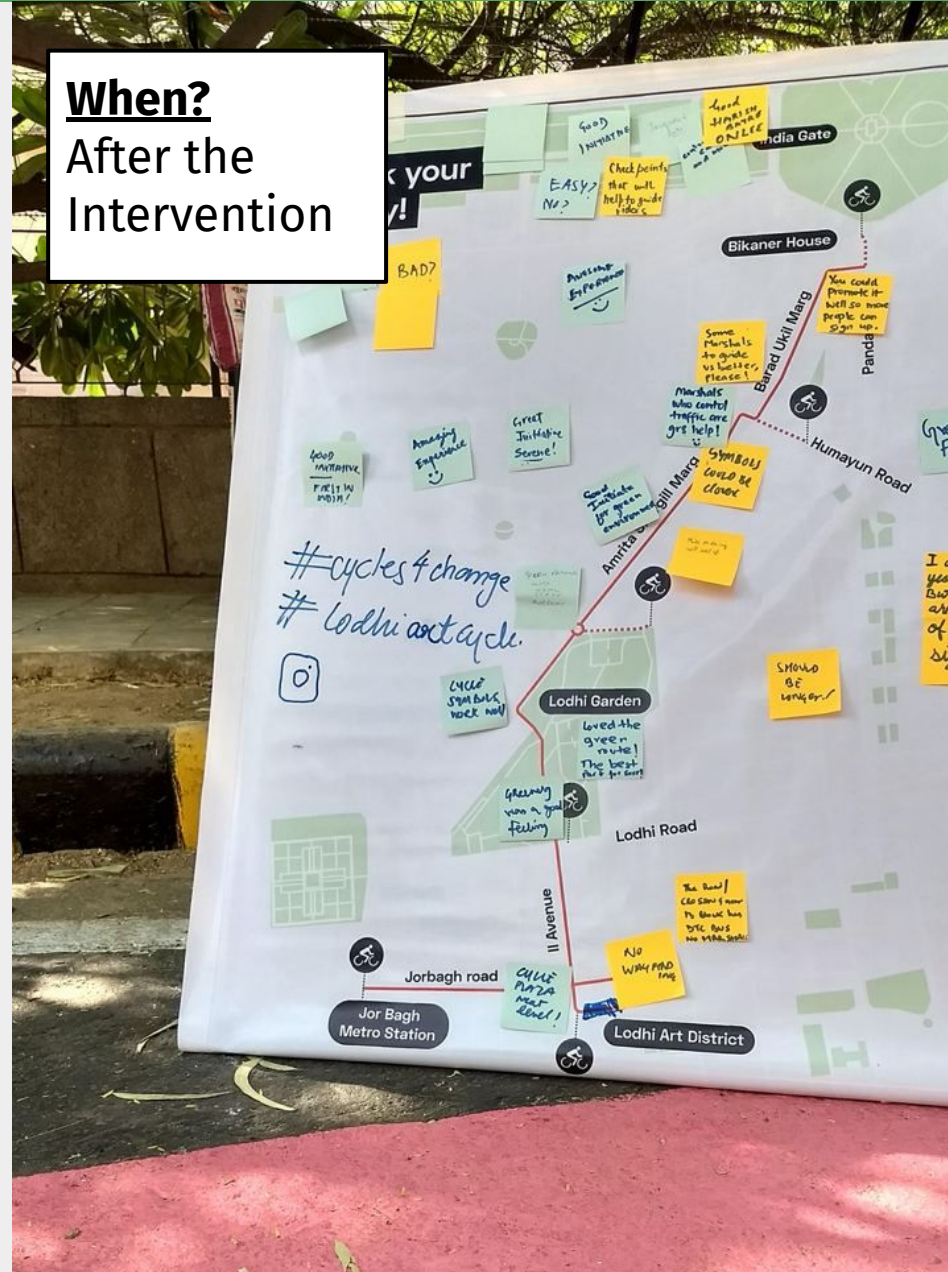
To **collect feedback** from citizens easily.

## How?

1. **Set up large poster boards** and feedback booths along the pilot stretch
2. **Encourage** cyclists and other users to **share their feedback** and ideas for the future

## Tools required

- Map of the pilot route
- Sticky notes
- Pens/Markers/Chalk





## C. Use simple and direct questions to gather feedback

### Sample questions

- Did the cycle network connect to your destination?
- Do you feel safer cycling on the streets than before?
- Do you feel the street is now safe for children to cycle?
- Do you think the vehicle speeds have slowed down?  
(For traffic calmed streets)
- Do you still face any issues while cycling?
- How do you think the pilot can be made better?
- Do you want to nominate other streets in the city to become cycling-friendly?





# Things to keep in mind while collecting information

- Speak in **local languages** to communicate better.
- Ensure that **female team members are present** during interviews.
- **Get consent from the people** while taking photos, videos, or recording an interview.
- Use [Open Street campaigns](#) and **launch events to gather maximum responses** at one place!





## STEP 2

# Compile and analyse the data

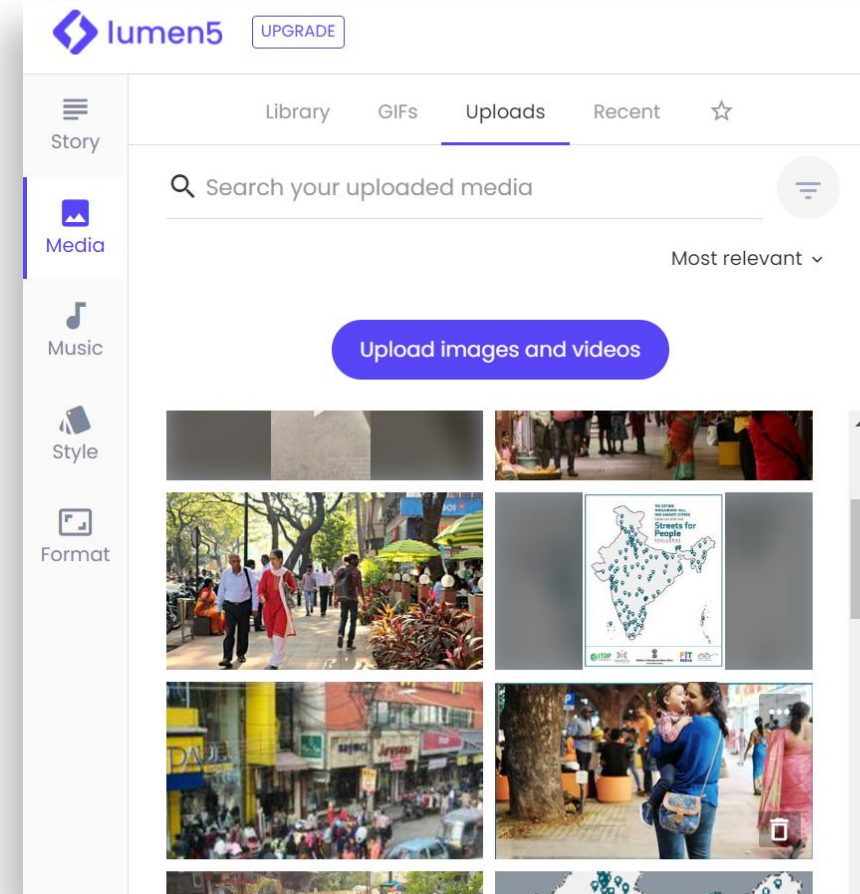
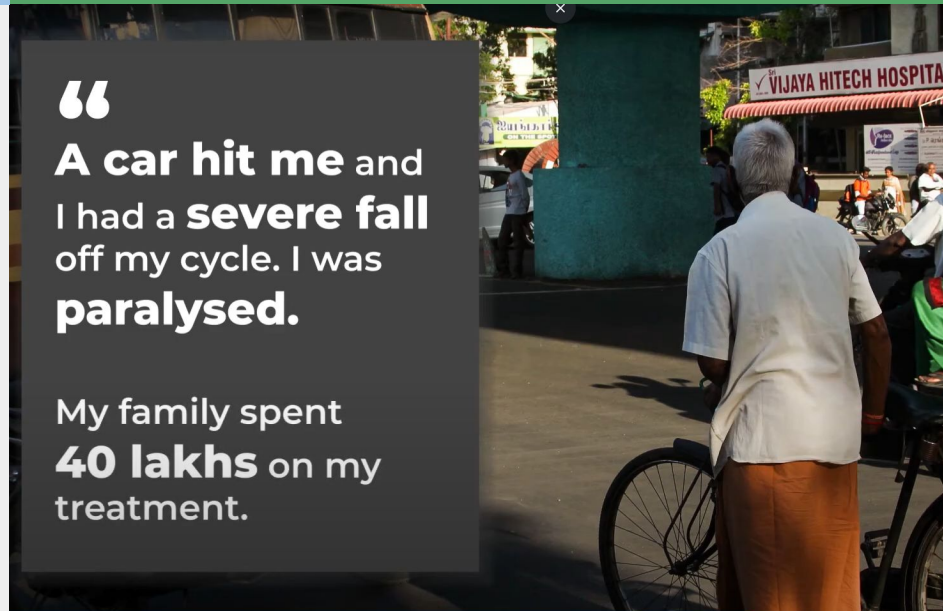
- **Organise the different forms of data** - recorded interviews, photos and videos, feedback inputs
- Analyse and **compile the positive impacts** of the pilot intervention
- **Compile feedback** to understand what **issues still need to be resolved**



## STEP 3

# Create an video of the city's transformation

- **Keep your video short**, under 2min. Think of it as an ad, and not a documentary.
- Include **different kinds of data**.
- Use **simple video making tools such as [lumen5.com](https://lumen5.com)**.
- **The most important part of the video is the story.** Tell a story that the audience can never forget!



### Refer videos -

- [Invisible Cyclists of Erode](#) - ITDP
- [Measure What Matters](#) - GDCI



## STEP 4

# Share the video widely with stakeholders!

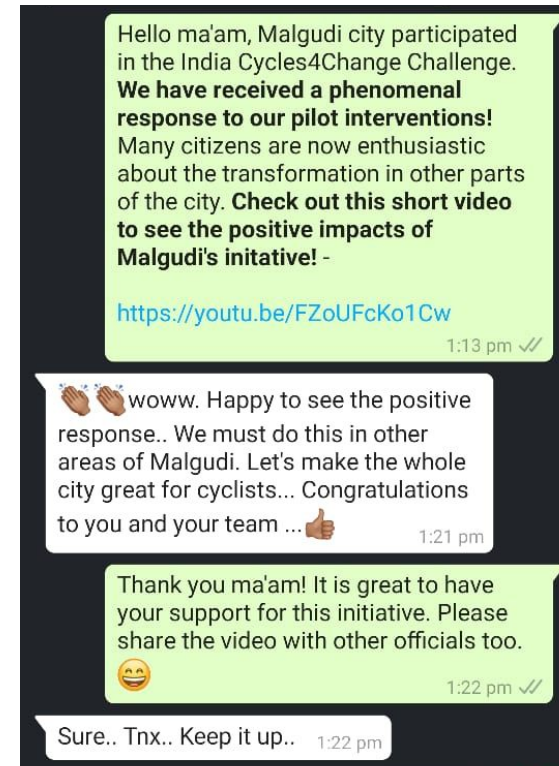
### Who should you share the video with?

- Decision makers - city officials
- Community groups - RWAs and CSOs
- Media
- Local champions

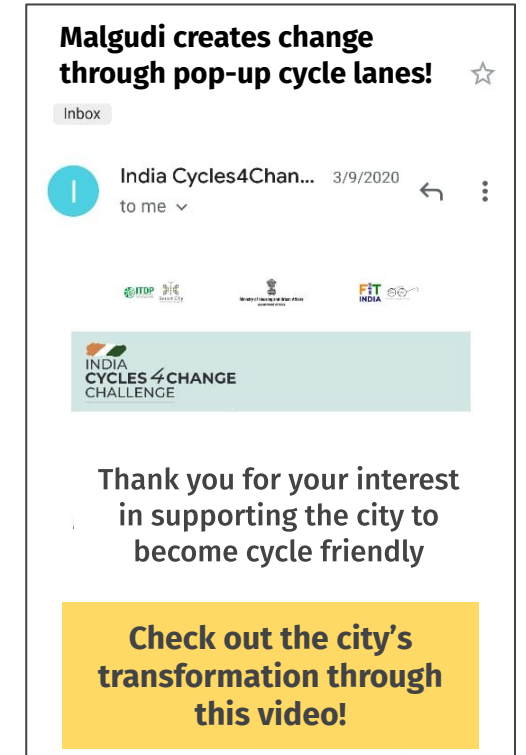
### City's social media platforms



### Whatsapp messages to city officials



### Emails to citizen groups





# What are the other ways you can use the information?

**Press articles** - Data points, images, quotes

The screenshot shows a news article on the CGTN website. The article is titled "Pedal power in Paris: French capital looks to build on bike boom" and is dated 2020.07.13 21:36 GMT+8. It is written by Stefan de Vries in Paris. Below the text is a video player with the title "CYCLING CULTURE BOOMS IN PARIS AFTER LOCKDOWN".

Europe

2020.07.13 21:36 GMT+8

### Pedal power in Paris: French capital looks to build on bike boom

Updated 2020.07.13 21:36 GMT+8

Stefan de Vries in Paris

#### CYCLING CULTURE BOOMS IN PARIS AFTER LOCKDOWN

In some Parisian streets, it has now become difficult to distinguish the French Capital from Amsterdam or Copenhagen. Europe's most

**Social media** - Before/ After images, videos, posters

The screenshot shows a tweet from My Surat (@MySuratMySMC) dated 2020.07.13 21:36 GMT+8. The tweet text reads: "Surat! The results of #Cycles4Change survey is out. According to this interesting survey more than 90% of Suratis know how to ride a bicycle and more than 60% of Suratis are afraid of speeding vehicles. So let's pedal for the medal and make Surat a #cyclingfriendlycity". Below the tweet is a poster for the "INDIA CYCLES 4 CHANGE CHALLENGE".

My Surat @MySuratMySMC

2020.07.13 21:36 GMT+8

Surat! The results of #Cycles4Change survey is out. According to this interesting survey more than 90% of Suratis know how to ride a bicycle and more than 60% of Suratis are afraid of speeding vehicles. So let's pedal for the medal and make Surat a #cyclingfriendlycity

### INDIA CYCLES 4 CHANGE CHALLENGE

If cycling is made safe and convenient in Surat

- 85.9% of women would cycle
- 91% of men would cycle

Logos: ITDP, Smart City, Ministry of Housing and Urban Affairs, INDIA, Surat Municipal Corporation

**Blogs** - Written content, photos, quotes, graphics

The screenshot shows a blog post with the following text: "On-site data collection has been ongoing since before the completion of the project and will continue for several weeks to capture a comprehensive evaluation of the project and its impacts. Several data sets through manual counts and google maps data has shown the streamlining of traffic along the corridor maintaining vehicular flows, while still reporting a slow increase in the cycle riders on the cycle facility. Efforts are being made to tie-up with cycle rentals to further facilitate the use of the corridor through the access to affordable cycles." Below the text are two small images of cyclists on the corridor. Further down, it says "THE OUTCOME" and features a large photo of a cyclist on a dedicated lane. At the bottom, there are three statistics: "50% more cyclists felt safer after the cycle lane construction", "1400 delineators used to protect the cyclists from vehicular traffic", and "93% said they would start cycling if the cycle network was permanent and connected".

On-site data collection has been ongoing since before the completion of the project and will continue for several weeks to capture a comprehensive evaluation of the project and its impacts. Several data sets through manual counts and google maps data has shown the streamlining of traffic along the corridor maintaining vehicular flows, while still reporting a slow increase in the cycle riders on the cycle facility. Efforts are being made to tie-up with cycle rentals to further facilitate the use of the corridor through the access to affordable cycles.

Lebu-Jemo Interim Cycling Corridor

Lebu-Jemo Interim Cycling Corridor

Going forward, the Lebu-Jemo corridor will provide the baseline to build upon while expanding the cycle network for Addis Ababa into a continuous and connected system. For more information and metrics behind the project, see the full report on the Lebu-Jemo Interim Cycling Corridor in English here, or read it in Amharic here. The city aims to take a comprehensive approach to achieve the 100 km and beyond through policy and design guidance, capital projects, and above all awareness creation.

#### THE OUTCOME

50% more cyclists felt safer after the cycle lane construction

1400 delineators used to protect the cyclists from vehicular traffic

93% said they would start cycling if the cycle network was permanent and connected

Refer - <https://globaldesigningcities.org/2020/03/31/investing-in-sustainable-mobility/>

**Don't forget to use the  
feedback to resolve the  
issues on ground!**



# Do another Handlebar Survey!

- Check if all the **pain points have been resolved** through the pilot interventions
- Check if cyclists face **any new pain points**
- **Revise the pilot** as required
- Check out the [Handlebar Guide here](#)





# Remember to...

## TEST



Use the [Design Guidelines](#) to design and test quick pilot interventions

## LEARN



Observe the pilots and gather feedback from citizens

## SCALE



Make necessary changes and scale up solutions to transform the city



# Thank you

Website - <https://bit.ly/3ju3ZCY>

Facebook - India Cycles4Change

India Cycles4Change is a programme of



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