



Bicycle & Pedestrian Advisory Committee

April 17, 2014

CycleTracks App for Sacramento Region

Issue: What is the new CycleTracks App project and what should be its brand name?

Recommendation: None, for discussion only.

Discussion: SACOG staff are in the beginning stages of developing a bicycle travel application (App), based off the CycleAtlanta open source mobile App for both the iPhone and Android phones. The App will provide bicycle riders in the Sacramento region the opportunity to map their rides and submit route information to transportation planners. The anonymous data collected will be uploaded to SACOG's servers, offering planners and analysts data to better understand bicycle travel behavior in the region.

Staff is seeking recommended brand names for the new App. Nominations may be submitted to Lacey Symons-Holtzen through April 29, 2014. The top brand name ideas will be voted on by the public through a survey on the May is Bike Month website. At the end of May, the most-voted-for brand name will become the name of the new App.

SACOG staff is working in coordination with SABA to develop the App utilizing the CycleTracks application developed by San Francisco County Transportation Authority. The CycleTracks application was coded entirely in open source mobile technology and was forked by developers in the Atlanta area, who renamed the application CycleAtlanta. The CycleAtlanta modifications to the CycleTracks base code added features for recording street infrastructure assets and issues and amended the application's look with new logos and screen appearances. SACOG would like to include these added features in the Sacramento region's App. Staff currently has a Request for Proposals (RFP) out to bid for a contractor and anticipates the App will be available for public beta testing by the end of the year.

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