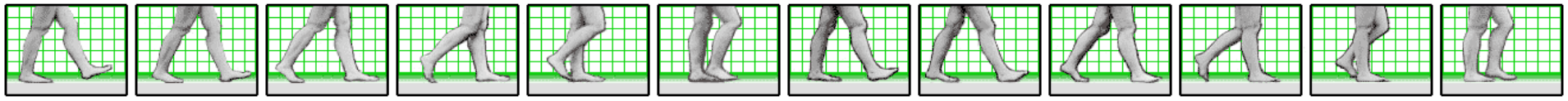
The WalkIT project … building the infrastructure for walking promotion



Origins … NZ Government's walking and cycling strategy "Getting there: on foot, by cycle"

Implementing "Getting there" …

- Involves central government, local govt, and non-govt organisations ...
- many initiatives but ...
- no comprehensive, accessible, up-to-date database of walking information, so ...

Health Sponsorship Council & Living Streets Aotearoa proposed a "one stop shop" for walking promotion information

Overall specifications:

- Database to be electronic
- Access through a website
- IT provider to develop and provide initial website hosting
- Email functionalities to support the marketing of the database
- Database to include walking info and materials and links to other sites in NZ and overseas

More specs …

- Information to be up-to-date, credible and practical
- Easy to use, motivating and well marketed
- Users able to submit new items of information
- On-going quality control
- Configured to facilitate incremental development

Who will use WalkIT?

- Policy analysts
- Planners and engineers
- Architects
- Public health promoters and researchers
- Promoters of outdoor recreation

More users …

- Road safety professionals and advocates
- Traffic engineers
- Parents and teachers
- Disability professionals and advocates
- Environmentalists

How we are going about it

- Funding from Land Transport NZ
- Via Health Sponsorship Council
- HSC contracted LSA

'Modest' operation

- Experimental, limited budget, possibly to be expanded into a larger resource centre
- Developer – Wellington Regional 2020 Communications Trust
- Project manager also site manager & data originator/gatherer
- Use open source modular database software (Mambo) - pros and cons

Advisors

- Advisory Group - 15, meets about 6-weekly, provides feedback on development and key issues - like the name
- Trial (or “Extended Reference”) Group - 40 guinea pig users of the prototype database
- Now ... Walk21 and NZ Walking Conference

History

- Dec 2005 - Feb 2006: requirements defined & contracts signed
- March : first prototype developed, name selected
- April - June: fully-functional prototype; rollout to trial group
- July - September: data gathering, ~ 1,000 items uploaded, evaluation
- October: reworking of site

From now on …

- November: demonstration to NZ Walking Conference; data refinement; go live; promotion via email to potential users
- December: completion of development phase 1, end of contracts
- 2007: maintenance and refreshing only, until policy direction is decided.

How WalkIT will work

- Public access to all information on the site
- Data submitted by users
- Registration/approval of users is managed by the Site Manager
- Data items submitted by users are validated and published by the Site Manager
- Site Manager will also maintain the site, repair broken links, delete obsolete items and manage a news function
- All browser-based - registered users do not require client software

The good …

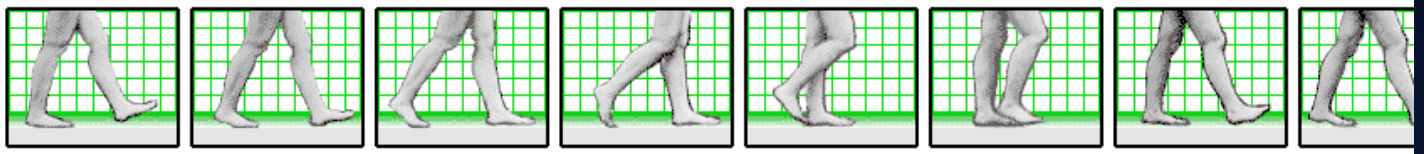
- Already a more comprehensive collection of walking resources than elsewhere in NZ
- Functional on-line database established in about 6 months and populated with useable data
- Potential for growth established.

The not-quite-so-good …

- Validation of data items and registration of users requires considerable ‘hand’ work
- Discussion – unresolved - over what “quality” is (rating system required for an objective metric)
- Early expectations too ambitious for the resources available
- Modular site software restricts graphic design
- Trial group has submitted few data items

WalkIT

the walking resources database



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Thursday, 02 November 2006

Latest News

- New Zealand Walking Conference
- Now 882 data items captured!

Popular

- An innovative approach to maximising crosswalk safety PowerPoint presentation)
- New Zealand walking and cycling strategies - best practice

WalkIT

The comprehensive on-line database of information resources for the promotion of walking in New Zealand.

If you are involved in promoting walking activities and pedestrian-friendly streets you will find information in this database to help you. Just use the links and finding aids on this page to get the information you want.

Walking promotion conferences

There are two international walking promotion conferences happening soon - **Walk21** in Melbourne, 23 - 25 October 2006, and the **NZ Walking Conference** 3 - 4 November.

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Now it's your turn …

1. Go to http://walkit.info/p03/
2. Enter user ID = walkitteam
3. Enter password = walk212006
4. Why not register as a user, too?

Your advice and suggestions welcome - to brent.efford@techmedia.co.nz