

The WalkIT project ... building the infrastructure for walking promotion



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



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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 ...

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

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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

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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

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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

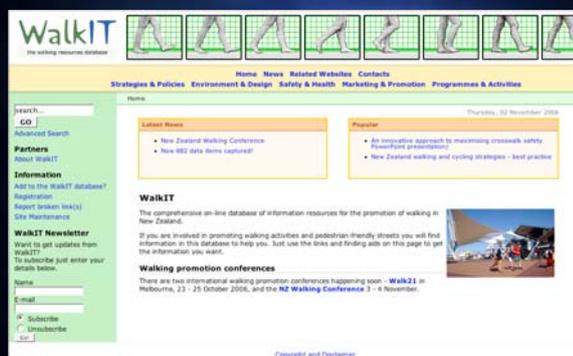
- ✦ Public access to all information on the site
- ✦ Data submitted by users
- ✦ Registration/approval of users is managed by the Site Manager
- ✦ Data items submitted by users are validated and published by the Site Manager
- ✦ Site Manager will also maintain the site, repair broken links, delete obsolete 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



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
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