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CONTACT:

Elise Turner, Associate Manager,
Office of Communications & Engagement,
eturner@dvrpc.org, 215-435-0379 (mobile)



New tool helps riders find bike routes with less car traffic
Ruti finds the Right Route with Less Stress

(Philadelphia, PA) - Ruti is a new, text-message-based planning tool that finds bike routes with the least amount of car traffic, or traffic stress. "Right Route. Less Stress."

Ruti is a collaboration between AG Strategic Design, a web development firm based in Philadelphia, and the Delaware Valley Regional Planning Commission (DVRPC), a government organization that works on transportation planning issues, among others, in Greater Philadelphia.

The conversational app, developed by AG Strategic Design, uses text messaging plus Google Maps and DVRPC's Bike Level of Traffic Stress (LTS) data to find the most comfortable bike route between two locations. The resulting map highlights the "stress level" of each part of a bike route so riders can see where car volume and speed is usually the highest and prepare accordingly.

DVRPC's Bike LTS analysis has rated over 29,500 miles of roadway in the nine-county Greater Philadelphia region. The analysis accounts for each road segment's number of traffic lanes, effective speed, and if present, the different types of bike infrastructure, such as sharrows, bike lanes, or protected bike lanes. These factors are used to determine an LTS classification ranging from 1 to 4, where 1 is relaxing and suitable for most riders, and 4 is uncomfortable for most riders - including those who are most experienced. To learn more about DVRPC's Bicycle Level of Traffic Stress and related analyses, please visit: <https://www.dvrpc.org/webmaps/BikeStress/>.

Ruti allows any bike rider to benefit from DVRPC's data analysis and use it to find a more comfortable or less stressful route. This tool is accessed via the user's own text messaging app, there is no need to download any additional app. Users can register to use Ruti at <https://rutiapp.bike/>. Ruti will send a text message to your cell phone and you can begin texting to find the right bike routes.

There are many reasons to bike more.

Ruti's launch coincides with National Bike Month, National Air Quality Awareness Week (May 3-7, 2021), and National Bike-to-Work Week (May 17-23, 2021). DVRPC and its partners are launching a campaign to encourage people to bike more and promote the use of Ruti for riders of any experience level to find more comfortable bike routes.

A casual bike rider could use Ruti to enjoy a ride that avoids roads with lots of car traffic, to get to a farmers market, the grocery store, or a park. Someone who rides more regularly might use Ruti to find a new route between home and work. While the person who rides everywhere might find a more comfortable route that they may have never considered before to a destination, such as a park or a trailhead.

Biking as a mode of transportation has many advantages:

- Replacing auto trips with bike trips will improve the region's air quality.
- Biking, like walking, is active transportation and provides an opportunity to get exercise while getting from one place to another.
- Biking allows riders to experience their neighborhoods, cities, and the region in a different way, seeing things they would otherwise miss if traveling by car.
- Regularly biking to work or other destinations can save time, money, and the environment!

Follow the hashtag #RutiBikePHL on social media to see how people are using the tool to find the “right route with less stress.”

To learn more Ruti and try it out, please visit: www.dvrpc.org/ruti or <https://rutiapp.bike/>

About AG Strategic Design

AG Strategic Design is a web development and design firm serving nonprofits, social benefit institutions, life science startups, and major biological research institutions. Corey Acri and Rob Goldberg together have over two decades of client-facing experience identifying institutional needs and problems, and building the right digital products to fix them. Tim Hoenig provides expertise on user experience design and product strategy. Corey, Rob and Tim are avid commuter bicyclists and dedicate a percentage of their profits and resources to bike and pedestrian advocacy and software projects, such as Ruti.

About the Delaware Valley Regional Planning Commission

DVRPC is the federally designated Metropolitan Planning Organization for a diverse nine-county region in two states: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey.

DVRPC's vision for the Greater Philadelphia Region is a prosperous, innovative, equitable, resilient, and sustainable region that increases mobility choices by investing in a safe and modern transportation system; that protects and preserves our natural resources while creating healthy communities; and that fosters greater opportunities for all.

DVRPC's mission is to achieve this vision by convening the widest array of partners to inform and facilitate data-driven decision-making. We are engaged across the region, and strive to be leaders and innovators, exploring new ideas and creating best practices.

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