

Pedesting Corporation

March 12, 2024

Social Sciences and Humanities Research Council
350 Albert Street, P.O. Box 1610
Ottawa, ON, K1P 6G4

Re: **Quality in Canada's Built Environment: Roadmaps to Equity, Social Value and Sustainability – Calgary Research Site**

Dear Dr. Brian R. Sinclair:

Pedesting is pleased to participate in the *Quality in Canada's Built Environment: Roadmaps to Equity, Social Value and Sustainability Project*. We support and endorse the objectives of the partnership to address the critical issues of equity, social value and sustainability in the built environment. Given the impact of climate change, social unrest, growing inequity, and other extraordinary forces, we believe that this coalition of Canadian universities, cultural institutions, professional associations, cities, and community partners is timely and even urgent.

We understand the research aspirations and agree to the role and level of participation of our organization in the project; we are committed to participating in 3 meetings per year; and we agree to adhere to the governance principles of the project.

We know the Calgary site's research is attending to "Cluster 3: Inclusive Design for Health, Wellness, Aging and Special Needs", where the focus of the research is on "**Designing Inclusive, Sustainable and Healthy Cities**". In this research cluster, we are interested in supporting efforts to address key questions such as:

- How can our understanding of design excellence be broadened, beyond a current focus on form and aesthetics, to also encompass **inclusion, sustainability and health**?
- How can we reconsider and redesign our spaces, places, buildings and neighborhoods to respond to our new broader and more equitable definitions and **understanding of quality in the built environment**?
- How do we contribute to **strengthening and advancing inclusion in Calgary** communities? And what role does **design** play, within this pursuit, to heighten inclusion, improve public health, and secure a more sustainable future?



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The Pedesting app is uniquely designed to connect people to places and provide them with detailed information about the route and their destination.

Pedesting is a powerful platform that provides trustworthy pedestrian navigation. It is reliable because of its integration of:

- CAD files that reflect the built environment.
- Crowd sourced real time data to monitor changes to the built environment.

Our methodology involves digitizing the drawing files of buildings and locating this indoor data onto our city base maps - which is a form of connectivity that has rarely been experienced on an urban scale.

We can also incorporate crowd sourced information provided by our users to give more detail or real-time data to the platform so that users are informed of any changes to the built environment that may impede their trip.

Pedesting also has the ability to collect data about pedestrian movements and show clear pedestrian models of how people move around a city. Through analytics of the pedestrian model, we can empirically describe the impact of pedestrians visiting an urban space: where they came from, where they're going and the type of pedestrian experience they encountered during their trip.

Confirmed Support

In support of this initiative, Pedesting can currently commit a minimum of \$14,400 in in-kind contributions over the remaining duration (3 years) of the project, or roughly \$4800 per year. These in-kind contributions would include:

- Participation in 3 meetings per year at a cost of \$4800 of in-kind labour per year or \$14,400 over the remaining 3 years of the 5 year term of the project.
- Sharing of knowledge and guidance, relative to Pedesting's expertise and mandate, in SSHRC PG workshops and seminars.
- Assistance with knowledge dissemination and mobilization through Pedesting's platform, including professional networks and social media.

The SSHRC project '*Quality in Canada's Built Environment*' represents a unique opportunity to improve quality of life for all Canadians and address serious deficiencies in our urban landscape. Pedesting is proud to be part of this partnership and we look forward to working with institutions, organizations and individuals from across the country on this critical initiative.

Sincerely,



Nabeel Ramji + Erin Shilliday

Co-founders of Pedesting

