# Using rides app data for advocacy – heat maps

Both RideWithGPS and Strava riders' apps have the ability to create "heat maps". Heat maps show visually as coloured highlighted lines on a map where you and other riders have ridden.

In RideWithGPS when you go into the Explore or Route Planner functions you can choose to see the heat maps of where you have ridden (Personal Activities), your own recorded Routes, or "Global" heat maps.

When you're planning a ride and creating a route plan, these heat maps can be helpful for you to find popular riding routes. You need to use some judgement if you are looking for recommended safer routes, as the heat maps can at times be dominated by faster highly confident riders who are riding and recording their routes very frequently.

The Strava heat maps are sometimes used by decision-makers to see which roads and paths are being favoured by riders. This can assist in persuading a council to install or trial a bike lane on a particular street.

You can have your say in these decisions every day by contributing your data. To do this, you simply choose to record your rides when out on your bike. Every ride can be recorded, just save it at the end of your ride.

If you prefer to use RideWithGPS as your daily riding app, you can still contribute to Strava's heat maps. You should create your own basic free account on Strava, then in RideWithGPS, turn on "Sync to Strava".

On your computer:

- Click on the drop-down arrow next to your personal icon at the top right of the screen.
- Click on Settings.
- Click on Connected Services. Click on "Connect with Strava". If you aren't already signed into Strava, you will be asked to enter your Strava credentials.
- Click the **Authorize** button so that Ride with GPS has permission to upload activities to your Strava profile.

On your phone:

- Click on the More (three dot) icon
- Click on Settings
- Click on Connected Services. Click on "Connect with Strava". If you aren't already signed into Strava, you will be asked to enter your Strava credentials.
- Click the **Authorize** button so that Ride with GPS has permission to upload activities to your Strava profile.

It's that simple.