

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE

2022

30 November
1 December, 2022
Brussels, Belgium



#POLIS2022

Walking and cycling data

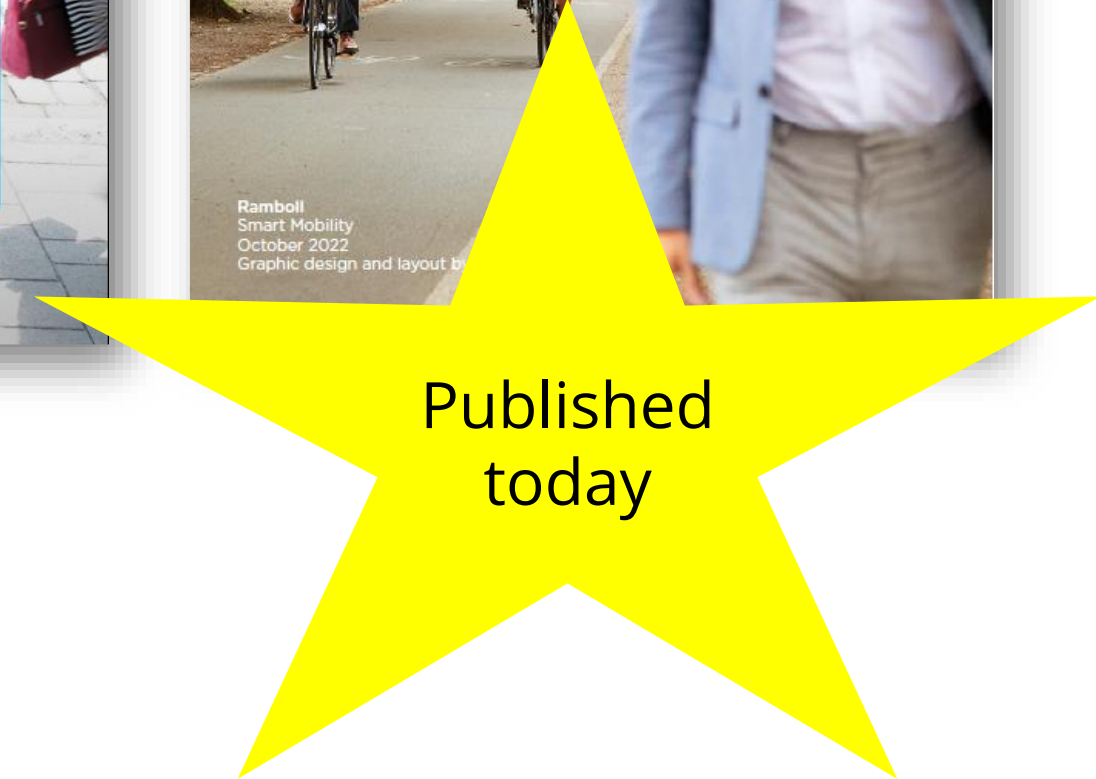
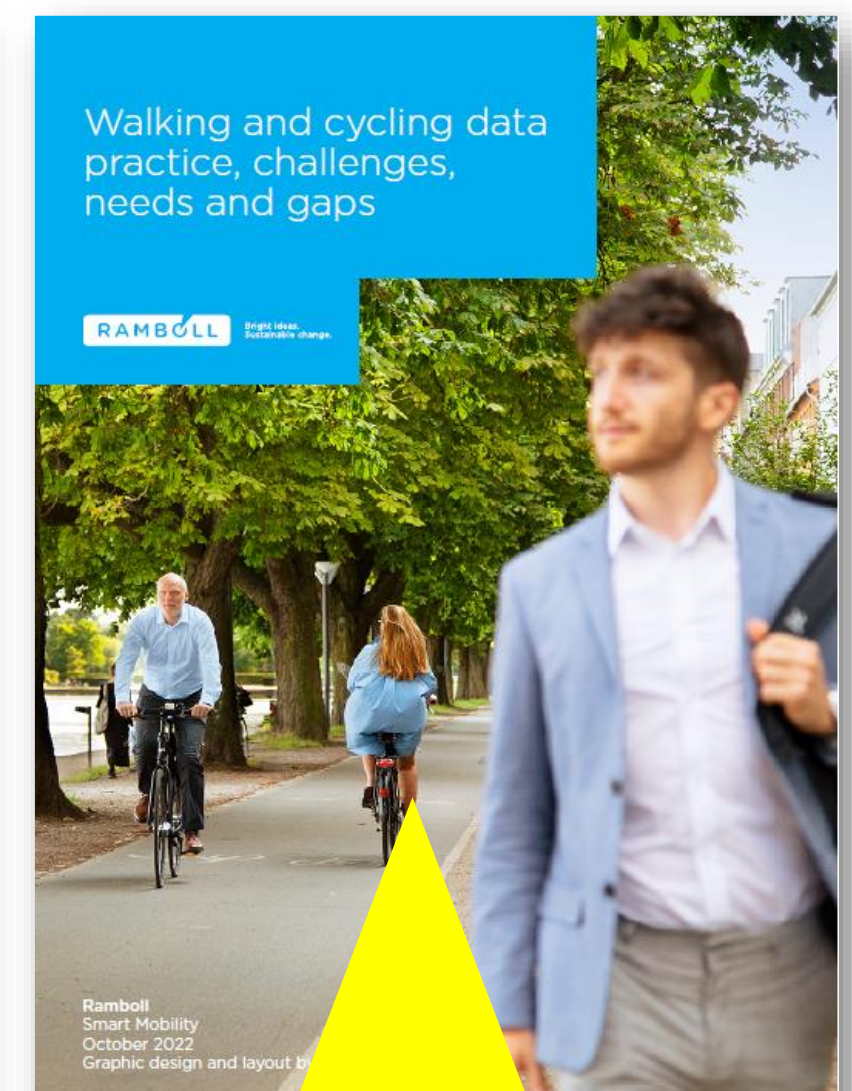
Practice, challenges, needs and gaps

4F. UNLOCKING THE VALUE OF DATA

Market Manager Marianne Weinreich, Ramboll Smart Mobility

mwein@ramboll.dk / @mobimaw

Green papers 2019, 2020, 2021, 2022



Partners

Supporters



City of Dresden, Germany

City of Munich, Germany

Greater Manchester, UK

City of Bordeaux, France

City of Tallin, Estonia

Quezon City, Philippines

Cycling and Walking Australia and New Zealand (CWANZ)





What and how

Main questions

What kind of walking and cycling data does cities of different sizes, geographies and level of walking and cycling already collect, what data do they need and wish they had and for what?

What kind of walking and cycling data are available for cities currently, what are the available data suitable and not suitable for?

Which data should cities of different size and walking and cycling maturity collect and how should they use data to reach their sustainable mobility goals?

Methodology

- Interviews with international walking and cycling data experts
- Partner and supporter survey
- Partner and supporter in-depth interviews & workshops
- International survey
- Data source mapping and benchmark

Data experts

- Philippe Crist, advisor ITF OECD
- Dirk Lauwers, Professor, University of Antwerp & the University of Ghent
- Thérèse Steenberghen, Professor KU Leuven
- Stéphanie Mangin, bike observation project manager for the French national cycling counting platform at Vélo & Territoires
- Kevin Maine, CEO of Cycling Industries Europe (CIE)
- Matteo Candelari, Cycling Industries Europe (CIE)
- Jim Walker, Founder Walk21
- Holger Haubold, European Cycling Foundation

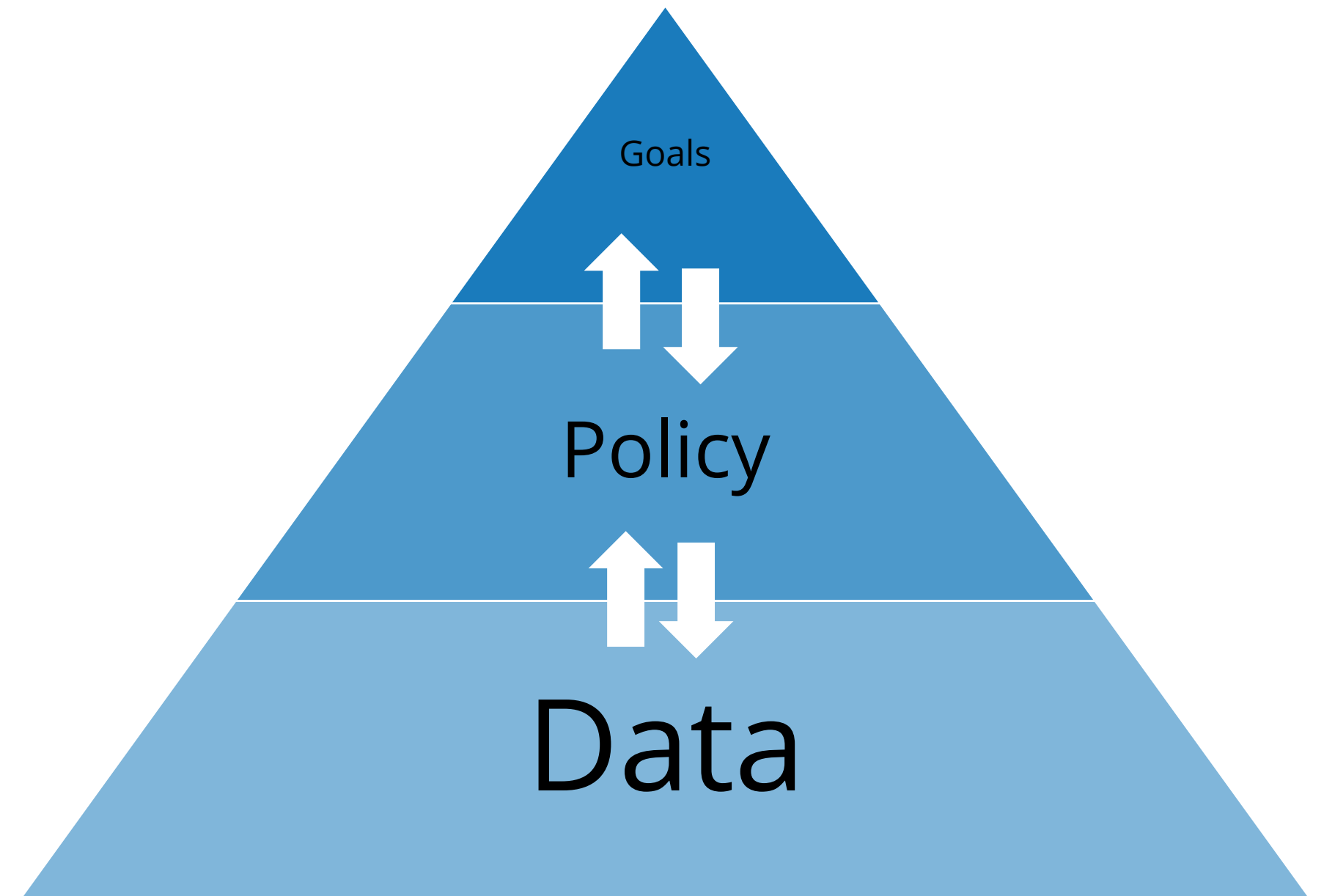


“Using data should always be a response to a specific need or challenge you deal with. Data is a way to understand a problem better in order to develop the policies needed to create change.”
Philippe Crist, advisor ITF, OECD



Purpose of data collection

- To guide and monitor change
- To make decisions about which policies to implement
- Planning
- Evaluation of measures
- To secure funding

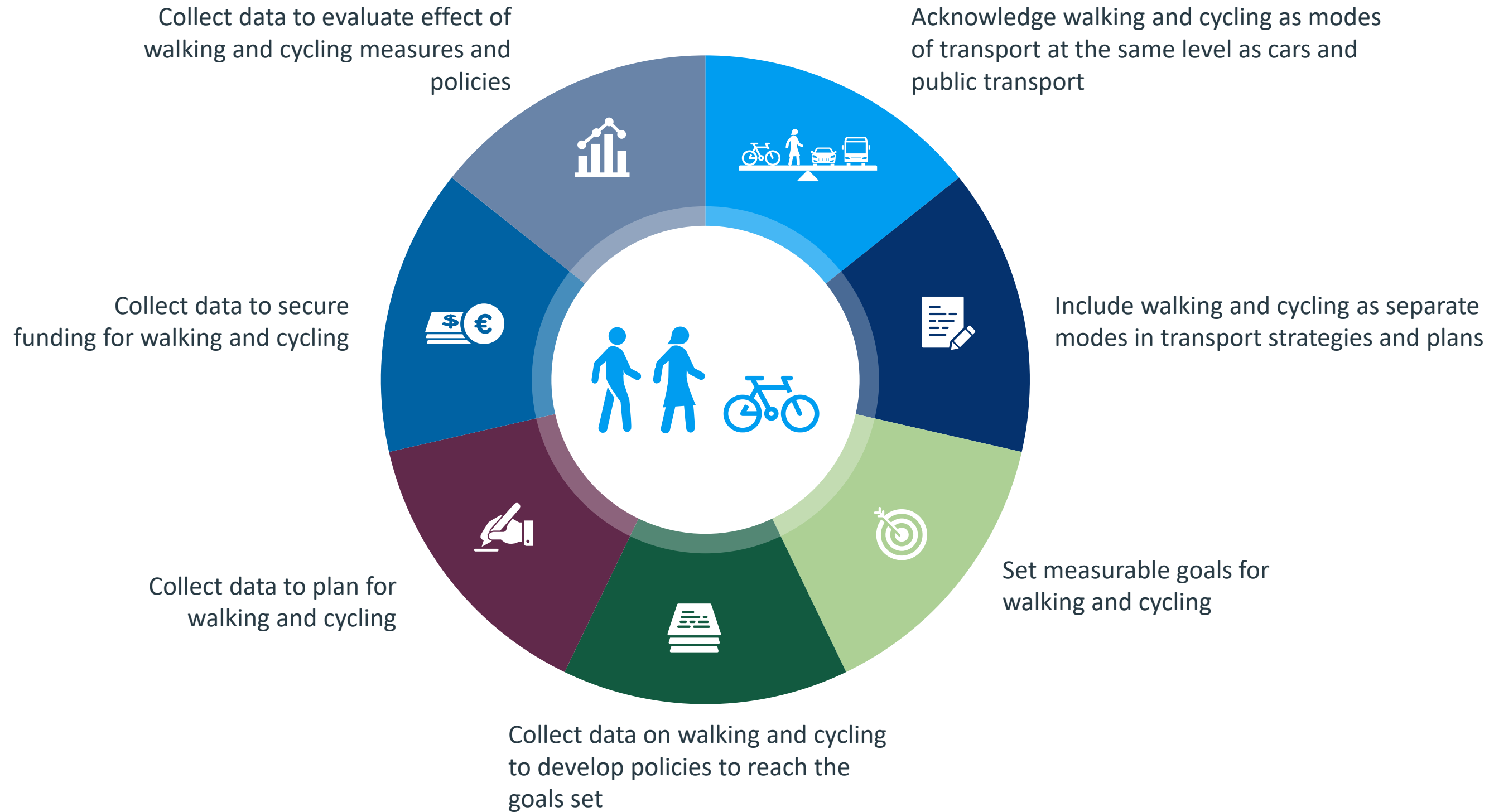


Key findings from surveys & interviews

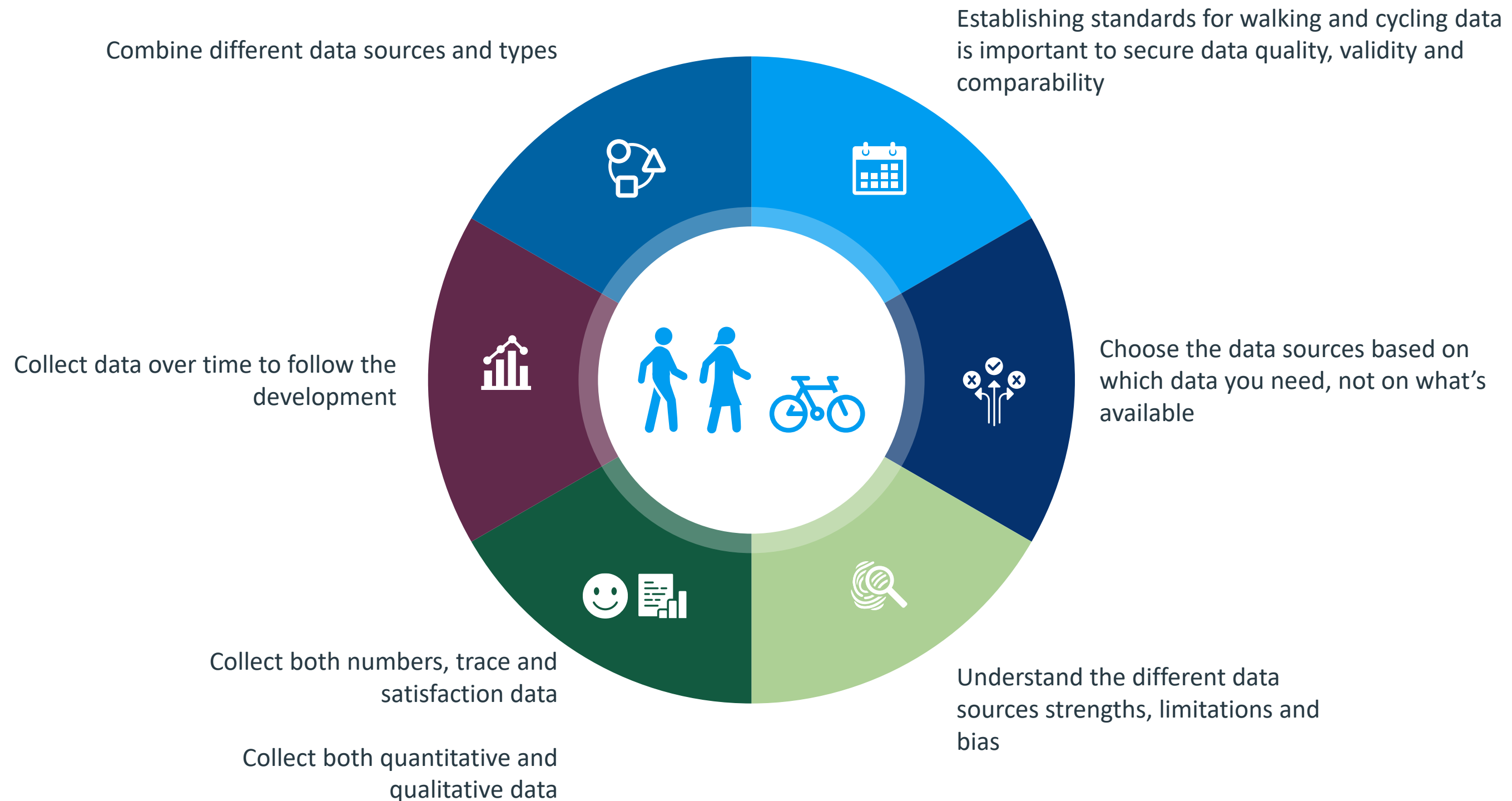
- Walking and walking data is at the bottom of the mobility hierarchy even though walking is a fundamental mode that also connect us to all other modes as well
- The need for walking data is often not recognized
- Creating meaning out of cycling data is a challenge
- The movements of people walking and cycling are natural and fluid making it more challenging to measure compared to the more structured flows of vehicle traffic
- Measuring walking and cycling activity is important, but safety and satisfaction as well as individual characteristics of pedestrians and cyclists are also important indicators
- Important to make the invisible visible through data about who's not walking and cycling and why
- Lack of standards result in challenges related to quality, validity and comparability for both walking
- There's a lack of trace data in the market



Policy & data



How to collect meaningful data



Minimum data to collect

Indicators should always be linked to the goals



Benefits

- Health benefits of walking
- Economic benefits of walking
- Emissions and noise benefits



Comfort & Satisfaction

- Percentage of streets with minimum 3 star pedestrian standard
- Pedestrian satisfaction with the existing walking experience disaggregated by age, ability and gender
- Who's NOT walking and why



Accessibility

- The percentage of people living within 500m of public transport disaggregated by age, ability, gender



Activity

- Average minutes spent walking per day disaggregated by age, ability and gender
- Number of people lingering/spending time in selected public spaces



Safety

- Number of pedestrians killed pr. 100,000 inhabitants disaggregated by age, ability, gender.



Minimum data to collect

Select **indicators** linked to your goals



Benefits

- Health benefits of cycling
- Economic benefits of cycling
- Emissions and noise benefits



Satisfaction

- Cyclist satisfaction with infrastructure, bicycle parking, facilities and policies
- Where is it a good experience to cycle and where is it not
- Who's NOT cycling and why
- Break down by gender, age ability, and income



Accessibility

- Network: Length, status and quality
- Bicycle parking: Number, locations, capacity and quality
- Public transport: Accessibility to public transport, bicycle parking and first/ last mile solutions



Activity

- Number of cyclists
- Modal split - ideally captured for trips, distance, and time
- Trip purpose
- Break down by gender, age and other demographics



Safety

- Number of injured and killed (include single accidents)
- Risk factor - accidents in relations to trips



Thank you for your attention!

For questions:

[Marianne Weinreich mwein@ramboll.dk](mailto:mwein@ramboll.dk)

