

WALK21: 9<sup>th</sup> International Conference on Walking and Liveable Cities, Barcelona

*Programme of Pre-conference Workshop*

**Measuring Walking (part II): Counting Pedestrians**

*Tuesday, 7 October 2008, 9 am - 4 pm*

Centre de Cultura Contemporània de Barcelona CCCB (main conference venue)

Background

'Measuring Walking' is a joint project of the European COST Action 358 on 'Pedestrian Quality Needs' and the WALK21 international conference series\*. The project is based on the International Charter for Walking and aims to establish international guidelines for the collection, analysis and dissemination of qualitative and quantitative techniques for measuring walking. The plan is to establish these guidelines by 2010.

At the first pre-conference workshop in Toronto 2007 we had an intense debate on what and how walking could and should be measured. Input from five speakers and engaged contributions from the participants illustrated the extent of the issue and the variety of approaches taken in different parts of the world. A paper on the main results is currently being finalised.

One of the issues that came up repeatedly was the specific question of how to count pedestrians. Many cities, planners, researchers and NGOs are looking for information on sampling methods, counting intervals, weather/seasonal influences, error margins et cetera in order to obtain reliable, valid and comparable data. Many are also searching for and testing available automatic counting equipment. This is the reason why the pre-conference workshop in Barcelona 2008 is fully dedicated to this topic.

Objective of the pre-conference workshop

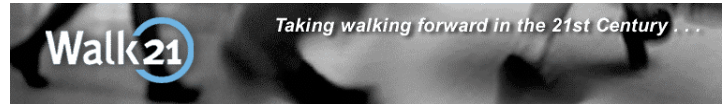
The pre-conference workshop is designed to provide practical know-how, to foster the exchange of information between stakeholders and to inspire the debate on counting methods. The main focus is set on automatic pedestrian counts. Speakers from different parts of the world will talk about their counting experiences, user needs and requirements regarding automated counts. This part is followed by presentations by different companies who will demonstrate their counting equipment. The companies invited represent different technologies and address different user needs – from high volume counts in city centres to counts in parks and on hiking trails. A marketplace session offers the opportunity to discuss the merits of each product directly with the producer. The workshop will end with a first attempt to formulate some standards on how to count, to define further research needs and discuss possibilities for future cooperation (see programme below).

The session provides an opportunity for dialogue between the different stakeholders. Everyone interested is invited to join this workshop and contribute to the dialogue: representatives of cities, municipalities, regional and federal governments, planners, park and trail managers, tourism and hiking experts, researchers, representatives of NGO's, data users, evaluators, providers of technical equipment and all others interested in the issue.

Workshop facilitator

The workshop will be chaired and facilitated by Daniel Sauter, Urban Mobility Research, Zurich, Switzerland. Daniel is a sociologist and researcher with a broad experience in the field of measuring walking (public space surveys, pedestrian counts, travel surveys etc.). He co-organised the 6th WALK21 conference in Zurich 2005 and was part of the team which drafted the International Charter for Walking. Currently he is involved in the European COST Action 358, where he is responsible, among other things, for the part on 'Measuring Walking'.

\* For further information on COST Action 358 see [www.walkeurope.org](http://www.walkeurope.org); for WALK21 see [www.walk21.com](http://www.walk21.com)



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9:00 ***Part A: Welcome and introduction***

- Welcome and introduction of participants: background, interests, expectations
- Background and update: what has happened since WALK21 Toronto
- Long-term perspective on measuring walking

9:45 ***Part B: State-of-the-art – the user's side***

What are the user's needs, requirements and experiences? What do public bodies, cities, organisations and other users want? Experiences and views from different parts of the world:

- London, UK: Brett Little, Transport for London, Pedestrian Monitoring Programme, London, UK
  - Queensland, Australia: Robyn C. Davies, Program Manager Cycling & Pedestrian Facilities, Queensland, Australia, presenting on behalf of Michael J. Langdon
  - United States: Charlie Zegeer, Director Pedestrian and Bicycle Information Center, University of North Carolina Highway Safety Research Centre, Chapel Hill, NC., U.S.A.
  - Barcelona: Beatriz Huarte, Municipality of Barcelona, Department of Planning & Mobility Studies, Spain
  - Counts on trails and in parks in the UK: Anne Glover, The Access Company, London, UK
- Discussion (coffee break in between 20 min.)

11:30 ***Part C: State-of-the-art – the producer's/provider's side***

What is available on the market? Advantages and strengths of automatic counting tools, new developments and real-life demonstrations – presented by the following companies and their representatives:

- Eco-counter: Jean-François Rheault, Project Manager, Lannion, France
- Springboard: Diane Wehrle, Marketing Director, & Steve Booth, Commercial Director, Milton Keynes, UK
- LASE PeCo Systemtechnik GmbH: Rainer Holsteg, Sales Manager, Wesel, Germany
- Chambers Electronics: Alasdair & Pamela Chambers, Directors, Inverness, UK
- Smart Systems: information presented by facilitator on behalf of Manfred Krenn, Partner & Sales Manager and Markus Clabian, Head of Business Unit, Austrian Research Centers GmbH, Vienna, Austria
- Lund University & Cognimatics AB: Aliaksei Laureshyn, doctoral student, Lund, Sweden

13:30 ***Part D: Market-place***: Free roaming and discussion & **Lunch simultaneously** (tapas etc.)

14:30 ***Part E: Standardisation, research needs and future cooperation***

Standards for counting pedestrians (manual/automatic): Which standards are necessary, which ones do we agree upon? First discussion of draft proposal:

- Martin Wedderburn, Principle Transport Planner, Colin Buchanan, London, UK together with Daniel Sauter, Urban Mobility Research, Zurich, Switzerland

The next steps: Future cooperation; how to continue the dialogue; where do we need more research?

16:00 End of pre-conference workshop

Zurich, 6 October 2008 / DS

## The venue of the pre-conference workshop and how to get there

Centre de Cultura Contemporània de Barcelona  
(main conference venue)

C/ Montalegre 5, 08001 Barcelona  
Tel. 93 306 41 00 Fax 93 306 41 01

The room number will be posted in the conference building upon arrival

**Metro:** lines 1, 2 and 3 (Catalunya i Universitat) FGC and RENFE.

**Bus routes:** 7, 9, 14, 16, 17, 24, 38, 41, 50, 54, 55, 56, 58, 59, 64, 66, 67, 68, 91, 120, 141, L94, L95, Tombús, Aerobús.

**Car parks:** Pl. Castella, Carrer dels Àngels, Pl. Catalunya.

