

Measuring Walking Workshop

A Pedestrian Data Charter?

Tim Pharoah

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The need for standardised data

1. Ensuring that walking is on, and stays on, the transport planning agenda
2. Monitoring change over time
 - is walking declining
 - are policies working?
3. Comparisons between cities, regions, countries (point in time)

What should be included?

- 1. Walking as a component of travel data in national, regional, city data**
 - Trip rates
 - Mode split
- 2. Standard method and definitions**
 - Minimum distance threshold (e.g. 30m or 50m?)
 - Trip and trip stage
 - All purposes, all days of week, (seasons?)
 - Age threshold (e.g. all individuals, or exclude under 5?)
- 3. Other indicators?**
 - Trip distance unnecessary?
 - Time spent walking?

The need to avoid bias towards motorised modes of travel

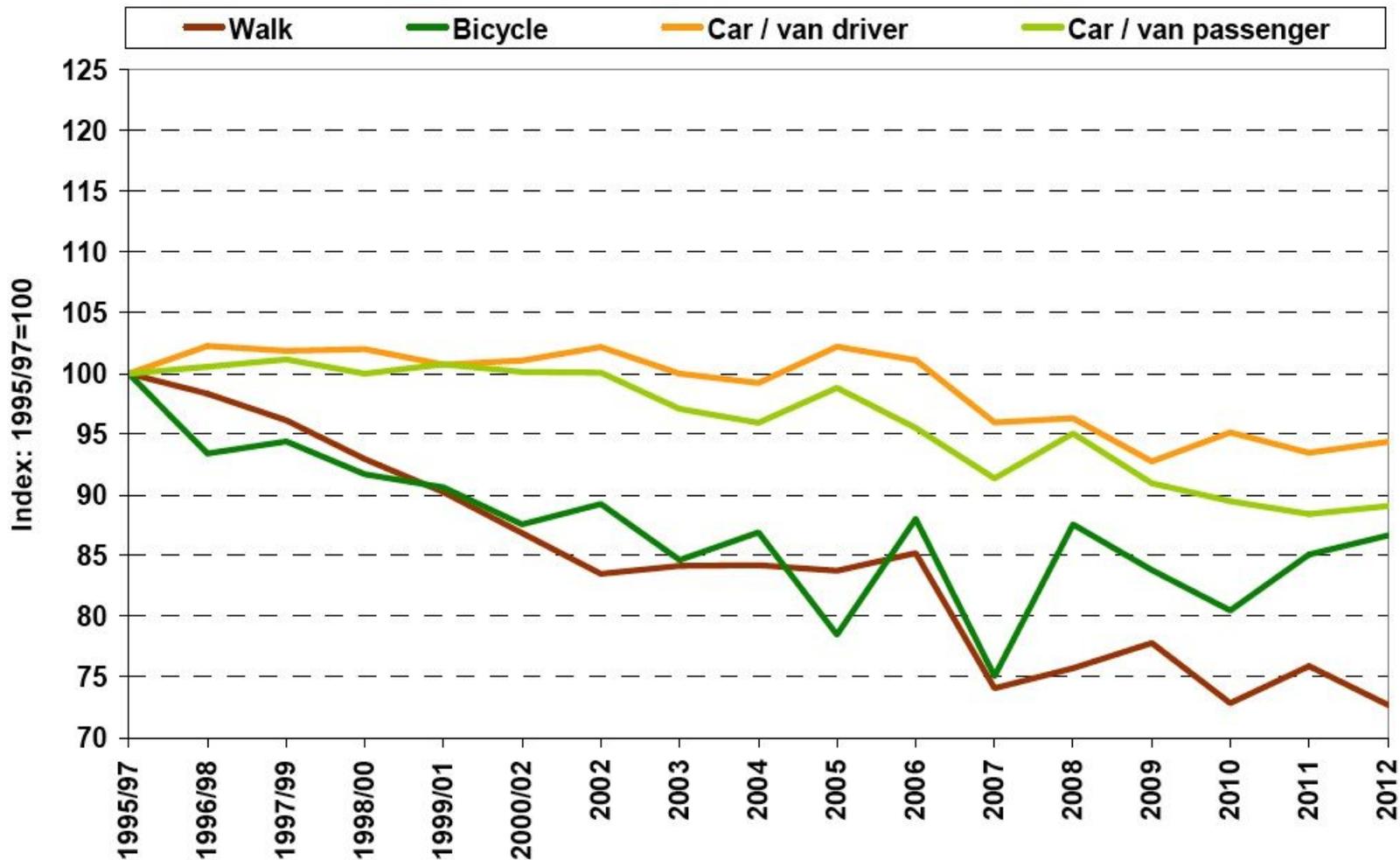
1. If walking is excluded from data, this implies only motorised travel is important.
2. The way in which walking is recorded hugely affects the data for other modes
3. All data and all policy needs to take account of all modes

Even “green” city Copenhagen forgets about walking:

“we have a good mode split of one third cycling, one third public transport and one third car” (Head of transport at the City?)

The decline of walking in Britain

Average number of trips - index



Example data distortions – GB 2012

	Main mode, all trips	Trip stages		Main mode, excluding walk trips under 1 mile
	%	%		%
Walk	23	28		9
Cycle	3	2		2
Public transport	11	11		13
Car Passenger	22	21		26
Car Driver	42	39		50
	100	100		100

Purpose of indicators

1. Promotion of walking within transport (and economic) planning
2. Strategy and policy development
Collection of data on the amount of walking, and in relation to other modes (mode share of trips and distance, rates per head and difference between groups, etc.) to inform policy:
 - Comparison of walking between countries/cities
 - Trends over time
 - Data for integrated transport and land use planning
 - Data for health and road safety planning
 - Avoidance of bias in travel data that diminishes the importance of walking
3. Identifying walkability
Measuring and grading the characteristics and quality of specific walking environments) localities, cities etc.:
 - Physical characteristics of the walking environment
 - Factors that help or hinder
 - Prioritising locations for improvements
 - Micro simulation
4. Explaining the amount of walking (apart from physical environment)
Indicators that help to explain existing or predicted behaviours:
 - Cultural influences (e.g. if more cycling, then likely to be less walking)
 - Economy – poorer people walk but not always acceptable (e.g. lack of transport in less developed countries)
 - Climate, topography
 - Social attitudes (walking seen as a sign of failure or deviance in some parts of north America, and yet wholly normal and desirable in Austria and Switzerland)
 - Satisfaction surveys, anthropological investigations etc.

Pedestrian Data Charter: where next?

Request sign-up

- OECD
- International Transport Forum
- EU
- National Data organisations

*Standards where requirement is for robust data
and comparability between countries/cities*

Purposes of counting/measuring pedestrians (Walk21 2010)

- Health monitoring
- Public space design
- Enforcement
- Benchmarking
- Safety
- Time evaluation
- Variation in flow
- Economic benefit
- Distribution of pedestrians within the town
- Social control/acceptability
- Personal safety
- Personal movement and route choice
- Also
- Non walkers (potential walkers)

Objectives can be based on false or misleading data

Example:

Mayor of London target for 10% of trips by bicycle.

But...

- nothing said about which modes will be reduced.
- Likely that walk and public transport trips will be reduced, not car.
- What would this achieve? Is it worth all the disruption to the road system, and possible increase in casualties?