Walking around the world: Where are we now? Where are we going?

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Context

- Lack of data and understanding on progress in walking throughout the world
- Kinect Australia/Walk21 snapshot of 2006
- Email-based survey of expert opinion
- A tool to:
  - benchmark progress now and in future
  - facilitate dialogue with governments
  - encourage pro-walking policy and practice

Methodological issues

Survey respondents

- Carefully selected experts, from our databases of contacts
- Assembled into a representative ‘expert panel’
- Two geographical sub-samples

Selection of the expert panel

Experts sought from different professional groupings:

- Research/Planning
- Programme development/Marketing
- Policy
- Engineering/Infrastructure provision
- Advocacy
- Other

Selection of the expert panel

Experts sought with different walking interests:

- Everyday / Utilitarian transport
- Recreation / Leisure / Tourism
- Health / Exercise
- Community
- Safety
- Urban design
- Environmental sustainability
- Economy
- Other

Caveats

- Research collates OPINIONS and PERCEPTIONS of experts, NOT hard walking information

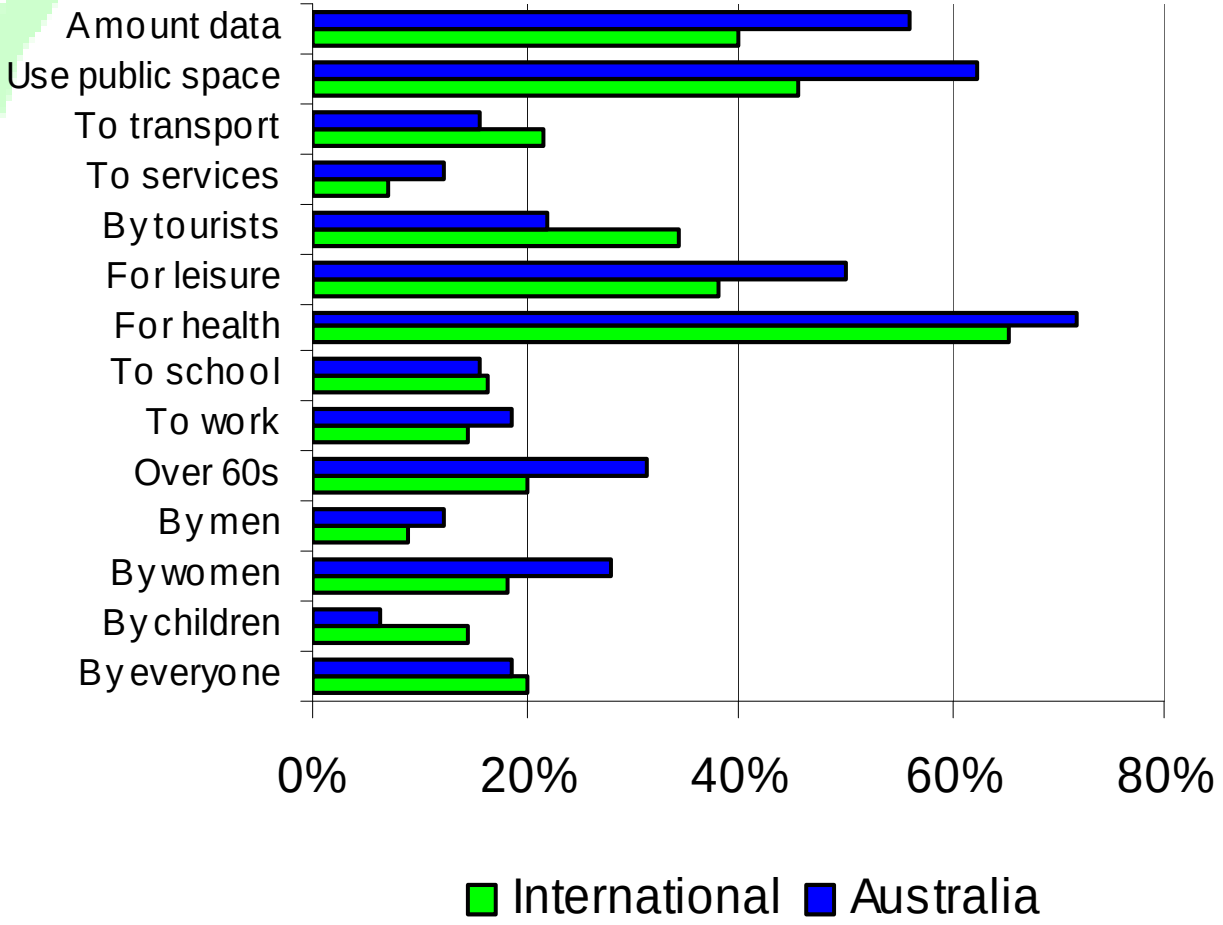
Increases in walking in the last 10 years

% International experts

- Health 65%
- Use of public space 45%
- Amount of data 40%
- Leisure 38%

% Australian experts

- Health 72%
- Use of public space 63%
- Amount of data 56%
- Leisure 50%



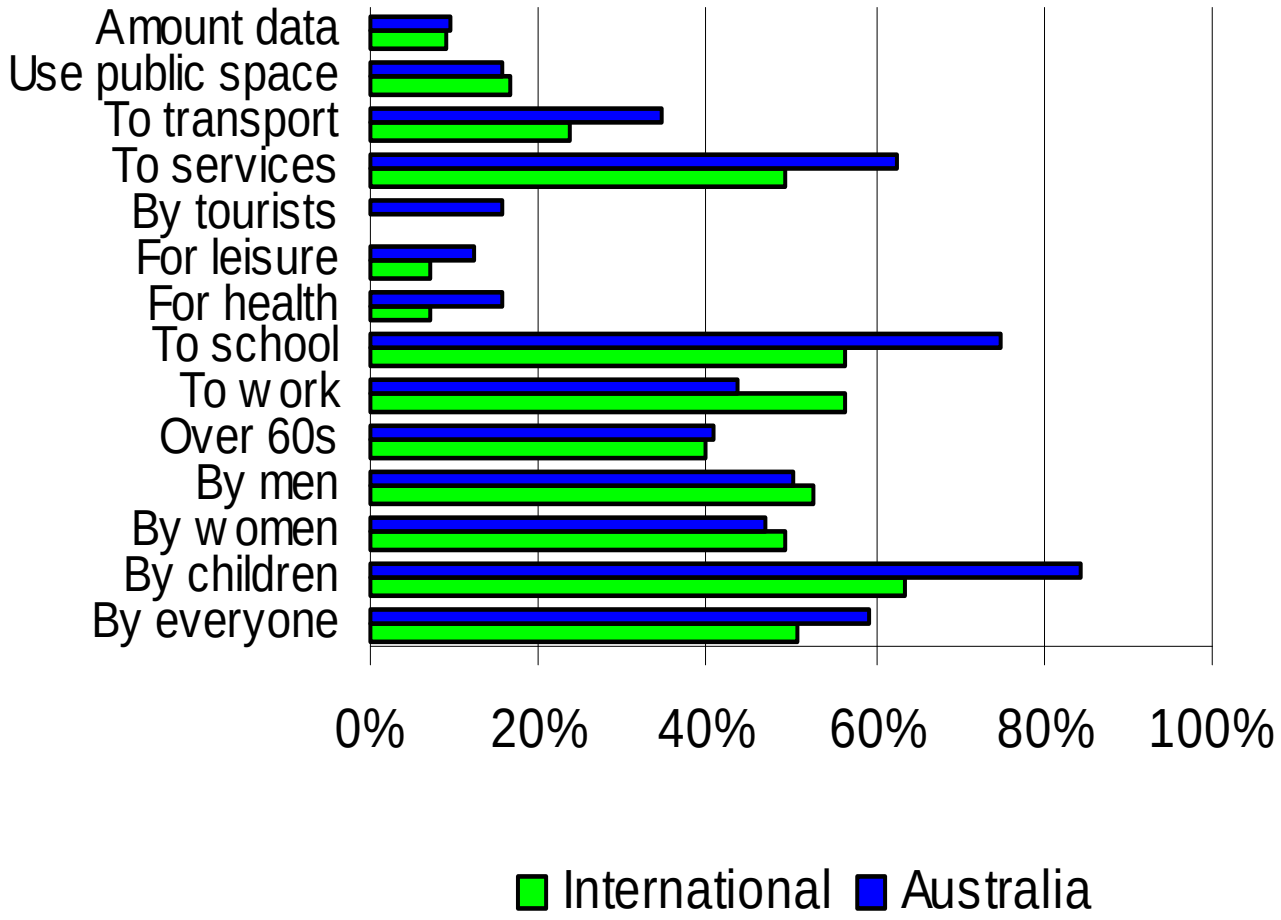
Decreases in walking in the last 10 years

% International experts

- Children 64%
- Work 56%
- School 56%
- By men 53%

% Australian experts

- Children 84%
- School 75%
- Services 63%
- By men 50%



Progress (or otherwise) in activities designed to increase walking

"What progress has been made in the last 10 years in relation to":

- Making walking possible?
- Making the choice to walk?
- Making the case for walking?
- Making walking happen?

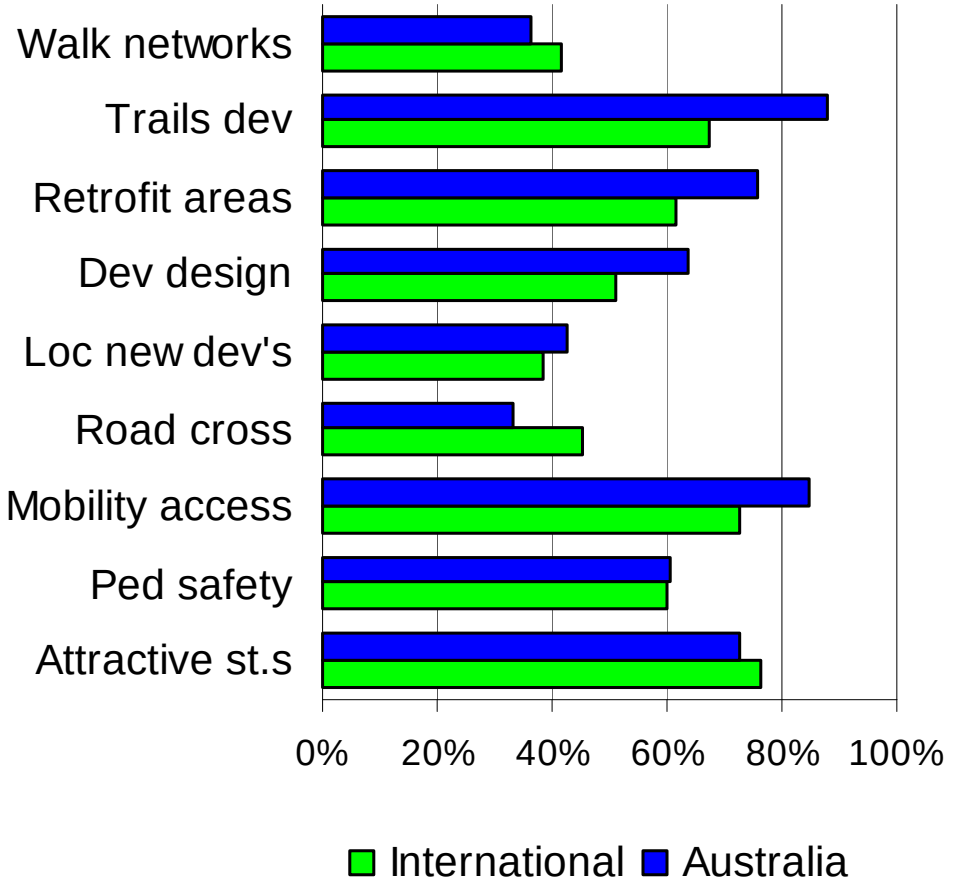
Making it possible: positive change

% International experts

- Attractive streets 76%
- Walking access for the mobility impaired 73%
- Developing trails 67%
- Retrofitting existing areas 62%

% Australian experts

- Developing trails 88%
- Walking access for the mobility impaired 85%
- Retrofitting existing areas 76%
- Attractive streets 73%



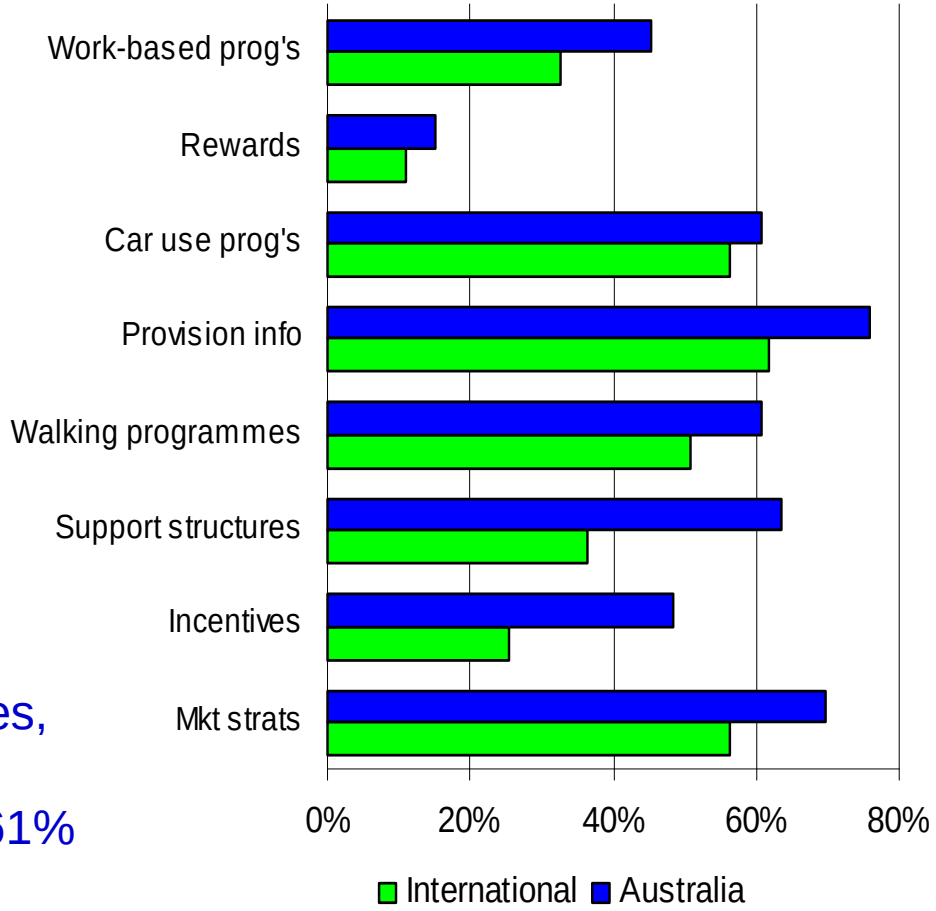
Making the choice: positive change

% International experts

- Provision of information 62%
- Responsible car use programmes 56%
- Implementation of walking marketing strategies 56%
- Implementation of walking programmes 51%

% Australian experts

- Implementation of walking marketing strategies 70%
- Provision of information 76%
- Development of walking support structures, such as clubs 64%
- Implementation of walking programmes 61%



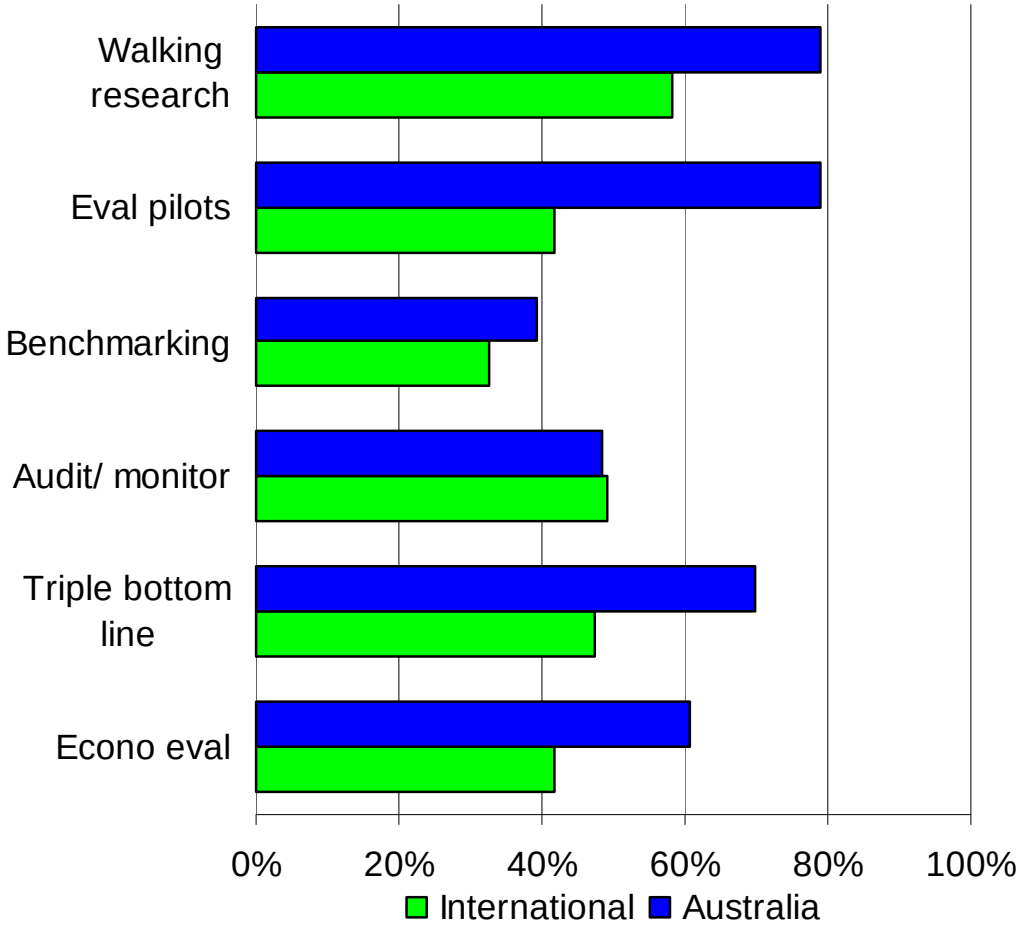
Making the case: positive change

% International experts

- Research 58%
- Audits/monitoring 49%
- Triple bottom line evaluation 47%

% Australian experts

- Evaluation of pilots 79%
- Research 79%
- Triple bottom line evaluation 70%



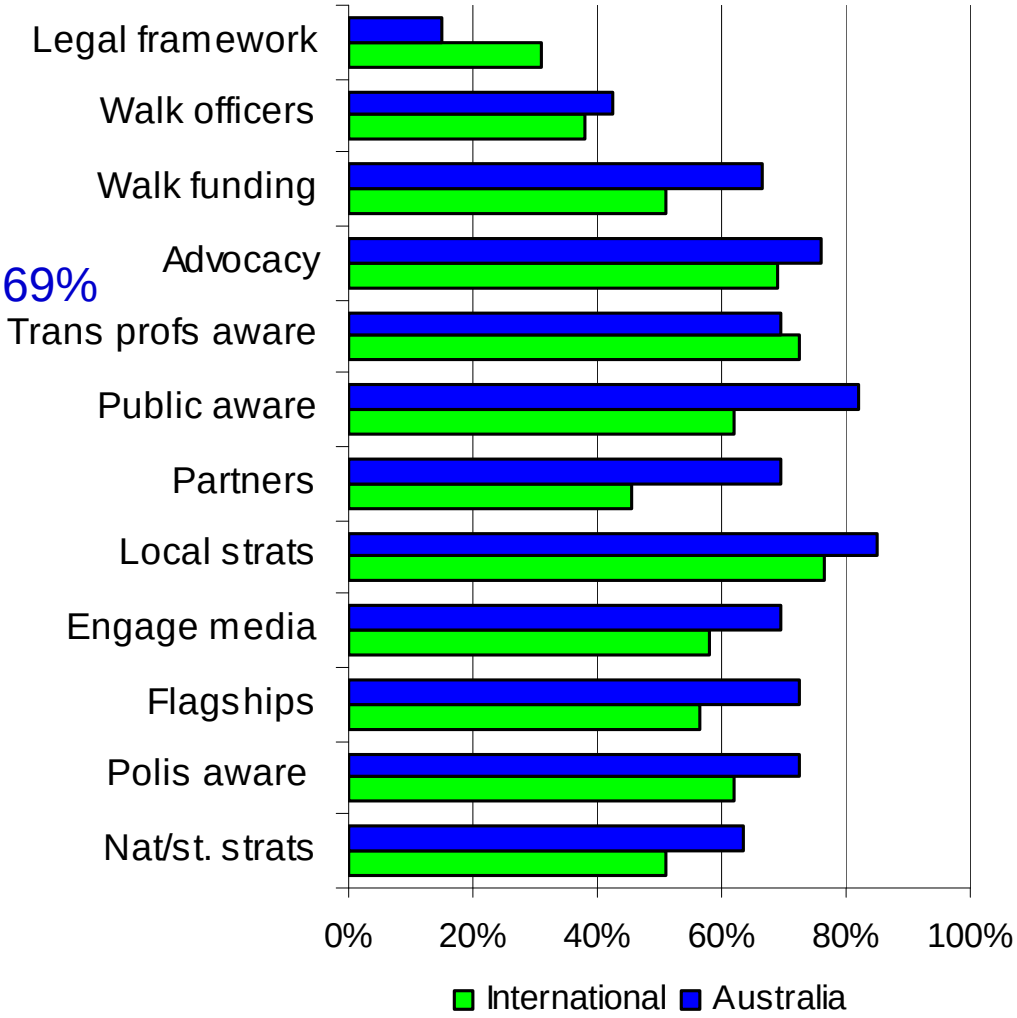
Making it happen: positive change

% International experts

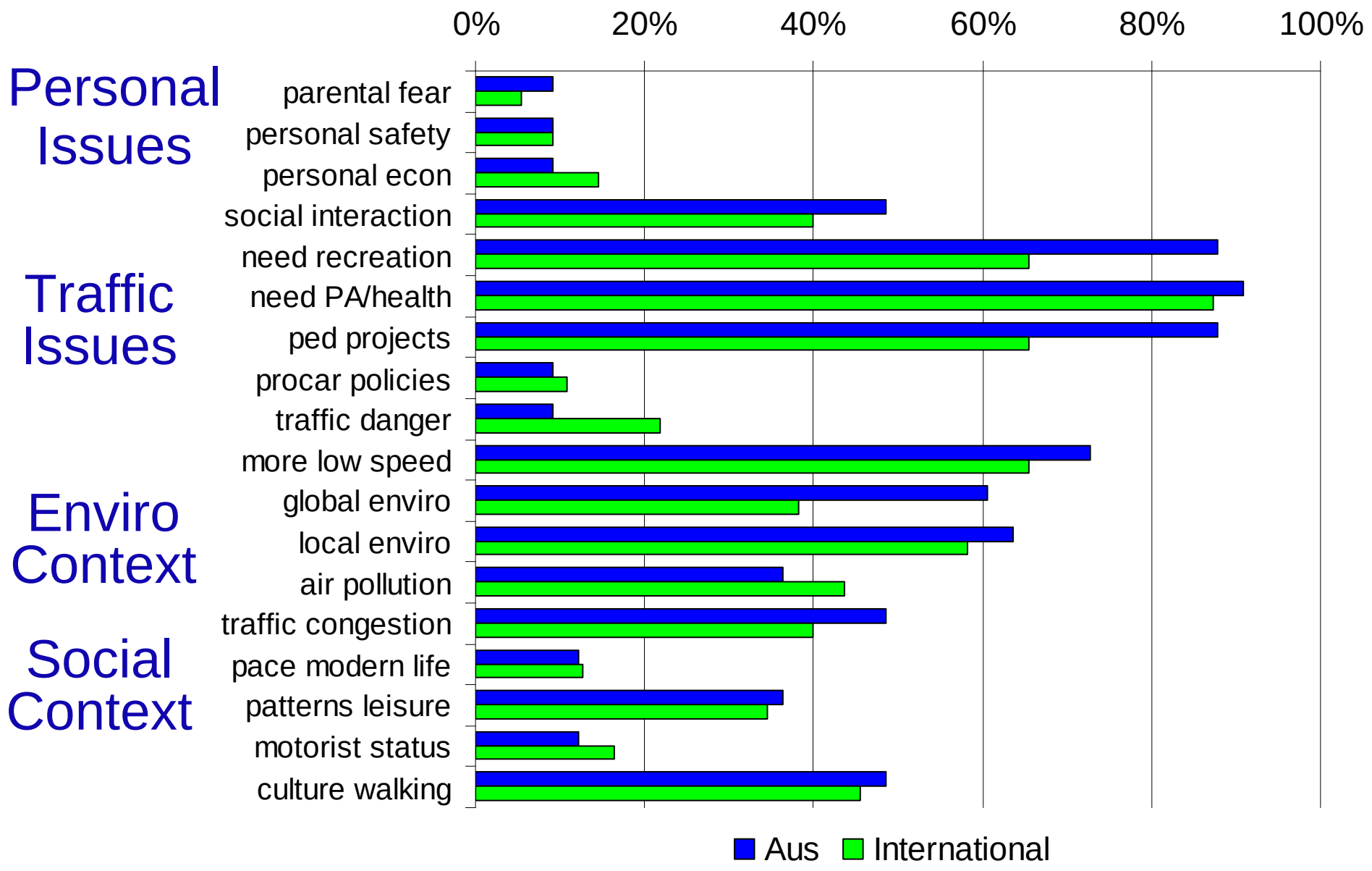
- Local strategies 79%
- Professional awareness 73%
- Campaigning by NGOs /advocacy 69%
- Political awareness 62%
- Public awareness 62%

% Australian experts

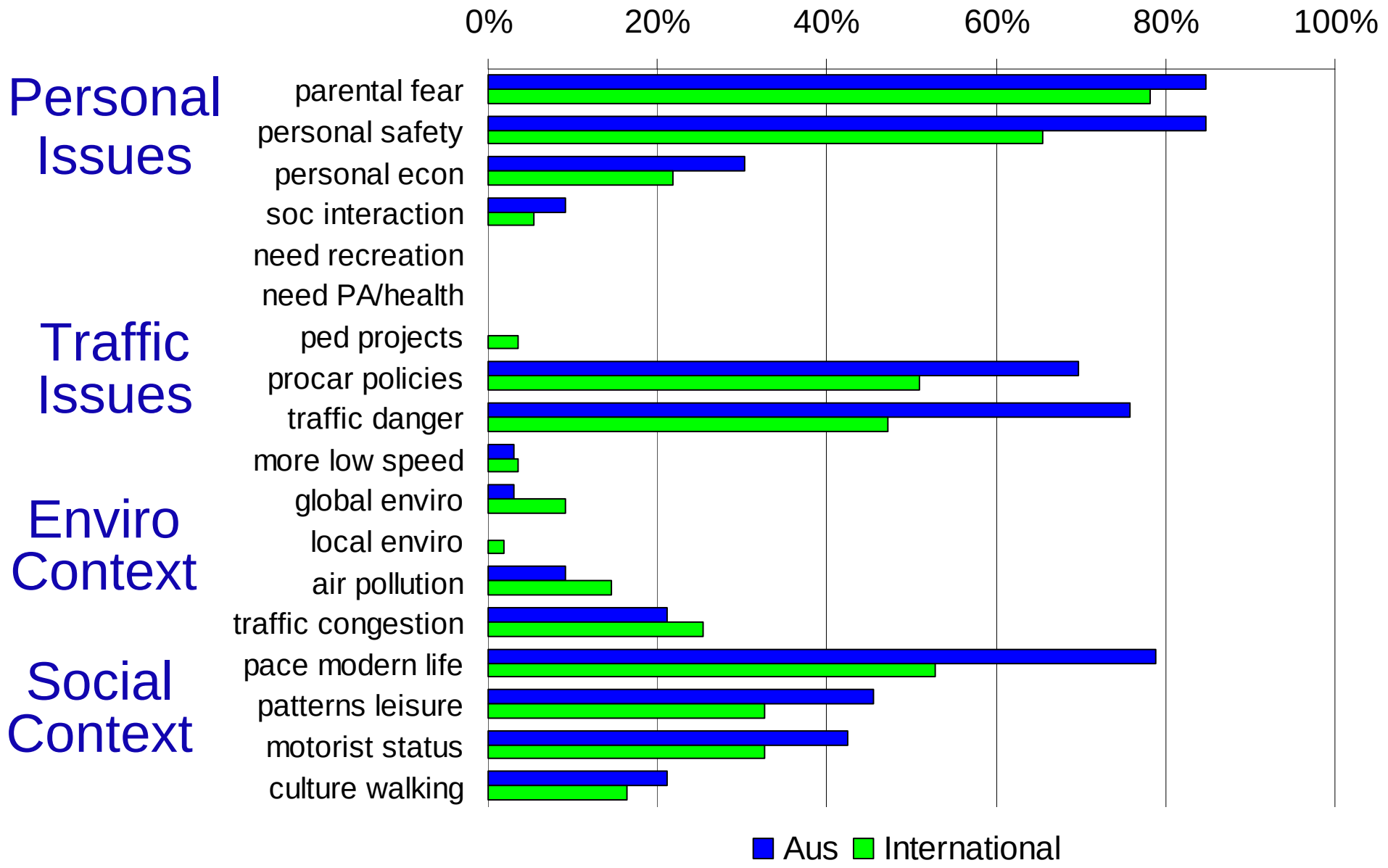
- Local strategies 85%
- Public awareness 82%
- Campaigning by NGOs/advocacy 76%



‘Promoters’ of walking



‘Barriers’ to walking



Influences on walking: summary

Strong consensus across the world

We WANT to walk more:

- Personal – better health, more recreation
- Environmental – local issues

We are HELPED to walk more:

- Infrastructural – pedestrianisation
- Regulatory – slowing down cars

But we are SCARED to walk more:

- Social - fear for ourselves and our children (traffic and personal safety)

And we are PREVENTED from walking more:

- Political – pro-car policies

Influences on walking: inferences

Logical outcome of wanting to walk more but being discouraged from doing so in the street?

- More discretionary walking (for health, as tourists, for recreation, on trails)
- Less functional walking (to work, school, shops and services) as part of daily life

Outcome is consistent with predictions made in the only other macro walking study

Survey of walking experts in Europe in 2000

Across Europe, by 2010:

- Walking will be seen as being more important
- More facilities, infrastructure, information and money
- More walking for leisure and health
- Less walking to services and facilities

Overall balance?

- Less walking by everyone overall
- More talking, less walking

What light do these expert perceptions cast on Daniel Sauter's "Relevant dimensions"?

(Sauter, Measuring Walking, Draft 1)

A. Transport and travel data
B. Pedestrian counts, behaviour analysis and pedestrian flows
C. Activity and time spent in public spaces
D. Road danger/safety
E. Security
F. Competences (disabilities), health and health outcomes
G. Walkability
H. Perceptions, attitudes and images: "measuring the smiles"
I. Investments, personnel and research: Data on institutional aspects

Which dimensions most supported by expert opinion?

A. Transport and travel data

- Walking by purpose, especially schools, social, shopping, to public transport
  - Shows how vital walking is, much more than walking to work data
- Critical to measure walking for health and recreation

D. Road danger/safety

- Pro-car policies (perception)
- Traffic danger (perception)
- Low speed areas (measure)

Which dimensions most supported?

E. Security

- personal security and parental fear (perceptions)

G. Walkability

- Attractiveness, accessibility

H. Attitudes and images

- Pro or anti-walk attitudes may be more significant than facility provision

Which dimensions most supported?

I. Investments, personnel and research: data on institutional aspects

- Information provision
- Marketing strategies
- Local walking strategies
- Advocacy/awareness
- Funding

Walking and cycling action plan, DfT, 2004, UK
Considered three approaches to data collection

Possibilities?

- *Outcomes?* e.g. school travel
- O*utputs?* e.g. new cycle routes, pedestrianised areas, or the quality of cycle routes or pavements
- *Inputs?* e.g. spend on cycling and walking per head or personnel devoted to managing these areas for local authorities

Recommendations

- *"As a point of principle, the government is more inclined to measure the outcome of local work than the outputs.*
- *It is not inclined to pursue the input measures at all, since investment is not necessarily indicative of quality".*

Thank you

Enjoy your day!