

11th International WALK21 Conference and 23rd International Workshop of ICTCT, The Hague 2010

Programme of Pre-conference Workshop

Measuring Walking (part IV): Data Collection Methods
Towards internationally standardised monitoring methods of walking and public space

Tuesday, 16 November 2010, 9 am - 4 pm

The Kurhaus Hotel, Scheveningen, (= main conference venue), room to be announced

Background

'Measuring Walking' is a joint (informal) project of the European COST Action 358 'Pedestrian Quality Needs' and the WALK21 international conference series. It is based on the International Charter for Walking and aims to establish international standards for the collection, analysis and dissemination of qualitative and quantitative techniques for measuring walking. Based on existing knowledge the project seeks the agreement among experts from different countries and cultures on common standards and (minimal) quality levels for indicators and data collection methods.

Already at the past three WALK21 conferences full-day workshops on the topic of Measuring Walking were held. The session in Toronto (2007) focused on the dimensions that should be measured in walking. The Barcelona (2008) workshop brought together users and producers of automatic counting equipment to exchange experiences and debate approaches to advance the development of adequate technologies. The third workshop in New York (2009) centred on performance indicators resulting in an assessment model and a list of indicators that participants found most relevant and important. The papers from all three workshops can be downloaded from this site: www.measuring-walking.org.

Objective of pre-conference workshop

The pre-conference workshop 2010 will focus on data collection methods and their main purposes. In order to compare data it is crucial that we not only agree on the indicators but also share the same basic data collection methods. The goal of the all-day workshop is to discuss in particular pedestrian flow and presence (counts/observations), sojourning activities in public space (observations/surveys) and on trip data (travel surveys). Ideally we will reach some common understanding about requirements in the three areas and achieve a draft agreement on minimal methodological standards that will allow us to compare results across the globe in the future.

Who is the workshop aimed at?

The workshop is intended for practitioners, researchers, advocates, officers and politicians who are involved in data collection, analysis and promotion and want to know more about the basics *and* the intricacies of the three methods described. Attendants will get an overview of the current state-of-the-art and will hear about experiences made in different parts of the world. As always, the debate will benefit from the representation of many professional backgrounds and needs. Everyone is, therefore, kindly invited to join the debate and provide input and experiences.

Workshop facilitators

The workshop will be chaired and facilitated by Daniel Sauter, Urban Mobility Research, Zurich, Switzerland together with Martin Wedderburn, Colin Buchanan, London, United Kingdom and Tim Pharoah, Urban Transport and Planning Consultant, London, United Kingdom.

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9:00 **Welcome and introduction**

- Welcome and introduction
- Project update: where do we stand in terms of standardisation?

9:15 **Overview of the issues to be debated today**

- Data collection methods – what are the issues to be dealt with: Daniel Sauter, Urban Mobility Research, Zurich, Switzerland

9:45 **State-of-the-art: input about three important methods to measure walking**

- Pedestrian Flow and Presence (counts/observations): *Tim Pharoah, Urban Transport and Planning Consultant, London, United Kingdom*
- Sojourn Activities in Public Space (observations/surveys): *Martin Wedderburn, Colin Buchanan, London, United Kingdom*
- Trip Data (travel surveys): *Daniel Sauter, Urban Mobility Research, Zurich, Switzerland*

11:00 **Discussion in 3 working groups: quality of the methods and minimal requirements**

- Part 1: purpose, strengths and weaknesses of methods based on the participants' experiences
- Part 2: minimal requirements for the data collection standardisation

See attachment with possible issues to be debated in the 3 working groups

Coffee break in between 20 min.

13:00 **Lunch** (at the venue)

14:00 **Trying to reach common ground for some methodological standards**

In this discussion we will try to reach a common understanding of minimal requirements to collect data in the three fields: pedestrian flow and presence (counts), sojourning activities in public space (observations/surveys) and trip data (travel surveys)

15:30 **Outlook: research needs and next steps**

- Research needs and how to make the research happen
- The next steps: future cooperation; how to continue the dialogue?

16:00 End of pre-conference workshop

Zurich, 13 November 2010 / DS

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Issues for the 3 working groups

According to the Assessment Model established in New York and fine-tuned during the last months (see below), there are many areas in which data collection methods need some minimal standardisation. It is suggested to start with the three areas mentioned above and continue with others (e.g. assessment of walkability/quality of public realm; institutional aspects) at the next stage. The pre-conference workshop in The Hague 2010 will, thus, address methodological issues in the following three areas with separate workshops:

1) Pedestrian flow and presence (counts/observations)

Possible issues to be debated include:

- Purpose of pedestrian flow and presence data; relation to other methods
- Different types of counts: flow, presence, others
- Experiences with manual and automatic counts (3 P's: permanent, periodic, project-related)
- Selection of locations to count
- Extrapolation and adjustment factors (re hours of day, weekdays, months/season, weather/climate)
- Coordinated counting weeks/seasons internationally (based on US example)
- Internationally harmonized/standardised recommendations for data collection?
- How to document/store the results - easy access, link to other data?

Workshop chair: Tim Pharoah, Urban Transport and Planning Consultant, London, United Kingdom

2) Sojourning activities in public space (observations/surveys)

Possible issues to be debated include:

- Purpose of measuring sojourning activities; relation to other methods
- Interesting and relevant activities: what should we look for?
- Difficult aspects to be registered, e.g. social exclusion, sociability, conflicts etc.
- Requirements for observations and for surveys
- Sampling issues
- Extrapolation and adjustment factors (re hours of day, weekdays, months/season, weather/climate)
- Selection of observation areas
- Internationally harmonized/standardised recommendations for data collection?
- How to document/store the results - easy access, link to other data?

Workshop chair: Martin Wedderburn, Colin Buchanan, London, United Kingdom

3) Trip data (travel surveys)

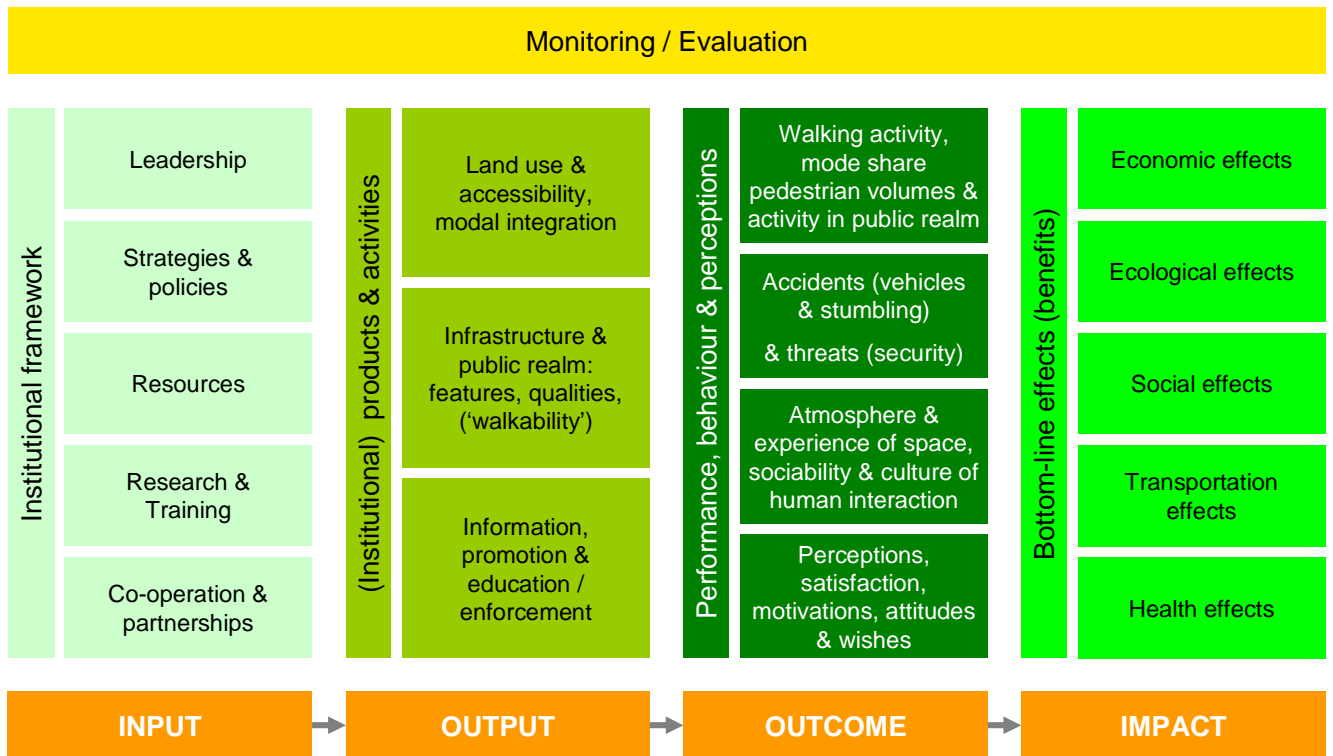
Possible issues to be debated include:

- Purpose of travel survey methods; relation to other methods
- Requirements for adequate data collection in national travel surveys from a pedestrian point of view
- Needs for local travel surveys (city/municipality): Which information is necessary to collect
- How to create a pragmatic, low-cost but adequate travel survey tool for the local level
- Internationally harmonized/standardised recommendations for data collection?
- How to document/store the results - easy access, link to other data?

Workshop chair: Daniel Sauter, Urban Mobility Research, Zurich, Switzerland

Assessment Model for Measuring Walking

Result of the pre-conference workshop in New York 2009



Input describes the institutional framework in which walking is situated and informs about the financial, material, organisational and human resources made available by authorities or other organisations as a basis for providing good walking conditions. This section specifically comprises the leadership given by politicians and (senior) officials, strategies and policies including the laws and norms as well as the implementation procedures, the resources allocated (in terms of staff and funding), the research settings and approaches and the co-operation within and between administrations, citizen participation and partnerships with stakeholders outside the administration.

Output focuses on products and activities by (institutional) actors, which are achieved through their efforts and activities. Outputs in the field of walking comprise land-use, the resulting accessibility and the (degree of) integration between different modes; infrastructure provision, features and qualities of public spaces; information, promotion and the marketing of walking and the enforcement (e.g. re speeds and parking of motor vehicles).

Outcome is the primary and immediately observable result of input and output for the recipients or beneficiaries. Outcome is measured as levels of walking and sojourning, user activities and behaviour, also in terms of accidents (with vehicles or as a result of falls) and security (threats and attacks). Outcome can also be observed as atmosphere of a space. In contrast to the 'hard' infrastructure, the sociability and mood of a space is created by the people using it. The final yet crucial dimensions are perceptions and levels of satisfaction, attitudes and motivations as well as expectations and wishes of users or non-users and of politicians and the media.

Impact is a secondary outcome usually with longer lasting, often indirect effects. It is often hard to measure. We can distinguish between individual and collective effects with the latter usually being of most interest. They include the bottom-line economic, ecological and social benefits (effects) and can also be discussed in terms of specific effects regarding transportation or health.