

# *Welcome to*

*Pre-conference Workshop WALK21 Toronto, October 1, 2007*

## *Measuring Walking*

*Towards internationally standardised monitoring  
methods of walking and public space*

*Moderator: Daniel Sauter, Urban Mobility Research,  
Zurich, Switzerland*

# Program

9:00 start

➤ *Welcome and introduction*

- *Introduction of participants and expectations of the day*
- *Presentation of objectives and background*

➤ *Strategic level: dimensions and indicators:  
,what to measure‘*

- *Input presentations by Rodney Tolley, Todd Alexander Litman, Lauren Marchetti & Craig Raborn, Joanne Kervin & Jennifer Hyland; Jim Walker & Anne Glover*
- *Discussion about feasibility; existing efforts and experiences*
- *Identifying relevant dimensions*

➤ *Specific level: methodologies and instruments  
,how to measure‘*

- *Discussion of methodologies and instruments*
- *Agree on grid to systematically collect information*
- *How to continue the work*

17.00 end

⇒ *in between coffee breaks and lunch*

# *Welcome and introduction*

- Introduction of participants and expectations of the day
- Presentation of objectives and background

# Background (1)

*Problem till now:*

- *Walking data often not collected / unavailable*
- *When available, often not clear if same things are measured*  
⇒ *comparisons difficult or impossible, validity unclear*

*Slow changes towards:*

- *Recognition of walking*
- *Interest from cities and communities to measure walking*
- *New evaluation methods developed; surveys, counts and audits performed*
- *New technologies and equipment placed on the market*

⇒ *very positive, but ....*

*... data and methods may become even more incompatible*

## *Background (2)*

***International Charter for Walking** adopted in Melbourne 06*

- *Common international basis on principles*
- *Outlines what should be measured but not how*

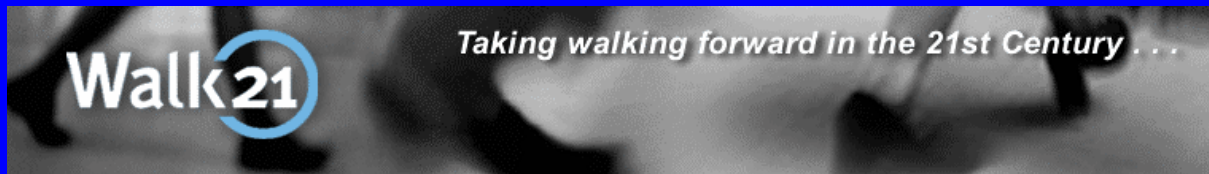
***European COST\*-project “Pedestrian Quality Needs”***

- *Started end of 2006, ends in 2010*
- *20 European countries participating*
- *One of objectives: ‘to publish a consistent qualitative and quantitative methodology for recording pedestrian activity’*

*\* COST: European COoperation in the field of Scientific and Technical research*

# *Window of opportunity*

- *Time to establish some common ground on type of data to be collected, methods and tools used*
- *Window of opportunity – before everyone does it their own way, making communication difficult*
- *Ideal fora and platforms exist: WALK21 and COST/PQN*
  - ⇒ *Great opportunity to have worldwide co-ordination*



# Objective

*“Establishing a set of international guidelines for the collection, analysis and dissemination of quantitative and qualitative techniques for measuring walking.” (conference conclusions Melbourne)*

*⇒ Guidebook / reference book with recommendations by international experts*

# Steps (1)

*Focus and setting priorities: Neither necessary nor desirable to standardise everything*

- *Which **dimensions / indicators** are desirable and/or necessary to evaluate walking and public space?*
- *Which **methods and tools** are useful?*
- *Which ones should be internationally standardised?*
- *What do these standards look like (quality levels)?*
- *Build on existing standards and experiences (e.g. from participants of WS, questionnaire in COST/PQN, actively collect information)*



## Steps (2)

*Process similar to creating the International Charter:*

- *Discussions at WALK21 conf. & COST/PQN meetings*
- *Debate in-between meetings over the internet / e-mail*  
*Discussion forum on [www.walkeurope.org](http://www.walkeurope.org) established (08)*
  - *everyone can join*
  - *upload of documents possible (through moderator)*
- *Possibly a separate COST/WALK21 conference*
- *Consultation with other agencies and organisations:  
ICTCT, WHO, OECD, UN organisations etc.*
- *Participation at related international conferences, e.g.  
International Conference on Survey Methods (May 08)*

## Steps (3)

- *Relatively slow and continuous process that will stretch over several years*
- *Please encourage people to join the debate*
- *Please upload your ideas, experiences and suggestions any time to the discussion forum. It's probably not too late*
- *Once we reach an agreed stage we will declare, that for the time being, debate can't be re-opened on the issue*
- **Goal: first draft of guidelines to be presented at joint COST/PQN and WALK21 conference in 2010**

# *Strategic level: dimensions & indicators: ,what to measure‘*

Input presentations :

- Rodney Tolley, Director WALK21, Honorary Research Fellow, Staffordshire University, U.K.
- Todd Alexander Litman, Executive Director, Victoria Transport Policy Institute, Victoria, BC, Canada
- Lauren Marchetti, Director, National Center for Safe Routes to School, and Craig Raborn, Program Manager, Pedestrian and Bicycle Information Center, Chapel Hill, U.S.A.
- Joanne Kervin and Jennifer Hyland, Transportation Planning, City of Toronto, Canada
- Jim Walker, Chairman WALK21, and Anne Glover, both The Access Company, London, U.K.

# *Strategic level: dimensions & indicators: ,what to measure‘*

- Discussion about feasibility of standardisation and harmonization
- Information exchange on existing efforts, experiences and expectations
- Identifying relevant dimensions / indicators for “measuring walking”

# Terminology

**Dimension:** Indicator to assess walking in certain aspect (e.g. safety, mobility patterns, walkability)

**Method:** procedure to collect data (e.g. interviews counts, observations, audits)

**Tool, instrument:** (technical) equipment to collect data (e.g. counters/timers, video camera)

=> All oriented towards the given goal/objective

# *Dimensions (first list) (1)*

*A Transport and travel behaviour*

*B Pedestrian volume (numbers) & behaviour*

- *Number of pedestrians in street (users)*
- *Behaviour of pedestrians (route choice, crossing b., conflicts)*
- *Pedestrian flows*

*C Activity and time spent in public spaces (sojourn without mobility, stationary activities)*

*D Road danger (safety)*

- *Traffic accidents with pedestr. (involving at least one vehicle)*
- *Single pedestrian accidents (falling, stumbling)*

*E Security: threats, attacks, harassments*

## *Dimensions (first list) (2)*

- F Competences (disabilities), health and health outcomes*
- G Walking environment, accessibility, public space quality, infrastructure provisions (,walkability‘)*
- H Ecological footprint (carbon & noise reduction)*
- I Perceptions, attitudes and images: personal satisfaction ,measuring the smiles‘*
- J Investments, personnel and research: data on institutional aspects*

# *Quality levels*

*To reflect different needs and stages of development:*

*Suggestion to create three quality levels in each (sub-) dimension (for each indicator) :*

- *Quality level 1: ‚basic‘ or minimal requirement*
- *Quality level 2: ‚intermediate‘*
- *Quality level 3: ‚elaborate‘*



## *Specific level: methodologies & instruments: how to measure'*

- Discussion of methodologies
- Discussion of instruments and tools
- Agree on grid to systematically collect information on existing methods, tools etc
- How to continue the work (web-based discussion forum, other relevant information)