

TITLE: Gaps and Needs of Data on Walking and Cycling

11. Cykling och gångtrafik

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Introduktion

More and more people are walking and cycling in cities around the World – the trend was there already, but the COVID pandemic boosted both the need for and political focus on walking and cycling as a way of getting around our cities in our everyday lives achieving greener, more climate friendly, healthier, safer and more space efficient cities around the World.

Data on pedestrians and cyclists is not systematically collected, has limitations and can be difficult to compare and benchmark. Data on walking and cycling is important for cities to set goals and targets, create the policies needed to reach these goals, to track progress and make decisions about investments in infrastructure and planning measures that support walking and cycling. Lack of data also means that walking and cycling is often missing or overlooked in the transport and mobility ecosystem – because what is not measured does not count.

Metod

To find the gaps and needs for walking and cycling data a so-called Green Paper was carried out by Ramboll with selected partners in 2022. The questions to find out challenges, needs and future opportunities were elaborated by interviewing a selection of international walking and cycling data experts, partners and supporters of the project. Addition to interviewing and workshoping with the selected project stakeholders, an online survey, called “global survey” was made for about 50 public authorities to help qualify our findings – on a global level. The project partnered with eleven public authorities of different geography, size and level of walking and cycling as well as the two leading NGO's for walking and cycling in Europe. In addition to partners and to reach out to public authorities outside partners' primarily Northern Europe geography, project got support from the 9 international cities and regions by participating in our survey and following in-depth interviews alongside our partners.

Resultat

As a result, valuable findings were analyzed together and by the experts and several recommendations were given for data policy, for collecting methods and minimum levels of data. As the walking and cycling data experts highlighted the main purpose for collecting data should be to guide and monitor change, to make decisions about which policies to implement, planning, evaluation of measures and to secure funding.

Slutsats

As examples of key findings, lack of focus, data and knowledge about walking has consequences for the experience of the whole mobility system and is thus a big challenge for creating a sustainable, attractive, multimodal mobility system that can challenge car dependency in cities. Also, key challenge is that some of the most important data – why are people not walking and cycling - are invisible and needs to be made visible and collected to know what we should and can do. Findings, recommendations, and thoughts behind the lines will be available during the presentation.

Referenser

1. Weinreich, M., Ylisiurunen, K, et al. (2022). Green Paper: Walking and cycling data; Practice, challenges, needs and gaps, Ramboll Smart Mobility.