

# Measuring Walking: A Guide for Councils

Cameron Munro

[cameron@cdmresearch.com.au](mailto:cameron@cdmresearch.com.au)

# Measuring Walking

A Guide for Councils



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Supported by  
VicHealth Victoria Walks

- Why measure?
- What to measure?
- Where and when to measure?
- How to measure?
- Typical methodologies
- Case studies

# Data is a means to an end

Performance

Evaluation

Prioritisation

Promotion

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- Crowding
- Barriers
- Equal access
- Comparison over time
- Comparison against others

# Data is a means to an end

Performance

Evaluation

Prioritisation

Promotion

- Did this project succeed?
- What are the lessons for the future?
- Exposure > safety

# Data is a means to an end

Performance

Evaluation

Prioritisation

Promotion

- Is it value-for-money?
- Is it better than an alternative(s)?

# Data is a means to an end

Performance

Evaluation

Prioritisation

Promotion

- “If is isn’t counted, it doesn’t count.”

The City's streets are unique because of the mix of people using the same space. Planning for safety, which is at the heart of every DOT initiative, means helping pedestrians, motorists, bus riders, and cyclists coexist safely. Here our focus has been on organizing the different streams of traffic - by simplifying intersections; by creating dedicated lanes for turning drivers and for cyclists; and by setting aside signal time and safe space for crossing pedestrians.

## KEY METRICS

- Crashes and injuries to motorists and other vehicle occupants, pedestrians, cyclists, and motorcyclists
- Vehicle speeds

### Neighborhood traffic calming: East 180th Street (Bronx)

**67%** decrease in pedestrian crashes

**29%** decrease in eastbound speeding

**32%** decrease in westbound speeding



# Building great public spaces

## Economic value and neighborhood vitality

### Expanding an iconic space: Union Square North (Manhattan)



Speeding decreased by **16%**, while median speeds increased by **14%**

Injury crashes fell by **26%**

**49%** fewer commercial vacancies (compared to 5% more borough-wide)

**74%** of users prefer the new configuration

# What to measure

Who?

What are they doing?

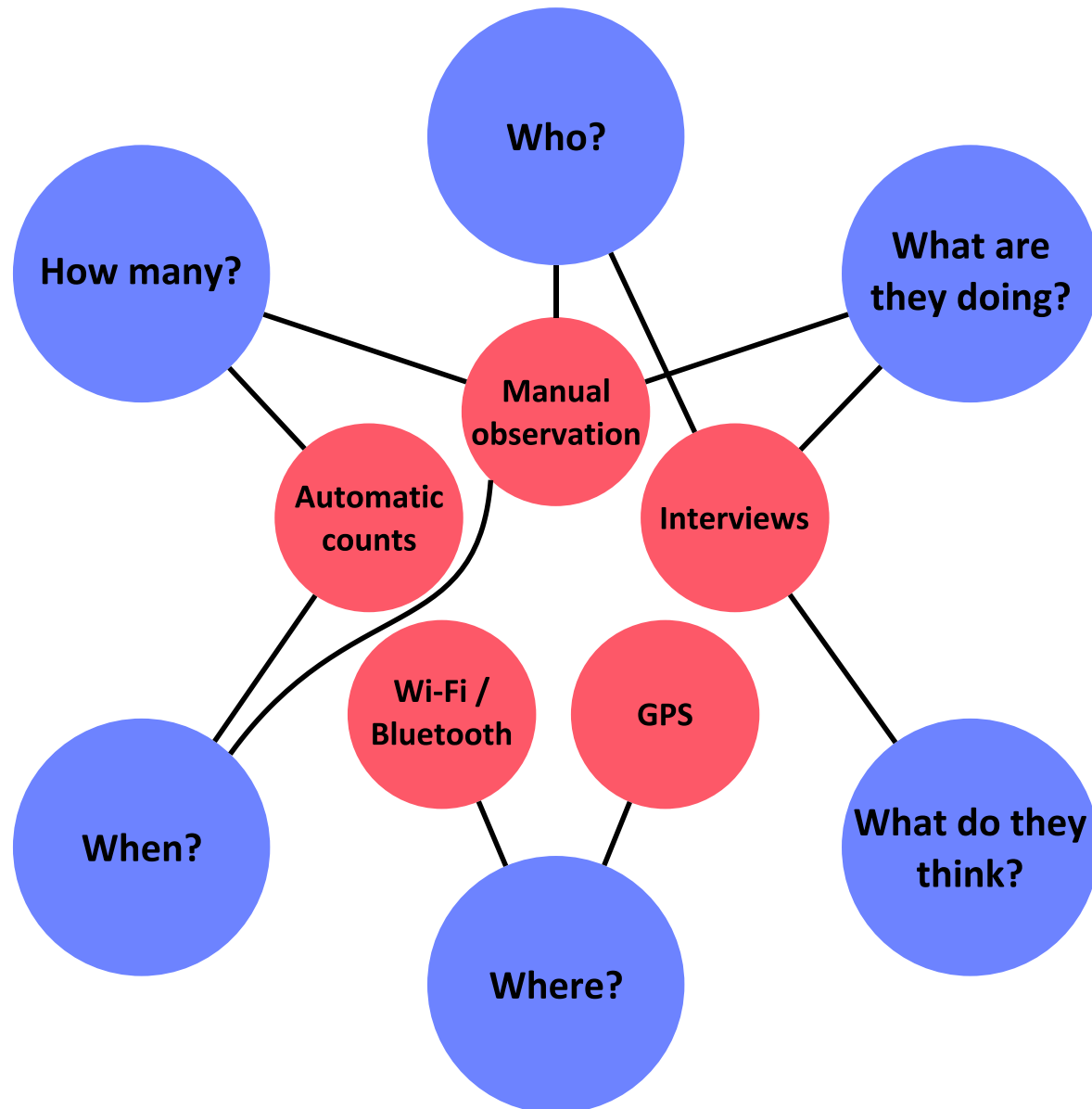
How many?

What do they think?

When?

Where?

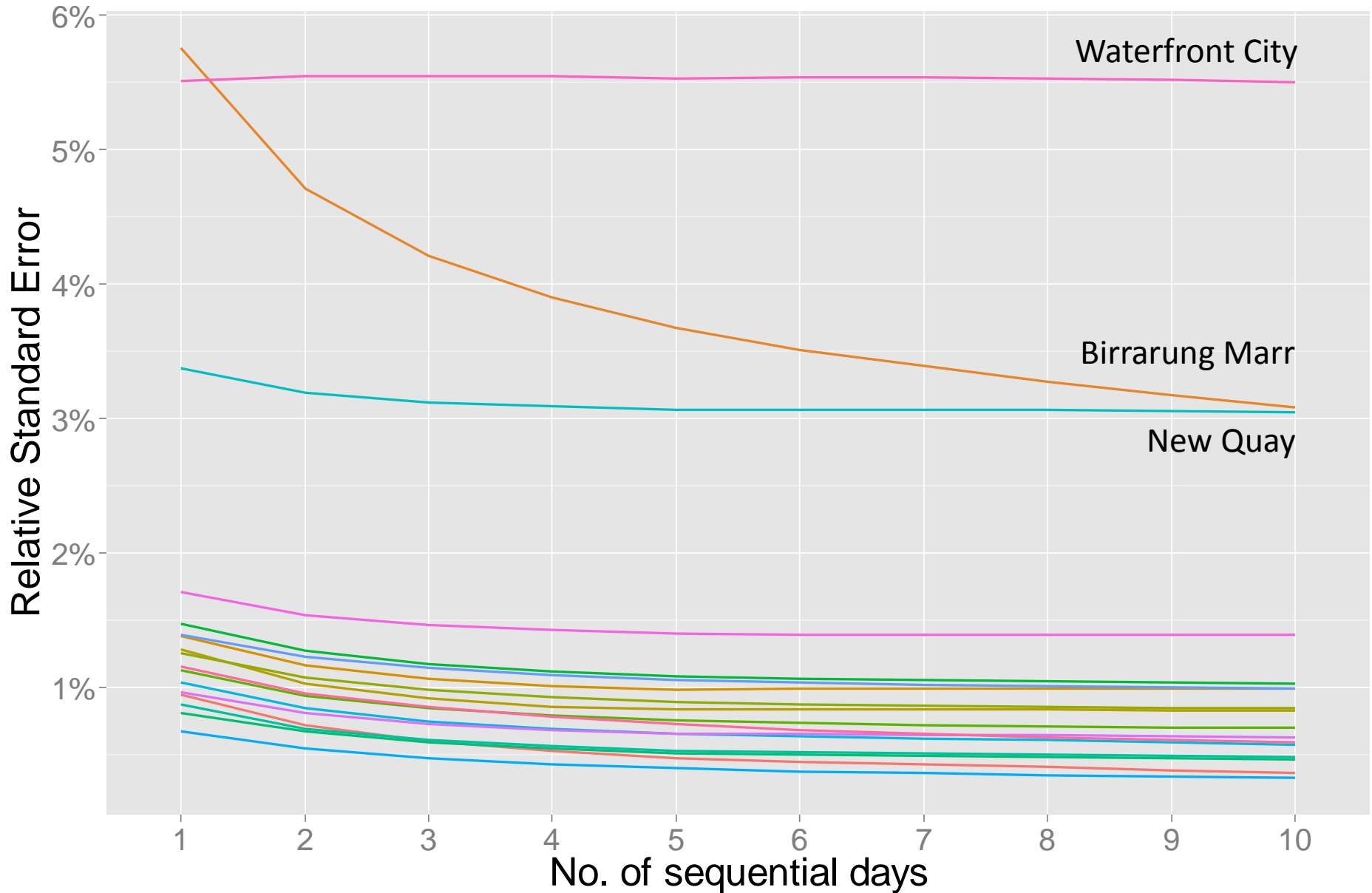
# How to measure



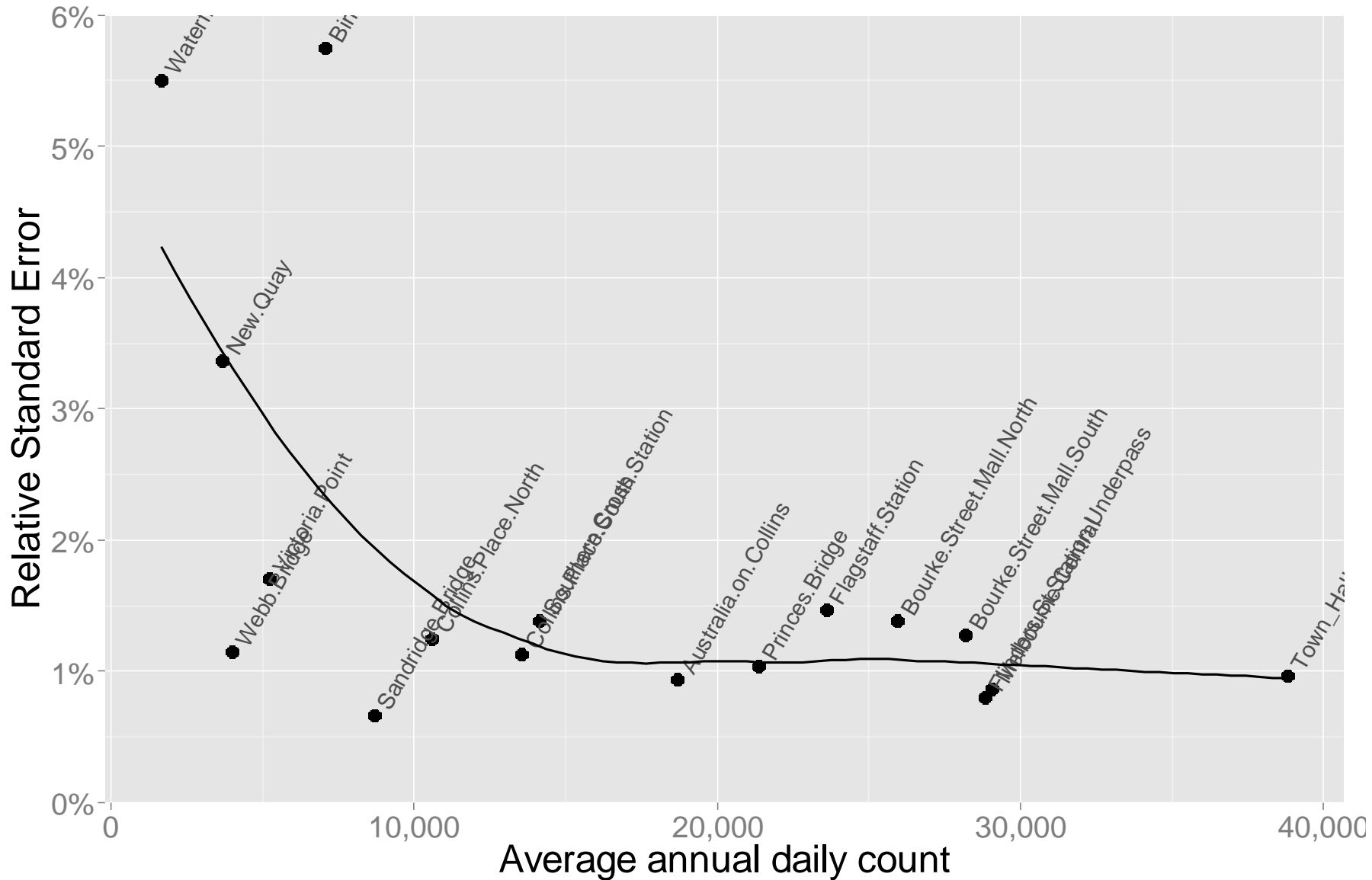
# A typical problem...

I want to estimate the average annual daily pedestrian count. Will a single-day count be sufficient?

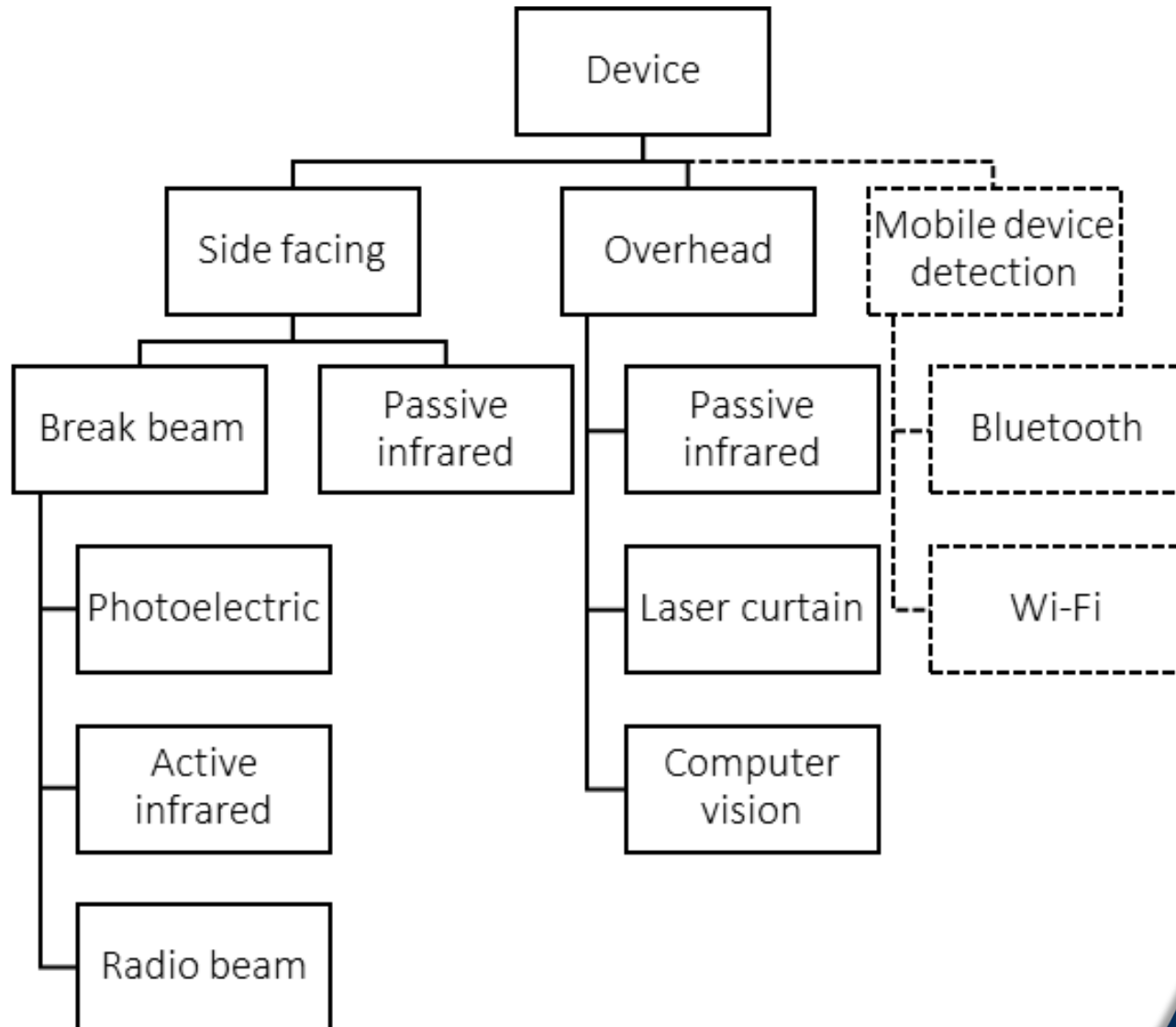
# Will a manual count suffice?

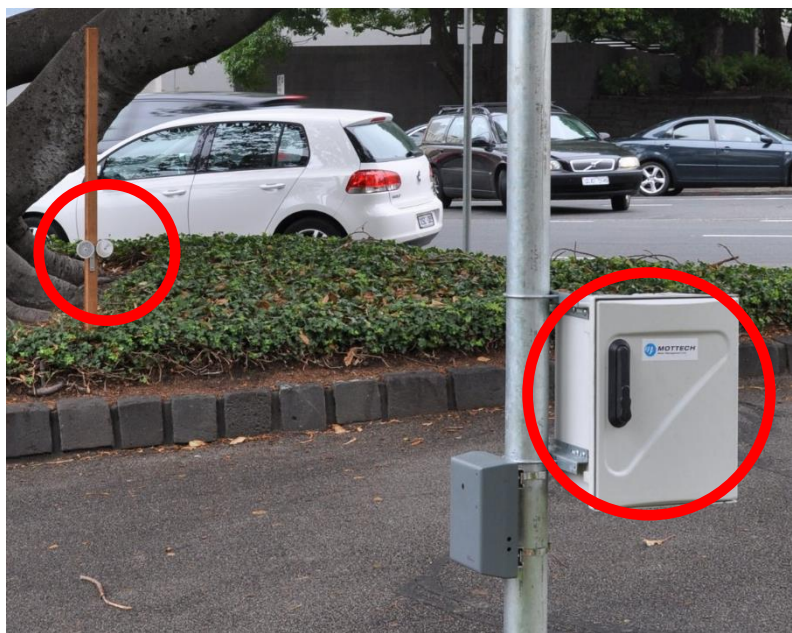


# Volume effects on RSE

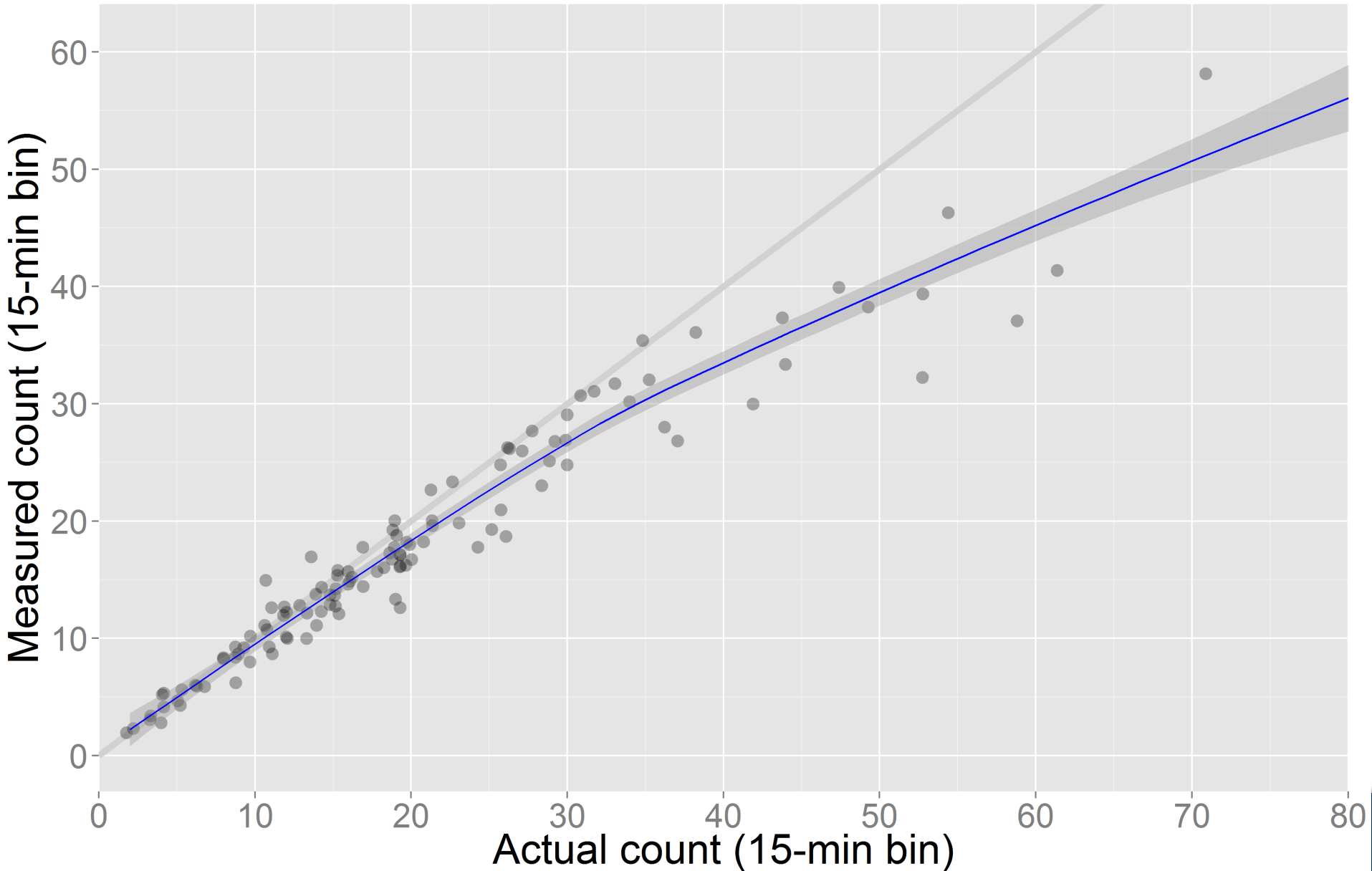


# Permanent Counter Options





# Demand and Accuracy (Eco)



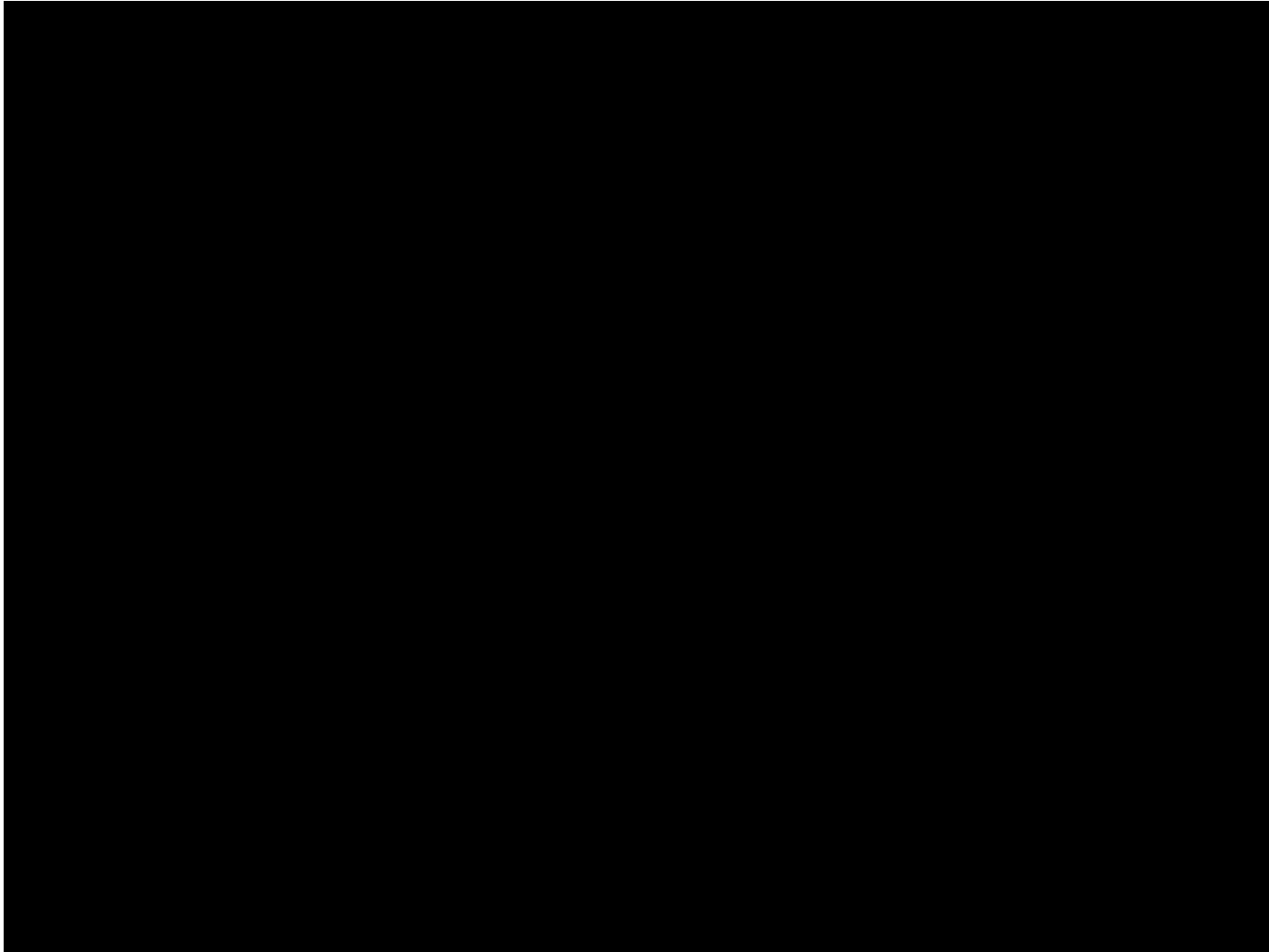
# Groups and Accuracy (Eco)



# Semi-Automatic Counts



# Semi-Automatic Counts



# Conclusion

1. Use the Guide to Measuring Walking
2. Articulate the objective
3. Technology is there to help (a bit)
4. Share your results....!