

What we learned from COST358 Pedestrians' Quality Needs

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Outline

- Introduction
- Why a Systems Approach?
- The PQN Final Report
- Conclusions
- Recommendations



Introduction



- Limited effect of traditional approaches
- 'We can do better' → COST 358
 - 20 countries, 49 organisations, 70+ researchers
 - started November 2006, ends 2010
- 3 perspectives:
 - Functionality (what can be measured)
 - Perception (opinions and intentions)
 - Durability and Future prospects (how will it evolve)
- Started with Country reports (state of affairs)
- Progress reported in WALK21's and ICTCT's

Systems approach

Systems Approach:



- Aims at improving **quality** (= more than just solving problems)
- Covers:
 - **Process** : organisation of systematic coverage
 - **Content** : affects all elements and interrelations
 - **Context** : impact on 'outside' world
- Brings:
 - Covers all options
 - Offers best value for money
 - Improves field's image (if done properly...)

PQN Principles

- Start with the pedestrian
- Analyse the system comprehensively
- Use a multi-layered integral policy approach [apply the Cascade principle]

Complexity

There is more to walking than walking:

- Activity levels
- Needs – Opportunities – Abilities
- Many stakeholders
- Pedestrian = role, not person.



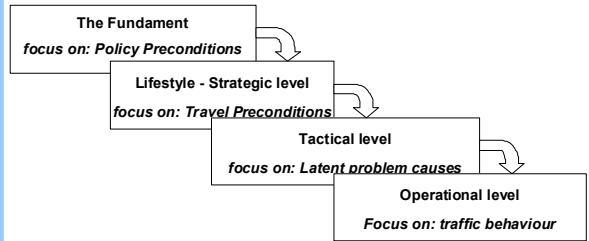
Severity / impact of issue

- Obviousness: 3 orders of problems
- Most of the issue is (partly) 'hidden'
 - Mobility: **multi-modality**
 - **Sojourning**
 - **Safety: falls**
 - Security
 - Satisfaction



...simply better trained
(Volkswagen: 25-4-1980)

Cascade



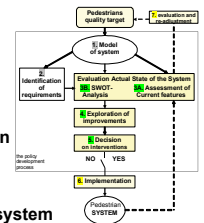
PQN Results



Final report contains:

- Part A - Introduction and Conceptual Framework
- Part B1 – Functional Needs Hector Monterde
- Part B2 – Perceived Needs Ralf Risser
- Part B3 – The Future of walking Daniel Sauter
- Part B4 – Measuring Walking Daniel Sauter
- Part B5 – Policy process Rob Methorst
- Part C – Executive Summary [= short version]
- Additional files

Policy process



Development of a reference vision

1. Identification of quality needs
2. Identification of requirements
3. Picturing the expedient system

Evaluation of actual state of the system

4. Evaluation current state of system
5. Evaluation of performance and satisfaction

Exploration of improvements

6. Identification of compliance and satisfaction mechanisms
7. Identification of promising interventions

Decisions on interventions

8. Assessment of potential pedestrians system output
9. Formulation of recommendations for system input plan
10. Decision

Conclusion [1]

There is more to walking than walking

- PQN delivered comprehensive insight in the system and options for improvements
- There are strong arguments for developing walking policy on all governmental policy level:
 - Mobility
 - Safety
 - Health
 - Economics
 - and more

Conclusion [2]

'All change starts with knowledge and awareness.'

Measuring walking is of vital importance:

- To inform policies
- To allow the assessment of their outcomes

Measurement needs to be **comprehensive**, focused on the **characteristics** of walking and adhere to international minimum **standards**.

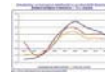
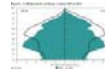
Conclusion [3]

Gaps in knowledge are:

- Under-reporting of mobility and accidents (Falls not part of reporting system)
- Issues relating to perceived safety
- Tools to assist politicians and decision makers to find ways to improve the environment for pedestrians
- Tools for assessing *joint* benefits
- Experiences on implementation of systems approaches

Conclusion [4]

We can expect dramatic changes in needs of pedestrians:



- Demographic changes, particularly ageing of the population, causing higher quality demands regarding:
 - Proximity, communication and information
 - Walking network reliability; inter-modality connectivity; resting places
 - Surface quality, security, assistance
- Car dependency and its spatial consequences, causing higher quality demands regarding:
 - Proximity of essential services for non-car owners
 - Inter-modality connectivity
 - Land use policy (car parking ↔ sojourning space)
 - Crossing facilities; management pedestrian space (no parking there)

Conclusion [5]

A system approach offers best chances of success:

- Puts walking and sojourning in right **context**
- Deals with all relevant issues in an integrated way (**content**)
- Integrates policy interventions in a logical sequence, providing structure and effective and efficient treatment (**process**)

Recommendations [1]

National Governments:

- **Stimulate knowledge and awareness:**
Data and information availability; knowledge development and management; education of practitioners.
- **Offer guidance and policy framework:**
Favourable policy context for policy interventions by local authorities (opportunity, competence, tools); join forces between ministries and agencies- horizontal and vertical; legislation and process rules.
- **Facilitate:**
Guidelines; organisational structure; databases; financial opportunities; platform for exchanging experiences and coordination of interventions
- **Monitor and benchmark:**
Process and performance evaluation; promotion of adjustments; sharing and highlight learning experiences and successes.

Recommendations [2]

Local authorities:

- **Seize opportunities:**
Inspiration and motivation from national policy notes; subsidies; legislation, knowledge and data
- **Ensure good pre-conditions:**
Improve the organisation's competences; horizontal and vertical communication; dedicated budgets and tools
- **Integral planning and implementation:**
Include organisational precondition improvements; multiple level strategies; use all available resources and competencies; implement proven measures; ensure and react to citizen's support
- **Join forces:**
Infrastructure, public space, health & welfare, economic affairs
- **Monitor offered qualities and facilities**

Recommendations [3]

Practitioners:

- **Use State-of-the-Art knowledge and information**
Check dedicated websites and (inter)national experts; put issue in *wider* context; know about elements *and* interrelations; use data *wisely*
- **Apply the Cascade Approach for interventions**
Context → System structure → Design → Behaviour
- **Join forces:**
Seek support and co-operation from relevant disciplines
- **Share experiences and successes:**
Within your office, within your community, regionally and nationally, *actively feed available platforms!*



Recommendations [4]

NGO's:

- **Build awareness:**
Make hidden pedestrian issues clearly visible; inform authorities; use the media wisely
- **Analyse and monitor developments:**
Objective, indisputable, reproducible information
- **Join forces:**
Like-minded organisations; horizontal and vertical alliances in knowledge, position and power.
- **Actively support favourable local initiatives**



Now we know about
What, Why and How:
let's get to work!



Thank you!



Colophon



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