



# NATIONAL WALKING POLICY MASTERCLASS

Walk21

Lisbon, Portugal  
12-13 September 2023

---

## Module Overview

Session	Title	Date	Portugal time
1	Introduction to the course and example policies	12th September	9 - 10.30
2	The 8 step process for an effective policy		11 - 12.30
3	Using the global imperatives to set a national vision and objectives		14 - 15.30
4	A guide to the tools and resources that can help create an effective policy		16 - 17.30
	WALK AND DINNER		
5	Inspirational Walking Campaign and Infrastructure Actions	13th September	9 - 10.30
6	Inspirational Land use Planning and Public Transport Integration Actions		11 - 12.30
7	Setting priorities and delivery frameworks for roll out		14 - 15.30
8	Funding options		16 - 17.30
	WALK AND DINNER		

## Ground Rules

### → Format:

Presentation (1 hour)

Questions and Discussion (30 minutes)

### → Engagement for participants

Please go to  
[www.menti.com](http://www.menti.com)

and enter the code:

5254 3507



### → Sessions will be recorded!



# 2

## Module Two Agenda

- 8-steps for an effective walking policy
- Questions and discussion



**Walking is ubiquitous**  
but largely ignored

# Step 1

## COMMITMENT

Who is already committed and who else needs to be?





## WALKABLE CITIES

support all the people walking already and entice more short-distance trips to be walked by people who have a choice to motorise instead

### RETAIN

people walking already

### PROTECT

people walking from ever getting hurt

### ENABLE

people to walk by improving Accessibility and comfort



## Step 2

### RESEARCH

What data exists for walking and what more would be useful?





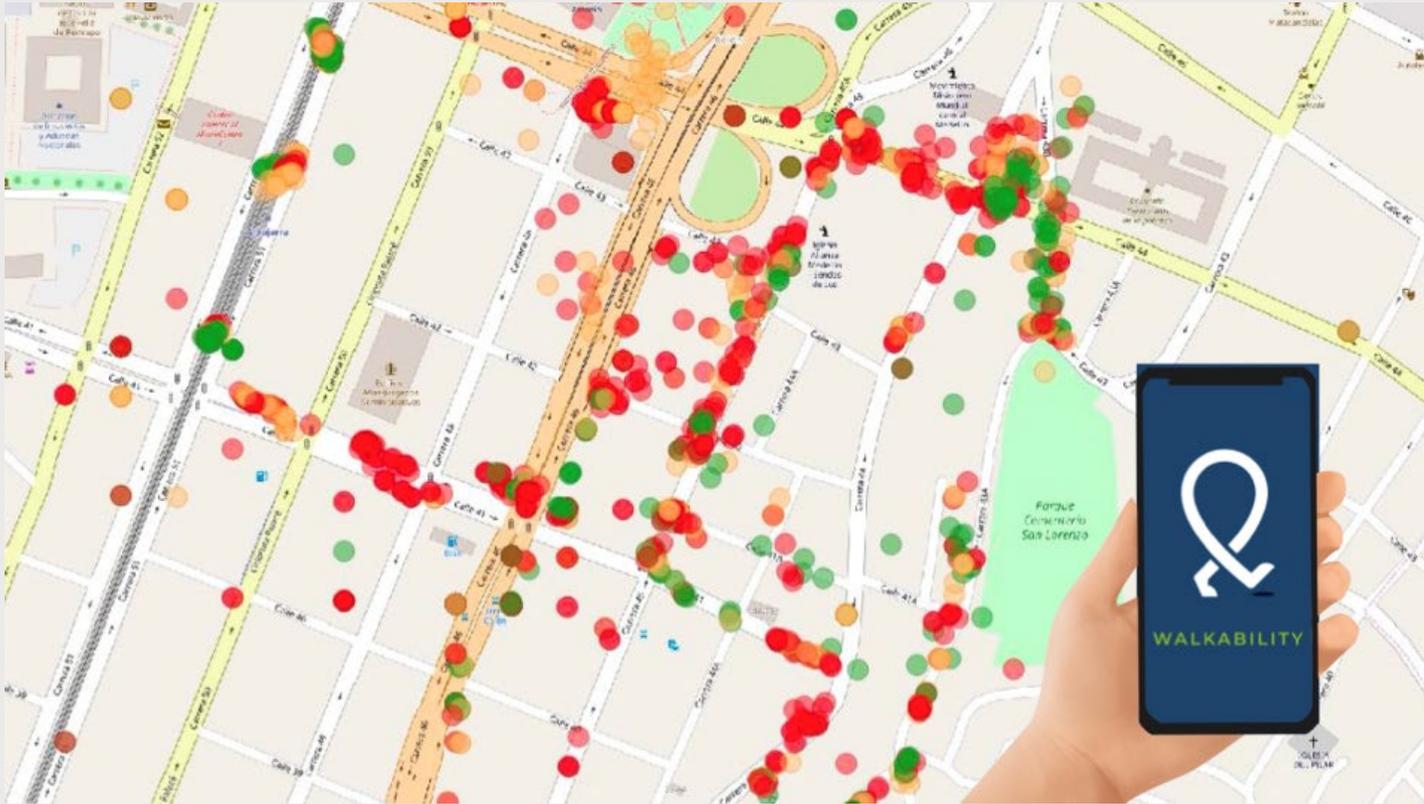
## ACTION RESEARCH

## Step 3

### **INVOLVE**

How are communities already engaged and what other ways might be helpful?





**WALKABILITY.APP**  
Pedestrians report on  
experiences, policy makers  
respond

## Step 4

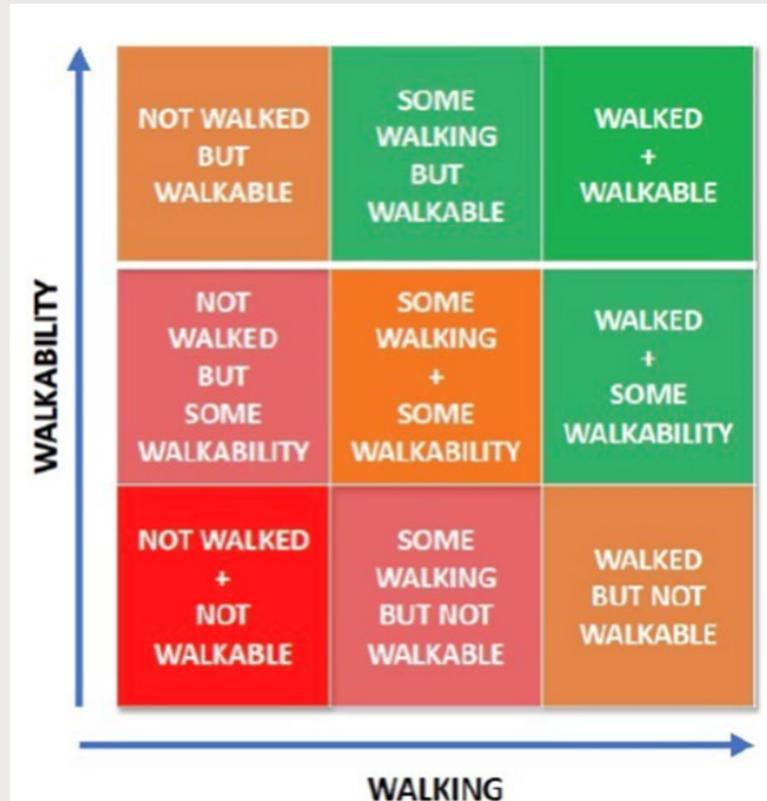
### ASSESS

How is the environment currently evaluated and how can walkability be better understood?



## WALKABILITY vs WALKING ACTIVITY

Places with many people walking are not necessarily places with good walkability  
Some places with good walkability do not always have people walking on them



## Step 5

### REVIEW

What policies and standards already support the needs of people walking and what barriers need to be overcome?



## Step 6

### PLAN

Who is helping deliver walkability already and how can a new collaborative action plan improve effectiveness and impact?



# Queensland Walking Strategy

Sets the direction



44 Practical actions



Provides a baseline



2019-2029



2019-2021



2019

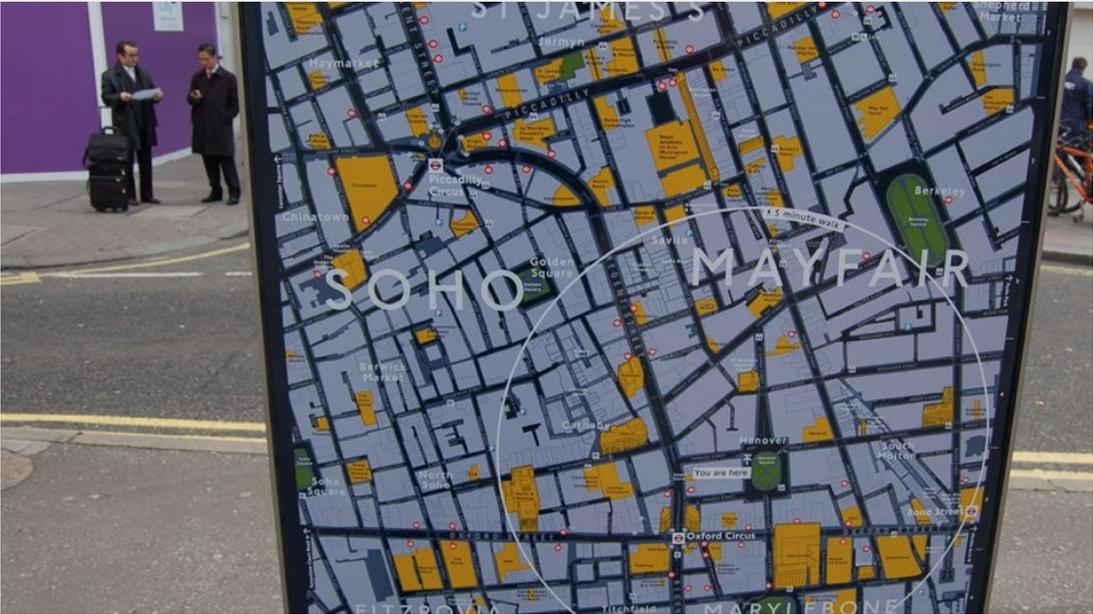
## Step 7

### **PROVE**

What is the best opportunity for a visible signature walking project and what would it change?



# Prove positive impacts of policy intervention



# Prove positive impacts of policy intervention



## Step 8

### INVEST

Where are the most benefits to be gained from investment in better walkability



WALKING

## Knowledge

Commitment  
Research  
Involvement  
Assessment  
Review  
Plan  
Prove  
Invest

WALKING

## Action

Campaigns  
Infrastructure  
Land use  
Integration with  
public transport  
Capacity building

WALKING

## Impact

Walking activity  
Safety  
Accessibility  
Comfort  
Policy





## Key takeaways

- ➔ Policies can be made more effective by following these 8 steps.
- ➔ Not necessarily in order, or all at once, but all have helped others and might help you.

1. Who is already **committed** and who else needs to be?
2. What **data** exists for walking and what more would be useful?
3. How are **communities** already engaged and what other ways might be helpful?
4. How is the environment currently **evaluated** and how can walkability be better understood?
5. What **policies** and **standards** already support the needs of people walking and what barriers need to be overcome?
6. Who is helping **deliver walkability** already and how can a new collaborative action plan improve effectiveness and impact?
7. What is the best opportunity for a visible **signature walking project** and what would it change?
8. Where are the most benefits to be gained from **investment** in better walkability?

**30 min discussion**

