



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

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→) Sessions will be recorded!



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Module Seven Agenda

- Inspirational Capacity Building
- Setting Up a Policy to Affect Meaningful Change
- Questions and Discussion



Capacity Building — to enable the successful delivery of effective walking strategies.

- Lead Coordination
- Value Knowledge
- Action Plan
- Secure Finance
- Monitor Impact
- Set the Regulatory Framework



A15

LEAD COORDINATION

Appoint a focal point to establish a national walking task force of Ministries responsible for transport, urban planning, health, social care, education, tourism, and sports and recreation, involve non-governmental stakeholders and the community, and adopt the '8 Steps to an effective policy' process to steer the development, implementation and monitoring of national walking policy actions.

Active Mobility Focal Group Network The National Strategy for Active Pedestrian Mobility

Lessons learned:

- ✓ This is a representative network having nominees from various national, and local governments and other key actors.
- ✓ Involve all actors and the public during the preparation and implementation phase

Actionable Items:

- ✓ Walking Strategy in June 2023.
- ✓ Responsible for the implementation of the 21 action areas from the walking strategy



The Inter-Ministerial Commission for Mobility coordinates the strategy, and the Governing Areas of Finance, Justice, Internal Administration, Parliamentary Affairs, Economy and the Sea, Science, Technology and Higher Education, Education, Labor, Solidarity and Security, Health, Infrastructure and Territorial Cohesion.



A16

VALUE KNOWLEDGE

Partner with academic institutions to support research, independently evaluate policy effectiveness and impact, and develop walking training programmes for transport and road safety officers, health practitioners, urban planners and designers and facilitate professional exchanges through events, networks and competence centres.

Ruimte voor Lopen Ministerie van Infrastructuur en Waterstaat

Lessons learned:

- ✓ Strong network of partners in the Netherlands (56 partners ministries, individual cities, provinces, NGOs and knowledge and education institutes).
- ✓ Participative, non-hierarchical, bottom-up process and capitalizes on the energy and ambitions from the partners.

Actionable Items:

- ✓ Healthy Toolbox



Walking Platform "Ruimte voor Lopen"



A17

ACTION PLAN

Publish a comprehensive action plan for walking that has targets, stakeholder support and is a guide for investment and embed into Nationally Determined Contribution climate policies, National Adaptation Plans for climate, Non-Communicable Diseases Strategies and National Urban Mobility Plans.

Greece Walking Policy and Action Plan

Lessons learned:

- ✓ “We do not have all the answers, but we agreed we needed to act. Better to be too ambitious”
- ✓ Vision: “The promotion of walking as a daily, safe, pleasant, attractive and top choice mainly for autonomous short distances or as part of multimodal mobility.”

Actionable Items:

- ✓ The policy has over 200 actions anchored around the 12 main pillars.
- ✓ Written in partnership between academics and the government.



Circus performers animating a square in Volos, Greece.



A18

SECURE FINANCE

Develop a dedicated financial mechanism, across ministries, to fund the implementation of policy actions nationally, regionally and at a municipal level. Provide comprehensive funding schemes that support all stages of public transport journeys to stimulate coordination between authorities and institutions that are responsible for the development and maintenance of public transport infrastructure and travel environments for access, waiting, egress and transfers.

Case Study: KLIMATIVE MOBIL

Lessons learned:

- ✓ National government established a partnership network fund — money for walking infrastructure.
- ✓ From 2021 to co-finance to extend pedestrian infrastructure but must, as a precondition, adopt the local master plan strategy for walking.
- ✓ The more measures for walking implemented, the higher the funding rate – up to max 50 % of eligible costs
- ✓ (intangible costs max. 10 % of the investment costs)

Actionable Items:

- ✓ 21,000 climate-friendly mobility projects initiated / implemented by around 17,700 businesses, 1,500 cities, municipalities and regions, 1,300 tourism and leisure organisations and 500 schools
- ✓ annual savings: 350,000 tonnes of CO2



BMK/Stephan Huger



A19

MONITOR IMPACT

Adopt the global walking indicator framework and collect open data on physical activity, road safety, public transport accessibility and comfort levels and evaluate policy impacts on the environment, the economy, social cohesion, quality of life, accessibility, road safety, public health and action on climate change.

Collect detailed data on all trip legs of PT journeys in transport surveys that provides information on travel mode and time for all trip legs of the public transport travel chain: access, waiting, the ride on the means of PT, transfers, and egress. Only detailed data shows the extent of walking involved in public transport journeys.

APPRAISAL SYSTEM UK

Table 1 - Appraisal Summary Table Impacts

Category of impact	Impacts that are typically monetised	Impacts that can be monetised but are not reported in the AMCB table	Impacts that it is currently not feasible or practical to monetise
Economy	Business users and private sector providers (including revenues)	Reliability impact on business users Wider Economic Impacts	
Environment	Noise Air quality Greenhouse gases	Landscape	Townscape Historic Environment Biodiversity Water environment
Social	Commuting and other users Accidents Physical activity Journey quality	Reliability impact on commuting and other users Option and non-use values	Security Access to services Affordability Severance
Public Accounts	Cost to broad transport budget Indirect tax revenues		



Table 2 Indicators used in the economic appraisal of walking and cycling schemes

Indicator	Used to appraise
Cycling and walking users	Journey quality
New individuals cycling or walking	Physical activity Journey quality
Car kilometres saved	Accidents GHG emissions, air quality and noise Indirect tax revenue Travel time (decongestion)
Commuter trips generated	Absenteeism

Appraisal summary table of social, economic, environmental and public accounts impact. Source: <https://www.gov.uk/government/publications/webtag-tag-unit-a-1-1-cost-benefit-analysis-may-2018>

The Walkability App

Lessons learned:

- ✓ Assessing pedestrian satisfaction requires an immersive data collection
- ✓ Understand different needs and concerns of different populations and walk contexts.
- ✓ Perceived walkability varies with time, date and weather conditions

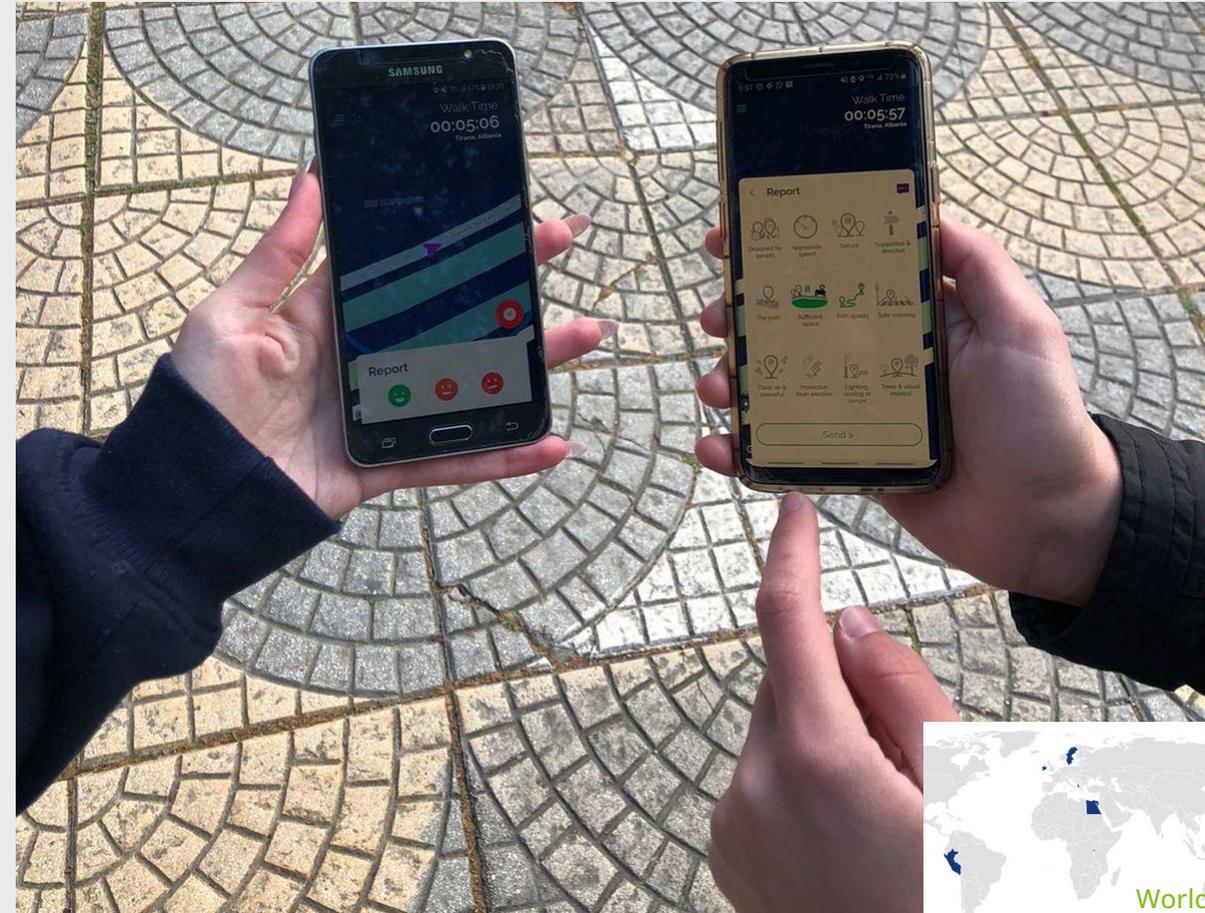
Actionable Items:

- ✓ Over 3,700 pedestrian experiences linked to over 6,000 observations of the public space.
- ✓ From 30 countries and +300 different pedestrians

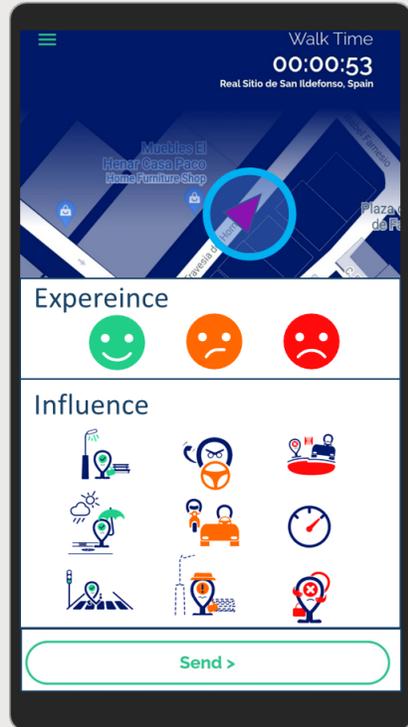
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The Walkability App

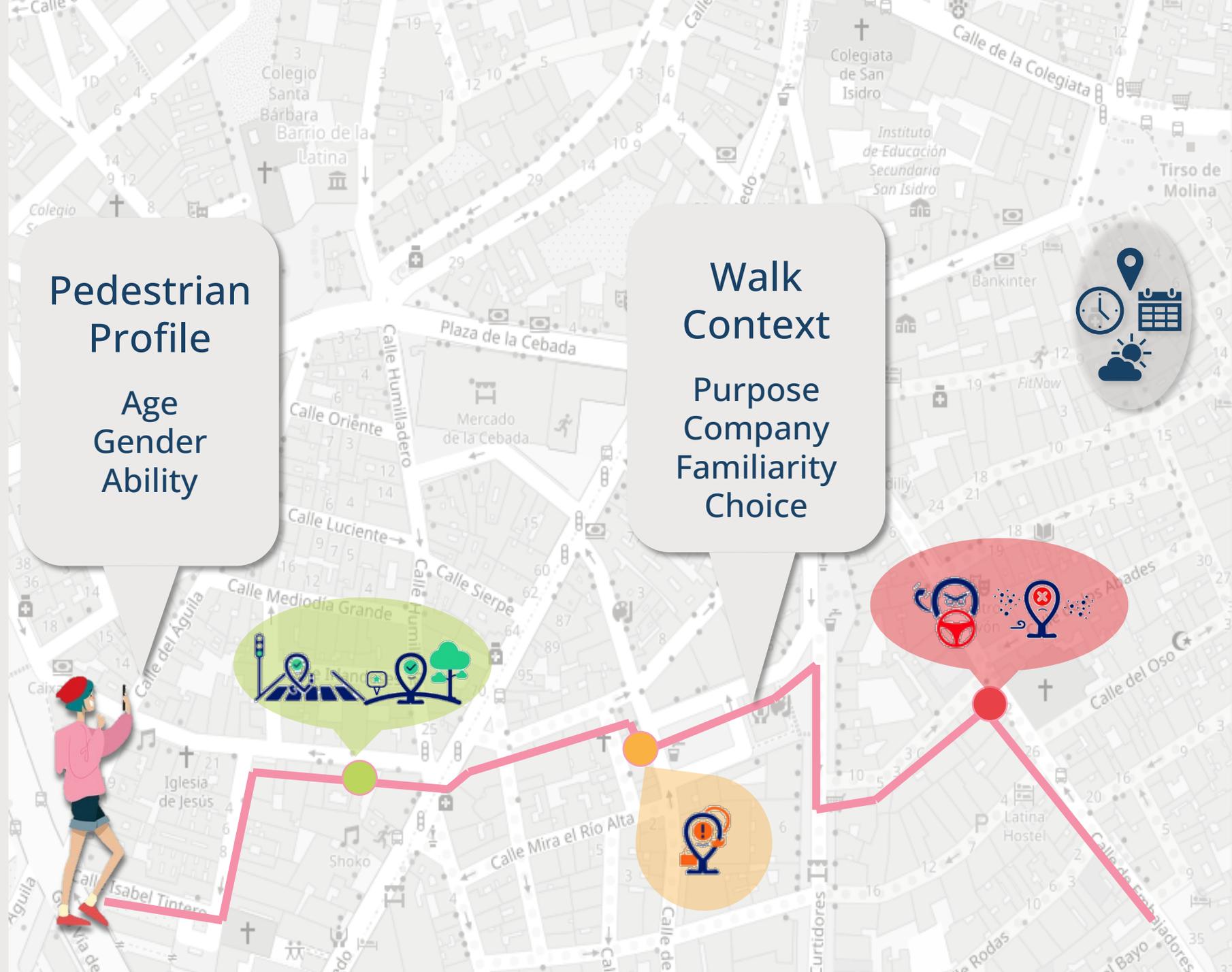


Pedestrian
Profile

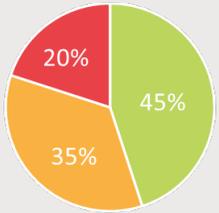
Age
Gender
Ability

Walk
Context

Purpose
Company
Familiarity
Choice

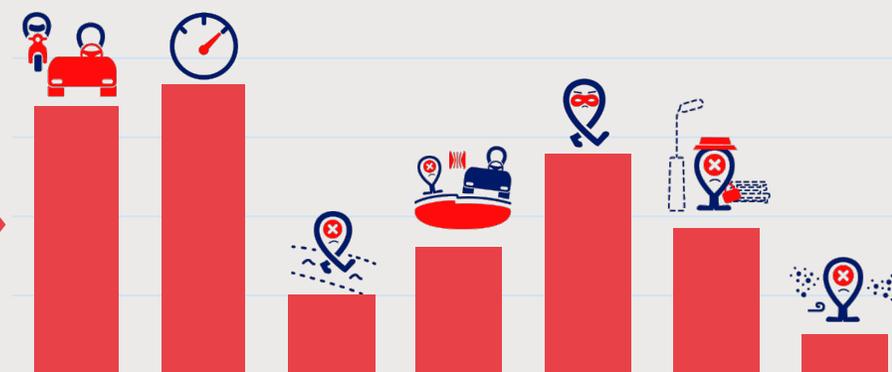
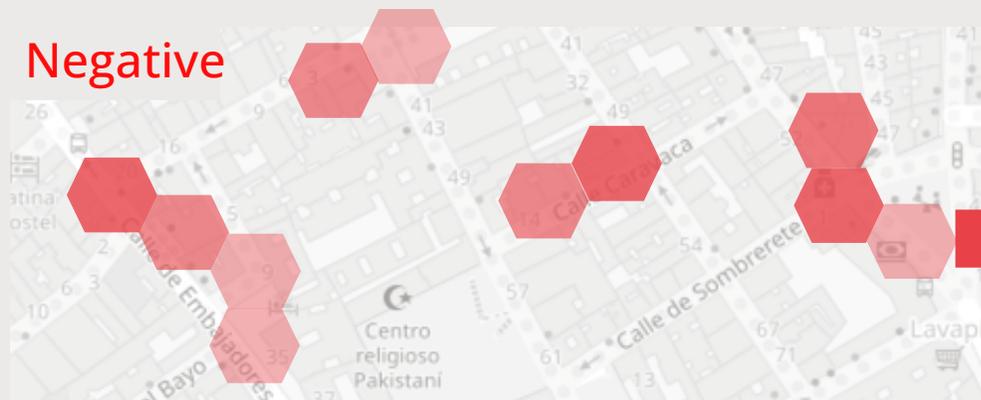
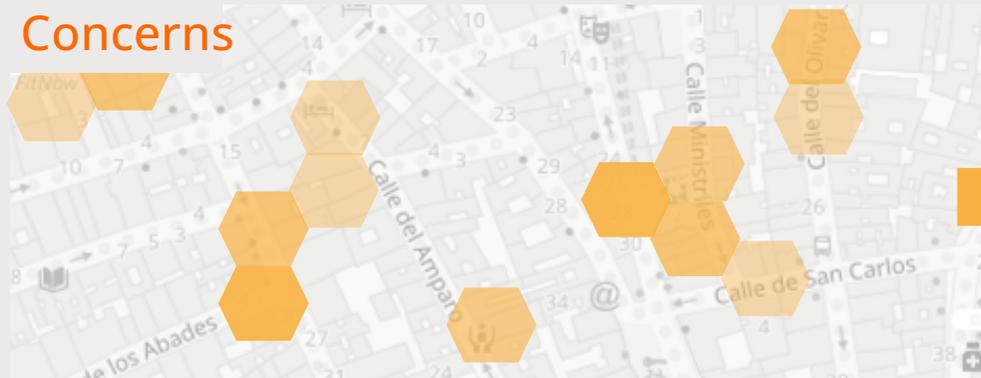


The Walkability App

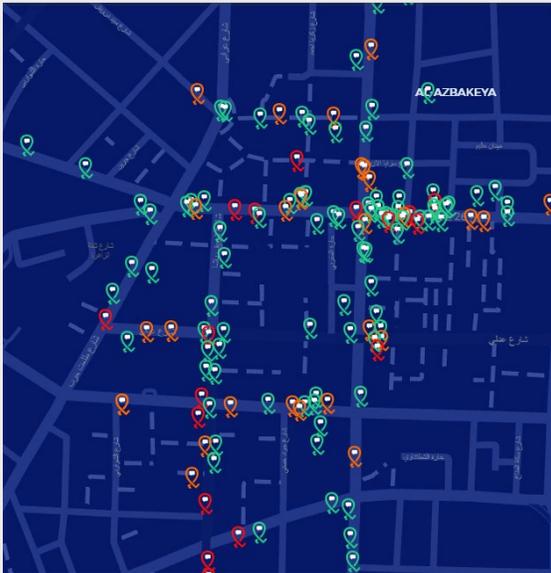


Pedestrian profile
Walk context

Adults
Women
Leisure
With dependent
Local
During the day
Sunny, 28°C



The Walkability Website Platform



Walkability

Quick Global Resume 53527.95 KM 3778

- Map
- Filters
 - Global Case
 - User Context
 - Insights
- MyStatistics
- Ranking
- Reports
- Account
- Settings

Contact

- FAQ
- Logout

NORTH AMERICA

SOUTH AMERICA

AFRICA

ASIA

OCEANIA

Pacific Ocean Indian Ocean

ALSTOM
- mobility by nature -

WALK21
LEADING THE WALKING MOVEMENT

CEDEUS
Centro de Desarrollo Urbano Sustentable

Leaflet | Nextzen | Tangram | OSM contributors



A20

SET THE REGULATORY FRAMEWORK

Develop road traffic regulations and codes that are pedestrian friendly and make it obligatory to facilitate positive walking experiences in new and existing transport infrastructures that are being built or renovated.

Active Mobility Jury — Hungary

Lessons learned:

- ✓ Subsidiary from the state makes guidelines compulsory like Austria.
- ✓ Multi-level support: NGO-s, road authority, municipality.

Actionable Items:

- ✓ Have a jury to agree the budget since 2016 — a quality control before the building phase.
- ✓ 3,000 municipalities and mayors volunteer.



How to get started by Maria Vassilakou Chair of Walk21 Europe



Vision and Action

Political goodwill is paramount to preparing and implementing a walking master plan or policy. Politicians need a clear vision - create urban neighbourhoods that prioritize children's health, safety, and access to nature - and to invest in research and experts at the beginning of their term to ensure there is enough time to bring the desired results.



Policy development and delivery

Incorporate other departments beyond transport to write a policy and make sure there is a guide to support a cascade down to regional and local levels of government to ensure implementation. Create an agency if possible that brings a multi-disciplinary team together and has its own budgetary allocation to deliver policy fastest.



Finance

Always have a financing plan for your policy and plans. Establish a dedicated fund. (eg green finance, more parking fees, climate mitigation). Make the funds easily accessible to cities without so many bureaucracies. Tie every project to funding. Small projects are quick to implement and have instant results. A quick win can help create the platform for bigger long-term projects.



Community involvement

Empower local neighbourhoods to come up with their own walking projects. A small grant awarded for small projects such as reclaiming parking space in a neighbourhood or creating a walking street for children helps share ownership of the project and hold authorities accountable.



Priorities

Think of walking projects as a network. It is only by coordination of projects that you can achieve desired results. Take the country as an entity and then the cities and also neighbourhoods. "If you want people to get out of their cars and use their feet, it has to be fun." Encourage streets to be opened up for a year of walking promotion and street activities, and there will be an increase in satisfaction, appreciation and support for walking.



Shared Time

Lisbon in conversation with Portugal

Scotland – Examples of How to Deliver

The Netherlands — City Deal





Discussion

Lisbon in conversation with Portugal