



ECF gratefully acknowledges financial support from the European Commission.



Cycling Data: A Policy Perspective

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Velo-city Dublin, 26 June 2019



Overview

1. Policy and Project Evaluation
2. Monitoring through Key Performance Indicators (KPIs)
3. Common definitions + harmonisation
4. Crowdsourcing + big data
5. Conclusions



1. Policy + Project Evaluation

- Status quo:
 - no systematic evaluation
 - no harmonised methodology
 - insufficient links to global policy targets



1. Policy + Project Evaluation

New development: RISM directive

- needs of cyclists and pedestrians to be taken into account in road infrastructure projects related to the TEN-T network
- Commission to provide guidance on quality requirements regarding pedestrians + cyclists: opportunity to push for minimum standards + evaluation
- cyclist + pedestrian flows need to be analysed in planning phase of projects – need for data
- Cycling traffic and cycling infrastructure are on the indicative list of data to be collected in the new procedure of network-wide road assessment



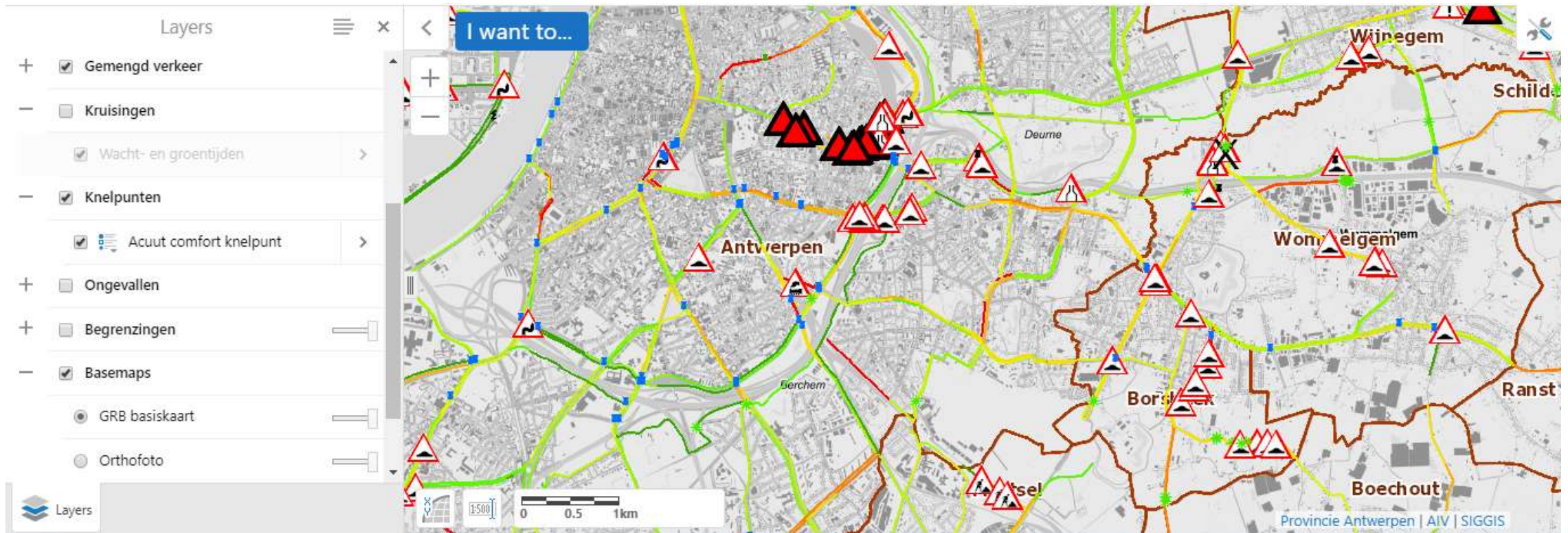
1. Policy + Project evaluation

- Recommendations
 - **stimulate exchange** of best practices and joint initiatives
 - **provide funding** for development of common tools and methodologies
 - always **include evaluation measures** in European, national, regional and local cycling strategies



1. Policy + Project Evaluation

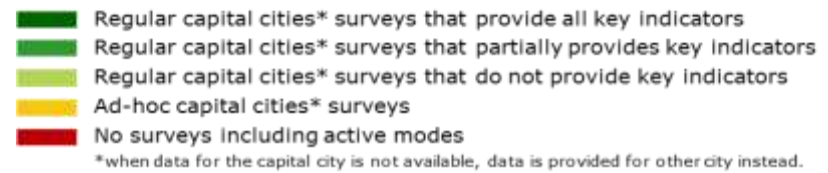
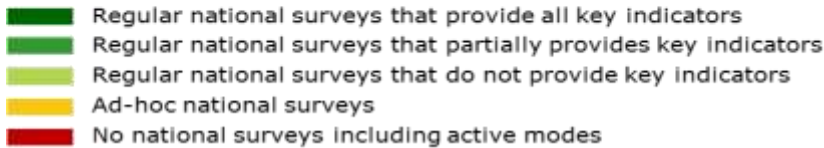
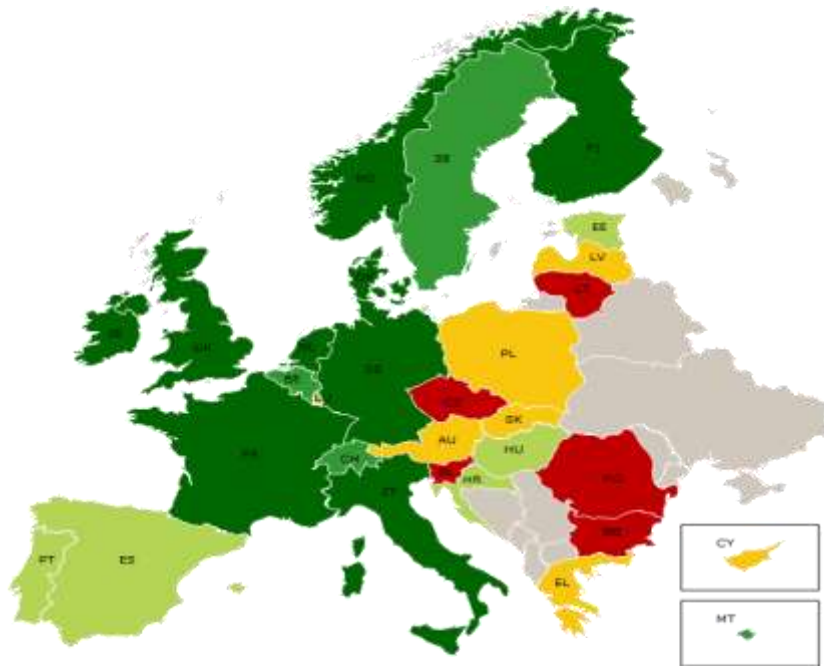
- Best practice example: Cycling Barometer, Province of Antwerp



2. Key Performance Indicators:

a) Cycle Use

- included in some national travel surveys and many local surveys, but lack of harmonisation



2. Key Performance Indicators:

a) Cycle Use

- Overview at EU level: Support study on data collection and analysis of active modes use and infrastructure in Europe (COWI/KU Leuven, 2017)
- Gives an overview of existing data at country and capital level and makes recommendations for harmonisation – but no new data



2. Key Performance Indicators:

b) Cycling Infrastructure

- Common definitions are crucial
- Should also take into account quality factors + user satisfaction
- RISM Directive + EU Guidance can form starting point



2. Key Performance Indicators: c) Bicycle Business Performance

- Measuring the contribution of cycling to the economy
- Needs harmonised methodology



2. Key Performance Indicators

d) Health and Safety

- USE EXPOSURE DATA!!!
- Absolute numbers of accidents don't tell you much



2. Key Performance Indicators

d) Health and Safety

- Ongoing project at EU level:
SUMI – Sustainable Urban
Mobility Indicators
- ECF responsible for Indicator on
Active Modes Safety – using
fatalities data related to
exposure
- data to be collected from 2 cities
per EU country

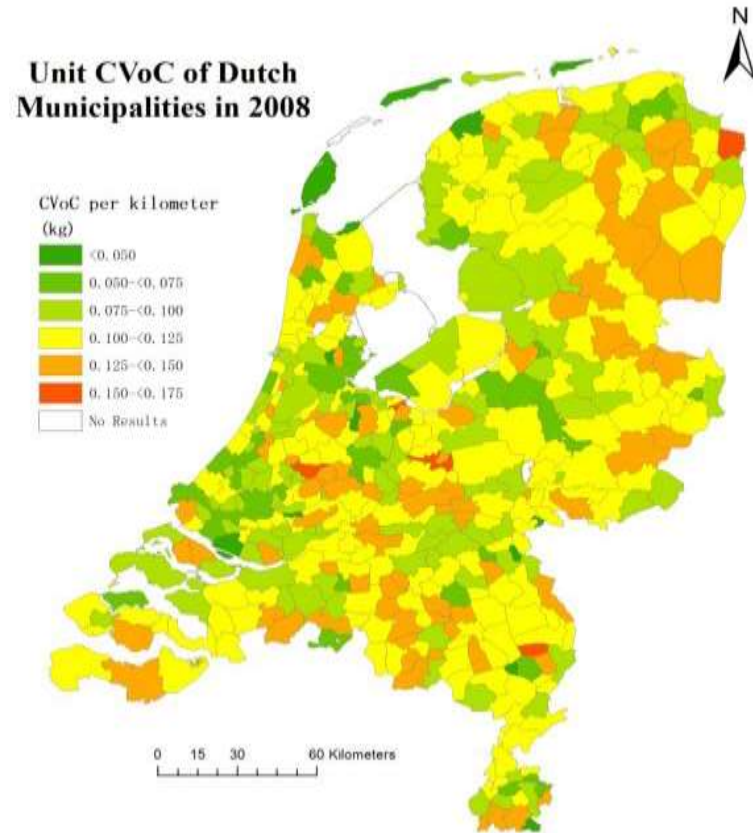
SUMI



2. Key Performance Indicators:

e) Climate

- Best Practice Example: Climate Value of Cycling project (NL)



Name	Pop-ulation	Total CVoC per year [tons CO ₂]	CVoC per capita per year [kg CO ₂]	Bicycle Passenger Kilometer Travelled (PKT) per capita per year [km]	Total Bicycle PKT per day [km]	Average cycling distance per person per day [km]	Cycling share in modal split [%]
Amsterdam	747,090	41,091	55	1,003	2,053,496	2.8	21%
Utrecht	294,740	27,140	92	1,290	1,041,470	3.5	22%
Groningen	182,480	26,055	143	1,644	821,832	4.5	36%
Eindhoven	210,330	25,986	124	1,284	739,869	3.5	26%
The Hague	475,680	22,064	46	735	957,249	2.0	18%
Rotterdam	582,950	20,014	34	538	859,363	1.5	14%
Tilburg	202,090	19,921	99	846	468,615	2.3	25%
Enschede	154,750	17,588	114	1,023	433,900	2.8	32%
Breda	170,960	15,137	89	913	427,714	2.5	24%
Amersfoort	141,210	14,721	104	999	386,524	2.7	27%



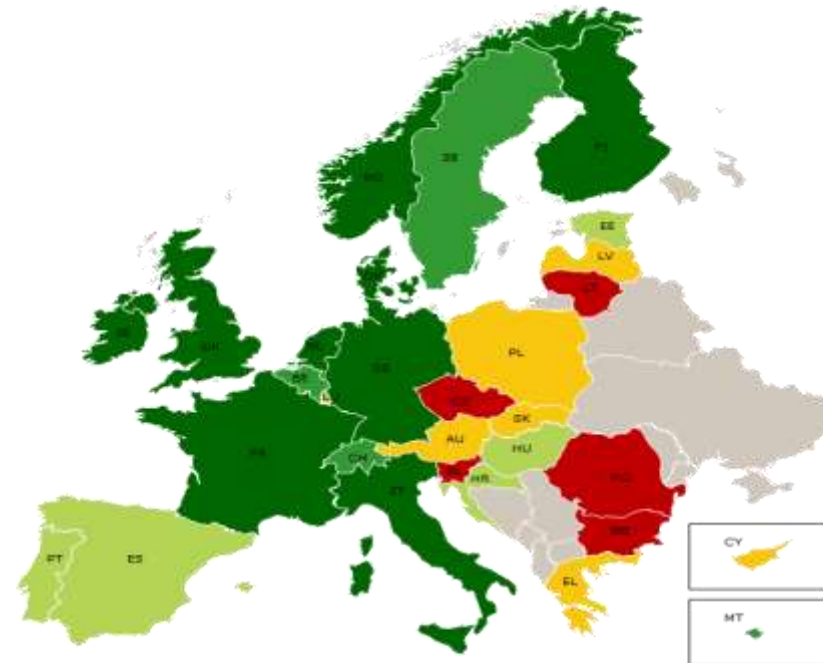
3. Common definitions + harmonisation

- Very basic definitions missing:
 - Bicycle
 - trip/stage
 - Urban area



3. Common definitions + harmonisation

- Harmonisation: ex-post measures to compare existing statistics without having to change time series



- Regular national surveys that provide all key indicators
- Regular national surveys that partially provides key indicators
- Regular national surveys that do not provide key indicators
- Ad-hoc national surveys
- No national surveys including active modes



4. Crowdsourcing + Big Data

- high potential for data collection
- Cost-efficient
- can be only as good as definitions + harmonisation methods applied



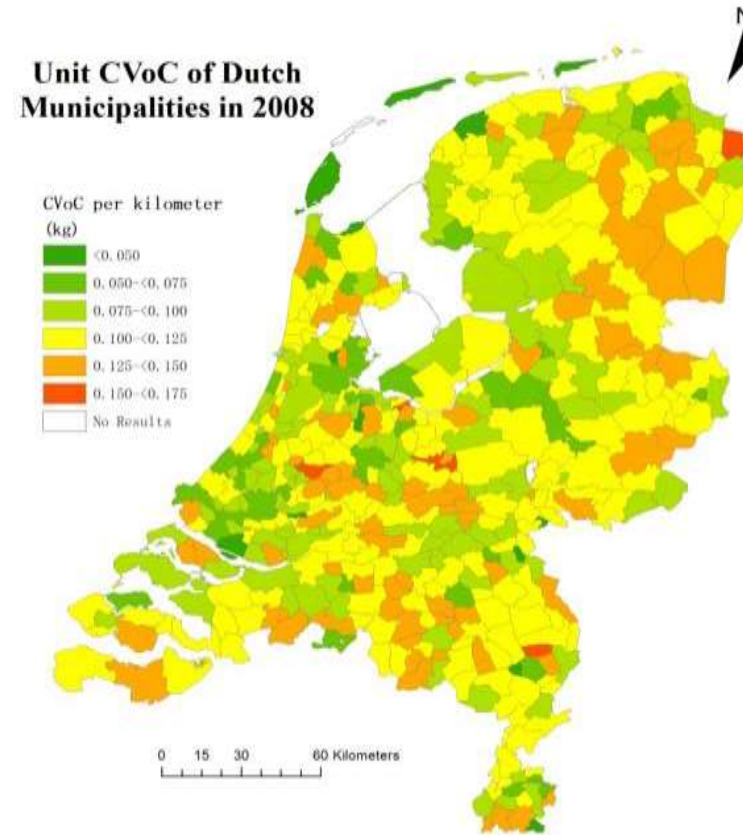
5. Conclusions

EVALUATE



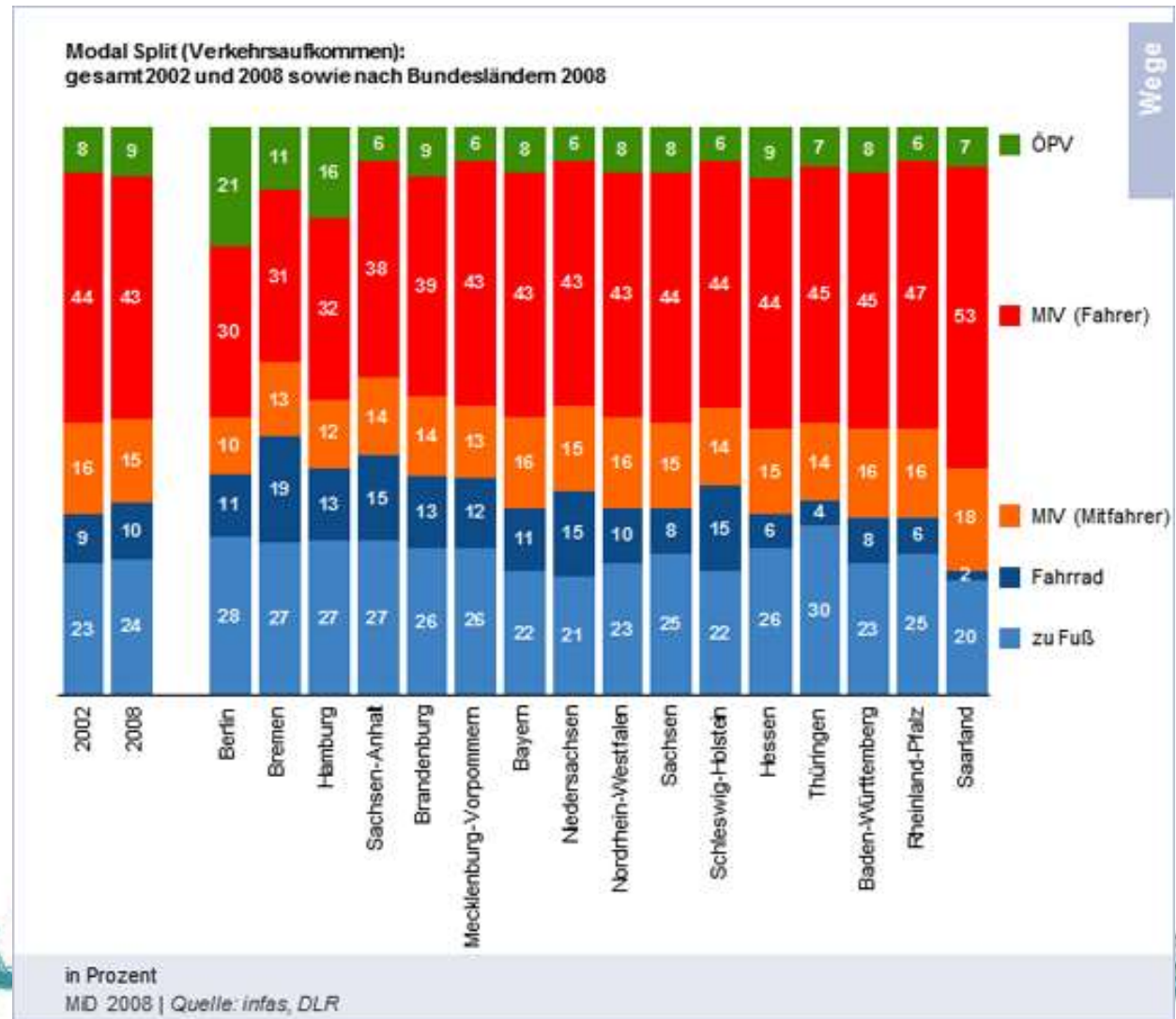
5. Conclusions

DEFINE KPIs



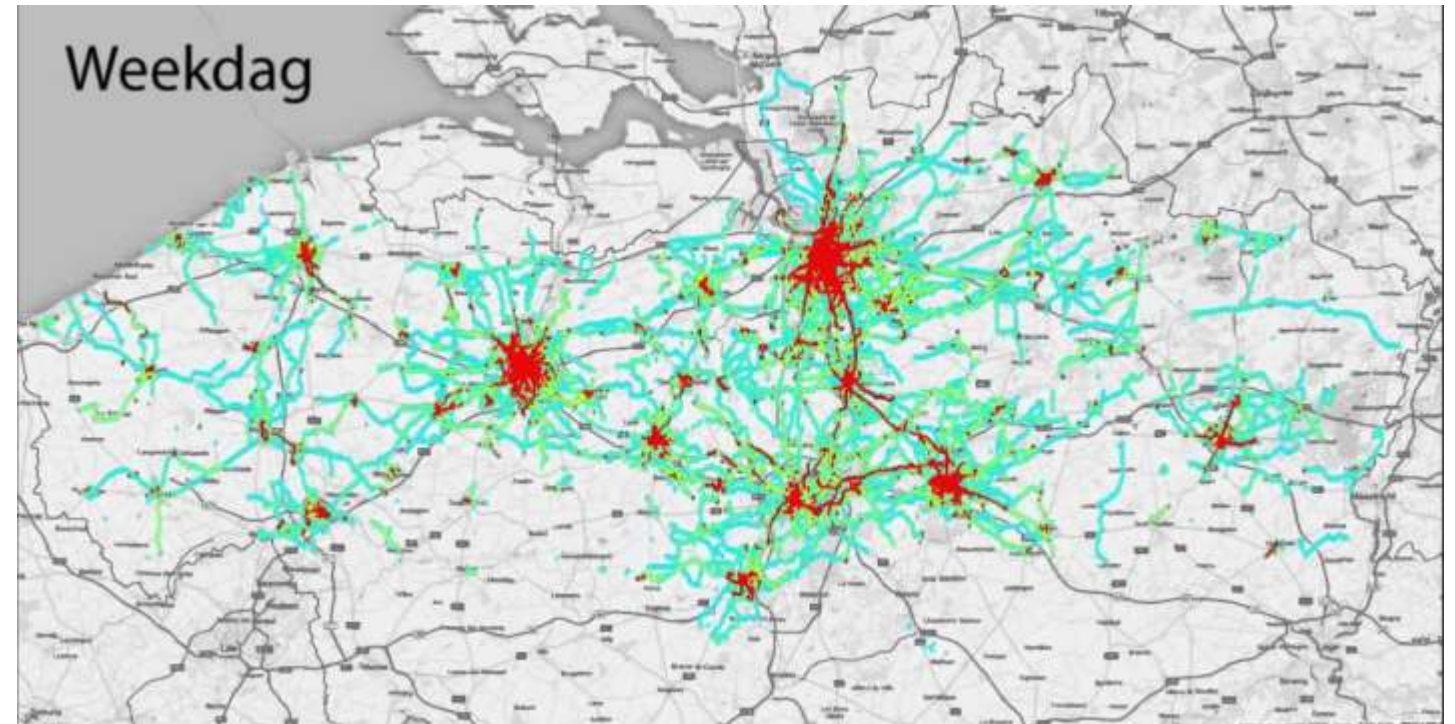
5. Conclusions

HARMONISE



5. Conclusions

EXPLORE BIG DATA





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Thank you

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