

# Is your city working for cycling?

Ten years of experience with city benchmarking from

Sweden



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# *Why would a cycling NGO engage in benchmarking municipalities?*

- *To **influence** municipalities to increase efforts for cycling.*
- *To **raise media attention** to cycling policies.*
- *To **support** municipalities in their efforts.*
- *To **strengthen** the role of cycling officers.*
  
- *To use municipal pride for its cause – beat the neighbour! –be best!*
- *To strengthen the cycling NGO:s position, media presence, influence*



# Possible approaches to cycle-benchmarking

	How good is it to cycle in X right now	How successful is X concerning cycling	How actively is X supporting cycling right now
<b>Objective measures, "hard facts"</b>	Quality measures, infrastructure facts, accident statistics, accessibility indicators	Modal share of cycling Increase of cycling	Indicators on actions, goals, funding, staffing
<b>Subjective measures, opinions, satisfaction</b>	How satisfied are the cyclists,	Satisfaction levels	?



# ***Kommunvelometer***

## ***Benchmarking municipal efforts for cycling since 2010.***

*2010: 17 municipalities*

*2017: 50 municipalities*

*2019: 48 municipalities*

*Representing around 50% of Swedens  
population*

*Since 2010: >100 municipalities participated  
at least once*



# What do we measure?



*Indicators for different areas of cycling policy:*

- *Investments in infrastructure & maintenance*
- *Information and marketing*
- *Activity level this year – what's being done.*
- *Cycle politics – policies, strategies*
- *Evaluation, measuring*

*Several indicators for each area.*

*Normalised for comparability between cities – mainly per capita*

*Top score levels – based on international best practice*



# How do we measure?

- *About 60 questions, information by the municipality*
- *Web-based questionnaire*
- *1/2 to 1 day of work for the municipality*
- *Quality-check*
- *Processing*

*Fact based.*

- *Do you have XXX?*
- *What was last years spending on XXX?*
- *Have you done YYY last year?*



*Scores calculated for each area based on the answers*

# Results – for individual municipality

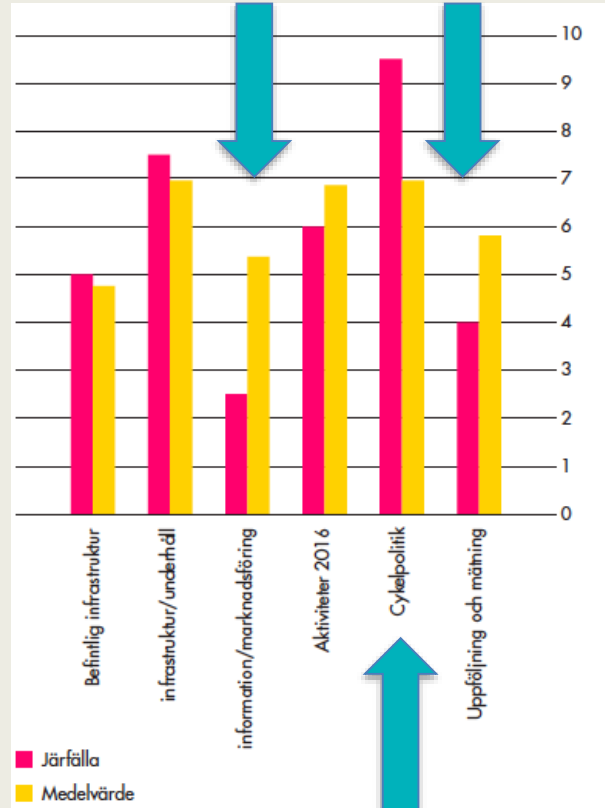
*Example:*

*Järfälla*

*34,5 out of 60 possible points*

*Investment:*

*40€/inh. and year*



*Areas of strength and weaknesses are easily identified.*

*That's where we praise or suggest interventions.*

*Recommendations for each participating city*

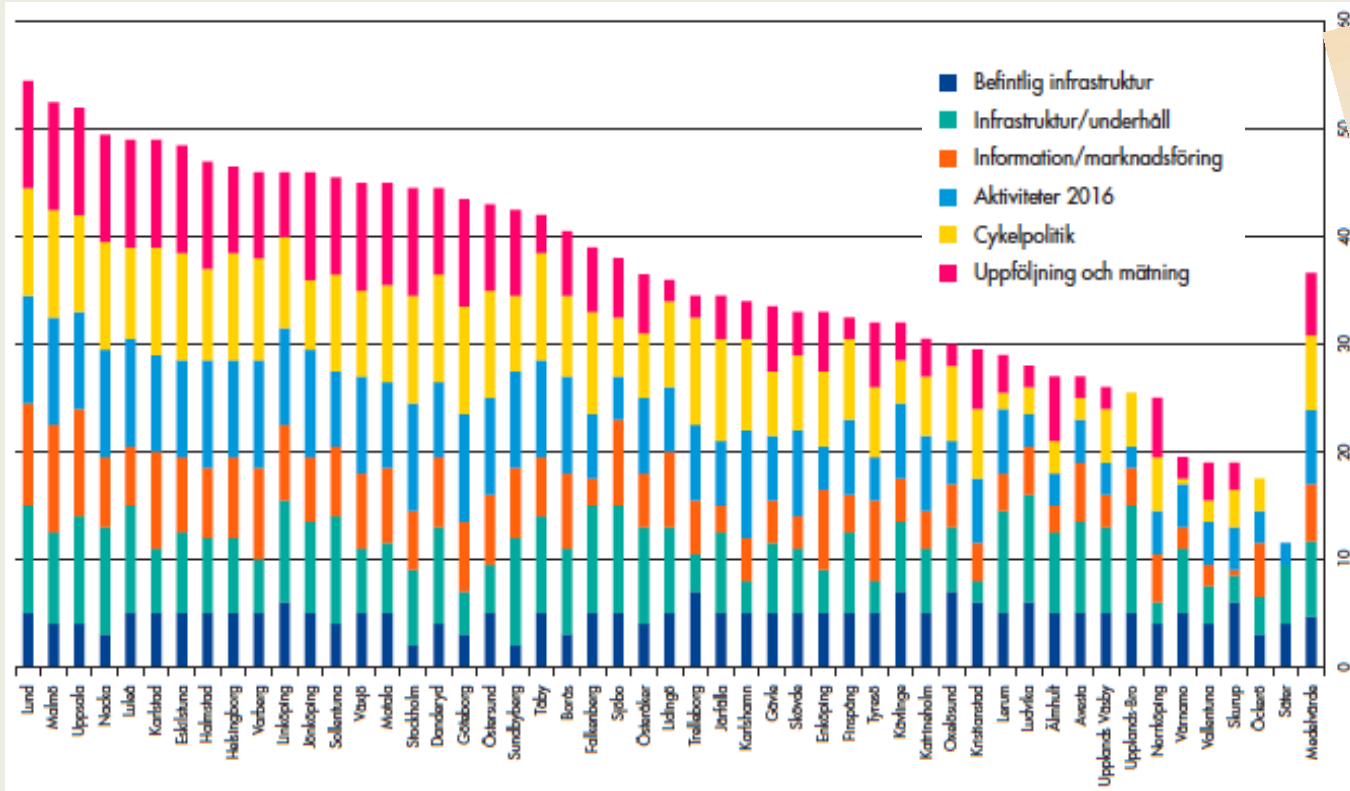
# Results – overall



*And the winner is....*

**Categories:**

- **Overall winner**
- **Large cities**
- **Medium**
- **Small city.**





# *Limitations and challenges*

- *We can't measure the quality of measures & actions*
- *Common misunderstanding – is the winner the best city to cycle in? No, but...*

# Concluding

- *It works. Simple but effective.*
- *Has had a clear impact on cycle policies.*
- *Has strengthened Cykelfrämjandets position*
- *The balance between cost & result needs to be right.*
- *Communication is key – the results in themselves are worthless.*



# *Thank you !*

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