Monitoring and Evaluation in the EU Cycling Strategy

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Rio de Janeiro, June 2018
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

• 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
1. Policy + Project Evaluation

• Best practice example: European Cycling Challenge
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: b) Cycling Infrastructure

- Common definitions are crucial
- Should also take into account quality factors + user satisfaction
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:

e) Climate

- Best Practice Example: Climate Value of Cycling project (NL)
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
4. Crowdsourcing + Big Data

• high potential for data collection
• Cost-efficient
• can be only as good as definitions + harmonisation methods applied
4. Crowdsourcing + Big Data

• Best practice example: Cycling Counting Week NL
5. Conclusions

EVALUATE
5. Conclusions

Define KPIs
5. Conclusions

HARMONISE
EXPLORE BIG DATA
Thank you

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