Is your city working for cycling?

Ten years of experience with city benchmarking from Sweden
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

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

- Quality measures, infrastructure facts, accident statistics, accessibility indicators

Subjective measures, opinions, satisfaction

- How satisfied are the cyclists,
- Satisfaction levels

How actively is X supporting cycling right now

- Indicators on actions, goals, funding, staffing
Kommunvelometer
Benchmarking municipal efforts for cycling since 2010.

2010: 17 municipalities
2017: 50 municipalities
2019: 48 municipalities

Representing around 50% of Sweden’s 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 indictors 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
- ½ 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 of 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 strengthen Cykelfrämjandets position

• The balance between cost & result needs to be right.

• Communication is key – the results in themselves are worthless.
Thank you!

Michael Koucky  michael.koucky@koucky.se  www.koucky.se