

PQN Key Messages

Key Messages:

1. There is more to walking than walking. It is a **complex** issue, but a focus on the pedestrian will make meeting people's needs easier and more likely. The complexity is often underestimated.
2. We can expect **dramatic** changes in the needs of pedestrians in the future as the population ages and our dependency on cars increases.
3. If policy is to be successful in supporting walking and sojourning, a multi-layered integral policy development and implementation is needed, logically **cascading** from our increased understanding of pedestrian needs, into adequate policy preconditions and policy measures:
 - i. Take care that optimal preconditions for successful policy making are in place: knowledge about issues and how they come about, properly educated staff, sufficient time and financial budgets, open communication and an optimal organisation, where walking and sojourning are seen as a source for wealth and health, and then:
 - ii. Focus on measures to improve fundamental (strategic) conditions for individuals that make it easy to decide for walking and sojourning in public space: information, proximity, to feel at home, safety, security, independence, social connections and activities, free use of public space, equity, Convivial, Convenient, Connected, Conspicuous, Comfortable. And then:
 - iii. Focus on measures that make route choice, choices of places to cross and functional behaviour easy. Take measures to prevent latent problem causes. Conspicuousness and unambiguousness are key values. And then:
 - iv. Focus on the pedestrians' operational opportunities to deal with concrete situations and his skills to cope with actual conditions. Forgivingness and free and unobstructed use are key values.

Functional Quality Needs

1. Pedestrian needs should be addressed in a comprehensive way. People walk for different purposes: to get from A to B, to connect other modes and to sojourn. Some information is available about people's **mobility** and their safety (in relation to traffic) but less is known about sojourning and its safety (in relation to falls). Attention should be given to:
 - Two types of mobility: from A to B and as part of trips by other modes
 - Sojourning, as an objective by itself
 - Safety and security, including traffic safety and non-traffic safety and security issues
2. Investment to create quality environments for pedestrians should comprehensively address education, planning, design and engineering, legislation and enforcement and public participation. Such investments should be part of a co-ordinated programme to achieve the full potential of a systems approach.
3. It is critical to **coordinate** a programme which educates, plans, engineers and enforces an improvement for the pedestrian which is not contradicted by other policies or measures. Detailed information exists to assist with the **design** of individual investments to benefit pedestrians but it can easily lead to a **fragmented**, uncoordinated programme which misses the opportunity to realise the full potential gained by a more systematic approach.



Perceived Quality Needs

1. **Target Groups** – Those who have no choice but to walk have different needs from those who have a choice. There are many different types of walking and walkers with different types of exigencies. Dramatic changes in the future will add to the diversity of groups, certain groups grow, other groups may vanish, new groups will emerge
2. Meeting only the **basic needs** of pedestrians will not always be enough to compete with the attraction of other modes where they are an option. Meeting the needs of motorists is often given a priority and is quite comprehensive by comparison.
 - a. How will walking be perceived in the future? The image should be considered on all levels of policy. The perception and the product characteristics leading to an enhanced image should cover all levels. Different incentives will be necessary on different levels.
 - b. People walk for different purposes, leading to different target groups (e.g. those who can choose and those who cannot). They can be distinguished according to age, income level, ethnicity, gender, religion, social layer, health and abilities. Perceived lack of security, comfort, aesthetics etc. can keep people from walking.
 - c. People need consistent signals, and an integrated approach using interdisciplinary knowledge and varied expertise with necessary power to influence the environment is necessary.
 - d. The group with no choice consists of the elderly, the poor, some disabled, or even those who are or will become disabled by urban structure (long distances, lack of public transport). The preconditions for mobility can change, for instance by energy price.
 - e. For those who have a choice we need more sophisticated thinking and design, e.g. exclusivity, on the other hand we also need solidarity and mixture of different people and activities.
3. **Interdisciplinary work** is needed if the full needs of pedestrians are to be met.
 - a. Related to the integrated approach, we need measures to improve infrastructure, communication and design also related to how we perceive things.
 - b. A walkable city is possible if needs of the different groups are considered, combined with walking integrated to multimodality.

The future of walking

1. Plans are required now to meet the needs of an ageing society and their associated demands to be healthy and have their leisure time fulfilled. It is important to plan and intervene today for the future needs of a changing society:
 - becoming older
 - with increasing inequalities
 - asking for healthier lifestyles
 - with higher expectations for leisure and tourism
2. It is important to create inclusive public spaces:
 - in city centres and suburban areas
 - avoiding social exclusion due to gentrification
 - developing interpersonal communication
 - learning from the past and seizing the opportunities of new technologies



3. We need to learn from existing successes; be proactive with our planning for suburban areas; safeguard the social inclusivity of public spaces; and grasp the opportunity presented by new technology to ensure our communities are inclusive and equitable.
4. The impact of climate change and energy prices needs planning now to increase the resiliency of pedestrian's needs and reduce the potential of a growing social inequity. It is important to anticipate the impact of increasing energy prices and climate change:
 - making provisions for more people walking for longer distances
 - making provisions for multi-modal mobility, especially walking and public transport
 - ensuring high quality of life for all
5. A city with priority to pedestrians is imaginable and possible:
 - a high proportion of walking people, with cycling and public transport and a low proportion of cars (5%)
 - a high quality of the urban environment.

Key Messages regarding Measuring Walking

1. Measure it!
2. It is vital to measure walking to inform policies and enable the assessment of their outcomes. Adequate data and information on walking and sojourning are essential for developing effective and efficient policies. More and better data and information are needed specifically about:
 - pedestrian mobility as part of trips by other modes
 - sojourning in public space
 - pedestrian accidents that do not involve a vehicle
 - security
3. Measurement needs to be comprehensive, focused on the characteristics of walking and adhere to international minimum standards.

Key Messages regarding Policy process

1. A policy will be more functional and effective if the **content, process and context** are considered equally and coherently.
2. A systems approach is likely to lead to a more **comprehensive, visible and valuable return** from interventions.
3. When there is a commitment to improve the experience of a pedestrian there is a wider benefit to **society**, too.

