



PATH
Partnership for
Active Travel and Health



Measuring Active Travel Success

Executive Summary





EXECUTIVE SUMMARY

With ambitions to generate more action and investment for walking and cycling, we need to know when we have achieved our goals and made a difference.

We need to measure impact. However, most active travel policies do not do this very well. Evaluation can communicate success, help with funding and ensure impact on climate change mitigation, support for public transport, reduced pollution, lives saved, public health benefits and more vibrant, inclusive and equitable societies.

EXECUTIVE SUMMARY (Cont'd)

PATH is responding to the need for a measurement system to support the active mobility template actions, proposing an international approach to measuring active travel success.

The aim is to help communities, governments and investors to translate more of national active travel ambitions into funded, delivered and valued action. Existing tools and approaches are often not being adopted due to their complexity, cost or limited scale. This guide seeks to support consistent, coherent approaches to measuring that enable comparison, with this accessible and reliable approach.

The measures are purposely tied to the PATH Active Travel Policy Template and focus on measuring activity, safety, security, accessibility, comfort and satisfaction, linked directly to its recommended goals. (see figure 1).

This framework of key measures borrows agreed and established global systems from the SDG monitoring system. Six of the 14 outcome measures are promoted in the first instance with recommendations for further measures to also be adopted where resources allow. Collectively they promise to provide insights that hopefully inspire more action and benefits to people walking and cycling.

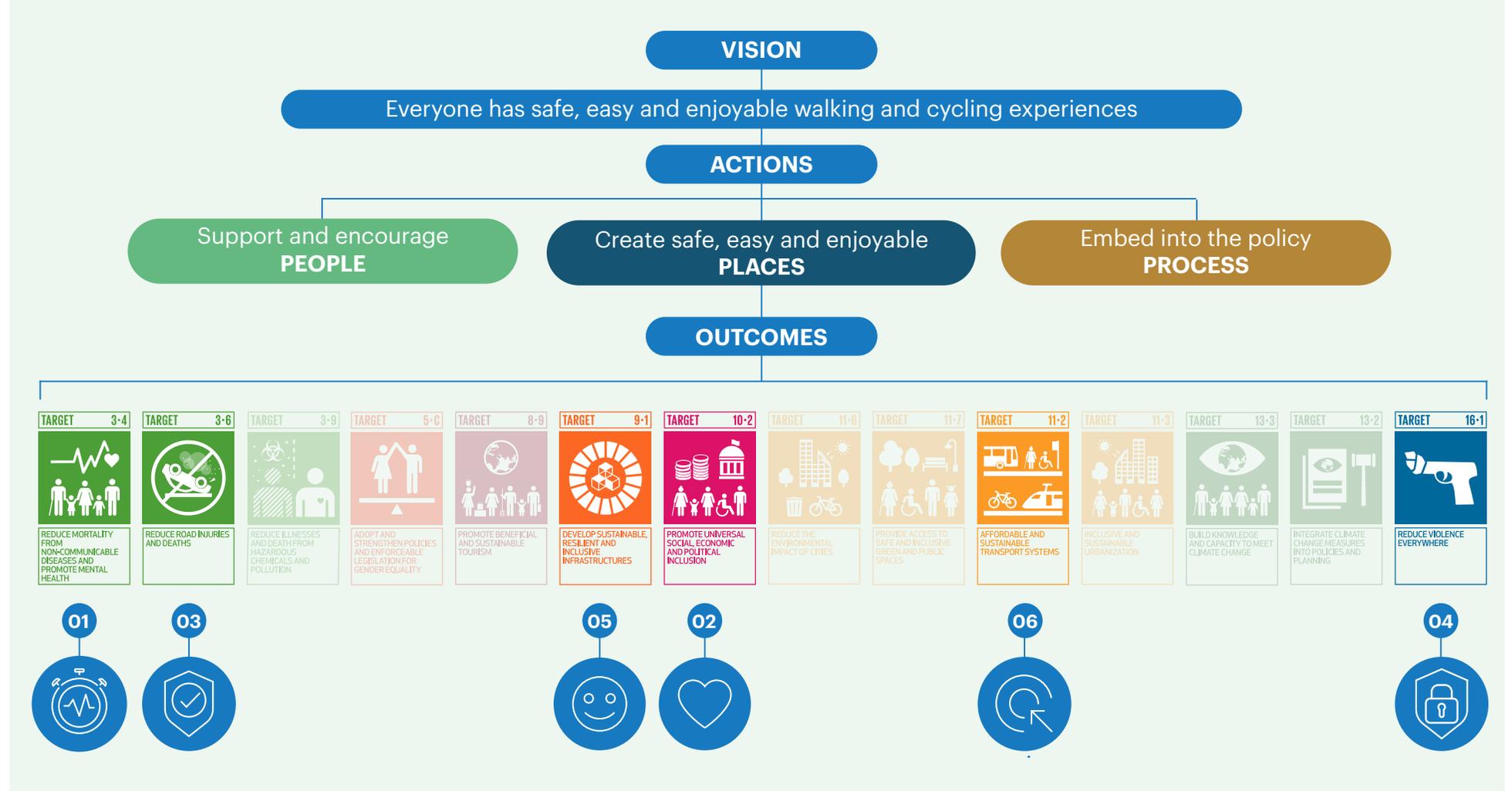
This guide aims to help communities, governments and investors translate more of their walking and cycling ambitions into funded, delivered and valued action and outcomes, so that:

- **Communities** are more engaged and enabled to walk and cycle
- **Governments** are more confident and effective at creating more walkable and cyclable places
- **Investors** are more willing to embed walking and cycling into their funding processes and priorities.

This is a first attempt at a comprehensive system connecting visions to outcomes and performance. Feedback is encouraged from academics, practitioners, communities, politicians and investors to improve it further while maintaining an affordable, universally applicable and insightful system. **Our shared goal remains to ensure the growing momentum for walking and cycling policy is funded, delivered with measurable benefits felt by: people locally, nationally and regionally around the world.**

THE MEASURING SUCCESS MATRIX

Informed by relevant existing SDG targets



- 01** ACTIVITY
- 02** SATISFACTION
- 03** SAFETY
- 04** SECURITY
- 05** COMFORT
- 06** ACCESSIBILITY

Figure 1: The measuring success matrix, informed by relevant existing SDG targets.

EXECUTIVE SUMMARY (Cont'd)

For each Objective, outcome and performance measures are considered and a methodology recommended so that baselines can be collected, and values created to inform future investment. The 6 measures are taken from the available Global Data Sets hosted by different agencies. These data sets have their own, existing criteria and protocols.

From this starting point additional data can be collected and more insights gained to answer the 6 key active travel policy questions:

-  → **01 ACTIVITY** → Does **everyone** walk or cycle **regularly for transport/leisure**?
-  → **02 SATISFACTION** → Does **everyone** perceive walking and cycling **as a positive experience**?
-  → **03 SAFETY** → Is **anyone** who is walking and cycling **at risk of being hurt by other road users**?
-  → **04 SECURITY** → Is **anyone** who is walking and cycling **at risk of being a victim of crime**?
-  → **05 COMFORT** → Does **everyone** who is walking and cycling **have sufficient space and facilities to support their needs**?
-  → **06 ACCESSIBILITY** → Is **everyone** able to **conveniently reach public transport and other key destinations** on foot and also by bike?

By collecting answers to these questions communities, governments and investors will be able to jointly agree: **A plan for action, where to best implement it, who benefits the most from it and how to value its overall impact.**





01



ACTIVITY



POLICY GOAL QUESTION

Does everyone walk or cycle regularly for transport /leisure?



POLICY OBJECTIVE QUESTION

Has the number of minutes walked or cycled per day increased during the policy implementation period?



PATH POLICY MEASURE

The average minutes walked and / or cycled per day per person.



TOOL

Questionnaire

How much time do you spend walking on a typical day and also how much time do you spend cycling on a typical day?

of minutes walking
of minutes cycling



TARGET

At least a 15% increase in walking and cycling

(targeting the least active)



CUSTODIAN AGENCY

World Health Organisation



LINKED OUTCOME SDG

3.4: Reduce mortality from non-communicable diseases and promote mental health

02



SATISFACTION



POLICY GOAL QUESTION

Does everyone perceive walking and cycling as a positive experience?



POLICY OBJECTIVE QUESTION

Is there an increase in the percentage of people perceiving walking and cycling as a positive experience during the policy implementation period?



PATH POLICY MEASURE

% of people that perceive walking and cycling as a positive experience.



TOOL

Walkability /
Bikeability Apps

How positive or negative do you perceive your walking / cycling experience? (Very positive, positive, neutral, negative, very negative)



TARGET

At least 65%
positive reports

(targeting young people, women, the disabled, older people and those with low incomes)



CUSTODIAN GUARDIANS

Walking and cycling advocacy organisations



LINKED OUTCOME SDG

10.2: Promote universal social, economic and political inclusion



03



SAFETY



POLICY GOAL QUESTION

Is anyone who is walking and cycling at risk of being hurt by other road users?



POLICY OBJECTIVE QUESTION

Has the number of people that have been killed or injured by other road users while walking or cycling reduced during the policy implementation period?



PATH POLICY MEASURE

The number of pedestrians and cyclists being killed or injured in traffic.



TOOL

Police report / hospital data analysis

How many pedestrians and cyclists were injured in road crashes in the previous year?

Fatally injured (Death within 30 days of the road crash) + seriously injured (hospitalised at least 24 hours) + slightly injured (hospitalised less than 24 hours or not hospitalised).



TARGET

At least 50% decrease in the number of casualties who were people walking and cycling



CUSTODIAN AGENCY
World Health Organisation



LINKED OUTCOME SDG

3.6: Reduce road crash injuries and deaths

04



SECURITY



POLICY GOAL QUESTION

Is anyone who is walking and cycling at risk of being a victim of crime?



POLICY OBJECTIVE QUESTION

Do people (especially women) feel safer when walking alone at night in the neighbourhood where they live during the policy implementation period?



PATH POLICY MEASURE

% of people that feel safe walking alone after dark in the area where they live.



TOOL

Questionnaire

How safe do you feel walking alone in your neighbourhood after dark and what is your gender? (Very safe; safe; unsafe; very unsafe + Gender).



TARGET

At least 80% of people feel safe walking alone at night + an equitable balance between genders.



CUSTODIAN AGENCY

United Nations Office on Drugs and Crime (UNODC).



LINKED OUTCOME SDG

16.1.4: Proportion of population that feel safe walking alone around the area they live after dark.

05



COMFORT



POLICY GOAL QUESTION

Does everyone who is walking and cycling have sufficient space and facilities to support their needs?



POLICY OBJECTIVE QUESTION

Is the percentage of urban roads meeting the minimum needs, or better, for pedestrians and cyclists increasing during the policy implementation period?



PATH POLICY MEASURE

% of urban roads that are meeting the minimum needs of pedestrians and cyclists.



TOOL

**Walkability /
Bikeability audit**

Pedestrian and cyclist audits focused on accessibility, safety, security and comfort.



TARGET

All new roads built to a 3-star or better standard and 75% of travel is on roads rated 3-star or better.



CUSTODIAN GUARDIANS

Global Designing Cities Initiative /
International Road Assessment Programme



LINKED OUTCOME SDG

9.1: Develop sustainable, resilient and inclusive infrastructures



06



ACCESSIBILITY



POLICY GOAL QUESTION

Is everyone able to conveniently reach public transport and other key destinations on foot and also by bike?



POLICY OBJECTIVE QUESTION

Is the percentage of people with good access to public transport, everyday services, public space, bike sharing and sustainable tourism increasing during the policy implementation period?



PATH POLICY MEASURE

% of people within convenient access of public transport.



TOOL GIS analysis

Identify public transport stops; create 500m service areas for each stop and calculate the number of people living within the service areas.



TARGET

At least 75% of the population have convenient access to public transport. (A safe, comfortable and enjoyable walk within 10 minutes from home).



CUSTODIAN AGENCY United Nations Habitat



LINKED OUTCOME SDG

11.2: Affordable and sustainable transport systems



PATH is a coalition calling on governments and cities to make a real commitment to walking and cycling as a key solution to the climate, health and equity challenges which we face.

The PATH coalition seeks to unlock walking and cycling's potential to accelerate the achievement of climate goals and other sustainability benefits, through greater prioritisation and investment, including through national transport, health and environment strategies and through Nationally Determined Contributions and Voluntary National Reviews.

PATH is composed of more than 500 leading organisations in the sustainable mobility community who collaborate to promote walking and cycling. It is coordinated by a core group consisting of the FIA Foundation – who are funding the coordination work – Walk21, the European Cyclists' Federation and the UN Environment Programme.

This policy template was supported by the generous funding of The FIA Foundation. The FIA Foundation is an independent UK-registered charity, working closely with grant partners to

shape projects and advocate to secure change in policy and practice. Our objective is safe and healthy journeys for all. Through partners with global reach, we are supporting safer vehicles and highways, clean air and electric cars and greater mobility access and inclusivity.

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