

## Abridged version

Subject: Policy and measures to promote walking  
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The project has the aim

- ? to show the benefits of walking,
- ? to show examples of measures to promote walking,
- ? to investigate effects of infrastructural measures on walking and
- ? to recommend measures to municipalities as well as to the federal republic and the federal states in order to promote walking.

The benefits and measure examples were shown on the base of literature studies and interviews with experts. 950 pedestrians and 80 car-drivers were questioned at five newly constructed connecting paths or improved urban roads. Investigations were made on

- ? their judgement of the paths and roads,
- ? the development of their routines of walking and
- ? the development of their routines of destination.

Promotion of walking has important effects on strategies in urban development as e. g.

- reduction of land use,
- strengthening of urban centres and urban districts,
- mobility adapted to urban surroundings and
- strengthening of the diversity of retail trade.

Walking promotes health. It strengthens the mental, motor and social abilities of children. Public investments in pedestrian networks have very positive benefit-cost-ratios.

Targeted promotion of walking by information and marketing motivates people to walk more often. It even motivates people to walk instead of using the car on short distance trips.

Pedestrians - and even car-drivers – assess each of the five new constructed or improved pedestrian facilities very positively. The connecting paths and the improved roads have positive effects on walking. Especially a new connecting path of about one kilometre length - reducing too the distance for pedestrians - has motivated 60-70 % of pedestrians to walk more often between the surrounding urban districts. Another new

constructed connecting path has motivated 15-20 % of pedestrians to walk more often between the surrounding urban districts. Improvements of existing connecting paths or roads have motivated about 5 % of pedestrians to walk more often.

Additionally, the connecting paths have motivated more people to choose more often destinations in the surrounding urban districts.

In order to enforce promotion of walking, municipalities should establish concepts for walking as a mean mode of transport as well as access to public transport. The federal republic and the federal states should improve information on benefits of walking. Promotion of walking should be integrated in a policy context and it should be given an institutional framework.