

# *The Power of Benchmarking*

*Can benchmarking influence cycling policies?*

*Eight years of experience from Sweden*



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PARTNERS**

SUSTAINABLE TRANSPORT CONSULTANTS

# *Why benchmarking?*

## *What's the goal?*

- *Comparison between peers*
- *To show relative position, "Who's best?"*
- *To show possibilities and potential for improvement.*
- *To follow up development over time*

# *Possible approaches to cycle-benchmarking*

	How good is it to cycle in X right now	How successful is X concerning cycling	How actively is X supporting cycling right now
<b>Objective measures, "hard facts"</b>	Quality measures, infrastructure facts, accident statistics, accessibility indicators	Modal share of cycling Increase of cycling	Indicators on actions, goals, funding, staffing
<b>Subjective measures, opinions, satisfaction</b>	How satisfied are the cyclists,	Satisfaction levels	Cyclists impression

# Possible approaches to cycle-benchmarking

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<b>Subjective measures, opinions, satisfaction</b>	How satisfied are the cyclists,	Satisfaction levels	?

# *How good is good enough?*

## *Does it do the job?*

- ***Reliable, tangible results***
- ***Can you trust the outcome?***



## *Cost – time/money*

- ***Level of detail***
- ***Precision***
- ***Number of indicators***
- ***Data collection***
- ***+++***

# *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*



# Enters: Cykelfrämjandets kommunvelometer



***Benchmarking municipal efforts for cycling since 2010.***

# What do we measure?



*Indicators for six areas of cycling policy:*

- *Existing infrastructure*
- *Investments in infrastructure & maintenance*
- *Information and marketing*
- *Activity level this year – what’s being done.*
- *Cycle politics – policies, strategies*
- *Evaluation, measuring*



*Several indicators for each area.*

*Normalised for comparability between cities – mainly per capita*

*Maximum score of 10 for each area.*



# How do we measure?

- *About 60 questions, information by the municipality*
- *Web-based questionnaire*
- *1/2 to 1 day of work for the municipality*
- *Quality-check*
- *Processing*

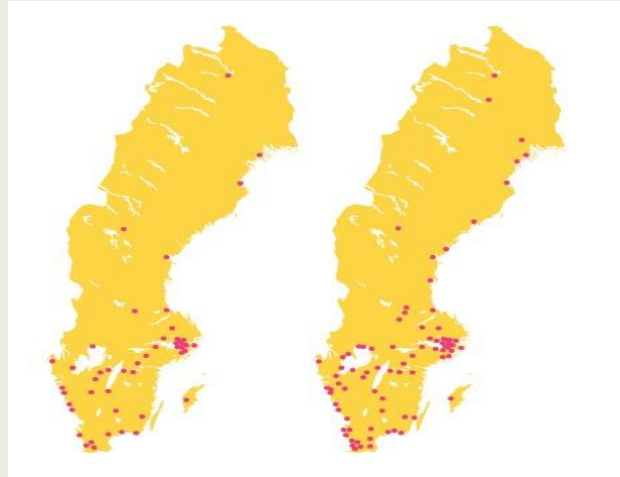


# Who participates?

*2010: 17 municipalities*

*2017: 50 municipalities,  
representing >50% of Swedens  
population*

*Since 2010: 95 municipalities  
participated at least once*



2016

Since 2010



# Results – for individual municipality

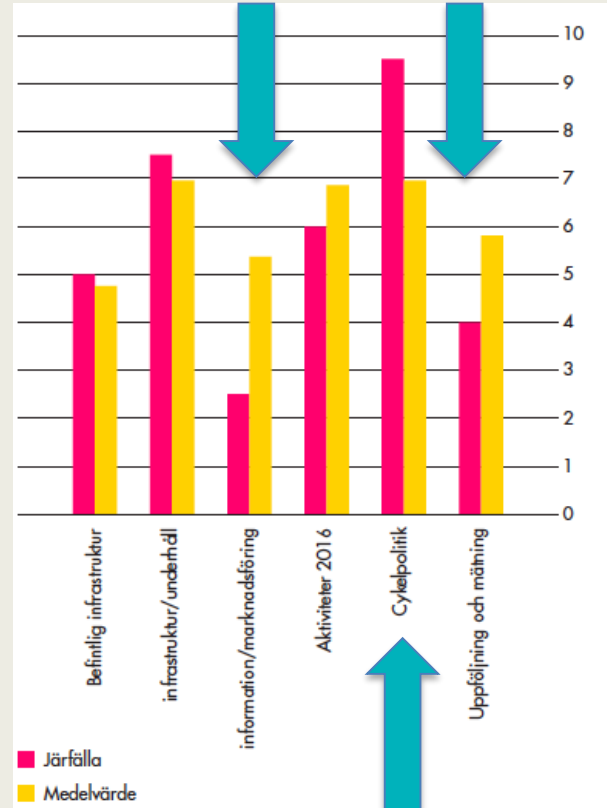
*Example:*

*Järfälla*

*34,5 out of 60 possible points*

*Investment:*

*40€/inh. and year*

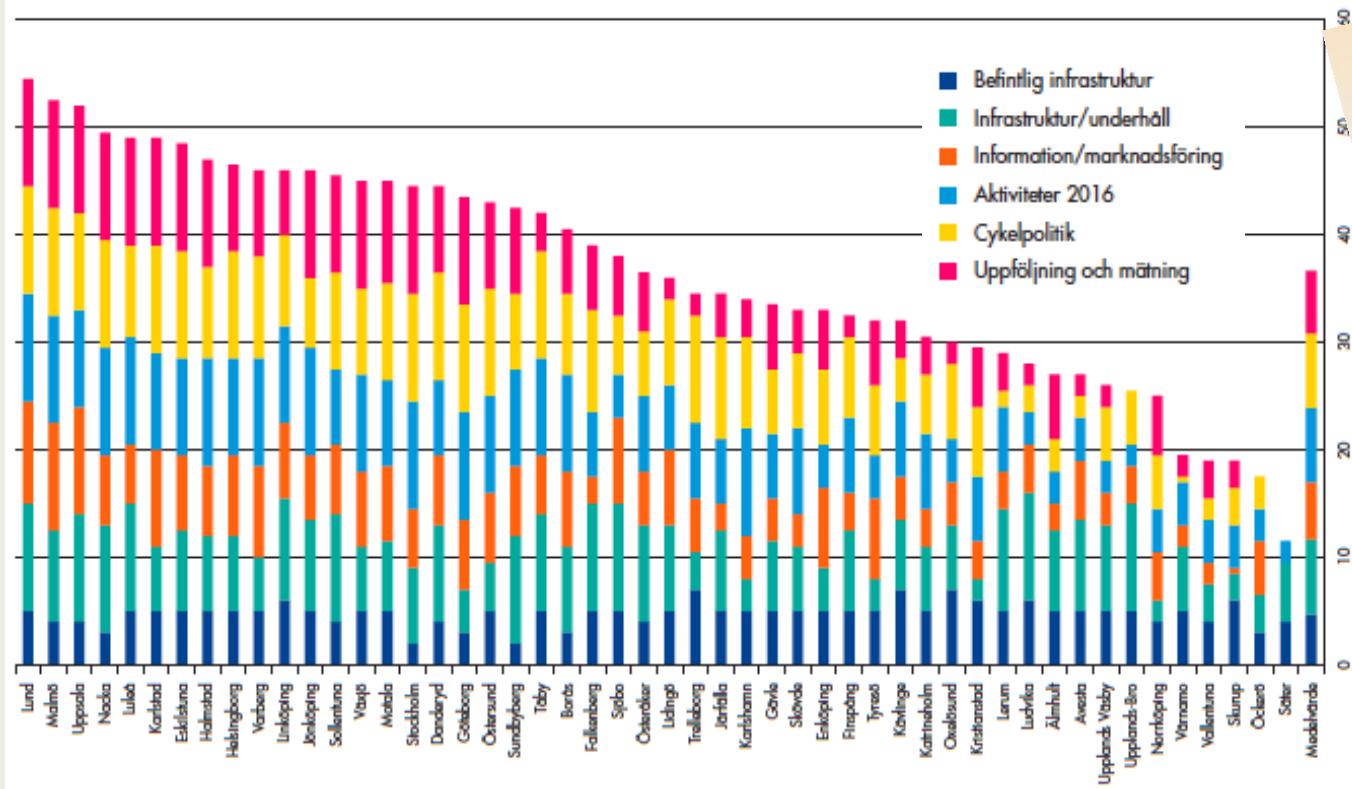


*Areas of strength and weaknesses are easily identified.*

*That's where we praise of suggest interventions.*

*Recommendations for each participating city*

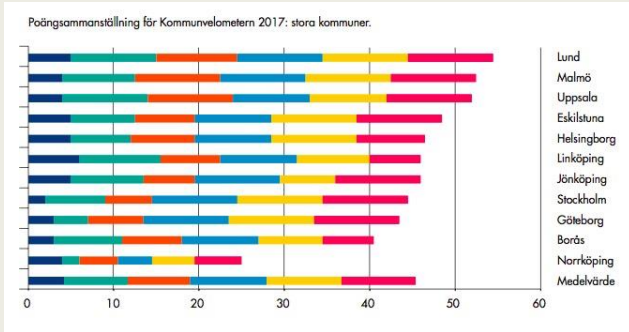
# Results – overall



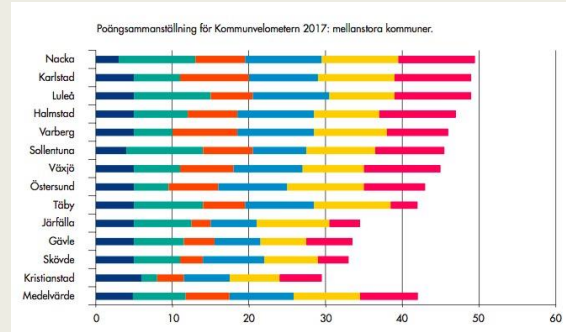
*And the winner is....*

# Results – categories

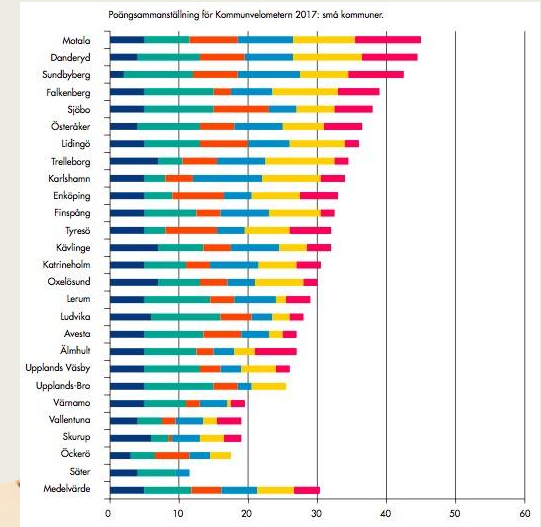
## Large



## Medium



## Small



**More winners – more happy faces!**

**But also – more competition between municipalities.**



# Communication



***Award ceremony!***

***Press releases:***

- ***nationally (national media)***
- ***tailored for each participating municipality (local media)***



*Prisutdelningen ägde rum den 9 maj. Från vänster: Leif Jönsson, Malmö stad, Jan Carlson, Cykelfrämjandets ordförande och Anna Karlsson, Lunds kommun.*

***Individual visits to municipalities, presenting results and advice on improvements, involving local cycling NGO-members***

# Impact

- **Very high take-up in media, especially locally.**
- **Changes in cycle strategies – priority setting**
- **Political goals to score higher, become "best"**
- **Established cooperation between several cities and Cykelfrämjandet**
- **Average score is raising: +1,5 points since last year**
- **Repetitive participants: 78% are becoming better**



## Eskilstuna 15:e bäst på cykling

Eskilstuna Eskilstuna är 15:e bästa kommun i landet när det gäller att satsa på cykling. Det är Cykelfrämjandet som värdar för svenska kommunernas cykelvänlighet. Eskilstuna kommun placerar sig på 15:e plats i Cykelfrämjandets Kommunindex 2012. Cykelfrämjandets granskar årligen hur mycket svenska kommuner satsar på cykling. Det här skriver Cykelfrämjandet i ett pressmeddelande.



## Lund och Malmö cykelbäst

Malmö. Det är stor skillnad på hur svenska städer satsar på sina cyklistar. I topp ligger Lund och Malmö i, konstaterar cykelfrämjandet. Cykelfrämjandets Kommunindex 2012 är det senaste Lund och Malmö. Första året konstaterar systemet på andra plats, men i år har det en fördelning för cykelintresserade på cykling. Staden har haft en tydlig plan, satsat på cykling och tilltippat cykelvägar, även cykelvägar. "Detta är ett utmärkt ledar till bättre bilar, snabba cykelvägar och tydliga stigar genom snåriga backar och slättar", skriver cykelfrämjandet. Helsingborg, Karlstad och Västerås kommer efter Malmö/Lund och håller också god internationell standard. Granskar ett kommuner på Cykelindex och på cykelindex.se

# *Limitations and challenges*

- *We can't measure the quality of infrastructure & actions*
- *Common misunderstanding – is the winner the best city to cycle in? No, but...*
- *Continuity and comparability vs. The new and exciting.*



# Concluding

- *It works. Simple but efficient.*
- *Has had a clear impact on cycle policies.*
- *Has strengthened Cykelfrämjandets position*
- *The balance between cost & result needs to be right.*
- *Communication is key – the results in themselves are worthless.*



# *Thank you !*

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