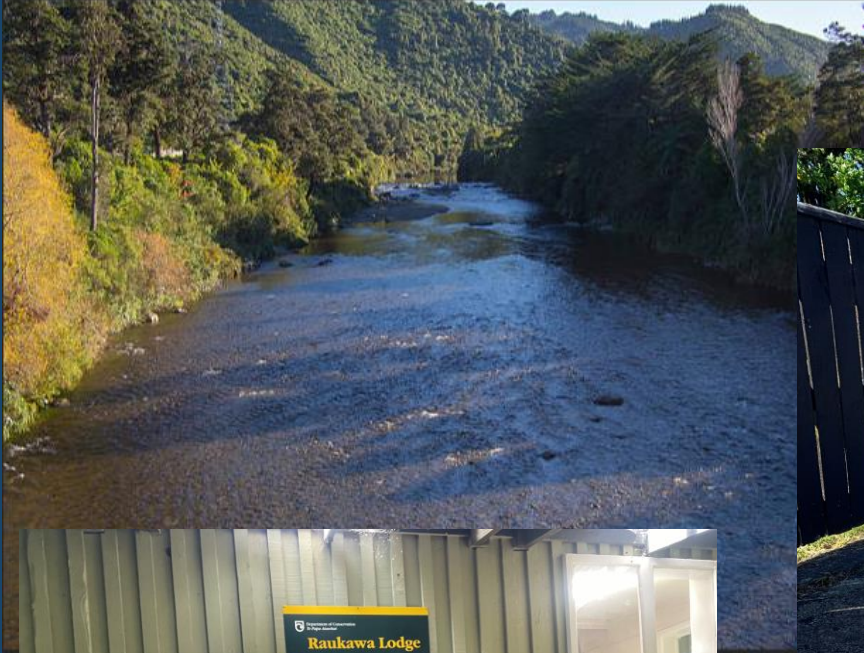


# Counting Pedestrians, Cyclists, and...

Future proofing and making  
use of existing data



# About me...



# National Pedestrian and Cycle Counts

## Why?

- Understand national and regional trends (eg benefits realisation, impacts of wider transport decisions on walking and cycling)
- National reporting (Statement of Performance Expectation)
- Locally – project-level design and monitoring
- Support investment where there are existing volumes or reliably forecasted demand (GPS 2024)

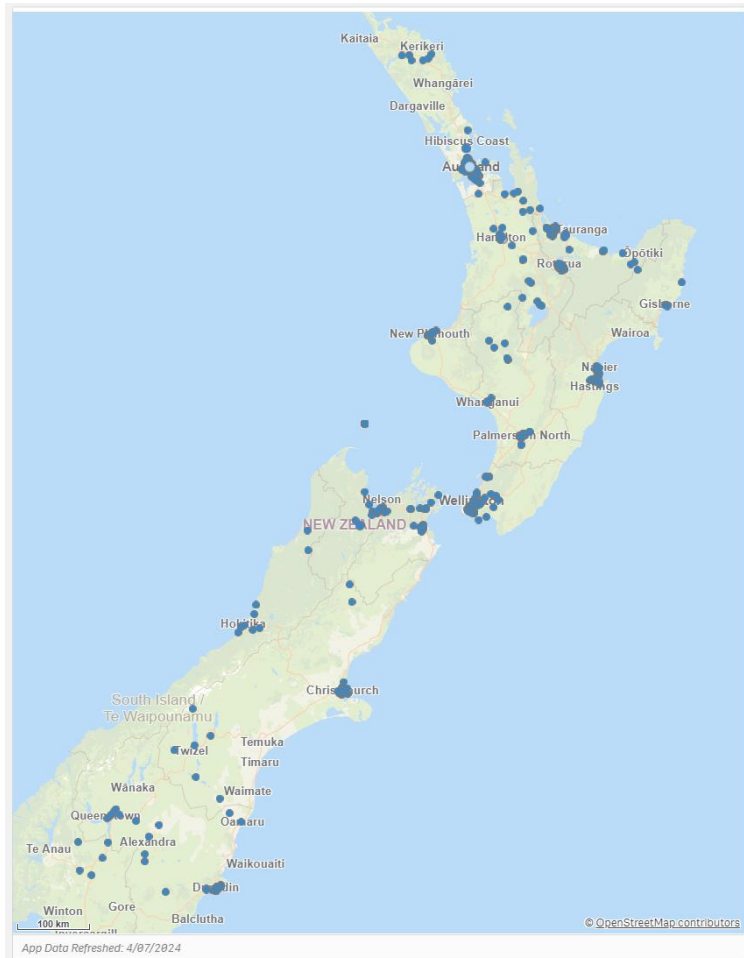
### Strengths

- Can be more granular and sensitive to change than surveys like the Census and Household Travel Survey.

### Limitations

- A count rather than a trip, eg indicates pedestrian activity rather than walking trips per se
- No demographics.

# 1. National database of pedestrian and cycle counts



- ~550 counters nationwide (councils, NZTA, MBIE)
- 1 Vendor
- Data sharing Agreement with councils from 2015
- NZTA ingests this data and has a national database of pedestrian and cycle counts

# Statement of Performance Expectations – Measures

- Average national change in cyclist counts
- Average national change in pedestrian counts



- Used as indicators of cycling and walking activity and uptake.

## Method Overview

Compares 2-years of count data  
The previous year acts as a baseline for the year of interest, so 23/24 vs 24/25

Uses sites with 'complete counts' for the full 2-years, any sites with data gaps are removed

Manually remove sites with anomalous spikes or dips

Regional change rate (flow weighted average per region)

Regional change rate adjusted for population



Average national change rate

# Statement of Performance Expectations - Reporting

## How we measure performance

Reference	Measure <sup>A</sup>	Status	Target	2024/25 actual	2023/24 actual
WCI1	Proportion of cycleways, pathways and shared paths delivered against what was funded <sup>B</sup>	<b>Not achieved</b>	80% or greater	69%	65%

During 2024/25, six cycleway projects were scheduled for completion, with a target of about 24km. Just over 16km were delivered and opened to the public, resulting in a 69 percent completion rate.

The primary reason for delays in completing cycleways were projects being paused while government priorities were confirmed, council budgets being reviewed, and changes in design being required following further engagement. Crown-funded projects (not captured by this measure) contributed to councils delivering an additional 66km of cycleways through the Transport Choices Programme, adding to broader network expansion nationally.

WCI2	Average national change in cyclist counts	<b>Achieved</b>	Increasing from the previous year	0.8%	5.4% growth
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WCI3	Average national change in pedestrian counts	<b>Achieved</b>	Increasing from the previous year	9.4%	18.5% growth
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Source: 24/25 Annual Report

# 2. Short-term developments



Other vendors?

+

Other vendors?

+

Other vendor

+



Improved national database of pedestrian, cycle, micromobility counts

## 2. Questions & opportunities in the longer-term



Is there value in improving access to this national active mode count dataset?

Is there a strong value proposition for visualisation of count data nationally? Or not?

Should we be thinking about overlaying active mode data on the network model?

Should active mode count data be supporting ONF classifications like traffic count data is?

How can we improve our pedestrian and walking data?

What about finer-grained user classification?

# 3. The invitation...

## Active Modes Data & Insights Forum

### Who's the audience?

- Staff councils and NZTA, with a mix of people in transport insight roles, end-users of active mode data (e.g. planners, engineers, reporting), and people in more technical analyst or data focused roles.

### Key purpose:

- Exchange ideas, approaches, and future thinking in relation to walking, cycling, and micromobility data
- Identify common gaps or challenges
- Identify efficiencies or potential collaborations
- For NZTA, this will help us identify where we can best add value from a national perspective
- A mechanism for feeding into Austroads work on active user classification (and other projects).



# Ngā mihi nui

[greer.hawley@nzta.govt.nz](mailto:greer.hawley@nzta.govt.nz)