



PRESENTATION OVERVIEW FORM

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Presentation details			
Presentation title	The Business Case for Walking — Counting Walking to Make Walking Count in Auckland City Centre		
General comment/s			
<p>Presentation overview (250 words maximum)</p> <p>It is generally taken for granted that we measure current motor vehicle travel and predict – read guestimate – future motor vehicle travel through computerised transport models. But the measurement of walking is often piecemeal and reactive. And there are few serious attempts to systematically estimate future walking. In addition, things that we value – such as the quality of the public realm; places to sit and linger; designing for safety and space for pedestrians – are rarely given a quantified value and hence, ironically, are often value engineered out when budgets are tight.</p> <p>Auckland Council’s Business Case for Walking aimed to address these deficiencies by valuing the all-too-rarely quantified benefits of public realm improvements and increased space for pedestrians; the economic cost of delay to pedestrians; and increased productivity – and hence economic growth – by reducing and eliminating barriers to improving walkability.</p>			

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