

ACTIMOMO: Active Mobility Monitoring

ACTIMOMO aims to fill data gaps in the field of walking and cycling in Austria. Currently, there is a lack of detailed, comprehensive and up-to-date information on transport demand in the area of active mobility. Infrequent and selective mobility surveys (e.g. every 10 years) make it difficult to plan, implement and evaluate measures to promote walking and cycling. ACTIMOMO addresses this problem by developing a modular monitoring system based on innovative data collection methods.

The digital collection of static data on walking and cycling infrastructure in Austria has improved significantly in recent years, e.g. through GIP4Radrouting. However, there are still considerable data gaps with regard to the actual use of this infrastructure.

The data currently available on walking and cycling are mainly derived from mobility surveys carried out only every few years. However, these are based solely on self-reporting by respondents without spatial allocation and not on actual measurements. This means that there is a lack of reliable data, especially on the actual demand for walking and cycling. Such data are essential to better assess the potential of active forms of mobility, to plan walking and cycling infrastructure, to evaluate interventions, to analyse accidents, to optimise spatial planning decisions and finally to implement effective traffic management measures.

The ACTIMOMO project aims to significantly improve data collection for pedestrians and cyclists. To this end, a comprehensive, modular monitoring system for the development of active mobility will be developed, in particular for the ongoing review of the objectives set out in the Mobility Master Plan. The following data sources will be used

- People flow analysis from mobile phone data
- Counting data from stationary sensors and temporary cycle and pedestrian counts
- Mobility surveys
- GPS trajectories from smartphone surveys

The methodological core of ACTIMOMO is an integrative data collection, aggregation and extrapolation process in which all

relevant data sources, with their respective strengths and weaknesses, are brought together to form a consistent data framework. As a further part of the monitoring system, a set of indicators with KPIs will be developed based on the improved data basis. The requirements of the Mobility Master Plan will be taken into account. In connection with the developed KPIs, as well as the spatial and temporal resolution of the data and their accuracy, a quality assessment of the walking and cycling data will be carried out and evaluated based on pilot regions. This will ensure a proof of concept of the methodology developed for the collection and evaluation of active mobility.

In summary, ACTIMOMO contributes to improving the data base for walking and cycling in Austria. Instead of irregular and incomplete mobility surveys or isolated traffic counts, ACTIMOMO will provide comprehensive and continuous monitoring data for walking and cycling.

Key project data:

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