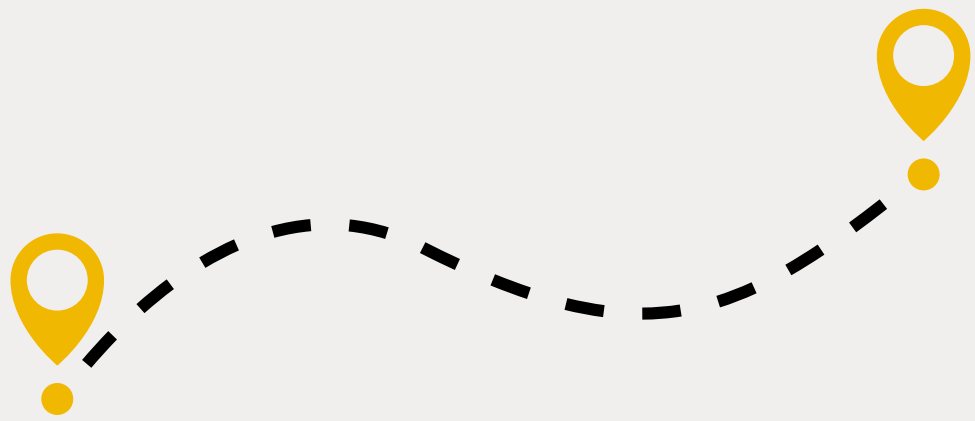




What Is Modal Share?

What is it?

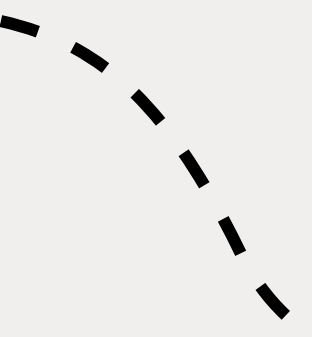
Proportion of **trips made** by each transport mode within a defined population and time frame.

What does it tell us?

It shows **how people move**. It guides infrastructure investment, public service provision, sustainability targets, and transport policy evaluation.

What shapes it?

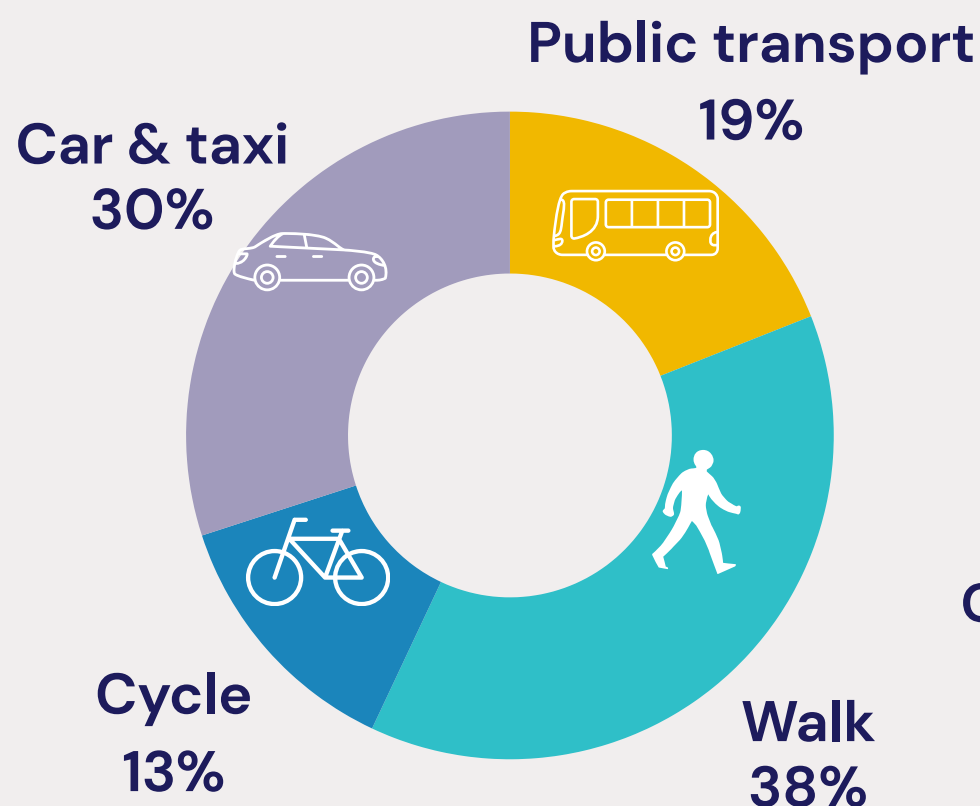
Urban density, **safety**, infrastructure **quality**, **affordability**, cultural norms, policy levers (pricing, zoning, subsidies), trip purpose and user demographics.



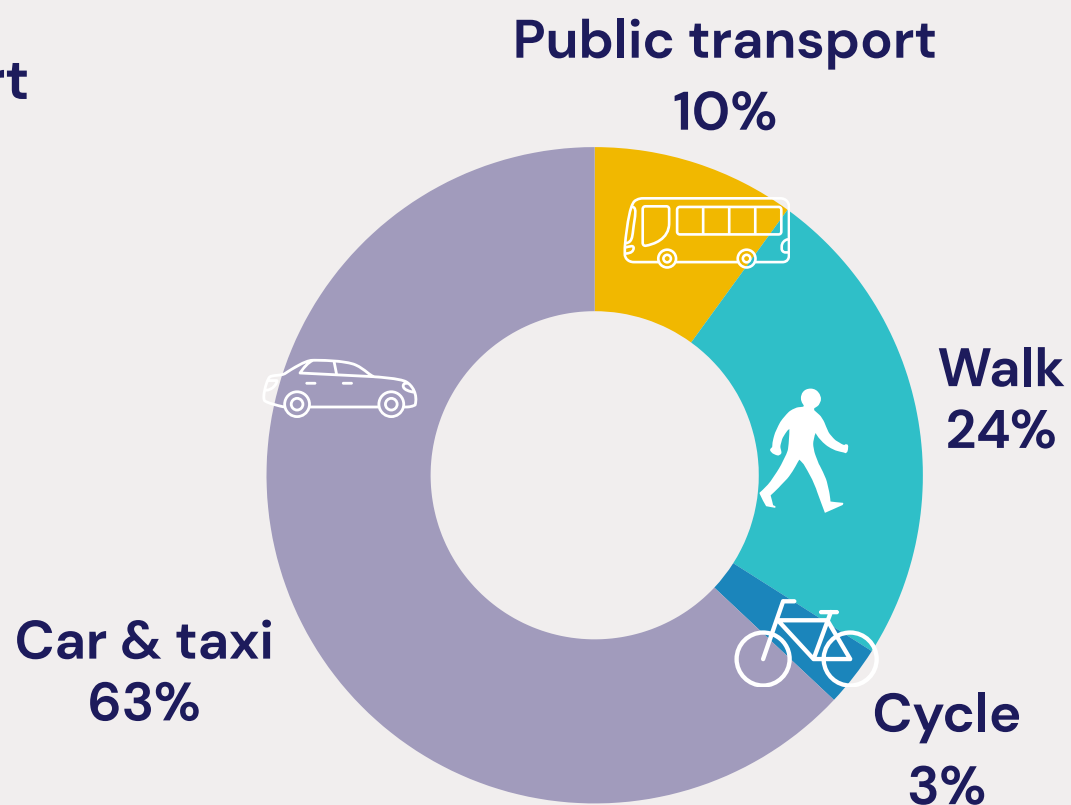
How To Present Modal Share



#MobilityIndicators



Berlin (Source: SrV Berlin, 2023)



San Francisco (Source: SFMTA, 2021)

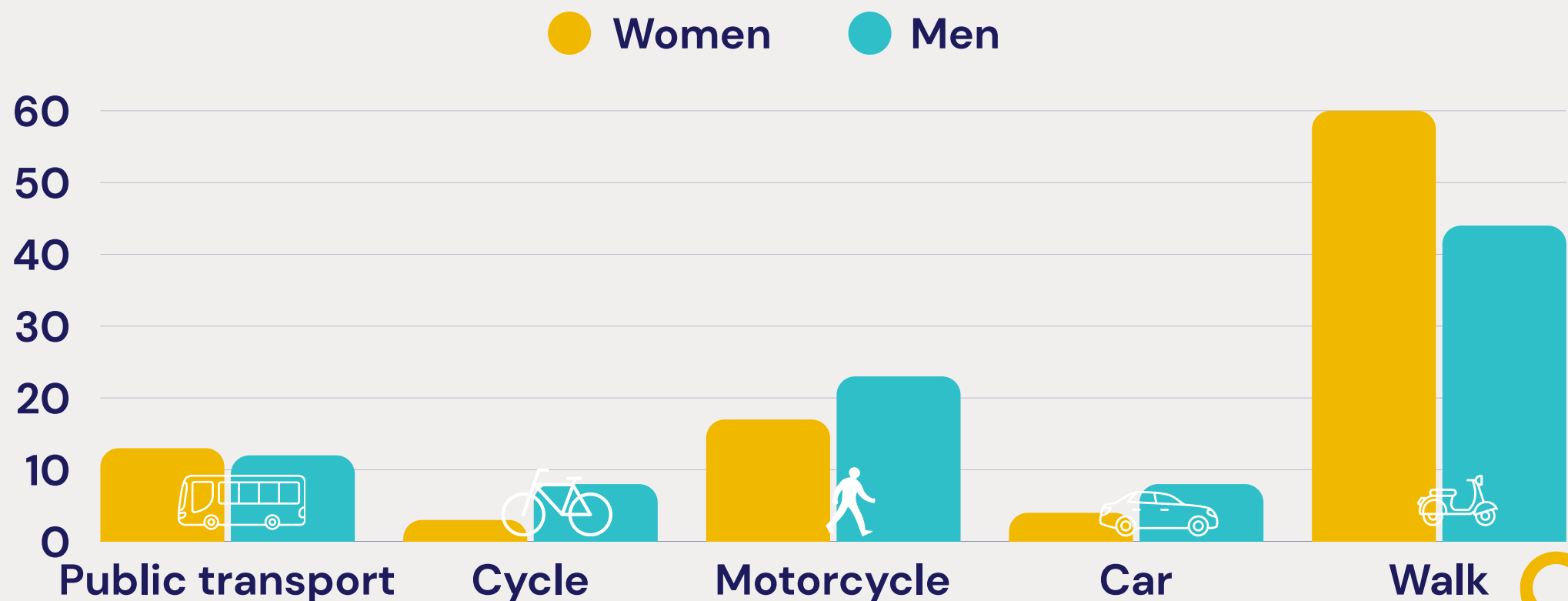
The aggregate mode share may mask inequalities. Low-income residents, older adults, and people with disabilities often rely most on walking and public transport, yet these modes often receive the least investment. Always disaggregate by income, gender, age, and ability.

Why Disaggregating Modal Share Matters



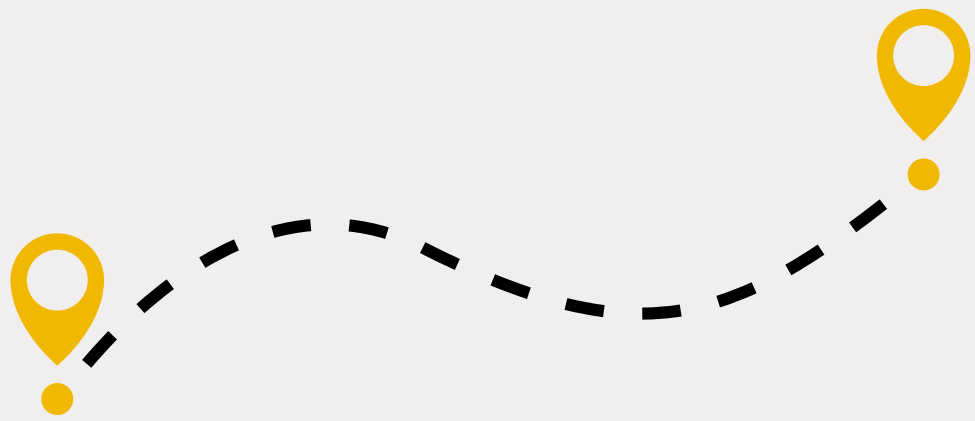
#MobilityIndicators

Access to transport is not the same for everyone: Data can reveal striking differences in how men and women access key modes of transport; this is a reminder that mobility systems can be experienced very differently depending on gender.



Kisumu, Kenya (Source: ITDP Africa)

No single mode is equally accessible to all. Achieving gender-equitable urban mobility requires targeted policy measures, from safe cycling infrastructure to affordable public transport, that address the structural barriers women continue to face.



How Is Modal Share Measured?

Household travel survey

Respondents log all trips over a reference day. Gold standard for disaggregation by gender, age, and income.

💡 High cost, rich data

Roadside / cordon count

Observers or sensors count vehicles and pedestrians at fixed points. Fast but misses trip purpose and user profile.

💡 Low cost, limited detail

Mobile / GPS data

Infers mode from movement patterns. Large sample, but skews toward smartphone owners, may exclude groups.

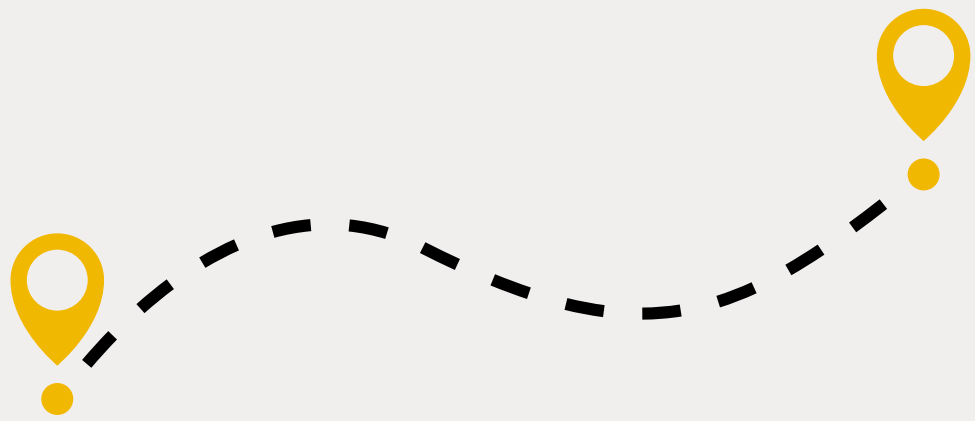
💡 Scalable, biased sample

Ticketing / AFC data

Smart-card validators give precise PT trip counts – not modal share (invisible: walking, cycling, informal modes)

💡 Precise, partial picture





How Is Modal Share Measured?

Common measurement pitfalls



Trip-based counts underweight short walking legs of multimodal journeys, e.g walking share is routinely underestimated.



Surveys conducted on weekdays miss weekend and care-related trip patterns, which disproportionately affect women.

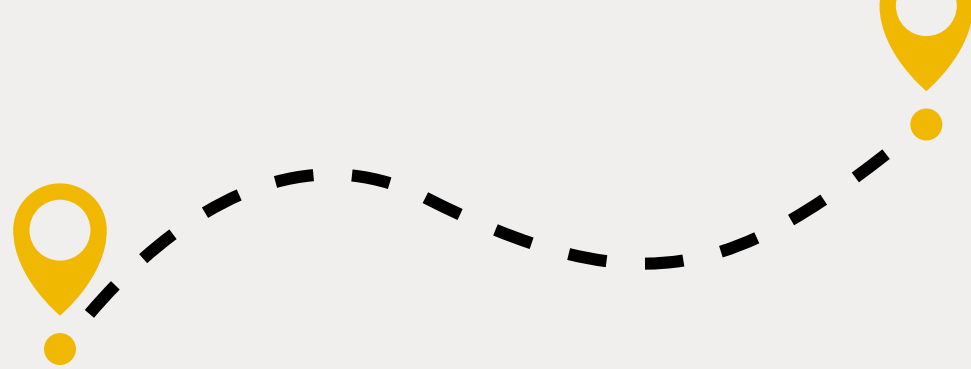


Without sampling quotas by gender and age, data reflects whoever responds.



Gender-responsive measurement

Always collect and report data disaggregated by gender, age group, and household role. Ask about trip chaining, escort trips, and perceived safety.



Setting Modal Share Targets

1. Start from a verified baseline

Establish current modal share **before** setting goals.

2. Name the mode, name the population

Weak: "Increase sustainable modes to 60%". Better: "Increase cycling share among women aged 18–65 from 8% to 20% by 2030".

3. Align with policy levers you actually control

Targets need corresponding infrastructure, pricing, or service commitments.

4. Plan for monitoring from day one

Decide now how you will measure progress.



Modal share targets are only as good as the equity lens behind them: Who is using which mode, under what conditions, with what alternatives?



Setting Modal Share Targets

#MobilityIndicators

Context	Realistic near-term goals (share of sustainable mobility modes)	Ambition level
Car-dependent city, low PT	25–35%	Starter
Mid-density, medium PT	50–65%	Transitioning
Dense urban areas, strong PT + cycling + walking	75–90%	Leading

- Targets should reflect local context, baseline conditions, and institutional capacity, do not copy benchmarks from other cities.
- Short-, medium-, and long-term milestones help track progress and adapt policies over time.
- Equity indicators should complement modal share targets to ensure benefits are distributed across income, gender, age, and ability groups.



#MobilityIndicators

Sources:

- Risi München (2025): Mobilität in Städten – SrV 2023 Ergebnisse der Haushaltsbefragung zum Mobilitätsverhalten der Münchner Bevölkerung. Available here: <https://www.berlin.de/sen/uvk/mobilitaet-und-verkehr/verkehrsdaten/zahlen-und-fakten/mobilitaet-in-staedten-srv-2023/>
- Corey, Canapary & Galanis Research (2021): San Francisco Municipal Transportation Agency (SFMTA) Travel Decisions Survey 2021 Summary Report. Available: https://www.sfmta.com/sites/default/files/reports-and-documents/2022/04/sfmta_td2021_rpt_v2.pdf
- Onyango, G.M.; Owino, F. (2021): Journal of Geography and Regional Planning Transit oriented development in medium cities in Africa: Experiences from Kisumu, Kenya. Available: DOI:10.5897/JGRP2020.0813

Disclaimer: Findings, interpretations and conclusions expressed in this document are based on information gathered by GIZ and its consultants, partners and contributors. GIZ does not, however, guarantee the accuracy of completeness of information in this document, and cannot be held responsible for any errors, omissions or losses which emerge from its use. The placement and listing of companies, academia or other stakeholders (or their logos, contact details or other information) in this repository doesn't mean any endorsement by GIZ or other partners. Users are encouraged to exercise due-diligence in respect to information, offers and proposals.

For more information about our work, please refer to:

Transformative Urban Mobility Initiative (TUMI): <https://transformative-mobility.org/>

Compiled by / Contact:

Verena Da Re, Armin Wagner: armin.wagner@giz.de (as of July 2026)