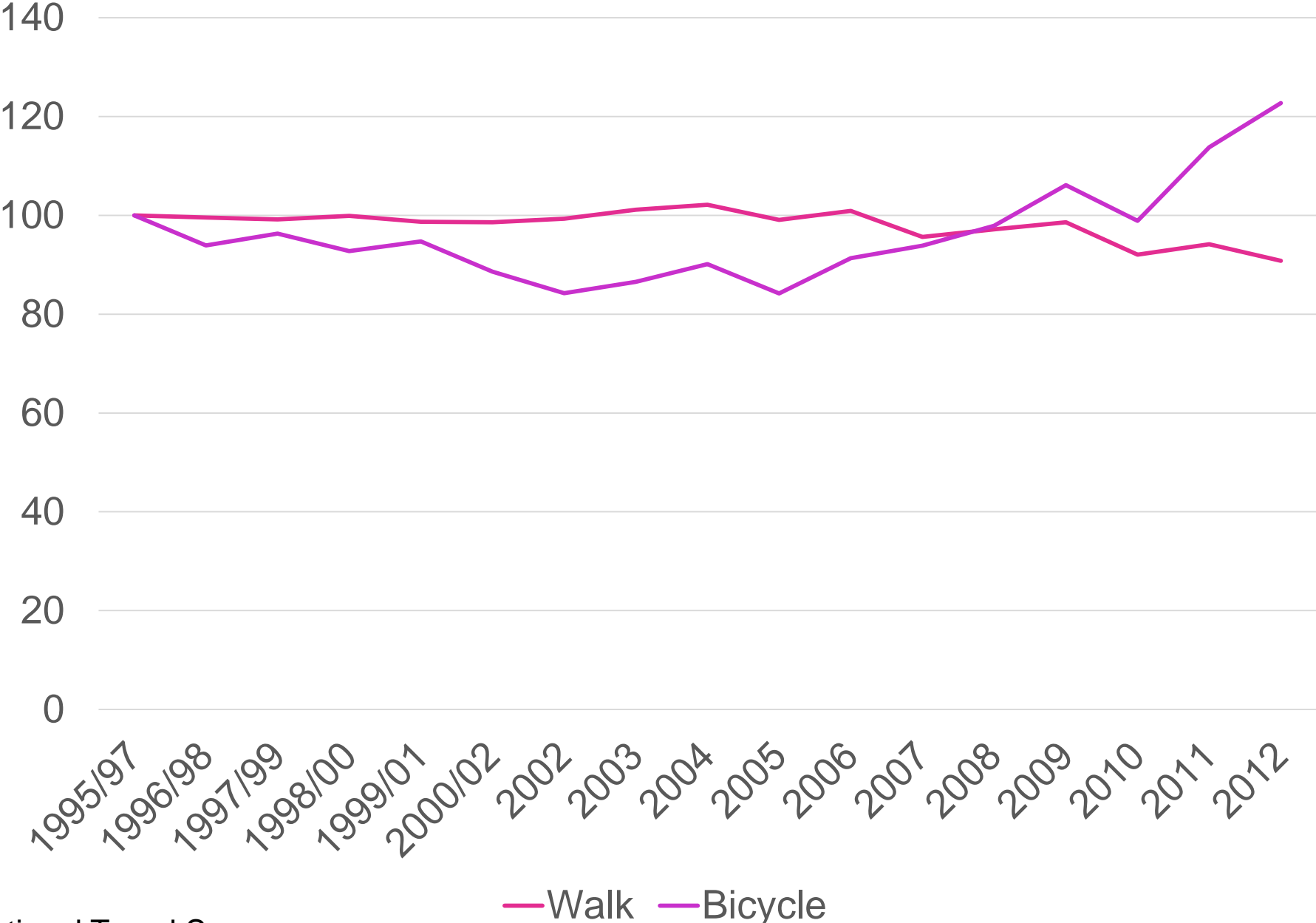


May we please now start talking
about walking (instead of cycling)?

Tom Cohen
28th January 2016

“Was a bit frustrated that yet again a ‘sustainable travel themed’ event ends up being mostly about cycling – not your fault, much of this emphasis came from the audience!”

Average distance travelled pa, Great Britain



Walking rocks



So why is it the Cinderella mode?



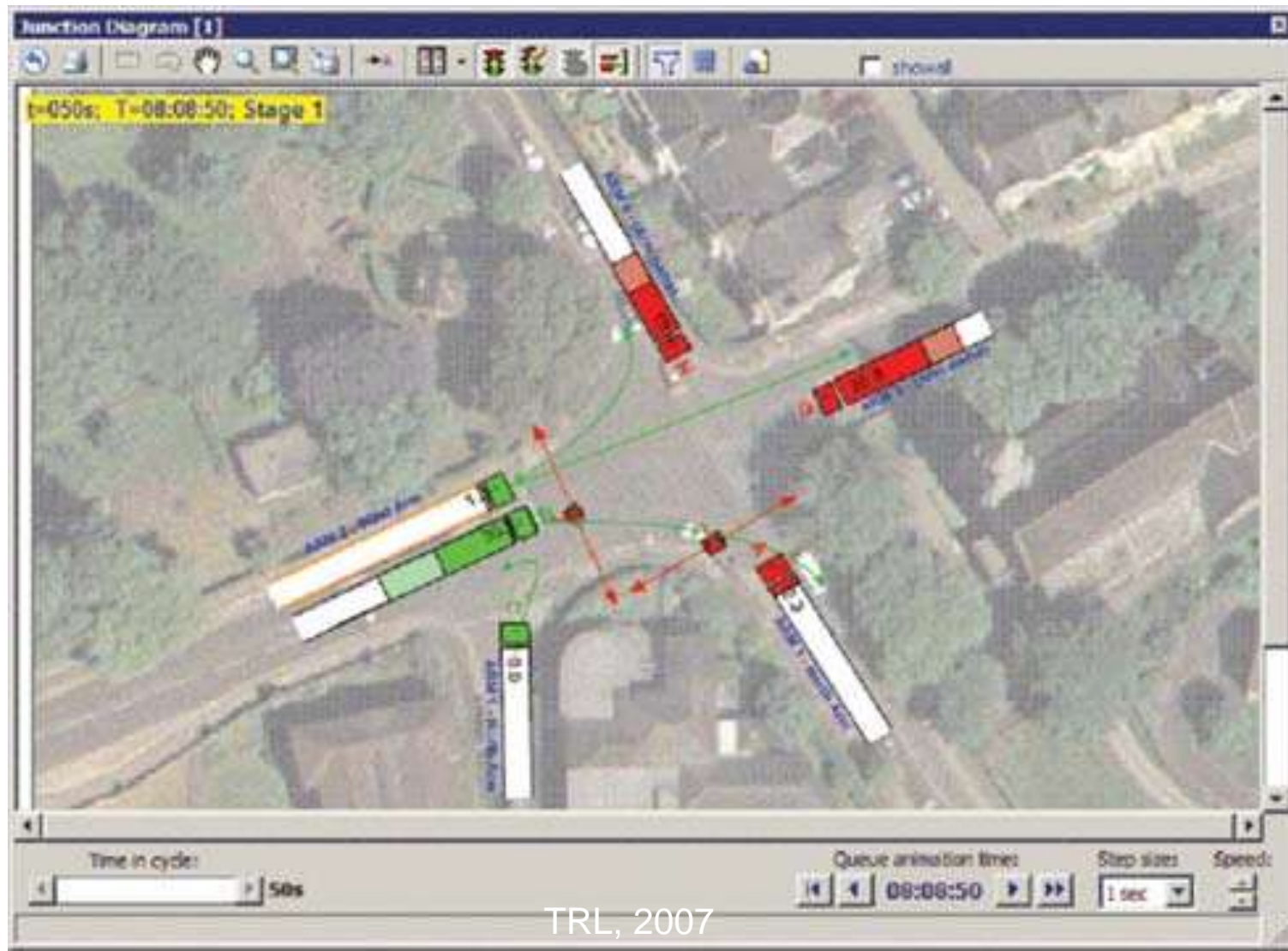
So why is it the Cinderella mode?

- Lack of significant conflict
- Economics
- Highway = carriageway

What might help?

- Decent walking data
- Models that “see” walking
- Standards & maintenance regimes based on aspiration & journey experience

A modest proposal



Thank you

tom.cohen@ucl.ac.uk

www.ucl.ac.uk/transport-institute

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