



# Walking as a Service – does it have legs?

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c



a



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About 496,000,000 results (0.47 seconds)

Dictionary

Search for a word



pedestrian

/piˈdɛstrɪən/

noun

- 1. a person walking rather than travelling in a vehicle.

"the road is so dangerous pedestrians avoid it"

synonyms: walker, person on foot, hiker, rambler, stroller, wayfarer, footslogger; rare foot traveller

"a collision between a pedestrian and a car"

adjective

- 1. lacking inspiration or excitement; dull.

"disenchantment with their pedestrian lives"

synonyms: dull, plodding, boring, tedious, monotonous, uneventful, unremarkable, tiresome, wearisome, uninspired, uncreative, unimaginative, unexciting, uninteresting, lifeless, dry; More



Translations, word origin and more definitions

Feedback



More images

Pedestrian



A pedestrian is a person travelling on foot, whether walking or running. In some communities, those travelling using tiny wheels such as roller skates, skateboards, and scooters, as well as wheelchair users are also included as pedestrians. [Wikipedia](#)

Feedback

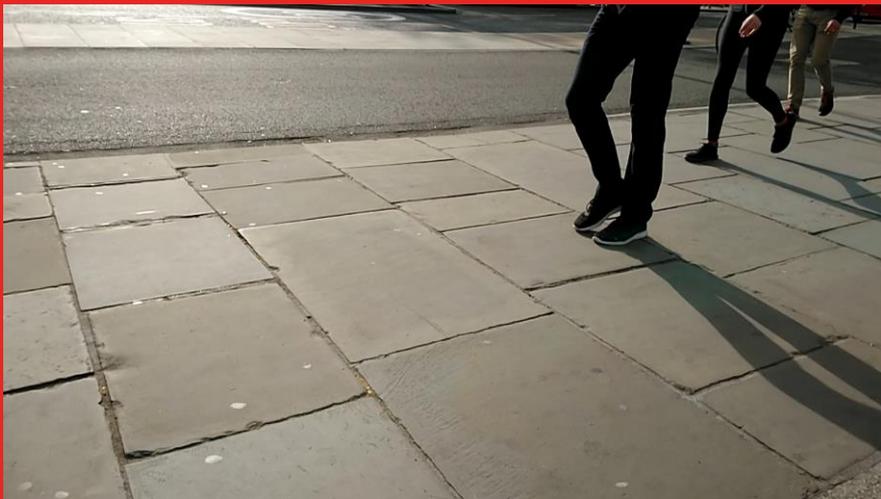
See results about

PEDESTRIAN.TV (Media company)

Parent organization: Nine Digital Pty Limited

Founders: Oscar Martin, Chris Wirasinha





# 45

percentage of journeys by urban residents under 2 miles

# 81

percentage of all trips under 1 mile that are walked

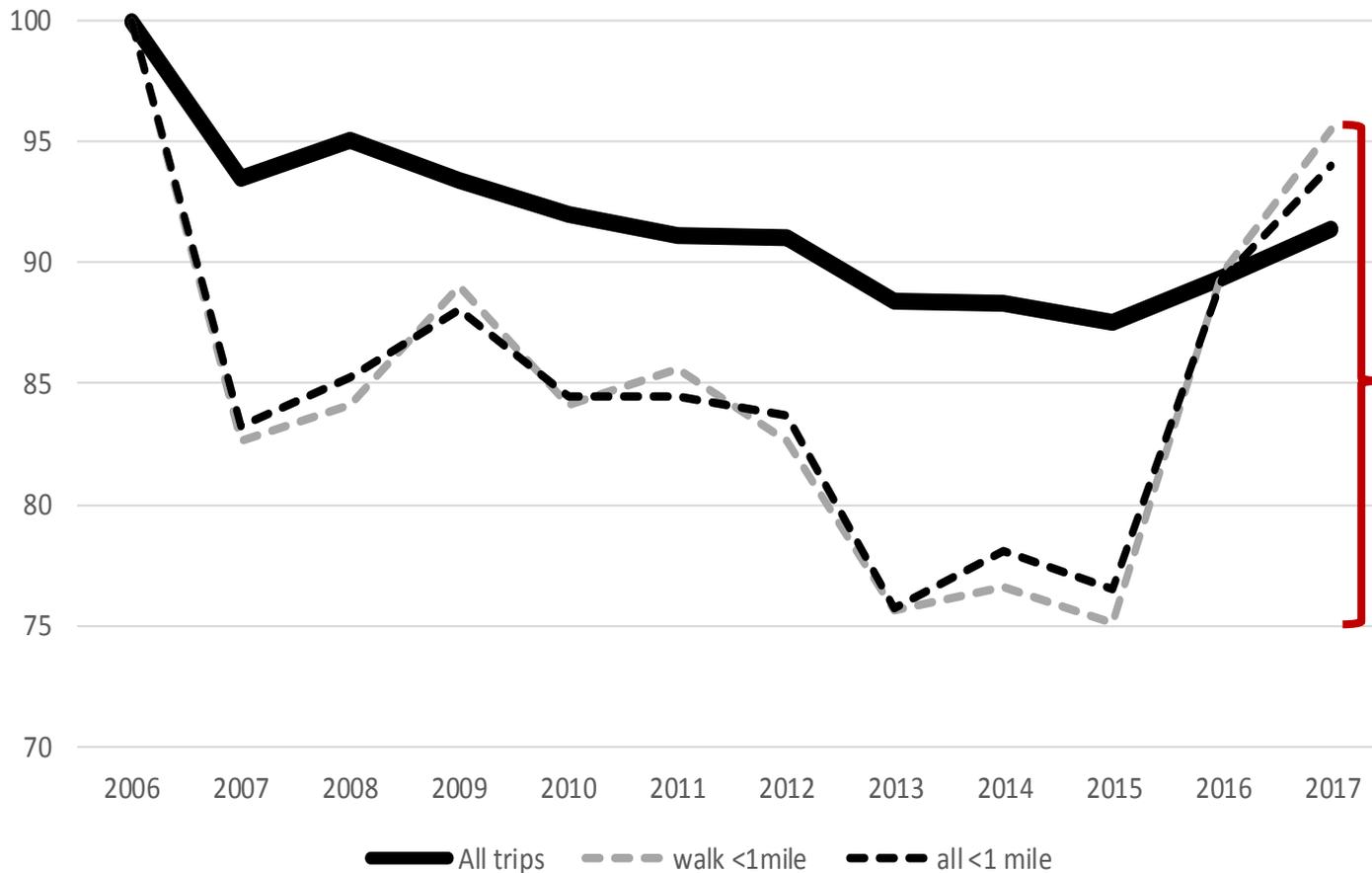
# 30

percentage of all trips between 1 and 2 miles that are walked

# 3M

daily journeys by Londoners by motorised modes that could be walked

Change in overall trip rate in England over time, compared against change for *all* trips and for *walk* trips under one mile – index: 2006=100 (NTS data)

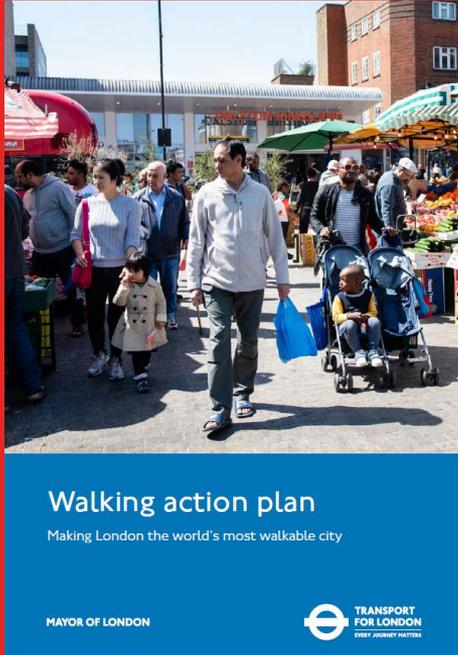


23%

overwhelmingly accounts for increase in overall trip rate

why?  
2018, 19, ...?

# barriers to walking

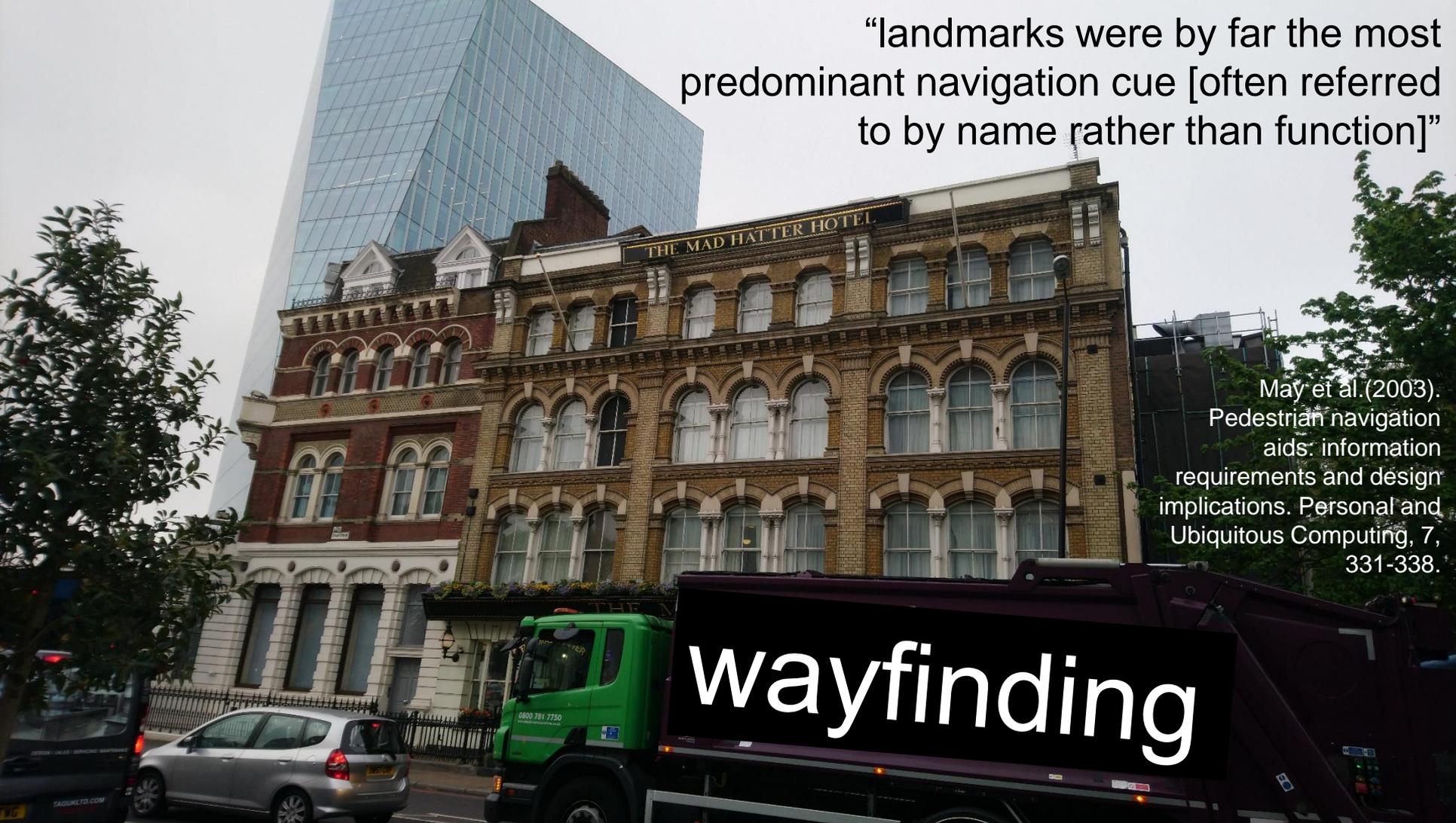


- not having enough **time**
- too much **traffic**, and traffic travelling too fast
- personal **security** concerns
- having **other ways** of travelling that work better
- **streets are not pedestrian friendly**
- not being **fit** enough
- road **danger** concerns
- having a **disability**

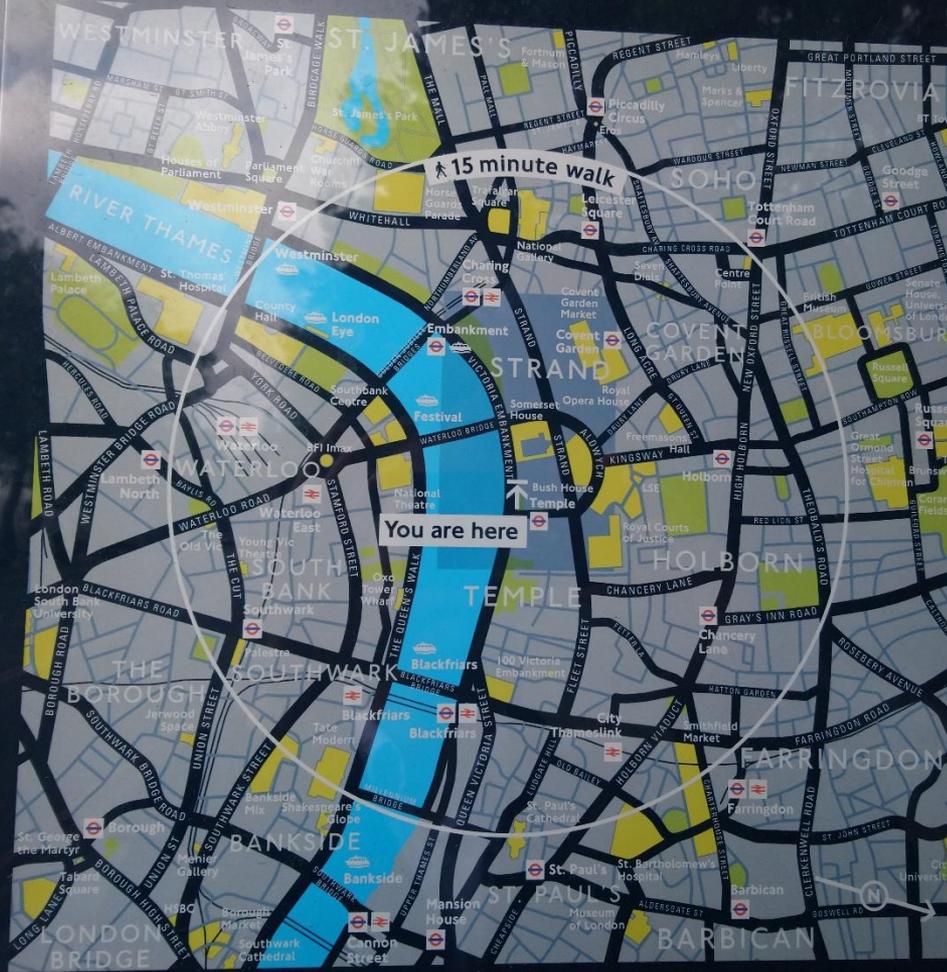
➔ **walkability**

“landmarks were by far the most predominant navigation cue [often referred to by name rather than function]”

May et al. (2003).  
Pedestrian navigation  
aids: information  
requirements and design  
implications. *Personal and  
Ubiquitous Computing*, 7,  
331-338.



wayfinding



Judging time and distance



# Walking times between stations on the same line

Walking can be a quick and easy way to get around, particularly when travelling during the busiest times, which are 08:00-09:00 and 17:30-18:30 Monday to Friday. This map shows how much time it takes to walk between stations on the same line. For more walking maps, visit [tfl.gov.uk/walking](http://tfl.gov.uk/walking).

## Key to Lines

- Bakerloo
- Central
- Circle
- District
- Hammersmith & City
- Jubilee
- Metropolitan
- Northern
- Piccadilly
- Victoria
- Waterloo & City
- DLR
- London Overground
- District open weekends and on some public holidays

## Key to symbols

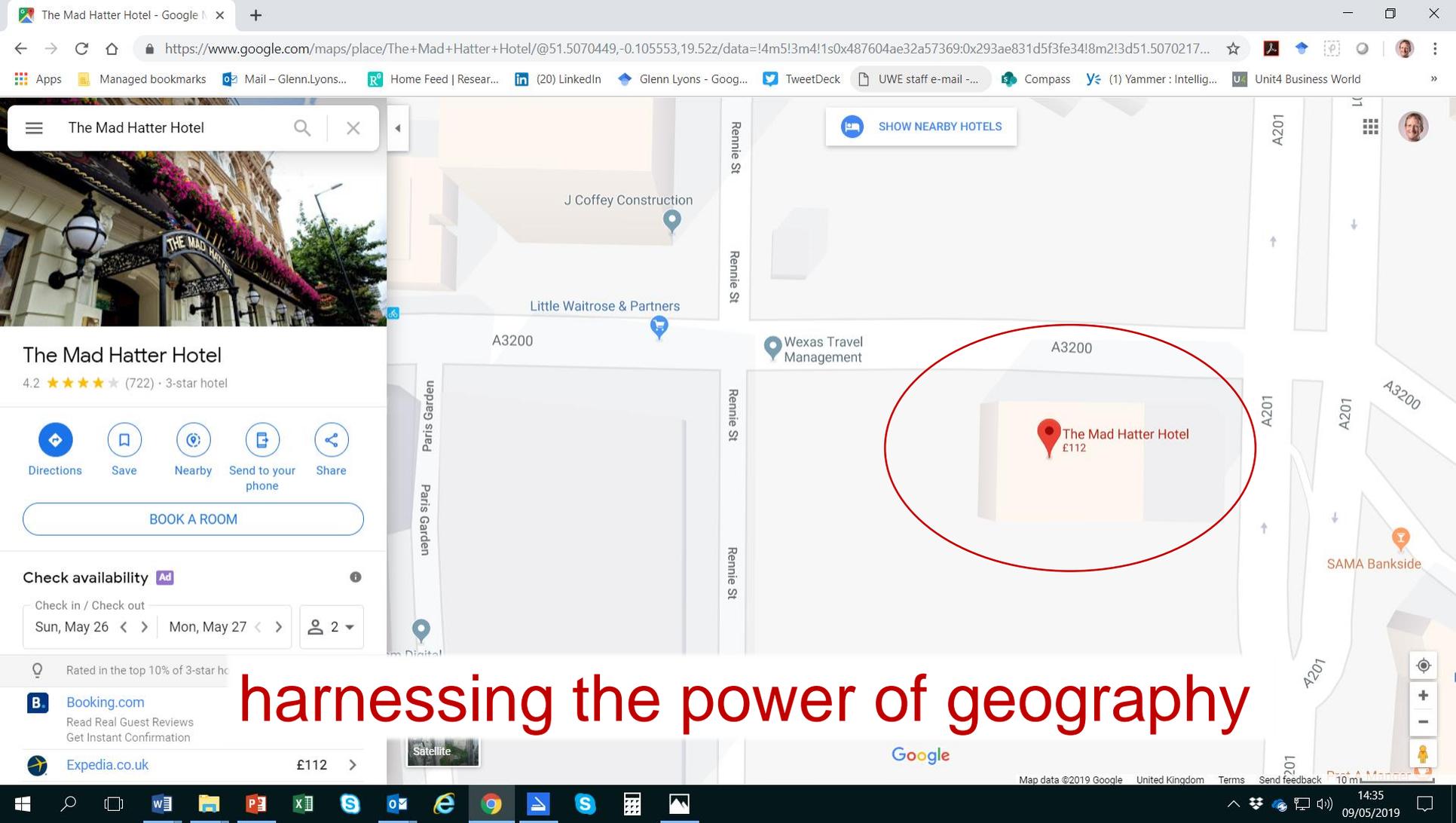
- Interchange stations
- Step-free access from street to train
- Step-free access from street to platform
- National Rail
- Riverboat services
- Victoria Coach Station



Approximate times, in minutes, based on a moderate walking speed.

© Transport for London

“will inform tourists and new London residents of the journeys you simply needn’t bother swiping your Oyster card for”



**harnessing the power of geography**

The Mad Hatter Hotel



**The Mad Hatter Hotel**  
4.2 ★★★★★ (722) · 3-star hotel

- Directions
- Save
- Nearby
- Send to your phone
- Share

[BOOK A ROOM](#)

Check availability Ad

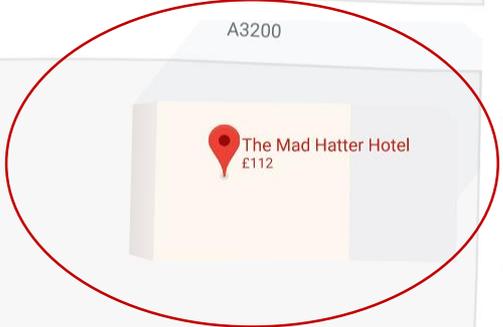
Check in / Check out  
 Sun, May 26 < > Mon, May 27 < > 2

Rated in the top 10% of 3-star hotels

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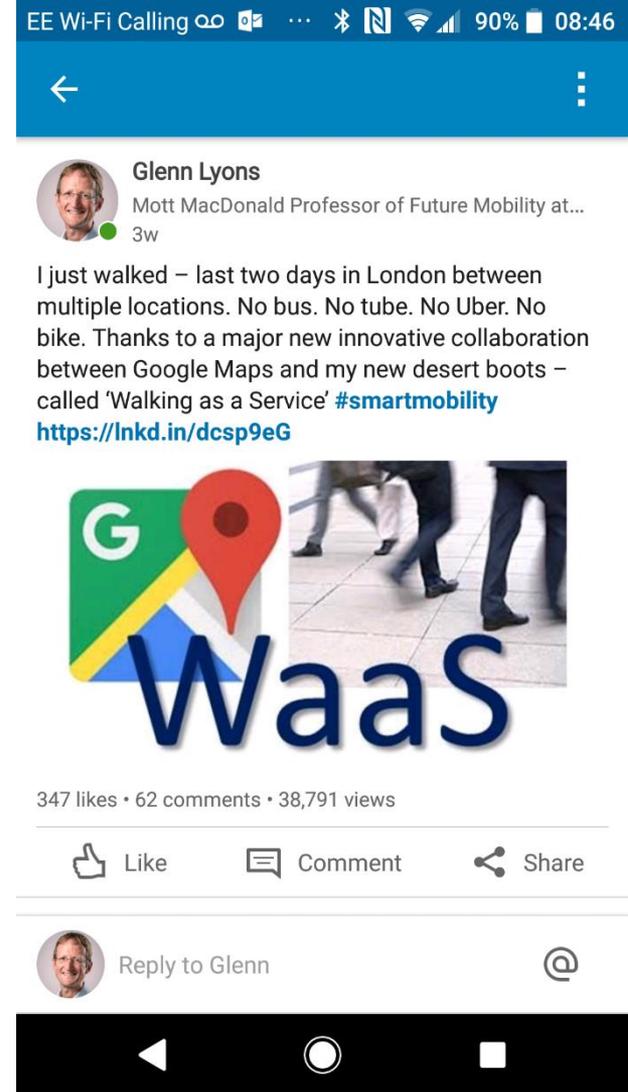
[SHOW NEARBY HOTELS](#)

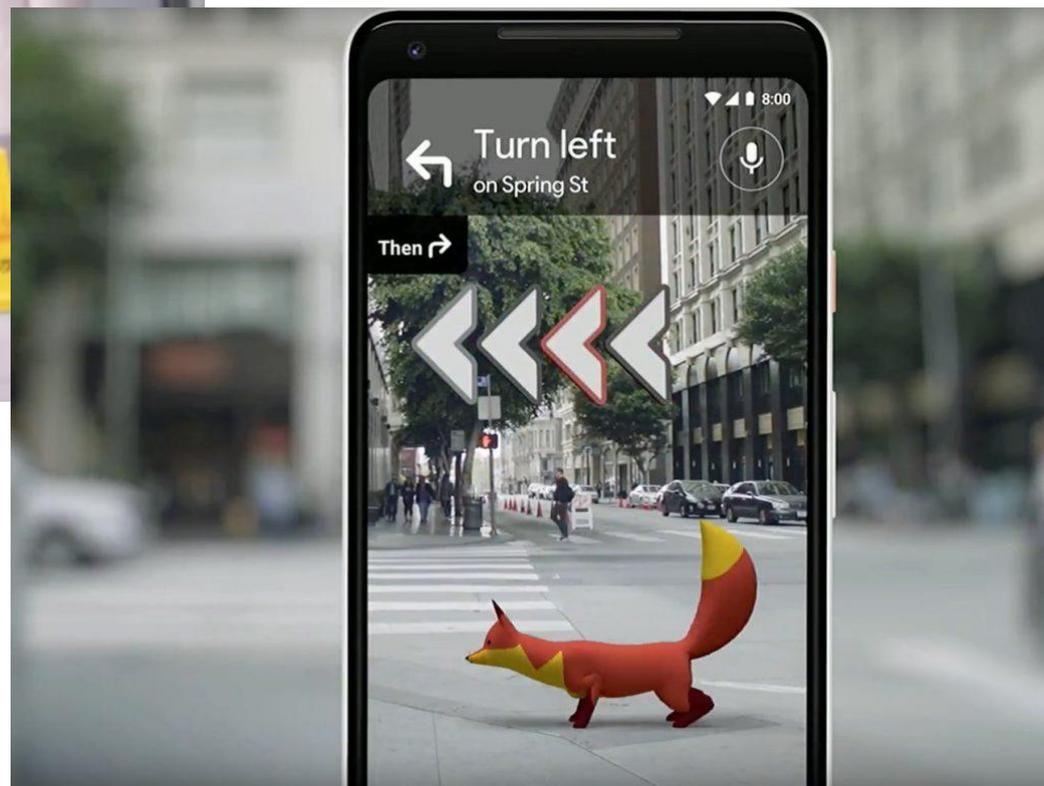


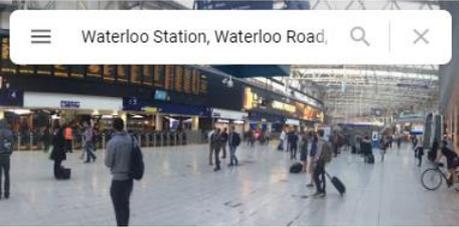


“the future is  
already here its  
just unevenly  
distributed”

William Gibson  
(science fiction writer)







## Waterloo Station

4.1 ★★★★★ (843)

Train station

- Directions
- Save
- Nearby
- Send to your phone
- Share

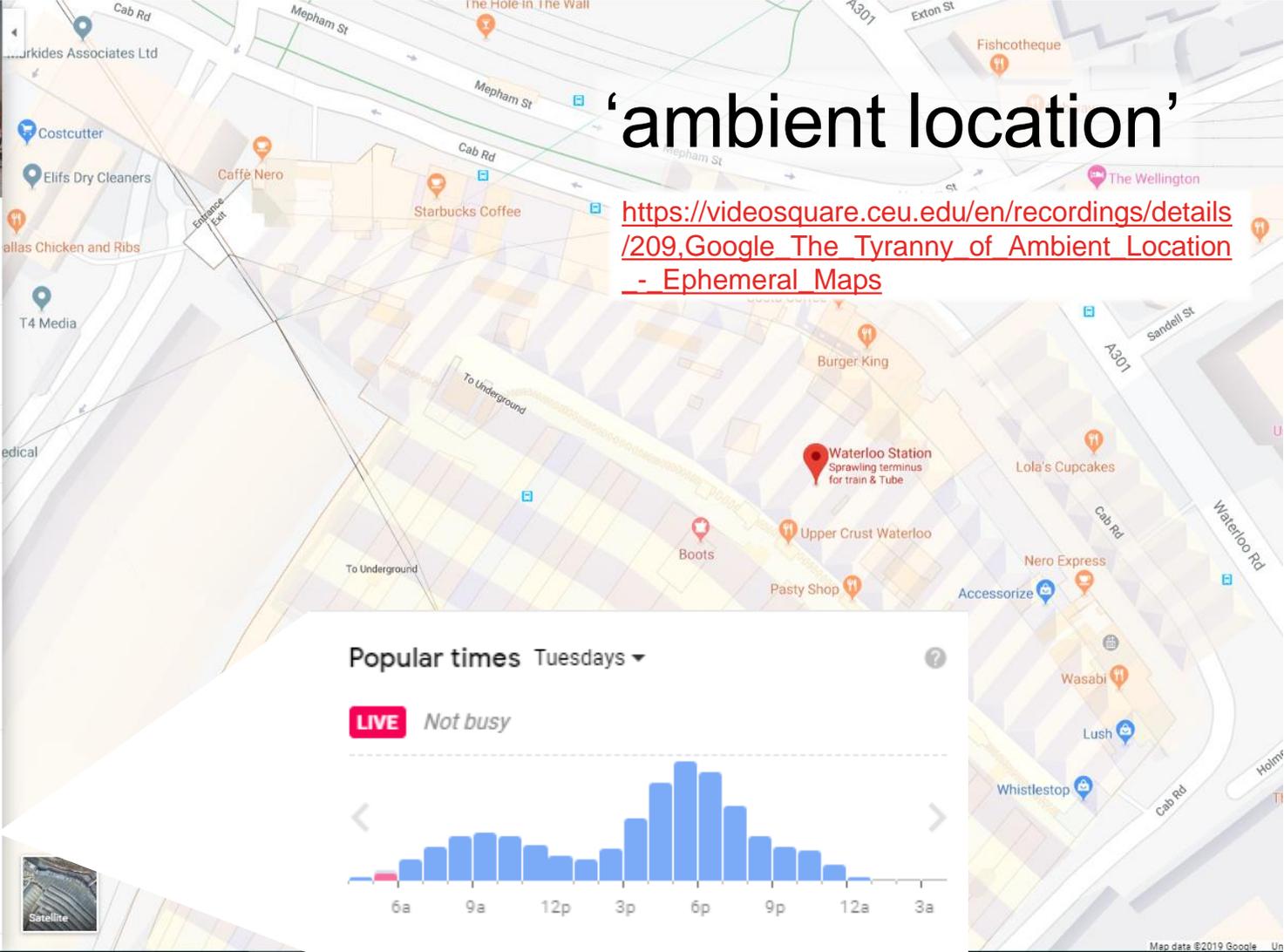
A vast marble arch fronts the UK's largest train station, for links to the South West and the Tube.

- Waterloo Rd, Lambeth, London SE1 8SW
- GV3Q+73 London
- networkrail.co.uk
- 0345 711 4141
- Add a label

Suggest an edit

### Popular times Tuesdays

**LIVE** Not busy



# 'ambient location'

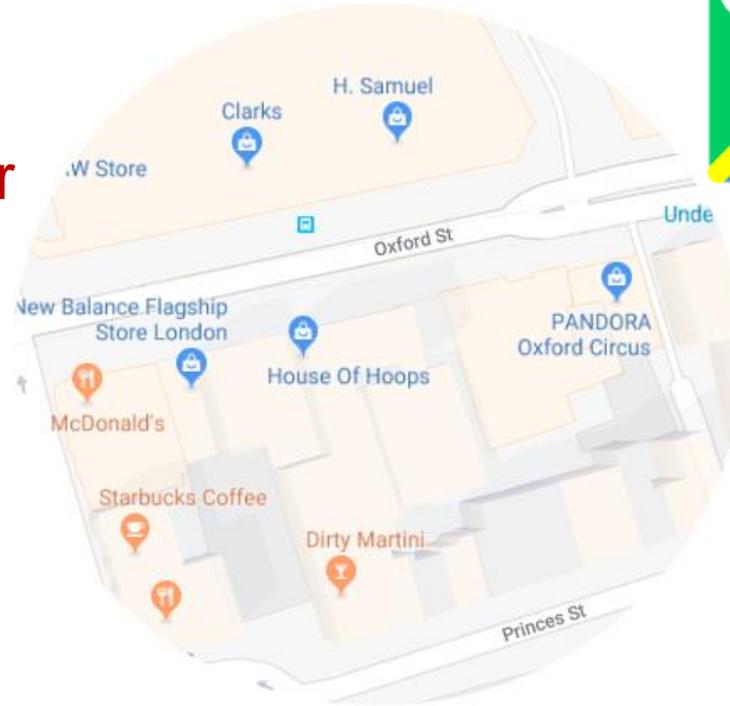
[https://videosquare.ceu.edu/en/recordings/details/209,Google The Tyranny of Ambient Location - Ephemeral Maps](https://videosquare.ceu.edu/en/recordings/details/209,Google%20The%20Tyranny%20of%20Ambient%20Location%20-%20Ephemeral%20Maps)

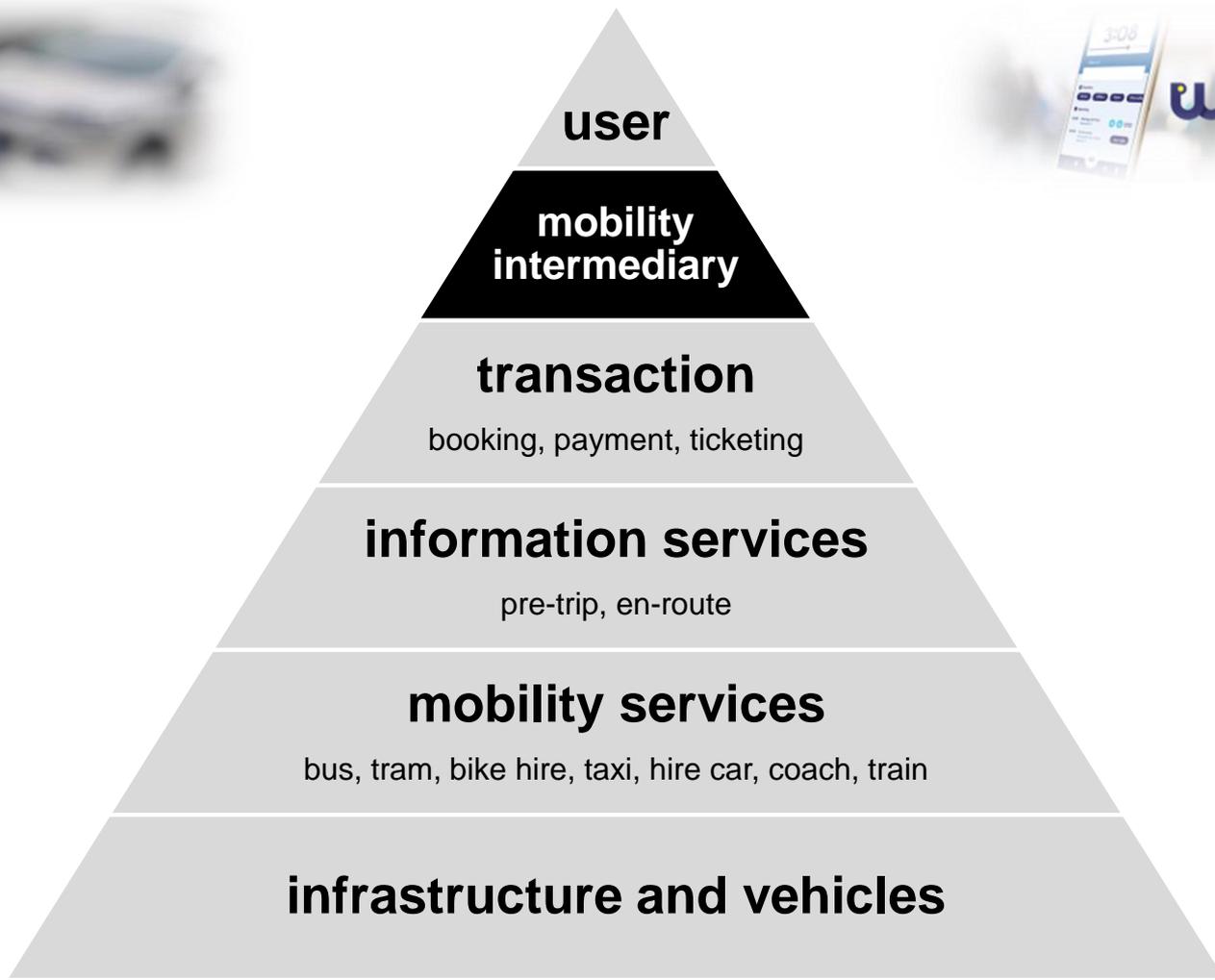
pedestrian

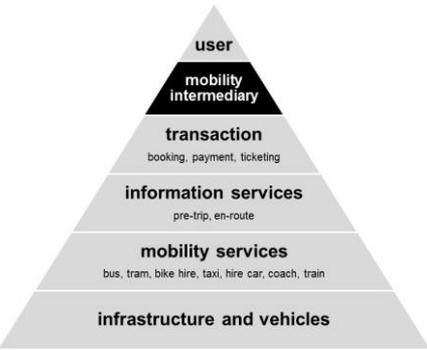
proprietor



provider



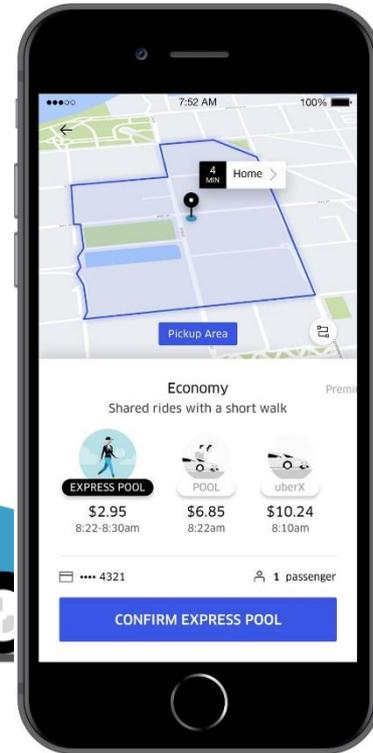
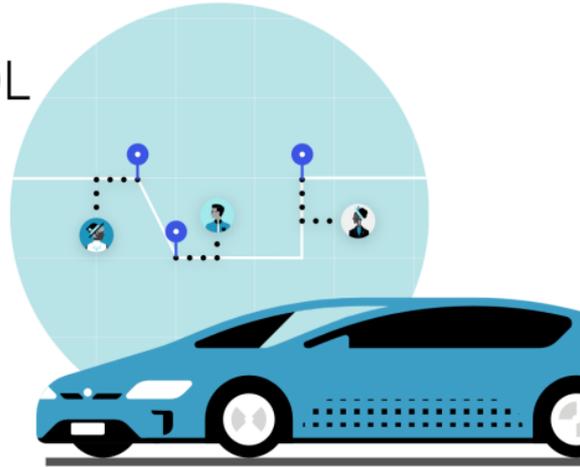


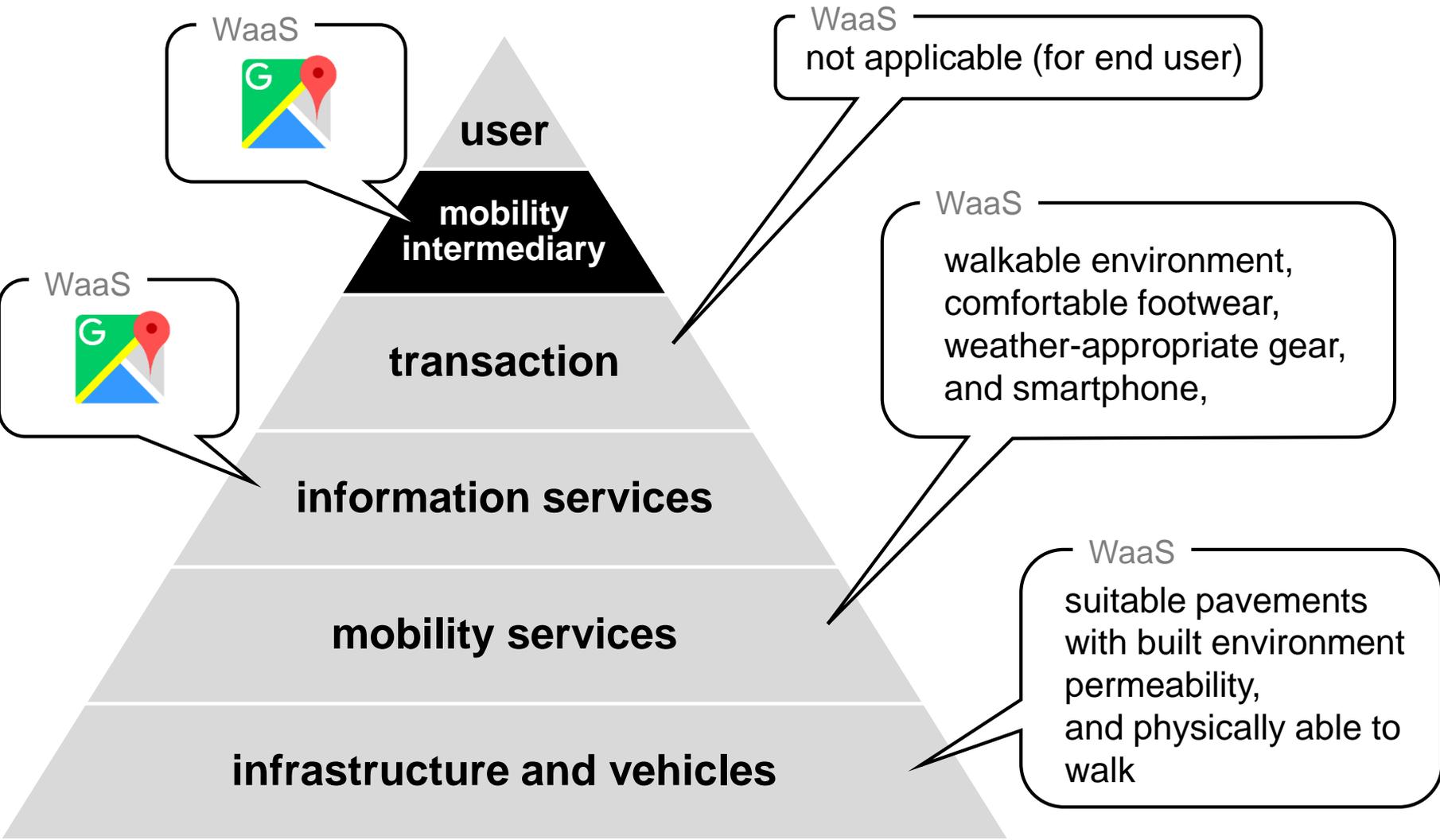


# looking for WaaS in MaaS

mobility intermediaries are **selling** access to mobility

Express POOL





# different business models

## MaaS

selling access to mobility

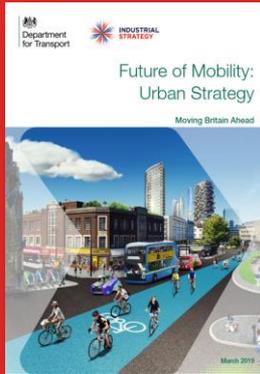
## WaaS

selling access to geography

selling access to consumers

*'if a product is free  
then you are the product'*

# looking to the future

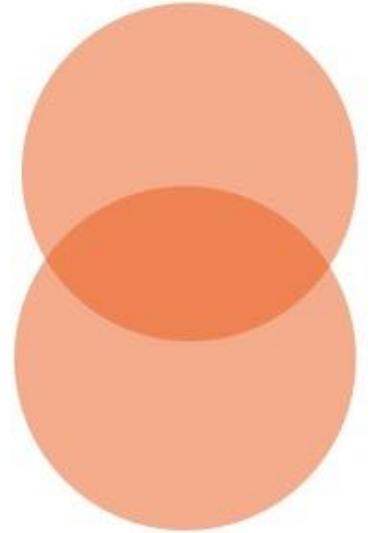


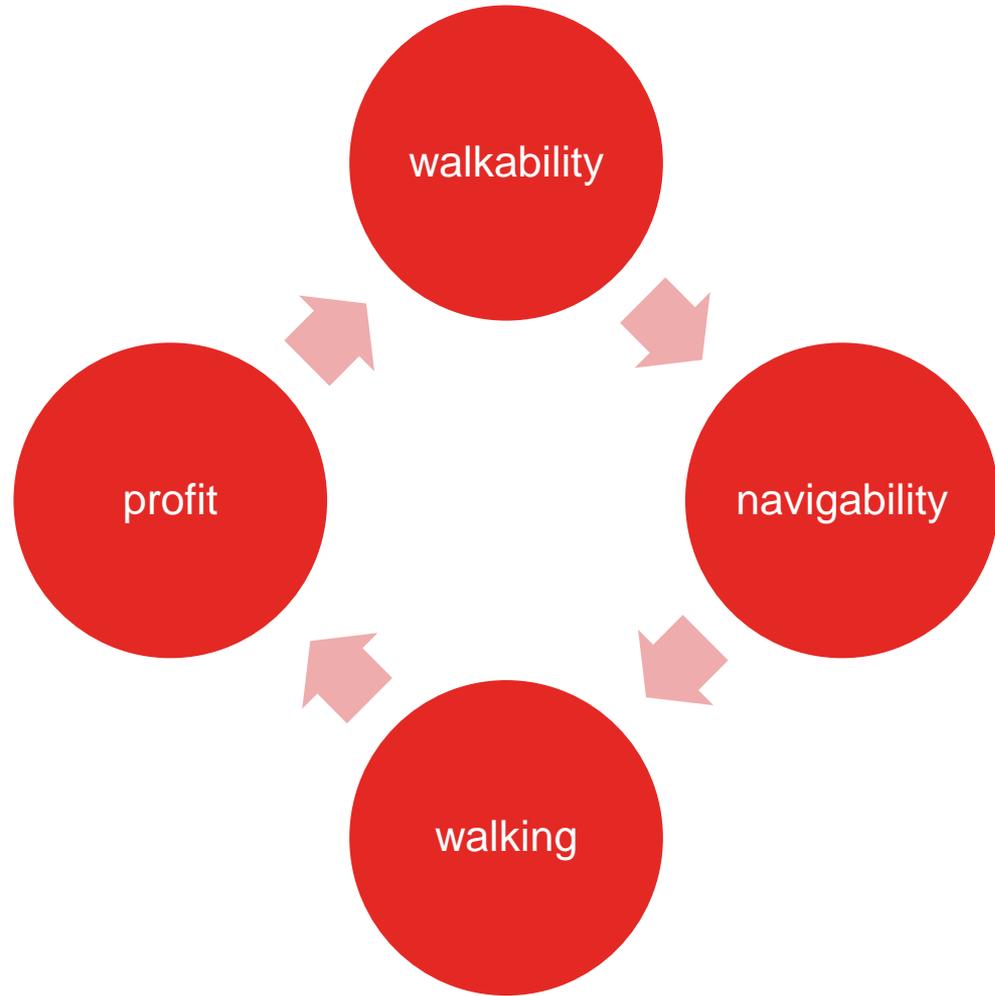
## Principle 3:

“Walking, cycling and active travel must remain the best options for short urban journeys.”

**Walking**  
aimed  
at  
**Shareholders**

**Walking**  
aimed  
at  
**Sustainability**







**Lilian Greenwood** ✓  
@LilianGreenwood

Since we launched [@CommonsTrans](#) inquiry into [#PavementParking](#) last week, there's been a huge response & you can see why. It's understandable in some locations but in others, not so much... Find out more via our website & [#HaveYourSay](#)



**Glenn Lyons**  
@GlennLyons2

Sick of pavement parking in my village, I am wondering whether the antidote may be to play the car and van owners responsible at their own game - pedestrian technology parked on the highway...? [#sharedspace](#)  
[#reallocatingroadspace](#)  
[#notdoingthisforrealplease](#)



11:15 PM - 12 May 2019

let's put our foot down and walk towards the future of mobility

