



Transitioning to 20mph limits being the norm for most of our urban realm



Rod King MBE

20's Plenty For Us





Thank you for inviting me to São Paulo

.. I am not here to tell you what to do

..but maybe I can talk about what is happening
elsewhere

30mph = 48km/h

20mph=32km/h



Some ideas!

How do we share equitably and safely the public spaces between buildings that we call streets?

How do speed limits question our values, rights and justice?

The foundation for any real behaviour change is social consensus.



10 years ago in the UK

- There were some small, isolated and physically calmed 20mph. They were successful in reducing speed but only on these roads

- Problems identified

- Cost of

Now 25% of UK population live in authorities with a 20mph policy for most urban and residential roads

- Un-calm

- In 200

wider adoption



20's Plenty for Us

- Who we are
- Why set 30km/h limits
- Busting the 30km/h myths
- Implementing wide-area 30km/h



20's Plenty for Us

National UK voluntary organisation supporting communities who want lower speeds for residential streets

We want to transform the way our urban and village roads are shared!



20's Plenty for Us

- Formed in 2007
- Focussed on 20mph speed limits
- Three roles
 - **Support local communities** who wanted lower speed limits on their roads
 - **Lobby central government** and establishment on the need for lower speed limits
 - **Influence transport professionals** on the benefits of lower speed limits



And now

- 290 local campaigns in communities in UK and now abroad

- 15m people living in towns in UK who now have a “Total 20” policy.

- Moving lower speeds into the “mainstream” of transport planning and urban development.

- We are acknowledging being a catalyst for change

20mph cities and authorities in UK

60%

75% Inner London Boroughs

20mph limit 'vital for walking

Local Authorities are being pressed to make 20mph the default speed limit across residential roads in order to save lives and make streets more pleasant for walking and cycling.



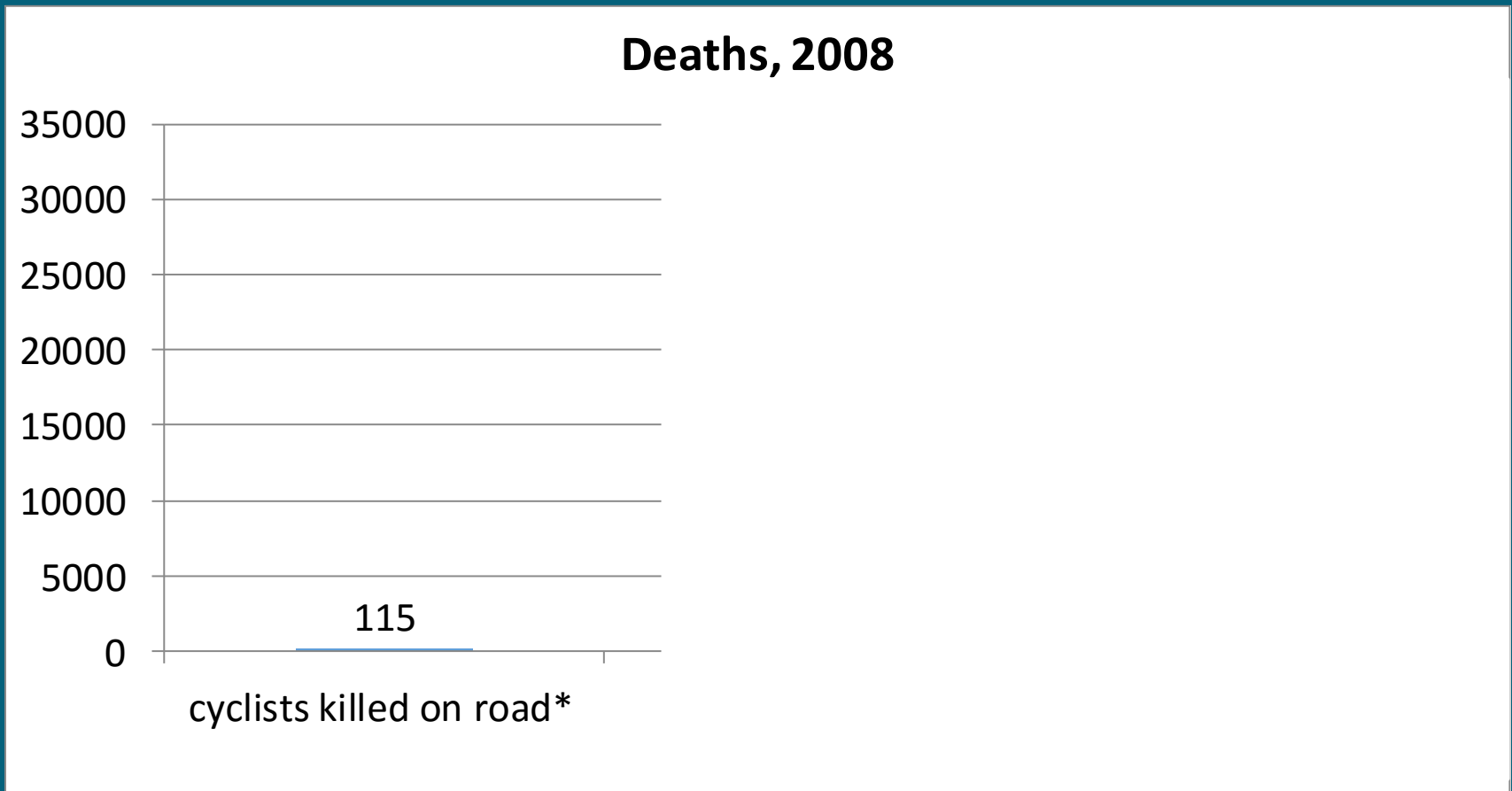


Why set 30km/h limits

- Reduced road danger
 - In the 12m distance a 30km/h vehicle can stop a 50km/h vehicle is still doing 38km/h
 - 4% reduction in casualties for 1km/h drop in ave speed
- Reduced emissions
 - Less aggressive driving reduces acceleration and braking (UK DfT)
 - Accelerating to 50km/h requires 2.8 x energy to accelerate to 30km/h
- Reduced Noise
- Increased road user justice
- The foundation for ACTIVE TRAVEL (Walking/cycling)
 - Reducing obesity - increasing health



The risk of physical inactivity compared to road casualties



Source: * **DfT Road Traffic Casualties 2009 *** BHF statistics 2010 edition; McPherson et al 2002.



THE KEY POINT...

A city that permits 50 km/h on residential roads will never be child friendly and will always deter physical activity



Speed becomes greed

When it stops us and our children from walking or cycling on our roads through fear of traffic



Crouch down: consider streets from an 8 year old's viewpoint

Research shows child cannot reliably judge car speed above 30km/h

Or try walking slowly like a 80 year old!





..key realisations in communities

Inappropriate vehicle speed violates our public spaces creating fear, apprehension and conflict that far exceeds any benefits to communities.

Its not that speed causes collisions so much as speed not allowing the collision to be avoided or the consequences mitigated

30km/h urban limits are the foundation of a “safe system” approach to road safety

A 20mph place is a better place for everyone

We need to develop and set a new social consensus about how we drive in the presence of people



Tipping Trends

Public Health Wide Benefits

- Direct Casualties
- Transport emissions and health
- Obesity and active travel

International Standards

- UN Decade of Road Safety
- EU strongly recommends 30km/h
- WHO recommends 30km/h
- Tokyo, London, Paris, New York....

UK Guidance

- Increased Support in DfT guidance
- Equalities Act 2010

Cultural trends

- Reduced car ownership - active travel
- In UK 73% agree 20mph for res roads
- Towards a more active lifestyle



Busting 30km/h myths



It won't cause gridlock and increase journey times

- Journey times dictated by how long you are stopped not speed whilst travelling
- Research shows slower speeds increase throughput, easier filtering at junctions



It won't increase emissions

- For a medium saloon at steady 30km/h consumption is just 2.9 litres/100km
- Emissions largely proportional to amount of acceleration and braking
- Energy to get to 50km/h is 2.8 times more than to get to 30km/h



It's not pandering to left wing and socialist ideas

- Its not about the colour of politics, but the quality of democratic representation
- City of London is the “capitalist” centre of UK and set a 20mph limit (400,000 pedestrians)
- Huge benefits in casualty reduction and public health improvement (eg 800% FYRR)



It's not “suicidal” for pedestrians to use roads, they have rights

- Freedom of movement is a basic human right, not bought with the purchase of an automobile
- Danger comes not from pedestrians or cyclists, but how motorists interact with them
- In many EU countries there is “presumed liability” in favour of vulnerable road users

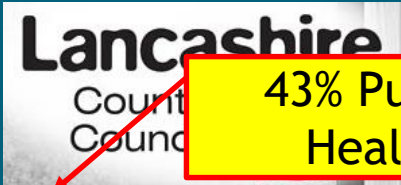


Slower streets actually increase our economy and business growth

- The reliance on the private motor car for mass transit is not a solution but part of the problem.
- Megacities need public transport and personal transport choices to be viable and sustain growth



20mph cities and authorities in UK



43% Public Health



1st phase Public Health



R\$2.5m Traffic Dept
R\$2.5m Public Health



60%

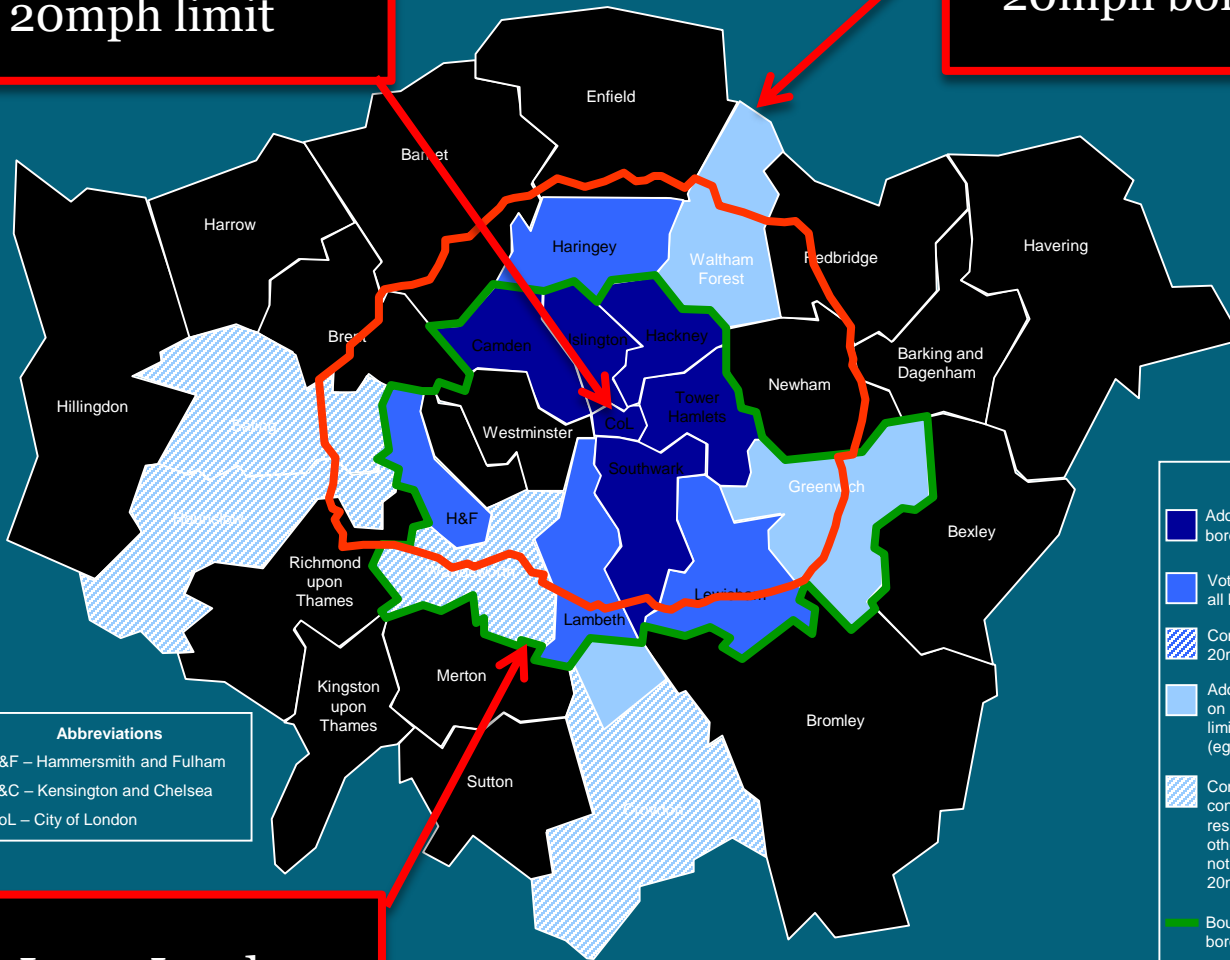


75% Inner London Boroughs



400,000 people work in "Square Mile" City of London with 20mph limit

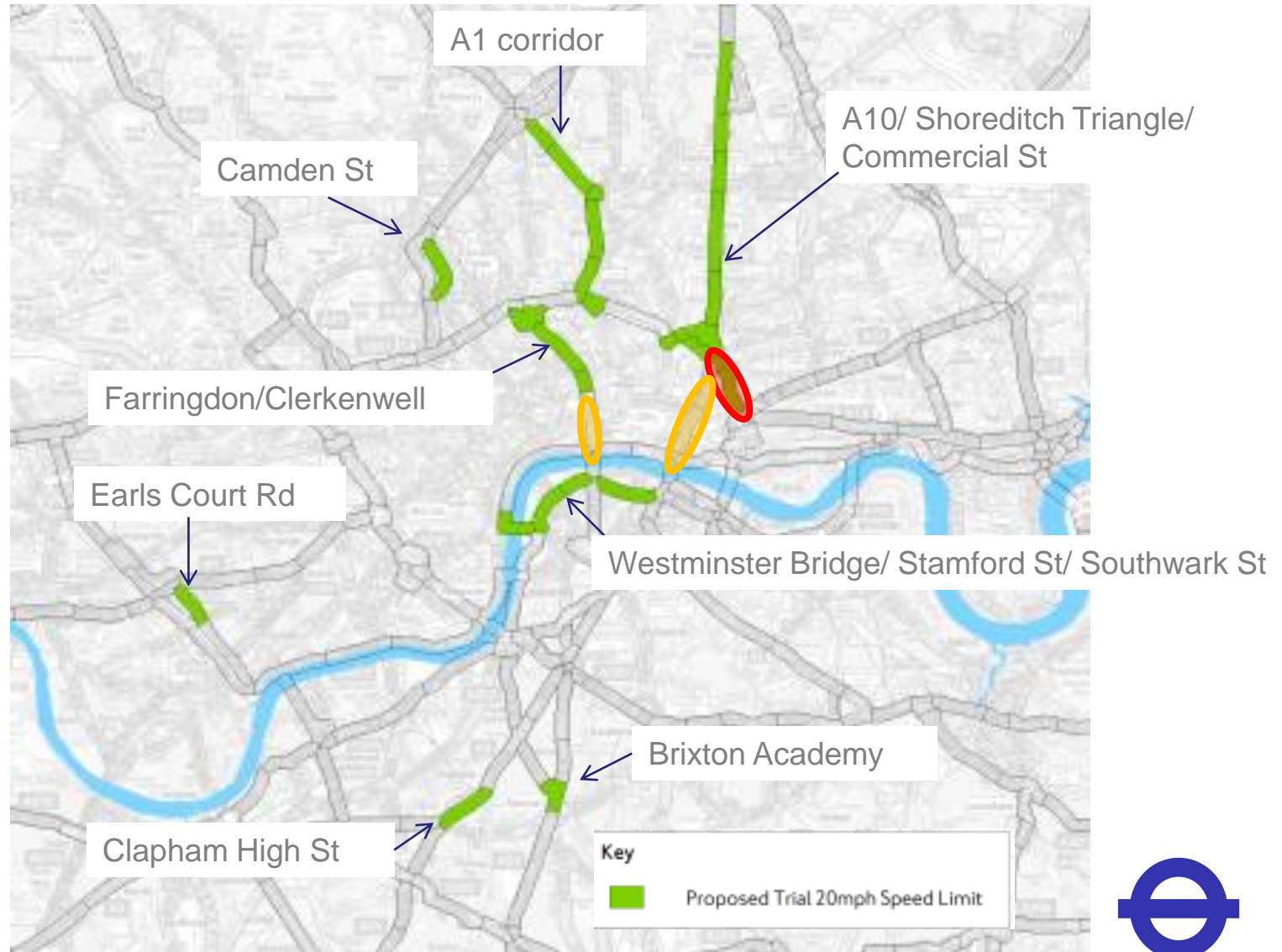
3 million Londoners (35%) now live in 20mph boroughs



Abbreviations
 H&F – Hammersmith and Fulham
 K&C – Kensington and Chelsea
 CoL – City of London

In Inner London, 55% already live on 20mph streets


Transport for London trialling on busiest roads






What about children?

Children and the road network



20's Plenty
It's miles better

20mph zones will soon be introduced to residential areas in Manchester

 MANCHESTER CITY COUNCIL manchester.gov.uk/20mph



Children and benefits from 20mph limits



Children and the road network



Direct Casualties

- Adults are killing children – 4 fold skewing of child pedestrian deaths in deprived wards
- Adults are killing parents, uncles, grandparents of children



Our over use of cars and their emissions are killing children

- Asthma
- Inactive travel and obesity



Our children are losing their independent mobility but not in other countries

- Society has no greater “strategic route” than that from home to school
- 80% child casualties outside of school commute – School zones are NOT a priority
- Huge cost to society of “the school run”



Our children need to play

- Getting to the park
- The street as play
- Active and mobile grandparents



Community streets belong to all ages, not just adults

- Children have just as much right to use the roads as adults, but to do so they have to walk or cycle.
- But it's the adults who are the adults.
- “Ask not what the child can do to avoid the driver, but what together we can do for the freedom of children”

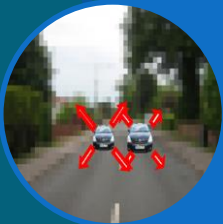


Children and 20mph benefits



Their perspective is very different from ours

- From inside a warm, quiet car 30mph may seem safe
- From the 1.3m height of an 8 year old things look very different
- IN distance a 20mph car can stop, a 30mph car is still doing 24mph



Primary school children cannot detect the speed of cars from “looming”

- Relative speeds above 20mph fail to be registered
- Speedo vs
- Look, assess distance, speed, time to reach, time to cross, make decision!!!!



20mph backed by so many responsible for health of children

- Royal College of Paediatrics and Child Health back National 20
- NICE backs 20mph – Public Health backs 20mph for children
- Local PH teams back Total 20



20mph limits are the foundation for active travel

- Edinburgh cycling to school rose from 4% to 12%.
- Provides a basis for other engineering and segregated interventions
- Restores the right for children to use their streets with a clear statement



Edinburgh's 20mph Pilot results

- Support for 20mph rose - 68% before 79% after
- Those considering cycling to be unsafe fell from 26% to 18%
- Children cycling to school rose from 4% to 12%. For older primary age children it rose from 3% to 22%
- Children allowed to play out rose from 31% to 66%
- Walking trips +7%, cycling +5% car trips fell 3%.





DfT Circular 01/2013

Priorities for action :-

12. Traffic authorities are asked to:

- keep their speed limits under review with changing circumstances;
- consider the introduction of more 20 mph limits and zones, over time, in urban areas and built-up village streets that are primarily residential, to ensure greater safety for pedestrians and cyclists, using the criteria in Section 6.

Recognises wide benefits of 20mph beyond road safety

Quality of life

Community benefits

Healthier & more sustainable transport choices

Environmental benefits - less noise & pollution

Encourages wide implementation of 20mph limits

Residential streets in towns, cities and villages

Major streets where there are or could be significant pedestrians or cyclists and this outweighs longer journey times



**How local communities mobilise
and create the change?**



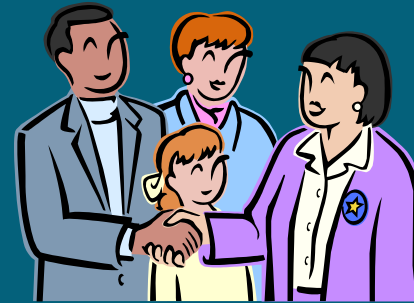
A community of public, politicians and professionals!

Professionals deliver



NGOs

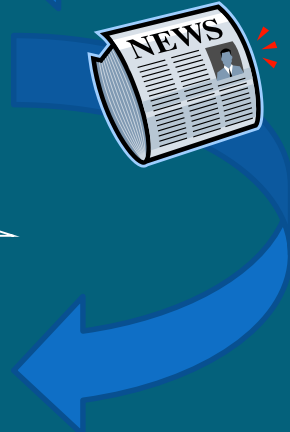
Politicians Make policy



20's Plenty
20
Where People Live

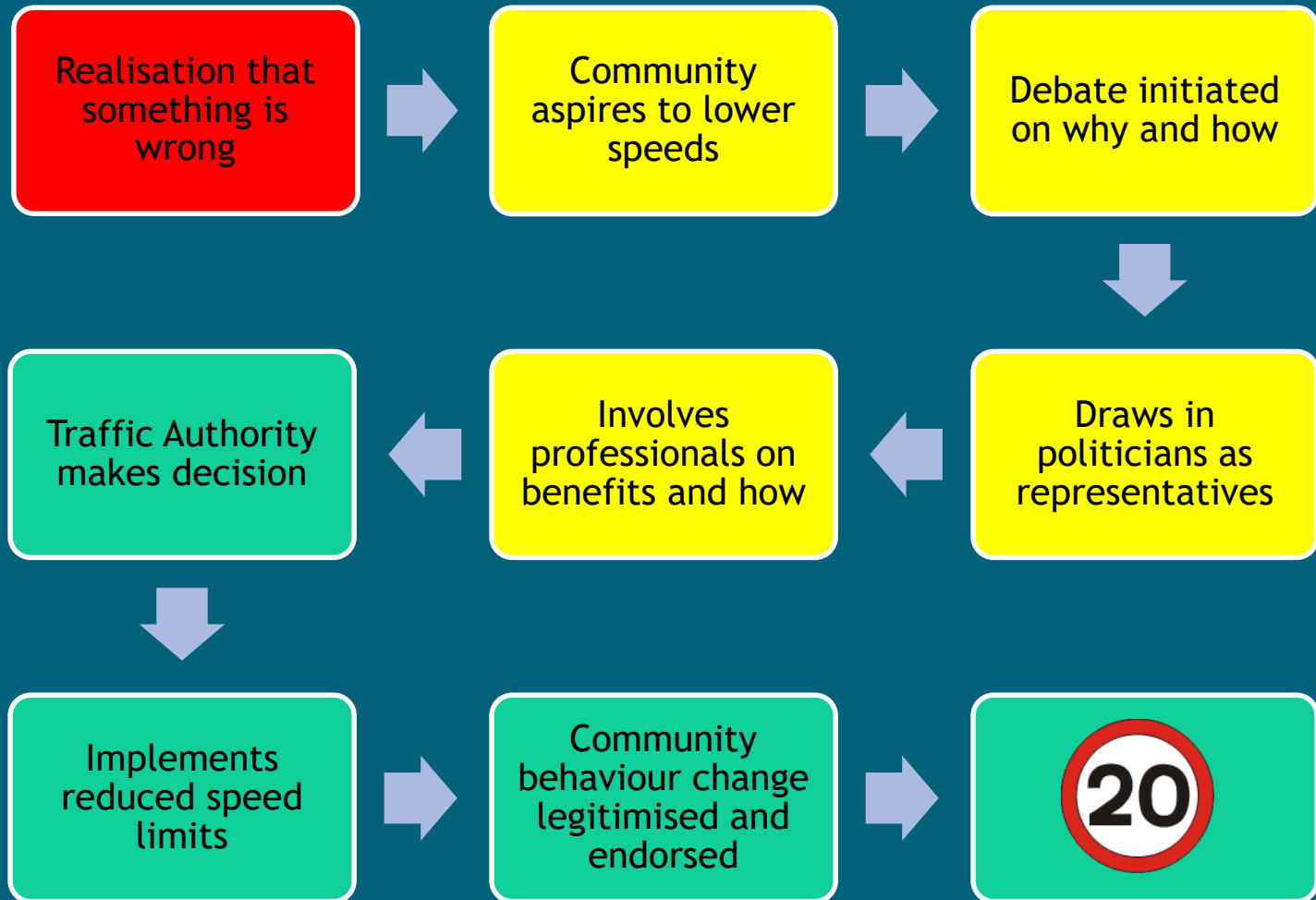


Public opinion





Community led - establishment endorsed





Community led - establishment endorsed

Realisation
that something
is wrong

NEWS 

Fight to save 14-year-old cyclist killed near Marlborough

By Nigel Kerton

10:17am Thursday 26th July 2012 in News

- A child casualty - why does this happen?
- Report quantifying danger on community roads
- Awareness that other authorities are lowering speeds
- Call to action from cycle, pedestrian, child, elderly advocate
- Congestion issues cannot be solved
- Child or elderly independent mobility questioned



Community led - establishment endorsed

Community
aspires to lower
speeds

Campaign for 20mph zone in Wilmslow

By Lisa Reeves - Tuesday, 12th June, 2012 - 5 comments



Community groups in Wilmslow have come together to organise a public meeting in an attempt to make our residential streets more friendly for all.

Transition Town Wilmslow is joining the 20s Plenty campaign for road speeds to be reduced from 30mph to 20mph by changing signage and without humps.

Residents are be
on Thursday 28th



- Lead campaign formed
- Finds about 20's Plenty for Us
- Empowerment via website information and knowledge of successes elsewhere
- 60+ Briefing Sheets on www.20splenty.org
- **Decides to form a local 20's Plenty for Us campaign**



Community led - establishment endorsed

Debate initiated
on why and how



- Sets up 20's Plenty for Mytown campaign
- Huge resources on-line and assistance in campaigning
- Technical and marketing support to bust the myths
- Establishes in-community base
- Widens across several transit modes/community groups
- Campaigns as people and citizens
- Raises with press
- Writes to doctors, schools
- Involves Dir of Pub Health
- **Makes public support tangible**



Community led - establishment endorsed

Draws in
politicians as
representatives



- About quality and not colour of politics
- Wide support goes beyond single transit mode groups
- Recognise supporters as “constituents” and “voters”
- Active travel, independent child and elderly mobility, noise and emission reduction, modal shift.
- Seen as best practice by DfT, ADPH, EU, etc
- Have a vision of making a better place to be
- Establish moral, financial and political imperative



Community led - establishment endorsed

Involves
professionals on
benefits and how

NHS in Bristol backs plan for 20mph city

The plan to be decided on commits £2.3million to introduce the measure across Bristol's 14 neighbourhood areas

By **The Editor**
Friday July 20, 2012

- Costing options
- What to include/exclude
- Plan for roll-out (All at once, phased)
- **Plan for engagement**
- Funding alternatives
- Use of new signage flexibility
- Involve emergency services, health as supporters



Community led - establishment endorsed

Traffic Authority
makes decision

- **Community owned**
- Commits to Total 20
- Plans roll-out - usually 2-3 years
- Authorises traffic to implement
- Use new methods for signage, posts, etc





Community led - establishment endorsed

Implements
reduced speed
limits



- Works with health, education, police, fire
- Raises Traffic Regulation Orders (100's roads at once)
- Considers objections
- Implements signage
- Multi-agency collaboration
- **Engagement, engagement, engagement**
- Listen, identify insights, design message, be pragmatic
- Light touch enforcement



Community led - establishment endorsed

Community
behaviour change
legitimised and
endorsed



- Speed will drop by 0 to 11 km/h on streets
- Overall probably a 2.5 km/h drop in average speeds
- Casualty reduction of 6%-20%
- Reduced pace on streets
- Increase in cycling and walking
- **A community that is making its place a better place to be**



How to succeed

The big mistake would be to think this is about Traffic Engineering

Marketing and Engagement, Engagement, Engagement

Put into context of community benefits

Provide value based benefits to compliers

Create multi-agency collaborative team

Involve & be inclusive of all sectors, even if opposed

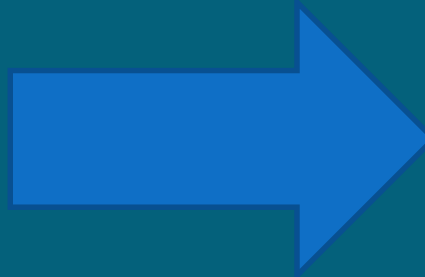
Bust the myths - challenge opposing views, quantify issues & turn into benefits

Create the social norm that 20 is Plenty where people live, work and shop



The future - transition!

20th
century



21st
century

Most urban & res roads



Most urban & res roads



Go slower on some streets



Go faster where safe
and compatible with
community needs



Make 30km/h the urban default



..and for São Paulo



Megacities need a balanced mix of public transport, walking/cycling and private vehicles



Reducing dependence on the private motor car is an economic and public health necessity



Every commuting journey starts in a residential street where people live – Let that be the reference point for how we share the roads



Make that a better place for all to walk, cycle and choose their transport mode without fear and you will make São Paulo an even better place to be.



Join cities around the world like Paris, London, Brussels, New York, Tokyo where 30km/h is deliverable, effective, inexpensive and changes the way we value and use our urban realm!



Sharing the public spaces between buildings that we call streets



A central cycleway, water carrier on a bicycle and the couple being photographed on Avenue Paulista, Sao Paulo - Now that's what I would say is a multi-functional public space



Thank you for your attention

Maybe it's time to say:-

If you love Sao Paulo
Then you should Love



www.20splenty.org
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