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 speeds, but only on those roads.
- Problems for wider adoption were:
  - Cost of R$300,000 per km when physically calmed
  - Isolated zones endorsed “speeding up” elsewhere
  - Un-calmed 20mph limits were 50 times cheaper
- In 2006, Dept for Transport changed guidance to allow wider adoption.
- Now 25% of UK population live in authorities with a 20mph policy for most urban and residential roads.
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 acknowledged as being a catalyst in that change.
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 average 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

Deaths, 2008

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.

It's 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
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
• It’s 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

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

Dec 2015

Legend
- Adopted 20mph on all borough roads
- Voted to adopt 20mph on all borough roads
- Consultation on adopting 20mph on all borough roads
- Adopted/policy to adopt 20mph on residential roads (and limited number of other roads (eg town centres))
- Consulting/moving towards consultation on 20mph for all residential roads and/or other more major roads (but not to a borough-wide 20mph policy)
- Boundary Inner & Outer boroughs
- Route of the North & South Circular Roads

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

http://www.20splenty.org
Transport for London trialling on busiest roads

- A10/ Shoreditch Triangle/ Commercial St
- A1 corridor
- Camden St
- Farringdon/Clerkenwell
- Earls Court Rd
- Westminster Bridge/ Stamford St/ Southwark St
- Brixton Academy
- Clapham High St

Key:
- Green: Proposed Trial 20mph Speed Limit
What about children?

Children and the road network

Children and benefits from 20mph limits
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%
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

Politicians Make policy

Public opinion

NGOs

20's Plenty 20 Where People Live

NEWS
Community led - establishment endorsed

Realisation that something is wrong

Community aspires to lower speeds

Debate initiated on why and how

Traffic Authority makes decision

Involves professionals on benefits and how

Draws in politicians as representatives

Implements reduced speed limits

Community behaviour change legitimised and endorsed

20 km/h
Community led - establishment endorsed

- 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

- 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

- 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

Draws in politicians as representatives
Involves professionals on benefits and how

Community led - establishment endorsed

- 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

**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*
Community led - establishment endorsed

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

Traffic Authority makes decision
Community led - establishment endorsed

- 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

Implements reduced speed limits
Community led - establishment 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

Most urban & res roads
Go slower on some streets

21st century

Most urban & res roads
Go faster where safe and compatible with community needs

Make 30km/h the urban default
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

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