

Engagement, Consultation, Measurement –
balancing the resources and effect

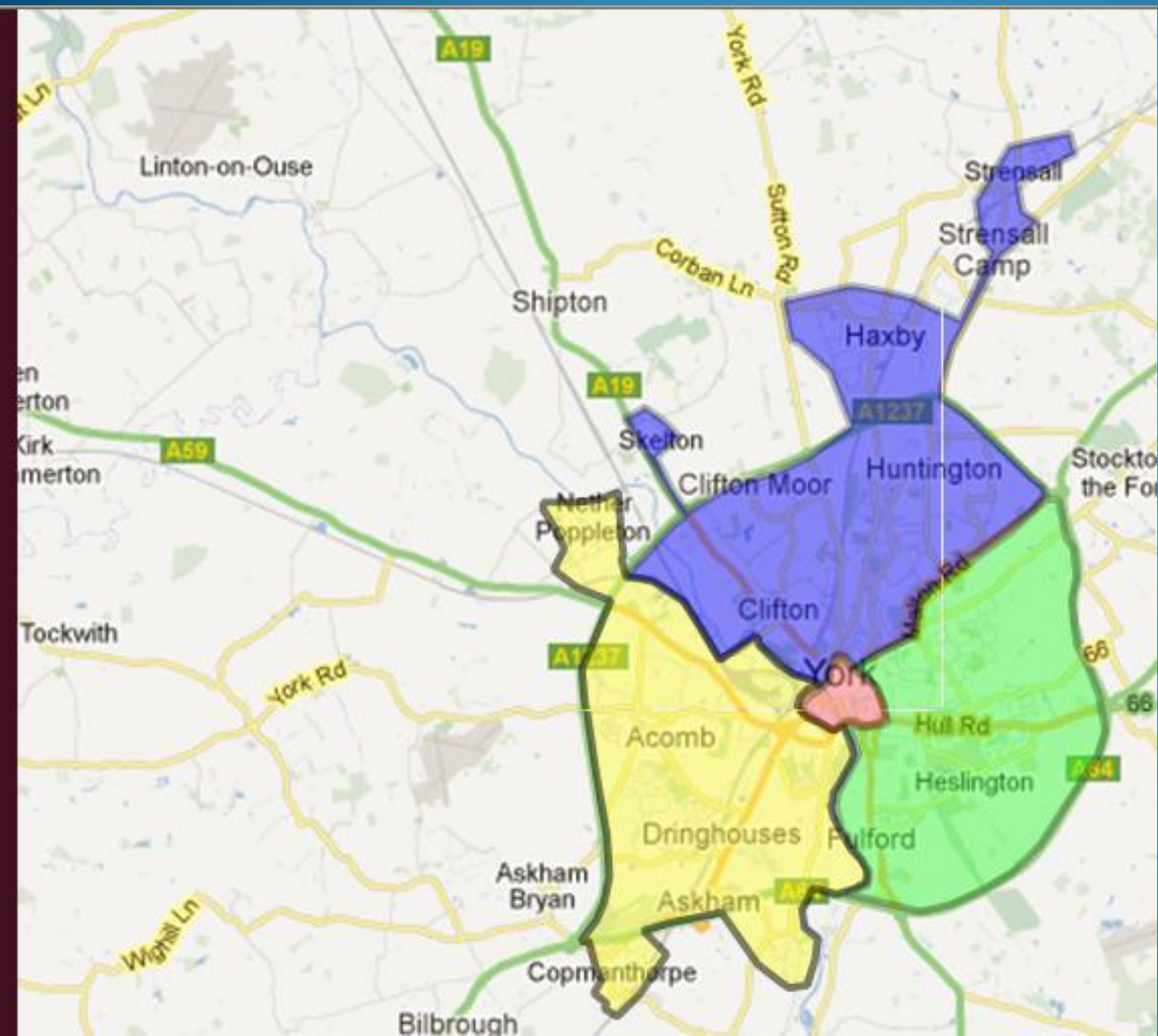
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20's Plenty For Us

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Where I live - York 20mph Roll out. West phase done, North next



Gathering Info has Pros & Cons

- Consultation, engagement & monitoring are costly - eg £1 per responding household if posted.
- Info can be valuable if you can't predict outcomes, but is costly & takes time (to do & analyse).
- Survey usefulness depends on factors like:
 - Wording of questions
 - Representativeness of respondent sample
 - How well informed respondents are
 - How accurate measurement is (eg biases, fraud)

What do we already know?

- 20mph limits are effective - 48-18% reductions in reported casualties
- Popularity: British Social Attitudes 72% support for residential 20mph without humps. Most popular among women & parents (children not often asked)
- Support rises post 20mph implementation

When to Collect Info?

- **DO it if:** different decisions/actions & outcomes should & will occur based on the results
- **Don't do it if:** you can predict the answers or it won't change the decisions / actions / outcomes

Popularity



- British Social Attitudes Survey consistently reports 72% in favour of 20mph limits for residential streets and only 11% against
- Other local 20mph consultations confirm that 70% of population want local streets at 20mph.
- Consistency across wide area establishes “norm”
- Compliance should become a “lifestyle” decision
- It maximises family benefit for drivers.
- Provides a more relaxing and engaging driving experience.

What else do we know?

- Inequality - 20mph reduces health inequalities (Prof Danny Dorling's research)
- Noise - 20mph noise reduces 3-4 decibels (perceived as 50% less) compared to 30mph worth £400 per household in willingness to pay (Prof John Parkin's research)
- Pollution - 20mph roads are less polluted than 30mph although its difficult to measure marginal differences (eg Prof John Parkin's research)
- Younger children can't reliably judge car speeds over 20mph (John Wann's research)

Aims:

What do we want to achieve?

- Is increasing compliance with 20mph the top aim?
- Or getting a mandate for a political vote (justification for local Councillors)
- Or maybe to research the effectiveness / success of a 20mph scheme's outcomes (and which outcome measure matters most)?
- What is the relative weight of each aim in terms of spending resources and time?

Timing: When to Ask Opinions?

There are 3 main time periods when Council's have sought local opinions on 20mph:-

1. Prior to a political decision
2. When seeking objections to Traffic Regulation Orders (TROs)
3. Engagement prior to and as limits change to 20mph

Consultation

Can be done in many ways

Eg Before political decision re whether to go 20 or not?

Can be phrased in different ways Eg do you want safer streets with 20mph limits? This could be seen as a leading question - even if it is true. And if true then is it right to even ask it? Where is public health leadership?

Consultation

After the decision is made

- Door to door of affected properties (TRO)
- asking for objections only or asking for support too?
- With supporting information

Consultation

Eg on which roads to go 20mph

- Online survey (relatively cheap to set up & analyse as not so much data entry work)
- Door to door either in a bespoke letter or in an existing council publication as a tear off slip
- With or without pre paid postal envelopes
- Exhibitions eg at libraries
- Resident meetings - eg in wards
- How you do this depends on what level of response you are looking for?

Engagement

- Sarah Toy recommends spending at least 10% of implementation costs on engagement & marketing the benefits of 20mph limits
- 20's Plenty for Us say 20% on social engineering.
- Liverpool used co- production marketing - where 20mph engagement piggy backs on existing events
- Social media use eg videos, tweet the benefits
- Driver speed pledges
- Targets previous speed offenders

Monitoring 20mph - Options?

- Average speeds pre and post 20mph limits- i.e. Compliance
- Noise levels
- Pollution levels
- Casualty data
- Number of enforcement referrals to speed awareness courses or fines- Fixed Penalty Notices
- Public awareness of benefits of 20mph limits

Split in to Workgroups

Choose if you mainly want to discuss

- Consultation
- Engagement
- Or Monitoring
- Aim to have 3 in each group. Get a prompt sheet for each workgroup subject.

Crucially how much will you spend on each type of activity to maximise your goal?

Feedback to the rest of the participants after 20 mins.

Feedback

- Consultation
- Engagement
- Monitoring

- Conclusions from each workgroup

Conclusion

- The aim of 20mph limits is slower speeds
- High compliance is gained by positive engagement rather than just asking resident's views
- 20's Plenty for Us say monitoring engagement levels is worth it to check the impact of marketing
- Other monitoring is not as essential, except as exception monitoring– eg certain stretches of road where pre implementation speeds are high and traffic calming might be considered.

Thank you



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