



20's Plenty for the 2020's

Changes in the Urban Street scene in the next 10 years

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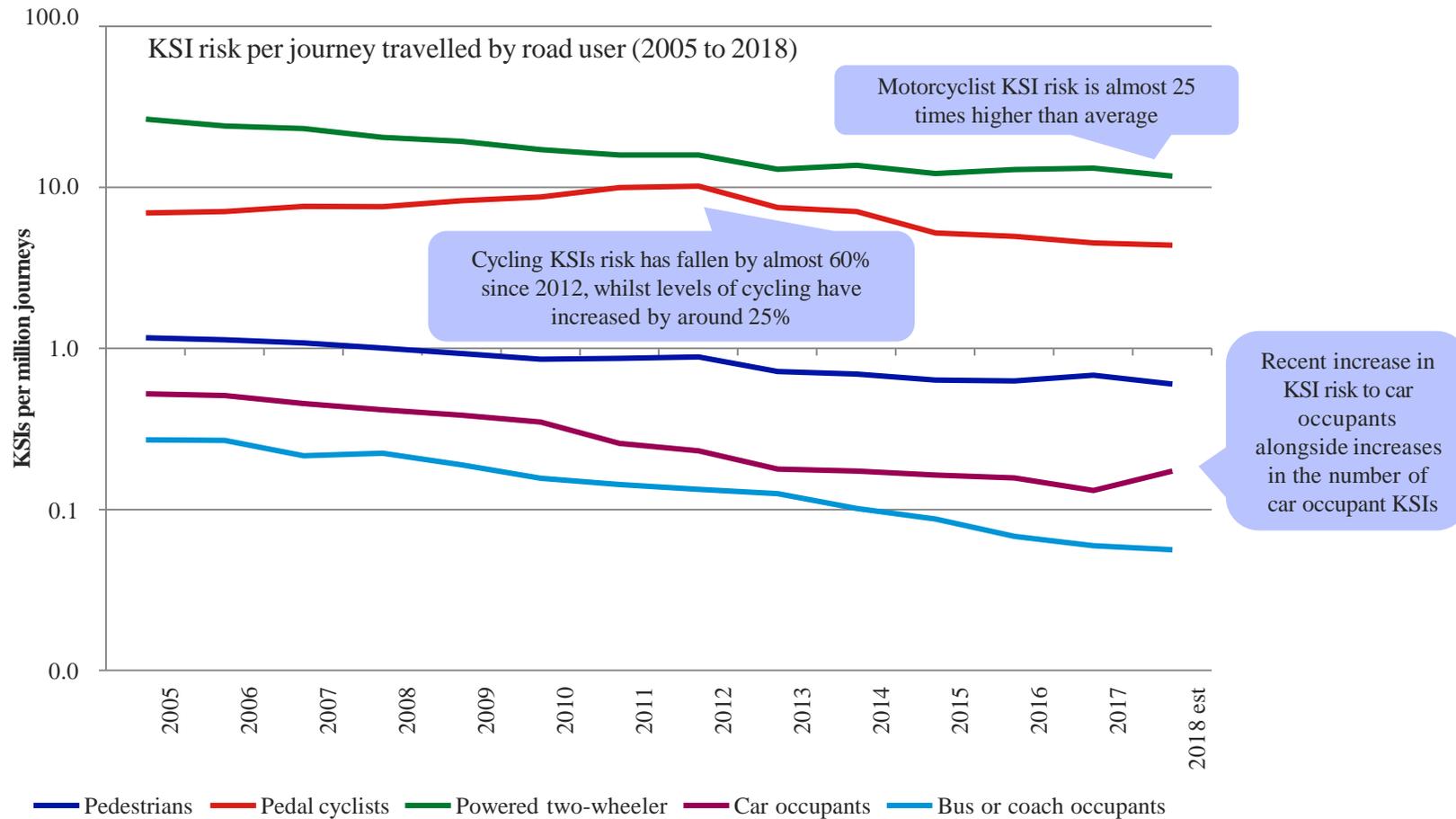


EVERY JOURNEY MATTERS

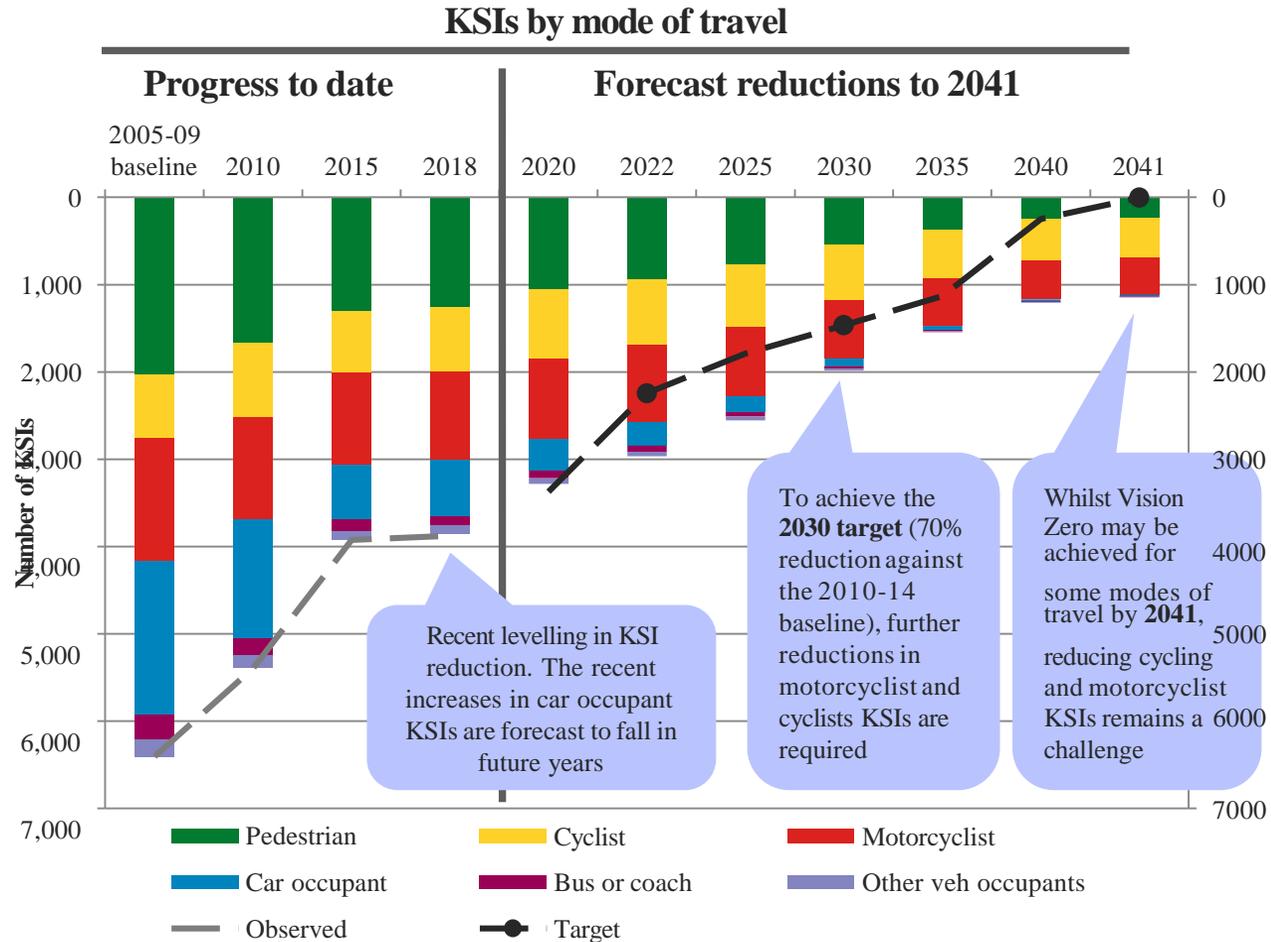
Our Vision Zero approach was developed to align with our Healthy Streets approach



Our programmes have reduced KSI risk for all modes of travel, however KSI risk remains very high for people motorcycling and cycling



4 However changes in activity have meant that the absolute number of KSIs have not reduced in line with risk



Vision Zero is an ethical commitment but in London we have set specific targets, the first is a 65 percent reduction in KSIs in 2022 against the 2005-09 baseline

Short term:

65% reduction in KSIs by **2022** against the 2005-09 baseline

Medium term:

70% reduction in KSIs by **2030** against the new 2010-14 baseline

Long term:

Zero KSIs by 2041

Bus casualty targets:

- 1.70%** reduction in KSIs in, or by, buses by **2022** against 2005-09 baseline
- 2.No one killed** in, or by, a bus by 2030



We Have A Robust Medium Term Action Plan

Vision Zero Action Plan is a plan to 2023/24 that focuses on intelligence-led action to reduce risk on our streets



Safe Speeds



Safe Streets

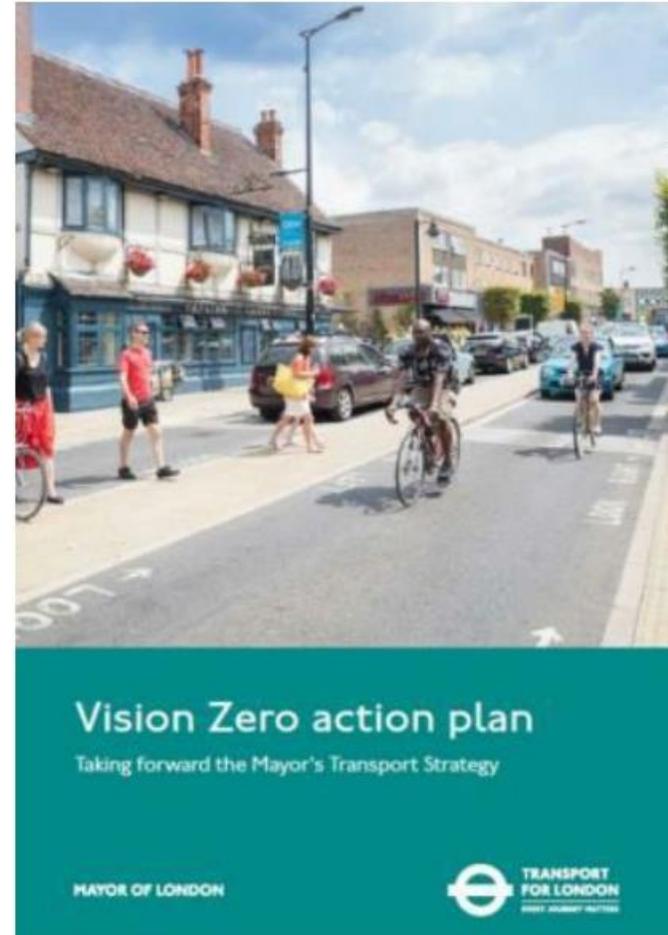


Safe Vehicles



Safe Behaviours

Post-collision learning and criminal justice



Our action plan is focused on road danger reduction, rather than road safety



Traditional, reactive, road safety approach



Proactive road danger reduction approach





Issues and Solutions

What do we know about drivers

- Nearly a quarter (23%) of all drivers say they drive under the speed limit but still too fast for the situation
- 84% of drivers agree that you should never take a risk
- 34% admit to taking a risk they thought was justified
- Driving is an automatic behaviour and the difference between what people think and do can be catastrophic

“I am a great driver. I can take the odd risk as I am experienced.”

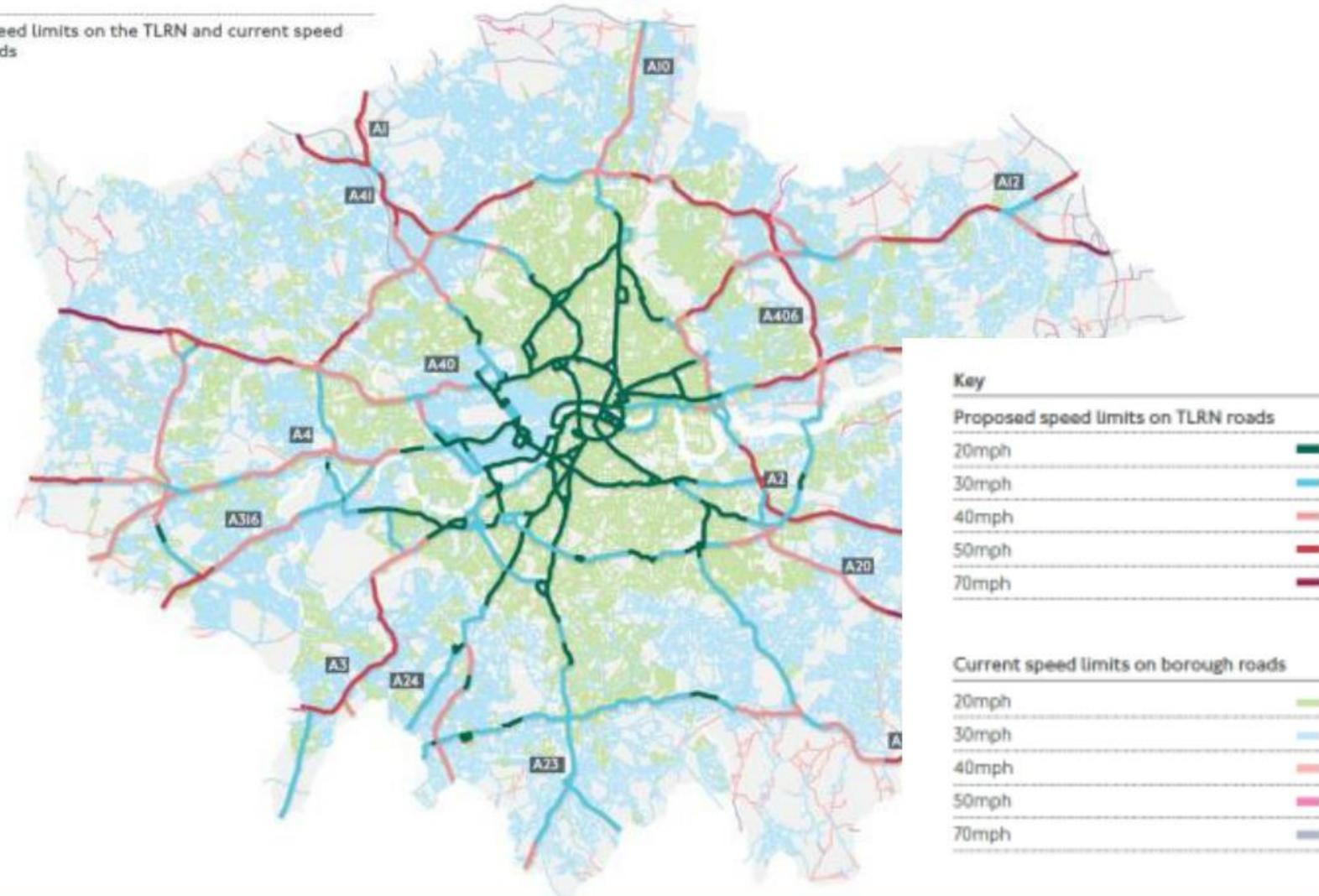
“Everyone else is the problem, not me. They need to change.”

We need drivers to see themselves as part of the problem and take responsibility for their behaviour.



Lowering speed limits on the TfL road network and using design to encourage compliance

Figure II: Proposed speed limits on the TLRN and current speed limits on borough roads



Engineering

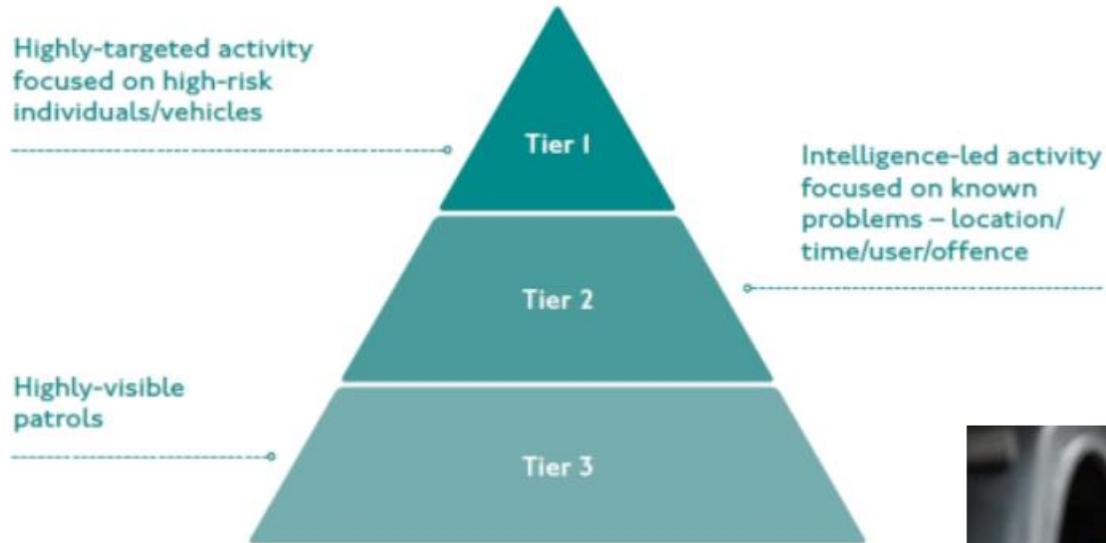
- Can be effective but....
 - Cost
 - Unintended consequences
 - Impact on bus and emergency services



<http://content.tfl.gov.uk/achieving-lower-speeds-toolkit.pdf>



Enforcement



Upholding the greater responsibility of those driving and riding for a living



Optimising safety cameras



ISA for bus fleet – Intelligent Speed Assistance

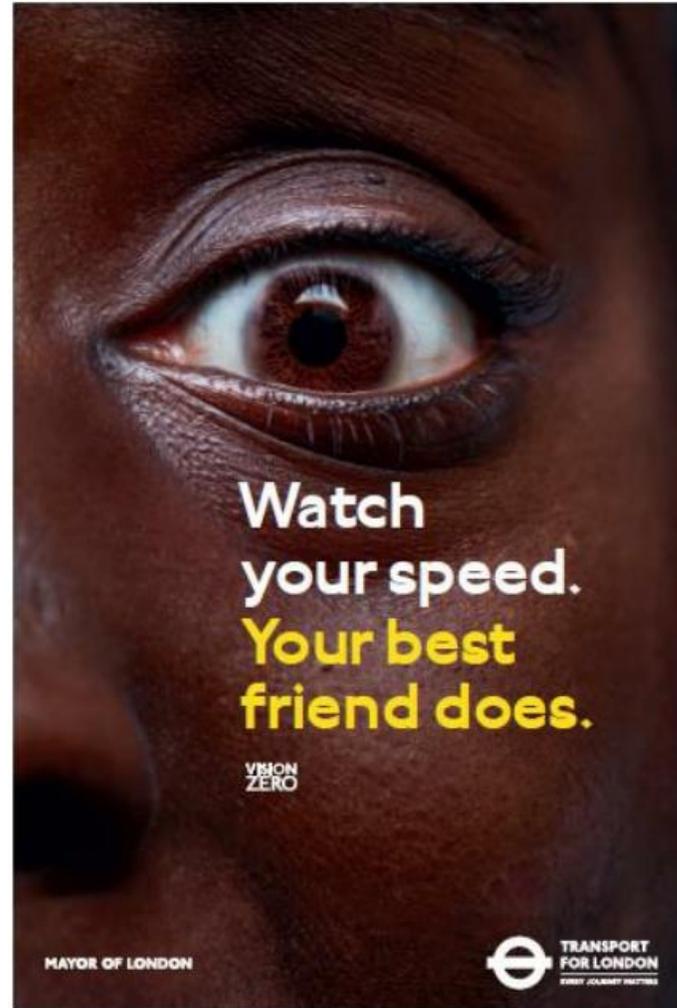
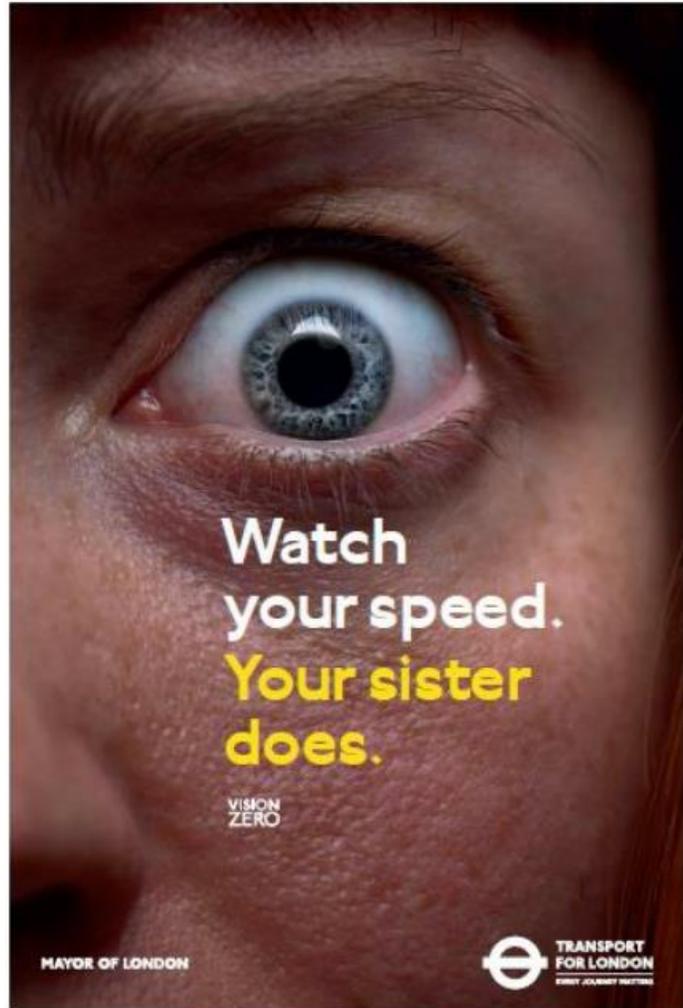
- Mandatory, intervening ISA.
- London Digital Speed Limit Map and iBus GPS signal.
- Limits engine power to help prevent the driver from exceeding the speed limit.
- Improves road safety, reduces emissions and saves fuel.
- Training given to drivers before use.
- Driver aid only.
- Analyzing data from rollout – c.10% of bus fleet fitted.
- Feedback from drivers to make improvements.



Challenging the Culture



Watch your speed. Everyone else does.



Questions

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