

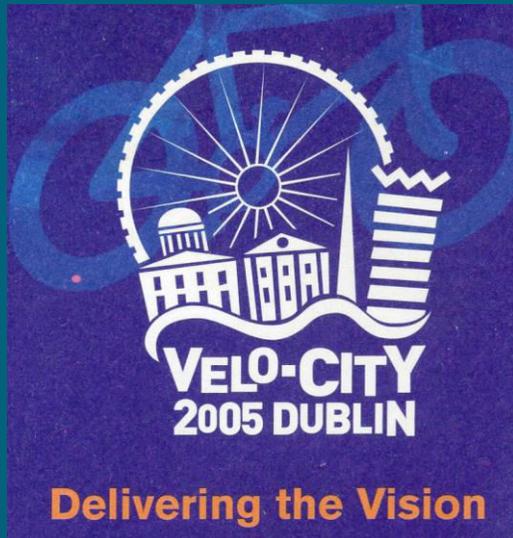
# From Velo-city Dublin 2005 to Velo-city Dublin 2019

14 year's progress in setting default 20mph and 30km/h limits for urban and village streets



## Rod King MBE

### 20's Plenty For Us Love 30





# Some ideas!



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

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

How can we influence politicians to “do the right thing?”



# 20's Plenty for Us



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

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



# I used to be a cycle tourer

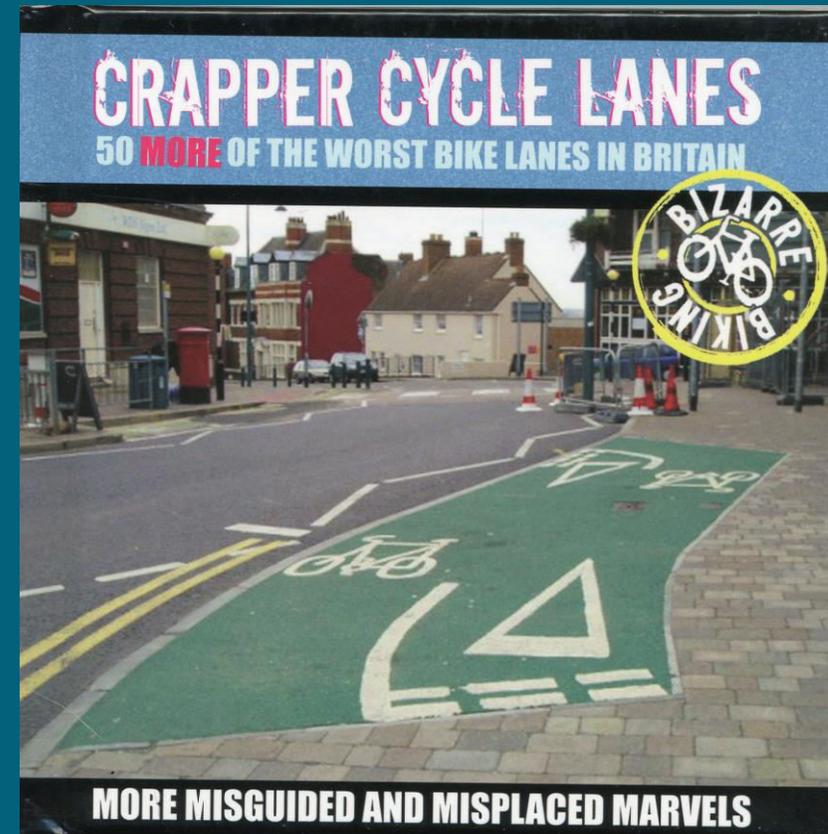
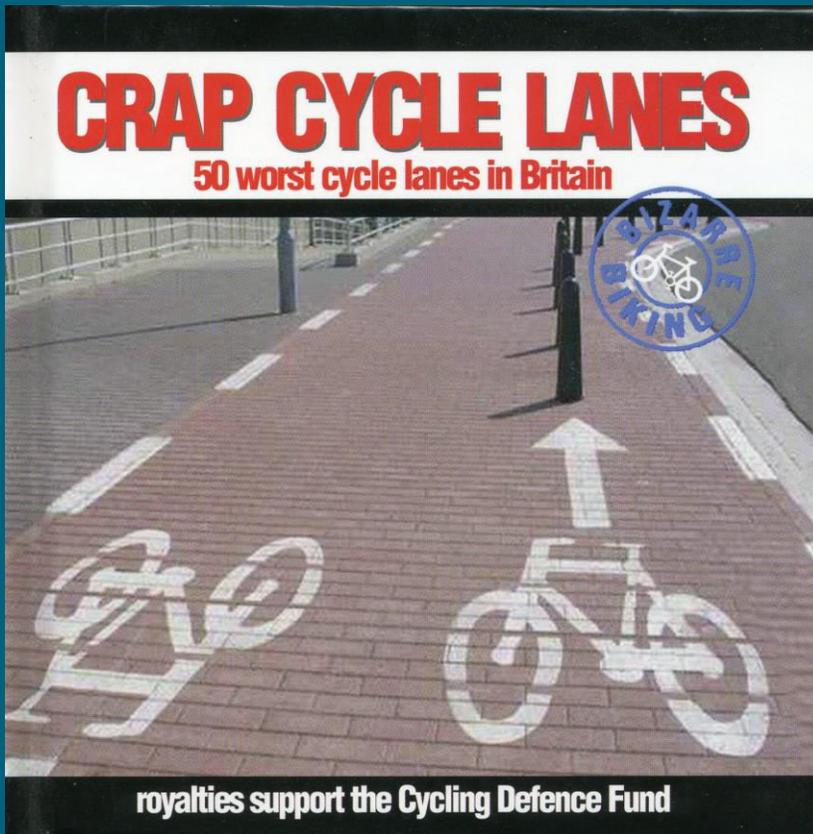




# “Cycle Facility of the Month”



Warrington  
Cycle  
Campaign





# In 2004 I cycled from Warrington to Hilden in Germany

- Warrington
- Sheffield
- Hull
- Rotterdam
- Miejel
- Hilden



31<sup>st</sup> October 2019 - 20's Plenty for the 2020's conference - London



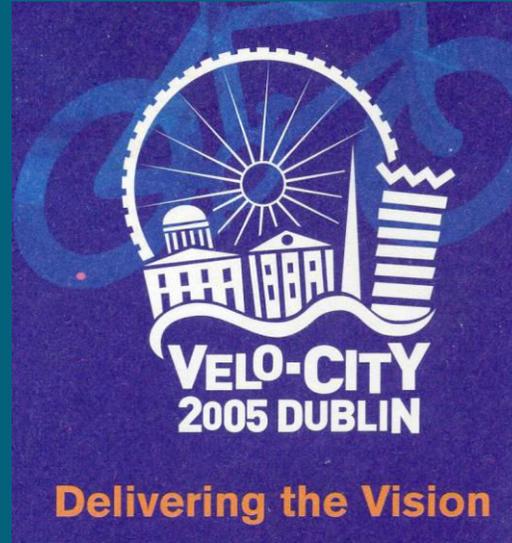
# The road from Hilden in 2004

- Hilden had substandard cycle facilities, spending just €12,000 per annum

But

- In early 1990 reduced residential speeds to 18.5 mph and even as slow as 7mph
  - Community involvement
  - Police enforcement
  - City-wide
- 23% in town trips by cycle
- 25% in town trips by bus
- 40% fewer car trips per person transported than Warrington
- I wrote a report - “A cycling tale of two cities”
- The late Tom McClelland of CTC Northern Ireland suggested I present at Velo-City Dublin





- A Cycling Tale of 2 cities - Warrington and Hilden.
- Chair of session Andrew Montague
- Invited back to present to Dublin City Council on 30km/h limits
- First 30km/h limits implemented subsequently



# 2005/6 campaigning for 20mph



- Many supported it in active travel
- No-one understood guidance
- Presented at various cycle campaigning and pedestrian conference
- Began helping other campaigns
- 2007 created 20's Plenty for Us to make support easier
  - No resources - my spare time
  - Work with the willing volunteers in communities
  - Use internet to inform/motivate/empower



# Formed in 2007...and now

- 400+ local 20's Plenty and Love 30 campaigns in communities in UK and Ireland, Australia, USA & Canada with just 0.6 professional staff
- Over 21m people are living in towns or countries in UK who now have a "Total 20" policy.
- Moving lower speeds into the "mainstream" of transport planning and urban development.
- We are acknowledge being a catalyst in t change



**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.





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

Or try walking slowly like a 80 year old!  
Or someone who is disabled  
Or someone with imperfect hearing/sight





# THE KEY POINT...



A community that permits 30mph or 50km/h on residential roads will never be child friendly and will always deter physical activity



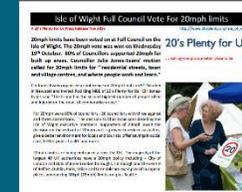
## *Speed becomes theft*

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



# Wide community benefits a key factor in 20's Plenty success





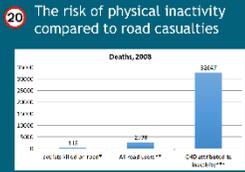
Other Orgs

Schools Children

Campaigning Advice

Local Website

Fact sheets and news



Elderly Disabled

Public Health

Widen community groups

Form 20's Plenty campaign

Make support and wide benefits tangible



Cross Party engagement



Active Travel



Press campaigns



Petitions



Local meetings

Elected representatives make decision to change speed limits on residential roads



Community events



Bust the myths



# Why set 30km/h limits

- Reduced road danger
  - In the 11m distance a 30km/h vehicle can stop a 50km/h vehicle is still doing 45km/h
  - 4% reduction in casualties for 1 km/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



# Why set 30km/h limits

- There are few benefits from going at 50km/h
  - Just gets you to next queuing point quicker
  - Speed between congestion points is an illusion
- WHO, OECD, iRAP, Global Network of Road Safety Legislators all say that :-

“Where motor vehicles mix with pedestrians and cyclists 30km/h is the maximum safe speed”



# 20's Plenty For Us/Love 30



## Not mode specific

- Campaign on single issue
- Wide range of beneficiaries – pedestrians, cyclists, elderly, young, horse riders, scooter riders, public health, air quality, urban liveability
- Be the voice of others, rather than yourselves

## Support campaigners, inform politicians/professionals

- Know your subject
- Empower campaigners with briefings, add leverage to their efforts
- Help them make popularity tangible, most people support 30km/h
- Work with the willing, don't waste time/effort of "not willing"
- Help politicians "do the right thing"

## Don't give up! Outlast the opposers

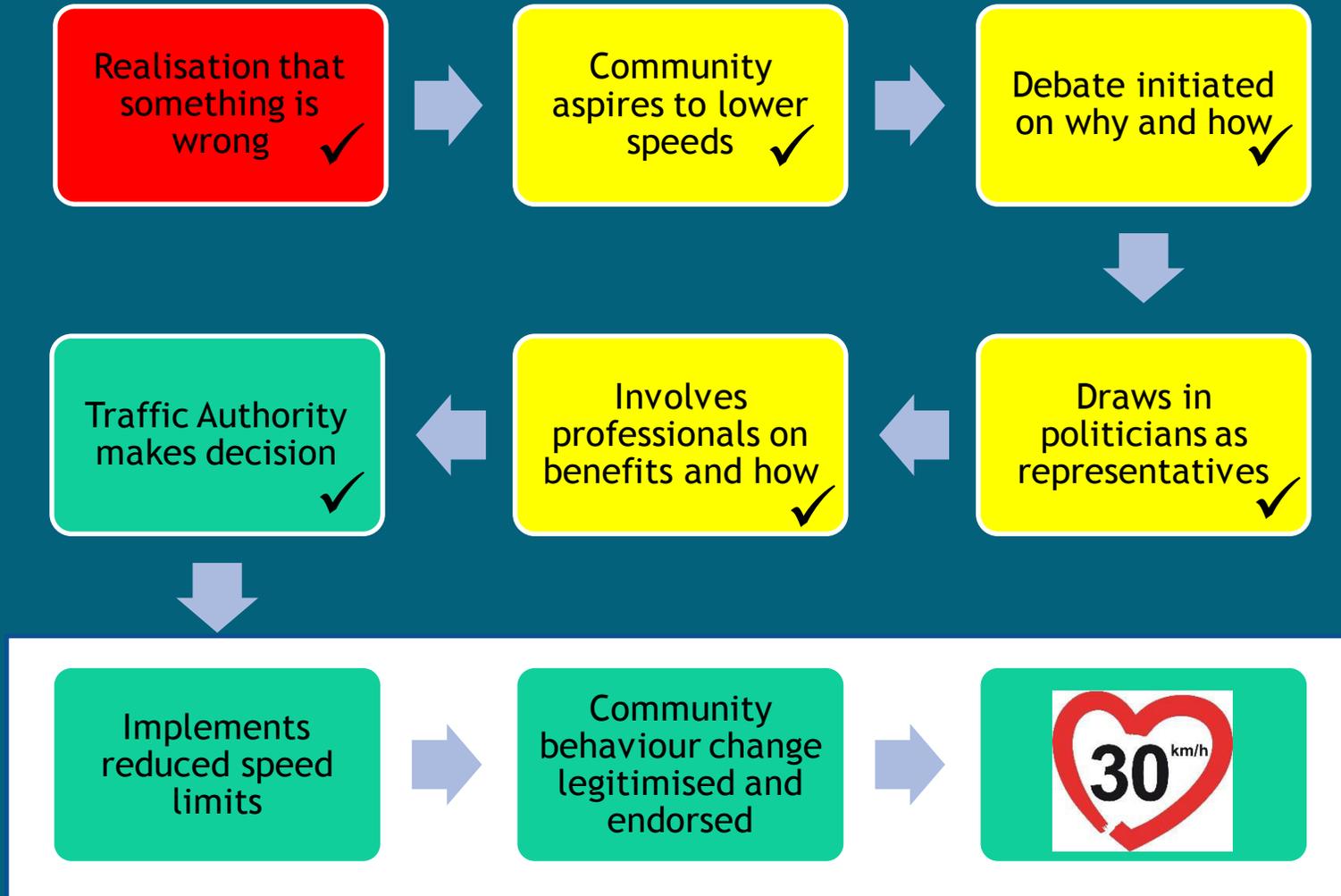
- Maintain activity and recognize changing times/opportunities

## Be strategic, keep building support

- 9-point plan for success
- Its not about traffic management" but about "social consensus"



# Start a community campaign





# The future - transition!

20<sup>th</sup>  
century



21<sup>st</sup>  
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 your urban default

31<sup>st</sup> October 2019 - 20's Plenty for the 2020's conference - London



# Our 10<sup>th</sup> Annual 20's Plenty Conference



- 20's Plenty for the 2020's - A strategic view of urban speed limits for the next decade
- Presenters include:- European Transport Safety Council, World Health Organization, Welsh Government, Transport for London, London Boroughs, and more
- 31<sup>st</sup> October 2019 - Waltham Forest Town Hall
- A great event for campaigners, politicians, consultants, public health, active travel professionals. Applies to 20mph and 30km/h



# Thank you for your attention



If you Love 30 where your people work, play, shop, learn and live then you can make your place a better place to be

[www.20splenty.org](http://www.20splenty.org)

[rod.k@20splenty.org](mailto:rod.k@20splenty.org)

and

[www.slowdownday.org](http://www.slowdownday.org)

**For your WHO Toolkit**

