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

Delivering the Vision
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?

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”
In 2004 I cycled from Warrington to Hilden in Germany

Warrington
Sheffield
Hull
Rotterdam
Miejel
Hilden
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

31st October 2019 - 20’s Plenty for the 2020’s conference - London
• 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
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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 acknowledged as being a catalyst in that 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

- Community led
- Community-wide behaviour change
- Creates multi-agency collaboration in roll-out
- Wide benefits beyond road safety
- Benefits provide wider funding

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Elected representatives make decision to change speed limits on residential roads.
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 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
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
- It’s not about traffic management” but about “social consensus”

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Start a community campaign

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

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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 your urban default

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Our 10th Annual 20’s Plenty Conference

- 20’s Plenty for the 2020’s - A strategic view of urban speed limits for the next decade
- 31st 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
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and
www.slowdownday.org
For your WHO Toolkit

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