

Love 30



**Lower speed limits
Healthier, Happier Communities**

Why 30km/h?



HARD AND FAST FACTS

Pedestrians hit by a car...

at 30 km/h – 1 in 10 will die



at 50 km/h – 5 in 10 will die



at 60 km/h – 9 in 10 will die



SAFETY

- Lower speed limits dramatically reduce the number of people killed in collisions.
- They also reduce the severity of injury in any collisions that occur.

Why 30km/h?



HEALTH & WELLBEING

- **Encourages young people to move about independently** and encourage parents to permit their children to do so
- **Helps combat rising levels of obesity** by encouraging people of all ages to walk and cycle and by encouraging children to play outdoors
- Transform our urban areas from car dominated through-roads to **vibrant living 'people-friendly' spaces**

Why 30km/h?



EFFICIENCY

- Traffic moves more smoothly with minimal effects on journey times
- Reduced air and noise pollution
- Reduce carbon emissions by increasing the number of people walking and cycling

Evidence supporting speed reduction



- ✓ 50% less children killed/severely injured - London
- ✓ 50% less road crashes - Switzerland
- ✓ 90% less people killed/severely injured - Kingston upon Hull
- ✓ 35% increase in children allowed to play on the road-Edinburgh

Myth Busters



MYTH It's ridiculously slow

BUSTED

50km/h feels slow when slowing from motorway speed;
you soon get used to it

MYTH It's being used as a revenue-raiser from speeding fines

BUSTED

This was never proposed by the Council as a motivating factor, but several real motivations were: safety, noise reduction, encouragement of cycling to comply with Government guidelines, and reduction of congestion

Myth Busters



MYTH It's an extreme measure

BUSTED

- Marino has had 30km/h since 2005, and 96% of residents would oppose reverting to a higher speed limit
- It's the norm for our European neighbours (2,150 such zones in England; widespread use in Scotland, and many cities: London; Munich; Utrecht; Stuttgart; Barcelona; Graz; Freiburg; Ghent).

MYTH - You could walk faster

BUSTED

- A generally acknowledged fast walking speed is 5 km/h.

MYTH - It delays and frustrates motorists

BUSTED

- The maximum delay, if crossing the 30km/h zone without stopping once for signals or stop signs, is 68 seconds.

Myth Busters



MYTH It will stop people coming into the city for business

BUSTED

- It is already improving the business & retail environment in Dublin city centre
- Noise, pollution and the sense of danger from vehicles are reduced. It's a calmer experience for drivers, too. We're all pedestrians; even motorists have to walk some time

Stockholm Declaration



The Stockholm Declaration **signed by Minister Shane Ross** signed at the Third Global Ministerial Road Safety Conference in **February 2020**:

Expresses concern that collisions are the leading cause of death for children and young adults aged 5–29 years

Acknowledges that the overwhelming majority of road traffic deaths and injuries are preventable

*Resolves to ...Focus on **speed management**, including the strengthening of law enforcement to prevent speeding*

*and **mandate a maximum road travel speed of 30 km/h in areas where vulnerable road users and vehicles mix ...**, except where strong evidence exists that higher speeds are safe,*

*noting that efforts to reduce speed in general will have a **beneficial impact on air quality and climate change** as well as being vital to reduce road traffic deaths and injuries;*

Supporters



[RSA](#) - call for 30 km/h in towns, cities and near schools (Apr 2016)

[A Playful City Dublin](#) - a not-for-profit focused on creating more playful, engaging and inclusive cities with and for communities

[20's Plenty for Us](#) - Non-profit organisation campaigning for 20mph to become the default speed limit on residential and urban streets in the UK.

[European Network for 30 km/h](#) - making the streets of Europe liveable.

[Jake's Legacy](#) - Campaign for lower speed limits, in memory of Jake Brennan.

[JustWalkNow](#) - Dublin-based campaign to make urban walking easier, safer and fun

[Phizzfest](#) - The Phibsborough Arts Festival

[Playtime](#) - Raising awareness of the importance of children's play.

[Galway Cycling Campaign](#) - the voice of cycling in Galway since 1998.

[Sligo Cycling Campaign](#) - a voice for everyday cycling in Sligo

[Dublin Cycling Campaign](#) - An independent, voluntary cycling advocacy group that works to improve the city for all cyclists.

[Cork Cycling Campaign](#) – voluntary cycling advocacy group

[An Taisce Green Schools](#) - Green Schools Ireland

Ideas to build local support



- Present at local meetings e.g. Residents associations, tidy towns etc.
- Start a petition and send to your local authority
- Lobby politicians
- Organise a Street Fest – take back the streets
- Braking Distance challenge
- Signs on bins
- Temporary calming measure e.g. plants
- Slogan/Poster competition for children

Useful Websites



<http://www.love30.ie/>

<http://www.20splenty.org/>

<http://en.30kmh.eu/>

<https://www.facebook.com/jakeslegacy>

<http://www.dublincycling.ie/>

<http://www.antaisce.org>

<http://www.playtime.ie/>

<https://twitter.com/justwalknow>

<http://www.phizzfest.ie/>

Thank You!

