

Vision Zero in London

How does Vision Zero impact communications and behaviour change?

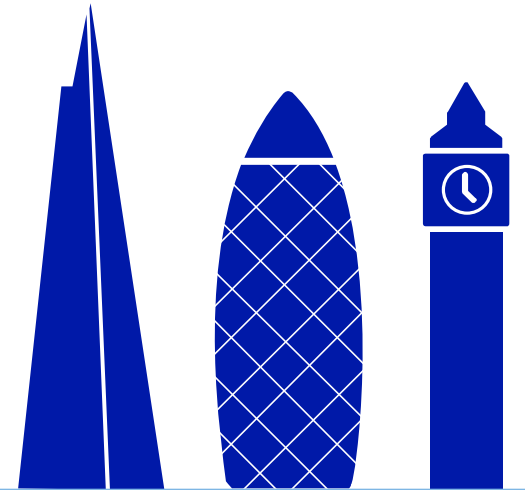


What we will cover today

1. What is the overall impact of Vision Zero on communications and behaviour change programmes?
2. What is TfL is doing differently communications - wise in response to Vision Zero?
3. What could this could mean for borough communications and behaviour change activity?



What is the impact of
Vision Zero on
communications?



From Road Safety Education to Vision Zero



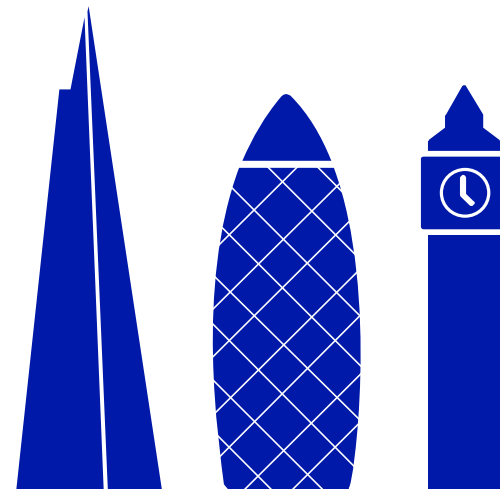
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Encouraging safe behaviours through communication



What are we doing differently?



7 “Risk up” communications campaign



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- Identify risky behaviour
- Hard hitting
- Targeted at drivers

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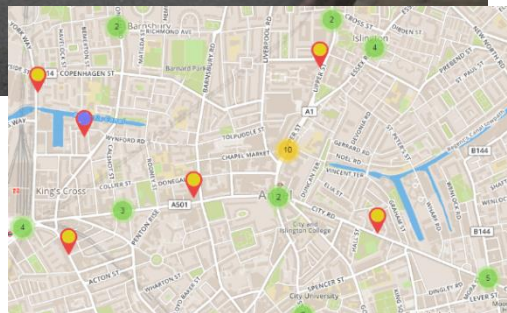
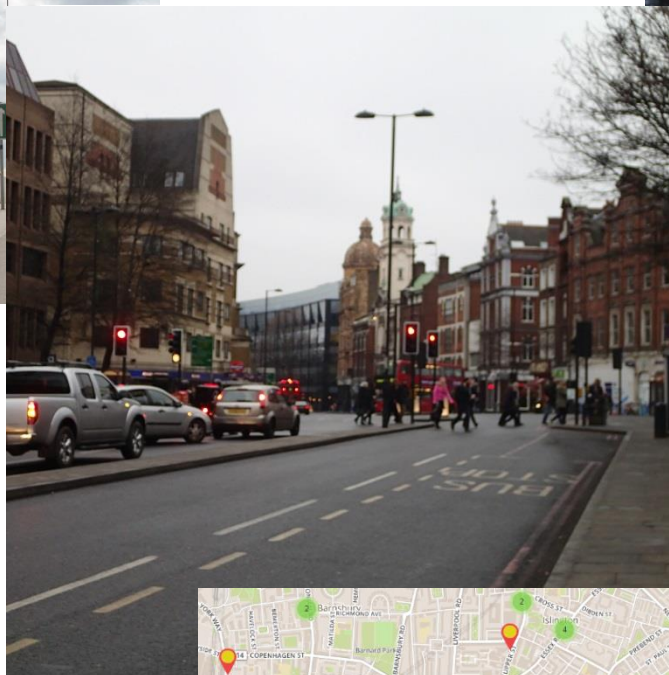


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Localised communications interventions



Signage



Enforcement



Advertising



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Training and education



Powered 2 wheeler problem solving

Rider profile – who do we need to target?

Are the target audiences aware the training available?

Is the current training, coverage, appeal and take-up right?

Does the existing training provide the right content?



Cycle Training

We are shifting the way we promote cycle training.

We will:

- Cross-promote adult cycle training to parents
- Improve targeting
- Improve booking process
- Use new infrastructure
- Integrate cycle training into STARS



Schools and education: STARS

We will build on the current activities in STARS and increase awareness of the programme.

We will :

- Raise awareness of the programme
- Target parents
- Shine a light on road safety
- Geographically promote to teachers



Schools and education: YTA

Our peer to peer engagement programme has evolved to include:

- Peer to parent/teacher campaigns
- Obstacle courses to demonstrate the impact of distraction on concentration
- Cross-promotion with STARS and Safety and Citizenship



Ensuring our work works

We are evolving our approach to evaluating behaviour change.

MEASURE:

MARKET PENETRATION

- Awareness of interventions
- Exposure to interventions
- Engagement with interventions

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MEASURE:

BEHAVIOUR CHANGE

- Effect on claimed behaviour change

METHODOLOGY:

OMNIBUS SURVEY

e.g. Parents and Teachers

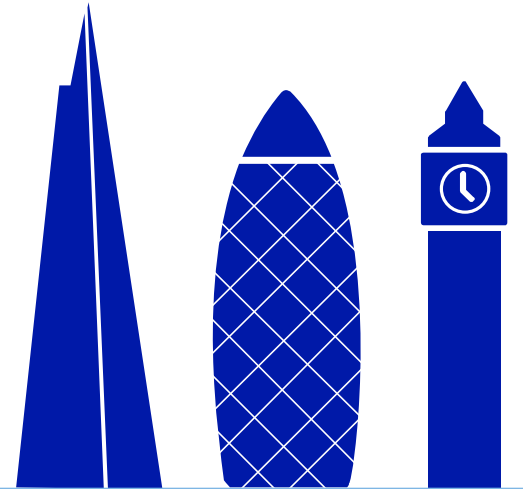
METHODOLOGY:

IN PROGRAMME MEASUREMENT

e.g. STARS hands up



What could this mean
for boroughs?



Join the movement

Continue to ...

- Focus on the source of road danger and the hard to reach vulnerable road users
- Review all communications and question if it is the right approach
- Approach every project with Vision Zero top of mind
- Be proactive and look at the next three years rather than the previous
- Work with partners like TfL, other Boroughs and the Met Police to ensure a unified message



In summary



- Vision Zero is a new mind-set that puts road danger reduction at the core of communications



- Communications will focus on changing the behaviour that has the most impact



- Raising awareness of training and education programmes is vital



- We are here to support the boroughs to adopt the principles of Vision Zero in your communications and behaviour change programme



Thank you

