Vision Zero Strategy | Quick response guide

Oxfordshire County Council (OCC) wants to know what you think of their draft Vision Zero Strategy.

While we welcome the strategy, we believe it could be stronger. To amplify our voice and advocate for better, we are asking our supporters to please complete OCC's consultation survey.

To make it easy for you to contribute, we've prepared the below simple and quick guidance with suggested responses in bold to inform your responses. We encourage you to use and adapt these, and to include your personal opinion and experience.

If you have any questions, or require the information in a different format, please get in touch at contact@cyclox.org.

The consultation closes at midnight on Sunday 10 March - http://tinyurl.com/OCCVisionZero

Section 1 - About You

I am responding to this survey as

- **An individual**

Section 2 - Vision Zero Draft Strategy

Do you support the council adopting a Vision Zero Strategy?

- **Yes**

Section 3 - The Safe System Approach

Do you think that these are the right key areas or 'aspects' for Vision Zero to focus on?

- **Partly**

Please tell us why you gave this answer

Cyclox supports the Safe System approach, which is an internationally recognised approach to minimising road danger. We are pleased to see that the county council has adopted this approach. However we are concerned that there is a major gap in the strategy that will mean that the targets are currently unachievable. This gap is the lack of buy in

from partner organisations. The Thames Valley Police are responsible for enforcing safe driving in Oxfordshire, and the bus companies need to support 20mph in

residential areas. Ask the county council to establish an overarching partnership board the members of which are all committed to Vision Zero.

Would you like to comment on any of the individual aspects?

- **Yes**

Safe Roads and Roadside: Designing roads and streets that are safe and with features such as clear signage, safe crossings and segregation of cyclists and vehicles where possible.

Please share your comments on the 'Safe Roads and Roadside' aspect:

Unlike many other Vision Zero strategies the Oxfordshire strategy mentions traffic reduction. Traffic reduction is a vital step in achieving VZ. The county council has a target of reducing the numbers of car journeys, as part of the Local Transport and Connectivity Plan. You can reinforce the importance of traffic reduction while recognising that speeds may increase and therefore must be supported by other infrastructure measures.

A high proportion of collisions occur at junctions, so it is surprising that there is very little mention or emphasis on junctions. Where appropriate junctions should be designed to be safe for children who are Level 2 Bikeability trained. Ask the county council that you want to see this as a bigger focus of the final strategy.

Safe Vehicles: Encouraging the use of vehicles with advanced safety features, such as automatic emergency braking systems and lane departure warnings, as well as adherence to vehicle safety standards, i.e.: for HGVs and second-hand cars.

Please share your comments on the 'Safe Vehicles' aspect:

This section does not yet have the endorsement of partner agencies and will not be achievable without their involvement and commitment. Several of the actions are dependent on TVP, bus operators, and other stakeholders.

The recent deaths in Oxford of young women cycling have been caused by high sided vehicles and we need to press for direct vision standards, and the adoption of safe urban driving. Currently the actions relate primarily to the County Council's own fleet. As there is in London, we will be campaigning for HGVs to have direct vision standards.

The strategy highlights the needs for Buses and PSV operators to operate safely reflecting their presence in pedestrian areas. Measures include training, speed limiters (like those

fitted to e-scooters) and dashcams. You can welcome this but press for early engagement with the bus companies.

We welcome the mention of freight transferring to cargo cycles.

Safe Speeds: Reducing vehicle speeds to levels that are safe for all road users, such as pedestrians, cyclists, equestrians, motorcyclists, and motorists, and ensuring road users travel at the safe speed for the road conditions.

Please share your comments on the 'Safe Speeds' aspect:

The biggest failure of the county's Vision Zero programme is that most of Oxford's main roads remain at 30mph. Changing these to 20mph is by far the most cost-effective road danger reduction measure possible. The successful rollout of village 20mph schemes is welcome, but there are vastly fewer collisions and injuries there than on Oxford's main roads, which have very large numbers of people crossing on foot or cycling, and multiple minor road junctions that are collision hotspots.

A second major problem is that rural roads remain at the national speed limit of 60mph, which is inappropriate for many of them. This is likely to be implicated in many of the pedestrian, cyclist and car occupant deaths on these roads. We welcome the speed limit review.

We think OCC should join a national campaign for speed limiters on new cars, consistent with best practice across the EU. Taxi operators should have speed limiters as part of their licence conditions.

Enforcement of speed limits can be supported by low-cost cameras and average speed cameras. There are no average speed cameras in Oxfordshire and yet we know that average speed cameras are effective in reducing speed. Ask the county council to install average speed cameras.

Safe Users: Promoting safe behaviours from all road users through education, enforcement, and community outreach.

Please share your comments on the 'Safe Users' aspect:

The strategy mentions the Fatal 4 Drink and drugs, Distraction, Speed and Seatbelts. It also mentions careless and inconsiderate driving. Ask for the county council to include the latter and call it the Fatal 5.

Third-party reporting, using dashcams and cyclecams achieves the 'eyes anywhere' deterrent effect. The TVP hosts an online portal for reporting road traffic incidents, such

as close passing. This service is not adequately resourced but is an important way that drivers can be charged with careless or dangerous driving and needs to be enhanced.

Education alone will make minimal impact on achieving VZ. Enforcement is more important. It is not only valuable in its own right in targeting drivers acting illegally, but

the knowledge that one might be caught acts as a good preventive measure. Ask the county council to ensure the roads police undertake better enforcement.

Post Collision Response: Ensuring a holistic Post Collision Response that prioritises scene safety and stabilisation, from the initial first aid, all the way through to collision analysis and reviews, learning from investigations, and effective post collision care.

Please share your comments on the 'Post Collision Response' aspect:

We support all the actions proposed.

Section 4 - Headline targets

Do you think these are the right targets for the Vision Zero strategy?

- **Partly**

Please tell us why you gave that answer

While the 2050 target for eliminating death and serious injury on our roads still remains we are pleased to see a zero target for 2030 in areas with high density populations – though we need to know what the definition of high-density population urban areas is. On page 52 it says that one of the actions is to review and develop the ways OCC can meet that target. This however is not mirrored in the action plans in Section 7, or anywhere else in the document. It is important that this work is done urgently as we only have 6 more years to reach that target.

Section 5 - Action Plan

Please share your comments on the action plan:

N.B. Cyclox will be giving detailed comment on the action plan, but that is in preparation. If you have time do look at them and identify gaps (e.g. on enforcement under the Safe User section).

Section 6 - Anything else?

Is there anything else you would like to tell us about the Vision Zero draft strategy?

- **Yes**

Please tell us more

You can say how supportive you are of the strategy but it is not achievable without the involvement of Thames Valley Police increasing the enforcement of the 'Fatal Five'.