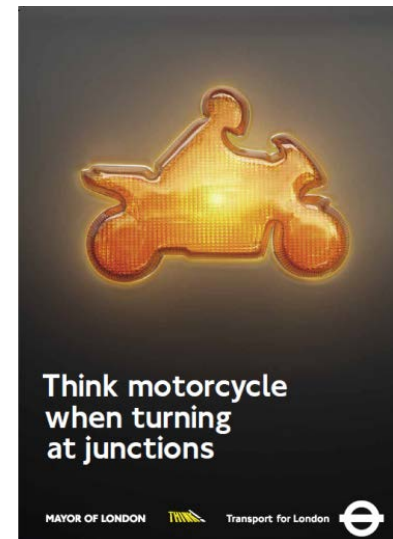


ITS for Smart and Safe Urban mobility Safe Streets for London

Natalia de Estevan-Ubeda
Transport for London
www.tfl.gov.uk



The new London road safety plan

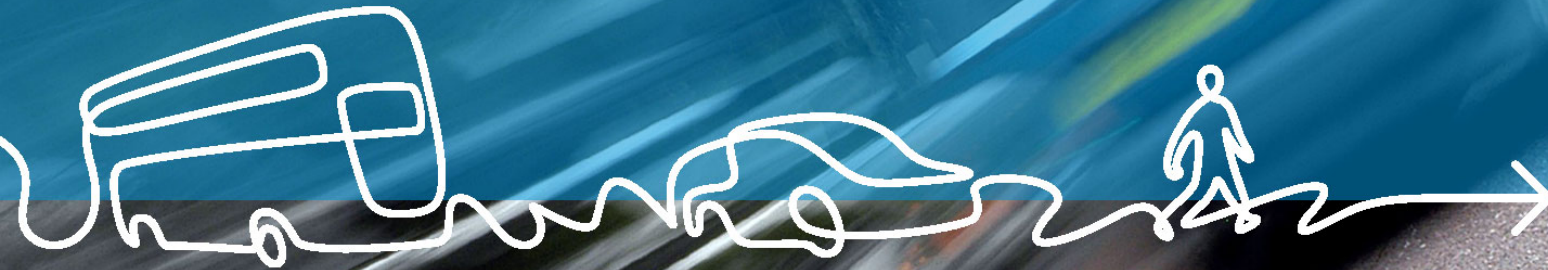


- “Working together, towards roads free from death and serious injury”
- Ambitious plan to **reduce the number of KSI casualties by 40% by 2020** (2005-9 baseline)
- **56 key actions** themed by Safe Roads, Safe Vehicles, Safe People and Delivering in Partnership



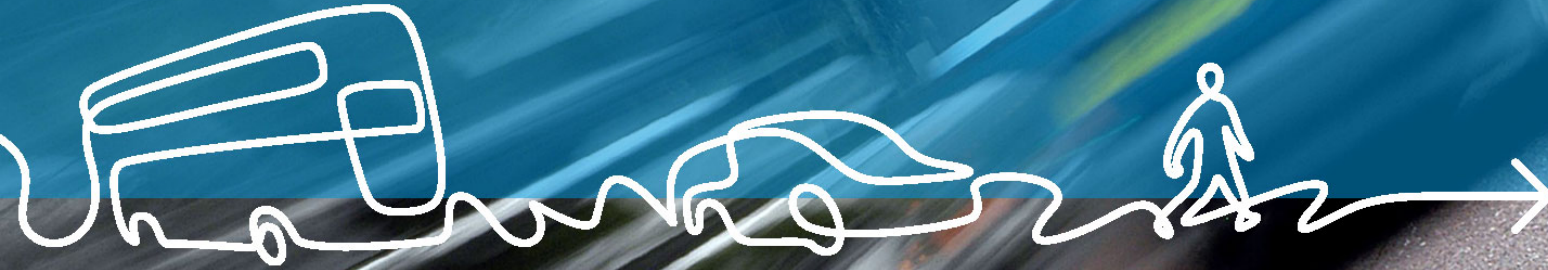
Current technology considerations:

- Protection of people outside vehicles
 - Bus technology trials on pedestrian detection equipment
 - Working with and influencing vehicle manufacturers (EURO NCAP)
- UK's first low-level traffic signals designed specifically for cyclists
- Identifying parts of the network appropriate for 20 mph limits
- Four trials of average speed cameras have been agreed
- Digital speed map of London produced by TfL



Future technology possibilities:

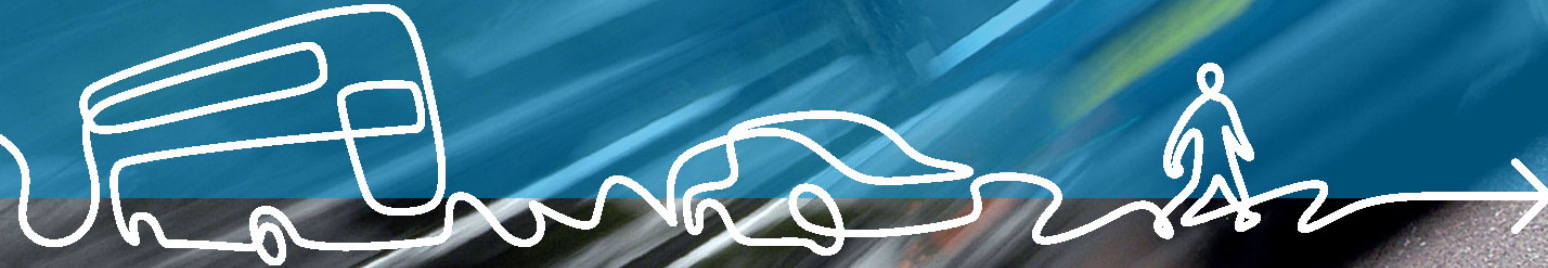
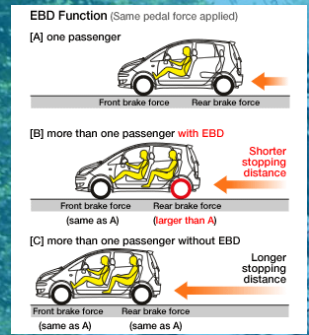
- Technology for smarter enforcement (belt usage, drink driving)
- Cooperative ITS: understanding the risks of introducing “smarter” concepts
- Public acceptance and engagement
- Legislative frameworks
- Standards



We need European Leadership for safer vehicles

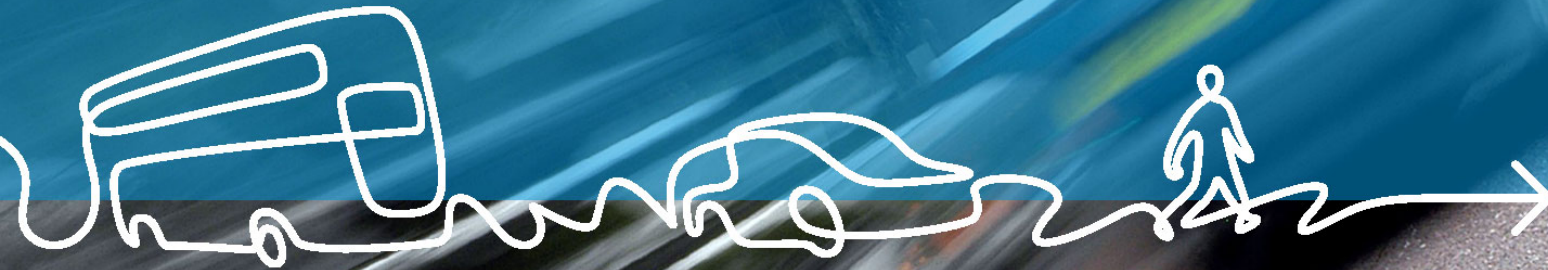
There are many policy levers available in road safety to deliver safe roads, safe vehicles and safe people

Some of the key ones (vehicle design, to protect those walking, cycling or riding a motorcycle) are not in the gift of a city (and sometimes not in the gift of Member States)



Closing remarks

1. New ideas needed: low hanging fruit is gone
2. Understanding that the change in C-ITS is not just about technology
3. Targets are important in road safety. Without them we don't know whether we're achieving enough or the right things





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