



RESPECT CAMPAIGN 2016

Show RESPECT!
We all share the road.



Potential Campaign Partners



- Dublin City Council
- Other Dublin LAs
- RSA
- AA
- Garda
- NTA
- Dublin Bus
- Dublin Cycling Campaign



What's the issue?



- Tensions between road users leads to stress, aggression, road rage, and at worst accidents
- Vulnerable road users in particular pedestrians and cyclists suffer disproportionately
- Parents are afraid to let children walk or cycle to school
- Novice cyclists are deterred by negative images
- In essence most of us are drivers and cyclists and pedestrians and public transport users at some stage of our journeys – we need to highlight this inter dependency

Campaign Objectives



- Improve ALL Road Users' behaviour towards each other – Greater harmony between road users
- Improve ALL Road Users' behaviour and adherence to Rules of the Road
- Reduce aggression and stress
- Reduce dangerous road behaviour and thus reduce accidents and incidents
- Encourage walking and cycling – reduce fear element
- Improve overall Road Safety
- Develop this project as part of the **Education** element of Dublin's Road Safety Strategy, one of the 4 E's, the others being **Engineering, Enforcement & Evaluation**

Make Dublin a better place to live, work, play and visit

Key Messages - DRIVERS



Slow down – You will be surprised how little difference it makes to your journey time! Stay within the Speed Limits. Speed Limits are not a target!

Watch Out for other road users, particularly children cycling, and pedestrians crossing

Do not encroach in cycle lanes (no parking!) or cross into advance stop lines at traffic lights

Give a safe space to cyclists when overtaking

Check for cyclists and pedestrians before opening doors

Share the Space – all vehicles deserve respect

Indicate when turning and give way to crossing pedestrians and straight ahead cyclists

Key Messages - CYCLISTS



- **Obey traffic signals**
- **Stop at pedestrian crossings** when pedestrians are trying to cross the road
- **Indicate**, by means of hand signals, to let motorists and pedestrians know where you want to go
- **Adjust your speed to traffic** and look out for pedestrians crossing between stopped cars
- **Show consideration for pedestrians** at all times. Pedestrians have priority in shared spaces
- **Be visible**: Light up and be visible to be seen in the dark, and in conditions of poor visibility



Key Messages - PEDESTRIANS

- **Look** before you step out on to the road
- Make sure you can **HEAR** oncoming traffic
- **Be Aware** in Shared Spaces of other users of the Space
- **Don't use cycle paths** or the road as an extension of the footpath
- **Be Respectful** of elderly and vulnerable users of the pedestrian space

Campaign Elements/Ideas !?



- **Video(s)** showing typical scenarios where respect is not shown and the impact it can have
 - 1 key scenario each for motorists, cyclists and pedestrians
 - Combine into TV ad(s)?
- **Training Ideas** – quizzes, competitions, best practice
- **Dedicated Website** with more scenarios – build on scenarios
- **Social Media** – to promote videos, and get buy-in from the public
- **Posters/postcards** – one for each scenario
 - Display posters in bus shelters
 - Distribute postcards
- **Stickers** - for motorists to display in cars – **Pledge** to slow down, obey Rules of the Road!?
- **RESPECT Pack** – posters, postcards, stickers for schools (and parents)
- **Launch Event** and Follow-Up events
- **Timeline?**

Videos



AA Campaign Naked Cyclist

<http://www.dailyedge.ie/aa-naked-cyclist-think-bikes-1371660-Mar2014/>

