

O'DWYER Nicola

From: O'NEILLDerek
Sent: 18 September 2017 13:46
To: O'DWYER Nicola
Subject: FW: Minister's Meeting with Cycling Reps

Follow Up Flag: Follow up
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From: O'NEILLDerek
Sent: 27 June 2017 12:40
To: 'mmurdock@rsa.ie'
Cc: HYLAND Denise
Subject: Minister's Meeting with Cycling Reps

Hi Moyagh,

I think the meeting went well yesterday. Hopefully your meeting today with AGS and Cyclist.ie also provided some more useful information for future information campaigns.

I would have a couple of suggestions regarding what information needs to be circulated to drivers to make them more aware of cyclists.

Information campaign by RSA – the current advertising related to cyclists is perhaps not as useful for city driving, can the next campaign include:

- the fact that cyclists are legally allowed to filter/undertake,
- a reminder to drivers to use their left mirror when turning left,
- reminder that it's illegal to park in a cycle lane during hours of operation,
- reminder to treat a cycle lane like a yellow box junction and don't park/stop in it, this seems to happen a lot at left filter lanes;
- encouragement of "dutch reach" to avoid "dooring" <https://www.dutchreach.org/>
- examine use of current RSA simulators for interactions with cyclists to become compulsory part of theory test or EDT?
- reminder that if your vision is impaired by low sun to slow down and pull in to the side of the road rather than keep driving blindly;
- Reminder to cyclists not to filter HGV/Bus when approaching a junction
- Reminder that road conditions at kerbside are not always appropriate to cycle on, the current ad addresses this a bit but not as starkly as it could.

I really think that we need more impactful ads for cyclists – using children cycling for example and someone looking at their phone at a traffic light and turning left without looking and knocking over a child would bring home to drivers the need to pay more attention. I think Neil's story yesterday was very powerful, and like the current ad for drink driving shows the impact on those left behind after these incidents.

I would also think that the current collision report could be an issue for the RSA if it were to be released, I think some of the language and focus solely on Cyclist behaviour (rather than all involved in the collision) risks seeming like "victim blaming" to the cycling lobby, this is particularly so where there is no reference to speed of vehicle or age of vehicle driver or vehicle. I would also reiterate that the reference to racing bicycles implying experience

should be removed as it is not my experience that that is the case.

We are looking at expanding Cycle Right further next year, and whilst Healthy Ireland are likely to be in a position to provide some funding it would be appreciated if the RSA could look again at increasing the contribution from the current level of €150,000.

Regards,

Derek

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