

Improving air quality in London



London in 6 facts

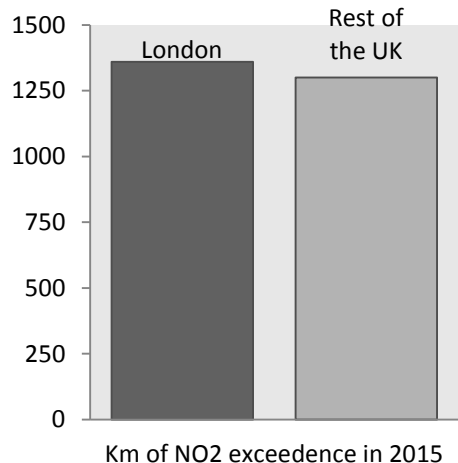
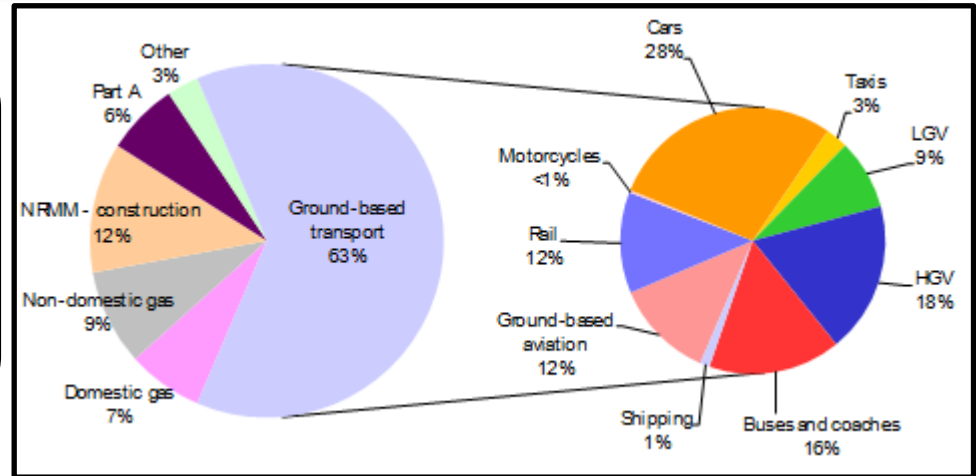


The Complete List of Alpha++ Global Cities

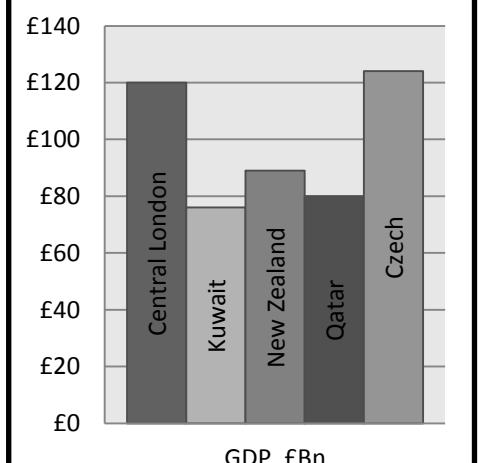
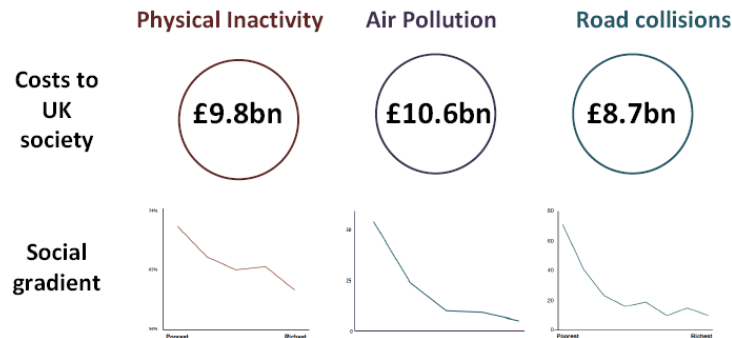
- London
- New York

By 2030, London will have a population of 10m

That's nearly 2m extra people



The main transport impacts on health



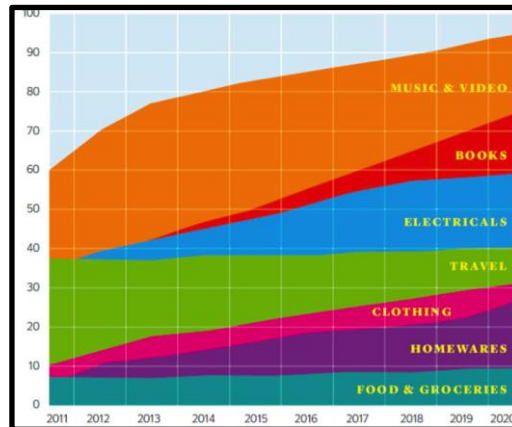
Challenges

Way we travel



- emissions / pollution
- health
- choice
(schools/hospitals,
conflict?)
- demand?

Way we serve London



- freight
- construction
- Servicing/deliveries
- economic growth

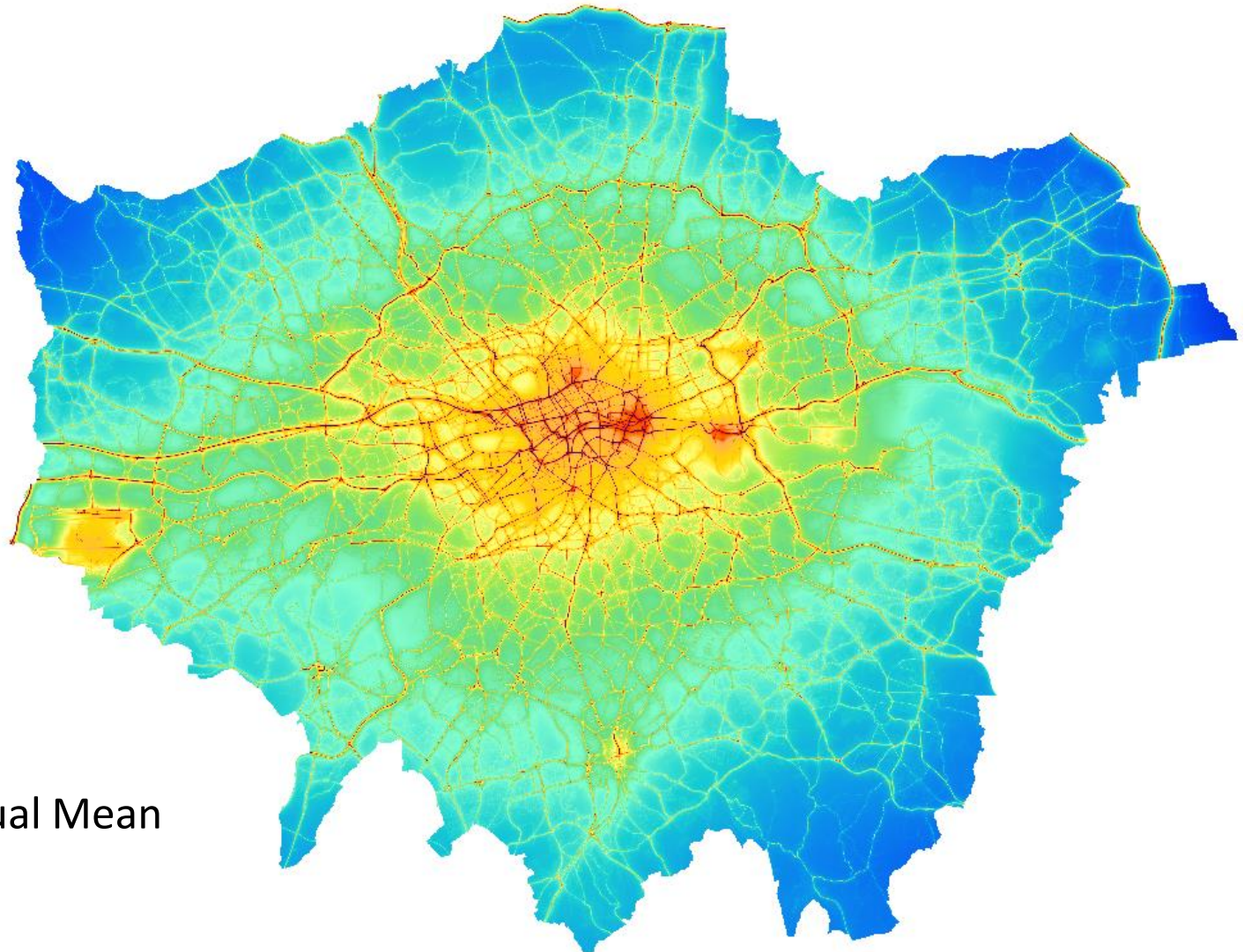
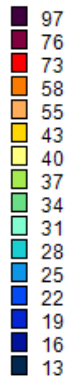
Role for technology



- fuels
- vehicles
- sustainability

Challenges

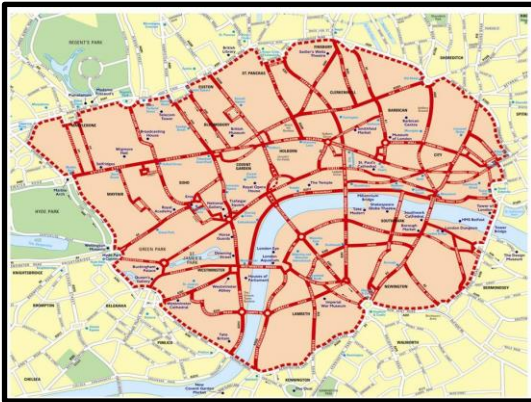
NO₂ Annual Mean (ug/m³) 2010
Source: LAEI 2010



NO₂ 2010 Annual Mean

Solutions 1

Congestion charge



- Since 2003
- Central London
- Removed 70,000 vehicles
- Reduced PM and NOx emissions by 16%

Low Emission Zone



- Covers 98% of London
- Standards tightened in 2012 to Euro IV for HGVs, buses and coaches
- From 2012 large vans and minibuses included (Euro III)

Buses



- 450 hybrid buses
- 1,600 by 2016 (20% of fleet)
- Hydrogen and electric bus trials
- SCR retrofit programme for up to 1,000 older buses

Solutions 2

Taxis



- From 2012 15 year age limit retiring 2,300 taxis (10% of fleet)
- Minimum Euro V standard
- Ultra Low Emission taxi from 2020

Buildings and planning



- Retrofit older buildings
- “Air quality neutral” for new developments
- CHP/biomass emission standards
- Construction machinery and dust

Public health and comms

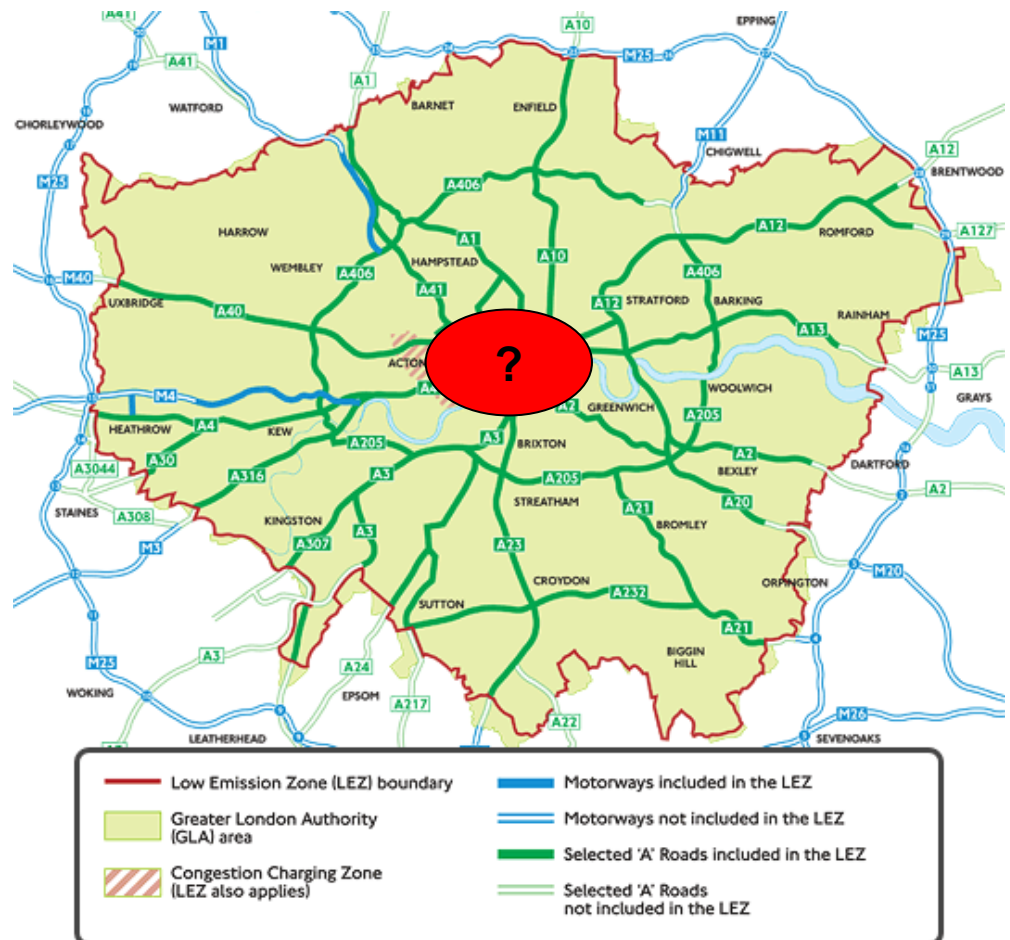


- Work with NHS
- airTEXT
- Cleaner Air Champions

Solutions 3

Ultra Low Emission Zone (from 2020)

- Congestion charging zone?
- Charging hours (7am – 6pm)?
- Different approach for different vehicles?



Solutions 4



Air quality positive information & modal shift programme (£1M over 3 years) to directly reach ~2M Londoners by the end of 2015.

- Expected to get ~0.2M people out of road vehicles on “Breathe Better Days and will...
- Highlight & accelerate Mayors action on AQ, cycling, walking, cleaner buses, engine idling, etc.

Approach builds on “Get ahead of the games” to

- Create a directly transmitted, cascading “Virtual Channel” to ~2M Londoners.
- Use this to gradually frame positive air quality messages to establish a clear...
- Call to action-Breathe Better Days when 1-in-10 receivers expected to act differently.