

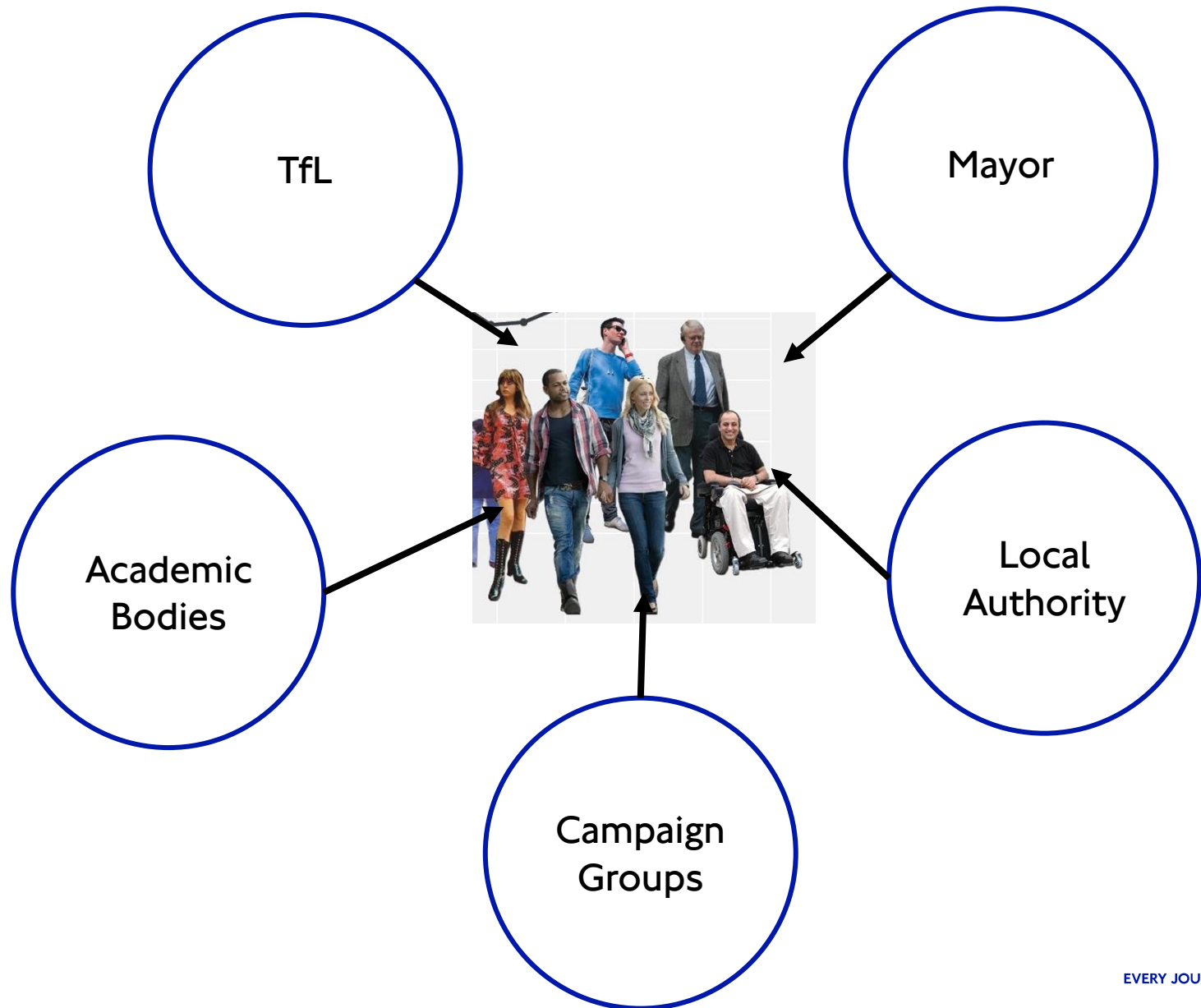
Communicating Air Quality To The Public

Claire Cheriyan
Transport for London



EVERY JOURNEY MATTERS

Key sources communication



Why communicate?

Raise Awareness
&
Gain Support

Scheme Implications

Encourage People to
Change Behaviour

High Pollution Alerts



Raise awareness / generate support

THE COUNCIL ESTATE BOY WHO'LL FIX THE HOUSING CRISIS

- Giving Londoners – not overseas investors – first dibs on affordable new build homes.
- Making renting more affordable and protecting the green belt.

THE BUS DRIVER'S SON WHO'LL PUT AN END TO TORY FARE HIKES

- Freeing all TfL fares for four years, in a fully funded plan, protecting investment and improving services.
- Bringing in a new, one-hour bus ticket called 'The Hopper' and improving suburban rail services.

THE BRITISH MUSLIM WHO'LL TAKE ON THE EXTREMISTS

- Keeping Londoners safe will be Sadiq's top priority – he will challenge the extremists who threaten our safety.
- Bringing back real community policing and tackling knife crime.

THE BUSINESS EXPERIMENTER WHO'LL PUT BUSSES ON TRACK

- Creating new jobs, training Londoners in the skills our economy needs and protecting space for businesses.
- Ensuring more Londoners are paid the London Living Wage and that it reflects the cost of living.

THE FAMILY MAN WHO'LL MAKE LONDON A BETTER PLACE TO LIVE

- Taking real action to cut pollution and make cycling safer.
- Protecting the Freedom Pass and supporting all of London's communities.

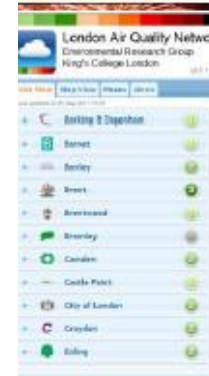
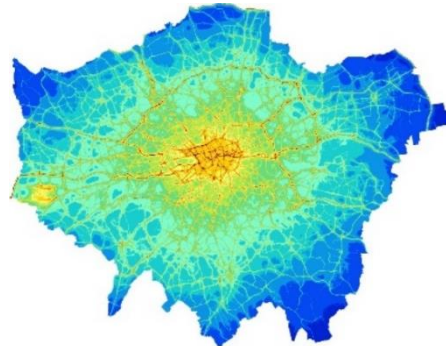
SADIQ KHAN



CONTACT SADIQ
 020 7783 1234
sadiq@labour.org.uk
[/SadiqKhan](https://www.facebook.com/SadiqKhan)
[@SadiqKhan](https://twitter.com/SadiqKhan)
www.SadiqLondon.com

Vote@Labour
 Promoted by Dan Simpson on behalf of Sadiq Khan both at Ergon House, Horseferry Rd, London SW1P 2AL

A MAYOR FOR ALL LONDONERS



EQUA INDEX
 POWERED BY EMISSIONS ANALYTICS

Aq
 AIR QUALITY

Volkswagen Passat / Diesel / 2016
 1.6 litre / 118 bhp / 2WD / Manual / Euro 6

A B C D E F G H
 BETTER WORSE

Analysing Air Pollution Exposure in London



Report to Greater London Authority



IPPR



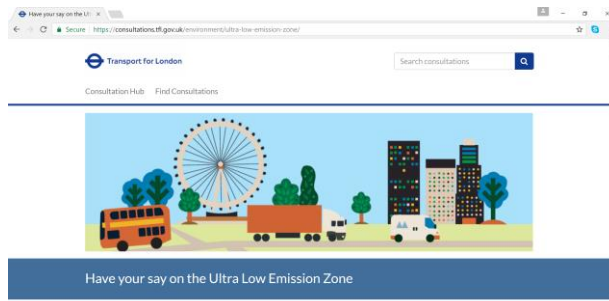
Public Health
 England



Make people aware of schemes being proposed / introduced

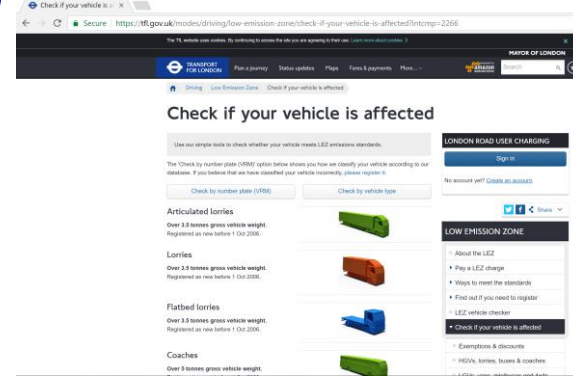
1

Awareness of Consultation



2

Compliance Checker



3

Targeted Messages



4

Go-Live



Encourage people to change behaviour

Switch off your engine

Staying healthy means your vehicle engine running when stationary. Turn off your engine when parked. Switching off the engine at red lights saves your health and the environment.

4.300 are the current number of deaths caused each year from exposure to carbon monoxide from idling vehicles.

9.9million hours in London. The average idling time per vehicle each day.

Over 1 minute? Turn off if you will be stopped for more than one minute.

Play your part

Lead others to turn your engine off vehicle.

- Waiting to start up your engine
- Waiting to start up your engine
- Waiting to start up your engine
- Waiting to start up your engine

Mind your Health

Switch off for you and your family's health. Some of these health problems could be reduced by switching off your engine.

Asthma
Heart disease
Lung cancer

Did you know?
 - 1 in 10 people have asthma
 - 1 in 4 people have heart disease
 - 1 in 10 people have lung cancer



A small switch could help reduce lung cancer

Turn off your engine while you're parked. Visit tfl.gov.uk

MAYOR OF LONDON
 LONDON
 Transport for London



Alerts



- The Mayor wants to better inform Londoners when air quality is at dangerous levels.
- The alerts will use a three-day ahead forecast about air pollution levels provided by airTEXT.
- This is the first step towards London putting in place a comprehensive air pollution incident plan, which will also provide critical information to emergency and support services similar to the existing heatwave plan for England.
- During and on the day before high and very high air pollution days, air quality alerts will be displayed at:
 - 2,500 bus countdown signs and river pier signs.
 - 140 road signs, with instructions to switch engines off when stationary to reduce emissions.
 - The entrance of all 270 London Underground stations.



Variable Message Sign
A13

AIR POLLUTION
HIGH 27/08 TURN
OFF YOUR ENGINE
IF STATIONARY.

