

Combined

Q5: Do you support the council adopting a Vision Zero Strategy

Q6: Please tell us why you gave that answer

Combined						
Main theme	Count	Theme	Detailed theme	Positive	Tone	
					Neutral	Negative
Delivery	192		Cyclist lights	0	1	0
Opposition	107		Need more cycle routes	0	4	0
Car	78	Active travel	Need to consider all modes	0	7	6
Infrastructure	67		Need to consider e-scooters	0	1	1
General	67		Vulnerable road users should be prioritised	0	1	0
Speed	58	Behaviour change	Need to focus on all user groups	0	3	1
Funding	35	Car	Restricting car use	0	3	75
Active Travel	21	Carbon	Confusion with net-zero	0	1	15
Carbon	16	Data	Need scientific evidence	0	0	1
Transport	8		Actions unclear	0	2	1
Enforcement	8		Aspects outside OCC control	0	2	1
Engagement	5		Depends on actions	0	7	0
Behaviour change	4		Disagree with actions	0	5	5
Education	4		Does not consider economy impacts	0	2	0
Rural	4		Lack of faith in delivery ability	0	0	2
PTW	2		Lack of action	0	0	5
Vulnerable groups	2		Lack of collaboration	0	0	1
Data	1		Lack of consideration of south	0	0	1
Support	1	Delivery	Need action plan	0	2	0
Technology	1		Need alternatives	0	1	0
			Need to balance actions	0	3	0
			Need to consider all road users	0	2	1
			Not deliverable	0	17	120
			Not enough detail about actions	0	2	0
			Past work has not delivered change	0	0	9
			Too much burden on residents	0	1	0
			Will make travel harder	0	1	0
			oppose actions	0	0	1
		Education	Need to improve driving education	0	4	0
		Enforcement	Need for increased policing	0	4	2
			Police responsibility	0	2	0
		Engagement	Need for resident engagement	0	2	3
			depends on cost	0	3	0
		Funding	Lack of funding	0	0	2
			Needs to be cost effective	0	1	0
			Not a priority	0	0	29
			Broken links in document	0	1	0
			Do not think there is a problem	0	1	0
			Document too long	0	2	3
			General	0	1	0
			Lack of understanding	0	3	0
			Language confusing	0	0	1
			Should be done	0	1	0
		General	Should consider lack of care	0	0	1
			Strategy too complicated	0	1	0
			Strategy unclear	0	1	0
			Uncertain	0	35	1
			Unclear what actions are	0	9	3
			suggested change	0	2	0
			lack of data	0	0	1
		Infrastructure	Lack of infrastructure	0	0	2
			Lack of cycle infrastructure	0	1	0
			Poor road maintenance	0	7	56
			Do not support zero-risk attitude	0	0	1
			General opposition	0	0	96
		Opposition	LTN opposition	0	0	9
			Need to consider economy	0	0	1
			Motorcyclists not considered	0	0	1
		PTW	PTW should be encouraged	0	1	0
			Lack of experience regarding motorcycle safety	0	0	1
		Rural	Urban centric	0	0	4
		Speed	20mph opposition	0	0	56
		Support	General support	1	0	0
		Technology	Consider autonomy	0	1	0
			General transport suggestion	0	1	0
		Transport	need to encourage alternatives to car	0	3	0
			Need for improved public transport	0	4	0
		Vulnerable groups	More focus on vulnerable groups	0	1	0
			Need to consider all ages	0	1	0

Q7: Do you think these are the right key aspects for Vision Zero to focus on

Q8: Please tell us why you gave that answer

		Combined				
Main theme	Count	Theme	Detailed Theme	Positive	Tone Neutral	Negative
Opposition	177		Need more cycle routes / cycle paths	1	2	0
Infrastructure	141		Need to prioritise / consider pedestrians	4	4	0
Speed	111		Need to consider e-scooters	0	2	1
Aspects	51	Active travel	Need to consider vulnerable road users	0	5	1
Car	50		Need to follow road user hierarchy	0	1	1
Enforcement	45		Prioritise active travel in design	1	0	0
Education	43		Too much focus on cycling	0	1	3
Partnerships	39		Need for cultural change	0	0	1
Active travel	27	Behaviour change	Need to focus on all user groups	1	2	0
Delivery	14		More emphasis on changing public perceptions	0	1	0
Support	13		Personal responsibility	0	1	0
Public transport	12		Need to reduce car use	5	3	0
General	8		Prioritise traffic flow	0	4	3
Behaviour change	6	Car	Oppose restricting car use	3	1	21
Carbon	5		Need to limit vehicle size	0	1	0
Design	3		Poor standards of driving	0	6	3
OCC	2		Consider crossing locations	0	1	0
Rural	2		Need to influence planning	0	1	1
Engagement	1		Infrastructure changes needed	0	2	0
Funding	1	Delivery	Not deliverable	0	1	3
Parking	1		No measurable objective	0	0	1
			Need for common sense	0	0	1
			Past work has not delivered change	0	0	3
		Design	Dutch approach	2	1	0
			More cyclist education	0	6	9
			Need for more education	3	4	4
		Education	Need improved driver training	0	3	1
			Need more focus on training	0	5	0
			Need to educate all road users	2	2	4
			Need for enforcement	4	7	5
		Enforcement	Need for police enforcement	7	7	1
			Need to enforce cyclists	0	8	4
			Not enforceable	0	0	1
			ANPR use	0	0	1
		Engagement	Partnership working required	1	0	0
		Funding	Need for funding	0	0	1
		General	Wording change	0	3	0
			Needs further consideration	0	5	0
			Need for safe crossings	0	0	1
			Need for improved signage	0	1	0
			Need for segregation	3	14	9
			Need to improve lines of sight	0	0	1
			Need to improve junctions	0	2	0
		Infrastructure	Improve road maintenance	1	9	85
			Too much street furniture	0	1	2
			Implement traffic calming	0	1	0
			Consider all roads / network	0	2	0
			Need safe design / implementation	2	0	0
			Explore off road options / develop new cycle routes	0	3	1
			Integration of the road system with other transport modes	0	1	0
			Oxford's narrow roads	0	2	0
		Carbon	Confusion with Net Zero	0	0	2
			Should link with Net Zero	3	0	0
			General opposition	0	34	115
			LTN opposition	0	0	9
			Unrealistic	0	0	5
		Opposition	Too costly / how will it be funded	0	6	4
			Oppose segregation of modes	0	0	1
			Favours certain transport modes	0	0	1
			Not the council's role / remit / It's the drivers role	0	2	0
		Parking	Need to reduce on street parking	0	1	0
		Partnerships	Partnership working required	5	1	0
			Thames Valley Police Support required	31	2	0
		Public transport	Increase public transport options / availability	7	3	2
		Rural	Need to consider rural areas	0	2	0
			20mph opposition	0	2	16
			20mph support outside schools / school streets	3	4	1
			20mph support	3	1	0
			Oppose blanket approach	0	8	11
			Support blanket approach	1	0	0
			Need to consider all speeds across areas / network	0	7	0
		Speed	20mph / low speeds causes frustration / increase risk	1	12	11
			Low speeds cause pollution	0	1	0
			Install speed cameras	1	1	0
			Speed considerations	0	4	1
			Speed reduction not a solution	1	2	2
			Inappropriate use of speed	0	2	0
			Need reason for reduced speed limits	0	1	0
			Oppose reduced speed limits	0	5	9
		Support	General support	6	7	0
		OCC	Performance Monitoring	0	1	0
			Use of data	0	1	0
			Needs further consideration	0	8	2
			Safe Speeds - appropriate speeds	0	1	0
			Safe Vehicles - technical issues with cars	0	1	0
			Safe Vehicles - not council's remit	1	1	1
			Safe vehicles - autonomous vehicles	0	1	0
		Aspects	Safe vehicles - not feasible	0	0	0
			Safe Roads - focus on safe roads	2	5	0
			Safe Vehicles - cost of new cars / retrofitting not possible for many	2	8	11
			Safe Users - Onus on road users to take responsibility	0	1	0
			Post Collision response - support	0	1	0
			Safe Vehicles - Limit HGV's / Large vehicles	0	4	1

Q9: Would you like to comment on any of the individual aspects  
 Q10: Please share your comments on the 'Safe Roads and Roadside' aspect

		Combined				
Main theme	Count	Theme	Detailed theme	Positive	Tone Neutral	Negative
Infrastructure	229		Need for safe crossings	0	4	0
Delivery	48		Need more cycle routes	0	10	2
Active travel	43		Need more walking routes	0	1	0
Support	39		Need to consider equestrians	0	1	0
Car	34		Need to consider e-scooters	0	1	0
Enforcement	33	Active travel	Need to consider vulnerable road users	0	5	0
Education	16		Need to consider equestrians	1	0	0
Opposition	14		Need to follow road user hierarchy	0	3	0
Parking	11		Need to prioritise pedestrians	0	4	0
Funding	7		Need to restrict cycling on some roads	0	2	0
Speed	5		Prioritise active travel in design	0	8	0
Rural	4		Too much focus on cycling	0	1	0
Behaviour change	3	Behaviour change	Need for cultural change	0	2	0
General	3		Need to focus on all user groups	0	1	0
Public transport	2		Improve traffic flow	0	1	0
Engagement	1	Car	Need to reduce car use	0	13	1
Powered Two Wheelers	1		Prioritise traffic low	0	1	0
Technology	1		Oppose restricting car use	0	7	11
Design	1		Consider crossing locations	0	1	0
Carbon	1		Need to influence planning	0	3	0
			Infrastructure changes needed	0	2	0
		Delivery	Need for action	1	0	2
			Need to be more specific	0	0	1
			Need to follow LTN1/20	0	2	1
			Not deliverable	0	7	8
			Past work has not delivered change	0	0	20
			More cyclist education	0	4	5
		Education	Need for more education	0	2	0
			Need improved driver training	0	2	0
			Need to educate all road users	0	2	0
			Need for enforcement	0	3	0
		Enforcement	Need for police enforcement	0	9	0
			Need to enforce cyclists	0	12	8
			Need to enforce safety on private schools	0	1	0
		Engagement	Enable crossing requests	0	1	0
			Need for funding	0	4	2
		Funding	Not a priority	0	0	1
		General	Wording change	0	3	0
			Need for safe crossings	1	3	1
			Need for improved signage	0	6	3
			Need for segregation of modes	4	60	6
			Need for separate risk assessments	0	1	0
		Infrastructure	Need improved road markings	0	1	0
			Need to consider all road users	0	0	2
			Need to improve lines of sight	0	4	0
			Need to improve junctions	0	38	0
			Opposed to narrowing roads	0	0	1
			Improve road maintenance	0	26	52
			Support for shared space	0	1	0
			Too much street furniture	0	7	12
		Opposition	General opposition	0	0	8
			LTN opposition	0	0	6
		Parking	Need to reduce onstreet parking	0	11	0
		Powered Two Wheelers	Allow access to bus lanes	0	1	0
		Public transport	Don't reduce public transport space	0	1	0
			Reduce buses in city	0	1	0
		Rural	Need to consider rural areas	1	2	1
			20mph opposition	0	0	1
		Speed	Need to reduce speeds	0	2	0
			20mph support	2	0	0
		Support	General support	37	2	0
		Technology	Consider autonomy	0	1	0
		Carbon	Confusion with net-zero	0	0	1

Q11: Please share your comment on the 'Safe Vehicles' aspect

		Combined				
Main theme	Count	Theme	Detailed Theme	Positive	Neutral	Negative
Aspects	189		Need to prioritise / consider pedestrians	1	0	0
Support	55	Active travel	Need to consider e-scooters / e-bikes	1	2	4
Enforcement	30		Need to consider vulnerable road users	0	1	0
Partnerships	27		Need to reduce car use	2	0	0
Opposition	27	Car	Poor standards of driving	0	7	2
Car	26		Oppose restricting car use	0	2	0
Infrastructure	12		AS features can make drivers complacent	0	9	4
Active travel	9	Delivery	Need for action	0	0	1
Education	9		More cyclist education	0	2	1
General	8	Education	Need for more education	1	1	0
Funding	2		Need improved driver training	0	4	0
Public transport	2		Need for enforcement	5	6	0
Speed	2		Need for police enforcement	2	4	1
Tecnology	2	Enforcement	Need to enforce cyclists	1	4	1
Delivery	1		Direct Vision (DV) Standards	4	1	0
Parking	1		Need to enforce e-scooters / e-bikes	0	1	0
Carbon	1	Funding	Need for funding	0	2	0
Behaviour change	1	General	Wording change	1	1	2
Legislation	1		Needs further consideration	0	3	0
Time	1		Need for segregation of modes	0	1	2
HGV	1		Need for separate risk assessments	0	1	0
		Infrastructure	Need improved road markings	0	1	0
			Improve road maintenance	0	2	4
			Integration of the road system with other transport modes	0	0	1
			General opposition	0	9	13
		Opposition	Too costly / how will it be funded	0	0	1
			Not the council's role / remit / It's the drivers role	1	1	2
		Parking	Need to reduce on street parking	1	0	0
		Partnerships	Partnership working required	16	10	1
		Public transport	Increase public transport options / availability	2	0	0
			Install speed cameras	0	1	0
		Speed	Need to reduce speeds	1	0	0
		Support	General support	43	12	0
		Technology	Technology advancements	1	0	0
			Technology not available / suitable	0	1	0
			Safe Vehicles - not council's remit	0	15	15
			Autonomous vehicles need consideration	0	1	2
		Aspects	Safe Vehicles - cost of new cars / retrofitting not possible for many	6	35	42
			Central Gov' responsibility	3	2	0
			Safe Vehicles - Limit HGV's / Large vehicles	11	31	5
			Safe vehicles - it's the drivers responsibility	1	16	2
			Safe Vehicles - use of speed limiters	2	0	0
		Behaviour change	Need for cultural change	1	0	0
		Legislation	Registration / Policies already in place	0	1	0
		Carbon	Confusion with net zero	0	0	1
		Time	Time to bring about changes	0	1	0
		HGV's	Limit HGV's	0	1	0

Q12: Please share your comments on the safe 'Safe Speeds aspect

Combined						
Main theme	Count	Theme	Detailed Theme	Positive	Tone Neutral	Negative
Speed	218		Need more cycle routes	1	0	0
Enforcement	129		Need to consider equestrians	0	1	0
Opposition	38	Active travel	Need to consider e-scooters	0	4	1
Infrastructure	33		Need to consider vulnerable road users	0	1	1
Support	31	Behaviour change	Need for cultural change	1	2	0
Car	10		Need to focus on all user groups	0	4	1
Active travel	9		Improve traffic flow	0	1	2
Education	8	Car	Prioritise traffic flow	0	2	2
Behaviour change	8		Restricting car use	0	0	3
Design	3	Delivery	Not deliverable	0	1	1
Rural	3		Past work not delivered change	0	0	1
Delivery	3	Design	Improved design	2	0	0
Public transport	2		Dutch approach	1	0	0
Communication	1	Education	Need for more education	1	3	1
General	1		Need improved driver training	1	2	0
Carbon	1		Need for enforcement	36	42	10
		Enforcement	Need for police enforcement	11	10	6
			Need to enforce cyclists	3	7	2
			Need speed cameras	0	2	0
		General	Need further consideration	0	1	0
			Need for improved signage	1	1	0
			Need for segregation of modes	1	7	4
			Need improved road markings	0	2	0
			Need to consider all road users	0	0	1
		Infrastructure	Need to improve lines of sight	1	1	0
			Opposed to narrowing roads	0	1	0
			Improve road maintenance	0	1	9
			Implement traffic calming	1	1	0
			Need safe design	0	1	0
		Opposition	General opposition	0	11	27
			LTN opposition	0	0	0
		Public transport	Don't reduce bus speeds	0	1	0
			Expand number of bus lanes	0	0	1
		Rural	Need to consider rural areas	3	0	0
			20mph opposition	0	4	35
			Need to reduce speeds	0	1	0
			20mph support outside schools	11	2	0
			20mph support	40	1	1
			Oppose blanket approach	0	21	26
			Support blanket approach	2	0	0
		Speed	Need to consider all speeds across areas / network	8	11	6
			Need to consider time and weather	0	1	0
			20mph / low speeds causes frustration / increase risk	3	9	12
			Low speeds cause pollution	1	2	7
			Install speed cameras	9	2	0
			Speeds need to be sensible	0	1	0
			Suggest telematics data	0	1	0
			Confusing speed limits	0	1	0
		Support	General support	27	1	0
			Support lower speeds	3	0	0
		OCC	Performance Monitoring	0	1	0
		Communication	Needs to be well communicated	0	0	1
		Carbon	Confusion with net zero	0	0	1

Q13: Please share your comments on the Safe Users aspect

		Combined				
Main theme	Count	Theme	Detailed Theme	Positive	Tone Neutral	Negative
Enforcement	127	Active travel	Need more cycle routes / cycle paths	1	0	0
Education	97		Need to prioritise / consider pedestrians	1	0	0
Support	46	Behaviour change	Need for cultural change	0	4	0
Opposition	41		Need to focus on all user groups	0	22	1
Behaviour change	27		Improve traffic flow	0	1	0
Cars	18	Cars	Poor standards of driving	0	14	3
Partnerships	15		Need for action	1	0	0
Infrastructure	13		Need to be more specific	0	2	0
Delivery	10	Delivery	Not deliverable	0	1	2
Aspects	5		Need national work	0	1	0
Communication	5		Don't blame vulnerable road users	0	1	0
General	6		Past work has not delivered change	0	1	1
Speed	4	Design	Improved design	0	1	0
Funding	3		Dutch approach	1	0	0
Active travel	2		More cyclist education	2	16	3
Design	2		Need for more education	3	25	2
Parking	1		Need improved driver training	6	13	0
Public transport	1		Need for better educational road signage	0	1	0
Carbon	1	Education	Need for driver education about horses	0	2	0
Engagement	1		Need for regular retesting	0	1	0
			Need for school education	0	1	0
			Need to educate all road users	0	0	1
			Support for biker down	1	0	0
			Suggest bike safe courses	0	1	0
			Need for enforcement	14	24	10
		Enforcement	Need for police enforcement	16	20	6
			Need to enforce cyclists	1	6	13
			Need to enforce cyclists / e-bikes / scooters	1	9	7
		Funding	Need for funding	1	2	0
			Not a priority	0	0	0
		General	Wording change	2	3	0
			Needs more definition	0	1	0
			Need for safe crossings	0	1	0
			Need for improved signage	0	2	0
		Infrastructure	Need for segregation of modes	0	4	0
			Need to improve junctions	0	1	0
			Improve road maintenance	0	0	1
			Too much street furniture	0	1	0
			Need safe design /implementation	1	2	0
			General opposition	0	12	21
		Opposition	LTN opposition	0	1	0
			Unrealistic	0	0	2
			Too costly / how will it be funded	0	1	2
			Not the council's role / remit	0	0	2
		Parking	Need to reduce on street parking	0	0	1
		Partnerships	Partnership working required	3	1	0
			TVP Support required	0	11	0
		Public transport	Increase public transport options / availability	0	1	0
			20mph opposition	0	0	1
		Speed	Need to reduce speeds	0	2	0
			20mph support outside schools /school streets	0	1	0
		Support	General support	39	6	1
		Communication	Needs to be well communicated	0	4	1
			Central Gov' responsibility	0	0	1
		Aspects	Safe Users - it's the individual's responsibility	0	1	1
			Safe Users - not council's remit	0	1	1
		Carbon	Confusion with net-zero	0	0	1
		Engagement	Need community engagement	0	1	0

Q14: Please share your comment on the 'Post Collision Response' aspects

		Combined				
Main theme	Count	Theme	Detailed Theme	Positive	Tone	
					Neutral	Negative
Support	133	Cars	Poor standards of driving	0	1	0
Opposition	62		Need for action	0	2	1
Aspects	58		Issue for emergency services	0	1	0
Infrastructure	13	Delivery	Suggest adding near miss data to irap model	0	1	0
Partnerships	12		Need resource to deliver	0	1	0
Delivery	8		Need to assess near miss data	0	1	0
General	6		Past work has not delivered change	0	0	1
OCC	5	Design	Dutch approach	1	0	0
Speed	2		Wording change	0	4	0
Cars	1	General	It is best practice	0	1	0
Communication	1		Air ambulance support	0	1	0
Design	1		Need for improved signage	0	1	0
Parking	1		Need for segregation	0	0	1
Carbon	1	Infrastructure	Need to improve junctions	1	1	0
			Improve road maintenance	0	1	6
			Need safe design /implementation	0	2	0
			General opposition	0	7	42
		Opposition	Too costly / how will it be funded	0	7	2
			Will not have an effect	0	0	1
			Not the council's role / remit	0	0	3
		Parking	Need to reduce on street parking	0	1	0
		Partnerships	Partnership working required	2	5	2
			TVP Support required	0	3	0
		Speed	speed reduction not a solution	0	2	0
		Support	General support	113	16	2
			Should be mandatory	0	1	0
		OCC	use of data	1	4	0
		Communication	Needs to be well communicated	0	1	0
			Safe Vehicles - Limit HGV's / Large vehicles	0	1	0
			concentrate on prevention	0	2	1
			If a Vision Zero policy is effective there should be no need for a Post collision response	0	1	4
			Insurance processes	0	2	0
		Aspects	Post Collision response - not council's remit	0	8	3
			Post Collision response - collision data should be made available	0	1	0
			Post Collision response - Investigation process need to be improved	0	1	0
			Post Collision response - is already in place	1	15	1
			Post Collision response - learning from near -misses	0	1	0
			Post Collision response - resource required	0	1	0
			Post Collision response - Should already in place	0	14	1
		Carbon	Confusion with net-zero	0	0	1

Q15: Is there anything else you would to tell us about the Key Safe system?

Q16: Please tell us more

		Combined				
Main theme	Count	Theme	Detailed theme	Positive	Tone	
					Neutral	Negative
Enforcement	20	Active travel	Need greater consideration of ebikes and scooters	0	1	0
Infrastructure	15		Need to improve cycle routes	0	1	0
Opposition	13	Behaviour change	Need alternative travel modes	0	0	1
Delivery	13		Need to improve road user respect	0	1	0
Car	10		Need for stakeholder communication	0	1	0
Funding	7		Takes time to deliver	0	1	0
General	5	Car	Need to reduce car use	0	4	0
Speed	5		Need to reduce size of car	0	1	0
Behaviour change	4		Restricting car use	0	0	5
Support	4	Carbon	Confusion with net-zero	0	0	2
Active travel	2		Disagree with actions	0	0	1
Education	2	Public transport	Learn from dutch	0	2	0
Public transport	2		Need for action plan	0	0	1
Carbon	2	Delivery	Need more detail	0	1	0
Engagement	1		Need professional advice	0	0	1
Freight	1		Need to address Oxford private schools	0	1	0
Monitoring	1		Need to adopt new development roads and implement safety measures	0	1	0
Powered Two Wheelers	1		Need to engage on plans	0	1	0
			Need to improve speed of delivery	0	0	1
			Need to say how OCC will try and prevent silo working	0	1	0
			Need to learn from aviation	0	1	0
			Not deliverable	0	0	1
			Need to improve driving standards	0	1	0
		Education	Need for pedestrian education	0	1	0
			Ban speeding drivers	0	1	0
		Enforcement	Need for enforcement	0	4	1
			Need for police enforcement	0	4	0
			Need greater penalties for reckless drivers	0	1	0
		Engagement	Need to enforce all road users	0	1	0
			Need to enforce cyclists	0	4	4
		Freight	Need to talk to all road users	0	1	0
			Need to reduce HGV size	0	1	0
		Funding	Not a priority	0	0	3
			Need to cost the impact of vehicle accidents fully	0	1	0
			Unable to deliver	0	0	1
			Question cost	0	1	0
		General	Need to do more to spend on priorities	0	1	0
			Doesn't recognise covid travel trends	0	1	0
			Suggest consulting public on consultation questions	0	1	0
			Question assumptions made	0	0	1
			Local experience	0	1	0
		Infrastructure	Need for common sense	0	1	0
			Need for segregation	0	2	0
		Monitoring	Improve road maintenance	0	2	11
			Need to include performance indicators that monitor perception of safety	0	1	0
		Opposition	General opposition	0	0	10
			LTN opposition	0	0	2
		Powered Two Wheelers	Not a priority	0	0	1
			Need to consider motorcyclists	0	1	0
		Public transport	Suggestion to build trams	0	1	0
			Need for more public transport	0	1	0
		Speed	Need restrictions on A34	0	1	0
			20mph opposition	0	0	2
			Reduced speed is most important aspect	0	1	0
		Support	Need to monitor on all roads	0	1	0
			General support	2	0	0
			20mph support	1	0	0
			LTN support	1	0	0



Q17: Do you think these are the right targets for the Vision Zero Strategy?

Q18: If not yes, please tell us why you gave that answer

		Combined				
Main theme	Count	Theme	Detailed theme	Positive	Tone Neutral	Negative
Delivery	553		Suggest targets about cycle training and equipment	0	1	0
Car	36		Need to improve cycling standards	0	1	0
Opposition	31	Active travel	Suggest banning use of phones on pavements	0	1	0
Monitoring	30		Too much focus on cycling	0	0	1
Infrastructure	26		Need more focus on pedestrians	0	1	0
Data	25		Depends on car design	0	1	0
Funding	15		Need more focus on cars	0	2	0
General	13	Car	Need to reduce car use	0	6	0
Education	9		Need to reduce size of cars	0	1	0
Enforcement	8		Oppose restricting car use	0	0	26
Support	7	Carbon	Confusion with net-zero	0	0	3
Active travel	5		Oppose mixing road safety and net-zero	0	0	2
Speed	5		Disagree with actions	0	0	6
Carbon	5		Need to focus on hotspots	0	3	0
Technology	2		Lack of action plan consistency	0	0	1
Economy	1		Need for action plan	0	8	0
Engagement	1		Need for regular review and evaluation	0	1	0
Rural	1		Need for scientific approach	0	1	0
			Need more data about cause of collision	0	2	0
			Need resource	0	1	0
			Need to address A34	0	2	0
			Need to consider luck	0	2	0
		Delivery	Need to deliver actions now	0	7	0
			Need to influence roads maintained by partners	0	1	0
			Need to learn from other areas	0	1	0
			Not a priority	0	0	1
			Not deliverable	0	56	327
			Depends on delivery	0	1	0
			Need to be more specific and targeted	0	1	0
			Not accurately predictable	0	1	0
			Past work has not delivered change	0	0	2
			Unsure of reasoning	0	1	0
			Targets should be sooner	0	125	2
		Economy	Need to consider economic impacts	0	1	0
			Suggest Australian driving test	0	1	0
			Need for cyclist education	0	1	0
		Education	Need to raise awareness of other road users	0	1	0
			Need for education	0	4	0
			Need to educate all road users	0	2	0
			Need for enforcement	0	4	0
		Enforcement	Need for police enforcement	0	2	0
			Need to enforce all road users	0	1	0
			Need to enforce cyclists	0	1	0
		Engagement	Need to raise awareness of work	0	1	0
			Lack of funding	0	0	1
			Need to identify costs	0	0	1
		Funding	Need to identify funding source	0	1	0
			Not a priority	0	0	11
			Unclear what costs are	0	1	0
			Unclear of source for 20mph KSI statistic	0	1	0
		Data	Lack of supporting data	0	1	0
			Question baseline data	0	1	0
			Need more data	0	19	3
			Uncertain	0	11	0
		General	Need to consider health	0	1	0
			Need explanation for why	0	1	0
			Need for segregation	0	2	0
		Infrastructure	Need more focus on junctions	0	1	0
			Need more infrastructure	0	1	0
			Improve road maintenance	0	2	20
			Need more information about 2030 high density urban area target in	0	22	0
			Need to consider perception of safety	0	1	0
			Need to itemise targets	0	1	0
		Monitoring	Need to measure increasing use of non car modes	0	1	0
			Suggest cycle number target	0	1	0
			Suggest including pollution and congestion	0	1	0
			Suggest road maintenance target	0	1	0
			Suggest target on segregation	0	1	0
			Suggest vulnerable road user target	0	1	0
			Favours cyclists	0	0	1
		Opposition	General opposition	0	0	24
			LTN opposition	0	0	6
		Rural	Too much focus on Oxford	0	1	0
			20mph opposition	0	0	4
		Speed	Need to reduce speeds	0	1	0
			General support	6	0	0
		Support	Support for urban area 2030 target	0	1	0
		Technology	Need to consider automation	0	2	0

Q19: Is there anything else you would like to tell us about the targets?

Q20: Please tell us more?

		Combined				
Main theme	Count	Theme	Detailed Theme	Positive	Tone Neutral	Negative
Opposition	86		Consider active travel in targets	0	2	0
Delivery	71	Active travel	Need to consider vulnerable road users	0	6	0
Infrastructure	25		Need to reduce car use	0	2	0
Cars	12	Car	Prioritise traffic flow	0	1	0
Active travel	8		Oppose restricting car use	0	0	9
Partnerships	8		Baseline explained	0	1	0
Support	8		Targets re-focused	6	19	0
Speed	7		Targets should be sooner	6	2	0
Enforcement	4		Past work has not delivered change	0	1	0
Education	3		Focus on Cyclists Safety	0	1	0
General	2		Target to include active travel	0	1	0
OCC	2	Delivery	Not deliverable	0	25	5
Funding	2		Other areas for measurement	0	3	0
Design	1		Targets achievements published	0	4	0
HGVs	1		Need data about why dates chosen	0	1	0
Rural	1		Suggest lead safety indicators for measuring	0	1	0
Carbon	1		Need to embed in all decision making	0	1	0
			Consequences of non-delivery	0	1	0
		Design	Dutch approach	0	1	0
		Education	Need for more education	0	1	0
			Need improved driver training	0	2	0
		Enforcement	Need for enforcement	0	1	0
			Need for police enforcement	0	3	0
		Funding	Need for funding	0	1	0
			Need to identify costs	0	0	1
		General	Wording change	0	2	0
			Need for safe crossings	0	1	0
		Infrastructure	Need for segregation of modes	0	2	0
			Need to improve junctions	0	1	0
			Improve road maintenance	0	0	19
			Need safe design /Implementation	0	1	0
			General opposition	0	40	6
		Opposition	Oppose reducing traffic volumes for road safety	0	0	1
			Unrealistic	0	2	37
		Partnerships	Partnership working required	0	5	0
			TVP Support required	0	3	0
		Rural	Need to consider rural areas	0	1	0
			20mph opposition	0	0	1
			Need to consider all speeds across areas / network	0	1	0
		Speed	20mph / low speeds causes frustration / increase risk	0	0	1
			Install speed cameras	0	2	0
			Speed reduction not a solution	0	2	0
		Support	General support	0	2	0
			Require further detail	0	6	0
		HGVs	Limit HGVs / Large vehicles	0	1	0
		OCC	Use of data	0	1	1
		Carbon	Confusion with net-zero	0	0	1

Q21: Please share your comments on the action plan

		Combined				
Main theme	Count	Theme	Detailed theme	Positive	Tone	
					Neutral	Negative
Opposition	322		Need more cycle routes / cycle paths	1	3	1
N/A	100		Need to prioritise / consider pedestrians	0	1	0
Support	90		Need to consider e-scooters / e-bikes	0	0	1
Infrastructure	56	Active travel	Need to consider vulnerable road users	0	1	1
OCC	35		Too much focus on cycling	0	1	0
Funding	25		Safer routes to school	0	1	0
Enforcement	23	Behaviour change	Need for cultural change	0	1	1
Speed	19		Improve traffic flow	0	1	0
Communication	17		Need to reduce car use	3	5	0
Partnerships	14	Cars	Prioritise traffic flow	0	3	0
Car	13		Restricting car use	0	1	0
Delivery	13		Need to influence planning	1	1	0
Active travel	11	Delivery	Infrastructure changes needed	0	3	2
Education	11		Need for action	0	4	0
General	11		Past work has not delivered change	0	2	0
Time	5		Improved design	0	0	0
Design	3	Design	Dutch approach	1	2	0
Public transport	3		Need improved driver training	0	4	2
Behaviour change	2	Education	Need for more education	0	4	0
Limit HGV's / Large vehicles	2	Education	More cyclist education	0	1	0
Parking	2		Need for enforcement	1	14	1
Rural	2	Enforcement	Need for police enforcement	1	5	0
Legislation / Policies	1		Need to enforce cyclists / e-bikes / scooters	0	0	1
Net Zero	1	Funding	Need for funding	0	25	0
TVP	1	General	Wording change	4	4	3
			Need for segregation	0	7	1
		Infrastructure	Improve road maintenance	0	5	41
			integration of the road system with other transport modes	0	1	0
		Infrastructure	Consider all roads / network	1	0	0
		Legislation / Policies	Legislation / Policies already in place	0	1	0
			General opposition	0	21	294
		Opposition	LTN opposition	0	0	2
			Unrealistic	0	3	1
		Opposition	Too costly	0	0	1
		Parking	Need to reduce on street parking	0	1	1
		Partnerships	Partnership working required	1	10	0
			TVP Support required	3	0	0
		Public transport	Increase public transport options / availability	0	3	0
		Rural	Need to consider rural areas	0	2	0
			20mph opposition	0	5	1
			Need to reduce speeds	0	1	0
			20mph support	1	2	0
			oppose blanket approach	0	1	0
		Speed	20mph / low speeds causes frustration / increase risk	0	1	0
			Install speed cameras	0	1	0
			speed considerations	0	1	0
			speed reduction not a solution	3	1	0
			Oppose reduced speed limits	0	1	0
		Support	General support	77	13	0
		Time	Time to bring about changes	1	2	2
		HGV's / Large vehicles	Limit HGV's / Large vehicles	0	0	2
		OCC	Performance Monitoring	21	9	0
			use of data	0	5	0
		Communication	Needs to be well communicated	4	11	2
		Net Zero	Confusion with Net Zero	0	0	1
		TVP	TVP Support	1	0	0

Q22: Is there anything else you would like to tell us about the Vision Zero draft strategy?

Q23: Please tell us more

		Combined				
Main theme	Count	Theme	Detailed theme	Positive	Neutral	Tone Negative
Opposition	64		Need more active travel routes	0	2	0
Enforcement	34	Active travel	Need to consider cycling more	0	1	0
Delivery	23		Need to consider e-bikes	0	1	0
Infrastructure	20	Car	Oppose restricting car use	0	1	7
Funding	18		Need for less bright headlights	0	1	0
Support	17	Data	Need for more data	0	2	1
Car	9		Need to analyse roads	0	1	0
Engagement	7		Depends on actions	0	1	0
Local	7		Need commitment from police and bus companies	0	1	0
Speed	6		Need for action plan	0	3	0
Active Travel	4		Need for more school streets	0	1	0
Data	4		Need more holistic target	0	1	0
Education	4		Need to deliver faster	0	2	0
General	5		Need to encourage reporting of near misses	0	1	0
Parking	3	Delivery	Need to follow dutch approach	0	2	0
Public transport	3		Need to review where targets not met	0	1	0
Technology	2		Not a priority	0	1	0
HGV	1		Not deliverable	0	0	4
Powered Two Wheelers	1		Oppose actions	0	0	1
Net Zero	1		Past work has not delivered change	0	0	1
			Strategy should be more ambitious	0	1	0
			Suggest focus on Oxford	0	1	0
			Targets should be sooner	0	1	0
		Education	Need more education	0	3	0
			Need student cycle training	0	1	0
			Need for enforcement	0	3	0
			Need for police enforcement	0	8	0
		Enforcement	Need for police enforcement of fatal 5	0	20	0
			Need to enforce cyclists	0	1	0
			Need to tackle drink driving	0	1	0
			Need to make reporting dangerous driving easier	0	1	0
		Engagement	Need for district council support	0	1	0
			Need for public engagement	0	5	0
			Need to engage with schools	0	1	0
			Need to communicate costs	0	1	0
		Funding	Need to identify total cost	0	1	0
			Not a priority	0	0	16
		General	Suggest a different name	0	1	0
			Document hard to understand	0	1	0
			Too general	0	1	0
		General	Wording change	1	0	1
		HGV	Need to reduce number of hgv movements	0	1	0
			Improve road maintenance	0	5	10
			Need to change pedestrian crossings	0	1	0
		Infrastructure	Need to segregate modes	0	1	0
			Need more signs	0	1	0
			Need alternative modes	0	1	0
			Need to consider all road users	0	1	0
		Local	Local road safety issue	0	7	0
			General opposition	0	0	60
		Opposition	LTN opposition	0	0	1
			Does not consider economy	0	0	2
			Unrealistic	0	0	1
		Parking	Need to tackle pavement parking	0	3	0
		Powered Two Wheeler	Needs to include motorcyclists	0	1	0
		Public transport	Need to improve public transport	0	2	0
			Suggest free bus passes for over 60s	0	1	0
			Support reducing speed	1	0	0
			Need to make speeds consistent	0	1	0
		Speed	Oppose reducing speed limits	0	0	1
			20mph opposition	0	0	1
			Need to reduce speeds	0	1	0
		Support	General support	15	0	0
			Support for speed limiting technology	2	0	0
		Technology	need to consider autonomy	0	1	0
			need to focus on technology	0	1	0
		Net Zero	Confusion with Net Zero	0	0	1