



**7th MEETING OF THE  
SAFER CITY STREETS NETWORK**

**18-19 October 2022**

**AGENDA**



Register [here](#)

**Asociación de Fabricantes de Muebles de Jalisco A.C. (AFAMJAL),  
Av. Mariano Otero 1313, Verde Valle, 44530 Guadalajara, Jalisco,  
Mexico**

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## Overview of conference agenda and partner events

Monday 17 October	Tuesday 18 October	Wednesday 19 October	Thursday 20 October
<p>Partner events:</p> <ul style="list-style-type: none"> <li>• <b>Vital Strategies</b> Data Meeting 10:00 – 15:30</li> </ul>	<p>Partner events:</p> <ul style="list-style-type: none"> <li>• <b>WRI</b> Guide for Walkable Environments 09:00 – 10:30</li> <li>• <b>iRAP</b> Latin America launch of CycleRAP 11:00 – 12:20</li> <li>• <b>FIA</b> Clubs Training Session 10:00 – 13:00</li> </ul>	<p><b>Conference</b> 09:00 – 18:30</p> <ul style="list-style-type: none"> <li>• Data for Monitoring Progress</li> <li>• Speed Management</li> </ul>	<p>Partner events:</p> <ul style="list-style-type: none"> <li>• <b>World Bank</b> Road Safety Guidelines for PROTRAM supported projects 10:00 – 12:00</li> </ul>
<p>Partner events:</p> <ul style="list-style-type: none"> <li>• <b>SOLUTIONSplus</b> Electromobility and Road Safety Workshop 14:00 – 16:00</li> <li>• <b>Global Alliance of NGOs for Road Safety</b> NGOs Driving Change through Advocacy 16:00 – 17:30</li> </ul>	<p><b>Conference</b> 14:00 – 18:00</p> <ul style="list-style-type: none"> <li>• Welcome, Framing Keynotes, Report Launch</li> <li>• Inclusion, Equity, Gender, Sustainability &amp; Participatory Initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Public Transport</li> <li>• Vulnerable Road Users</li> <li>• Engagement, Advocacy and Campaigns</li> <li>• Closing Keynote</li> </ul>	<p>Partner events:</p> <ul style="list-style-type: none"> <li>• <b>Inter-American Development Bank</b> Funding Road Safety in Cities 14:00 – 15:30</li> </ul>
<p> English - Spanish simultaneous interpretation will be available for the Safer City Streets Conference and all partner events throughout the week</p> <p> Portuguese - Spanish and Portuguese - English simultaneous interpretation will be available for the Safer City Streets Conference</p>			

### Partner events

- Vital Strategies Regional Meeting on Road Safety Data [closed meeting]
- [SOLUTIONSplus Workshop](#): Electromobility and Road Safety: Challenges and Opportunities
- [Global Alliance of NGOs for Road Safety](#): NGOs Driving Change through Advocacy
- WRI Workshop: Guide for Walkable Environments
- [iRAP event](#): Latin America launch of the CycleRAP Program
- FIA Road Safety Training Session for Automobile Clubs [closed meeting]
- World Bank Workshop on Road Safety Guidelines for PROTRAM supported projects
- [IDB Workshop](#) on Generating Funding for Road Safety in Cities

\*All partner events take place in the same venue and are open to all (except Vital Strategies and FIA).

## Tuesday 18 October 2022

Registration coffee	13:00	
<b>Opening remarks from the chair</b>	14:00	14:30
<ul style="list-style-type: none"><li>• <b>Saul Alveano Aguerrebere</b>, Safe System Coordinator, Transport Ministry of the State of Jalisco, Mexico</li></ul>		
<b>Welcome</b>		
<ul style="list-style-type: none"><li>• <b>Diego Monraz Villaseñor</b>, Secretary of Transport, Government of the State of Jalisco, Mexico</li><li>• <b>Stephen Perkins</b>, Head of Research &amp; Policy Analysis, International Transport Forum, OECD</li><li>• <b>Monica Magaña</b>, President of the Mobility Commission for the State of Jalisco, Mexico</li><li>• <b>Teresa de Jesús Calderón Durán</b>, President of the Furniture Manufacturers Association for the State of Jalisco</li></ul>		
<b>The New Paradigm for Safer City Streets</b>	14:30	15:10
<ul style="list-style-type: none"><li>• <b>Diego Monraz Villaseñor</b>, Secretary of Transport, Government of the State of Jalisco, Mexico</li><li>• <b>Pedro Homem de Gouveia</b>, Senior Policy and Project Manager, POLIS</li></ul>		
<b>Release of New Data and Benchmarking Report</b>	15:10	15:30
<i>Monitoring Progress in Urban Road Safety: 2022 Update</i> <a href="#">[link]</a>		
<ul style="list-style-type: none"><li>• <b>Stephen Perkins</b>, International Transport Forum, OECD</li><li>• <b>Dominic Streuber</b>, International Transport Forum, OECD</li></ul>		
Break	15:30	16:00
<b>[1] Inclusion, Equity, Gender, Sustainability and Participatory initiatives</b>	16:00	18:00
<i>This session explores the linkages that cities are making between road safety and other public policy areas including inclusion, equity, gender and sustainability. Initiatives where citizens participate in the intervention are also covered. It is important to recognize road safety as a cross cutting issue in sustainable development as several areas of road safety converge with other sustainable development goals.</i>		
<i>Moderator: Stephen Perkins, ITF, OECD</i>		
<ul style="list-style-type: none"><li>• <b>Bronwen Thornton</b>, CEO, Walk 21</li><li>• <b>Constanza Delón</b>, Director of Road Safety, Mexico City</li><li>• <b>Martin Sosa</b>, Transport Specialist, IDB</li><li>• <b>John Fredy Bustos López</b>, Coordinator Active Mobility, Espacio</li><li>• <b>Luca Pascotto</b>, Head of Road Safety &amp; Global Advocacy, FIA</li></ul>		
Welcoming Event (Municipal Palace of Guadalajara)	20:00	

## Wednesday 19 October 2022

Registration coffee 08:30

[2] Road Safety Data for Monitoring Progress 09:00 10:30

*This session reviews challenges and solutions for road safety data collection. Data is key if we want to build effective solutions but many unknowns remain, especially in low and middle-income countries. Innovative solutions will be presented from cities and other stakeholders.*

*Moderator: Fred Wegman, Delft University*

- **Jesús Carlos Soto Morfín**, Director of the Mobility and Transportation Department of Guadalajara, Mexico
- **Vanessa Chávez**, Deputy Director of Monitoring and Information, Ministry of Mobility, Mexico City, Mexico
- **Edgar Zamora**, Safer Journeys Regional Leader, iRAP
- **Sofia Salek de Braun**, Road Safety Specialist, PTV Group
- **Segundo López**, International Data Coordinator for Mobility and Road Safety, WRI

Break 10:30 11:00

[3] Speed Management 11:00 13:00

*Speed management is one of the most effective urban road safety policies. This session explores the interventions to reduce casualties and serious injuries.*

*Moderator: Pedro Homem de Gouveia, POLIS*

- **Sonia Aguilar**, Road Safety Manager, WRI Mexico
- **Ezequiel Dantas**, Regional Technical Advisor, Vital Strategies
- **Diego Vargas**, Surveillance Coordinator, Vital Strategies
- **Chika Sakashita**, Director of Research & Accountability, Global Alliance of NGOs for Road Safety
- **Gonzalo Peón**, Program Director, ITDP
- **Adrian Jezhel López González**, General Administrator, Metropolitan Infrastructure Agency for Mobility (AMIM), Guadalajara

Lunch break 13:00 14:00

[4] Road Safety and Public Transport 14:00 15:30

*High-quality public transport outperforms all other choices of transportation in terms of safety. The session will focus on maximising the safety benefits from investment in public transport for all road users.*

*Moderator: Gonzalo Peón, ITDP*

- **Amilcar Lopez**, Public Transport Director, Government of the State of Jalisco, Mexico
- **Carlos Mier y Teran**, Managing Director, National Infrastructure Fund (FONADIN)
- **Zoe Cotton**, Road Safety Strategy Lead, Transport for London, UK
- **John Fredy Bustos López**, Coordinator Active Mobility, Despacio

Break 15:30 16:00

[5] Protecting Vulnerable Road Users 16:00 17:30

*Vulnerable road users are the great majority of urban traffic fatalities. The session will examine how cities have improved street design for vulnerable users and provided better-protected infrastructure for walking and cycling.*

*Moderator: Bronwen Thornton, CEO, Walk 21*

- **Guillermo Avila**, General Director of Road Safety and Sustainable Urban Mobility Systems, Ministry of Mobility, Mexico City
- **Nathaly Torregroza**, Head of Road Safety Office, Bogota
- **Gerardo Del Rey Fernández**, Chief Commissioner of the Road Safety Police Commissariat, Madrid Municipal Police
- **Antoine Pestour**, Head of Studies, Research and Monitoring, ONISR
- **Fabrizio Prati**, Director of Design, Global Designing Cities Initiative

[6] Public Engagement, Advocacy, Campaigns 17:30 18:30

*Campaigns are an important tool for influencing behavior and public support for interventions. This session will examine advocacy and campaigns that addressing specific target groups of road users.*

*Moderator: Jonadab Martinez, Road Safety Director, Jalisco*

- **Monica Magaña**, President of the Mobility Commission, Jalisco
- **Alejandra Leal**, Co-Director of Centrico and National Coordinator of the Safe Mobility Coalition, Mexico

Discussion: Building a culture of cities centred on people

- **Mercedes Cruz Vazquez**, Director of Mobility and Transport, Department of Mobility and Transport, Zapopan, Mexico

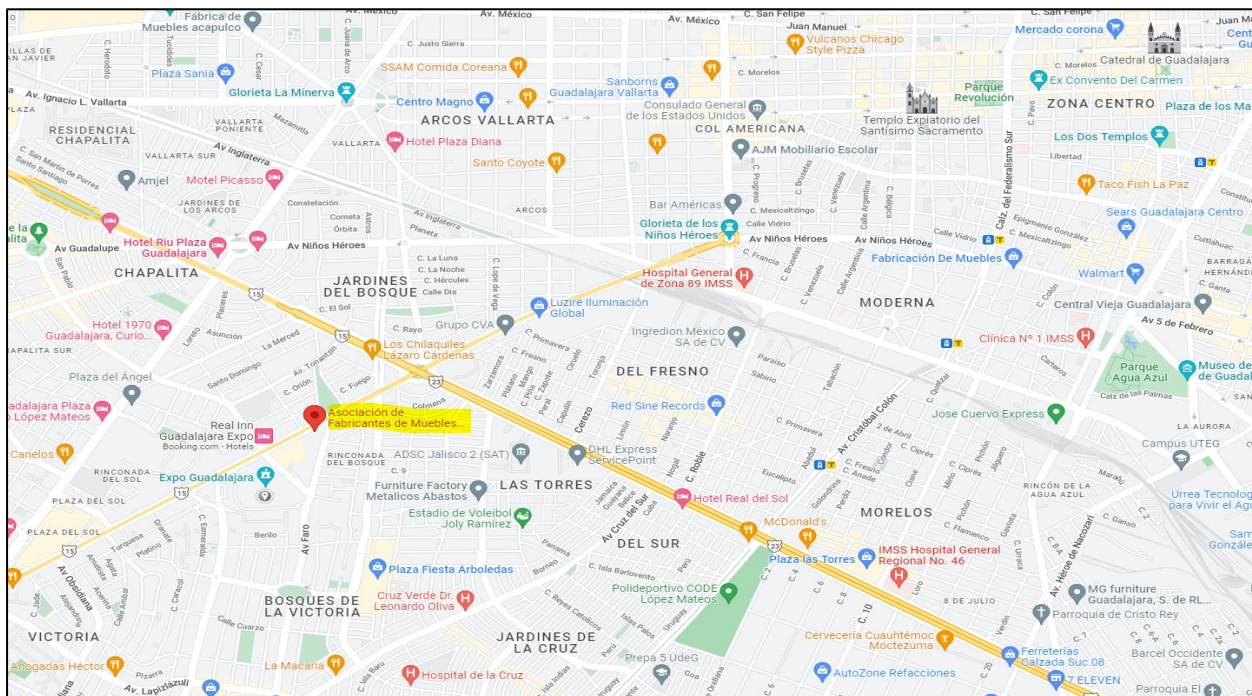
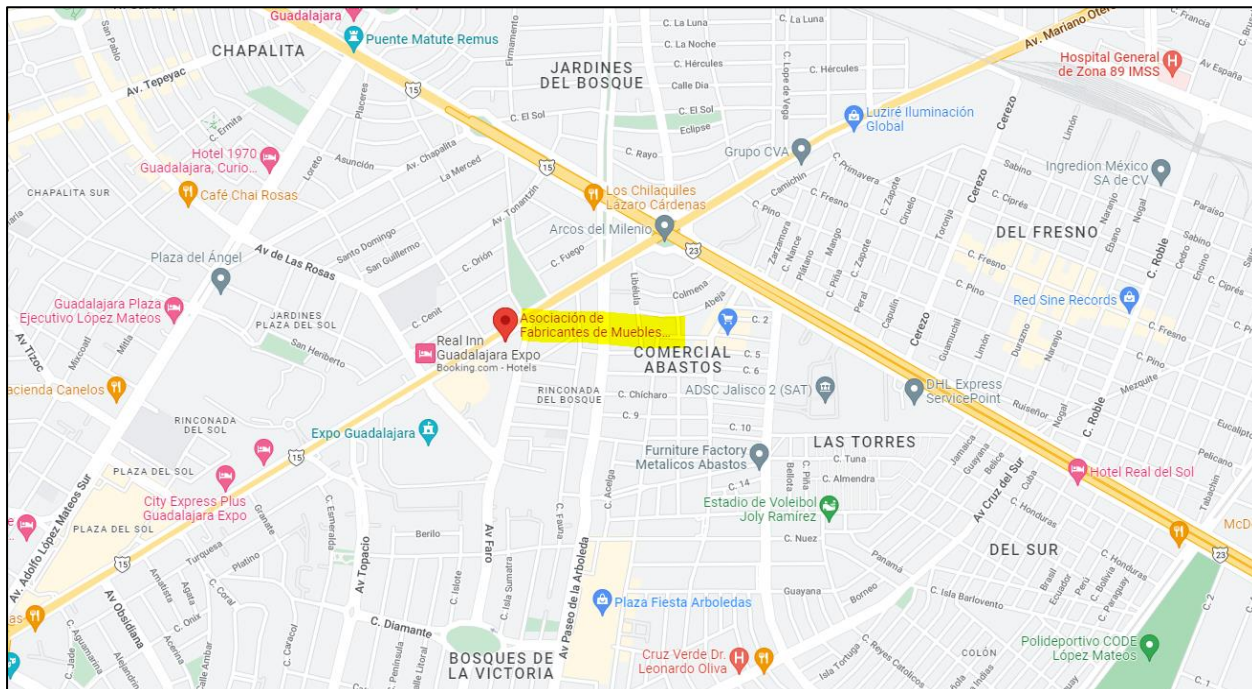
Closing remarks

- **Stephen Perkins**, Head of Research and Policy Analysis, ITF
- **Saul Alveano Aguerrebere**, Safe System Coordinator, Jalisco

Dinner (Municipal Palace of Zapopan) 20:00



## Venue map



### Suggested transport:

- **Public Transport:** We suggest that you download the [moovit app](#) to plan your trips on public transport. You can buy a contactless card called “Mi Movilidad” at light rail stations and BRT stations. Recharge points are located at all stations, as well as OXXO convenience stores.
- **Bike sharing system:** [Mi Bici](#). Please send us an email to obtain a temporary card, as only annual memberships are available right now.
- **Individual transport:** Uber, Didi or Taxi cabs