

Summary of the 7th meeting of the Safer City Streets Network

The [ITF Safer City Streets network](#) offers a platform for road safety experts to share their experience and develop a global database for urban road safety. A full network meeting was held in Guadalajara, Mexico, on 18-19 October 2022. It was attended by over 126 participants from 22 countries. The agenda of the meeting reflected priorities set by the network and the meeting host, the Secretariat of Transport of the State of Jalisco:

- Monitoring progress in urban road safety, including new data and report release.
- Inclusion, equity, gender, sustainability and participatory initiatives.
- Road safety and public transport.
- Speed management.
- Protecting vulnerable road users.
- Public engagement, advocacy and campaigns.

The overall programme included sessions organised by key partners in the world of road safety and sustainable urban mobility. Partner events were held by the Inter-American Development Bank, the World Bank, iRAP, SOLUTIONSplus and POLIS, the FIA, Vital Strategies, WRI and the Global Alliance of NGOs for Road Safety.

An updated report [Monitoring Progress in Urban Road Safety](#) was launched at the meeting, benchmarking 32 cities with data to 2020.

The ITF Safer City Streets initiative was launched in October 2016 at the UN Habitat III Conference on the basis of a report from the ITF's International Road Traffic safety Analysis and Data group (IRTAD). Thanks to the support of the FIA Road Safety Grant programme, it has grown rapidly to include over 40 cities and offers a global database for road safety performance. Network meetings are organised regularly, generally hosted by a member city. Most participants are from local government, road safety research organisations, NGOs and development banks.

Opening Session

[Saul Alveano Aguerrebere, Safe System Coordinator, Transport Ministry of the State of Jalisco](#)

Saul opened the meeting, chairing the first session and the meeting as a whole. He welcomed participants and thanked them for their support in sharing expertise in advancing road safety policy through interventions based on sound data and effective monitoring.

[Stephen Perkins, Head of Research and Policy Analysis, International Transport Forum](#)

Stephen set out the context for the conference, scheduled at a critical moment for Mexico, with the passage of the 2022 framework [law](#) for road safety in May. This modified the Federal Constitution to make safe mobility a constitutional right. State and city governments now have the mandate for implementing the law and are required to transcribe it into their own State mobility laws. To begin work on implementation, the States convened in October together with the Federal Ministry of Urban Development to establish priorities for action and investment, establishing working groups that mirror the Safer City Streets conference programme.



Saul Alveano

[Monica Magaña, President of the Mobility Commission for the State of Jalisco, Mexico](#)

Monica has the key responsibility of coordinating all the State and municipal authorities in Jalisco to implement road safety legislation. She stressed the importance of the new federal and state mobility laws in driving a mobility agenda for the State of Jalisco based on social justice, road safety, gender equality, active mobility and low carbon mobility. It is now time to make these laws reality in Jalisco.



Monica Magaña

The New Paradigm for Safer City Streets

Diego Monraz Villaseñor, Secretary of Transport, Government of the State of Jalisco, Mexico

Diego underlined the importance of the gathering of road safety and urban mobility professionals in the Safer City Streets network as an opportunity for Guadalajara and Jalisco to learn on road safety data collection and data-driven policy making. He emphasized that the State of Jalisco is working towards zero road deaths and achieving sustainable mobility and provided examples of successful measures on the path to achieving these goals. A protected cycle way network has been established across the cities of Guadalajara and Zapopan with some roads in the centre restricted to clean buses and bicycles. The city is well known for establishing a BRT service along its peripheral highway and has invested significantly in improving accessibility to the system. He stressed that zero fatalities is a real and feasible objective, not simply a rhetorical aspiration.



Pedro Homem de Gouveia , Senior Policy and Project Manager, POLIS

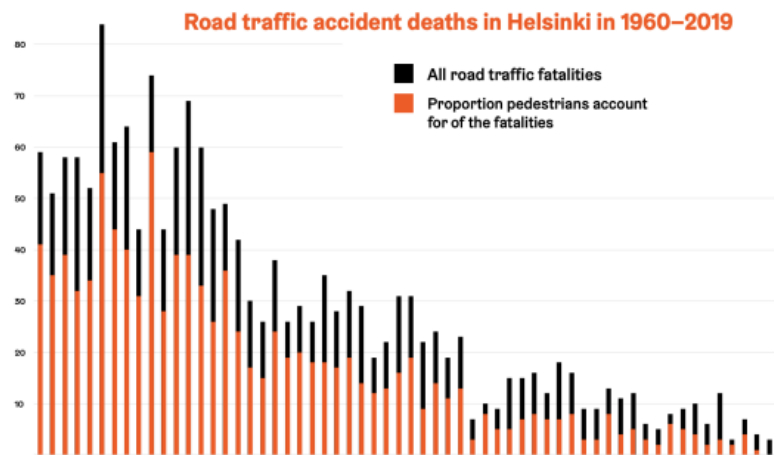
Pedro stressed the need to accelerate the paradigm shift towards a safe system. POLIS is contributing to this paradigm shift through its network of Cities & Regions, Transport Authorities and Research Institutes. The shift involves the following steps of recognition and change in the focus of policy.

- Vulnerable road users represent the vast majority of fatalities and require protection.
- Instead of blaming vulnerable road users, danger should be reduced at the source: The focus has to lie on the transport mode that is causing road deaths and serious injuries
- Street design is an essential part of the solution.
- We have the knowledge and the means to eliminate traffic deaths and serious injuries in city streets.
- Change is a social process.
- Politicians want to show that they are getting work done but must not opt for easier, popular choices at the expense of necessary long term change.
- We cannot wait for political will but all actors have to work towards change.
- Mobility must be safe to become sustainable.

Pedro illustrated how motorised traffic needs to respect the natural behaviour of pedestrians rather than trying to legislate pedestrians out of the way and outlined the fundamental role of adapting street and pavement infrastructure to the needs of pedestrians. Data from Lisbon on crashes involving crashes before and after treatments were used to demonstrate the massive improvements achieved, eliminating crashes entirely on some routes.

Data from Helsinki was shown documenting the 10-fold reduction in pedestrian deaths achieved in the twenty years between the 1970s and the 1990s, and the elimination of pedestrian deaths in 2019. These experiences are repeatable.

Policy for the new road safety paradigm can be summed up as *Don't blame, protect*. Mobility must be safe if it is to be sustainable.



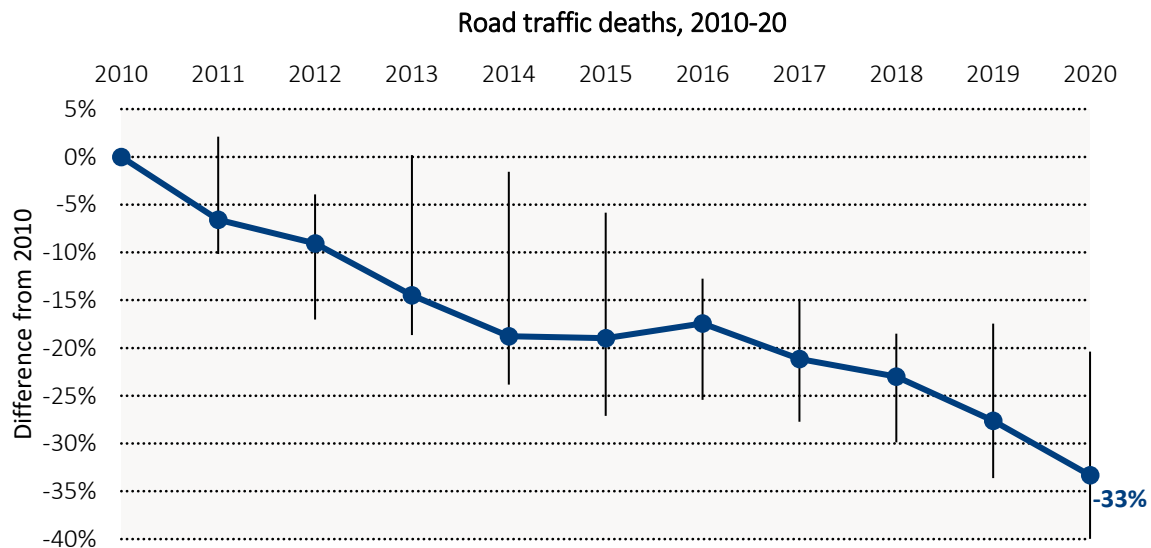
Source: City of Helsinki Traffic Accidents Register

Release of New Safer City Streets Monitoring Report

[Dominic Streuber, International Transport Forum](#)

The goal of the Safer City Streets initiative is to help cities achieve faster progress in road safety to achieve the extended UN target of reducing road fatalities by half by 2030. To do so, we identify which cities have achieved fastest progress already. This can help other cities to learn from successful ones.

Road deaths continued to go down in the cities we examined, at a pace of 4% per year. This progress was, however, not enough to reach the UN target of cutting road deaths in half by 2020. Overall, road deaths decreased by 33% in the cities from 2010 to 2020.



Note: for each year, the dot represents the median percentage change since 2010 across 26 cities. Vertical bars represent the inter-quartile range: observations between the 25th and the 75th percentiles. The number of deaths is captured by a three-year average – for instance, a 2010 value represents the 2008-2010 average.

Source: ITF Safer City Streets database.

Warsaw achieved the target of reducing road deaths by 50% between 2010 and 2020, with Oslo and London coming close to a 50% reduction. Warsaw city reduced road deaths at a rate of 7% per year, and to achieve the UN goal of the Second Decade of Action, it will have to maintain this rate until 2030.

Warsaw, Edmonton and Barcelona were the 3 cities making fastest progress since 2010. In Edmonton, Buenos Aires, Fortaleza, New York City and Bogotá, the cities performed much better than the national trend. This is particularly the case in New York and Bogota, where nationally the trend in fatalities is increasing compared to successful city level reductions.

Large performance gaps exist between cities. The number of fatalities recorded ranges from 0.5 to 7.5 per 100 000 daytime population. This indicates that much room for progress and learning from each other remains.

Lastly, the data confirm that policymakers should prioritise the protection of vulnerable road users, as they constitute the great majority of fatalities on urban roads.

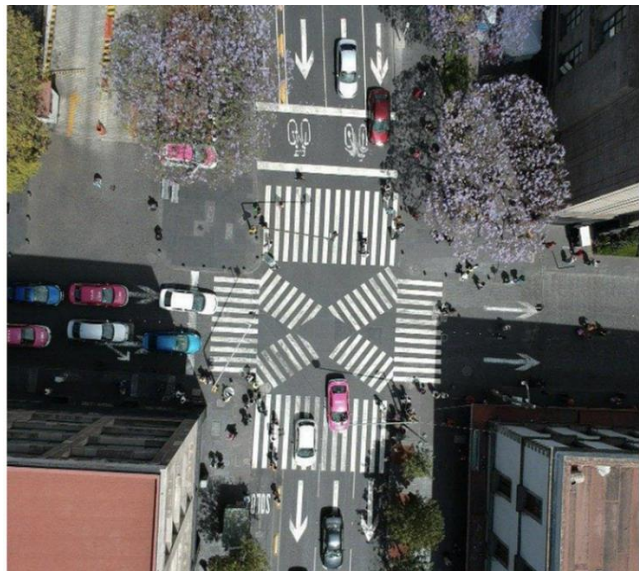
Inclusion, Equity, Gender, Sustainability and Participatory initiatives

Bronwen Thornton, CEO, Walk 21

Walking is an essential solution to safer and more sustainable mobility in cities. However, infrastructure in many cities is not sufficient or discourages walking as a transport mode e.g. pedestrian bridges facilitate car traffic not walking. The importance of walking and its share in overall mobility is poorly understood and to counter this knowledge gap, Walk21 is collecting data from the WHO, iRAP, UN Habitat and others. Walking is also an essential part of using public transport. Investing in better and safer pedestrian infrastructure can therefore also make public transport safer and more attractive. Walkable cities are very positive for equity, sustainability, accessibility, safety and amenity.

Constanza Delón, Director of Road Safety, Mexico City

Mexico City is continuing its focus on an equity and gender approach to improving road safety. Women have different travel patterns from men in the city. One of the actions for reducing the gender gap in Mexico City is to increase the number of women bus drivers. The city increased the number of women drivers from only 100 in 2019 to now over 200. The city carried out infrastructure actions through its “Walk Free Walk Safe” program. From 2019 to today, 117 intersections were treated, as well as changes to the pavement, sidewalk widening and extension of cycling infrastructure. Actions focusing on universal accessibility are targeted in areas with a greater concentration of disabilities and the city asks people with disabilities directly if intervention helps them in order to improve policies. Further actions aiming for improved accessibility include public transportation with ramps, reconfiguration of public space and the removal of *anti-pedestrian* bridges.



Intersection treatment in Mexico City

Martin Sosa, Transport Specialist, IDB

The IDB presented its flagship report on road safety, *Prospects for safer mobility in Latin America and the Caribbean after a Decade of Action*. This aims to guide the process of continuous improvement, highlighting best practices and offering an overview of how to move from theory to practice. The Bank follows the principles that mobility must be safe, sustainable and inclusive, while reducing the risk to all road users, especially the most vulnerable, and maintaining a focus on users with special needs. Comprehensive mobility planning, built on accessibility and road safety standards, is fundamental to achieving equitable access to safe, reliable and affordable transport services that in turn foster social inclusion and reduce poverty and inequality. Planning requires data by diverse population groups, including women, children, people with disabilities as well as the active participation of communities. The application of universal design principles is fundamental to improving accessibility. This is based on the assertion that public space and infrastructure should be designed to be accessible to all, regardless of users' abilities.

John Fredy Bustos López, Coordinator Active Mobility, Despacio

Despacio has been working for three years with children and adolescents in low-income neighbourhoods in Cali, Colombia to empower them and promote their wellbeing. *Vivo Mi Calle* transformed public spaces in two neighbourhoods, making them attractive enjoyable and safer for children. Despacio has worked closely with community leaders in selecting, intervening and appropriating these spaces. Including the opinions of children and adolescents in the areas and schools close to the interventions has been key for the success of the project. *Vivo Mi Calle* has transformed 1 315 m² of public space, has trained 884 adolescents, has formed alliances between governments and NGOs.

Luca Pascotto, Head of Road Safety & Global Advocacy, FIA

The FIA is committed to improving accessibility in cities. Part of its work in this area is collaboration with researchers at Sciences Po, France, which resulted in a report on “Accessible Micromobility in Mexico City and Abroad”. The report sets out a framework for evaluating a cities’ use of policy instruments to engage with groups lacking access to micromobility services. This framework focuses on four accessibility axes: physical ability, age, gender and socioeconomic status. To facilitate accessibility planning, the report finds that availability, quality, and transparency of data as well as an intersectional approach to stakeholder involvement and policy design are key.

Road Safety Data for Monitoring Progress

Jesús Carlos Soto Morfín, Director of the Mobility and Transportation Department of Guadalajara, Mexico

Guadalajara is committed to use high-quality road safety data to improve life-saving interventions and policies and at the same time promote and support sustainable means of transportation. Last year, the Department of Mobility and Transportation of Guadalajara published its first Road Safety Report using 2017-2019 data; preliminary results for 2020 and 2021 have just been published. Currently Guadalajara faces two major data collection challenges; under-reporting of fatalities and a missing definition for seriously injured. Only deaths and injuries that occur at the scene of the crash are recorded and there is no subsequent follow-up by municipal or state health services. Other challenges are a lack of human and financial resources and information sharing between agencies. Solutions to improve the current data system is better data linkage (linking additional sources that follow up serious road traffic fatalities, i.e. health services), unifying sources of information in a single database and improved inter-agency collaboration. A data system is also being created at the national level after the approval of the General

Law on Road Safety. The Law establishes the obligation of states to collect key information on road safety and also defines and standardizes key concepts and variables.

Vanessa Chávez, Deputy Director of Monitoring and Information, Ministry of Mobility, Mexico City

The Ministry of Mobility of Mexico City (SEMOVI) is committed to disclose information on traffic fatalities in order to inform in an open, transparent and timely manner and to plan data-based and evidence-based road safety strategies. The city aims to use high quality road safety data to generate its programs and policies. For this reason, Mexico City works closely with police and first responders in the city to collect open source data that can be used later by anyone who wishes to do so. An open road safety dashboard with key road safety indicators and a spatial, interactive map of road events with victims (injuries and fatalities) is released this year. Additionally to traditional road safety reports, the dashboard collects essential information on traffic incidents with victims such as: place, day, time and type of event, as well as the total number of victims, their demographic information, the type of user and the type of vehicle in which they were travelling.

Edgar Zamora, Safer Journeys Regional Leader, iRAP

iRAP calls for a change in planning and managing cities' transport infrastructure and services. iRAP is working to ensure that road safety assessments are fully integrated into road management systems by providing real-time safety ratings of road networks with its AiRAP initiative. iRAP emphasizes the following points for safer infrastructure:

- Strong evidence that links road design with crash likelihood and crash severity.
- Road attribute data has to be reliable.
- By systematically inspecting roads, we can develop an understanding of the level of risk that is 'built in' to road networks.
- Data already exists for networks that carry a large % of travel.
- Opportunities to leverage existing data and technology to reduce cost exist.

Sofia Salek de Braun, Road Safety Specialist, PTV Group

Early detection of danger spots and their mitigation is extremely important to reduce road fatalities in cities. Critical locations not yet listed as accident hotspots, but which have the potential to become such black spots, also need to be identified. The project "Early Detection of Dangerous Areas in road traffic using smart data - EDDA+" identifies such potential hazard and risk points. The aim is to identify black spots at an early stage and mitigate or eliminate them. EDDA+ is being funded by the German Federal Ministry of Transport and Digital Infrastructure (BMVI). The EDDA+ project team collects, digitizes, enriches and prepares data on road hazards. Current data sources, such as road accident data provided by the police, is used and blended with new data. Furthermore, road users can proactively support this project by reporting danger spots via a website and an app. The combination and analysis of the data records helps improve data quality and accuracy, which in turn allows for faster identification of new or currently emerging risks. The results are aggregated and visualised in a hazard rating system, which is available to all road users. Furthermore, the data collected throughout Germany is processed uniformly and made digitally available, in compliance with data protection, in a cloud for various user groups such as municipalities, the police, industry, scientific institutions and traffic planning offices.

Segundo López, International Data Coordinator for Mobility and Road Safety, WRI

WRI discussed the use of data to support the Bogotá Speed Management programme and the prioritization of policy decisions. The data that WRI collected helped to identify patterns and critical locations, changes in road dynamics and usage as well as the prioritization of certain corridors in the city. The case illustrates how data can be used in different stages of the process. It helped to include all stakeholders, transfer the knowledge and follow-up interventions and communicate the internally and externally. For instance, it revealed that motorcycle deaths are focused on a certain corridor in the city. The data helped in working for support within the community. Using social media to make the data and monitoring of policies transparent to everyone has been important for retaining effective strategies for the reduction of speeds when confronted with opposition.

Samantha Gama, Transport Ministry of the State of Jalisco

Samantha presented the results of the development of an integrated road crash data and information system in Jalisco, to strengthen the basis for evidence-based road safety policymaking. An inter-institutional approach has been taken to combine police and health sector data. This involves the traffic police and police crash investigation and together with the Institute of Statistical and Geographic Information of the State of Jalisco, coordinated by Jalisco's Transport Ministry. Work on capturing the full number of deaths and serious injuries, ensuring data quality, and resolving issues of fragmentation and standardization of data is ongoing. A public crash risk data portal has already been established with three functions: visualization of data and key indicators; open data; critical locations for fatal and injury crashes by location. The platform is available at the following link: <https://iieg.gob.mx/siniestralimap/>.



Speed limit enforcement in Jalisco

Fred Wegman, Technical University of Delft

Chairing the session, Fred underlined the value of the work to link databases to establish the full extent of road trauma and overcome the under-reporting of deaths and serious injuries inherent in reliance on police data alone. He noted that each source of data has strengths and weakness and the most appropriate source or combination of sources should be used depending on the indicator required for the particular technical or policy issue being examined.

Speed Management

Sonia Aguilar, Road Safety Manager, WRI Mexico

WRI stresses the importance of speed management interventions and their effectiveness in saving lives, especially in low- and middle-income countries. Strategies for planning, designing, building, and evaluating low-speed zones in cities were presented based on WRI's recently published Low-Speed Zone Guide. The Guide presents an overview of the benefits of low-speed zones, best practices in traffic calming techniques and tools to empower communities and decision-makers to implement effective interventions. The presentation included case studies from Bogotá and Guadalajara. In June 2020, Bogota installed 90 speed

enforcement cameras on selected arterial corridors across the city. WRI analysed and compared road safety indicators and found that speed cameras had satisfactory results for reducing overall fatalities and injuries, especially for pedestrians. At the same time, speed cameras may have induced compensatory behaviour in some motorcyclists. In Guadalajara, WRI supported the Metropolitan Agency for Infrastructure and Mobility to enforce speed limits by installing speed radars. In 2021, the Agency invested USD 1 million, installing 20 new speed radars and performed preventive maintenance for 40 more in the Metropolitan Area of Guadalajara. The impact has been to reduce speeds and crashes and generate a significant revenue flow discussed further by Adrian Lopez below.



Speed limit enforcement in Bogota

Ezequiel Dantas, Regional Technical Advisor, Vital Strategies

In Salvador, Brazil, 64% of fatal crashes happen on high-capacity roads (arterials and/or expressways) but these roads represent only 6% of the road network. This high concentration of fatal crashes may be associated with speed as a risk factor: a) speeding above posted limits and b) inappropriate speed limits. Given this concern, the Salvador mobility department investigated the spatial distribution of injury and fatal crashes to identify high risk locations and priorities for a new speed management action plan. Road traffic crash data from 2017 to 2021 were cleaned, consolidated and geo-referenced. A 50m buffer was defined around the network of high-capacity roads and the events (fatal or injury road traffic crashes) were counted and characterized for each road. Three metrics were calculated to build a consolidated ranking, and support speed management decisions by the city. Pilot speed reduction corridors showed sharp reductions in deaths already in the first 6 months. In the case of Salvador, road safety data helped to put road safety on the agenda and identify priorities. It improved communication as well as monitoring.

Diego Vargas, Surveillance Coordinator, Vital Strategies

Diego presented the case of speed management in Bogotá. Vision Zero in Bogotá is guided by 4 principles: People will make mistakes, traffic deaths and serious injuries are preventable, the transport system must be safe, the higher the speed the greater the degree of severity of crashes. 2021 represents the year with the highest number of fatalities in Colombia in the 21st century. In comparison to the national trend, the cities Bogotá, Cali and Medellín successfully reduced fatalities in 2021 compared to 2019. The reductions in the three cities were supported by their progress in speed management programmes. Speed limits were lowered by 10 km from 60 km/h to 50 km/h and speed cameras installed to enforce compliance on several corridors in each city. By demonstrating the number of lives saved on these roads, citizens and critics have accepted that speed reduction is an effective measure to save lives. This resulted in Bogotá, for example, in communities along additional corridors demanding interventions to reduce speeds.

Chika Sakashita, Director of Research & Accountability, Global Alliance of NGOs for Road Safety

Chika presented work on speed management for the NGO perspective. NGOs advocate for evidence-based interventions, obtaining commitment from decision makers to implement them and ensuring implementation and its promotion, especially in relation to death and injury reductions achieved. The Alliance has developed a measurement tool to track this journey and facilitate an accountability check of government actions in response to NGO advocacy for speed management interventions. NGO advocacy includes private meetings, roundtables, letters, petitions and other activities. In a next step NGOs seek to receive commitment verbally, in writing such as meeting minutes and publicly available signed documents. This should include a commitment date and a delivery date. In the implementation phase NGOs monitor if the actions reflect the commitment. Who is doing what by when with which budget is monitored. Lastly, implementation results are promoted (e.g. on social media) to facilitate further actions and scaling up. By asking these relevant questions and using the Advocacy and Accountability tracker, the Alliance keeps track of government commitments and implementation of 30km/h zones.



30 km/h zones are spreading rapidly in Europe's urban

Gonzalo Peón, Program Director, ITDP

Speed management is one of the main strategies that governments can use to significantly reduce the number of traffic-related deaths and injuries. Speed camera systems are particularly important tools, as they enable a higher level of law enforcement than would be possible with traffic officers alone. However, speed camera programs became politicized in recent political campaigns in Mexico. Evidence-based interventions where benefits are clearly communicated can result in greater success and acceptance of speed management policies that are not influenced by political campaigns.

As many existing studies focus on the Global North, ITDP presented the methodology and results of a study that evaluates the impact of Mexico City's speed camera program on the number of traffic crashes, injuries and fatalities registered between 2018 and 2020. The results of this study suggest that - while controlling for other factors - the program is linked to a 14% reduction in the number of injuries registered within the speed cameras' area of influence (approximately 3% of the primary road network). Although positive, the impact generated remains limited due to the program's low coverage at the city level. No noticeable effect on the number of traffic-related fatalities was found. The methodology presented is flexible and easy to implement and will therefore be replicated in the Metropolitan Areas of Guadalajara and Sao Paulo. The aim is to generate a comparative study between Latin American cities that can help inform public policy design and evaluation, with the objective of reducing the number of traffic-related deaths and injuries in the region.

Adrian Jezhel López González, General Administrator, Metropolitan Infrastructure Agency for Mobility, Guadalajara

As in many cities, speeding is a leading risk factor in Guadalajara with speed violations recorded above 150 km/h up to 242 km/h. In December 2018, the Metropolitan Infrastructure Agency for Mobility (AMIM) began a number of initiatives to develop safer roads, reduce the risk of speeding and make drivers aware

of the consequences of speeding through the Speed Control System Management. Programmes have been implemented in the Guadalajara Metropolitan Area to install speed cameras to detect speeding and red-light running, as well as variable message signs and speed display panels. In conjunction with the Intelligent Mobility Management System program (SIGA), the system of isolated points has been restructured into Speed Control Corridors. This process began with the renewal and network connection of the devices, making their monitoring more efficient. Better quality data has been generated, stored and analyzed. Furthermore, programs such as the route-public transport company, MiMacro Periférico, women drivers, fleet renewal and Line 3 of the electric train have contributed to systematic achievements. Average speeds are constantly monitored, administrative process were strengthened, devices are being relocated to maximise impacts, educational efforts were strengthened and a risk map was created. Fines collected from speeding violations are now used for funding public transport. Fines generate ten times the running costs of the system. At the monitored points, reduced speed averages, below the limit, have been recorded following the interventions.



Automated speed control in Guadalajara

Road Safety and Public Transport

[Amilcar Lopez, Public Transport Director, Government of the State of Jalisco, Mexico](#)

The ministry of transport in Jalisco has initiated an in-depth transformation of public transport across the state. This includes the regularization of private bus and microbus operators, a complete reorganization of bus routes, the implementation of an electronic payment system, putting in place the first 100% electric bus line in México, the renewal of 2/3 of the bus fleet, the implementation of largest BRT line in Mexico as well as the start of operations of a third light rail line in the metro area of Guadalajara. Results of the data analysis show an improved trend in both the number of traffic crashes and victims in the first observed period. In the second observed period of time, a reduction of 82.6% can be observed. Due to the extent and number of different interventions, a control group is not available. The observed time period also includes the pandemic. Therefore, the results cannot be linked to one single intervention.



Guadalajara's new peripheral BRT

[Fernando Tehuintle Basáñez, Director of Transportation Projects BANOBRAS, National Infrastructure Fund](#)

Fernando presented new guidelines to incorporate road safety in the project authorisation processes for public transport investments supported by the Federal Programme for Mass Transit (PROTRAM). This was created by the Mexican government to provide funding to local governments to carry out urban public mass transit infrastructure projects. The National Infrastructure Fund, FONADIN, is a Public Trust instituted

in the National Bank of Public Works and Services (BANOBRA). The Mexican Ministry of Infrastructure, Communications and Transport has built more than 45 tolled highways with finance from FONADIN. Surplus toll income funds PROTRAM projects. Projects proposed for PROTRAM funding are required to be designed to technical criteria for safe infrastructure. The goal of FONADIN is therefore to have an effect on the designing of these infrastructure projects through better road safety and accessibility criteria and guidelines that have been developed together with the World Bank. The criteria of Inclusion and road safety overlap and need to be connected. Green infrastructure and aspects related to the design of spaces with a gender perspective should be included as well as aspects aimed at improving the perception of safety. Inclusion and road safety criteria now need to be considered in all phases of a PROTRAM supported project.

John Fredy Bustos López, Coordinator Active Mobility, Despacio

Despacio's work on public transport under the Safe System Approach was discussed together with how the NGO is working to protect all road users. For public transport in Colombian cities, Despacio is advocating in particular that drivers must be professionals and benefit from a standardization of rest criteria to avoid fatigue alongside the standard education of road users; an informed and educated user is less vulnerable. For public transport users, physical accessibility through safe boarding platforms as well as economic accessibility through the use of easy payment systems and affordable tariffs are crucial. Despacio works in Cali, Colombia through local actions on the east corridor to establish safe level crossings, standardised pedestrian platforms, tactile guides, sound alerts, smart traffic lights and traffic signaling coherence.

Protecting Vulnerable Road Users

Guillermo Avila, General Director of Road Safety and Sustainable Urban Mobility Systems, Ministry of Mobility, Mexico City

In Mexico City, as in other Latin American cities, there has been an increase in the use of motorcycles as a means of transportation in the city, this trend has led to an equal increase in injuries and fatalities. According to data from the Ministry of Citizen Security from the first quarter of 2019 to the first quarter of 2022, on average, 1 in 3 deaths from traffic events have been motorcyclists. It is for this reason that the Ministry of Mobility has carried out actions to protect these vulnerable road users, with three strategies focused on prevention, sanctioning and attention:

- Prevention: Motorcycle school; Motorcycle license A1 and A2, to obtain it, a theoretical and practical training is required; Road Safety Campaigns.
- Sanction: Drive Without Alcohol program with a focus on motorcycle; use of helmets.
- Attention: Training in regulations and preventive measures; Strategy of the Government of Mexico City to improve pre-hospital care.

Nathaly Torregroza, Head of Road Safety Office, Bogota

Vulnerable road users and particularly pedestrians represent a particularly high share of fatalities in Bogotá. Therefore the city has started to focus on this user group. Since 2021, the redistribution of space for the most vulnerable road actors has been a priority in Bogotá, considering the profile of the road actors and their needs. Vital importance has been given to pedestrians, through the enhancement of public space, so that safety, walkability and the connection between platforms, squares, and parks are improved with the main purpose to increase the walking area at the road level and reduce the risk of pedestrian

injuries. The new public space network joins the green corridors that the city implements in the coming years. Tactical urbanism will reach each neighborhood of the city, turning them into vital neighborhoods to guarantee the connection of pedestrian circulation and to achieve safe, short, direct and attractive routes to organize intersections, manage vehicular traffic and revitalize public space.



Intersection treatment and reclamation of public space in Bogota

**Gerardo Del Rey Fernández, Chief
Commissioner of the Road Safety Police Commissariat, Madrid Municipal Police**

Madrid has adopted an ambitious road safety plan for the period 2020-2030. The main obligation of the public authorities must be the protection of the right to life and health and one of the most effective ways is to improve road safety with special attention to the protection of the most vulnerable groups at risk. The Road Safety Plan Madrid is aligned with other plans and concepts such as the Madrid 360 Strategy, The European and National Plans as well as the Agenda 2030. The road safety plan includes 8 objectives and 33 concrete actions. Despite the goal of reducing fatalities and injuries by half by 2030, the plan calls for reinforced institutional coordination, the participation of society as well as increased technological and human resources dedicated to road safety.

Antoine Pestour, Head of Studies, Research and Monitoring, ONISR

Antoine presented the latest data from the French Road Safety Observatory ONSIR on vulnerable road users. Overall, traffic has increased in France since 1952 while the number of road death peaked in 1972, then sharply decreased, with progress stagnating since 2013. The overall figures mask contrasting trends between user groups. Since 2010, the number of car and moped users killed on the road has decreased a lot. The decrease is less significant for motorcyclists and pedestrian. On the contrary, the number of cyclist fatalities increased. In France, vulnerable road users represent 45 % of users killed in a road crash and 70% of those seriously injured.

Cities concentrate 1/3 of road crashes fatalities. Between 2010 and 2021, the number of road death fatalities decreased by 15% there, against 31 % for the other road environments. In built up areas, vulnerable road users represent 2/3 of the road users killed in crashes and 4/5 of those seriously injured. Factors for road crashes can be related to human, infrastructure, vehicles and traffic conditions. The human factors most common in fatal crashes are excessive or inappropriate speeds (30%), the use of alcohol or narcotics (22% and 13%), inattention (13 %), faintness and non-compliance with priority rules (10% and 10%). In France, the speed limit in cities is 50km/h by default. However, 30km/h zones are spreading to many cities under the concept of « city 30 », including the capital Paris. Here, the general speed limit becomes 30 km/h and the exception 50 km/h.

Fabrizio Prati, Director of Design, Global Designing Cities Initiative

Pop-up and interim street transformations (“tactical urbanism” projects) offer the opportunity to quickly and economically demonstrate possibilities on existing infrastructure and refine new designs before making capital investments. By partnering with local stakeholders throughout the process, this can inspire

similar types of projects citywide and create stronger social bonding and acceptance from communities. The *How to Implement Street Transformations Handbook* provides an understanding of the process, value, and impact of implementing pop-up and interim street transformation projects to create walkable and safe spaces.



Tactical urbanism in Bogota

Public Engagement

Alejandra Leal, Co-Director of Centrico + National Coordinator of the Safe Mobility Coalition, Mexico

Alejandra presented her experience of working with Mexican NGOs for the drafting of the 2022 federal mobility and road safety law and the inclusion of the right to mobility in the Constitution. States have to update their Mobility Laws to what was approved in the national Law. Alejandra presented a guide on how to do this while considering the requirements from the constitution, the general laws and international best practices. Some important steps of the guide to harmonise the state laws with the general law on mobility and road safety are the following: Monitoring road safety and risk factors; ensuring social participation in safety projects; establishing mechanisms for funding; implementing safe and accessible road designs; guaranteeing rights to traffic victims; better coverage, quality and affordability of public transport; and reducing the demand for private car use.

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

The Government of Jalisco works towards offering a quality, safe and efficient public transport service. As women make up 63% of all users, policies including a gender perspective has been developed, including criteria such as the mobility of care; the inclusion of more women in public transport systems; and the travel subsidy for women in more vulnerable conditions. To achieve this, programs such as Mi Pasaje Apoyo a Mujeres and Mujeres Conductoras have been implemented. In 2021, more than 12,000



Community engagement in Zapopan

women in the Guadalajara Metropolitan Area benefited with two daily tickets and a free annual subscription to the bike sharing system MiBici. In 2022, the program grew 31% in the number of potential beneficiaries, as well as in coverage of more municipalities in Jalisco. In 2021, 55 women were trained to be public transport drivers and obtain the corresponding driver's license. Of these, 33 completed the training, which were contracted for various bus companies. The work has been carried out in collaboration with other government agencies and international organizations.

Monica Magaña, President of the Mobility Commission, Jalisco

Many cities have demonstrated how to successfully reduce road deaths through safe infrastructure and safe crossings, awareness and prevention campaigns as well as enforcement. Jalisco is committed to follow best practices and strengthen its efforts. Success in incorporating Mexico's May 2022 Federal road safety legislation into the new mobility law of the State of Jalisco this October is a major step in furthering a mobility agenda based on social justice, climate change, gender equality, road safety, active mobility and low carbon mobility.

For the mobility agenda in Jalisco, the state adopts a human rights perspective and hierarchy of mobility, putting vulnerable road users first. Adequate road infrastructure and public transport and universal design are crucial as well as tougher sanctions for unsafe behaviour such as speeding. Lastly, campaigns and training aim to inform and educate citizens. Elements that are contained in the new law include a Human right to mobility, hierarchy of mobility, accessible mobility, active mobility, care mobility, women's mobility, mobility and climate change, mobility with less traffic, fairer mobility, coordination of systems and victim care.

Recommendations of the 2022 Safer City Streets Monitoring Report

Ensure consistent collection of reliable urban road safety data

Up-to date, reliable data is essential to monitor a city's road safety performance and develop effective policies that will save lives. Data on road crash fatalities, serious injuries and exposure to crash risk are critical. Cities do well to allocate sufficient resources to collecting and managing road safety data. Cities should also enable road safety experts in the city administration to exchange knowledge and best practices with their peers on a national and international level.

Create urban traffic observatories that collect both general mobility data and road safety data

City governments should collect mobility data in order to understand what factors drive trends in crash data. The behavioural changes triggered by the Covid-19 pandemic underline the case for collecting urban mobility data systematically. Data on driver behaviour and enforcement of traffic rules are required as well as data on traffic volumes. A dedicated, fully funded and staffed road safety observatory is most likely to deliver robust empirical evidence for effective decision-making. A mandate and funding for an observatory can be included in a Sustainable Urban Mobility Plan.

Set ambitious reduction targets for the number of traffic crash casualties in cities

Cities should adopt clear targets to rapidly reduce the number of fatalities and serious injuries on their streets. Drawing attention to other cities' road safety performance, and benchmarking one against others, can secure public support and political buy-in for ambitious casualty reduction targets.

Focus on protecting vulnerable road users on urban streets

Cities should do more to protect pedestrians, cyclists and motorcycle riders on their streets. They are most at risk in urban traffic and constitute the vast majority of crash fatalities. Cities should manage streets so that they provide safe conditions for walking and cycling. Adopting a Safe System approach when setting speed limits is particularly recommended. This includes 30 km/h speed limits where motor vehicles mix with vulnerable road users. Automated enforcement and safe street design principles will maximise compliance with speed limits. Re-allocating road space in dense urban areas can make city centres safer by shifting mobility from car and motorcycle trips to walking, cycling and low-speed micromobility.

Measure crash risks for vulnerable road users with appropriate indicators

Analysts should control for travel volume when assessing the traffic risk for any road user group. This is particularly important for cycling and other forms of micromobility, given their rapid expansion in many cities. Analysts should monitor the number and length of trips made by each mode with household travel surveys or GPS tracking. Where funding for monitoring is a problem, local governments should explore partnerships with national authorities and public health bodies. Survey methods that are simplified and standardised can also reduce costs.

Adopt an integrated urban mobility plan based on Safe System principles

Cities should consider developing a Sustainable Urban Mobility Plan that covers all forms of mobility. Such a plan should prioritise public transport and non-motorised mobility. Regarding road safety, this plan should be based on Safe System principles. From it, a detailed action plan with quantitative targets for the reduction of crash casualties and other safety performance indicators should be developed, implemented and systematically monitored.

