WELCOME! BEM VINDOS! iBIENVENIDOS!



Please **say hello!** Write **your city** in the chat



WELCOME! BEM VINDOS! iBIENVENIDOS!



Today's presentation is in English with **simultaneous translation** to Spanish and Portuguese

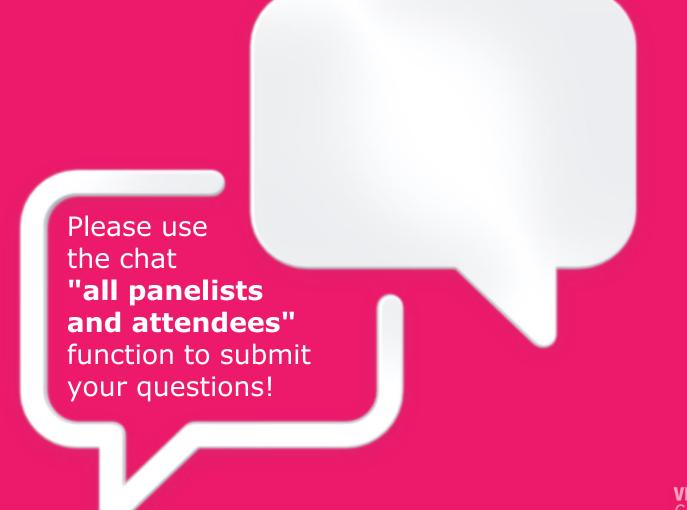


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Download the presentation in Spanish & Portuguese: Follow the link in the chat









TODAY'S AGENDA

Welcome and Introductions (10 minutes)

Adriana Lobo, Executive Director, WRI Mexico

Presentation: "Busting Myths about Speed Management" (10 minutes)

Blair M. Turner, Senior Transport Specialist, World Bank Global Road Safety Facility (GRSF)

Participatory polls for discussion (5 minutes)

Guided discussion: Audience questions for our experts (45 minutes)

Moderated by **Ben Welle**, Director of Integrated Transport & Innovation, WRI with panelists:

- Ellen Townsend, Policy Director at the European Transport Safety Council
- Iman Abubaker, Urban Mobility Project Manager, WRI Africa,
- Robin Hutcheson, Director of Public Works, City of Minneapolis, Minnesota
- Johanna Vollrath, Executive Secretary of the National Traffic Safety Commission (CONASET), Chile

Closing remarks and Preview of Next Webinar (5 Minutes)

Claudia Adriazola-Steil, Deputy Director of Urban Mobility and Director of Health and Road Safety, WRI



WELCOME, VISION ZERO CITIES!

- 1. Arequipa, Peru
- 2. Belo Horizonte, Brazil
- 3. Buenos Aires, Argentina
- 4. Bogotá, Colombia
- 5. Cali, Colombia
- 6. Curitiba, Brazil
- 7. Colima, Mexico
- 8. Cusco, Peru
- 9. Fortaleza, Brazil
- 10. Guadalajara, Mexico
- 11. Indaiatuba, Brazil
- 12. La Paz, Bolivia

- 13. Lima, Peru
- 14. Medellín, Colombia
- 15. Merida, Mexico
- 16. Montevideo, Uruguay
- 17. Pachuca, Mexico
- 18. Rosario, Argentina
- 19. Salvador, Brazil
- 20. Santiago, Chile
- 21. Sao Paulo, Brazil
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- 23. San Salvador, El Salvador
- 24. Santa Cruz, Bolivia



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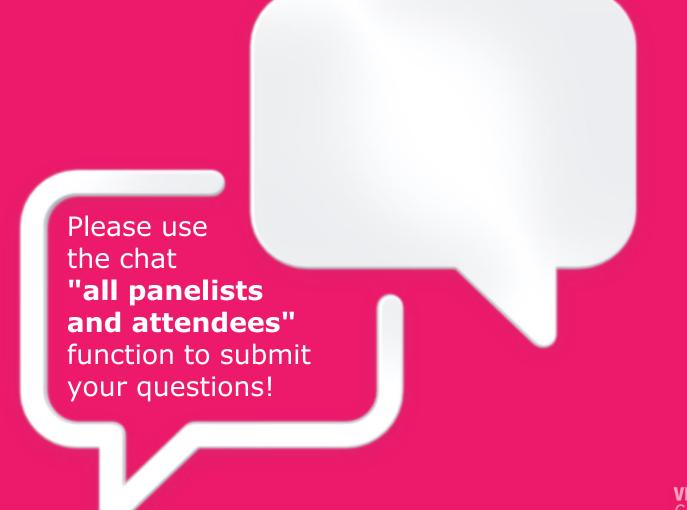
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Policy Director at the European Transport Safety Council, Belgium

Directora de Políticas en el Consejo Europeo de la Seguridad del Transporte, Bélgica

Diretora de Políticas do Conselho Europeu de Segurança de Transporte, Bélgica





JOHANNA VOLLRATH

Executive Secretary of the National Traffic Safety Commission (CONASET), Chile

Secretaria Ejecutiva de la Comisión Nacional de Seguridad de Tránsito (CONASET), Chile

Secretária Executiva da Comissão Nacional de Segurança de Trânsito (CONASET), Chile



BEN WELLE

Director of Integrated Transport & Innovation, World Resources Institute, USA

Director para Transporte Integrado e Innovación, World Resources Institute, EE.UU.

Diretor de Transporte Integrado e Inovação, World Resources Institute, Estados Unidos







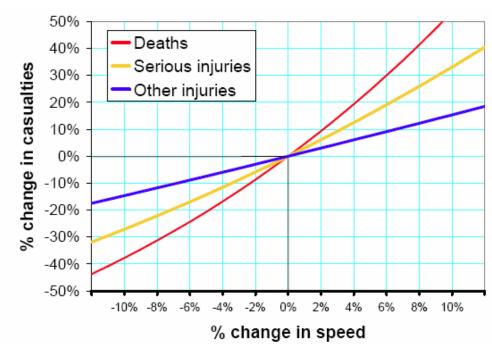
A Myth is "a widely held but false belief or idea"



Myth 1: Speed isn't a major cause of road crashes

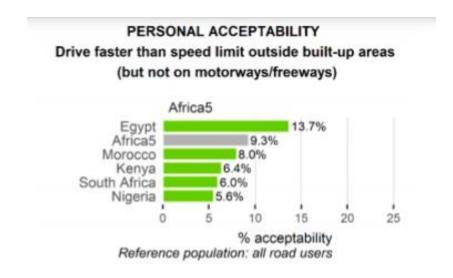
Or Changing my speed won't have an impact on safety

- 30% of deaths are speed related
- THE biggest cause of death on roads
- Even small changes in speed have a big impact – especially on the most severe crashes



Myth 2: The public / communities want higher speeds

- ESRA survey 35,000 respondents across 32 countries (see www.esranet.eu)
- Less than 20% find it acceptable to drive faster than the speed limit; less than 10% in built up areas
- Most people believe that speed is a cause of road crashes (up to 80%)
- Up to 90% suggested traffic rules should be stricter
- Do a local survey to help convince!



Source: www.esranet.eu



Myth 3: Lower speeds have a negative economic impact

Or Speed limit reductions always increase journey times

Or Speed limit reductions result in congestion

- Economic benefits likely to improve in many situations:
 - Reduced cost of injury and death
 - Reduced fuel costs at lower speed
 - Reduced emissions and noise
 - Other health and societal benefits (inclusion, placemaking)
- Journey time less impact than most people think especially for urban roads, and low quality rural highways
- Can have a positive effect on congestion more regular flow





Myth 4: Speed cameras are just a way to generate money for governments

- Speed cameras are very effective at managing speed
- Need transparency on:
 - Selection of speed camera locations (based on risk)
 - How funds are being spent often directed back to safety improvements
 - Reliability (checking process)
- Community engagement important



Myth 5: Education and training will solve the speed problem

- Often not effective situations where risk can increase (over-confidence)!
- Education best done as part of a campaign
- Training for specific groups can be useful, but mixed results otherwise
- Often need infrastructure support
- Enforcement as a support is also effective



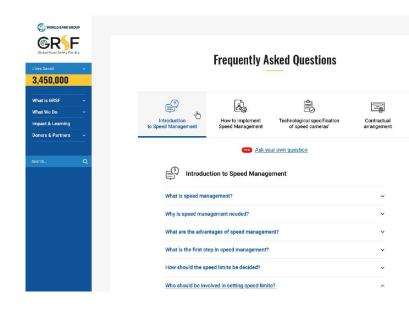
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Key points

- There are a lot of myths in relation to speed
- There is also a good evidence base
- There is community demand for safer speeds
- Use this community interest and evidence
- Check out the GRSF Speed Management
 Hub coming soon!



Global Road Safety Facility - Speed Management Hub









POLL: SHARE YOUR EXPERIENCE

Which speed management measures have been implemented in your city (select all that apply)?

- Speed Limit Reduction
- Speed Limit Enforcement (Safety Cameras/Police)
- Low Speed Zones (30 km/h or lower)
- Traffic Calming Measures (road design/signage)



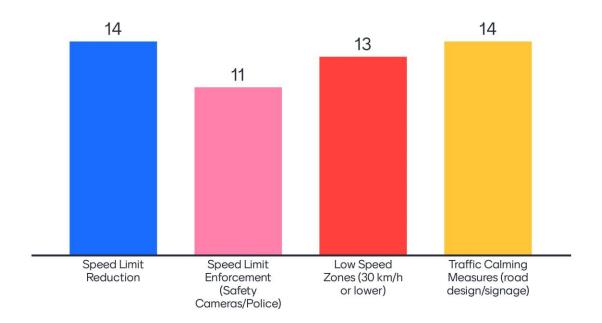
POLL: SHARE YOUR INTERESTS

Which is the most common challenge you've experienced when seeking to reduce speeds in your city (select 3)?

- Public concerns about increased congestion and travel time
- Difficult/expensive to enforce
- Political opposition
- Lack of data to determine location and extent of intervention
- Difficulty determining the right type of speed management intervention
- Legal, regulatory, or procedural barriers

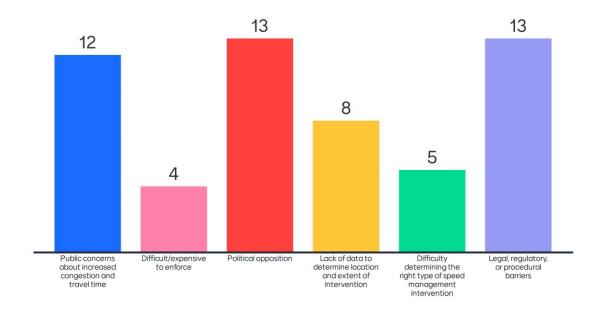


Which speed management measures have been implemented in your city (select all that apply)?





Which is the most common challenge you've experienced when seeking to reduce speeds in your city (select 3)?







BLAIR TURNER

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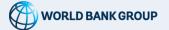












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