

WELCOME! BEM VINDOS!
¡BIENVENIDOS!



Please **say hello!** Write **your city** in the chat and tell us: **What do you foresee as your greatest road safety challenge in 2021?**

WELCOME! BEM VINDOS!
¡BIENVENIDOS!

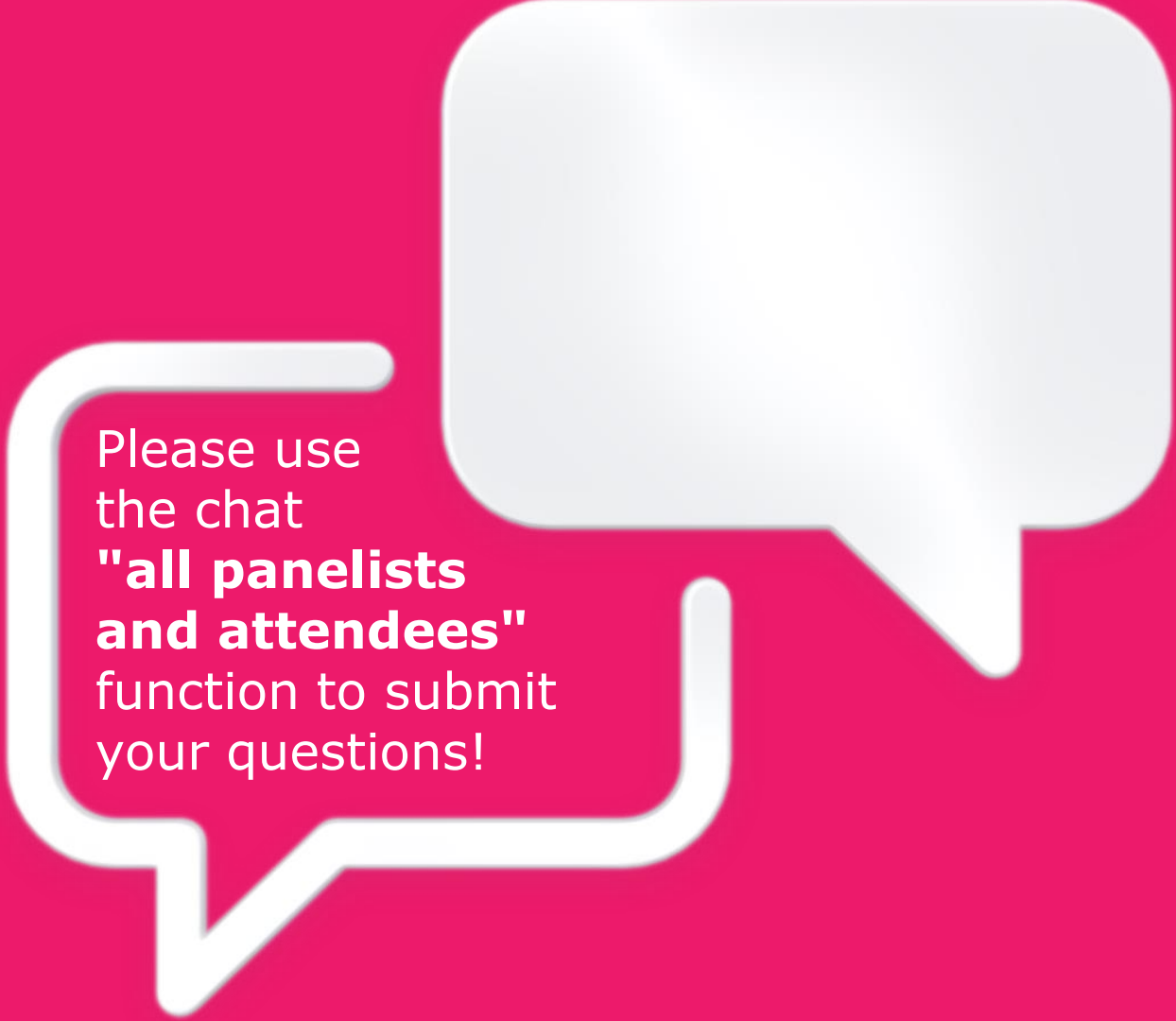


Today's presentation is in English with
simultaneous translation to
Spanish and Portuguese

WELCOME! BEM VINDOS!
¡BIENVENIDOS!



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Spanish & Portuguese:
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VISION ZERO CHALLENGE WEBINAR SERIES: REFLECTIONS ON 2020; WHAT'S NEXT FOR 2021?

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TODAY'S AGENDA

Welcome and Introductions (10 minutes)

Sergio Avelleda, Director, Urban Mobility, WRI

Presentation: “The UN 2nd Decade of Action and the Stockholm Declaration” (10 minutes)

Etienne Krug, Director of the Department for Management of Noncommunicable Diseases, WHO

Recap: The Vision Zero Challenge Webinar Series: Key Takeaways (10 minutes)

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

Participatory Menti Polls for Discussion

Discussion: Road Safety, Pandemic Response and the LAC Region 2020-2021 (45 minutes)

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

With panelists:

Mariana Alegre, Executive Director, Lima Cómo Vamos

Sergio Martinez, Sub-secretary of Mobility Policy, District Mobility Agency, Bogotá

Ana María Pinto, Lead Transport Specialist, Interamerican Development Bank

Stuart Reid, Director of Vision Zero, Head of Insights and Direction, Transport for London

Leah Shahum, Founder and Director, Vision Zero Network

Closing remarks (7 Minutes)

Matts-Åke Belin, Director of Vision Zero Academy, Swedish Transport Administration

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
22. San Jose, Costa Rica
23. San Salvador, El Salvador
24. Santa Cruz, Bolivia

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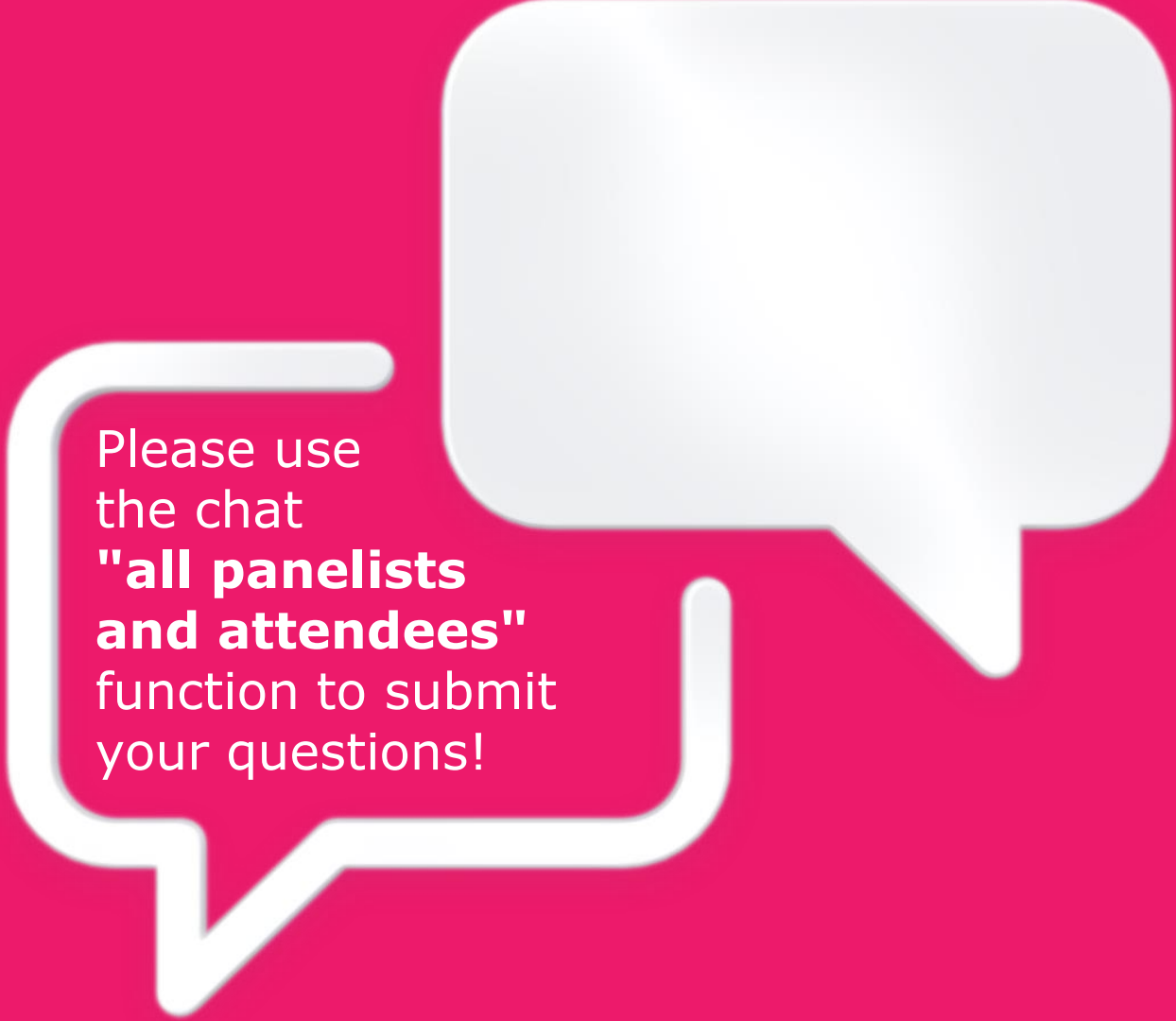


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INTRODUCING TODAY'S GUESTS

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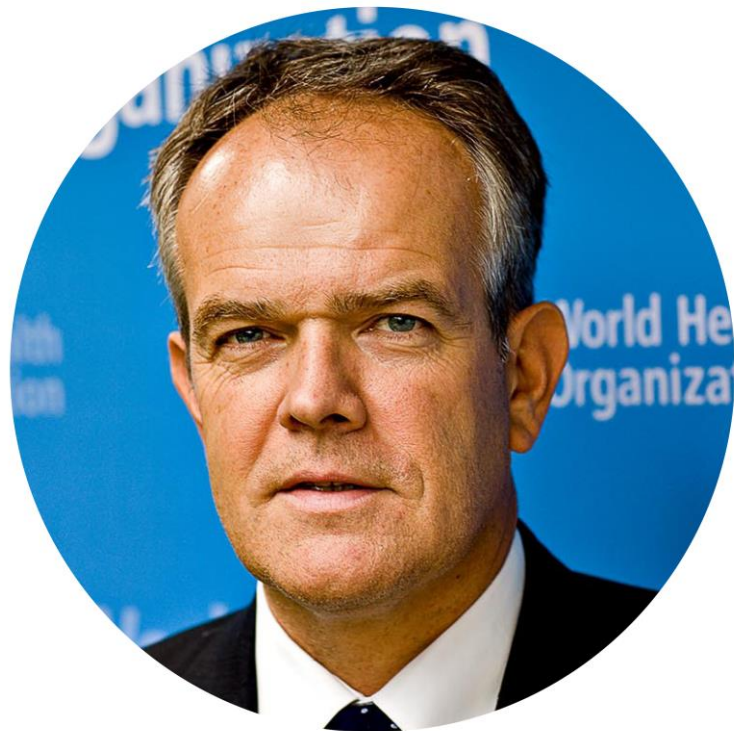
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ETIENNE KRUG

*Director, Department of the Social Determinants of Health,
World Health Organization, Switzerland*

*Director del Departamento de Determinantes Sociales de
la Salud, Organización Mundial de la Salud (OMS), Suiza*

*Diretor, Departamento de Determinantes Sociais da Saúde,
Organização Mundial da Saúde, Suíça*





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Executive Director, Lima Cómo Vamos, Peru

Directora Ejecutiva, Lima Cómo Vamos, Perú

Diretora Executiva, Lima Cómo Vamos, Peru





SERGIO MARTINEZ

***Sub-secretary of Mobility Policy, District Mobility Agency,
Bogotá, Colombia***

***Subsecretario de Política de Movilidad, Secretaria Distrital
de Movilidad de Bogotá, Colombia***

***Subsecretário de Política de Mobilidade, Secretaria
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ANA MARÍA PINTO

Lead Transport Specialist, Interamerican Development Bank, USA

Especialista Líder en Transporte, Banco Interamericano de Desarrollo, EE.UU.

Especialista Líder em Transporte, Banco Interamericano de Desenvolvimento (BID), EUA



STUART REID

***Director of Vision Zero, Head of Insights and Direction,
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***Diretor de Visão Zero, Insights e Direcionamento,
Transport for London, Inglaterra***



LEAH SHAHUM

Founder and Director, Vision Zero Network, USA

Fundadora y directora, Vision Zero Network, EE.UU

Fundadora e diretora, Vision Zero Network, EUA



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UN 2ND DECADE OF ACTION FOR ROAD SAFETY AND THE STOCKHOLM DECLARATION ETIENNE KRUG

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RECAP: VISION ZERO WEBINAR SERIES 2020

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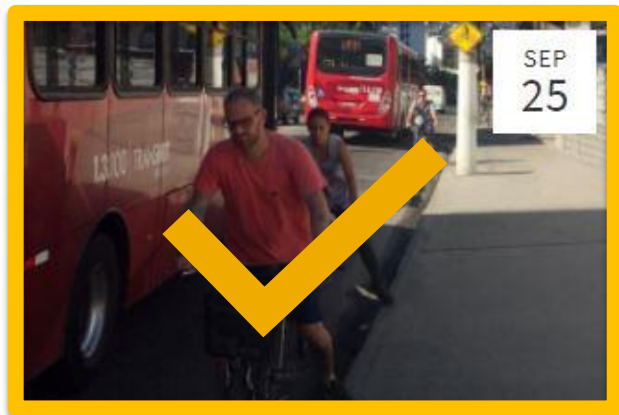
“Vision zero is an approach that we know works. It is about understanding that road traffic fatalities are both unacceptable and preventable...Our roads must and can be made safe and we have the solution.”

Zoleka Mandela

Child Health Initiative Global Ambassador



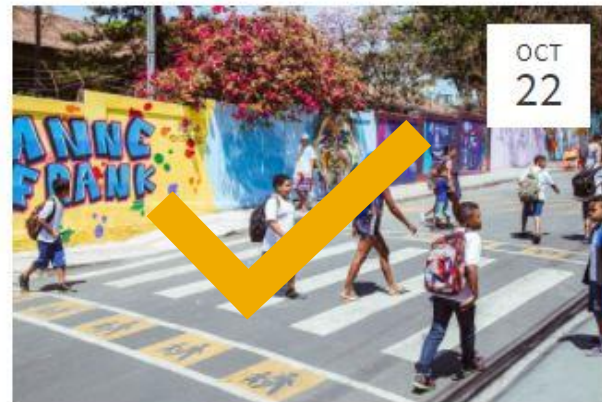
RECAP: VZC WEBINAR SERIES



OVERCOMING BARRIERS TO THE SAFE SYSTEM



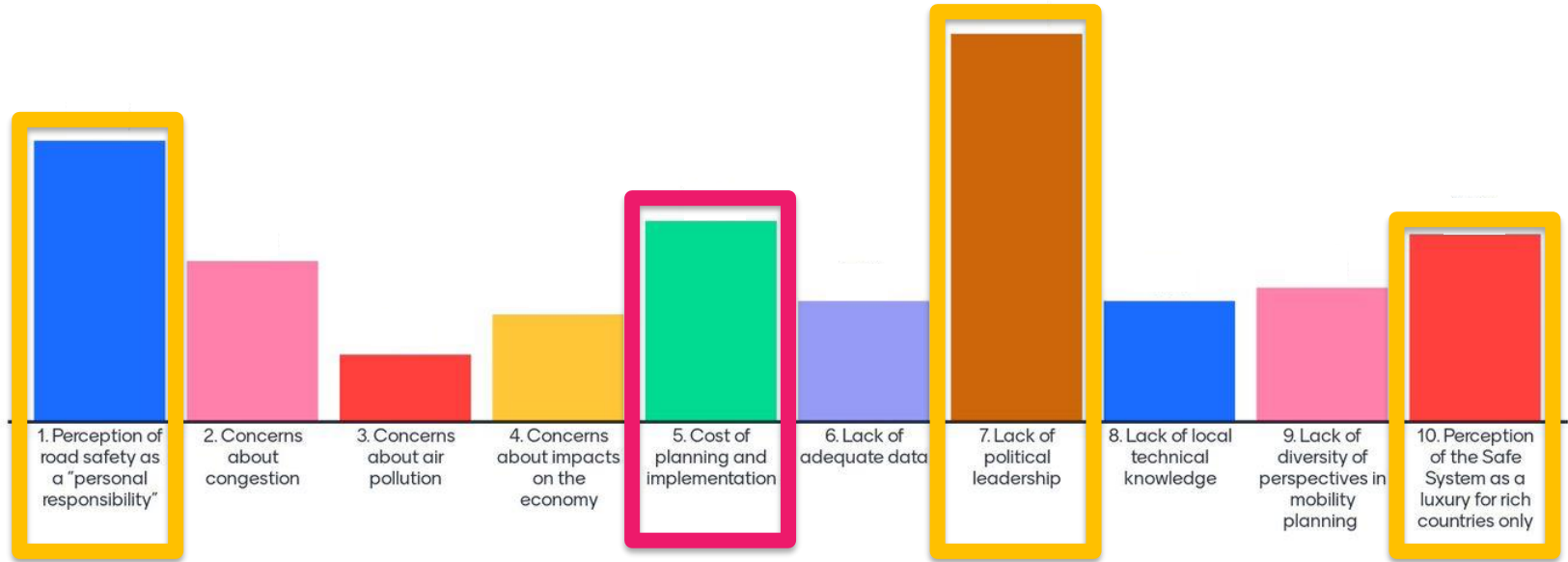
EMERGENCY BIKE LANE Q&A



CHILDREN AND ROAD SAFETY

WATCH: [VISIONZEROCHALLENGE.ORG/RESOURCES](https://visionzerochallenge.org/resources)

What are your TOP THREE greatest barriers?





WRI Ross Center

@WRIRossCities

...

Replying to [@WRIRossCities](#)

"To talk about how to have better city health we have to consider everything as related...In some hospitals 70% of the beds are occupied by road traffic victims."

[@EugeniaRodrigem](#) on why we need to consider the impact of traffic injuries and deaths on our healthcare capacity.

1:22 PM · Sep 25, 2020 · Twitter Web App

RECAP: THE SAFE SYSTEM APPROACH



RECAP: VZC WEBINAR SERIES



OVERCOMING BARRIERS TO THE SAFE SYSTEM



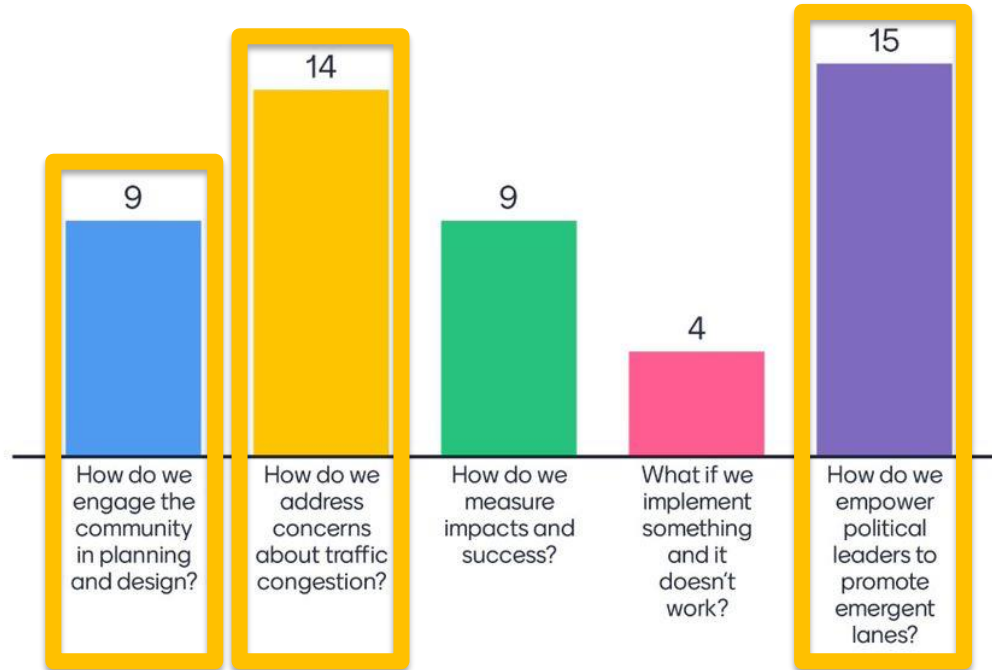
EMERGENCY BIKE LANE Q&A



CHILDREN AND ROAD SAFETY


WATCH: [VISIONZEROCHALLENGE.ORG/RESOURCES](https://visionzerochallenge.org/resources)

What are your main questions about the politics of emergent bike lanes?

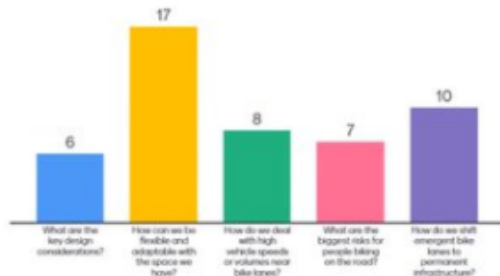




"If children have to use the sidewalk because the bike lane is not safe enough, that's probably a sign that you should have chosen a different design."

@andershartmann in the latest Vision Zero Challenge webinar on emergent  lanes and safe bike lane design.

What are your main questions about designing emergent bike lanes?



Safe Bicycle Lane Principles: Promoting and creating a rapid response to cycling needs in cities

Strategies

Integrate Cycle Network and Policy Planning

Consider Duration of Measures

Build the Case for Permanent Changes

Allow for Improvement

Principles

Safe Speeds

Network Approach

Safe Design

Communication & Engagement

Management & Enforcement

Key Performance Indicators

Physical Distancing

Safety

Directness

Coherence

Comfort

Attractiveness

Note: Strategies are multicolored, principles in orange, core outcomes are in blue, secondary outcomes in lighter shade of blue

50 KM OF TEMPORARY BIKE LANES



Légende

- Réseau cyclable parisien
- Pistes ou aménagements temporaires, réalisés ou à venir
- Piste cyclable suivant une ligne de transports en commun
- Portes aménagées pour continuité cyclable avec le réseau métropolitain

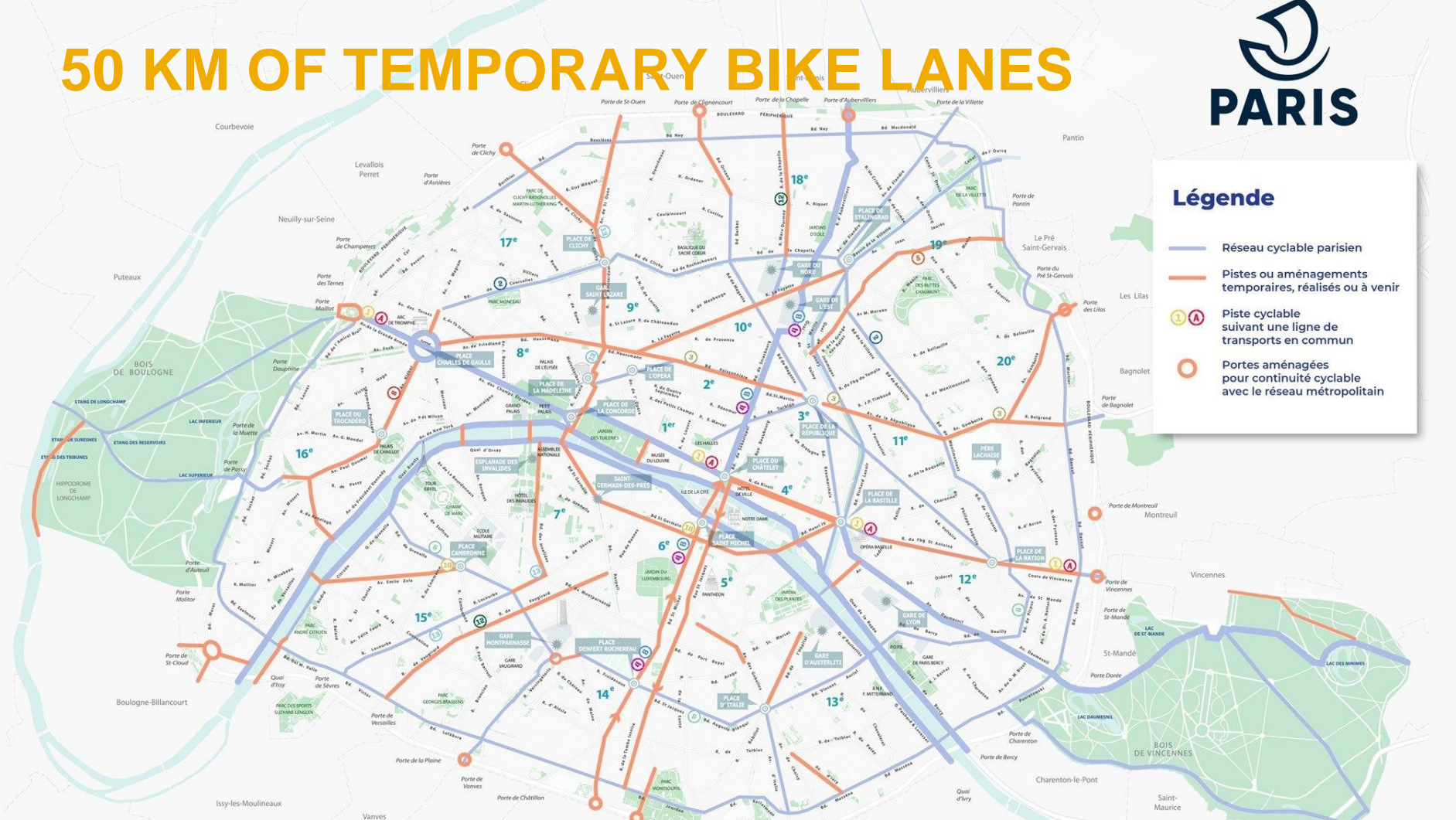




Photo: @ParisBeauAVelo

RECAP: VZC WEBINAR SERIES



OVERCOMING BARRIERS TO THE SAFE SYSTEM



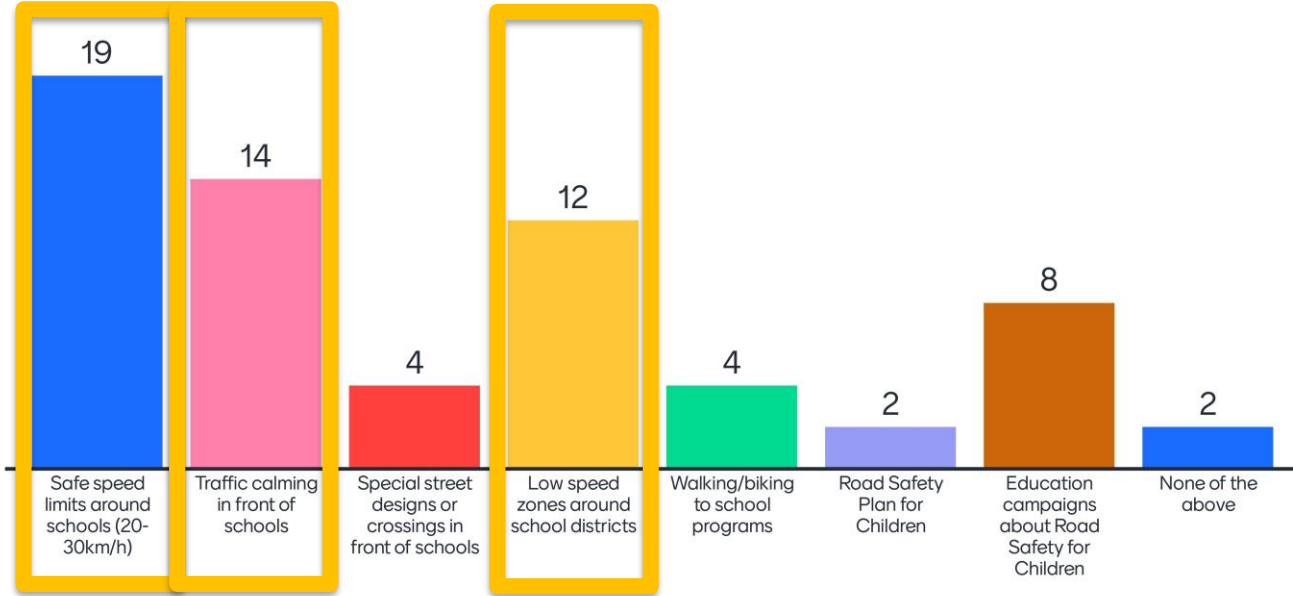
EMERGENCY BIKE LANE Q&A



CHILDREN AND ROAD SAFETY

WATCH: [VISIONZEROCHALLENGE.ORG/RESOURCES](https://visionzerochallenge.org/resources)

What dedicated road safety planning for children exists in your city?



"We have to understand that people make mistakes. It's interesting that society seems to have more acceptance for well-educated adults doing the mistake of not keeping to the speed limit rather than accepting children's mistakes"

- Lars Ekman

Road Safety Expert, Swedish Transport
Authority, Sweden



WHAT MAKES A CHILD-FRIENDLY CITY?

Accessible
Green Space



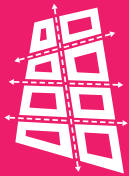
Safe Walking/Cycling
Infrastructure



Low Speed
Zones



Car-Free Streets



Safe School Zones



Clean Air Zones



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SPEED MANAGEMENT



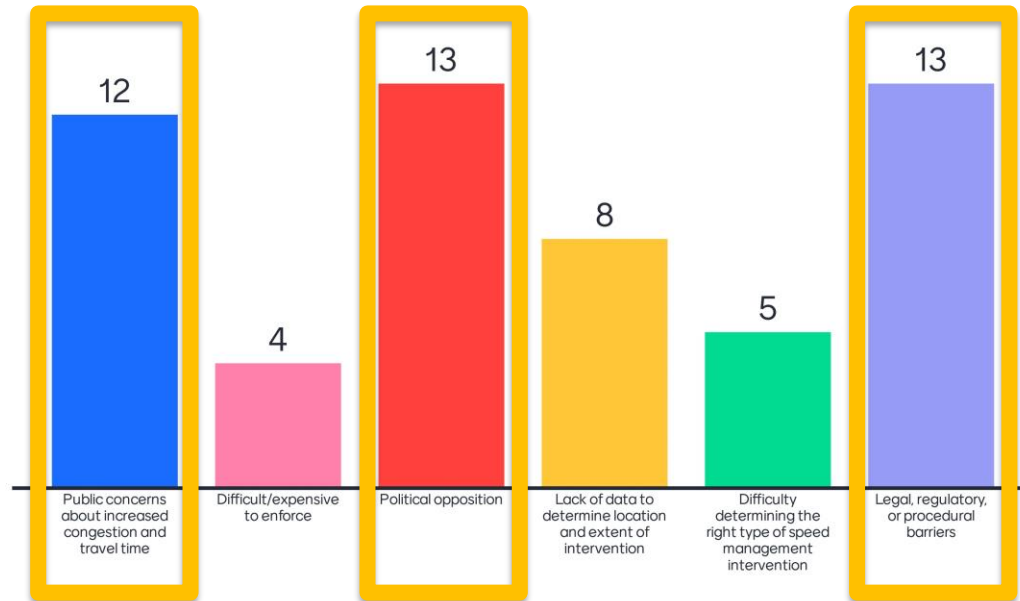
USING DATA TO SUPPORT THE SAFE SYSTEM



WRAP UP 2020; NEXT STEPS 2021

WATCH: VISIONZEROCHALLENGE.ORG/RESOURCE

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



"Based on an ESRA survey of 35,000 respondents across 32 countries, **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%)**, and up to **90% suggested traffic rules should be stricter"**

- Blair Matthew Turner

Senior Transport Specialist, Global Road Safety Facility



BUSTING MYTHS ABOUT SPEED MANAGEMENT

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

Myth 2: The public / communities want higher speeds

Myth 3: Lower speeds have a negative economic impact

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

Myth 5: Education and training will solve the speed problem

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SPEED MANAGEMENT



USING DATA TO SUPPORT THE SAFE SYSTEM



WRAP UP 2020; NEXT STEPS 2021

WATCH: [VISIONZEROCHALLENGE.ORG/RESOURCE](https://www.visionzerochallenge.org/resource)

What information does your city require to move from isolated interventions to a Safe System approach?






"Nobody has perfect data. Everyone has weaknesses in their data system when they start in on this path of a Safe System approach. That should never be a barrier [to achieving the Safe System]."

@whiteheadsj of @VitalStrat in today's Vision Zero Challenge webinar.



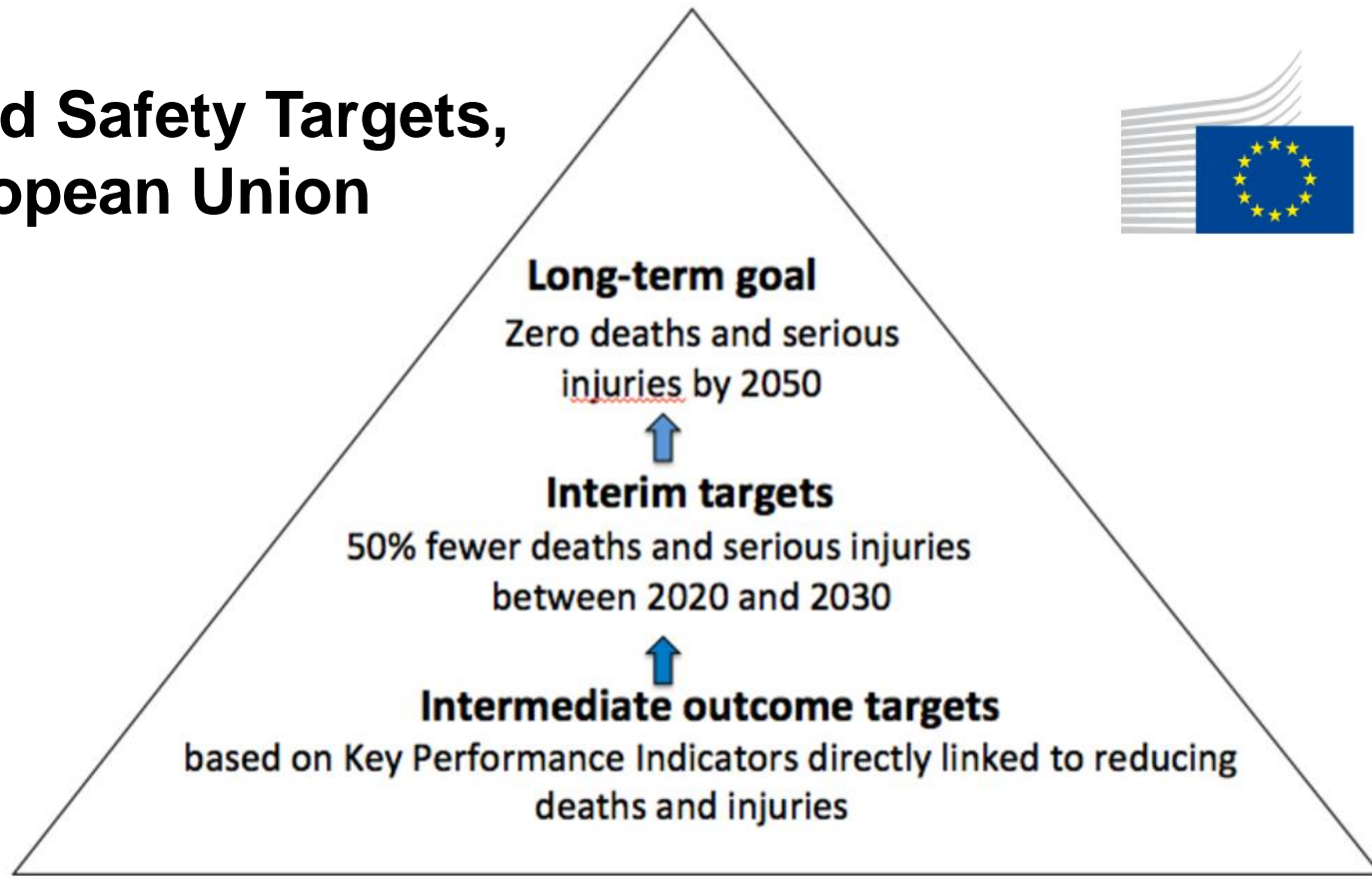


"Even though you don't have the best data, with the vision zero approach you can still work proactively but of course with data you can do better."

- Kenneth Svensson
Special Adviser, Traffic Safety, Swedish Transport
Administration, Sweden



Road Safety Targets, European Union



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SPEED MANAGEMENT



USING DATA TO SUPPORT THE SAFE SYSTEM



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MENTIMETER POLL: TIME TO SHARE!

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POLL: SHARE YOUR INTERESTS

What topic do you think your city would like to focus on moving forward?

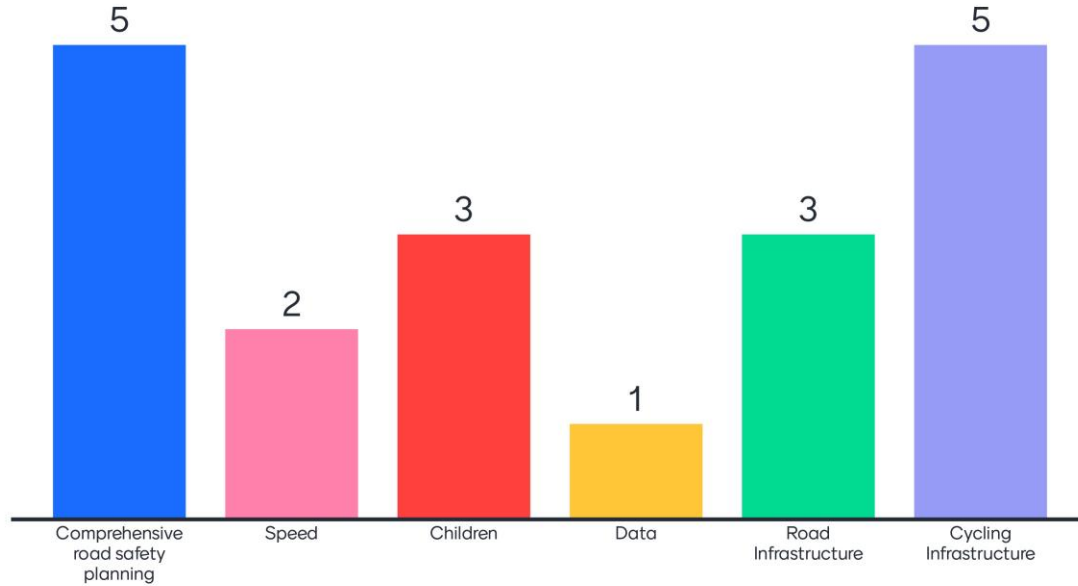
- Comprehensive road safety planning
- Speed
- Children
- Data
- Road Infrastructure
- Cycling infrastructure

POLL: SHARE YOUR INTERESTS

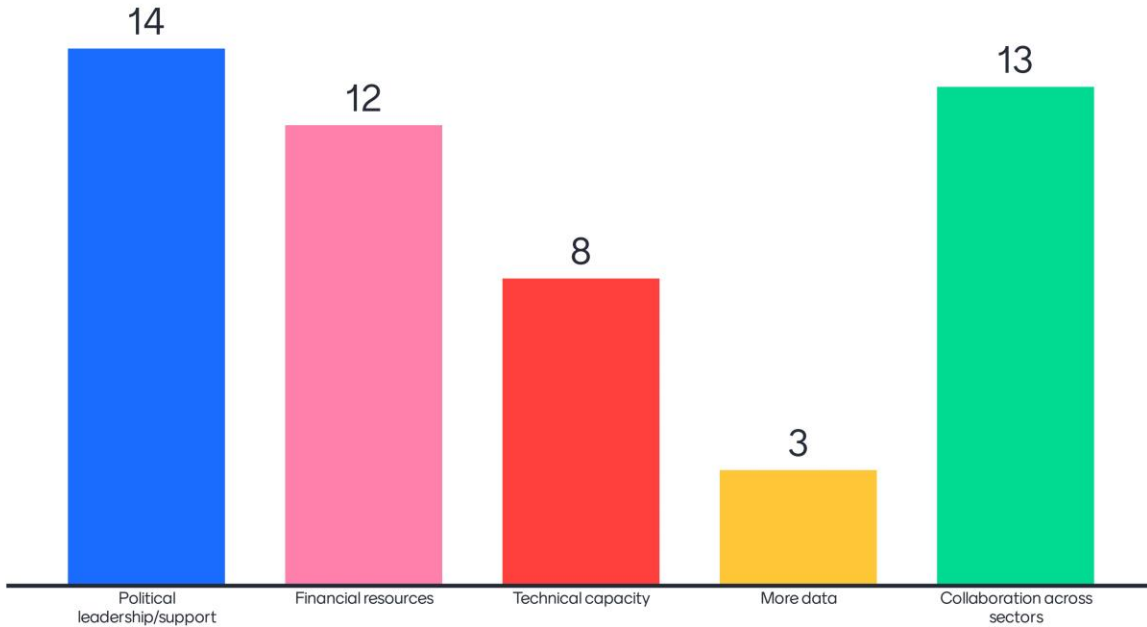
What do you need the most? (Select 3)

- Political leadership/support
- Financial resources
- Technical capacity
- More data
- Collaboration across sectors

What topic do you think your city would like to focus moving forward? (select 3)



What do you need the most? (Select 3)



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TODAY'S DISCUSSION: ROAD SAFETY AND THE GLOBAL PANDEMIC IN THE LAC REGION: 2020-2021

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Directora Ejecutiva, Lima Cómo Vamos, Perú

Diretora Executiva, Lima Cómo Vamos, Peru





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THANK YOU FOR THE JOINT EFFORT!

- Mariana Alegre
- Suzanne Andersson
- Matthew Baldwin
- Matts-Åke Belin
- Chris Bruntlett
- Natalie Draisin
- Lars Ekman
- Anne Eriksson
- Anders Hartmann
- Robin Hutcheson
- Etienne Krug
- Zoleka Mandela
- Sergio Martinez
- Annie Peyton
- Ana María Pinto
- Stuart Reid
- Eugenia Maria Rodrigues
- María Fernanda Rodríguez Bongoll
- Alexandre Santacreu
- Leah Shahum
- Avi Silverman
- Kenneth Svensson
- Claes Tingvall
- Ellen Townsend
- Nhan Tran
- Blair M. Turner
- Johanna Vollrath
- Fred Wegman
- Sara Whitehead
- Giovanni Zayas

THANK YOU FOR THE JOINT EFFORT!

- Iman Abubaker
- Claudia Adriazola-Steil
- Sonia Aguilar Gonzalez
- Diana Amezola
- Sergio Avelleda
- Ariadne Amanda Barbosa Samios
- Bruno Batista
- Anna Bray Sharpin
- Ivan de la Lanza
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- Benjamin Welle

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