



Road Safety and the Urban Environment

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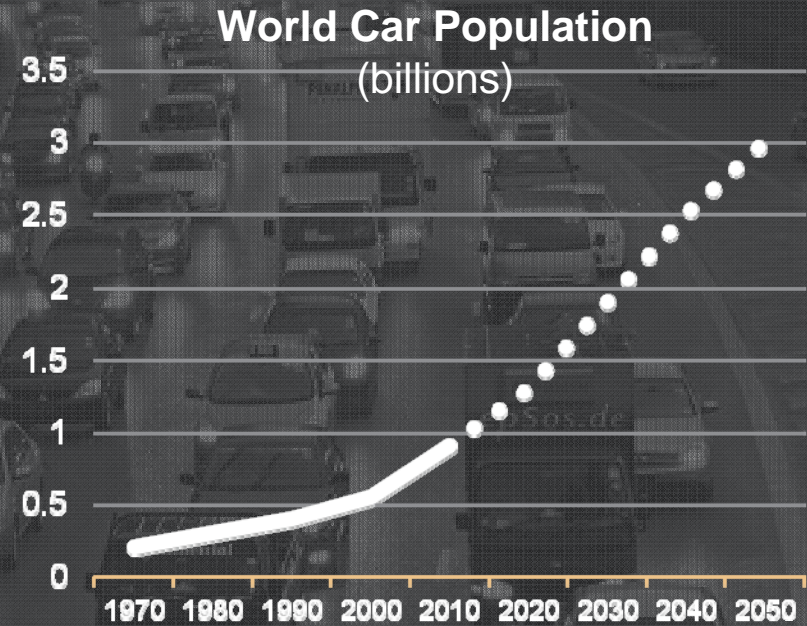
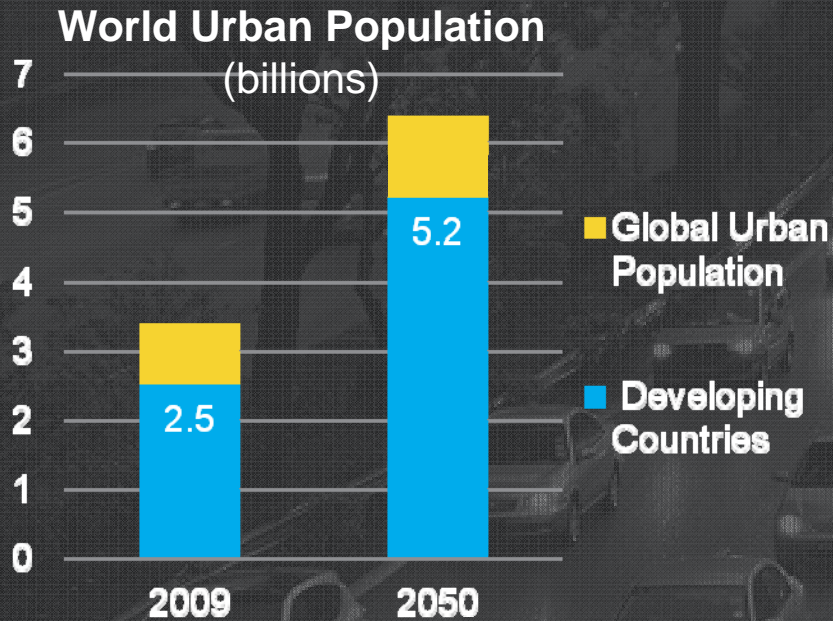


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An increasingly urban, car-filled world



World's urban population will **double** by 2050

1 billion motor vehicles today will **triple** by 2050

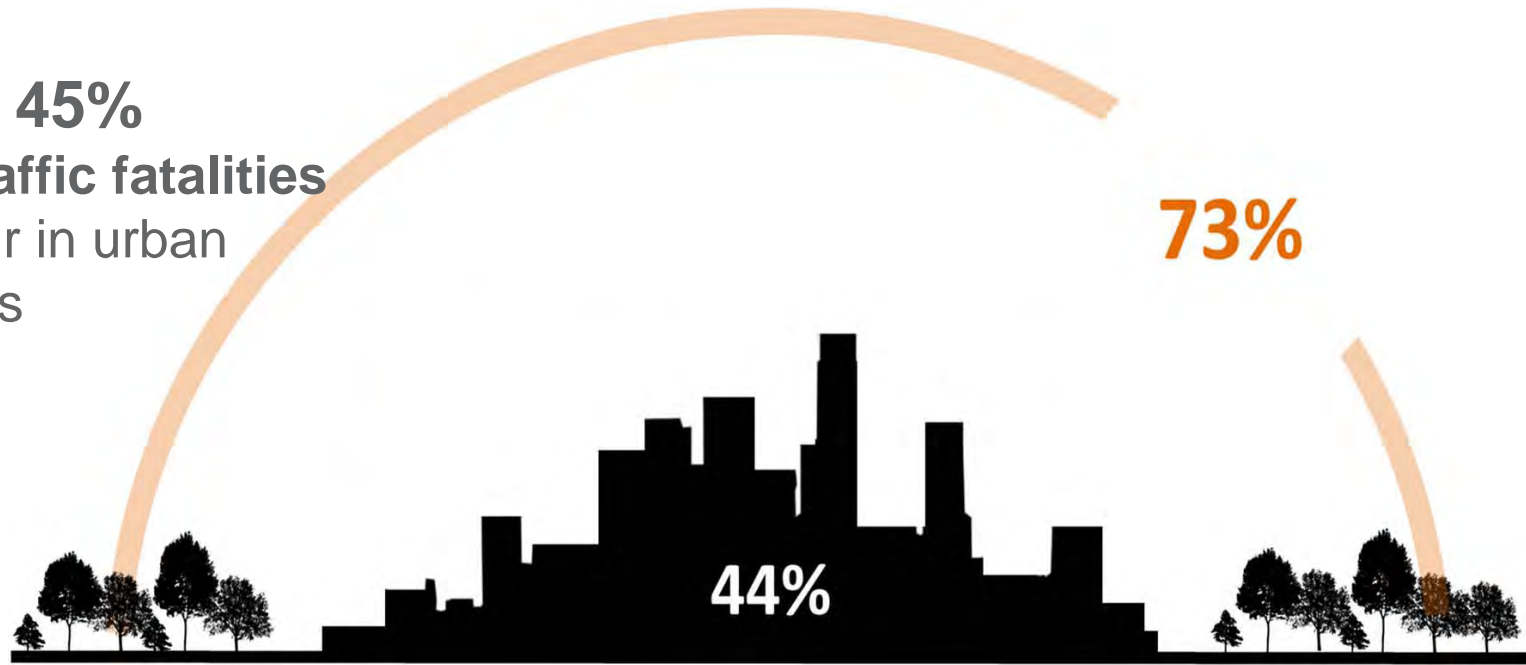


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Cities are key to reducing traffic fatalities

40– 45%
of traffic fatalities
occur in urban
areas



73% of US traffic fatalities occur within cities
and 5 miles of urban areas



Source: US DOT 2006

> 80%+ of the population of the Americas live in urban areas



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The challenge of cities



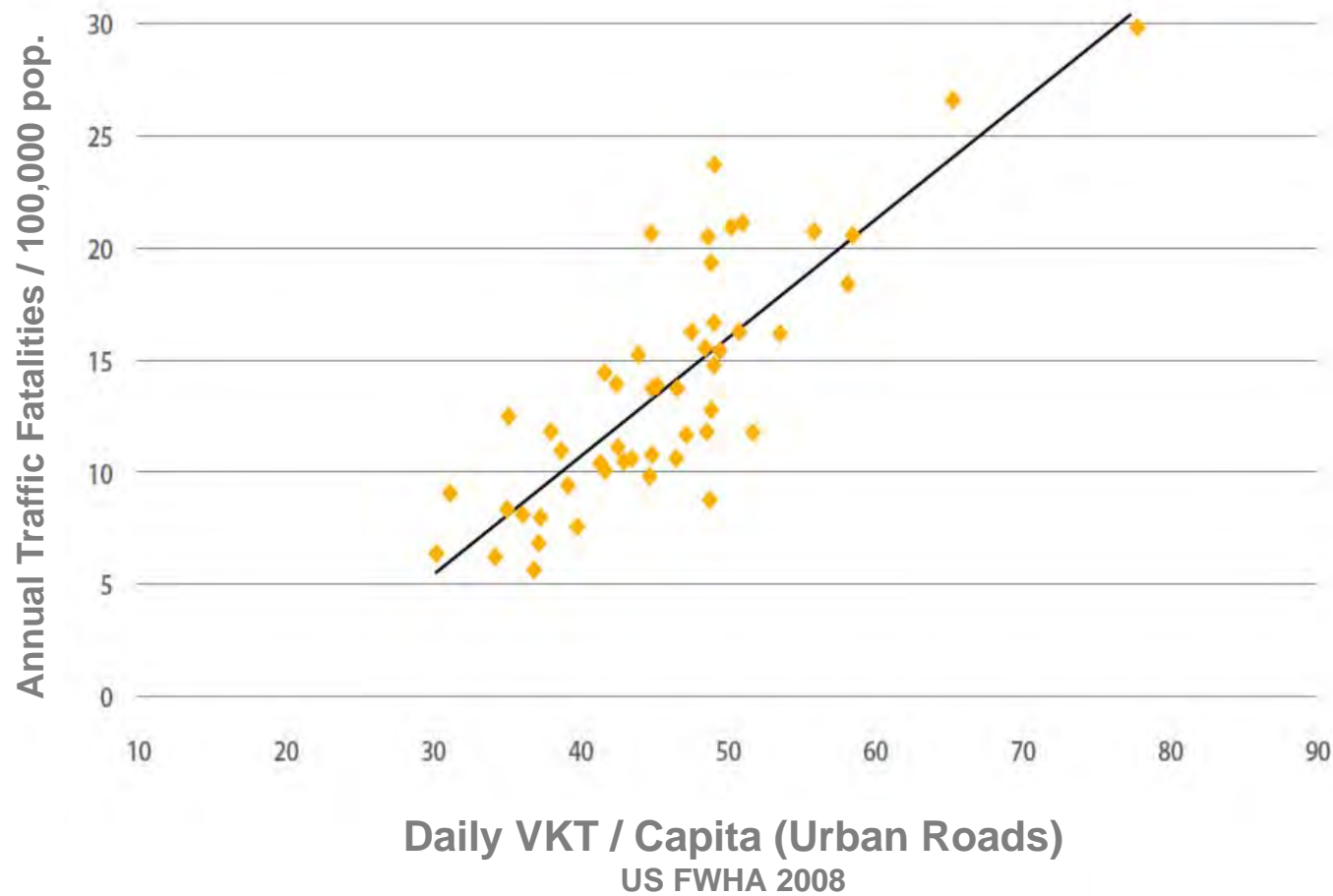
- Congestion
- Air Quality
- Safety
- Cities designed for traffic not people



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Reduce driving, overall exposure



➤ More driving means more crashes

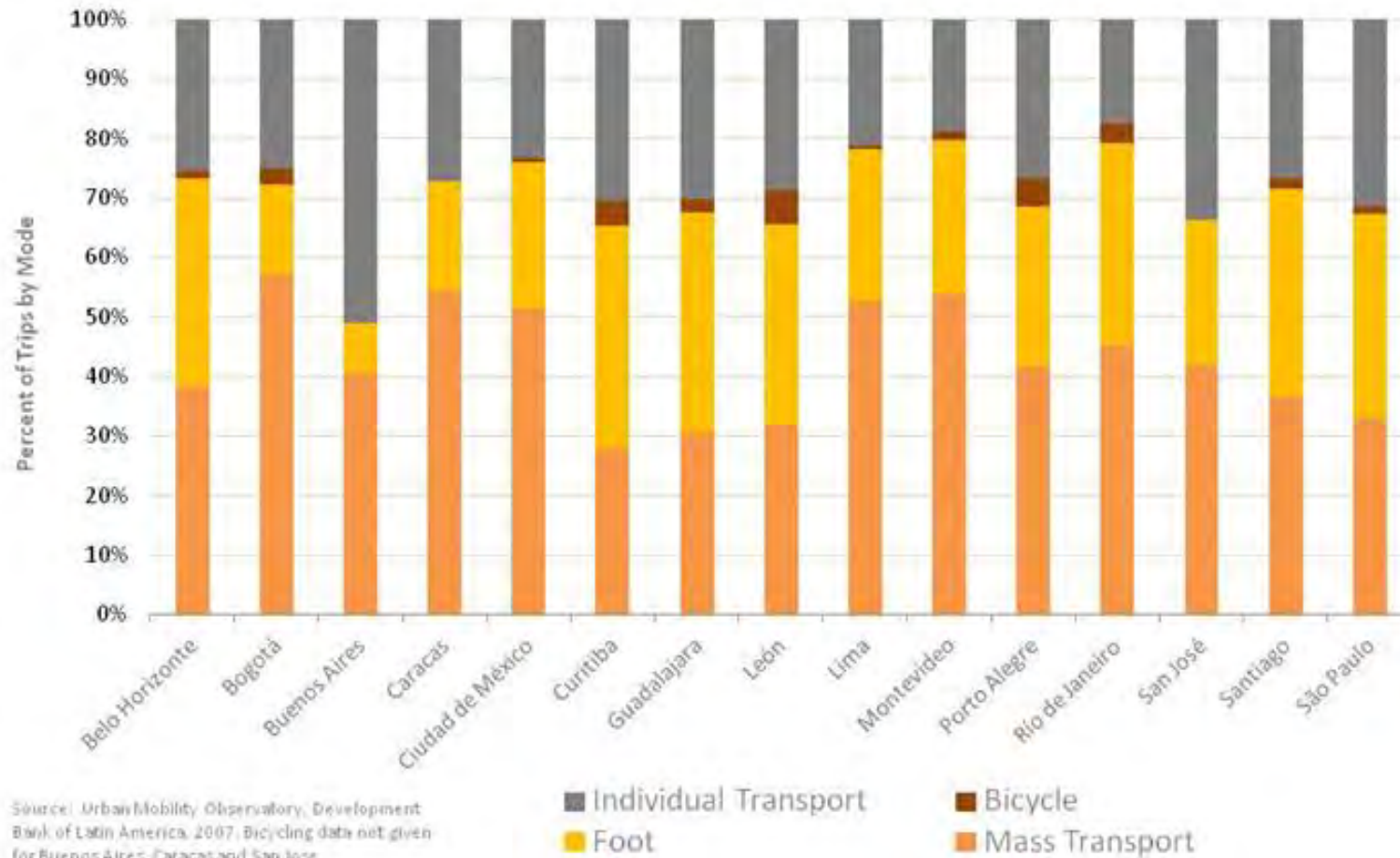


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Car users are still the minority

Modal Share for All Trips, Major Cities of Latin America



Source: Urban Mobility Observatory, Development Bank of Latin America, 2007. Bicycling data not given for Buenos Aires, Caracas and San José



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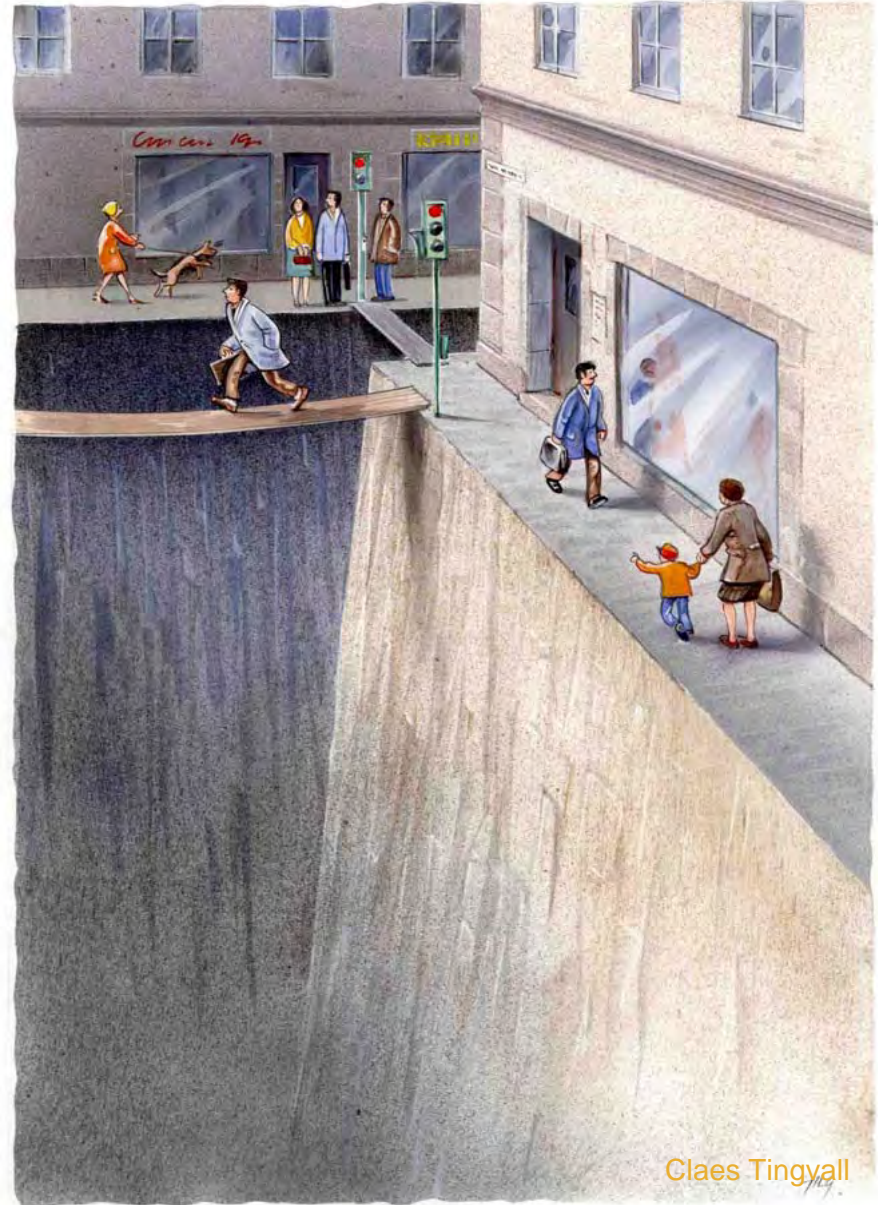


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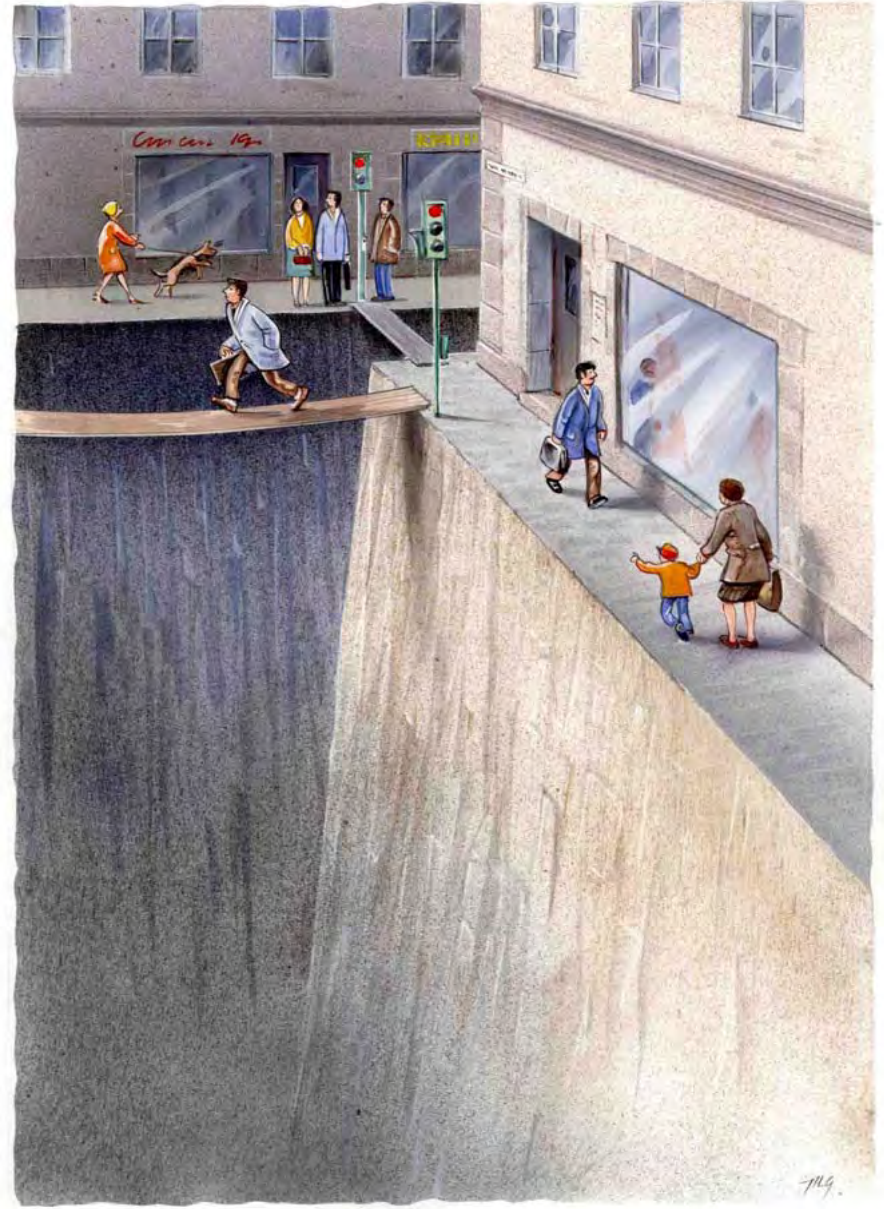
Speed

- Speed limits of 45mph or more in dense urban areas does not make sense- but are common!
- Our **perception** of speed often **does not match its impact** in an accident



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Good street design matters!

Before



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Good street design matters!



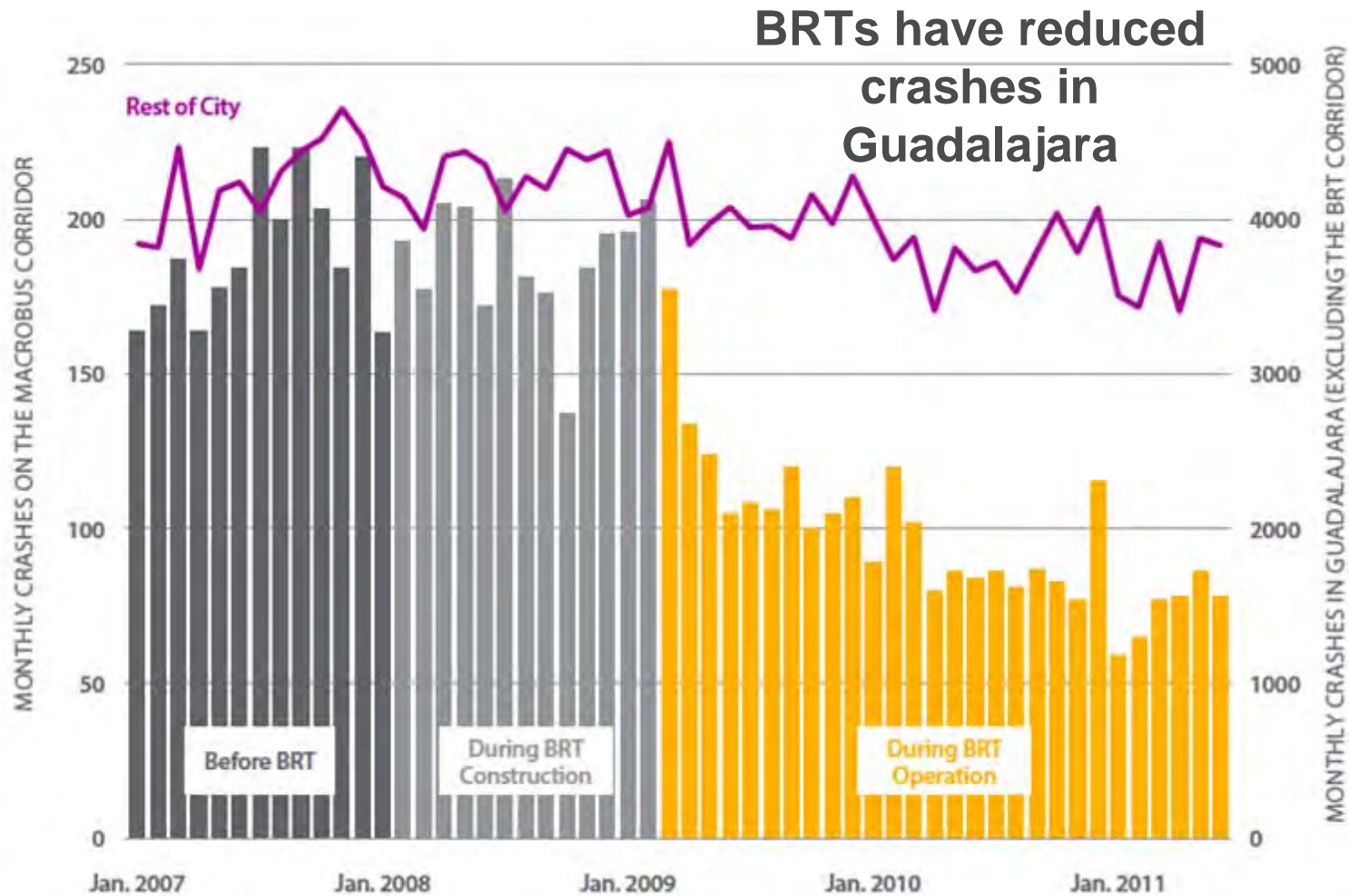
Now a complete street, part of **Metrobus Line 5** based on EMBARQ recommendations



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Shifting to High-Quality Mass transport



SOURCE: EMBARQ Analysis, based on data provided by the Jalisco State Secretariat for Roadways and Transport



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Creating safe systems

VISION ZERO

- Are safe systems realistic?
- Street modifications can have a significant impact



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Safer streets = Better use of public space



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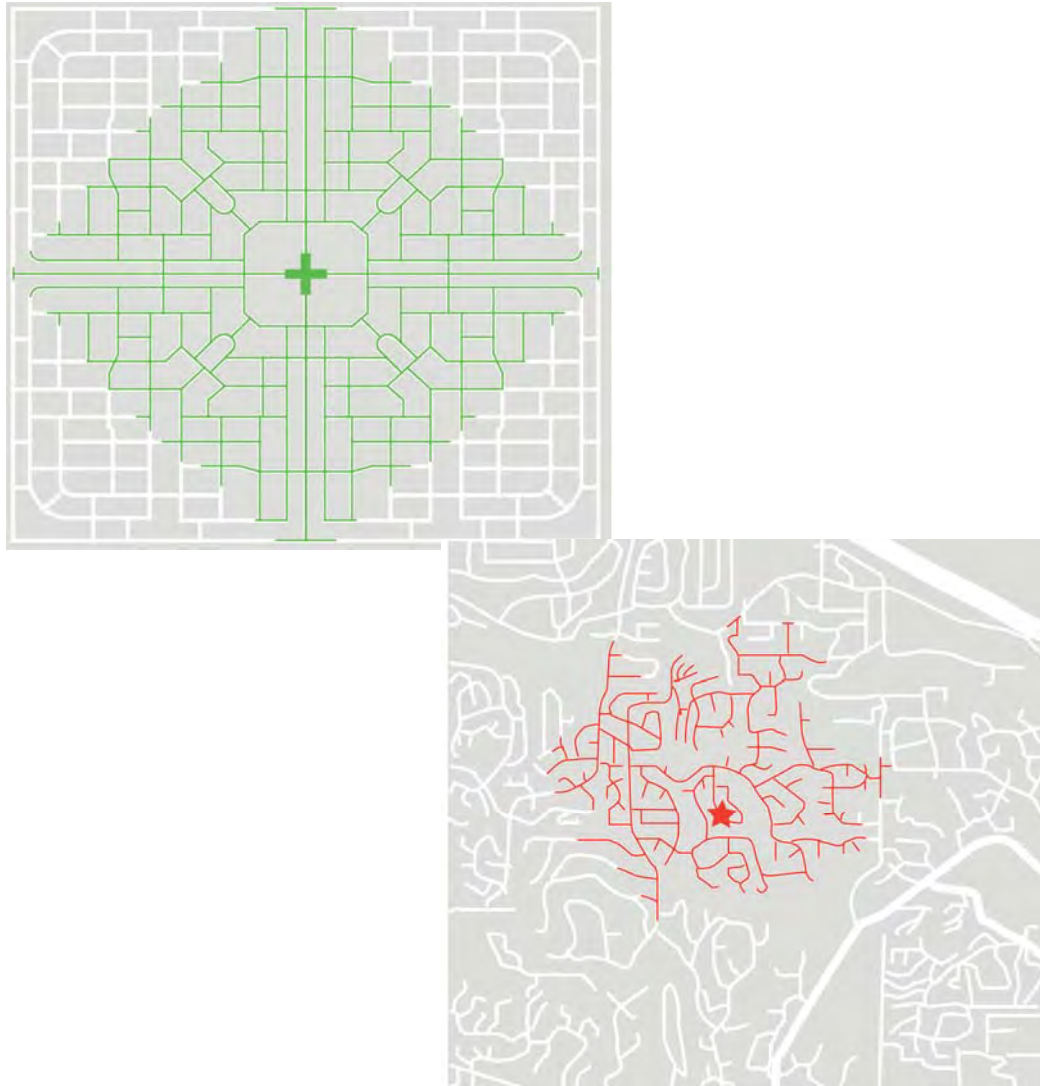
Safe Access to Transport



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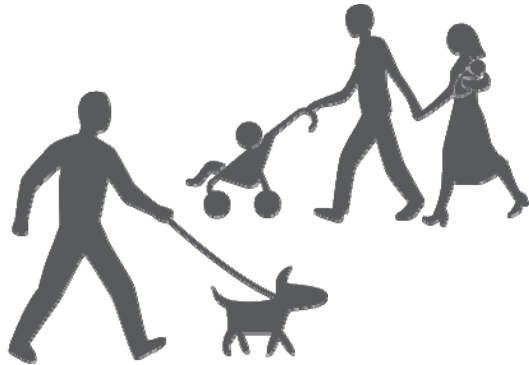
Safer city and neighborhood design



- Smaller blocks, connected streets
- Walkable amenities
- Fewer arterial-oriented superblocks
- Proximity to jobs, city center, transit
- Complemented by appropriate population densities



Co benefits



➤ Increased productivity, physical activity and health



➤ Raises Property Values



➤ Better connected bike /ped facilities



➤ Economic Impact



➤ Improved Air Quality

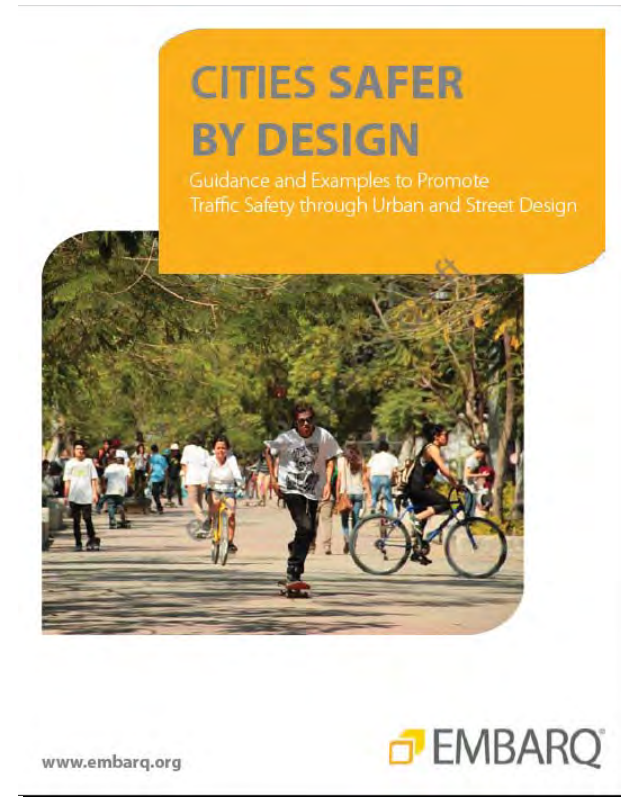


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Cities Safer by Design

- EMBARQ is helping cities become safer and more livable



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Key takeaways

- Make Traffic Safety a **policy priority** for cities
- **Data and research** should drive street design- not “convenience”
- Behavioral change is an important piece of dealing with traffic safety issues – creating a **safe system** through mobility and urban development improvements is key
- The **co-benefits** of safer cities are other great long-term returns on the investment



How do we get to Vision Zero?

- **95% reduction** in child road deaths in Korea between 1988 and 2012
- Began **safe systems approach** in 1989
- Focus on **school zones**
- Signage, speed limit of 30kmh, traffic calming, sidewalk protection, clear access



Next steps for cities

- Set ambitious targets like vision zero
- Conduct data-driven assessments
- Prioritize segments for action: Mass Transport, Walking and Biking in the Americas need to be protected
- Evaluate and adjust strategy



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