



Vision Zero for Youth

Promoting road safety policies for children at various scales

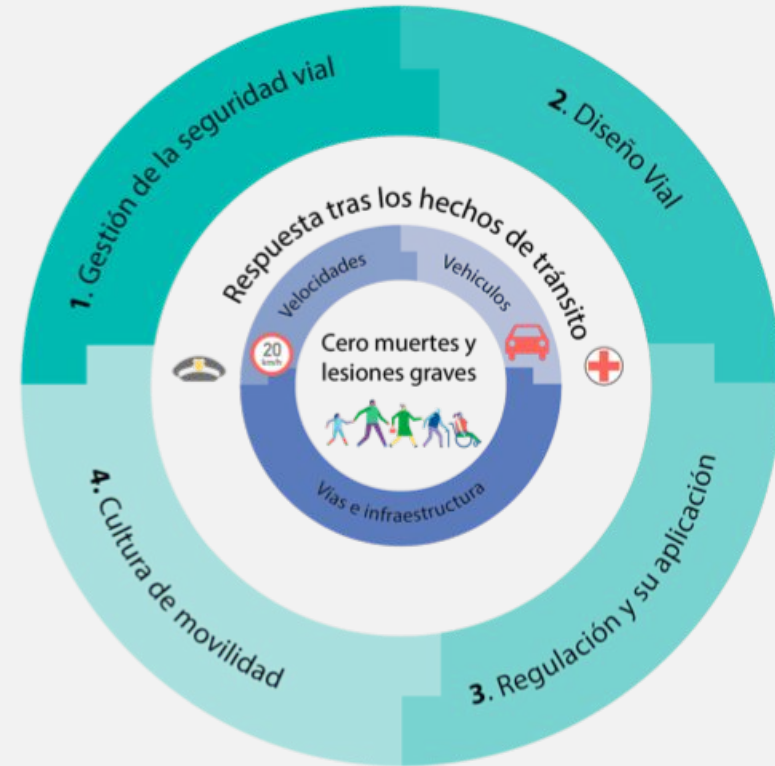
Ana Villarreal
August 23, 2022

Mission: Reach zero

1. Preventing traffic collisions
2. Reducing their severity

4 pillars of Vision Zero

- Engineering
- Enforcement
- Education
- + Road safety management



Responsabilidad compartida:

Personas del sector público, sector privado, academia, sociedad civil, usuarias y usuarios

Vision Zero for Youth:

- Road safety strategy focusing on children and their school communities.
- Building support for comprehensive policy frameworks by focusing on our most vulnerable road users: Children



The work we do:

- Walk and Bike to School Day
- Road safety interventions around schools
- Support in the development of road safety plans and strategies
- Public policy evaluations on speeding



Walk and Bike to School Day



2017. Road safety workshops and event in 1 middle school in Mexico City

2018. From October 8-11. Participation from 5 schools in the boroughs Iztacalco, Cuauhtémoc and Coyoacán in Mexico City.

2019. From October 21-31, with school communities from 5 cities: San Pedro Garza García, Hermosillo, Puebla, Mexico City and Aguascalientes.

2021. The trilateral celebration.

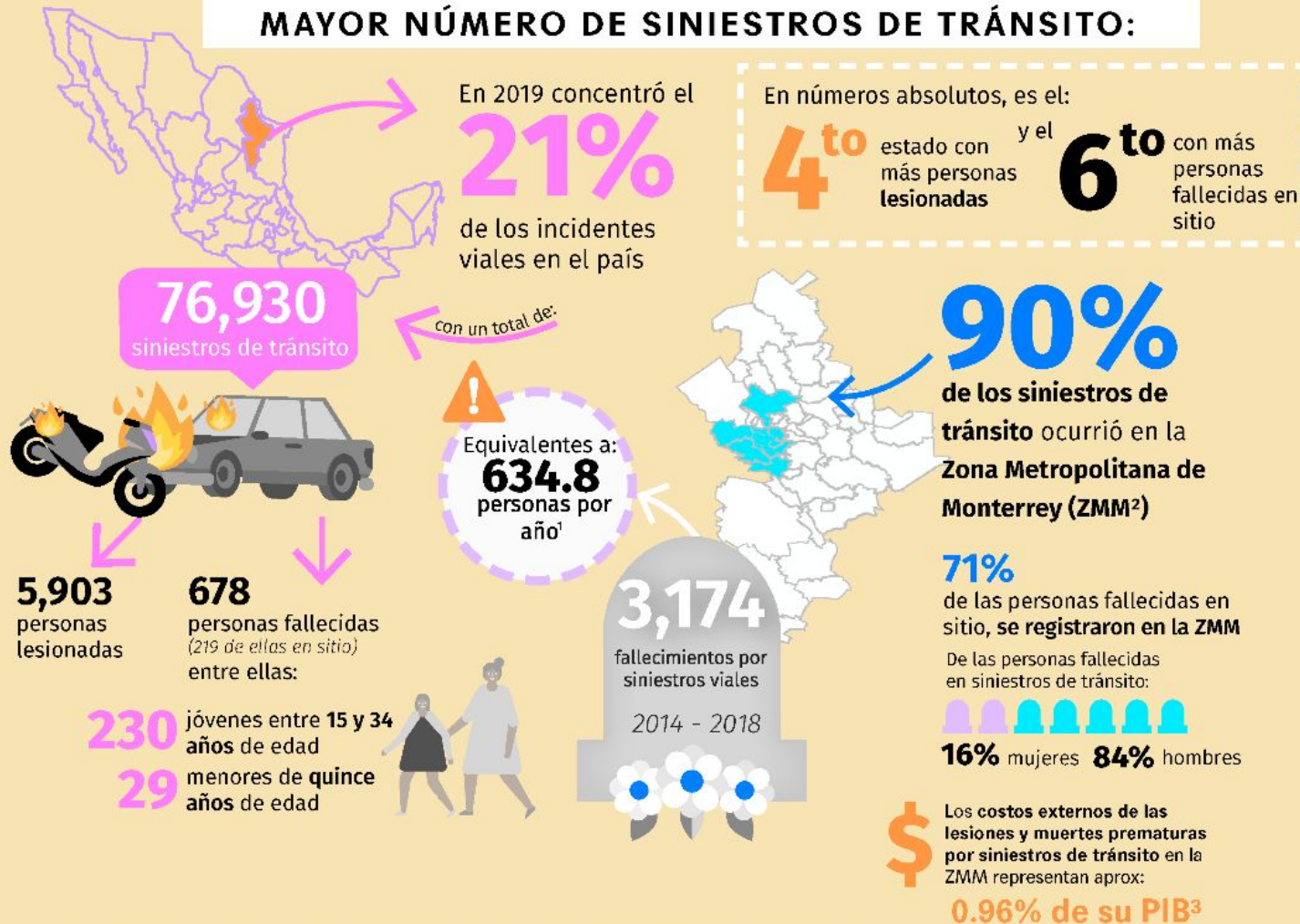
- USA celebration organised by National Center for Safe Routes to School.
- Costa Rica. From October 4-15 with 98 schools from around the country
- México. October 25-29 with 9 schools from the municipalities of Monterrey, San Nicolás de los Garza and Cholula.



Scaling-up Advocacy for Comprehensive Road Safety Action

A Case Study: The Metropolitan Area of
Monterrey

NUEVO LEÓN ES EL ESTADO DE LA REPÚBLICA CON MAYOR NÚMERO DE SINIESTROS DE TRÁNSITO:



Monterrey Metropolitan Area

- Nuevo León is the state with the highest number of collisions in Mexico
- 90% happen in Monterrey's Metropolitan Area



2 out of 3 collisions involve pedestrians, cyclists and/or motorcyclists



1 out of 3 people injured are pedestrians



- 3 school districts participated in the event, which lasted 3 days
- Children identified key elements of the street that they liked or disliked, such as small sidewalks, lack of marked crosswalks, etc.
- 110 children participated.



The city government committed to taking the children's experiences and feedback into account when making future improvements to school zones.

Vision Zero in San Pedro Garza García

Sustainable Mobility and Accessibility Law

- ITDP supported the elaboration process of the Law
- Approved in January 2020
- Nuevo Leon's municipalities are now required to publish their own Road Safety Plan
- They will have to coordinate their actions with state and neighboring municipal authorities

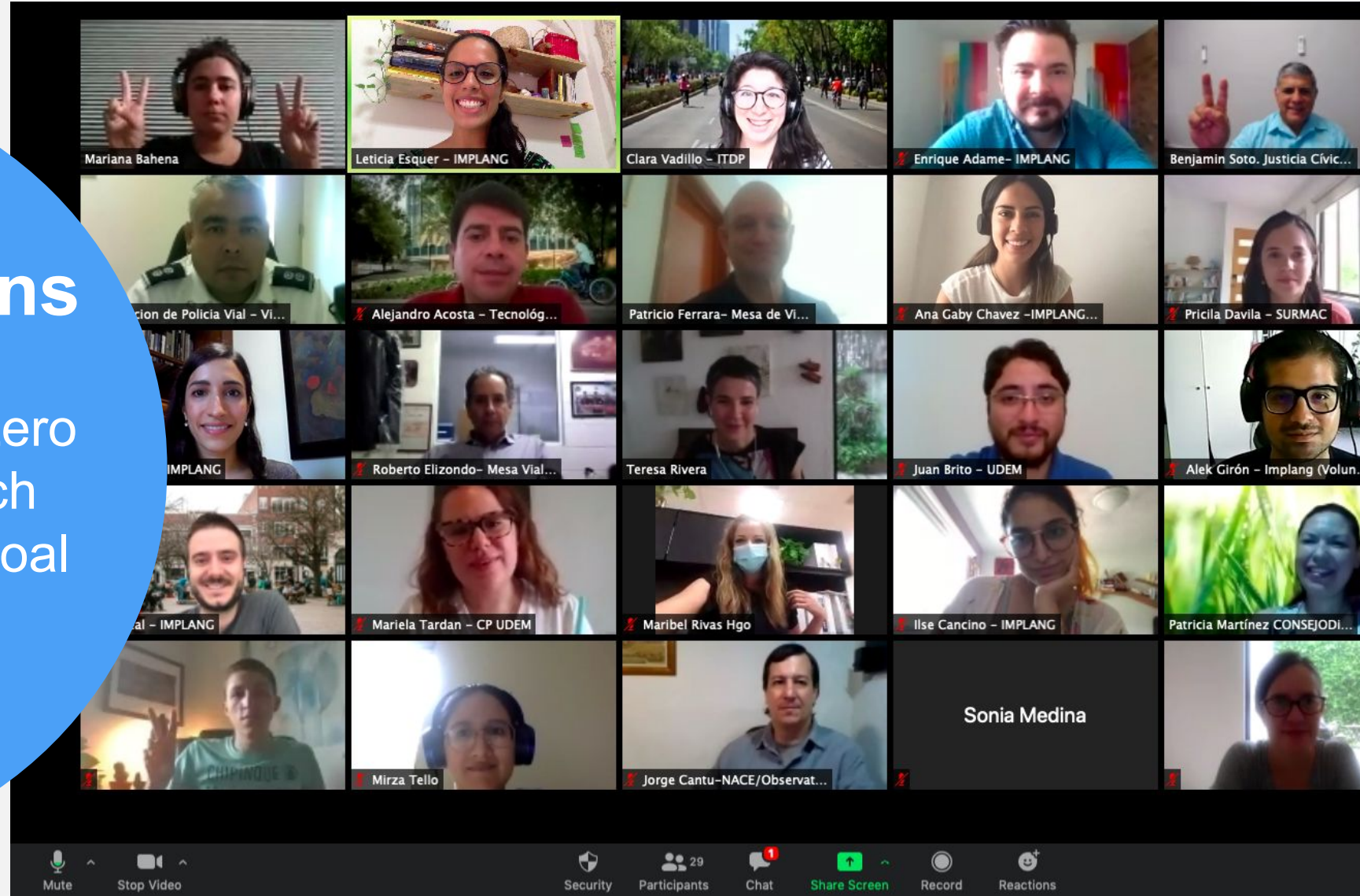
San Pedro Garza García

- This municipality of 133,000 inhabitants is leading the way in generating the first Road Safety Strategy in the metropolitan area



Training sessions

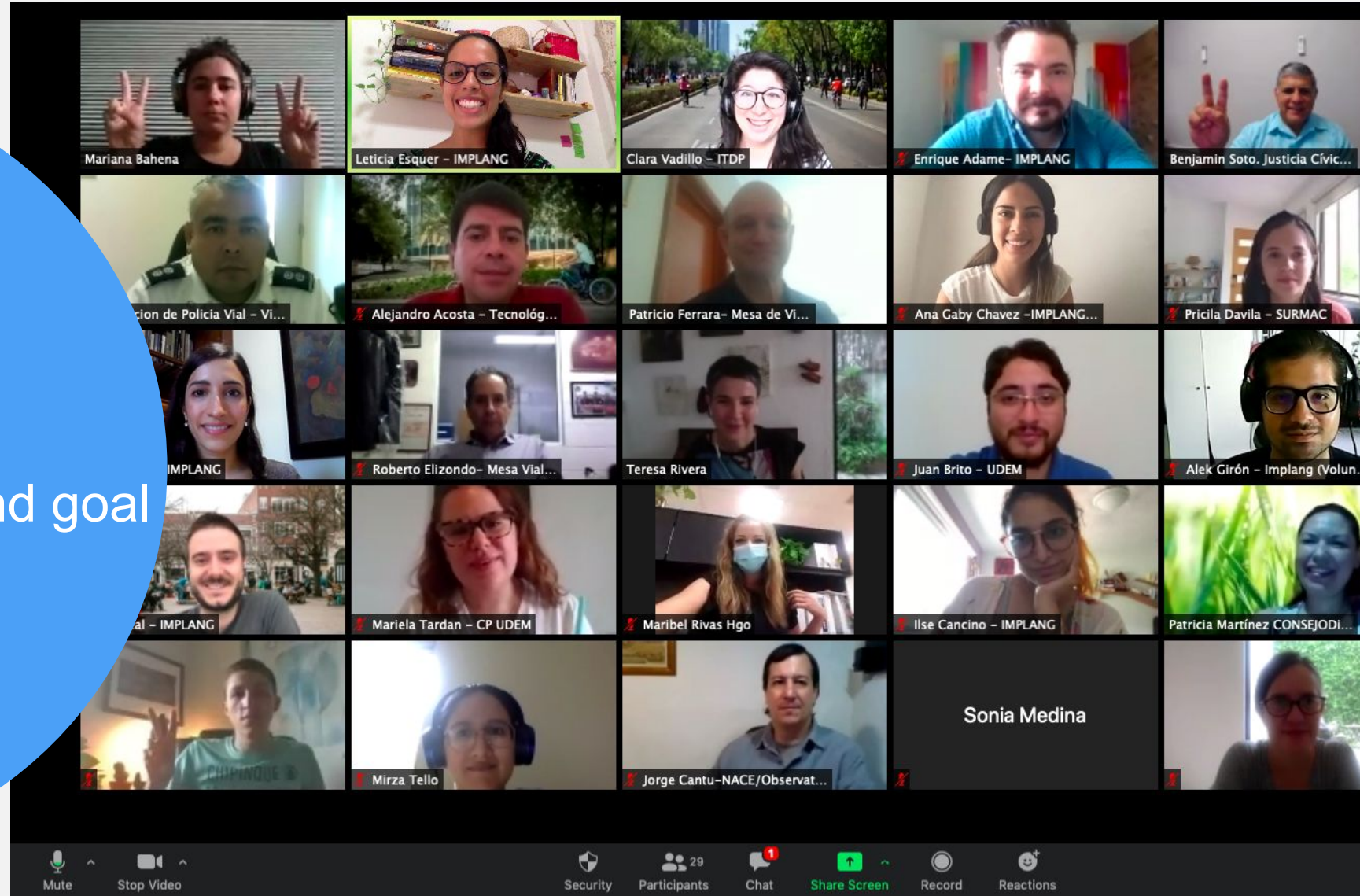
1. Context and Vision Zero
2. Safe system approach
3. Actor mapping and goal setting



Road Safety Strategy

Progress: Diagnosis and goal setting

Next steps: Strategy Publication





Commitments

“Prioritizing road safety means saving lives”

1. 50% reduction in road deaths and injuries
2. Building safer streets for everyone
3. Saving the lives of children

PRIORIZAR LA SEGURIDAD VIAL ES SALVAR VIDAS

Las candidatas y candidatos para la gubernatura y ayuntamientos, reconocemos la importancia de la seguridad vial para el desarrollo sostenible de la Zona Metropolitana de Monterrey, y para el bienestar de toda la ciudadanía, por lo que nos comprometemos a:

1 Reducir en un 50% el número de muertes y lesiones por siniestros viales

Este tipo de muertes y lesiones son prevenibles. Representan altos costos sociales y económicos que afectan no sólo a las personas, sino también a sus familias, comunidades y a la ciudad en su conjunto.

2 Crear calles más seguras para todas las personas

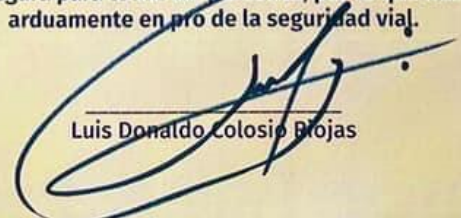
Esto beneficiará a todas las personas de la Zona Metropolitana, quienes podrán realizar sus viajes con mayor tranquilidad, sin importar su destino ni modo de transporte. Para cumplir este objetivo, debe darse prioridad a aquellos tramos con mayor siniestralidad y a las zonas en las que transitan más personas vulnerables.

3 Salvar las vidas de niñas y niños

Mejorar la seguridad en sus entornos escolares, además de protegerles de muertes y lesiones causadas por siniestros viales, les permite desarrollarse de manera plena y con mayor libertad.

Estos compromisos implican un **involucramiento activo y tenaz de parte de los diferentes niveles de gobierno, la sociedad civil, la academia y la ciudadanía en general**. Su propósito es generar un cambio sistémico que permita **salvaguardar las vidas de la ciudadanía neoleonesa**, así como **contribuir a la sostenibilidad social, económica y ambiental de Nuevo León**.

Reconocemos que **todas y todos**, desde nuestros respectivos ámbitos, **tenemos una responsabilidad conjunta para construir una movilidad segura para todas las personas**, por lo que nos comprometemos a trabajar **arduamente en pro de la seguridad vial**.


Luis Donaldo Colosio Brijas

Metropolitan vision for road safety



Commitments made by:

- 5 municipal and state candidates
 - Elected Governor of Nuevo León
 - Elected Mayor of Monterrey
 - Incumbent Mayor of San Pedro Garza Garcia

Event

- Forum on Road Safety in NL, attended by representatives from local and national civil society organizations

WBSD

- 2 NGOs participated in the organization of Walk and Bike to school day in Monterrey and San Nicolas de los Garza
- 184 kids participated in hybrid activities
- The Mayor of Monterrey accompanied children in WBSD

Metropolitan Vision for Road Safety

- The Mobility Law requires actors of the Monterrey Metropolitan Area to agree common actions and goals.
- The State Government created a roundtable for metropolitan coordination on key topics, including road safety



Series of workshops with representatives from 14 municipalities, state actors and civil society

Metropolitan Vision for Road Safety



November 2021-June 2022: Series of workshops to define initial activities and objectives that establish a Metropolitan Road Safety Vision:

1. Safe road infrastructure:

- Develop standardized criteria for street design

2. Law Enforcement

- Review and update standardized traffic regulations.

3. Road Safety Management

- Develop an on-site incident reporting system to produce standardized, geo-referenced, and traceable data from different sources

4. Education and mobility culture

- Develop a communications campaign focused on the prevention of the main risk factors.

Next Steps

- The Roundtable for Metropolitan Coordination needs to approve the Metropolitan Vision
 - Create **specific working groups** to further work on each of the goals
- Continue working with the members of the metropolitan roundtable to transform the Metropolitan Vision into a **Metropolitan Strategy for Road Safety**



Thanks!

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