



Vision Zero for Youth in Mexico

Participatory and analytical tools to promote active and safe mobility among children

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Velo-city Dublin

Globally

- Global non-profit organization
- Leaders in TOD, active mobility and public transportation

In Mexico

- 13 years of presence
- Part of the first PBS' planning and implementation, BRT, financing of sustainable mobility projects, road safety promoter, etc.

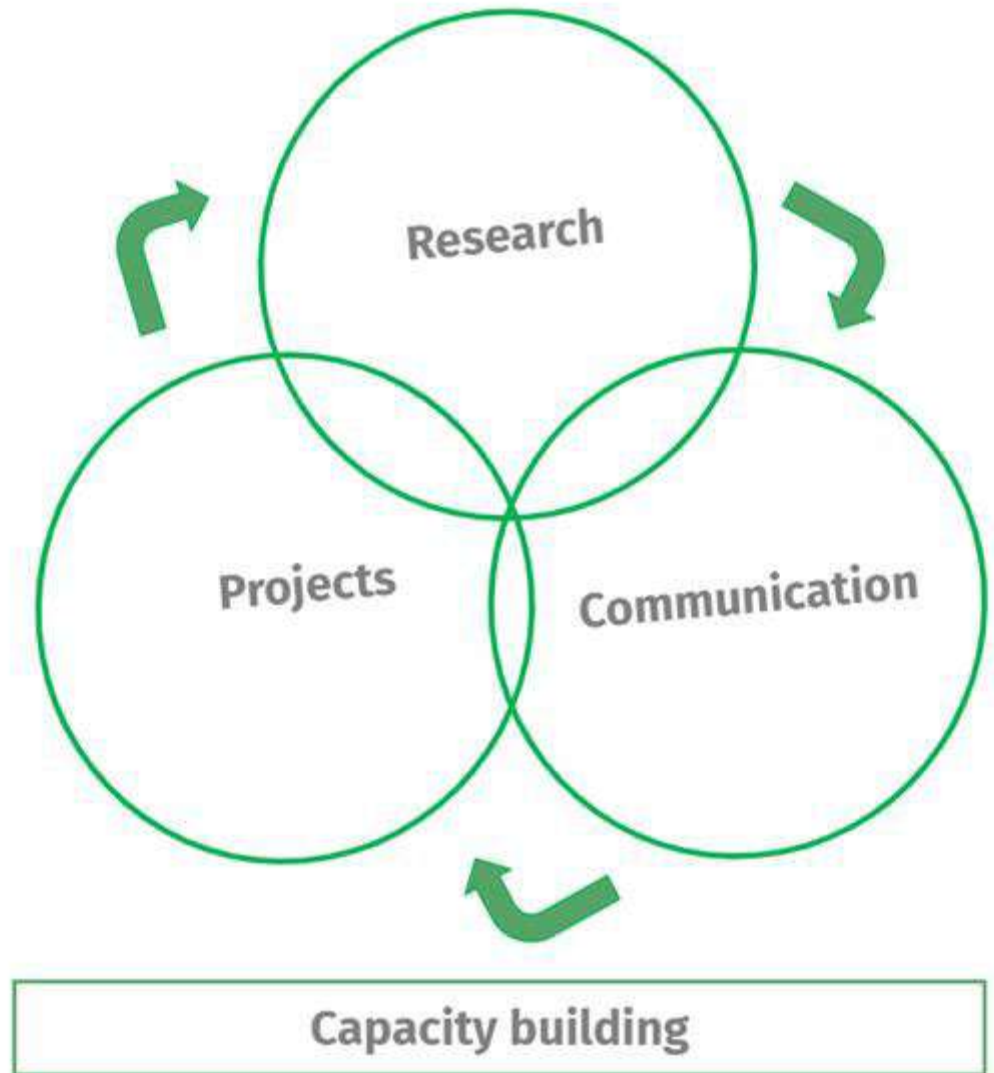


7 countries

More than 30 years of experience

What we do

Change the status quo of mobility and urban development through complementary actions.



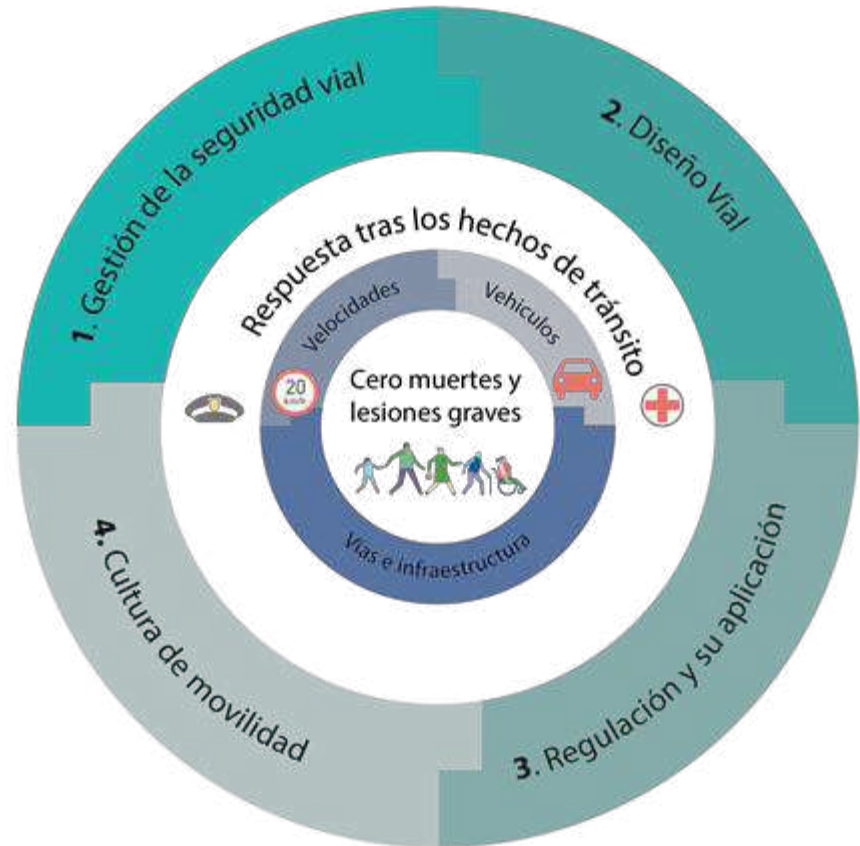


Vision Zero

In Mexico City

Adopted in 2016,
adapted in 2019

Few resources were dedicated to the implementation of Vision Zero. However, current capacities for evidence-based policies are strong.



Responsabilidad compartida:

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

**Children's safety
and wellbeing can
turn into
everyone's
priority.**

Vision Zero for Youth



Trips to school and marginalization, Mexico City

Most children walk to school, especially in peripheral areas where marginalization is higher.

Percentage of trips to school by walking

20 - 30%

31 - 38%

39 - 51%

Degree of marginalization

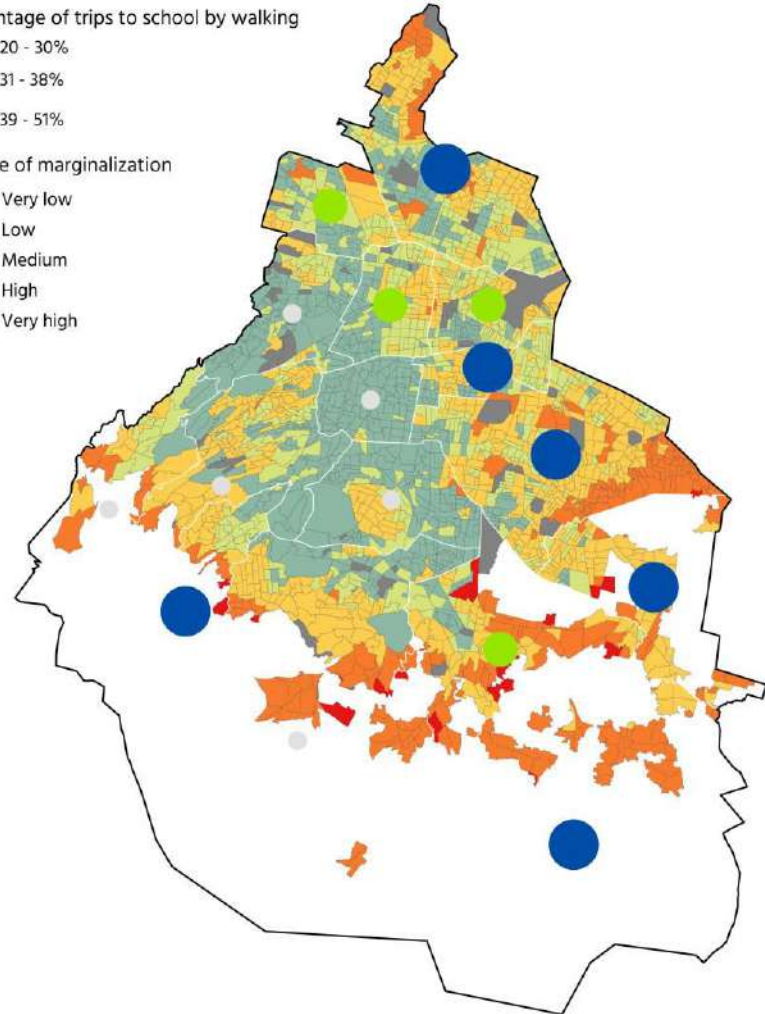
Very low

Low

Medium

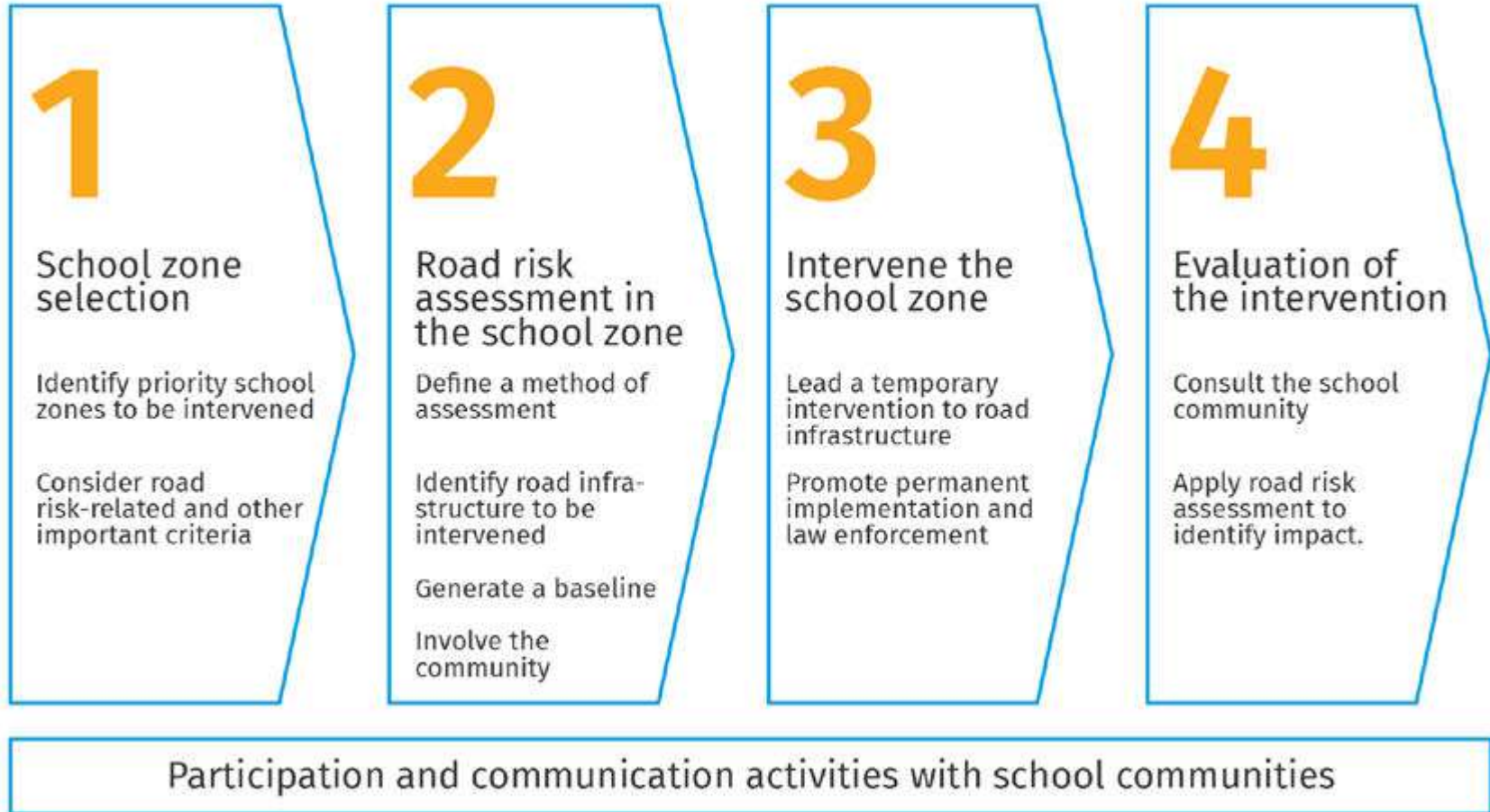
High

Very high





ESCUELA SECUNDARIA MOISES





Secundaria 4
Moisés Sáenz





Letting children act



Letting children act



Letting children act



Getting to the streets



Getting to the streets





**Secundaria 4
Moisés Sáenz**

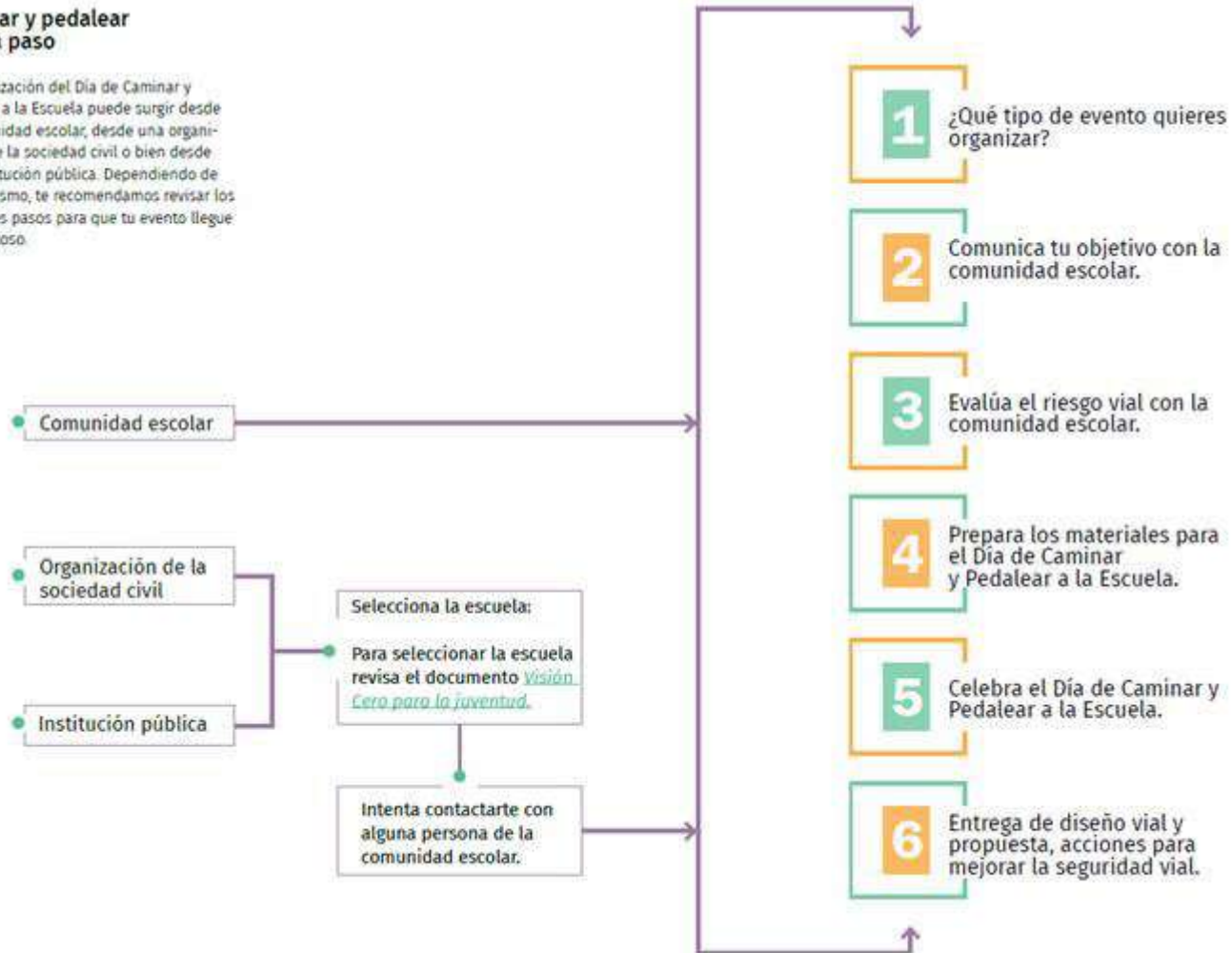
**Primaria “Diego
Rivera”**

- Jardín infantil “Luz María Serradell”
- Primaria “República española”
- Secundaria “René Cassin”

How to get more school communities taking action?

Caminar y pedalear paso a paso

La organización del Día de Caminar y Pedalear a la Escuela puede surgir desde la comunidad escolar, desde una organización de la sociedad civil o bien desde una institución pública. Dependiendo de tu organismo, te recomendamos revisar los siguientes pasos para que tu evento llegue a ser exitoso.





Walking together



“What I like and dislike”



“What I like and dislike”



“What I like and dislike”



“What I like and dislike”



“What I like and dislike”



Biking to school



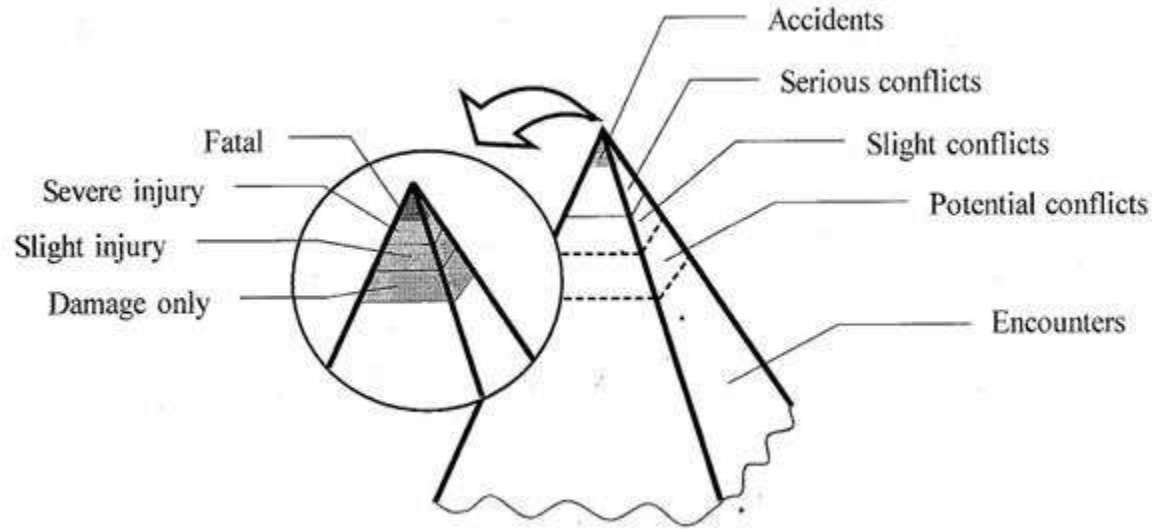




When safer school zones are built, how to measure impact?

Traffic conflict

“An observational situation in which two or more road users approach each other in space and time to such an extent that a collision is imminent if their movements remain unchanged.”



Hyden, 1987

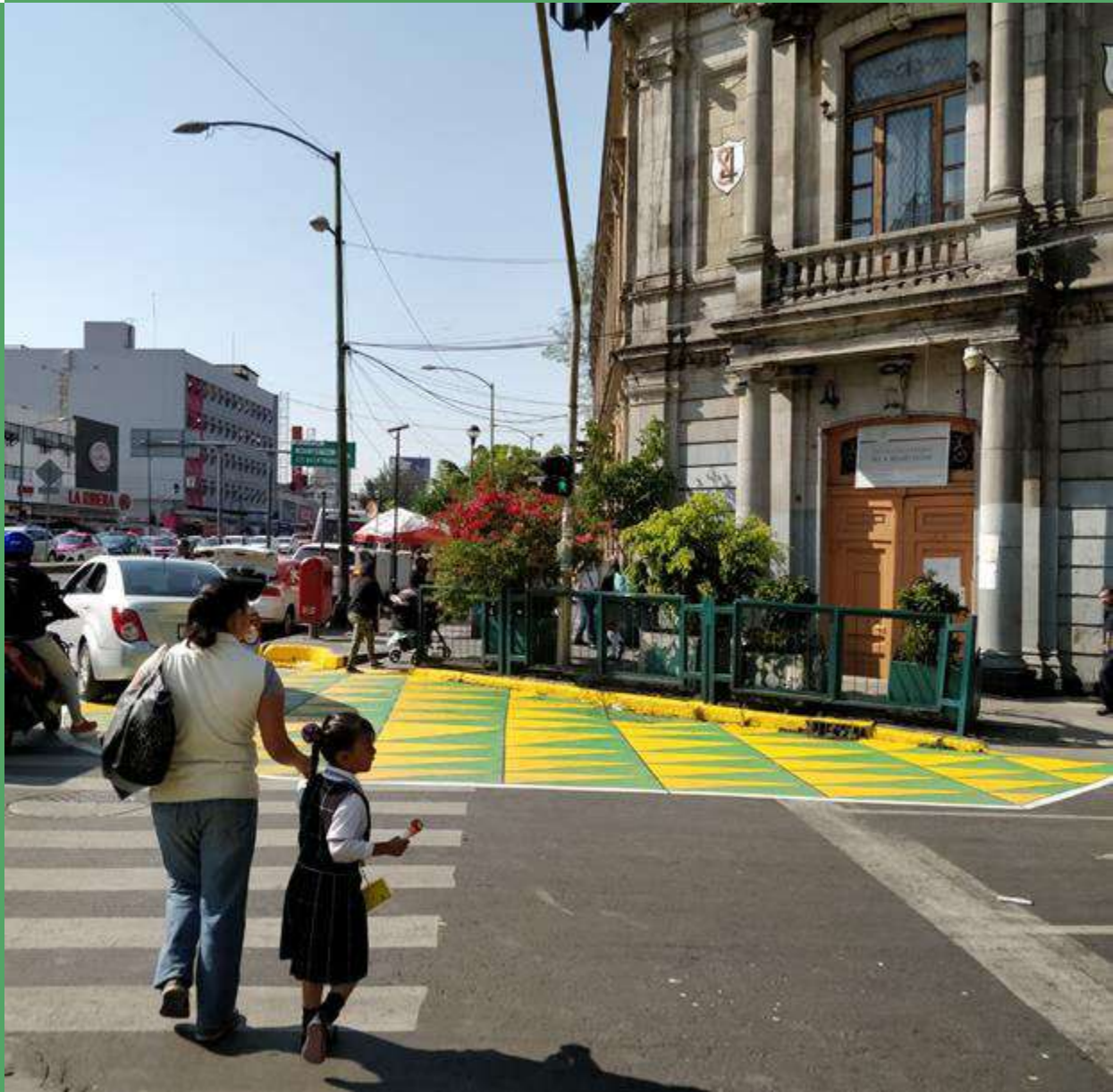
Analyzing conflicts before they turn into collisions.

**Registry of
pedestrian-vehicle
conflicts**

**Base line in June
2019**

**3 weekdays
Morning and
afternoon shift
Video recording**

**Post-intervention
in November 2019**



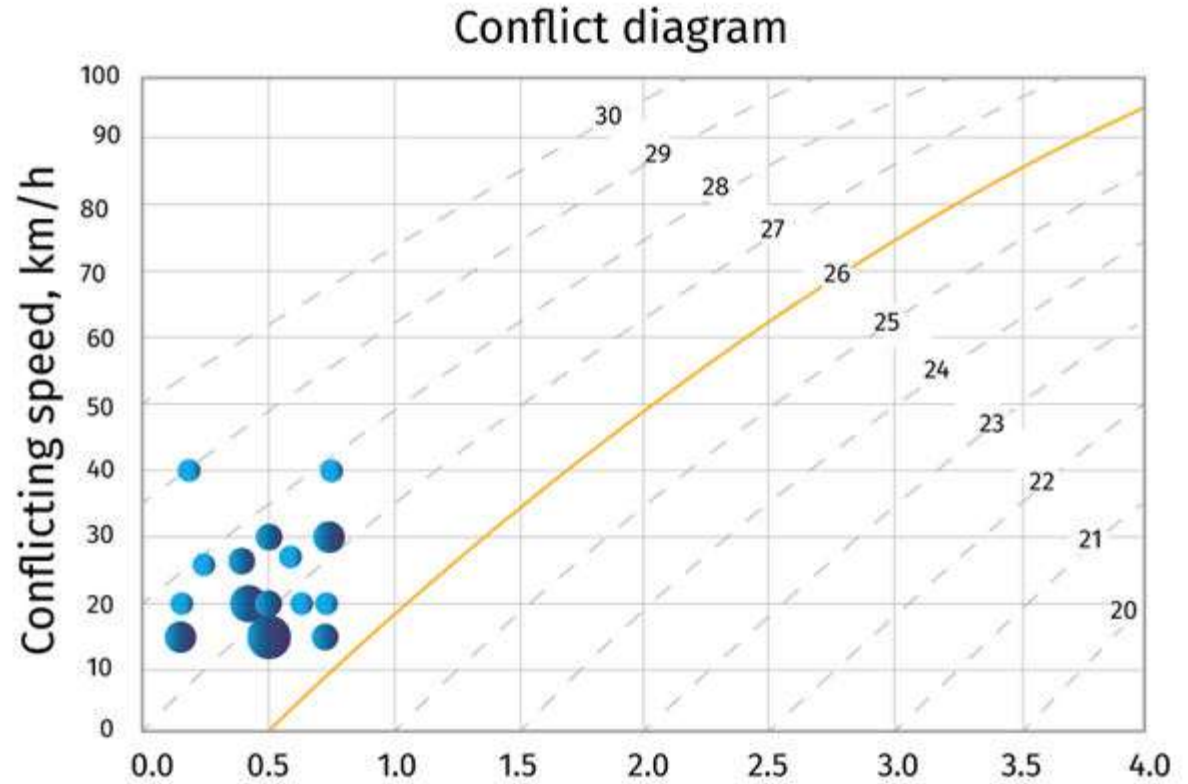
Data collection

Base line results

Seriousness

	Serious conflicts				Minor conflicts			
Day	Mon	Wed	Thu	Total	Mon	Wed	Thu	Total
N°	9	13	14	36	19	16	30	65
Distribution	25%	36%	39%	100%	29%	25%	46%	100%

Conflicts



Vehicles involved

Private motorized vehicles are more frequently involved in serious conflicts affecting pedestrians.

	Serious conflicts			
Day	Mon	Wed	Thu	Total
Motorcycle	1	1	2	4
Car	10	8	11	29
<i>Pesero</i>	1	0	0	1
School bus	0	0	1	1
Bicycle	0	0	1	1

Base line results

Frequency

	Serious conflicts				Minor conflicts			
Day	Mon	Wed	Thu	Total	Mon	Wed	Thu	Total
Morning S	4	7	6	17	5	6	7	18
Afternoon S	5	4	8	17	14	10	23	47

0 Conflicts

50 Conflicts



Next steps

Scaling up the project by presenting results to the community, authorities and other schools.

Replicating Vision Zero for Youth in three mid-sized Mexican cities.





Institute for Transportation
& Development Policy

Thank you!

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::: mexico.itdp.org ::: [@ITDPmx](https://twitter.com/ITDPmx) :::