Vision Zero for Youth
A public policy to promote safe sustainable mobility in Mexico City

Velo-city 2018
Rio de Janeiro
Wednesday, June 13th, 2018
Vision Zero for Youth

1. Institute for Transportation and Development Policy (ITDP)

2. Road safety: why does it matter?
   - The figures of road safety
   - “Visión Cero CDMX”

3. Vision Zero for Youth
   - Monitoring and evaluation
   - Safe school zones

4. What’s next?
Institute for Transportation and Development Policy
ITDP

Global
- Global non-profit organization
- 7 countries, over 30 years of experience
- Leaders in TOD, active mobility and public transportation

Mexico
- Over 10 years of presence
- Part of Ecobici’s planning and implementation, BRT, financing of sustainable mobility projects, among others
Road safety
Why does it matter?
Globally

- World epidemic that predominantly affects developing countries.
- International framework for action.
Mexico

- Ranked 16th country globally and 2nd in Latin America and the Caribbean with the greatest number of road traffic deaths (WHO, 2015)
- 16,039 people died because of road traffic crashes, which are the first cause of death among children aged 5-9, and the second among young people aged 10-29 (STCONAPRA, 2016).
- **Cities concentrate 94% of road traffic crashes and 70% of deaths.**
- Road safety policies coordinated by the federal ministry of health. A national road safety law in process.
In 2015, 768 people died in road traffic crashes, the equivalent of two 19S earthquakes. Among them, 64 children and young people, 60% of which were walking when the crash occurred.
From Vision Zero...

**What is Vision Zero?**
- Public policy framework
- Traffic deaths are preventable
- Safe systems approach
- Recognized human failing principle
- Multidisciplinary and result-oriented

**Where is it used?**
- Originated in Sweden
- Increasingly in cities: Los Angeles, New York, Washington D.C.

**Goal**
0
Road traffic deaths and serious injuries
...to “Visión Cero CDMX”

What next?
Vision Zero for Youth

FiA FOUNDATION
Consolidating Vision Zero in Mexico City

What we want:
- Safety of children first
- Better government capacities for the implementation and evaluation of VZ
- VZ goes beyond 2018

What we do:
1. Reinforce capacities for the monitoring and evaluation of VZ
2. Build safer school zones and raise awareness on road safety
1. Monitoring and evaluation

Our premises:

- An informed citizenry demands better and greater results in the future.
- What is measured can be improved.
1. Monitoring and evaluation

Open data on road safety
- Work hand in hand with the city government
- Involving the main stakeholders of the registry and analysis of road safety information
1. Monitoring and evaluation

The System of information and monitoring of road safety: towards greater accountability
1. Monitoring and evaluation

**Vision Zero Report Card. Are we improving?**

- Actions completed, in progress, and not started
- Balance of road safety numbers

<table>
<thead>
<tr>
<th>Eje</th>
<th>Meta</th>
<th>Acción</th>
<th>Dependencia</th>
<th>Estatus</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gestión de la seguridad vial</td>
<td>1. Promover un liderazgo en materia de seguridad vial</td>
<td>Jefatura de Gobierno</td>
<td>No iniciado</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.1 Crear la Agencia de Seguridad Vial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Dotar de transparencia y rendición de cuentas el financiamiento</td>
<td>1.4 Constituir el Fondo Público de Movilidad y Seguridad Vial</td>
<td>SEMOVI</td>
<td>En proceso</td>
</tr>
<tr>
<td>4.</td>
<td>Mejorar la percepción de los usuarios</td>
<td>1.6 Elaborar y poner en marcha un Programa de Comunicación en Seguridad Vial permanente para la CDMX</td>
<td>Coordinación General de Comunicación Social SEMOVI</td>
<td>No iniciado</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.7 Constituir el Consejo Asesor de Movilidad y Seguridad Vial</td>
<td>SEMOVI</td>
<td>En proceso</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.8 Incluir la participación ciudadana en el 80% de las acciones diseñadas durante la implementación del PISVI-CDMX</td>
<td>AGU</td>
<td>En proceso</td>
</tr>
<tr>
<td>5.</td>
<td>Generar una base de datos única</td>
<td>1.9 Desarrollar un Sistema de Información y Seguimiento de Seguridad Vial</td>
<td>SEMOVI</td>
<td>En proceso</td>
</tr>
<tr>
<td>8.</td>
<td>Acercar al ciudadano la figura del policía de tránsito</td>
<td>1.14 Realizar campañas de mejora de la imagen de los policías de tránsito</td>
<td>SSP</td>
<td>No iniciado</td>
</tr>
</tbody>
</table>
2. Safe school zones

Our premise:

- Children’s safety can turn into everyone’s priority.
2. Safe school zones
2. Safe school zones
2. Safe school zones

Pilot project in middle-school

1) Behaviour change: for a sustainable project

2) Street co-design: for a safe and low-speed environment for children
2. Safe school zones
2. Safe school zones
2. Safe school zones
2. Safe school zones

Next phase:
- Replication in 5 schools across CDMX
- Application of a conflict-analysis method
- International Day of Walking to School
What’s next?

Monitoring and evaluation

- Creating the System of information and monitoring of road safety with all stakeholders’ participation
- Generating capacities for data-based decision-making
What’s next?

Safe school zones

- Integrating road safety as part of school curricula
- Safe school zones across Mexico City
Thank you

Clara Vadillo Quesada
clara.vadillo@itdp.org
@ClaraVadillo
@ITDPmx