

**7th MEETING OF THE
SAFER CITY STREETS NETWORK**

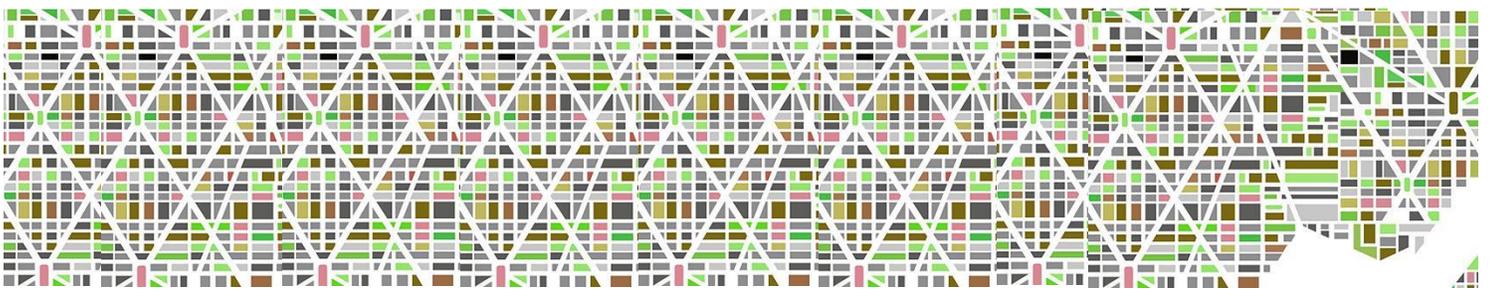
18-19 October 2022

DRAFT AGENDA (22/09/22)

New Venue:

**Asociación de Fabricantes de Muebles de Jalisco A.C. (AFAMJAL),
Av. Mariano Otero 1313, Verde Valle, 44530 Guadalajara, Jalisco,
Mexico**

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Overview of conference agenda and partner events

Monday 17 October	Tuesday 18 October	Wednesday 19 October	Thursday 20 October	Friday 21 October
<p>Partner events:</p> <ul style="list-style-type: none"> • Global Alliance of NGOs for Road Safety 	<p>Partner events:</p> <ul style="list-style-type: none"> • iRAP Latin America launch of CycleRAP • WRI Guide for Walkable Environments • FIA Clubs Training Session 	<p>Conference</p> <ul style="list-style-type: none"> • Data for Monitoring Progress • Speed Management 	<p>Partner events:</p> <ul style="list-style-type: none"> • Inter-American Development Bank Funding Road Safety in Cities 	<p>Additional day reserved for partner events or other activities</p>
<p>Partner events:</p> <ul style="list-style-type: none"> • SOLUTIONSplus Electromobility and Road Safety Workshop • Vital Strategies Data Meeting 	<p>Conference</p> <ul style="list-style-type: none"> • Welcome, Framing Keynotes, Report Launch • Inclusion, Equity, Gender, Sustainability & Participatory Initiatives 	<ul style="list-style-type: none"> • Public Transport • Vulnerable Road Users • Engagement, Advocacy and Campaigns • Closing Keynote 	<p>Partner events:</p> <ul style="list-style-type: none"> • World Bank Road Safety Guidelines for Investing in Public Transport 	



English - Spanish simultaneous interpretation will be available for the Safer City Streets Conference and all open partner events throughout the week



Portuguese - Spanish and Portuguese - English simultaneous interpretation will be available for the Safer City Streets Conference

Partner events

- Global Alliance of NGOs for Road Safety
- SOLUTIONSplus workshop, Electromobility and Road Safety: challenges and opportunities
- Vital Strategies regional meeting road safety data [closed meeting]
- iRAP event, Latin America launch of the CycleRAP Program
- WRI workshop, Guide for Walkable Environments
- FIA road safety training session for automobile clubs [closed meeting]
- IDB workshop on generating Funding for Road Safety in Cities
- World Bank workshop on FONADIN's Road Safety Guidelines for Investing in Public Transport

Registration coffee 13:00

Opening remarks from the chair 14:00 14:20

- **Saul Alveano Aguerrebere**, Safe System Coordinator, Transport Ministry of the State of Jalisco, Mexico

Welcome

- **Diego Monraz Villaseñor**, Secretary of Transport, Government of the State of Jalisco, Mexico
- **Roxana Montealegre**, Mobility Director, Mexican Secretariat for Agrarian, Land and Urban Development (SEDATU)
- **Stephen Perkins**, Head of Research and Policy Analysis, International Transport Forum, OECD
- **Pablo Lemus**, Mayor of the City of Guadalajara, Jalisco, Mexico

The New Paradigm for Safer City Streets 14:20 15:10

- **Patricia Martínez Barba**, Strategic General Coordinator of Territory Management, Government of the State of Jalisco
- **Pedro Homem de Gouveia**, Senior Policy and Project Manager, POLIS

Release of New Data and Benchmarking Report 15:10 15:30

Monitoring Progress in Urban Road Safety: 2022 Update [\[link\]](#)

- **Stephen Perkins**, International Transport Forum, OECD
- **Dominic Streuber**, International Transport Forum, OECD

Break 15:30 16:00

[1] Inclusion, Equity, Gender, Sustainability and Participatory initiatives 16:00 18:00

This session explores the linkages that cities are making between road safety and other public policy areas including inclusion, equity, gender and sustainability. Initiatives where citizens participate in the intervention are also covered. It is important to recognize road safety as a cross cutting issue in sustainable development as several areas of road safety converge with other sustainable development goals.

- **Speaker tbc**, Secretary of Mobility, Bogota, Colombia
- **Óscar Escobar**, Mayor of Palmira, Colombia
- **Bronwen Thornton**, CEO, Walk 21
- **Constanza Delón**, Director of Road Safety, Mexico City
- **Speaker tbc**, Inter-American Development Bank
- **John Fredy Bustos López**, Coordinator Active Mobility, Despacio
- **Luca Pascotto**, Head of Road Safety & Global Advocacy, FIA

Wednesday 19 October 2022

Registration coffee 08:30

[2] Road Safety Data for Monitoring Progress

09:00 10:45

This session reviews challenges and solutions for road safety data collection. Data is key if we want to build effective solutions but many unknowns remain, especially in low and middle-income countries. Innovative solutions will be presented from cities and other stakeholders.

- **Jesús Carlos Soto Morfín**, Director of the Mobility and Transportation Department of Guadalajara, Mexico
- **Vanessa Chávez**, Deputy Director of Monitoring and Information, Ministry of Mobility, Mexico City, Mexico
- **Miladin Nešić**, Road Safety Council, Belgrade, Serbia
- **Mariana Sanguinetti**, Manager, Mobility and Road Safety Observatory, Buenos Aires, Argentina
- **Edgar Zamora**, Safer Journeys Regional Leader, iRAP
- **Sofia Salek de Braun**, Road Safety Specialist, PTV Group

Break 10:45 11:15

[3] Speed Management

11:15 13:00

Speed management is one of the most effective urban road safety policies. This session explores the interventions to reduce casualties and serious injuries.

- **José Júlio Rebelo**, Traffic Security Manager, Traffic Engineering Department São Paulo, Brazil
- **Sonia Aguilar**, Road Safety Manager, WRI Mexico
- **Ezequiel Dantas**, Regional Technical Advisor, Vital Strategies
- **Diego Vargas**, Surveillance Coordinator, Vital Strategies
- **Chika Sakashita**, Director of Research & Accountability, Global Alliance of NGOs for Road Safety
- **Gonzalo Peón**, Program Director, ITDP
- **Speaker tbc**, GDCI

Lunch break 13:00 14:00

[4] Road Safety and Public Transport

14:00

15:40

High-quality public transport outperforms all other choices of transportation in terms of safety. The session will focus on maximising the safety benefits from investment in public transport for all road users.

- **Diego Monraz Villaseñor**, Secretary of Transport, Government of the State of Jalisco, Mexico
- **Amy Pidwill**, Road Safety Strategy Lead, Transport for London, UK
- **Roxana Montealegre**, Mobility Director, Mexican Secretariat for Agrarian, Land and Urban Development (SEDATU)
- **John Fredy Bustos López**, Coordinator Active Mobility, Despacio
- **Carlos Mier y Teran**, CEO, FONADIN National Infrastructure Fund (tbc)
- **Abraham Vargas**, General Director, Metrorrey, Monterrey Metro(tbc)

Break

15:40

16:00

[5] Protecting Vulnerable Road Users

16:00

17:10

Vulnerable road users are the great majority of urban traffic fatalities. The session will examine how cities have improved street design for vulnerable users and provided better-protected infrastructure for walking and cycling.

- **Guillermo Avila**, General Director of Road Safety and Sustainable Urban Mobility Systems, Ministry of Mobility, Mexico City
- **Gerardo Del Rey Fernández**, Chief Commissioner of the Road Safety Police Commissariat, Madrid Municipal Police
- **Telma Maria G. Pereira Micheletto**, Traffic Engineering Department São Paulo, Brazil
- **Speaker tbc**, Global Designing Cities Initiative (GDCI)

[6] Public Engagement, Advocacy, Campaigns

17:10

18:30

Campaigns are an important tool for influencing behavior and public support for interventions. This session will examine advocacy and campaigns that addressing specific target groups of road users.

- **Monica Magaña**, President of the Mobility Commission for the State of Jalisco, Mexico
- **Eveline Trevisan**, Sustainability and Environment Coordinator, Transportation and Traffic Authority, Belo Horizonte, Brazil
- **Alejandra Leal**, Co-Director of Centrico and National Coordinator of the Safe Mobility Coalition, Mexico

Discussion: Building a culture of cities centred on people

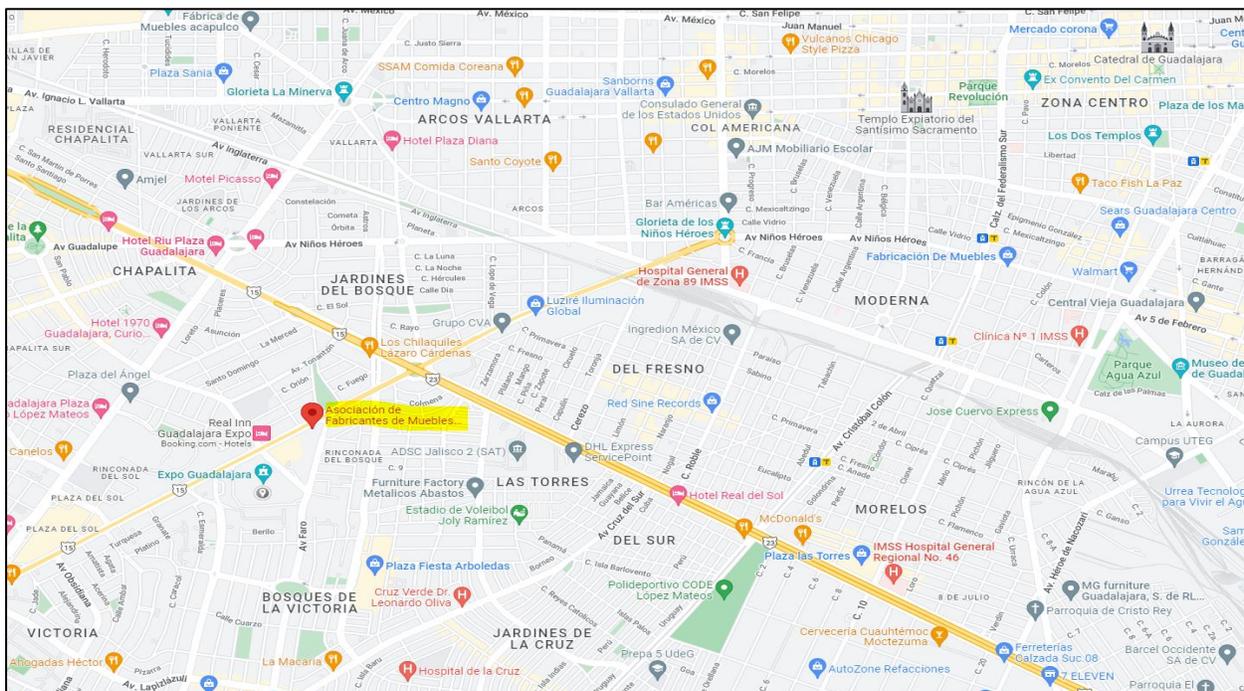
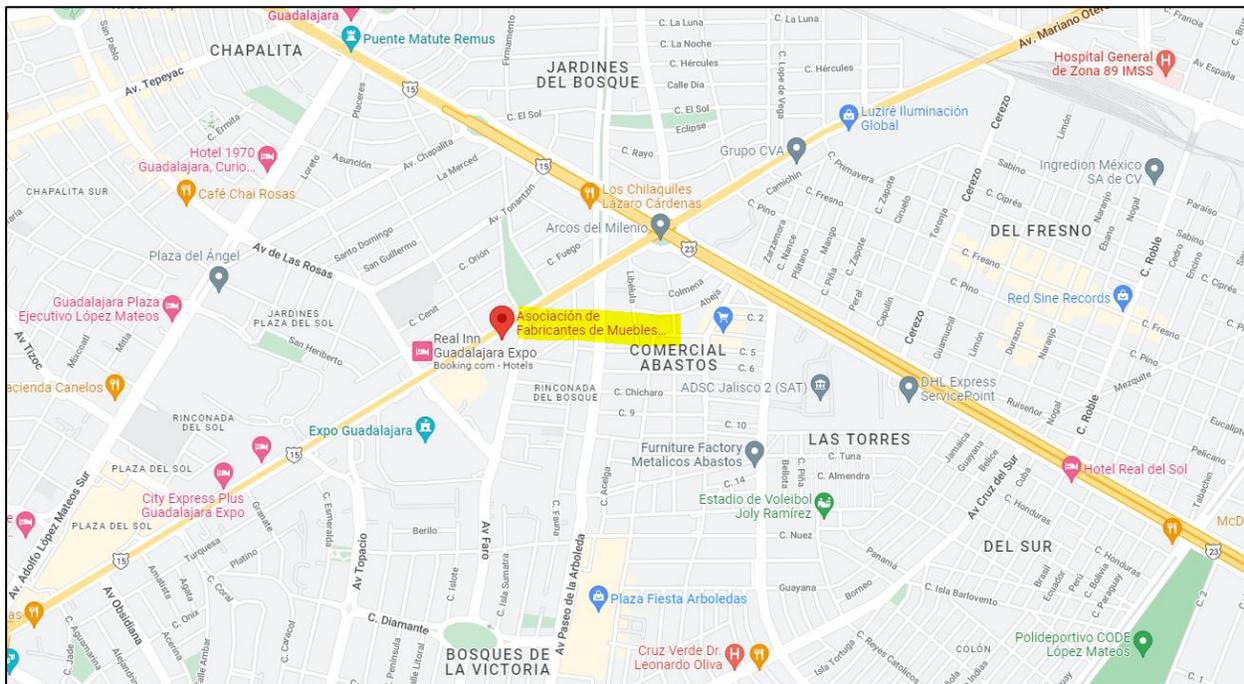
- **Mercedes Cruz Vazquez**, Director of Mobility and Transport, Department of Mobility and Transport Zapopan, Mexico

Closing remarks

- **Stephen Perkins**, Head of Research and Policy Analysis, ITF
- **Saul Alveano Aguerrebere**, Safe System Coordinator, Transport Ministry of the State of Jalisco, Mexico

Dinner (Location tbc)

Venue map



Suggested transport:

- **Public Transport:** We suggest that you download the [moovit app](#) to plan your trips on public transport. You can buy a contactless card called “Mi Movilidad” at light rail stations and BRT stations. Recharge points are located at all stations, as well as OXXO convenience stores.
- **Bike sharing system:** [Mi Bici](#). Please send us an email to obtain a temporary card, as only annual memberships are available right now.
- **Individual transport:** Uber, Didi or Taxi cabs