Why Sustainable Mobility and Traffic Safety have to be part of the SDG?

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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
China: 250M people into cities by 2025

50% of deaths are among vulnerable users of the road: pedestrians, bicyclists, motorcyclists
Poverty: Korea Study

- Injured
- Disabled
- National average

KOTI, 2014
Post-Crash Employment Loss

Post-crash job loss for victims of general traffic crash *injuries*

- Unemployed at time of crash: 4%
- No Job Loss: 64%
- Job Loss: 32%

Post-crash job loss for victims of traffic crash *disabilities*

- Unemployed at time of crash: 16%
- No Job Loss: 13%
- Job Loss: 71%

KOTI, 2014
Traffic accidents are the leading cause of death for the young, between 5 to 19 years old. (WHO)
Reducing road danger at source

AVOID
SHIFT
IMPROVE
Private vehicle use and traffic fatalities

AVOID motorized travel through the integration of sustainable land use and transport planning – increasing accessibility, saving lives, and protecting the environment.

Source: FHWA Highway Statistics, 2008
Regression Analysis: EMBARQ

U.S. states

Traffic fatalities per 100,000 people (urban roads)

Daily VMT per person (urban roads)

R² = 0.69

8.4 fatalities per million miles driven
Guadalajara

**Passenger per hour per direction (peak)**

- 2 general traffic lanes: 3194
- 1 BRT lane: 5000

**Crashes per year**

- 2 general traffic lanes: 726
- 1 BRT lane: 6

*SHIFT* to safer, healthier and more environmentally friendly modes, such as public and non-motorized transport. Or preserve the current share of these modes, particularly in developing countries.
Safety audits: reduce crashes by up to 40%

**IMPROVE** system design and operations, to maximize health and environmental efficiency of each kilometer traveled.
Thank you!

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