DESIGNING A SAFER & HEALTHIER FUTURE FOR OUR CITIES

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Photo: Georgina Goodwin FIA Foundation
GLOBAL TRENDS

The urban population will increase from 50% in 2007 to 70% in 2030 1

The number of cars will more than double by 2050, from 1 BILLION today to 2.5 BILLION in 2050 2

NEARLY HALF of the world’s traffic fatalities already occur in cities 3

Sources: 1) UNICEF 2012; 2) Sousanis 2014; 3) UNICEF 2012
WHO IS TRAFFIC SAFETY ABOUT?

- Road crashes are the leading cause of death among young people ages 15-29, and the second leading cause of death worldwide among people ages 5-14.

- Older pedestrians and cyclists can account for up to 45 percent of pedestrian fatalities and up to 70 percent of cyclist fatalities.

- People from lower socioeconomic backgrounds are more likely to be involved in traffic crashes, and often live in areas with low-quality infrastructure (WHO 2003).

Sources: 1) WHO 2003, 2) Oxley et al. 2004), 3) WHO 2003
REPORTED FATALITY RATES IN SELECTED CITIES (PER 100,000 POPULATION)

Source: EMBARQ/WRI data collected from government sources
THE NETHERLANDS STORY:
Stop Murdering Children - Safe Street Movement

In 1975
the traffic death rate was
20% higher
in The Netherlands
than in USA

In 2008
It was
60% lower
than in USA

Photo: Dutch National Archive via London Cycling Campaign, StreetsBlog Network
AN UNSUSTAINABLE URBANIZATION PATH

1.25 Million Traffic Fatalities

3.7 Million Air Pollution premature deaths

3.2 Million Physical Inactivity premature deaths

2% of the land but

CLIMATE

70% of the CO₂ emissions

75% FINANCE
Of the 2050 infrastructure is yet to be built

Source: Land use and emissions, UN-HABITAT. Infrastructure needs, Resilient Cities. Air pollution and traffic fatalities, WHO.
DIFFERENT MODELS, VERY DIFFERENT OUTCOMES

Atlanta
USA

Population (1990): 2.5 million
Built-up area: 4,280 km²
Traffic fatality rate: 9.7/100,000 pop.
Mode share:
- Car 77%
- Transit 3%
- Biking 0%
- Walking 1%

Barcelona
Spain

Population (1990): 2.8 million
Built-up area: 162 km²
Traffic fatality rate: 1.9/100,000 pop.
Mode share:
- Car 20%
- Transit 33%
- Biking 12%
- Walking 35%

Alain Bertaud (2012) Clearing the air in Atlanta: Transit and smart growth or conventional economics?
Traffic crashes are the leading cause of death for the young, between 5 to 19 years old. (WHO)
CHILD ROAD SAFETY WORLDWIDE

TRAFFIC FATALITY RATE FOR CHILDREN
(AGE 0-14, PER 100,000)

Source: WHO, World Bank, Population Reference Bureau

Developed countries

Developing countries
REDUCE EXPOSURE, DIMINISH RISK

Pedestrian Death Risks Declines at Lower Vehicle Speeds

Source: OECD, 2006
CITIES SAFER BY DESIGN
THANK YOU!

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