



WORLD
RESOURCES
INSTITUTE

WRI ROSS CENTER FOR
SUSTAINABLE
CITIES



DESIGNING A SAFER & HEALTHIER FUTURE FOR OUR CITIES

Presentation at the EcoMobility World Congress 2017

DHAWAL ASHAR, WORLD RESOURCES INSTITUTE INDIA

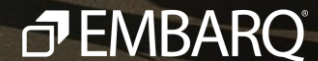


Photo: Georgina Goodwin FIA Foundation

GLOBAL TRENDS

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

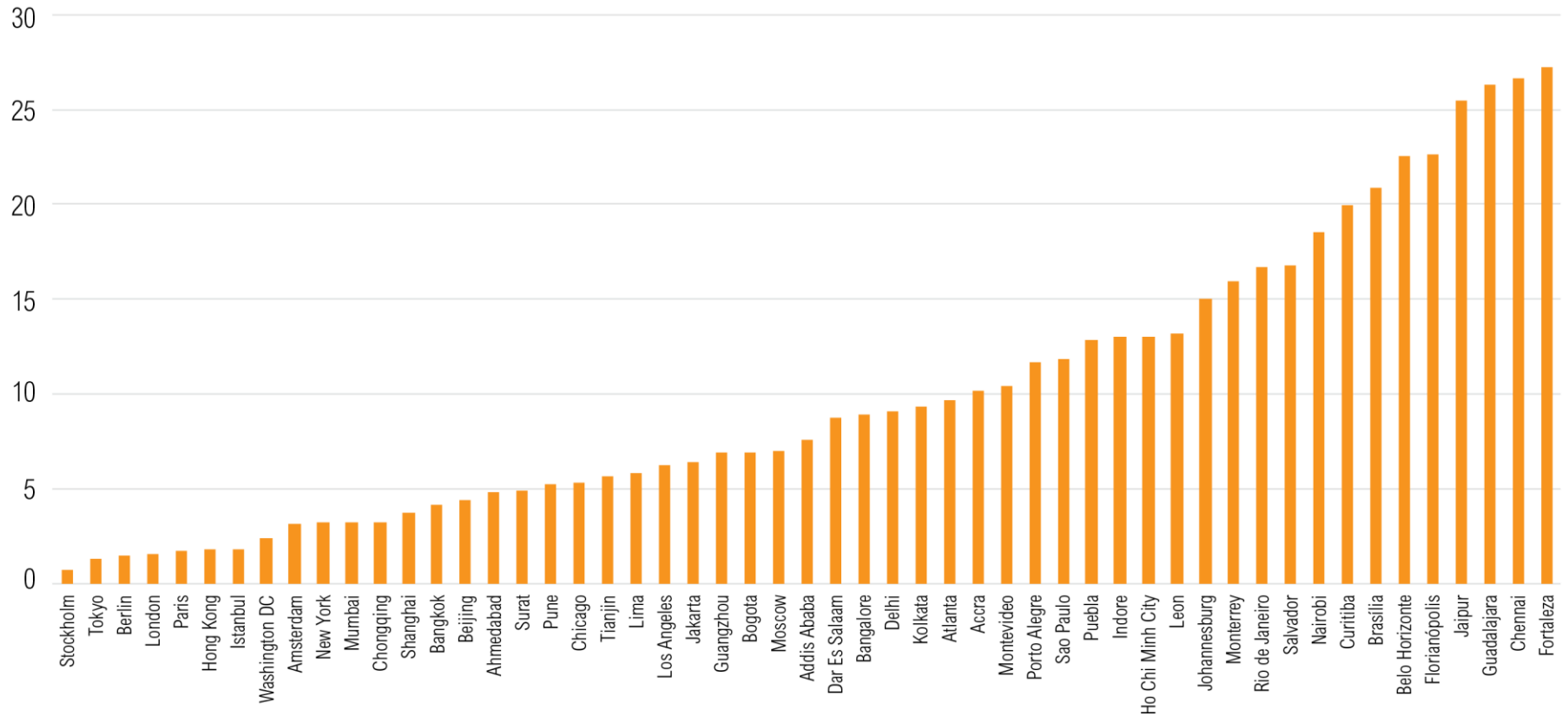
The number of cars will more than double by 2050, from **1 BILLION** today to **2.5 BILLION** in 2050 ²

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

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**.¹
- Older pedestrians and cyclists can account for up to **45 percent** of pedestrian fatalities and up to **70 percent** of cyclist fatalities.²
- 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).³

REPORTED FATALITY RATES IN SELECTED CITIES (PER 100,000 POPULATION)



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

AN UNSUSTAINABLE URBANIZATION PATH

1.25 Million
Traffic Fatalities

PEOPLE

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

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

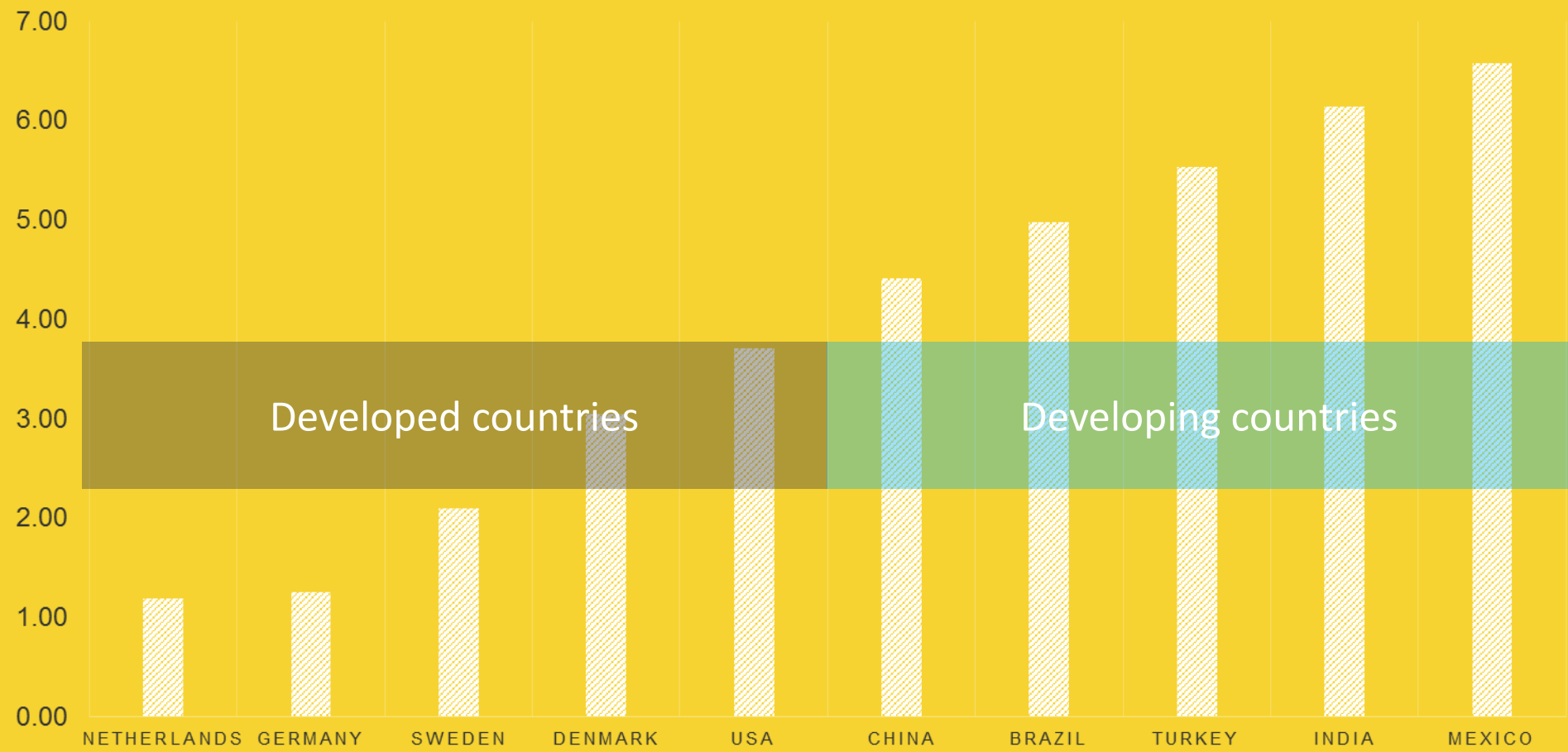
Population (1990)	: 2.8 million
Built-up area	: 162 km²
Traffic fatality rate	: 1.9/ 100,000 pop.
Mode share	: Car 20%, Transit 33%, Biking 12%, Walking 35%



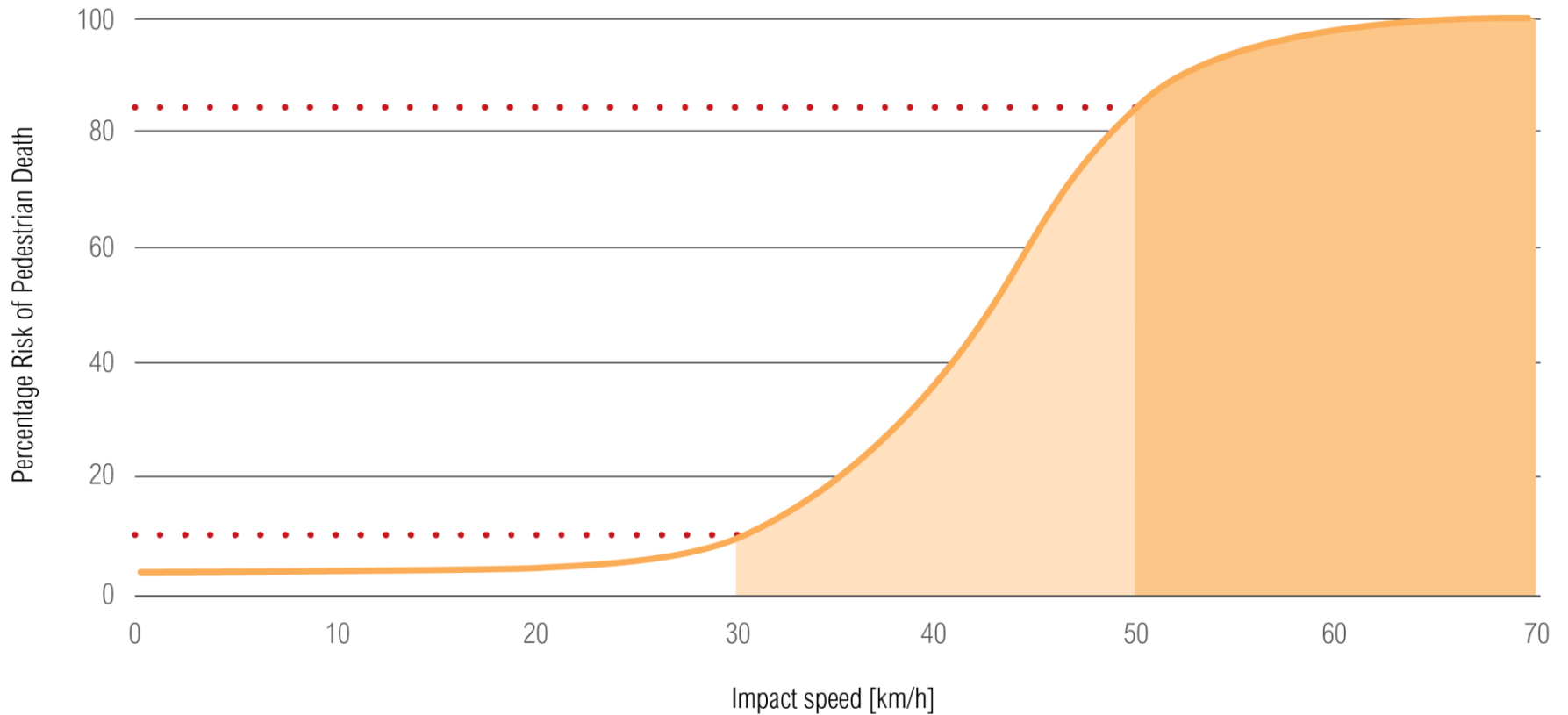
Traffic crashes are the leading cause of death for the young, between 5 to 19 years old. (WHO)

CHILD ROAD SAFETY WORLDWIDE

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



REDUCE EXPOSURE, DIMINISH RISK



Pedestrian Death Risks Declines at Lower Vehicle Speeds

An aerial photograph of a busy city intersection. The scene is filled with pedestrians walking across various types of crossings: white zebra crossings, red-painted crossings, and blue-and-white striped crossings. Traffic lights and street lamps are visible at the corners. The overall atmosphere is one of a vibrant, active urban environment.

CITIES SAFER BY DESIGN



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THANK YOU!

Dhawal Ashar,
Managing Associate, Integrated Transport
WRI India Ross Center for Sustainable
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