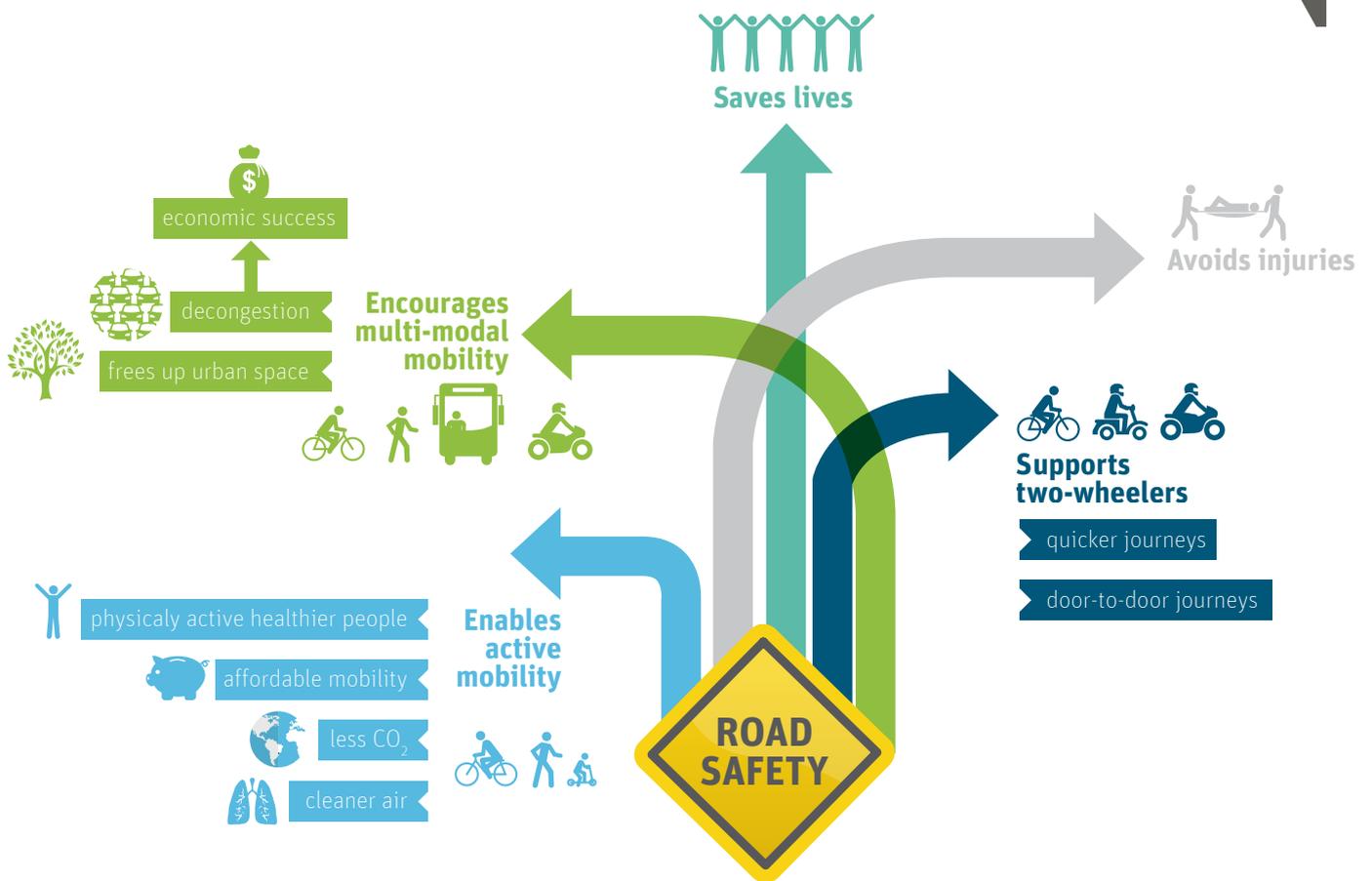




# Safer City Streets

The global traffic safety network for liveable cities





## The importance of road safety in cities

Dynamic and liveable cities rely on efficient mobility systems, and road safety plays a large part in this. Every minute, a person dies in city traffic. Millions are killed or injured every year causing great human suffering and significant economic losses.

Crashes also nurture a feeling of insecurity. Among people killed on city streets, 8 out of 10 are pedestrians, cyclists and other vulnerable road users.

Where active mobility is seen as dangerous, efforts to promote walking and cycling are undermined.

Reducing the risks of urban traffic thus not only saves lives. Safer streets encourage sustainable forms of transport and help a city to reduce pollution, cut emissions, fight congestion and have healthier citizens – in short, to make a city more liveable.



80%

Share of vulnerable road users among people killed in urban traffic crashes



1

person killed every minute



3%

of GDP is lost to road traffic deaths and injuries



# Networking for effective urban road safety

Cities address many challenges by working together and learning from each other – but so far not in road safety. Safer City Streets is a new network that fills this gap by linking cities that are working to make their citizens safer in traffic.

Safer City Streets provides city officials high-value information for better decision making. Member cities have access to policy-relevant data, a network of experts and targeted analysis. It provides global networking and learning opportunities for city officials and the possibility to carry out research on topics of common interest.

Safer City Streets builds on a 2013 pilot project established by the IRTAD Road Traffic Analysis and Data Group, hosted by the International Transport Forum (ITF). The pilot worked with nine cities from Europe and North America that shared data on crashes, population, mobility and traffic. The success of the pilot gave birth to the idea of a worldwide network. Safer City Streets is being developed by the ITF and modeled on the IRTAD global road safety network of countries that has run successfully for more than 25 years. The IRTAD group will provide advice and support to Safer City Streets.





## Join the network!

Participating in Safer City Streets is free in 2016 and 2017 thanks to the support of the FIA Road Safety Grant Programme. The ITF is inviting cities to take part in this initiative.

### To express your interest and learn more, please contact:

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#### Indicators and datasets



Road deaths  
and injuries



Vehicle-  
kilometres



Vehicle fleet



Population



Trips



Passenger-  
kilometres



Day-time  
population



Helmet  
wearing



Seat-belt  
wearing

Cities may not be able to supply data for the entire questionnaire, but are encouraged to contribute as far as they can.