

**7<sup>th</sup> MEETING OF THE SAFER CITY STREETS NETWORK – Speakers**

**Opening Remarks and Welcome**



**Saul Alveano Aguerrebere**

Safe System Coordinator, Transport Ministry of the State of Jalisco, Mexico

Since December of 2018, Saul Alveano has led a passionate team of specialists, first as the Road Safety Director and now as the Safe System Coordinator for the State of Jalisco, within the Ministry of Transport. For the first time in the State's history, he steers the implementation of the safe system approach, leading incremental improvements in areas such as Data analysis, speed management and road design. Some of the programs & projects Saul has led as a public servant include making significant enhancements on road safety data analysis, the design and implementation of a comprehensive victim's attention protocol and the creation of a road safety risk awareness course for drivers.



**Diego Monraz Villaseñor**

Secretary of Transport, Government of the State of Jalisco, Mexico

Diego Monraz Villaseñor is serving his second term as the Transport Secretary of the state of Jalisco, Mexico, where he has been consolidating a very ambitious mobility agenda that is transforming the state's Public Transport System. The most important reforms are characterized by innovation, responsibility and strongly supported by evidence. From this position, he is also the president of the Mexican Association of Mobility Authorities (AMAM, for its initials in Spanish), where discussions between federal, state and local authorities have been guiding the creation of a national mobility agenda. During his first opportunity to improve public transportation in Jalisco, he held different positions in various agencies: Director of Public Transport Operation Agency (2007-2008), Director of the Light Rail System, SITEUR (2008-2009), and Transport Secretary (2010-2012).



### **Stephen Perkins**

Head of Research and Policy Analysis, International Transport Forum, OECD

Stephen Perkins is Head of Research and Policy Analysis at the International Transport Forum. The ITF is an International Governmental Organisation for Transport Ministers with 64 Member countries, based at the OECD in Paris. Stephen is responsible for economic research in support of policy development across transport modes.

Road safety is an important part of his work: the ITF houses key road safety databases; it regularly convenes Member country safety administrations, together with experts from the international community, to review experience in effective road safety policy making; and it publishes influential reports on developing safe system policies and on the evidence base for interventions that save lives.



### **Monica Magaña**

President of the Mobility Commission for the State of Jalisco, Mexico

For more than 10 years, Monica Magaña has dedicated herself to developing social and community projects. In 2017, she was a representative of Mexico, in the International Visitor Leadership Program of the US State Department. She has a law degree from ITESO College, with special degrees in Public Policy and Senior Management from Tecnológico de Monterrey. She currently holds a Masters in Political Communication and Governance from The George Washington University. Co-Founder of Equalitics for Children, a foundation that brings STEM education to vulnerable children. She was the youngest councilwoman in the municipality of Zapopan. She is currently a local Deputy for the 10th district of Zapopan, Jalisco; President of the Mobility and Transport Commission and is the National Coordinator of Local Deputies from the political party of Movimiento Ciudadano.

## The New Paradigm for Safer City Streets



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### **Pedro Homem de Gouveia**

Senior Policy and Project Manager, POLIS

Pedro Homem de Gouveia coordinates the Road Safety & Security Working Group of POLIS, the leading network of European cities and regions committed to transport innovation. He's an architect with extensive experience in Universal Design, Public Space, Pedestrian Accessibility, Street Safety, Urban Governance, Public Participation and inquiry for design (surveys, focus groups, structured observation, user testing). He worked for more than 20 years at the local level, as a strategist, designer, trainer, consultant and political advisor. In the City of Lisbon, he developed and implemented the Pedestrian Accessibility Plan and several traffic calming projects, and kick-started the Vision Zero planning process.

## Release of New Data and Benchmarking Report



### **Stephen Perkins**

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### **Dominic Streuber**

Research Officer (Consultant), International Transport Forum, OECD

Dominic is a Research Officer (Consultant) at the International Transport Forum, based at the OECD in Paris. As part of the research team, he has worked on streets design, traffic management and improved mobility options in cities, as well as the forthcoming Safer City Streets Monitoring report. He is interested in sustainable mobility and the development of public policies that make cities more liveable.

Dominic holds a Bachelor degree in Political Science and is currently completing his Dual Master's Degree (Paris & Berlin) in Public Policy and Management, specializing in Development Cooperation and International Relations.

[1] Inclusion, Equity, Gender, Sustainability and Participatory initiatives



**Bronwen Thornton**

CEO, Walk 21

Bronwen is an international expert on walking and walkable communities, giving walking a voice on the international stage. As CEO of Walk21 she works closely with agencies to address global challenges and ensure walking is part of the solutions, including the climate crisis, road safety and public health. She leads on the Walk21 International Conference series. She particularly likes to work in creative partnerships to inspire politicians and practitioners about the value of walking.

Bronwen is Chair of the Africa Network for Walking and Cycling and a Board member of the International Federation of Pedestrians.



**Constanza Delón Córdoba**

Director of Road Safety, Mexico City

Constanza is an urban cyclist and has worked on the development of sustainable mobility strategies, tactical urbanism and urban design, as well as projects to improve public space and bike lanes. She was responsible for the area of urban image and special projects in the Public Space Authority, and Deputy Director of Cycling and Pedestrian Infrastructure, coordinating the planning and implementation of active mobility projects on a metropolitan scale. She currently works as Director of Road Safety and Information Monitoring at the Mobility Secretariat of Mexico City, where she coordinates plans and programs with the aim of improving road safety conditions and the application of public policies to improve the way that people inhabit cities.



**Martín Sosa Sartori**

Transport Specialist, IDB

Martín Sosa Sartori is a Sector Specialist at the Transportation Division at the Inter- American Development Bank. He is based in Paraguay and has worked for 15 years at the bank with special focus on the preparation and execution of urban transport, logistics and road infrastructure projects. In addition, he is the Coordinator of the Strategic Road Safety Area of the IDB. Martín is a Civil Engineer from the Catholic University of Asunción, and has a Master's degree in Organizational Engineering, with a specialization in Technological Project Management from the Polytechnic University of Madrid.



**John Fredy Bustos López**

Coordinator Active Mobility, Despacio

Fredy is a professional in political studies and conflict resolution, with a Master's degree in city and urban planning with a specialty in sustainable cities and territories. He is an expert in participatory processes, participatory urban planning projects and active mobility. Currently, Fredy is the Coordinator of active mobility projects / Coordinator of community participation in Vivo Mi Calle at Despacio.



**Luca Pascotto**

Head of Road Safety & Global Advocacy, FIA

Luca Pascotto is Head of Road Safety and Global Advocacy at the FIA. His main task is to support the development and execution of the main FIA's global advocacy initiatives. He oversees and coordinates the FIA Road Safety Grant programme, designed to building capacity in FIA member Clubs to deliver better road safety outputs; develop and manage campaigns designed to support FIA public policy and advocacy; Lead strategic FIA initiatives on road safety FIA member Clubs and international organisations.

[2] Road Safety Data for Monitoring Progress



**Jesús Carlos Soto Morfín**

Director of the Mobility and Transportation Department of Guadalajara, Mexico

He is Director of Mobility and Transportation of the Municipality of Guadalajara and coordinator of the Metropolitan Mobility Board of the Guadalajara Metropolitan Area. From October 2015 to September 2021, Jesús Carlos Soto Morfín served as Director of Mobility and Transportation of the Municipality of Zapopan. Through his management, he has promoted strategies and projects for sustainable mobility and urban planning, which contribute to the creation of fairer and more inclusive cities, from a perspective of awareness and combating the climate crisis and social justice. In his career, Jesús Carlos has promoted the agenda of sustainable mobility and quality of life in cities from different areas.



**Vanessa Chávez**

Deputy Director of Monitoring and Information, Ministry of Mobility, Mexico City, Mexico

Vanessa hold a Degree in Informatic Sciences. Specialist and Master's Degree in Geomatics. As part of the Master's degree, Vanessa did a research stay with the Territorial Studies Group of the Facultade de Socioloxía de la Universidade Da Coruña, Spain. She specialized in geostatistical information analysis and is currently working as Deputy Director of Monitoring and Information in the Mobility Department of Mexico City.



**Edgar Zamora**

Safer Journeys Regional Leader, iRAP

Edgar Zamora is a civil engineer with a master's degree in Project Management. He joined iRAP in November 2021 as Regional Safer Journeys Leader for the Americas, from where he focuses his work on developing strategic partnerships and projects that contribute to reducing road traffic deaths and injuries in the region. Before joining iRAP, he worked for 12 years for the Inter-American Development Bank, 9 of them as a Transportation Specialist, leading infrastructure projects in different countries in Latin America and the Caribbean. In addition, he led numerous safe mobility projects and publications on road safety issues. During his career, he worked in multiple Latin American and Caribbean countries, including all of Central America, Haiti, Guyana, and Suriname.



**Sofia Salek de Braun**

Road Safety Specialist, PTV Group

Sofia Salek de Braun is a Global Road Safety Ambassador within the PTV Group in Germany and has been nominated as one of the "Remarkable Women in Transport" 2019 by the German Federal Ministry for Economic Cooperation and Development (BMZ), GIZ and the TUMI initiative. A personal experience was the beginning of an unstoppable motivation to improve Road Safety in her home country Bolivia and in the world.



### **Segundo López**

International Data Coordinator for Mobility and Road Safety, WRI

Segundo López is International Data Coordinator for mobility and road safety at WRI Ross Center for Sustainable Cities. His main activities are related to road safety audits and inspections, as well as mobility and road safety data collection and analysis.

Prior to joining WRI, he worked as a research assistant at Los Andes University Urban and Regional Sustainability research group. Then he worked at Despacio, a local non-governmental organization that works promoting sustainable mobility, as a project engineer where he worked in projects for promoting urban cycling among other topics.

Segundo holds a Bachelor's degree in civil engineering from Universidad de los Andes and a Master's degree in civil engineering with emphasis on transportation at the same university.

Segundo lives in Bogota, Colombia.

## [3] Speed Management



### **Sonia Aguilar**

Road Safety Manager, WRI Mexico

Sonia has +10 years of experience focused on supporting local governments implementing urban mobility and road safety public policies and projects at the three different levels of government in Mexico (federal, state & municipal). She is currently Head of of WRI's Mexico Road Safety Agenda and Manager on behalf of WRI México for the BIGRS in Guadalajara and BOTNAR's Child Road Safety Challenge in Colima, Mexico.



### **Ezequiel Dantas**

Regional Technical Advisor, Vital Strategies

Ezequiel Dantas is the Vital Strategies' Regional Technical Advisor for Road Safety Outcomes Surveillance, overseeing all Latin American cities in the Bloomberg Initiative for Global Road Safety. With a background on civil engineering and a master in transportation engineering, prior to joining Vital Strategies, Ezequiel served as a Transport Planner in the City of Fortaleza collaborating with the transformation of Fortaleza's urban mobility system towards more sustainable solutions.





### **Diego Vargas**

Surveillance Coordinator, Vital Strategies

Diego Vargas is a computer engineer and has a Master's degree in Engineering and Transportation. He is currently the surveillance & evaluation coordination for the Bloomberg Initiative for Global Road Safety in Colombia. Thanks to his experience with different municipal and national entities, and the knowledge acquired in courses and training around road safety, Diego has developed strategies for data integration with Legal-Medicine, specialized analyzes and formulation of road safety solutions based on statistical information from road crash rates, and has made several relevant publications for the country on this matter.



### **Chika Sakashita**

Director of Research & Accountability, Global Alliance of NGOs for Road Safety

Chika Sakashita is the Director of Research and Accountability for the Global Alliance of NGOs for Road Safety, responsible for the development and implementation of the Alliance's research, accountability and capacity development work, building the organization's and NGOs' impact in road safety. Chika leads the strategic planning and delivery of research that informs advocacy, develops NGO capacity, and strengthens the accountability for road safety delivery. Prior to joining the Alliance, Chika has worked in government (in State of New South Wales, Australia), research (George Institute for Global Health), NGO (Australasian College of Road Safety), as well as independent consulting to multiple international organisations (e.g. WHO, UN, GRSP, World Bank) and governments, advising and supporting practical applications of evidence-based policies and interventions for improved road safety outcomes.



### **Gonzalo Peón**

Program Director, ITDP

Gonzalo is ITDP's Mexico Program Director. For more than 12 years he has developed projects related to road safety, urban governance, planning and infrastructure, environmental policy and regulation. Gonzalo's work has been relevant to bring forward policy innovations and projects such as the Climate Change General Law of Mexico, Vision Zero for Youth, Mexico's Street Design Manual, Mexico City's parking reform, among others. Gonzalo holds a Msc degree in City Design and Social Sciences from the LSE and postgrad Diploma in Environmental Policy from the National University of Mexico (UNAM).



**Adrian Jezhel López González**

General Administrator, Metropolitan Infrastructure Agency for Mobility (AMIM), Guadalajara, Mexico

Adrian is an urban planner by profession and cyclist at heart. He has worked for more than 10 years in different public and private positions, participating in various projects for mobility and urban development. He holds a Master of Local Government Management and Urban Planner by the University of Guadalajara (UDG). In public administration, he has served as General Administrator of the Metropolitan Infrastructure Agency for Mobility of the Metropolitan Area of Guadalajara (AMIM) (2019—present), as well as in the Directorate of Mobility and Transportation of the Municipality of Guadalajara (September 2015 to September 2018) and in the Institute of Mobility and Transportation of the State of Jalisco (IMTJ) as Specialized Analyst of the Directorate of Non-Motorized Mobility (from January 2014 to November 2015).

[4] Road Safety and Public Transport



**Amilcar Arnoldo López Zepeda**

Public Transport Director, Government of the State of Jalisco, Mexico

In 2012, he became General Director of Mobility in the Municipality of León, Guanajuato, position that allowed him to manage resources with international organizations such as the World Bank and the Andean Development Corporation (CAF) for the implementation of the third and fourth stages of the Optibús integrated system, achieving \$281 million pesos in a non-refundable funding scheme. Later, in 2016, was elected as Project Manager for the Massive Integrated Transportation System in Morelos State, where he achieved from the World Bank and BANOBRAS a \$386 million pesos of a non-refundable funding and a loan structure with multilateral creditors of \$545 million pesos.

From 2018 and up to the present, he has served as General Director of Public Transport for the State of Jalisco, having under his management the operation of more than 6 thousand public transportation units statewide, as well as the two BRT lines (Mi Macro Calzada and Mi Macro Periférico). He has led the implementation of the “Mi Movilidad” public policy organizing it as a concession-companies structure and establishing the Interoperable Collection System and the fleet renewal of more than 1,500 units until 2022.



**Carlos Mier y Teran**

Managing Director, National Infrastructure Fund (FONADIN)

Carlos Mier y Teran is the Deputy General Director of Investment Banking, at BANOBRAS, the National Bank of Public Works and Services and Director of the “National Infrastructure Fund” (FONADIN). Previously, he has served as a public servant in different positions: CEO of “Telecommunications de Mexico”, in charge of the Telegraph Modernization and the Mexican Satellite System. He also served as General Coordinator of Ports and Merchant Navy, developing the new General Law of Port Law, creating the new model of “Administración Portuaria Integral (API)”, similar to a Port Authority. Among other positions he has had throughout his professional life, he served as the Federal Undersecretary of Communications, in charge of regulating the opening of the telecommunication sector to private investment and competition, including privatization of the national telephone company, TELMEX and concessions to mobile phones service providers and radio and television.



**Zoe Cotton**

Road Safety Strategy Lead, Transport for London, UK

Zoe Cotton is a Safety Strategy Manager for Road Risk at Transport for London (TfL). After studying a BSc Psychology degree at university she joined the graduate management programme for a leading supermarket. Realising retail management was not her vocation, she joined the then London Road Safety Unit at Transport for London in 2007. In this time Zoe has continued to work in Road safety, both in delivery teams working closely with stakeholders, London borough officers and communities and now within a strategic role working on London’s Vision Zero ambition, the aim to eliminate death and serious injury on London’s transport system by 2041.



**John Fredy Bustos López**

Coordinator Active Mobility, Despacio

Fredy is a professional in political studies and conflict resolution, with a Master's degree in city and urban planning with a specialty in sustainable cities and territories. He is an expert in participatory processes, participatory urban planning projects and active mobility. Currently, Fredy is the Coordinator of active mobility projects / Coordinator of community participation in Vivo Mi Calle at Despacio.

## [5] Protecting Vulnerable Road Users



### **Guillermo Ávila**

General Director of Road Safety and Sustainable Urban Mobility Systems, Ministry of Mobility, Mexico City

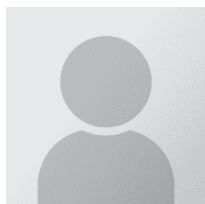
Guillermo Ávila studied Political Science and Public Administration. He worked at the Ministry of Education, the Mexican Congress, the Ministry of Foreign Affairs and at Fundar, which is a civil society organization. Since December 2018, he started working at the Mexico City Ministry of Mobility as Executive Director for Urban Mobility Regulation and, since June 2022, as General Director for Road Safety and Urban Mobility.



### **Nathaly Torregroza**

Head of Road Safety Office, Secretariat of Mobility, Bogota

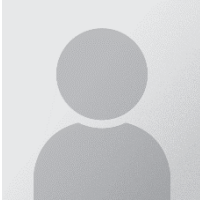
With more than 12 years of experience in transportation and road safety, Nathaly is currently the Head of the Road Safety Office of the Secretariat of Mobility of Bogota. She served as director of road safety at Transmilenio, and as an advisor to the National Road Safety Agency. She was also technical advisor to the GIZ, and coordinator of the Mitigation Group of the Ministry of Environment and Sustainable Development. She is a Civil Engineer and holds a Master's degree in Transportation from the Universidad de los Andes.



### **Gerardo Del Rey Fernández**

Chief Commissioner of the Road Safety Police Commissariat, Madrid Municipal Police

Gerardo del Rey Fernández, from Madrid, Spain, holds a degree in Geography and History from the Complutense University of Madrid. In addition, he has completed university courses on Road Safety Education for Extracurricular Educators and a Specialist in Management and Direction of Road Safety and a Master in Local Citizen Safety. He joined the Madrid Municipal Police Force in 1988 and promoted 2 years later to Head of Unit and in 2001 to the rank of Commissioner. Subsequently, in 2008 to Chief Commissioner. Much of his professional career has been linked to the management of road safety, currently holding the position of Commissioner of Road Safety being responsible for the deployment and implementation of the Strategic Road Safety Plan 2021-2030.



**Antoine Pestour**

Head of Studies, Research and Monitoring, Inter-ministerial Observatory for Road Safety, French Ministry of Interior

Antoine is a studies manager at the French national road safety observatory. His specialisation are cyclists, e-scooters, pedestrian and seriously injured (MAIS3+). He also coordinates the production of the annual report on road safety in France. I have a master's degree in transport economics and socio-economic assessments and I am a mobility engineer. For my graduation work, I wrote a thesis on free-floating e-scooters.



**Fabrizio Prati**

Director of Design, Global Designing Cities Initiative

Fabrizio Prati is the Director of Design of the Global Designing Cities Initiative. He oversees the street design work across programs and regions. He joined GDCI in 2015, where he led projects under the BIGRS program. He is one of the core authors of the Global Street Design Guide and brings 12+ years of experience as a designer focusing on safe, healthy, and sustainable mobility, street and public space design. Before joining GDCI Fabrizio worked in internationally recognized practices in France where he addressed sustainability and mobility issues in projects in Europe, Africa, the Middle East, and Asia. He's a graduate of the University of California, Berkeley (MUD), and the Paris School of Planning (MCP).

## [6] Public Engagement, Advocacy, Campaigns



### **Monica Magaña**

President of the Mobility Commission for the State of Jalisco, Mexico

For more than 10 years, Monica Magaña has dedicated herself to developing social and community projects. In 2017, she was a representative of Mexico, in the International Visitor Leadership Program of the US State Department. She has a law degree from ITESO College, with special degrees in Public Policy and Senior Management from Tecnológico de Monterrey. She currently holds a Masters in Political Communication and Governance from The George Washington University. Co-Founder of Equalitics for Children, a foundation that brings STEM education to vulnerable children. She was the youngest councilwoman in the municipality of Zapopan. She is currently a local Deputy for the 10th district of Zapopan, Jalisco; President of the Mobility and Transport Commission and is the National Coordinator of Local Deputies from the political party of Movimiento Ciudadano.



### **Alejandra Leal**

Co-Director of Centrico and National Coordinator of the Safe Mobility Coalition, Mexico

Alejandra is a specialist in public policies for mobility and road safety. She is Co-Director of Céntrico, a social firm specializing in sustainable mobility and is the coordinator of the Safe Mobility Coalition that gathers 90 NGOs in Mexico that drafted and promoted the approval of the Mobility and Road Safety Law since 2014 and the inclusion of the right to mobility in the Constitution. Alejandra graduated as an Economist at CIDE, in Mexico City, and holds a Master's degree in Public Policy from the Hertie School of Governance in Berlin. She has advised local governments across Mexico on street design projects, traffic regulations and mobility plans.



**Mercedes Cruz Vazquez**

Director of Mobility and Transport, Department of Mobility and Transport, Zapopan, Mexico

Mercedes is the Director of Mobility and Transportation of Zapopan since October 2021. In her career, Mercedes has worked for sustainable mobility from different fields: as an academic, from the public function and the organized civil society. From its current line of work, she collaborates with different actors to promote strategic actions to mitigate the climate crisis and promote the creation of safer, more inclusive and more accessible cities. Since October 2015, she has been part of the team that created the Zapopan Mobility and Transportation Directorate, and the various programs and public policies that are managed and maintained from it to transform the city's mobility towards a sustainable and inclusive scheme. Previously, she was deputy director at the Jalisco State Urban Development Attorney's Office. Her teaching work has been related to the regulation that governs the urban development of the Metropolitan Area of Guadalajara. As an activist, she was part of the the N "Ciudad para Todos" and collaborated in the organization of the conference called "Towards Car-Free Cities" held in the city of Guadalajara in 2011.