

CHILDREN DESIGNING THE CITY: ROAD SAFETY ROUTE CULIACÁN, MEXICO



LEAD ORGANISATIONS

Refleacciona con Responsabilidad A.C. / Céntrico SC

CONSORTIUM PARTNER ORGANISATIONS

* Instituto Municipal de Planeación Urbana de Culiacán (IMPLAN Culiacán)
* Autotrafic SA de CV
* Díaz Salazar Asociados S.C.

GRANT

CHF
258,468

DURATION

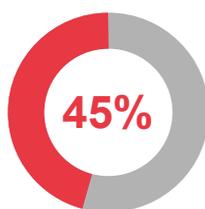
April 2018 -
March 2020

THEMES

Infrastructure;
Road user behaviour-
Speed;
Enforcement

BACKGROUND

Culiacán is the municipality in Mexico with the highest number of **child deaths due to road crashes**, most of which were pedestrians.



of **children** in the city walk to school, in environments that promote high vehicular speeds as well as low quality pedestrian infrastructure (lack of accessibility, visibility, obstacles, etc.).



GOAL

The objective of the project is to **improve road safety** with an evidence-based approach that promotes better infrastructure, law enforcement, awareness and the promotion of leadership in road safety.

OBJECTIVES

- 1 Improve infrastructure design in school zones.
- 2 Engagement with pertinent traffic police in Culiacán to build the groundwork for strengthening speed enforcement in the city.
- 3 Promote leadership in Road Safety in Culiacán.

PROJECT SUMMARY

Over a two-year period, the project strategy will be divided into five parts:

(1) Safer infrastructure - develop redesign proposals, and implement them through tactical urbanism and low cost interventions increasing local knowledge in the design of future interventions;

(2) Improved enforcement of traffic laws, with a focus on speed reduction that includes an assessment of the local traffic police enforcement practices as well

as the development of an enforcement action plan for stage 2 of the project;

(3) the development of a multimedia campaign to raise awareness on the safety of children on their journey to and from school and reducing travel speeds in school zones;

(4) the promotion of public and private funding for road safety interventions with a focus on children will also be addressed in this part of the project.