

TRAFFIC FATALITIES

PILOTING AND PASSING SENSIBLE SPEED LIMIT LEGISLATION



PROBLEM

Road traffic injuries are a major global health issue, causing around 1.19 million deaths and millions of serious injuries annually, especially in densely populated urban areas with complex traffic flows. Automobile crashes are the leading cause of death among youth. Even slight speed increases can almost triple the risk of pedestrian fatalities. Many cities have too-high speed limits, and those with lower limits often lack the necessary enforcement and infrastructure to safeguard vulnerable road users.



SOLUTION

Set safe speed limits to promote safer streets. Urban areas should aim for speed limits of 30 km/h to ensure safer driving conditions. Cities can start by reducing the overall speed limit to 50 km/h, then gradually lowering limits in high-risk areas, such as schools, hospitals, and residential neighborhoods. This approach is reinforced by implementing traffic-calming measures, like speed humps and roundabouts, and enforcing these limits consistently.

IMPACT

Fortaleza (Brazil), among 50+ other cities, is reducing traffic fatalities by setting speed limits. In 2022, Fortaleza recorded 157 traffic deaths, 5.8 per 100K inhabitants, less than half of the continent's average of 14.1.

Fortaleza, Brazil:



- On roads where the maximum speed was lowered to the recommended limits, the number of fatal crashes was reduced by 68%.
- Thanks to these results, Fortaleza now records less than half of the continent's average traffic deaths.

CHALLENGES THIS IDEA CAN HELP YOU NAVIGATE

- Road safety risks and high rates of traffic injuries and fatalities
- Limited accessibility in car-oriented communities

ADOPT THIS IDEA: 3 KEY STEPS

Start by

Analyzing existing data to pinpoint high-risk areas or corridors prone to traffic incidents.



Co-design your plan

1

Collaborate with stakeholders to develop a customized package of speed management measures.



Pilot limits

2

Implement speed limits in at least one of the prioritized critical areas and monitor the results.



Evaluate and scale

3

Evaluate the impact on safety and traffic flow, leveraging the results to support extending speed limits to other areas within the city.

