

31st March 2020

Ms Emilia Saiz
Secretary General
United Cities & Local Governments
Carrer Avinyo 15, 08002 Barcelona
Spain

Dear Ms Saiz

I serve both as a Local Borough Councillor and a road safety professional at the Towards Zero Foundation. I am writing to inform you about the outcome of the 3rd Global Ministerial Conference on Road Safety held in Stockholm on 19-20 February (see: See: <https://www.roadsafetysweden.com/about-the-conference>).

Understandably fighting the corona virus is today's urgent priority, but in the decade ahead we must act decisively to reduce the 1.35 million lives lost in road crashes every year. The Ministerial Conference (attended by 1700 participants from 140 countries) adopted the Stockholm Declaration and endorsed a new ten-year effort to transform the safety of our roads with a target to halve traffic deaths by 2030 (#50by30). Action on this scale is urgently needed as traffic crashes are now the number one killer of young people worldwide aged between 5 and 29 years old. It is also fully consistent with the achievement of the United Nation's Sustainable Development Goals (SDGs) which includes road safety in the Goals for Good Health and Well Being, and for Sustainable Cities and Communities.

In many countries the highest number of traffic fatalities occur on local and rural roads. That is why local government must be on the frontline of the global effort to meet the #50by30 target to make progress towards the Vision Zero ambition of a world free from road traffic deaths. Localising the road safety related SDGs will be critical to their successful implementation. Councillors and Mayors serving in cities, towns, and villages can, therefore, take the lead in developing ten-year local road safety plans that will meet the Stockholm Conference's #50by30 target. Provided there is adequate funding from central government local plans, developed through local community partnerships, we can deliver better speed management, improvements in infrastructure to make roads safe especially for vulnerable road users, support enforcement of road traffic rules, promote procurement of safer vehicles, and encourage safer transport modes including public transport, cycling, and walking.



Although the Covid 19 outbreak is overshadowing us all in 2020 I very much hope that the United Cities & Local Governments will promote and endorse the Stockholm Declaration. I have enclosed a copy together with our submission to the Conference in support of the #50by30 target. I have also included a blog I have written on why local government should take on a leadership role in global road safety. I trust you agree with me that far too many people are dying on our local and rural roads for us not to try, at least, to halve deaths and serious injuries by 2030.

Yours sincerely

A handwritten signature in black ink that reads "Alex Ward". The signature is written in a cursive, slightly slanted style.

Councillor Alex Ward
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