

Mobility Snapshots

Local realities of daily journeys



Changing how we see our streets

We have accepted **unsafe & unsustainable** streets as **normal & inevitable**

Yet, we know the **proven, cost-effective solutions** to **fix** them

We need to **shine a light** on the **reality of people's daily journeys** & ensure that the **unsafe is made safe**

This will make our communities more **livable & sustainable**, enabling access to **education, work** & the choices that enable us all to achieve our **maximum potential**



The big idea

Strengthen your advocacy as part of a **global movement** challenging **how our streets are designed & for who.**

Every voice adds to and **amplifies the power of our message** globally and locally

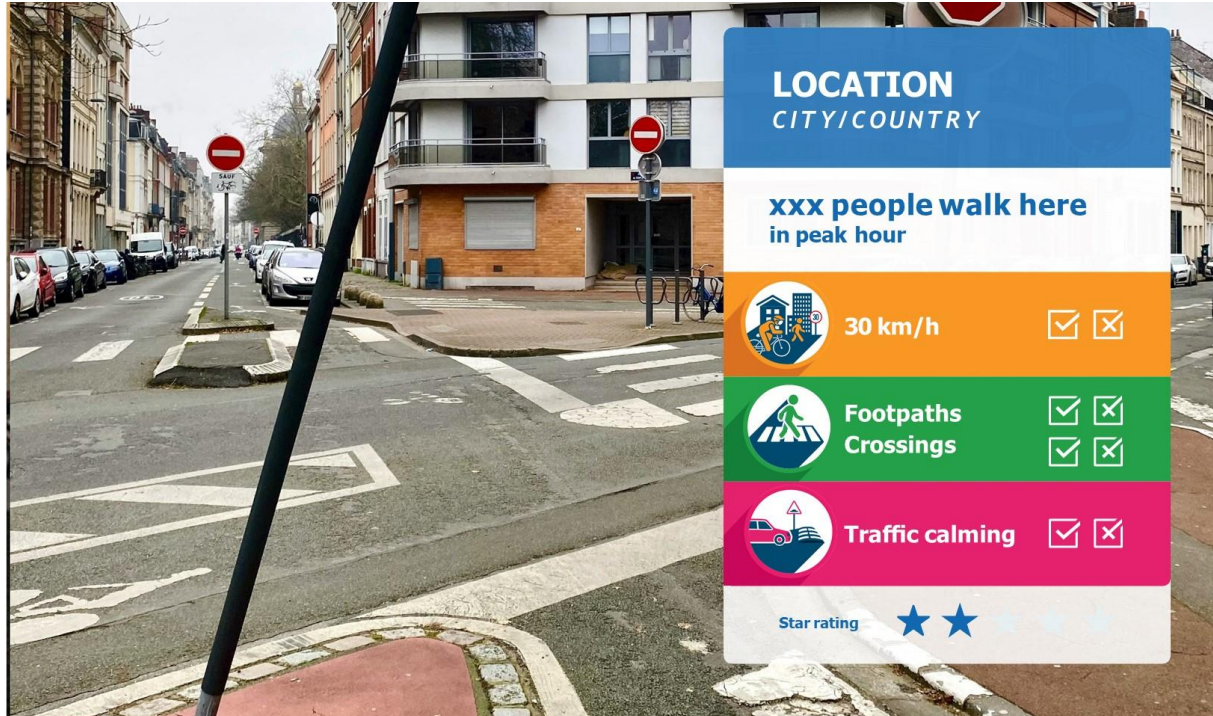
20-26 May 2024
#CommitToAct week

“Civil society out on the **street** in the **same week** across the **world** to show the **reality of people’s journeys”**



What are Mobility Snapshots?

- **Data collection** at **intersections** from the **perspective of a pedestrian**
- Includes:
 - Photo
 - Count of pedestrians
 - Whether Priority Interventions are present or absent
 - 30 km/h zones
 - Pedestrian facilities
 - Traffic calming

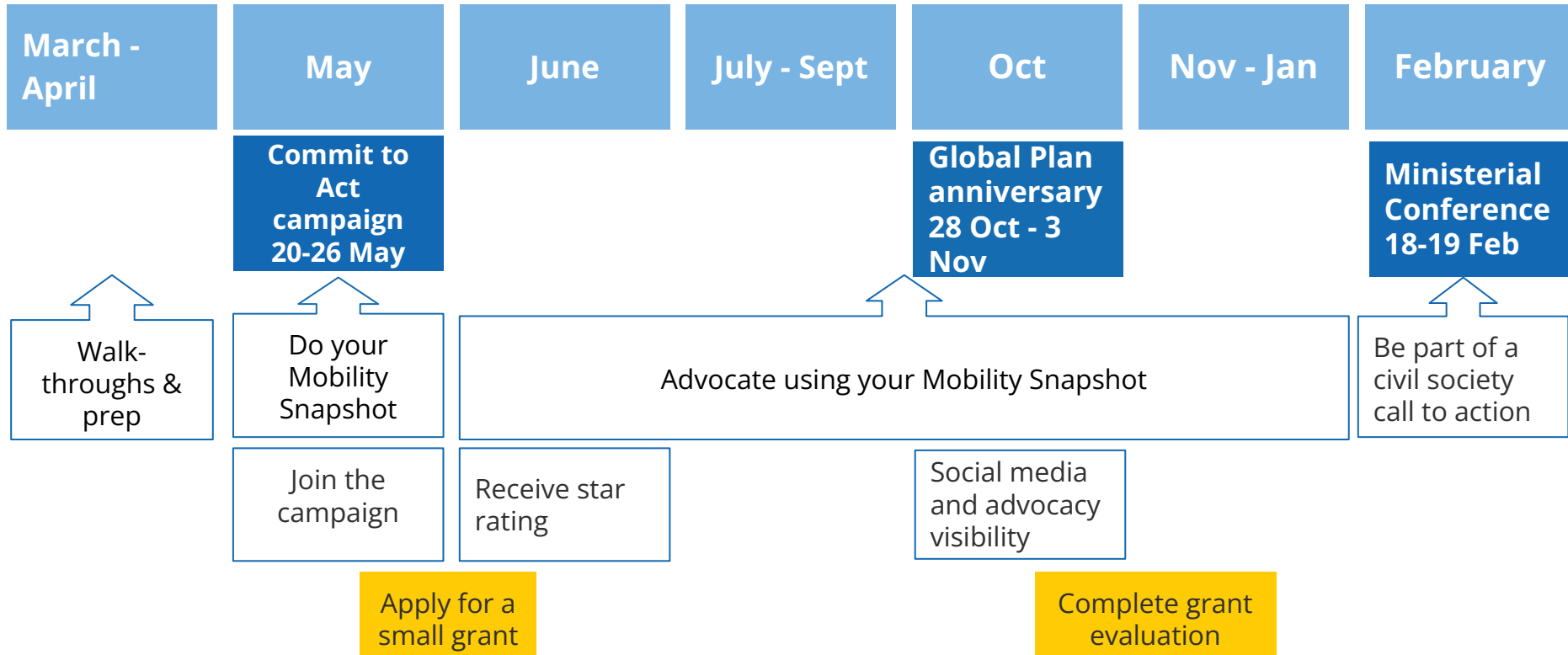


Key messages

- **Safe for pedestrians = safe for everyone**
- Prioritizing pedestrians puts **people at the center** of street design
- **Intersections are particularly unsafe** for pedestrians & where many crashes occur
- Walking is **sustainable, equitable & free**: but only if safe
- Investing in proven road safety actions has a **high return on investment**
- Be part of a **global civil society push** toward the Ministerial Conference



Timeline



You can do more Mobility Snapshots whenever you want to!

How to take part in Mobility Snapshots

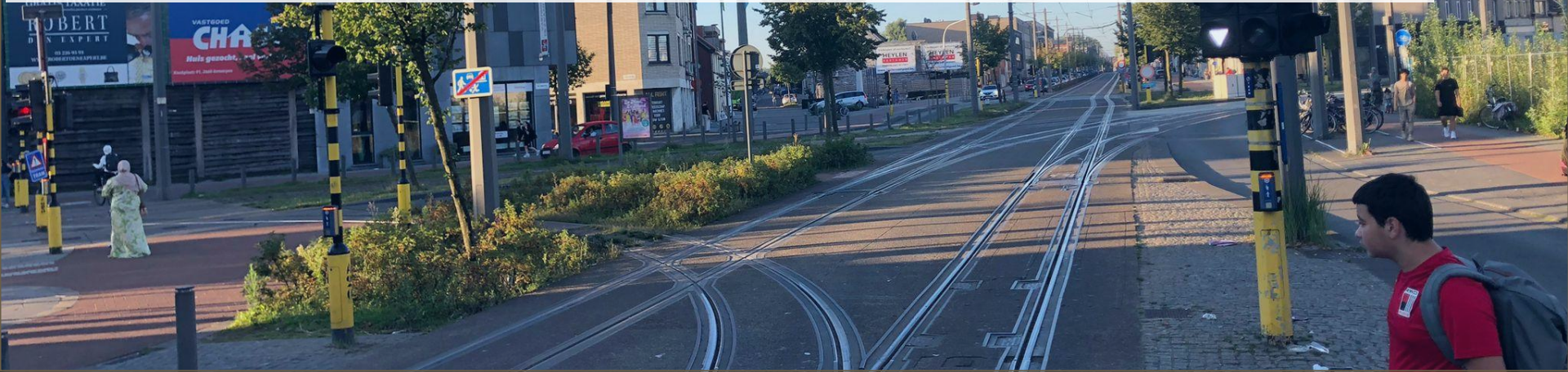
20-26 May 2024: #CommitToAct campaign week

1. COLLECT DATA for your Mobility Snapshot*
2. POST photos, video clips, & key data from your Snapshot on social media
3. SUBMIT your Mobility Snapshot data to be part of a global push for safer streets

May-October 2024

4. ADVOCATE using the Mobility Snapshot at community, city, & national levels
5. MAKE NOISE with us in October as we present the global Mobility Snapshot

** You might want to do some of your data collection in advance of campaign week to concentrate on community or decision maker activations*



How to do your Mobility Snapshot

- 1. Do a Mobility Snapshot**
 - a. Identify an intersection
 - b. Collect data
- 2. Join the campaign**
 - a. Share your Mobility Snapshot
- 3. Use your Mobility Snapshot**
 - a. Present data
 - b. Build community support
 - c. Advocate decision makers

How to do a Mobility Snapshot

Identify an intersection

1. A place that is widely known & recognizable near a popular train/bus station or public transport hub or shopping/market area AND
2. A place that has plenty of pedestrian traffic mixing with motorized vehicles AND
3. A place that LACKS at least one of the following:
 - formal pedestrian crossing
 - segregated footpath
 - Traffic calming, such as speed hump(s)
 - traffic lights for motorized vehicles
 - Speed limit of 30 km/h or less



Data collection tool

Star Rating Mobility Snapshot tool

iRAP has built a customized data collection tool for the Mobility Snapshots:

- simplified version of iRAP's Star Rating for Schools (SR4S)
- suitable without iRAP training or technical background
- receive a star-rating for the intersection, customized recommendations, & indicative costs
- comprehensive data for advocacy

Ideal for data-driven advocacy

Mini Mobility Snapshot tool

The Mini Mobility Snapshot tool captures the key elements of the Mobility Snapshot

- Short form covering only the key elements of the Mobility Snapshots
- No star rating
- Can still take part in the global campaign

Ideal for those that want to take part but do not need in-depth data or a star rating

What if I already use SR4S?

If you are already an SR4S user, you can use the SR4S app instead of the Mobility Snapshot tool, even if your intersection is not in a school zone.

Data collection tool

Star Rating Mobility Snapshot tool

1. 40 questions (includes sub-questions)
2. Covers aspects of the road design and infrastructure as well as the priority interventions and counts for pedestrians and other road users
3. Upload photographs
4. Should take 1-4 hours to complete

SR4S

As per your normal SR4S process

Mini Mobility Snapshot tool

1. 9 questions (includes sub-questions)
2. Covers the priority interventions and number of pedestrians
3. Upload photographs
4. Should approximately 30 minutes

Data collection tool

About Star Ratings and iRAP

- The iRAP Star Rating System is an internationally-recognized methodology for assessing the safety of a road.
- Star Ratings are an objective measure of the level of safety which is 'built-in' to the road design.
- Star Ratings reflect risk for an individual road user. 1-Star roads have the highest risk and 5-Star roads the lowest risk.
- The Global Plan for the Decade of Action for Road Safety 2021-2030 and the UN Global Performance Targets have a target that: *By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.*

Do a Mobility Snapshot

1. Check out the Mobility Snapshot tool (coming soon)
2. Attend a walkthrough or access the recording
3. Use your chosen tool (or SR4S) online or on paper
4. If using the paper version, upload your answers into the tool
5. You will receive a copy of your GoogleForm responses to your email address (*note: not for SR4S*)
6. In four weeks, you will receive an email with:
 - a. Current star rating for pedestrians (1-5 stars)
 - b. Recommended interventions
 - c. Estimated cost of each interventions
 - d. Potential star rating if recommended interventions were implemented

Note: Not for mini-version
7. Use the data to create your Mobility Snapshot infographics



Ideas for the street

- Involve the community or decision makers in your Mobility Snapshot
E.g. counting pedestrians, identifying whether Priority Interventions are in place
- Take video clips of pedestrians telling you what it is like to use the intersection
Remember to get their permission to use the clips
- Create a campaign moment with signboards
- Leave posters or billboards with campaign messages at the intersection



How to join the campaign

Join the campaign

20-26 May 2024

Do a Mobility Snapshot & share on social media during the #CommitToAct campaign

Share:

- Mobility Snapshot data (infographic template)
- Photos of your intersection (frame)
- Photos of people with signboards or with the #CommitToAct hand (signboards)
- Video clips of road users describing their experiences (frame)

Hashtags and tags:

#CommitToAct #MakeItSafe @roadsafetyngos

Tools for your campaign: Editable infographics



Photo is a key part of showing what the intersection is really like

Where is this Snapshot?

Show how many people are facing these unsafe conditions. Pedestrians are often overlooked and underestimated

Identify which proven interventions are missing. How safe are pedestrians at this intersection?

We are partnering with iRAP who will calculate star ratings for the intersections. (available in June)

Tools for your campaign:

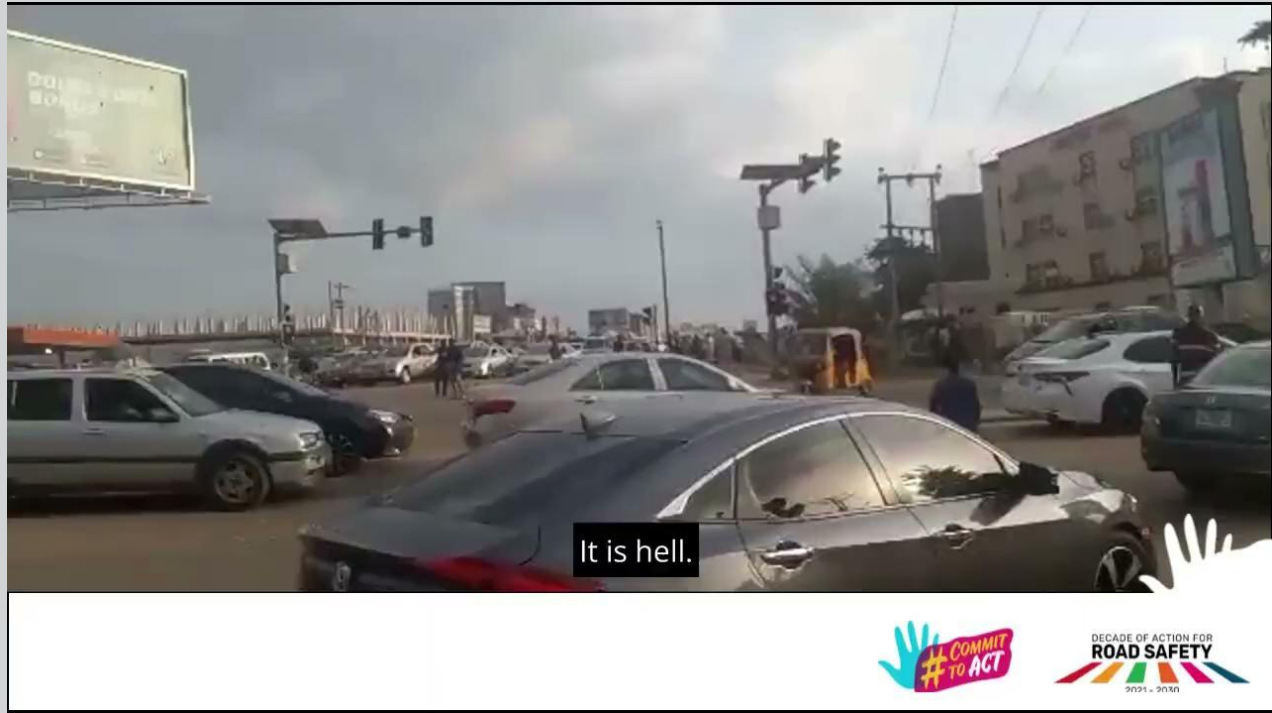
Signboards & banners

- Social media banners
- Editable banners
- Video and photo frame
- Your own hand



Tools for your campaign: Video clips and photo frame

1. Take a video clip of road users describing their experience at the intersection
2. Remember to get the person's permission to use the clip
3. Add the video frame
4. Post your video during campaign week using the hashtag #CommitToAct and #MakeltSafe tagging @roadsafetyngos



**From campaign to
advocacy**

Use your Mobility Snapshot

What should I advocate for?

- **Aligned to your existing advocacy**
- **#MakeItSafe: Evidence-based interventions** that make intersections safer for pedestrians
- Three of the five Priority Interventions in the Accountability Toolkit address this:
 - **30 km/h zones**
 - **Pedestrian facilities: footpaths and crossings**
 - **Traffic calming**



Use your Mobility Snapshot

Mobilize community

Strengthen your case by building community support. Some of the ways you could do this include:

- Community perception surveys: how safe do you feel?
- Petitions: online or in person: why not put a QR code up at the intersection?
- Get the community involved in collecting Mobility Snapshot data
- Flash mobs and signboards at the intersection
- Short video interviews for social media at the intersection.



Use your Mobility Snapshot

Advocate with decision makers

Advocate using your Mobility Snapshot
Some of the ways you could do this
include:

- Do a 'show and tell' at the intersection
- Hold a roundtable at the intersection
- Arrange meetings
- Share data
- Hold a press conference and engage media



Tools for advocacy

Accountability Toolkit

Use the Accountability Toolkit to:

- Identify key asks and what is lacking at the intersection
- Get evidence to back up your advocacy

www.roadsafetyngos.org/accountability-toolkit



Tools for advocacy

Advocacy asks



iRAP can provide recommendations and estimated costs to bring the intersection to a minimum three-star standard

OR

You can make your own recommendations based on the key asks in the Priority Interventions NGO Talking Points

Tools for advocacy

Small grants

- Full member NGOs can apply for a small grant to support advocacy using their Mobility Snapshot
- A limited number of grants are available
- You must submit your Mobility Snapshot before applying
- Grant applications will be open from Monday 20 May (campaign week) until Sunday 9 June 2024 **tbc**
- Advocacy activities should take place between May and October

October visibility moment

**Global Plan
Anniversary week**
28 October-3 November

- Present the collated Mobility Snapshots
- Second social media 'campaign' week
- Lead up to the Ministerial Conference



Frequently asked questions 1

- **I've never used iRAP tools before. Is it the Star Rating Mobility Snapshot tool difficult?**

The Mobility Snapshot form has been adapted for people who have not used iRAP tools before. Join the walkthrough to find out more and check it out on our website [coming soon]

- **How long will it take to get my Star Rating?**

You can expect to receive your Star Rating four weeks after the campaign week.

- **Do I have to do my Mobility Snapshot between 20-26 May?**

Not necessarily, but please join the social media campaign during that week. You might want to do your full Mobility Snapshot in advance and then use the campaign week for community activations at the intersection e.g. Mini Snapshots, flash mobs etc.

- **Can I do my Mobility Snapshot before 20-26 May to get my star rating earlier?**

Yes, please contact us to discuss.

- **Do I have to do the Star Rating Mobility Snapshot?**

Not necessarily. We have created a Mini Mobility Snapshot for those who do not need or want a star rating for their advocacy but want to take part in the campaign.

Frequently asked questions 2

- **Can I use SR4S or other tools instead of the Mobility Snapshot tool?**

You can use SR4S to do your Mobility Snapshot without having to also complete the Mobility Snapshot tool. If you use other tools, please complete the Mini Snapshot tool to take part in the campaign.

- **Are grants available to support the Mobility Snapshots and campaigns?**

NGOs can apply for a small grants to support advocacy conducted between June and November 2024 using the Mobility Snapshots. You can apply from 20 May to xx June and you must have already submitted your Mobility Snapshot data.

- **Do I have to choose an intersection that lacks facilities for pedestrians?**

The aim of the campaign is to highlight how pedestrians are overlooked in road planning and design and that this is true all over the world. While you are welcome to use our tools for other purposes, the campaign focuses on those intersections where one or more evidence-based intervention is missing.