SAFER ROADS CHALLENGE: São Paulo, Brazil

The private sector brings a range of perspectives, expertise, and people’s energy to road safety.

By working closely with local leadership, the private sector can contribute its unique assets to diagnose road safety challenges and deliver measurable solutions.

Through the Safer Roads Challenge, Together for Safer Roads shares members’ knowledge, data, technology, and global networks to understand localized road safety root causes and inform strategic interventions.

São Paulo State is home to 35 percent of Brazil’s national fleet and has twice the number of drivers compared to the rest of the country.

- In 2014, São Paulo state had a 15.4 traffic fatality rate per 100,000 habitants, which is better than the average of Brazil overall (23.4), but worse than Argentina (12.6), which has approximately the same number of habitants as São Paulo and is similar in terms of geography and stage of development.
- To reduce the number of road traffic deaths, the government established Vida dê Preferência: Movimento Paulista de Segurança no Trânsito (MPST), a partnership between the State of São Paulo and the non-governmental organization, Centro de Liderança Publica, with support from businesses, including Together for Safer Roads’ members, to save 22,000 lives in São Paulo – reducing the state’s crash fatalities by half by 2030.

Together for Safer Roads is an active advisor to MPST in creating, implementing, and evaluating the State Action Plan for road safety, including:

Building a Data System (INFOSIGA SP)
- Provided monthly reports on traffic deaths in the State of São Paulo (detailing crash occurrences, contributing risk factors, crash scene descriptions, road sections, etc.) and a related mapping system (INFOMAPA SP).

Road Safety Actions in 64 Cities
- Focused on Three Main Areas: road infrastructure (traffic lights, crosswalks, pedestrian barriers, elevated crosswalks, and sidewalks); traffic education (educational blitz, television and social media awareness campaigns, and simulated traffic incident victims rescue); and traffic supervision (traffic blitz, repositioning of transit agents).
A Governance Structure
To monitor results with a high-level Management Committee (representing State Secretariats) and Executive Committee (representing participating road agencies).

WORK IN PROGRESS
In 2016, MPST reported a 6.5 percent reduction in road deaths in São Paulo compared to the same period in 2015, and in 2017 a similar success was achieved. Altogether, these efforts led to a 13% reduction in fatalities between 2015 and 2017, accounting for over 496 lives saved.

The Safer Roads Challenge in São Paulo showcases that concerted action and collaboration can result in saving lives. Together for Safer Roads is currently working with MPST to expand its road safety data system.