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GENERAL FEATURES OF THE COURSE

1. DESCRIPTION

We welcome you to the course **Road Safety in the Caribbean Region: Safe Urban Mobility (3/3)** offered by the Inter-American Development Bank (IDB) through the edX platform.

Do you know that in most of the Latin America and the Caribbean countries more than half of the road
traffic fatalities are "vulnerable users"?

Studies have shown that most of the world's traffic deaths and injuries occur in low- and middle-income countries—and the share is rising; more than half of the victims will be pedestrians and cyclists in urban areas.

Low- and middle-income countries also have higher levels of traffic deaths among pedestrians, bicyclists, and motorcyclists.

Are these enough reasons to get interested in urban mobility?

In Latin American and the Caribbean mobility patterns are changing due to its rapid urbanization. We should take this opportunity to challenge the current reality in which cities are built for cars and reshape them to cities for people; reclaiming the streets and public places, making urban mobility more inclusive, safe and accessible for everyone, particularly for the so called "vulnerable users".

In this course you will learn more about the importance of speed management, safe infrastructure for active mobility such as walking and cycling and how to effectively combine this knowledge with communication strategies, so you can be part of the task force who is working in improving road safety in Latin America and the Caribbean.

Through readings, videos, hands-on activities, and examples from different countries of the region, this course will support the learners in identifying and applying effective interventions to improve urban mobility.

Enjoy the third course from the Road Safety series and be prepared to apply these concepts towards a safer mobility for all!

2. PARTICIPANT PROFILE

This course, from theory to practice, is aimed at public officials from Latin America and the Caribbean who work in ministries of transport, agencies, or secretariats of road safety, health, education, and traffic departments. Multilateral bank officials focused on the transportation, education, security, and health division. NGO and foundation officials who work on issues associated with road safety. College and master's level students from careers related to

transportation and traffic injury prevention and management. Further, journalists interested in the subject, mainly those from the auto, transport and health section.

The course is provided free of charge for all students.

3. COURSE'S REGISTER MODES

The course is free, consists of 6 content modules plus introduction and closure and is composed of videos, podcasts, readings, exercises, activities, and questionnaires. Remember that you can take the course under one of the following modalities:

- **Audit Track**: Having limited and free access to the course material. With this option you will not get a verified certification at the end of the course and you will not have access to the graded assessment questionnaires.

- **Verified Track or Paid Certificate:** Full access to all course materials, including graded or summative assessments until the end of the course. After completing the course, you will continue to have access to the material, but you will no longer be able to submit assignments that contribute to the grade or obtain a certificate. If you pass, you will get an official certificate issued by the IDB and edX as well as a **digital badge** that you can share on your CV and LinkedIn.

To obtain the verified certificate of the course, you must meet **three** conditions:

1. Pass the course, obtaining at least 65% of the total points.
2. Pay $10 dollars, which is the minimum cost of issuing certificates that edX establishes
3. Complete identity verification in edX undergo **identity verification in edX**.

If you wish to obtain the certificate of the course, you must opt for the verified certificate mode.

Also, if you registered yourself as an audit track without a certificate and decide to obtain it, you can change the modality by making the respective payment. Review the dates and complete the graded assignments required to earn the certificate. edX has **financial assistance** for students who need it. If you opt for this alternative, you can download **the tutorial with the steps to obtain the verified certificate**.

4. DURATION AND COURSE DEDICATION

This course is "self-paced", we estimate that you should dedicate around **8 hours** to complete all the course's activities, including the graded evaluation activities.

Remember that if you opted to take the course in the audit track mode, you will have free access

to the course material, including videos, lectures, forum, additional resources, and non-scored practical exercises. However, you will not have access to the scored evaluation questionnaires.

- If you opt for the **Audit Track,** you can complete the course during two weeks from the day you subscribed. (If there is less than one week until the end of the course when you enrolled to it, you will have the time left until the course ends).
- If you opt for the **Verified Track,** you can access the course until the closing date, **(September 21st, 2022)** and will have unlimited access to the course content.
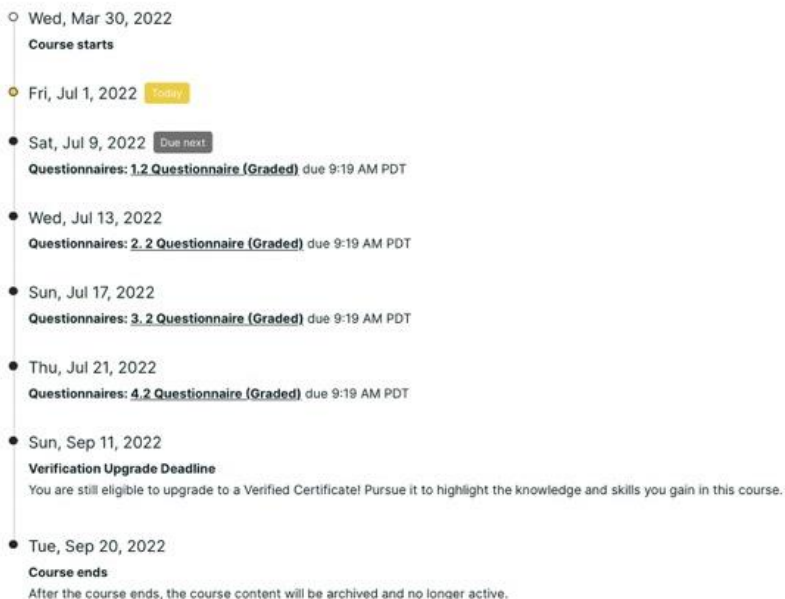
4.1   IMPORTANT DATES

The most important dates you should keep in mind are the following

- **March 31th, 2022**: course becomes available.
- **September 11th, 2022**: deadline to apply for the verified certificate.
- **September 21st, 2022**: end of the available period and the course becomes archived.

Remember to check the personalized schedule in the **first page** of the course or the right or in the tab "**Dates**".

Important dates

We've built a suggested schedule to help you stay on track. But don't worry—it's flexible so you can learn at your own pace.

○ Wed, Mar 30, 2022
   Course starts

○ Fri, Jul 1, 2022 `Today`

● Sat, Jul 9, 2022 `Due next`
   Questionnaires: **1.2 Questionnaire (Graded)** due 9:19 AM PDT

● Wed, Jul 13, 2022
   Questionnaires: **2. 2 Questionnaire (Graded)** due 9:19 AM PDT

● Sun, Jul 17, 2022
   Questionnaires: **3. 2 Questionnaire (Graded)** due 9:19 AM PDT

● Thu, Jul 21, 2022
   Questionnaires: **4.2 Questionnaire (Graded)** due 9:19 AM PDT

● Sun, Sep 11, 2022
   Verification Upgrade Deadline
   You are still eligible to upgrade to a Verified Certificate! Pursue it to highlight the knowledge and skills you gain in this course.

● Tue, Sep 20, 2022
   Course ends
   After the course ends, the course content will be archived and no longer active.

In the dates tab, you will find a suggested schedule according to the modality you have chosen and the date on which you have registered.

If you are enrolled in the **verified certificate track**, the edX platform will show you in this space a suggested schedule, these are customized dates to help you plan and control the pace of your studies.

If you can't send a quiz, notice that an assignment is overdue, or read a message that you haven't met the suggested deadline, don't worry as you can change the suggested dates at any time until the course closes (**September 21ˢᵗ,2022**).

You can change the due dates by clicking on the button **"Shift due dates"** to update the calendar.

Important Dates

It looks like you missed some important deadlines based on our suggested schedule. To keep yourself on track, you can update this schedule and shift the past due assignments into the future. Don't worry—you won't lose any of the progress you've made when you shift your due dates.

Shift due dates

This process will not affect the progress you have made in the course so far.

Keep in mind that this button will not be activated when the suggested date has not expired, also it will not be possible to change the expiration date of any open response evaluation and the end of course date is not modifiable.

5. IMPORTANT CONSIDERATIONS

To complete the course, you will need:

- A computer with Internet access. We also recommend having updated versions of one of the following browsers: Chrome, Firefox, Safari or Internet Explorer (version 9 onwards).
- You can also access the course through your mobile device or tablet, downloading the edX application from Google Play or Apple Store.

If this is your first edX course, we recommend that you start by viewing the **demo course**[1] before you start, to learn how to navigate the platform. If you are already familiar with edX, you can review the first section of the course, "**Start Here**", where you will find all the information you need to successfully complete this MOOC.

This MOOC does not have tutors. Therefore, the forums will not be moderated by the course team. However, we will be monitoring and intervening to highlight contributions and take action if the **participation criteria in the forums** is not complied with.

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[1] Until December 2020, the demo course is only available in English with Spanish subtitles.

6. LEARNING GOALS

At the end of this course, you will be able to:

A. Identify the "vulnerable users" and how can you apply Vision Zero methodologies in the cities.
B. Understand the importance of subnational road safety plans and speed management.
C. Recognize safe infrastructure for active mobility.
D. Combine communication strategies with road safety interventions towards a safer urban mobility.

7. CONTENT STRUCTURE AND SPECIFIC LEARNING GOALS

The content of the course is structured in three modules that pursue specific objectives aligned with the above-mentioned general objectives.

MODULE START HERE

- Become familiar with the edX platform and identify how to access the learning resources.
- Identify the rules of participation and the guidance and help resources contained in the course.
- Identify the evaluations of each module and distinguish the types of questions that you will find in the questionnaires.
- Identify the general objective of the course and the tasks that you will need to complete to pass it.

"Start Here" module's purpose is to guide you throughout the course.

The following table presents details about the learning resources of Module Start Here:

Contents	Activities	Evaluated
0.1 Welcome to the course	0.1.1 Welcome to the course	No
	0.1.2 Meet your instructors and the course team	No
0.2 How the course works	0.2.1 How to navigate within this course?	No
	0.2.2 How does the course work?	No
	0.2.3 How will I be evaluated?	No
0.3 Tell us about yourself	0.3.1 Introduce yourself to your classmates	No
	0.3.2 Tell us about yourself	No

MODULE 1: INTRODUCTION

The following table presents details about the learning resources of Module Start Here:

Contents	Activities	Evaluated
1.1 Introduction	1.1.1 Reading: Who Are the Vulnerable Users of Urban Transport	No
	1.1.2 Video: Vision Zero: Methodology for Road Safety in Cities	No
	1.1.3 Podcast: The Contribution of Multilateral Development Banks (MDBs) to Safe Mobilty	No
1.2 Questionnaire (Graded)	1.2.1 Questionnaire (Graded)	Yes

MODULE 2: SPEED MANAGEMENT AND CHILD MOBILITY

The following table presents details about the learning resources of Module Start Here:

Contents	Activities	Evaluated
2.1 Speed Management and Child Mobility	2.1.1 Video: Subnational Road Safety Plans	No
	2.1.2 Reading: Safe Mobility for Children	No
	2.1.3 Reading: Child Passenger Safety	No
	2.1.4 Reading: Plaza Sésamo: Road Safety Education in Schools	
2.2 Questionnaire (Graded)	2.2.1 Questionnaire (Graded)	Yes

MODULE 3: TOWARDS A SAFER INFRASTRUCTURE FOR ACTIVE MOBILITY

The following table presents details about the learning resources of Module Start Here:

Contents	Activities	Evaluated
3.1 Safe Infrastructure for Active Mobility	3.1.1 Video: Safe Infrastructure for Cyclist	No
	3.1.1 Video: Safe Infrastructure for Cyclist	No
	3.1.3 Reading: Principles for Safe Cyclists and Pedestrians	No
3.2 Questionnaire (Graded)	3.2.1 Questionnaire (Graded)	Yes

MODULE 4: MOTORCYCLES: CHALLENGES AND EXPERIENCES

The following table presents details about the learning resources of Module Start Here:

Contents	Activities	Evaluated
4.1 Motorcycles: Challenges and Experiences	4.1.1 Video: Local Motorcycles Safety Plans	No
	4.1.2 Reading: Norms and Helmets	No
	4.1.3 Activity (not Graded): Efficient Measures for Motorcycle Safety	No
4.2 Questionnaire (Graded)	4.2.1 Questionnaire (Graded)	Yes

MODULE 5: ROAD SAFETY COMMUNICATION CAMPAIGNS

The following table presents details about the learning resources of Module Start Here:

Contents	Activities	Evaluated
5.1 Road Safety Communication Campaigns	5.1.1 Video: Road Safety Campaigns	No
	5.1.2 Video: Road Safety Campaigns in Haiti	No
	5.1.3 Video: The Importance of Road Safety Ambassadors	No
	5.1.4 Video: How to Develop Sustainability for Road Safety Campaigns	No
	5.1.5 Video: Conclusions	No
5.2 Questionnaire (Graded)	5.2.1 Questionnaire (Graded)	Yes

MODULE 6: KEY CONCEPTS

The following table presents details about the learning resources of Module Start Here:

Contents	Activities	Evaluated
6.1 Key Concepts	6.1.1 Activity (not Graded): Vision Zero vs Traditional Approach	No
	6.1.2 Conclusions	No

MODULE FINAL STEPS

The following table presents details about the learning resources of Module Start Here:

Contents	Activities	Evaluated

| 7.1 Final Steps | 7.1 What Did You Think of The Course? | No |

8. METHODOLOGY

In the design of the course, we have combined passive learning resources, such as video review and readings, with active learning resources, in which your participation and commitment are the basis of learning. The objective of the active learning resources is to apply the theoretical contents to your reality through guided activities that incorporate principles of social and collaborative learning.

You must keep in mind that learning is what happens after a conscious effort to investigate, analyze, reflect and share the topics of interest, therefore, we invite you to get the most out of the course through your active participation in the course. same.

8.1   LEARNING RESOURCES

The first resource of each module consists of a page that contains the description, learning objectives, activities, and evaluations that will be carried out in it. We recommend that you carefully read this home page so that you are aware of the activities that you will need to complete the course successfully.

Each section or module is divided into sub-sections within which you will find various types of components or learning resources:

- **Videos:** Main learning resource in which our instructors' comment on the main contents of each course.
- **Readings:** Correspond to short texts that delve into the key concepts of the course.
- **Questionnaires:** Evaluations of around 10 questions whose objective is to measure the learning gain at the end of each module. For more information see the Evaluation Criteria section.
- **Practical activities:** Word clouds, forums, etc., in which the participation and collaboration of the students is the main content.

8.2   EVALUATION CRITERIA

At the end of each content module, you will find a questionnaire that includes multiple-choice, multiple answers, or true or false questions, which aim to anchor knowledge and determine the achievement of learning objectives.

The final grade for the course corresponds to a weighted average of the grades from all the evaluation questionnaires.

To pass the course, you will have to answer all the graded evaluation questionnaires and obtain an average equal to or greater than 65% among all the graded activities.

To check your progress in the course, go to the "Progress" tab that you will find in the top menu of the platform.

9. INSTRUCTORS

CLAUDIA ADRIAZOLA-STEIL
Deputy Director, Urban Mobility and Director, Health & Road Safety, WRI Ross Center for Sustainable Cities

Claudia Adriazola-Steil has worked in the transport sector for almost 20 years. As Director of Health and Road Safety at WRI Ross Center for Sustainable Cites, she focuses on the intersection of sustainable mobility, climate change, public health and equity. Over the last 11 years at WRI, Claudia has been instrumental in developing one of the most innovative road safety programs in the world, significantly influencing the international agenda, as well as those of national and local governments. During her tenure, Claudia has led WRI's Urban Mobility Program as Interim Director for a year and a half, advancing new partnerships and reshaping the mobility agenda to reflect the changes on new technology, including shared and autonomous vehicles, bike and scooter share programs, big data, among others. Claudia has experience working in Latin America, Asia and Africa and has overseen over US\$ 45M in investments.

Claudia previously held managerial positions in Peru's national government, including General Director of Land Transportation and Executive Manager of the National Council of Road Safety in the Ministry of Transport, and Head of the Legal Department of the Superintendence of Public Registries in the Ministry of Justice. Originally a lawyer, Claudia was later trained in transport management in Germany. In 2008, she graduated with an Executive Master of Public Administration and an MA in International Relations from the Maxwell School of Public Administration at Syracuse University, New York.

LAURA BALLESTEROS
Former Undersecretary of Mobility, Mexico City

Laura Ballesteros is a young politician and sustainable leader, with 15 years of hard work in the public and private sector. She is an expert in agenda-setting, and policy and regulation, in urban affairs (Ex. Mobility and Road Safety). As a Congresswoman during the 2012-2015 legislative period, she built the new regulations and policies for Mexico City, in Mobility and Road Safety. Such as the new Mobility Law, changing the old transportation and roads model, for a public and sustainable transport oriented one, recognizing mobility as a social right and an important part of the Road Safety Agenda. Setting a new level of priority in the streets for vulnerable users, such as pedestrians, cyclists, and public transport users. This new regulation also creates new specialized government capacities such as the design of pedestrian and cyclist infrastructure. As Undersecretary of Planning in the Ministry of Mobility of Mexico City, in 2015-2017 she undertook the first Regulation of Transport Digital Platforms Companies (Uber and Cabify), and the new off-street Parking Regulation that limits the spaces for car parking in new Buildings. And she implemented a new electro-mobility strategy. She also led a coalition to build Mexico's City Road Safety policy, adopting the Vision Zero philosophy. This led to a new traffic

and Road Safety Regulation that decreases the speed limits on the roads, among other actions that have resulted in a reduction of 18% in road fatalities. Currently, Laura is a substitute Senator at the Mexican Congress, for the period 2018 – 2024. And from that sit, she will continue to advocate for the urban, mobility, and road safety agenda.

DANIEL PÁEZ
Director of the Study Group on Urban and Regional Safety -SUR-, Universidad de los Andes, Colombia Daniel Paez is a Civil Engineer with a Ph.D. from Melbourne University. He has over 20 years of experience in the transport and land planning sectors. He has experience as a government official at the local, state, and federal levels in Australia and Colombia and as a consultant in over 10 developing countries. Dr. Paez is an honorary senior fellow of the University of Melbourne.

His focus is on using highly developed technical skills in geospatial analysis, transport modeling, and statistics to develop public policies and reports for decision-making support. He has developed geostatistical models to calculate land value increases due to infrastructure investments. Recently Daniel Paez has been a senior advisor for PPPs and land value capture policy development for Ghana and Colombia. He is currently the Task Team Leader for the UN-Habitat urban-rural framework development project.

Dr. Paez is the current Research Coordinator for the Transport Research Board Cycling committee, Chair of FIG Commission 7 as well as the Secretary of the United Nations Academic Network for Geospatial information. He has authored multiple papers and recently participated in two books related to land-use change modeling and the achievement of sustainable development goals (SDGs).

LUIS DAVID ROJAS GUERRERO
Advertising creative director, brand strategist and university professor, ITESO University Business School
Luis David is an advertising creative director, writer, and university professor at the ITESO University Business School in Guadalajara, Mexico. Throughout his career, he has worked for brands and institutions such as Gatorade, Pepsi, Leche San Marcos, Andares, Volvo, The Pan American Health Organization, among others. Author of the academic book: Aguacate para tus ideas and the advertising novel La vida entre slogans. His campaigns have been worthy of some recognitions, an Effie award, and another Glass Screen.

NATALIE DRAISIN
Director of the North American Office
Natalie Draisin is the Director of the North American Office and the United Nations Representative for the FIA Foundation. She manages the Foundation's grants in North America to achieve safe and sustainable mobility worldwide. At the UN, advocated for the inclusion of road safety in the UN Sustainable Development Goals, and secured language prioritizing a safe and healthy journey to school for all children in the UN Habitat III New Urban Agenda.

For the Transportation Research Board, she serves as co-chair of the safety culture subcommittee and is a Board Member of the National Association of Women Highway Safety Leaders. Prior to joining the FIA Foundation, she worked with the WHO and National Transportation Safety Board. She has worked alongside Community Health Workers in Kenya, acted as a Leadership Fellow with the Pew Charitable Trusts, and cycled across the US to fundraise for cancer research. A Sommer Scholar, Natalie has an MPH/MBA from the Johns Hopkins Bloomberg School of Public Health, and a BA in public health from Johns Hopkins University.

SHANNON WIP
Administrative consultant at the Country Office of the Inter-American Development Bank in Suriname Shannon Wip works at the Country Office of the Inter-American Development Bank in Suriname performing administrative matters for the last 5 years. During these years, Shannon has managed to organize several events related to all projects in the operations in the Country Office. Presenting part of this course has given Shannon more awareness of the road safety issues in our region and the importance of doing her part in this course, contributing to provide road safety information and new skills to the Caribbean community.

GUIRLAINE DENIS
Administrative Coordinator at Inter-American Development Bank
Guirlaine began his duties at the Inter-American Development Bank in 2011, initially serving in the Haiti Country Office in the Administration Department. Similarly, she worked closely with the IDB Representative in Haiti. She worked at IDB Headquarters in the Infrastructure and Energy Sector, as well as in the CID Front Office. He studied at the Christ the King Secretarial School, and at Madonna University, Michigan, USA, Business Administration. She is a Haitian citizen, speaks English, French, Haitian Creole, and Spanish.

10. PARTICIPANT SUPPORT SERVICES

As the course unfolds, the following services will be available:

10.1 EDX HELP CENTER

In the **edX Help Center**, you will find answers to frequently asked questions about starting the course, basic edX information, certificates and other related topics.

10.2 PARTICIPANT SUPPORT

In the "**Participant support**" tab you will find a series of resources that you can use according to your needs:

- **General FAQ**: here you will find answers to general course topics, such as deadlines or the format of assessment questionnaires.
- **Technical FAQ**: here you will find answers to technical questions, such as the visualization of resources on computers or mobile devices.
- **Technical assistance form**: if you do not find an answer to your question, at the end of the page you will find a form through which you can request personalized technical assistance. The response time is less than 24 hours from Monday to Friday and up to 48 hours on weekends.

11. GENERAL POLICIES

11.1 IDBX ACCESSIBILITY POLICY

Since we use the edX platform to deliver the course, we have adopted the edX **accessibility policy**.

11.2 ACADEMIC INTEGRITY POLICY

Since the edX platform is used to deliver the course, academic integrity issues are addressed through the
edX honor code.

11.3 PRIVACY POLICY

Since the edX platform is used to deliver the course, privacy issues are addressed through the **edX privacy policy**.

11.4 LATE DELIVERY POLICY

If you opt for the verified certificate, the deadline for completing all the graded activities is the last day of the course. After the deadline, assessment options will be disabled.