

VISION ZERO: AN UTOPIA FOR LATIN AMERICA? FINDING THE PATH TO A SUSTAINABLE URBAN

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ABSTRACT

In this investigation there is approached the topic of the road safety in urban zones as the prop that guarantees a sustainable mobility, taking as a case of study the city of Cartagena (Colombia) and evaluating the measures adopted concerning the regulations arranged with the intention of improving the urban mobility and diminishing the indexes of collisions of traffic, analyzing the alarming growth of the phenomenon of the "mototaxismo", illegal transportation of passengers and the restrictions adopted in the traffic of vehicles by type and by patent.

It is necessary to highlight that the trend in the Latin-American cities compared to the pattern of increase in the number of motorcycles and the frequency on the road crashes is very similar, without significant results. That's why it outlines around the implementation of education plans and promoting use of alternative means of transport.