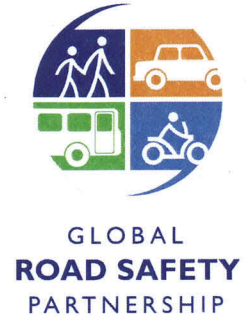


To,  
Janette Sadik-Khan,  
Permanent Chair,  
Global Designing Cities Initiative.



I am aware that The National Association of City Transportation Officials' Global Designing Cities Initiative has recently produced the Global Street Design Guide. This new publication represents a vision for world-class city street design that will assist city leaders to support the desire of their communities for safer and more liveable streets. As road safety professionals, we find ourselves today in the midst of unprecedented change as cities strive to balance the demands of mobility, livability, and safety. Pressures ranging from public health to climate change to mobile technology are together reshaping and redefining our professions, while at the same time opening opportunities for innovation that were inconceivable, only a decade ago.

At a time when our cities are striving to react to these trends, the Global Street Design Guide offers a concrete vision for improving the safety and livability of our streets for pedestrians, bicyclists, drivers, and transit users. City streets demand a unique approach unmet by conventional design guidelines. The guidance, vision, and flexibility articulated in the Global Street Design Guide instigate a new and important direction for cities. We see the Guide as an indispensable tool in planning modern city streets, especially as we work toward a common vision with our partners at all levels of government.

I, Dave Cliff, ONZM, MStJ, Chief Executive Officer, on behalf of the Global Road Safety Partnership, Geneva, Switzerland officially endorse the Global Street Design Guide as an integral and efficient tool for designing safe and sustainable streets and public spaces.



Dave Cliff ONZM MStJ  
CEO, Global Road Safety Partnership

