Medellín Safe Route
Medellin pilot project for WUF and beyond... ?

- **Integration**: governmental agencies, private sector
- **Participation**: community painting and expressions
- **Equity**: road space allocation
- **Employment**: planter manufacturers
- **Inclusion**: 
- **Cobenefits**: health, road safety

= Safe Route to WUF
Before

Av. San Juan
Proposed

Propuesta Av. San Juan
Where are we going to do it?
(It was still daytime when this meeting started)

HOW are we going to do it?
Site visits…
Inviting the community to join
The community participating

Ice cream man

Government employee
Local flowers

Volunteer
Volunteers!
Volunteers and bicycle activists
Citizen art
Despacio volunteer

Strategic director

Project director

Despacio staff – reflective strips
Nice place...
... but it looks much nicer with bikes!
Training volunteers for bike parking operation
Impacto de ruta segura en viajes implementación

WUF
Impacts and Estimates

• 1 ton CO2 reduction during WUF week
• Increased equity from road space reallocation
• Private sector involvement (bike parking)
• Volunteers everywhere (Despacio, AMVA, citizens)
• Integration of governmental agencies
• Generation of employment (planters, flowers)
“Vaya despacio y vea nuestra hermosa ciudad, vaya rápido y vea nuestra cárcel”