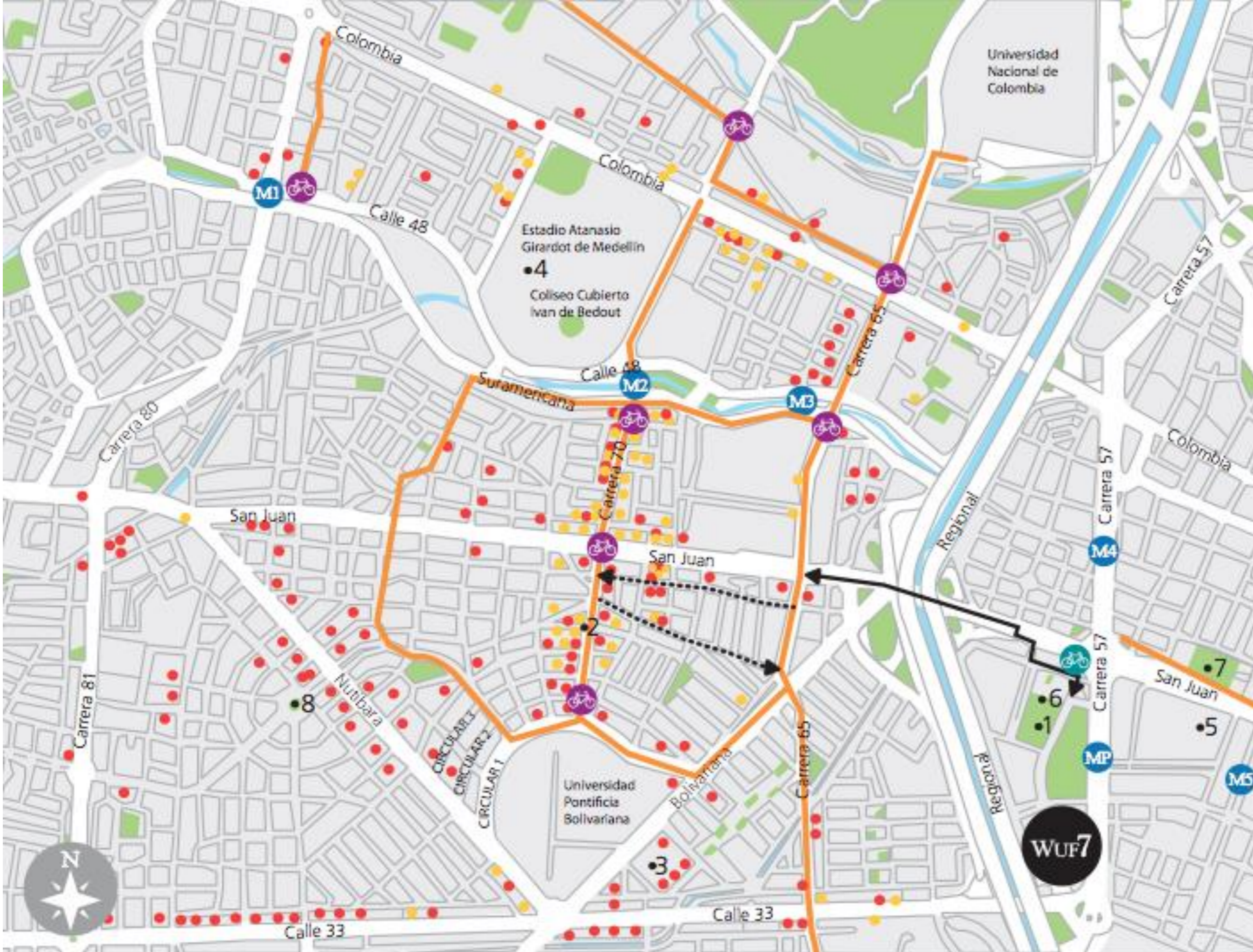


# Medellín Safe Route

# Medellin pilot project for WUF and beyond... ?

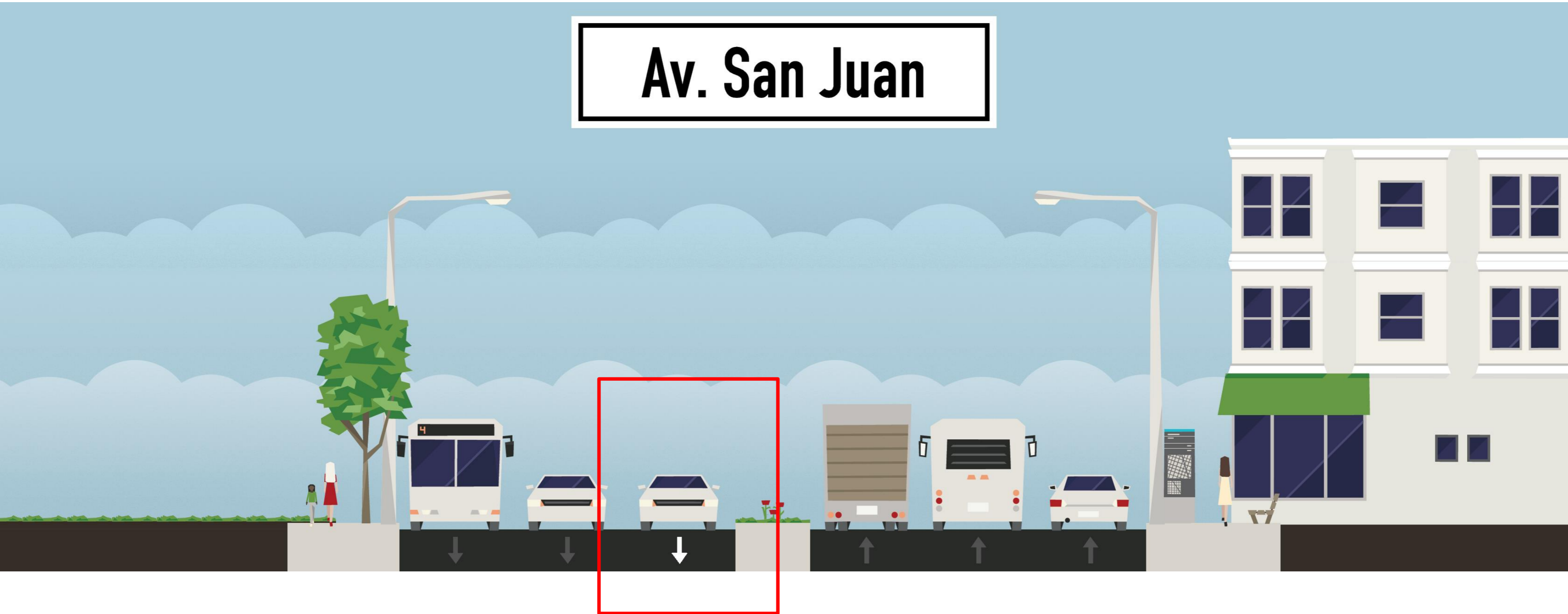
- **Integration:** governmental agencies, private sector
- **Participation:** community painting and expressions
- **Equity:** road space allocation
- **Employment:** planter manufacturers
- **Inclusion:**
- **Cobenefits:** health, road safety

= **Safe Route to WUF**



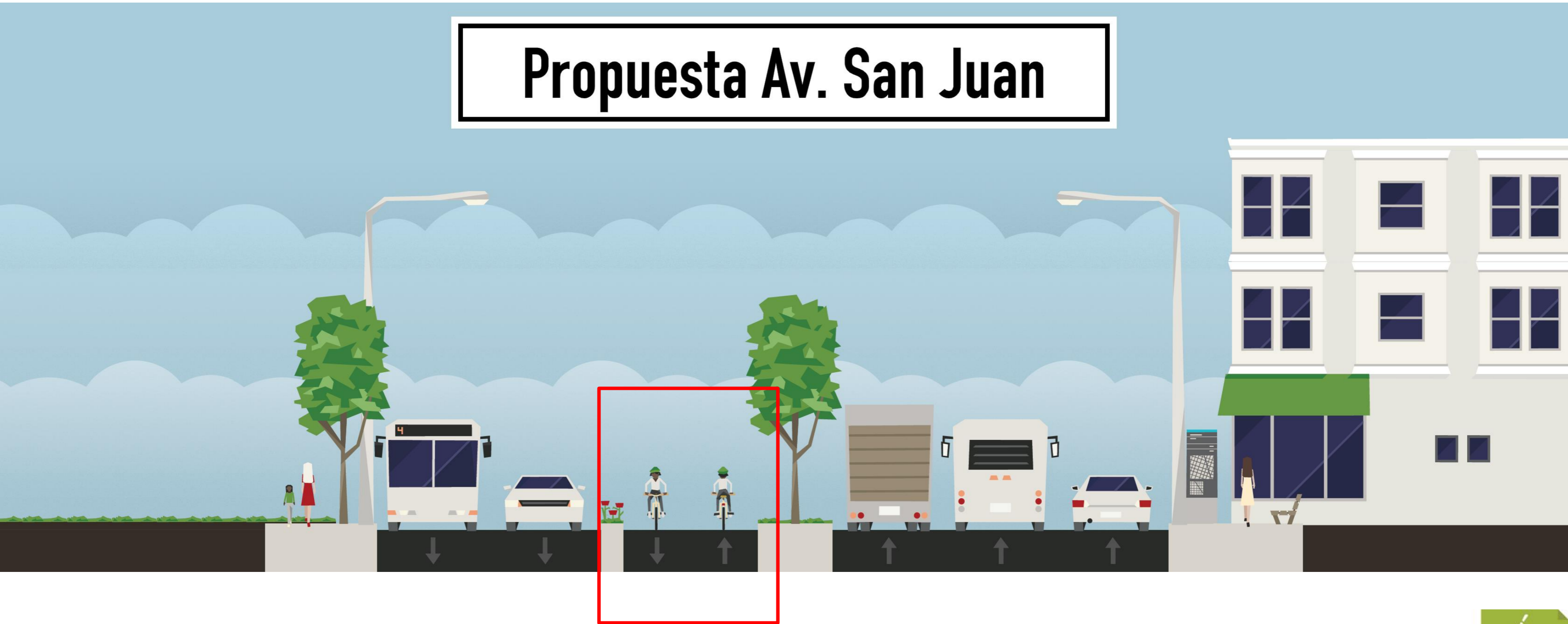
# Before

Av. San Juan



# Proposed

## Propuesta Av. San Juan





despacio

Area  
ETROPOLITANA  
ille de Aburrá  
RA VIDA



**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

**Ice cream  
man**

**The community  
participating**

**Government employee**

# Local flowers



Volunteer  
r



# 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





















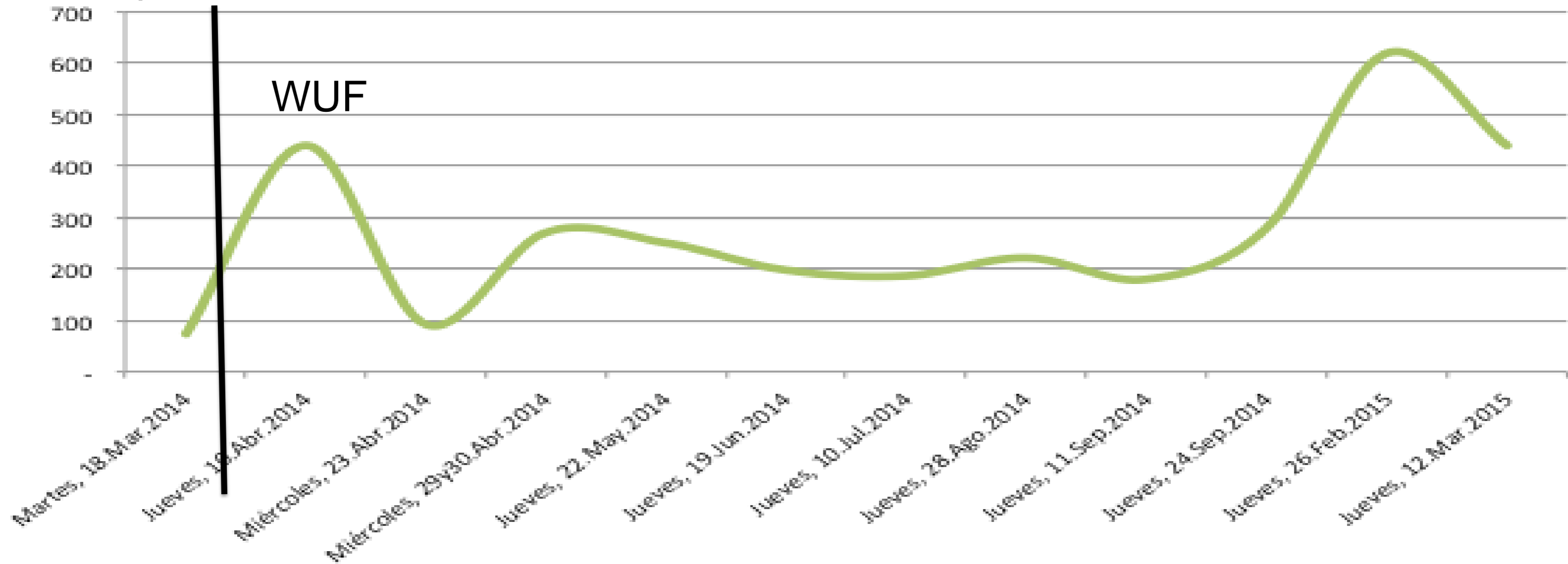




# Impacto de ruta segura en viajes

Total bicicletas aforadas

implementación



# 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**”)

New York Times



**GO SLOW**  
AND SEE OUR BEAUTIFUL  
**CITY**  
GO FAST AND SEE OUR  
**JAIL**  
STATE LAW ENFORCED.

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