



ARTICLE FROM THE BOOK:

Cyclists & Cycling Around the World – Creating Liveable and Bikeable Cities

Edited by Juan Carlos Dextre, Mike Hughes & Lotte Bech

Published by Fondo Editorial, Pontificia Universidad Católica del Perú, 2013

ISBN: 978-612-4146-55-8

Cycle Promotion Campaigns - Getting people to pedal in Guadalajara.

Carlos Romero Sánchez, Guadalajara, Jalisco, México.

Urban technical consultant.

Historically, the metropolis of Guadalajara has been an ideal city for non-motorised transport, due to climatic conditions, abundant trees and its friendly topography. Most of this is flat, with slopes that do not go beyond 5%, with over 60 thousand hectares and very low population density, which on average does not exceed 60 people per hectare. A high percentage of the population lives within 15 kilometers from the city center metro about 40 or 50 minutes by bike.

As in many cities worldwide, there has been an excessive use of a single means of transport -the private car - usually with a single occupant, which has also been favoured with a disproportionate investment in infrastructure.

Guadalajara is aiming at a modal balance in the public space, where each mode of transport has the space, investment and infrastructure, according to their demand and capacity. This aim is based not on a feeling of pity, but for the dignity of users. The mobility of disabled people, pedestrians and cyclists should be prioritised, rather than mass transit and cars in general, in response to the needs of future generations.

In order to share some of the most important efforts which have been and are being made in Guadalajara, I present a summary of the actions, the vast majority of which have been made possible by the committed involvement of citizens who want to enjoy the capital of Jalisco, through the use of bicycles as an efficient means of daily mobility. The city bike is the best form of transport due to topographic and climatic conditions in this part of the Mexican Republic.



Pedaling for
Guadalajara

“Vía RecreActiva”

Without doubt, “Vía RecreActiva” Sunday marked a *before* and *after* as far as “Urban Mobility” goes. Since its inception, with 11km, on September 12, 2004, it has become the only street that is metropolitan in the whole of Mexico. Some isolated initiatives covering cycling infrastructure in the city (La Paz Avenue and Laurel Avenue) had been taken before this. Sunday closing of one of the most iconic road arteries of the city, which now has more than 60 km and 400,000 users on average each week, represents more than a car-free public space: it characterises a true symbol of social cohesion, recognition of the “other” as an equal and non-motorised transport as legitimate actors in the road network, largely transcending the field of mobility up to a socio-cultural spectrum.

In Guadalajara, there are more than 400,000 users in general, beating the 200,000 riders each Sunday on the bikeway RecreActiva; 7,000 take an evening stroll; there are seven weekly public tours; there is leadership and active participation in the National Network of Urban Cycling, a city council for non-motorised mobility and 1500 kilometers of a network of cycle routes in the Master Plan on Non-motorised Urban Mobility.

“Via RecreActiva” was possible thanks to the efforts of a group of local businessmen and concerned citizens who formed the civil partnership Guadalajara 20:20. By corporate management, they convinced the mayor of the city of Guadalajara to undertake the adventure of giving a human face to the streets. Learning from international experiences “Public Cities,” they replicated it in our capital city.



Sunday closing Via
Recre-Activa

Master Plan on Non-motorised Urban Mobility for the Metropolitan Area of Guadalajara (AMG).

There is an important example of the realisation of this master plan, which is the “Proposal for bicycle mobility network for the metropolitan area of Guadalajara CEJ ITDP,” which had the support of Hewlett-Packard, and was made in August 2008.

Thanks to the participation of hundreds of concerned citizens, coordinated by a local firm and advised by prestigious international organisations (8-80 cities, Alta Planning and ITDP), the Master Plan on non-motorised mobility in the metropolitan area of Guadalajara was published in February 2010. Its main objectives are to:

- Promote a sustainable urban mobility policy that gives priority to pedestrians and cyclists rather than motor transport.
- Develop a network of pedestrian and cycle routes to be supported by a sustainable urban mobility system for AMG.
- Create design standards for pedestrian and cycle networks in metropolitan and local implementation, through a Manual of Design for Pedestrian and Bicycle.
- Meet the needs of accessibility, with transportation access which is safe, fair, inclusive and respectful of the environment.

- Promote non-motorised mobility among the greatest number of citizens, civil organisations, institutions and companies.

The proposed pedestrian and bicycle network for the AMG has a length of 1,570 km and consists of the following infrastructure: 15 metropolitan corridors covering approximately 360 km and 26 areas of preferential access distributed among 8 municipalities with a radius of 1.5km each.

Civil Society Organisations

Every day, more civic structures are promoting urban use of bicycles as a means of transport. These range from cultural themes such as “To the Theatre by Bike” or “Rolling House” to many others who do it for the pleasure of riding and building a better city, such as “City for All” and “Bike GDL.” Some have more place in universities and schools such as “100cias”, “BiciTec” and “Mobility for Development”.

In addition to these initiatives, the following can be found:

- Jalisco Ecological Collective CEJ
- Bike 10
- White Bike
- BKT bicipública
- Fijalara
- Citizenship Movement Proposal
- Block
- Collective Tricycle
- Managing the human
- The other faces of the city
- Jalisco as we go
- Red Tree
- Move you by your city
- Plan-V
- 2020 Gdl
- Femibici

Metropolitan Platform for Sustainability

This is a horizontal space of civic organizations interested in promoting the sustainability of Guadalajara. Created in 2008 under the name of “Citizens’ Council for Sustainable Mobility”, it managed the Master Plan on Non-motorised Urban Mobility for the Metropolitan Area of Guadalajara and, in coordination with neighbours and entrepreneurs, opposed the construction of an elevated urban highway called “Route Express”.

Metropolitan Platform consists of civil society groups with different backgrounds, objectives, methodologies and subjects, but all with the same concern for a sustainable, accessible, close, efficient, prosperous, fair and democratic city.

Work to achieve the consolidation of the ideal city, is based on the “Declaration of Guadalajara”, which contains not only the principles underlying the urge to change the city, but the specific actions and agenda of work that brings us together.

It integrates the following civil society organizations:

- Center for Applied Technology infotectura and AC (CITA)
- City for All
- Jalisco Ecological Collective, B.C. (CEJ)
- Collective Tricycle
- Urban Block
- How We Jalisco. Citizen monitoring of quality of life
- The Other Face of the City A.C.
- Proposal Citizen Movement, B.C.
- Move around your city A.C.
- Plan-V
- Red Tree

National Network of Urban Cycling BiciRed

In Mexico, cycling associations in various cities have been organised on a non-profit basis, to share success stories and experiences in our country covering proper and safe mobility for cyclists, pedestrians and other users of non-motorised means of mobility in the streets, roads or country lanes. They include movements of urban cyclists who encourage the use of bicycles as a means of urban mobility as a counterbalance to the problems that afflict society in the environmental, economic, social and health areas. Each year it convenes for this purpose and this year will celebrate the fifth meeting in the city of Oaxaca, in addition to conducting two camps.

The objectives of the BiciRed are sharing information, coordinating and promoting activities and initiatives of members in order to achieve their goals in the areas that each sees fit, and thus more effectively promote adequate and safe mobility of cyclists, pedestrians and other users of non-motorised means of mobility in the streets, roads or trails in the country, and / or encourage the use of bicycles as a means of mobility in Mexico. All this by:

- Promoting responsible and safe use of bicycles as a means of transport, a goal that is closely related to the overall goal of non-motorised mobility (pedestrians, people

with disabilities and users of other non-motorised means of mobility), promoting recreational and sport of cycling, and recovery and improvement of public spaces.

- Achieving recognition of bicycles as a vehicle of public and national interest, with rights and responsibilities like other vehicles on public roads in cities and on roads, highways and trails in the country.
- Building capacity and strengthening promotion and management of all participating organisations to achieve their local goals and serving as a space for organising, planning and coordination to raise and achieve national goals.
- Promoting regulatory changes, and budgetary and technical projects, affecting the public policies adopted at federal, state and local level, promoting safe and adequate mobility and cycling and, in general, non-motorised forms of transport.
- Proposing and promoting public policies to create and improve road and urban infrastructure, to ensure proper and safe mobility and accessibility for cyclists and pedestrians.
- Encouraging the various governments in the country to take into account citizens' initiatives that promote cycling and non-motorised means of mobility and generating coexistence among equals, and including as a priority in government plans a road infrastructure for cyclists and other non-motorised means of mobility, linked with all of the entities of the country.
- Promoting intermodal cycling with other means of mobility.
- Seeking to improve the quality of public space and a suitable environment in Mexican cities.
- Gaining more and more supporters and bicycle users, through advocacy, information, education and developing public awareness of the individual and social benefits of cycling, and the negative effects of indiscriminate use of the car.

Towards Carfree Cities 2011 MX car-free

In September 2011, Guadalajara became the headquarters of the "Tenth International Conference Towards Car Free Cities", an event that brings together the best experiences and challenges in making cities increasingly independent of cars. This event was initiated by the World Carfree Network, through local activist organisations like City for All and Bike GDL A. C. With an uncompromising commitment to sustainable mobility,

Organized groups
of civil society



the “Declaration of Guadalajara for Sustainable Mobility” was made, which develops as underlying principles in urban terms that the city becomes “accessible and close” and “prosperous and efficient”; in social terms becomes “democratic and equitable” and in environmental terms becomes “sustainable.”

It is required that an immediate moratorium be declared on any piece of infrastructure for motor vehicles, that the irrational growth of the urban area be stopped, that at least 30% of the metropolitan fund budget be allocated to pedestrian and bicycle mobility. As a sign of peaceful and purposeful activation, there is an urgent call to action to each of our authorities and actors involved in city development and management of mobility with the good intention of carrying out the following over the short, medium and long term:

- Ensuring accessibility for the most vulnerable
- Promoting urban proximity
- Stopping the unnecessary growth of urban areas
- Prioritising investment in sustainable means of mobility
- Discouraging car use and ensuring the management of traffic demand
- Promoting proactive and participatory mechanisms and promoting public consultation projects.

The signatories of this statement reflect a growing social outcry that is increasingly popular with civil society in other cities and countries, academics, specialists, businessmen, and with women and men who want to live in a city worthy of the name.



Carfree ITESO on
September 2011

UNIVA Bike Ride

In 2010, the first bike ride MOVILIZATE was held with students at the University UNIVA Atemajac Valley. So far, there have been three trips a year. This tour is a fun exercise, whose main objective is to enable young students from the largest private school in the city, of an appropriate age choose the way to be transported. More than 1,000 high school students participate in this event. These students perform various activities about non-motorised mobility, which includes a 10km cycle route, whose highlights are the Metropolitan Park, the iconic square of the colony Chapalita and the same university as their trip starts from and ends.

Network Cyclist in GDL (cycle guide)

It has prepared a document that contains each of the facilities cyclists in the metropolitan area of Guadalajara might need, in order to identify their type, location and number in order to promote their use.



Cycle walk
MOVILÍZATE" UNIVA

Bkt bicipública

The independent company BKT, with its own resources, is remarkable. It has involved the enthusiastic collaboration of various kinds of businesses, such as restaurants, cafés, small hotels and schools which, through financial payment and the presentation of a credential which is provided through a symbolic annual payment, facilitate this extraordinary means of transport.

Carlos romero Sanchez
c@carlosromerosanchez.com