

8-80 CITIES invites you...



2nd. International Study Tour Creating, Innovating and Improving **CICLOVIA/OPEN STREETS**

Guadalajara, México • March 4-6, 2011

Join international speakers from Ottawa, Portland, Los Angeles, San Francisco, Bogotá and Guadalajara alongside global leaders in dialogue around creating, innovating and improving Ciclovía/Open Street programmes while studying one of the world's most successful Ciclovías – Guadalajara's Via RecreActiva.

This experience will be equally valuable to first-time cities as well as cities with programmes that have existed for decades; allowing participants to develop professional skill sets, understand operational processes, and adapt practices that have sustainable impacts on their communities.

This annual study tour is built to be highly interactive while immersing participants in people-friendly design that applies innovative approaches to creating sustainable and healthy cities.

Don't miss out! Register before January 31st 2011 for special discounts.

register now!



Organized by:



In collaboration with:



And the municipalities of:

GUADALAJARA
TLAQUEPAQUE
TONALA
ZAPOPAN

MUCH MORE THAN CYCLING...

Ciclovías/Open Streets allow people to walk, bike, dance, skate, and do just about any physical activity in public spaces that are normally reserved solely for the use of automobiles. An added benefit of Ciclovías/Open Street Programmes is that they allow people to discover how easy and convenient it is to reach places by walking and cycling when safe facilities are provided. In 2010, The World Health Organisation recognised the important role car-free streets programmes can play in improving urban health.

THEMES

Planning for Success: Key Factors

The success of any Ciclovía/Open Streets programme is dependent on the quality of planning that takes place leading up to the first event. There are many elements that come into consideration in the creation of a car-free programme, producing a complex system that requires coordination. Some of these elements include:

- Scheduling
- Security
- Route design
- Logistics
- Marketing
- Funding
- Community buy-in

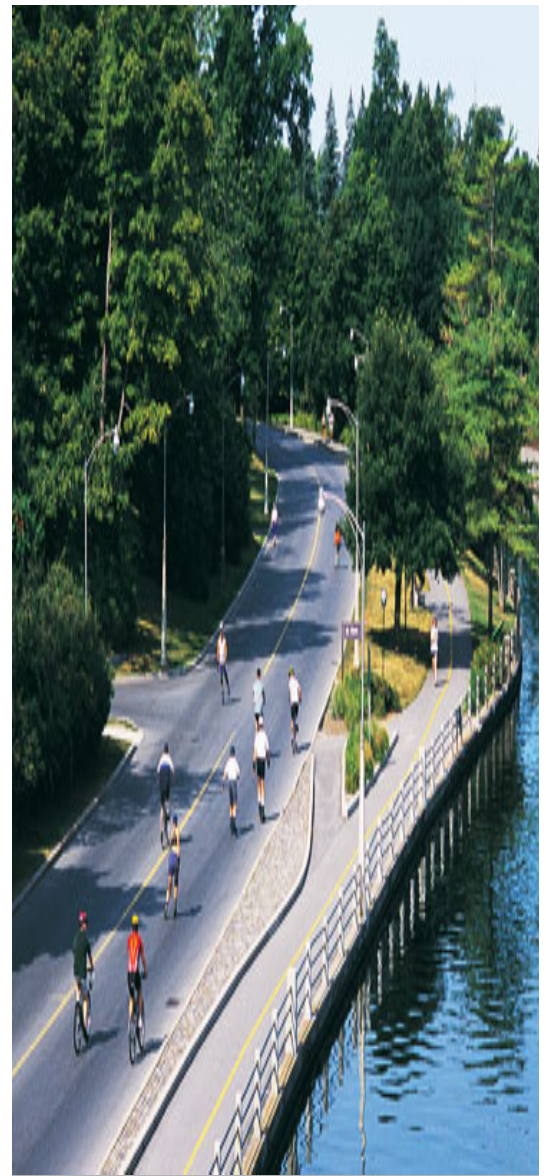
This session will address each of these considerations and how to individually plan for establishing a Ciclovía/Open Streets programme in your city.

Moving with Momentum: Ideas for Innovation

In Latin America, the ciclovía is a popular recreational event. In North America, there are many cities that have caught onto the wave and others that are in a prime position to take on the challenge. As the popularity of Ciclovías/Open Streets grow, it is essential that decision-makers and community leaders continue to strive for continuous innovation and create a network for knowledge transfer. Individuality is as important as the basic fundamentals, so, how do you create individuality in your Ciclovía to meet the needs of your city? Ciclovías/Open Streets are not only for cyclists, so, how do you engage other participants? This session will examine programming ideas and innovative activities that have made Ciclovías a victory in individual communities worldwide.

Overcoming Challenges

Many challenges arise when planning to implement a Ciclovía/Open Streets programme in a city. No matter how big or small your city's first Ciclovía will be, there are a number of challenging considerations that need to be overcome. This session will cover topics such as working with the media, strengthening political will, using monitoring & evaluation towards making improvements and applying lessons learned.



OPEN UP YOUR STREETS

Ciclovías/Open Streets are programmes where the streets are opened to people and closed to cars. People traffic replaces car traffic, and the streets become “paved parks” where people of all ages, abilities, and social, economic, or ethnic background can come out and improve their mental, physical, and emotional health. They provide free recreational opportunities and public space for people to meet, interact and make social connections.

GUADALAJARA'S VIA RecreActiva

Guadalajara's Via RecreActiva launched 6 years ago on a 11.4km section of a main avenue. Today, it stretches 64km long, connecting 4 municipalities and has over 300,000 participants EVERY Sunday! The Via RecreActiva is a true testament to streets breathing life into a city providing health, environmental, transportation and economic benefits.



LANGUAGE + FOCUS

The working language will be **English**.
The focus of the workshops will be concentrated on North American cities but will be equally beneficial for global participants.

PROFILE OF PARTICIPANTS

Participants come from a wide variety of backgrounds which makes the experience particularly enriching. People who are dedicated to building more people-oriented cities are of particular interest. These people may include:

- **Elected officials** of different levels of government
- **City staff**, particularly from Parks & Recreation, Transportation, Public Health, Community Service or Planning
- **Community Leaders**
- **Media**
- **Academics**
- **Individuals with political will** to help make their city more people-oriented and healthy.

FEES

All prices are listed in Canadian dollars. Discounted prices are available until **January 31, 2011**.

The registration fee includes the **3-day workshop, 4-nights accommodation, meals (4 breakfasts, 3 lunches, 2 dinners), delegate bag with materials, bicycle rental to tour the Via Recreativa, tour of Guadalajara's historic downtown centre and transit system and transportation to all events.**

Discounted Prices before January 31, 2011

Single Room Accommodation: \$990.00
Double Room Accommodation: \$880.00
No Room: \$790.00

Prices after January 31, 2011

Single Room Accommodation: \$1200.00
Double Room Accommodation: \$990.00
No Room: \$890.00

Accommodations:

Hotel de Mendoza, Guadalajara
www.demendoza.com.mx
+52 (33) 3942 5151
Venustiano Carranza No. 16
Guadalajara, Jalisco,
Mexico

Arrival Thursday March 3, 2011.
Departure Monday March 7, 2011.

CONTACT

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Photos in Guadalajara credited to Kate M. McCarthy, 2010 Guadalajara Study Tour participant.



8 - 80 Cities is a Canadian based non-profit organization with an international outlook. Our goal is to contribute to the creation of vibrant cities and healthy communities, where residents live happier and enjoy great public places. Our activities and public spaces improve our environment, advance economic development, boost and complement our transportation systems, make better recreation for all, and enhance our personal and public health.

Visit: www.8-80cities.org



Guadalajara 2020 is an association formed by groups of citizens, academics and entrepreneurs, generating civic awareness, public-private projects and unites the will of all actors in Guadalajara society, for the construction of a metropolitan area more harmonious, sustainable, orderly and enjoyable. It is a nonpartisan citizens group that has achieved the joint participation of institutions and agencies to carry out socially beneficial actions.

Visit: www.gdl2020.com.mx

register now!

www.8-80cities.org/Guadalajara2011.html
or call 416-591-7404