

Asuncion
Green City
of the Americas
Pathways to Sustainability



BEST PRACTICES AND LESSONS LEARNED ON THE

PATHWAYS TO SUSTAINABILITY

INTRODUCING TACTICAL URBANISM

INTERIM INTERVENTIONS TO IMPROVE ROAD SAFETY

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INNOVATING IN ROAD SAFETY: CARS VS PEDESTRIANS

FACING THE CHALLENGE

It is estimated that around 600,000 motored vehicles enter the city of Asunción each day, adding a lot of pressure to the already dense traffic. The car-centric design of cities like Asunción, Ñemby and Fernando de la Mora, makes urban mobility uncomfortable and less safe for pedestrians, as well as unfriendly towards more sustainable modes of transportation like bicycles.

Interim tactical urbanism interventions can work as means to increase road safety and promote citizen participation.





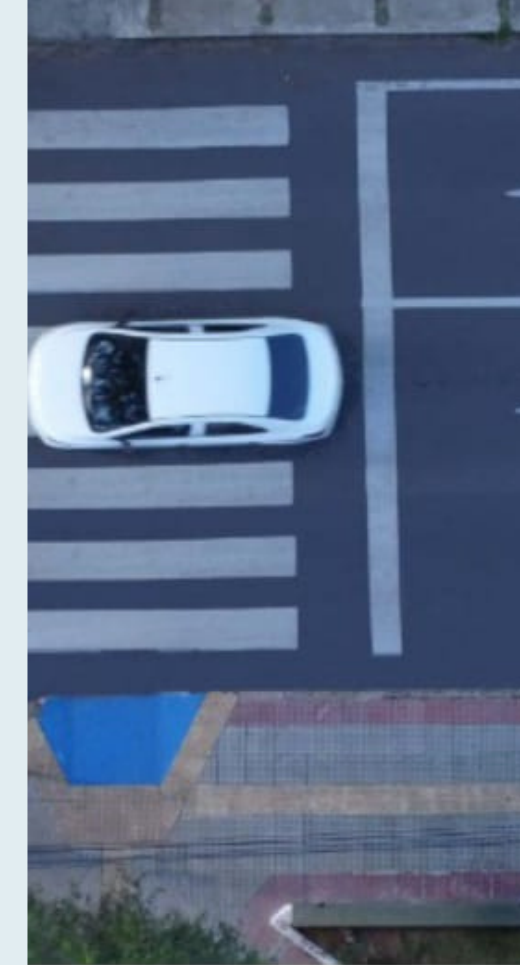
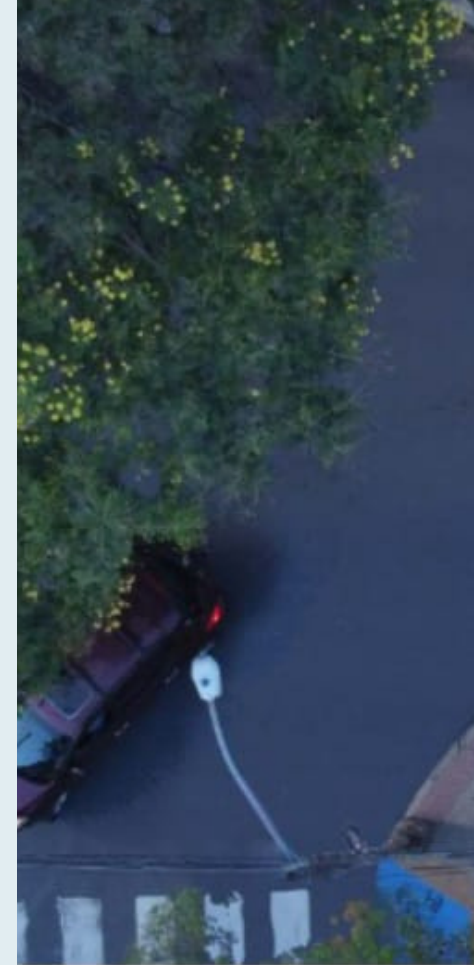
A CONTEST OF IDEAS

Calle.Idea was a tactical urbanism contest open to the public, organized by the Asunción Green City project. The contest aimed to improve the management of urban, vehicular and pedestrian traffic, through interim interventions implemented in specific crossings in Asunción, Fernando de la Mora and Ñemby. The focus areas were selected by the transit directors in each municipality, with support from experts from the Ministry of Urbanism, Housing and Habitat, UNDP and the National Agency for Transit and Road Safety.

Winning projects were chosen by a jury of experts, as well as the popular vote. All projects that participated were based on human-centered design and promoted citizen participation as well as the use of sustainable means of mobility.

SELECTION CRITERIA

- 1. Generate safer environments for citizens:** protect pedestrians, strengthen public spaces.
- 2. Channel vehicular traffic:** mark traffic lines on the ground or include more traffic signs.
- 3. Slow vehicular traffic:** reduce speeds.
- 4. Promote road safety:** increase driver education and raise awareness towards pedestrian safety.
- 5. Consider public transport:** improve circulation and safety by creating docks.
- 6. Promote the appropriation of public spaces currently occupied by vehicles:** focus on empowering the general public, introduce furniture and paintings to protect the newly created spaces, make a more walkable city, promote the use of alternative means of transportation such as cycling.



"We aimed to create a safe public space where pedestrians and bicycles can live in harmony with cars and buses, promoting not only road safety, but a connection to this large green area that is the Parque Caballero"

RENATO SALGUERO

TEAM: EL BARRIO DEL PARQUE
WINNER OF THE CALLE.IDEA CONTEST



IMPACTS ON PEDESTRIAN SAFETY

The three winning interventions implemented in the city of Asunción include artistic paintings, traffic signs, better lighting, cement benches, landscaping with native species, segregated trash cans and improved sidewalks. The initiatives aimed to reduce the speed of cars at intersections, to increase the safety of pedestrians and cyclists who circulate in the area, creating spaces such as docks at corners, near crosswalks and in park entrances.

Within a short time of being implemented, these interventions have changed the appearance and improved traffic and "walkability" of street crossings, by accomplishing the goal: **reduce vehicular speed.**

INVOLVING THE NEIGHBORS

The TAPE POTY team worked with the neighborhood commission to better understand and approach their needs and concerns, especially regarding the high vehicular speed. Neighbors were also consulted on what they most enjoyed about the area, in order to strengthen this aspects and use them as inspiration in the design.

The BARRIO DEL PARQUE team carried out a data collection survey on their site. During the preparation period, they observed that approximately 500 pedestrians walked through the crossing each morning. The high speed traffic generated a feeling of unsafety, so they included colorful docks adjacent to bus stops and included cement benches.





Entrance to the Caballero Park after Calle.Idea winners "Barrio del Parque" implemented their intervention.

"Creating enjoyable public spaces, where traffic is organized better, contributes not only to road safety, but also to generate friendlier environments, where people have more empathy, more solidarity"

ALBAN MARTINEZ

TEAM: TAPE POTY

WINNER OF THE CALLE.IDEA CONTEST

LESSONS LEARNED IN REAL TIME

Assesing the strengths and weaknesses of the interventions was possible almost in real time. A clear lesson learned about tactical urbanism interventions in general was, as stated before, the importance of the neighbors' involvement from the start.

The areas selected for the initiatives in Asunción had a strong pressence of neighbors commissions, as well as businesses and civil society organizations working on improving public spaces. In contrast, in Fernando de la Mora, early involvement of residents was less comprehensive, which caused disagreements and delays in the implementation





MOVING FORWARD

SCALING UP THE INITIATIVE

The seven tactical urbanism interventions winners of the Calle.Idea contest have proven that this type of innovative solutions are an excellent tool for bringing cities closer to their citizens in a more inclusive way.

The experience with this contest has lead the Asunción Green City project to seek and identify new opportunities to continue implementing similar initiatives, like a joint proposal, along with UNICEF and the Ministry of Urbanism, Housing and Habitat, to try to replicate the contest focused on school zones.



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