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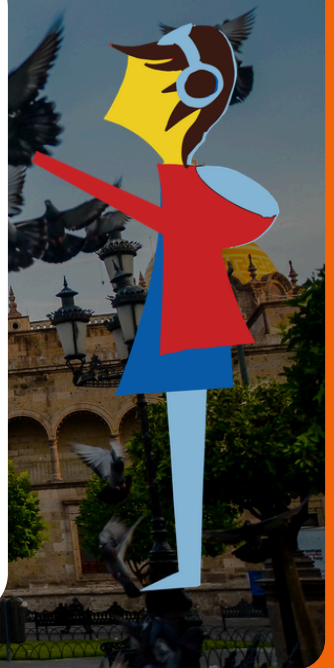
THE BOTTOM LINE

Guadalajara's CETRAM Central Nueva is a strategic mobility node connecting cycle routes, bus lanes, a light rail line, and a long-distance bus terminal; however, its current public space design is chaotic for the thousands of daily commuters, affecting their safety, comfort, health, and perception of wellbeing. Improving the CETRAM is not only a transport intervention, but a road safety, public health, public art space, and social inclusion priority. Youth-led interviews and participatory diagnosis informed a recommendations package with phased implementation plan, equipping municipal decision-makers with a realistic and community-supported plan to shift a high-stress space into a place of comfort, inclusion, and safety.

THE CHALLENGE

In Guadalajara, the Central Nueva area (CETRAM) in San Pedro Tlaquepaque **is one of the most important multimodal transfer points in the Guadalajara Metropolitan Area**. The area connects urban bus routes, Line 3 of the light rail, MiMacroPeriférico, cycling infrastructure, and the long-distance bus terminal, making it a daily crossing point for thousands of people.

Despite its strategic importance, the current design of the public space does not fully respond to the needs of people who walk, cycle, wait, transfer, or use public transport. Long waiting times, lack of shade, heat exposure, limited green areas, unclear flows and signage, and safety concerns affect people's experience and perception of wellbeing in the area.



YOURS - YOUTH FOR ROAD SAFETY WORKS WITH AND FOR YOUNG PEOPLE TO UNLOCK SAFE, SUSTAINABLE CITIES THROUGH BETTER MOBILITY SYSTEMS. YOURS 'YOUTH ADVOCATES PROGRAMME' IS SPECIALLY DESIGNED TO PREPARE MOTIVATED YOUNG PEOPLE TO WORK ALONGSIDE GOVERNMENT DECISION-MAKERS, TURNING THEIR PASSION TO IMPROVE THEIR COMMUNITY INTO CONCRETE POLICY PROPOSALS. THE PROGRAMME PARTNERS WITH LOCAL NGOS TO RECRUIT AND TRAIN YOUNG CHANGE-MAKERS TO COLLECT EVIDENCE ON THEIR CITY'S EVERYDAY ISSUES, COACH THROUGH POLICY ANALYSIS AND PROPOSAL DEVELOPMENT, PRESENT SPECIFIC REFORMS TO GOVERNMENT, AND ULTIMATELY EMBED YOUTH AS PERMANENT ROLES IN DECISION-MAKING COUNCILS.

The Guadalajara Youth Advocates shared a common frustration: people often accept unsafe mobility as normal, even when it affects their health, freedom, and dignity every day.

The challenge was therefore not only to improve a transport node, but to reimagine the **CETRAM** as a safer, healthier, more accessible, and more human public space. For the youth advocates, this meant asking a simple but powerful question: if this place connects so many people, why does it not protect and serve them better? Might this become a gathering place of comfort, joy, and time spent with neighbours?



¹ A 'mode' refers to the way a person travels through the city, such as by bus, private car, motorcycle, bicycle, metro, or walking. 'Multimodal' describes taking more than 'mode' during your commute. For example, walking to the bike-share station and cycling to the final destination, or taking the metro to a long-distance bus terminal to board.

THE JOURNEY

In partnership with **Liga Peatonal** and harnessing **YOURS' advocacy coaching methodology**, 4 young people found a space to turn that frustration into action.

Through coaching sessions, practical assignments, and exchanges with other young people, the group began building the skills needed to advocate for safer mobility. They learned how to communicate with the public, how to tailor messages for decision-makers, how to collect evidence, and how to frame mobility not only as a transport issue, but as a matter of health, safety, equity, and quality of life.



"The project helped build confidence in speaking about public issues and communicating with people who have decision-making power." - Participant 1

"This really gave me a deeper awareness of my personal responsibility as a road user." - Participant 2

"Learning from other cities helped me see that change is possible, even when local systems feel resistant." - Participant 3

A key turning point came through field research. The group went into public spaces around the Central Nueva CETRAM in San Pedro Tlaquepaque and spoke with people about their daily mobility experiences: what felt unsafe, what did not work, and what they wanted to see changed. These conversations gave the group confidence; their proposal was no longer based only on personal opinion, but was grounded in what people say on the street.

Through this fieldwork, the group moved from observing discomfort to documenting specific urban and mobility issues. They looked at how people transfer between transport modes, where people wait, how pedestrians and cyclists navigate the area, and how the physical environment affects safety, comfort, and dignity.

The group moved from individual concern to collective evidence. They saw that lived experience becomes more powerful when it is documented, organised, and connected to a clear advocacy goal.

“Going into the field gave us confidence. We were not only saying, ‘we think this is a problem.’ We could say, ‘people who use this space are telling us this is a problem.’” - Participant 2

The group worked on a policy brief that brought together their technical knowledge, field findings, and vision for safer streets. They felt confident in the content of their recommendations, but they also recognised that technical evidence alone is not always enough. Advocacy also requires political strategy, timing, alliances, and persistence.

Their policy brief, “Strategies to Improve the CETRAM: Central Nueva, Tlaquepaque,” proposes a human-centred and multimodal vision for one of the metropolitan area’s largest transfer centres. It links the local challenge to broader urban policy frameworks, including sustainable cities, mobility laws, public space standards, and the municipal development plan.

The brief also reframes the CETRAM as a space where road safety, public security, public health, urban comfort, and social inclusion intersect. The group identified that punitive enforcement and traffic operations alone are not enough. They must be supported by physical redesign, better pedestrian conditions, improved visibility, safer crossings, shaded waiting areas, lighting, signage, cycling infrastructure, and green infrastructure.



One of the main challenges was securing local government commitment. Participants described frustration with limited political interest, bureaucratic barriers, and a lack of willingness to invest in basic public improvements. Rather than ignoring these situations, the group began thinking strategically about alternative pathways, including foundations, public support, and opportunities linked to political moments such as electoral processes. This was an important advocacy lesson: local governments often need proposals that are not only technically sound but also feasible, phased, aligned with existing plans, and politically useful. In response, their policy brief presents implementation through four phases: a tactical urbanism pilot for new street geometries, green and shaded public space improvements, community co-creation activities, and a long-term master plan for the CETRAM Central Nueva.



The Guadalajara cohort faced an emotional lesson as well: rejection from members of the public who did not see mobility as a priority. Some people were too busy, too tired, or too used to the current system to engage. This was difficult, especially for young advocates trying to build momentum, but became a lesson in resilience. Their issue did not lose importance after rejection; the work had to continue with patience, clarity, and collective energy.

The cohort will present its policy brief to the municipality – a key step in the advocacy journey, giving young people the opportunity to bring community evidence, technical recommendations, and a practical implementation pathway to local decision-makers.

THE CHANGE



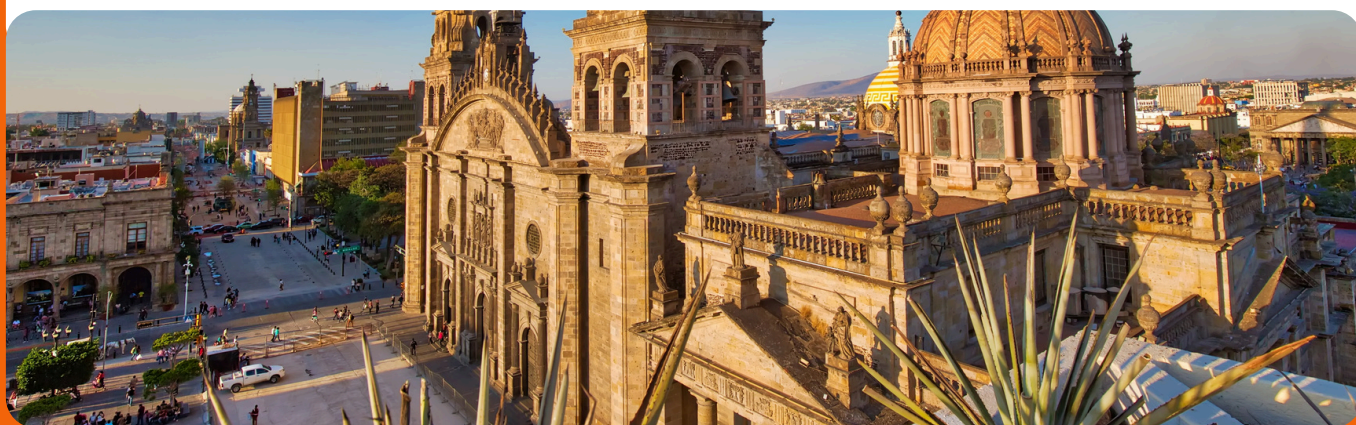
By the end of the project, the Guadalajara Youth Advocates have grown as communicators, researchers, and influencers. They learned that safer mobility is not created by technical solutions alone. It requires people, stories, evidence, public pressure, and young leaders willing to keep asking for better.

They developed a clearer understanding of how local governments make decisions and what kind of evidence can support implementation. Their research not only describes problems but offers a practical roadmap that can help the municipality prioritise interventions, coordinate actors, and deliver visible improvements in a high-use public transport node.

Meaningful youth participation is not just about giving young people a microphone. It is about helping them transform lived experience into evidence, evidence into proposals, and proposals into collective action.

In Guadalajara, youth participation added value by connecting everyday user experience with urban planning, road safety, public health, and municipal governance. The cohort's work helps local government see the CETRAM not only as infrastructure, but as a public space where people's safety, comfort, and dignity must be protected.

The Guadalajara story is a reminder that high youth engagement can support better implementation plans. Young people can identify what users experience on the ground, translate community feedback into practical recommendations, and propose phased actions that are realistic for municipal authorities to consider.



KEY IMPACT



1 policy brief developed to improve the CETRAM Central Nueva in San Pedro Tlaquepaque as a safer, more accessible, and more human multimodal transfer centre.



1 youth-led participatory diagnosis conducted around the Central Nueva area, capturing the needs and experiences of people who walk, cycle, use public transport, and transfer between mobility modes.



Key recommendation package developed around pedestrian priority, multimodal integration, safer crossings, cycling infrastructure, lighting, signage, shaded waiting areas, green infrastructure, and community co-creation.



Implementation pathway proposed through four phases: tactical urbanism pilot, green and shaded public space improvements, community co-creation, and a long-term master plan for the CETRAM Central Nueva.



Strategic institutions identified: Municipal Government of San Pedro Tlaquepaque, Government of the State of Jalisco, SITEUR, IMEPLAN, citizen participation councils, and the private sector.

VALUE OF YOUTH PARTICIPATION:

The Guadalajara group demonstrated how young people can help local governments understand how people actually experience a major transport node. Their fieldwork, community engagement, and policy brief provide practical evidence that can support municipal decision-making, improve implementation planning, and connect mobility interventions to safety, public health, equity, and urban quality of life.





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