



PARQUES MEXICO PROGRAM

FINAL REPORT



2020 - 2021





TABLE OF CONTENTS

PARQUES MEXICO PROGRAM FINAL REPORT -

| Parks 18

2020	1. Parque Margarita Maza de Juárez	22
	2. Parque México	26
	3. Parque Parajes del Valle	30
	4. Parque de la Igualdad Benito Juárez	34
	5. Parque Puerta de Hierro	38
	6. Parque Jardín Guadiana	42
	7. Parque Jacinto Canek	46
	8. Parque San José Nabalám	50
2021	9. Parque Joyyo Mayu	54
	10. Parque San Juan Bosco	58
	11. Parque Pozomonte	62
	12. Parque Villas de Santa Ana	66
	13. Parque El Paraíso	70
	14. Parque Valle de México	74
	15. Parque Colonia de Los Trabajadores	78
	16. Parque Huixmí de Zaragoza	82
	17. Parque San Jemo	86
	18. Parque La Cruz de Huanacastle	90
	19. Parque Bellavista	96
	20. Parque La Joya	98

| Social and Economic Recovery 100

2020	21. Deportivo la Capilla / Plaza Central Ayala	104
	22. Plaza La Marimba	114
	23. Parque Azteca	120
	24. Terraza de Aprendizaje	124
	25. Plaza Pública Patio Cactus	128
	26. Plaza Topo Chico	132
	27. Villas de la Barranca	136

2021	28. San Nicolás de los Garza	140
	29. Malecón La Paz	146
	30. Plaza Pública Matamoros	150
	31. San Juan del Río	154
	32. Planta KOF Cuernavaca	156
	33. Planta KOF Apizaquito	158
	34. Plaza Pública Mineral de la Reforma	160

Complementary Actions

I Equipment 164

Outdoor Gyms 172

2020	35. Fraccionamiento Santa Fe	174
	36. Parque Emiliano Zapata	174
	37. Deportivo Santa Fe	175
	38. Parque Sánchez Taboada	175
	39. Deportivo Cumbres	176
	40. Deportivo Ejido Puebla	176
	41. Polideportivo Mexicali	177
	42. Parque de la Juventud	177
	43. Parque Izazaga	178

Soccer Goals / Basketball Hoops 182

2020	44. Parque Dos Ríos	184
	45. Parque Villa Progresista	184
	46. Fundación Renacimiento	185
	47. Parque ISSEMYN	185
	48. Parque Galileo Galilei	186
	49. Parque Enrique Carniado	186
2021	50. Deportivo Ampliación	187

Basketball Backboards 192

2021	51. Canchas de La Presa	194
	52. Centro de Capacitación para el Deporte	194
	53. Kiosko San Miguel de Hila	195
	54. Camino Nacional	195
	55. Huixmí de Zaragoza	196

Drinking Fountains 200

2020	56. Centro de Atención Múltiple No. 69	202
	57. Escuela Primaria Luis Peniche Vallado	202
	58. Fundación Renacimiento	203

2021	59. Guardería San Miguel Chapultepec	203
	60. Unidad Habitacional Marina Nacional	204
	61. Unidad Habitacional Santa Fe	204
	62. Huerto Roma Verde	205

Summary

The pandemic made it necessary to restructure the mode of work to be more resilient and sensitive to the current situation. Therefore, we extend the time of projects and we focus our efforts on supporting more communities by dividing the initial program into **3 specific sub programmes**:

- 1. Park Recovery Program
- 2. Economic and Social Recovery Program (PRES)
- 3. Strengthening of other projects with Secretaría de Desarrollo Agrario Territorial y Urbano (SEDATU)

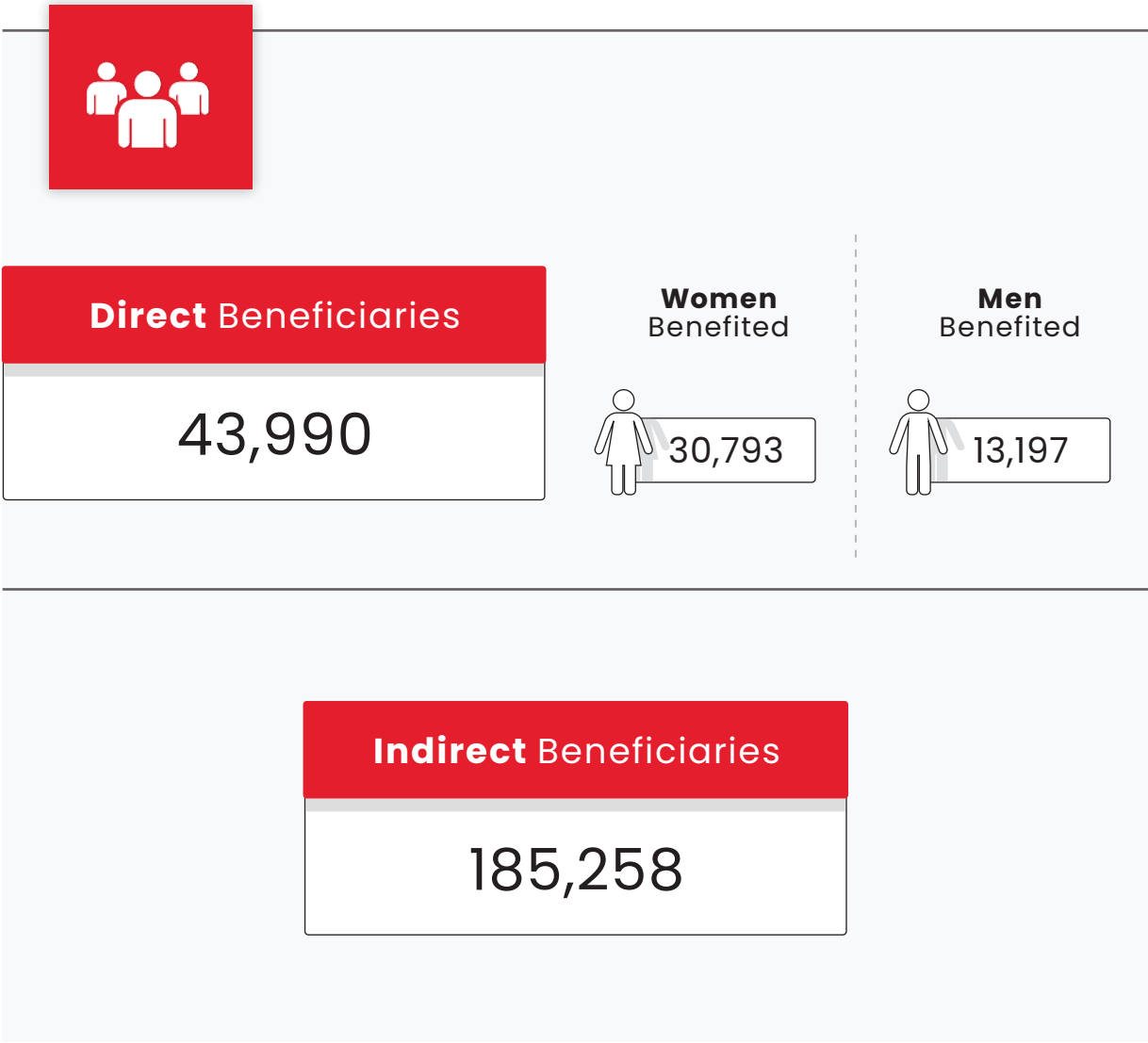
An important objective of these programmes is to consolidate the public space within communities as a central part of their development: create safe and happy places where people can enjoy different activities, therefore the approach has been to create unique parks that respond to each community in their own way. We have also focused these first months on creating alliances that comply with our main objective. We have potential alliances and ongoing agreements with: The Inter-American Development Bank, The Lego Foundation, and The Secretary of Agrarian, Land, and Urban Development of Mexico’s Federal Government.

Following our strategic principles, the design and construction of these parks and locations follow strict guidelines to ensure the building of a public space that creates connections within the community; generates and encourages safe and efficient travel to and around the park; protects the environmental actions of forestry, water care and clean energy; restores urban landscapes; and engages the community with social empowerment, inclusion, and social cohesion.





OUR IMPACT



Nº	Program	City	Name	Indirect Beneficiaries	Direct Beneficiaries	Women Benefited	PET Container	Filtering Floor (m²)
1	PARKS	Tecate	PARQUE MARGARITA MAZA DE JUÁREZ	1,005	201	141	✓	231
2	PARKS	Tijuana	PARQUE MÉXICO	1,660	332	232	✓	-
3	PARKS	Tijuana	PARQUE PARAJES DEL VALLE	565	113	79	✓	247
4	PARKS	Ensenada	PARQUE DE LA IGUALDAD BENITO JUÁREZ	950	190	133	✓	219
5	PARKS	Villa de Álvarez	PARQUE PUERTA DE HIERRO	680	136	95	✓	209
6	PARKS	Durango	PARQUE JARDÍN GUADIANA	6,455	1,291	904	✓	284
7	PARKS	Tizimín	PARQUE JACINTO CANEK	1,290	258	181	✓	149
8	PARKS	Tizimín	PARQUE SAN JOSÉ NABALAM	1,915	383	268	-	183
9	PARKS	Tuxtla Gutiérrez	PARQUE JOYO MAYYU	1,655	331	232	✓	169
10	PARKS	Cancún	PARQUE SAN JUAN BOSCO	1,135	227	159	✓	160
11	PARKS	Champotón	PARQUE POZOMONTE	710	142	99	✓	182
12	PARKS	Ciudad del Carmen	PARQUE VILLAS DE SANTA ANA	2,330	466	326	✓	144
13	PARKS	Ensenada	PARQUE EL PARAÍSO	1,415	283	198	✓	278
14	PARKS	Cuautitlán Izcalli	PARQUE VALLE DE MÉXICO	1,810	362	253	-	202
15	PARKS	Colima	PARQUE COLONIA DE LOS TRABAJADORES	1,370	274	192	✓	165
16	PARKS	Pachuca	PARQUE HUIXMÍ DE ZARAGOZA	1,100	220	154	✓	-
17	PARKS	Monterrey	PARQUE SAN JEMO	8,360	1,672	1,170	-	-
18	PARKS	La Cruz	PARQUE LA CRUZ DE HUANACAXTLE	3,520	704	493	-	-
19	PARKS	Solidaridad	PARQUE BELLAVISTA	3,095	619	433	✓	-
20	PARKS	Champotón	PARQUE LA JOYA	150	150	105	✓	-

Nº	Program	City	Name	Indirect Beneficiaries	Direct Beneficiaries	Women Benefited
21	SOCIAL AND ECONOMIC RECOVERY	Ayala	DEPORTIVO LA CAPILLA / PLAZA CENTRAL AYALA	6,000	1,200	840
22	SOCIAL AND ECONOMIC RECOVERY	Cuauhtémoc	PLAZA LA MARIMBA	10,760	2,152	1,506
23	SOCIAL AND ECONOMIC RECOVERY	Tijuana	PARQUE AZTECA	2,365	473	331
24	SOCIAL AND ECONOMIC RECOVERY	Chihuahua	TERRAZA DE APRENDIZAJE	7,055	1,411	988
25	SOCIAL AND ECONOMIC RECOVERY	Ciudad Juárez	PLAZA PÚBLICA PATIO CACTUS	3,165	633	443
26	SOCIAL AND ECONOMIC RECOVERY	Monterrey	PLAZA TOPO CHICO	3,125	626	438
27	SOCIAL AND ECONOMIC RECOVERY	Guadalajara	VILLAS DE LA BARRANCA	5,570	914	640
28	SOCIAL AND ECONOMIC RECOVERY	San Nicolás	SAN NICOLÁS DE LOS GARZA	11,141	10,284	7,199
29	SOCIAL AND ECONOMIC RECOVERY	La Paz	MALECÓN LA PAZ	2,110	422	295
30	SOCIAL AND ECONOMIC RECOVERY	Matamoros	PLAZA PÚBLICA	4,235	847	593
31	SOCIAL AND ECONOMIC RECOVERY	San Juan del Río	SAN JUAN DEL RIO	254	254	178
32	SOCIAL AND ECONOMIC RECOVERY	Cuernavaca	PLANTA KOF CUERNAVACA	7,920	1,584	1,109
33	SOCIAL AND ECONOMIC RECOVERY	Apizaquito	PLANTA KOF APIZAQUTO	3,705	741	519
34	SOCIAL AND ECONOMIC RECOVERY	Mineral de la Reforma	PLAZA PÚBLICA MINERAL DE LA REFORMA	1,100	220	154

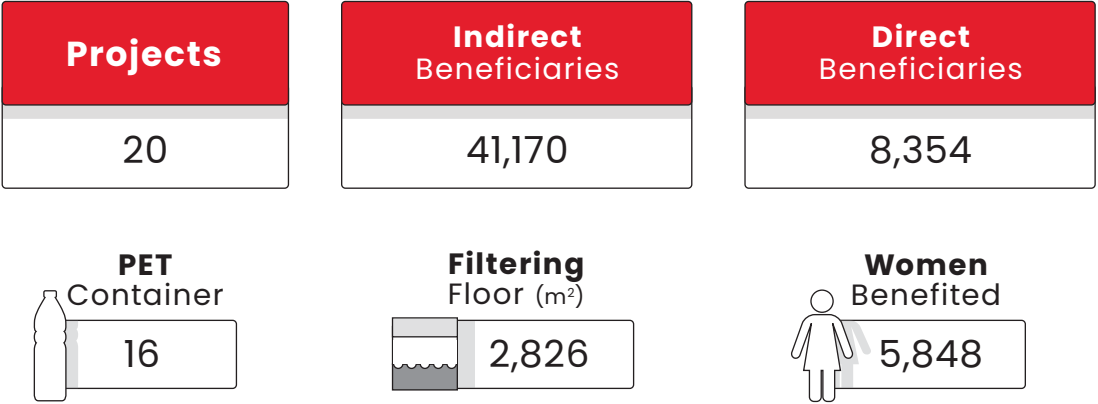
Parks

This initiative seeks to promote places where people are socially active and happy by transforming their environment.

An essential objective of this program is to create safe and happy places where Mexican families can enjoy different activities. Therefore the approach has been to create unique parks that respond to each community and transform their environment through positive connections.

To promote coexistence, recreation, and physical activity, the infrastructure of each park is improved, and new exercise furniture, children’s games, and seating tables are included.

Thanks to collaborative work with private initiatives, authorities, and the community, 20 Coca-Cola Parks have been built in 2020 and 2021.





2020

1 Parque Margarita Maza de Juárez, Tecate, Baja California

The Margarita Maza de Juárez Park unites both its community and people from the surrounding area and of different ages who attend soccer tournaments, children explorers, adult education, playground managed by different social groups, and even relax benches located under the shade of trees. In turn, the reactivated space is used to disseminate information on complementary activities, whether community, cultural, or sports, which at the same time encourage them to conserve and care for the park.

DELIVERY DATE: DECEMBER, 2019

Direct Beneficiaries	201
Indirect Beneficiaries	1,005



 141	 60	FILTERING FLOOR (m²) 231
---	--	---------------------------------





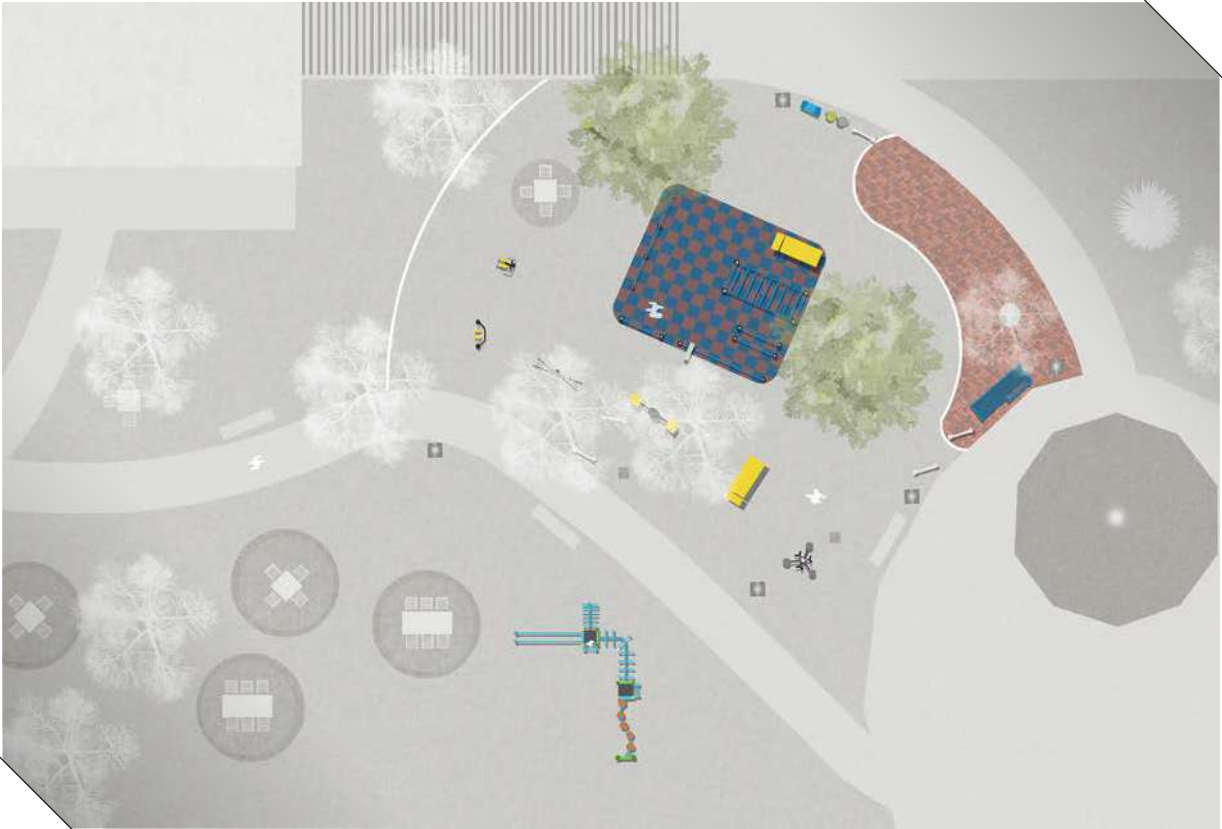
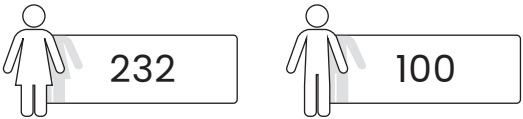
2020

2 Parque México, Tijuana, Baja California

México Park is located in a border area with the United States, so this place combines social groups of different nationalities that enrich their diversity of the environment. Its physical activity needs characterize the community, so it was reactivated to promote a dignified and safe way sport, including Calisthenics bars. This activity unites them and gives them a sense of belonging.

DELIVERY DATE: APRIL, 2021

Direct Beneficiaries	332
Indirect Beneficiaries	1,660





3 Parque Parajes del Valle, Tijuana, Baja California

In Parajes del Valle Park, people of all ages who use space as a meeting point to generate positive connections between neighbors, new sports equipment was integrated next to the existing playground to exercise routines near the youngest. Today the community develops diverse dynamics such as walking their pets, exercise on the basketball court that is also used to skateboard or socialize and watch their children play in the park while contemplating the surroundings.

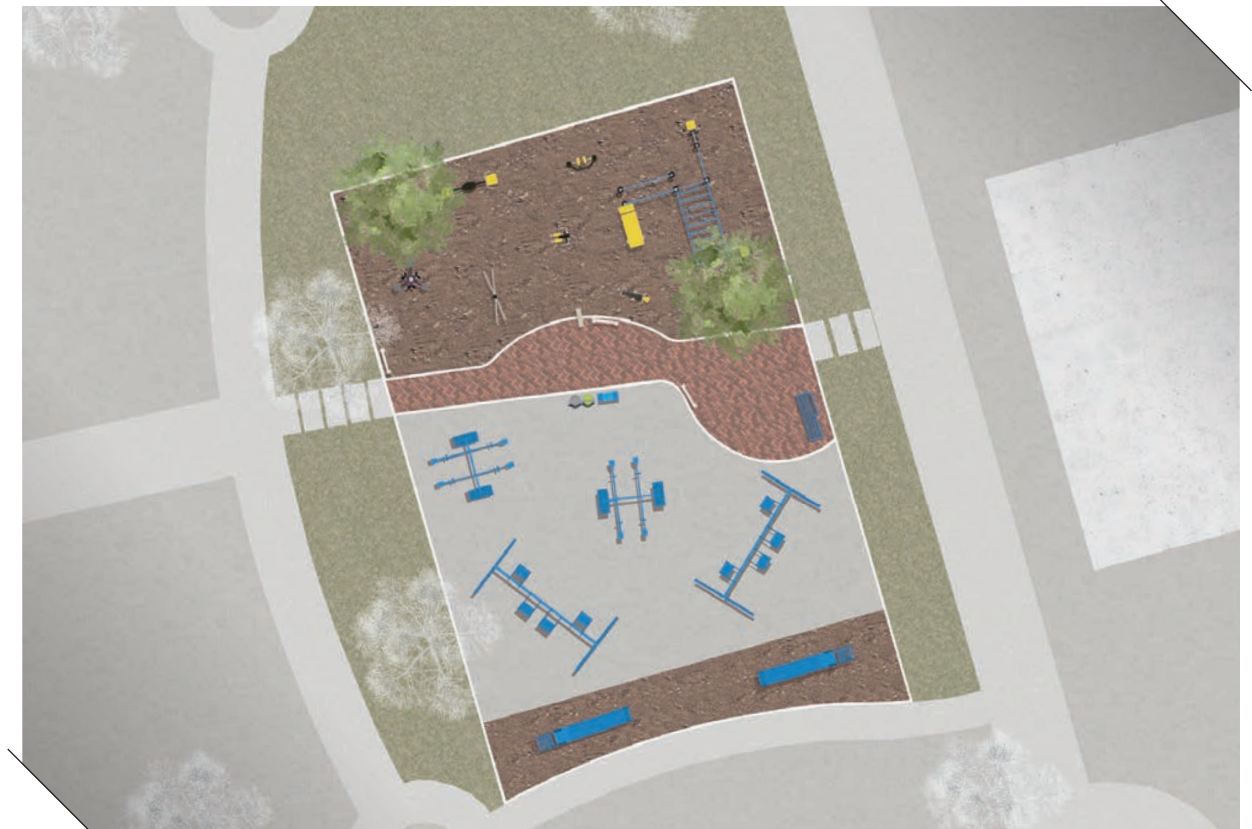
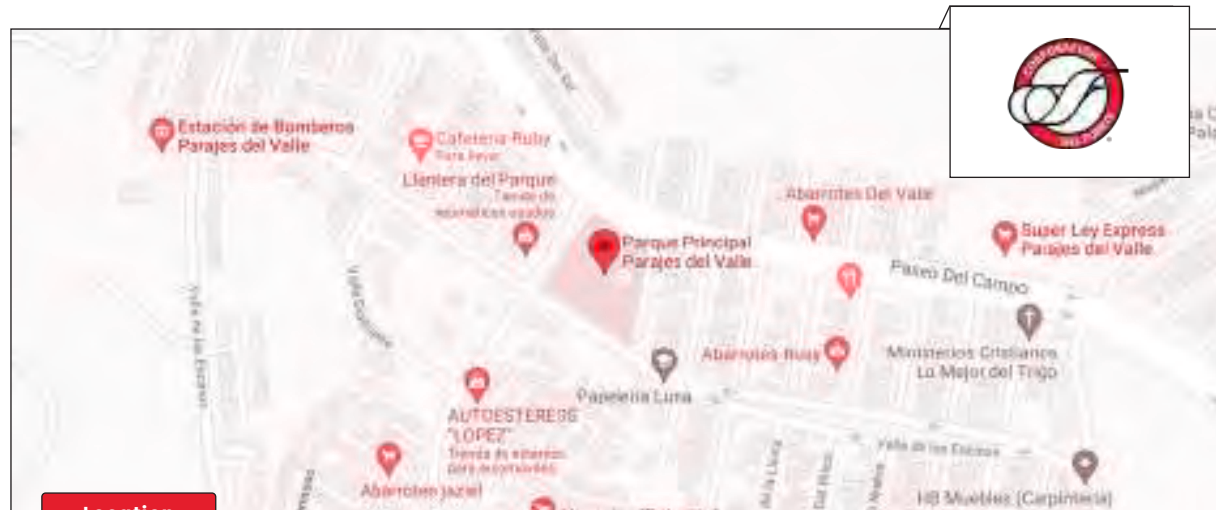
DELIVERY DATE: APRIL, 2021

Direct Beneficiaries

113

Indirect Beneficiaries

565





2020

4

Parque de la Igualdad Benito Juárez, Ensenada, Baja California

De la Igualdad, Benito Juárez Park was reactivated so that its community could perform activities that identify and integrate them like playing dominoes, taekwondo, and karaoke, in a pleasant environment that is complemented by economic dynamics where the merchants offer their products such as food or plaster figures that children paint.

The community painted a mural of urban art in a kiosk to enhance the various activities.

DELIVERY DATE: DECEMBER, 2019

Direct Beneficiaries	190
Indirect Beneficiaries	950



 133	 57	FILTERING FLOOR (m²) 219
---	--	---------------------------------





2020

5 Parque Puerta de Hierro, Villa de Álvarez, Colima

Puerta de Hierro Park was reactivated for sports and recreational activities that strengthen the social fabric of their community. Since girls and boys use the garden the most and are constantly involved in various institutional programs, a children’s game was installed with slides, swings, and small walls for climbing complemented with tables of picnic and exercisers for the elders who accompany them.

DELIVERY DATE: MARCH, 2020

Direct Beneficiaries	136
Indirect Beneficiaries	680



 95	 41	FILTERING FLOOR (m²)	209
--	--	----------------------	-----





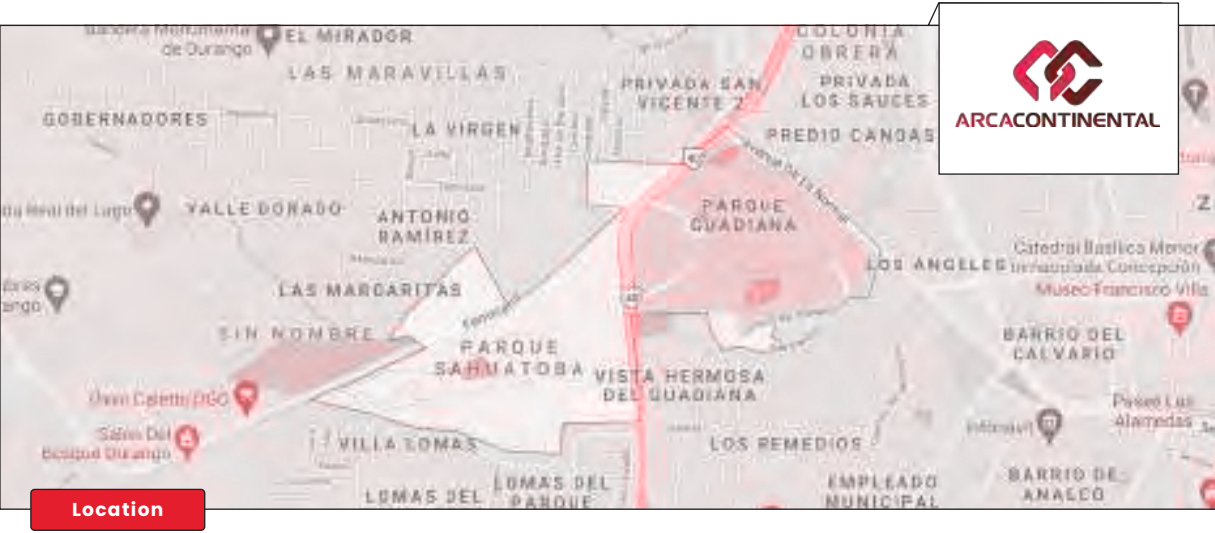
2020

6 Parque Guadiana, Durango, Durango

Guadiana Park was reactivated following the recommendations of environmental groups to preserve the existing tree species in the area appreciated by visitors, and ornamental vegetation with a mixture of native and introduced species was placed around the garden.

DELIVERY DATE: AUGUST, 2020

Direct Beneficiaries	1,291
Indirect Beneficiaries	6,445



 904	 387	<table><tr><td>FILTERING FLOOR (m²)</td><td>284</td></tr></table>	FILTERING FLOOR (m²)	284
FILTERING FLOOR (m²)	284			





2020

7 Parque Jacinto Canek, Tizimín, Yucatán

In Jacinto Canek Park and the work done by local authorities, paintings were donated and used by the neighbors to give color to its space. Playgrounds and equipment were installed for outdoor exercise, signs with activation messages, and the safe use of the space under norms of social distancing.

DELIVERY DATE: DECEMBER, 2020

Direct Beneficiaries	258
Indirect Beneficiaries	1,290



 181	 77	FILTERING FLOOR (m²)	149
---	--	----------------------	-----





2020

8

Parque San José Nabalám, Tizimín, Yucatán

In San Jose Nabalám Park, they donated game and exercise equipment, which was installed in a small area also rehabilitated by the local authorities. With the help of a small committee, the multipurpose court was painted on the side of this park.

DELIVERY DATE: DECEMBER, 2020

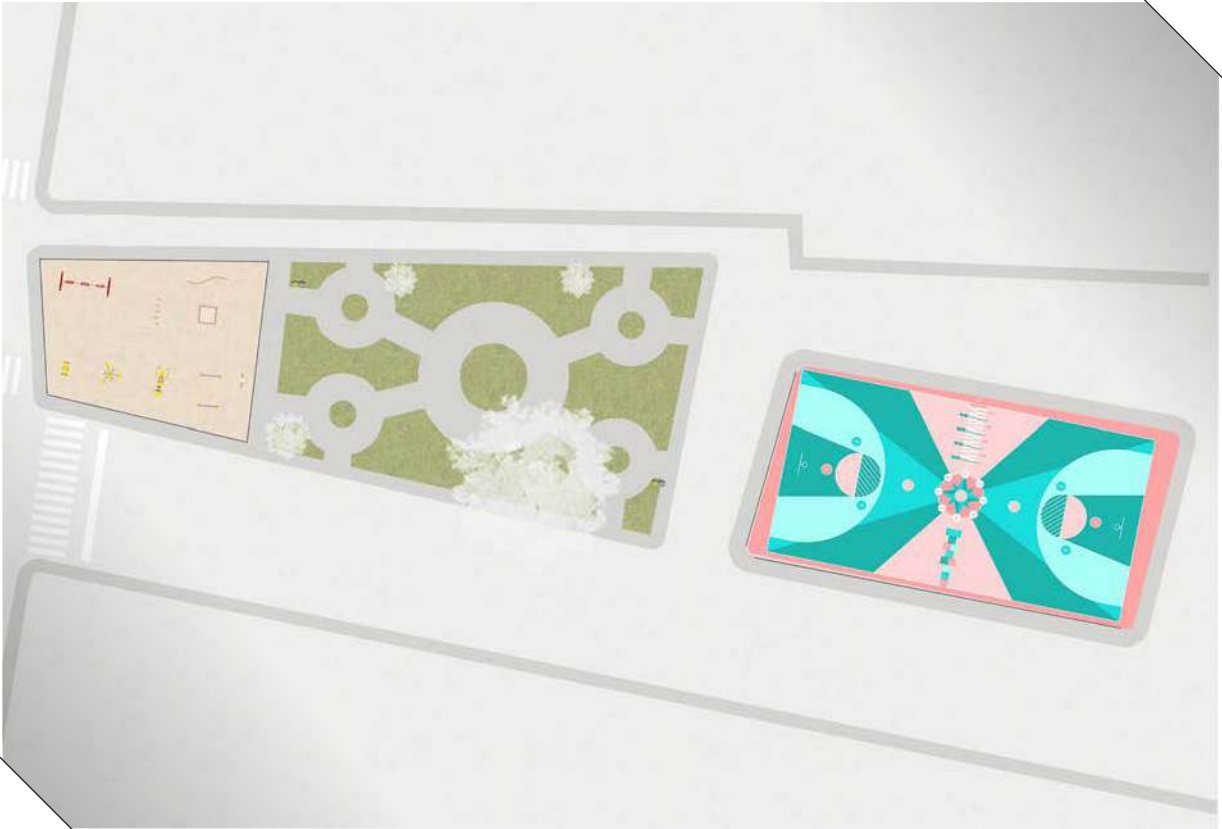
Direct Beneficiaries	383
Indirect Beneficiaries	1,915



 268	 115	<table><tr><td>FILTERING FLOOR (m²)</td><td>183</td></tr></table>	FILTERING FLOOR (m²)	183
FILTERING FLOOR (m²)	183			

“The children of the area, accepted in this park with great enthusiasm **“La chácara,”** as they call in Maya the game of the hopscotch, where they have fun after the rehabilitation of their park.

| Sheila, local photographer and neighbor.





2021

9

Parque Joyyo Mayu, Tuxtla Gutiérrez, Chiapas

Within the Joyyo Mayu Park, a section was rehabilitated that seeks to reactivate and promote family coexistence, strengthen crime prevention, and contribute to reconstructing the community's social fabric, mainly during the pandemic by covid-19.

Despite having been intervened before, this time, the intervention was carried out with the Placemaking methodology in an area that will be one of the most visited.

DELIVERY DATE: JANUARY, 2021

Direct Beneficiaries	331
Indirect Beneficiaries	1,655

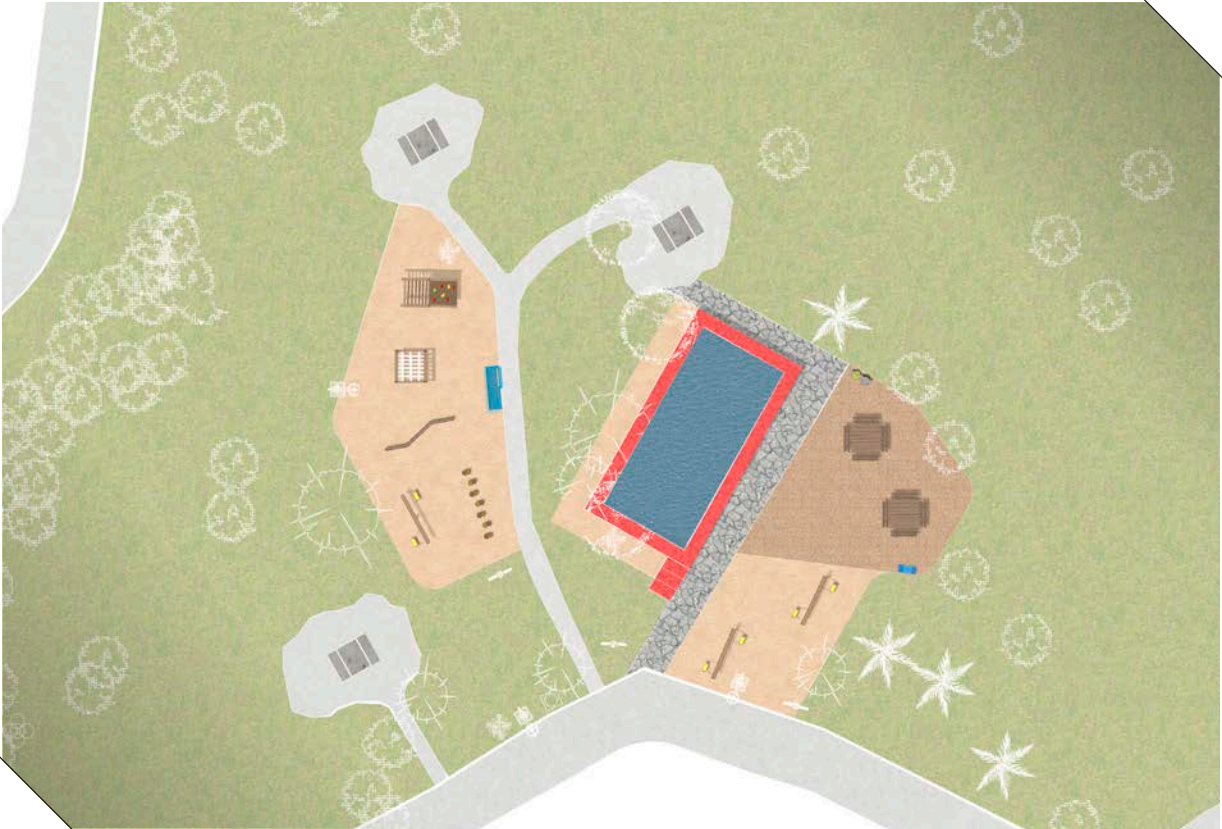


 232	 99	<table><tr><td>FILTERING FLOOR (m²)</td><td>169</td></tr></table>	FILTERING FLOOR (m²)	169
FILTERING FLOOR (m²)	169			

“

We spend eight active hours of the day in the park, and I will not get tired of saying “thank you, thanks to you” at the right time. We are going to open the area that helped us to improve. Believe me. **If we have many visitors right now, we will have a lot more.** It is an area we are being asked to open.

| **Martin**, park manager.





2021

10 Parque San Juan Bosco, Benito Juárez, Quintana Roo

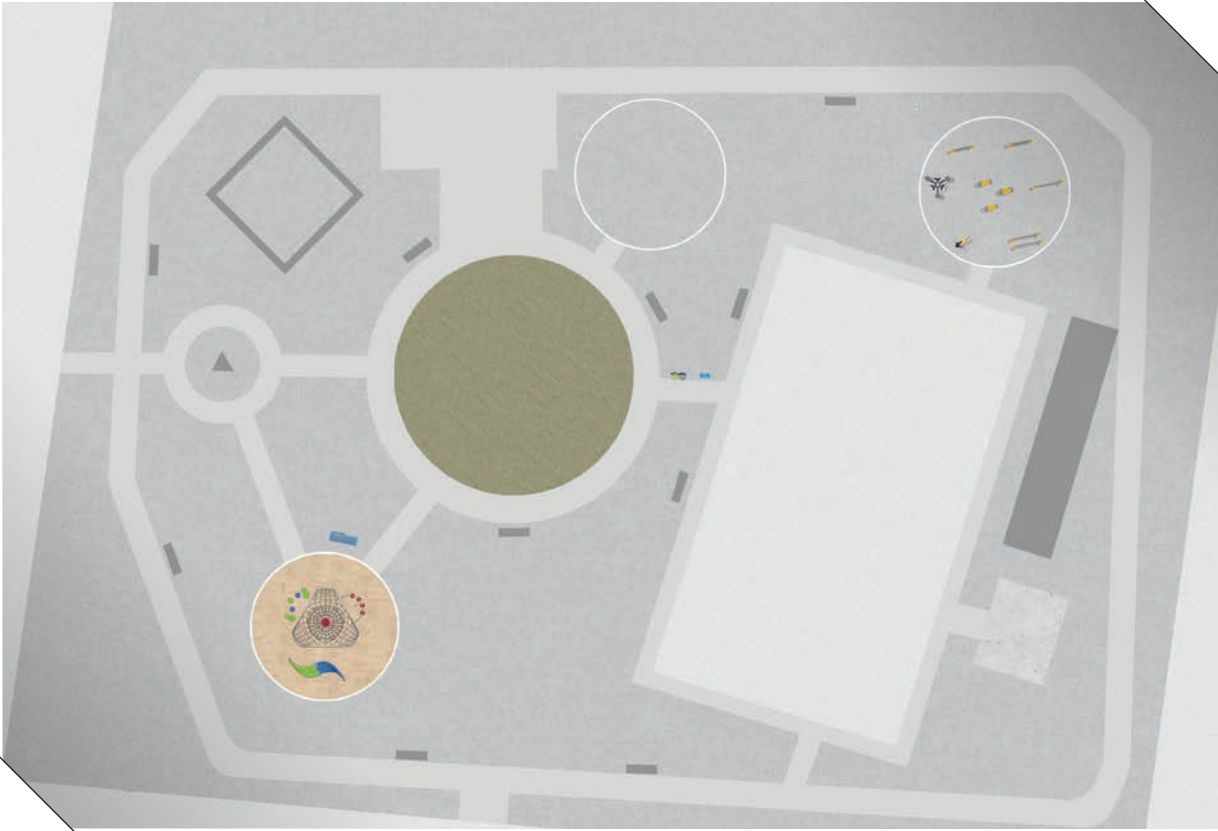
In this space were held citizen participation sessions and community outreach to know the desires and needs of the community. In coordination with other organizations and the bottling plant Bepensa, space was rehabilitated with outdoor furniture, vegetation to set the space, signage, and a playground with a great capacity for the little ones.

DELIVERY DATE: FEBRUARY, 2021

Direct Beneficiaries	227
Indirect Beneficiaries	1,135



 159	 68	FILTERING FLOOR (m²) 160
---	--	---------------------------------





2021

11

Parque Pozomonte, Champotón, Campeche

The Pozomonte Park has been rehabilitated thanks to the participation of neighbors and local authorities. It is a space with a sporting vocation. In it, they take activities that promote physical activation, which is why they consolidate it with the installation of sports equipment and the formalization of areas for it; in addition to this, donated wooden playground equipment, picnic tables, and complimentary park furniture that encourages positive social dynamics of those who visit the park. The refurbishment of the space and the donation of furniture carried out, but the consolidation of a committee is significantly compromised to the care of its space and the generation of more actions in favor of the community.

DELIVERY DATE: JANUARY, 2021

Direct Beneficiaries	142
Indirect Beneficiaries	710

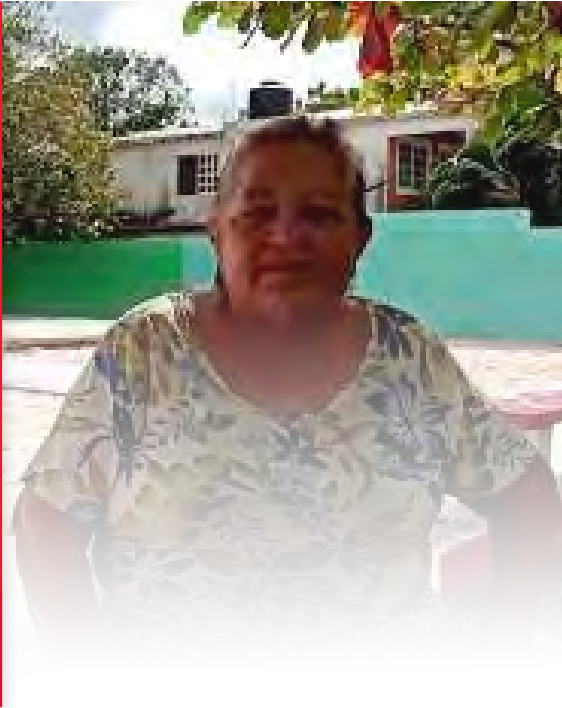


 99	 43	FILTERING FLOOR (m²) 182
--	--	---------------------------------

“

A clean park is a **very beautiful park** (...) before it was pure bush. I’m glad that our park is growing.

Amida Oliva, neighbor since she was a child.





2021

12

Parque Villas de Santa Ana, Ciudad del Carmen, Campeche

In this park, different rehabilitation actions were carried out that together pursued the dignification of the space to the benefit of its users. The work of community outreach revealed the different uses given to this space, being the sports activity and the rest the main ones and concentrating small informal businesses that are the sustenance of several families.

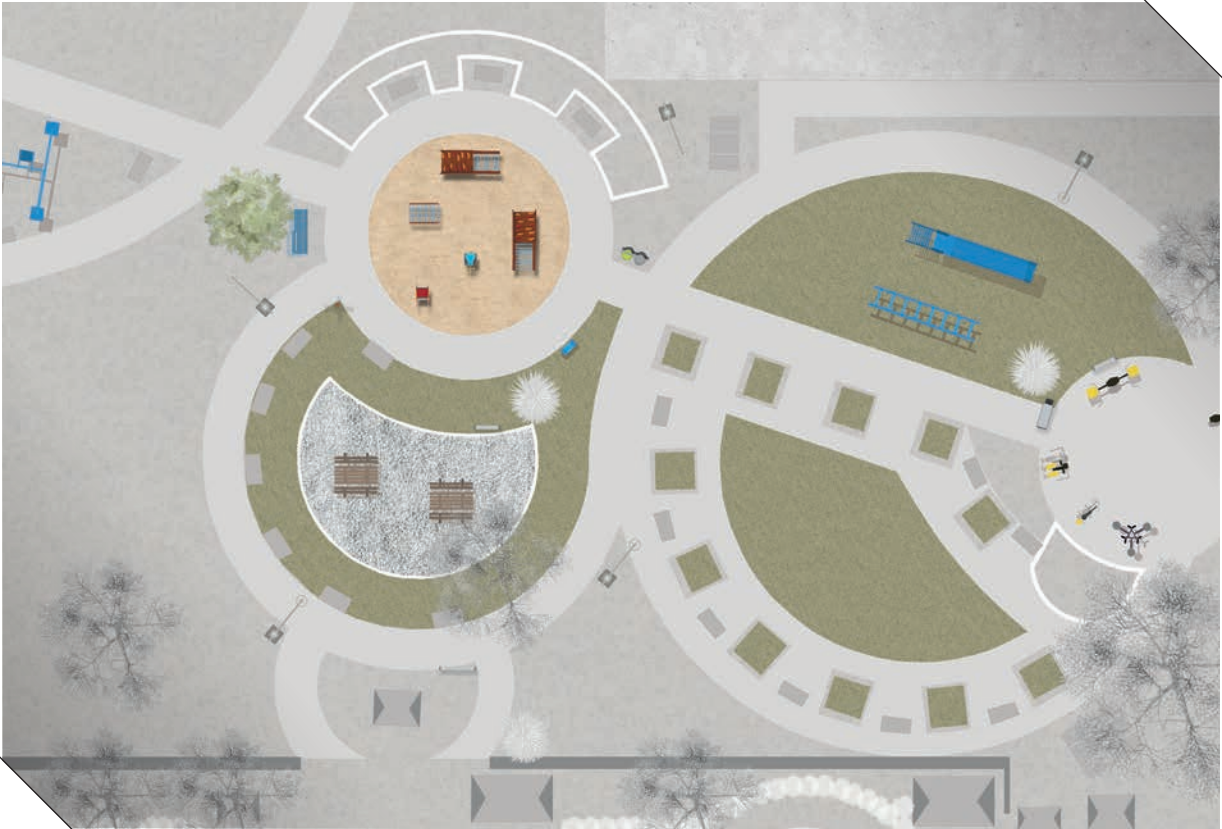
The intervention focused on the rehabilitation of the existing multipurpose court and the installation of outdoor exercise equipment. Games were relocated, solar lamps were installed, two areas were formed: play and the installation of a playground of skill and picnic tables, respectively. A wall was demolished, and a bicycle park was relocated to create more comprehensive access to connect with the interior walkers.

DELIVERY DATE: JANUARY, 2021

Direct Beneficiaries	466
Indirect Beneficiaries	2,330



 326	 140	FILTERING FLOOR (m²)	144
---	---	-----------------------------	-----





2021

13

Parque El Paraíso, Ensenada, Baja California

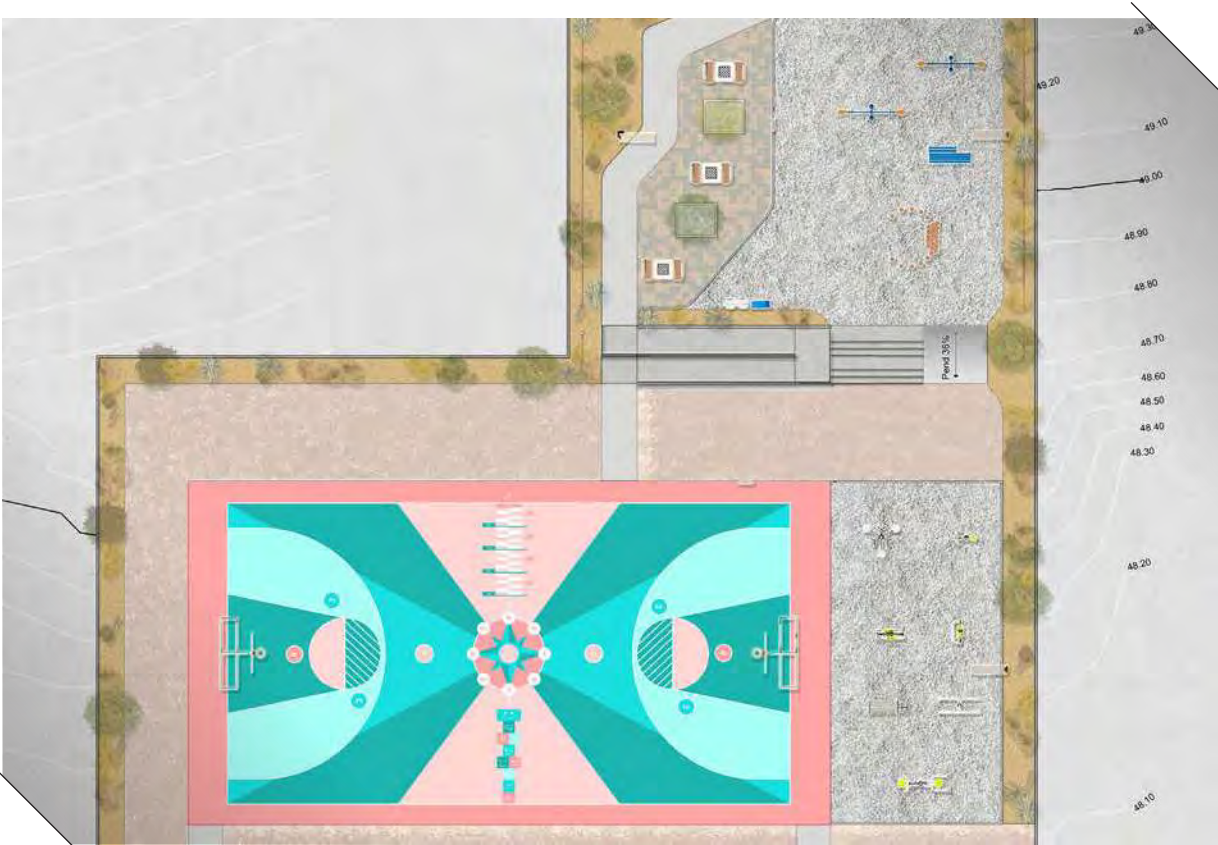
El Paraíso Park, unlike the parks made during 2020, was a project that consisted of the complete construction of a park and was completed with the construction of a multipurpose court. With the support of the local authorities, plotting and leveling work was carried out, which was divided into two terraces in which both the park and the court were built and connected with walkers, ramps, and stairs, allowing a universal displacement within space. The park area consists of a playground and a seating area, surrounded by native vegetation. In the area of the court was formed an area sport that allows players to perform physical activities. Also carried out actions of tactical urbanism such as the painting of crosswalks and fields and the construction of a slipway/slider.

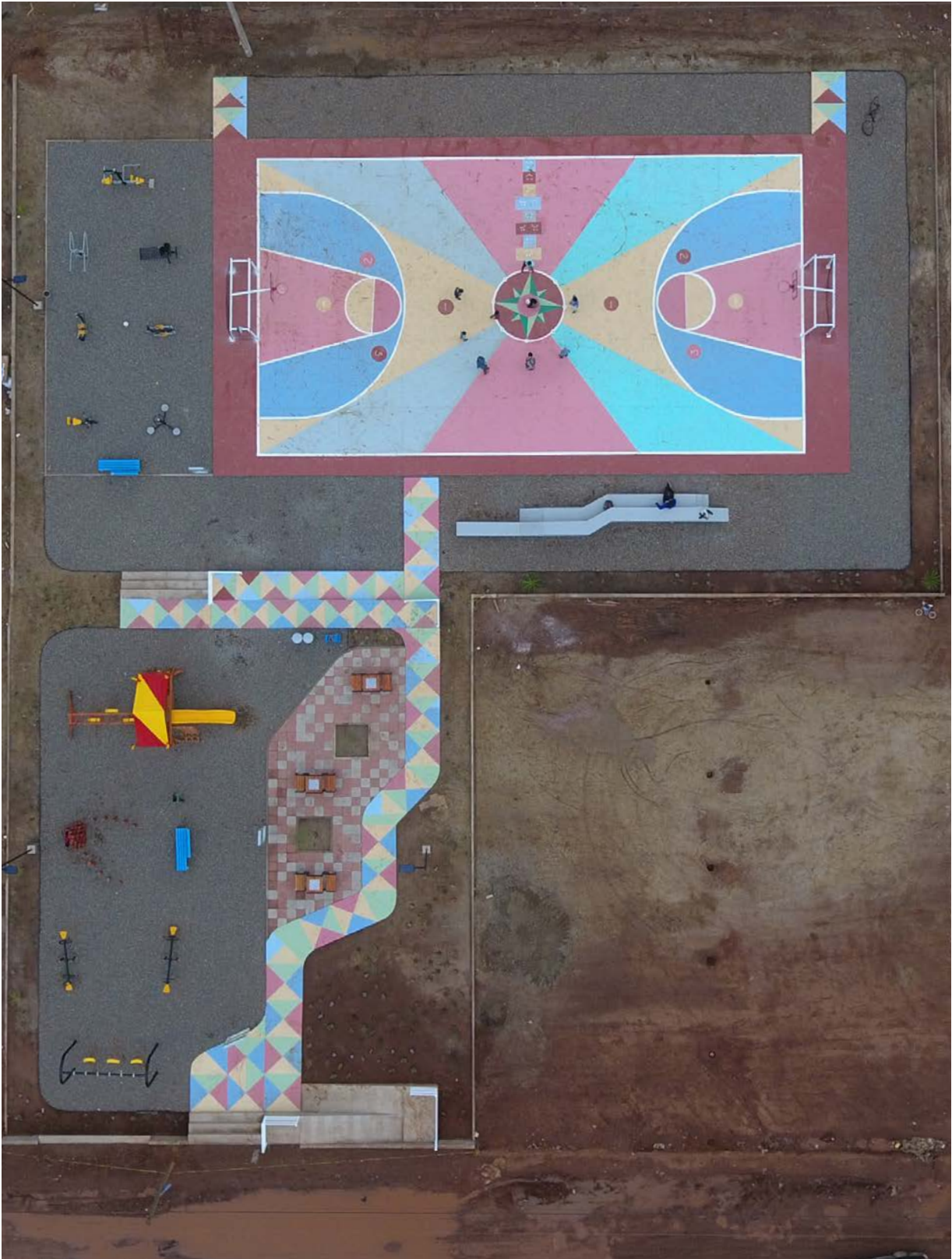
DELIVERY DATE: JANUARY, 2021

Direct Beneficiaries	283
Indirect Beneficiaries	1,415



 198	 85	FILTERING FLOOR (m²) 278
---	--	---------------------------------





2021

14 Parque Valle de México, Cuautitlán Izcalli, Estado de México

The Valle de México Park in Cuautitlán Izcalli was rehabilitated with its community. A seating area was installed, a play space for the little ones, spaces for visitors to exercise, and their court's rehabilitation.

In addition, the park's environment was improved with the maintenance of the facades of the neighbors and the pedestrian crossings surrounding the park.

The neighbors decided to place signs so that other visitors and neighbors make good use of their park.

DELIVERY DATE: APRIL, 2021

Direct Beneficiaries	362
Indirect Beneficiaries	1,810



 253	 109	<table><tr><td>FILTERING FLOOR (m²)</td><td>202</td></tr></table>	FILTERING FLOOR (m²)	202
FILTERING FLOOR (m²)	202			

“

César is a young neighbor who currently has a dry cleaner across from the park. A few years ago, he began to **motivate other neighbors to improve the park.** Thus he was the one who noticed the change.

| César, neighborhood leader.





2021

15

Parque Colonia de Los Trabajadores, Villa de Álvarez, Colima

This intervention was attended by members of the community, especially women, who were involved in the refurbishment of urban furniture and exercisers who were painted and rehabilitated.

The women of the neighborhood were the ones who promoted the transformation of this space and collaborated with the Placemaking Foundation.

This park will allow the residents of the area to have leisure in a community that presents addiction problems in the youth.

DELIVERY DATE: MAY, 2021

Direct Beneficiaries	274
Indirect Beneficiaries	1,370



 192	 82	FILTERING FLOOR (m²) 165
---	--	---------------------------------

“

Byron is a child who has grown up on the outskirts of the city of Colima. Although the city is known for its high level of crime and insecurity, **he and his family remain very enthusiastic about improving their places and the park that is about to open.**

During the intervention, he was very participatory and explained to transit engineers of the municipality why and how the change was implemented in his park.

Byron, is a enthusiastic boy that participated in application of tactical urbanism.





2021

16 Parque Huixmí de Zaragoza, Pachuca de Soto, Hidalgo

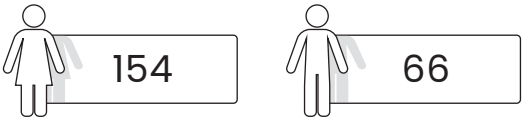
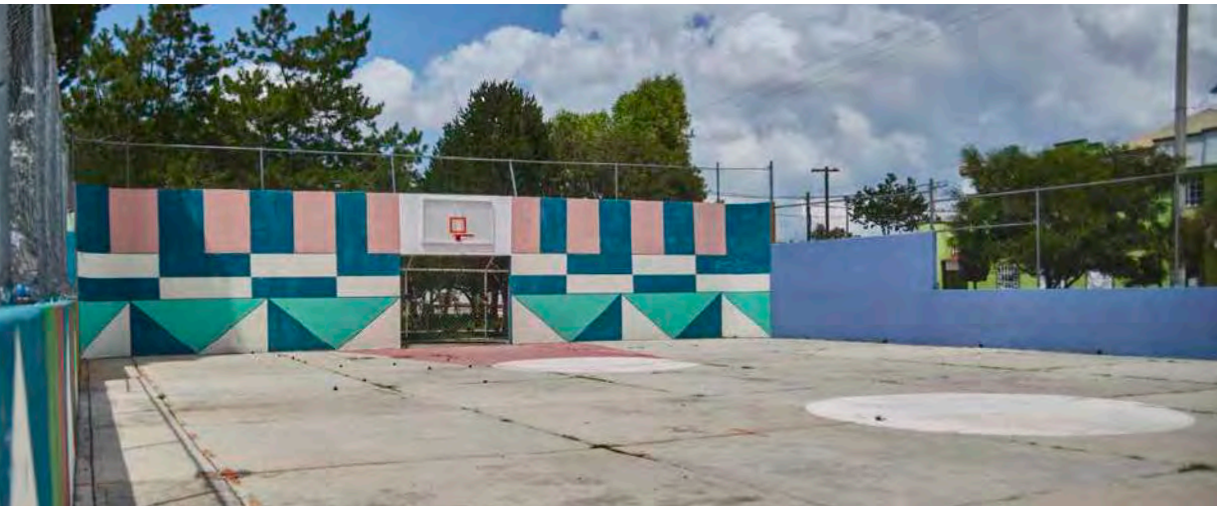
As a result of the community outreach, it was identified that the neighbors and neighbors needed a space that was aimed at girls and boys, but especially that was designed for the elderly.

For that reason, seating benches were placed, elements under tree shade and have near the playground and a climber so that both sectors can be included, in addition, an area of exercisers was placed that can be occupied by anyone.

As complementary actions, the community requested to open the perimeter mesh and accompany it with garbage cans, and its field was reactivated with tactical urbanism.

DELIVERY DATE: AUGUST, 2021

Direct Beneficiaries	220
Indirect Beneficiaries	1,100





2021

17 Parque San Jemo, Monterrey, Nuevo León

In this space, physical activity was identified as an essential aspect for the community, because of this, it was proposed to add a jogging track with the existing children's games to integrate the youth community to the use of space and turn it into an opportunity to encourage exercise and coexistence between members of the community of different ages.

DELIVERY DATE: SEPTEMBER, 2021

Direct Beneficiaries	1,672
Indirect Beneficiaries	8,360





“The community outreach was carried out with the **neighborhood committee** closest to the park, in which canine trainers play an important role because the park is designed for pet recreation.

The park installed walkers and a living area with picnic tables where neighbors and neighbors gather to carry out activities in favor of their parks, such as **reforestation and cleaning.**”



2021

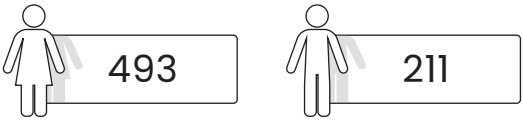
18

Parque La Cruz de Huanacaxtle, Bahía de Banderas, Nayarit

In this project, virtual meetings were called through zoom to learn about the community's concerns and how they can be adapted from their perspective.

With this, a collaborative mural was made by students waiting for their return to classes. In an extension of, in addition, o other members painted their volleyball court and skatepark. For the rehabilitation of their park was installed new urban furniture: 4 benches and two picnic tables; the maintenance was given to 2 mounts for children, two rotating games, one handrail, one bike parking, the volleyball court, and the goalposts of the soccer pitch were repaired; 4 soccer balls and a new net for volleyball were donated, one new luminaire was placed, and the existing one was repaired.

In addition, collaboratively, an interactive map was created where the community captured their most significant places, and this map was colocated in the main square.







2021

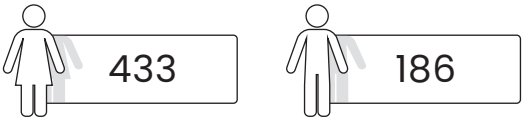
19

Parque Bellavista, Solidaridad, Quintana Roo

A play area, rest zones, picnic tables, walkers, signaling, garbage containers, and benches for rest were placed in the park. In addition, recreational activities were developed that invite people to extend their time in the park and facilitate visitors' waiting time to the nearby hospital.

DELIVERY DATE: SEPTEMBER, 2021

Direct Beneficiaries	619
Indirect Beneficiaries	3,095



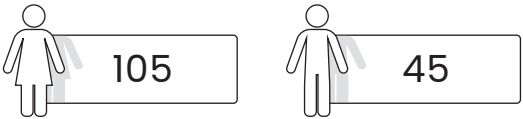
2021

20 Parque La Joya, Champotón, Campeche

This space was donated complimentary furniture for existing activities, such as benches and picnic tables that generate coexistence between people, new playgrounds with obstacles and equipment for calisthenics sports, and low-impact exercises that allow young and older people to interact in it. In the reactivation of the space, community cleaning and recreational activities were carried out.

DELIVERY DATE: SEPTEMBER, 2021

Direct & Indirect Beneficiaries 150




Social and Economic Recovery

This initiative seeks to promote the pandemic’s social and economic dynamics while promoting resilient communities.

For the people to recover their socioeconomic activities, a participatory design is carried out that responds to the needs and desires of each community and its context. The locations are adapted with standards of physical distancing, using urban equipment and furniture for individual use, creative and unique special to generate appropriation by the people who live and use every place.

Projects	Indirect Beneficiaries	Direct Beneficiaries
14	68,505	21,761



Women Benefited
15,233





2020

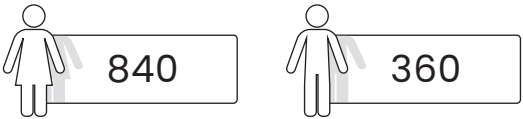
21

Deportivo La Capilla, Ayala, Morelos

In this location, new equipment was installed to guarantee their enjoyment, maintaining the rules on the distance; improved pedestrian crossings with tactical planning to dignified and safe mobility; and installed a game called “wave.”

DELIVERY DATE: SEPTEMBER 15, 2020

Direct Beneficiaries	1,200
Indirect Beneficiaries	6,000



“In the rehabilitation of this place, women’s participation was essential because they, led by Jobita Herrera, who promoted the installation of exercise equipment, initiatives that addition, we’re already organized to keep the sport in perfect condition.

Jobita, neighborhood leader and a woman with passion to change her community.



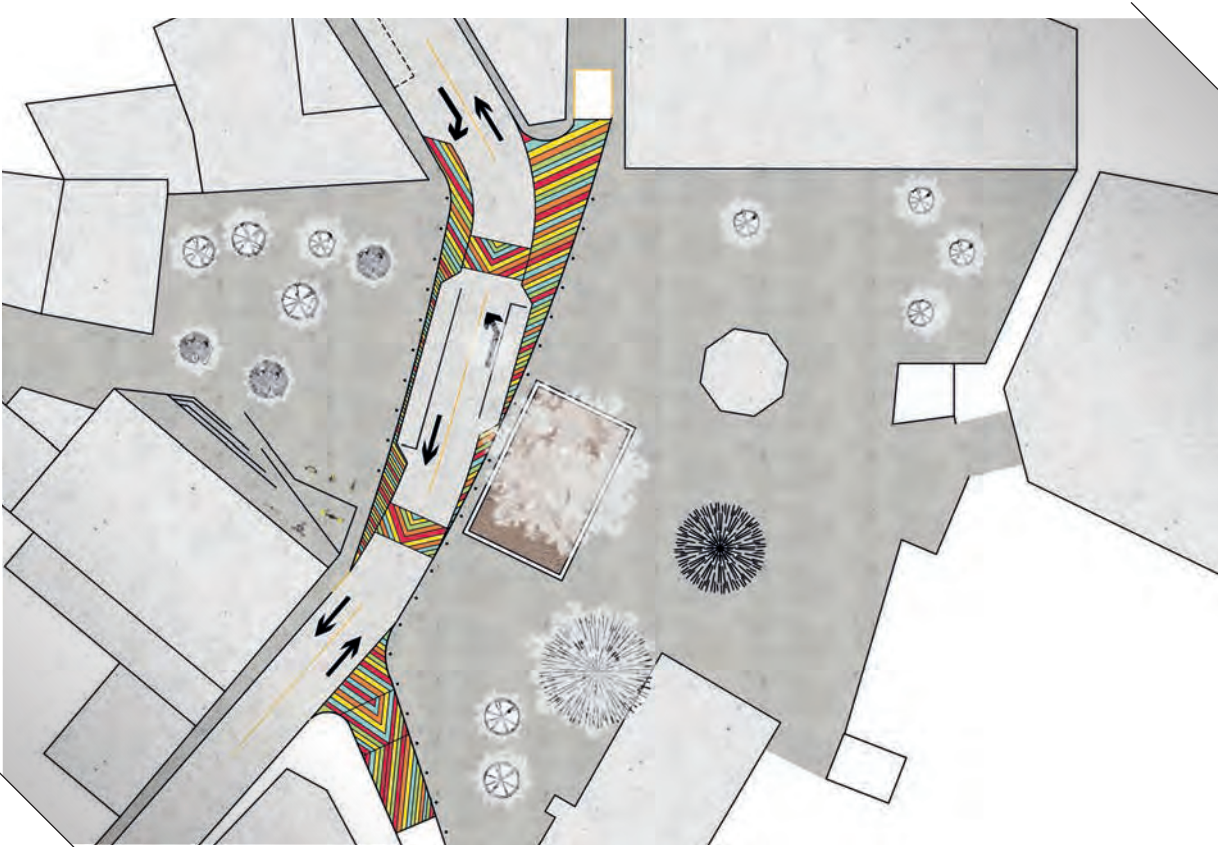




Plaza Central Ayala, Ayala, Morelos

In Plaza Central of Ayala, we carried out tactical urban planning actions that allowed public transport users to approach buses leaving this community center safely.

A bay was conditioned for public transport that generated less exposure to the neighbors. They painted ears to rearrange the traffic in that area, and a geometric adaptation was made at the crossings.





2020

22

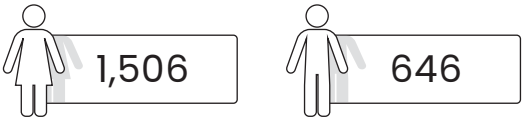
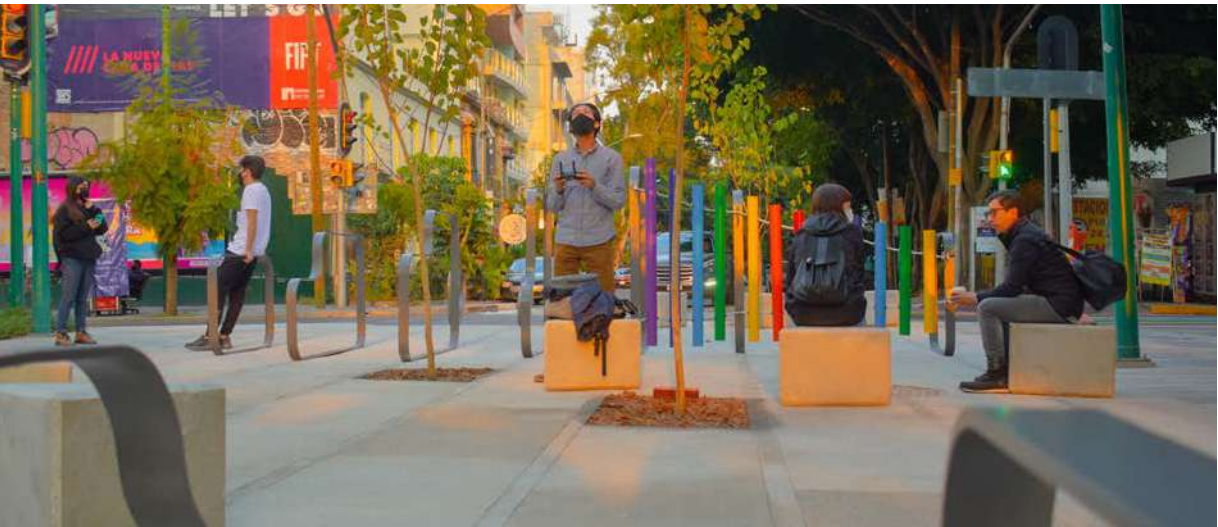
Plaza La Marimba, Colonia Juárez, Ciudad de México

A square was created where people can appropriate the space, play music, and interact with neighbors safely and innovatively by extending the sidewalk towards a street in disuse and installing and installing a metal structure that recreates a marimba.

The square has two entrance ramps, six parking spaces for bicycles, nine benches for individual use of recycled concrete, and three new medium trees; and to guarantee the right to dignified and safe mobility, a diagonal crosswalk that gives priority to pedestrians by entirely stopping the flow of vehicles.

DELIVERY DATE: AUGUST, 2020

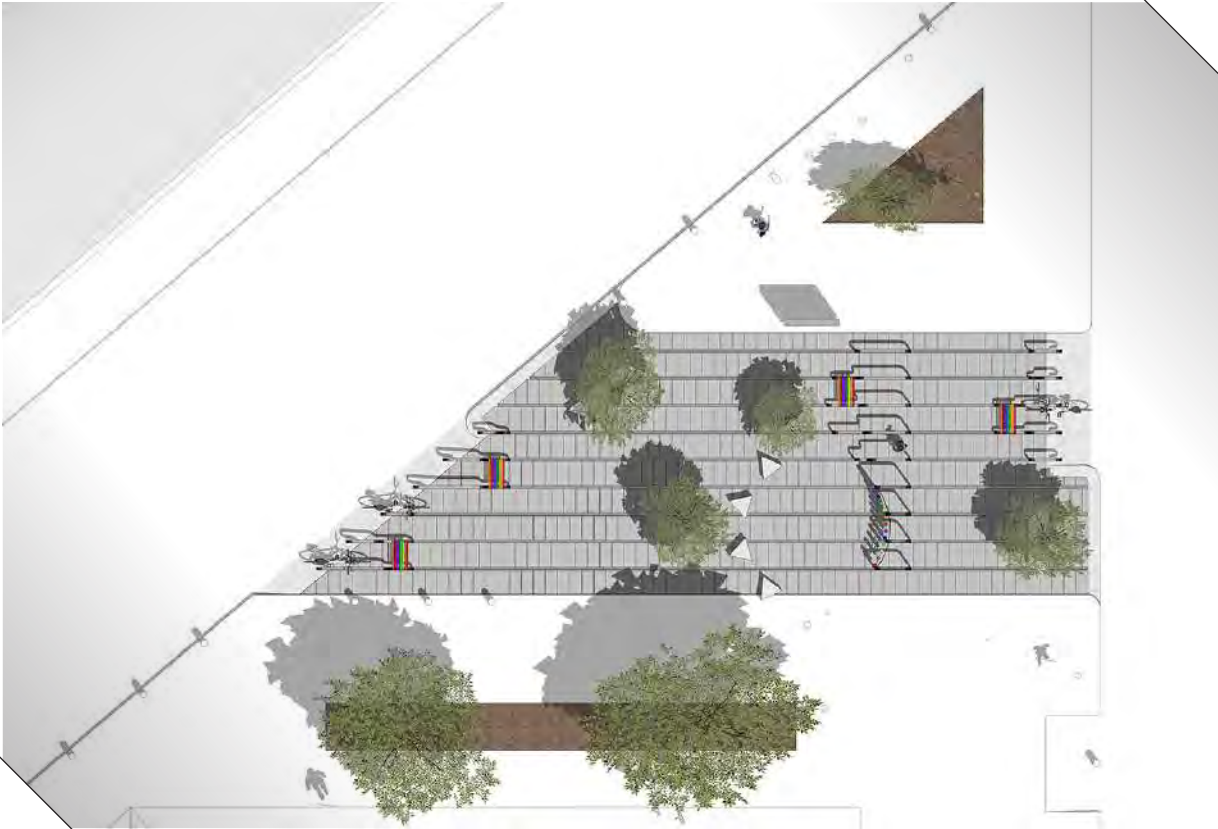
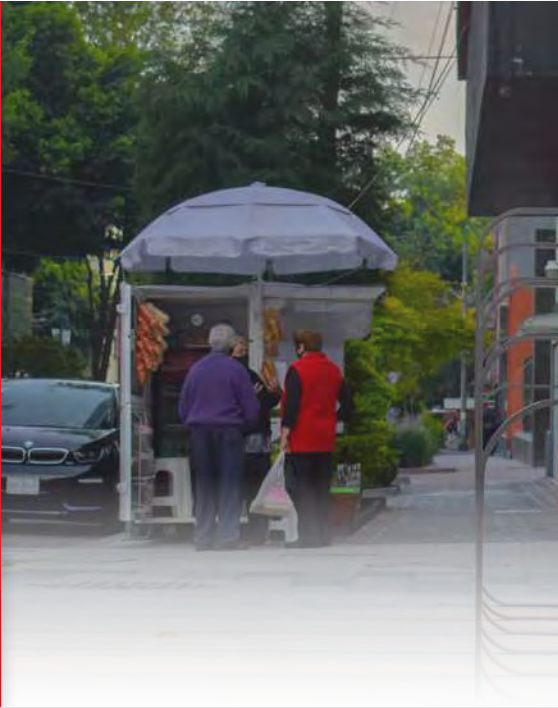
Direct Beneficiaries	2,152
Indirect Beneficiaries	10,760



“

For the **improvement of the Plaza la Marimba** was essential the support of Enedina, a neighbor of the area with a sweet candy trade, and from the beginning supported managing firms in the design of the place and its maintenance. Today she can see the square from her window and water the plants she planted.

| **Enedina**, shopkeeper and neighbor.







2020

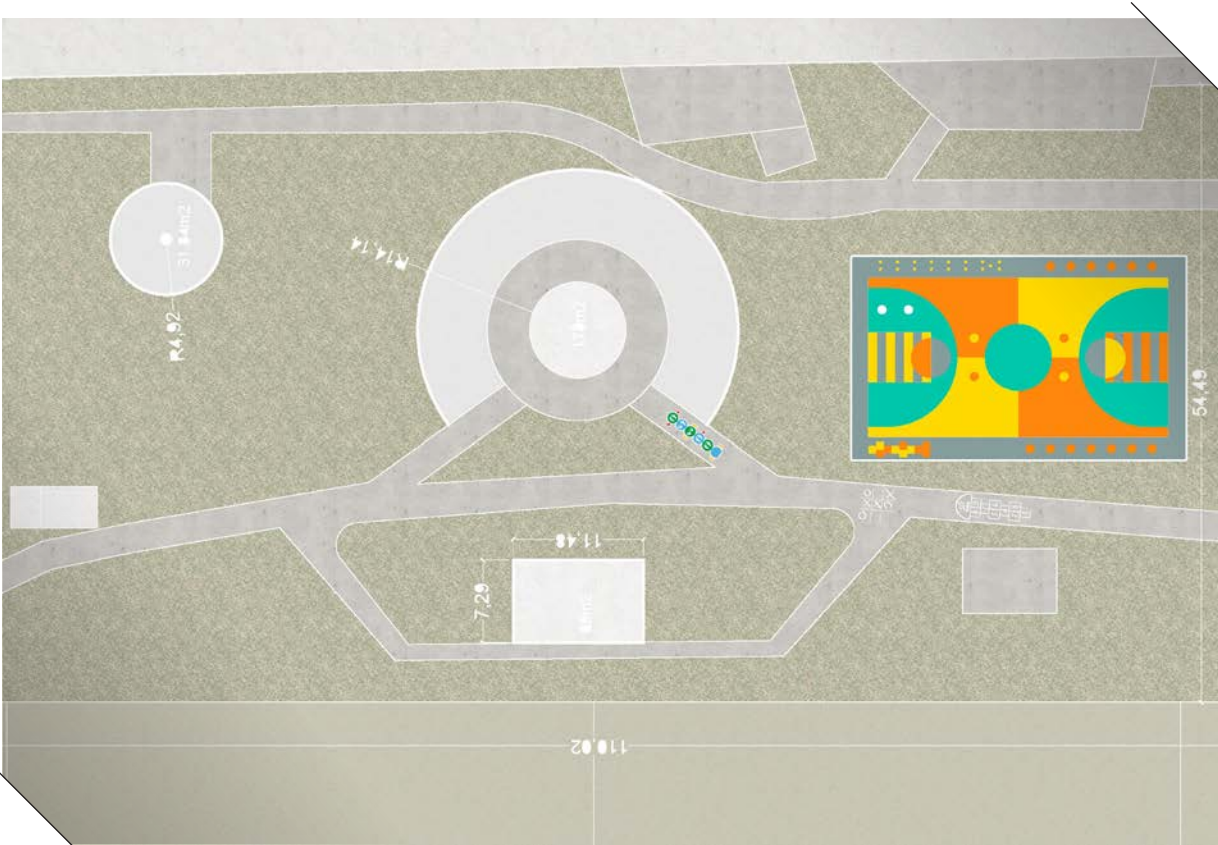
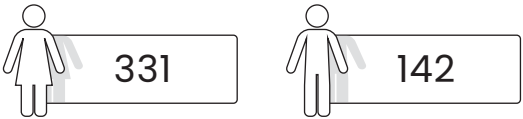
23 Parque Azteca, Tijuana, Baja California

To generate identity for the community of Tijuana, the Azteca Park was reactivated with the construction of a citizen and leisure module, complemented with activities to promote environmental awareness of a participatory urban garden.

With tactical urbanism, such as painting safe crosses, signs of physical distance in the public road, route to walk into the park, and ordered pedestrian flow, a sports field and its surroundings were set up collectively.

DELIVERY DATE: FEBRUARY, 2021

Direct Beneficiaries	473
Indirect Beneficiaries	2,365





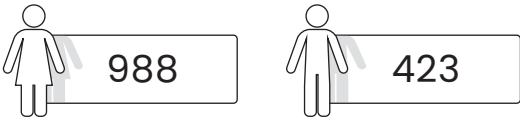
2020

24 Terraza de Aprendizaje, La Huerta Fundadores, Chihuahua, Chihuahua

This terrace is an outdoor learning place focused on social and economic recovery. It is located in Fundadores Park and is an open and dynamic space that responds to the learning and health challenges arising from the crisis caused by the pandemic. People interact in innovative environments that are tailored to their needs and receive mentoring and socio-emotional care. They also live in safe spaces that comply with sanitary measures and learn through play what drives them to develop relevant skills to meet current and future challenges.

DELIVERY DATE: APRIL, 2021

Direct Beneficiaries	1,411
Indirect Beneficiaries	7,055





2020

25

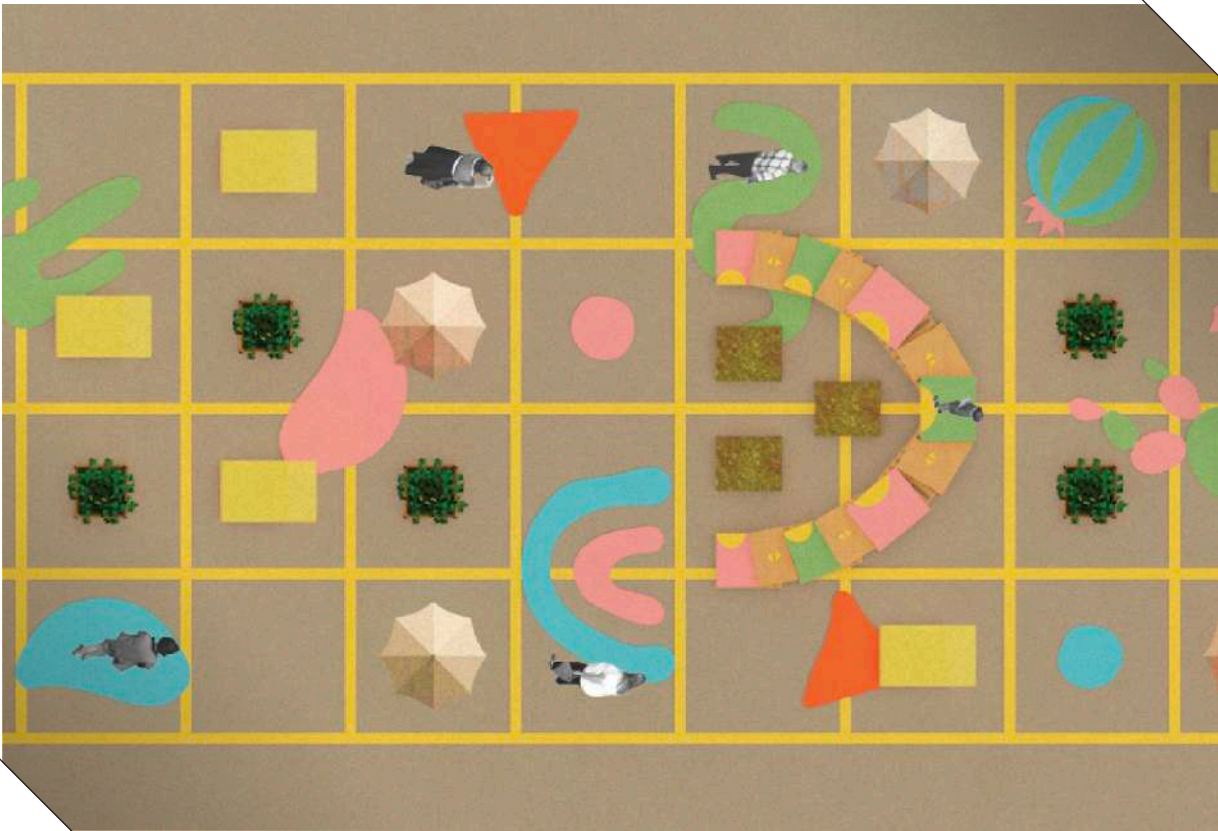
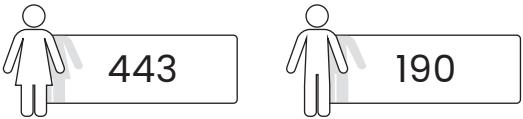
Plaza Pública Patio Cactus, Ciudad Juárez, Chihuahua

Next to the Plaza de Armas and the Cathedral on Av. September 16 were painted lattices on the floor, with a Responsible Return Strategy. This playful strategy helps guide the population to maintain distance and invite them to take the new measures of inviting them to take the new measures of cohabitation.

Also, a Responsible Plaza was set up to reactivate the location next to the Institute of Culture of the Municipality of Ciudad Juárez through outdoor furniture, amenities, and artistic presentations.

DELIVERY DATE: APRIL, 2021

Direct Beneficiaries	633
Indirect Beneficiaries	3,165





2020

26

Plaza Topo Chico, Monterrey, Nuevo León

Based on training and perception surveys of neighbors, tactical planning strategies were implemented in a dangerous area by the high transit of cargo trucks starting with a pre-market* to improve road geometries, and followed by applying paint to expand the sidewalks and thus ensure the reduction of the distance of exposure of people when crossing the street, increased visibility by applying eye-catching colors, improved signaling, and reduced car speed.

DELIVERY DATE: MAY, 2021

Direct Beneficiaries	626
Indirect Beneficiaries	3,125



 438	 188	<table><tr><td>FILTERING FLOOR (m)</td><td>173</td></tr></table>	FILTERING FLOOR (m)	173
FILTERING FLOOR (m)	173			

“

We did it in three parts (the mural): One that had the historical essence of the place, the 400 and so many years that the colony has been and what founded it, the plant of Topo Chico and a legend about “Ojo de agua” and the healing properties of the water that emerges here. Another area was of a more urban aspect, more “cellenial” of the new generations, and the last one was of the regional music.

| **Jesús**, neighbor and artist.





People who work or live nearby didn't have a comfortable place to sit down for breakfast.

Given this situation, it was decided to adopt the median strip located across the street to provide neighbors a place to stay.

The kiosk and an auditorium next to the living area were also rehabilitated, benches, and linking the median strip with a speed reducer to enhance the pedestrian experience.



Villas de la Barranca, Guadalajara, Jalisco

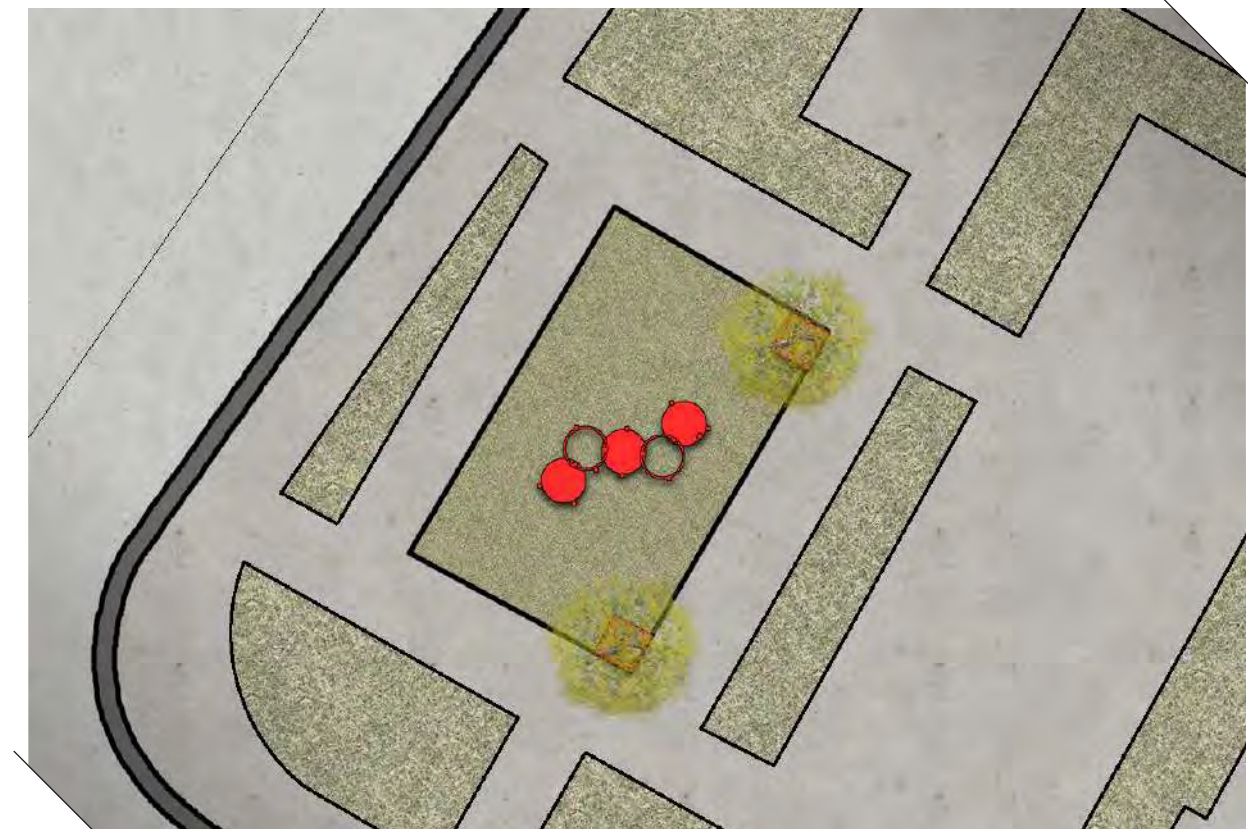
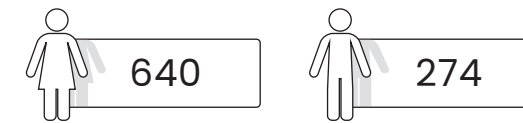
Guadalajara is one of the most vibrant cities in Mexico, therefore, in coordination with the municipal government and Vital Strategic, Dangerous pedestrian crossings were identified in front of public schools, and with the collaboration of neighbors and volunteers, confined tactical planning was carried out to appease the area and give more excellent safety to pedestrians.

In addition, it supported the rehabilitation of parks where furniture was placed, gardeners were built, and was complemented with urban art for the recovery of their courts.

DELIVERY DATE: MAY, 2021

Direct Beneficiaries	914
--------------------------------	-----

Indirect Beneficiaries	5,570
----------------------------------	-------





p. 138



p. 139



SOCIAL AND
ECONOMIC RECOVERY

EQUIPMENT

OUTDOOR GYMS

SOCCER GOALS /
BASKETBALL HOOPS

BASKETBALL
BACKBOARDS

DRINKING
FOUNTAINS

2021

28 | **San Nicolás de los Garza, Monterrey, Nuevo León**

In the early stages, a broad participatory process was carried out with local authorities and community to generate co-responsibility mechanisms and the definition of concrete and achievable goals. Subsequently, three strategic points were defined for the implementation of Placemaking strategies.

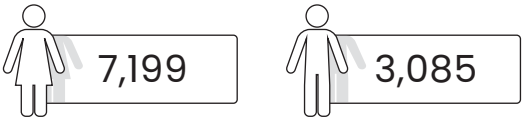
Volunteers were trained on safe return to public space and road safety to be able to trace safe crossings, ears to reduce the crossing distance.

1. Avenida Universidad

The first safe space is at the intersection of Avenida Universidad at its junction with Juárez, with the aim of reinforcing safe public spaces for pedestrians and cyclists.

DELIVERY DATE: JULY, 2021

Direct Beneficiaries	1,015
Indirect Beneficiaries	5,075



San Nicolás de los Garza, Monterrey, Nuevo León

2. Plaza Central

The second intervention was carried out in the main square of San Nicolás de los Garza and the whole pedestrian area of the center was prioritized.

DELIVERY DATE: JULY, 2021

Direct Beneficiaries	531
Indirect Beneficiaries	2,655



San Nicolás de los Garza, Monterrey, Nuevo León

3. El Mirador

Finally, this strategy was implemented in the El Mirador polygon, where a green and environmental culture space was highlighted.

DELIVERY DATE: JULY, 2021

Direct Beneficiaries	2,739
Indirect Beneficiaries	13,695



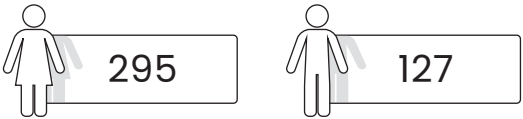
2021

29 | Malecón La Paz, La Paz, Baja California

This project consists of placing hammocks on the tourist boardwalk of La Paz, Baja California. A space that allows neighbors and tourists to rest and use the space to coexist while enjoying the sea view. In this place, the desert and the sea come together, so the design is considered to create a fresh and pleasant environment for the people.

DELIVERY DATE: JULY, 2021

Direct Beneficiaries	422
Indirect Beneficiaries	2,110





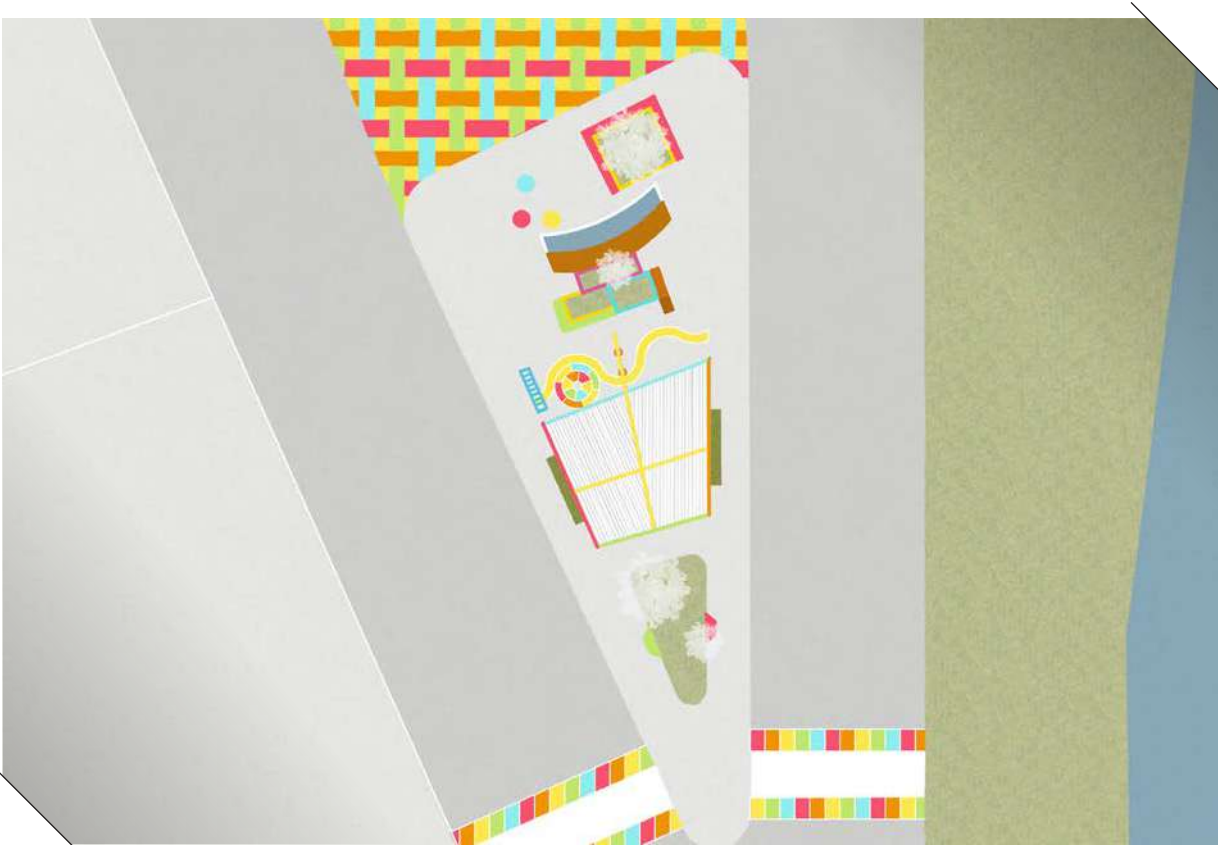
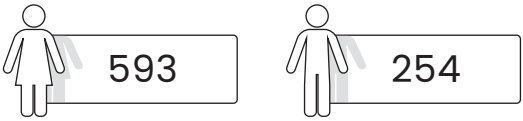
2021

30 | Plaza Pública, Matamoros, Tamaulipas

This abandoned site, located near housing areas, generated a negative perspective of the area. Therefore, it was proposed to regenerate the place by encouraging new uses and activities. In addition, new vegetation was added, to create a place with shadows that invite rest and stay there because it provides a comfortable perception.

DELIVERY DATE: AUGUST, 2021

Direct Beneficiaries	847
Indirect Beneficiaries	4,235





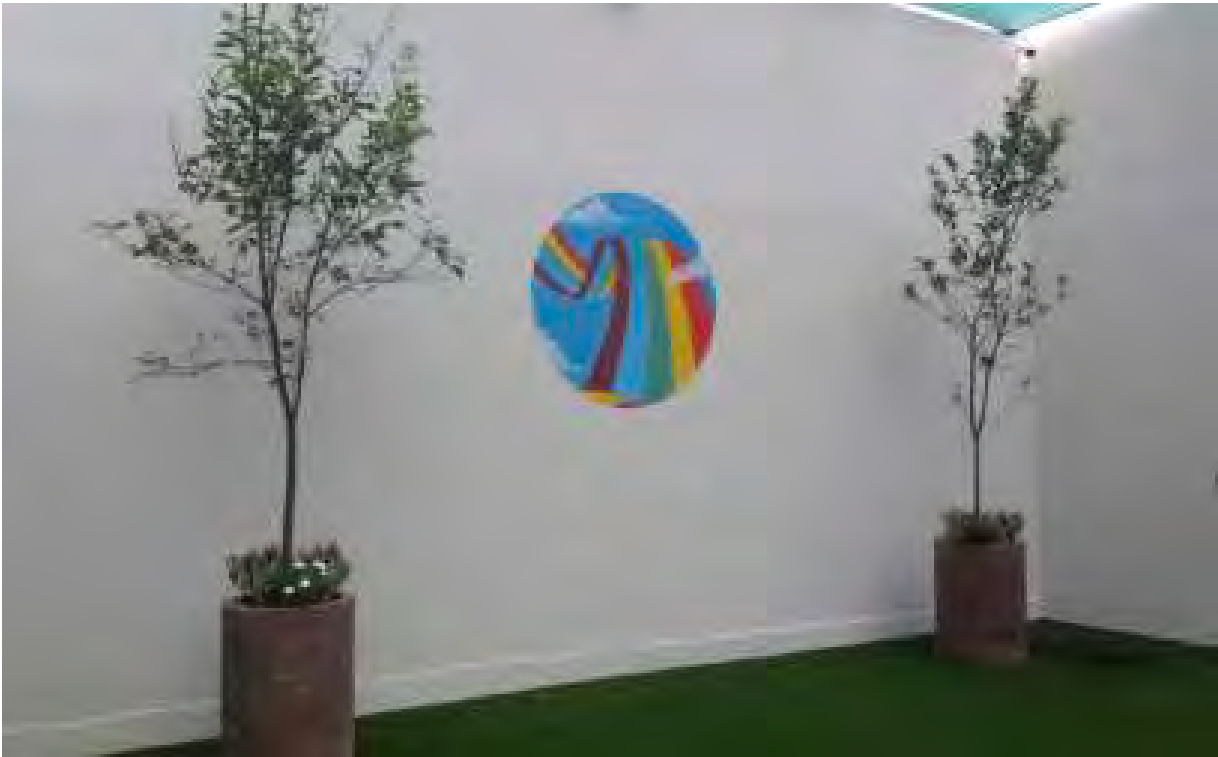
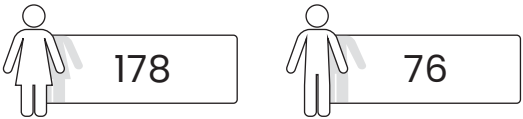
2021

31 | San Juan del Río, San Juan del Río, Querétaro

To create a comfortable space for families going through complicated situations, a public space of SECOFAM (a Mexican organization in charge of supervising family coexistence) was reactivated with the installation of vegetation, furniture, signs, and a playground.

DELIVERY DATE: AUGUST, 2021

Direct & Indirect Beneficiaries 254



2021

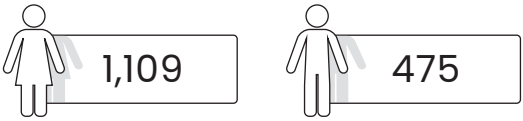
32 | **Planta KOF, Cuernavaca, Morelos**

In this main avenue, due to the social and economic dynamics, the activities continue at any time of the day. For this reason, the area was pacified, benefiting passers-by.

It was carried out a beacon to delimit lanes and order the road flow, marking safe crossings, signaling to delimit the bus stop and the place of taxis, and it was gained space for pedestrians with bollards and pots. In addition to these actions, banks were placed, considering the physical distancing measures, where people, at any time, take seats during their activities.

DELIVERY DATE: JULY, 2021

Direct Beneficiaries	1,584
Indirect Beneficiaries	7,920



2021

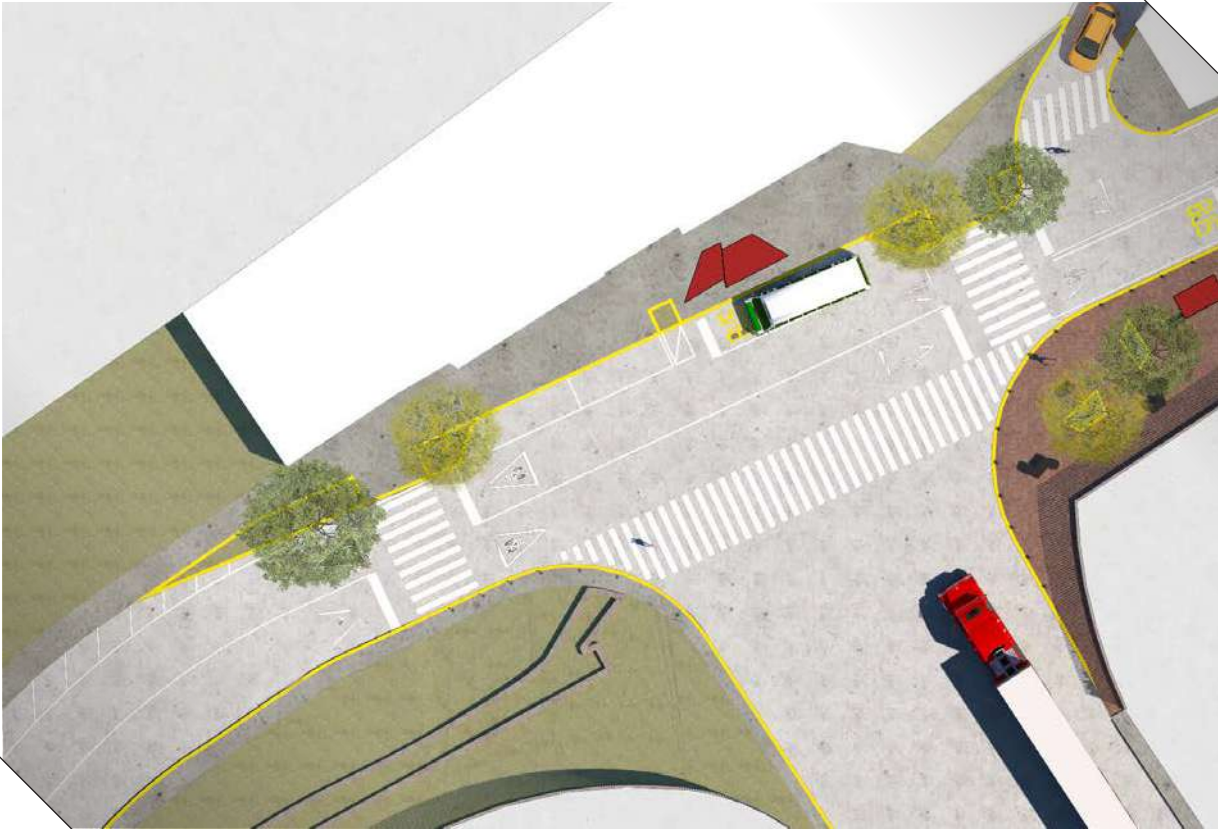
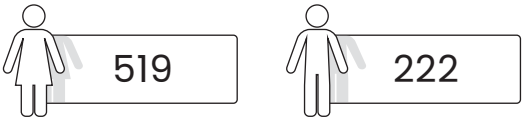
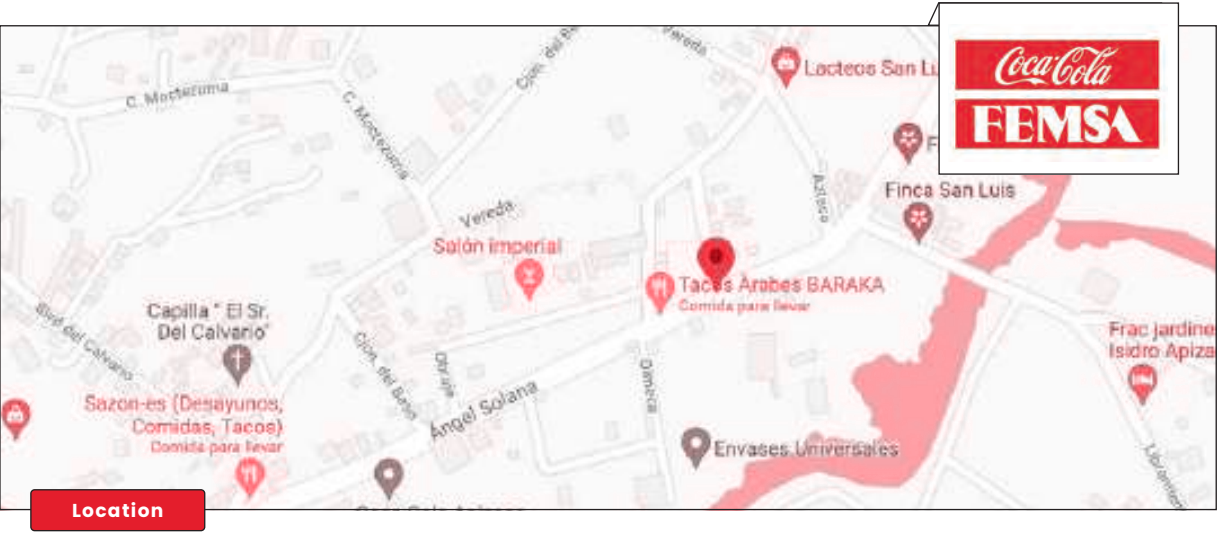
33

Planta KOF, Apizaquito, Tlaxcala

This project, which is located outside the plant, seeks to reorder the transit of double trailer trucks that usually circulate in the area, move a public transport stop to improve pedestrian safety, and perform some tactical planning actions that protect those who walk in the area and improve the perception of safety.

DELIVERY DATE: OCTOBER, 2021

Direct Beneficiaries	741
Indirect Beneficiaries	3,705



2021

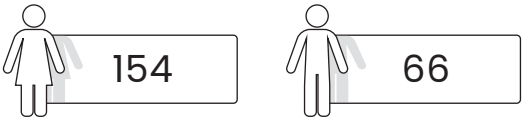
34

Plaza Pública, Mineral de la Reforma, Hidalgo

The project consists of a tactical urbanism intervention, where tables and umbrellas were placed to revive local trade and cultural activities. In addition, in an adjacent alley, papillotes were located to connect streets and provide a better experience for visitors and neighbors.

DELIVERY DATE: JULY, 2021

Direct Beneficiaries	220
Indirect Beneficiaries	1,100



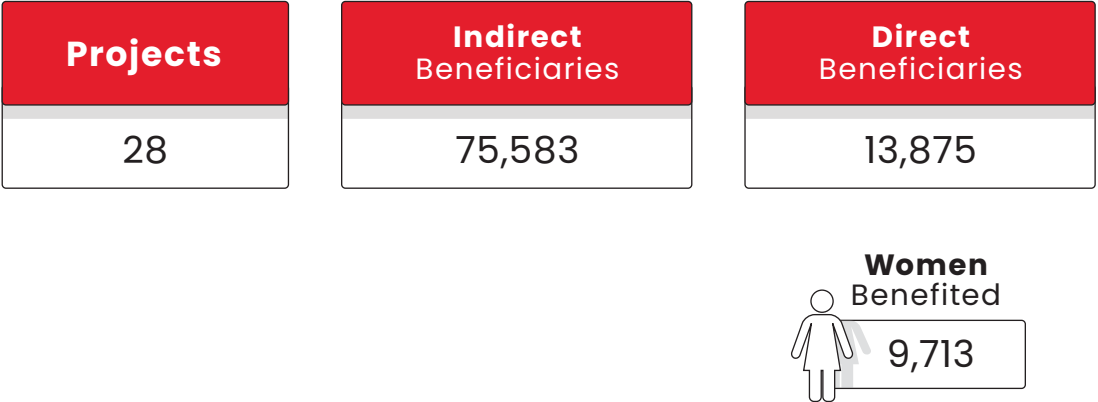


Complementary Actions

Equipment

Mexico is a country with severe obesity and overweight problems in its community, which is why we seek to promote sport and physical activation in public spaces that are accessible to all people.

To achieve this, the rehabilitation of courts for young Mexicans to play soccer and basketball was carried out, and place outdoor gyms for visitors and neighbors of the zones. In addition, drinking troughs were installed to keep these communities hydrated.



Complementary Actions -						
Nº	Program	City	Name	Indirect Beneficiaries	Direct Beneficiaries	Women Benefited
35	OUTDOOR GYMS	Mineral de la Reforma	FRACCIONAMIENTO SANTA FE	3045	609	426
36	OUTDOOR GYMS	Gustavo A. Madero	PARQUE EMILIANO ZAPATA	5950	990	693
37	OUTDOOR GYMS	Tijuana	DEPORTIVO SANTA FE	2575	315	221
38	OUTDOOR GYMS	Tijuana	PARQUE SÁNCHEZ TABOADA	3120	424	297
39	OUTDOOR GYMS	Tijuana	DEPORTIVO CUMBRES	3070	414	290
40	OUTDOOR GYMS	Mexicali	DEPORTIVO EJIDO PUEBLA	1995	199	139
41	OUTDOOR GYMS	Mexicali	POLIDEPORTIVO MEXICALI	3120	424	297
42	OUTDOOR GYMS	Acapulco	PARQUE DE LA JUVENTUD	5500	900	630
43	OUTDOOR GYMS	Acapulco	PARQUE IZAZAGA	4750	750	525
44	SOCCER GOALS / BASKETBALL HOOPS	Álvaro Obregón	PARQUE DOS RÍOS	2785	357	250
45	SOCCER GOALS / BASKETBALL HOOPS	Álvaro Obregón	PARQUE VILLA PROGRESISTA	2170	234	164
46	SOCCER GOALS / BASKETBALL HOOPS	Cuauhtémoc	FUNDACIÓN RENACIMIENTO	654	654	458
47	SOCCER GOALS / BASKETBALL HOOPS	Toluca	PARQUE ISSEMYN	1000	200	140
48	SOCCER GOALS / BASKETBALL HOOPS	Toluca	PARQUE GALILEO GALILEI	1000	200	140
49	SOCCER GOALS / BASKETBALL HOOPS	Toluca	PARQUE ENRIQUE CARNIADO	1000	200	140
50	SOCCER GOALS / BASKETBALL HOOPS	Tláhuac	DEPORTIVO AMPLIACIÓN	11765	2353	1647
51	BASKETBALL BACKBOARDS	Villa Nicolás Romero	CANCHAS DE LA PRESA	4410	682	477
52	BASKETBALL BACKBOARDS	Villa Nicolás Romero	CENTRO DE CAPACITACION PARA EL DEPORTE	5561	912	638
53	BASKETBALL BACKBOARDS	Villa Nicolás Romero	KIOSKO DE SAN MIGUEL DE HILA	1907	181	127
54	BASKETBALL BACKBOARDS	Villa Nicolás Romero	CAMINO NACIONAL	2010	408	286
55	BASKETBALL BACKBOARDS	Pachuca	HUXMÍ DE ZARAGOZA	1100	220	572
56	DRINKING FOUNTAINS	Miguel Hidalgo	CENTRO DE ATENCION MULTIPLE NO. 69	124	124	87
57	DRINKING FOUNTAINS	Álvaro Obregón	PRIMARIA LUIS PENICHE	1163	1163	814
58	DRINKING FOUNTAINS	Cuautémoc	FUNDACIÓN RENACIMIENTO	654	654	458
59	DRINKING FOUNTAINS	Cancún	GUARDERÍA SAN MIGUEL CHAPULTEPEC	107	107	75
60	DRINKING FOUNTAINS	Tuxtla Gutiérrez	U.H. MARINA NACIONAL 200	1285	230	161
61	DRINKING FOUNTAINS	Cuautitlán Izcalli	U.H. SANTA FE BELÉM	985	197	138
62	DRINKING FOUNTAINS	Colima	HUERTO ROMA VERDE	4532	647	453



Equipment

Basketball Backboards

- 2020
51. Canchas de La Presa, Villa Nicolás Romero, Estado de México

52. Centro de Capacitación para el Deporte, Villa Nicolás Romero, Estado de México

53. Kiosko San Miguel de Hila, Villa Nicolás Romero, Estado de México

54. Camino Nacional, Villa Nicolás Romero, Estado de México

55. Huixmí de Zaragoza, Pachuca, Hidalgo

Drinking Fountains

- 2020
56. Centro de Atención Múltiple No. 69, Tlalpan, Ciudad de México

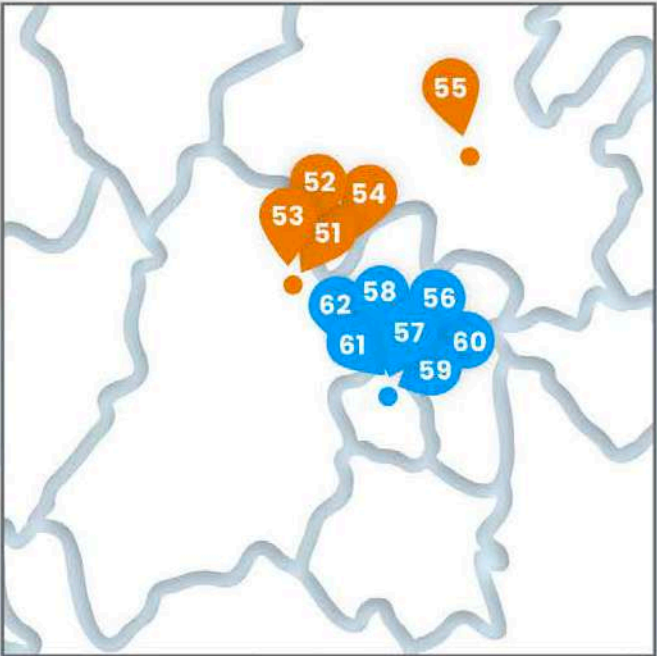
57. Escuela Primaria Luis Peniche Vallado, Tláhuac, Ciudad de México

58. Fundación Renacimiento, Cuauhtémoc, Ciudad de México
- 2021
59. Guardería San Miguel Chapultepec, Miguel Hidalgo, Ciudad de México

60. Unidad Habitacional Marina Nacional, Miguel Hidalgo, Ciudad de México

61. Unidad Habitacional Santa Fe, Álvaro Obregón, Ciudad de México

62. Huerto Roma Verde, Cuauhtémoc, Ciudad de México

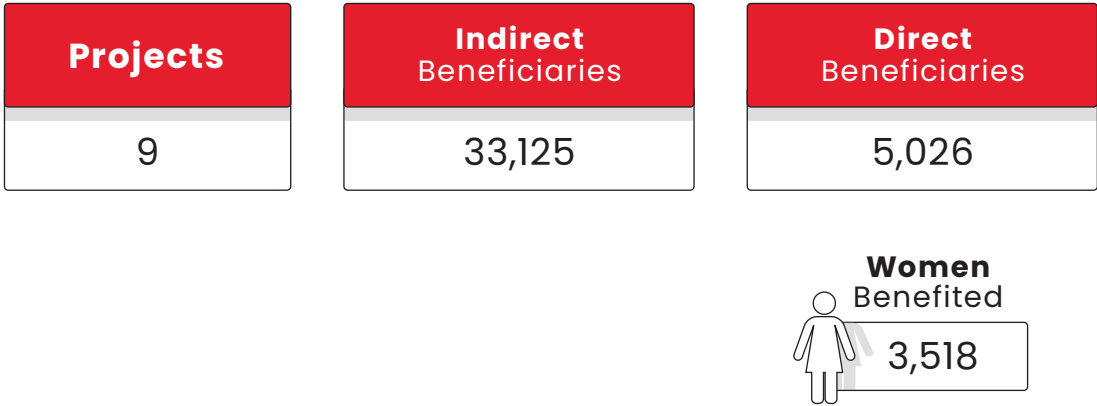


Outdoor Gyms

The donation of outdoor gyms was made to promote sport and the physical fitness of the residents as a way to combat the high rates of sedentary and overweight in the Mexican population.

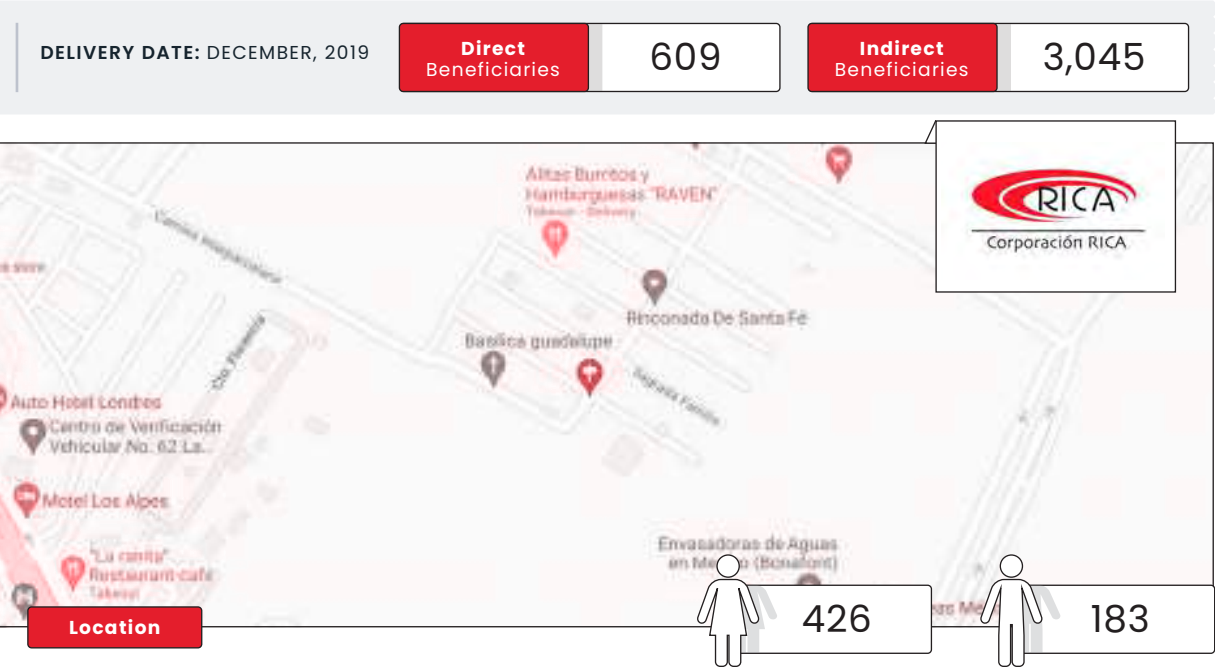
These actions also seek to bring women closer to sports activities, with adequate, simple, and dignified.

In partnership with Secretaría de Desarrollo Agrario, Territorial y Urbano (SEDATU), and Secretaría de Seguridad Ciudadana of Mexico City, was donated exercisers to the community to promote the sport and the physical culture as a way to create a healthy community, with a smaller inequality gap and a space to perform physical activities properly.



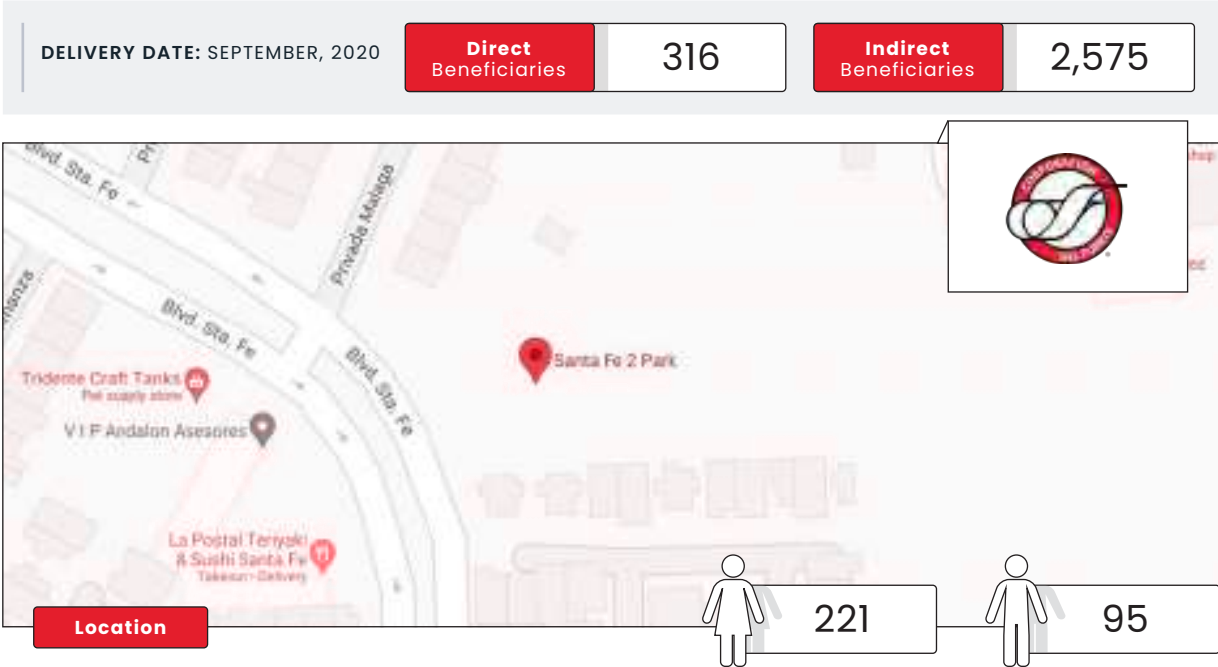
2020

35 | Fraccionamiento Santa Fe, Mineral de la Reforma, Hidalgo



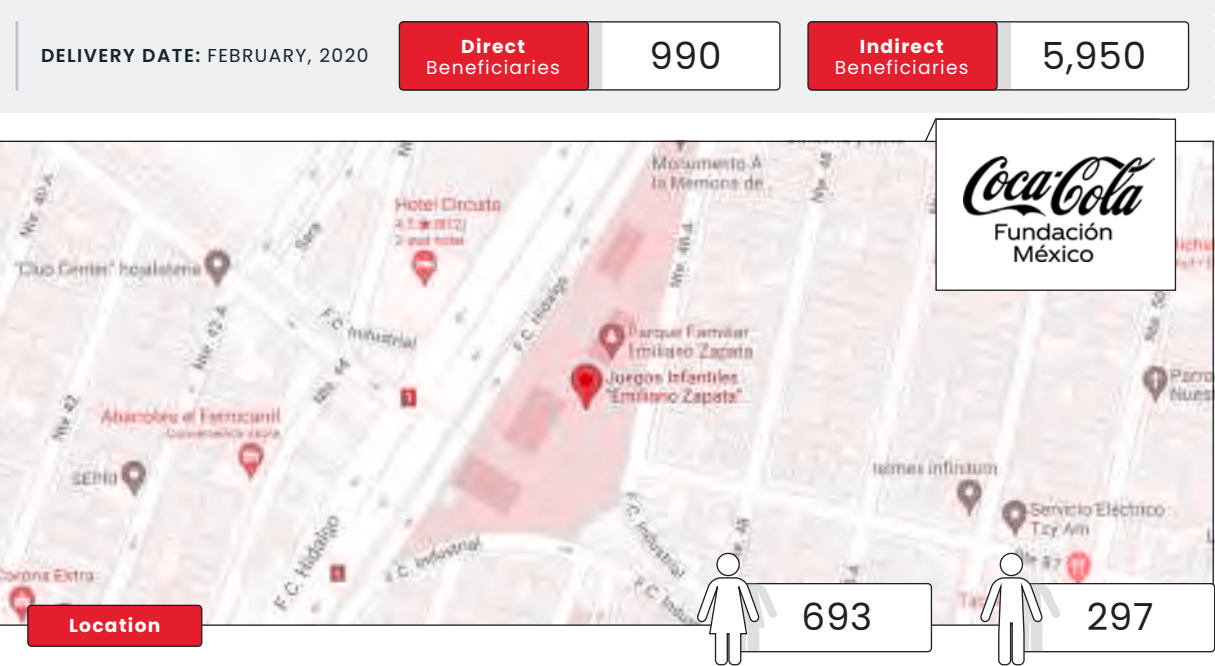
2020

37 | Deportivo Santa Fe, Tijuana, Baja California



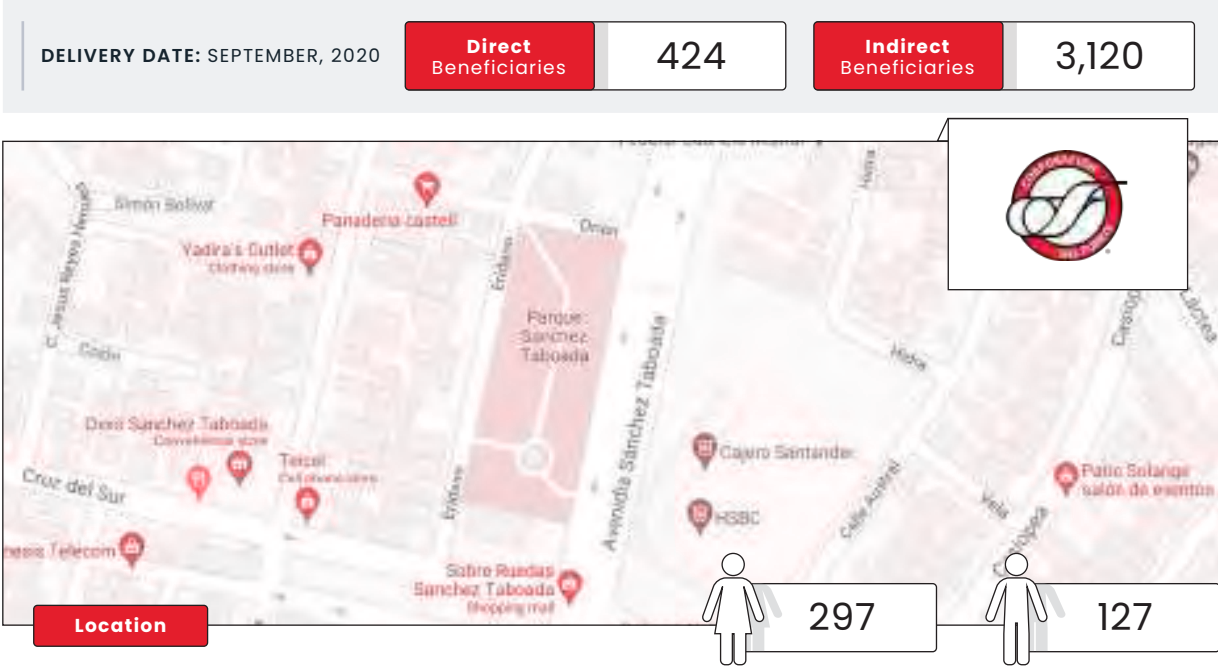
2020

36 | Parque Emiliano Zapata, Gustavo A. Madero, Ciudad de México



2020

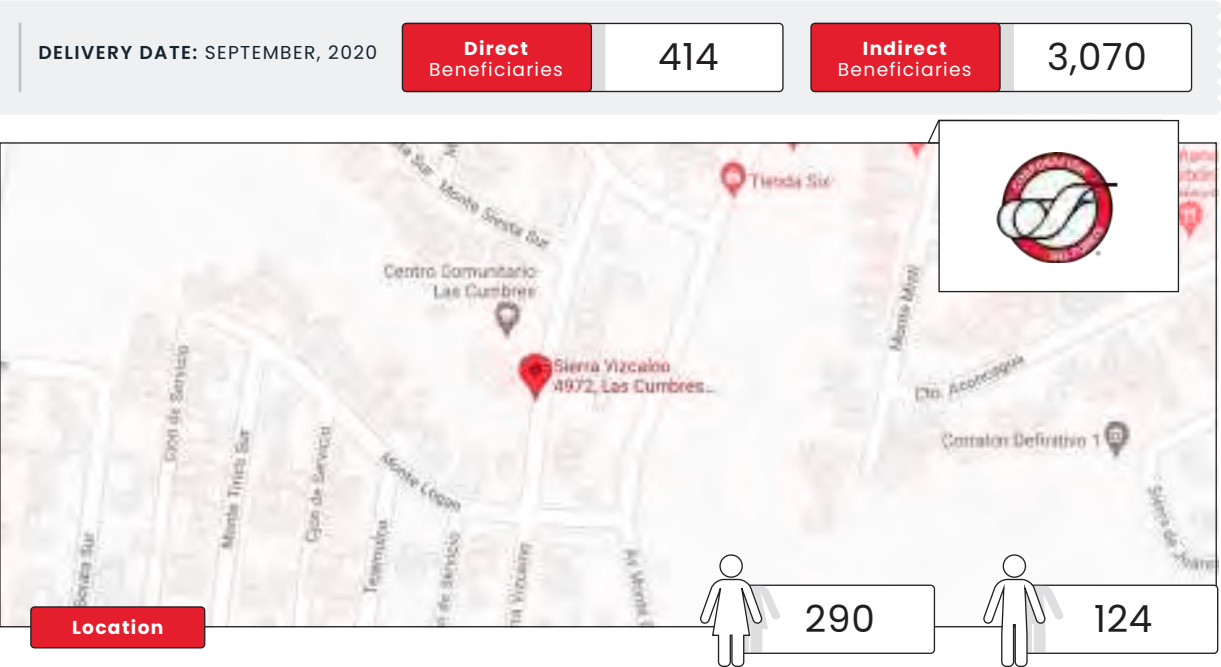
38 | Parque Sánchez Taboada, Tijuana, Baja California



2020

39

Deportivo Cumbres, Tijuana, Baja California



2020

40

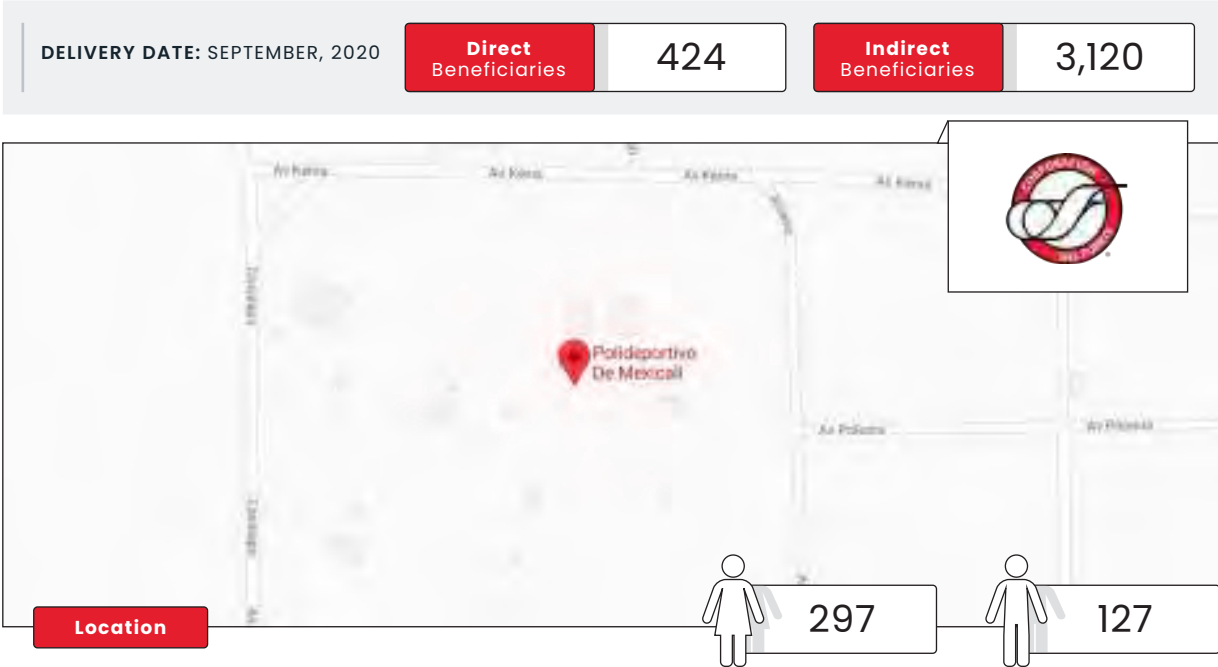
Deportivo Ejido Puebla, Mexicali, Baja California



2020

41

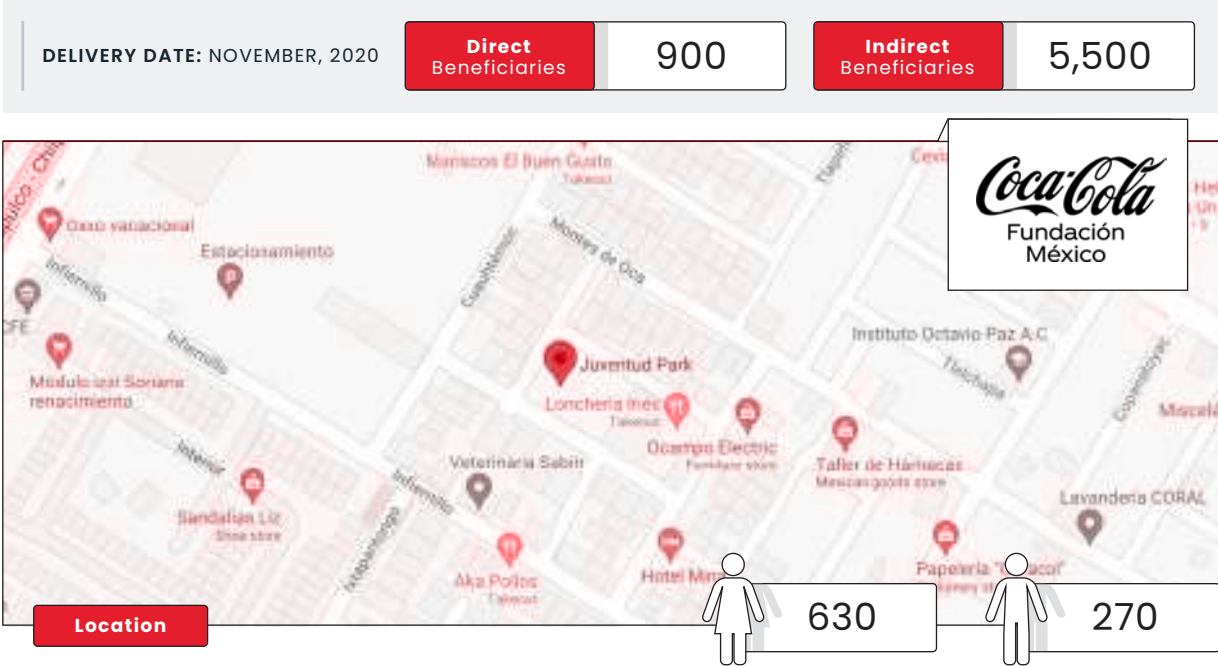
Polideportivo, Mexicali, Baja California



2020

42

Parque de la Juventud, Acapulco, Guerrero



2020

43

Parque Izazaga, Acapulco, Guerrero

DELIVERY DATE: NOVEMBER, 2020

Direct
Beneficiaries

750

Indirect
Beneficiaries

4,750





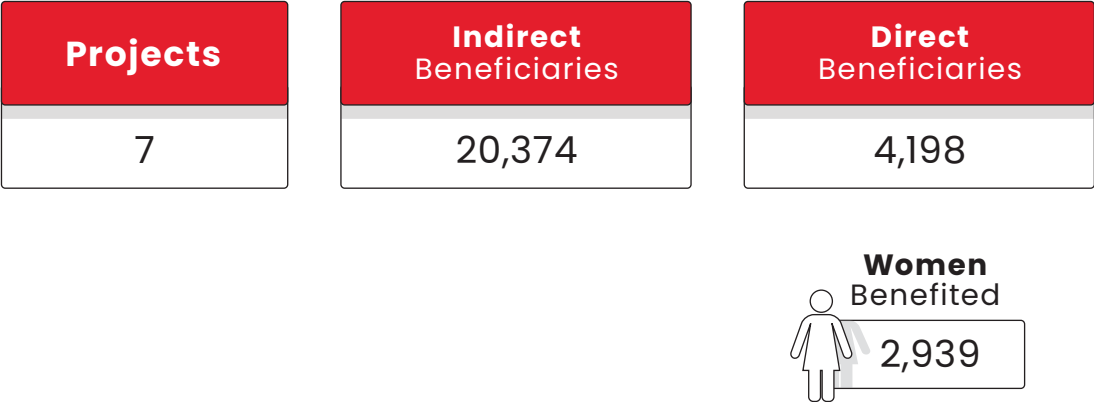
Soccer goals and Basketball hops

Soccer is one of the most practiced sports by communities in Mexico. Due to its versatility and ease to play, this sport does not need more than a couple of soccer goals and a ball to be carried out.

As part of a program to promote the sport in the red spots of the city, donations of goals and basketball hoops were made to invite the youth of the communities to move and find in sport a way to combat the crime rate.

To promote sports, healthy coexistence, and ties between the neighborhood residents were donated soccer goals.

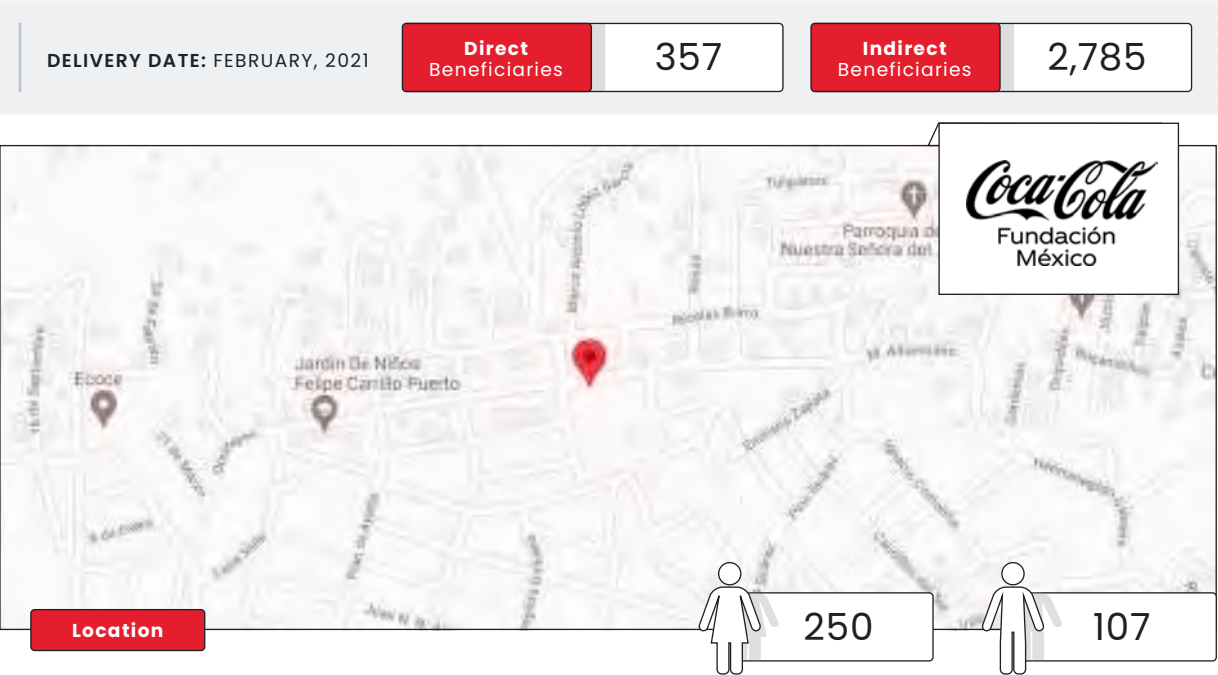
Baskets were also installed so that the courts are versatile and the community can occupy this space.



2020

44

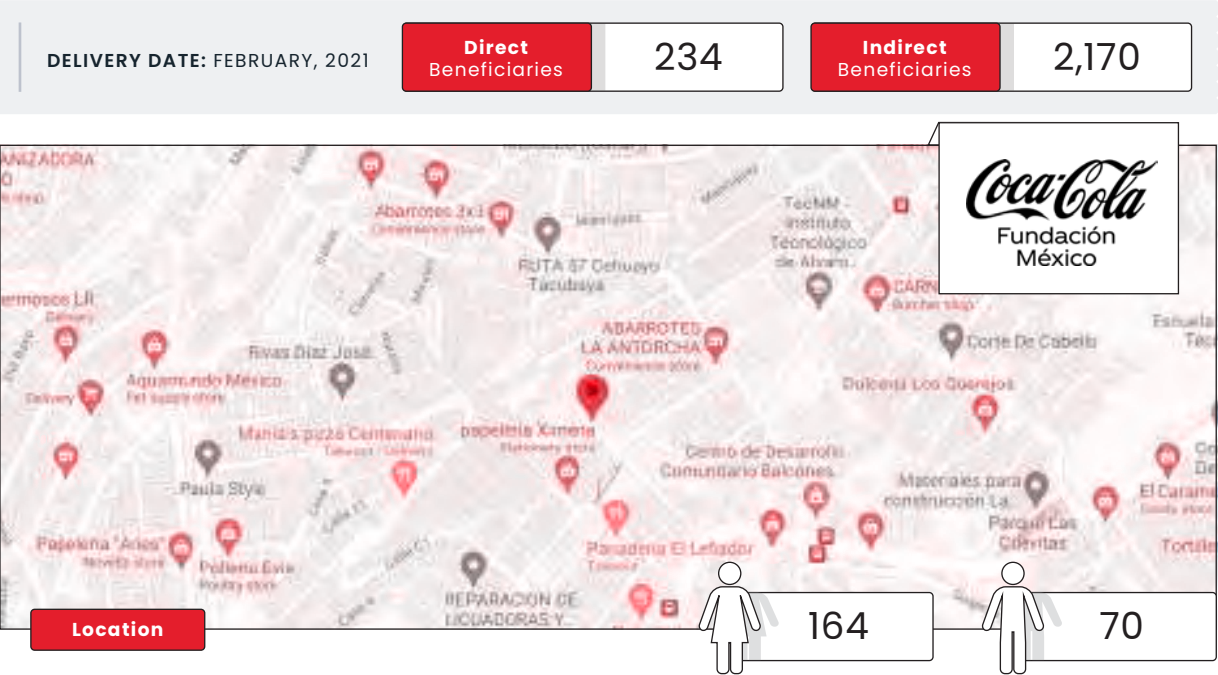
Parque Dos Ríos, Álvaro Obregón, Ciudad de México



2020

45

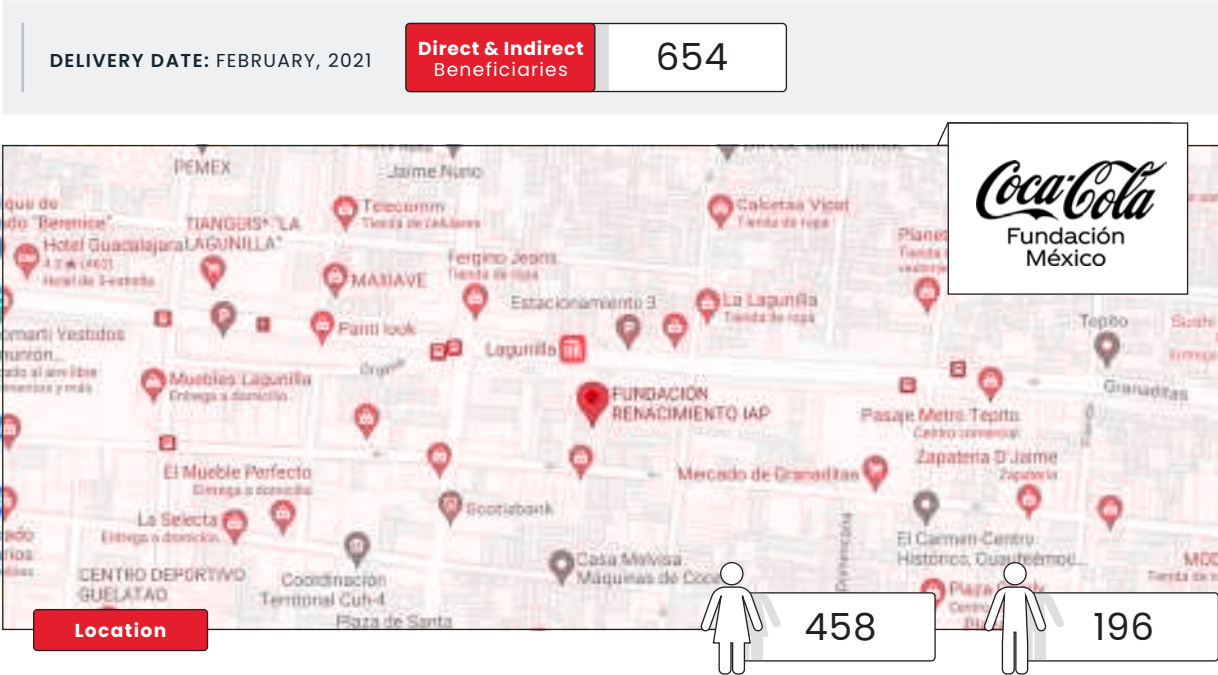
Parque Villa Progresista, Álvaro Obregón, Ciudad de México



2020

46

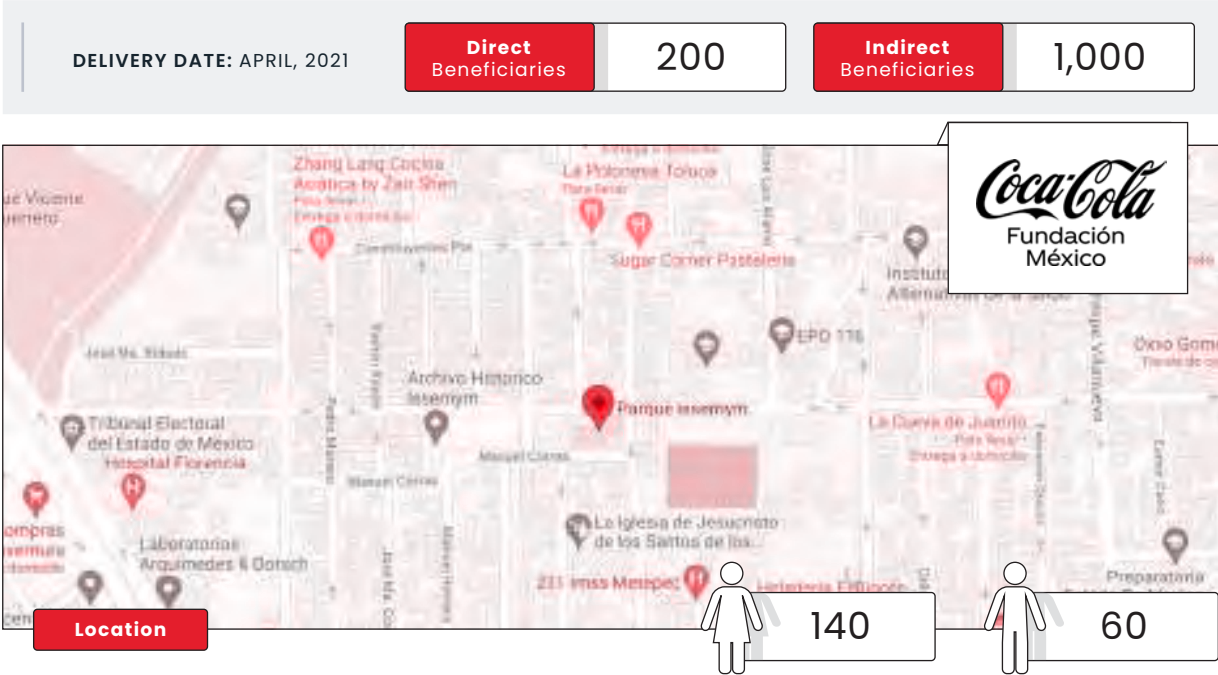
Fundación Renacimiento, Cuauhtémoc, Ciudad de México



2020

47

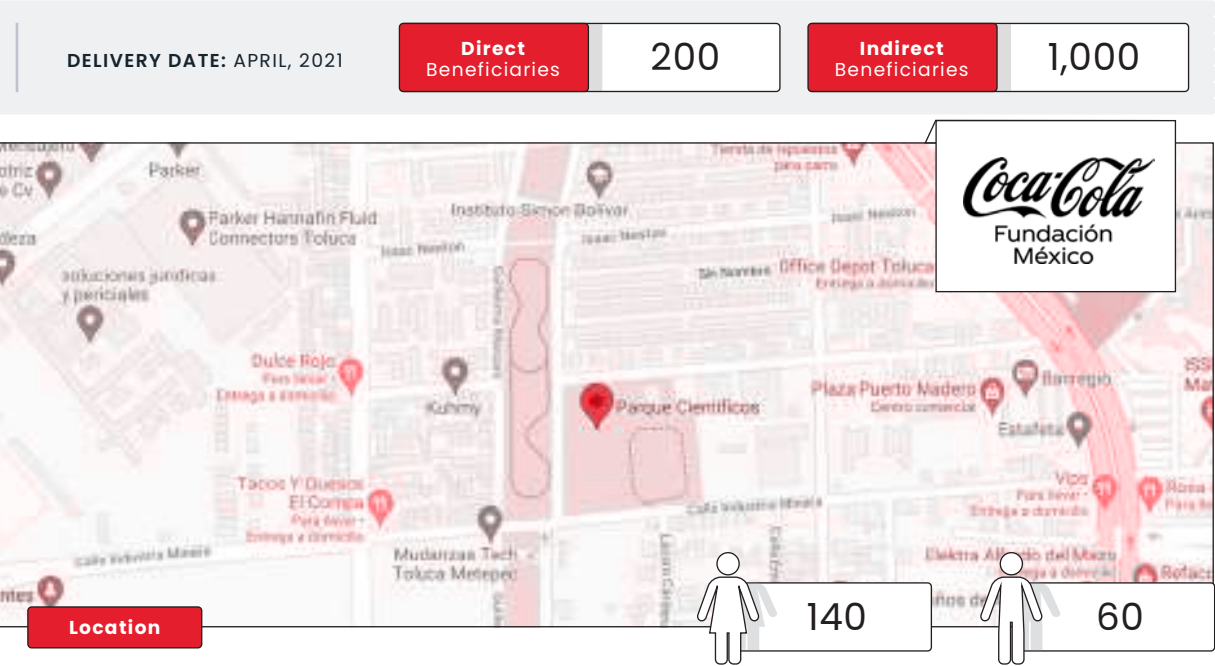
Parque ISSEMYN, Toluca, Estado de México



2020

48

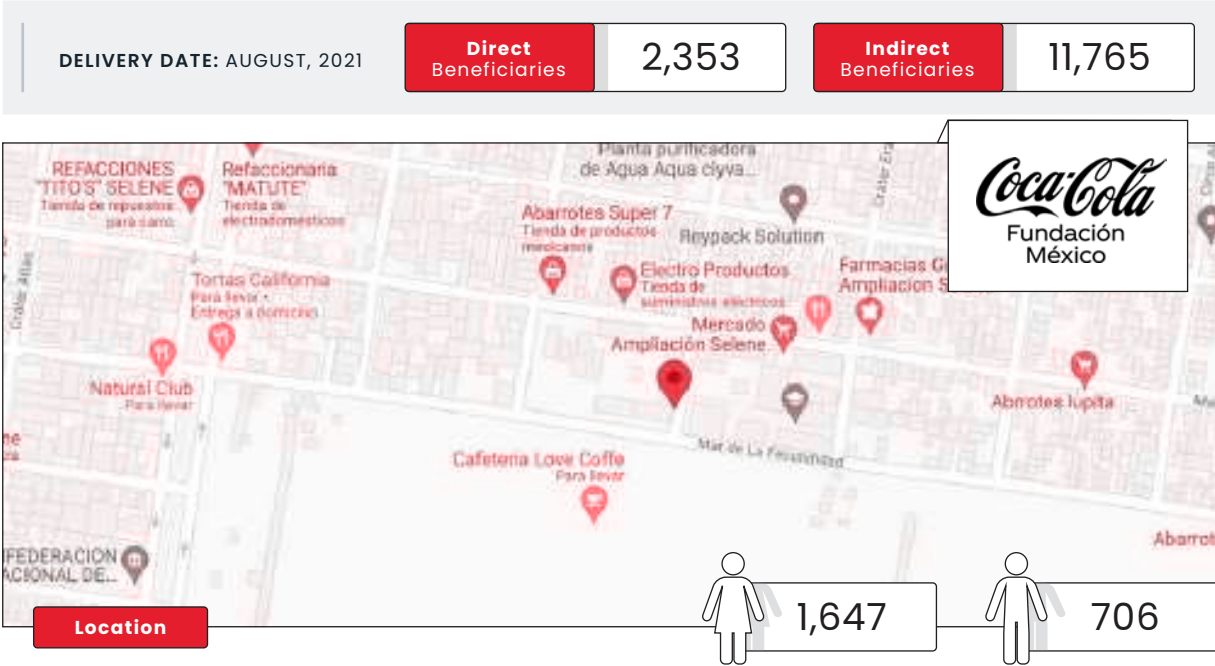
Parque Galileo Galilei, Toluca, Estado de México



2021

50

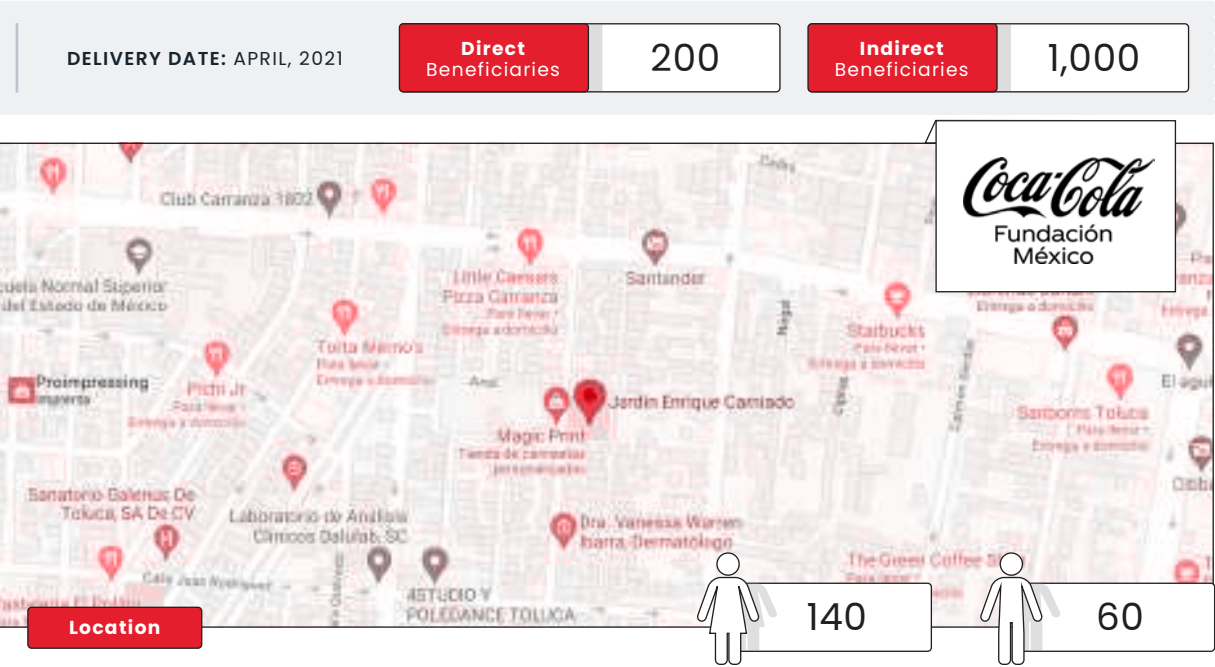
Deportivo Ampliación, Tláhuac, Ciudad de México



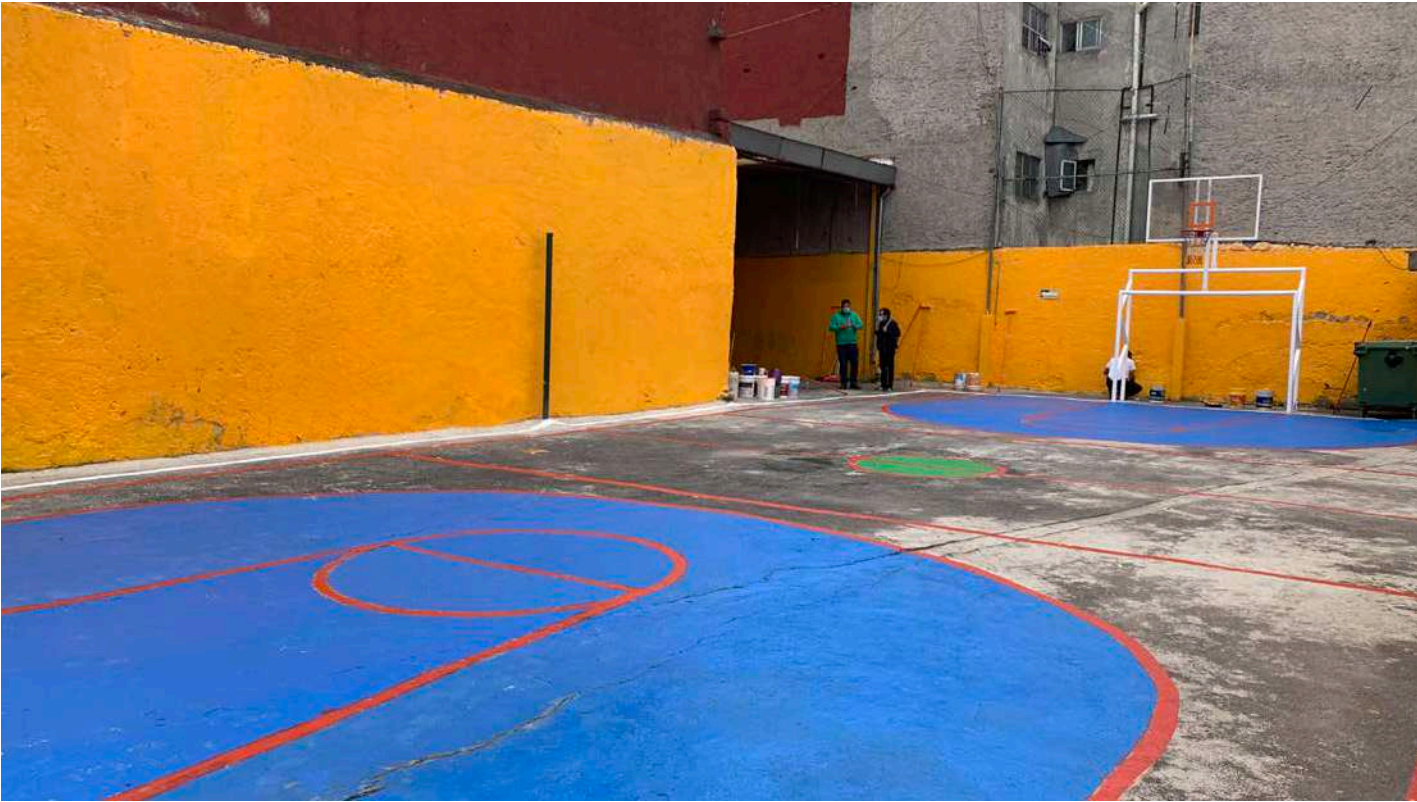
2020

49

Parque Enrique Carniado, Toluca, Estado de México

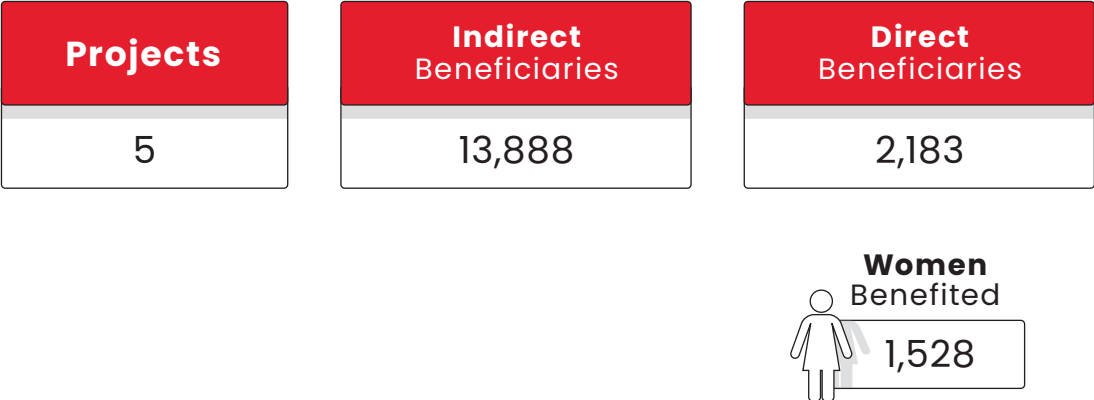






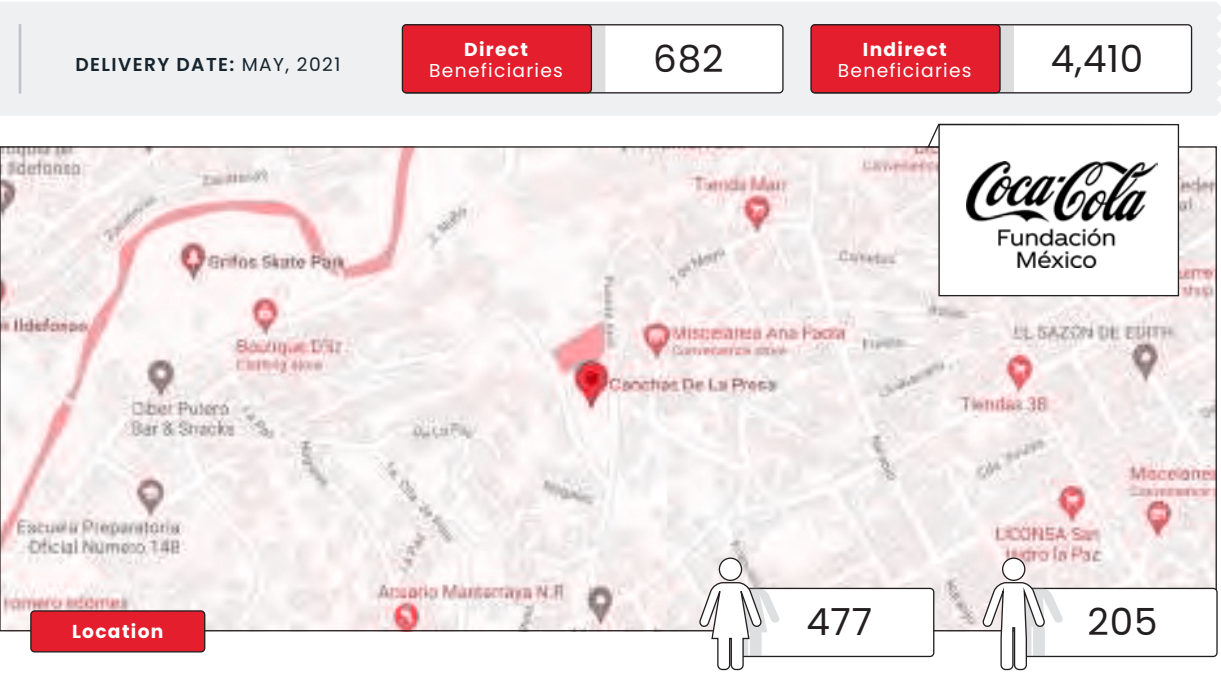
Basketball Backboards

It's incredible what a basketball backboard can change on a court and in a community. Some of them were placed to physically reactivate young people and keep them away from problems such as drug addiction. Families now occupy these spaces.



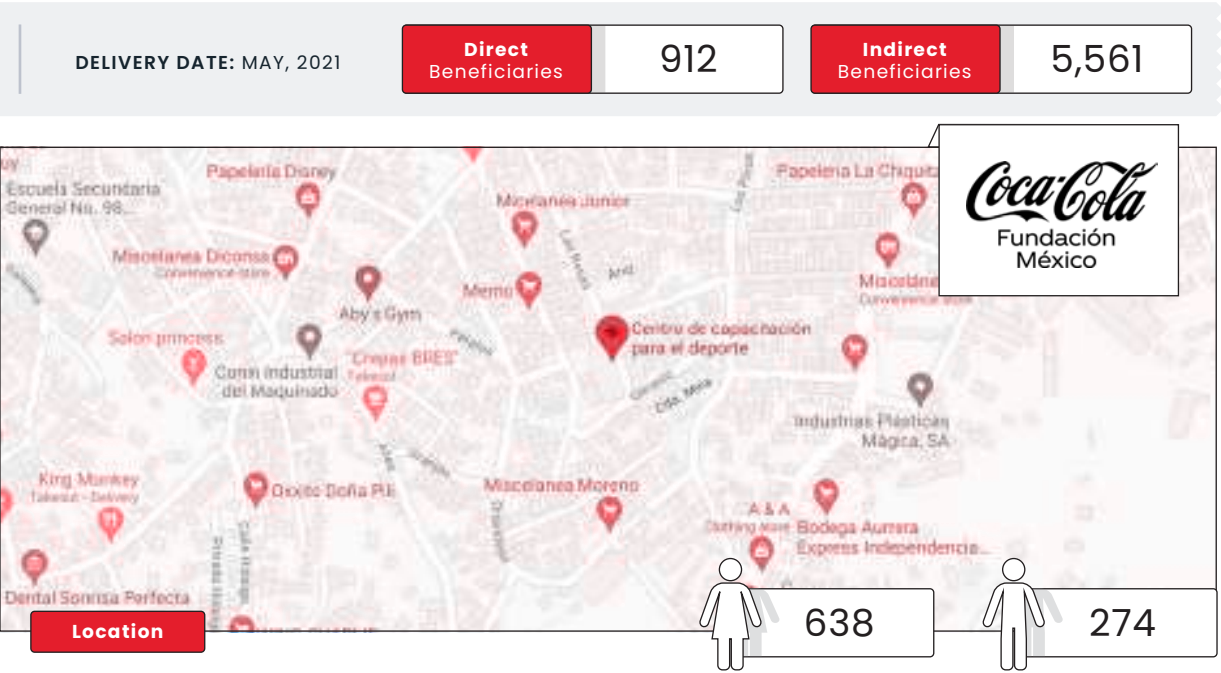
2021

51 | Canchas de La Presa, Villa Nicolás Romero, Estado de México



2021

52 | Centro de Capacitación para el Deporte, Villa Nicolás Romero, Estado de México



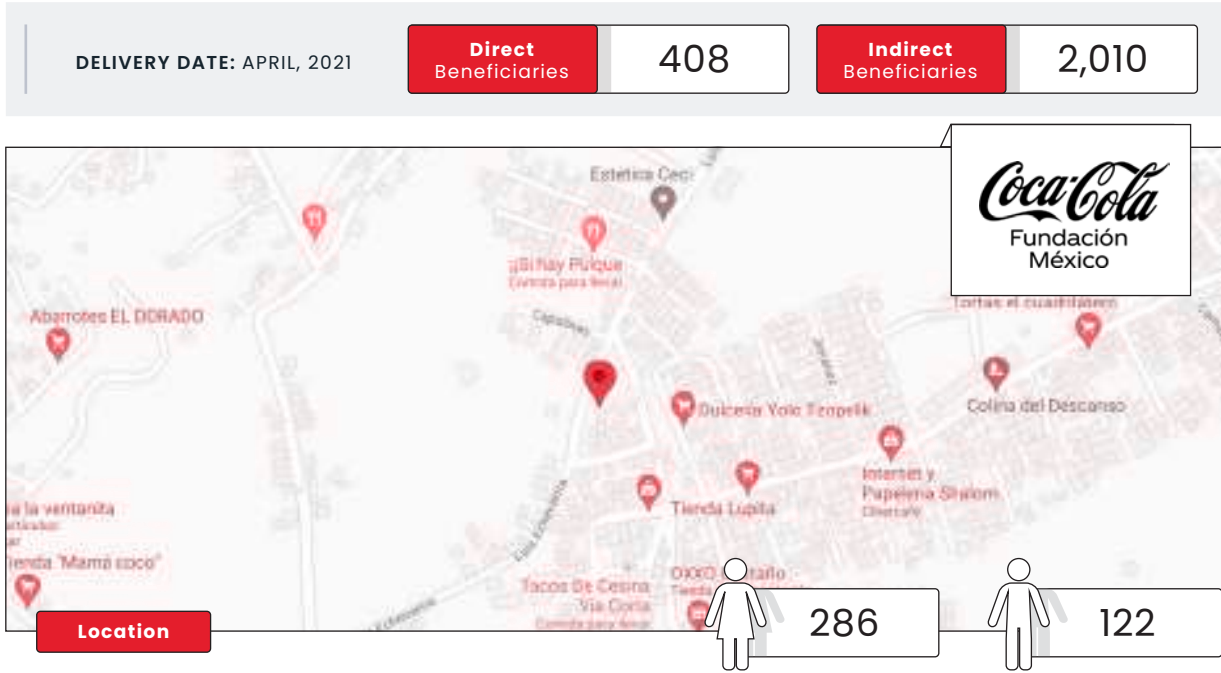
2021

53 | Kiosko de San Miguel Hila, Villa Nicolás Romero, Estado de México



2021

54 | Camino Nacional, Villa Nicolás Romero, Estado de México



Huixmí de Zaragoza, Pachuca, Hidalgo

DELIVERY DATE: MAY, 2021

Direct Beneficiaries

220

Indirect Beneficiaries

1,100



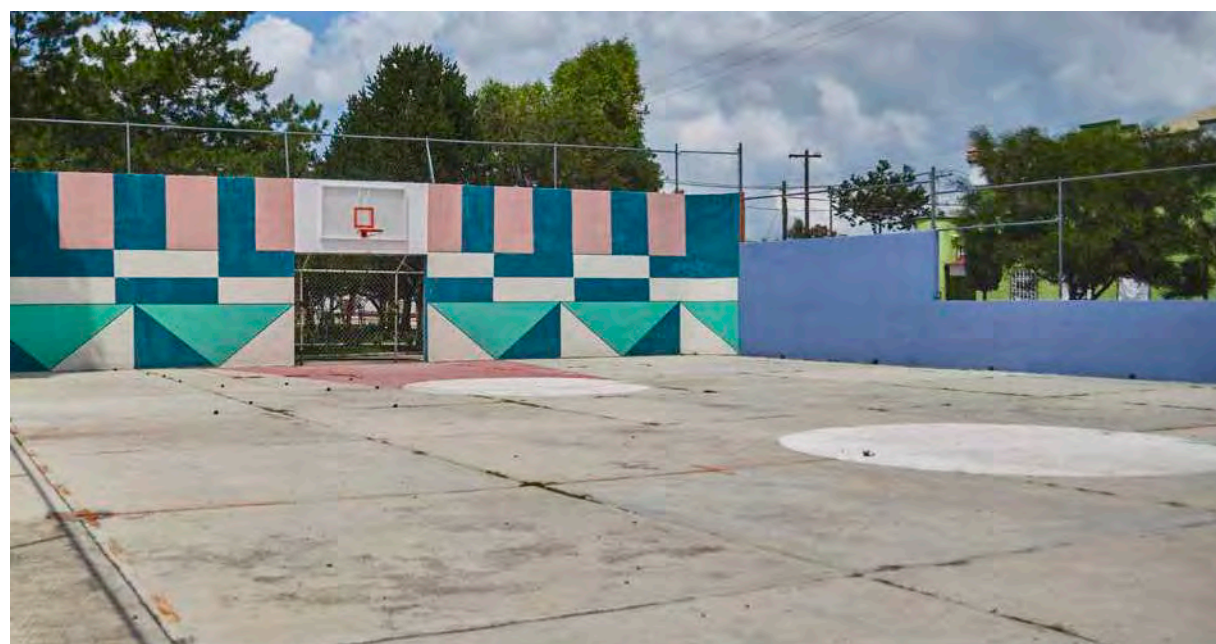
Location



572



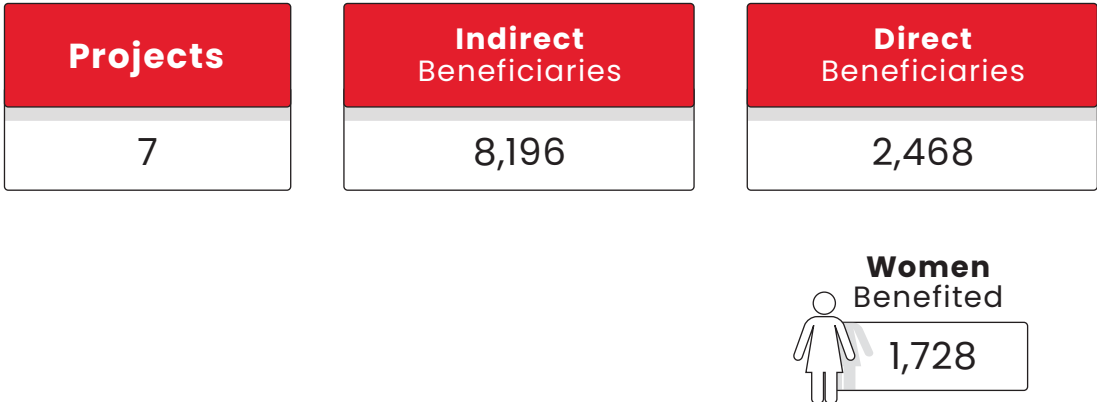
528





Drinking Fountains

They benefited 2398 persons by installing eight drinking fountains. The installation was carried out in spaces where sports or physical activities are regularly practiced.



2020

56

Centro de Atención Múltiple No. 69, Tlalpan, Ciudad de México

DELIVERY DATE: SEPTEMBER, 2020

Direct & Indirect
Beneficiaries

124



2020

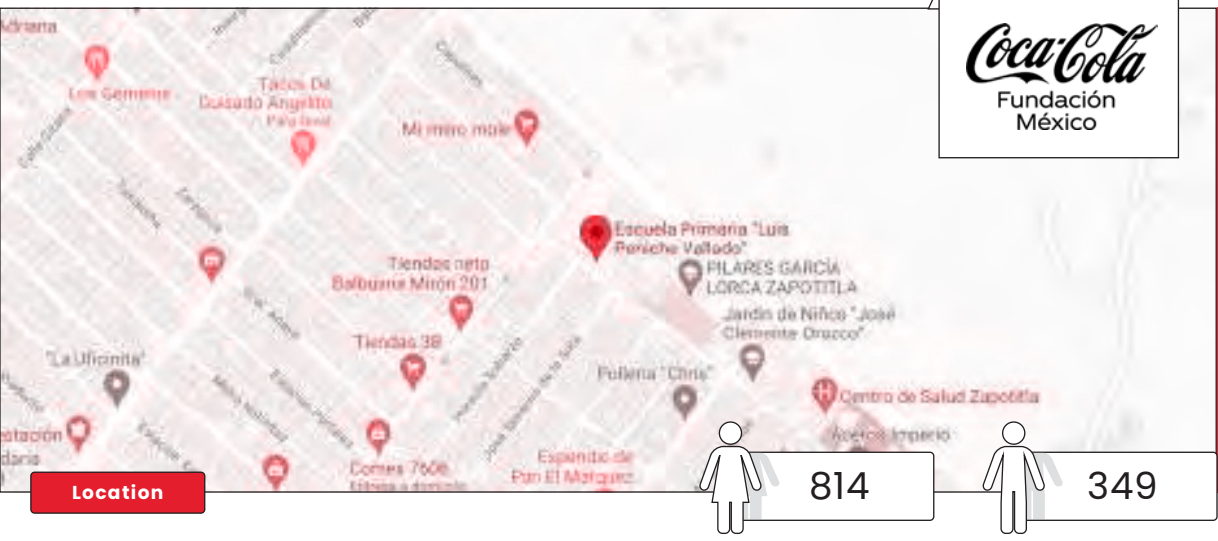
57

Escuela Primaria Luis Peniche Vallado, Tláhuac, Ciudad de México

DELIVERY DATE: SEPTEMBER, 2020

Direct & Indirect
Beneficiaries

1,163



2020

58

Fundación Renacimiento, Cuauhtémoc, Ciudad de México

DELIVERY DATE: FEBRUARY, 2021

Direct & Indirect
Beneficiaries

654



2021

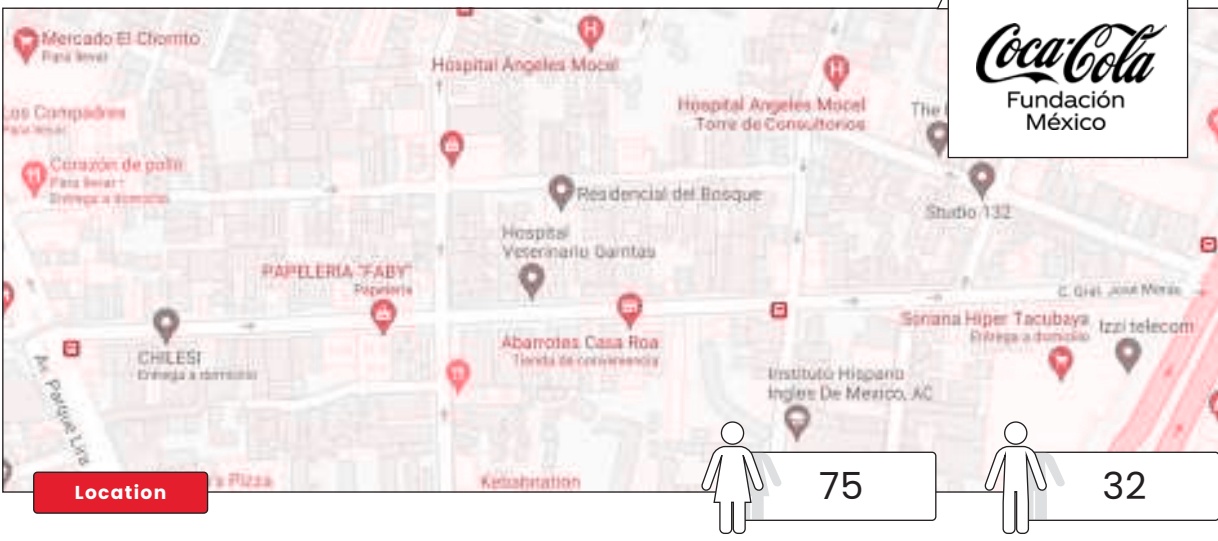
59

Guardería San Miguel Chapultepec, Miguel Hidalgo, Ciudad de México

DELIVERY DATE: FEBRUARY, 2021

Direct & Indirect
Beneficiaries

107



2021

60

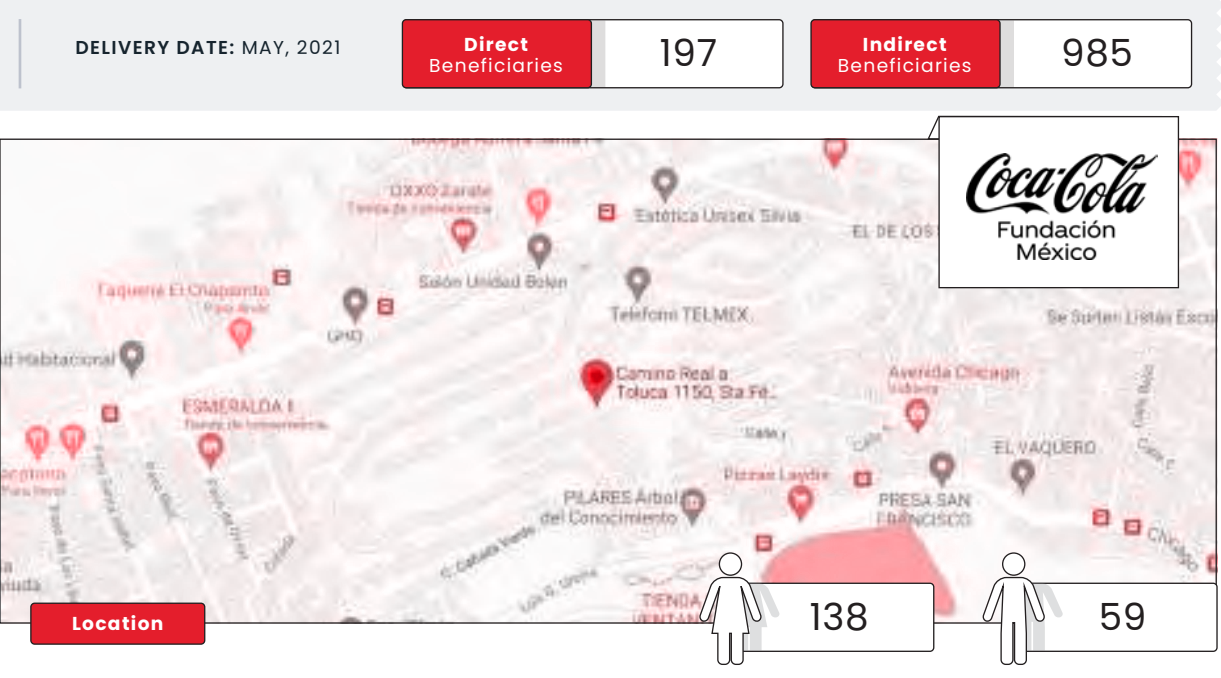
Unidad Habitacional Marina Nacional, Miguel Hidalgo, Ciudad de México



2021

61

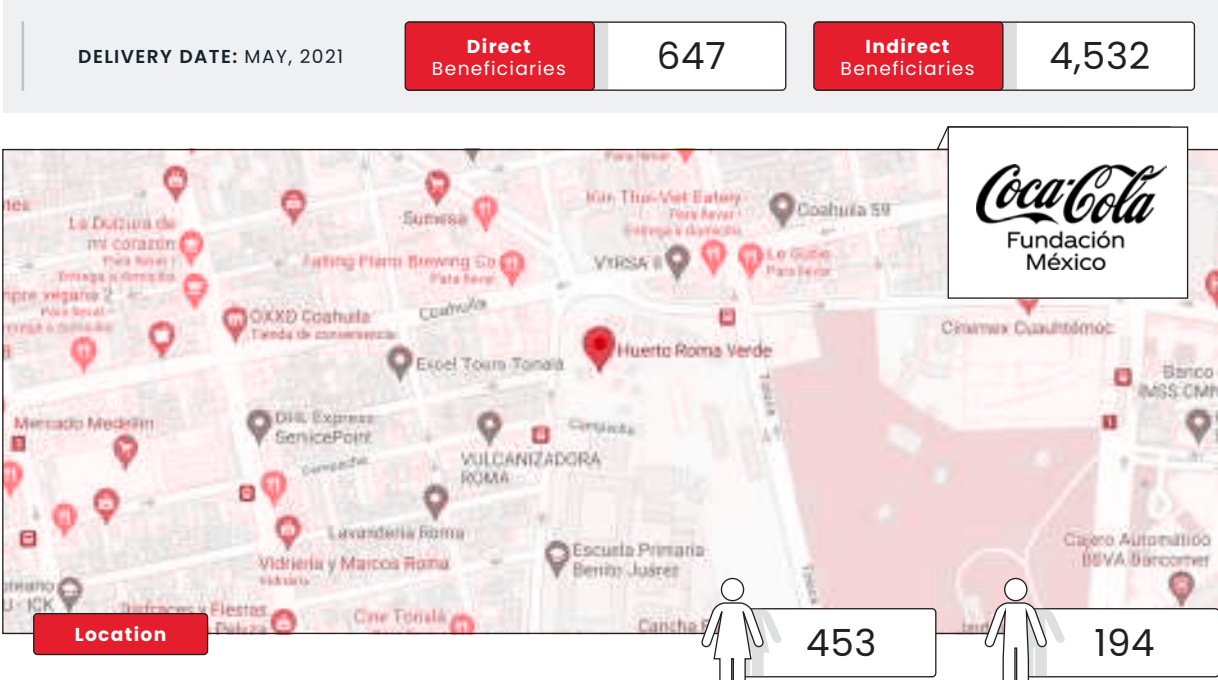
Unidad Habitacional Santa Fe, Álvaro Obregón, Ciudad de México



2021

62

Huerto Roma Verde, Cuauhtémoc, Ciudad de México





PARQUES MEXICO **PROGRAM**

