



PRESS RELEASE

Quezon City's Tactical Urbanism Transforms a Street into a People-Centered Active Mobility Hub

9 December 2024 | Bonn, Germany / Quezon City, Philippines. On Saturday, 7 December, Quezon City officially opened a newly reimagined Maginhawa Street, as a vibrant, people-centered space.

Throughout November, over 150 volunteers—including community members, local businesses, advocacy groups, and youth—came together to paint colorful road murals and pedestrian crosswalks along Maginhawa Street. One side of the street now serves as a shared pathway for cyclists and pedestrians, while the other features spaces for residents and customers to socialize.

This collective effort aimed to reclaim Maginhawa Street for the community, countering car-centric designs that have crowded out sidewalks and discouraged walking and biking. The “tactical urbanism intervention” was designed to foster active mobility—walking and cycling—this initiative provides safer and accessible urban environments, promotes healthier lifestyles, and contributes to reducing carbon emissions.

This initiative is part of the "Sparking Active Mobility Actions for Climate-Friendly Cities" (SPARK) Project. The project utilizes tactical urbanism—short-term, low-cost, and scalable interventions—to test innovative ideas for long-term urban transformation and open data. Implemented by ICLEI – Local Governments for Sustainability (ICLEI) and the Institute for Climate and Sustainable Cities (ICSC), the project aims to increase active mobility's role in building resilient, safe transport systems that contribute to national emission reduction targets and promote climate-friendly mobility behaviors through community-driven strategies.

"We are proud to launch Quezon City's tactical urbanism intervention under the SPARK project," said **Gino Van Begin**, ICLEI Secretary General. "By enhancing capacities, strategies, and policies, we aim to scale up and inspire lasting change in mobility behavior and urban planning."

Motorized transport accounts for approximately [30% of energy-related greenhouse gas emissions in the Philippines](#), making it a major contributor to air pollution. Supporting public transport and active mobility [can reduce emissions from transport fuel consumption by 25%](#) while contributing to public health, equity, and green socio-economic recovery. In Quezon City,



on-road transportation comprises [21% of total emissions](#) with [82.2% of motorized vehicles](#), while [17.8% is non-motorized \(walk\)](#).

Victorino Aquitania, ICLEI Southeast Asia Regional Director, added, "The SPARK Project is one of ICLEI's ongoing projects in the Philippines that aims to support local governments pursuing sustainable, zero-emission development. The SPARK Project intervention in Maginhawa Street of Quezon City, in particular, is an example of how local governments can lead the way in climate action through innovative methods that bring together communities."

The intervention was carried out through a series of workshops and assessments focusing on walkability and cyclability, ensuring community voices were central to the design. Recycled materials such as tires, gas canisters, and barrels with plants were used to protect pedestrian spaces and discourage vehicle parking, creating a more inclusive and people-centered environment. Park benches, play areas, and spaces for art and musical performances further enhance the area's appeal.

Golda Hilario, ICSC Director for Urban Development, stated, "We've seen incredible solidarity, with over a hundred volunteers pitching in despite the weather. This reflects the SPARK Project's spirit of collectiveness—reclaiming the streets from cars and re-allocating them for people, driven by Quezon City's strong sense of ownership to turn the project into reality."

The project is supported by the German Federal Ministry of Economic Affairs and Climate Action (BMWK) and the Federal Ministry of Environment, Nature Conservation and Nuclear Safety (BMUV) through their International Climate Initiative (IKI). It is also endorsed by the Philippine Department of Human Settlements and Urban Development (DHSUD), the Department of Transportation (DOTr), the Department of Interior and Local Government (DILG), and the National Economic and Development Authority (NEDA).

The Quezon City Government backs the Maginhawa Street intervention through a memorandum of understanding signed in 2023. The Traffic and Transportation Management Department, Department of Public Order and Safety, and Task Force Disiplina—responsible for enforcing ordinances and regulations in the city—actively supported the project's implementation. To facilitate the intervention, Quezon City [issued a traffic advisory](#) announcing a one-way traffic scheme for the area, which will remain in effect until the project concludes in February 2025.

Further contributions from Quezon's local government include the Office of the City Administrator, which oversaw the project implementation, and the Parks Development and Administration Department that rendered the design of the interventions and provided the greenery on site. The Departments of Public Order and Safety, Sanitation, Public Affairs and Information Services, City Planning and Development, and City Tourism also lent their expertise,



ensuring the project's execution and alignment with the city's vision for sustainable and community-centered development.

During the intervention launch, which coincided with the [Maginhawa Arts and Food Festival](#), city representatives emphasized the significance of promoting active mobility through interventions that are not only innovative but also community-driven.

An integral part of the SPARK Project is collecting data to develop recommendations for people-oriented urban planning policies. The findings will guide discussions with the local government and community members on long-term implementation and replication in other areas of Quezon City to further expand and promote active mobility by creating safer and more inclusive urban spaces.

The SPARK Project will iterate this intervention in partnership with Pasig City in 2025. For more information about the SPARK Project, visit <https://sustainablemobility.iclei.org/spark/>.

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Additional resources:

[\[IMAGES FROM THE RIBBON-CUTTING\]](#)

[\[IMAGES DURING THE IMPLEMENTATION\]](#)

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NOTE TO EDITORS

About ICLEI

ICLEI – Local Governments for Sustainability (known as "ICLEI") is a global network of more than 2,500 local and regional governments committed to sustainable urban development. Active in 125+ countries, ICLEI influences sustainability policy and drives local action for zero emission, nature-based, equitable, resilient and circular development. ICLEI Members and its



team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability. For more information, visit: <https://iclei.org/>

About ICSC

The Institute for Climate and Sustainable Cities (ICSC) is an international non-government group advancing fair climate policy and low carbon, climate-resilient development. Based in the Philippines, it is engaged with the wider international climate and energy policy arena, particularly in Asia. It is recognized for its role in helping advance effective global climate action and the Paris climate agreement. For more information, visit: <https://icsc.ngo/about-icsc/>