Bogotá (and Colombian) cycling advocacy

Velocity 2017
Advocacy in Different Countries
June 13
14:15h - 15:15h
Brown Room

Carlosfelipe Pardo
Despacio.org
@carlosfpardo
Background info (Bogotá, Colombia)

- Infrastructure (OSM https://umap.openstreetmap.co/es/map/ciclo-infraestructura-en-colombia_955#8/5.367/-74.048)

- Regulation:
  - Ley 1811 de 2016
  - ORNIs / UROs: Resolución 160 de 2017
  - Some cities with bicycle “person”
  - Cycling-inclusive infrastructure guide

- Education: helmet-led, cyclist is “dangerous” (and cycling as well)...

- Culture: cycling as sport (since 1950s), recreation (since 1970s), transport (since 1990s-2000s).
Some high quality infrastructure (from year 2000)
The longer history of the bicycle

<table>
<thead>
<tr>
<th>Historical Moment</th>
<th>Bicycle Users</th>
<th>Bicycle Uses</th>
<th>Perception of Bicycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1800s arrival of the bicycle</td>
<td>High Income Men and women</td>
<td>Transport</td>
<td>High status</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Recreation</td>
<td></td>
</tr>
<tr>
<td>1903 Arrival of the automobile</td>
<td>Children are main bicycle users (high class)</td>
<td>Bicycle as children’s recreation</td>
<td>Bicycles are for children</td>
</tr>
<tr>
<td>1950 Vuelta a Colombia (Tour of Colombia)</td>
<td>Low income people</td>
<td>Sports</td>
<td>(for high status) vehicle of the poor</td>
</tr>
<tr>
<td>1974 Ciclovía (Sunday carfree day)</td>
<td>The entire population</td>
<td>Sports, recreation</td>
<td>Vehicle for everyone’s recreation</td>
</tr>
<tr>
<td>1998 – first mass bikeway construction</td>
<td>Varied (mostly low income, but increasingly also high income)</td>
<td>Transport</td>
<td>Increasingly positive</td>
</tr>
<tr>
<td>2000 – first Carfree day (one a year)</td>
<td>The entire population</td>
<td>Transport</td>
<td></td>
</tr>
</tbody>
</table>
Evolution of cycling policies

- Samuel (2008-2011): Obscurantism (citizen reaction!)
- Petro (2012-2015): citizens, experiments (citizen involvement!)
- Peñalosa II (2016-2019): pilots, grand projects, still waiting... (citizens? OH RIGHT!)
Bicycle trip % 1996-2016 (various sources)
*Built* per mayoral term

<table>
<thead>
<tr>
<th>Mayor</th>
<th>Term</th>
<th>Bikeway constructed (km)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peñalosa</td>
<td>(2016)</td>
<td>7.25</td>
</tr>
<tr>
<td>Petro</td>
<td>(2012 - 2015)</td>
<td>63.1</td>
</tr>
<tr>
<td>Moreno</td>
<td>(2008 - 2011)</td>
<td>26</td>
</tr>
<tr>
<td>Mockus</td>
<td>(2001 - 2003)</td>
<td>55</td>
</tr>
<tr>
<td>Peñalosa</td>
<td>(1998 - 2000)</td>
<td>232.1</td>
</tr>
<tr>
<td>Mockus</td>
<td>(1995 - 1997)</td>
<td>7.9</td>
</tr>
</tbody>
</table>
Cumulative Capacity of Transmilenio Bicycle Parking (2017)

- **Original Capacity**
- **Current capacity (201705)**
- **Cumulative Capacity 2017**
- **Cumulative Capacity 2014**

**Capacity 2017**

**Capacity 2014**

**Goal 2016-2019:** +1,500

2532 vs 3758
Al Colegio en Bici
Mesa de la bicicleta Bogotá (Bike roundtable)

Left photo Carlosfelipe Pardo, Right Photo by Camilo Rey
Bicirred (Colombia)
Survey to cyclists’ groups

- Bogotá: 60%
- Medellín: 7%
- Cali: 6%
- Bucaramanga: 6%
- Barranquilla: 3%
- Chía: 3%
- Popayán: 3%
- Villavicencio: 3%
- Cartagena: 0%
- Guaduas: 3%
- Colombia en general: 3%

¿What city?
Is your group registered?

- Yes, as a non-profit organization: 40%
- Yes, as a commercial organization: 10%
- No, but we intend to register as a non-profit organization: 20%
- No, but we intend to register as a commercial organization: 7%
- No, we don't intend to register formally: 7%
- Other: 50%

Yes (or intend to): 50%
No (and don’t intend to): 50%
Number of advocacy groups by year of start of activities

- 1996-1999: 1
- 1996-1999: 1
- 2000-2003: 1
- 2004-2007: 1
- 2008-2011: 4
- 2012-2015: 18
- 2016-2017: 4
How does your advocacy group promote cycling?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings with citizens</td>
<td>80%</td>
</tr>
<tr>
<td>Bike rides - sporadically</td>
<td>50%</td>
</tr>
<tr>
<td>Bike rides - with programmed dates or frequency</td>
<td>77%</td>
</tr>
<tr>
<td>Meetings with government</td>
<td>57%</td>
</tr>
<tr>
<td>Facebook</td>
<td>97%</td>
</tr>
<tr>
<td>Twitter</td>
<td>70%</td>
</tr>
<tr>
<td>Other</td>
<td>37%</td>
</tr>
</tbody>
</table>
Aproximately, how many people manage your group actively?

- Less than 3: 16.70%
- 4 - 10: 56.70%
- 11-20: 13.30%
- 21-50: 3.30%
- More than 50: 10.00%
Aproximately, how many people follow your group?

- Less than 10: 0.00%
- 11-20: 3.30%
- 21-100: 13.30%
- 101-1,000: 33.30%
- More than 1,000: 50.00%
Which is your group's main focus?

- To promote cycling as a transport mode among citizens; 40%
- To produce data and information on cycling; 20%
- To spread data and information on cycling; 0%
- Other; 40%

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¿Which has been the greatest achievement of your group?

Answered: 29   Skipped: 1

Proyecto Reconocimiento Local de la Bicicleta
Propuesta Comunidad Gente
Participación Practicar Ciudad
BiciEscuela Redes LUCHA Nacional Foro
Getting better and better...

- Organized
- Participative
- In contact with government
- Politicized?
- Part of government
- ...

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...But need to improve

• Diplomacy
• Followup
• Systematization
• “being against for being against”
• Politicizing
• Part of government?
Thank you!

- And thanks to support in data from:
  - UniAndes EPIAndes Olga Lucía Sarmiento, Ana Paola Ríos
  - Bicirred Colombia (29 respondents!)
  - Mesa de la Bicicleta de Bogotá
  - Cyclists of the country!

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