

INTRODUCTION

Bogotá's record levels of motorization reached crisis status when traffic congestion became so severe that commuting took hours and public transport was unable to effectively serve citizens. Staggering levels of air pollution further added to the urgency to address the issue. In response, Bogotá directed attention toward increasing public transport use while improving conditions for bicycling, thus minimizing automobile dependence as well as reducing the consequent traffic congestion and pollution.

The key issues for Bogotá have been integrating bicycle and bus rapid transit (BRT) policies into a wider sustainable urban transport context and overcoming political barriers in order for projects and policies to have continuity between each political term of office. Now, Bogotá's TransMilenio BRT system has gained international recognition as an example of sustainable mobility. Meanwhile, the strengthening of bicycle policy and infrastructure has increased the modal share of cycling, from 0.58% in 1998 to circa 5% in 2010.

The implementation of Bogotá's transformative transport policies was the result of **strong, forward-thinking mayoral leadership, with the cooperation and collaboration of a variety of stakeholders.**

In 1998, in the midst of new city regulations coming into effect, Bogotá's Urban Development Institute (IDU) realized the need to formulate a **Bike Path Master Plan.**

The implementation of the plan was only possible thanks to the joint efforts of various law enforcement district entities (planning and mobility sectors) and utilities, along with strong corporate management.

In 2000, **TransMilenio was introduced, through a public-private partnership, and quickly developed into a widely-used BRT system.**

Under the partnership, the private sector is in charge of TransMilenio's operations and maintenance, while the public sector is responsible for the BRT infrastructure and the oversight of the system.

1
million
passengers
take the BRT
everyday

\$560
thousand
spent on
maintenance
from 1998
to 2008

The IDU was responsible for executing the acquired expertise in the design process and construction of the new system (including land management, environmental, social, network utilities, and other technical aspects). To ensure the smooth operation of the bicycle network, investment of public funds was necessary for its upkeep. This was realized through a **community service scheme of social work, which targeted vulnerable sectors of the community.**

Over US\$ 200 million was spent on the construction of the cycle network. The city has spent approximately US\$ 560,000 on maintenance from 1998 to 2008. The average cost of one kilometer of cycle path built in Bogotá is US\$ 600,000, while the cost of one kilometer of a 30-meter wide road is about US\$ 6,500,000.

Investment has been done exclusively with public resources from the municipality where the main **sources of income are fuel surcharges and income from traffic tickets and land value tax.** TransMilenio was similarly cost-effective, with the first phase costing US\$ 240 million to develop 41 km of BRT infrastructure. TransMilenio ridership quickly rose above 800,000 passengers daily, and in 2006 daily ridership surpassed 1 million people.

\$200
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construction
of the bicycle
network

The rapid implementation of BRT and bicycle infrastructure was possible due to strong political will, effective guidance, adequate financial support, and enthusiastic commitment of stakeholders.

One of the most important factors of increasing use of TransMilenio and the bicycle network has been the implementation of a promotional plan. Cities hoping to achieve similar results must **establish institutions that support efforts to promote active transport policies.** Ambitious advertising campaigns, accompanied by an institutional presence have led to greater use of BRT and bike paths in Bogotá and consequently, less reliance on automobiles.

The promotional campaign has also generated benefits such as time and money savings, increased civil involvement and cooperation, and heightened awareness of health and environment issues, as well as establishing an overall improvement in Bogotá's transport infrastructure.

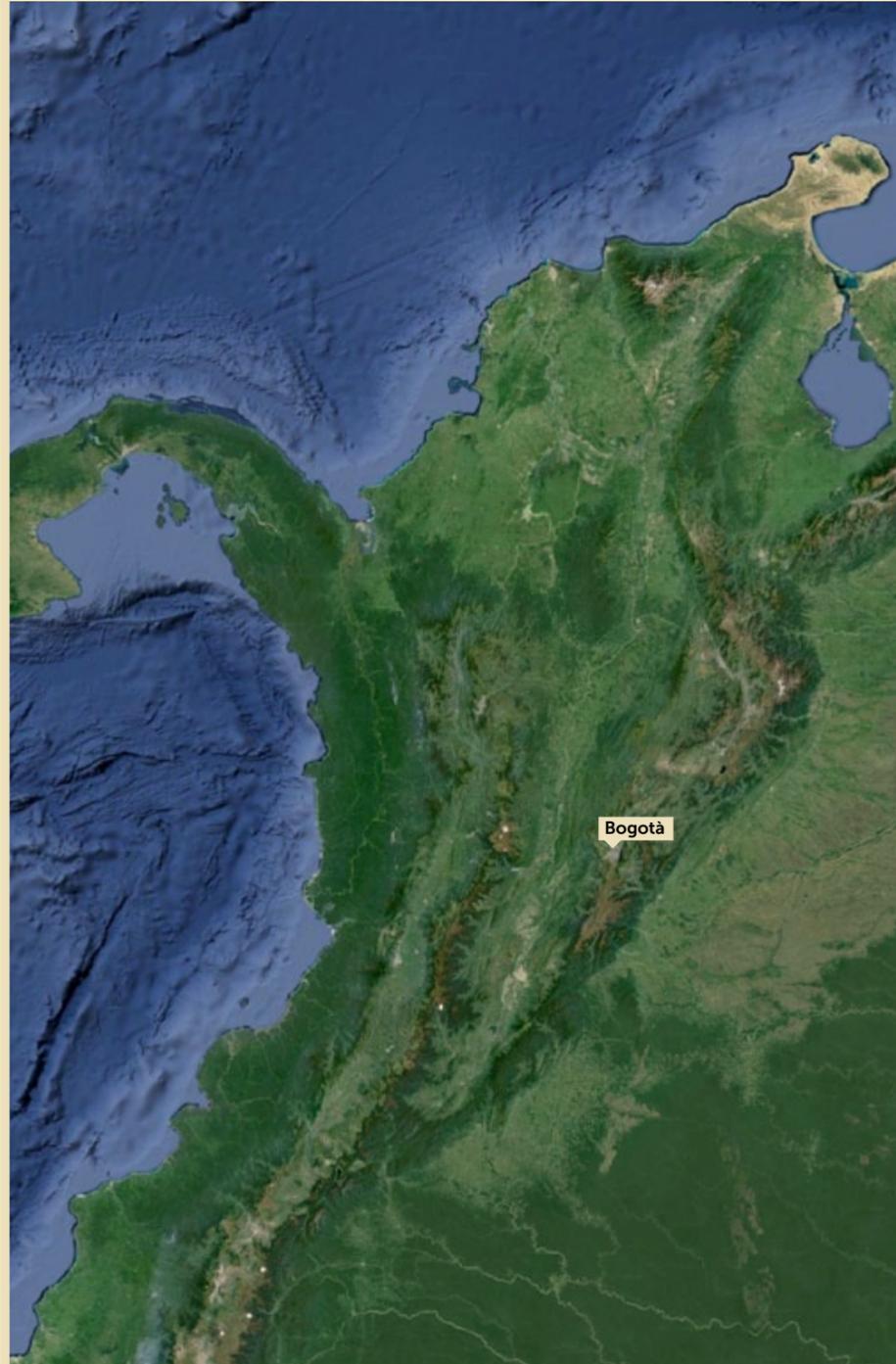
CONCLUSION

Bogotá has encouraged public investment-generating infrastructure for sustainable mobility through the urban renewal that occurred alongside the construction of TransMilenio and the bike paths, among other green economy initiatives. These projects have generated citizens' confidence in public entities, which in turn became an enabler for future progress. Today Bogotá is known for having a notable transport system covering the transport needs of the vast majority of citizens, rather than favoring cars. The introduction of TransMilenio and a well-designed bicycle network improved traffic flow by reducing congestion, and improved air quality by reducing carbon emissions, all in a cost-effective manner. TransMilenio is credited with reducing carbon emissions by more than 1.7 million tons between 2006 and 2009 alone, according to a 2010 study. Bogotá's planning model can be replicated in cities with similar socio-economic characteristics; it can be realized with low budgets especially when compared with other heavy infrastructure projects.

CREDITS AND LINKS

EcoMobility Alliance Secretariat, ICLEI – Local Governments for Sustainability, World Secretariat
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tel +49-228 / 97 62 99 55
[http:// www.ecomobility.org](http://www.ecomobility.org)

For the full case study
[http:// www.iclei.org/fileadmin/PUBLICATIONS/Case_Studies/ICLEI_cs_165_Bogota_2013.pdf](http://www.iclei.org/fileadmin/PUBLICATIONS/Case_Studies/ICLEI_cs_165_Bogota_2013.pdf)



BOGOTÁ



COORDINATES
4°6'N 74°08'E
 AREA
1,732 sq mi
 POPULATION
9,000,000
 DENSITY
4,251,61 sq mi
 GDP total
\$378.713 billion
 GDP per capita
\$10,742

Today Bogotá is known for having a notable transport system covering the transport needs of the vast majority of citizens, rather than favoring cars

\$240
 million for developing 41 km of BRT infrastructure

\$600
 thousand for one kilometer of cycle path instead of \$6.5 million for a 30 meter wide road



Investment for public transport has been done exclusively with public resources from the municipality

1.7
 million tons of carbon emissions reduced

SOURCES

1 GIZ 2 Instituto de Desarrollo Urbano

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BOGOTÁ, Colombia

INVESTING TO TRANSFORM TRANSPORTATION

In collaboration with MIT

SA+P
 senseable city lab:::

