HUMAN CENTERED STRATEGIES TO URBAN DEVELOPMENT: THE ADAPTIVE CITY

Improving the quality of lives people: strategies for poverty reduction in urban planning. Experiences from Bogota, Colombia

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January 2015
Bogota, Towards Sustainable Mobility

- **1997**: Urban Transport Master Plan
- **1999**: TransMilenio System, First Cycle Paths in the city
- **2006**: Decree 319 – Mobility Master Plan
- **2009**: Decree 309 – Adoption of the Integrated Public Transport System (SITP)
- **2012**: Bogotá Humana – District Development Plan (4 years)

**Sustainable Mobility**

- **IDU**: Run public works for urban development
- **TRANSMILENIO**: Manages and operates the city public transport
- **UAERMV**: Restores and maintains the local road network
- **TRANSPORT TERMINAL**: Supports municipal transportation / District-Region-National link

**Mobility Secretariat**
Leads the Mobility System policies
Bogota, Towards Sustainable Mobility

District Development Plan 2012-2016

A territory facing climate change and arranged around water

Human Mobility Program

• Emission reduction → climate change effects mitigation
• Priority to pedestrians, cyclists and public transport
• Introduction of electricity in mass transit system
• Interventions in the mobility system → strengthening the territorial strategy

Source: www.diarioadn.co

Pedestrianization Project – Carrera 7 Downtown
Source: www.diarioadn.co
Your regular trips, last less, longer or the as long as last year (2013)?

Only people with high mobility (working or studying away from home)

68% 6% -26%
26% 7%

Total Sample
65% 28%

Source: www.bogotacomovamos.org
### Context - Bogota, Towards Sustainable Mobility

#### Mobility survey – *Bogotá Cómo Vamos*

Which transport mode do you use primarily to go to your usual activities?

<table>
<thead>
<tr>
<th>Mode</th>
<th>Total</th>
<th>Only people with high mobility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass transit</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Traditional</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>Private</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Walking</td>
<td>13%</td>
<td>15%</td>
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</tbody>
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<th>Mode</th>
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<tbody>
<tr>
<td>Mass transit</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>Traditional</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Private</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Walking</td>
<td>11%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: www.bogotacomovamos.org

Source: www.transmilenio.gov.co
Users satisfied with their bikes (85 and 69 users respectively)

Users satisfied with taxi service (46 and 17 users respectively)

Users satisfied with public buses (383 and 184 users respectively)

Users satisfied with SITP (94 and 66 users respectively)

Users satisfied with TransMilenio (588 and 357 users respectively)
Context - Bogota, Towards Sustainable Mobility

Mobility survey – Bogotá Cómo Vamos

Citizens satisfaction with the road system

- Are satisfied with Bogota’s road system: 13%
- Are satisfied with the condition of the roads in their neighborhood: 44%

Source: www.bogotacomovamos.org
In Bogota people reported as poor:

- There's dissatisfaction with their neighborhood roads, compared to those not considered as such.
- They transport more in TransMilenio.

Some alternatives to improve mobility in the city:

- Fix roads: 54%
- Construct the subway: 50%
- Strengthen the SITP: 31%
- Improve traffic lights in the city: 24%
- Build more TransMilenio roads: 24%
- Improve citizen culture and respect for traffic rules: 23%

Source: http://portel.bogota.gov.co

Context - Bogota, Towards Sustainable Mobility

Mobility survey – Bogotá Cómo Vamos

Source: www.bogotacomovamos.org
District Policy of Subsidies to Public Transport

→ People with incapacity condition

→ Benefits to people registered in the SISBEN, with scores between 0 to 40 points, over 16 years. The subsidies or benefits are 50% of the highest tariff of the transport system to 40 trips per month.

→ Elder people. Decree 442 of 2014.

- Subsidies to public transport are addressed to improve the ability to pay of the poorest and the most vulnerable people.

- Usually, people with a less ability to pay live away from productive centers and jobs areas. They must travel long distances and spend more money and time to reach their places of work or access to other goods and services that the city offers.
In quantitative terms, this fact means a growth in the *Index of Pay Ability*.

The target population of SISBEN of 0-40 points, have *increased their ability to pay 5.75%* for the allocation of subsidy.

A subsidy allows people who were excluded, access to collective system of the public transit. In October of 2014 were validated *1.33 million of trips* which have these benefits.
Strategies for **Poverty Reduction** in Urban Development and Transport

“Act local, think global”

Sustainable development is based on 3 elements

- **Society**
- **Economy**
- **Environment**

- Generation of **Urban Integral Projects (PUI)** → thought and planned according to mobility infrastructure, with emphasis on pedestrians, mixed uses and high densities.

- Need of coordination between mobility planning and urban development.
Strategies for **Poverty Reduction** in Urban Development and Transport

“Act local, think global”

**the challenge**

mobility + urban development

Through

Transformation of urban, environmental, social, economic and mobility dynamics

**Sustainable Mobility**

**Mobility Network System**

MULTI-SCALE ANALYSIS

TOD area

Urban

Corridor

Region
Strategies for **Poverty Reduction** in Urban Development and Transport

“Act local, think global”

- Connect residents with work and services
- Reduce dependency on car and transportation costs
- Provide quality of life for all socioeconomic sectors
- Increase economic opportunities
- Build healthier communities and neighborhoods
- Reduce greenhouse gas
Strategies for **Poverty Reduction in Urban Development and Transport**

**An Urban Integral Project (PUI) to manage a TOD urban space**

- **PUI**
  - Analytical instruments and urban intervention
  - Through component analysis
  - Institutional interaction and recommendations according to analysis components
  - Incidence in the design and management of the projects – Feasibility phase

- **TOD**
  - Planning and urban design guidelines
  - Strategies and actions in the territory
  - Through TOD principles
  - Incidence in the design, construction and maintenance of the project

**Challenges and Opportunities**

- Walk
- Mix
- Cycle
- Densify
- Connect
- Compact
- Transport
- Shift

**Instituto de Desarrollo Urbano (IDU)**
Why should we do **PUI** and **TOD** in Bogota?

- Urban projects without an integral vision
- Public investments are not generating returns.
- Urban development policies are disjointed without attending urban interactions.
- The projects are raised in a dispersed manner without synergies and natural associations of the city.

The territory has an important role as a coordinator agent between public, private and society stakeholders.
Essential Objectives - Conclusions

- Enhance mobility infrastructures transformation through **PLANNING STRATEGIES** → promoting mobility through non-motorized modes and intermodality.

- Recognition of the functional vocation of the territory close to infrastructure mobility → **MIX OF USES**

- Improve environmental quality of public space through **URBAN DESIGN STRATEGIES** → connection of natural elements and consolidation of the urban fabric.

- Promote transformation through an effective relationship between public and private spaces.

- Promote **MECHANISMS OF LAND MANAGEMENT** interventions from public initiative with private participation and community through different planning tools
THANK YOU

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