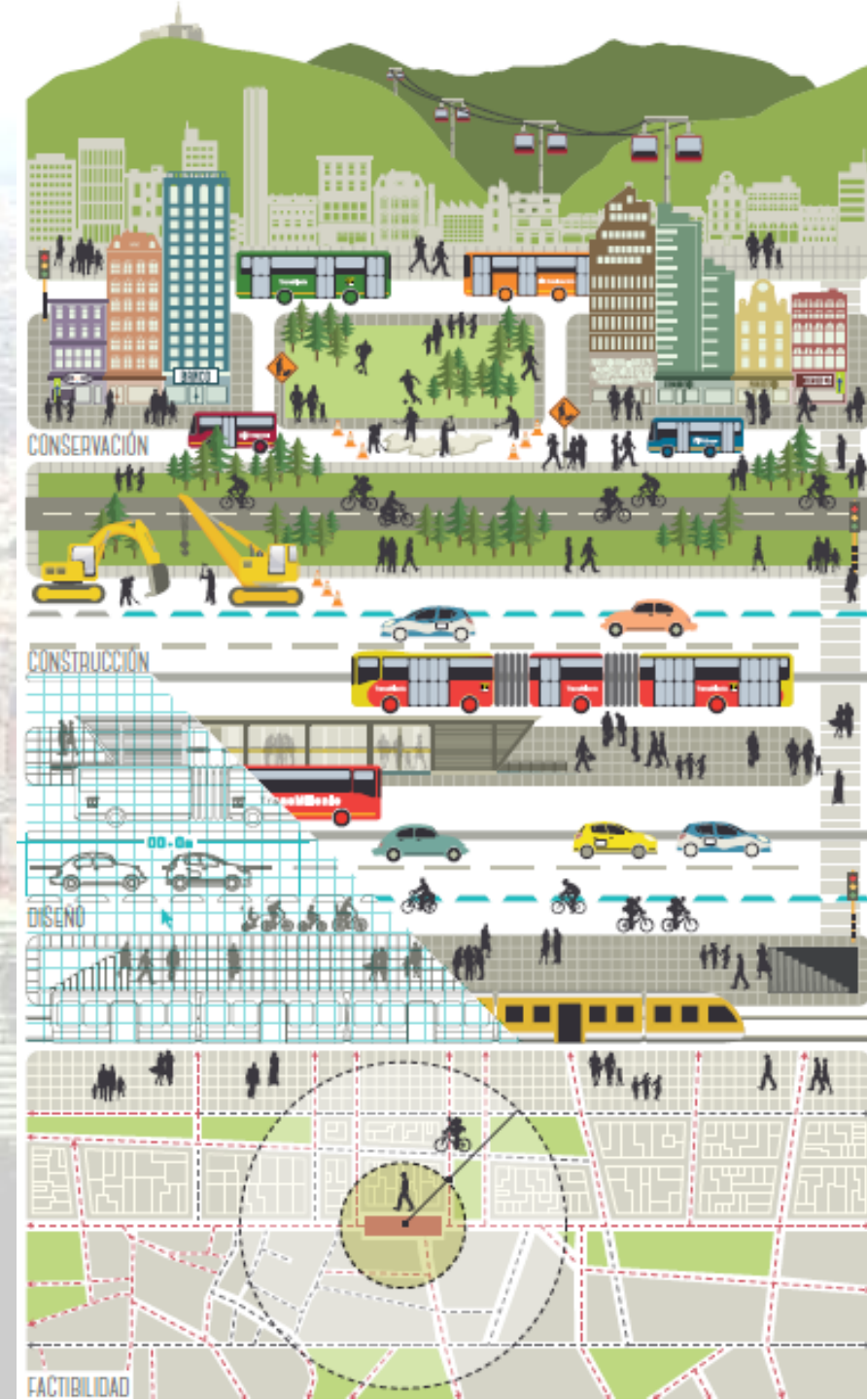


# **HUMAN CENTERED STRATEGIES TO URBAN DEVELOPMENT: THE ADAPTIVE CITY**

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

**WILLIAM FERNANDO CAMARGO TRIANA**

Urban Development Institute Director  
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)



**BOGOTÁ**  
HUMANANA

## Sustainable Mobility

### Mobility Secretariat

Leads the Mobility System policies

### IDU

Runs public works for urban development

### TRANSMILENIO

Manages and operates the city public transport

### UAERMV

Restores and maintains the local road network

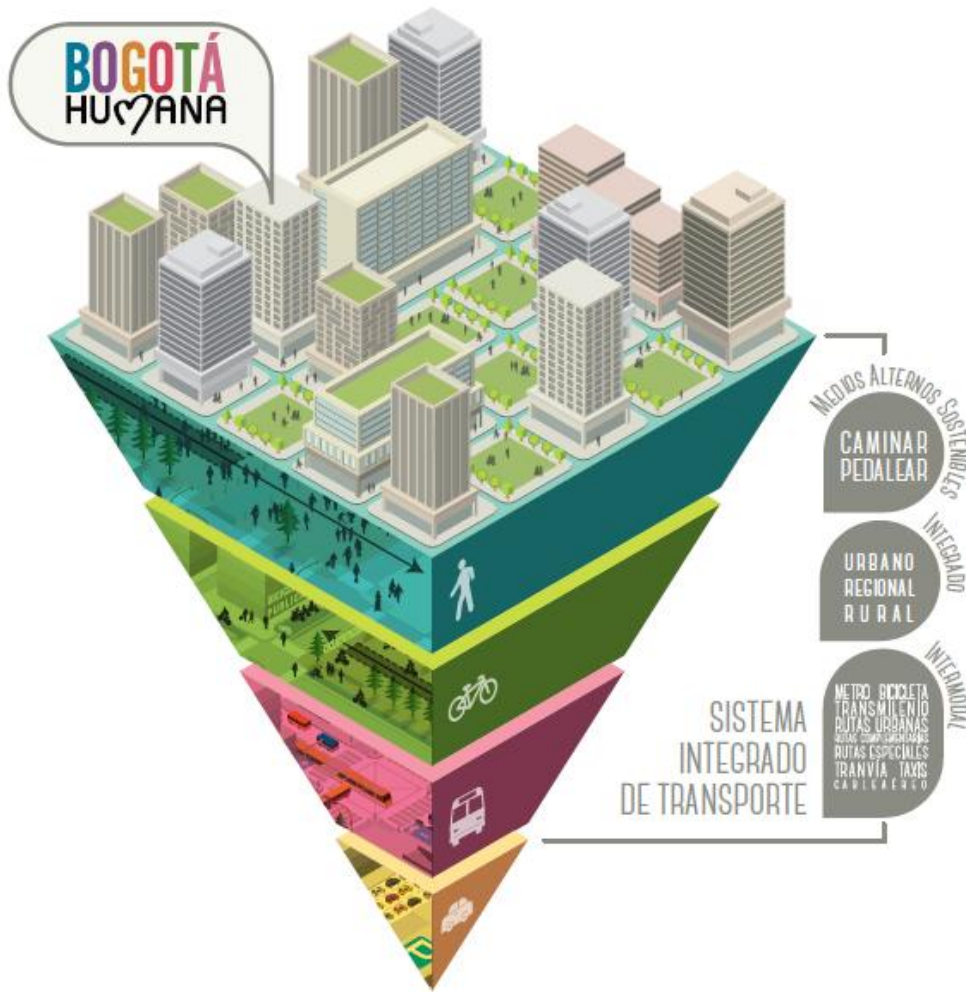
### TRANSPORT TERMINAL

Supports municipal transportation / District-Region-National link



# 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**



Pedestrianization Project –  
Carrera 7  
Downtown  
Source: [www.diarioadn.co](http://www.diarioadn.co)



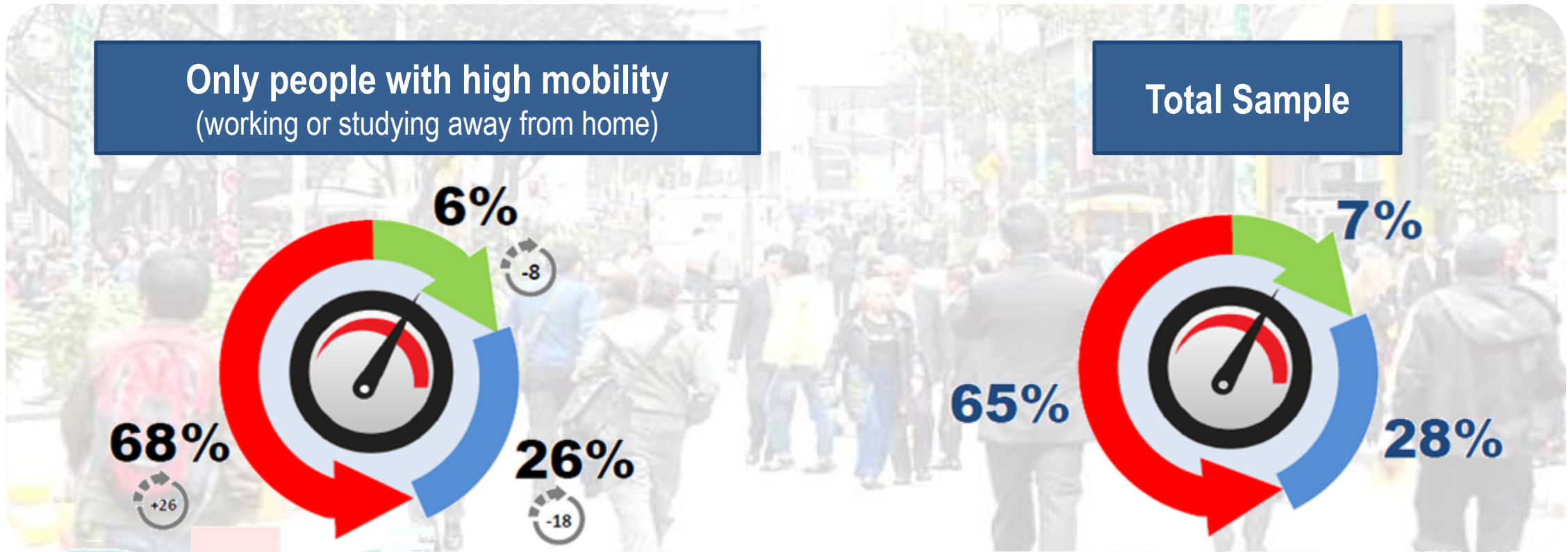
# Context - Bogota, Towards Sustainable Mobility



## Mobility survey – Bogotá Cómo Vamos

Source: [www.bogotacomovamos.org](http://www.bogotacomovamos.org)

Your regular trips, **last less**, **longer** or the **as long as** last year (2013)?



# Context - Bogota, Towards Sustainable Mobility

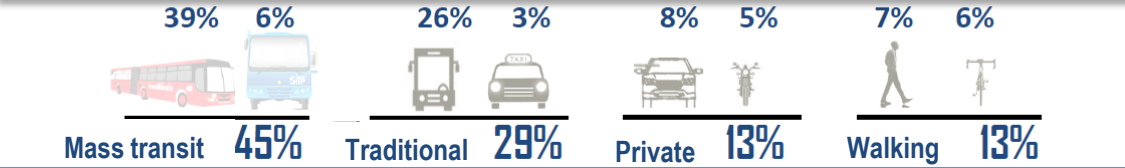


## Mobility survey – Bogotá Cómo Vamos

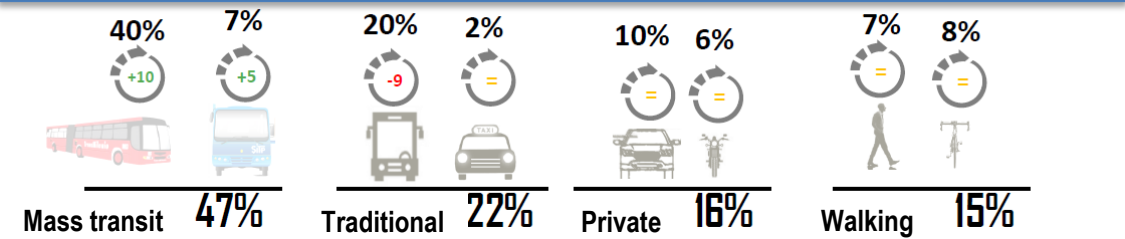
Source: [www.bogotacomovamos.org](http://www.bogotacomovamos.org)

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

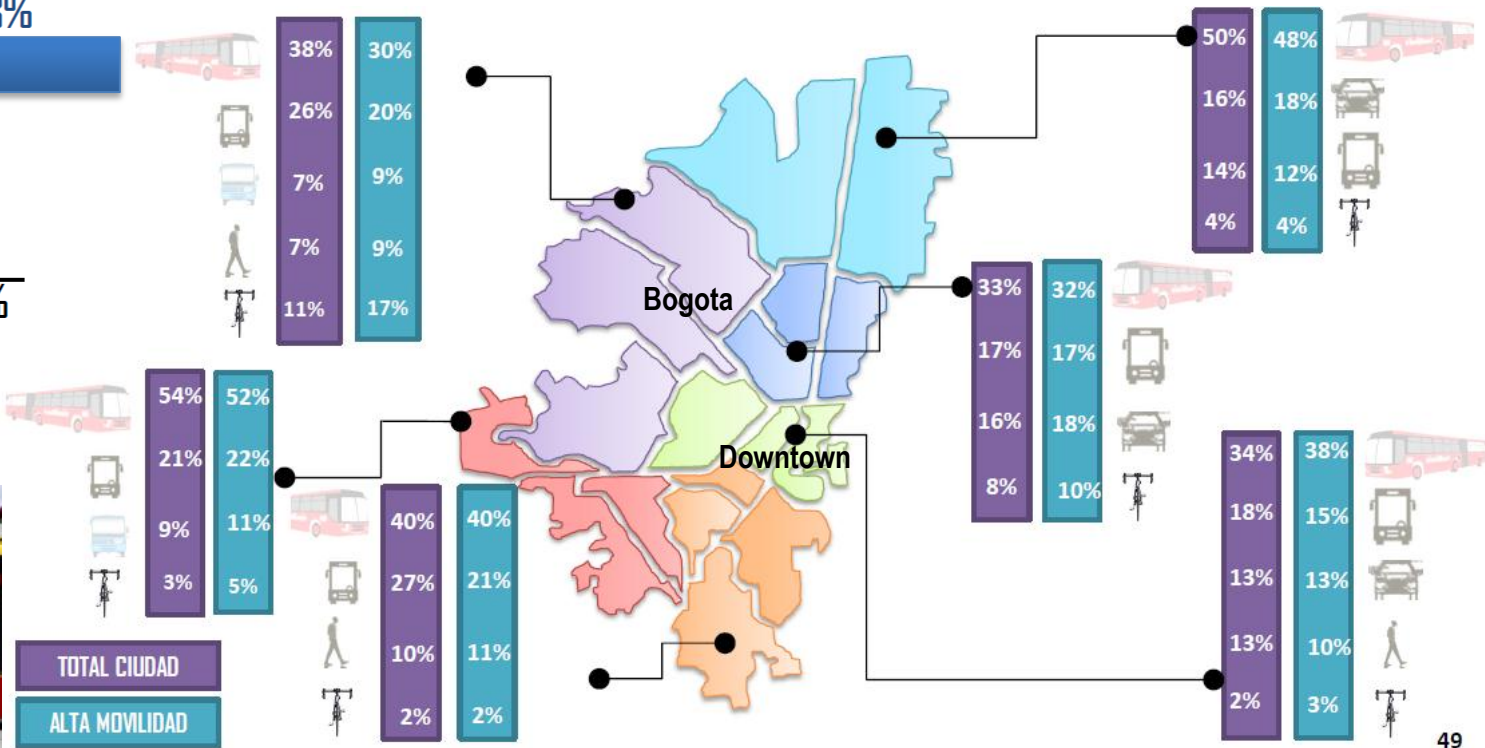
### Total



### Only people with high mobility



Source: [www.transmilenio.gov.co](http://www.transmilenio.gov.co)



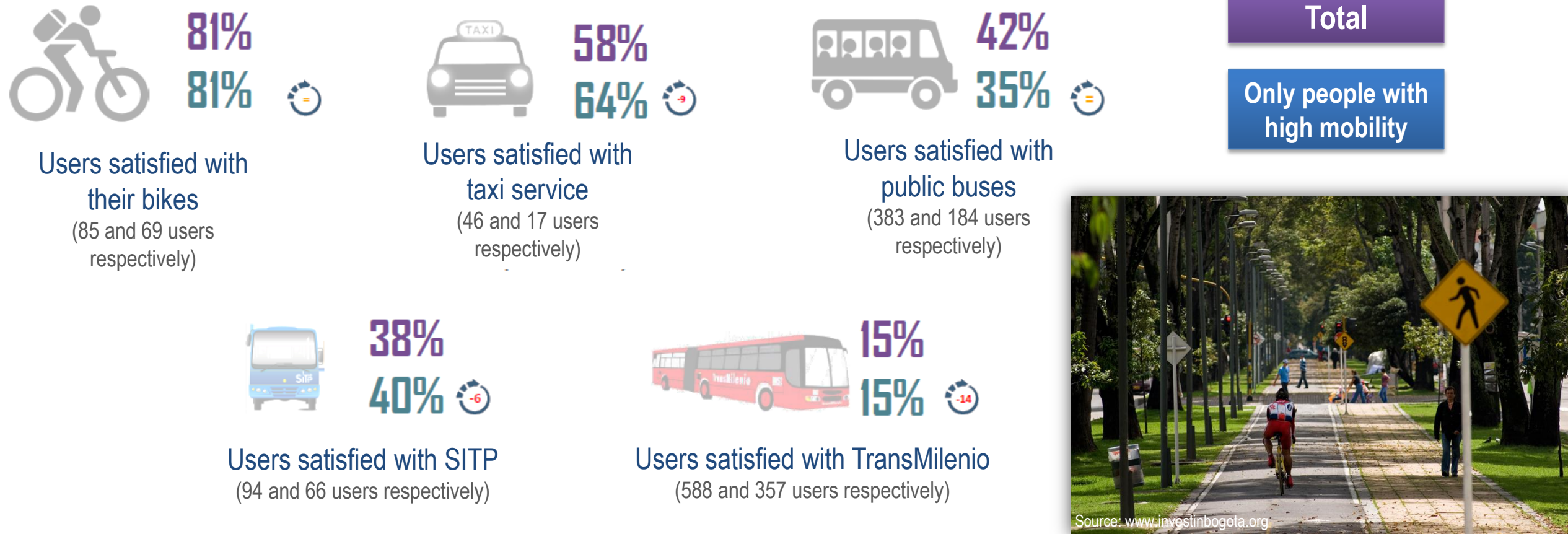
# Context - Bogota, Towards Sustainable Mobility



## Mobility survey – Bogotá Cómo Vamos

Source: [www.bogotacomovamos.org](http://www.bogotacomovamos.org)

### Citizens satisfaction with transportation modes



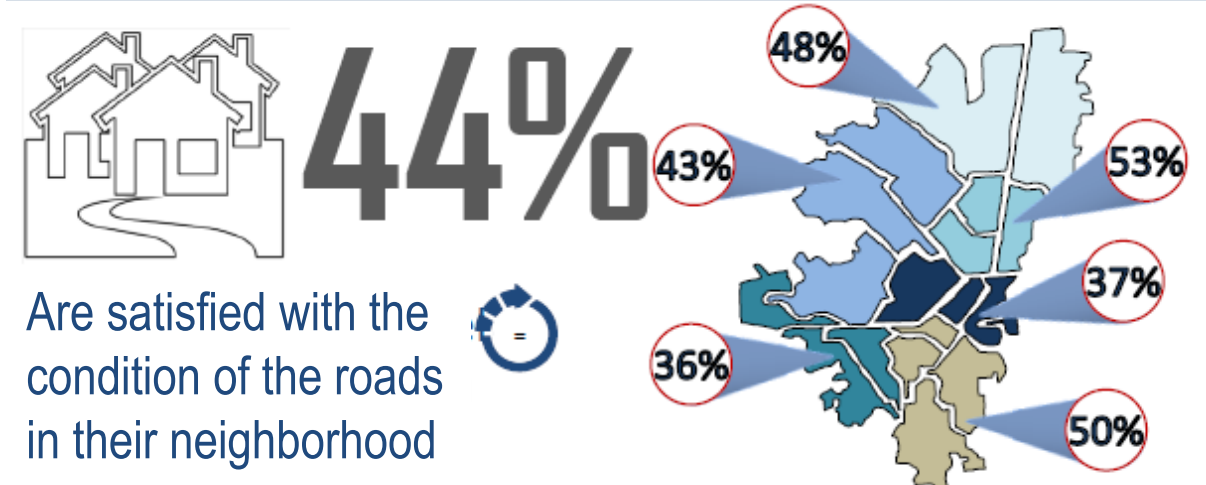
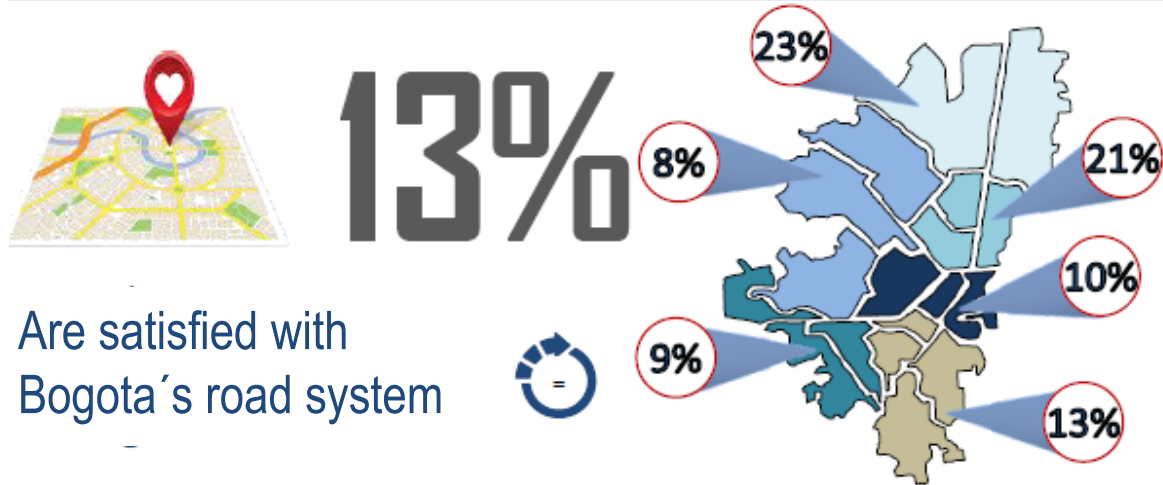
# Context - Bogota, Towards Sustainable Mobility



## Mobility survey – Bogotá Cómo Vamos

Source: [www.bogotacomovamos.org](http://www.bogotacomovamos.org)

### Citizens satisfaction with the road system



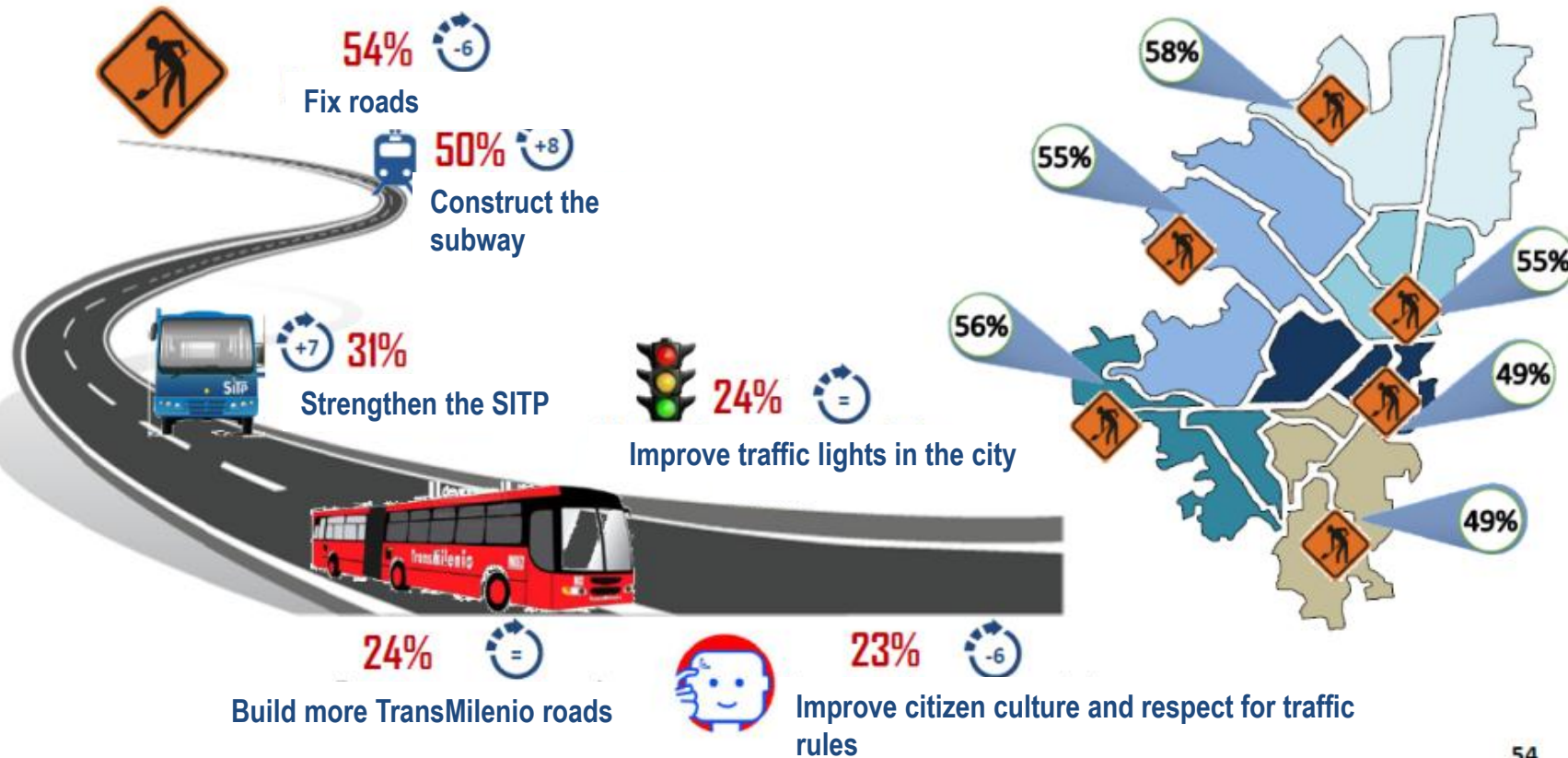
# Context - Bogota, Towards Sustainable Mobility



## Mobility survey – Bogotá Cómo Vamos

Source: [www.bogotacomovamos.org](http://www.bogotacomovamos.org)

### Some alternatives to improve mobility in the city



### 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



Source: <http://portal.bogota.gov.co>

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# District Policy of **Subsidies** to Public Transport



## Target population

- 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.



Source: <http://cloudfront.rcnradio.ennovva.com>

- 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.



Source: [www.metroenbogota.com](http://www.metroenbogota.com)



# District Policy of Subsidies to Public Transport

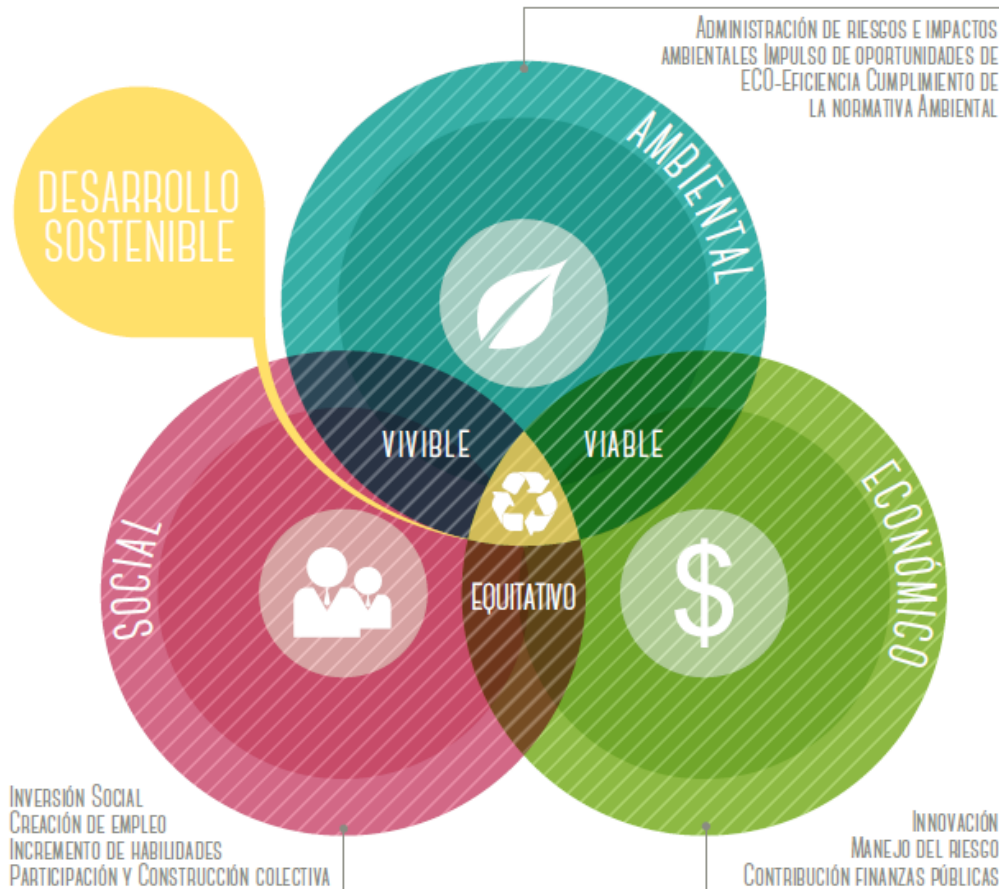


- In quantitative terms, this fact means a growth in the ***Index of Pay Ability***.
- The target population of SISBEN of 0-40 points, have **increased their ability to pay 5.75%** for the allocation of subsidy.
- A subsidy allows people who were excluded, access to collective system of the public transit. 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 and 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**

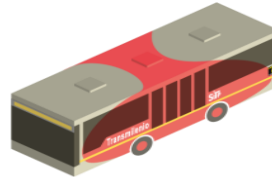


**mobility + urban development**

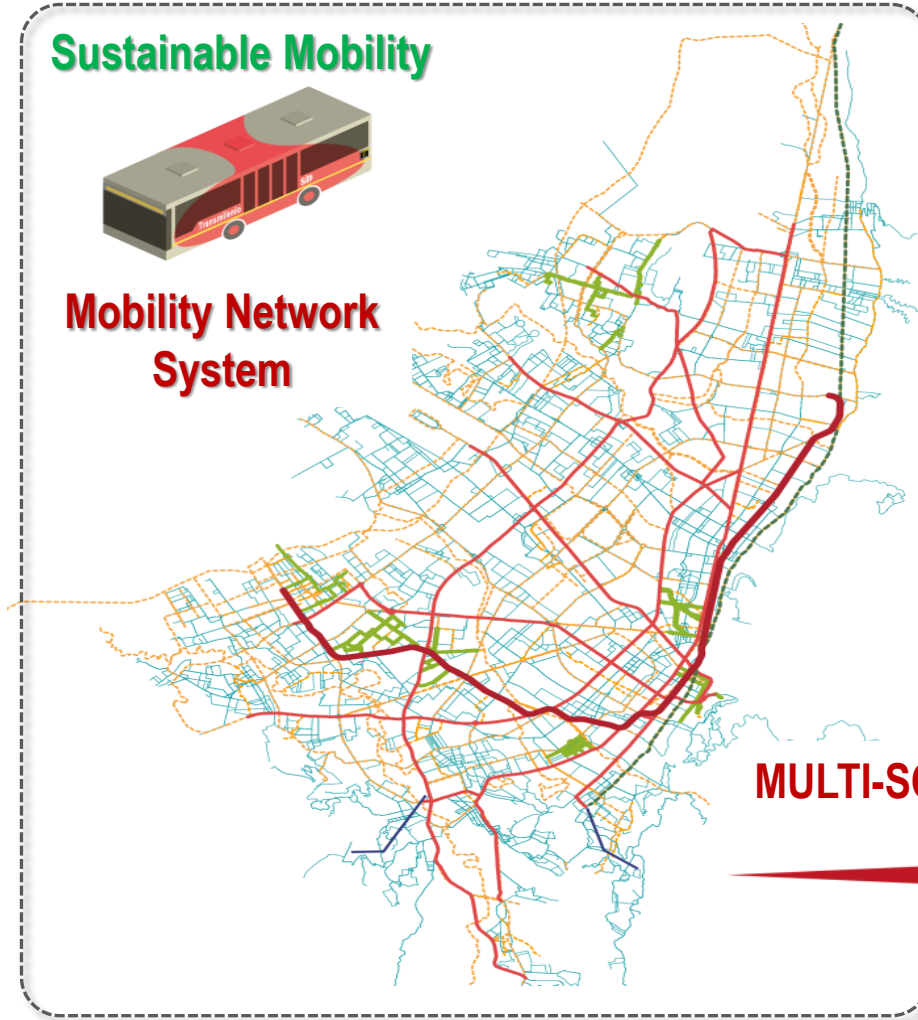
**Through**

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

**Sustainable Mobility**



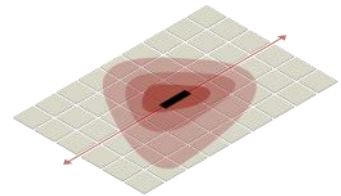
**Mobility Network  
System**



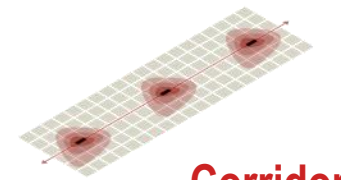
**MULTI-SCALE ANALYSIS**



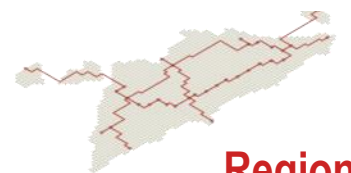
**TOD area**



**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**



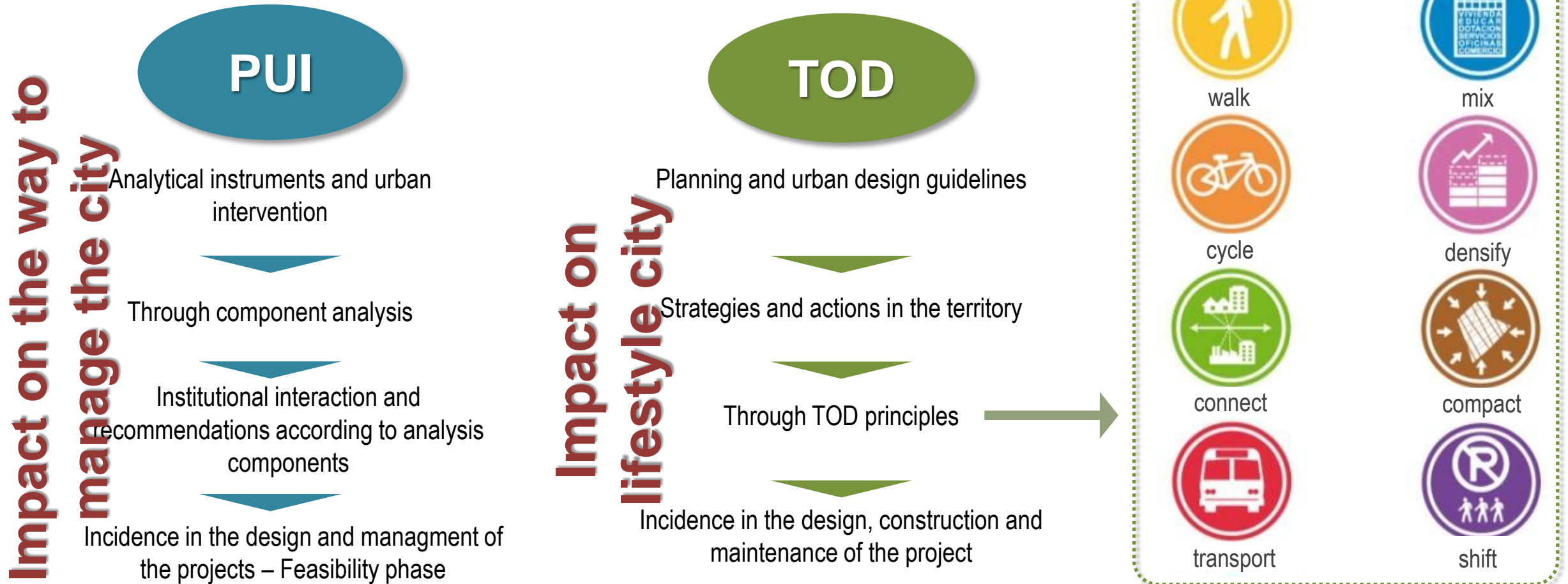
**Reduce greenhouse gas**



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

## Challenges and Opportunities

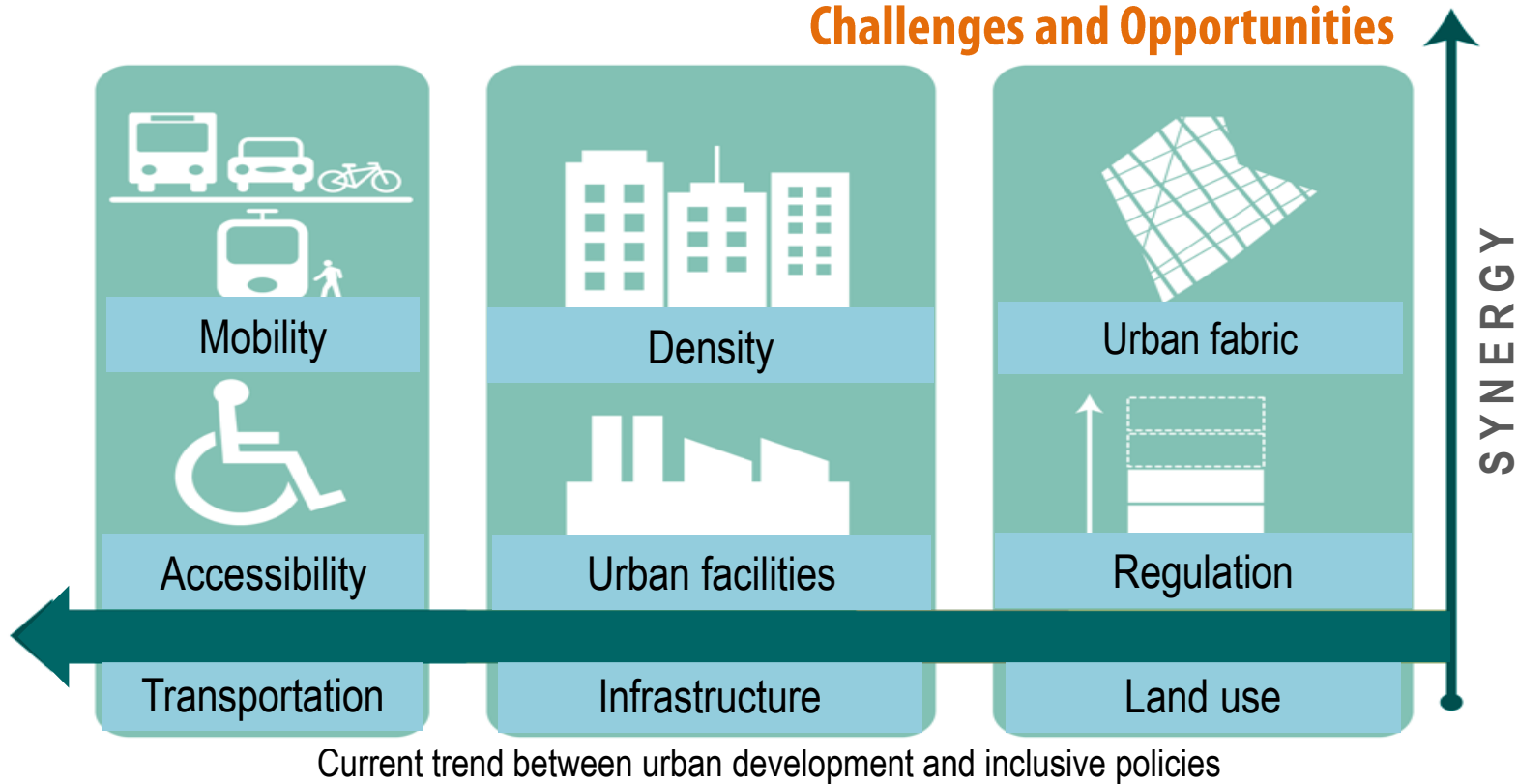
An Urban Integral Project (PUI) to manage a TOD urban space



# 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



## Challenges and Opportunities

- 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



TOWARDS SUSTAINABLE MOBILITY,  
IMPROVING THE QUALITY OF LIVES PEOPLE



MUCHAS  
**GRACIAS**

THANK YOU

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