

Project Finance Factsheet

Planning for a Sustainable Public Bikeshare System in Cali

Cali, Valle del Cauca, Colombia

TYPE

Public Bikeshare System



SECTOR

Transport

OVERVIEW

The CFF is supporting the cities of Bogotá, Cali, Montería and Bucaramanga to set up one of the CFFs first national clusters, focused around Public Bikeshare Systems. Public Bikeshare Systems bring a convenient and affordable means of transportation to a city, significantly increasing the share of cycling and its corresponding benefits within the city.

The Cali Public Bikeshare System (PBS) will be implemented in a 12.1 km² operation area, with a total of 102 stations and 1093 bicycles (1203 considering 10% of bicycle reserve), averaging an estimated 10 bicycles per station. The inclusive dimensioning was created in order to offer a system that would be accessible to over 40,000 users per month in the area.

The bicycles will be based on accessible street-level stations with an automated renting mechanism, consisting of information totems and docking modules. The bikes will be accessible through an array of options including: a mobile application, contactless bank cards, and the transport card of the city of Cali.

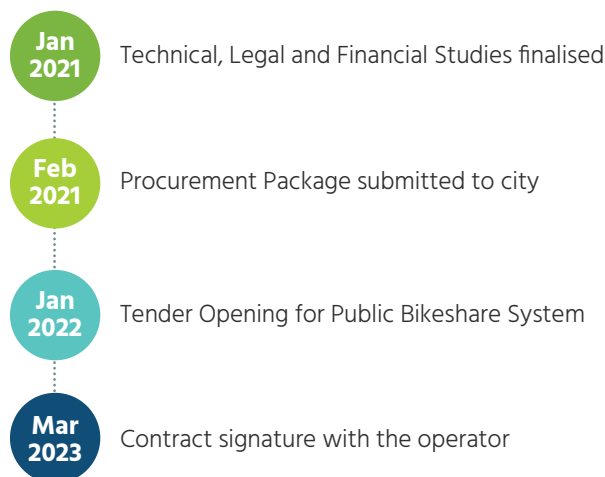
Under the current public health crisis, individual modes of transport are inherently more attractive to users. Therefore, the use and promotion of the bicycle is key to counteract the unrestrained motorisation expected to occur during the development of the COVID-19 pandemic.

Implementing agency

Mobility Secretariat of Cali

Timeline

Estimated Timeline*



*The timeline of activities is approximate and depends on the timeframe indicated by the city once CFF finalises the technical assistance

Key Climate Impacts and Development Outcomes



**Cumulative CO₂e emission reductions
(project lifetime 30 years):
4027,38 tCO₂e**



**Annual CO₂e emission reductions:
137 tCO₂e in first year**

* Estimated annual reduction in CO₂ equivalent emissions resulting from the modal shift to cycling generated by the implementation of the PBS.

- 🎯 Saves space: motorised road traffic takes up ten times more space as cycling
- 🔊 Less noise pollution
- 💰 Traveling by bicycle will help save money (fuel, parking fees)
- 🕒 Reduces traveling time (compared to other travel modes)
- 😊 Public Bikeshare Systems will further enhance social benefits, reduce pollution and improve urban liveability
- 💚 Increased safety, improved health and uptake of non-motorised transport
- 🚲 Provides a safe urban mobility alternative during COVID 19

Investment Structure

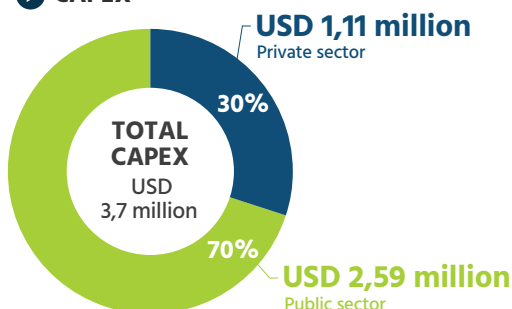
Initial Financing

The City of Cali has settled on a Concession Model which entails:

- 70% capital investment from the city and 30% capital investment from the operator
- 100% operational costs by the private operator incl. government subsidies

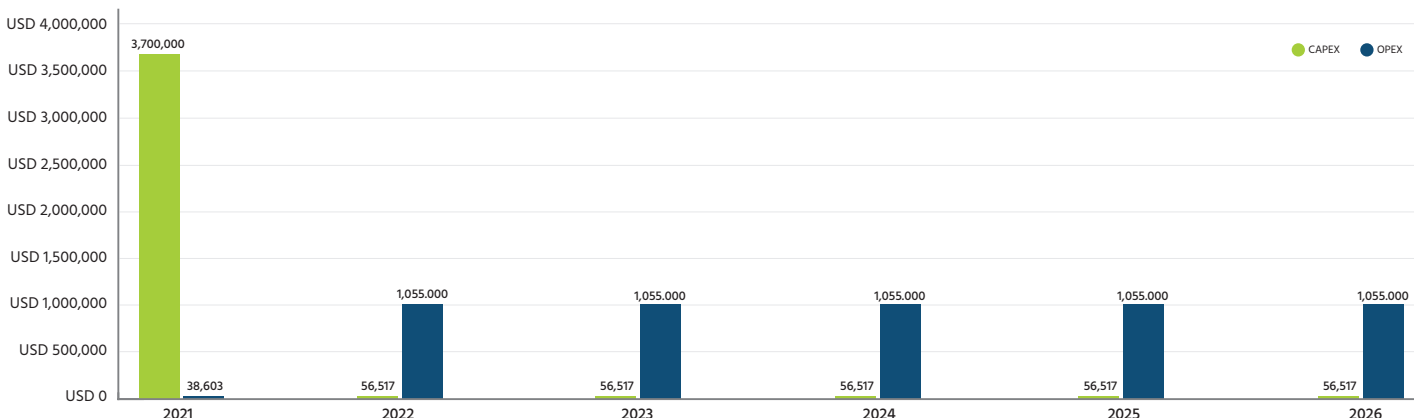
The timeline of the contract is set for 5 years according to the financial model, but it could be up to 30 years according to the allowance of the business model.

CAPEX



Total OPEX (2021-26): USD 4.88 million

The graph below illustrates CAPEX/OPEX breakdown from 2021-26. Exchange Rate USD 1 = 4294 Colombian Pesos (COP).



CFF Support Summary

- Technical, Legal and Financial Feasibility Studies
- Gender and LNOB Analysis and recommendations
- Climate Proofing Study
- Good Governance Study

- Business and Financial Model
- Communication Strategy
- Trainings and other Capacity Development activities to members of the city administration
- Knowledge and Learning activities related to cycling with other municipal, national and international actors

Proposed Procurement method

- PPP - Concession

Proposed Funding

The forms of return on investment for this PPP can be:

- Fixed or variable remuneration from public resources
- Revenue from the marketing of advertising space in stations and bicycles
- Income from Sponsorship contract
- Charging for memberships or fees to users of the system
- Environmental Surcharge
- Contribution for street parking
- Contribution for the use of garages
- Income of the Secretariat of Mobility
- Sustainable Mobility Promotion Fund

Legal

The contracting regulations that allow the implementing agency to sign contracts are: Public Procurement Law, the Special Contracting Regime, Land Use Management Plan, National and Local Transit Law, Bicycle Promotion Law, Outdoor Visual Advertising Law.

For additional information contact: contact@c40cff.org

City contact: William Vallejo, Head of Mobility Secretariat – william.vallejo@cali.gov.co