

LESSONS LEARNT



How to approach **alternative methodologies** and maximise the effects on project implementation?

... in COVID-19 times

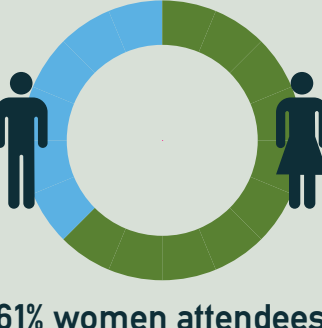
• CAPACITY DEVELOPMENT

Workshops

A plan was designed addressing the technical, financial and legal components, as well as governance, climate change and gender issues, with the aim of leaving installed capacity in the cluster cities.

Due to the interest raised by the workshop 'Implementation, Operation and Management of a PBS' led by Mariel Figueroa, an additional annex was delivered at requested by the cities.

37
workshops



ACTIVITIES

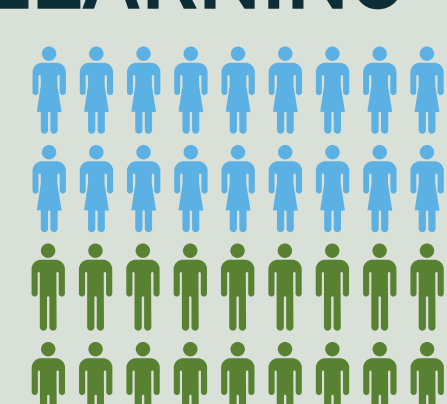
Due to the COVID-19 pandemic, and after an initial period of adjustment with the technical teams, CFF moved to virtually its activities with the cluster cities. Despite the technological and methodological challenges that this required, other opportunities opened up, and the apparent distance generated more frequent interaction, allowing the development of capacities in the technical team while reaching the milestones outlined in the work plan for the delivery of products.

The impact of COVID-19 on transport, and specifically on Public Bikesare Systems, was also a starting point to generate new knowledge and the topic was explored from gender, green recovery, the technical specifications of the project, among others.



• ON-THE-JOB LEARNING

Subject-specific tutorials



+70 training sessions
49% women attendees
+300 session hours
Equivalent to 3 semesters of a Master's degree in Colombia

• KNOWLEDGE AND LEARNING EXCHANGES

Events

With the aim of networking and exchanging experiences around the implementation of Public Bikesare Systems, CFF led a series of events with participants from different cities around the world.

13
events

Highlighted event
LATINO SBP
13 Latin American cities
Mexico, Colombia, Ecuador, Brazil, and Argentina
5 exchange sessions
20 average attendees



• COMMUNICATIONS

FACEBOOK LIVES



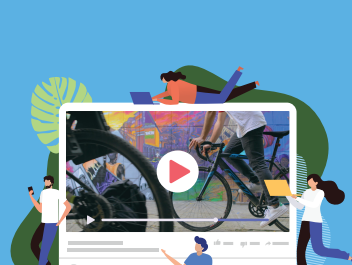
+4,000
views
over 6 months, in 3 transmissions

VIDEOS

3 chapters:
Bicycle Brings Us Together
Environment, Economy, Gender

+3,300
views over 1 year

Featured at the 25th United Nations Climate Change Conference - COP25, 22nd International Documentary Film Festival of Bogotá - MIDB022, Urban October in Bonn, Germany, United Nations World Environment Day.



Chapter 1: Environment
#1 in views
612 Colombia's Youtube channel

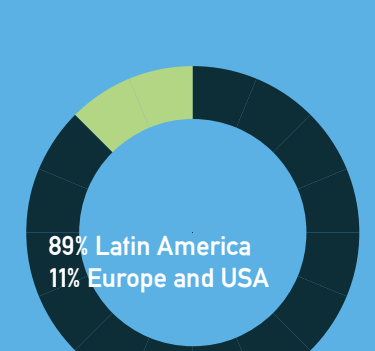
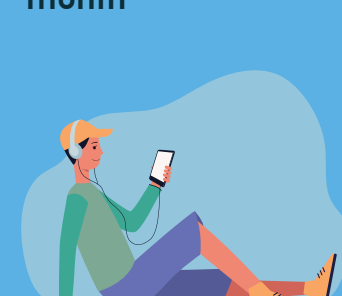
PRESS ARTICLES

5 published articles
in the Sunday edition of El Tiempo over 1 year

65,000
average readers per press article

PODCAST

2 (of 3) episodes with
+350
plays during the first month

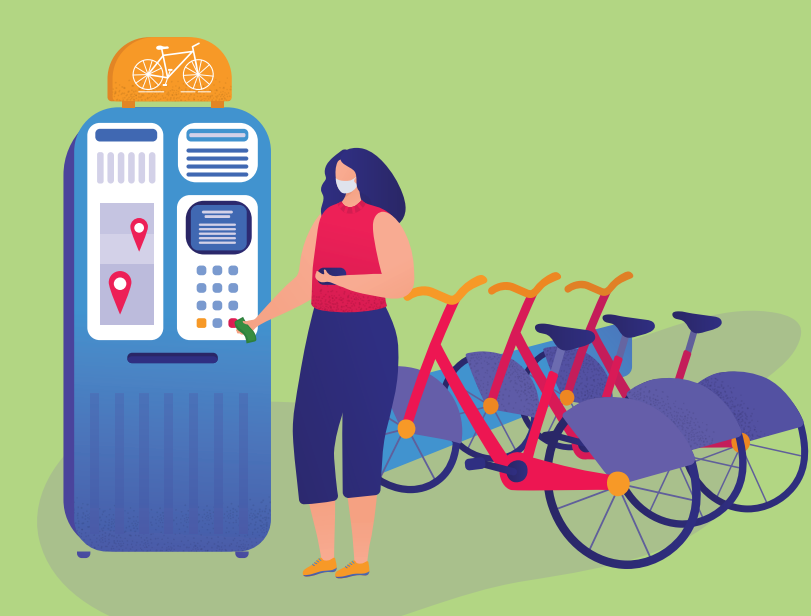


Conversapolis has reached audiences in 13 different countries worldwide.

PROJECT TOOLS

The coronavirus pandemic allowed the testing of new tools and methodologies to collect data, reaching a larger population than initially intended, which can be easily replicated in the planning of new projects for the 'new normal', even in other cities outside the cluster.

The integration of gender and climate change perspectives marks a point of no return in projects that allow for the clear identification of co-benefits in order to potentially present them to different donors or stakeholders for funding.



+3,100
participants
83% middle class
46% aged between 30-44 years old
44% of women surveyed

• STATED PREFERENCES

Demand estimation

The large number of cyclists in Bogotá, as well as the technical complexity of the Bikesare System, required the design of a virtual tool to estimate demand by applying a questionnaire in which participants were presented with different situations related to their choices when selecting a means of transport, in order to obtain primary information.

Bogotá's District Secretariat of Mobility invited citizens to participate through ads on Facebook, Instagram and Twitter, as well as Whatsapp and e-mail distribution list.

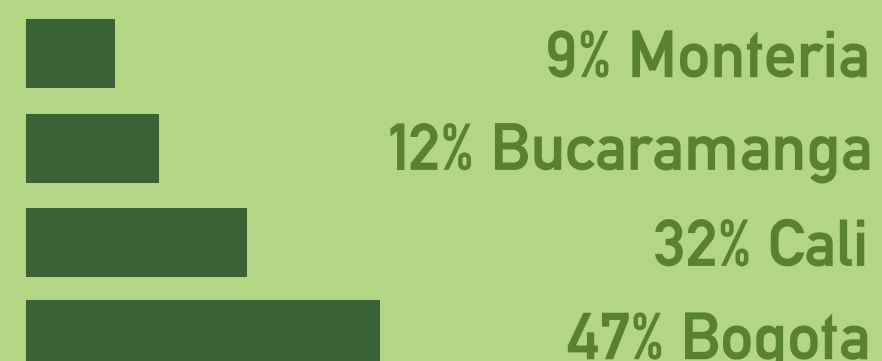
• IDENTIFICATION OF BARRIERS

Online survey

In order to find out the perceptions of citizens on issues related to access urban cycling as a means of transport in each of the cluster cities, an online questionnaire was developed and distributed through paid advertisements on Twitter, Facebook and Instagram, as well as e-mail and WhatsApp distribution lists.

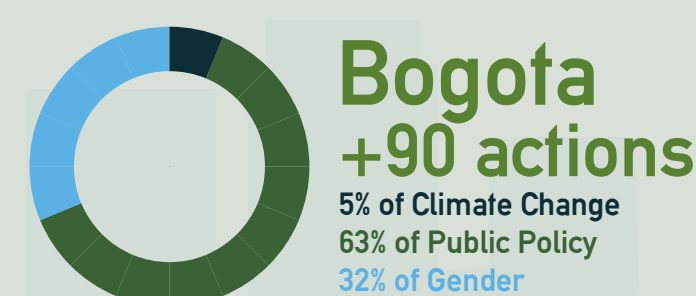
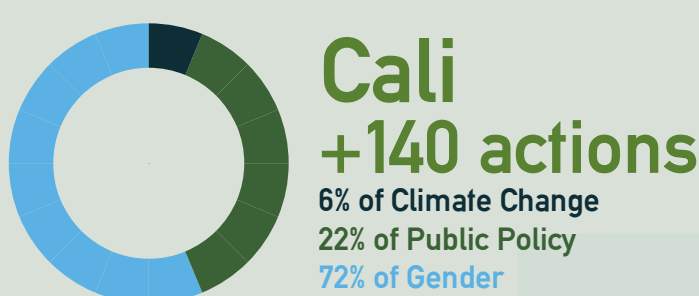
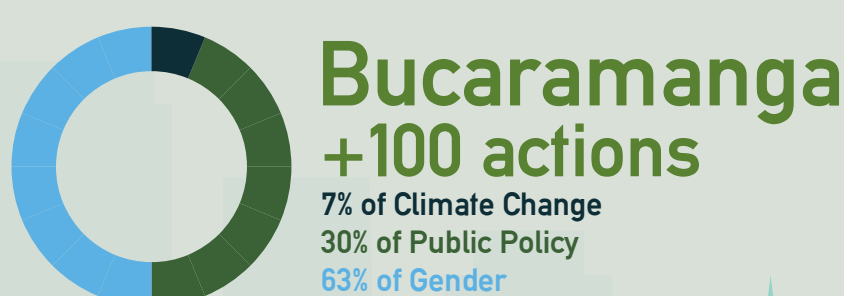
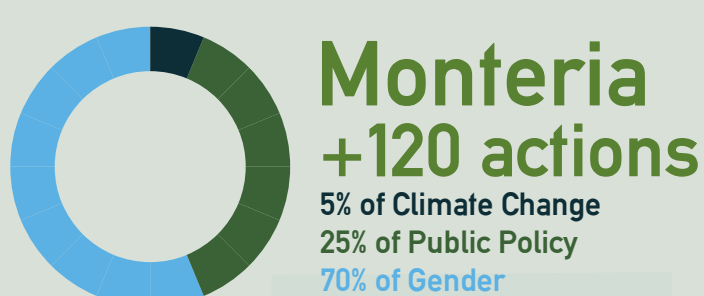
The questionnaire, developed in sections, allowed the use of conditionals, which meant that depending on the respondent's answers, the questionnaire would return a different set of questions. Once the responses were obtained, a comparative analysis was developed between the responses received from the male and female audience in each city, while corroborating the information with official studies on mobility and cycling carried out previously, as well as socio-economic data from the National Administrative Department of Statistics - DANE.

+900 surveyed
in the 4 cluster cities
54% of women surveyed



• CROSS-CUTTING MAINSTREAMING MATRIX

Document that, as an index, containing a list accompanied by a brief summary and the precise location of the recommendations presented in Climate Change, Public Policy and Gender included within the technical, legal and financial reports of each city, to facilitate the monitoring, reporting and verification of the local teams.



ECONOMICS OF SCALE

Using a cities cluster approach

The scheme adopted by CFF consisting of clustering the technical assistance provision in Colombia, in addition to establishing a knowledge exchange network, allowed a reduction of the time spent on the analysis of common issues, thus benefiting the preparation of capacity building and on-the-job learning activities. Additionally, in economic terms, it generated efficiency in the use of available resources, generating a lower cost for a greater benefit.

This scheme also led to a greater depth of analysis, given that when a local technical team identified additional issues, these were incorporated into the documents of the other cities. The cluster also increased the attention of other relevant stakeholders, such as the national government, unlocking new strategic opportunities for collaboration on urban cycling mobility and green recovery in the context of the pandemic.



• MARKET STUDY

Sector analysis

Taking into account the specificity of the market, and given that there is only 1 market available for Colombia, a study was developed which, in addition to containing a comparison with international experiences, involved the development of participatory activities between experienced Public Bikesare System operators and the technical teams of the cluster cities. These sessions allowed to address doubts about the implementation while evaluating the interest of the private sector in this type of projects.

10
operators
from 6 countries worldwide
2 working sessions
52% of women participants

• LEGAL ANALYSIS

Colombian legal framework

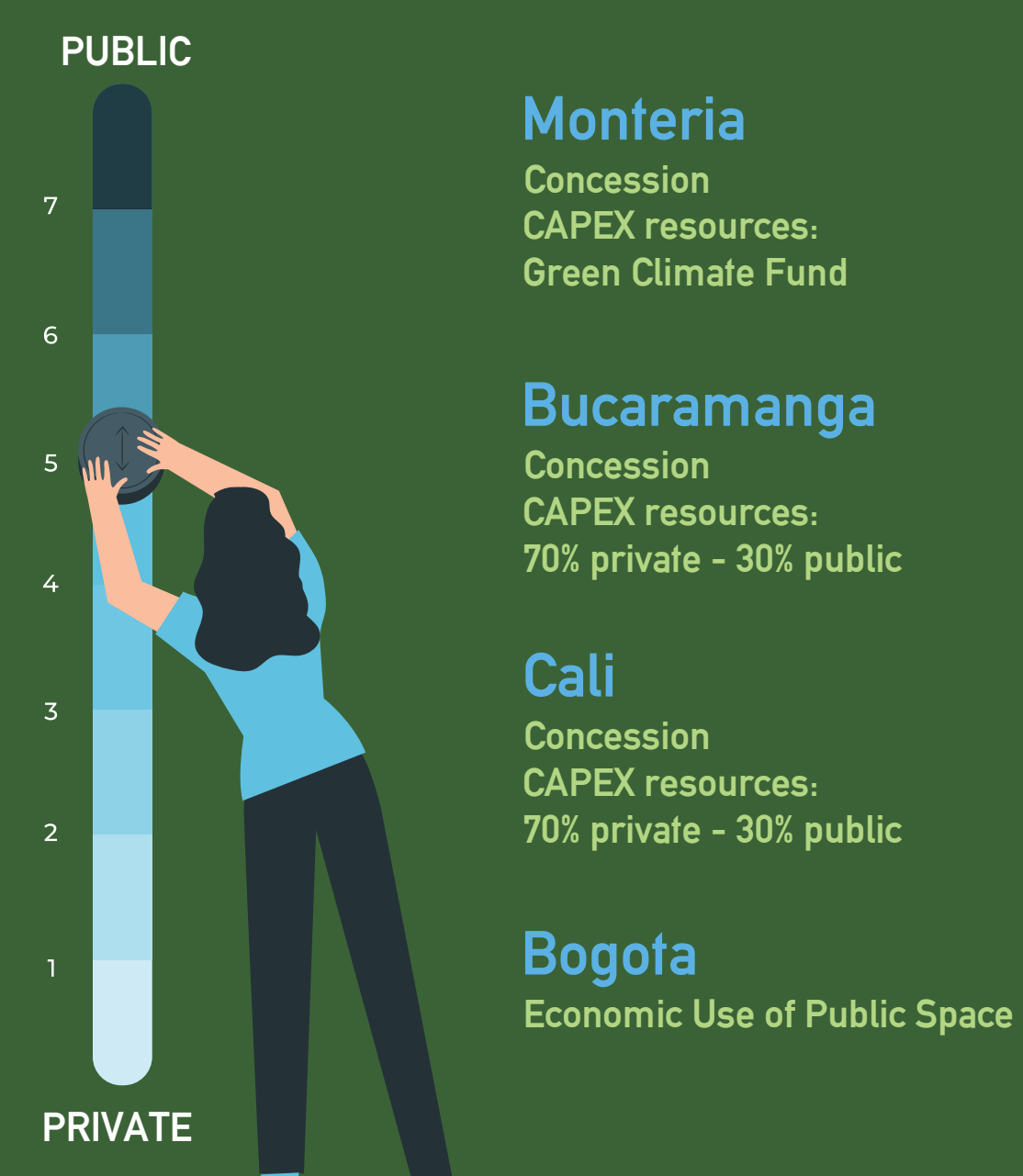
Colombia is a unitary state with decentralisation of its functions, which in practical terms for the structuring of the Public Bikesare Systems, implies that because there is a national regulatory framework, common to the 4 cities of the cluster, it is not necessary to develop 4 different analyses of the applicable regulations.

Therefore, CFF developed a general legal analysis, which according to the specific conditions of each city, as well as their internal regulations, was adapted to respond in a particular way to the needs of each of the projects.

• BUSINESS MODELS

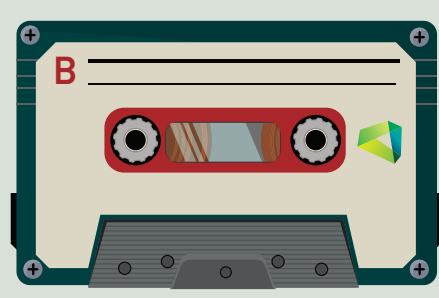
Various mechanisms were analysed for the implementation of the Public Bikesare Systems, with the participation of public and private resources and other revenues from sponsorship and advertising, which would allow the financial closure of the project.

Each city, based on its own expectations and financial capacity, determined the model that best suited its reality.



CO-BENEFITS BEYOND CFF

The development of CFF's activities for the promotion of sustainable urban cycling in Colombia had collateral impacts on other instances while also enabling relationships with new actors for the development of activities that would also benefit the structuring of Public Bikesare Systems in the cluster cities and expand the network for the exchange of knowledge and experiences.



• NDC GOAL UPDATE

Colombia's 2030 goal

The national government, in the most recent update of its NDC commitments to reduce greenhouse gas emissions, included as a strategic territorial goal the Cicloalameda Medio Milenio project, a 25 km long high-capacity cycling corridor that crosses Bogotá from south to north, which was structured with CFF support during phase 1.

Continued support to Bogotá during phase 2 allowed it to further advance the agenda for the promotion of urban cycling mobility in the city.

Cicloalameda Medio Milenio
~10,000
Ton CO₂ eq prevented per year
= ~2,500 fewer cars on Bogotá's streets



• NATIONAL STRATEGY FOR ACTIVE MOBILITY

Input data procurement

The National Strategy for Active Mobility - ENMA (for its acronym in Spanish), is a commitment of the national government to meet the goals established in the public policy document CONPES 3991 of 2020, whilst also incorporating the Sustainable Development Goals - SDGs, aiming to generate guidelines for the development of active mobility nation-wide, considering different strategies and efforts to reduce greenhouse gas emissions and improve mobility and road safety in Colombian cities.

To this end, and given CFF's role in promoting sustainable urban cycling in Colombia, the Ministry of Transport, in the context of the 2020 Mobility Week, invited CFF to co-organise a virtual session to gather inputs for the formulation of the strategy.



• MICROMOBILITY SYSTEM

Regulation for Bogotá

Due to the growing massification of scooters as a means of transport, the city of Bogotá identified the need to generate a regulation that would allow the shared use of this type of vehicle, this in addition to the process that was underway with CFF for the structuring of a Bikesare System created the conditions to develop a much more robust system that would contribute to the reduction of pollution by promoting clean mobility.

Under this premise, Bogotá with the support of CFF, structured a regulation for the creation of a Shared Micromobility System, which will allow citizens to access various first and last mile transport options to complement the city's mass transit system.

"I now have a deeper understanding of the business model and what it means to structure the project systematically. This means to learn from previous experiences in other cities, and to consider technical, legal, financial, and political issues in order to create a system that works for the city"

- Paola Ramirez, Strategic Projects Manager - Bogotá's District Secretariat of Mobility

Infographic prepared by:
CFF Colombia's Team

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