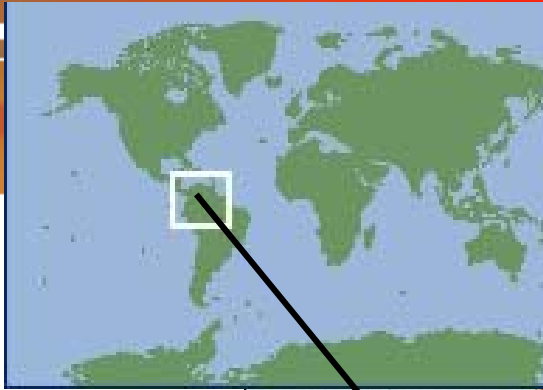


A blurred, warm-toned background image showing a group of people riding bicycles. The image is out of focus, creating a sense of motion and activity. The colors are primarily oranges, reds, and yellows, suggesting a sunset or sunrise setting. The bicycles and riders are scattered across the frame, with some in the foreground and others further back.

Benchmarking alternative transport with Bogota, Colombia

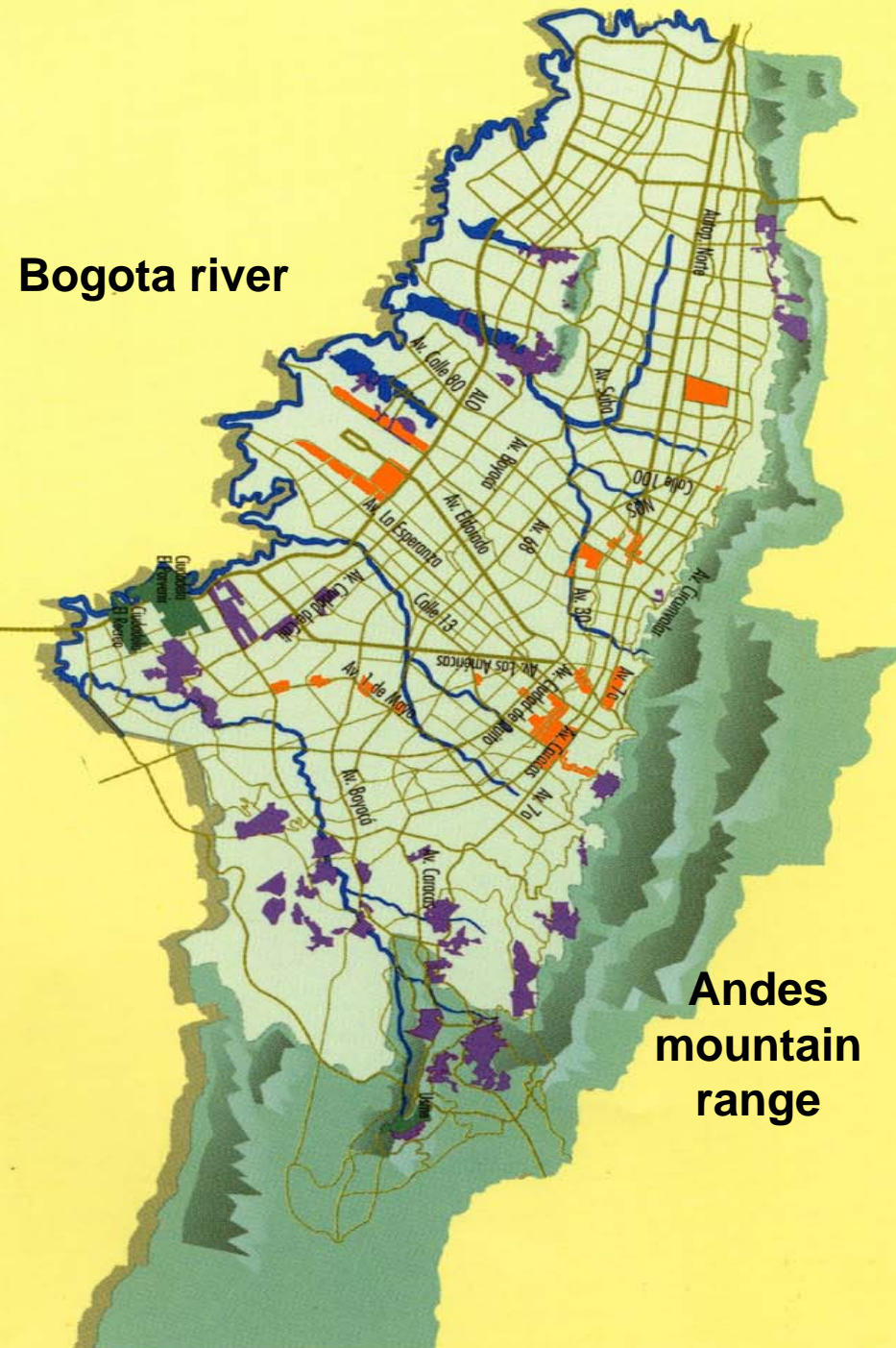
Alejandro Sarasti

BOGOTA: CAPITAL OF COLOMBIA



FACTS

Bogota river



Andes
mountain
range

Non-changing mild
weather
temperature of
17°C all year
round.

8660 feet above
sea level

Total area :
37,414 ha approx.

Population:
7,000,000 people,
15% of the
national total

High density 286
Habitants per
square meter

Bogota vs. Washington



BOGOTA

- More than 180 miles of bicycle paths and trails
- The weekly average use is 4.5 days
- The average time of a trip is 45 minutes approx.
- The average distance

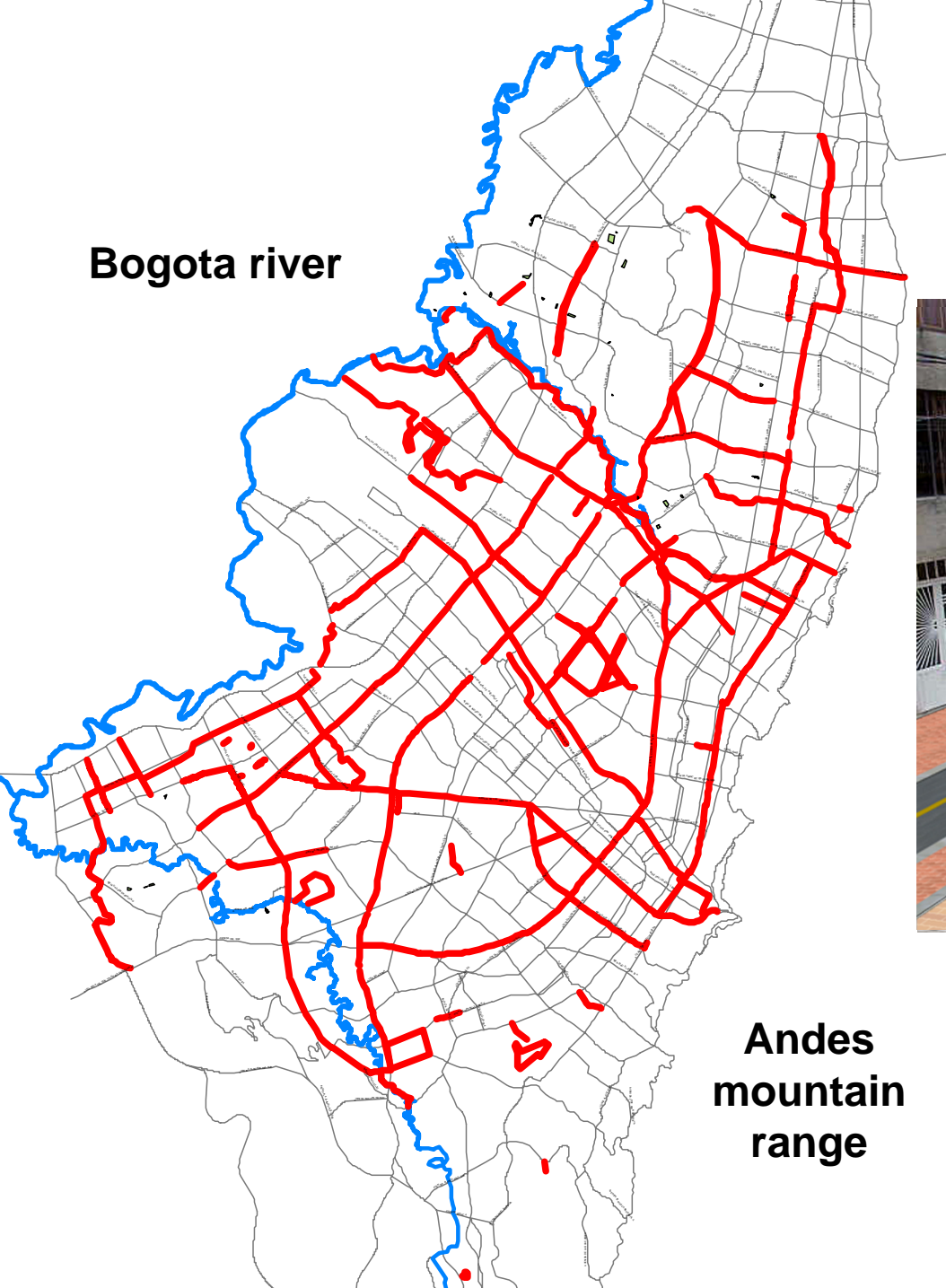


WASHINGTON

- Around 70 miles of bicycle paths and trails
- No data for weekly average use
- The average distance trip is 7 not available
- Men vs. women???



Bicycle network

Bogota river



Andes
mountain
range



-  Existing bicycle network
-  Bogota River

Around water sources

32 MILES
18 %



Canal molinos



Bicycle lane Canal Salitre

As part of sidewalks

106 Miles
59%



Carrera 11



Avenida Boyaca

ON A MEDIAN

20 Miles
11%



Separador calle 92



Separador Av. El dorado



Separador Avenida 19

“TRAILS”

20 Miles
11 %



Alameda el porvenir



Parque el Virrey. Foto Bogotá desde el
aire villegas edit

Parque el Virrey

How did Bogota start?

- Trails were initially created for recreational purpose
- Bicycle path master plan:

INFRASTRUCTURE

Developed more than 150 miles of bicycle network in less than 5 years. Exceeded master plan goals.

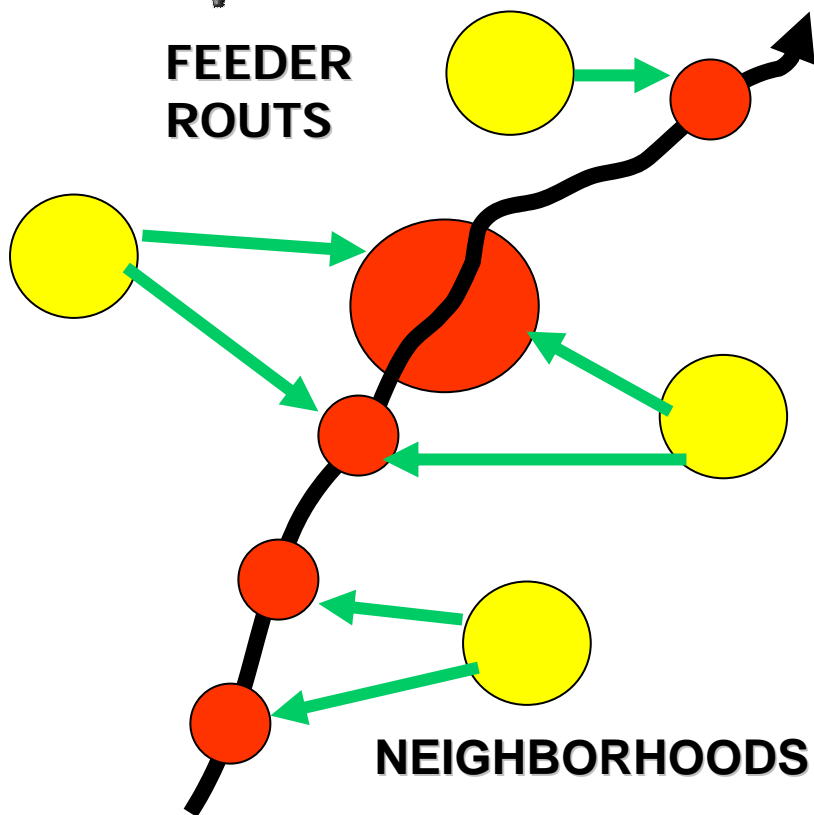
RULES AND REGULATIONS

Rules and regulations were developed but two participating agencies had conflicting views.

PROMOTION

Logo was developed but not much was invested in social marketing and promotion

Lessons learned

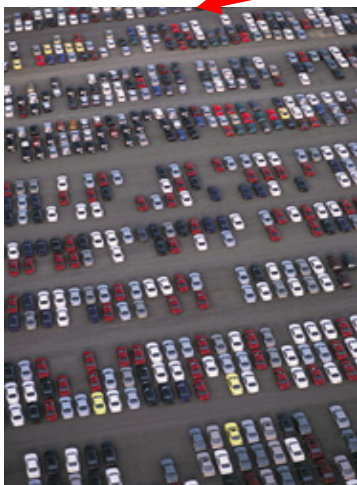


- Work on all aspects at the same time
- Connectivity, feeder routes to main arteries for transportation ease
- Harmonize policy in all participating agencies
- Political will
- Promotion, promotion, promotion

Suggestions for Washington

- Work with student population both in schools and universities
- Promote “intermodality” (Bike and Metro/Bus)
- Get statistics on frequency, users, etc.
- Develop civic culture and listen to the “customer”.

DO WE WANT THIS OR THIS?





THANKS

sarasti@hotmail.com