



cycle BOOM
DESIGN FOR LIFELONG HEALTH & WELLBEING

Policy styles in planning for active urban mobility: Tracing knowledges between Bogota and Seville

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Outline

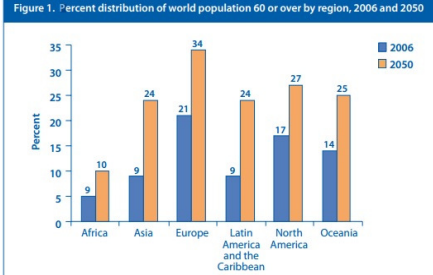
- Policy 'problems' and the global search for 'solutions'
- From Bogota to Seville - the creation and transfer of an alternative model for active urban mobility
- Conclusion: Proactive policy styles and the search for solutions – towards alternative policy styles in urban mobility planning?

Global-scale policy 'problem'

"Population aging and urbanization are the culmination of successful human development during the last century. They also are major challenges for this century."

- World Health Organisation, *Age Friendly Cities* report

Figure 1. Percent distribution of world population 60 or over by region, 2006 and 2050



Region	2006 (%)	2050 (%)
Africa	9	10
Asia	9	24
Europe	21	34
Latin America and the Caribbean	9	24
North America	17	27
Oceania	14	25

Source: United Nations Department of Economic and Social Affairs (f).


Global search for 'solutions'...

The WHO defines active ageing as:
"the process of **optimizing opportunities for health, participation and security in order to enhance quality of life as people age.** [It] allows people to realize their potential for **physical, social, and mental well-being** throughout the life course and to participate in society, while providing them with adequate protection, security and care when they need".

- Cycling as a relatively low-cost, low-impact and social form of physical activity that can promote well-being
- Policy makers begun to recognise this but there is still a lot to do...need for new / alternative solutions?

Discourse of 'policy crisis' in the UK

- % aged 60+ predicted to rise from 23% (today) to 29% in 2034 & 31% in 2058
- 85% of older people with depression receive no help from the the NHS
- 11% of 65+ population find it difficult to access a corner shop; 12% to their doctor's surgery; and 25% struggle to get to their local hospital

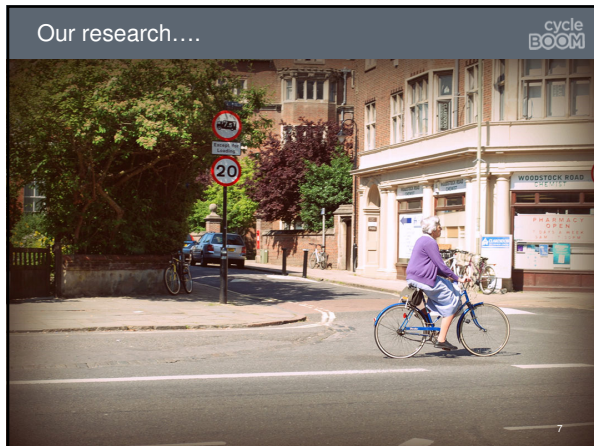


Ageing population 'to strain NHS'
The ageing population will place a huge strain on the NHS, a study says.

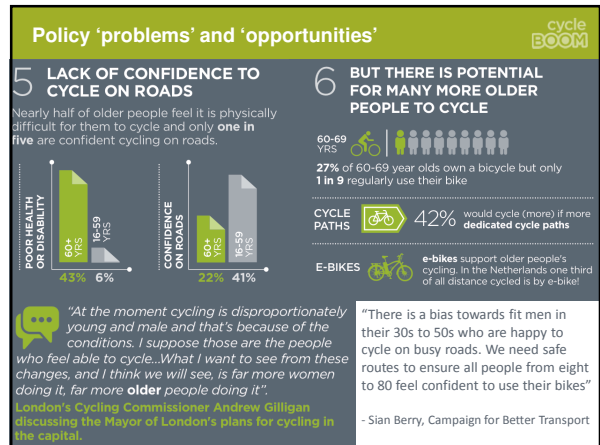
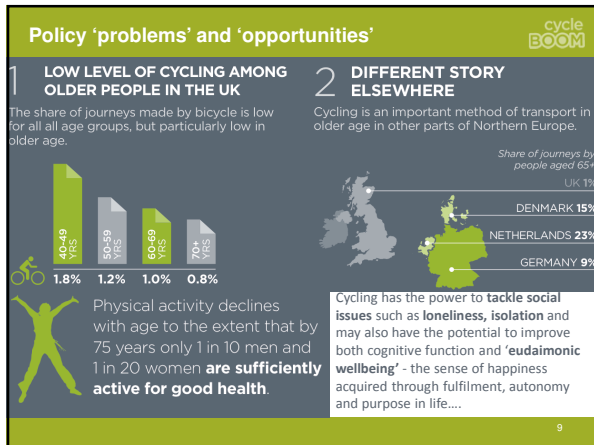
The number of over 65s in the UK is expected to rise by 53% between 2001 and 2031 to over 14m, with little change in the younger population.

Research firm Dr Foster predicted there would be rises in chronic disease using current data from GPs and hospitals, the British Medical Journal reported.

The government said plans to improve public health would help relieve some of the pressure.



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- EPSRC-funded 3-year research project study to understand cycling among the older population and how this affects independence, health and wellbeing
 - Mixed-methods research and engagement with 50-59 (approaching older age) and 60+ (older adults) populations in Reading, Oxford, Bristol and Cardiff
 - Aim is to advise policy makers and practitioners how our environment and technologies can be designed to help people to continue to cycle in older age or to reconnect with cycling (*life-course* approach)
 - *Searching for 'good practice' beyond the UK, including more inclusive approaches to urban mobility planning*
 - <https://vimeo.com/106933009>
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In need of (global) solutions...

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Achieving the Mayor's Vision for Cycling in London (March 2013) will, amongst other things, require London practitioners to apply tried-and-tested techniques from around the world to the London context, and to innovate as necessary. To this end, TfL commissioned a study of selected cities, to understand better what makes for success in relation to cycle infrastructure, safety and culture. The study was tasked to focus on design approaches in cities with high levels of cycling and/or recent significant growth in cycling numbers.

From: 'INTERNATIONAL CYCLING INFRASTRUCTURE BEST PRACTICE STUDY' Report for Transport for London by Urban Movement and Phil Jones Associates

- Public policy challenge in need of bold 'solutions' including alternative and innovative policy 'styles' and models
- Policy-makers seeking 'good practice' elsewhere, including outside of the global north and the 'usual suspects', e.g. Copenhagen
- How do these models emerge and travel and do they offer a more progressive and pro-active set of solutions for urban governments?

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'Problems' in need of solutions...global policy transfer

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- Policy transfer is a process by which: 'knowledge about policies, administrative arrangements, institutions and ideas in one political setting ... is used in development of policies, administrative arrangements, institutions and ideas in another political setting' (Dolowitz and Marsh, 2000: 5)
- Geography of policy transfer "Casting a light on the "strategies through which various actors change the geographies of governance across space, including non-state actors" (Prince, 2012: 189)
- "We need ... above all, a move away from an excessive preoccupation with Western countries. Only then can the extent of diffusion/transfer, and the dynamics underpinning it, be more fully explored" (Marsh and Sharman, 2009: 270)


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Creating an alternative mobility model (Gilbert, 2006) cycle BOOM

- Bogota, Colombia's capital city of 7.8 million inhabitants
- Following a series of crises during the 1990s, improvements to governance led to the United Nations designating it Latin American "ciudad ejemplo" in 2002
- System of elected mayors in place with balance of power towards mayoral autonomy reformed in 1993
- Infrastructure planning used to bolster civic pride and address a series of social challenges via ideologically bold public investment schemes including a new public bus system 'Transmilenio', public libraries and extensive cycle network and public cycle hire scheme
- Delivery of these major projects relatively unaffected by changes in personnel with subsequent mayors embracing the 'principal projects of their predecessors'

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Creating an alternative mobility model cycle BOOM




Bogota pioneered the 'Ciclovía' a car-free Sunday that began with a 3.8km circuit of closed roads, now 121km with over 1 million participants weekly and events held across the Americas and, increasingly, world-wide

"The Ciclovía is an exercise in social integration, it is much more than cycling, walking and skating"
- Former Commissioner for Parks and Recreation in Bogota, Gil Penalosa

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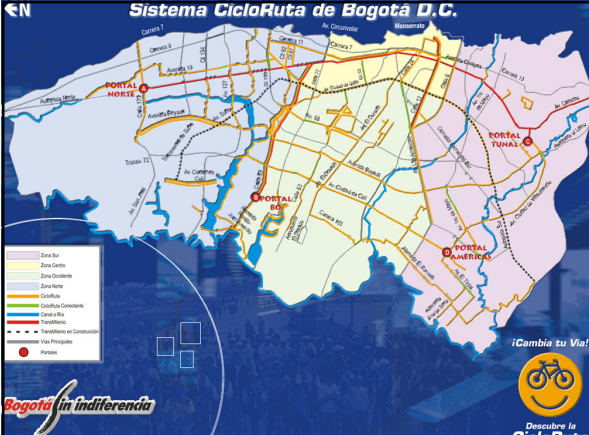
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"...we were a city that lacked the "bike culture" that many talk about. But when we built a [bicycle] network that people could use, that connected them to the places they had to go to, we went from having 28,000 people using a bike as a way of getting around, to over 350,000. So today, for every four cars in Bogota, we have one riding a bike."
(Gil Penalosa, speaking in 2012)

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Sistema Cicloruta de Bogota D.C.



¡Cambia tu Via!
Descubre la Cicloruta

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Creating an alternative mobility model cycle BOOM

- Proactive, technocratic 'problem-solving' style of policy-making guided by a clearly-articulated 'bright idea' and requiring political skills and rapid, possibly experimental, modes of delivery (Bovens et al, 2001; Lampis, 2013)
- In Bogota, this involved making unpopular and / or risky political decisions to challenge "powerful interest groups for the greater good of the city" (Gilbert, 2006: 415)
- Policy making by application of 'bright ideas'; here political skills matter to engender "bicycle consciousness" across diverse socio-economic groups (Cervero et al, 2009)

"A bikeway is a symbol that shows that a citizen on a \$30 bicycle is equally important as a citizen on a \$30,000 car" (Former Mayor of Bogota 1998-2001, Enrique Penalosa)

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Transporting an alternative mobility model cycle BOOM

- Key individuals involved in development of Bogota model travel the world discussing its 'success', cities without a strong 'cycle culture' but with political vision were looking...
- E.g. Seville, regional capital of Autonomous Community of Andalusia in southern Spain, municipal popn of 1.5million
- Leaders of grassroots cycling campaign now occupied positions of political influence and could prioritise cycling
- Supported by a process of community budgeting and use of technical experts versed in the tradition of 'Dutch-style' infrastructure design, created an opportunity to engender a new 'people-centred' form of urban planning and design
- The 'power' of this approach is espoused by a global network of designers, consultants and policy actors

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VELO-CITY 2011

GUILLERMO (GIL) PEÑALOSA
MAYOR OF SEVILLE



The 'Velo-City' international conference was held in Seville in 2011 to launch the city as a progressive and newly 'cycle-friendly city' on the global policy stage

Internationally acknowledged as an invaluable city and social marketing advisor, Guillermo Peñalosa is a living and healthy community ambassador. With a view to improving everyone's quality of life, Guillermo promotes issues related to pedestrians, the use of bicycles and a better use of parks, walk paths and other public spaces.

As the Executive Manager of the Canadian non-profit organization '8-80 Cities', and when he was the Commissioner for Parks, Sport and Recreation in Bogota, Guillermo is intensely committed to building healthy communities. He also acts as a Senior Consultant for Urban Architects in Denmark, and serves on the Board of Directors of City Parks Alliance, American Trails and Ciclovías Recreativas de los Andes.

After years of managerial experience in the private and public sectors, the Mayor of Bogota appointed him the city's Commissioner for Parks, Sport and Recreation. He was responsible for the development and construction of more than 200 parks, the best known of which is the Simon Bolivar Park, 365 hectares in the very heart of the city. The park became the venue for the Summer Festival, with more than 100 events in 10 days and more than 3 million visitors, the country's most important recreational cultural event.

Guillermo successfully reintroduced the car-free Sunday system, which goes from 0 to 21 kilometers and included a management system, signage and supplementary activities, resulting in more than 1.2 million people who walk, ski, skate or cycle every week. This international example has been copied in a large number of cities.

Thanks to a combination of pragmatism and enthusiasm, Guillermo acts as an advisory capacity for many cities and organizations. He is a popular speaker and has made presentations of more than 150 events in North America, Europe, Asia, Australia, New Zealand and Latin America. Guillermo has a master's degree in Business Administration (MBA) from the University of California Los Angeles (UCLA) School of Marketing. He lives in Toronto, Canada, and spends his spare time involved in recreational activities with his wife and three children.

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It was Chaired by Gil Penalosa now Director of the '8 to 80 Cities' Toronto-based NGO and consultancy "provid[ing] cities with candid and straightforward recommendations that support our mission to...support projects that reflect social equality in the public realm" (8-80cities) 19

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The 8 to 80 Cities 'rule'



1 Think of an older adult

2 Think of a child

3 Would you send them out together for a walk to the park?

If you would, it is safe enough

If you wouldn't, it needs to be improved


8-80 rule

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Transporting an alternative mobility model

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- In 2005 leaders of the municipal government made 23m Euro investment in 80km segregated 2-way cycle network (completed 2006!) increased to 120km in 2011
- Cycle-hire scheme 'Sevici' installed in 2007, heavily-used in urban-core
- Cycle journeys increased from 5000/day (2006) to 72,000/day (2010); a 'modal share shift' from 1% - 6% (Malpica, 2013)
- Seville is now ranked 4th most bicycle friendly city in world (The Copenhagen Index)
- BUT political regime has recently changed, leading to concerns about future upkeep / maintenance



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Towards alternative global policy mobilities?

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- Policy styles that take a proactive and 'idea-based' approach can engender bold and rapid change in urban mobilities with the potential to address wider goals such as social inclusion
- 'Solutions' based on particular policy constructions 'travel' via global agents who facilitate and sometimes 'sell' models
- The two cases underline the importance of strong urban leadership in getting 'results'; this can of course be (democratically) dangerous, and be destabilised as political regimes change (the case, to an extent, in both cities)
- Geographical literatures pointing towards the pitfalls of policy transfer therefore provide a useful counterpoint and critique
- More optimistically, the cases offer a politically progressive vision of urban inclusivity as an alternative to the 'usual suspects' (where political structures and fiscal systems align)

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What we have "learned"?

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Urb SIBUS

- Make a network, not isolated cycleways (Of course!).
- Make your network fast: people will feel it is useful
- Make your cycleways visible and easy to recognize
- Make your cycleways safe: protect the cycleways against traffic.
- Two-ways better than one one-way (at the beginning)
- If there are parking lanes, put your cycleways between parked cars and pedestrians. Make easy the access to cars.
- Bike-sharing systems are a complement of the cycling network. But not conversely.
- It helps to have a unified management of the bike program.
- Consensus with urban cycling associations is very important!!

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