

# MEET BOGOTA



In 2016 the local administration adopted Vision Zero as guiding policy for the coming mobility projects, making clear that no death on the road is acceptable. Resources, efforts and expertise are to be directed to prevent victims.

After analyzing crash-data from the last 10 years in Bogota, besides highways and arterial corridors, it was found that certain areas in the city concentrate a high number of victims in collector and local roads. Taking into account the records, as well as current dynamics, a critical area in each district was identified and defined. In January 2017 the program Vision Zero Zones was born.

With the support of the Bloomberg Initiative for Global Road Safety a more in depth analysis for each area has been possible. NACTO-GDCI has shared previous experiences not only through workshops, but also on the field working with local staff during site visits and pop-ups.

## Focusing on School Zones



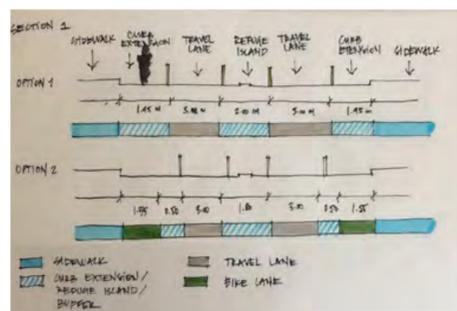
Where streets were originally designed to give cars the priority, generating safe pedestrian crossings and waiting areas with high visibility empower pedestrians and remind them this city is also theirs



Traffic-calming not only benefits those who walk school, it also fosters local programs, such as **Al colegio en bici**



Sidewalk extensions in the surrounding areas are used by entire families. Both parents and students reported feeling 4 times safer during the pop-up



The "pop-up" chance

- Try innovative strategies
- Push boundaries
- Observe and record behaviors
- Get in touch with the community
- Prove that it CAN be done!

Involving students from **local Universities** as volunteers helps spread the word about these interventions

Getting to know the area and the main activities that attract people, allow us to consider multiple **design options** and prioritize our interventions

Knowledge transfer does not only occur at the office. Out **on the streets** is where local staff understands the impact pedestrian oriented strategies really have

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## The Plazas Program

Since 2016 the city of Bogota has been developing the plazas program, a public space conversion initiative seeking for a more equitable use of the road bed for all, especially pedestrians. This process of co-creation with local actors aims to streamline the management of needs and opportunities around the use and potential of activation that streets have as they are the main public space of cities.

The Plazas seek to transform underutilised spaces of the street into new points of encounter and activity where communities find accesible and safe public spaces that boost both physical and road safety and the desire for walking and permanence of pedestrians. These sort of interventions not only seek to improve the quality of the environment and create accesible and adequate spaces for the enjoyment of people, they are also looking to innovate the way we think and create the city.

## Reclaiming what's useful for people



### What we want?



Streets suited to the needs of people

Going #VisionZero with a



pedestrian friendly city

Enhance street's service capacity



Innovative land use

75% of respondents support these actions

security perception 80%

92% road safety perception

27.000<sub>sq.ft</sub>

Have been intervened by 2017

By 2027 The program will transform up to 138.000<sub>sq.ft</sub>

