

Bogotá, Colombia:

Shared Bicycle System



THE CHALLENGE

While Bogotá is a regional leader in cycling road infrastructure, the city needed a **viable financial model** to attract private resources for a shared bicycle system, in light of its pressing air quality and traffic challenges.



HOW IT WORKS

The city government does not pay Tembici a fee. Instead, a seven-year contract gives the company **exclusive use of selected public space** on which to install and run the programme.

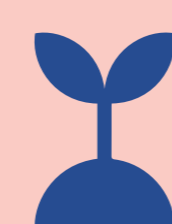
Tembici funds all infrastructure and operations. It then compensates the city for use of this space through **in-kind payment** such as new public bicycle parking and a percentage of advertising earnings.

With nearly 300 stations across the city, and 3,300 bicycles, Tembici's income is made up of user fees and advertising at stations and on bicycles.

Designed for inclusivity, the system offers hand-bikes for riders with special needs, attachable child seats, and electric bikes. The team engaged residents about location and design which helped to improve ownership and awareness about the programme's long-term benefits.

Model: Public-Private Partnerships

IN 2021, Bogotá launched its shared bicycle system in partnership with the company Tembici, with an innovative model utilising public space. As of mid-2023, use of the system **exceeded projections by 30%**, with 2,000 trips made daily.



LESSONS

City-owned assets such as public space can **leverage additional value** for local government; as long as the financial model has clear **public benefits**. In Bogotá, the system itself is providing a public good, as are the in-kind payments.

In addition, a contract with an appropriate **timeframe** for the business model provides certainty and value for both the company and the city.