

Cycling as a choice or as a necessity?

Evolution of the cyclists' profiles and the mobility's social imaginaries in Bogotá



M. Lucas, July 2021

1. How to observe the evolutions? Methodology for the research
2. The influence of pro-cycling movements on public policies
3. Recent evolutions of the cyclists' profiles
4. Who are Bogotá's cyclists today?

How to observe the evolutions? Methodology for the research

- Quantitative data
 - Analisis of 2019 Urban Mobility survey in Bogotá (Secretaría de Movilidad, 2020)
 - Quick survey on the streets
 - Online survey about cyclists habits and experiences
- Qualitative data
 - Ethnographic observation
 - Interviews with cyclists
 - « Commented trips » with cyclists

The influence of pro-cycling movements

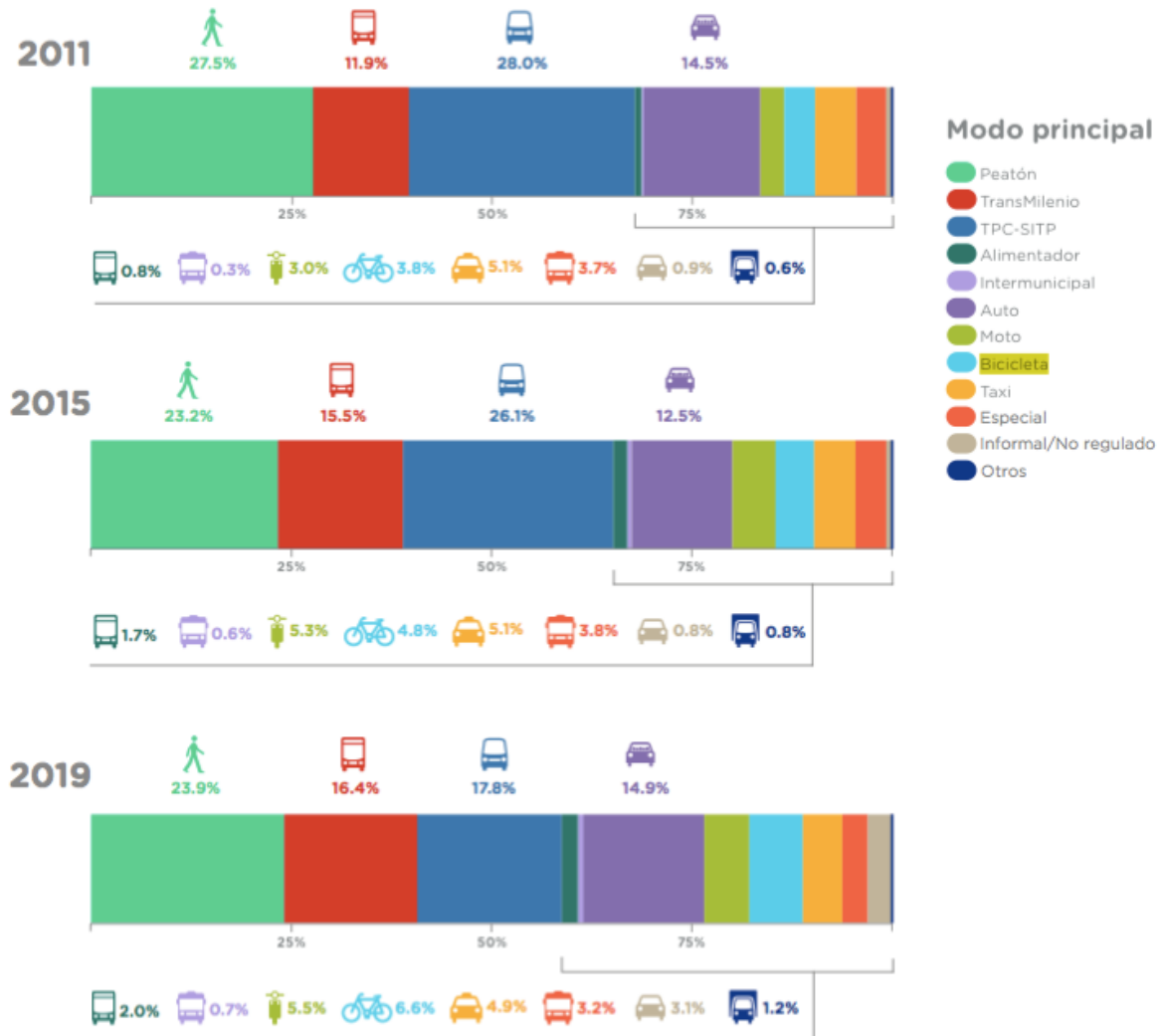
- Reaction to the abandonment of pro-bike public policies
- Major role in the raise of the bike share
- 2010s: institutionalization of activist movements



M. Lucas, September 2021

Recent evolutions of the cyclists' profiles

Figura 4.59 Comparación de partición modal en las encuestas de movilidad de 2011, 2015 y 2019 en Bogotá



- 2020 and the pandemic: peak in the use of bike, continuity
- 10% of modal share in 2021?
- Importance of sports and recreative use of bike: Ciclovía and young professional cyclists (Montero, 2017)
- Diversification of uses (deliveries) and profiles (upper classes)

Recent evolutions of the cyclists' profiles

- In 2019, 24% of trips made on a bike by women – still low
- Experts note the constant raise since the 2000's
- Tool for appropriation of urban public space (Sanchez Bernal y Triana Gallego, 2017)
- Mainly young people cycling – mix between economic needs and fashion trend



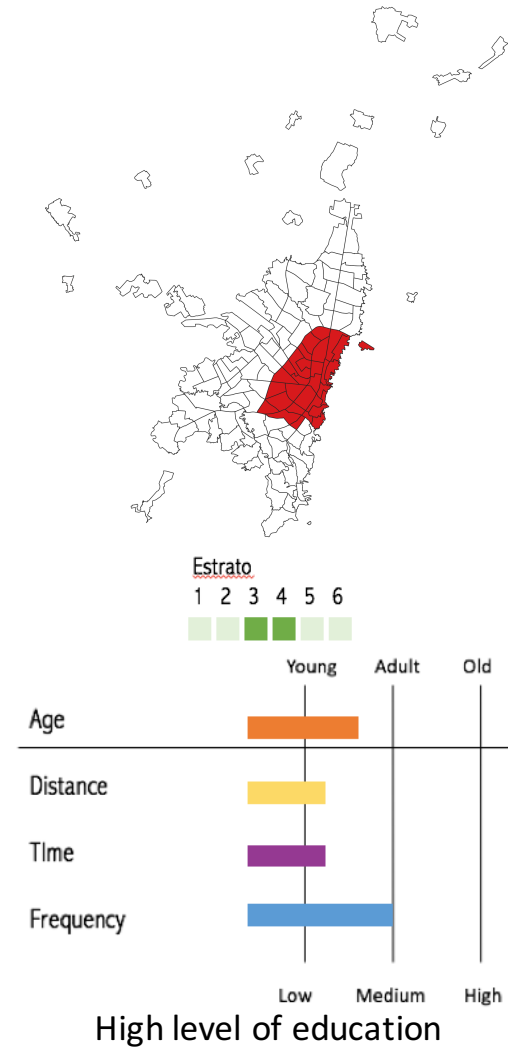
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Who are Bogotá's cyclists today?

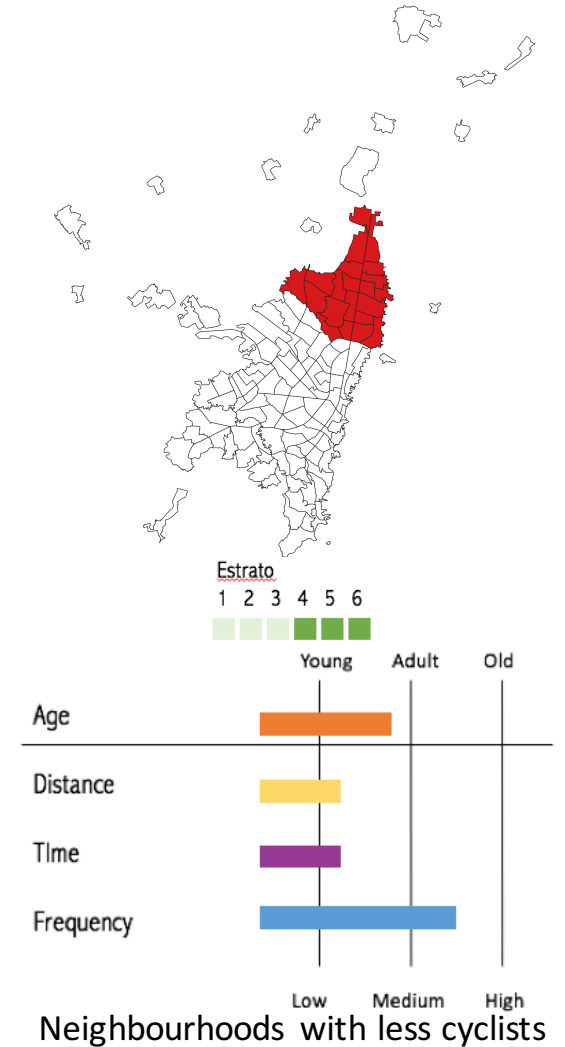
- 6 profiles of cyclists from the EMU 2019 (3402 cyclists)
- Photography of the pre-pandemic use of bike, still accurate today

Profile number	% of total of cyclists
1	19%
2	10%
3	15%
4	22%
5	12%
6	22%

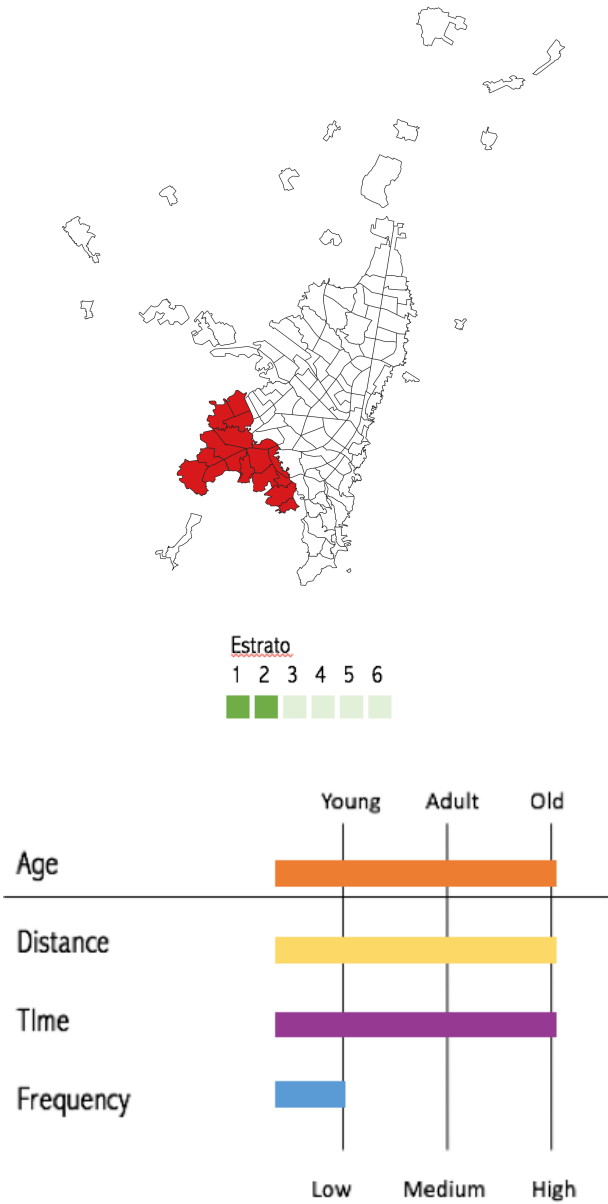
Profile 1: downtown educated cyclists



Profile 2: northern neighbourhoods cyclists

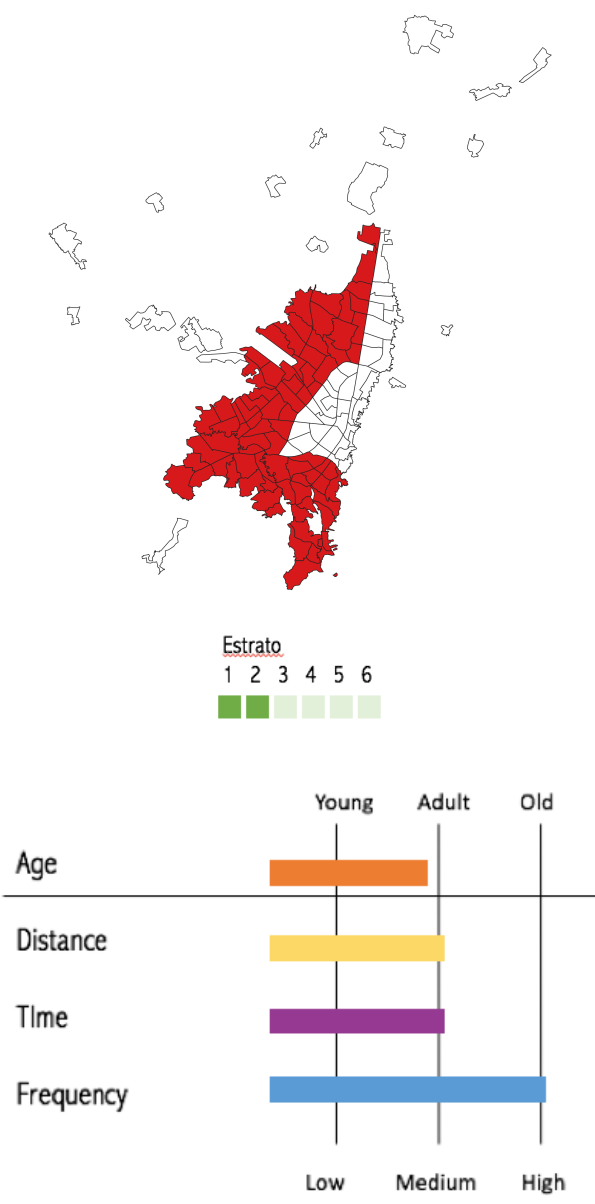


Profile 3: old marathoners



Use of bike only for sports or recreation

Profile 4: daily workers cyclists



Utilitarian use

Illustration of profile 4: daily workers cyclists



M. Lucas, April 2021

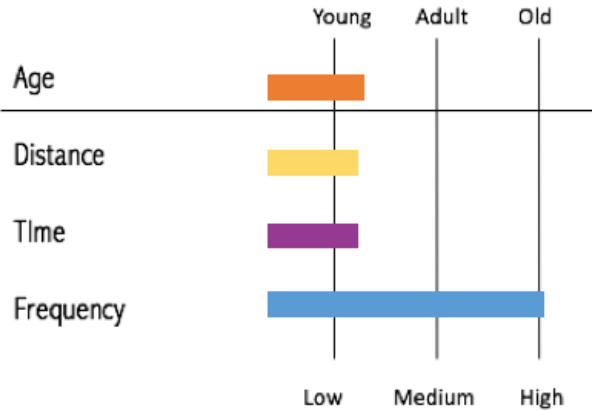
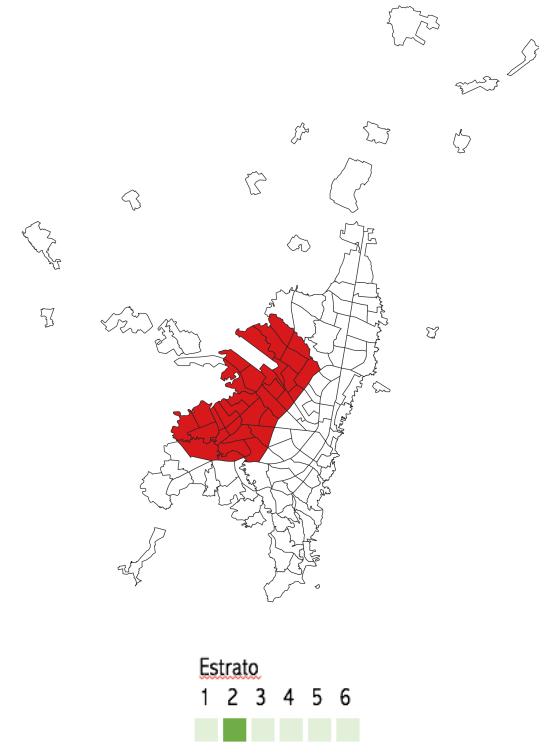
Illustration of profile 5: mobility of care and students



M. Lucas, April & August 2021

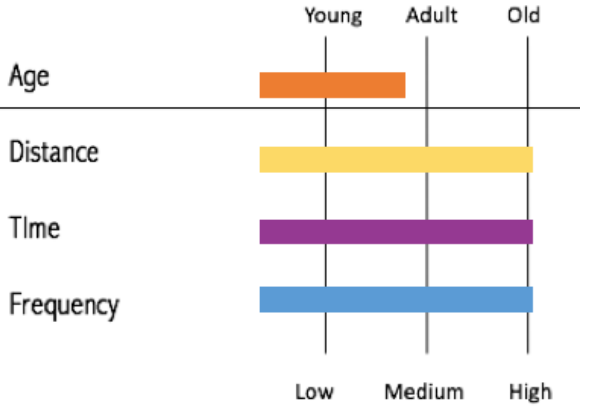
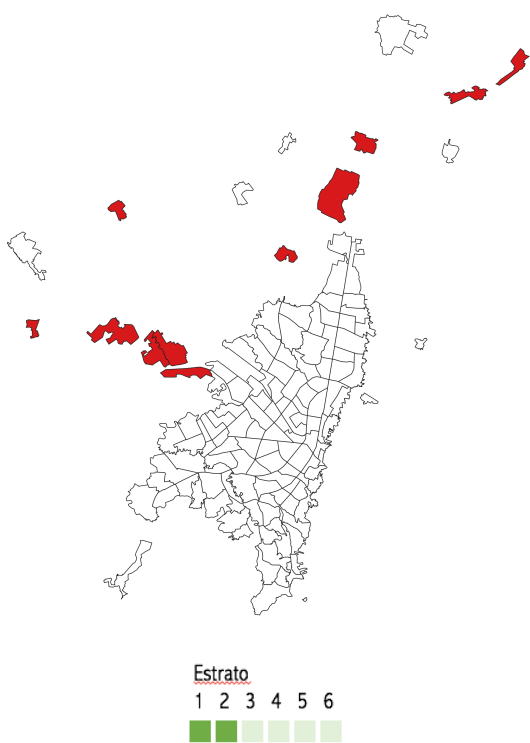
Source: EMU 2019, realisation: Maëlle Lucas & Florent Demoraes, 2021

Profile 5: mobility of care and students



Overrepresentation of women

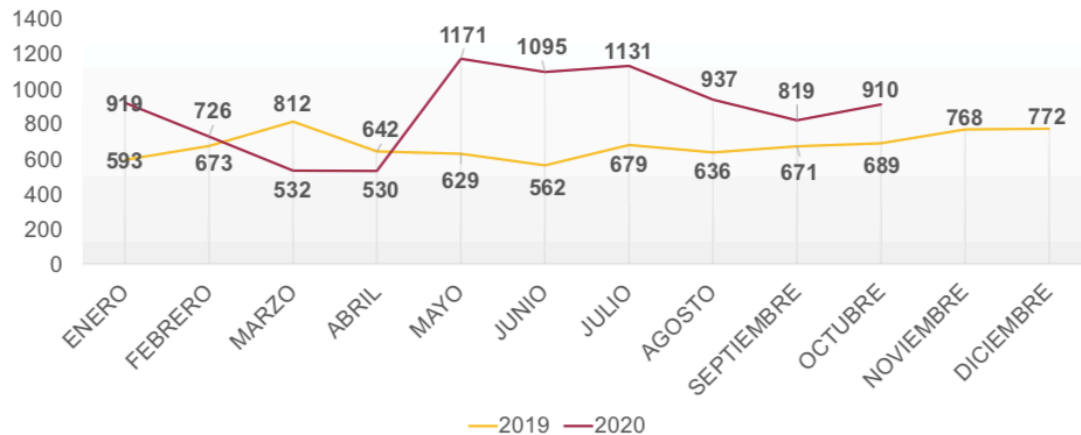
Profile 6: Sabana's workers



Mainly flower cultivation workers

Who are Bogotá's cyclists today?

- Current paradox: omnipresence of the perception of insecurity as use of bike is higher than ever
- Defensive attitudes



Fuente: Elaborado por OAIEE a partir de SIEDCO. Información extraída el día 20/09/2020. Información sujeta a cambios. Se usa información del 1 de enero a 14 de septiembre.



SECRETARÍA DE
SEGURIDAD, CONVIVENCIA
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Number of bike theft in 2019 and 2020 in Bogotá



M. Lucas, October 2021

Who are Bogotá's cyclists today?

- Positive values of using a bike are erasing negative image associated to bike's social status
- Appropriation of a fashion object by young generations
- Explosion of the number of businesses linked to bike and diversification



Perspectives

- Is this tendency sustainable?
 - If they had a choice, 85% of cyclists who answered the online survey would keep using their bike for short trips (77% for long trips)
 - Interviews show how cyclists value their time and their mental health using a bike (impact of the quarantine?)
 - Higher proportion of women among young cyclists
 - Long-term public investments in cycling infrastructure

References

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