Gender and Equitable Mobility Projects

Secretariat of Mobility
Bogotá Colombia

Social Management Office
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For a Sustainable Mobility

Mobility of care with a gender approach

Sustainable Mobility

pillars

- Accessible and inclusive mobility
- Public bicycle system
- Gender labor gaps
- Caregiver Circuits
Diagnosis of the sector: concessionaires and personnel hired in SITP

Initial context

Operators

- Conductores: 13045
- Conductoras: 195

Proposed context

Operators

- Conductores: 95%
- Conductoras: 5%
Gender barriers in the transport sector

Barriers are identified for women in their employability in the sector:

Barriers to access and permanence:
- Low number of trained female drivers
- Lack of certified experience
- Non-compliance with requirements
- Difficulty accessing driving licenses due to costs
- Double labor and care loads (not time)

Cultural barriers associated with gender:
- Gender stereotypes, "women drive badly"
- Company culture, reluctant to the linking of women
- Masculinized spaces that do not see the particular needs of women
- Violent spaces
Projects
Women in unconventional jobs for urban transport in Bogotá

- Comprehensive strategy to qualify and recategorize driving licenses for **450 women**, women's enrollment 4100
  - **Articulation**: IDB-SDMujer-Transmilenio-SENA-La Rolita

- Comprehensive strategy to qualify and recategorize driving licenses for **90 women**, women's enrollment 120
  - **Articulation**: AFD-SDMujer-Private operators of Bogotá

- Comprehensive strategy to qualify and recategorize licenses for leadership of **300 women**, women's enrollment 1092
  - **Articulation**: SDMujer- Bogotá Transport Operators

**Fuente**: Imágenes registro proyecto-Proyectamos
Our commitment is the linking of MORE women in non-conventional trades in the transport sector
We will be more and more women participating in new spaces of:

- Training Spaces
- Driving qualification
- Link to the sector

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Project development

- Implementation
  - women's selection
  - Training cycle for the recategorization of licenses
  - Complementary training with SDMujer courses
  - Delivery of a monthly subsidy or your key card

- Induced profile and analysis of gender barriers
- Automotive Teaching Centers
- Professionalization driving course – SENA
- Socio-emotional skills
  - Financial education
  - Digital skills

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Project results

- 431 women with C2 licenses
- 210 women hired in La Rolita and moving forward y 100 women hired by other operators
- 93 women with a C2 license
- 75 women hired by private Operators, 18 women by La Rolita
- 1092 pre-registered women for 300 participating women
- 572 women with C1 license
Qualification and Strengthening Women Taxi Driveras

**Objective:**
Promote the empowerment of individual women public transport drivers through intra- and inter-institutional coordination work.

**Strengthening as a group**
- Accompaniment in associativity and association.
- Empowerment and prevention of gender-based violence-GBV

**Strengthening in the trade**
- Training in different topics: SENA, Transportation Technology Center and Financial Services Center
- Economic Support: cost of licenses Security
Shared Bicycle System

Sustainable and Inclusive Mobility:
Gender Perspective

150 Sillas para niños

Fuente: https://newsbeezer.com/polandeng/jastrzebski-rower-miejski-has-started-pricelist-nextbike-poland-has-also-started-30-bicycles-with-child-seats/

150 Bicis de cajón

Fuente: https://sigo.green/
Shared Bicycle System

Sustainable and Inclusive Mobility: An accessible system

- Information at the station in Spanish, English and Braille
- QR code with explanatory video with subtitles in sign language.
- Web Portal must comply with the AA standards of the Web content accessibility guide.
- Studies will be carried out to make other inclusive services viable

Equitable Mobility Planning Bogotá

Pedestrians:

Everyone that travels the city by means of their own physical energy.

This not only includes those that go by foot, but it also involves everyone that uses a support.
We propose to transform areas of the city that cars use as shortcuts and empower daily life by means of public space designed for pedestrians.

There is a strategy of redistributing the street space to attend the needs of the pedestrians, recognized as the most vulnerable users of the city.

We transform the intersections to improve the over all conditions, mainly regarding the road safety ones for the pedestrians, reducing distance, crossing time and risks.
Vital neighborhood San Felipe
## Equitable Mobility Planning Bogotá

### What is a vital neighborhood?

It is a planned project structured by intervention phases:

1. Pilot test
2. Tactical urbanism
3. Final civil works

### What are its objectives?

1. Prioritization of sustainable modes
2. Reconfiguration of street use
3. Road speed management
4. Social management and citizen participation
Thank you