

**PROMOTION OF ALTERNATIVE MOBILITY
 AND ENVIRONMENTAL USE OF PUBLIC
 SPACE-CHOLADOS BOULEVARD**

Thematic area	Services	
Sector	Hotel and tourism infrastructure	
Entities/Areas	Administrative department of district planning of Cali, administrative Department of Environmental management (DAGMA in Spanish) of Cali.	
Contributing partner	Private	
National development plan strategy that aims to	Productive transformation, internationalization, and climate action (Catalyst C. Fair, safe, reliable an efficient energy transition; (5) active, safe, sustainable mobility with a differential approach in cities and regions; (6) resilient cities and habitats).	
Target SDGs	Sustainable cities and communities.	
Description of the project	Purpose of the project	<p>The project is an ideal scenario for establishing urban flora and reducing greenhouse gas emissions. It also provides a perfect opportunity to pedestrianize public spaces that serve as a meeting point for a significant part of the population residing in Santiago de Cali. After a detailed analysis of the distribution of vehicular traffic and its various subcategories in relation to the emissions generated by burning fossil fuels with regular and good combustion, it will be necessary to influence the reduction of this emissions based on the vehicle segment with the highest emissions.</p> <p>This project will promote better designed, walkable and transit-oriented neighborhoods, as well as improve access to jobs and services and enhance social inclusion in the respective area of sustainable urban transport development, orienting investments towards a low-carbon economy and reinforcing the city's commitment to decarbonization, demonstrating the economic and social impact of adopting carbon neutral development practices and contributing to the sustainable development goals, and implementing the principle of sustainable urbanism embodied in the newly adopted "Sustainable Building Manual of Santiago de Cali".</p>
	Goals	<ul style="list-style-type: none"> - Functional adaption of the area from its role as a centre for specialized sports and health services in the southwest of Colombia, - To consolidate the iconic and representative value of the traditional area of Cali by reinforcing its natural and built heritage value. - Strengthen accessibility to an area of 48,900 m2 of public space. - Resolving mobility conflicts through the promotion of alternative means of transport.

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		-Promoting the use of public space from the perspective of Environmental Protection and GHG reduction.
	Geographical Area of Influence	Downtown Santiago de Cali-Comuna 19.
	It is included in the NDP targets:	Yes__ No_X_
	Structuring Phase	The Project is at the feasibility stage (phase III).
	Goal: (km), (panels, etc.)	48,900 m2 built (4 construction sections, each with different approaches from economic, environmental and mobility perspectives).
	It is in a protected area or in indigenous/Afro-descendant territories:	Si__ No_X_ Which ones____
Duration by phases	The urban renewal process described in the initiative is projected to last between 24 and 36 months.	
Contributions	Total value	97.492.509.270 COP (Colombian pesos)
	National Contribution	\$
	Contribution from territorial entities	\$
	Private contribution	97.492.509.270 COP (Colombian pesos)
Investment opportunity	<p>PPP Pan American parking: the project contemplates the construction of an underground car park with a capacity of 388 parking spaces for cars and 88 for motorbikes, which solve one of the structural problems of the sector, such as the invasion of public space by on- street parking. This subproject contemplates the operational, administrative, and financial management by a public-private partnership (PPP) which is a fundamental tool for the economic and fiscal use of the infrastructure generated. The transactions allowed by the PPP law are the design, construction, repair, or improvement involving central aspects of its operation and maintenance.</p> <p>This will allow the administration to receive economic resources to finance the sustainability and functionality of the project in which the prioritized economic activities take place, ensuring the maintenance of ornamentation, green zones, and other areas, as</p>	

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	<p>well as promoting the satisfaction of community needs from an urban (public space and mobility) an economic (access to commerce) perspective.</p>
<p>Market Analysis</p>	<p>The initiative’s investment model structure on the basis of a parking scheme based on a public-private partnership dynamic, involves taking advantage of the high vehicle traffic in the area, considering its heritage and high-traffic characteristics as a road artery in Santiago de Cali. By combining the above with a renovation of the public space for better enjoyment by the public, an exponential increase in the influx of people in the sector is expected, revitalizing this part of the city economically, environmentally and socially.</p> <p>In terms of the economic component, there has been an increase in sales for the surrounding businesses, which are mainly dedicated to the commercialization of typical regional drinks attracting both locals and visitors from other places.</p> <p>Regarding the environmental component, its unique character is based on the generation of incentives for the use of alternative transport, urging to reduce GHG emissions and the impact of heat islands in the sector of intervention.</p> <p>Finally, the social aspect of the initiative is supported by the increased use of public space (48,900 m²) by citizens, strengthening the use of the area’s sporting heritage and, likewise, the positive impact on small businesses, many of which are run by mothers who are heads of households.</p>
<p>Financial projections</p>	<p>The total cost of the project amounts to 97.492 million. This amount is estimated to be financed through: Santiago carries on resources and a public private partnership of public initiative.</p> <p>The resources that the administration has considered for the financing of the project come from the public space fund, which has an estimated monthly income of 10,000 million. The resources of this fund come from the economic use of public space and nearby development contribution for increased buildability, which are revenues created in the territorial planning of Santiago de Cali, which are specifically earmarked for public a space on which it is expected to commit its future validity to leverage the financing of the project.</p> <p>On the other hand, the project contemplates structuring a public private partnership of public initiative, for the construction of the so-called “Pan American underground car parks” with the capacity of 388 parking spaces for cars and 88 for motorbikes, which solves one of the structural problems of the sector and guarantees an income for the financing and maintenance of the project.</p>
<p>Considerations of sustainability and ESG</p>	<p>The “Cholados Boulevard” Project conceives the renewal of public space through the enjoyment and protection of the environment, the promotion of alternative and sustainable means of transport and empowerment of women through commerce with cultural value. By uniting these three dimensions, the governance process to promote the physical, environmental, social, and economic sustainability of the space is immersed</p>

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both in its design and its implementation stages, understanding that a strong process of citizen appropriation is required for this; all this according to the need to generate awareness- raising dynamics regarding the use of means of transport such as bicycles, from which a greater enjoyment of public space can be generated.

Expanding on the above, the project combines the possibility of taking advantage of the public space with its environmental and heritage offer, while reducing GHG emissions by superimposing the use of bicycles and walking routes on traditional means of transport, considering the daily mass traffic through the area as it represents one of the main arteries of the city.

Thus, the governance of this space brings together civil society (those who take advantage of the boulevard), public administration (from the city-wide dynamics of CO2 reduction and the heritage component, as well as the promotion of alternative means of transport) and the possibility of investment by a private actor according to the economic model projected through the Pan-American car parks. With this interaction, greater protection, and tools for the enjoyment of the space in which the intervention will take place can be visualized.

**Risk Assessment
and mitigation**

Type of risk	Risk identification	Treatment
Mobility	Mobility traumas in the sector while the work is being carried out.	It is proposed to promote the use of alternative means of transport through public awareness strategies around the concept of sustainable mobility.

**Project team and
experience**

- Melissa Vergara Botero (Deputy director of public space and urban planning-administrative planning department of Cali).

Political scientist, government professional and master in urban and territorial development, with experience in a structuring and implementing territorial development projects, in city planning and in the organization of multi-stakeholder relationship spaces. Strong capacities for the planning and execution of regional agenda, the coordination of intern-institutional work and communication and multisectoral relations.

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- Robert Castillo (Member of the public space workshop-administrative planning

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	<p>department of Cali)</p> <p>Architect, master in urbanism and specialist in urban and regional planning. With 15 years of professional experience working in different countries, in land management, planning, urbanism, public space, urban regulations, community management, construction, restoration and research. E-mail: despacho.sepou@cali.gov.co</p> <p>LinkedIn: https://n9.cl/oote4</p>
Additional information	None