

Reallocating road space for people in Brazilian cities

Danielle Hoppe, Active Mobility Manager - ITDP Brazil

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Focusing on people rather than cars

Brazilian cities:
Pedestrians: 39% trips
Cars: 26% trips
~70-90% street surface

30.000+
road traffic deaths /year
in Brazil



São Paulo

**The need for URGENT
CHANGE is clear,
but changes to road design
still face a lot of
RESISTANCE.**

**So, how do we manage to
reallocate road space for
PEOPLE?**

Let's talk about strategies

Best scenario

- Political will + planning and implementation capacity

Real life most of the time

- Seize opportunities!
- Advocate / build local government support;
 - Use data to demonstrate demand/impact
- Raise public awareness.

Tactical urbanism

and other temporary
interventions can be
useful tools.

What is tactical urbanism?



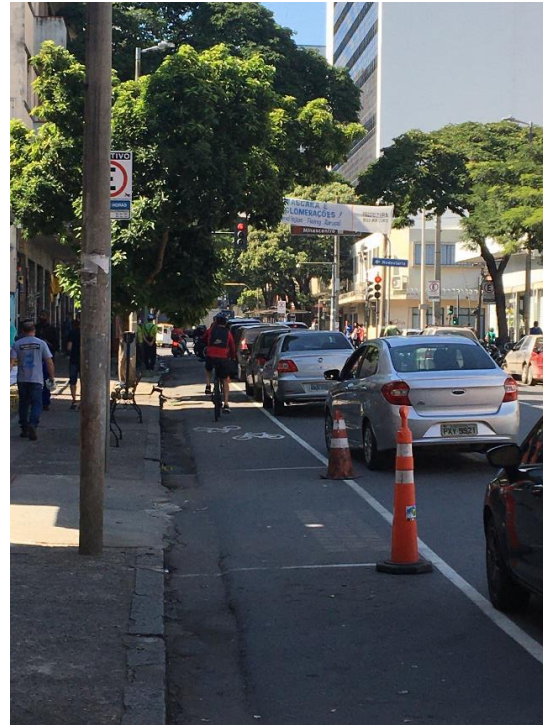
Short-term action >>> long-term change

- It makes street transformation more **tangible**;
- It works as **capacity building** tool;
- Low cost and **replicable** interventions;
- It allows for testing and adjustments before major investments;
- It works as catalizer of long term change.

Seizing opportunities in Brazilian cities

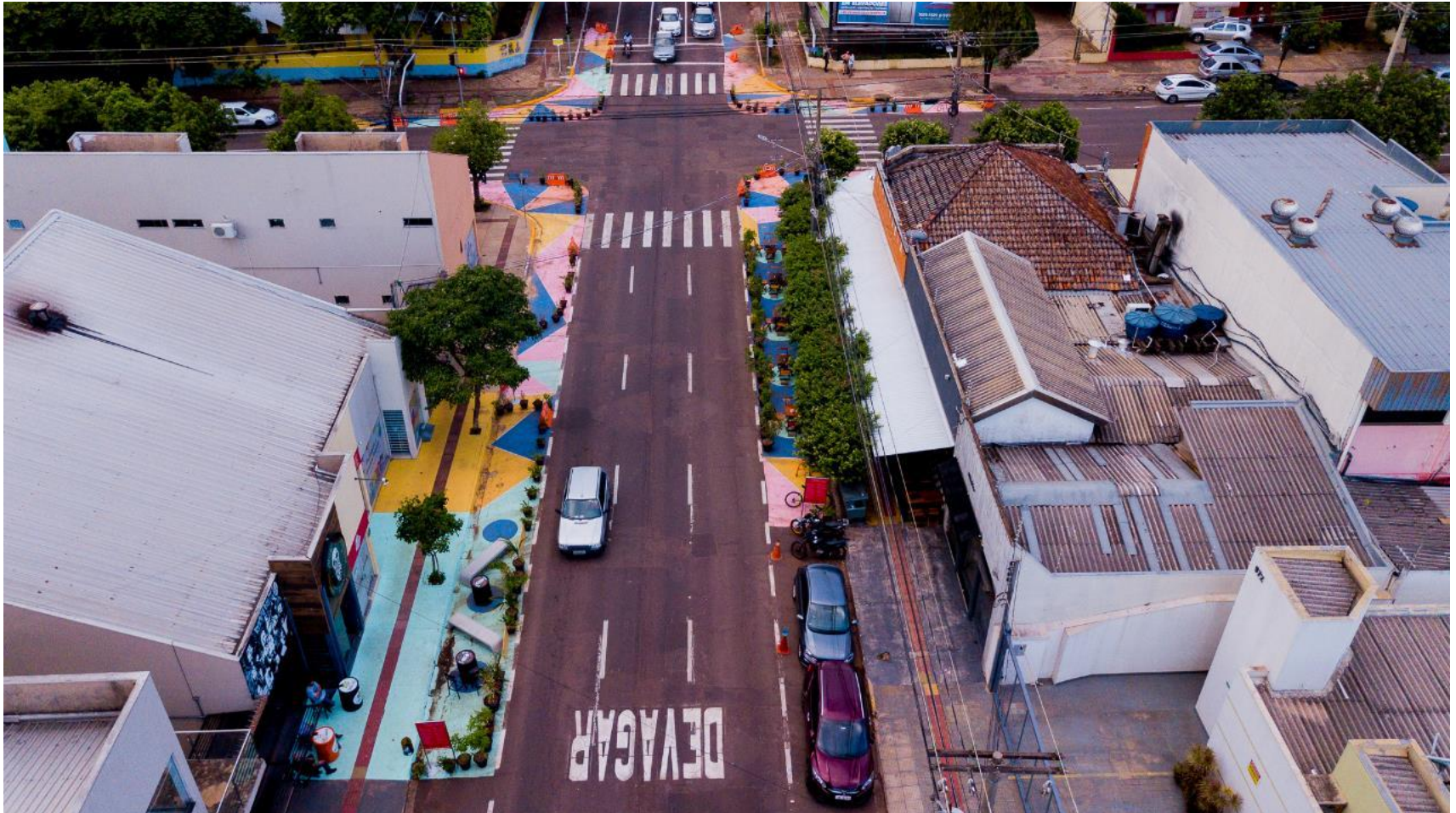
Transforming streets as Covid response

Cycling lanes in Belo Horizonte



Transforming streets as Covid response

Sidewalk extensions in Campo Grande





Transit mall in downtown Rio de Janeiro

Rio Branco Avenue transformation (2015-2016)



2014



2015

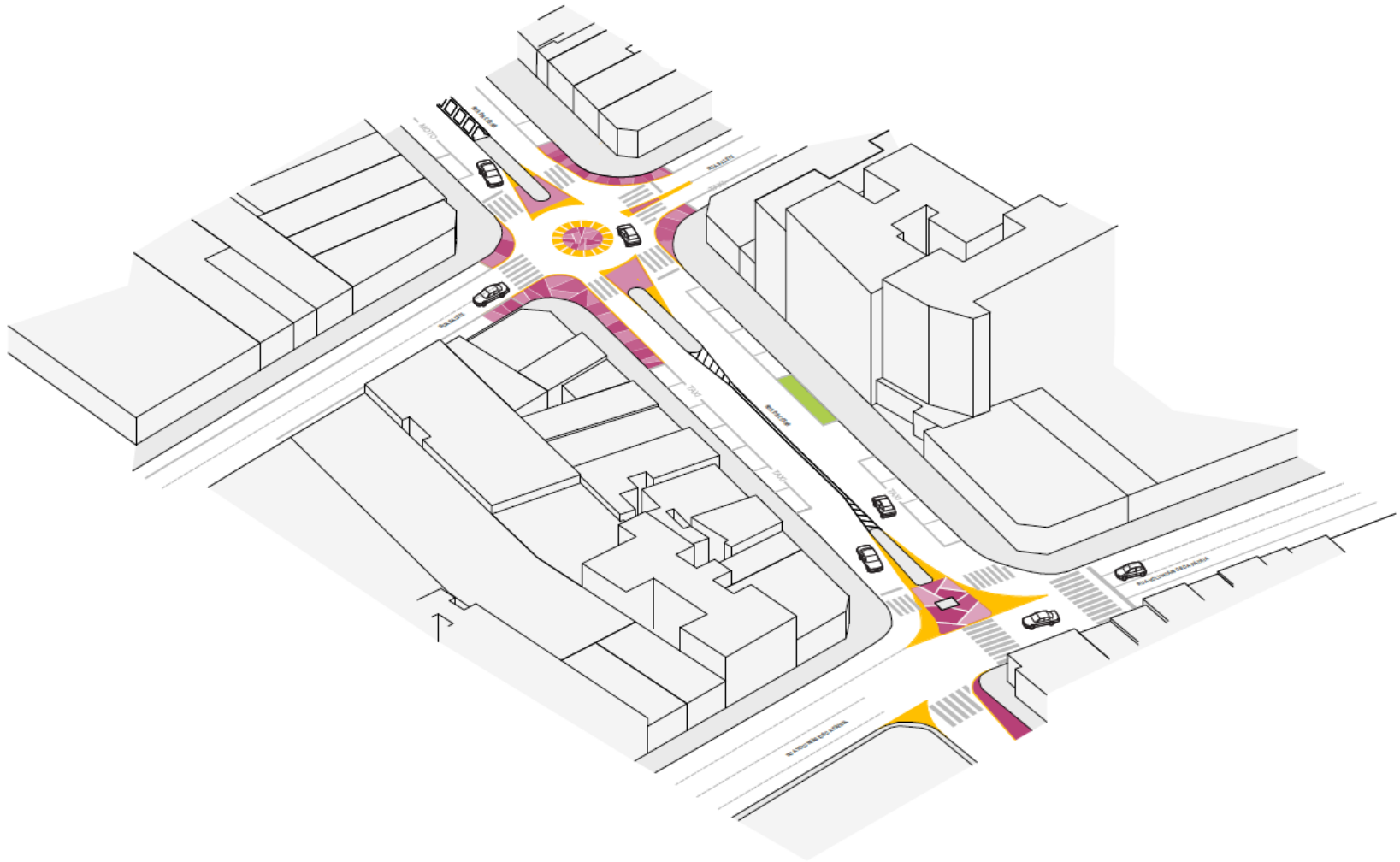


2016



Building local government support & demonstrating impact through data collection

2017 – Santana, São Paulo





OFICINA E DISCUSSÃO DE IDEIAS

quinta-feira, 24 de agosto

das 9h00 às 12h00 e das 18h30 às 21h30

Auditório da Prefeitura Regional Santana/Tucuruvi

Av. Tucuruvi, 808



INTERVENÇÃO URBANA TEMPORÁRIA

sábado, 16 de setembro

local a ser divulgado

Para maiores informações acesse: <http://itdpbrasil.org.br/bienal-santana>

Realização:



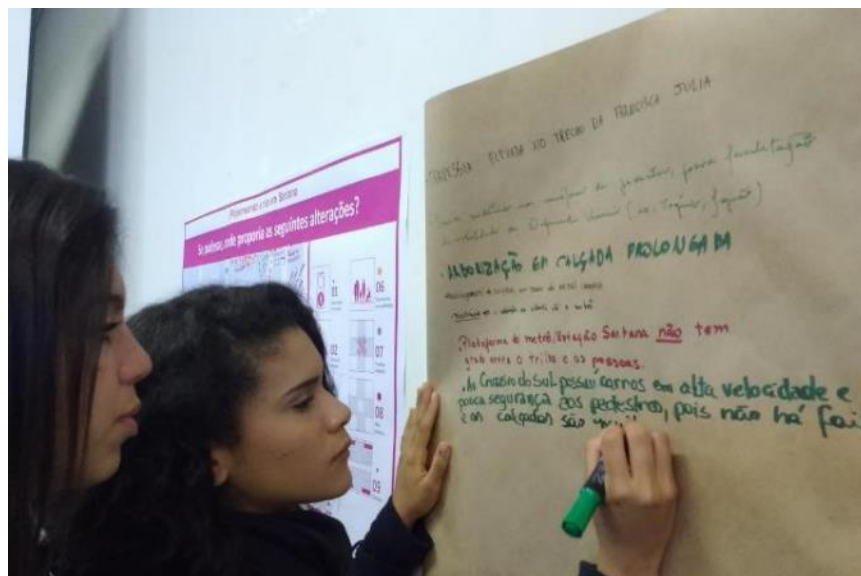
Instituto de Políticas de
Transporte & Desenvolvimento



Citi Foundation



Parceiros:





1-day pop up
Leadership: ITDP, BIGRS, NACTO-GDCI, WRI
Partnership: City of São Paulo

Photo: Hannah Machado

2017 – Santana, São Paulo



Photo: Ankita Chachra



Intervenção urbana temporária
(Re)pensando a rua em Santana
Relatório de Atividade

Março de 2018

**Pop-up intervention
process and results report
contributed to
replication.**

Data collected during pop-up intervention



86%
approved
street
design



82% wanted it
to be
permanent



75% increase in
safe crossings
(by pedestrians)



40% increase in
yielding
(from 12% to
19%)

Dr. César and Salete streets intersection

Data collected after permanent implementation



89% pedestrians
72,5% drivers
feel safer at the intersection
after the redesign

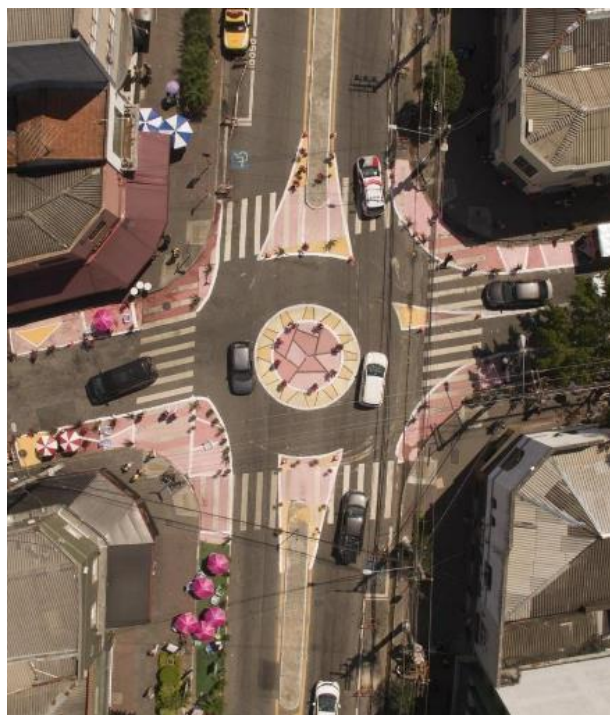


32%
Average speed reduction
at the intersection

2017 – Santana, São Paulo



Before



**Pop-up intervention
(Sep 2017)**



**Permanent implementation
(Jun 2018)**

Permanent implementation



Raise awareness & demonstrate

2019 – Cachoeirinha, Belo Horizonte

89% would like it to be permanent



**3-day pop-up
Partnership ITDP and City of Belo Horizonte
Support: community organizations**

Photo: Danielle Hoppe / ITDP Brasil

2019 – Cachoeirinha, Belo Horizonte

BEFORE



POP-UP



Seções ESTADO DE MINAS Gerais

Zona 30: BHTrans aposta em áreas de redução de velocidade para segurança de ciclistas

Implantação das chamadas zonas 30, que prevê velocidade máxima dos veículos em 30km/h, tem o objetivo de oferecer mobilidade segura para ciclistas, veículos em geral e pedestres

Guilherme Paranaíba

Publicado em 17/09/2019 06:06 / Atualizado em 17/09/2019 08:07



Zona 30 em preparação na Rua Diamantina, na Lagoa: traçados limitam a velocidade do tráfego a 30km/h (Foto: Leandro Courty/IOA Press)

O Plano de Mobilidade por Bicicleta de Belo Horizonte (PlanBici) traz cinco diretrizes principais, sendo que duas delas têm relação direta com a convivência entre bike e trânsito. “Assegurar o conforto e a segurança de quem pedala em Belo Horizonte” e “promover a mudança do comportamento dos motoristas perante a presença dos no trânsito, através de campanhas educativas” são objetivos que, se cumpridos, é uma nova realidade nos deslocamentos da cidade.

CONTINUA APÓS A PUBLICIDADE

MAIS LIDAS

- 1 14/10 - 10/04/2021 - Compartilhe [Faltam 10 dias para o início das obras de BHTrans](#)
- 2 14/10 - 10/04/2021 - Compartilhe [Veja as prioridades de funcionamento do sistema de BHTrans](#)

Portal O Tempo Cidades Artigo

MOBILIDADE URBANA

BHTrans começa teste com Zona 30 no bairro Cachoeirinha, em BH

Projeto prevê velocidade máxima dos veículos em 30km/h para priorizar os pedestres, ciclistas e quem tem mobilidade reduzida, como idosos

Por PEDRO FERREIRA
26/04/19 - 19h22



G1

MINAS GERAIS

BHTrans testa rua com velocidade máxima de 30 km/h que prioriza pedestres

Projeto 'piloto' será implantado na Rua Simão Tamm, no bairro Cachoeirinha neste fim de semana.



Simão Tamm, no bairro Cachoeirinha, neste fim de semana — Foto: G1

2019 – Cachoeirinha, Belo Horizonte



- **31% average speed reduction**
- **Bus shelter installed**
- **Vertical signage with new speed limit**





2021 - Downtown, Belo Horizonte



Lessons learned



- **Tactical urbanism initiatives and other temporary transformations can be efficient tools to raise awareness about road space reallocation and its impact on quality of life, even if permanent implementation takes long;**
 - They help disseminate concepts to technical staff, decision makers and communities alike, inciting parallel processes;
 - They should be seen as recurring street design tools and not as single events;
- **Permanent implementation is still a challenge in Brazil;**
 - Data and surveys are important, but political will is also crucial;
 - Find champions who help you maintain community and public servants engagement after the pop-up;
 - Keep an eye open for implementation opportunities: can it be included at any ongoing or new contract?
 - Final implementation design needs improvement; that should be our next step.
 - Build local connections and institutional arrangements to ensure long-term maintenance.

Thank you! Obrigada!

www.itdpbrasil.org.br

For more information, check

From Pilot to Permanent publication:

https://www.itdp.org/wp-content/uploads/2020/09/ITDP_From-Pilot-to-Permanent_Sept2020.pdf