Inciting change through tactical urbanism

Danielle Hoppe, Active Transport Manager
ITDP Brazil

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Focusing on people rather than cars

37,000+ road traffic deaths /year in Brazil

Brazilian cities:
Pedestrians: 41% trips
Cars: 25% trips
~70-90% street surface

Sources: Datasus & ANTP (2016)
The need for URGENT CHANGE is clear, but changes to street design still face a lot of RESISTANCE.
Why 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.

Adapted from Lyndon & Garcia (2015)
ITDP’s experiences in Brazil
2014 – Florianópolis and Rio de Janeiro

Capacity building workshops for public government in Florianópolis and Rio de Janeiro
2016 – São Miguel Paulista, São Paulo

2015 Urban Design competition organization: BIGRS/Winner: 23 Sul Arquitetura
2016 – São Miguel Paulista, São Paulo

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

Photo: Miguel Jacob
2017 – Santana, São Paulo

(RE)PENSANDO A RUA EM SANTANA
Você já pensou em como as ruas de Santana poderiam ser mais seguras? Ou se as ruas fossem pensadas, não só para os carros, mas também para as pessoas?
Venha conversar conosco sobre o desenho das ruas e segurança vária em Santana! Participe!

OFICINA E DISCUSSÃO DE IDEIAS
quinta-feira, 24 de agosto
das 9h00 às 12h00 e das 19h30 às 21h30
Auditório da Prefeitura Regional de Santana/Tucuruvi
Av. Tucuruvi, 803

INTERVENÇÃO URBANA TEMPORÁRIA
sábado, 16 de setembro
local a ser divulgado

Para maiores informações acesse: http://tcodbrasil.org.br/bilateral-santana

Realização:
ITDP
Parceiros:
Bloomberg Philanthropies
WRI Brasil
Vital Strategies

Prefeitura de São Paulo
Secretaria de Desenvolvimento Social e Esporte
2017 – Santana, São Paulo

1-day pop up
Leadership: ITDP, BIGRS, NACTO-GDCI, WRI
Partnership: City of São Paulo
2017 – Santana, São Paulo

Photo: Ankita Chachra
2017 – Santana, São Paulo

Before  

Pop-up intervention  

Permanent implementation  

Photos: Tomás Cavallieri & Thiago Diz
2017 – Santana, São Paulo
2017 – Santana, São Paulo

Dr. César and Salete streets intersection

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%)

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

Before data collected by NACTO-GDCI/BIGRS; post data by CET-SP, Metropole 1:1 and ITDP.
2018 – José Bonifácio, São Paulo

3-day pop-up intervention
Leadership: City of São Paulo
Support: BIGRS, NACTO-GDCI, ITDP and local organizations
2018 – José Bonifácio, São Paulo

Pop-up intervention

Permanent implementation

Photos: Vivi Tiezzi and CET-SP
2018 – Tijuca, Rio de Janeiro

20% more space for pedestrians (1400 sqm).

87% of respondents would like change to be permanent.

3-day pop-up
Leadership: ITDP and City of Rio de Janeiro
Support: local organizations

Photo: João Pedro Rocha
2018 – Tijuca, Rio de Janeiro

- 7-month process initiated with capacity building workshop;
- 50 public servants directly involved in the implementation process;
- 100+ people involved along the process, including volunteers.
2018 – Tijuca, Rio de Janeiro
2019 – Centro, Sorocaba

Leadership: City of Sorocaba
Support: ITDP

1 month

B E F O R E

A F T E R
3-day pop-up Partnership ITDP and City of Belo Horizonte
Support: community organizations
2019 – Cachoeirinha, Belo Horizonte
2019 – Penha, São Paulo

2-month interim
Leadership: BIGRS, NACTO-GDCI, ITDP
Partnership: City of São Paulo and local organizations

Photo: Luis Madaleno
2019 – Penha, São Paulo

Photo: Luis Madaleno
2019 – Penha, São Paulo

INTERIM

PERMANENT IMPLEMENTATION (ONGOING)

Photos: Hannah Machado and Vivi Tiezzi
Lessons learned

- **Tactical urbanism initiatives are efficient tools to raise awareness about street design and use and its potential to impact 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;
  - Build local connections and institutional arrangements to ensure long-term maintenance.
Thank you!
Obrigada!

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@ITDPBRASIL
facebook.com/ITDPBrasil
danielle.hoppe@itdp.org