Reallocating road space for people in Brazilian cities

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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

Sources: Datasus & ANTP (2018)  Photo: ITDP Brasil
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.

Adapted from Lyndon & Garcia (2015) Photo: ITDP Brasil.
Seizing opportunities in Brazilian cities
Transforming streets as Covid response

Cycling lanes in Belo Horizonte

Photos: Eveline Trevisan / BHTrans
Transforming streets as Covid response

Sidewalk extensions in Campo Grande

Image: Translab.urb
Transit mall in downtown Rio de Janeiro

Rio Branco Avenue transformation (2015-2016)

Photo: ITDP Brasil
Building local government support & demonstrating impact through data collection
2017 – Santana, São Paulo

Source: ITDP Brasil
(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 design das ruas e segurança vária em Santana! Participe!

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

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

Para maiores informações acesse: http://itdpbrasil.org.br/biarai-santana

Realização:

ITDP

Parceiros:

Bloomberg Philanthropies

http://itdpbrasil.org.br/biarai-santana

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

Photo: Hannah Machado
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)

Photos: Tomás Cavallieri & Thiago Diz
2020 – Santana, São Paulo

Permanent implementation

Photo: Taba Amaral
Raise awareness & demonstrate
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
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.

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.

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.
2019 – Cachoeirinha, Belo Horizonte

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

BEFORE

AFTER

Photos: Google
2019 – Confisco, Belo Horizonte

Photo: Eveline Trevisan / BHTrans
2021 - Downtown, Belo Horizonte

Photos: Cristiano Scarpelli / Ciclo Rota BH
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: