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)
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)
Seizing opportunities in Brazilian cities
Transforming streets as Covid response

Cycling lanes in Belo Horizonte

Images: Eveline Trevisan
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)

Image: Danielle Hoppe
Building local government support & demonstrating impact through data collection
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 viária em Santana. Participe!

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

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

Para maiores informações acesse: http://tcodobrasil.org.br/bierai-santan

Recriação:
ITDP
Parceiros:
Bloombery Philanthropies 
BR 21, São Paulo 
Vital Strategies 

ITDP
Instituto de Políticas de Transporte 
& Desenvolvimento

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
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
2019 – Cachoeirinha, Belo Horizonte

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

89% would like it to be permanent
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 30 km/h, tem o objetivo de oferecer mobilidade segura para ciclistas, peões e pedestres.

Guilherme Peixoto

MOBILIDADE URBANA

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

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

Por PEDRO TERRENA
25/04/2019 - 19h22
2019 – Cachoeirinha, Belo Horizonte

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

BEFORE

AFTER
2019 – Confisco, Belo Horizonte
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: