

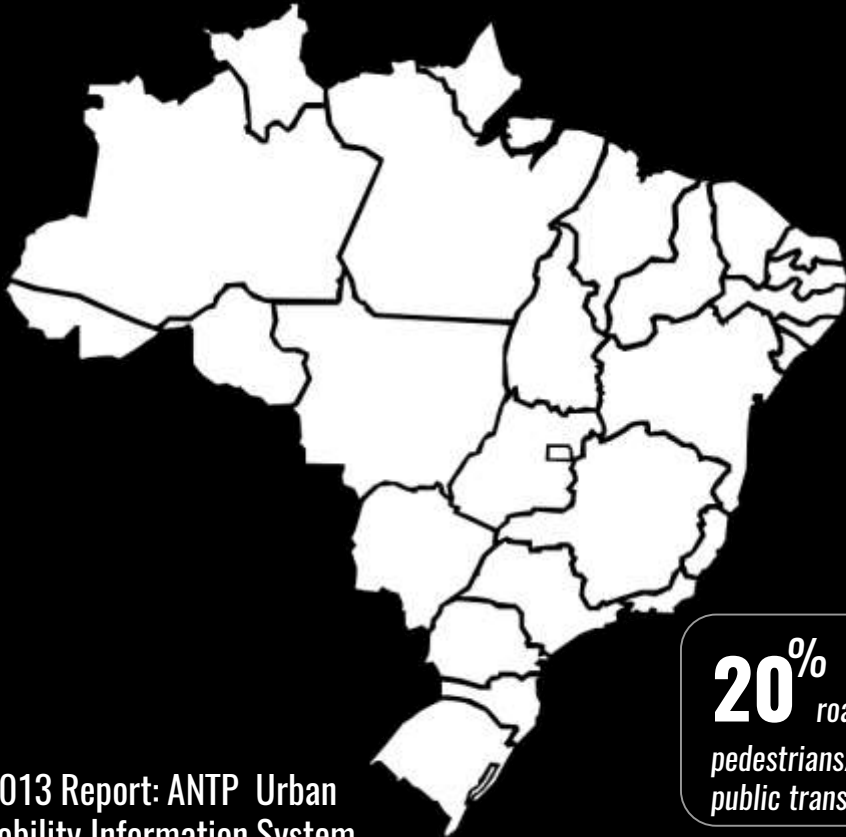
The Bicycle Brazil Program

Boosting infrastructure and cycling policies

*Ana Carboni
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CONTEXT



36% *walk*

4% *cycle*



Active mobility

+ **30%** *use public transport*

20% *road space for
pedestrians/cyclists +
public transport*

80%



road space for cars and motorcycles

CONTEXT

The 2012 National Urban Mobility Policy states that cities with a population of over 20 thousand people must develop urban mobility plans giving priority to cyclist and pedestrians.

1st Deadline for the plans: 2015

- *only 5% of cities that responded the government survey had completed the plans.*



CONTEXT

OPPORTUNITY FOR THE BICYCLE COMMUNITY



+7,300 members
749 cities
35 countries

bikeanjo.org



58 institutions
24 companies
1.392 members

uniaodeciclistas.org.br

OPPORTUNITIES

Bike Anjo and the Brazilian Cyclists Union (UCB) with the support of iCS - Instituto Clima e Sociedade, have been engaging and advising cities in how to develop their mobility plans (PlanMobs) through the Bicycle in the Plans project (bicicletanosplanos.org).



BICICLETA
— NOS PLANOS —

The campaign “De Olho nos PlanMobs” was launched to inspire, monitor, engage and provide guidance and models to municipalities in this process.

DE OLHO NOS
PLANMOBS 



BICICLETA

— NOS PLANOS —

bicicletanosplanos.org



COMO FAZER UM PLANMOB

19 DE JUNHO ÀS 13H HORÁRIO DE BRASÍLIA

EM 300 DIAS ?

APRESENTAÇÕES:

COMO FAZER UM PLANO DE MOBILIDADE URBANA NO PRAZO

Martha Martorelli, Gerente de Planejamento da SeMob - MCidades

DE OLHO NOS PLANMOBS

André Geraldo Soares e JP Amaral, Coordenadores da campanha Bicicleta nos Planos

Os municípios de mais de 20 mil habitantes **têm até 13 de abril de 2019** para elaborarem seus Planos de Mobilidade Urbana. Seja você da prefeitura, academia ou sociedade civil, **participe deste webinar** para entender a importância do PlanMob e um caminho para que sua cidade cumpra o prazo de elaboração.

INSCRIÇÕES: [BIT.LY/WEBINARPLANMOB](https://bit.ly/webinarplanmob)

DE OLHO NOS
PLANMOBS 

**QUANTOS LIKES O
PLANO DE MOBILIDADE
DE SUA CIDADE MERECE?**



AVALIE COM OS INDICADORES DE QUALIDADE



CHALLENGE

Part of the challenge in Brazil has been the lack of technical abilities to design roads and plan cities with the inclusion of cycling >> helped by the Bicycle in the Plans and the campaign to monitor and engage.



There is also the lack of a specific national policy that gives directives for planning cycling infrastructure.

2017 Bicycle Brazil Program in last phase of parliament voting

2018

The Brazilian Cyclists Union (UCB), which has members in all regions of the country, has worked towards fomenting a relationship in both houses of parliament in Brasília.

UCB has also engaged local members to advocate for the approval of the “Bicycle Brazil Program” (Programa Bicicleta Brasil) in their regions.

This has been an important achievement for cyclist



The Bicycle Brazil Program

National program to encourage the use of bicycles in order to improve urban mobility conditions.

- » *Support States and cities in building bicycle infrastructure*
- » *Promote integration between bicycle and public transport*
- » *Promote campaigns and implement traffic education policies for bicycle use*
- » *Stimulate the implementation of safe inter-municipal routes for cycling*

The Bicycle Brazil Program

- » *Focused on municipalities over 20 thousand inhabitants*
- » *Part of the National Policy on Urban Mobility and coordinated by a federal government body (Semob)*
- » *The implementation of PBB will be carried out by government agencies at all levels, by NGOs and companies*
- » *It is expected that monitoring and evaluation (PBB) regulation it is set up with participation of stakeholders and academy*
- » *Resources for the PBB may come from different sources: fuel tax, government budgets, contributions, donations and cooperation agencies (Note: fines resources were vetoed by law)*

Technical Cooperation Agreement with the government body (Semob)

OBJECTIVE

- » *Support the implementation, structuring and operation of the Brazilian Bicycle Program by the Federal Government*
- » *Support cities and states in promoting the use of bicycles for daily commute and the development of inclusive urban mobility plans.*

PRODUCTS

- » *Support the development of a national strategy for the promotion of the bicycle*
- » *Develop training on urban mobility planning and bicycle policy*
- » *Technical publication on urban mobility planning and bicycle policy*



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Phases of Technical Cooperation Agreement

Phase 1

» Build the Brazilian Bicycle Program in a participatory manner, as well as collaborate in structuring the program within the governing body (Semob)

Phase 2

To carry out the planning done in Phase 1, including the following activities:

» Assessment of studies, research, good practices and innovation;
» Meetings with stakeholders involved in groundwork with agendas that have been previously identified;

» Implementation of strategies to raise awareness of public servants;
» Make technical publications available.

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2019 - Technical Cooperation Agreement



*Thank you!
Obrigada!*

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