

CAR-FREE SUNDAYS ON PAULISTA AVENUE IMPACT EVALUATION

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*Impact
Evaluation of
Paulista Aberta
Program on
Urban Vitality.*

*Program implemented
on October 2015.*

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SECONDARY OBJECTIVES

Evaluate:

- 1 – Modal shift;
- 2 – Public space demand;
- 3 – Change in recreational patterns;
- 4 – Environmental impacts;
- 5 – Evaluation of the program by the beneficiaries – residents, visitors, and retailers.



PAULISTA ABERTA PROGRAM

Paulista Avenue is a **symbolic street** nationwide.

Mobilization to open the street began in 2014, as a request of civil society organizations and citizens.

They were motivated by the importance of **urban public space appropriation** and the use of the **streets for leisure and physical exercise**.



IMPACT EVALUATION

Essential for the planning and monitoring of **public policy outcomes**.

Produces information about effects and **capacity to achieve the policies goals**.

These studies also **collaborate** to support public policies and **investments in new projects**.



STUDY METHODOLOGY

Expost evaluation, since the analysis happened after the implementation of the Program.

The hypothesis was that open streets increase urban vitality and the local quality of life.

The effects are estimated through the analysis of indicators formed mainly from quantitative data.



INDICATORS DIMENSIONS THEMES

ENVIRONMENTAL – air and noise pollution

URBAN – mobility and use of space

SOCIAL – social behaviour and well-being

ECONOMIC – sales and income generation

PROGRAM EVALUATION BY BENEFICIARIES

CONTROL GROUPS

Just as in laboratory-controlled experiments, impact assessment methods also seek to analyze **control groups to increase the reliability of the causality.**

Residents and retailers of Faria Lima Avenue region were the control groups for the beneficiaries of Paulista Aberta.



PRIMARY DATA COLLECTION METHODS

Data collection:

September and November 2018.

Methods:

1. Local observation;
2. Quantitative *survey* with representative samples;
3. In-depth interviews;
4. Drone shooting (Bike É Legal).



METRÓPOLE 1:1



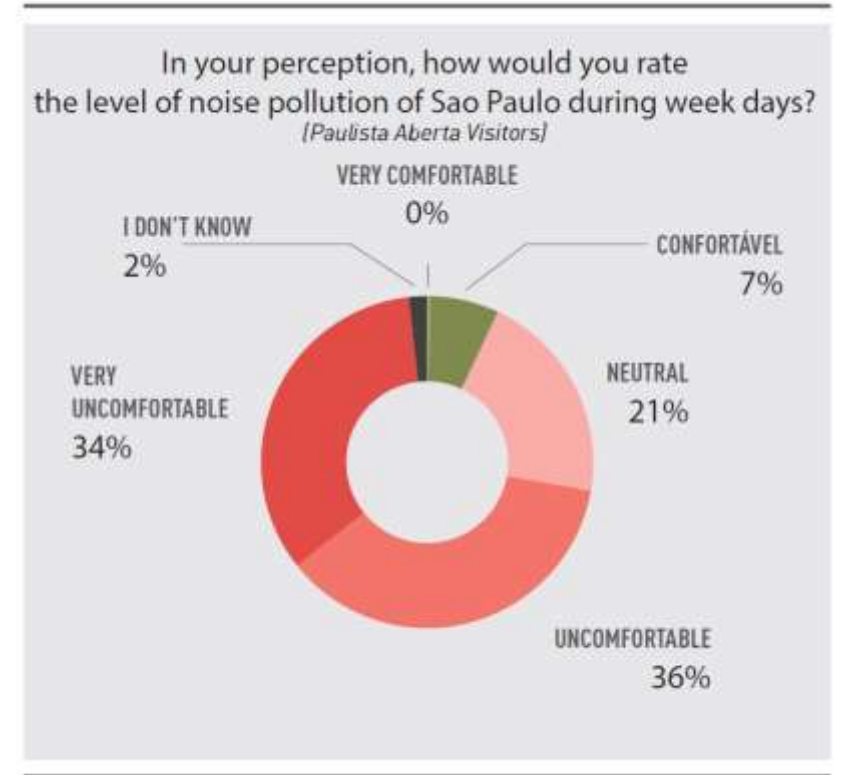
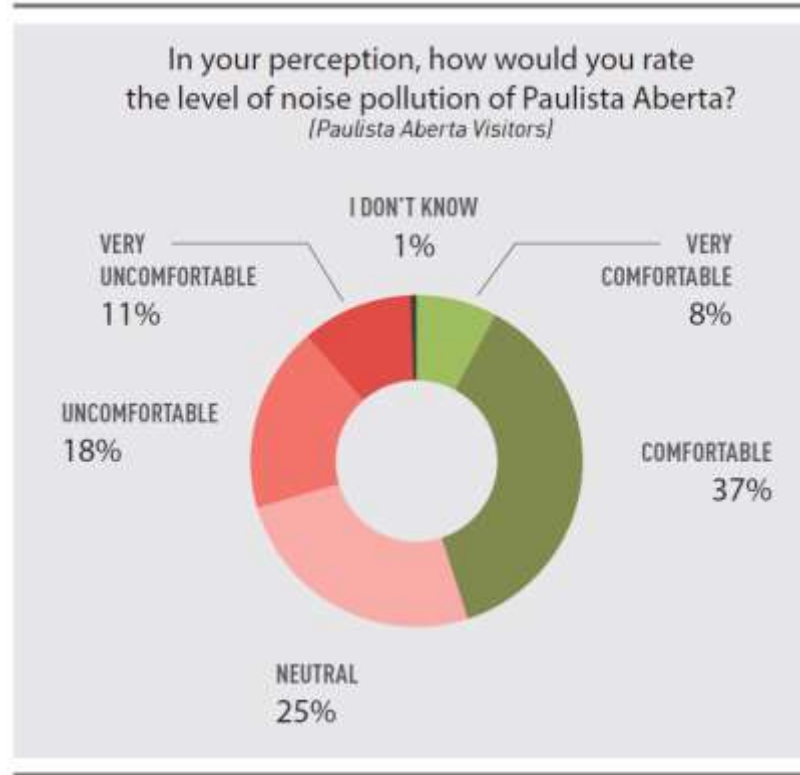
ENVIRONMENTAL

Visitor's perception on noise pollution

Visitors feel that the noise pollution on the car-free Sunday is much better compared to the city during week days.

45% feel comfortable or very comfortable during **Paulista Aberta**.

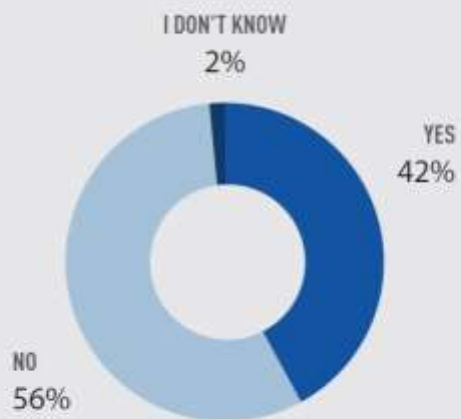
7% feel comfortable during **week days**.



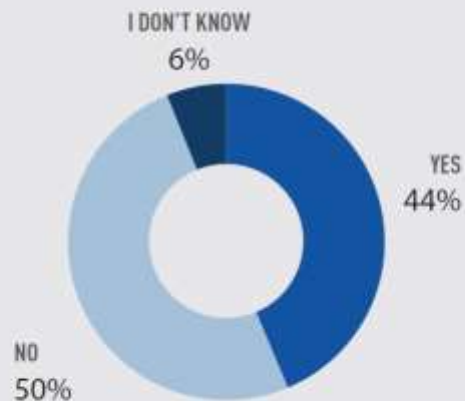
USE OF PUBLIC SPACE

Residents and visitors

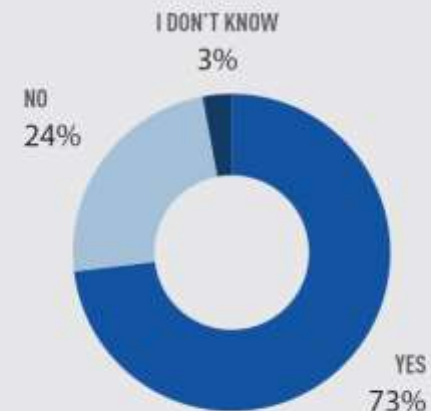
In your perception, did Paulista Aberta influenced you to carry out more activities in public spaces, as streets, squares, alleys, at other moments of your day?
(Residents of Paulista Avenue Region)



In your perception, did Paulista Aberta influenced you to carry out more activities in public spaces, as streets, squares, alleys, at other moments of your day?
(Residents of Faria Lima Avenue Region)



In your perception, did Paulista Aberta influenced you to carry out more activities in public spaces, as streets, squares, alleys, at other moments of your day?
(Paulista Aberta Visitors)



A considerable amount of residents and visitors agree that Paulista Aberta influenced them to carry out more activities in public spaces.

USE OF PUBLIC SPACE

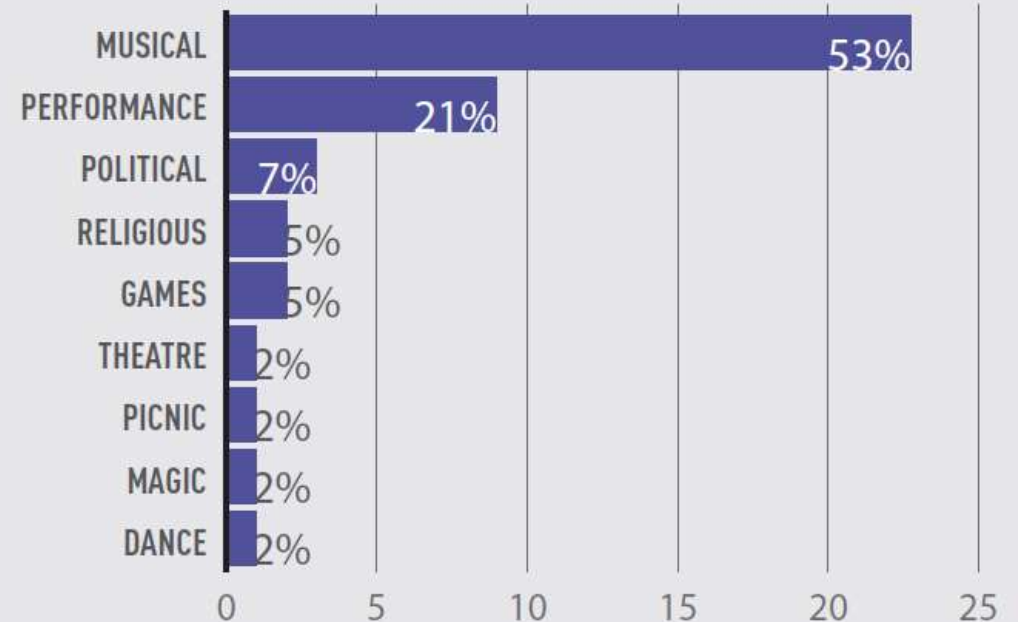
Events and activities

43 events counted in a single course on a day of Paulista Aberta.

2,379 people attending the activities at that time.

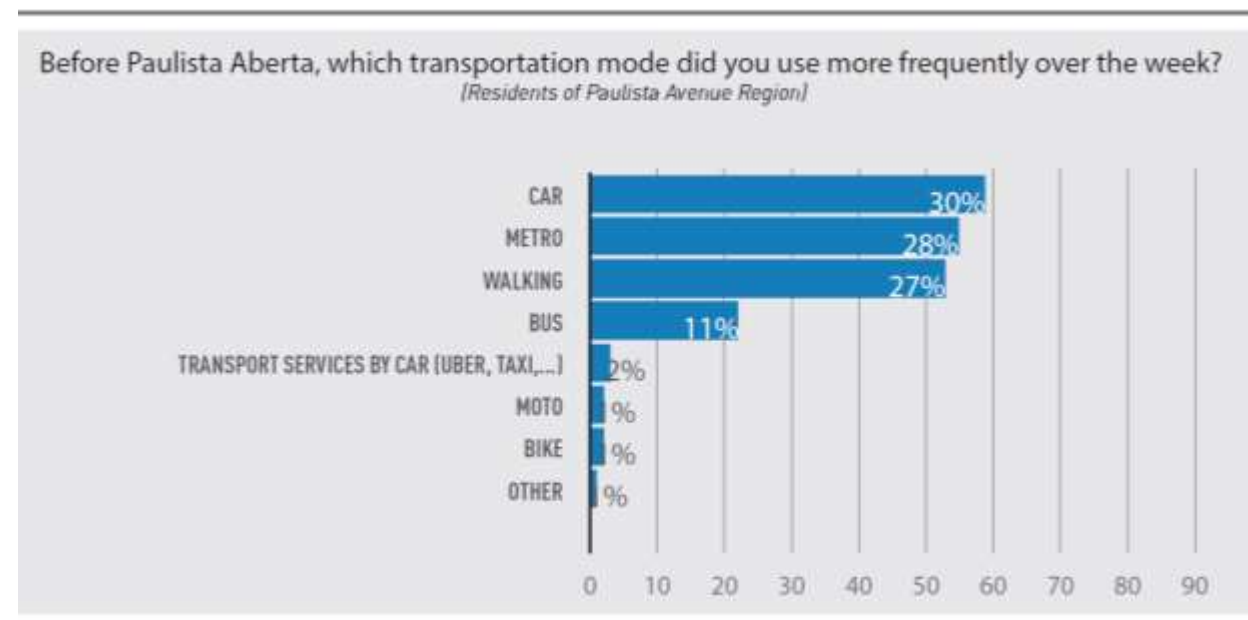
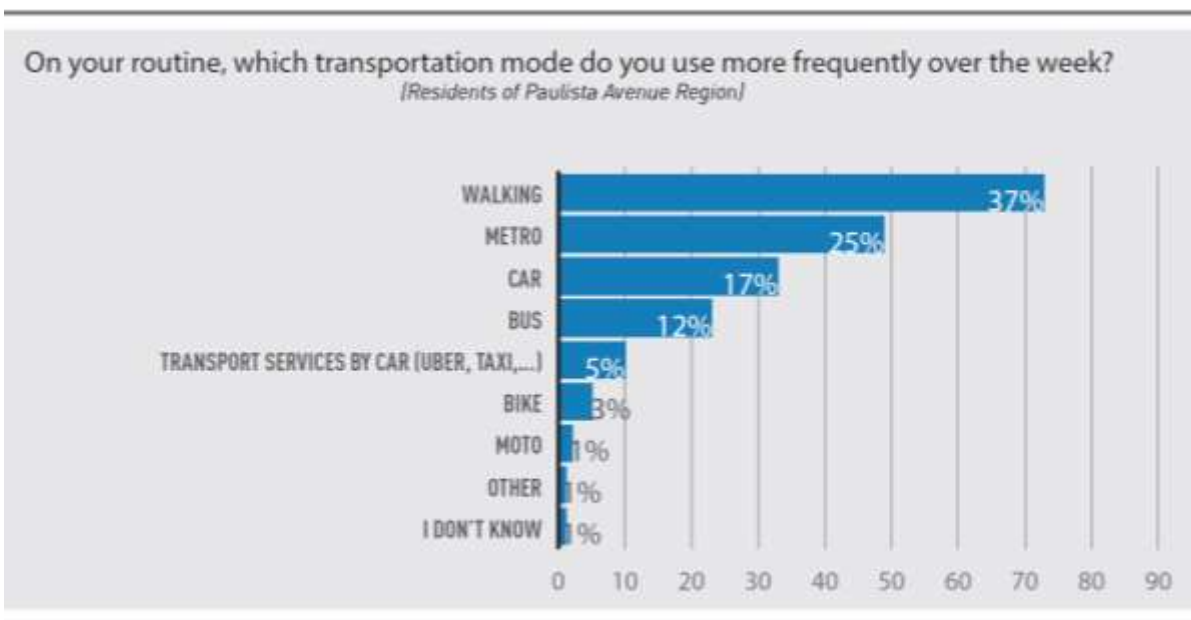
78% of spectators were occupying the road, which reinforces the importance of opening the road space to people.

Themes of activities/events identified on "PAULISTA ABERTA"



MOBILITY BEHAVIOUR

Residents of Paulista Avenue region



Post-implementation trends were verified both at Paulista Ave. and its control site, Faria Lima Ave.

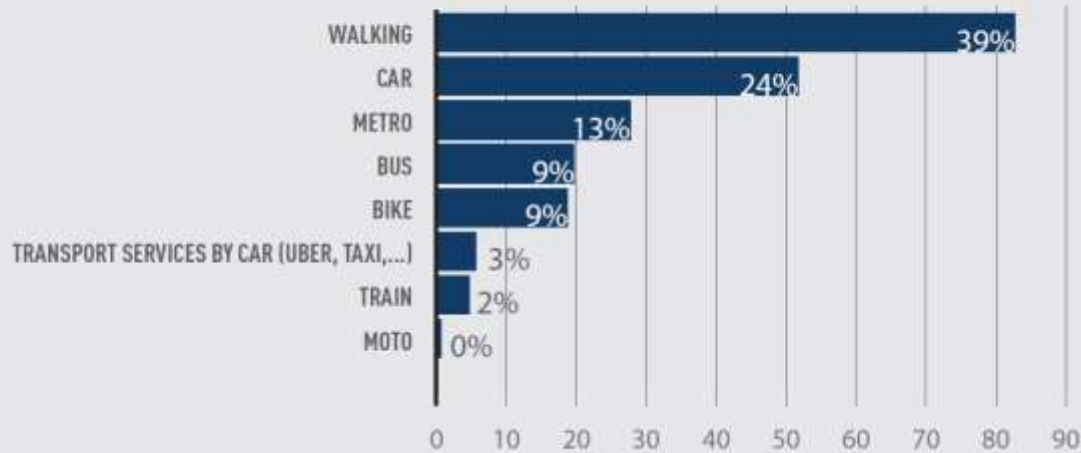
There was a **driving decrease** and **walking and cycling increase**.

car: 30% down to 17%
walking: 27% up to 37%
bike: 1% up to 3%.

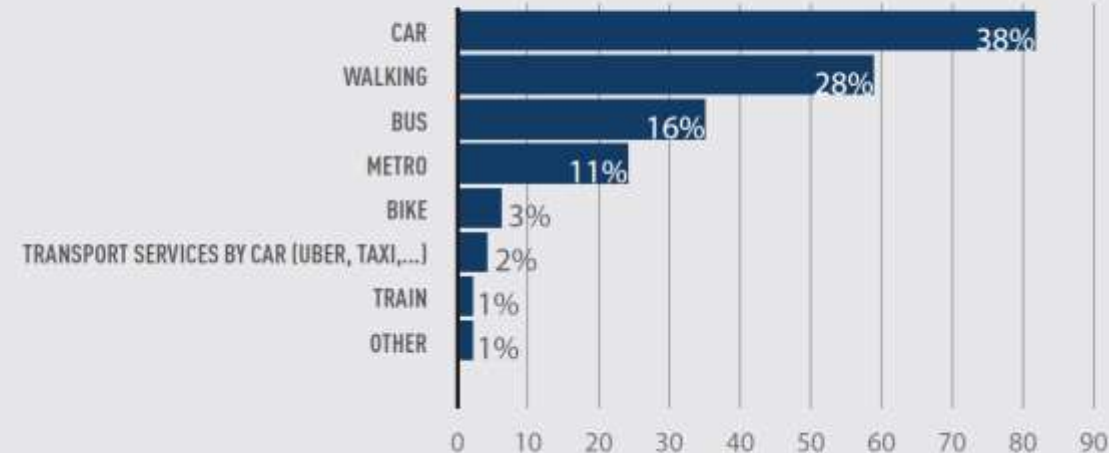
MOBILITY BEHAVIOUR

Residents of Faria Lima Avenue Region – *control site*

On your routine, which transportation mode do you use more frequently over the week?
(Residents of Faria Lima Avenue Region)



Before Paulista Aberta, which transportation mode did you use more frequently over the week?
(Residents of Faria Lima Avenue Region)



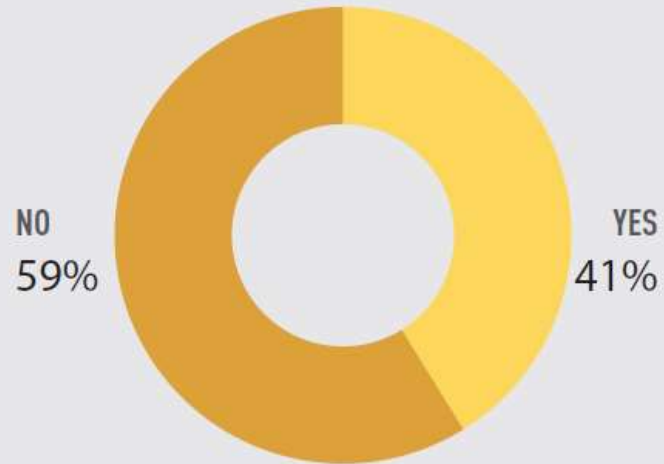
Since these trends were verified in both groups, we cannot affirm that this is a direct effect of the Program.

car: 38% down to 24%
walking: 28% up to 39%
bike: 3% up to 9%.

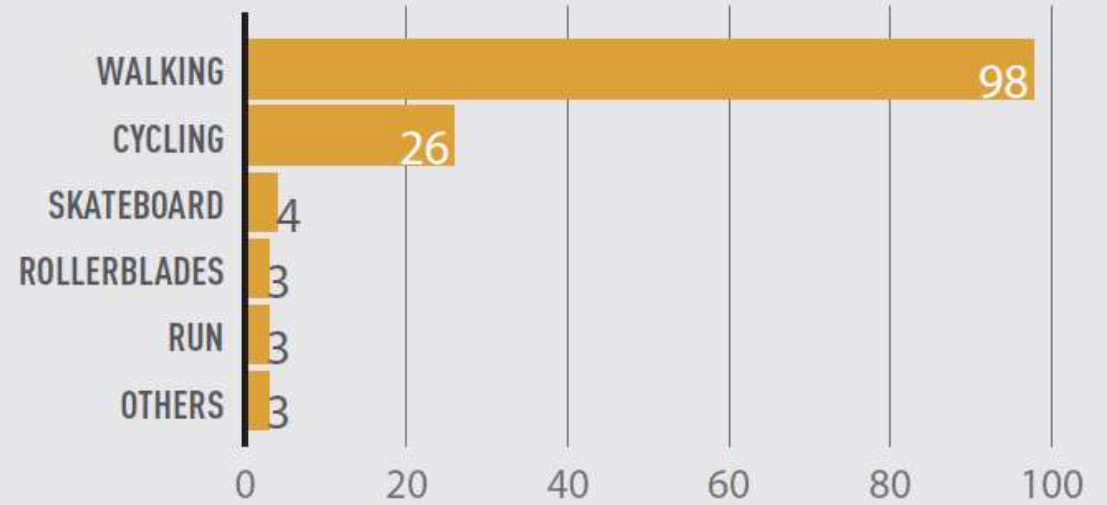
SOCIAL – PHYSICAL EXERCISE

Visitors

Do you usually practice physical exercises on your visits to Paulista Aberta?
(Paulista Aberta Visitors)



Which physical exercises do you practice on Paulista Aberta?
(Paulista Aberta Visitors) multiple answers



950 pedestrians and 70 cyclists were counted in a 5 minutes period.

SOCIAL – PHYSICAL EXERCISE AN LEISURE BEHAVIOUR

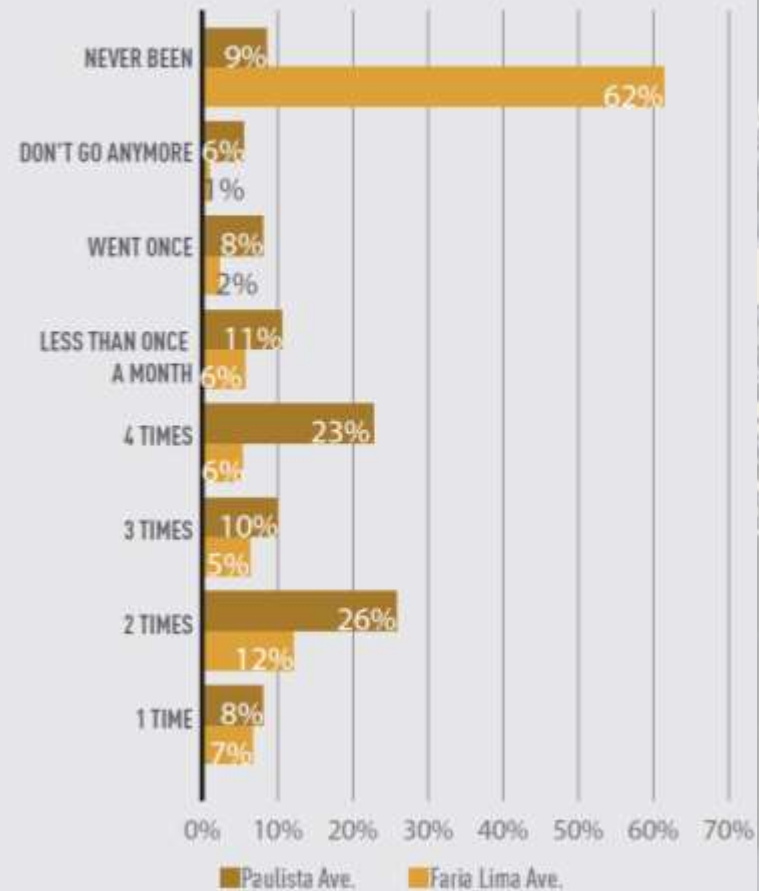
Residents

Counterfactual analysis shows that Paulista Aberta had a **positive effect on resident's leisure behavior**, attracting them to perform more activities outdoors on Sundays at the Avenue.

23% of residents declared that **go every Sunday** to the Program.

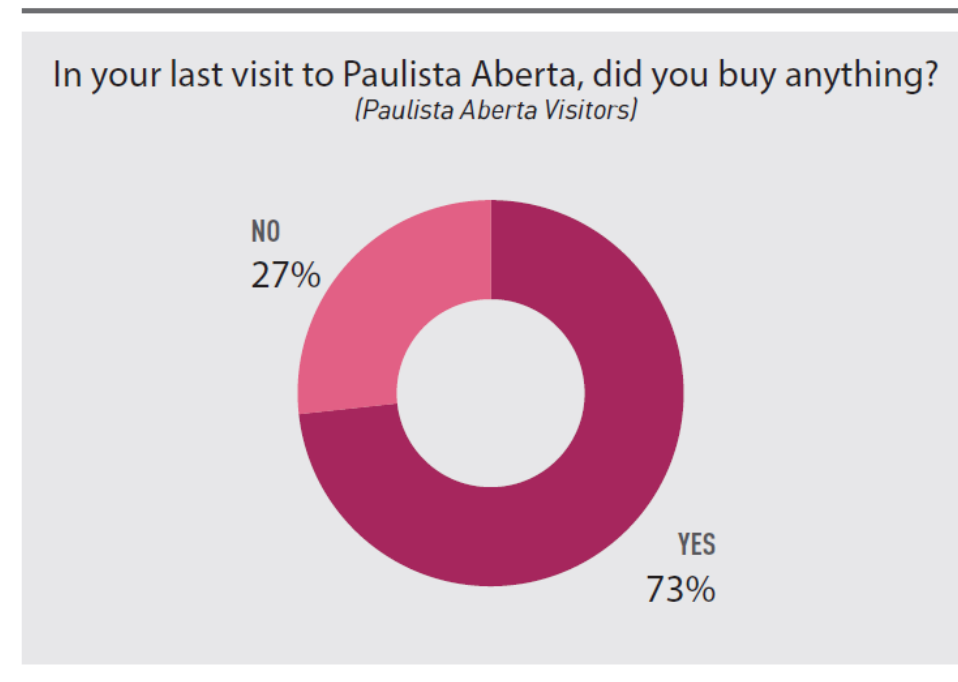
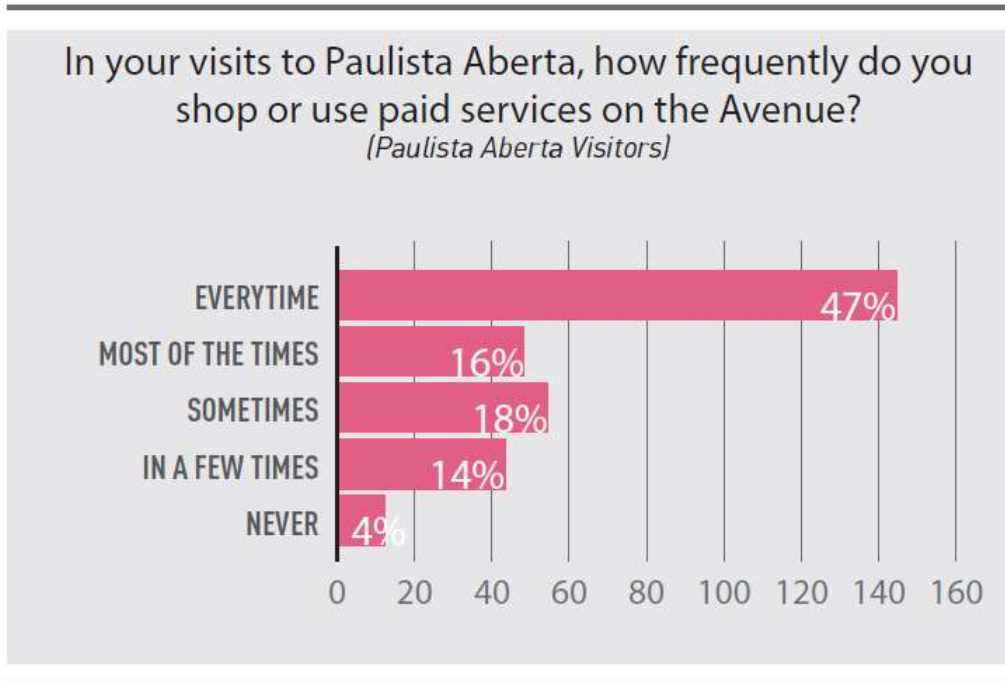
26% go at least twice a month.

On an average month, on how many Sundays do you go to the Avenue to practice leisure activities?
(Residents) - P - chi-square value test: 0,0



ECONOMIC – SHOPPING BEHAVIOUR

VISITORS

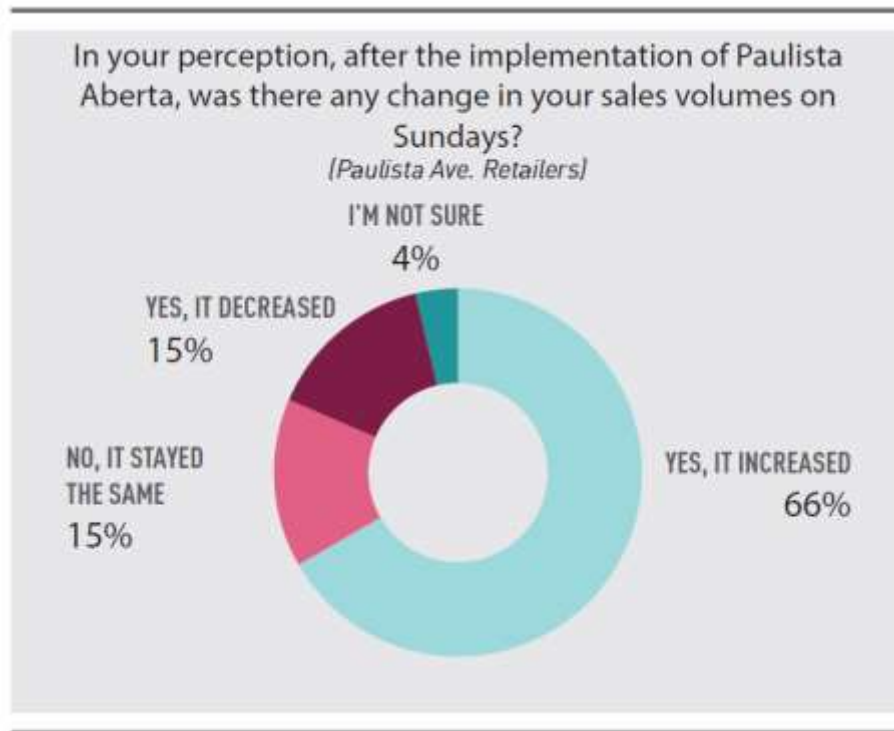


47% shop on every visit to Paulista Aberta. Only 4% never shop.
75% had bought something on their last visit, reinforcing their frequent shopping behavior.

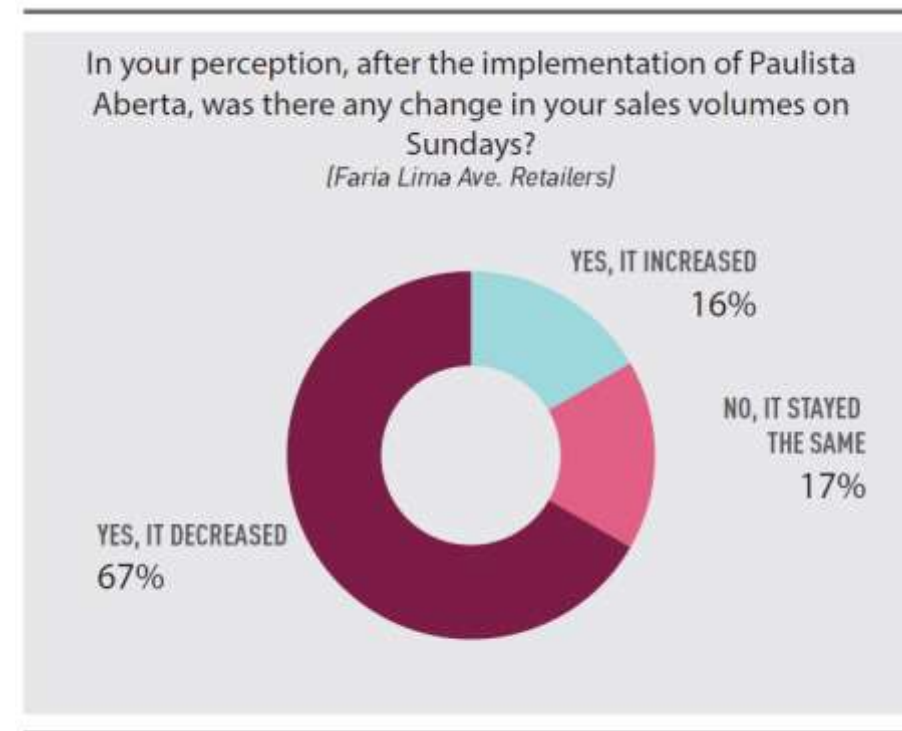
ECONOMIC – SALES VOLUME

RETAILERS

The comparison between changes in sales volume on Sundays show that Paulista Avenue had higher rates of increased sales compared to the control site.



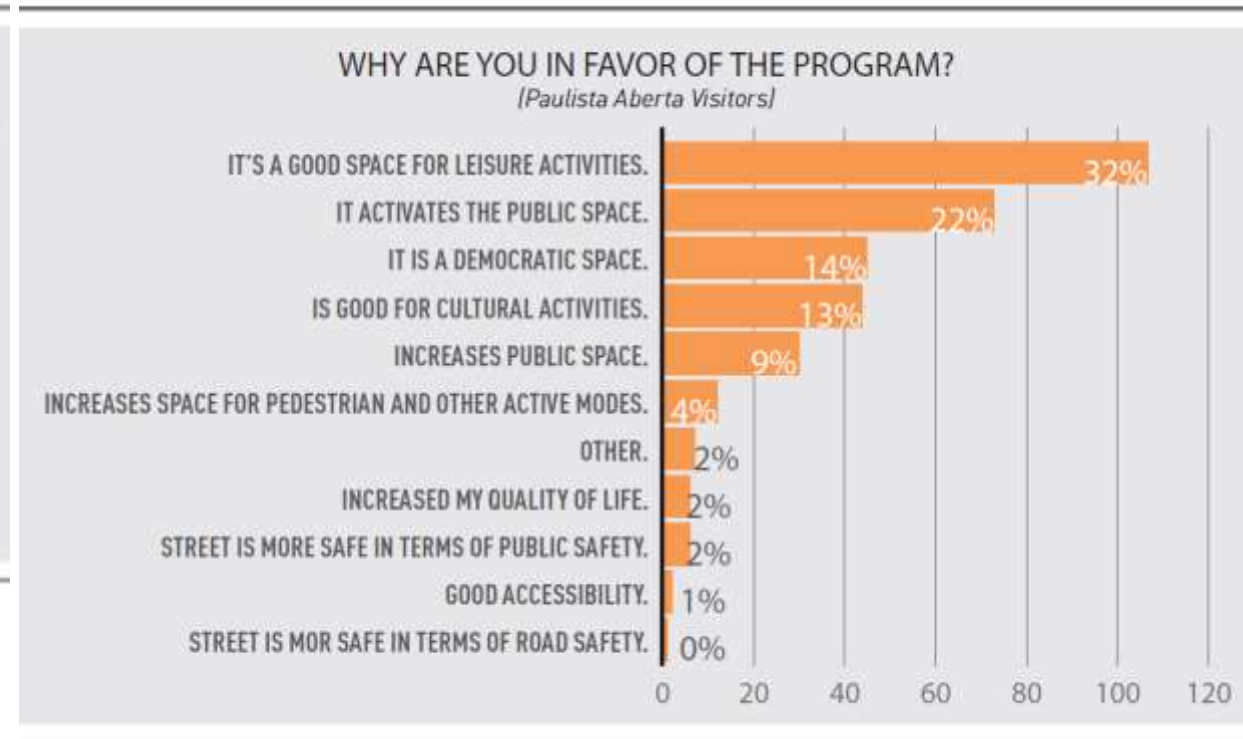
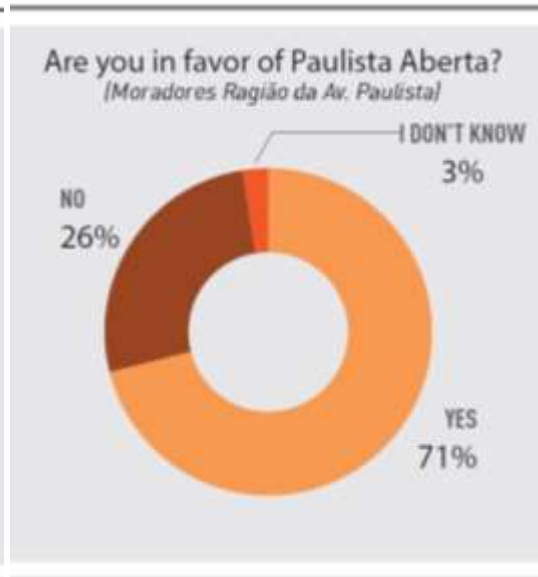
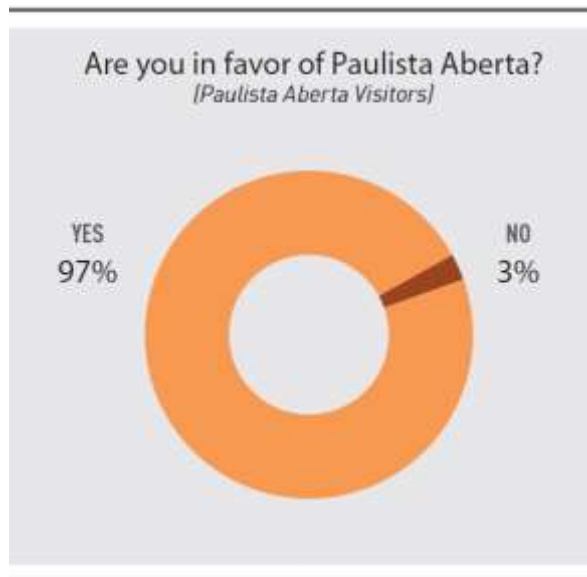
66% had Sunday sales increased.



67% had Sunday sales decreased.

BENEFICIARIES EVALUATION ON THE PROGRAM

VISITORS AND RESIDENTS

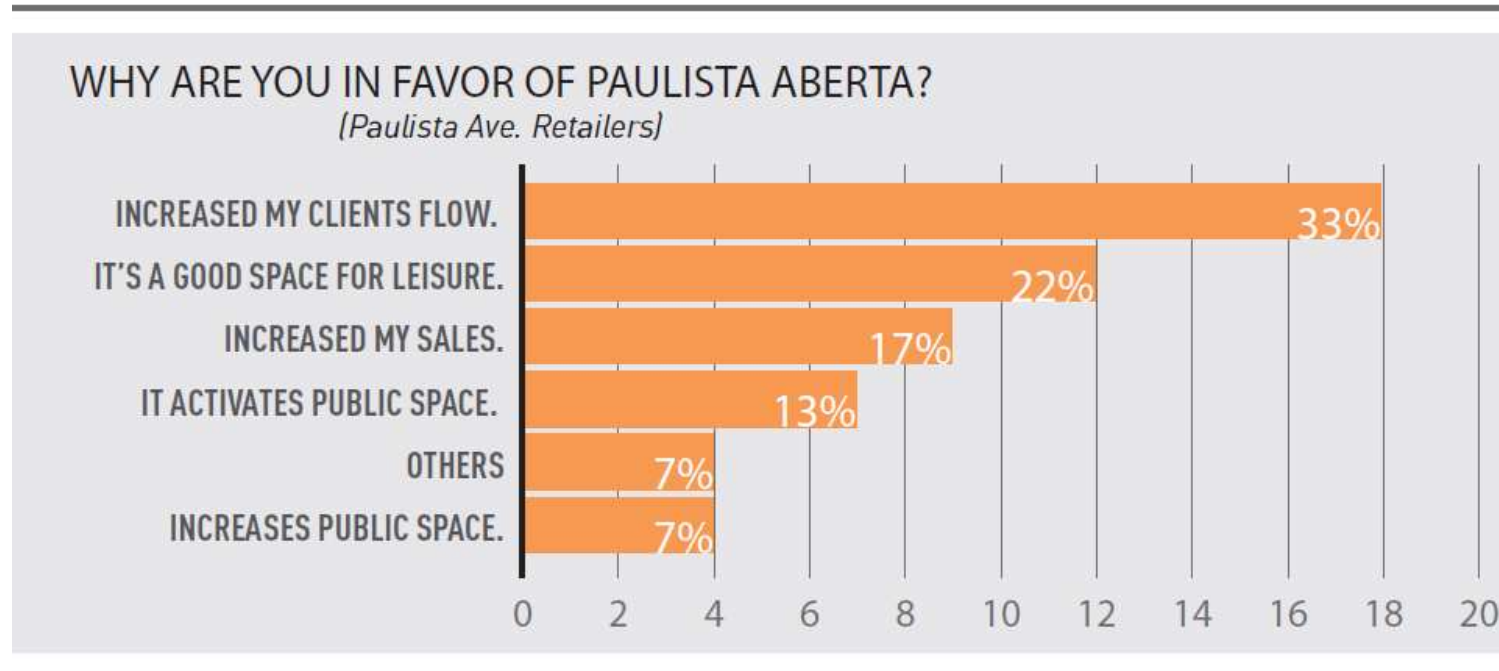
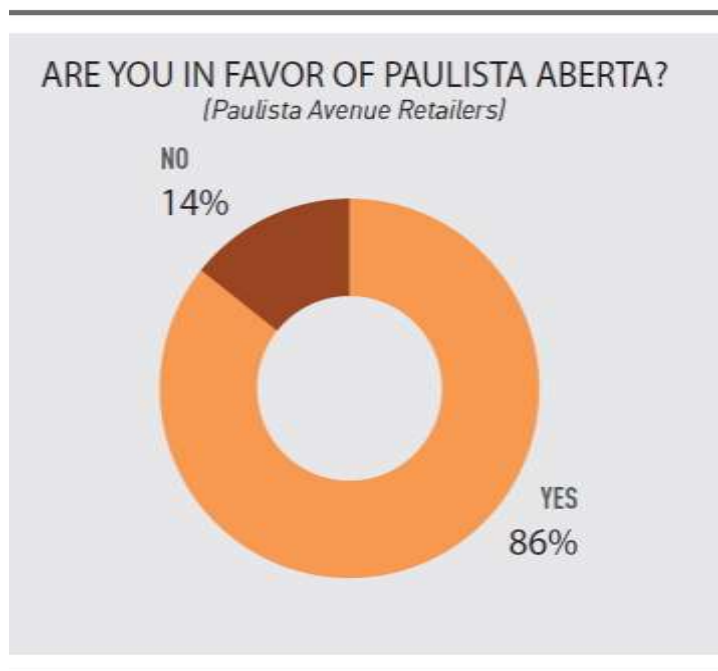


Most beneficiaries are favorable of the Program.

Main reasons are related to the fact that **Paulista Aberta is a good, lively and democratic public space good for leisure activities and cultural activities.**

BENEFICIARIES EVALUATION ON THE PROGRAM

RETAILERS



87% of local retailers are favorable of the program.

They believe their clients flow and sales went up after the Program implementation. Paulista Aberta is also considered by this group a good and lively public space.

CONCLUSIONS

The results show evidence that the Program had an overall positive effect on urban vitality, **stimulating the use of the public space** for leisure activities and physical exercises.

Also, evidence was presented on how the **use of public space encourages the consumption of local goods.**

THANK YOU!

