One less car?  
Switching the car for the bicycle in São Paulo  
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Desafio Mobilidade Itaú-Cebrap 2017
1. How many car trips are susceptible of being done by bicycle?

2. How can we make people cycle those trips?
Pesquisa origem e destino

- Large survey performed every 10 years
- Household survey
- Over 30,000 interviews in São Paulo metropolitan area
- We used the 2007 figures for car trips
<table>
<thead>
<tr>
<th>Condition</th>
<th>Cyclable</th>
<th>Easily cyclable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distance</td>
<td>Up to 8 km</td>
<td>Up to 5 km</td>
</tr>
<tr>
<td>Age</td>
<td>18-64</td>
<td>18-45</td>
</tr>
<tr>
<td>Time of the day</td>
<td>06:00-20:00</td>
<td>06:00-18:00</td>
</tr>
</tbody>
</table>
The higher the number of car trips, the higher the number of cyclable trips
Proportionally, most car trips in the periphery could be cycled.
Semi-structured interviews

- 5 interviews with people that usually do "cyclable" car trips
- High and low income neighbourhoods
- Motivations to use the car
- Barriers to use the bicycle
Main findings

- Many interviewees use the car *specifically* to cover small distances
- People like bicycles!
- Fear is the main turn off for cycling
- Infrastructure is not enough to overcome fear
Thank you

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