FORTALEZA’S CORPORATE BIKE SHARE STRATEGY
HEALTHY AND MOBILITY
WHO AM I?

VICTOR MACEDO
BRAZILIAN, 28 YEARS OLD

CIVIL ENGINEER AND MASTER IN TRANSPORTATION ENGINEERING

CURRENTLY WORKING AT FORTALEZA CITY HALL
FORTALEZA CITY

- Population: 2.7 millions
- Road network: 4,400 km
- Total car fleet: 1.1 million
- Motorcycles: 300,000
- Area: 314 km²
Historically Fortaleza grew to be a car oriented city.
64 minutes is the average daily time home-work displacements take.

The average travel time increases by approx. 30% for lower income people when compared to high income.

*PLANFOR – FORTALEZA 2040*
What if the city changed paradigms by investing in sustainable mobility?
2013
3,3 KM
DEDICATED BUS LANE
'BRT-LITE'

2 SECTIONS IMPLEMENTED
VEHICLE FLEET

100% WI-FI

35% AIR CONDITIONING
POLICIES FOR
URBAN CYCLING
MAKE FORTALEZA THE MOST BIKEABLE CITY IN BRAZIL
GROWTH OF 282% IN 6 YEARS

68 KM JAN/2013

260 KM MAR/2019
60% OF THE POPULATION OF FORTALEZA LIVES AT A MAX. DISTANCE OF 300 METERS FROM THE CYCLING NETWORK
ENCOURAGING URBAN CYCLING
SUNDAY LEISURE CYCLING LANE
ALL RESOURCES FROM CAR PUBLIC PARKING EXCLUSIVELY FOR BIKE RELATED POLICIES

+ A PERCENTAGE OF THE DIGITAL PLATFORMS REVENUES
4 BIKE SHARED SYSTEMS

BICICLETA INTEGRADA

BICICLETAR

MINI BICICLETAR

BICICLETAR CORPORATIVO
BICICLETAR: PUBLIC BIKE SHARED SYSTEM

SINCE DEC/2014
ONE OF THE MOST USED SYSTEMS IN BRAZIL
BICICLE TAR STATIONS

80 STATIONS

EXPANSION +130
Desde jul/2017

MINI BICICLETER
BIKES FOR CHILDREN
MINI BICICLETA - PICTURE: VÔS / IGOR DE MELO, 2017
PUBLIC BIKE LENDING SYSTEM THAT ALLOWS A USE OF UP TO 14H - SOLUTION FOR LAST MILE AND COMPLEMENT OF PUBLIC TRANSPORT
7 BUS TERMINAL STATIONS
BICICLETERAR CORPORATIVO
WHAT’S THE PARTNERSHIP FOR HEALTHY CITIES?

GLOBAL NETWORK OF CITIES COMMITTED TO SAVING LIVES THROUGH THE PREVENTION OF NON-COMMUNICABLE DISEASES (NCDs)
Partnership for Healthy Cities
Fortaleza is part of a global road safety network of cities having access to best practices and support from a variety of partners.
W.H.O identifies NCDs as one of the leading causes of death in the world.
NCDs ARE RESPONSIBLE FOR 7 OUT OF 10 DEATHS IN THE WORLD
87% of deaths in Brazil are caused by NCDs.
Non-communicable diseases

What are NCDs?

A set of diseases in which the causes are not based on transmission mechanisms of etiological agents (i.e., non-infectious diseases), such as:

- Cardiovascular Disease
- Obesity
- Diabetes
- Respiratory Diseases
2030

1º ISCHEMIC HEART DISEASE
2º STROKE
3º CHRONIC LUNG DISEASES
4º RESPIRATORY INFECTIONS
5º TRAFFIC INJURIES
6º LUNG CANCER
7º DIABETES
1,3 million people die every year in the world in road crashes.
Is it estimated that 50 millions people injured in road crashes per year?
BRAZIL IS THE 4TH OF THE COUNTRIES THAT KILL THE MOST IN TRAFFIC
IN FORTALEZA

1 IN 3 EMERGENCY SERVICE ARE DUE TO TRAFFIC ACCIDENTES
EXCLUSIVE SYSTEM FOR MUNICIPAL EMPLOYEES
Stimulate employees to adopt a healthier lifestyle by using bike to work.
Stimulating private companies and institutions to adopt similar practices for cycling
Society also has a key role in relation to sustainable mobility.
SYSTEM FEATURES
FREE USE
VIRTUAL STATIONS WITH DOCKLESS TECHNOLOGY
60 BIKES
6+10 STATIONS
Users can stay with the bike for up to 20 hours.
SYSTEM WORKING

01 ONLINE REGISTRATION

02 DOWNLOAD THE APP

03 TAKE THE BIKE BY READING A QR CODE

04 RETURN THE BIKE AND CONFIRM RETURN IN THE APP

20 HOURS
740 REGISTERED USERS

REGISTERED USERS

0 100 200 300 400 500 600 700 800
31/12/2017 10/04/2018 19/07/2018 27/10/2018 04/02/2019 15/05/2019 23/08/2019
Users Profile

50% between 35-44 years old
40% between 45-60 years old

58% Men
42% Women
4,000 TRIPS IN 14 MONTHS
On average, **half of the bikes** are used every day.

*About 0.5 trips / bike / day*
85% of trips are between Tuesdays and Fridays.
PHASE II: NEXT STEPS
SYSTEM EXPANSION
6+10 STATION
DIFFERENT PROFILES:
- MEN AND WOMEN
- MORE FREQUENT USERS
- USERS WHO WERE FREQUENT AND DECREASED USE
- USERS WHO STARTED TO USE THE SYSTEM ONLY RECENTLY
THE MOST FREQUENT USERS

These users will be monitored in order to quantify the benefits of the project for their health.
When a city rethinks its many modes of transport the results start to show.
Fortaleza, Brazil Wins 2019 Sustainable Transport Award

June 29, 2018

Brazil's bike-friendly beachfront city Fortaleza wins major transport award

Fortaleza’s Progress Shows that Change is Still Possible in Brazil

By Clarisse
Ceará Unike, ITDP (Brazil)

The capital of Ceará sees traffic fatalities drop to the lowest level in 15 years after creating a mobility strategy with speed reduction interventions, priority bus lanes, and cycling infrastructure.

The Power of Paint: Bringing Life to the Streets of Dragão do Mar
Absolute numbers of traffic deaths in Fortaleza:

- **2001**: 384
- **2002**: 381
- **2003**: 333
- **2004**: 331
- **2005**: 365
- **2006**: 341
- **2007**: 339
- **2008**: 343
- **2009**: 312
- **2010**: 365
- **2011**: 381
- **2012**: 369
- **2013**: 358
- **2014**: 377
- **2015**: 316
- **2016**: 281
- **2017**: 256
- **2018**: 226

Reduction between 2014 and 2018: 40%
All applied engagement returns the most valuable result.

423 lives saved.
First, we shape cities, and then they shape us

- Jan Gehl
OBRIGADO!
THANK YOU!