Women in Cycling Mobility

São Paulo

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One part of the history of women cycling mobility...
Bicycle as a means of emancipation

« Bicycle is making more for womens’ emancipation than any other thing in the world. I get emotional and strengthen each time that I see a woman on a bicycle. »
Susan B. Anthony, 1896
Changes in culture

Meeting places of riding

Creation of new clothes
20th Century: The car’s culture
Since 2000, women start to ride in groups...
URBAN MOBILITY
Displacements in São Paulo
Displacements in the city

Distribution of population, by gender, according to age groups
São Paulo (SP) - 2010

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number of Men</th>
<th>Percentage of Men</th>
<th>Number of Women</th>
<th>Percentage of Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ de 100 anos</td>
<td>247</td>
<td>0.0%</td>
<td>780</td>
<td>0.0%</td>
</tr>
<tr>
<td>95 a 99 anos</td>
<td>1.270</td>
<td>0.0%</td>
<td>4.228</td>
<td>0.0%</td>
</tr>
<tr>
<td>90 a 94 anos</td>
<td>5.877</td>
<td>0.1%</td>
<td>15.357</td>
<td>0.1%</td>
</tr>
<tr>
<td>85 a 89 anos</td>
<td>17.737</td>
<td>0.2%</td>
<td>39.468</td>
<td>0.4%</td>
</tr>
<tr>
<td>80 a 84 anos</td>
<td>41.305</td>
<td>0.4%</td>
<td>78.206</td>
<td>0.7%</td>
</tr>
<tr>
<td>75 a 79 anos</td>
<td>64.324</td>
<td>0.6%</td>
<td>106.645</td>
<td>0.9%</td>
</tr>
<tr>
<td>70 a 74 anos</td>
<td>95.214</td>
<td>0.8%</td>
<td>142.087</td>
<td>1.3%</td>
</tr>
<tr>
<td>65 a 69 anos</td>
<td>127.020</td>
<td>1.1%</td>
<td>175.318</td>
<td>1.6%</td>
</tr>
<tr>
<td>60 a 64 anos</td>
<td>183.012</td>
<td>1.6%</td>
<td>240.043</td>
<td>2.1%</td>
</tr>
<tr>
<td>55 a 59 anos</td>
<td>243.863</td>
<td>2.2%</td>
<td>304.250</td>
<td>2.7%</td>
</tr>
<tr>
<td>50 a 54 anos</td>
<td>301.852</td>
<td>2.7%</td>
<td>365.806</td>
<td>3.3%</td>
</tr>
<tr>
<td>45 a 49 anos</td>
<td>342.042</td>
<td>3.0%</td>
<td>400.678</td>
<td>3.6%</td>
</tr>
<tr>
<td>40 a 44 anos</td>
<td>385.172</td>
<td>3.4%</td>
<td>427.807</td>
<td>3.8%</td>
</tr>
<tr>
<td>35 a 39 anos</td>
<td>423.024</td>
<td>3.8%</td>
<td>465.661</td>
<td>4.1%</td>
</tr>
<tr>
<td>30 a 34 anos</td>
<td>481.258</td>
<td>4.3%</td>
<td>528.818</td>
<td>4.7%</td>
</tr>
<tr>
<td>25 a 29 anos</td>
<td>519.694</td>
<td>4.6%</td>
<td>554.888</td>
<td>4.9%</td>
</tr>
<tr>
<td>20 a 24 anos</td>
<td>489.432</td>
<td>4.3%</td>
<td>502.227</td>
<td>4.5%</td>
</tr>
<tr>
<td>15 a 19 anos</td>
<td>420.552</td>
<td>3.7%</td>
<td>421.705</td>
<td>3.7%</td>
</tr>
<tr>
<td>10 a 14 anos</td>
<td>438.356</td>
<td>3.9%</td>
<td>429.074</td>
<td>3.8%</td>
</tr>
<tr>
<td>5 a 9 anos</td>
<td>385.672</td>
<td>3.4%</td>
<td>372.607</td>
<td>3.3%</td>
</tr>
<tr>
<td>0 a 4 anos</td>
<td>361.709</td>
<td>3.2%</td>
<td>349.218</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

Homens: 5.328.632  47,35%  Mulheres: 5.924.871  52,65%

Fonte: IBGE

População Total = 11.253.503
Displacements in the city

Trips by reason in destination, according gender (%)
São Paulo - 2012

- **Work**: Women 39.3%, Men 51.8%
- **Education**: Women 34.9%, Men 29.1%
- **Personal matters**: Women 11.0%, Men 9.9%
- **Shopping**: Women 5.4%, Men 2.9%
- **Health**: Women 4.9%, Men 2.4%
- **Leisure**: Women 4.1%, Men 3.7%
- **Look for a work**: Women 0.2%, Men 0.3%

**Fonte**: Pesquisa de Mobilidade da Região Metropolitana de São Paulo, METRO - Companhia do Metropolitano de São Paulo; **Elaboração**: SMDU/ Deinfo.
Displacements in the city

Trips by type, according gender (%)
São Paulo - 2012

Collective transportation + Active modes:
(women): 74.8%
Displacements in the city

Main mode trips, according gender (%)
São Paulo - 2012

Only 13.7% drive a car. So, 86.3% go by other means.
Displacements in the city

Women for zone, according family income bracket (%)
São Paulo 2012

Fonte: Pesquisa de Mobilidade da Região Metropolitana de SP, 2012; Elaboração: SMDU/ Deinfo.
Displacements in the city

Trips by reason in destination and family income bracket

Women trips (%) - São Paulo, 2012

<table>
<thead>
<tr>
<th>Reason</th>
<th>1ª faixa</th>
<th>2ª faixa</th>
<th>3ª faixa</th>
<th>4ª faixa</th>
<th>5ª faixa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>24,5</td>
<td>39,3</td>
<td>41,5</td>
<td>44,7</td>
<td>40,2</td>
</tr>
<tr>
<td>Education</td>
<td>39,3</td>
<td>43,5</td>
<td>31,8</td>
<td>32,1</td>
<td>38,1</td>
</tr>
<tr>
<td>Shopping</td>
<td>5,9</td>
<td>4,9</td>
<td>5,3</td>
<td>5,3</td>
<td>6,5</td>
</tr>
<tr>
<td>Health</td>
<td>7,6</td>
<td>4,1</td>
<td>4,3</td>
<td>3,4</td>
<td>3,7</td>
</tr>
<tr>
<td>Leisure</td>
<td>3,7</td>
<td>2,9</td>
<td>4,1</td>
<td>5,9</td>
<td>5,6</td>
</tr>
<tr>
<td>Personal matters</td>
<td>14,4</td>
<td>9,1</td>
<td>9,9</td>
<td>13,8</td>
<td>11,0</td>
</tr>
</tbody>
</table>

Fonte: Pesquisa de Mobilidade da Região Metropolitana de São Paulo, METRÔ - Companhia do Metropolitano de São P
Elaboração: SMDU/Deinfo.
Displacements in the city

Main mode trips and family income bracket
Women (%) - São Paulo, 2012

- 1ª faixa: Até R$ 1.244
- 2ª faixa: De R$ 1.244 a R$ 2.488
- 3ª faixa: De R$ 2.488 a R$ 4.976
- 4ª faixa: De R$ 4.976 a R$ 9.330
- 5ª faixa: Acima de R$ 9.330

Legend:
- By feet
- Bus Microbus
- Driving Car
- Car Passenger
- Subway
- School bus
- Train
- Moto
- Taxi
- Bicycle

Fonte: Pesquisa de Mobilidade da Região Metropolitana de São Paulo, METRÔ - Companhia do Metropolitano de São Paulo;
Elaboração: SMDU/ Deinfo.
Cycling Infrastructure
Mobility Master Plan for bicycles

Cycling network improved until 2016:
468 km

Cycling Network planned until 2030:
1600 km
Modal Integration

35 Bus Terminals and Stations with Bike Parkings
31 Stations by Train and Subway with Bike Parkings
Social Participation

- Regional meetings
- Public Audiences
- Workshops with members of Bicycle Chamber
Bicycle structure and demand of women cyclists
Operational Bike Line: 27.7% of women
Program started in 2010

(Source: Observatório do Turismo – SPTuris, 2014)
São Paulo City -2015

1804 interviews
- Question: when they start to use the bicycle:
37% are users less than 1 year
41% are in the central area

Source: http://www.ciclocidade.org.br/biblioteca/pesquisa-ciclocidade
Fixed Point Search

Eliseu de Almeida Avenue
West Zone (Butantã)

Comparative: number of cyclists

http://www.ciclocidade.org.br/contagem
Bicycle accounter

Accounts 2016 - 2018: Faria Lima Avenue

Período

Inicio | Fim
18/01/2016 | 09/06/2018

Exibir

De 18 de janeiro de 2016 a 10 de junho de 2018

2 355 613 Passagens

Ontem

3 833 Passagens
Fixed Point Search

Radial Leste Avenue (Tatuapé)
2% women

Flow of cyclists per hour

89 cyclists

Águia de Haia Av. x Imperador Av.
2% women

Flow of cyclists per hour

67 cyclists

http://www.ciclocidade.org.br/contagem

Photo: Vá de Bike
Other social problems affecting women's mobility...
Violence against women

1 rape every 11 minutes
Brasil (2015)

70% of the victims are children and teenagers

Only 15.7% from accusers are arrested

There are on average 10 collective rapes per day in the country

Rapes cases in São Paulo
From January to July 2017

• 51 cases in education institutions
• 25 cases in public transportation
• 21 cases in bars, nightclubs and coffee shops
• 19 during the medical care

1 rape in public area each 11 hours
São Paulo City (2017)

Source: Public Safety Directory
Violence against women

Feminicides in São Paulo State

Majority of victims are from 31 to 40 years

3,2 cases in 100 thousand women (2009 a 2011)

1 case in 4 days

Femicide is the murder of women simply because they are women
Accidents
Traffic Accidents: conductors

Traffic Accidents with injured victims
Conductors (São Paulo – 2016)

Women: 14,2%
Men: 85,8%

Traffic Accidentes with fatalities
Condutores (São Paulo – 2016)

Women: 6,3%
Men: 93,7%

Fonte: Relatório anual de acidentes de trânsito - 2016
Traffic Accidents: Victims

Traffic Accidents with injured victims
Victims (São Paulo – 2016)

Gender of victims

<table>
<thead>
<tr>
<th>Gender</th>
<th>Pedestrians</th>
<th>Motorists / Passengers</th>
<th>Motorcyclists</th>
<th>Cyclists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masculino</td>
<td>2157</td>
<td>2454</td>
<td>7950</td>
<td>424</td>
</tr>
<tr>
<td>Feminino</td>
<td>1775</td>
<td>2011</td>
<td>1298</td>
<td>40</td>
</tr>
</tbody>
</table>

(*) Não se obteve informações suficientes para a classificação por tipo de usuário (sexo de 214 féticas).

Traffic Accidentes with fatalities
Victims (São Paulo – 2016)

Gender of victims

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<th>Motorists / Passengers</th>
<th>Motorcyclists</th>
<th>Cyclists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masculino</td>
<td>113</td>
<td>37</td>
<td>295</td>
<td>2</td>
</tr>
<tr>
<td>Feminino</td>
<td>226</td>
<td>127</td>
<td>22</td>
<td>28</td>
</tr>
</tbody>
</table>

Women: 29%
Men: 71%

Women: 21%
Men: 79%

Fonte: Relatório anual de acidentes de trânsito - 2016
What is possible to grow the number of women cyclists
Give public spaces for everyone

Before
Give public spaces for everyone

After
Improve cycling infrastructure in all the circulation areas in the city
Increased women participation in public policies
Gender Mainstreaming

Shared Mobility Principles for Livable Cities

1. Plan and move together
2. Focus on moving people, not cars
3. Design for equitable access
4. Engage stakeholders in decision making
5. Design for equitable outcomes
6. Transition towards zero emissions

How to Design a Fair-Shared City?

download your free book copy from wpsprague.com/fairsharedcity
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