A NEW HUB FOR THE PEDESTRIAN MOBILITY MOVEMENT IN BRAZIL

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JUNE, 14TH 2018
VELO-CITY CONFERENCE
HOW IS THE MOVEMENT FOR PEDESTRIAN MOBILITY IN BRAZIL?
MOVEMENT IS DISORGANIZED
WE ARE AMONG THEM...BUT HOW WE CAN HELP?

corridaamiga
WE ARE AMONG THEM...BUT HOW WE CAN HELP?

Cidade Ativa is a non-profit organization that aims for the transformation of our cities into healthier environments - through research and projects for the urban landscapes - and by addressing changes in users’ behaviours, encouraging people to go out and participate in the transformation of their communities.

Corrida Amiga - or “running friends” - is a voluntary initiative that emerged in early 2014, as a result of the idea of “Brazilian run commuters” that aims to assist and inspire individuals to use urban mobility by foot. Through the Corrida Amiga initiative we hope more people will try other transportation alternatives, to see for themselves that it is possible to change their lives.
WHO SUPPORTS US

iCS is a philanthropic and re-granting organization that promotes prosperity, justice and low carbon growth in Brazil, serving as a bridge between international and national funders and local partners. iCS is an independent Brazilian organization that belongs to a network, catalyzing world-leading climate policy at an international, national and city level to reduce emissions of greenhouse gases. The network´s members include ClimateWorks, the Energy Foundation, the China Energy Foundation, the European Climate Foundation, LARCI Mexico and the Shakti Sustainable Energy Foundation India.
1. how do/does you/she/it walk/s?
2. how do you do?
RESULTS: LOCATION
178 ORGANIZATIONS

<table>
<thead>
<tr>
<th>Region</th>
<th># ORG.</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norte</td>
<td>4</td>
<td>2%</td>
</tr>
<tr>
<td>Nordeste</td>
<td>19</td>
<td>11%</td>
</tr>
<tr>
<td>Centro-Oeste</td>
<td>14</td>
<td>8%</td>
</tr>
<tr>
<td>Sudeste</td>
<td>115</td>
<td>65%</td>
</tr>
<tr>
<td>Sul</td>
<td>24</td>
<td>13%</td>
</tr>
<tr>
<td>Sem Sede</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>178</td>
<td>100%</td>
</tr>
</tbody>
</table>

CITIES WITH MORE ORGANIZATIONS

<table>
<thead>
<tr>
<th>City</th>
<th># Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>São Paulo (SP)</td>
<td>83</td>
</tr>
<tr>
<td>Recife (PE)</td>
<td>10</td>
</tr>
<tr>
<td>Rio de Janeiro (RJ)</td>
<td>8</td>
</tr>
<tr>
<td>Curitiba (PR)</td>
<td>8</td>
</tr>
<tr>
<td>Belo Horizonte (MG)</td>
<td>8</td>
</tr>
</tbody>
</table>
No, pedestrian mobility is one of the topics we address, but always in a bigger picture

No, but one of our organization's key initiatives addresses pedestrian mobility

Yes, pedestrian mobility is our main focus

RESULTS: CREATION YEAR

178 ORGANIZATIONS

LAST DECADE (2010)
9% of 178 mapped organizations fit this criteria.
HOW ARE THE POLICIES DOING?

Código de Posturas de Belo Horizonte - Lei 8.616/2003
Largura da faixa livre
Largura da calçada
Esfera Município
Belo Horizonte
2003
obrigatoriedade

Indica a largura mínima da faixa destinada ao trânsito de pedestres.

Art. 12. [...] Parágrafo único - A faixa reservada a trânsito de pedestres deverá ter largura igual ou superior a 1,50m (um metro e meio) ou, no caso de passeio com medida inferior a 2,00m (dois metros), a 75% (setenta e cinco por cento) da largura desse passeio.

leia na íntegra >

Decreto 45.904/2005
Padronização dos passeios
Largura da faixa livre
Largura da calçada
Esfera Município
São Paulo
2005
obrigatoriedade

Estabelece largura mínima da faixa livre da calçada e esta deve ser livre de interferências e mobiliário.

Art. 9º. A faixa livre é a área destinada exclusivamente à livre circulação de pedestres [...] devendo atender às seguintes características: [...] IV - possuir largura mínima de 1,20m (um metro e vinte centímetros); Art. 47. Nenhum equipamento ou interferência poderá estar localizado na área reservada à faixa livre.

leia na íntegra >
ACTION PLAN 2017-2018

#1

#2

ALL ACTIONS ARE LINKED TO ACHIEVE A BETTER PEDESTRIAN MOBILITY IN BRAZIL

#3
ACTION PLAN 2017-2018

#1 STRENGTHEN ORGANIZATIONS

HOW?

→ Building capacity within the mapped organizations

STRATEGIC PLANNING
São Paulo, July 2017

→ Addressing strategic planning and resources caption for organizations movement in Brazil

BICICULTURA
Recife, September 2017

→ Strengthening the relation between the bycicle movement and the walking movement in Brazil
ACTION PLAN 2017-2018

#1 STRENGTHEN ORGANIZATIONS

HOW?

→ Revealing grants for supporting initiatives

GRANTS FOR WALKING MOVEMENT

→ 8 projects selected from 6 different cities
→ R$20,000 for each project
→ 12 months to develop: starting in September 2017
ACTION PLAN 2017-2018

#2 STRENGTHEN THE PEDESTRIAN MOBILITY AGENDA

HOW?

→ Producing specific content to be published (texts and articles)

MURAL COMO ANDA

Como Anda Pelo Mundo

No dia 27 de outubro, a equipe Como Anda organizou o evento “Como Anda Pelo Mundo” para compartilhar com todos as experiências internacionais que a pesquisa vem colhendo Brasil afora. O evento, que contou com transmissão

https://medium.com/@comoanda/como-anda-pelo-mundo-b6af93e2261f#.mo97cv3vm

Hong Kong: um lugar sem chão?

Escasses de faixas de pedestre—e de calçadas! —, longos tempos semafóricos, veículos em alta velocidade, grades junto ao meio fio, calçadas áridas, sem árvores ou sombra... tudo isso somado ao calor excessivo, alta umidade do

https://medium.com/@comoanda/hong-kong-um-lugar-sem-chao-126b14e7a9b4
ACTION PLAN 2017-2018

#3 ARTICULATE THE 'PEDESTRIAN MOVEMENT' IN BRAZIL

HOW?

→ Highlighting Brazil in the walking mobility international movement

WALK 21 HONG KONG

Hong Kong. October, 2016

4TH CONGRESSO PEATONAL

Mexico. May, 2017
ACTION PLAN 2017-2018

#3 ARTICULATE THE 'PEDESTRIAN MOVEMENT' IN BRAZIL

HOW?

→ Develop a network analysis of the existing environment

COMPLETE NETWORK ANALYSIS

→ 539 organizations in 33 cities, connected by 723 partnership links

→ 1 organization can achieve any other by means of, on average, three intermediary entities
NEXT STEPS: CREATING A COLLABORATIVE ENVIRONMENT
NEXT STEPS:

COMO ANDA AS A NEW HUB FOR THE PEDESTRIAN MOBILITY MOVEMENT IN BRAZIL