

BUILDING SAFE STREETS IN FORTALEZA

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**Bloomberg
Philanthropies**

INITIATIVE FOR GLOBAL ROAD SAFETY



**Prefeitura de
Fortaleza**

Secretaria Municipal de Conservação
e Serviços Públicos

FORTALEZA - BRAZIL



AREA
314.9 KM²



POPULATION
2.6 MILLION

5TH



DENSITY
8,290 HAB./KM²

1ST



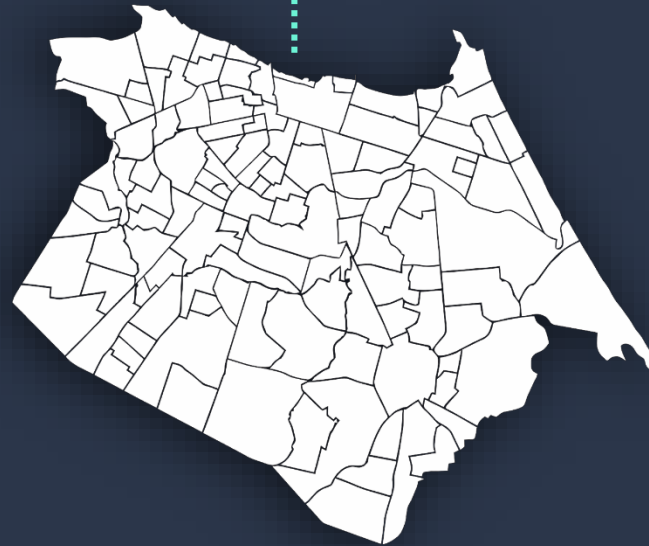
GDP
US\$ 10.75 BI

10TH



TOURISM FLOW
10.9% OF BRAZIL

4TH





FORTALEZA

A CITY THAT REVOLUTIONIZED
ITS URBAN MOBILITY
WITHIN 3 YEARS



BUT HOW DID IT START?

KEY FACTORS OF THIS FAST CHANGING SCENARIO



A SHORT TERM PLAN

JANUARY 2014

A SHORT TERM ACTION PLAN
TO IMPROVE URBAN STREETS

PAITT



APRIL 2015



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THE THREE MAIN PROGRAMS



**TRANSIT
SYSTEM
IMPROVEMENT**



**IMPROVING
CYCLING
INFRASTRUCTURE**



**IMPROVING
PEDESTRIAN
SAFETY AND
COMFORT**

TRANSIT SYSTEM IMPROVEMENT



- **BUS DEDICATED LANE**

3.3 KM → 98,2 KM

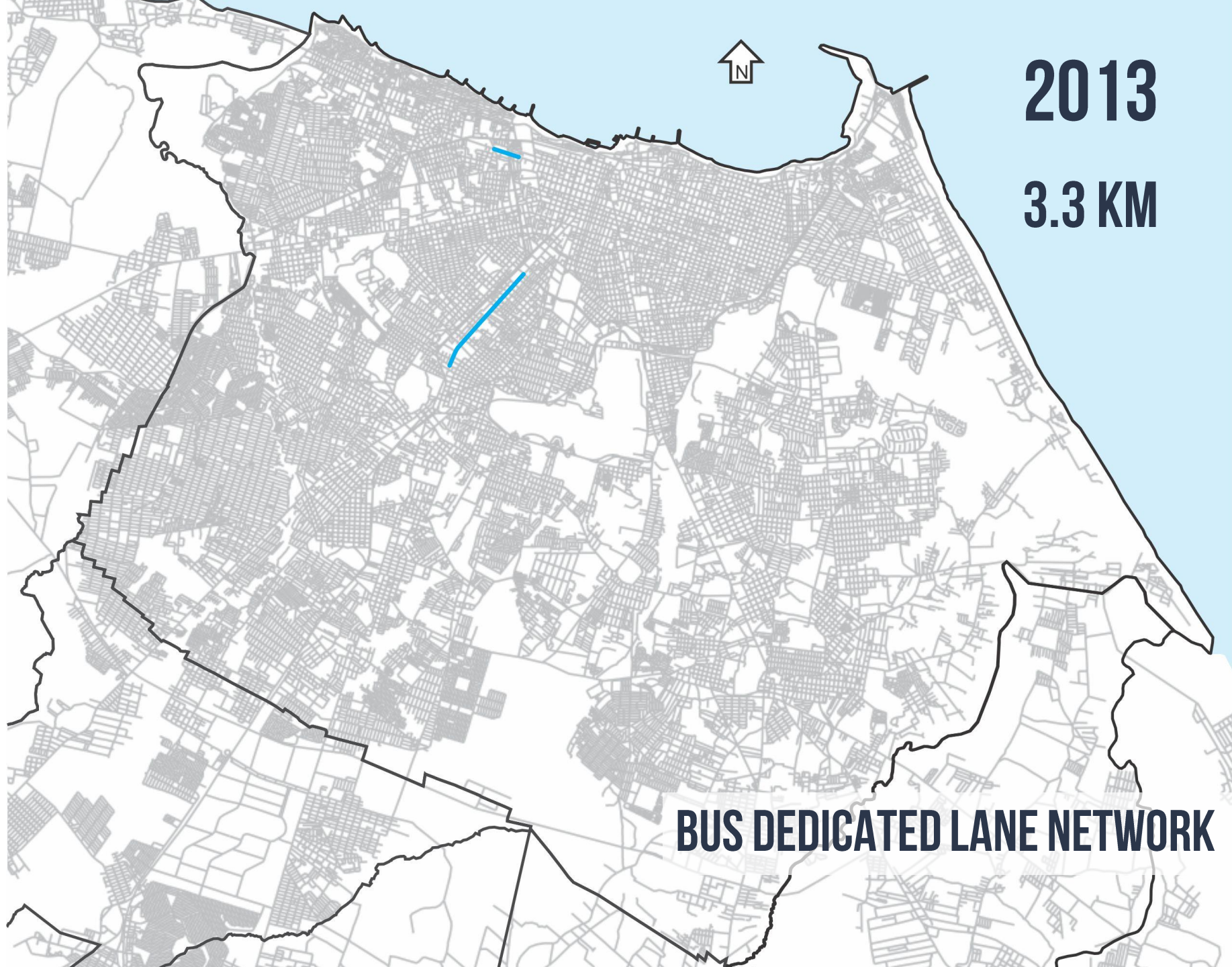
- SMART CARD - SINGLE FARE
- IMPROVING THE COMFORT (WIFI AND AIR CONDITIONING)
- ARRIVAL TIME APP

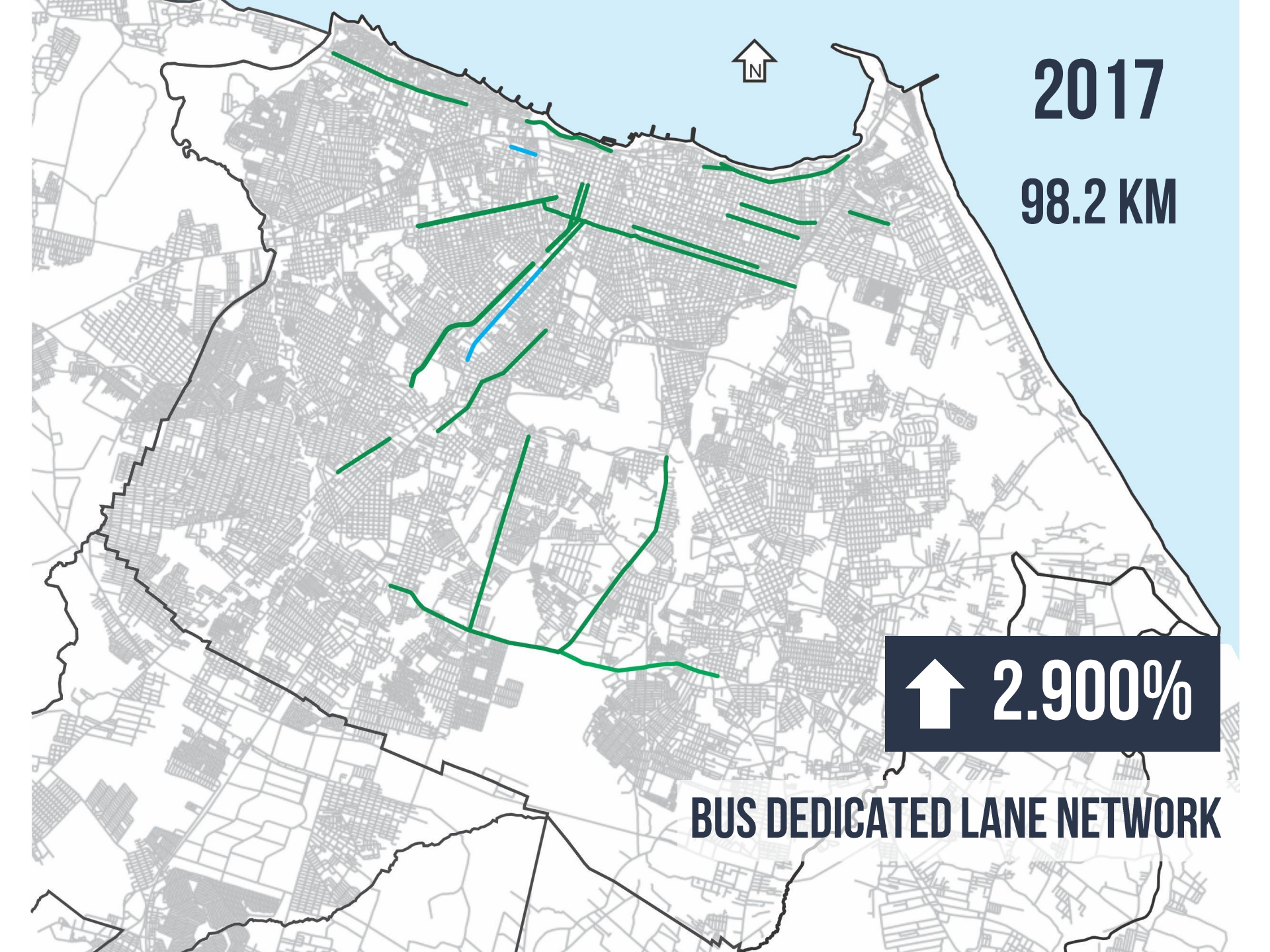
2013

3.3 KM



BUS DEDICATED LANE NETWORK





2017

98.2 KM

↑ 2.900%

BUS DEDICATED LANE NETWORK

IMPROVING CYCLING INFRASTRUCTURE



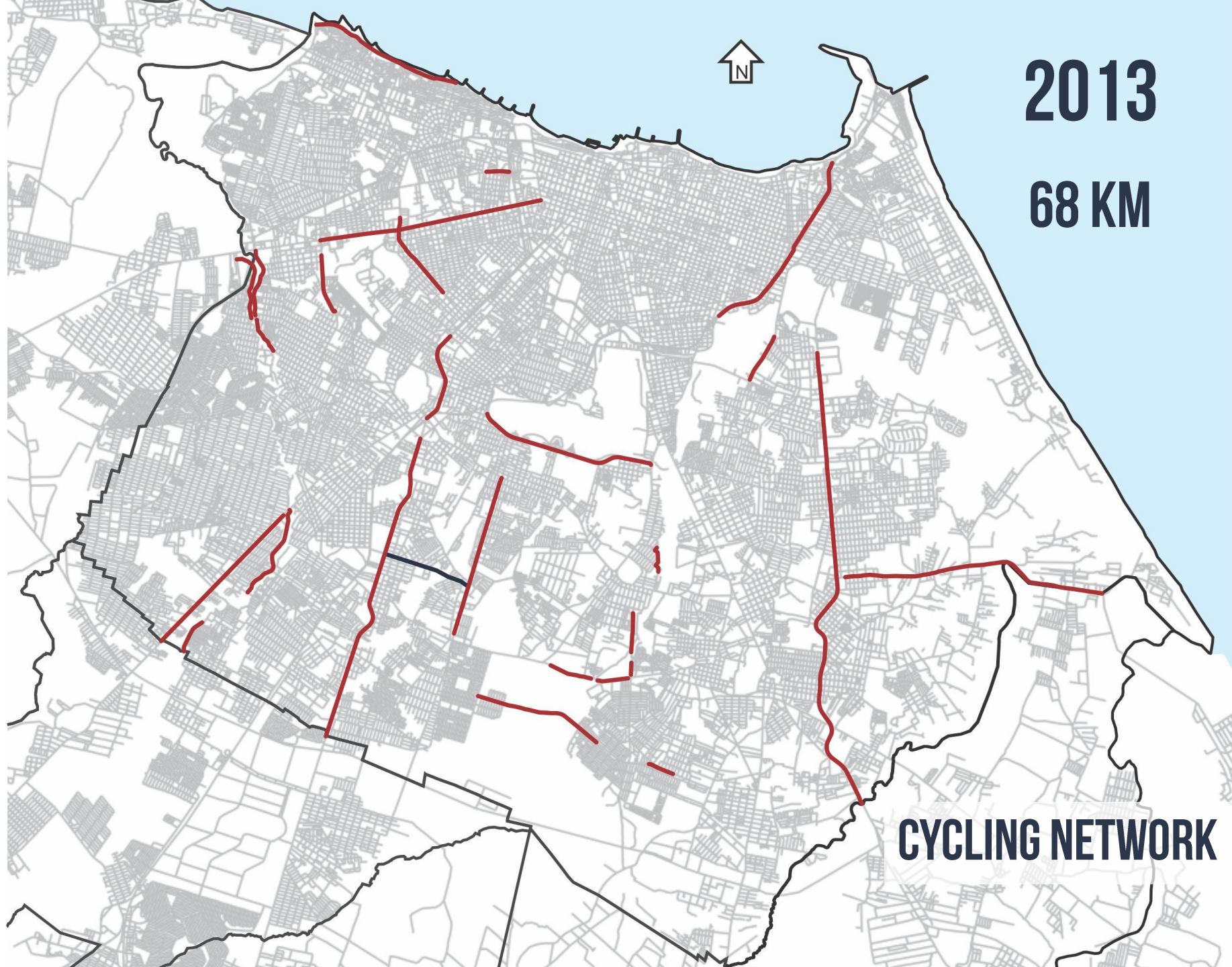
- CYCLING NETWORK
63 KM → 98.2 KM
- BIKE SHARING SYSTEM
- BIKE LOAN SYSTEM
- LEISURE BIKE LANE

2013

68 KM



CYCLING NETWORK



2017

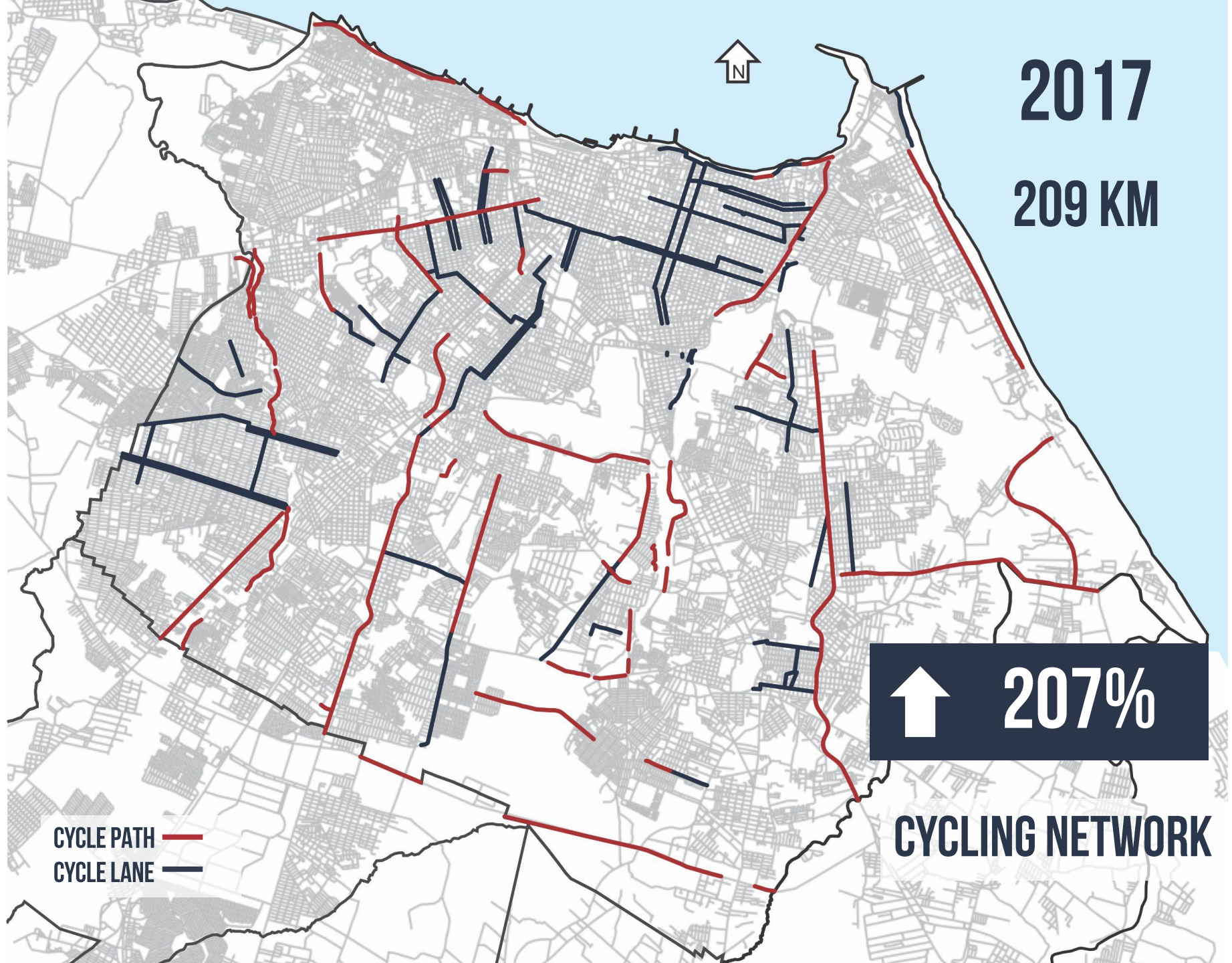
209 KM



207%

CYCLE PATH ———
CYCLE LANE ———

CYCLING NETWORK





CYCLING NETWORK



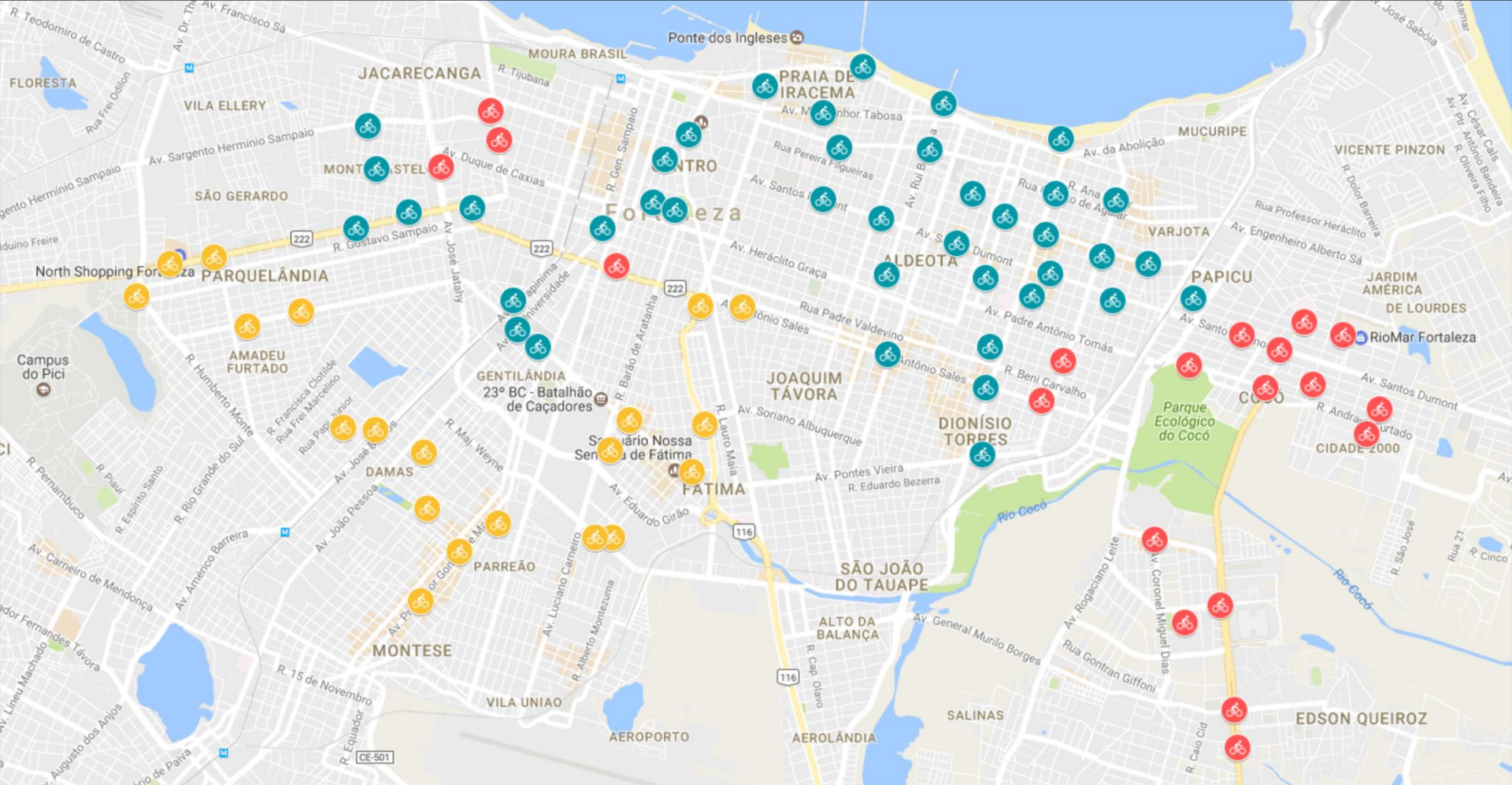
CYCLING NETWORK



CYCLING NETWORK

**FORTALEZA'S
BIKE SHARING
SYSTEM
BICICLETA**





DEC | 14 – APR | 15



40 STATIONS

OCT | 15 – NOV | 15



+20 STATIONS

MAR | 16 – MAY | 16

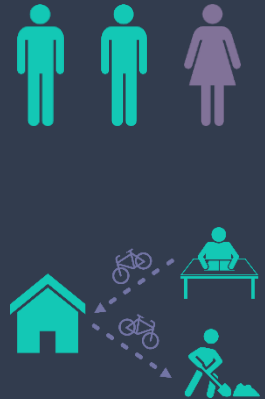


+20 STATIONS

80 **STATIONS** + 5 **STATIONS** MINI BICICLETAR

160,000 **USERS REGISTERED**

1.7 MILLIONS **TRIPS** [1/3 BY WOMEN]
[3/4 IS COMMUTE TRIP]



6 **TRIPS PER BIKE A DAY**



THE MOST



USED SYSTEM

OF BRAZIL



THE MOST USED SYSTEM OF BRAZIL

BIKE SHARING SYSTEM

THE MOST USED SYSTEM OF BRAZIL



BIKE SHARING SYSTEM

A young girl with brown hair, wearing a pink t-shirt with the text "today will be a good day", is riding a green bicycle on a green-painted path. She is smiling and looking towards the camera. In the background, other children are also riding similar green bicycles. A crowd of people, including men, women, and children, are standing behind a green and purple striped barrier, watching the activity. The setting is outdoors with many trees in the background. Two green banners with the "imed" logo are visible on the left side of the path. The overall atmosphere is lively and family-friendly.

NOW INCLUDES KIDS

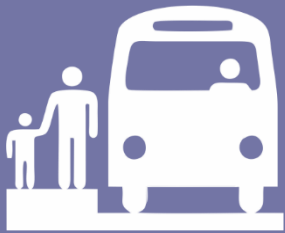
BIKE SHARING SYSTEM

The background image shows a public transit station with a white bus and a person's arm holding a blue and yellow card. A large, semi-transparent text box with a dashed border is centered over the image, containing the text 'AN INNOVATIVE SYSTEM TO INTEGRATE BIKE TRIPS WITH TRANSIT SYSTEM'.

**AN INNOVATIVE SYSTEM
TO INTEGRATE BIKE TRIPS
WITH TRANSIT SYSTEM**

BICICLETA INTEGRADA - BIKE LOAN SYSTEM

BICICLETA INTEGRADA



STATIONS

- STATIONS NEXT TO BUS TERMINALS
- NO NEED OF NEAR-BY STATIONS [NETWORK]



BIKES

- AVERAGE OF 50 BIKES PER STATION
- MULTIPLE SPONSORS



COSTS

- NO NEED OF CREDIT CARD
- NO NEED TO PROVE INCOME TO REGISTER
- IT IS FREE

HOW DOES IT WORK?





AN INNOVATIVE SYSTEM TO INTEGRATE BIKE AND BUS

BIKE LOAN SYSTEM

AN INNOVATIVE SYSTEM TO INTEGRATE BIKE AND BUS



BIKE LOAN SYSTEM



AN INNOVATIVE SYSTEM TO INTEGRATE BIKE AND BUS

BIKE LOAN SYSTEM

IMPROVING PEDESTRIAN SAFETY AND COMFORT



- RAISED CROSSWALK
- DIAGONAL CROSSING
- MEDIAN REFUGE ISLAND
- CURB EXTENSION
- **LOW SPEED ZONES**



RAISED CROSSWALK



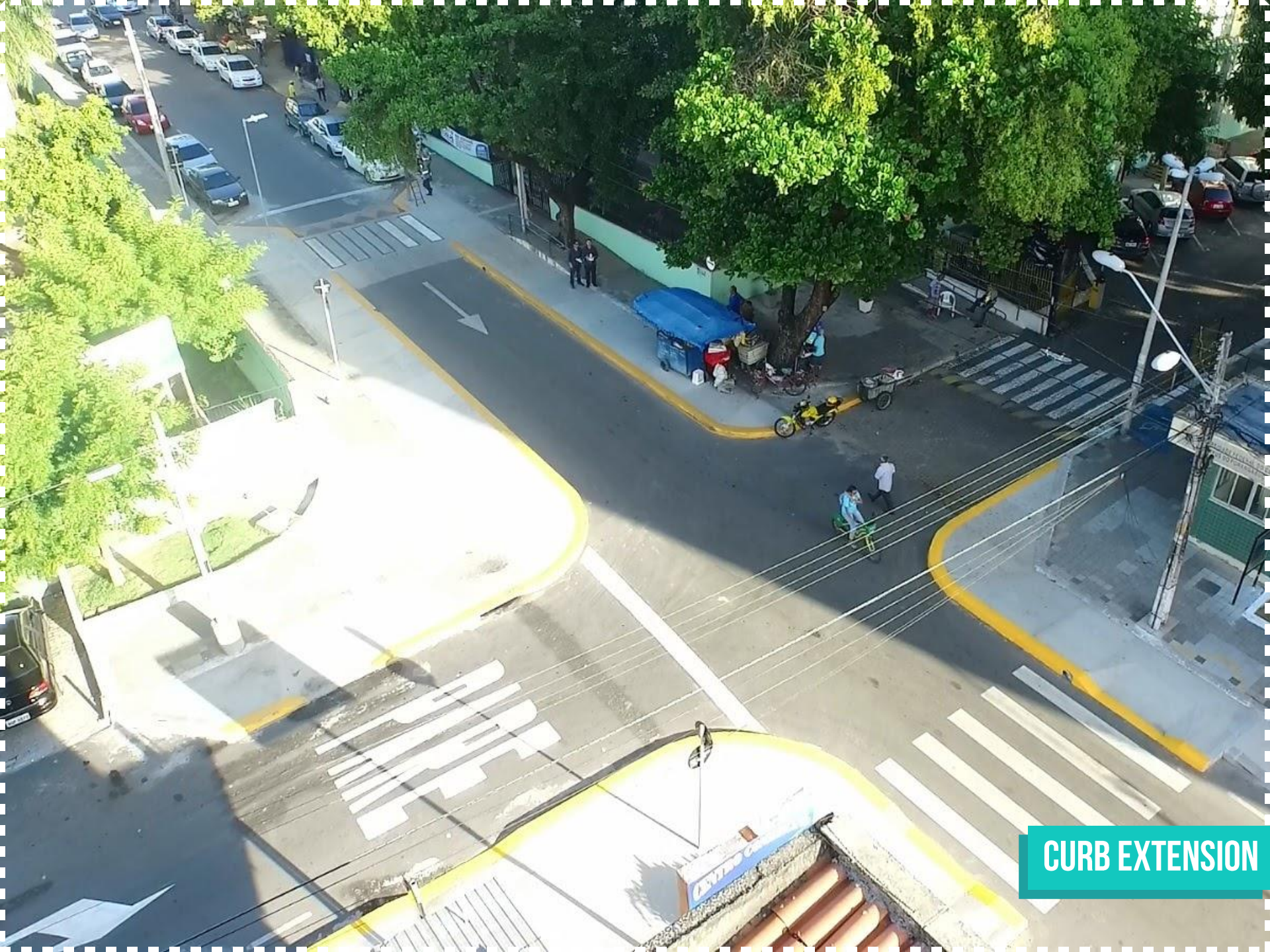
RAISED CROSSWALK



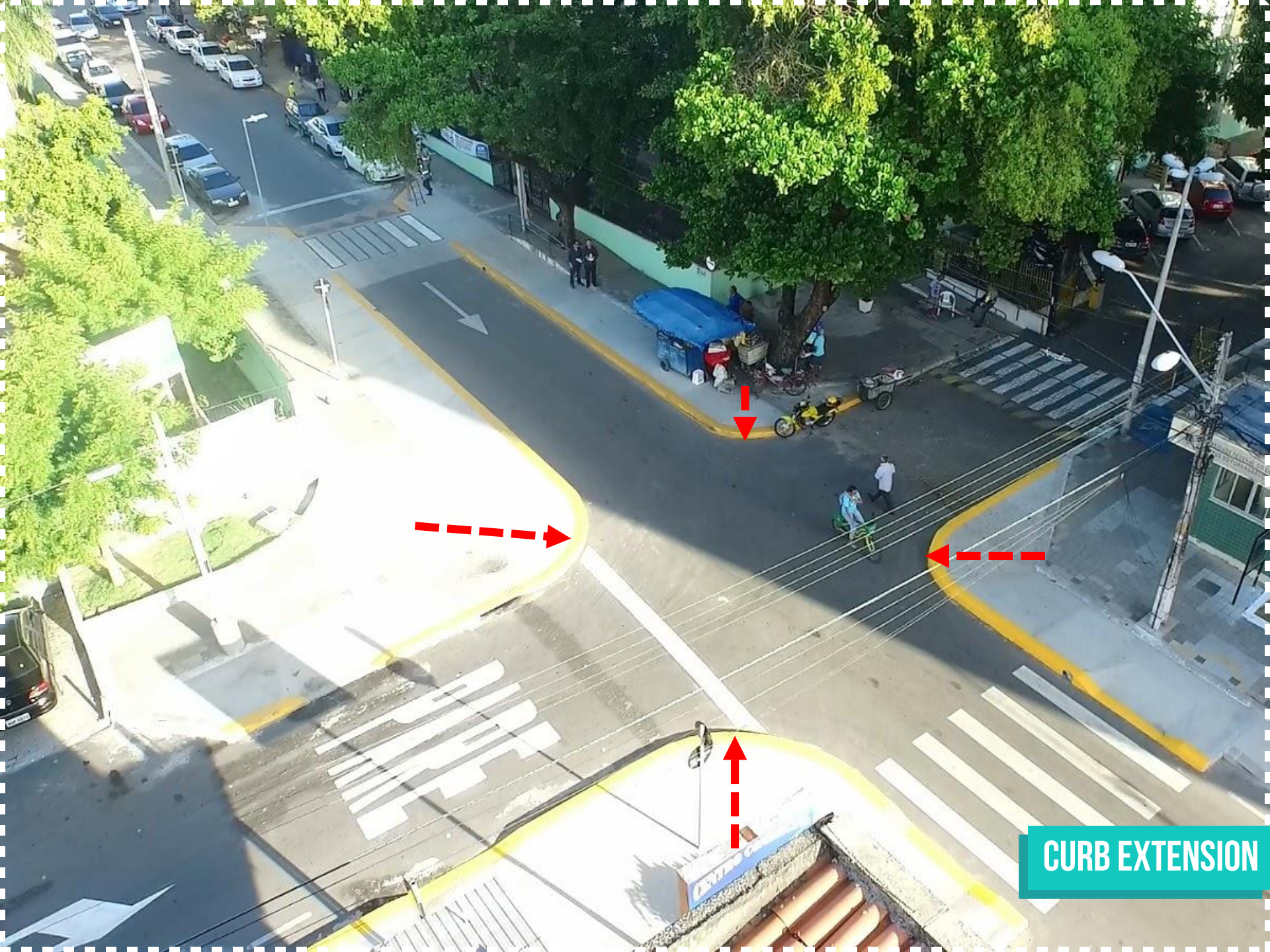
DIAGONAL CROSSING



MEDIAN REFUGE ISLAND



CURB EXTENSION



CURB EXTENSION

RODOLFO TEÓFILO

1ST LOW SPEED ZONE

**LOW SPEED
ZONE**

=



**CURB
EXTENSION**

+



**RAISED
CROSSWALK**

+



**REFUGE
ISLAND**

+



**DIAGONAL
CROSSING**

[SPEED LIMIT = 30 KM/H]

ATENÇÃO



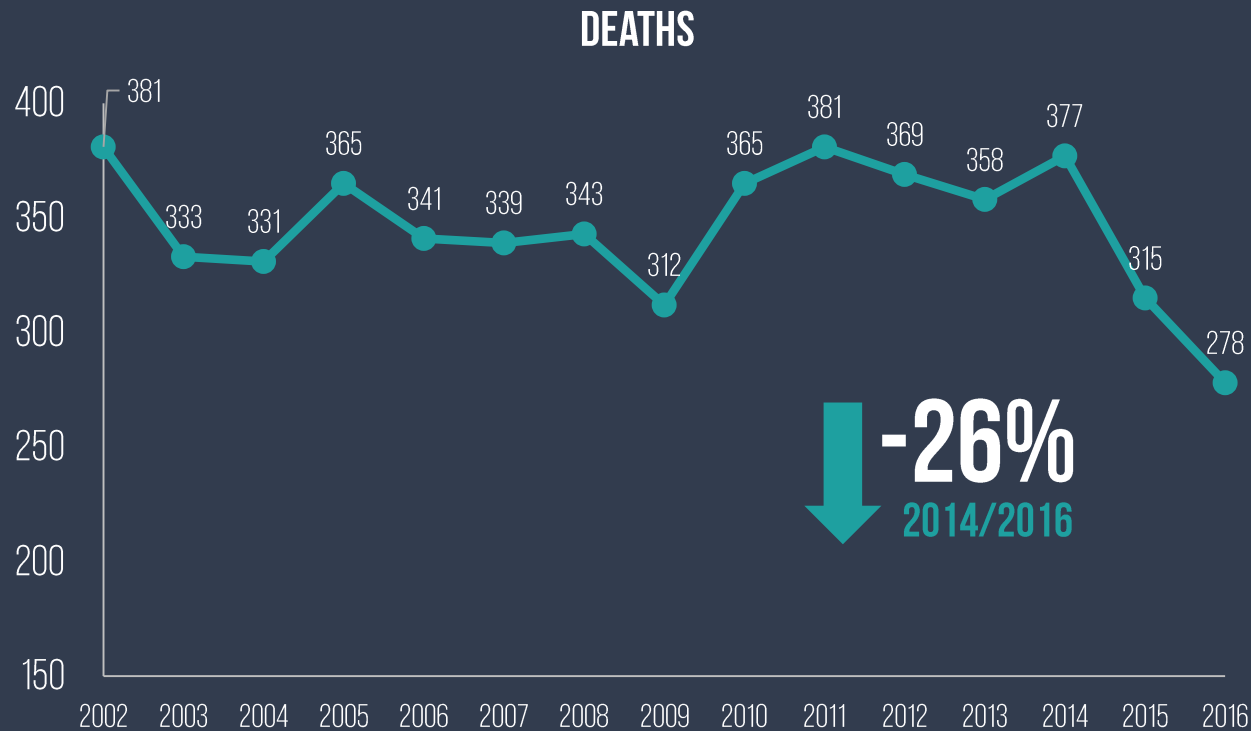
**ÁREA DE
TRÂNSITO
CALMO**







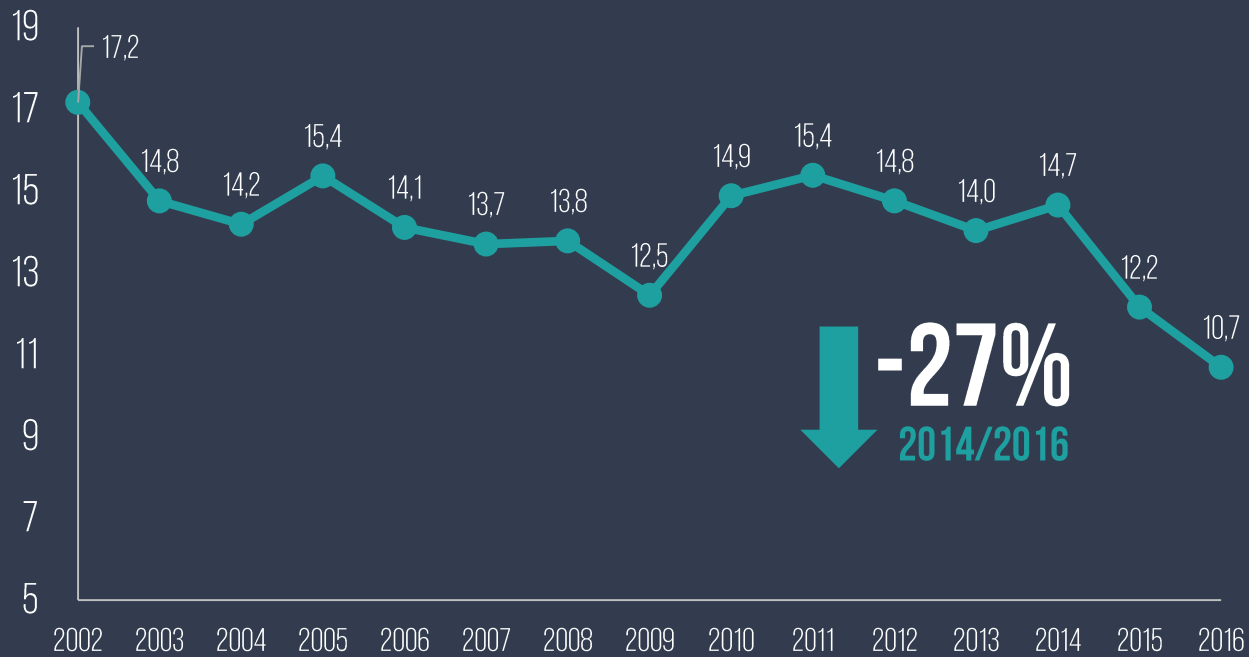
THE RESULTS ARE APPEARING



161
LIVES
SAVED

THE RESULTS ARE APPEARING

DEATHS/ 100,000 HAB.





Prefeitura de Fortaleza



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