BUILDING SAFE STREETS IN FORTALEZA

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JULY, 2017
FORTALEZA - BRAZIL

- AREA: 314.9 KM²
- POPULATION: 2.6 MILLION
- DENSITY: 8,290 HAB./KM²
- GDP: US$ 10.75 BI
- TOURISM FLOW: 10.9% OF BRAZIL
FORTALEZA
A CITY THAT REVOLUTIONIZED ITS URBAN MOBILITY WITHIN 3 YEARS
But how did it start?

Key factors of this fast changing scenario:

Very strong political support

High qualified technical staff

Oriented by society’s mobility problems
A SHORT TERM PLAN

JANUARY 2014
A SHORT TERM ACTION PLAN TO IMPROVE URBAN STREETS

PAITT

APRIL 2015
Bloomberg Philanthropies INITIATIVE FOR GLOBAL ROAD SAFETY
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
BUS DEDICATED LANE NETWORK

2017
98.2 KM

2.900%
IMPROVING CYCLING INFRASTRUCTURE

- CYCLING NETWORK
  63 KM ⟷ 98.2 KM
- BIKE SHARING SYSTEM
- BIKE LOAN SYSTEM
- LEISURE BIKE LANE
Fortaleza’s Bike Sharing System
80 STATIONS + 5 STATIONS MINI BICICLETTAR

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
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?

01 REQUEST YOUR TRANSIT CARD
02 REGISTER WITH A PROOF OF RESIDENCE
03 REMOVE THE BIKE FROM A CHOSEN BUS TERMINAL
04 REPLACE THE BIKE TO A CHOSEN BUS TERMINAL
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
LOW SPEED ZONE = CURB EXTENSION + RAISED CROSSWALK + REFUGE ISLAND + DIAGONAL CROSSING

[SPEED LIMIT = 30 KM/H]
ATENÇÃO

ÁREA DE TRÂNSITO CALMO

30 km/h
The results are appearing

DEATHS

-26% 2014/2016

161 lives saved
THE RESULTS ARE APPEARING

DEATHS/ 100,000 HAB.

-27% 2014/2016
Prefeitura de Fortaleza

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