

Movimento Conviva - CicloFaixa Project

São Paulo, Brazil 

São Paulo - CicloFaixa Project

Through the campaign Movimento Conviva, the municipality of São Paulo, in partnership with Bradesco Seguros Group, brought the idea of developing temporary leisure cycling ways to the city in 2009 [1], aiming to provide more leisure options for citizens during weekends and to promote respect and integration of this transport mode. Since the creation of the first leisure cycling lanes under the CicloFaixa Project, the route was expanded several times and the acceptance continues to grow, albeit facing initial implementation obstacles. During Sundays and National Holidays, from 7a.m. to 4p.m., certain streets in the city are closed to automobiles and open for cyclists and pedestrians only; summing up to 120.8 km of free cycling ways including the famous Paulista Avenue, which becomes an open space for sports practitioners and tourists. The 120 thousand citizens that use the route can count on the gratuitous technical support of S.O.S. Bike and a Bike Sharing System called CicloSampa.

Country/ City Profile

	Country		City	
	Population (2014)	206.1 million [2]	Population (2014)	11.5 million (city)[5] 21 million (metropolitan) [6]
	Land area (km ²)	8.516 million [3]	Land area (km ²)	1,521.1 (city) [6]
	GDP per capita (2014, current international \$, at purchasing power parity)	15,893 [4]	GDP per capita (2014, US\$, at purchasing power parity)	20,650 [7]
	Region	Latin America	Region	São Paulo State (72km to sea port)
City's physical geography	Location	<ul style="list-style-type: none"> ✓ Southeast (flooding and landslides risk, challenges in groundwater and waste water management, heat and cold waves, water insecurity) ✓ Brazil's most populous metropolitan area 		
	Climate	<ul style="list-style-type: none"> ✓ Humid Subtropical (average temperature: 20.6 C°) ✓ 1,351.3 mm/year annual rainfall 		

Initiating context

CicloFaixa was conceived in 2009 by F&Q Brazil, a Brazilian advertising agency that is part of M&C Saatchi Group - an independent communication network-, and is an initiative of São Paulo Municipality in partnership with Bradesco Seguros Group, a Brazilian private insurance group which operates in the fields of automotive, life, health and casualty insurances, as well as bonds and pension funds [8]. The idea is part of the Movimento Conviva, a campaign that aims to support a harmonious coexistence between drivers, cyclists and pedestrians. Pressured by the growing number of accidents involving cyclists and requests from citizens for a better cycling infrastructure, the municipality initiated the movement to include bikes in the citizens rationale by promoting active leisure options. Nowadays the project is seen as an education tool supporting a change in culture and behaviour in the city and encouraging the use of bicycles in other contexts with the aim to integrate it in the city mobility plan.

Project description

São Paulo municipality started the project CicloFaixa in 2009 with a temporary 5km cycling link (connection of parks in the city) open on Sundays and National Holidays, and in the first Sunday already ten thousand people used the way as a leisure option [9]. Nowadays CicloFaixa includes 120.8 km of lanes and is open every Sunday and on National Holidays from 7a.m. to 4p.m., for the use of 120 thousand people in all regions of the city. The pathways

are marked with paint and 19,000 cones are used to emphasize the signaling, spread along the route by 1,000 volunteers. Volunteers are trained by CET (Companhia de Engenharia de Tráfego - Traffic Engineering Company) and are also responsible for supervising route crosses in the cycling lane.

CicloFaixa connects the main parks of the city: Ibirapuera, Povo, Vila-Lobos, Bicicletas, Trianon and Luz. Also, the Juventude Park (Northern region), Tiquatira Park (Eastern region) and Guarapiranga dam are connected. Combined with the lanes infrastructure, the users have access to a bike sharing system with 120 bikes available, sponsored by Bradesco Seguros Group, which is free for all users in the first hour, upon a simple registration. Also, it is possible for the users to use the CicloSampa and BikeSampa sharing systems, which have together more than 200 stations spread in the city and almost 1,800 bikes available. To help cyclists with small repairs, Bradesco Seguros Group supports 50 mechanics from CicloBR Institute, providing a free service in the CicloFaixa circuit: 40 mechanics in the streets and 10 in the S.O.S. Bike tents, distributed along the route.

Implementation process

CicloFaixa has been implemented by São Paulo Municipality in 2009, in partnership with Bradesco Seguros Group, a private institution. Initially the initiative was questioned for its legal terms and the use of public space, which for São Paulo remains a challenge. The nature of the partnership is a Co-operation Agreement, in which Bradesco Seguros Group is responsible for all the investments, resources and legal requirements needed to maintain the project, in turn the municipality allows Bradesco Seguros Group to use the brand name in different situations during the event (each Sunday) such as signalings in the routes, volunteers' uniform, kits for cyclists, bikes, etc [11].



CicloFaixa (lane separated by the cones), Sunday at Paulista Avenue.
Source: retrieved from [1]

The challenges concerning the use of public space are mainly related to the highly frequented Paulista Avenue. Due to a Conduct Adjustment Term signed by the Municipality the blocking for cars for promoting big events in this avenue is limited up to three times per year [14]. Although questioned by the Public Attorney's Office of Sao Paulo, CET confirmed that there are no relevant changes in the traffic in this area and the hospitals and hotels mainly affected by the blocking, affirm to have no problems with clients' access to their services.

Since the end of 2015, the mayor made an agreement with the Public Attorney's Office and started new public hearings and studies to expand this complete blocking strategy to other streets in peripheral regions (in this case on Sundays and National Holidays, the streets should be used as an open space similar to a park, as shown in the picture below).



Paulista Avenue, open space for pedestrians and cyclists together with CicloFaixa (represented by the lane separated by the red cones).

Source: <http://www.mariliacampos.com.br/img/uploads/paulista2.jpg>

Additionally, the inclusion of Bike Sharing Systems as a component of the municipality cycling system (which started in 2012 and in 2014 was incorporated in the Master Plan through the article 249 [10]), settled the bike as one important transportation mode in São Paulo and is supporting initiatives such as CicloFaixa. Therefore, the project's infrastructure has been increasing ever since. The table below summarises the project's most important implementation steps and features, demonstrating a leisure system for stimulating the use of bikes within a megacity of an emerging country.

Projects implementation details

Process	After the creation of the municipal law n.371/2009, CicloFaixa was implemented by São Paulo municipality, in partnership with Bradesco Seguros Group. In 2014, BikeSharing was included in the Master Plan as a component of the cycling system of the city. CicloFaixa's infrastructure has been extended ever since.
Financing	Average cost for each day of CicloFaixa event is about R\$20,000 (~ €5,000) and the implementation costs were estimated to be R\$170,000 (~ €42,500) [12].
Leadership	The project is administered by São Paulo Municipality and Bradesco Seguros Group. Operationalization is made by Bradesco Seguros Group, through CET (volunteers) and CicloBR (mechanics).
Involved stakeholders	<p>Operators</p> <ul style="list-style-type: none"> ✓ São Paulo Municipality (implementing agency) ✓ Bradesco Seguros Group (sponsor and operator) ✓ CET (operator) ✓ Ciclo BR (operator) <p>Users</p> <ul style="list-style-type: none"> ✓ City residents ✓ Tourists

Map of CicloFaixa Infrastructure



Source: retrieved from [1].

Results

Since its creation it was calculated that more than 20 million bike travels have been accomplished linked to CicloFaixa. Besides not being a permanent infrastructure, the CicloFaixa is stimulating a cultural change in São Paulo and also plays a recreational role. A public opinion investigation made by IBOPE (Instituto Brasileiro de Opinião Pública e Estatística -Brazilian Institute for Public Opinion and Statistics) concluded that 98% of users approved the idea and 93% affirmed that this changed spending leisure time in the city [8].

One study reveals that transport is the largest single source of emissions in the city [13], signaling a demand for strategies that promote the use of alternative transportation modes, such as walking and cycling. Therefore, the CicloFaixa program has a potential indirect effect in expanding the substitution of cars for bikes, acting as an awareness campaign for civil society. This approach also supports the mobility plan of the city, that intends to build more than 1,000km of cycling lanes in the city until 2028 [10], thus among other cycling infrastructures that are demanded for this transition such as footbridges adapted for bikes, underpasses and bike parkings.

Lessons learned

Several factors are seen as important in implementing a program that changes the use of public space in a megacity. Besides careful planning and integrating public participation in the project's implementation, legal issues and accessibility are important. The project needs to be in accordance with the Master Plan and the Mobility Plan of the city, also respecting city law's and traffic norms.

The partnership between the private and the public sector also needs to be clearly defined and follow the country's legal basis. Concerning accessibility, the location of stations with available bikes (from bike sharing systems) needs to be strategically placed in order to reduce the use of other transportation modes needed by the citizens to reach the leisure cycling lanes. Also, the price for renting bikes needs to be affordable for all the citizens, democratising the access to initiatives such as CicloFaixa.

References

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