Believing in Change
5 Hours to Road Safety
Street Transformation in Sao Paulo

Global Designing Cities Initiative - NACTO
Supported by Bloomberg Philanthropies Initiative for Global Road Safety

Footage and Edits - Ankita Chachra
Secret Recipe
Toolkit: The basics

Chalk, Paint, Buckets, Rope, Brushes, Water and Tape
Toolkit: Planters and Surface Treatments
Toolkit: Additional features for place-making

Seating
Tables
Umbrellas
Kiosks/Vendors
Most Importantly - People!!
TRIALS

Trainings &

TESTS
to experimenting on site!
Pop up - FEW HOURS!
Pop up – Day Event
57 Gallons of Paint
40 Traffic Cones
75 Planters
40 Beach Chairs
10 Umbrellas
24 SqMt of Grass
1,600 SqMt of Area Transformed

5 Hours
850 SqMt of Additional Pedestrian Space

68% Increase in usable public space
Over 15 partners

São Paulo city government, Bloomberg Philanthropies Initiative for Global Road Safety, Mobilab, Companhia de Engenharia de Trafego (CET-SP), Vital Strategies, ITDP Brasil and Citi Foundation. Additionally, the Commercial Association of São Paulo – São Miguel District, ANTP, Bijari, Cidade Ativa, Jovens do Brasil, Pingpoint, Red Ocarra, Scipopolis and Urb-I collaborated on this project.
Engage the Community
Measure Change
How safe do you feel on the crosswalks?
30% reduction in speeding

Achieved safer speeds but maintained the throughput
Make an event – Invite the Media
Or connect with an existing event...

#Binnale11
#MobilityWeekBrazil
...leads to change practices and manuals!
17.5% Outside the pedestrian facilities

Before

1.3% Outside the pedestrian facilities

After
Thank You!

Download the guide at www.globaldesigningcities.org

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