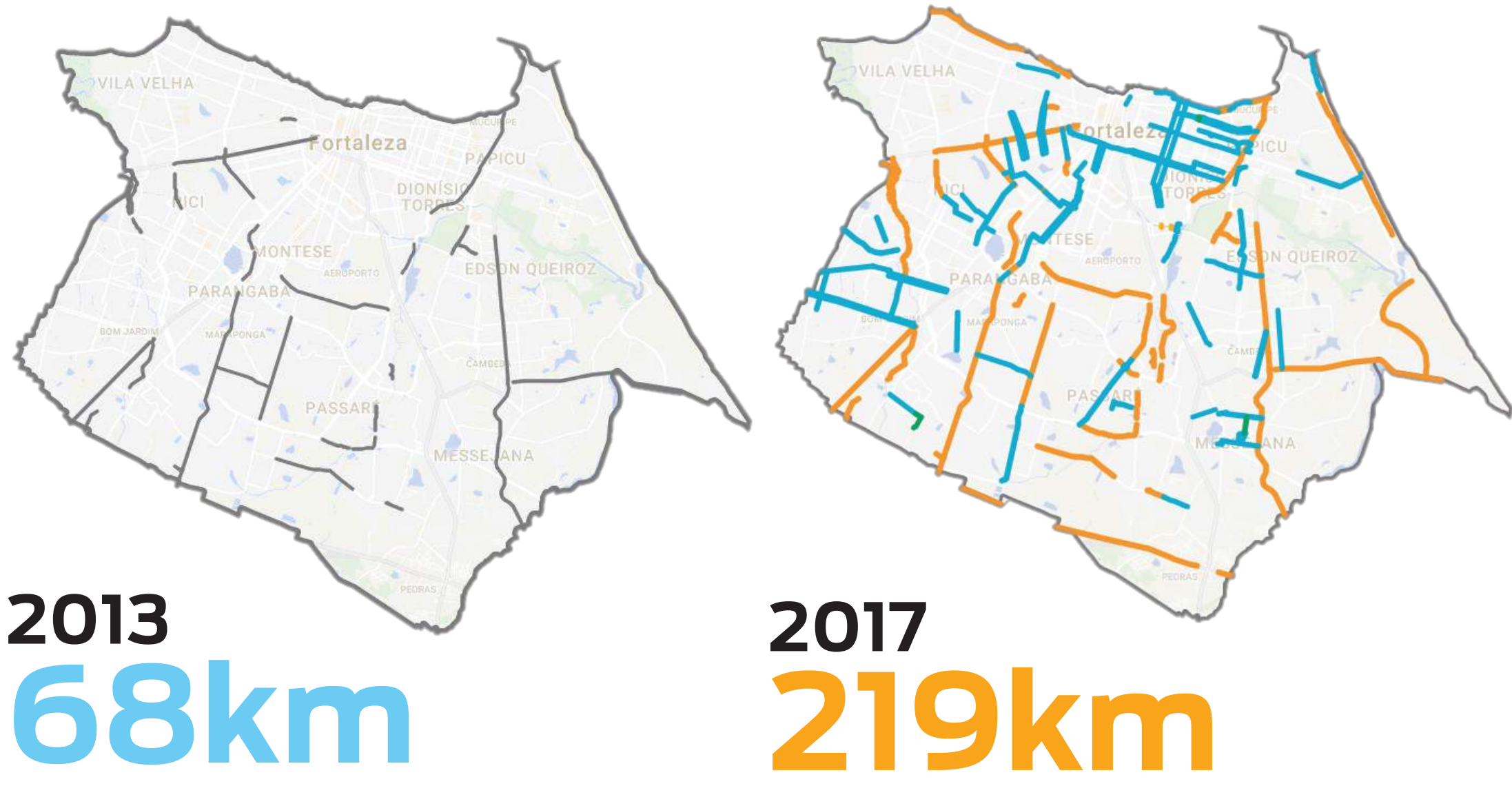


MEET FORTALEZA [BRAZIL]



Cycling Infrastructure Expansion Program

Since 2014, Fortaleza, a city in the Northeast of Brazil, has been highlighted for its achievements in cycling transportation reflecting in several benefits to the city: urban mobility, public security, healthiness, environment, economic sustainability and social inclusion.

The cycling network went from 68 km (2013) to 219 km (2017), increasing 222%. Fortaleza City Hall has been implementing around 50 new kilometers of bike lane projects per year. The goal is achieving 524 km as planned by Fortaleza Cycling Plan.

All the improvement on the cycling network and other bike-related projects have led to a **39.5% reduction on deaths of cyclists** from 2011 to 2016.

Different bike lanes solutions to build safer streets



1 Bus stops overpass



2 Bike lanes protected by parking buffer



3 Narrowing traffic lanes



before the intervention

after the intervention



4 Eliminating traffic lanes

Three kinds of bike share systems



BICICLETAR

- User can stay with bike for up to 1 hour
- 80 stations
- Around 5 trips per bike
- 1.800.000 trips



INTEGRADA

- The user can stay with bike for up to 14 hours
- 5 stations in Transit Terminals
- Totally free
- Big stations (around 50 bikes)



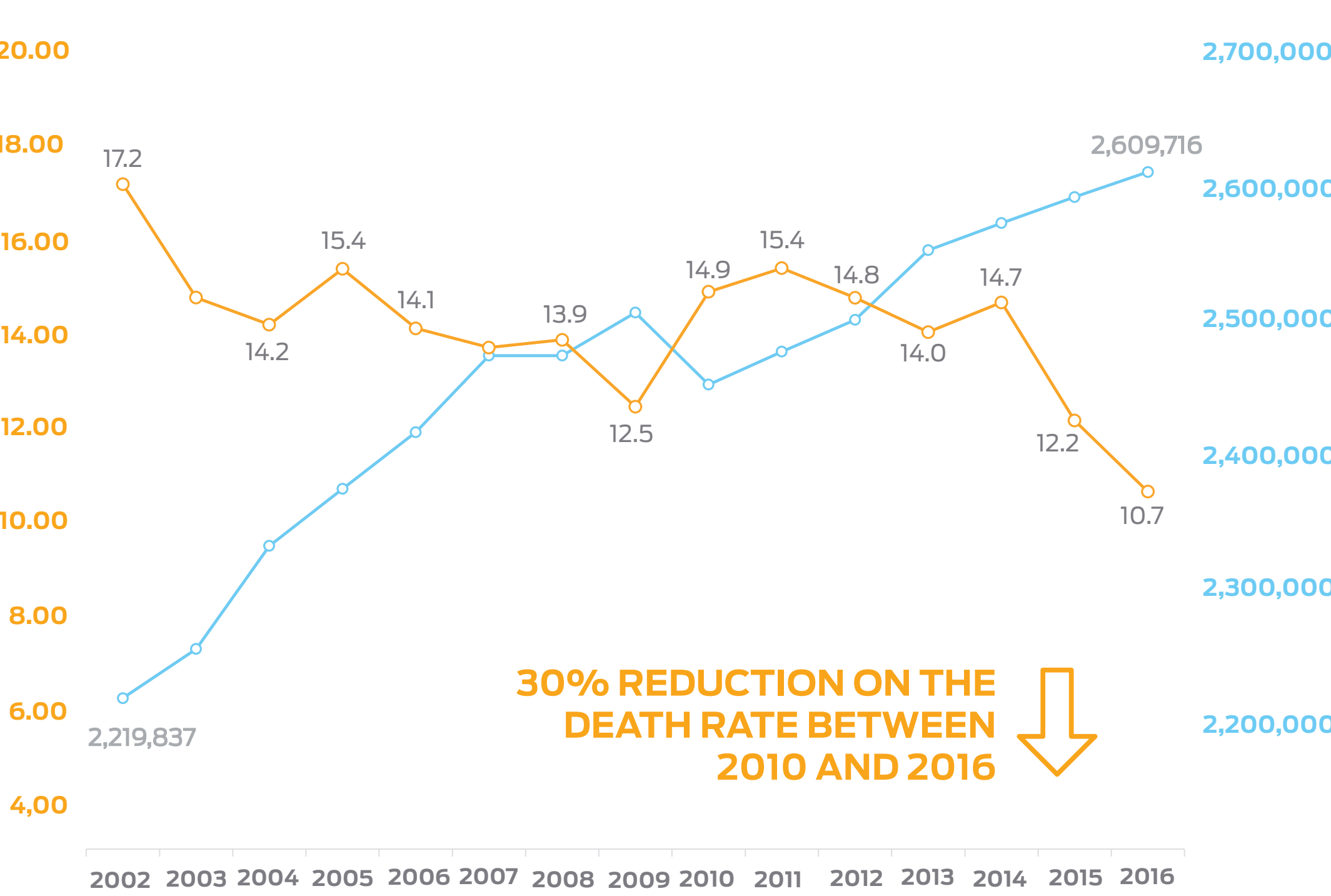
MINI-BICICLETAR

- Kids-focused bike share system
- 5 stations: squares and public spaces
- Educational initiative
- Building city for the future

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MEET FORTALEZA [BRAZIL]

POPULATION GROWTH X DEATH FROM ROAD CRASHES PER 100,000 INHABITANTS



Partnership for Safer Streets

Fortaleza is a city located in the northeastern part of Brazil where the City Staff along with BIGRS partners are making great policy improvements on road safety issues. In 2016, for the first time, the deaths due to road crashes were below 300 per year, what represents **161 lives that were saved since 2014**. From 2010 to 2016, there was a **reduction of 30% in deaths**. Until the end of the year, we estimate that **23 lives will be saved** compared to 2016.

A lot has been done to achieve this results, specially urban redesign for safer streets. Some elements like raised crosswalks, refuge islands and curb extensions were built, and now, for the first time in the city, a pop-up/interim intervention was implemented in order to show people the potential of a public space at **Cidade 2000**, a really vivacious area in the city.

“Cidade da Gente”: Giving the city back to the people



before the intervention



before the intervention



before the intervention



after the intervention



after the intervention



after the intervention



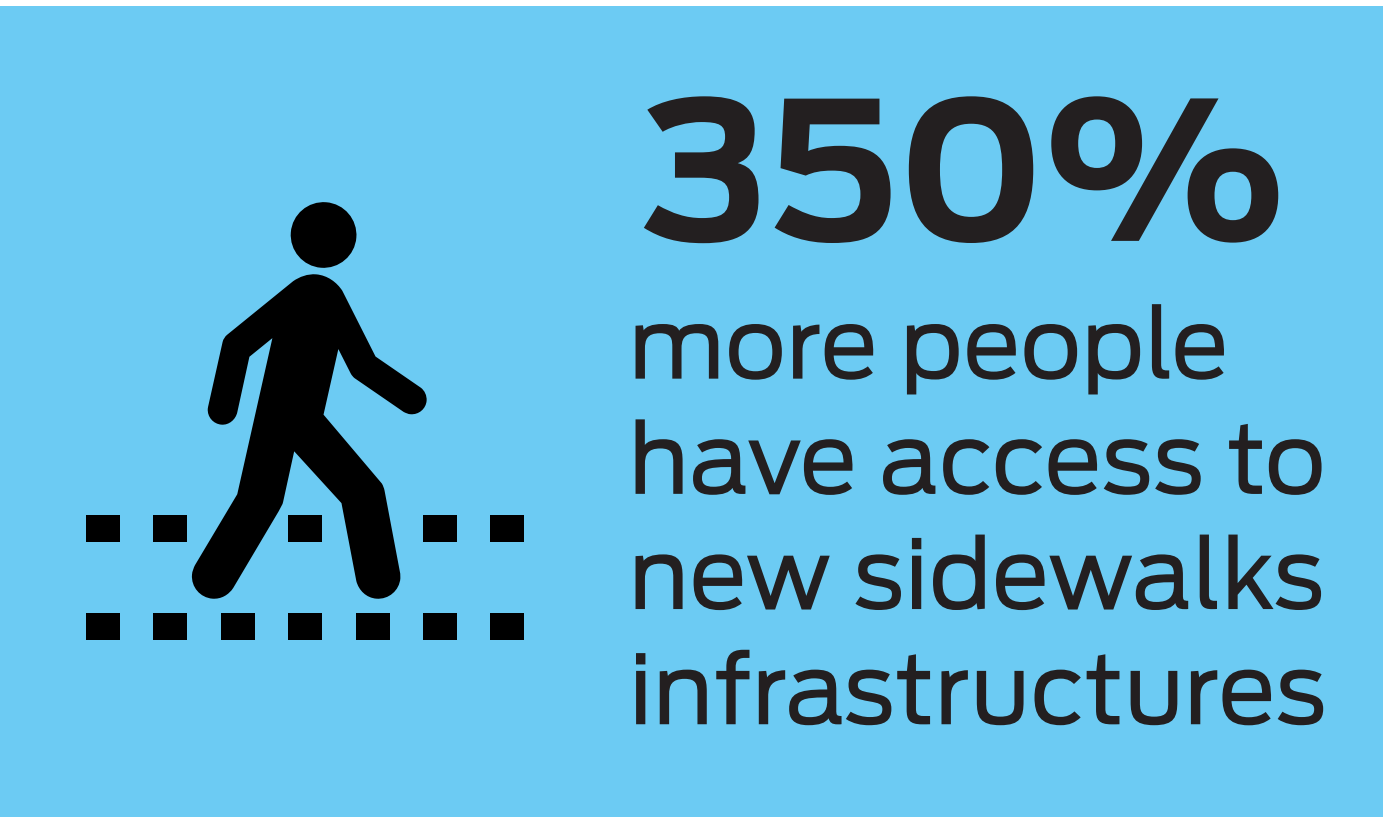
86% of the business owners approved the intervention



felt **unsafe** before the intervention



feel **safe** after the intervention



A new public policy: “Cidade da Gente” is now a public policy of Fortaleza City Hall. The team is already planning the next intervention, this time on the outskirts of the city.

A pop-up that became definitive: The people organized a petition to keep the intervention and managed to keep the space open for pedestrians until the final project is implemented.

FOR MORE INFORMATION: BEATRIZ@BIGRS.ORG