

# meet SÃO PAULO



CIDADE DE  
SÃO PAULO



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INITIATIVE FOR GLOBAL ROAD SAFETY

## Vida Segura: SP's Road Safety Plan



The City launched this year the 2019-2028 Road Safety Plan, which aims to transform São Paulo into one of the cities with the safest traffic conditions in the world.

The plan will guide the implementation of public policies for the reduction of deaths and injuries in traffic by half throughout the next decade.

The plan, called Vida Segura (Portuguese for Safe Life), is the result of 1-year work, with the involvement of 200 people, 15 public agencies and more than 50 contributors to prepare the final text. It has also been supported by the Bloomberg Initiative for Global Road Safety.

The Vida Segura plan is based on the Vision Zero and Safe Systems concepts, with the premise that no death in traffic is acceptable.

## Safer streets & safer mobility highlights

- 1 Create a Street Design Manual with safe standards to guide urban interventions;
- 2 Redesign Calm Areas (30km/h) putting pedestrians and accessibility first, with traffic calming tools;
- 3 Improve bus corridors with geometry and signage redesign, enforcement, trainings for bus drivers and educational campaigns for all users;
- 4 Implement Safe Routes to Schools using traffic calm tools combined with games/play opportunities and educational campaigns;
- 5 City-wide sidewalk renovations;  
(see Conviver Sub Penha)
- 6 Consolidate a safe, wide and connected bike network

### Safe Route to School Jd. Nakamura



### Bike Plan

The plan, being consolidated after various public hearings, aims to recognize the bicycle as a mode of transportation. The main objectives are safety, connectivity, linearity, intermodality and functionality.

It is structured by the four pillars below:



Foster  
Bike Culture



Infrastructure

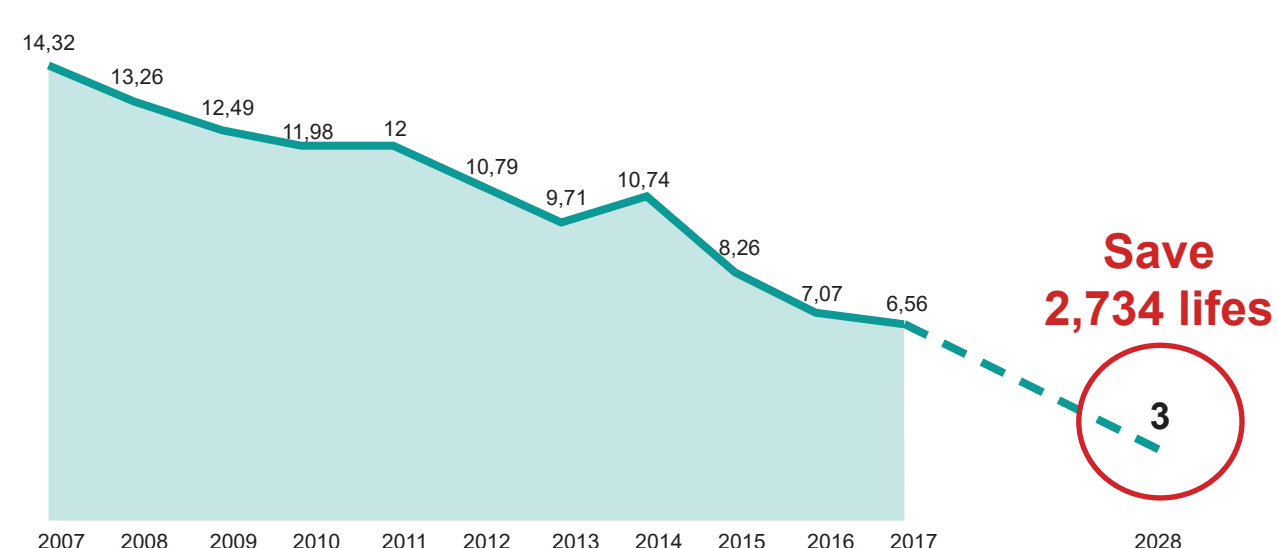


Social  
Participation



Evaluation and  
monitoring

Road fatalities per 100,000 inhabitants per year



Source: CET-SP (Traffic Engineering Agency)



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## Conviver Sub Penha

Boroughs across São Paulo were invited to submit design concepts to transform a chosen site into a safe and vibrant space for all its users to encourage walking, bicycling, and using public transportation. Fifteen boroughs applied, and Penha was selected. The design site is located along Rua Dr. Campos Moura, adjacent to the Artur Alvim Metro Station and along the route of several bus and microbus lines. There are diverse commercial and street vending activities, multiple modes of transport, and high pedestrian volumes. The entrance to the site is located within a “hot spot” for road crashes and parked vehicles used to claim much of the roadbed and sidewalk space. Pedestrians had to traverse wide and unsafe intersections as they move throughout the neighborhood.

These issues were addressed in a participatory and intersectoral approach.



### project timeline

#### 1 Design Workshops

Community Outreach

The process started with community engagement workshops to understand the area through the locals lens.

In the three meetings held during the Yellow May - road safety awareness month - the borough public servants, neighbors, business owners, bus and taxi drivers discussed challenges and potentials for Dr. Campos Moura Street and agreed on the final proposal and next steps.



#### 2 Car-free Fridays

More space for people!



In July, only pedestrians, cyclists, buses, freight vehicles and taxis could enter the street on Fridays. Parking spots were turned into sidewalk extensions and temporary parklets.

This action helped communicating the project and added more stakeholders to the conversation.

#### 3 Interim Intervention

Fast transformation



The interim transformation prioritizes pedestrian safety through street redesign, offering more safe crossings and sidewalk space. It also organizes the vehicular traffic and induces safe speeds, making the street safer for all users.

What used to be an underused space, became a plaza that invites people to stay and/or play. Promoting interaction among the local community.

The new design will be tested for two months and adjusted if needed for final implementation.