



FORTALEZA ON THE PATH TO **SUSTAINABLE URBAN MOBILITY** A MULTIMODAL CITY



Prefeitura de
Fortaleza



Historically
Fortaleza
grew to be a
CAR ORIENTED city

64 minutes is the average DAILY time home-work displacements take

The average travel time increases by approx. **30%** for **lower income people** when compared to **high income**.*



FORTALEZA



POPULATION

2.6 millions



ROAD NETWORK

~ 4,000 km



TOTAL CAR FLEET

1.1 millions



MOTORCYCLES

300,000

Fortaleza 2.4

Recife 2.4

São Paulo 1.5

New York 4.1

London 3.0

**Fortaleza has
2.4 inhabitants
for each
motorized
vehicle**



What if the city
changed paradigms by
investing in
SUSTAINABLE MOBILITY?



What if it were
possible to transform
positively the public
transport system in
just **6 YEARS?**



**CHEAPEST INTEGRATED
BUS SYSTEMS TARIFF
WITHOUT PUBLIC SUBSIDY**

BILHETE ÚNICO





**107,4 KM
(2019)**

**3,3 KM
(2013)**

32X GROWTH



DEDICATED BUS LANES

GROWTH OF 32X IN 6 YEARS



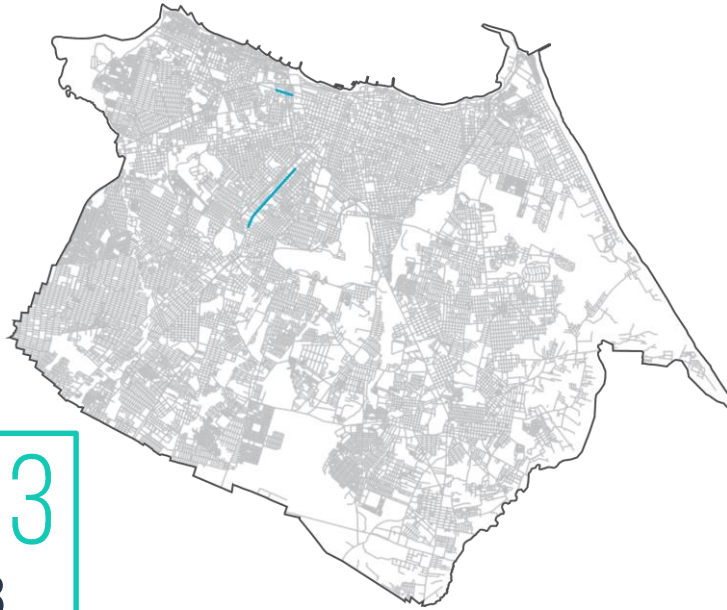
3,3 KM
2013

107,4 KM
2019



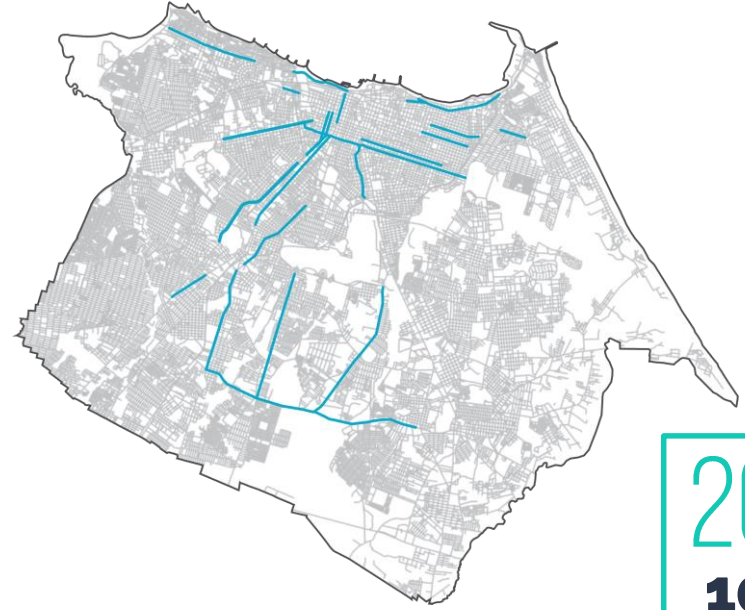
2013

3,3
KM



2019

107,4
KM



IN 6 YEARS

**207% VELOCITY GAIN IN
SANTOS DUMONT AVE**

SANTOS DUMONT AVE – AFTERNOON
PEAK (Km/hr)

4,4Km/hr

13,5Km/hr

BEFORE

AFTER



'BRT-LITE'

2 SECTIONS IMPLEMENTED

VEHICLE FLEET



100% WI-FI



30% AIR CONDITIONING



REFURBISHED BUS TERMINALS



+ 600.000
DOWNLOADS
80.000
DAILY
ACCESSES

NINA



Button to
report sexual
harassment in
Meu Ônibus
app



**What if there
were continuous
policies for
URBAN CYCLING?**



EXPANSION OF THE CYCLING NETWORK



Av. Leste-Oeste

GROWTH OF 276% IN 6 YEARS

256 KM
MAR/2019



68 KM

JAN/2013





Bezerra de Menezes Ave at 7:30 am:

APPROXIMATELY 4.000

DAILY CYCLISTS



40%

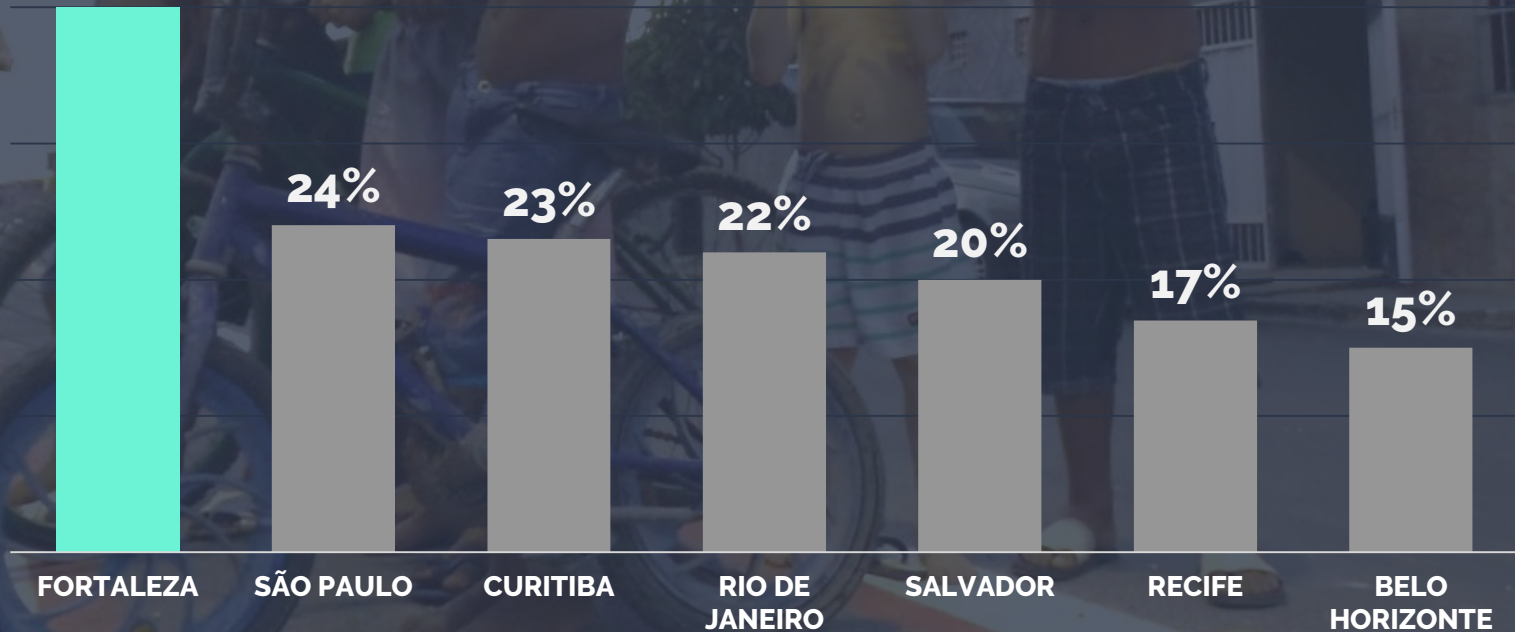
OF THE POPULATION OF
FORTALEZA LIVES AT A MAX.
DISTANCE OF 300 METERS FROM
THE CYCLING NETWORK

FONTE: PLATAFORMA MOBILIDADOS (ITDP)

ITDP SURVEY IS THE **HIGHEST** **PERCENTAGE** BETWEEN BRAZILIAN CAPITAL

Percentage of residents up to 300 meters distant from cycle infrastructure - 2017 (Source: mobilizados - ITDP)

40%



SOURCE: PLATAFORMA MOBILIZADOS (ITDP)

4 BIKE SHARED SYSTEMS

BICICLETAR



MINI BICICLETAR



BICICLETA INTEGRADA



BICICLETAR CORPORATIVO



+ 2,5
millions
trips with
the 4
systems

689,8

TONS OF CO²

STOPPED FROM
BEING RELEASED IN
THE ATMOSPHERE*

*** DEZ/14 – MAR/19**

BICICLETA INTEGRADA

BICICLETAR CORPORATIVO

SUNDAY LEISURE CYCLING LANE

ENCOURAGING URBAN CYCLING





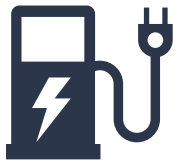
**ALL RESOURCES FROM
PUBLIC PARKING**

EXCLUSIVELY

FOR BIKE RELATED POLICIES

EXPANSION OF THE BIKE SHARED SYSTEMS AND
CYCLING NETWORK





**What if we could
test shared
electric mobility
concepts?**



VAMO

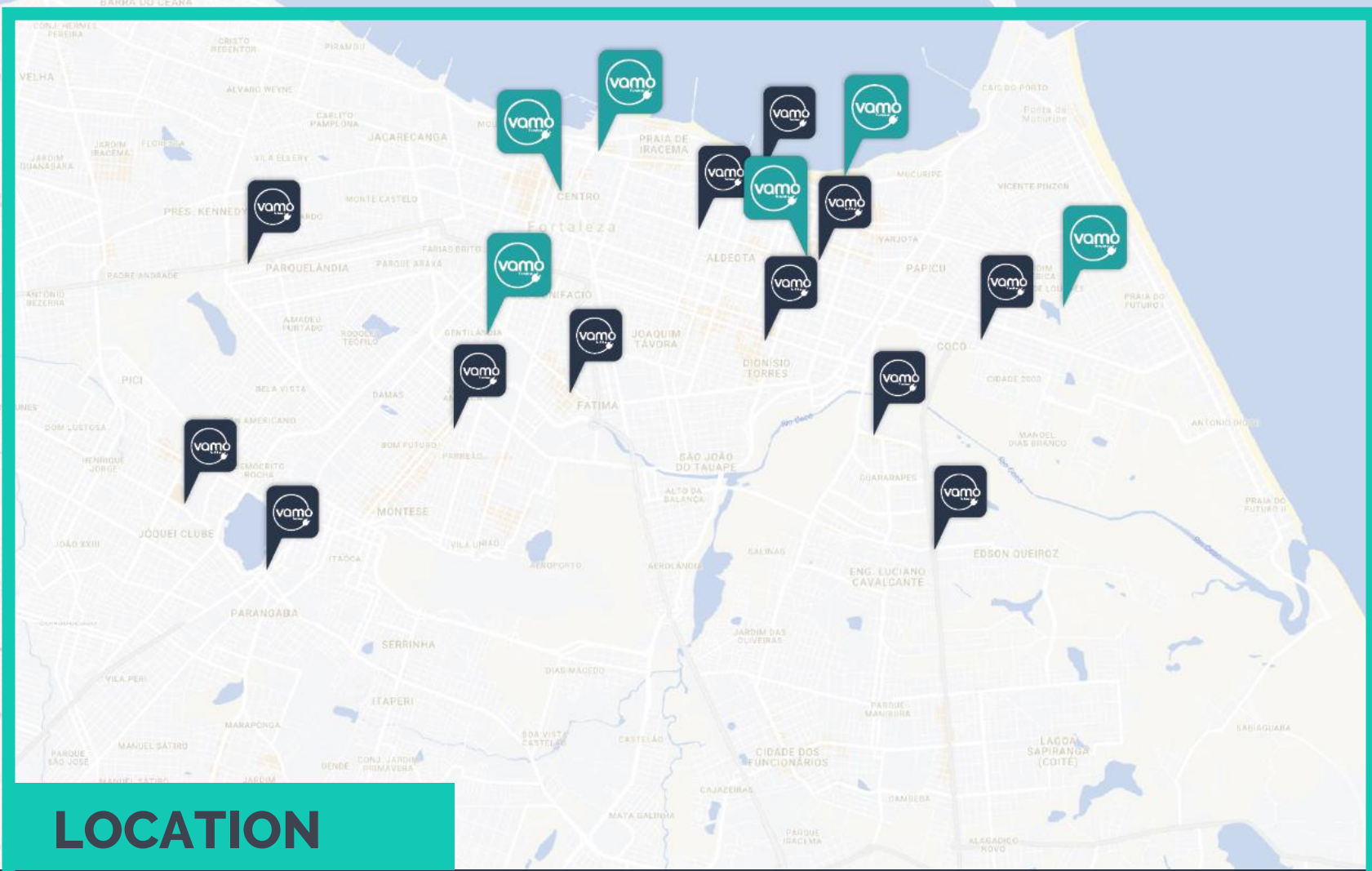
FIRST PUBLICS ELETRIC CAR SHARED SYSTEM IN BRAZIL

hapvida

Prefeitura de
Fortaleza

vamo
Fortaleza





LOCATION

18 SHARED STATIONS

25 USERS PER VEHICLE

4.220 TRIPS



EXCLUSIVO
VEÍCULO
COMPARTILHADO
AUTORIZADO

4 VAGAS

What if **PEDESTRIANS**
would get **more space**
for their displacements?



TRAFFIC CALMING ZONES





E
TAXI
31 VAGA

FAIXA ELEVADA

RAISED CROSSINGS



DIAGONAL CROSSINGS

AV. HISTORIADOR RAIMUNDO GIRÃO



CIDADE DA GENTE PROGRAM

REDESIGNING STREETS FOR THE PEOPLE

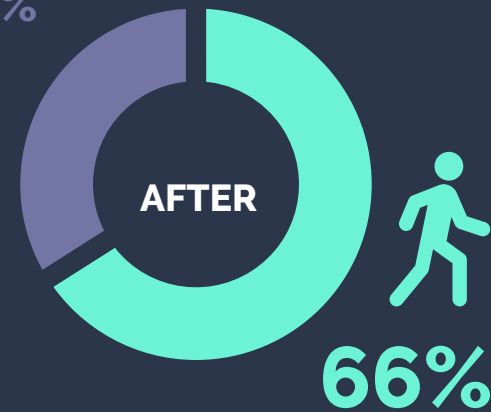
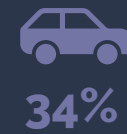
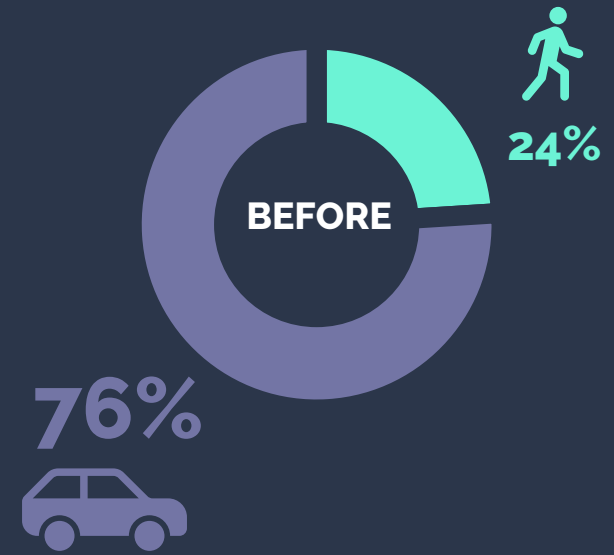
DRAGÃO DO MAR, AGO/2018



4 0 0 0 s q m
o f s p a c e
r e c o n q u e r e d
f o r p e d e s t r i a n s .



Space division:



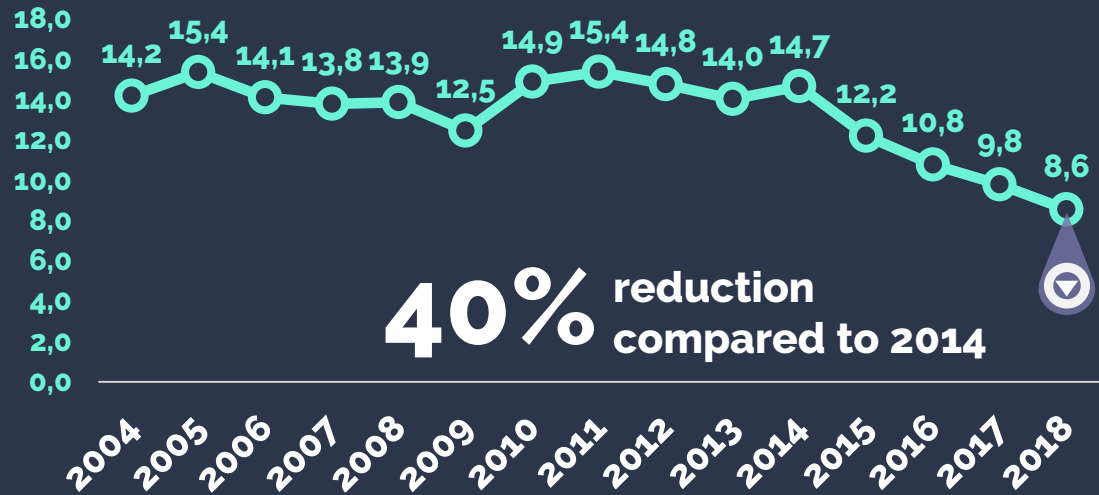


ATENÇÃO
50 VELOCIDADE MÁXIMA PERMITIDA

RESHAPING ROADS



MORTALITY RATE DUE TO TRAFFIC ACCIDENT



RESHAPING ROADS

What if these
policies were

LONG TERM

sustainable?





What are the

NEXT STEPS?

PUBLIC TRANSPORT ON DEMAND



MICRO MOBILITY: ELECTRIC SCOOTERS



MICRO MOBILITY: SHARED ELECTRIC BIKES



ELECTRIC BUSES



EXPANSION OF EXISTING PROGRAMS: PEDESTRIANS, CYCLISTS AND PUBLIC TRANSPORT



**TACTICAL URBANISM
CIDADE DA GENTE
CALÇADA VIVA**



**TRAFFIC CALMING ZONES
PRAIA DE IRACEMA**

EXPANSION OF EXISTING PROGRAMS: PEDESTRIANS, CYCLISTS AND PUBLIC TRANSPORT



**+ 20 KM OF
DEDICATED BUS
LANES**



**+ 140 KM OF CYCLING
NETWORK**

EXPANSION OF EXISTING PROGRAMS: PEDESTRIANS, CYCLISTS AND PUBLIC TRANSPORT

BICICLETOAR

+ 130

STATIONS



MINI-BICICLETOAR

+ 15

STATIONS



BIKE RACKS

2000

BIKE RACKS



Fortaleza is in rapid transition to become a **MULTIMODAL** city

BEFORE



Fortaleza is in rapid transition to become a **MULTIMODAL** city

AFTER





When a city
rethinks its many
modes of transport
the **RESULTS** start
to show



Fortaleza, Brazil Wins 2019 Sustainable Transport Award

June 29, 2018



BIG STORY 10 JUNE 28, 2018 / 5:11 PM / 8 MONTHS AGO

Brazil's bike-friendly beachfront city Fortaleza wins major transport award

Fortaleza's Progress Shows that Change is Still Possible in Brazil

By Clarisse Cunha Linke, ITDP Brazil

The capital of Ceará sees traffic fatalities drop to the lowest level in 15 years after creating a mobility strategy with speed reduction interventions, priority bus lanes, and cycling infrastructure.

The Power of Paint: Bringing Life to the Streets of Dragão do Mar



SOCIETY JUN 29, 2018

How the Brazilian city of Fortaleza became a role model for urban transportation

BY THE BRAZILIAN REPORT

Fortaleza vence prêmio de mobilidade urbana sustentável

01:00 / 29 de Junho de 2018 ATUALIZADO ÀS 01:43

Medidas como bicicletas compartilhadas e faixas exclusivas para coletivos renderam conquista à Capital



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Mobilidade Urbana Sustentável

Fortaleza no caminho da mobilidade sustentável: iniciativas beneficiam moradores e otimizam a integração modal

By [A Boeck](#) 4 de Abril de 2017 [1 Comment](#)



QUINTA-FEIRA 13-03-18 WWW.OPOVO.COM.BR

OPOVO

Mortes no trânsito têm menor índice em 15 anos

FORTALEZA REGISTRA TERCEIRA QUEDA SEGUIDA

WRI BRASIL

Português English

MENU

DOAR

Blog → As ações de Fortaleza para se tornar uma referência brasileira em segurança viária

As ações de Fortaleza para se tornar uma referência brasileira em segurança viária

21.05.2018

Ao logo de pelo menos uma década, entre 2004 e 2014, a capital do Ceará registrou uma média de 350 mortes no trânsito a cada ano. Os números alertaram a cidade, que desde então tem implementado uma série de ações para promover a mobilidade sustentável.

CanalEnergia.com.br / NEGÓCIOS E EMPRESAS

POLÍTICA NEGÓCIOS E EMPRESAS OPERAÇÃO EXPANSÃO MERCADO

POR SEGMENTO GERAÇÃO TRANSMISSÃO DISTRIBUIÇÃO COMERCIALIZAÇÃO

NEGÓCIOS E EMPRESAS - 22 de setembro de 2016

Fortaleza recebe projeto de mobilidade elétrica

Projeto já é uma realidade em muitos países da Europa e consolidará o sistema de carros elétricos compartilhados como ação de mobilidade urbana

Fortaleza no caminho da mobilidade sustentável: iniciativas beneficiam moradores e otimizam a integração modal

By [A Boeck](#) on 4 de Abril de 2017 [1 Comment](#)

Podem parecer audaciosos, mas Fortaleza tem o objetivo de se tornar a cidade mais ciclável do Brasil. Nesse caminho, a mobilidade da capital do Ceará passa por mudanças que beneficiam tanto os moradores quanto os turistas que, além das belas ... >>>

A young girl with brown hair, wearing a light blue t-shirt and floral shorts, is running towards the camera in a park. The ground is painted with large, colorful shapes in shades of blue, green, and orange. In the background, other people are visible, including a man in a green shirt and a woman in a blue and white striped shirt. The scene is bright and sunny.

**First we shape cities
and then they shape us.**

- Jan Gehl



Prefeitura de Fortaleza

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