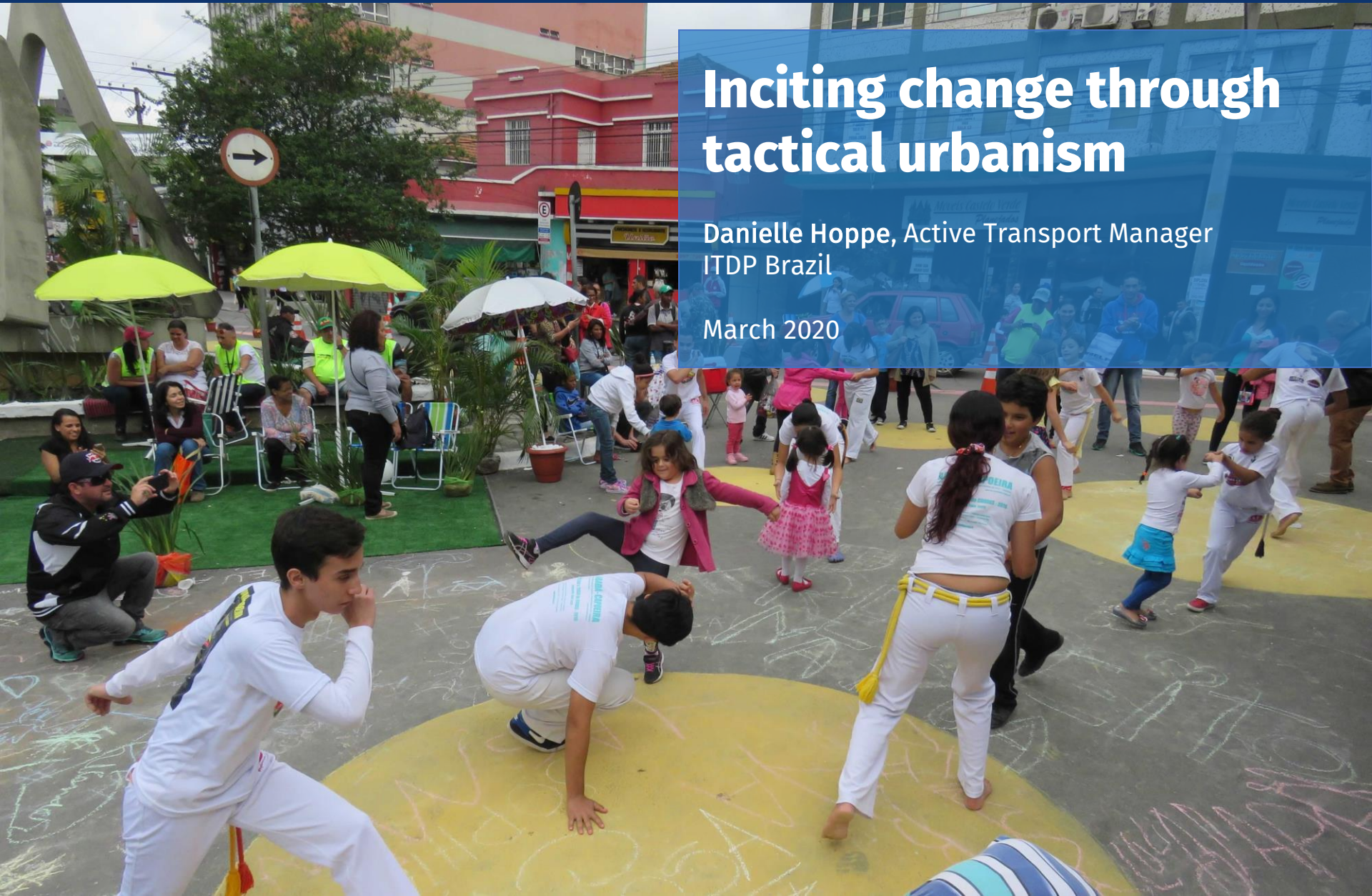


Inciting change through tactical urbanism

Danielle Hoppe, Active Transport Manager
ITDP Brazil

March 2020



Focusing on people rather than cars

**37.000+
road traffic deaths /year
in Brazil**

**Brazilian cities:
Pedestrians: 41% trips
Cars: 25% trips
~70-90% street surface**



**The need for URGENT
CHANGE is clear,
but changes to street
design still face a lot of
RESISTANCE.**

Why tactical urbanism?

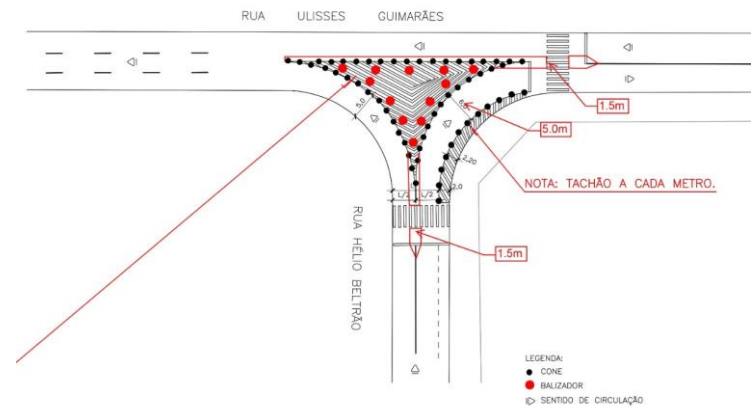


Short-term action >>> long-term change

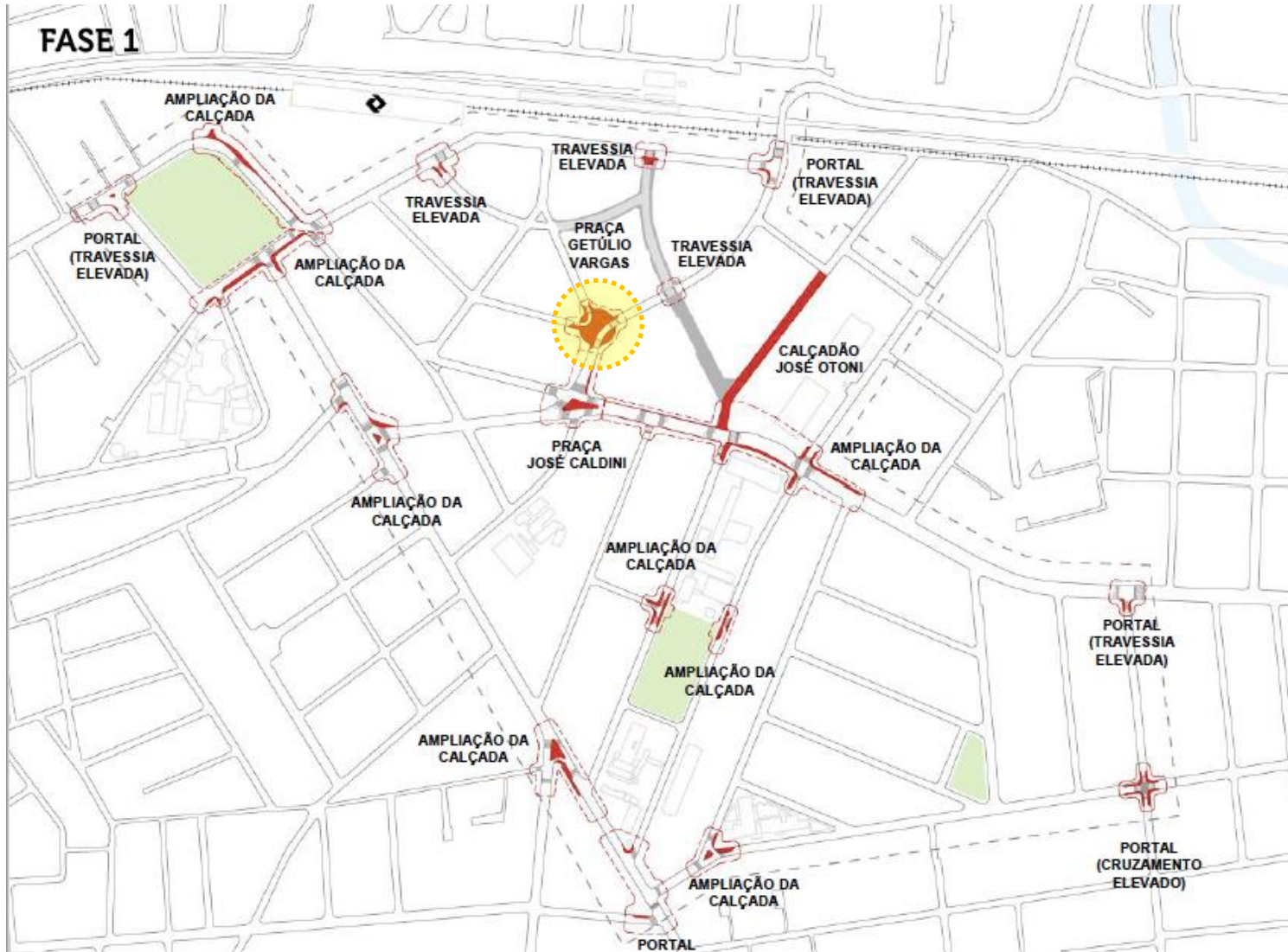
- It makes street transformation more **tangible**;
- It works as **capacity building** tool;
- Low cost and **replicable** interventions;
- It allows for testing and adjustments before major investments;
- It works as catalizer of long term change.

ITDP's experiences in Brazil

2014 – Florianópolis and Rio de Janeiro



Capacity building workshops for public government in Florianópolis and Rio de Janeiro



BEFORE

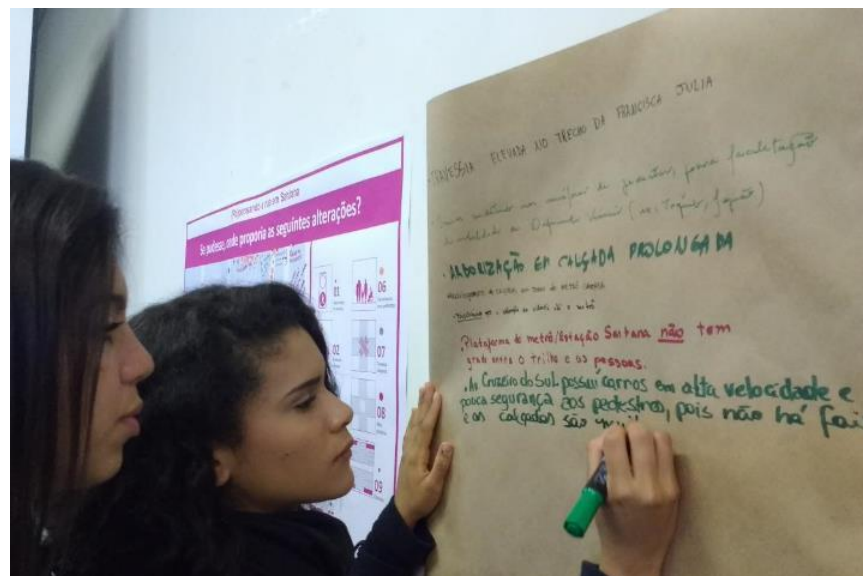


AFTER

1-day pop up
Leadership: BIGRS, NACTO-GDCI, ITDP
Support: City of São Paulo

Photo: Miguel Jacob





OFICINA E DISCUSSÃO DE IDEIAS

quinta-feira, 24 de agosto

das 9h00 às 12h00 e das 18h30 às 21h30

Audatório da Prefeitura Regional Santana/Tucuruvi

Av. Tucuruvi, 808



INTERVENÇÃO URBANA TEMPORÁRIA

sábado, 16 de setembro

local a ser divulgado

Para maiores informações acesse: <http://itdpbrasil.org.br/bienal-santana>

Realização:



**Instituto de Políticas de
Transporte & Telecomunicações**



Citi Foundation



Parceiros:



VRI BRASIL | CIDADANIA E PARTICIPAÇÃO



2017 – Santana, São Paulo



1-day pop up
Leadership: ITDP, BIGRS, NACTO-GDCI, WRI
Partnership: City of São Paulo

Photo: Thomás Cavallieri

2017 – Santana, São Paulo



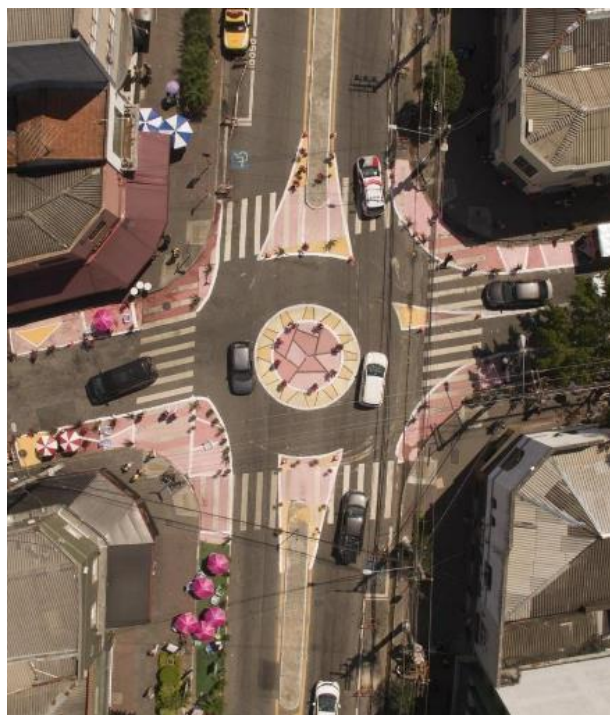
Photo: Ankita Chachra



2017 – Santana, São Paulo



Before



Pop-up intervention



Permanent implementation





Intervenção urbana temporária
(Re)pensando a rua em Santana
Relatório de Atividade

Março de 2018

Dr. César and Salete streets intersection

Data collected during pop-up intervention



86%
approved
street
design



82% wanted it
to be
permanent



75% increase in
safe crossings
(by pedestrians)



40% increase in
yielding
(from 12% to
19%)

Data collected after permanent implementation



89% pedestrians
72,5% drivers
feel safer at the intersection
after the redesign



32%
Average speed reduction at the
intersection

Pop-up intervention
process and results
report.

2018 – José Bonifácio, São Paulo

3-day pop-up intervention
Leadership: City of São Paulo
Support: BIGRS, NACTO-GDCI, ITDP and local organizations





Pop-up intervention



Permanent implementation

2018 – Tijuca, Rio de Janeiro

**20% more space for
pedestrians (1400 sqm).**

**87% of respondents would
like change to be
permanent.**

**3-day pop-up
Leadership: ITDP and City of Rio de Janeiro
Support: local organizations**

2018 – Tijuca, Rio de Janeiro

- 7-month process initiated with capacity building workshop;
- 50 public servants directly involved in the implementation process;
- 100+ people involved along the process, including volunteers.



2018 – Tijuca, Rio de Janeiro



2019 – Centro, Sorocaba





**3-day pop-up
Partnership ITDP and City of Belo Horizonte
Support: community organizations**

BEFORE



AFTER

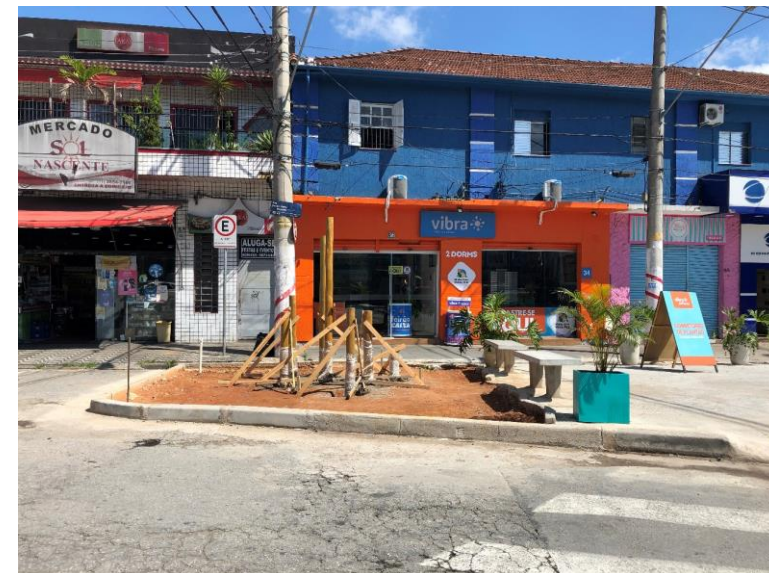


2019 – Penha, São Paulo





2019 – Penha, São Paulo



Lessons learned



- **Tactical urbanism initiatives are efficient tools to raise awareness about street design and use and its potential to impact quality of life, even if permanent implementation takes long;**
 - They help disseminate concepts to technical staff, decision makers and communities alike, inciting parallel processes;
 - They should be seen as recurring street design tools and not as single events;
- **Permanent implementation is still a challenge in Brazil;**
 - Data and surveys are important, but political will is also crucial;
 - Find champions who help you maintain community and public servants engagement after the pop-up;
 - Keep an eye open for implementation opportunities: can it be included at any ongoing or new contract?
 - Final implementation design needs improvement;
 - Build local connections and institutional arrangements to ensure long-term maintenance.



Thank you!
Obrigada!

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