



# **Transporte Ativo**

**Final report for project  
TA60108017**





Rio de Janeiro, April 1<sup>st</sup>, 2009.

## Objective

The objective of this final report, is to describe the activities done in the project TA60108017.

## Activities

	<b>Cyclist</b>	<b>Bicycle</b>	<b>Infrastructure</b>
<b>Direct Poverty Reduction</b>	1.1 Vaga Viva 1.2 Desafio Intermodal 1.3 Pedal Eleitoral 1.4 Seminários & Workshops 1.5 CicloCinema 1.6 Blog, Website & Newsletter		3.1 Sulamerica
<b>Civil Society Organization</b>	4.1 Set up training course for UCB		6.1 Training for technicians of municipality of Rio 6.2 Advise municipality on public bikes + infrastructure
<b>Policy Influence</b>	7.1 Encourage employers to implement cycling policies		



## 1.1 Vaga Viva Project report

### ***Introduction***

This project report describes the proceedings of the Vaga Viva (live parking place) project as is described in the contract TA60108017

### ***Main objective***

The goal of this project funded by the BPP is to aware people about public land use.

- Creating livable cities by using parking spaces as meeting place. Two parking places turned into leisure area, with benches, magazines, plants, chairs etc. There people could sit and read, play guitar etc. We also parked a small plastic toy car with a parking ticket to fit within the regulations. It has been done once a year since 2006.

### ***Comment***

Each year it gets better. People seem to be more aware of global warming and they get more interested in actions like this. It is also useful to understand the meaning of street space. It's easier to intervene than in previous editions. Many of the passer by, think it is a good idea to have it in different areas of the city or do it more times a year. Some of them showed interest in making it in their own neighbourhood.

This year people interacted much more with the space and we also had a contribution from a street poet who performed his poems dancing.

It was really a pleasure to get in touch with so many different people in just one day.

### ***Activity***

September 19<sup>th</sup>

### ***Planned results***

50 people use the Vaga Viva, 5 media coverage

### ***Achieved Results***

1. Data about activity
2. Media coverage
3. Photos
4. Video
5. Blog

# 1. Data about activity



- People that stops to ask and talk about : 48
- Friends Visits: 18
- Institutions visits : 5
- Metrô Rio - Subway company
- Cet-Rio - Traffic Engineering Company
- IBase - Social NGO tha works with the poor.
- Eco Focus – Eco-design Company
- Banco do Brasil - asking for details on how to build a bicycle park at the Bank Central Building.

Between 12 and 14 PM around 1410 crossed the Vaga Viva in each our. We estimate that 7 thousand people crossed the space during the 10 hours we were there.

I had 2 work meetings at the Vaga Viva

Distribution of 500 awareness flyers and



500 educational folders.



## 2. Media Coverage



Newspaper: Jornal O Globo

[http://www.ta.org.br/site/Banco/5imprensa/Globo\\_20\\_09\\_08.jpg](http://www.ta.org.br/site/Banco/5imprensa/Globo_20_09_08.jpg)

TV: Globo Dom Dia Rio

<http://www.ta.org.br/Videos/vv08tvg.wmv>

TV: Globo RJ TV 1ª edição

<http://www.ta.org.br/Videos/vv08tvg.wmv>

Newspaper O Dia On Line

[http://odia.terra.com.br/rio/htm/vaga\\_viva\\_conscientiza\\_cariocas\\_sobre\\_o\\_transito\\_200498.asp](http://odia.terra.com.br/rio/htm/vaga_viva_conscientiza_cariocas_sobre_o_transito_200498.asp)

Globo Online

<http://tinyurl.com/5waj94>

Rua Viva Blogspot

<http://ruaviva.blogspot.com/2008/09/jornada-em-verso-carioca.html>

Website: Portal Terra

<http://tinyurl.com/6zmpbt>

Blog Informaivo Rio

<http://informativorio.blogspot.com/2008/09/vaga-viva-conscientiza-cariocas-sobre.html>

Newspaper: Jornal do Comércio – no link

TV: Rede Brasil Notícias do Rio – no link

## 3.Photos:

<http://www.ta.org.br/site/IMG/VagaViva2008/index.html>

## 4.Videos:

Portuguese: <http://www.ta.org.br/Videos/vv08.wmv>

English; <http://www.ta.org.br/Videos/vv08i.wmv>

## 5.Post at TA's blog:

<http://blog.ta.org.br/2008/09/22/vaga-viva-2008/>



## 1.2 Desafio Intermodal report

### Commuter Challenge

#### **Introduction**

This project report describes the proceedings of the Desafio Intermodal (commuter challenge) project as is described in the contract TA60108017

#### **Main objective**

The goal of this project funded by the BPP is to aware people about the efficiency of a bicycle in city commuting and to give data about cycling to the municipality.

#### **Activity**

18th December. 6pm.

It started at Central Station in City Center, going to Praça Antero de Quental in Leblon , passing trough a check point at Cantagalo Metro Station.

##### **Modes:**

Bicycle 1: Men, 24 speed bike,

Bicycle 2: Girl, single speed bike

Bicycle 3: Men, 24 speed bike using bicycle paths as most as possible.

Motorbike

Car

Taxi

Metro – Bus connection

Bus

##### **Scores:**

##### **Objective:**

Time, distance, expenses, energy consumption, Pollution, CO<sup>2</sup>,

##### **Subjective:**

five questions to be answered just after finish marking 0 for bad and 10 for good.

Easy of use

Security

Comfort

Conflicts

General

With these numbers we create a ranking for the modes, an objective, a subjective and an overall.

### **3. Data about activity**

Here are the data tables collected during the challenge

Finish table

Finish		Time	Costs	Energy Cons.	Polution	CO <sup>2</sup>
1º	Moto 125 cm <sup>3</sup>	Parcial: 17'	R\$ 1,40	14,80	34 - 6,3 - 3 = 43,3	2035
	18,5 km	Total: 34'				
2º	Bicicleta Masculino	Parcial: 44'	R\$ 0,00	0,96	0	0
	16,5 km	Total: 59'				
3º	Bicicleta Ciclovia	Parcial: 46'	R\$ 0,00	0,96	0	0
	18,5 Km	Total: 63'				
4º	Carro 1.6 álcool	Parcial: 38'	R\$ 3,00	74,40	7,5 - 4,95 - 4,2 = 16,95	1500
	16 km	Total: 66'				
5º	Bicicleta Feminino	Parcial: 53'	R\$ 0,00	0,96	0	0
	15,5 km	Total: 72'				
6º	Metrô / Ônibus	Parcial: 31'/49'	R\$ 2,60	3,67 / 2,14 = 5,81	24 - 4,2 - 31,8 = 60	1166
	15 km (6 km bus)	Total: 76'				
7º	Taxi (GNV)	Parcial: 50'	R\$ 39,80	74,40	36 - 5,4 - 10,8 = 52,2	2666
	18 km	Total: 77'				
8º	Ônibus	Parcial: '	R\$ 2,20	6,24	60 - 10,5 - 80 = 150,5	3875
	15,5 km	Total: '				
		Minutes	Reais	Megajoule	CO - HC - Nox	grs
Total:			R\$ 49,00	178,53	322,95 grs	11242

### Objective Results Table

	RESULTADOS OBJETIVOS						Soma	Average	Colocação			
	Tempo	Despesa	C/Energia	Poluição	CO <sup>2</sup>							
Bicicleta Masculno	7	7	7	7	7	35,00	8,75	1º				
Bicicleta Feminino	3	7	7	7	7	31,00	7,75	3º				
Bicicleta Ciclovia	6	7	7	7	7	34,00	8,50	2º				
Metrô Ônibus	4	3	5	2	5	19,00	4,75	5º				
Ônibus	1	4	4	1	1	11,00	2,75	7º				
Moto	8	5	3	4	3	23,00	5,75	4º				
Carro	5	2	1,5	5	4	17,50	4,38	6º				
Taxi	2	1	1,5	3	2	9,50	2,38	8º				
						180,00						
						36,00	36,00	36,00	36,00	36,00	180,00	

### Subjective Results Table

	RESULTADOS SUBJETIVOS					Soma	Average	Colocação				
	Praticidade	Segurança	Conforto	Conflitos	Geral							
Bicicleta Masculno	9	8,5	9	7,5	8,5	42,50	2,13	2º				
Bicicleta Feminino	8	7	10	7	8	40,00	2,00	3º				
Bicicleta Ciclovia	10	8	10	9	9	46,00	2,25	1º				
Metrô Ônibus	8	7,5	8	7	8	38,50	2,00	5º				
Ônibus						0,00	0,00	8º				
Moto	10	7	7	5	7	36,00	1,75	6º				
Carro	4	10	10	3	8	35,00	2,00	7º				
Taxi	7	7	7	10	8	39,00	2,00	4º				
						277,00						
						56,00	55,00	61,00	48,50	56,50	277,00	



## Ranking 2008

2008		objetivo		subjetivo	média geral	Colocação Geral
Bicicleta Masculno	1º	8	2º	7	7,5	1º
Bicicleta Ciclovía	2º	7	1º	8	7,5	1º
Bicicleta Feminino	3º	6	3º	6	6	3º
Metrô Ônibus	5º	4	5º	4	4	4º
Moto	4º	5	6º	3	4	4º
Taxi	8º	1	4º	5	3	6º
Carro	6º	3	7º	2	2,5	7º
Ônibus	7º	2	8º	1	1,5	8º

Three years comparison and ranking.

Ranking	2006	2007	2008	total	
Bicicleta Masculno	1	3	1	25	1º
Bicicleta Feminino	3	1	3	23	2º
Bicicleta Ciclovía	2	5	1	22	3º
Bicicleta Metrô	5	1		14	4º
Metrô Ônibus	4	9	4	13	5º
Moto	6	8	4	12	6º
Carro	8	4	7	11	7º
Taxi		5	6	9	8º
Ônibus	7	7	8	8	9º

## 4. Media Coverage



No media coverage but

**Post at TA's blog:**

<http://blog.ta.org.br/2008/12/29/campea-regularidade/>

### **3. Photos:**

[http://www.ta.org.br/site/img/III\\_DI\\_carioca/](http://www.ta.org.br/site/img/III_DI_carioca/)

### **4. Comments**

It's always a great happening! The numbers are always great to see and are very useful to promote the city bicycle use.

Doing it every year we can make a comparison between these modes in each year.

You can see more about this Commuter Challenge at the final report at:

<http://www.ta.org.br/site/Banco/5imprensa/Desafio/RDITA.pdf>

### **Planned results**

1,000 people reached:

5 media coverage + # listeners/viewers/watchers

### **Achieved Results**

No media coverage, think as a "cold issue" and with lots of things happening this time of the year, the media was not there.

The thousand people is going to be reached at the website, the blog's post and by communication inside the cycling community.



## **1.3 Pedal Eleitoral report**

### ***Introduction***

This project report describes the proceedings of the Pedal Eleitoral project as is described in the contract TA60108017

### ***Main objective***

The goal of this project funded by the BPP is to show, aware people about public land use. Pedal Eleitoral "election ride". Every 2 years (every 4 years municipality and every 4 years federal) everyone has to go voting. Traffic big mess, place for voting is far away. Voting is obligatory, "bank holiday". Make a caravan with big group of voters, passing by different voting places, the people go in the voting office when they pass theirs.

### ***Activity***

5th and 26th October

## **5. Data about activity**



### **Planned results**

30 people participating

### **Achieved Results**

1<sup>st</sup> round 11 people, 50kms ride

2<sup>nd</sup> round 9 people, 47kms ride

## **6. Media Coverage**



No media coverage but

### **Posts at TA's blog:**

<http://blog.ta.org.br/2008/10/01/pedal-eleitoral-2008/>

<http://blog.ta.org.br/2008/10/23/pedal-eleitoral-o-segundo-turno/>

### **3. Photos:**

<http://www.ta.org.br/site/img/pedel21/>

<http://www.ta.org.br/site/img/pedel22/>

### **4. Comments**

It was really nice to see surprised people stucked in their cars watching us cycling trough the traffic jam to go vote. Next time we need to make a call for participate early in the year. We did a little bit close to the date and it doesn't reach many people in time.

But anyway it is a good way to show people on the streets that you can go easier by bike even to vote .



## 1.4 Seminars and Workshops report



### **Introduction**

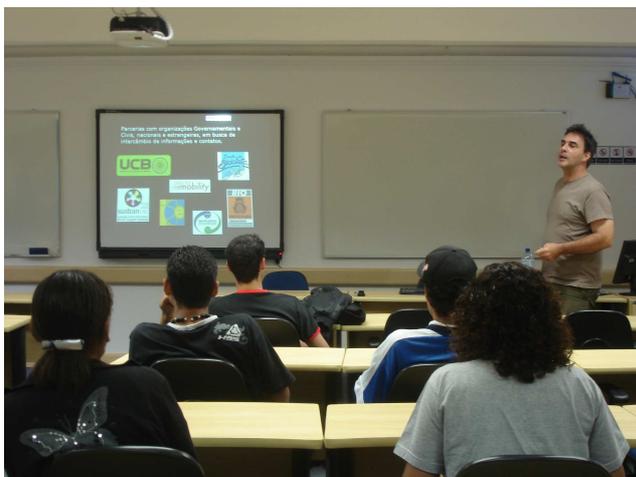
This report describes the proceedings of the Seminars and workshops project as is described in the contract TA60108017

### **Main objective**

The goal of this project funded by the BPP is to bicycle awareness to students, bicycle delivery services and their bosses.

### **Activity**

Moved to end March 2009 but scheduled to be done in June.



## 7. Data about activity

### Planned results

50% understand the benefits and rights of cyclists, increased number of students going to school by bicycle (compare count before and after training), 5% students indicate to be more willing to use bicycle after the training

### Achieved Results

34 alunos 12 a 14	dia 19 de maio EP ZO
14 multiplicadores SMA	dia 27 de maio Capacitação Agentes Ambientais
54 alunos 12 a 14	dia 28 de maio EP ZO
24 alunos universitários	dia 02 de junho PUC
220 alunos 12 a 14	dia 17 de junho Escola Parque

## 2. Comments

Due to end of yearly school period, the schools we visited to talk about the seminars asked us if it's possible to do it at the beginning of the school year in March. For us is ok and I think even better than in previous date because students are going to be with fresh minds after holyday and more open to receive new information. I-CE agreed to extend the end of the project to march 2009.

We are already in contact with 2 public schools and 1 class "A" paid School, ACL - Leblon's Commercial Association and SAC - Copacabana Friends Society, to make presentations to all target groups starting in March. We still discussing the schedule with public schools, ACL and SAC. For the class "A" School, called Escola Parque, everything is right, there are going to be 8 presentations for a total of 480 students from twelve to eighteen years old, during the Environment Week in June, 8<sup>th</sup> to 11<sup>th</sup>.



## 1.5 Ciclo Cinema report

### Introduction

This report describes the proceedings of the Ciclo Cinema project as is described in the contract TA60108017

### Main objective

The goal of this project funded by the BPP is to every last Wednesday of the month in an auditorium show bicycle films for free for everyone..

### Activity

1st September	at Circo Voador
29th October	at Recicloteca
26th November	at Recicloteca
17th December	at Recicloteca

## 8. Data about activity



### Planned results

10 new people attending

### Achieved Results

September	18 people
October	6 people
November	8 people
December	13 people

## 9. Media Coverage

Radio Interview

<http://www.ta.org.br/site/Banco/5imprensa/RMEC220908.WAV>

Rua Viva blogspot

<http://ruaviva.blogspot.com/2008/09/jornada-em-verso-carioca.html>

## 10. Photos & Video



September video:

<http://circodigital.org.br/2008/09/>

Photos at:

<http://www.ta.org.br/site/img/cc>

## 11. Comments

It went on every month, but with only a few persons in each edition.

It was always very nice and generated lots of conversations about the issue but we are not satisfied with this result and are not going to continue in 2009.



## 1.6 Blog, Site e Newsletter

### **Introduction**

This project report describes the proceedings of the Blog, Site & Newsletter project as is described in the contract TA60108017

### **Main objective**

The goal of this project funded by the BPP is to promote a different understanding of bike as a transport mode spreading bicycle culture, facts and data to bicyclists, skaters, pedestrians, city planners, activists and anyone who wants to learn about sustainable mobility and livable cities.

### **Activity**

From September to December

## 1,Data about activity



### **Planned results**

Blog (25,000 visits a month), website (15,000 visits a month) & bi-monthly newsletter

## Achieved Results

### September **34.292 visits**

#### SITE

Downloads. 12832

Visits 14 394 + 17 % compared to same period in 2007

Daily average 479

Overall: 268 087

#### BLOG

17 posts, that can be seen at:

<http://blog.ta.org.br/2008/09/>

Visits: 19 898 + 40 % compared to same period in 2007

Daily average 663

Overall: 335 245

#### SITE + BLOG

Visits **34 292** + 30 % compared to same period in 2007

Daily average : 1.143

Overall; 603 332

### October **30.801 visits**

#### SITE

Downloads. 10312

Visits 12293 + 2,5 % compared to same period in 2007

Daily average 396.5

Overall: 280 380

#### BLOG

17 posts, that can be seen at:

<http://blog.ta.org.br/2008/10/>

Visits: 18508 + 52 % compared to same period in 2007

Daily average 597

Overall: 353 753

#### SITE + BLOG

Visits **30 801** + 45 % compared to same period in 2007

Daily average : 993

Overall; 634133

## September / October newsletter #19

<http://www.ta.org.br/site/News/newsletter19.htm>

The bimonthly newsletter #19 was sent to all TA members and friends, about 350 people. plus the ones that visit it at the website.

## **November 28.529 visits**

### **SITE**

Downloads. 9092

Visits 11 958 + 11% compared to same period in 2007

Daily average 398

Overall: 292 338

### **BLOG**

21 posts, that can be seen at:

<http://blog.ta.org.br/2008/11/>

Visits: 16 571 + 15% compared to same period in 2007

Daily average 552

Overall: 370 324

### **SITE + BLOG**

Visits **28 529** + 14% compared to same period in 2007

Daily average 951

Overall; 662 662

## **December 26.376 visits**

### **SITE**

Downloads. 9169

Visits 9508 + 32 % compared to same period in 2007

Daily average 306

Overall: 301846

### **BLOG**

19 posts, that can be seen at:

<http://blog.ta.org.br/2008/12/>

Visits: 16868 + 46 % compared to same period in 2007

Daily average 544

Overall: 387192

### **SITE + BLOG**

Visits **26376** + 41 % compared to same period in 2007

Daily average 850

Overall; 689038

## **November / December newsletter #20**

<http://www.ta.org.br/site/News/newsletter20.htm>

The bimonthly newsletter #20 Released on January 10<sup>th</sup> and sent to all TA members and friends, about 350 people. plus the ones that visit it at the website.

All website data can be seen at:

<http://relatorios356.locaweb.com.br/>

username: transporteativo-relatorio

password: relatorio

Blog data can be sent as file, just ask for it.

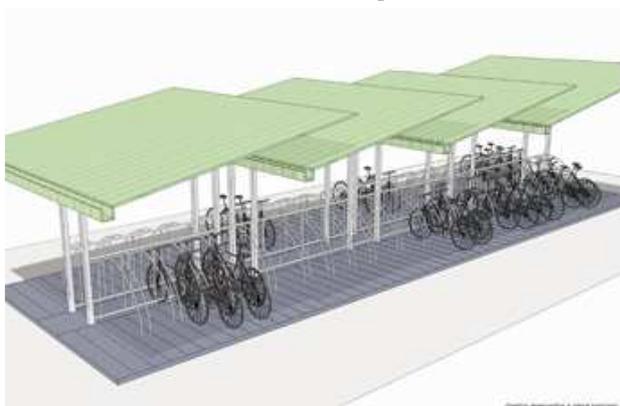
## 2. Comments



For next year we're planning an English version for the Blog and newsletter. For a non advertisement or commercial website and been about a very specific issue, the visits at TA website and blog is very impressive. In the last 2008 quarter it had **119998** visits and **41405** downloads of videos, technical and promotional files and presentations, for the whole year **379384** visits and **135.617** downloads. We feel very glad with this result.



### 3.1 Sul América report



#### ***Introduction***

This report describes the proceedings of the Sul América project as is described in the contract TA60108017

## Main objective

The goal of this project funded by the BPP is to qualify bicycle parking facilities on the streets, at Stations and Universities.

## Activity

During the last quarter of 2008 we had several meetings and test drives in equipments always trying to aware about the necessity of have a good infrastructure.

## 12.Data about activity



### Planned results

Quality bicycle parking facilities

### Achieved Results

For the university Parking place, after some meetings and a test drive in the designed model, we gave some ideas that changed the design and made the parking place looks clear and with added space for more about 40 bikes and less expenses in materials. It was open to public in November 27<sup>th</sup> but we still talking with Sul América and PUC about some ad ons to be a better parking place. At the opening day many users, asked about details we had already talked about, after that Sul América guys asked us to have a new meeting to talk about this. I'm sure we can improve it even more. For the street cycle parks we could convince the company to move from a really poor model of support, with no stability, hard to recognize as a parking place and not safe enough to secure lock your bike. Now they are using a much better model, like an inverted "U" that is known by cyclists as support for parking bikes, is very firm and easy to lock a bike.



Early model



Actual model

## 13.Report for Sul América.

The report sent to Sul América [can be found here](#):

### **3. Comments**

The company wants to promote the bicycle use but there's a lack of information on what is good and what is bad for cyclists, Our intervention was of great value for the company and for Rio's cycling commuters.

As scheduling the meetings and tests depends on Sul América's and not on TA's suggestions we could only work half of the time scheduled for this project.



### **4.1 Set Up Training Course for UCB**



#### ***Introduction***

This project report describes the proceedings of the project Set Up Training Course for UCB as is described in the contract TA60108017

#### ***Main objective***

The goal of this project funded by the BPP is making project 6.1 replicable in other cities by other CSOs. Seminar for CSOs in UCB in November 2008.

Project 6.1 is: Training for technicians of municipality. Traffic engineers in Brazil don't know much about the bicycle. The training is made in 3 parts:

- Introduction to bicycle word: what is the bike (history, social involvement, environmental)
- Infrastructure: what kind of infra exists today in the world
- Rules and regulations in Brazil, Rio

#### ***Activity***

November 15<sup>th</sup>

It was supposed to be done in two days, but Bicicultura Schedule were late so we decide to do everything in just one day.

## Planned results

2 people of 12 CSOs capacitated to do the training in their municipality

## Achieved Results

6. Data about activity
7. Photos
8. Video
9. Blog

### 1, Data about activity



There was 29 people from 9 CSOs and 5 government departments.

All of them received as training material a CD similar to this link:

<http://www.ta.org.br/educativos/imc/>

With all presentations open to edit with local data and photos and a draft for release and contract.

### 2.Photos:

<http://www.ta.org.br/site/img/tcbuch>

### 3.Video:

We filmed all the training with two cameras, now editing, and all attendants will receive a DVD to review whenever they want.

The video is going to also be available at TA website.

Soon we will send the link.

### 4. Posts at TA's blog:

<http://blog.ta.org.br/2008/12/01/capacitacao-cicloviaria/>

[English translation](#)

<http://blog.ta.org.br/2008/11/18/voar-pedalar-2/>

<http://blog.ta.org.br/2008/11/17/bicultura-primeiras/>

### 5.Comments

The training was great, be together with all those cycling promoters was a really nice experience.

Eighteen out of twenty nine people answered to a message asking how they're planning to use the information. Most of them are planning to replicate the course for local authorities to aware about the use of bicycles, some wants to adapt for presentations in universities and to spread the information inside a cycling group..

If needed, I can translate these messages and send the originals.



## 6.1 Training for technicians of municipality of Rio report

### *Introduction*

This report describes the proceedings of the Training for technicians of municipality of Rio and São Paulo project as is described in the contract TA60108017

### *Main objective*

The goal of this project funded by the BPP is to aware and train technicians of municipality of Rio and São Paulo about the “bicycle commuting world”.

### *Activity*

From October to December.

### **14.Data about activity**



#### **Planned results**

300 people trained

#### **Achieved Results**

352 people trained in 10 rounds. 4 in Rio with 128 people and 6 in São Paulo with 224.

#### **Content**

1<sup>st</sup> training (engineers and technicians) 3 parts:

- Introduction to bicycle word: what is the bike (history, social involvement, environmental).
- Infrastructure: what kind of infra exists today in the world.

- Rules and regulations in Brazil, Rio and São Paulo
- 2<sup>nd</sup> training (police and city departments that already use bicycles for their job):
- how to ride a bike in city (following laws and city riding tips)
- 3<sup>rd</sup> training (police and city departments that already use bicycles for their job):
- bicycle mechanics, so that they can help cyclists with mechanical problems and always get back to office riding

### **Process**

For the first we start talking about bikes, how many bikes people in the room has, how many casual riders and go along the bicycle history in a very easy way, going deeper in the subject as time goes by. It is a four hours session but it goes like 2hours.

You can see these three presentations here:

[http://www.ta.org.br/educativos/imc/IMG/IMC\\_01.pdf](http://www.ta.org.br/educativos/imc/IMG/IMC_01.pdf)

[http://www.ta.org.br/educativos/imc/IMG/IMC\\_02.pdf](http://www.ta.org.br/educativos/imc/IMG/IMC_02.pdf)

[http://www.ta.org.br/educativos/imc/IMG/IMC\\_03.pdf](http://www.ta.org.br/educativos/imc/IMG/IMC_03.pdf)

Second and third training are made half theory and half outdoor practice:

[http://www.ta.org.br/educativos/imc/IMG/IMC\\_04.pdf](http://www.ta.org.br/educativos/imc/IMG/IMC_04.pdf)

[http://www.ta.org.br/educativos/imc/IMG/IMC\\_05.ppt](http://www.ta.org.br/educativos/imc/IMG/IMC_05.ppt)

### **Baseline and after assessment of participants**

We did not made an Baseline assessment because Brazilian people tend to be late and we never had enough time to do it. But in most of the trainings we made an after assessment. More than 90% liked the training and said that was really nice to do it.

The after assessment from [Municipal Guard](#), you can see here: [originals in Portuguese](#), and assessment from [São Paulo also in Portuguese here](#).

### **2.Photos:**



<http://www.ta.org.br/site/img/imc/>

[http://www.ta.org.br/site/img/imc\\_sp/](http://www.ta.org.br/site/img/imc_sp/)

### **3.Blog**

<http://blog.ta.org.br/2008/11/26/patrolha-bem-feita/>

<http://blog.ta.org.br/2008/11/10/cet-sp-ta/>

## 4. Comments

It was supposed to have 300 people trained in one year, but this project has been a big hit and in five months more than 350 city planners and traffic agents has participated and are starting to understand how important the bicycle can be for a city. We expect to reach more than a thousand city planners and traffic agents in 2009.

The three trainings are good but the best one, that catch more attention and has better results are the first training if it's three presentations.

There was an opportunity to do it in São Paulo and it happened, we did there for six times and our expenses, on travel and food, was paid by ITDP / Clinton Foundation.

Project 4.1 is connected to this, it makes this project replicable in other cities by other local groups.



## 6.2 Advise municipality on PB + infrastructure report



### ***Introduction***

This report describes the proceedings of Advise Municipality on Public Bikes + infrastructure project as is described in the contract TA60108017

### ***Main objective***

The goal of this project funded by the BPP is to advise municipality on public bikes and also advising on implementation of bicycle facilities between SAMBA stations.

## Activity

From September to March 2009.

### 15.Data about activity



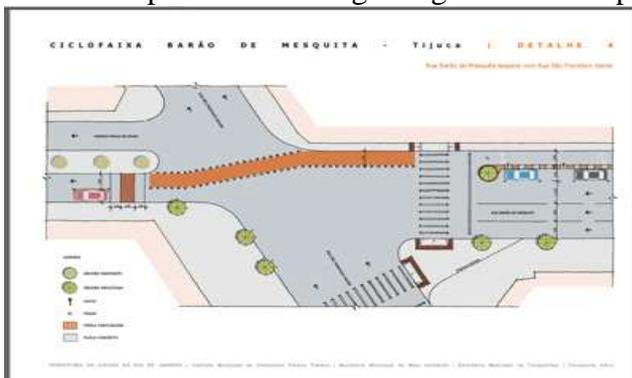
#### Planned results

Safe place for public bike users. Implementation of proposed network of 8 neighbourhoods.

#### Achieved Results

Complete and approved Project for Tijuca neighborhood and basic plans for Copacabana area including 30km zones.

Other area plans are coming along 2009 and implementation depends on Municipal Budget.



Tijuca first plans that were approved in December can be seen here:

[http://www.ta.org.br/site/area/arquivos2/ciclofaixa\\_barao\\_mesquita.pdf](http://www.ta.org.br/site/area/arquivos2/ciclofaixa_barao_mesquita.pdf)

### 16. Posts at TA's blog:

<http://blog.ta.org.br/2008/12/12/ritmo-da-samba/>

<http://blog.ta.org.br/2008/12/13/ter-e-usar/>

<http://blog.ta.org.br/2009/02/03/receita-para-samba/>

<http://blog.ta.org.br/2009/02/09/promocao-samba/>

<http://blog.ta.org.br/2009/03/03/como-utilizar-bicicletas-publicas/>

### 3.Media Coverage

G1 the largest Brazilian News website

[http://oglobo.globo.com/blogs/blogverde/post.asp?t=mais-duas-estacoes-de-bicicletas-publicas-no-rio&cod\\_Post=161077&a=592](http://oglobo.globo.com/blogs/blogverde/post.asp?t=mais-duas-estacoes-de-bicicletas-publicas-no-rio&cod_Post=161077&a=592)

#### 4. Photos:

<http://www.ta.org.br/site/img/bpc/>

#### 5. Comments

There are already 6 stations with 60 bikes, all in Copacabana. The solutions for the area are good and surprisingly different from previous cycling interventions in the city. I've proposed different solutions like large bicycle signs on the ground, showing photos and videos and together we found that it was the best solution for some of street's intervention. Figueiredo de Magalhães Street is going to have a bike lane [like this one in Quito](#),

Suggestions are made on a map at the office. Then a technical visit and technical ride on site is done to find needed changes. After the route is approved by the cycling work group it goes to CET, Traffic Engineering Company, to check circulation and flux interferences. Tijuca Plan is already on the go, in December it was approved and the new city administration is going to keep the schedule. Other route plans are going to be studied along the year as stations expands.

As scheduling the meetings and tests depends on city departments and not on TA we could only work part of the time scheduled for this project.



## 7.1 Encourage employers to implement cycling policies report

### *Introduction*

This report describes the proceedings of the 7.1 project as described in the contract TA60108017

## Main objective

The goal of this BPP project is to encourage employers to implement policies, which promotes bicycle use among employees.

## Activity

TA and MTB BH developed a virtual manual on how employers can promote bicycle use among employees. It is on the TA website since 28<sup>th</sup> September 2008.

At: [http://www.ta.org.br/Educativos/DOCS/De\\_bicicleta\\_para\\_o\\_trabalho.pdf](http://www.ta.org.br/Educativos/DOCS/De_bicicleta_para_o_trabalho.pdf)

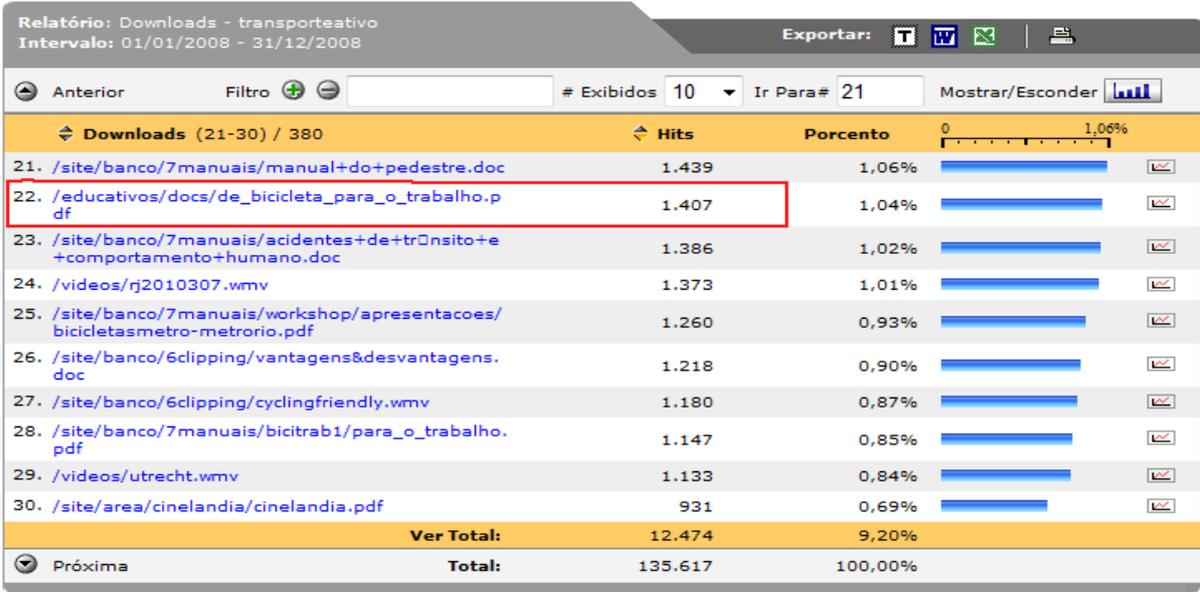
## 17.Data about activity

### Planned results

3 follow up contacts.

### Achieved Results

Only one gave us a spontaneous feedback since we didn't made a way to register each download. In 100 days the file was downloaded 1407 times, an average of 14 a day.



Downloads (21-30) / 380	Hits	Porcento	0	1,06%
21. /site/banco/7manuais/manual+do+pedestre.doc	1.439	1,06%		<input type="checkbox"/>
22. /educativos/docs/de_bicicleta_para_o_trabalho.pdf	1.407	1,04%		<input type="checkbox"/>
23. /site/banco/7manuais/acidentes+de+trnsito+e+comportamento+humano.doc	1.386	1,02%		<input type="checkbox"/>
24. /videos/rj2010307.wmv	1.373	1,01%		<input type="checkbox"/>
25. /site/banco/7manuais/workshop/apresentacoes/bicicletasmetro-metrorio.pdf	1.260	0,93%		<input type="checkbox"/>
26. /site/banco/6clipping/vantagens&desvantagens.doc	1.218	0,90%		<input type="checkbox"/>
27. /site/banco/6clipping/cyclingfriendly.wmv	1.180	0,87%		<input type="checkbox"/>
28. /site/banco/7manuais/bicitrab1/para_o_trabalho.pdf	1.147	0,85%		<input type="checkbox"/>
29. /videos/utrecht.wmv	1.133	0,84%		<input type="checkbox"/>
30. /site/area/cinelandia/cinelandia.pdf	931	0,69%		<input type="checkbox"/>
<b>Ver Total:</b>	<b>12.474</b>	<b>9,20%</b>		
<b>Total:</b>	<b>135.617</b>	<b>100,00%</b>		

This data can be seen here:

<http://relatorios356.locaweb.com.br/>

username: transporteativo-relatorio

password: relatório

or

[http://relatorios356.locaweb.com.br/session.cgi?sid=3114400707-](http://relatorios356.locaweb.com.br/session.cgi?sid=3114400707-0000000005&app=urchin.cgi&action=prop&rid=16890&bd=20080101&ed=20081231&dt=1&dte=0&n=10&vid=1211&g=21&gtype=5)

[0000000005&app=urchin.cgi&action=prop&rid=16890&bd=20080101&ed=20081231&dt=1&dte=0&n=10&vid=1211&g=21&gtype=5](http://relatorios356.locaweb.com.br/session.cgi?sid=3114400707-0000000005&app=urchin.cgi&action=prop&rid=16890&bd=20080101&ed=20081231&dt=1&dte=0&n=10&vid=1211&g=21&gtype=5)

And still going on, in 2009 it was downloaded 1386 times.

## 2. Posts at TA's blog:

<http://blog.ta.org.br/2008/09/29/de-bicicleta-para-o-trabalho/>

## 4. Comments

The idea of translating this manual to other languages was well received by other TA members.

It is a compilation of others works, as described in the back cover:

"This Manual was elaborated by Transporte Ativo and Mountain Bike BH based on the guides:

- Bike to Work Guide: Steps to Encourage bicycle commuting at your workplace, 2002, Chicagoland Bicycle Federation.

- The Cycle-Friendly Workplace: your step by step guide, 2003, BicycleVictoria."

Even though our work was based on Manuals written in English, we believe our version is more adaptable to other realities than the originals.

As a way of spreading this kind of information to other Latin American countries, we believe it would be a good idea to translate our manual to Spanish. It would then be made available to a vast population in Latin America and other countries. Transporte Ativo and MTB-BH are already translating the manual with Spanish support from Ciudad Viva.

The number of downloads were far beyond our expectations.



## Total Budgeting

All original receipts of expenditures are available.

<i>Cost items:</i>	<i>Details:</i> Currency 1 Euro = 2.4 Reais	<i>Amount local currency</i>	<i>Amount Euros</i>
<b>Total Amount</b>		<b>23,671</b>	<b>9,863</b>
<b>Amount received</b>	80%	<b>18.938,40</b>	<b>7.891</b>
<b>Amount spent</b>		<b>17.480.86</b>	<b>7283.69</b>
Staff	1.1	2.360	983.30
	1.2	480	200
	1.3	720	300
	1.5	1.920	800
	1.6	3.840	1.600
	3.1	960	400
	4.1	2.880	1.200
	6.2	1800	750
Materials	1.1 magazines	0	0
	1.2 gifts	80	33.30
	1.5 food and drinks	117	48.75
	4.1 training material	119.76	49.90
Operational costs of CSO	1.6 hosting	236	98,33
	4.1 dsa + hotel	632.12	263.39
Transport	1.1 transport	200	83.30
	1.2 transport	48.50	20.20
	4.1 2x rio – Brazilia @	1087.48	453.11
	1.3		

<b>Amount Remaining</b>	In our bank account.	<b>1.457.54</b>	<b>607.31</b>
<b>Amount waiting for project output</b>	1.4 Total Project	<b>3.600</b>	<b>1.500</b>
<b>Total expenses</b>	Will be when all projects finishes.	<b>21.080</b>	<b>8783.33</b>
<b>Amount needed</b>	To pay everything left In todays rate 2,9 = € 73877	<b>2.142.46</b>	<b>892.69</b>
<b>Amount supposed to be received</b>	20% In todays rate 2,9 = € 163193	<b>4.732.60</b>	<b>1.972</b>
<b>Amount saved</b>		<b>2.590,14</b>	<b>1.079.22</b>

