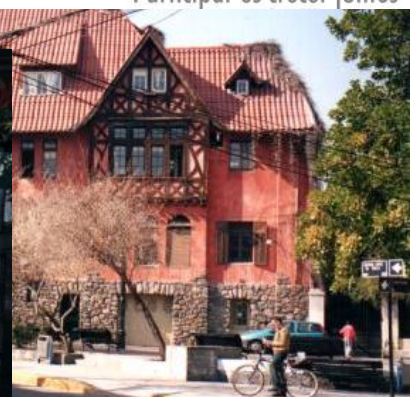


Ciudad Viva Bellavista, Santiago, C



Transporte para a EQUIDADE.



**Planejamento ciclo-inclusivo e transporte público:
O papel das organizações da sociedade
civil (não somente ONGs)**

Lake Sagaris, MSc. Planning & Community Development,
Ciudad Viva (Living City), Santiago, Chile.
Capacitación, Rio de Janeiro, 26 Noviembre 2007



O propósito central de qualquer sistema de transporte urbano é assegurar que as **pessoas** tenham **acesso** aos bens da cidade: o trabalho, a educação, suas necessidades.



E para isso, é necessário envolvê-las em todas as suas dimensões: o emocional, o corporal, o espiritual; e acima de tudo, o social...

¿O que é a sociedade civil?

Esse espaço onde "tu" e "eu" nos convertemos em "nós", Benjamín Barber

Organizações Não Governamentais (NGO) - grupo pequeno de pessoas com ideais e objetivos afins

Organizações Comunitárias de Base (OCB) - grupos de médio e grande porte, muito heterogêneos, com certos objetivos em comum, mas muito diversos. Podem ser territoriais (juntas de vizinhos) ou temáticos (união de ciclistas)

¿Por que a sociedade civil?

- Porque é um lugar importante de **inovação**
- Porque **constrói relações horizontais**, sendo assim um espaço ideal para a participação cidadã e o encontro cidadão/autoridade
- Porque **opera em um espaço (territorial o temático) "micro"**, onde é difícil para o Estado atuar efetivamente
- Porque o "sozinho" participa em instâncias, sem **criar organizações capazes de acumular conhecimento e capacidade.**

Por tudo isso, é um espaço ideal para que se consiga mudanças importantes nas pessoas

A participação cidadã é a prática cotidiana da democracia

A group of diverse people, including men and women of various ages, are walking outdoors under a modern architectural structure. They are holding a long white banner with bold black text. The banner also features a red border at the bottom with a website and a phone number. The scene is brightly lit, suggesting a sunny day.

**MUEVETE POR UNA
CIUDAD MEJOR**

www.ciudadviva.cl

Tel. 737 30 72

Constrói

- **Conhecimentos**
- **Capacidades**
- **Compromissos**

Novas estruturas de campanhas incentivam a organização de base

Twenty's Plenty Initiative

Half of all road injuries occur on urban roads within 30mph speed limits.

North Lanarkshire is the only council in Scotland to have introduced the 20's Plenty scheme in all residential areas.

These engineering works are now being supported regularly by publicity campaigns, organised to remind drivers of the need for lower speeds in housing areas, particularly when children are around. There are resource packs available as part of the publicity campaign and have been designed to assist individuals or local community groups organise a publicity campaign to support the 20's Plenty initiative.

Although we are trying to get speeds in housing areas down to 20mph it is worth remembering that even a 1mph reduction in speed can result in a 5% reduction in casualties.

These notes are a brief guide to help organising a local 20's Plenty publicity campaign.

Organising a Campaign

A campaign can be organised either by a concerned individual or a group of people working together as a team. There is more chance of success where a small group works together, sharing ideas and responsibilities for different aspects of the campaign...

www.northern.gov.uk/living-here/roads-and-transport/road-safety/twenty-s-plenty-initiative.html

**As campanhas podem ser
mais ou menos conflitivas ou
envolvem propostas.**



Coordinadora pro Derechos Urbanos



DECLARACIÓN CIUDADANA DE DERECHOS URBANOS

COMISIÓN DE DERECHOS URBANOS DE FECHA 16.11.2005

PREÁMBULO.

Considerando que la libertad, justicia, tolerancia y seguridad son valores y principios a los que debe siempre aspirar una sociedad democrática;

Entendiendo que la democracia es un sistema de gobierno que tiene por principios fundantes y coexistencia a la soberanía popular y a los derechos fundamentales de las personas;

Reconociendo que la democracia representativa se ha consolidado como forma de gobierno;

Comprendiendo que las ciudades son espacios sociales en los cuales se debe y puede profundizar la democracia representativa, tanto mediante la participación activa de los ciudadanos como por la defensa, promoción y respeto de sus derechos fundamentales;

Assumiendo el desafío de profundizar la democracia representativa requiere que las personas seuman sus derechos y cumplan con sus deberes ciudadanos;

Las personas y organizaciones abajo firmantes suscriben la siguiente Declaración de Derechos Urbanos:

Toda persona tiene derecho a:

La permanencia en el mismo barrio, sector o comuna cuando existan intervenciones urbanas.

La participación ciudadana en el diseño, desarrollo, aplicación y gestión en las políticas e intervenciones urbanas. Este derecho debe ser promovido por el Estado en forma temprana, en todas sus etapas, financiado y vinculante.

**As campanhas das organizações comunitárias
podem pressionar e apoiar políticas de
transporte mais sustentáveis**

Festivais de rua abrem o apetite para mais e melhores espaços públicos



Os processos de longo prazo requerem a construção de uma capacidade comunitária



[VISION 2020 Home](#)
[Building a Strong Foundation \(City, OP, Social Development Strategy\)](#)
[RENEWAL, 2001](#)
[The VISION](#)
[Recent Council Decisions](#)
[Get Involved](#)
[Resource Centre](#)
[What's Happening?](#)
[Talk Back](#)
[Initiators Report Summary](#)
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[City of Hamilton Home](#)



Catalyst Award International Transit Project

1992

2004



City Action Inventory



Business Matters



Community Action

On September 24, 2008 Hamilton City Council renewed their commitment to VISION 2020 as the Vision of a vibrant, healthy sustainable future shared by local government, citizens, businesses, groups and organizations.

During the 10-year anniversary review of VISION 2020 Hamilton clearly voiced a commitment to working together to make the Vision a reality. The message was clear: "Let's get to work!"

In Hamilton Ontario, citizens, city workers, councillors, business, industry, community groups and institutions all work towards our shared VISION for the community.

The VISION describes Hamilton as a "sustainable community". This states Hamilton a place where social, health, economic and environmental issues are jointly considered as we make decisions. In Hamilton, we look after the environment, look after each other, and create safe and healthy places to live, work and play.

VISION 2020 is the collection of goals, strategies, actions and measurements to make the VISION a reality and track our progress along the way. VISION 2020 considers what we do and how we do it - everyday decisions and the major decisions, both and come together to create the future we want.

CONGRATULATIONS!
To all the 2004



Sustainable Community Recognition Winners

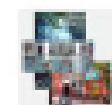
Direct Links

[What is VISION 2020?](#)
[Timeline & History](#)
[Foundation Principles](#)
[Goals](#)
[Strategies](#)
[Initiators & Progress](#)
[Awards & Recognition](#)
[Corporate Training](#)
[Hot Stuff](#)
[Suggestion Box](#)
[Presentations](#)

[Green Fleet Transition Plan](#)



[Trade Edition Line](#)



[Climate Change](#)



[B.A.S.F. Hazardous Waste Volume 1](#)



2020 programs

As campanhas enfocam ângulos e grupos objetivo-específicos



Welcome

Information Service Tel. 0117 915 0100 email: schools@sustrans.org.uk

saferoutes
SAFE ROUTES TO SCHOOLS



“ How Do I Get Involved? ”

I'm a
Parent



I'm a
Teacher



I'm a
Local Authority



I'm a
Pupil



I'm a
Governor



<http://www.saferoutetoschools.org.uk/index.php>

Programas nas
escolas
organizados
pelos próprios
pais,
professores,
estudantes

As novas iniciativas incentivam o interesse e a mudança



A screenshot of the bikestation website. At the top is the bikestation logo and the date '7.25.2006'. Below the logo is a navigation menu with links: 'HOME', 'HOW IT WORKS', 'JOIN NOW', 'MEMBERS', 'PRODUCTS', and 'ORGANIZATION'. A central banner shows four images: a blue and yellow bus, a person working on a bike, a person holding a bike, and a white van. Below the banner is the text 'MAKING GREEN TRANSPORTATION A REALITY'. On the left, a sidebar contains links: 'READY TO JOIN BIKESHARE?', 'BIKESHARE', 'BIKESHARE A BORO', 'LONG BEACH', 'MOUNTAIN VIEW', and 'SIGN UP NOW'. The main content area has the heading 'Bikestation is working to give people clean options.' followed by a paragraph about bike-sharing services. A 'NEWS' section on the right lists two items: 'Bikestation Falls Into Deficit' and 'Bikestation's New Deficit'.

www.bikestation.org

An advertisement for naming a BikeShare bike. The headline reads 'Name that gift!'. Below it, the text says 'They're yellow. No name. Help Them.' and 'How would you feel if you had no name? It's key to your identity. It's the same for BikeShare bikes. This holiday season, give the gift of identity. For them, it's not all yellow.' A circular inset shows a yellow bike with a 'HELLO! MY NAME IS' tag. Below the text, it says 'For \$75, you can name a BikeShare yellow bike in honour (or spite!) of that special someone or thing in your life. Your gift will be accompanied by a gift card, photo of your named bike and a tax receipt.' At the bottom, it says 'Please send a cheque to CBN or drop by our office.' and provides the address: 'The Community Bicycle Network, 781 Queen Street West Suite 101, Toronto ON M6J 1G1'. The website 'www.communitybicyclenet.org' is also listed.

Toronto's Bikeshare program includes an innovative way of achieving donations for more bikes - naming the bikes in honour of that special someone for a \$75 donation.

<http://communitybicyclenet.org/work.org/index.php?q=bikeshare>

how did we get here?

Here's an example of how our travel ways designed around the automobile create barriers for pedestrians and cyclists.

Can you spot the pedestrian? Just follow the arrow.



**Campanhas e
centros
educativos
motivam e
apoiam uma
melhor
organização**



Cada vez mais se busca criar organizações comunitárias mais fortes



Active Living **RESOURCE CENTER**

Providing technical assistance to create active communities

The first thing to do is to learn a little about the variety of funding options that exist, and what the processes are for applying for various funds.

Here's a list of just some of the funding options that may be available for your project:

Capital Improvements

Private Development

TEA-21 Funds: Congestion Mitigation and Air Quality Funds, State and Federal Transportation Enhancement Programs, Hazard Elimination Funds

Local revenue sources: Local improvement districts, Property taxes, Impact Fees, Exactments

For more information on these and other funding sources, use the Resources box below to download the ALRC Guide to Funds for Bicycling and Pedestrian Projects.

Novas técnicas, como a “charrette” podem reunir os interessados em um novo paradigma de relação



São criadas instâncias onde técnicos e usuários aprendem juntos

*Capacitação Santiago, Chile, Governo Regional
Metropolitano, Ciudad Viva, I-ce*



Criam-se espaços de trabalho em conjunto mais permanentes



Grupo de Trabalho Manual de Desenho para o Transporte Activo, Governo Regional Metropolitano de Santiago e Ciclistas Unidos de Chile (Ciudad Viva/I-ce)

As verdades se constroem através da deliberação coletiva



Principais papéis das OSC

- Construir **mudança**
- Construir **relações** entre "especialistas" e "usuários", autoridades e cidadãos, conhecimento acadêmico e conhecimento prático/cotidiano
- Construir uma **linguagem comum**
- Construir **organizações de longo prazo** - se não, cada projeto começa do zero.



As comunidades organizadas
constroem a mudança duradoura



Obrigada...