

Rio de Janeiro Cargo Bike Culture.



Zé Lobo

INTERNATIONAL
CARGO BIKE
FESTIVAL
27-29 OCTOBER 2022
WORLD OF EMOBILITY



TRANSPORTE ATIVO

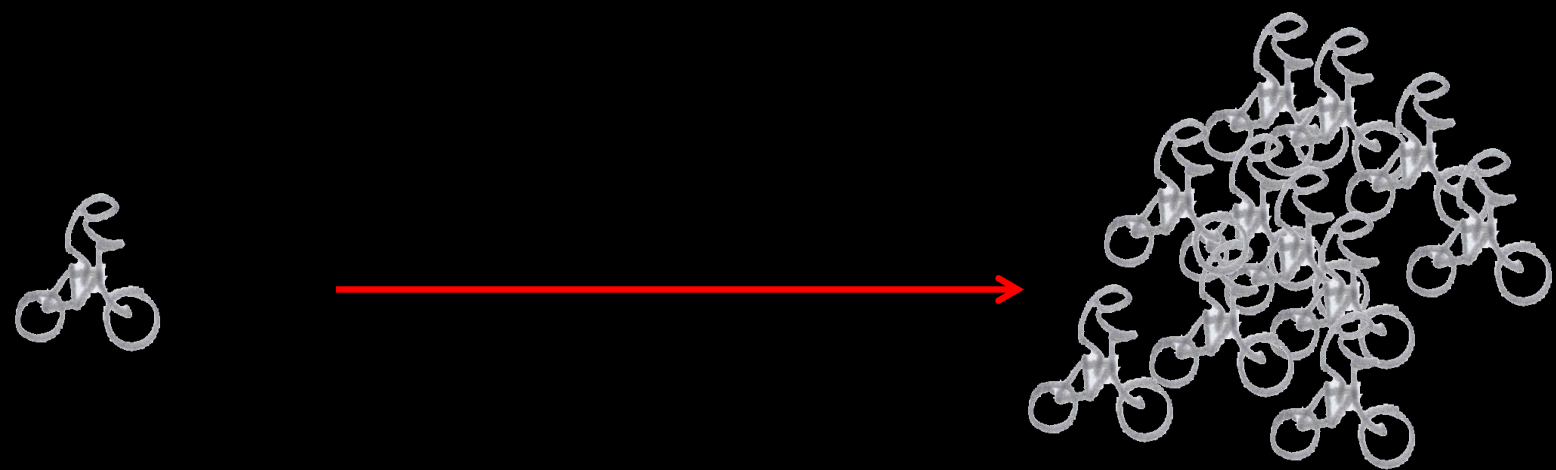
Civil Society Organization from Rio de Janeiro, active throughout Brazil

Provides information and tools in a collaborative way
acting as a liason between stakeholders.

Complements the work of the public administration.
Presenting suggestions, solutions and gathering data.

Influences urban planning with a bottom-up approach.





More people cycling more often.



Rio de Janeiro

•

6.5 million people

•

estimated 4 million
bicycles

•

3.5% modal Split

•

Bicycle use has been
increasing by 20%
a year since 2017

Why we started counting bikes.



Reports on bicycles in the city. Making previously non-existent data available.



Contagem de Tráfego de Bicicletas Corte Cantagalo – Copacabana – Rio de Janeiro

Quarta feira, 9 de julho de 2008.



Corte Cantagalo – Copacabana – Rio de Janeiro, quarta-feira, 9 de julho de 2008



Julho de 2008.

O corte do Cantagalo é a única via de ligação Copacabana – Lagoa, onde estão dois importantes implementos cicloviários, a ciclovia da Gôa e a faixa compartilhada da Lagoa. Entre ambos há a Estação do Metrô com um bicicletário modelo a ser implementado e haverá ainda duas estações de bicicletas públicas.

Mesmo sem qualquer infraestrutura adequada, o corte é via de intenso trânsito de bicicletas e esse movimento tende a aumentar com a inauguração do bicicletário no metrô e as estações de bicicletas públicas.

Visando confirmar o uso e demonstrar o potencial de crescimento no trânsito de bicicletas, o Transporte Ativo realizou na quarta-feira, dia 9 de julho de 2008, uma contagem fotográfica durante 12 horas. O objetivo é levar às Secretarias de Transporte e Urbanismo e CPT-Rio os resultados para permitir uma melhor avaliação da área tanto em vista dos projetos futuros.

A contagem fotográfica nos permite contar e re-contar, ver e rever vários itens correspondentes ao deslocamento por bicicletas.



Corte Cantagalo – Copacabana – Rio de Janeiro, quarta-feira, 9 de julho de 2008



Seguem os dados coletados e levantados até o momento:



779 bicicletas em 12 horas
Média de 65 ciclistas por hora



364 indo para Copacabana



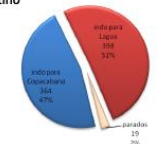
388 indo para Lagoa

Corte Cantagalo – Copacabana – Rio de Janeiro, quarta-feira, 9 de julho de 2008

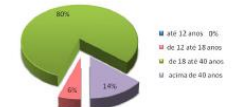


1. Em gráficos

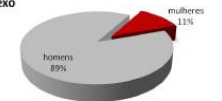
Destino



Idade



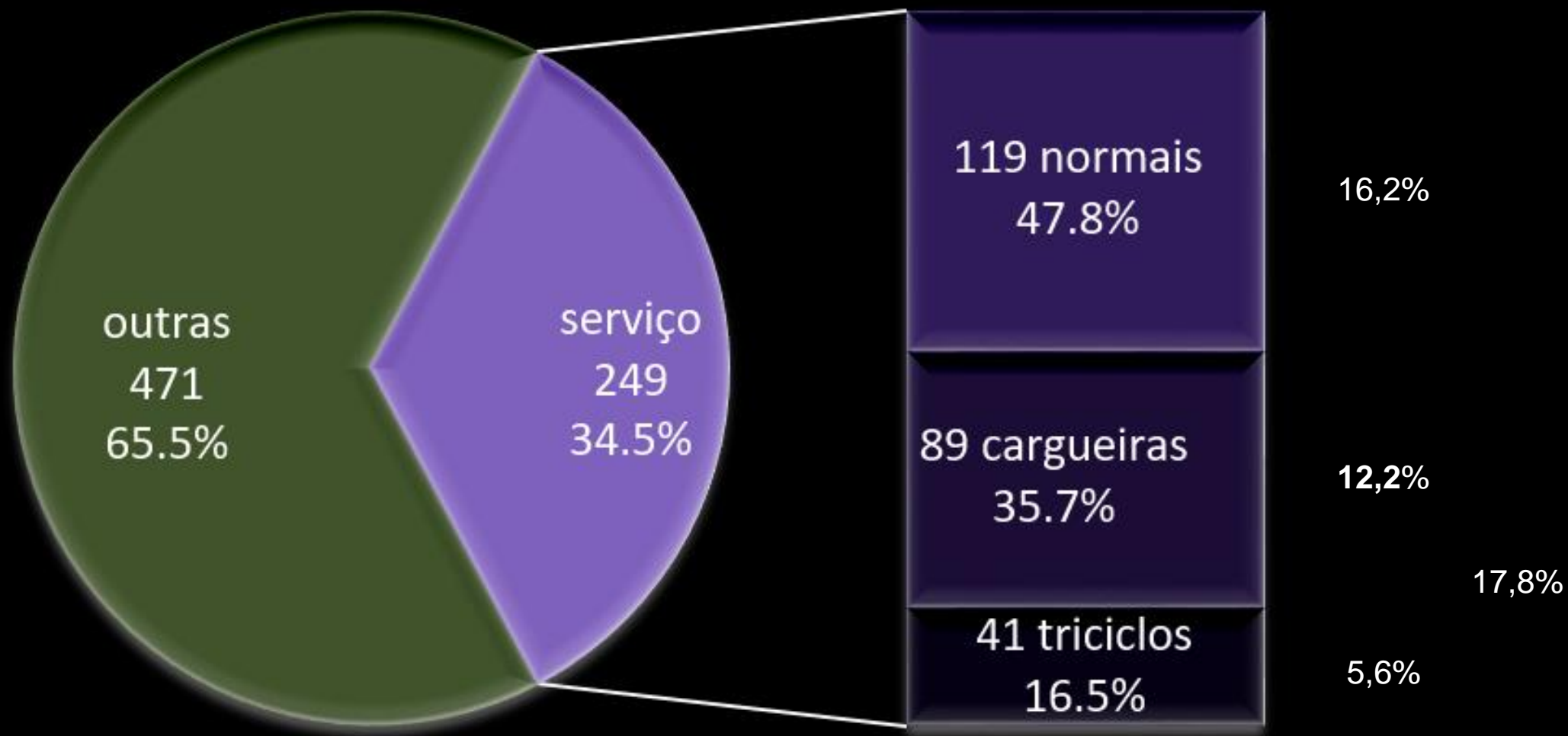
Sexo

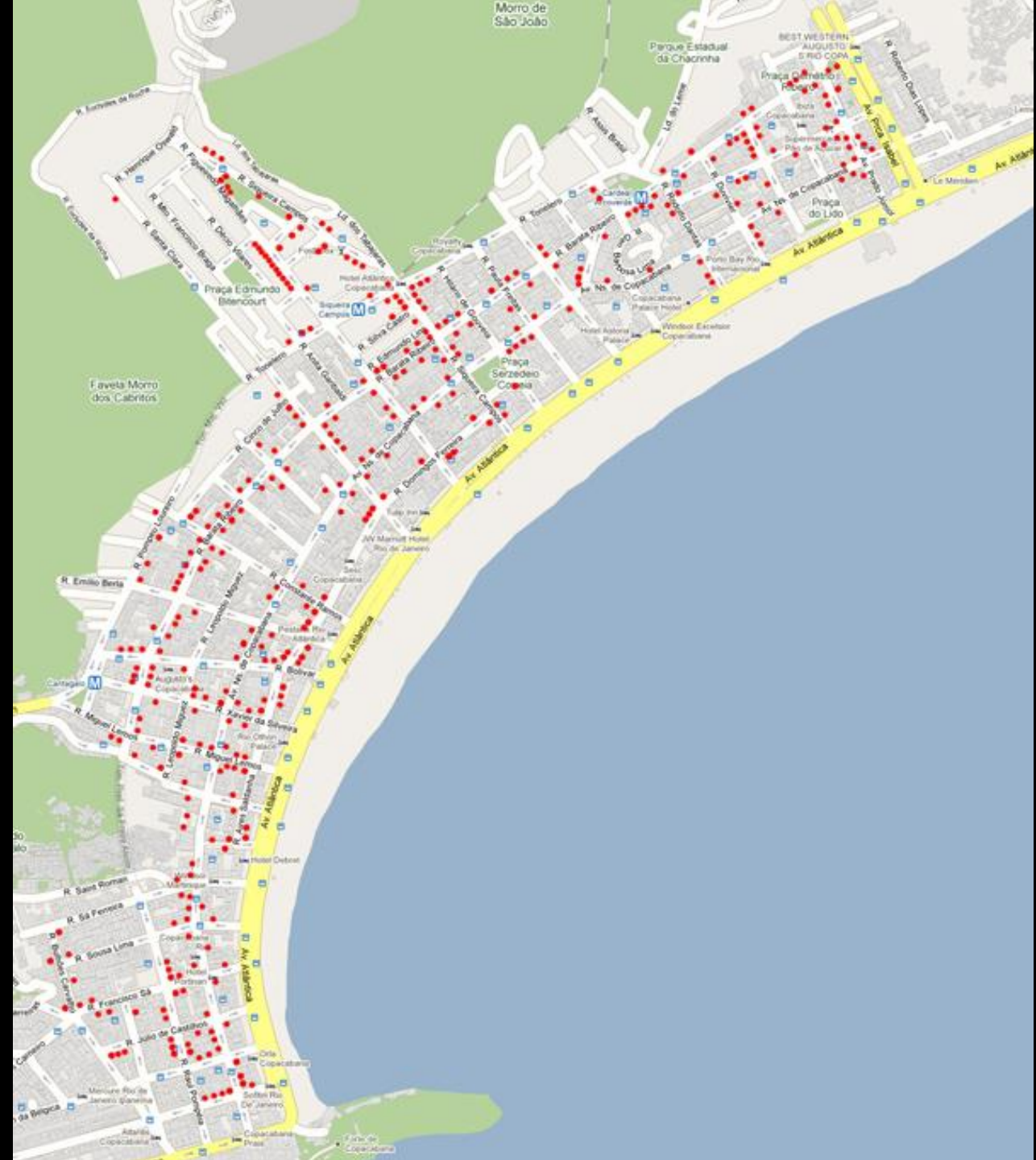


Corte Cantagalo – Copacabana – Rio de Janeiro, quarta-feira, 9 de julho de 2008

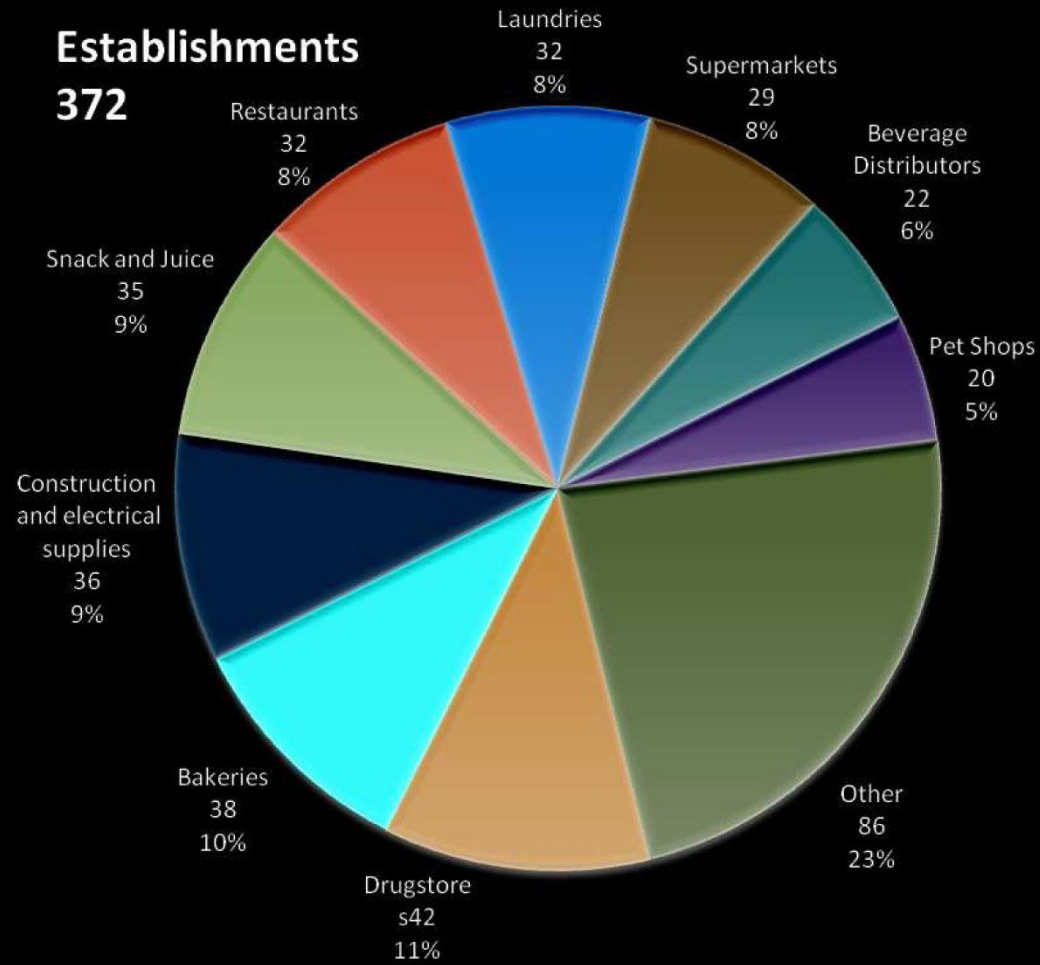
Why we started counting cargo bikes.



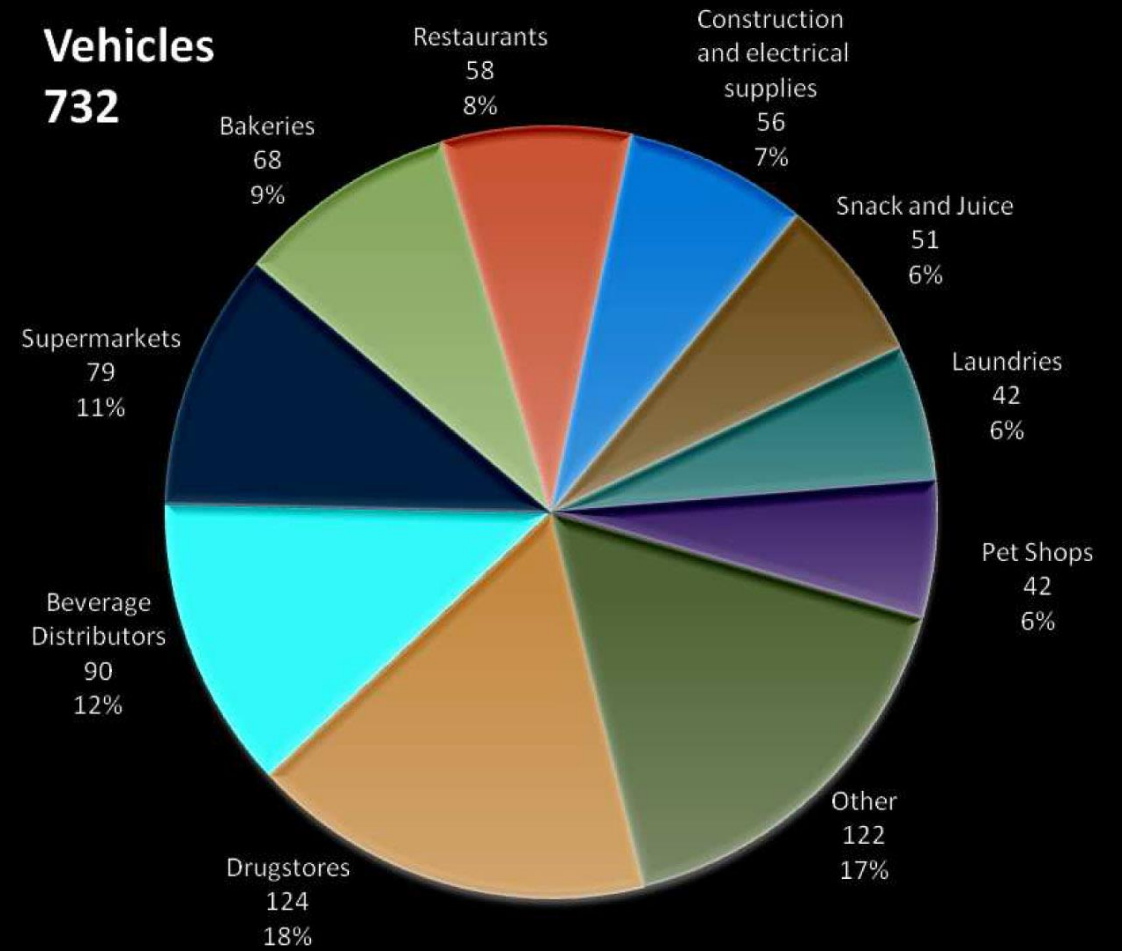




Establishments 372

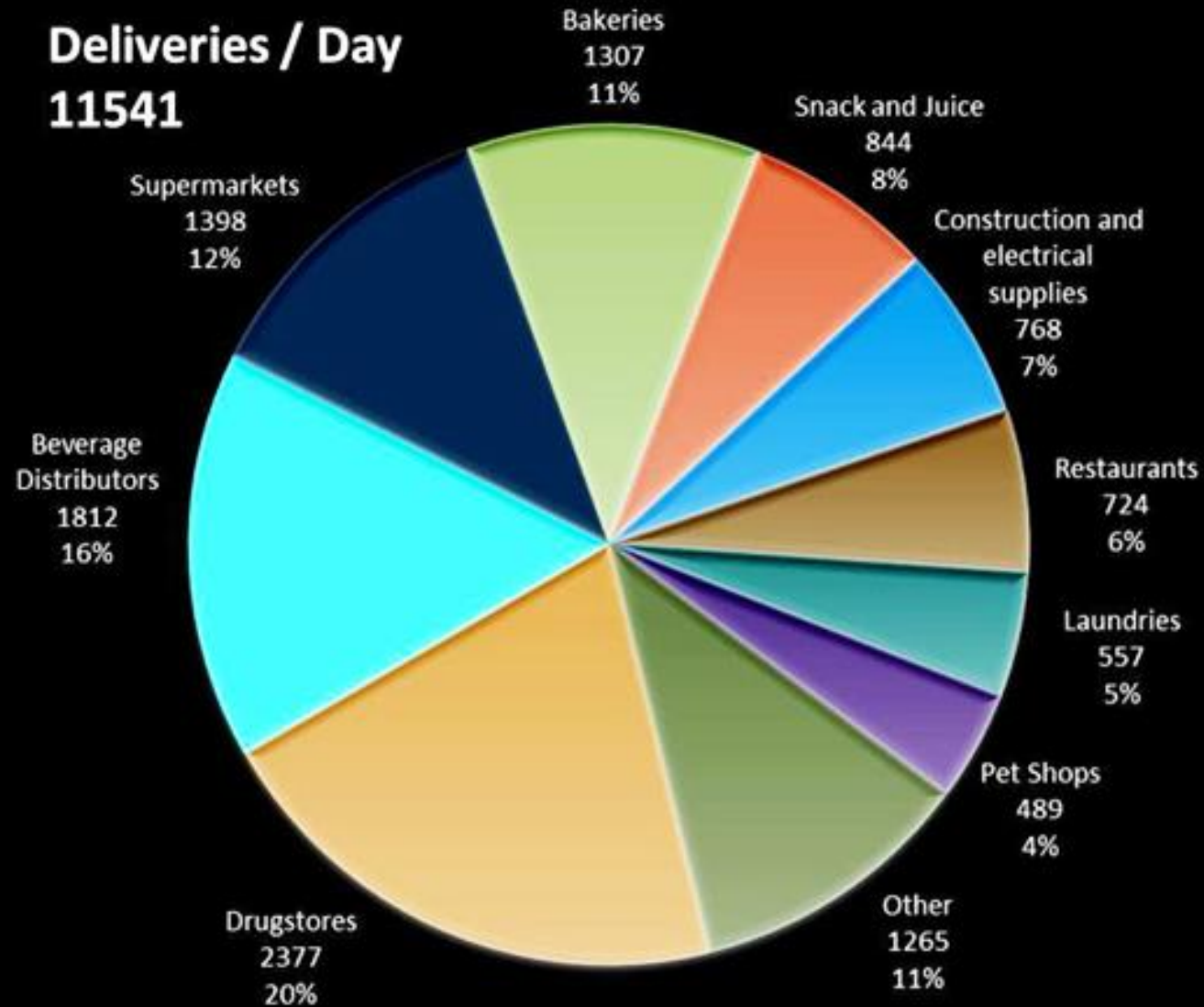


Vehicles 732

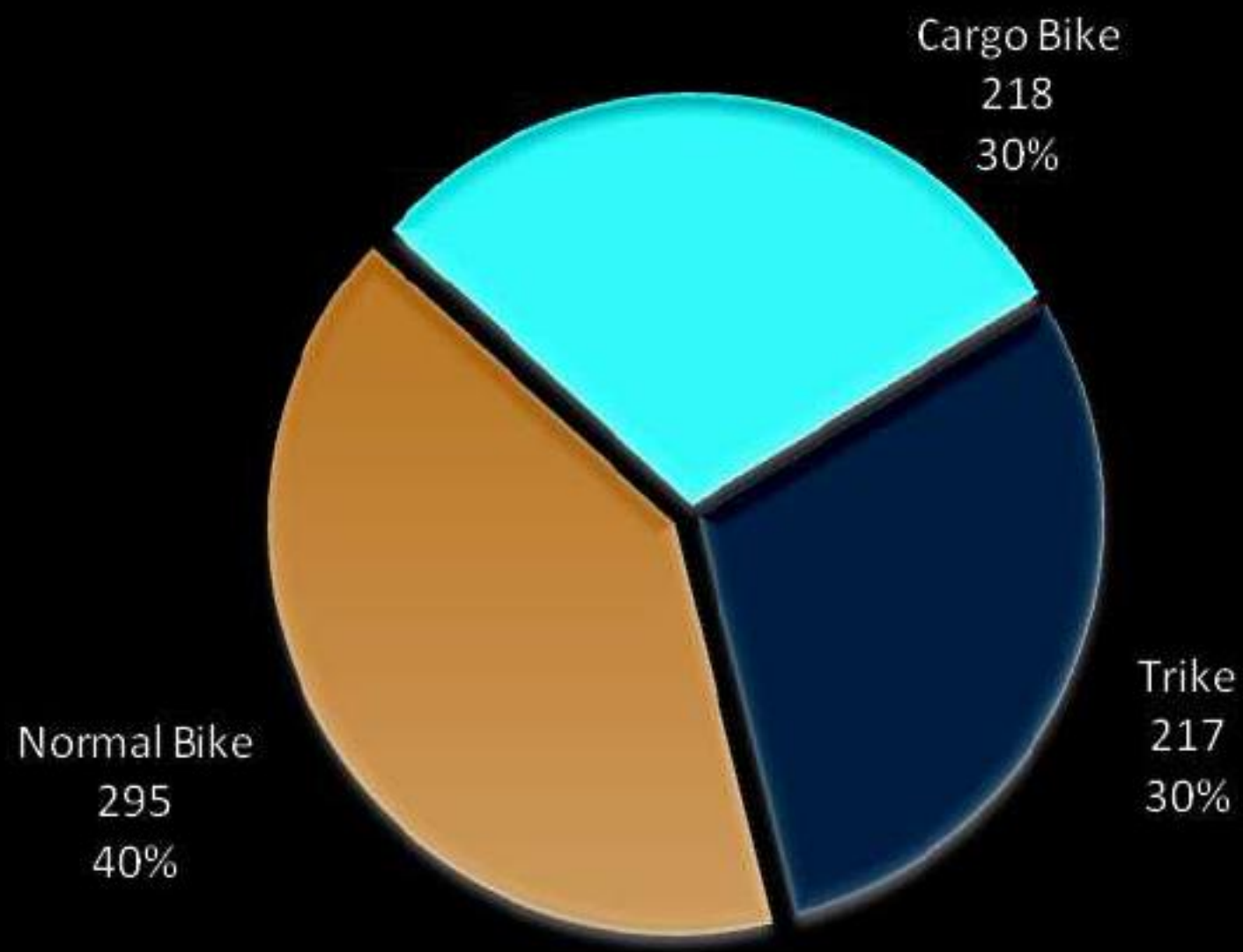


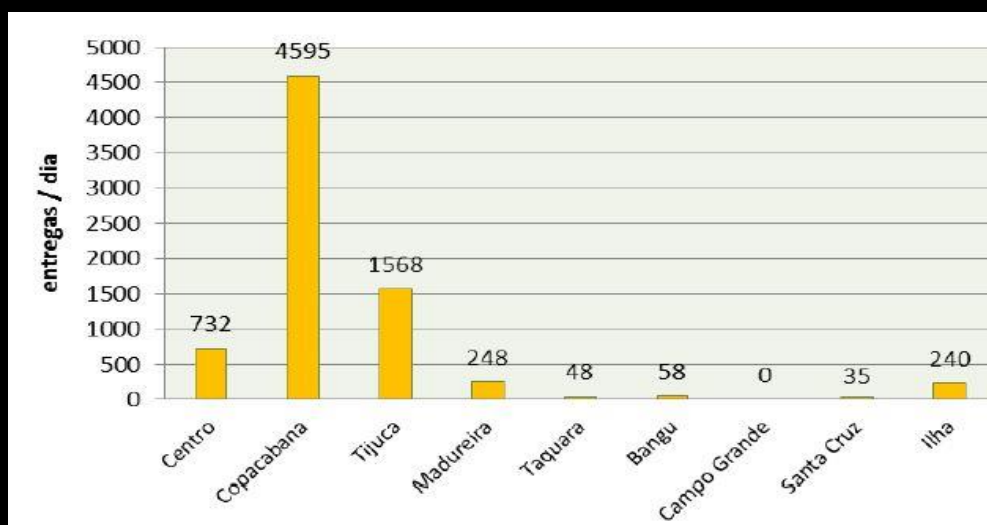
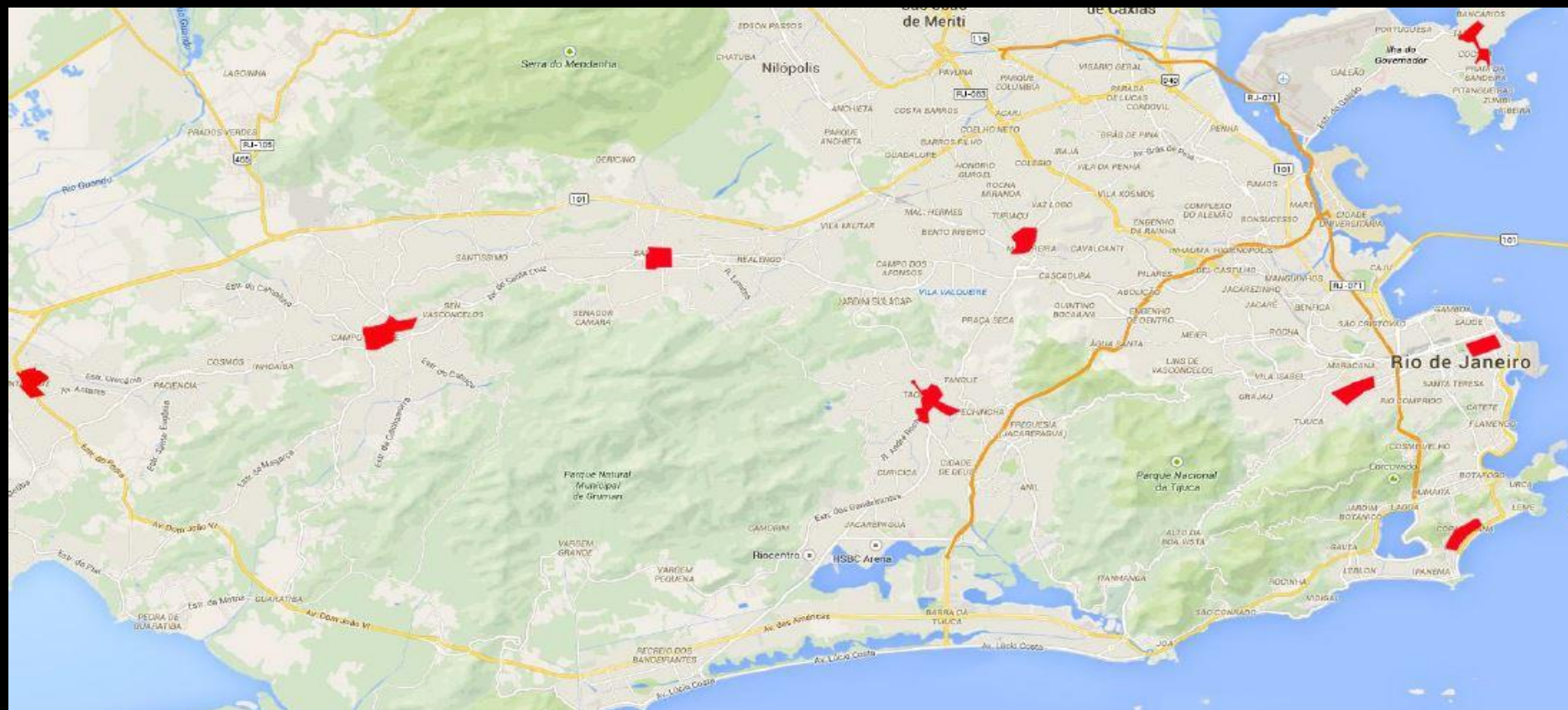
In Copacabana, Rio de Janeiro, Brazil,
thousands of deliveries are made by bicycle every day

Deliveries / Day
11541

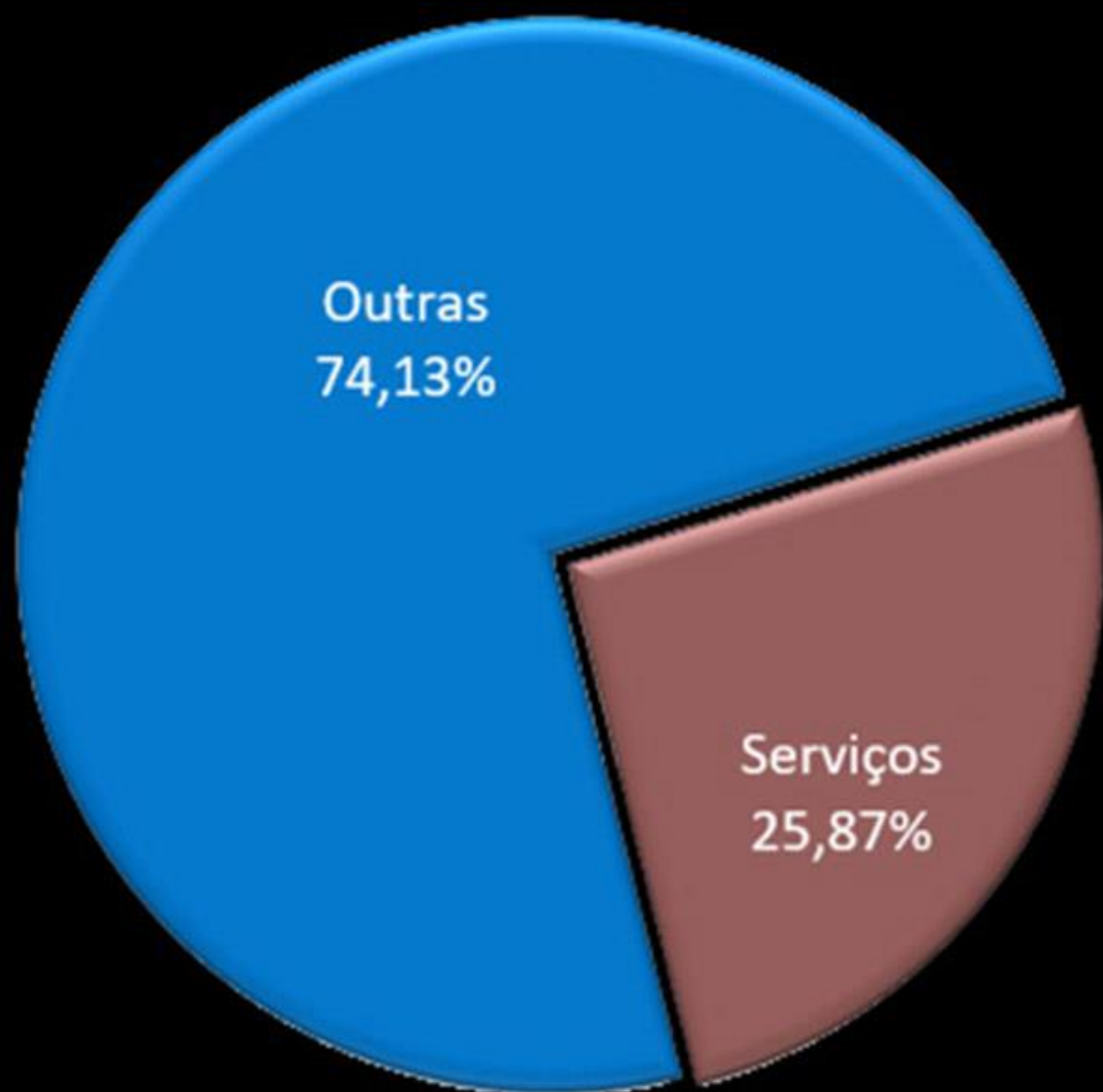


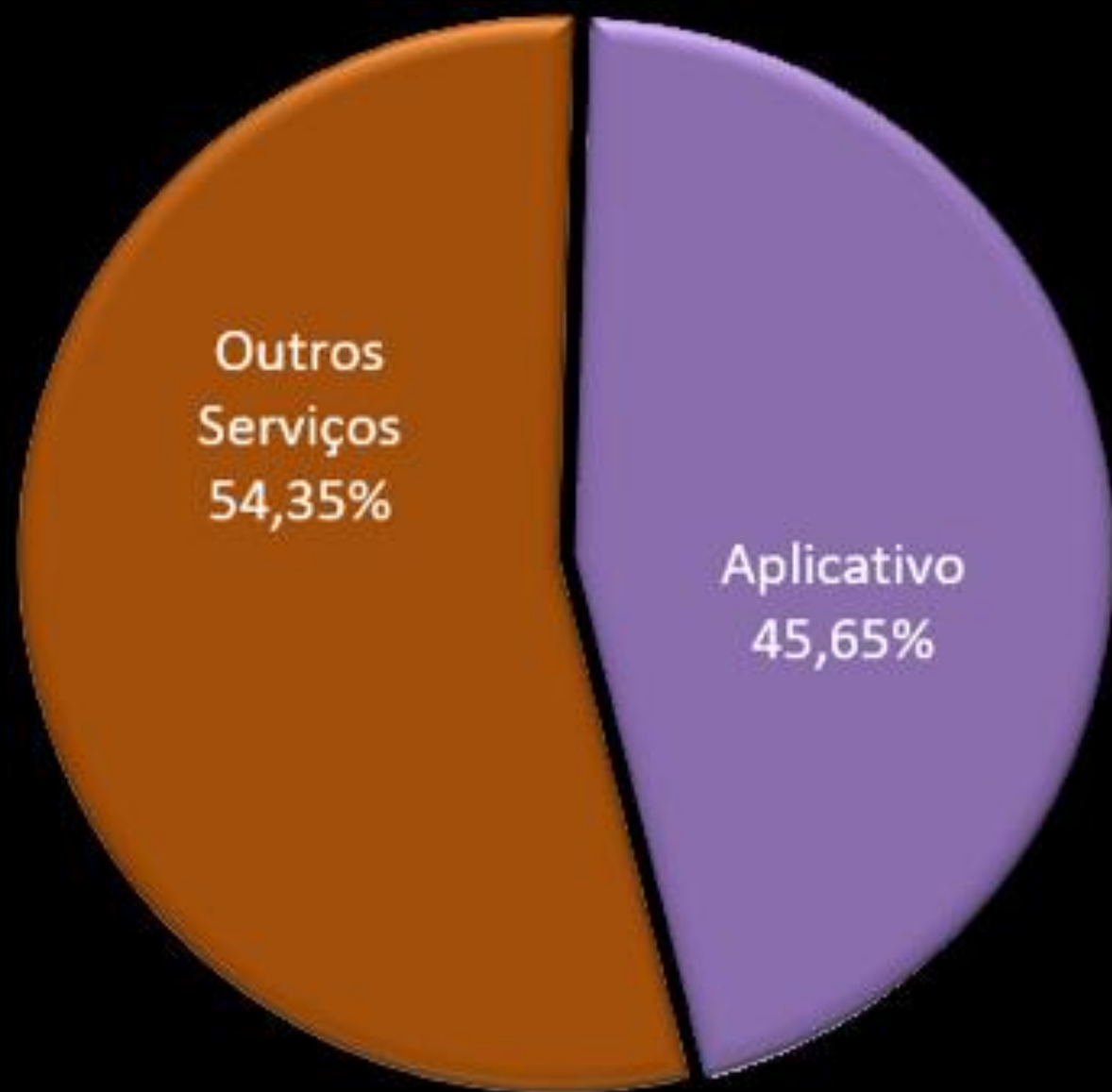
CYCLING
VISIONARIES
AWARDS

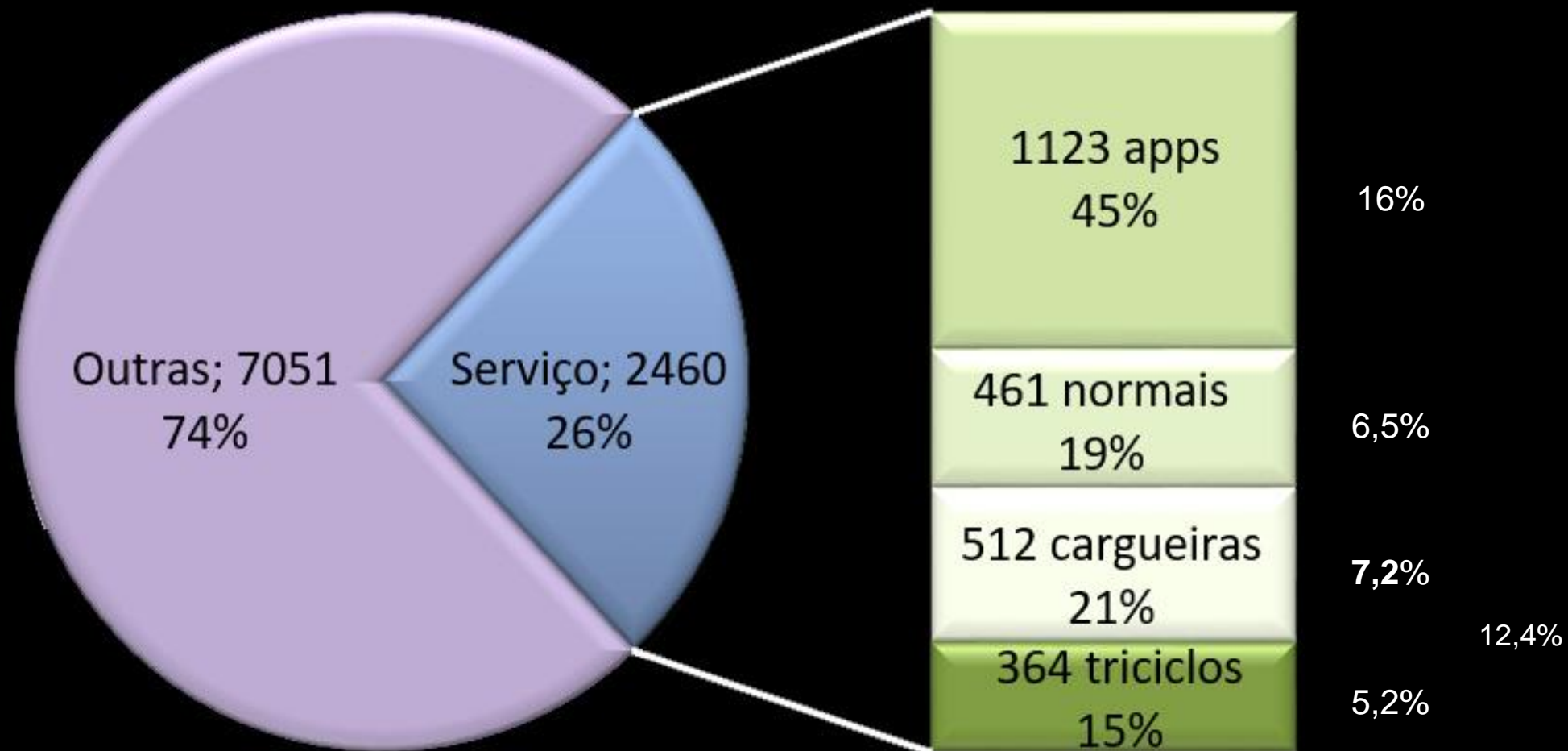




How is it today?







26% of the bicycles in downtown and South Zone are for services or deliveries.

26%  **DAS BICICLETAS**
NO CENTRO SÃO DE SERVIÇO OU ENTREGA.

1 EM CADA 19
BICICLETAS NO CENTRO SÃO TRICICLOS.

1 bike in 19 is a three wheeler.

Rio Cargo Bikes History.

Resolvido o problema interno, o clube deu início aos eventos que passariam a ser marca registrada da gestão Padilha. O primeiro grande evento promovido pelo Flamengo em parceria com a imprensa ocorreu no fim de 1935. A corrida de triciclos era parte da comemoração do aniversário de quarenta anos do clube. Os bailes de gala estavam mantidos, mas passava a haver também uma celebração na rua, voltada para a participação da torcida.

A prova foi disputada na manhã de domingo em Copacabana e contou com ampla cobertura jornalística. Vale registrar que todas as vezes que a prova foi citada no *Jornal dos Sports*, a palavra “popular” esteve presente na divulgação do evento. “Dezenas de estabelecimentos comerciais desta capital, setenta e três concorrentes, participaram domingo da Primeira Prova Popular de Tricycles, promovida pelo C. R. Flamengo,”¹¹⁸ destacou o jornal.

¹¹⁸ *Jornal dos Sports*, Rio de Janeiro, 12 de novembro de 1935.

“Provas Populares de Tricycles”. Consistiam em provas de ciclismo disputadas em Triciclos, que eram pilotados pelos funcionários do comércio da capital, que inscreviam seus atletas.

O ano de 1936, por exemplo, marcou a vitória por equipes da Panificadora São João.” JORNAL DOS SPORTS, 10 de novembro de 1936. p. 3.

“Popular tricycle racing”.

Consisted of cycling events played on tricycles, which were piloted by the city's commercial employees who registered their athletes.

The year 1936, for example, marked the victory of the São João's Bakery team.”



The tricycle, does not respecting signs or right way,
a permanent threat on the streets of Rio.

19 OCTOBER 2011

Cargo Bike Capital - Rio de Janeiro

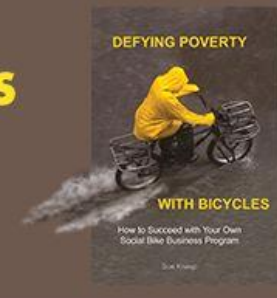
**COPEN
HAGEN
IZE
COM** DEPUIS 2007



At Copenhagenize Consulting we're partners in a European Project, CycleLogistics, which will promote the use of cargo bikes in European cities for the next three years. It's a massive project and very exciting for our company, as well as the other stakeholders involved. Next week we're heading to Ferrara, Italy for the next CycleLogistics meeting.

Defying Poverty with Bicycles

A Blog for Exploring Solutions



Sunday, July 22, 2018

Seeking Cargo Bike Cultures: Rio and Beyond

When I flew to Rio de Janeiro in June to attend the Velo-city conference I looked forward to reconnecting with my bicycle advocacy colleagues from all over the world. What I didn't expect was my discovery of a bike culture so deep and proud as Rio's cargo bike riders and craftspeople.

Within my first steps along a Rio street I encountered a cargo bike. It was draped with gadgets for tourists, but my gaze landed on the springs under the front cargo box that looked just like the coil springs from a car. Not far away in an open, car-free square I saw another cargo bike. That one had leaf springs, also from a car.

As I walked through the square I checked the frames and fittings of every cargo bike I encountered. From the springs to the dropouts to the gearing to the cargo boxes, every one of these bikes was unique, built, or at least repaired, locally! And every one of the riders sat proud upon their steeds. In my first hour in Rio I had encountered the tip of an extraordinary bike culture.

Since returning to Arizona, I've tried to find anything in writing or video about Rio's cargo bike culture. The helpful advocates at Transporte Ativo sent me some [papers like this one](#) that



[Read About the Book](#)

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About This Blog

The need for this blog followed the publication of our book *Defying Poverty with Bicycles* as responses were often based on misconceptions that could limit otherwise great programs. Poverty is a term loaded with emotion, individual experience and justified bitterness. It's a great attention-grabber for a

Potential



New Year Eve, Copacabana.

Lack of support and recognition

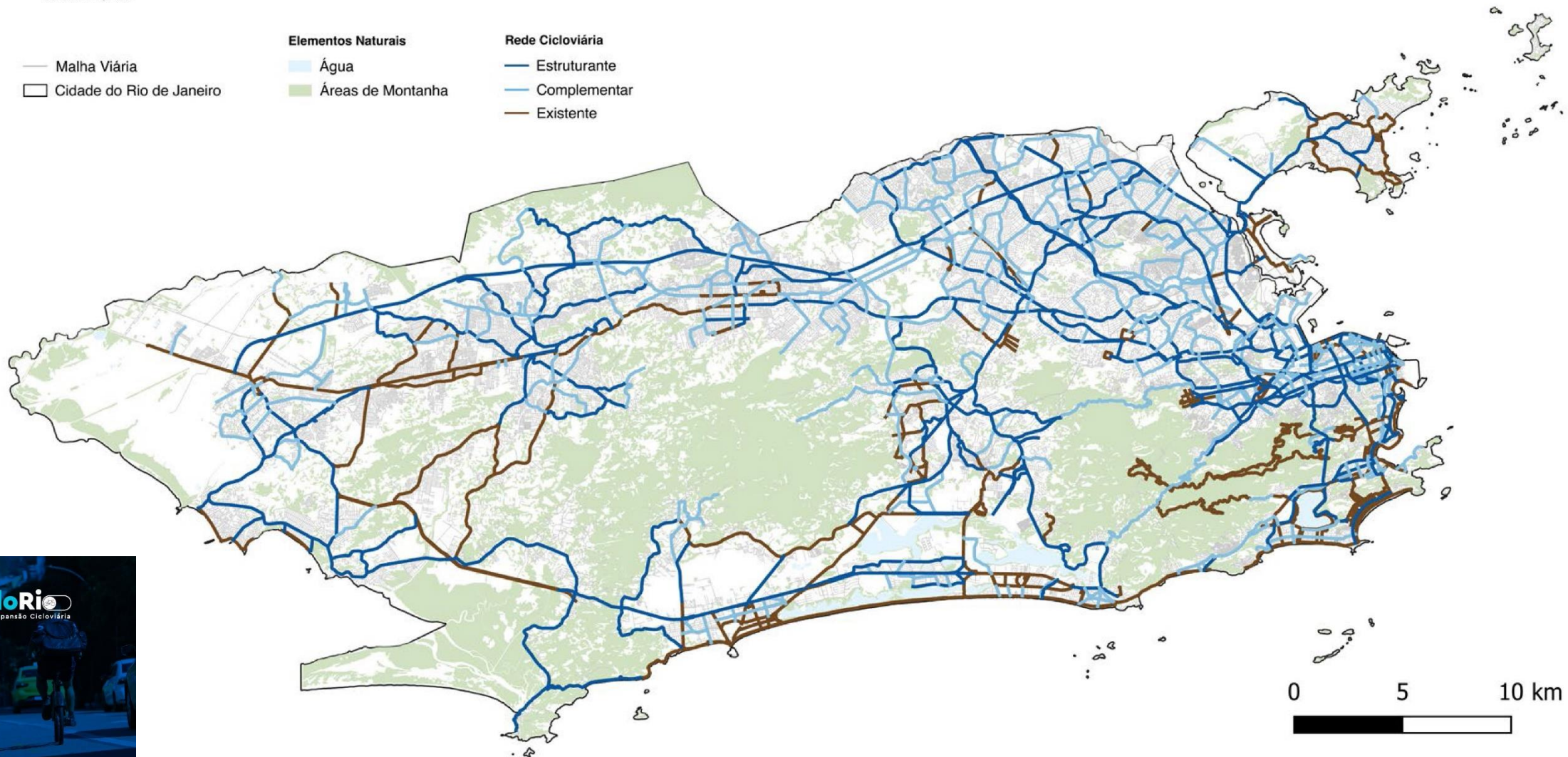


PLANO ESTRATÉGICO 2021-2024

 **Rio**
PREFEITURA

Rio de Janeiro Cycling Network 2030.

Figura 47: Rede de Mobilidade por Bicicleta Futura
Fonte: SMTR, 2022



DEFINIÇÃO DA REDE CICLOVIÁRIA

DEFINIÇÃO DA REDE CICLOVIÁRIA | PLANO DE EXPANSÃO CICLOVIÁRIA

117

What are we doing today?

6 reasons why cargo bikes are the next big thing

The cargo bike revolution is coming! We'd better get ready.



Chris Bruntlett

Seis razões porque as bicicletas de carga são uma grande ideia

13/02/2017 • Fabio Nazareth • 3 Comments • Edit



Foto: Chris Bruntlett



Posts Recentes

Transporte Ativo no CityLab 2022 | Amsterdam
Prêmio Promovendo a Mobilidade por Bicicleta no Brasil | Resultados
3º Encontro Bicicletas e Meio Ambiente | Bicicletas, Políticas Públicas e Meio Ambiente
Pedalada Entre Museus Acessíveis – Agosto
2º Encontro Bicicletas e Meio Ambiente | Bicicletas e Design Sustentável

Contribua!



Participe!





City Changer Cargo Bike Guides

SCAP – Cargo Bike Project



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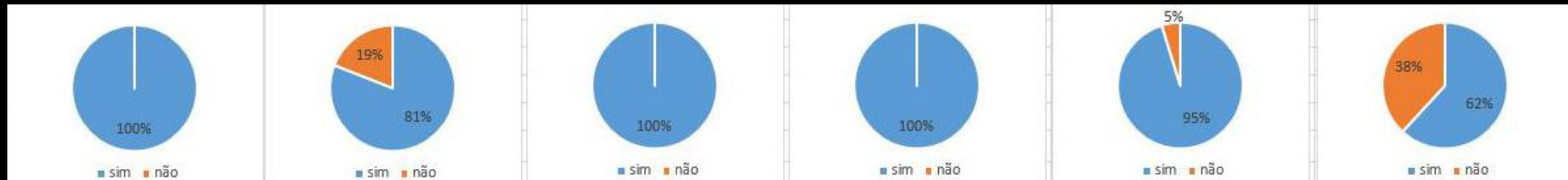
SCAP – Cargo Bike Project



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SCAP – Cargo Bike Project



+ 250 Bicycle Factories.
Which make 5 million bicycles a year.
Very few make Cargo Bikes.
Backyard Factories.
Low quality.



















“Where the Cargos, Bikes Go”

Examples on the streets of Rio de Janeiro.



Postman



Pest Control



Cable TV & Internet Services



Laundry



Laundry



Bakeries



Groceries



Recycling



To carry couch



Microwave Ovens



Whashing Machines



Refrigerators



Pets



Flowers



Delivery Apps





Super Markets



Recycling



Ice



Flowers



Woodwork



Mattresses

























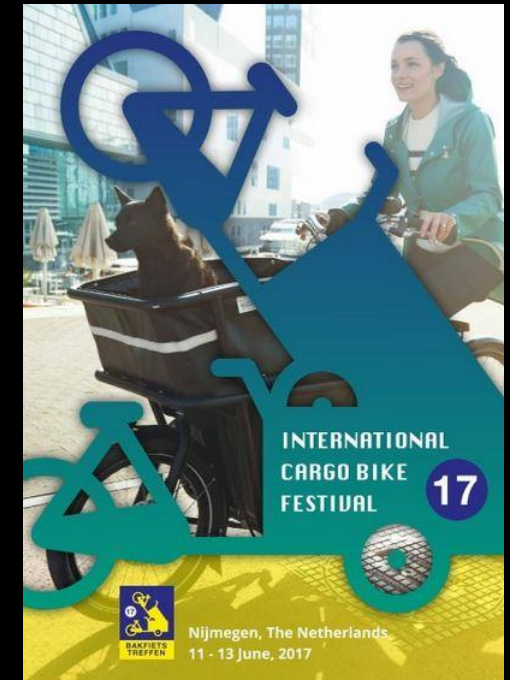


This is happen all over Brazil,
with small local variations.



Rio and Brazil has a huge cargo bike culture, the use is in full growth, but they remain invisible to the authorities and manufacturers.

ta.rio



Thank You!



zelobo@ta.org.br



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CYCLING
VISIONARIES
AWARDS

