Mobilize Fortaleza

#mobilizefortaleza
THE COST OF RE-HUMANIZING STREETS
today, 54% of the world’s population live in urban areas

source: un, world urbanization prospects
this number is expected be more than 90% by 2050

source: un, world urbanization prospects
the population growth generates urban challenges
social inequalities
loss of time and productivity.
road deaths and injuries
The problem demanded disruptive actions to promote sustainable development.
the administration took a political risk and led a process of positive changes
the city's **sustainable urban mobility policy strategy** was based on three main dimensions:

- **equity**: more equitable division of road space
- **environment**: environment-friendly transport modes
- **public health**: prevention of road deaths and serious injuries
four factors were key to promote change in Fortaleza:

- political commitment
- technical expertise
- International support
- media engagement
development of strong political leadership towards sustainable mobility theme
the combination of **high level expertise** and **passionate motivation** towards the sustainable mobility and road safety themes maintained a **creative and committed technical environment**
transparency with data and results helped develop a good relationship with media, enabling to build social support for the sustainable urban mobility themes.
Fortaleza is part of a **global road safety network** of cities having access to best practices and support from a variety of partners.
pilot projects with constant monitoring and communication of results were key for paradigm shift
the continuity of data-oriented public policies on transit, cycling and pedestrian safety intervention resulted in positive outcomes.
amplified access to cycling today, 40% of the population lives in 300m from a bike infrastructure, the highest percentage in Brazil
50% reduction on travel times in BRT lines, promoting more fast and reliable transit trips
greenhouse gases

reduction

each year, at least 100,000 tons
reduction of greenhouse gases
road injuries prevention

in 4 years, 40% reduction on road deaths and 37% reduction in road injury hospital admissions
The ultimate result is a **paradigm shift** on the social attitude towards sustainable mobility policies developing a **City for people**.
thank you