

GUIDE



INCLUDING

BICYCLE

IN THE PLANS

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1. INTRODUCTION

This guide is part of the BICYCLE IN THE PLANS Campaign, organized in Brazil by the associations Bike Anjo, Transporte Ativo and UCB - União de Ciclistas do Brasil, supported by ICS - Instituto Clima e Sociedade, whose purpose is to offer guidelines for civil society, citizens, municipality officials and decision-making agents and politicians on INCLUDING BICYCLES as mode of transportation in urban planning, AS PART OF THE URBAN MOBILITY PLANS.

Developing municipal or regional Urban Mobility Plans is among the requirements of the National Urban Mobility Policy (Federal Law 12,587/2012) for Brazilian cities with more than 20 thousand inhabitants (in addition to other requirements provided for by law).

INCLUDING BICYCLE IN THE PLANS contains examples of targets and objectives towards ensuring that bicycles are part of the Urban Mobility Plans, as a mode of transport,

thereby integrating them to other transportation systems, both to offer safety for the cyclists and to effectively involve the community in the development of such plans.

This Guide was developed taking into consideration the Brazilian context and translating it is a way of sharing our knowledge with other countries, so as to further the exchange of information and inspire group, collectives, initiatives and/or organizations that wish to replicate the initiative.

Original in Portuguese translated into English.

Brazil, September 2016.



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CLARIFICATION NOTE



The term **ACTIVE TRAVEL** will be used in this guide whenever reference is made to pedestrians, cyclists and other forms of human-powered transport, defined as “non-motorized/non-vehicular transport” under the National Urban Mobility Policy in Brazil.

2. THE NATIONAL URBAN MOBILITY POLICY



3065 Brazilian cities, in addition to small urban agglomerations, must submit their UMPs to the Ministry of Cities to obtain federal funding to support urban mobility and transport.

The Brazilian National Urban Mobility Policy (NUMP), implemented by Federal Law 12,587/2012, is the set of rules relative to the urban development policy whose purpose is to integrate the different modes of transport and improve accessibility and mobility for both people and cargo in municipal territories. Together with the City Master Plans (Planos Diretores Municipais), the purpose of the NUMP is to set forth guidelines for the development of the city's social functions, as well as to ensure the wellbeing of its dwellers.

Since the law was enacted, Brazilian cities with more than 20 thousand people (in addition to other cities determined by law) have the legal obligation to draft an Urban Mobility Plan (UMP) – whether municipal or regional.

The purpose of the NUMP is to direct, to set forth guidelines for local laws and to regulate the urban mobility policy. Additionally, the NUMP has introduced a change to the management model, as to how Brazil has addressed the population's urban travel needs.

The failure to draft Urban Mobility Plans prevents cities from having access to federal funding to support urban mobility.

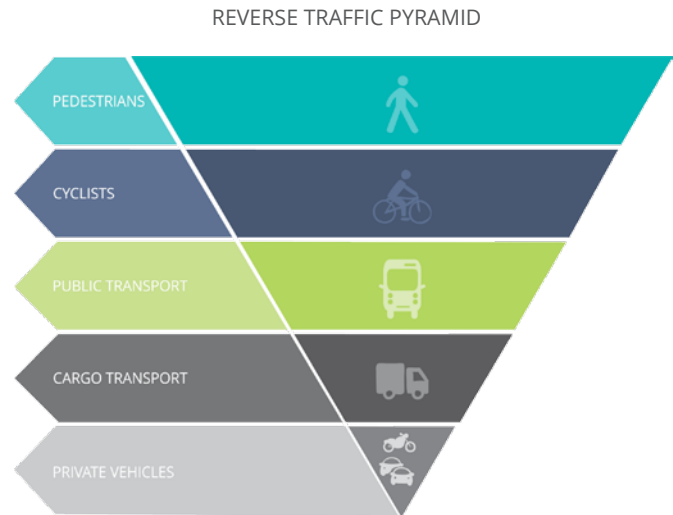


The NUMP guidelines ensure the priority of active travel over motorized transport, as well as of public transportation over individual motorized transport, and the integration of urban transport modes and services. The NUMP is also intended to consolidate democratic management as a tool and guarantee of the ongoing development and enhancement of urban mobility. In other words, it prioritizes pedestrian and cyclist travel and the integration thereof with public transport, and also calls for social engagement in the drafting and supervision of the urban mobility policy.

In turn, cities must plan, enforce and assess the urban mobility policy, train people and develop institutions related to the local urban mobility policy.

The infographic shows the priority given to transport modes for urban travel under the National Urban Mobility Policy.

Moreover, urban mobility planning must be in line with the City Master Plan, as determined under the City Bylaws (Estatuto da Cidade), Federal Law 10,257/2001, and by Resolution No. 34/2005 of the Council for the Cities (Conselho das Cidades).



2.1 CYCLING IN THE NATIONAL URBAN MOBILITY POLICY

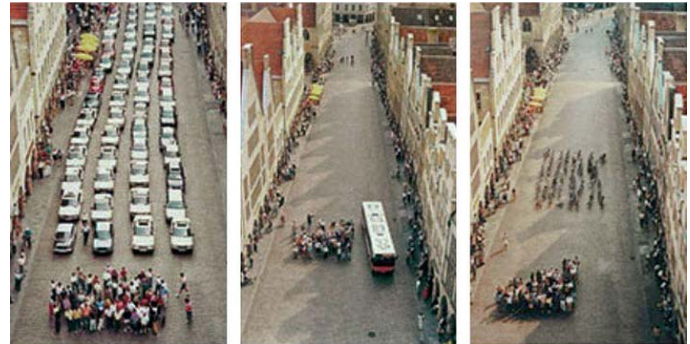
When prioritizing active travel over motorized transport and public transportation over individual motorized transport, the NUMP shines a light on the importance of how people travel in the urban context, putting human travel needs before the flow of motorized vehicles. As a result, the issue of cycling mobility has become more relevant in the political and social context.

When traveling on city streets and avenues, cyclists use the public space rationally, thereby ensuring a more equal distribution of the urban space, as determined by one of the principles of the National Urban Mobility Policy.

Additionally, streets with safe areas for cyclists, whether exclusive or shared, provide for greater interaction between people and allow citizens to live together in a peaceful harmony, ensuring more livable streets. Also, in such streets, it is possible to perceive increased revenue and increased municipal tax collection.

Considering all the aforementioned individual and group benefits, bicycles become an excellent option not only for the

sake of human but also for cargo mobility, and encouraging their use is one of the keys to organize the cities of the twenty-first century.



CARS

BUS

BICYCLES

Source: City Government of Münster – Germany.

Space used by different transport modes to transport the same number of people. CARS.



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COMPLEMENTARY MATERIAL
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“One of the most significant and also expensive issues in cargo transport is the “last mile”, when goods are already in the city and are delivered to the consumers. Human-powered Cargo vehicles have been used worldwide to reduce both costs and air pollution associated to the “last mile”. Cargo bicycles are the best option to transport goods in short distances, and may be easily integrated to city streets. Using bicycles relieves the burdens associated with motorized vehicles, such as traffic, parking space and air pollution, besides meeting the requirements set out in the NUMP. ”

Source: Contagem de Estabelecimentos Comerciais com Entregas por Bicicleta em Copacabana. Transporte Ativo, 2011.

Among the principles and objectives set out in the law implementing the guidelines of the National Urban Mobility Policy, which may be achieved by promoting the use of bicycles in the cities, it is worth mentioning the following:

Principles:

- » Sustainable socioeconomic and environmental development of the cities;
- » Equal use of public spaces for circulation, as well as streets and ways; and
- » Efficiency, efficacy and effectiveness in urban circulation;

Objectives:

- » Reduce inequalities and promote social inclusion;
- » Promote access to basic services and social equipment;
- » Provide for the improvement of urban conditions for the population, in terms of accessibility and mobility; and
- » Promote sustainable development with the mitigation of the environmental and socioeconomic costs of the movement of people and cargo in the cities;

Therefore, by promoting mobility by bicycle, it is possible to render streets more accessible and adjusted to receive other uses, which is an important tool to achieve the purposes set forth in the National Urban Mobility Policy.

3. HOW TO INCLUDE CYCLING IN URBAN MOBILITY PLANS

What does it mean to have an Urban Mobility Plan that includes cycling and helps cities become more bike friendly?

Cities with more than 20 thousand inhabitants have the legal obligation of drafting an Urban Mobility Plan, as determined by the National Urban Mobility Policy, which is also a suggestion for smaller cities. But does it take reinventing the wheel or starting from scratch to do so?

The following questions (in addition to others, which can be further developed locally with public participation) may be used as a guide to determine a sound strategy to include bicycles in Mobility Plans:

- » Does my city have a Master Plan? If yes, is there any information on cycling?
- » Is there a City Plan for Urban Mobility, in which cycling is included? If yes, is it subject to revision? If not, what are the necessary steps to start developing one?
- » Are there any laws on the use of bicycles in my city or area?
- » Which agencies are available to provide further clarification on the matter? *E.g.: the City Council and their Commissions, Departments of Transportation, Traffic and Urban Planning, City Works, Environment and Urban Mobility Bureaus, etc.*
- » Are there local organizations and/or groups working on urban mobility and initiatives on cycling as means of transport? Which groups are there and how is it possible to open a dialogue with them?
- » Is there any government data or data developed by civil society organizations on the use of bicycle in my city? If yes, are they available? If no, how is it possible to obtain such data?
- » Is there any municipal budget allocated for urban mobility and/or cycling?



The following principles must be followed to include bicycles in Urban Mobility Plans:

- ✓ *Guarantee cycling as a mode of transport;*
- ✓ *Integrate the bicycle to other transport systems;*
- ✓ *Eliminate urban barriers to bike transit;*
- ✓ *Apply/improve existing laws;*
- ✓ *Ensure safety for cyclists.*

Source: A bicicleta e as cidades: Como inserir a bicicleta na política de mobilidade urbana - IEMA, 2010.

The process to develop, improve or promote the inclusion of bicycles in the Urban Mobility Plan of a given city must be in line with the content or creation of the other specific City Plans (such as housing plans) and other planning instruments used (such as the law on land use and occupation, urban operations subject to concessions, etc.).

As such, it is possible to further guarantee bicycles will be included as a tool available for both the authorities and the population in general, to achieve locally determined targets and objectives, in the pursuit of a more fair, democratic and sustainable city.

Examples of Targets:

- ✓ *Having determined and guaranteed funds in the municipal budget to promote the use of bicycles;*
- ✓ *Increase the percentage of bike travel within the city to 5%, 10%, 15%;*
- ✓ *Implement a bicycle sharing system;*
- ✓ *Implement bicycle parking at public transportation stations;*
- ✓ *Gradually zero the deaths of cyclists and others (Zero Vision) throughout the years.*



Examples of Objectives:

- ✓ *Guide the sustainable development of the city, with due regard for the densification capacity of neighborhoods, districts or regions;*
- ✓ *Reorganize the investments made in the city, and transform them into improvements for everyone;*
- ✓ *Ensure appropriate housing is available in areas with access to both infrastructure and employment;*
- ✓ *Democratize and humanize the urban environment;*
- ✓ *Preserve and recover the city's cultural heritage;*

- ✓ *Improve urban mobility.*

In order to be achieved, each objective must include strategies. Specifically in relation to "Improving urban mobility", the following strategies could be determined:

- ✓ *Prioritize and qualify public transport and active travel and reduce motorized individual transport;*
- ✓ *Integrate the different transport modes and promote denser occupation closer to the main mass public transport axes;*
- ✓ *Promote new centralization alternatives (new urban centers) to reduce the time of commuting.*

Source: Bill of Law 1,749/2015 and 1,750/2015, which review the City Master Plan and the Urban Mobility Plan of Belo Horizonte, in addition to other measures, 2015.



In this context and considering the aforementioned questions, it is necessary to clearly establish the terms that must be included, modified or maintained in such Plans, what are the objectives the city intends to achieve and also to have good arguments to back such demands (assessments, papers, indicators, examples of good practices from other cities and other elements).

It is important to take into consideration that an Urban Mobility Plan must:

- » Provide physical and social accessibility;
- » Ensure environmental and life quality;
- » Be economically feasible;
- » Promote social equality and health;
- » Consider the laws and other policy rules on urban mobility (e.g.: use of land, housing, health, etc.) in effect;
- » Consider the short, medium and long term;
- » Plan possible scenarios, with full availability and investment of financial and human resources;

- » Include instruments for the review, assessment and monitoring of the plan in time, as well as a schedule on targets and deadlines;
- » Include several stakeholders, including social movements and other organizations, in all the planning, building and development phases of the Plan.

Now that you know the things an UMP must include, it is time to move onto what must it have to include cycling. Below are some examples and strategies for that.

Implementation and enhancement of the bicycle infrastructure, based on the following:

- » Building bike paths, bike lanes;
- » Implementation of bike routes;
- » Building exclusive bridges for cyclists, shared with pedestrians, and ensure the existing bridges, bypasses and tunnels have safe areas for bicycles;
- » Connecting the existing bicycle infrastructure with clearly signaled and structured intersections;
- » Connect and integrate the cycling infrastructure with



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- public transport by implementing bike parking and support infrastructure at stations and terminals;
- » Install specific vertical and horizontal signalization for cyclists;
- » Install bike racks throughout the cities.

Promote micro-accessibility in places of need:

- » Promote the use of bicycles at schools, universities, cultural centers and others by promoting the reduction of speed at neighboring areas, including the construction of bike paths, bike lanes, bike routes and bike racks;
- » Implement bike sharing systems connected to areas of high density and traffic in the city.

Ensure the control and social monitoring of the actions of the plan:

- » Providing spaces where the Plan may be socially discussed, monitored and reviewed in an equal and group-oriented fashion, between the different social sectors;

- » Preparation of possible and plausible scenarios for the future of the city, and which include the use of bicycles in different levels (small, regular, high and intense, for instance).

Include the use of bicycles as an improvement strategy in environmental quality, showing the following:

- » Bicycles help improve the environmental quality of the city by decreasing the greenhouse gas effects and air pollution (particles);
- » The use of this transport mode contributes to the reduction of the city's noise pollution.

Source: Adapted from A bicicleta e as cidades: Como inserir a bicicleta na política de mobilidade urbana - IEMA, 2010.

Once the questions included in the beginning of this chapter have been answered and the ideas of a bike-inclusive UMP have been understood and incorporated, it is necessary to evaluate the possible pathways to be followed for bicycles to be part of the Urban Mobility Plan of your city and/or region, so that more and more people use bicycles in their daily trips.



4

Organize an assessment procedure with such agents to better understand the pros and cons of the local policy and in the process of including bicycles in the Urban Mobility Plan.

6

Determine whether there are any data on trips made by bike in your city, and, if necessary, conduct counts to better understand and demonstrate such reality.

5

Discuss the possible targets and objectives for the city with the local agents and identify the priorities in terms of urban mobility through cycling.

7

Include the government in such survey (Legislative and Executive Branches, and even certain agencies of the Judiciary Branch).

1

Understand which are and what is the status of your city's policies and plans, and verify whether they include cycling and when will they be updated.

8

Get actively involved with open debates in the process of drafting and/or reviewing your city's Urban Mobility Plan, and/or help develop it.

2

Remember the National Urban Mobility Policy exists to help you back your claims, and check whether there is a state policy, too.

9

Always have technical and concise data and arguments "at hand" to back the inclusion of bicycles in your city's urban planning.

3

Contact local activists and stakeholders with similar demands and take into consideration the support offered by citizens, institutions, companies and other possible partners to include bicycles in the process to create or review the Plan.

10

Demand the inclusion of bicycles as a mode of transport in the development of your city's or region's Mobility Plan with arguments based on the NUMP law.

STEP BY STEP: INCLUDING BICYCLES IN THE UMP

3.1 THE IMPORTANCE OF DATA TO PROMOTE MOBILITY BY BIKE

Any type of planning must begin with an assessment of the current status in order to map out future scenarios, including objectives and targets to be achieved. This is also the case when it comes to urban mobility.

However, the use of bicycles for urban transportation is still relatively unknown in Brazil, thereby constituting a challenging scenario for those who work in the development of projects and implementation of public policies aimed at bicycle transport. There is also few data available on active travel in most Brazilian cities, and there is a very small number of cities that actually conduct surveys on Origin/Destination, let alone those surveys that adequately include active travel in their methodology.

Conducting counts and other surveys to improve the available knowledge on this reality may offer means to develop an agenda to promote the use of bicycles in Brazilian cities.

In the city of Belo Horizonte, the survey entitled “Descobrimo como #BHPedala”, identified the cyclists’ behavior and demands for the city, in order to support the development and improvement of the bike mobility policy in the city.

Cyclists’ associations nationwide have conducted bicycle counts, interviews and surveys in order to better understand the cyclists’ realities, flows, changes and needs in their cities.

MOBILIZATION AND AWARENESS

Organizing seminars, meetings and debates is a great way to attract cyclists in order to better understand their needs and desires. People who bike on a daily basis have a lot to contribute to define the actions, targets, objectives and guidelines for the cycling policy.

4. HOW TO HELP IN THE DEVELOPMENT OF A LOCAL OR REGIONAL MOBILITY PLAN

Social participation in planning, control and assessing the Urban Mobility Plan must be ensured by means of the existence of groups/representative bodies, inquiries and public hearings in the preparation of the Urban Mobility Plan.

According to the terms of the NUMP, involvement in the planning, inspection and assessment of the local urban mobility policy is among the users' rights, which must be ensured by means of the following instruments:

"Article 15. The involvement of civil society in the planning, inspection and assessment of the National Urban Mobility Policy must be ensured by the following means

I – official groups/representative bodies including members of the Executive Branch, civil society and service operators;

II – ombudsman services at institutions in charge of the National Urban Mobility System or authorities with similar responsibilities;

III – public hearings and inquiries; and

IV – systematic communication, assessment and citizen and user satisfaction procedures, as well as accountability procedures."

It is important to establish places for public involvement and discussion on mobility plans as base for systematized information on existing conditions, providing for the furthering of the debate.

Any approach that provides for effective social involvement must ensure the identification and understanding of the population's needs relative to the existing mobility conditions. It is also necessary to provide for the identification of the population's reception and approval thereof with respect to the new measures to be implemented to improve the local urban mobility conditions.

Occupying the spaces established by law is an important step towards rendering effective the actions that ensure the priority of active travel in the development of Urban Mobility Plans. In order for cyclists to have a voice and for their demands to have social, technical and political visibility, cyclists must formally organize themselves, by means of groups, clubs, associations, etc.

4.1 PARTICIPATORY CYCLING PLANNING

Any bicycle planning conducted in an engaging way may bring several benefits by offering an adequate project for specific local scenarios, with substantial political approval, less political friction during the intervention based on the users' demands.

Participatory bicycle planning positively absorbs the energy and vision of all the stakeholders involved. This is why it is important to involve local associations, cyclists, businessmen and the local government to better understand and plan the network and interventions necessary, thus creating a joint solution in a simple way, to be easily visualized for everyone to understand what is being proposed, what will be implemented and how things will effectively work.

There are several examples in Brazil of cities where organized groups of cyclists actively participate in the decisions on mobility, who are deemed essential mediators in the process of developing more humanized and bike-friendly cities.

In Rio de Janeiro, cyclists, together with other interested individuals, mapped out the demand for the cycling infrastructure in the downtown area of the city, by means of an engaging methodology. Referred to as "Ciclo Rotas Centro", the study was conducted as the city was undergoing significant changes and was delivered to the local government, to benefit the entire population. Find out more in ta.org.br.

See other examples of participatory planning!



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5. CYCLING INFRASTRUCTURE

When it comes to including bicycles in the city, one of the first actions that come to mind is building bike lanes. However, exclusive bike lanes are only one of the possible infrastructure solutions to be implemented to facilitate the use of bicycles.

People need to feel safe in order to ride on the streets and, for this to happen, it is necessary to promote active travel by acknowledging the importance thereof in the city's urban mobility system. Educational campaigns to encourage the use of bicycles and respect among different traffic agents, as well as good signalization, quality of the pavement and urban drainage, lighting of the streets and traffic surveillance are important factors to ensure cyclists' safety and encourage the use of bicycles in urban trips.



The ASCOBIKE bike parking, in the city of Mauá, São Paulo, is deemed the largest in Latin America, with 2,000 spaces, and it is adjacent to the Mauá Train (CPTM) Station. Picture: ASCOBIKE.

Encouraging the use of bicycles means offering conditions to ensure such use under favorable and safe conditions at places that are deemed dangerous or that imply risks for the cyclists.



BICYCLE PARKING

One of the greatest advantages of cycling is that they are door-to-door vehicles. In other words, they are able to take a person from point A to point B without using any other transport mode. Additionally, bicycles are light and easy to park. As such, in addition to considering the commute itself, UMPs must take the end of the trip into account, including an appropriate and safe place for cyclists to leave their bicycles.

Bike racks are an important part of the organization and operation of the bike infrastructure that helps encourage people to start and continue cycling.

Bicycle parking may be integrated to the other parking policies, in urban planning processes and also in the laws on land use and occupation as a strategy to increase the number of cyclists.

INTEGRATION WITH PUBLIC TRANSPORT

The possibility of integrating bicycles and public transport systems is a win-win situation. As such, planning, organizing and enforcing the integration of different modes of transport is essential for any urban mobility policy that has different travel options available for their citizens. Such integration may take place in different ways: by making bike racks available at stations and neighboring areas and/or by authorizing bicycles to be taken in public transport, as well as by integration or the establishment of different fees.

Integrating bicycles to urban public transport is a crucial step towards consolidating bikes as a travel alternative in Brazilian cities.



Type of fixed and internal bike rack for buses, which is being used in the Belo Horizonte BRT.

SHARING STREETS

In order to encourage the use of bicycles in the cities, it is important to define how it will be included in the urban context. The easiest and cheapest way of doing so is by sharing streets; in other words, by ensuring cyclists' safety in the use of the existing urban infrastructure.

Adjusting the streets

An important measure to guarantee sharing is efficient is to limit the maximum speed of motorized vehicles to 30km/h, 20km/h, 15km/h or even to 10km/h, depending on the case.

Reducing the speed of urban streets is not limited to changing signalization only. It is necessary to change their design to physically prevent motorized vehicles from speeding.

Shared streets with reduced speed limits must be the first option in terms of cycling infrastructure to be demanded by managers, technicians and even by civil society.



Vertical sign indicating traffic is shared at the location, both for drivers and cyclists, also determining cyclists have priority.

In addition to the direct benefits for cyclists and pedestrians, the traffic slowdown measures are generally popular for those who live in residential areas, for this type of measure is intended to improve quality of life in the area.

Shared Bus and Bike lanes

Ideally, bike lanes should be independent from bus lanes. However, in cities where the land use is a conflict due to of high urban density, especially in the centers/downtown areas, creating exclusive lanes is not always a possibility.

Ideally, bike lanes should be independent from bus lanes. However, in cities where the land use is a conflict due to of high urban density, especially in the centers/downtown areas, creating exclusive lanes is not always a possibility.

Cyclists and Pedestrians

In places where there are no sidewalks or sufficient space to build them and where independent infrastructure for cyclists is necessary, a possible alternative is to offer shared pedestrian and bike lanes. If the flow of either one or the other is to high, it is important for each to have their own lane to offer comfort and safety for both.



Shared bus and bike lane in Paris, France. The basic principle of these lanes is to limit bus speed and give priority to cyclists.

BIKE SHARING SYSTEMS

Bicycle sharing systems are a self-service, individual public mobility model based on the temporary loan of bicycles. Such systems offer easy access to bikes, encouraging people to try them in the city.

If the system is adequately operated and connected to other actions that promote the use of bicycles, it encourages people to purchase their own bikes for other travels. In other words, such systems do not compete with privately owned bicycles; quite to the contrary, they encourage their use and also pressure the authorities to implement the cycling infrastructure by increasing the number of cyclists on the streets.

Bike sharing systems have become an effective tool to encourage cycling on a daily basis.



Bike sharing station - Bike Rio system - Rio de Janeiro.



Cycling Infrastructure

Though in Brazil the Brazilian Traffic Code (Law 9,503, September 23, 1997) acknowledges bikes as a human-powered vehicle, ensuring the right of circulation thereof on streets and highways with priority over motorized vehicles, the existence of exclusive infrastructure is an important tool in the creation of demand, and is also necessary in specific cases.

It is necessary to determine the traffic of motorized vehicles and the speed of the street in order to understand when exclusive bike lanes are necessary, as well as knowing the local trip specificities.

Among the infrastructure possibilities for bicycles that still have not been mentioned and that may be used in the cities are the bike routes, bike streets, bike boxes, bike lanes, bike paths and counterflow cycling. For further information and to better understand the types of infrastructure available and the best use thereof, see the existing infrastructure and signalization guides suggested in the website of the BICYCLE IN THE PLANS Campaign (available only in portuguese for now): bicicletanosplanos.org.



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INCREASING THE NUMBER OF CYCLISTS

The cycling network helps encourage demand and also attracts more cyclists; however, a successful cycling policy should not be focused only on a specific group of people, but be capable of offering general access and use of bicycles in the city.

Building bike paths and bike lanes contributes directly to encourage the use of bicycles by offering a safe and comfortable place for more sensitive agents (such as children and the elderly).

For such purpose to be achieved, in addition to the measures to encourage bike use, it is also important to implement measures to discourage the use of individual motorized transport by reducing space available on the streets, limit and charge parking spaces in public areas, tax the use of cars and so on. Pro-bike campaigns should focus on valuing their use.

The idea behind the different types of infrastructure suggested is to provide examples on the creation of a cycling infrastructure that enables the cyclists' safe and comfortable trip in the city.



Picture: City Government of Curitiba.



6. ACCESS TO FUNDING

FEDERAL FUNDS

There are two possible ways of funding the municipal actions and works in Brazil: by means of tax-based or budget-based funds.

The tax-based funds are those transferred via the Pro-Transport Program, whose source is the Employee Severance Indemnity Fund (FGTS), charged against employee payroll. It was thanks to such program that the Brazilian Growth Acceleration Programs, or PACs, were funded.

In turn, budget-based funds are transferred via the 2040 Program – Urban Mobility and Traffic – of the Brazilian Ministry of Cities, which covers three actions regarding Urban Mobility Plans and active travel:

Action 10SR – Support for the Development of Projects and Plans of the Urban Public Transport Systems:

- » Urban Mobility Plan;
- » Engineering Plan for the Urban Mobility Systems.

Action 10ST – Support for the Non-motorized Transport System:

- » Bike lanes;
- » Minimization of intermodal conflicts;

- » Public streets;
- » Projects.

Action 2D47 – Support for Traffic Moderation Measures:

- » Measures with traffic generator poles;
- » Measures with the public facilities;
- » Measures at commercial centers;
- » Measures in low-income residential areas;
- » Measures at historical centers;
- » Measures in areas with intense traffic.

Such actions are subject to specific guidelines in the Federal Government Budget, as well as to parliamentary constitutional amendments. If there are funds available, the Ministry of Cities publishes an instruction manual, referred to as Sistemática, whose purpose is to guide the processes and rules for proponents to have access to the funds.

The Federal Government may only transfer funds for urban mobility purposes if the city has completed its Urban Mobility Plan, which must be integrated to the City Master Plan. The only exception is Action 105R, which transfers funds for the development of the referred UMP.



OTHER SOURCES

By means of the Urban Mobility Plan, the city may also determine other sources of funds to pay for and maintain the urban mobility infrastructure and actions:

TAXES

- » Application of taxes on transport modes and services for its use of the urban infrastructure in order to discourage the use of certain mobility modes and services, thereby attaching the product thereof to invest exclusively in urban infrastructure designed for public transport and active travel, and to finance the public subsidy of the public transport fees, as determined by law (Article 23, III, of the NUMP¹);

¹ Article 23. The units of the federation may use the following management tools for the transport and urban mobility system, among others:

[...]

III - application of taxes on transport modes and services to use the urban infrastructure in order to discourage the use of certain mobility modes and services, thereby attaching the product thereof to investment

- » Establishment of the private and public-use parking policy, with and without the payment for the relevant use, as integral part of the National Urban Mobility Policy (Article 23, V²);

TOOLS PROVIDED IN THE CITY MASTER PLAN

- » Improvement Contributions;
- » Urban Operation under Consortium;
- » Tax-Based Grant of the Right to Build;
- » Mobility infrastructure works may increase the value of neighboring properties.

By means of these tools set out in the Bylaws of the City, it is possible for the land valuation to be returned to society and invested in urban mobility.

exclusively in urban infrastructure, for public transport and active travel, and to finance the public subsidy of the public transport, as provided for by law;

^{2V} – establishment of the private and public-use parking policy, with and without the payment for the relevant use, as integral part of the National Urban Mobility Policy;



COMMERCIAL DEVELOPMENT AND ADVERTISING

- » Private companies may finance the installation of bike racks, bike sharing systems and others, thereby paying for the infrastructure and operation thereof in exchange for advertising their brands;
- » Businesses may also provide services at the bike rack sites, in exchange for installing the infrastructure and maintaining the service;

TAXES

The Contribution for Intervention in the Economy (CIDE) is a Brazilian federal tax applied on the sale of fuel. Nowadays, 25% of the collected sum is transferred to the cities. It seems quite fair for motorized transport, which generates losses for the city, to pay for urban mobility improvements.

STATE TRANSFERS

- » The state may transfer funds to the cities, to be invested in urban mobility.



“My city already has an Urban Mobility Plan, but it does not adequately include bicycles. What should I do now?”

According to the law, the UMP must be assessed, reviewed and updated every ten years, at least. This means that it is possible for the city to discuss the objectives, targets and vision set forth in the plan, from time to time, with the involvement of the different industries and stakeholders in the process. Make sure you find out what is going on and get involved!



7. FINAL REMARKS

We hope this Guide offers sufficient tools and information to help adequately include bicycles in your city's or region's Urban Mobility Plan. The campaign site (only in Portuguese for now) also offers other materials that may contribute to the development of a bike-inclusive Mobility Plan: www.bicicletanosplanos.org.

We believe bicycles are an important tool for transformation that helps bring forth social, economic and cultural change, thus helping cities become more democratic, alive, safe, pleasant and prosperous places.

By including bicycles in Urban Mobility Plans and then implementing such plans, governments, businesses, civil society organizations, social movements and people will have access to the many benefits associated to the use of bicycles in cities, as well as in their daily travels.

Including bicycles in cities oftentimes requires a cultural change in urban planning. The best weapon to achieve such purpose is by improving the quality and availability of information for all agents involved in the process. Much like the authorities, organized civil society plays an essential role in this process.

The associations behind the development of the **Bicycle in the Plans** campaign are available to answer any doubts, as well as to help an increasing number of cities become more bike friendly. Please feel free to contact us in the development and implementation of the Urban Mobility Plan in your city.





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PROJECT CONCEPTION AND COORDINATION

Bike Anjo - A network comprised of over 3,000 cyclists who love bicycles, spread throughout more than 400 cities, which promotes, mobilizes and helps people start using bicycles in cities. The so-called bike angels use bicycles as a tool for social transformation, based on the understanding that the more cyclists there are, the better our cities will be. In order to do so, they rely on a platform connecting volunteer instructors to beginner-level cyclists, and also organize mobilization campaigns and educational activities.

União de Ciclistas do Brasil - Established in 2007, UCB is currently comprised of 23 bike associations, over 900 individual members and 17 private companies. UCB is currently present in 180 cities in 24 Brazilian states and in the Federal District.

UCB works as a place for debate between local agents and initiatives, thereby facilitating and encouraging the exchange of information, methods and processes to empower and

increase its members' effectiveness. It also offers the engagement of its members in national actions with agents from all three sectors (public, private and organized civil society) to contribute to the improvement of bike-related public actions, as well as to support projects nationwide.

Transporte Ativo - Established in 2003, Transporte Ativo (T.A.) is a civil society organization that promotes the use of active travel (or human-powered vehicles) in the urban environment.

T.A. is an information center of urban mobility by bike for the government, media and citizens, connecting potential partners and collecting data and information within society and the government, in the pursuit of better cities for everyone. Headquartered in Rio de Janeiro, T.A. has worked locally, but also impacts processes in Brazil and abroad.

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ORGANIZATION



SUPPORT

