

Municipal Walkability Master Plan of Fortaleza



Fortaleza
PREFEITURA

**Urbanismo e
Meio Ambiente**

THE ISSUE CAUSED BY DESIGNING CITIES FOR AUTOMOBILES

“For decades, the **human dimension** has been forgotten and became a neglected topic in most cities’ urban planning, while several issues become more and more severe, such as accommodating the vertiginous increase in car traffic (GEHL, 2015).”



MAIN ISSUES OF URBAN MOBILITY

TRAFFIC JAM



“Brazil has the **6th largest vehicle fleet** in the world, with around 46.3 million cars in circulation. Among the northeastern capitals, Fortaleza **ranks 1st** in the vehicle fleet ranking, with around 1,2 million vehicles (DETRAN).”

POLLUTION



“Motor vehicles are responsible for **22% of GHGs worldwide (WHO)**. In Fortaleza, motor vehicles are responsible for about **57% of GHG emissions** in the city (SEUMA).”

CAR ACCIDENTS



“**1.25 million people die in traffic** accidents worldwide (WHO). In 2020, 11,290 claims were registered in Fortaleza, which caused **188 fatal victims** (AMC).”

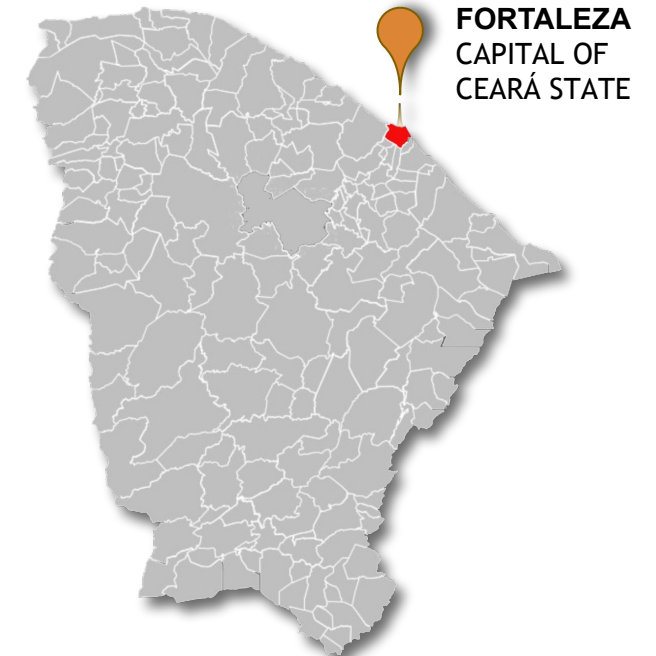
LOCALIZATION OF FORTALEZA - CEARÁ - BRAZIL



MAP OF SOUTH AMERICA



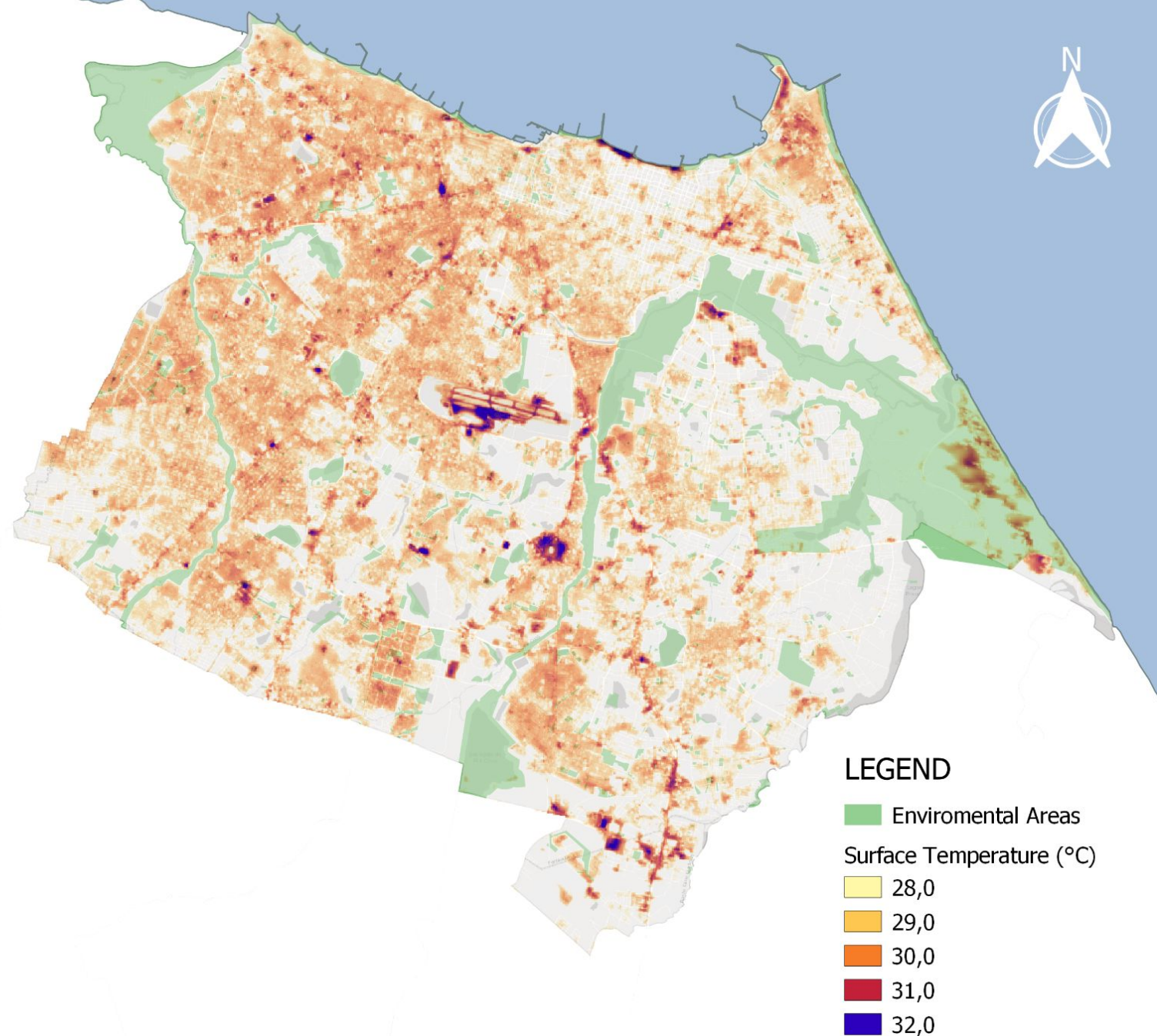
MAP OF BRAZIL



MAP OF CEARÁ STATE (CE)

PLACING THE PLAN: FORTALEZA'S MAIN ASPECTS

- CAPITAL CITY OF CEARÁ, A STATE LOCATED IN BRAZIL'S NORTHEAST REGION
- 5TH LARGEST CITY IN BRAZIL
- POPULATION: 2,7 MILLION RESIDENTS
- 40% OF THIS POPULATION MAIN'S MEANS OF TRANSPORT IS ON FOOT
- WARM SUB-HUMID TROPICAL CLIMATE. TEMPERATURES ARE HIGH DURING DAYTIME MOST OF THE YEAR, THE CITY HAS A VERY LOW THERMAL AMPLITUDE

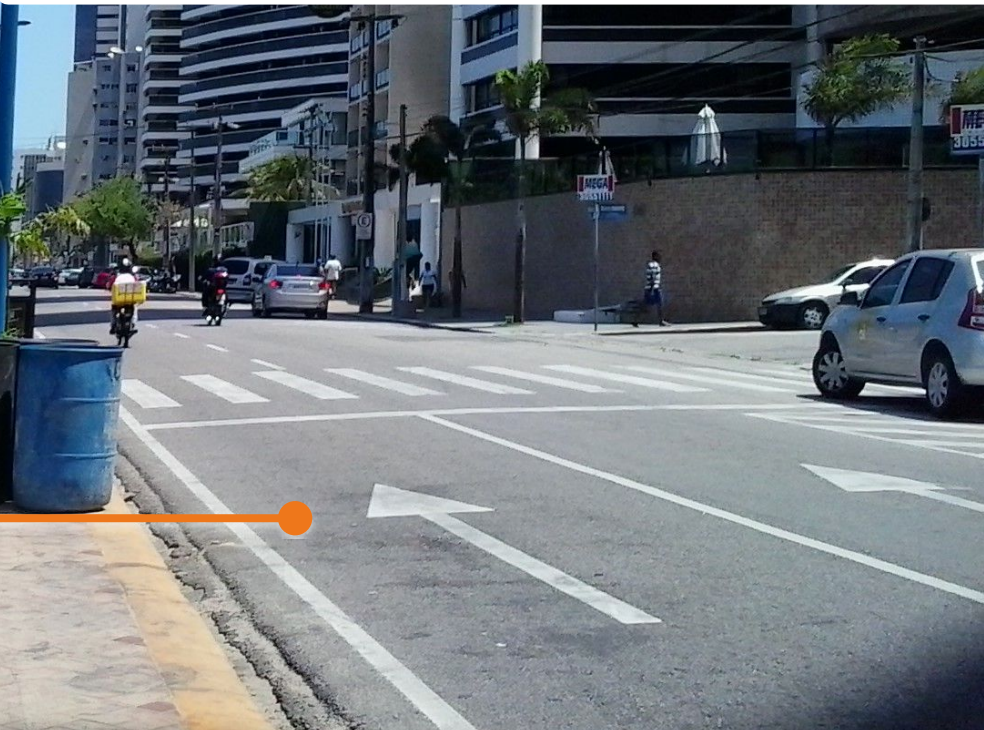


FORTALEZA'S CHALLENGES

HIGH TEMPERATURE
DURING ALL YEAR
(30°C - 86°F)

LACK OF
AFFORESTATION IN
MOST HIGHLY
URBANIZED AREAS,
WHICH ELEVATE
EVEN MORE THE
THERMAL
SENSATION

WIDE, ASPHALTED
ROADS CREATE
HEAT ISLANDS



SEARCH FOR A SUSTAINABLE URBAN DEVELOPMENT



“There are **17 goals and 169 global action goals to be achieved by 2030**, most of them covering the environmental, economic and social dimensions of sustainable development, in an integrated and interrelated way.” **SDG -UN**



3.6 - Reduce by half global road fatalities and injuries.



11.7 - By 2030, provide universal access to safe, inclusive, accessible and green public spaces, particularly for women and children, older persons and persons with disabilities.



13.2 - Integrate climate change measures into national policies, strategies and planning.

REVERSING THE TRAFFIC PRIORITY PYRAMID

THE MASTER PLAN'S MAIN GOALS

“Stimulate and make doable, in the best possible way, the practice of walking throughout the whole city, (...) serving as a parameter for any and all future interventions in the municipal urban space.”

Increase the attractiveness of traveling on foot, by qualifying the existing infrastructure used for walking.

1st Pedestrians



2nd Cyclists



3rd Collective Public Transport



4th Cargo Transport



5th Private Vehicles



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Municipal Walkability Master Plan of Fortaleza

GOALS

“Encourage **walkability policy in the city**, bring walking as a central and cross-cutting theme in public policies, determine strategic actions and walkability guidelines to be followed in Fortaleza, making public spaces accessible to its users and serving as a parameter for any and all future interventions in the municipal urban space.”

GUIDELINES

- ✓ Increase the attractiveness of traveling on foot, through the qualification of infrastructure for Walking;
- ✓ Ensuring the completeness of displacement in the neighborhoods, considering housing and work;
- ✓ Ensure access by walking to parks and squares;
- ✓ Prioritize travel on foot in centralities;
- ✓ Increase pedestrian safety at crossings.

THE MAKING OF THE MASTERPLAN

2019

SECRETARIA MUNICIPAL DE URBANISMO
E MEIO AMBIENTE

PORTARIA SEUMA Nº 53/2019

Composição da Rede Interdisciplinar e Intersetorial para apoiar a operacionalização do Plano Municipal de Caminhabilidade de Fortaleza - PMCFOR.

2020

SECRETARIA MUNICIPAL DE URBANISMO
E MEIO AMBIENTE

PORTARIA SEUMA Nº 10/2020

Composição da Rede Interdisciplinar e Intersetorial para apoiar a Operacionalização do Plano Municipal de Caminhabilidade de Fortaleza – PMCFOR.

61 members

23 participant institutions

TECHNICAL GROUPS CREATED

- ✓ TG Methodology and Diagnosis;
- ✓ TG Strategic Planning;
- ✓ TG Reduced Mobility;
- ✓ TG Social Engagement;
- ✓ TG Financial Means.



SOCIAL ENGAGEMENT

Work Group's Meetings



25

Work Group's
Meetings

Participative Workshops



03

Participative
Workshops

Public Consultations

2ª Consulta Pública - Contribuições para o Manual Técnico para calçadas

O formulário 2ª Consulta Pública - Contribuições para o Manual Técnico para calçadas não aceita mais respostas.

Entre em contato com o proprietário do formulário se você achar que isso é um erro.

4ª Consulta Pública - As Calçadas que temos X As Calçadas que queremos

O formulário 4ª Consulta Pública - As Calçadas que temos X As Calçadas que queremos não aceita mais respostas.

Entre em contato com o proprietário do formulário se você achar que isso é um erro.

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Public
Consultations

MASTER PLAN'S PRODUCTS | BOOKS

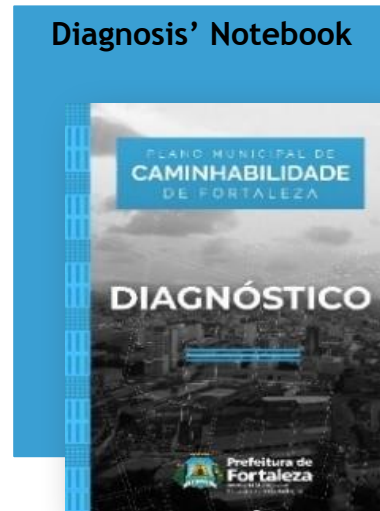
01

Strategies' Notebook



02

Diagnosis' Notebook



03

Technical Manual for Sidewalks



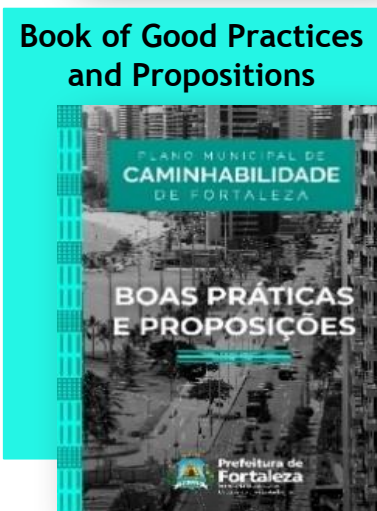
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Booklet "The Sidewalks We Want"



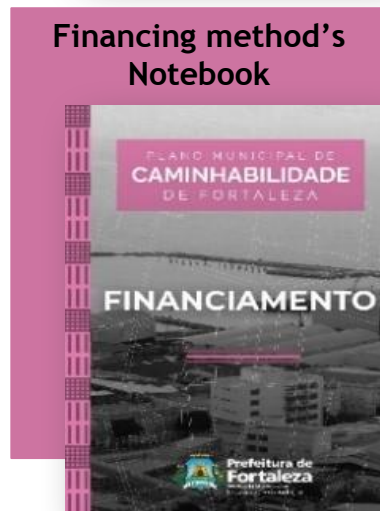
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Book of Good Practices and Propositions



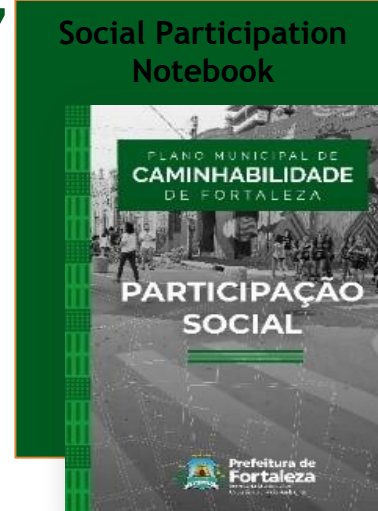
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Financing method's Notebook



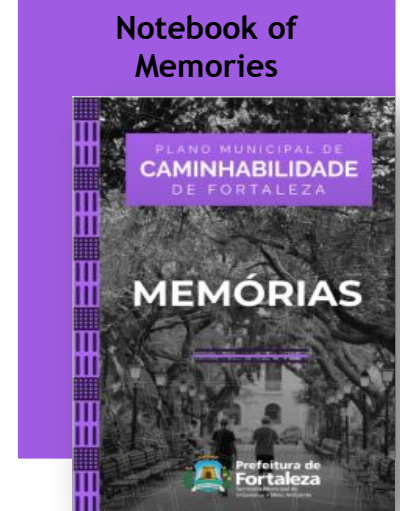
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Social Participation Notebook



08

Notebook of Memories



WALKABILITY PLAN'S PRODUCTS | ACTIONS

In all, there are 97 strategic actions related to topics such as:

- ✓ Focal Points;
- ✓ Infrastructure;
- ✓ Accessibility;
- ✓ Environment;
- ✓ Urban Mobility;
- ✓ Economy;
- ✓ Public Policy and Social programs;

The **guidelines** and **strategic actions** were formulated with the aim of solving the **challenges** encountered during the **urban diagnosis** prepared by the Interdisciplinary and Intersectoral Network of the **Municipal Walkability Master Plan of Fortaleza.**

THE MASTERPLAN PUT IN ACTION: CITY PROJECTS

Project My Entrepreneurial Neighborhood



Varjota Gastronomic Center Project



Requalification of Pedestrian Streets in the center



Hope Street Project



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THE MASTERPLAN PUT IN ACTION: CITY PROJECTS

People's City Project



AMC e com apoio da Bloomberg

School Paths Project



AMC

Living Sidewalk Project



AMC

Living squares Projects



AMC

THE MASTERPLAN PUT IN ACTION: CITY PROJECTS

Calm Traffic Areas



Complete Streets Projects



Safe Corner Program



Extension of Sidewalks



THE WALKABILITY PLAN IN ACTION: CITY PROJECTS

Children's Park/
Children's City



SEINF

Micro Parks



SEUMA AND CITINOVA

Requalification of the seafront of Praia do
Futuro



SDHDS

Mobility and Urbanization Works in Vila do Mar



SEINF



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THE MASTERPLAN PUT IN ACTION: CITY PROJECTS

Ecopoint



Accessible Beach Project



WALKABILITY PLAN | THE CURRENT SQUAD



Débora
Monte
LABCIDADE
SEUMA



Glecyclane
Coelho
CEDUR|COURB
SEUMA



Brenda Alves
CEDUR|COURB
SEUMA



Fabiana Tavares
CEDUR|COURB
SEUMA



Melissa Teixeira
CEDUR|COURB
SEUMA



Hélydy
Cordeiro
CENOR|COURB
SEUMA



Lucas Desidério
CENOR|COURB
SEUMA

STAKEHOLDERS

Secretaria do Governo (SEGOV);
Secretaria Municipal da Saúde (SMS);
Agência de Fiscalização de Fortaleza (AGEFIS);
Secretaria Municipal de Infraestrutura (SEINF);
Secretaria Municipal de Habitação (HABITAFOR);
Secretaria Municipal de Gestão Regional (SEGER);
Autarquia Municipal de Trânsito e Cidadania (AMC);
Secretaria de Esporte e Lazer de Fortaleza (SECEL);
Instituto de Planejamento de Fortaleza (IPLANFOR);

Empresa de Transporte Urbano de Fortaleza (ETUFOR);
Secretaria Municipal do Turismo de Fortaleza (SETFOR);
Secretaria Municipal de Desenvolvimento Econômico (SDE);
Secretaria Municipal da Cultura de Fortaleza (SECULTFOR);
Autarquia de Urbanismo e Paisagismo de Fortaleza (URBFOR);
Secretaria Municipal de Conservação e Serviços Públicos (SCSP);
Secretaria dos Direitos Humanos e Desenvolvimento Social (SDHDS);
Fundação de Ciência, Tecnologia e Inovação de Fortaleza (CITINOVA).

Obrigada!



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