

Paths to school

The case of Fortaleza making streets for kids

 **CITINOVA**
CIÊNCIA, TECNOLOGIA E INOVAÇÃO



Fortaleza
PREFEITURA

 **LABIFOR**
LABORATÓRIO DE INOVAÇÃO DE FORTALEZA



Worldwide, traffic accidents are the
**leading cause of death among
children aged 5 to 14 years**

Source: Global Status Report on Road Safety (WHO, 2018)



In Brazilian cities, many children

travel to school on foot and by bicycle

In Fortaleza

**55% of students from
municipal schools make
the journey on foot**



Source: Plano de Acessibilidade Sustentável de Fortaleza - PASFOR (2019)



Students from the Municipal Schools of Fortaleza on the way to school



**These active displacements should
be encouraged,** while ensuring the
safety of children



How can **tactical urbanism**
help in this process?



low
cost



fast
implementation



high
impact



Before and After Studies/Analysis

Surveys and interviews

O QUE VOCÊ ESTÁ ACHANDO DA INTERVENÇÃO?

(MARQUE COMO VOCÊ GOSTARIA QUE FICASSE ESSE ESPAÇO NOS PARES DE IMAGENS ABAIXO)



ASSIM?



OU ASSIM?



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OU ASSIM?



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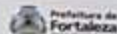
Intervention evaluation

Before & after banner

FEAR



Hidracor



Prefeitura de Fortaleza



NACTS



Intervention evaluation

Interactive totem



Insertion of **playful elements**, essential for the project to be approved by children



Project **experimentation** by the population before it is permanently built

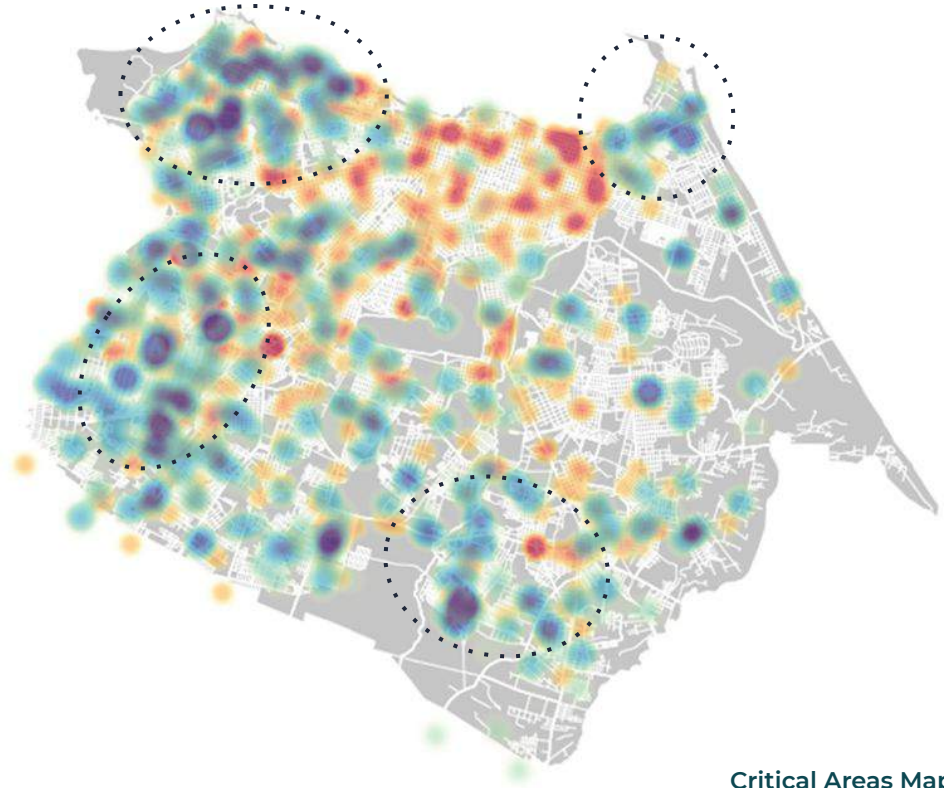


paths

to school

CRASHES X LOCATION OF SCHOOLS

>> The main **critical areas** in relation to the number of students and the occurrence of accidents are on the outskirts of the city



Critical Areas Map
Crashes x Location of Schools

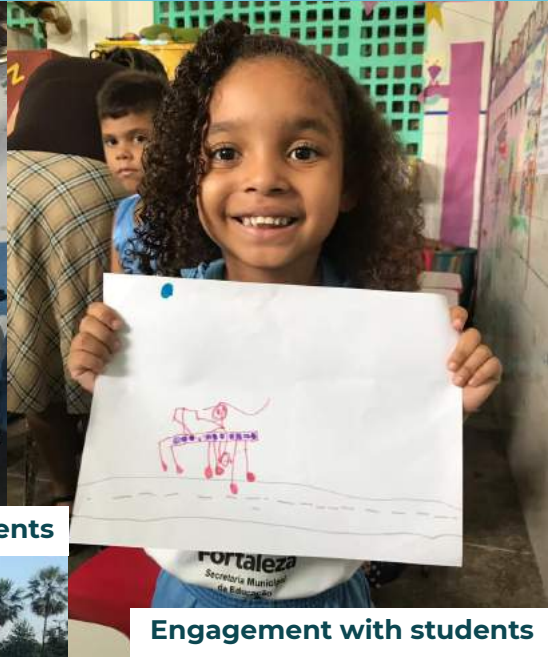
Developed activities



Site visits and technical meetings



Engagement with students' parents



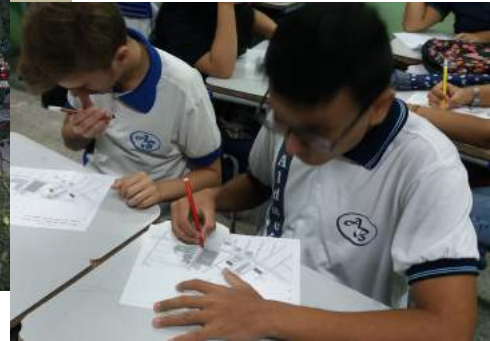
Engagement with students



Meeting with schools principals



Scenarios simulation



RESULT OF WORKSHOPS WITH PARENTS

Paths to schools

Design activity and surveys with parents to identify the most used paths and modes of commuting to schools on a daily basis (46 participants)



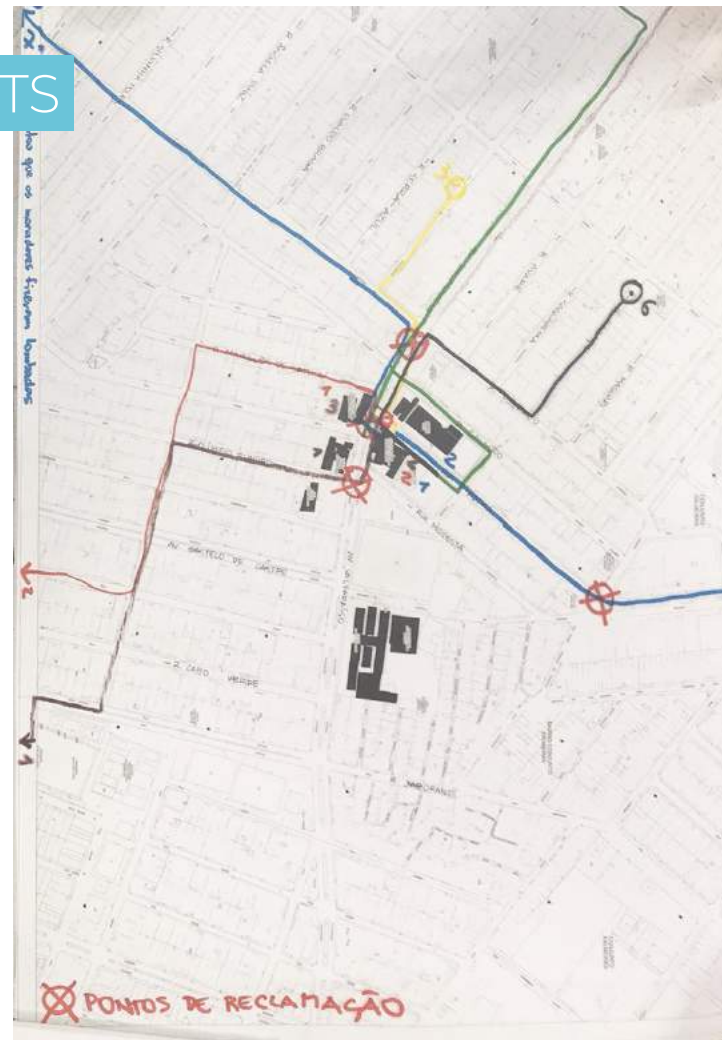
67% go walking



84% don't have a car



47% have a bicycle



ENGAGEMENT WITH KIDS

4 to 5 years old **Play in the street**

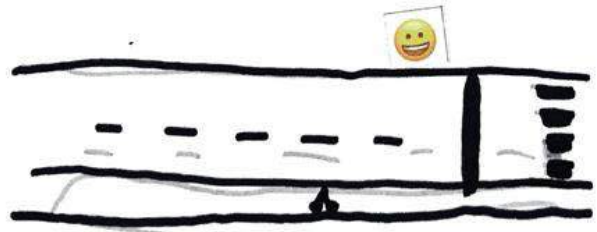
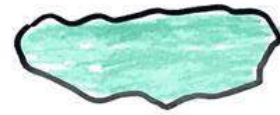
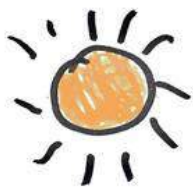
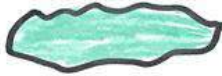
Drawing activity with children trying to identify what they like to play in the street



PHOTOS: PAULO WINZ

Thais Vieira Oliveira

Loisa Boas que
eu queria
que tivesse
se na
rua



ENGAGEMENT WITH KIDS

10 to 12 years old **Digital Influencers of Urban Mobility**

Identify the problems (and strengths) related to urban mobility, road safety, micro accessibility, lighting, shading, among others on printed maps and photos. Interview each other about what was identified in the activity.



Limite da mureta escola está com um
Perigo de desabar



#PODE
MELHOR

a população
precisa de ajuda



ENGAGEMENT WITH KIDS

13 to 15 years old **Path to school**

Walking with the students along the paths identified in the parents' workshops so that they can identify the problems (and positive points) related to urban mobility, road safety, microaccessibility, lighting, shading, among others.



CAMINHADA SENSÍVEL



Moldura vermelha para aspectos negativos e verde para aspectos positivos

A woman wearing a white tank top with 'Hurley' and 'MCMX' printed on it, and a white baseball cap, is holding two young children. The child on the left is wearing a light blue t-shirt with a cartoon character and the word 'melip' on it, and a light blue skirt. The child on the right is wearing a white t-shirt and white pants. They are standing on a black mat in a colorful play area with yellow and blue mats. In the background, there are other children and adults, and buildings under a clear sky.

cristo

redentor

First intervention of the
Paths to School Program



Before



After



More than **3,000 students** served





Before



After



more than
1,000m² of
pedestrian space



Before



After



**+6 crossings
with interventions**



+13 new crosswalks



Before



After



educational stations (at side walks and squares)



educational stations (at side walks and squares)



creating safe routes with signage



speed adjustment (to 30km/h)



creating safe routes with signage

Granja Lisboa



Conjunto Palmeiras



Pl. Ayrton Senna



Partnerships with best practitioners around the world were key to the project success

**Bloomberg
Philanthropies**



**Vital
Strategies**

**Partnership for
Healthy Cities**



**Global
Designing
Cities
Initiative**



**All the effort applied returns
the most valuable result**

756 lives
saved

between 2014 and 2020

Already in 2019, Fortaleza reached the UN goal of halving traffic mortality



Goal: reduce 50% by 2020

2011

15,4

deaths/100k hab.

Reduction in the
rate of traffic
fatalities



53,2%

2020

7,2

deaths/100k hab.

A policy that builds cities for children





**That makes the city
a space to play**



**That includes children
in all projects**



And allows them to live the city with their caregivers

**What will be this child's
relationship with the city?**



The greatest measure of success of this policy is to see people experiencing and occupying their city



obrigada



**Prefeitura de
Fortaleza**
Secretaria Municipal de
Conservação e Serviços Públicos

 **Bloomberg
Philanthropies**
INITIATIVE FOR GLOBAL ROAD SAFETY