



CETRAMA

-Title of presentation: “**MOBILITY MANAGEMENT IN OLD TOWNS**”

-Author, organization and contact details: -

Wellington Correia de Figueiredo, PhD / Juan Pedro Moreno, DSc.

Institute of Urban and Regional Development-IURD / UCA-Berkeley,

Centro de Estudos de Transporte e Meio Ambiente – CETRAMA/UFBA

Tel./Fax. ++ 55 71 203 9834 Home: [www.eng.ufba.br/cetrama](http://www.eng.ufba.br/cetrama)

E-mail. [wcf@ufba.br](mailto:wcf@ufba.br) , [jpyupi@yahoo.com.br](mailto:jpyupi@yahoo.com.br)

-**Type of participation (workshop or poster session):** Workshop

-**Main topic:** 2. **Accessibility of urban areas**

Living in the city is becoming less attractive. All over the world policy makers are working on solutions for mobility management. Stimulating the use of public transport, bicycle, park-and-ride facilities, restrictive parking policy, implementing car free zones and many more. In order to be successful it is necessary to keep on exchanging our experiences in these areas so that we can learn from each other.

-**Objectives:** **a)** Study and implementation of Mobility Management-MM measures feasible and related with the identified problems of accessibility and mobility at the study area;

**b)** Study of the profile of the users of the area evaluating the possibility of its migration for sustainable modes of transportation; and,

**c)** Induce the users to change its behavior in relation to the form of the trips that have for destination the Old Town and the inside of the area, promoting the use of sustainable modes of transport in terms of space consumption and energy.

-**Indicate relevance to the workshop description:**

Transport Integrated Policy using mobility management measures directed towards the target:: actors, public, clients, tourists and services available. MM can contribute to accessibility and attractiveness of the area.

- **Short description of the project:**

Historical Center of Salvador – Bahia,. The old town of Salvador is without a doubt the most important historical site of Brazil, being recognized as Patrimony of the Humanity for UNESCO due to the tangible cultural patrimony of the Historical Center: its colonial large houses, the churches in baroque style and the forts that had witnessed the wars against the Dutch invasion and for the independence of Brazil having defended this important city. Established in 1549 for it takes by Souza, the first General Governor of the Portuguese Colony, Salvador became it first city settled and planned of Brazil, being the most important warehouse for the sugar of recôncavo (Salvador rural area around the bay) and in the route for India. Counting on rough geography as its main defense, beside of the forts around it that did not allow the approach of enemy ships, Salvador it prospered and one became rich.

**Problem:** Poor integration of life at the old town in social and spatial terms

Reasons:

Current Land Use

Pedestrian

Cyclists

Topography

Parking

Effects:

Environmental damages

Transportation Costs

Poor Internal Access

Poor Pedestrian Facilities

Lack of Cycling Facilities

How to convince people to change their travel patterns towards sustainable leisure trips?

Can leisure influence our travel attitudes? Who are the actors to be involved and how?

Are there any results available?

. Demonstrate and assess the potential of MM to influence mobility attitudes and behavior.

**Main Activities**

- Improve the supply of information for tourists and freight operators. informing the target groups and raising the general awareness towards sustainable modes.

- Influence the modal choice of travel towards sustainable tourism and leisure trips.

- Encourage the process of integrated transport and land use planning.

## Study Área

Traffic Zones, (see ortho-photo map on right).

52: Santo Antônio

53: Castro Alves

### Methodology Syntesis:

Define positive aspects and restrictions for urban mobility in the study area

Identify critical spots / links.

Evaluate existing links / mobility patterns and impacts on urban activities.

Evaluate mobility alternatives.

In general terms, the methodology configures a process of Planning, aiming at to get

information, transference of management experiences, the opinion of specialists and the consensus of the community in relation to the proposals:

**a)** The survey of primary data and you would second, aiming at one adequate knowledge of the existing profile and the standards of movement of the users of the area.

**b)** Detailed survey of infrastructures, tracks and flows aiming at its adjusted optimization,

**c)** Analysis of similar international experiences and, finally

**d)** Joint of proposals, in intention to get a Plan of Circulation and feasible measures of Management of Mobility to be implemented in short term.

### The results reached in the first stage of the study are:

**1)** the joint of the diverse actors interested in the solution of the problem and promotion of the participation of the Community;

**2)** the mapping of the critical factors, restrictions and potentialities for sustainable mobility, such as, population, axes, infrastructures, conflicts and facilities for the displacement of pedestrians, cyclists and of the public transport for bus, safety, urban areas next with potential demand to pedestrians and cyclists, environment, etc; and,

**3)** Elaboration of a detailed questionnaire, aiming at to identify the standards of trip and modes of transport used by the diverse users to arrive at the Old CBD, as well as, its displacements in the interior of the area. Additionally, will also be identified the degree of satisfaction with the performance of the public transport and with existing infrastructures in the area, as well as, under which conditions the users would leave to use the automobile for sustainable modes. Implementing measures of MM.

**-We wait in the future to reach the following results:** **a)** Supported in the studies in progress, to implement an infrastructure network and facilities directed toward the development of new bicycle infrastructures (parking and reserved lanes), as well as, routes for pedestrians; **b)**

Integration of these networks with the System of Public Transport of the area; redesigning the public transit circulation; **c)** Programs to promote in the Old CBD the use of most sustainable modes of transport instead of propagate it private; **d)** Improving user information on prices,

services and intermodal opportunities; **e)** To favor a bigger integration of the life in social and space terms, which will effectively contribute for the productivity and necessary to reach the social goals of the city population; and **f)** Implementing car free zones.

### - Conclusions:

The Old Town is now already a pedestrian area, since last July 8<sup>th</sup>, after a mayor ordinance. Truck traffic up to 4000 kilograms it is allowed from 6am to 10am and from Monday to Friday to provide service for hotels, inns, shelters, bars, restaurants and show spaces. The action was good for tourists and for the conservation of the buildings foundations at the Historic Center. The heavy traffic before was not good for old buildings, drainage galleries, sidewalks, and existing stone paving streets. Considering the social, institutional and space context of the cities of the third world, the adjusted integration of politics of public transport is presented as a previous basic step to the implementation of measures of MM. The low level of service of the public transport the determinative role of the bus public transport in relation to the other modes, the nonexistent intermodality, the poverty, the urban violence, the chronic lack of networks of infrastructure directed to the pedestrians and cyclists, etc, amplify the vulnerability of these target groups. In the case of the city of Salvador, the complexity of the relief additionally configures new restrictions to sustainable urban mobility. In this it makes necessary to optimize the scarce existing resources in terms of networks of transport, being articulated politics with the tourist activities, promoting the environmental conscience and the participation of the community. MM is employed as a means to solve specific traffic related problems at tourism attractions to sustain the quality of life and the economic basis of the areas.

