

- TRAFFIC EDUCATION -

# BIKE BLITZ





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Degree in graphic Assign and marketing

It works in the public transport area for 14 years

Voluntary member of the NGO Urban Cycle since 2013



# ABOUT US



The NGO Association Ciclo Urbano is a Civil Society Organization focused on the quality of life through the use of means of transport to Human Propulsion in transit systems.

Together with other organizations and entities seeking to spread the Culture of Bicycles, defending and promoting their rights and duties, rules and benefits.

In search of more cyclists on the streets, either because they feel safe and confident because they are well informed, or feel safe by telling ciclovíario with a system of better quality.





**Mapping of cycle paths aracaju / Cyclist Count**

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**Cycle routes**

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**Research: Origin / Destination,**

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**Intermodal challenge**

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**School Bike Anjo**

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**Bike Anjo for people with disability**

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**Cultural pedal**

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**Diva's Pedal**

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**Workshop Hand on the Wheel**

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**Cycle Debates**

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**Bike Blitz**



# OUR AUDIENCE



ciclourbano.org.br

**+ 18 mil access per year**



/ongciclourbano

**+ 3400 fans and interactions**  
**posts reach 14,000 views**



@ciclo\_urbano

**+ 1200 followers**



**55 members**  
**15 active volunteers**  
**in monthly actions**



“PUTTING THE HAND AT THE  
WHEEL TO PROMOTE  
CULTURE BIKE AND CONTRIBUTE  
WITH FORMATION URBAN  
CYCLIST IN THE CITY.”

*Luciano Aranha, Presidente of NOG Ciclo Urbano*

# THE PROJETO BIKE BLITZ



*Started in 2013 (under development)*

The Bike Blitz consists in carrying out interventions in a widely circulated local bikers and crank in the city of Aracaju with object of **AVAILABLE FREE BASIC MAINTENANCE ON BICYCLES**. It appears that about **70% of the bicycles circulating around the city the safety standards imposed by the Brazilian Traffic Code example brakes and front and rear reflective signs are not appropriate**. With this, the Bike Blitz project aims to perform basic maintenance free with the repair or replacement of safety items and deliver improvements in the safety of rider and consequently awareness of them on the need for maintenance and upkeep of the bike.





# WHY HAS TO BE HELD ON INITIATIVE PROJECT?

*What circumstances that favor its execution? What is the difference between this project?*

Urban mobility by bicycle is increasingly growing in cities, due to a larger fleet of motor vehicles, causing traffic jams, accidents and loss of life. As a counterpoint wear this current situation, bikes for mobility has been seen as one of the potential alternatives so that people can get around quickly, safely and respecting the environment while providing greater proximity to urban architecture beyond its social, economic and environmental advantages.

Brazil has a great deficiency in the models of urban mobility, with negative aspects: impacts on public health, congestion, pollution, inefficiency in the use of public space problems are consolidated in all cities.

# ARACAJU

The capital of the smallest state in Brazil has one of the largest car fleets per person across the country, the largest in the Northeast. This situation corresponds to a car for every 3.1 inhabitants and leaves Aracaju ahead of cities like Rio de Janeiro and Salvador, in this regard.

The last survey conducted by Sergipe State Traffic Department (DMV-SE) indicated that the city's fleet exceeded 160,000 cars, most of the state's fleet of metadata. The Sergipe capital records an average of 800 new cars emplacados monthly and the result is visible: bottled streets.

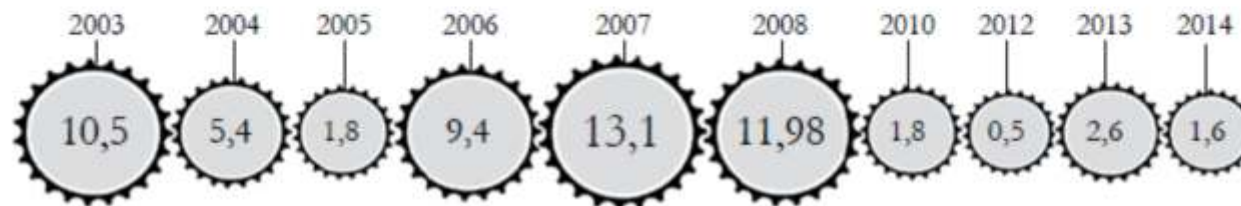
**There are currently no projects, whether at the state or municipal level, related to encouraging the use of bicycles as means of transport, even with the gradual growth in the number of cyclists and a timid increase in the construction of bike paths.**

Distância média  
percorrida pelos ciclistas: 7 km

Principais  
destinos: 17 de Março, Siqueira Campos, Atalaia,  
Olaria, Farolândia, Porto Dantas.

ESTRUTURA CICLOVIÁRIA 

Kms de cicloviarias implementados entre 2003 e 2014 (em km/ano):



# ARACAJU




The SMTT, EMSURB e EMURB are the public institutions involved in discussions about urban cycling in the city.

 59 km  
bike lanes

 64  
bike racks recorded  
by the NGO Urban Cycle

 797  
vacancies in bike racks

 20 stations , 200  
bicycles on shared  
bicycle system of the city,  
CAJU Bike





According to this parameter presented this action is justified by the **URGENT ACTIONS NEED EDUCATIONAL** about the specific traffic laws for cyclists, as well as to promote safety in the paths made by bicycle users in Aracaju.

*Luciano Aranha, Presidente of NOG Ciclo Urbano*





**BIKE  
BLITZ**

## MAIN GOALS

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Promote the culture of cycling;

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Contribute to the training and dialogue with urban cyclist on their rights and use of public space for people who cycle in the peripheral areas of the city;

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Make and take information about bike maintenance;

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Gather information on the actual profile of the urban cyclist in the city.

# BIKE BLITZ

In the medium and long term we have cyclists **MULTIPLIERS** of about your **RIGHTS** Duties and traffic and its **HUMANIZATION.**





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## HOW IT WORKS?

With the **INDIVIDUAL APPROACH** and dialogued through informative pamphlets, stickers, cards on PVC, water and performing basic maintenance for bicycles.

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# BIKE BLITZ



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# MATERIALS

**Banner**

**Informative flyers views**

**Shirts for the participants of the bike blitz**

**Pocket cbt**

**Pvc plates**

**Cups of mineral water**

**Bumper stickers, and bike**

**Kit with various materials for basic maintenance  
of bicycles**

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**BIKE  
BLITZ**





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**The Bike Blitz Project, as well as being selected for the global Velo-city this year,  
also received the Mobility Award Minute 2014 and the Prize  
«The Promotion of mobility by bicycle in Brazil.**

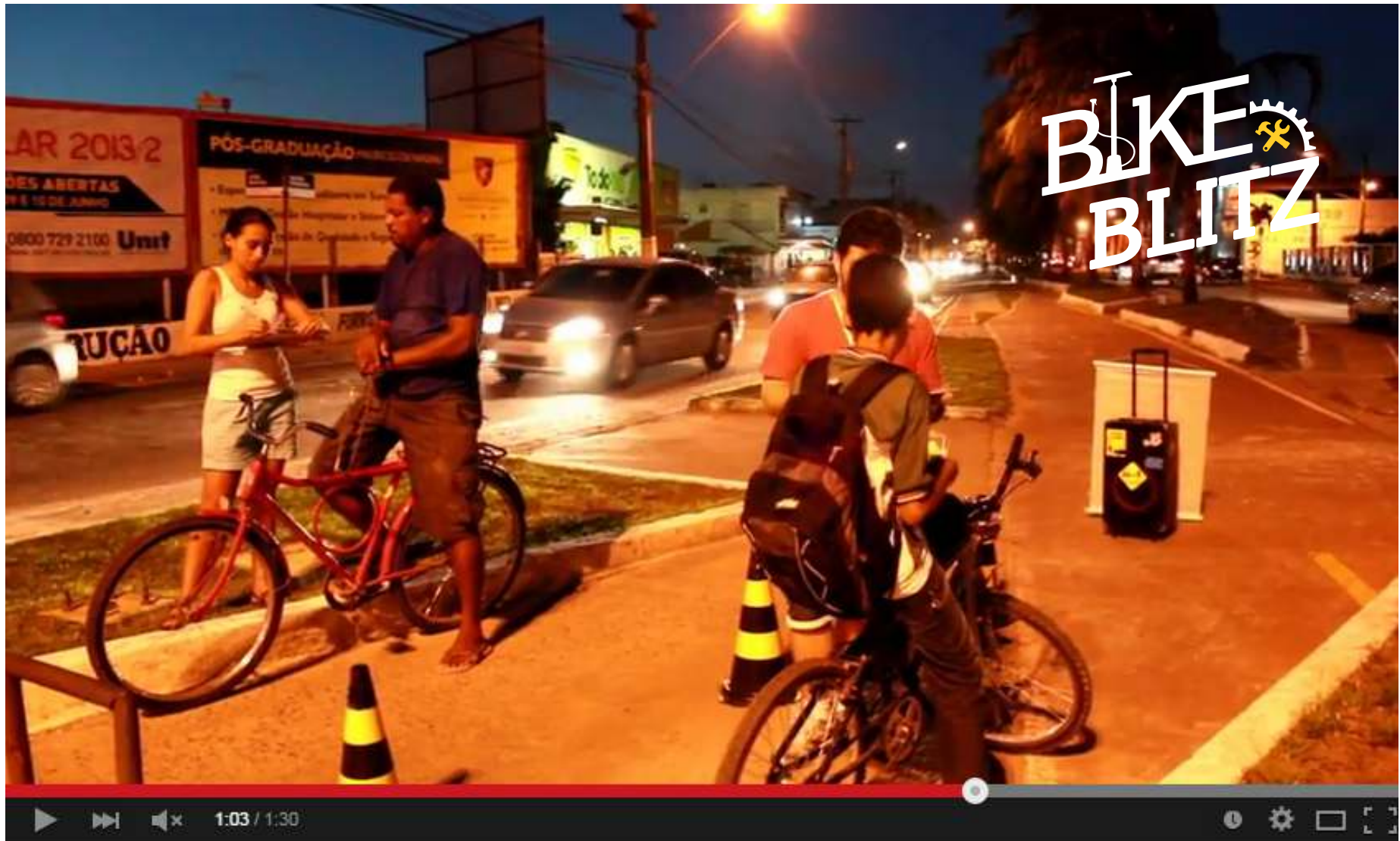
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# BRAZILIAN CITIES *MULTIPLIERS*



**RECIFE** • **FORTALEZA** • **MANAUS**  
PE CE AM



<http://youtu.be/zSOXTjCOIBU>

# BIKE BLITZ

*Supporting companies of 4 next  
2015 year editions*

SUPERINTENDÊNCIA MUNICIPAL  
DE TRANSPORTES E TRÂNSITO

**SMTT**

Aracaju

Trânsito: Segurança e Cidadania





# BIKE BLITZ



Obrigada  
Thank you  
Merci

## ***CONTATO***

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**CICLO URBANO**