

Poster

Pedala Floripa project

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Pedala Floripa project is an University pro bicycle program developed by CICLOBRASIL group in the State University of Santa Catarina – UDESC. The project aims to provide bicycle infrastructure projects and promote bicycle use for leisure and transport in the city of Florianópolis, the capital of Santa Catarina. Florianópolis is an island with very beautiful natural spots, often visited by tourists and considered number one city in quality of life among Brazilian cities, but urban planning system hardly includes cycling infrastructure.

June 1997 to June 1998 – We tried unsuccessfully to find partners in the government sector. We found there was no technical people capable of working in this field in the government Urban Planning Institute.

We created and distributed educational pamphlets (with tips of correct bicycle riding and with Brazilian Transit Code articles related to cyclists) in community events.

We made one bicycle riding with the community during this time.

June 1998 to June 1999 - Many phone calls and visits to technical people from the government (related to transport, transit and tourism) were made, we found big resistance to get people started.

The project has organised and risen fund to bring two architects, experts in cycleways projects, to meet our local technical people from Urban Planning Institute in the “1st Technical Meeting about the Cycleway System of Florianópolis”, held on 3rd and 4th of December 1998 and we included a lecture about bicycle in the “3rd Ibero-American Meeting of the Environment Units of Transport Sector” held in Florianópolis, from 29th of November to 2nd of December 1998.

The project found help in the Environment group from “Florianópolis Association of Industries and Commerce” and organised a meeting to expose our ideas to some Government sectors and got good press and TV coverage, held on 3rd of February.

We started to moderate a bike discussion list in internet ciclobrasil2000@egroups.com

We made 5 bicycle ridings with the community during this time.

June 1999 to June 2000 - We participated in many community meetings exposing the benefits of bicycle riding and distributing educational pamphlets. We made one bicycle riding with the community during this time.

We organised (and presented our project in) the technical Seminar “Bicycle in Brazil – the new reality of public policies” inside the “Two Wheels” (Bicycle and Motorcycle producers event, organised by DMG exhibition group), held in São Paulo, on 23rd and 24th of November 1999.

We were invited to work with the State Urban Development and Environment Department.

June 2000 to June 2001 – We participated in many community meetings exposing the benefits of bicycle riding and distributing educational pamphlets. We made two bicycle ridings with the community during this time.

We organised the “1st Cycling Policy Meeting of the State of Santa Catarina”, held in Florianópolis, in 14th of June 2000. The meeting had the openings made by the Governor of Santa Catarina, where he signed, along with the leaders of the State Urban Development and Environment Department, the State Transport Department and the State University of Santa Catarina, a Co-operation term to develop studies and projects on bicycle infra-structure in the State of Santa Catarina.

We participated in Velo Mondial 2000, presenting Pedala Floripa project, as a poster session, from 19 to 22nd of June 2000.

Our Call for answers & suggestions were:

- 1 - Literature and experiences on bicycle education;
- 2 - Cycle-tourism in Brazil;
- 3 - Fundraising for bicycle promotion.

We received many suggestions (personal information) during the Conference and some e-mail after VM2000, most of them were Web pages where we can find out about bicycle education and Cycle-tourism.

We expect to use this information to improve our work, make new contacts.

<http://noticiasdopedal.come.to>; www.ecf.com; www.sustrans.org.uk; www.cycling.nl; www.touristik.at; www.millenniumtrails.org; www.railtrails.org; www.ibike.org; www.bikenews.org; www.bikefed.org; www.bikeleague.org; www.iwalktoschool.org; www.velo.qc.ca

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