

THE SPEECH OF THE MAYOR OF FLORIANÓPOLIS, MR. DÁRIO BERGER, IN THE “CITIES FOR MOBILITY” CONGRESS, STUTTGART, JUNE 2009:

On behalf of the city of Florianópolis, I feel honored and proud in participating within this great event that brings authorities and specialists together, from several countries, to deal a vital subject nowadays: the urban mobility.

I have, to present you, some of the actions undertaken in our management while responsible of the Florianópolis City Hall and I will most certainly bring back suggestions and examples of success to be followed.

The exchange of experiences that are going to take place here will constitute a valuable scale of referential systems for our administration.

Taking care of a city as Florianópolis constitutes itself as an intense daily challenge, since the magnitude of its nature added up to the hospitality of its population, made, from the Capital of the State of Santa Catarina, which is Florianópolis, an excellent place for visitation and dwelling, assiduously looked for by Brazilians and foreigners.

Florianópolis, in the last few years, has been pointed out as a pole of business and leisure tourism, with distinction not only in South America, but in a worldwide level.

According to the “NEWSWEEK” magazine, the Capital of the State of Santa Catarina is one of the ten most dynamic cities in the world. And we have been working tirelessly to maintain it in a upcoming growth and development.

The tourism, in our city, is treated with extreme compromise and seriousness. As a result of that, the newspaper “ NEW YORK TIMES ” nominated Florianópolis as the number 1 destiny for entertainment and one of the 44 most visited places in the world.

Those indicatives cover our management of an everlasting bigger responsibility pointed out to provide, simultaneously, the needs of the

city's growth and the essential well-being of the citizens – residents or visitors.

We administer an urban centre located in an area of which 44% is defined as environmental preservation and has also one of the biggest Brazilian rates of motorization: 1,8 inhabitant by car. That stands for, approximately, 1 car for every two inhabitants.

Most of the city is located in an island, therefore the space to be occupied by the residents is quite limited. Furthermore, the expressive increase of the number of circulating vehicles provokes the occupation of the public spaces to provide the growing demand of parking. Squares and sidewalks are stopping serving to a public in general to attend the necessity of the owners of vehicles.

The social function of the city is being affected by the economical aspect, of which also it is not possible to allow.

We have been developing projects to rescue the public damaged spaces and to maintain those who were still not. The bicycle transportation has been an object of our special attention; the infrastructure turned to this transport type is in phase of development; young persons and children are being prepared to use the bicycle as a way of transport while this matter has been widely approached in the children and teenagers formation, up to a moment of calling them to participate of initiatives that promote the use of the bicycle.

The opportunity of being part of international exchanges such as this one will contribute considerably to the improvement of actions that aim the use of the bicycle as a mean of transportation, since, here, we will have access to informations brought from other cities that are also undertaking efforts of this nature or have already done it.

The Seminar "CIDADES PELA MOBILIDADE", promoted by the City Hall Florianópolis with the cooperation of City Hall Stuttgart, Foundation "Movilization" and "International Bicycle Consultancy – IBC", in April this year, in Florianópolis, allowed the sharing of experiences with technicians and politicians of several Brazilian cities, some of which are here.

Looking for alternatives of coming and going, such as the mass, the water and the bicycle transportations has been our commitment in order to guarantee the quality of life of the people, without disregarding or attacking the environment.

This political position of looking for alternatives, in a rough way, sets itself up as an attitude of breakage with the hegemonic conception of the mass transportation as a synonym of mobility. According to that, we believe that the quality of the transport and of the urban mobility in Florianópolis with relevant influences within the whole metropolitan region, will be solidly altered for better.

We are in a reformulation process of the Director Plan of Florianópolis, and one of the items that will secure the preservation of the environment is the qualification of the public transport, which will make possible the reduction of the individual dislocations.

Besides, along with the administrative reform that we are implementing, we placed, also, the decentralization of the municipal services.

Works are being done in the central areas of the districts, with the offer of services and commerce, to reduce the movement of the local residents to the centre of the city. The citizens now have the services in the districts themselves, not needing their dislocation to the centre of the city.

Infrastructure works also are being carried out in a decentralized way, observing the new concepts of urban mobility, like the standardization of the sidewalks and of the cycle lanes.

Equally, special corridors for buses are being introduced at strategic places of the city, with the objective to allow the fluidity of the traffic of the vehicles.

The enlargement of the road system to be introduced within the next year is being projected to contemplate with quality and security the dislocation of pedestrians, cyclists and users of the public transport.

The “FLORIPA BYKE” is one of these initiatives and it aims to introduce specific bicycle parkings and rentals in different urban regions.

Our work in front of the City Hall Florianópolis has the main purpose to guarantee the right of safe and comfortable mobility for the citizens anywhere in the city, since our understanding on the mobility is supported by the idea of the enlargement of the democracy.

Therefore, measures are improved to increase the freedom of choice for the mobility of people, which represents, in an equal form, additions in their right of going and coming.

The conscious and responsible urban development will secure urban centres that will shelter residents with higher rates of life quality.

Let's do here our part sharing experiences, looking for solutions, discussing alternatives that will benefit ours and the future generations.

An excellent event to all of us!