Sustainable mobility: Challenges and innovations from the perspective of **JOINVILLE SOUTH OF BRAZIL**

Prefeitura de Joinville

ABOUT JOINVILLE

Biggest city in the Santa Catarina State

210,4 km²

(1,125 km² total)

569.645 inhabitants

ABOUT JOINVILLE

ABOUT JOINVILLE

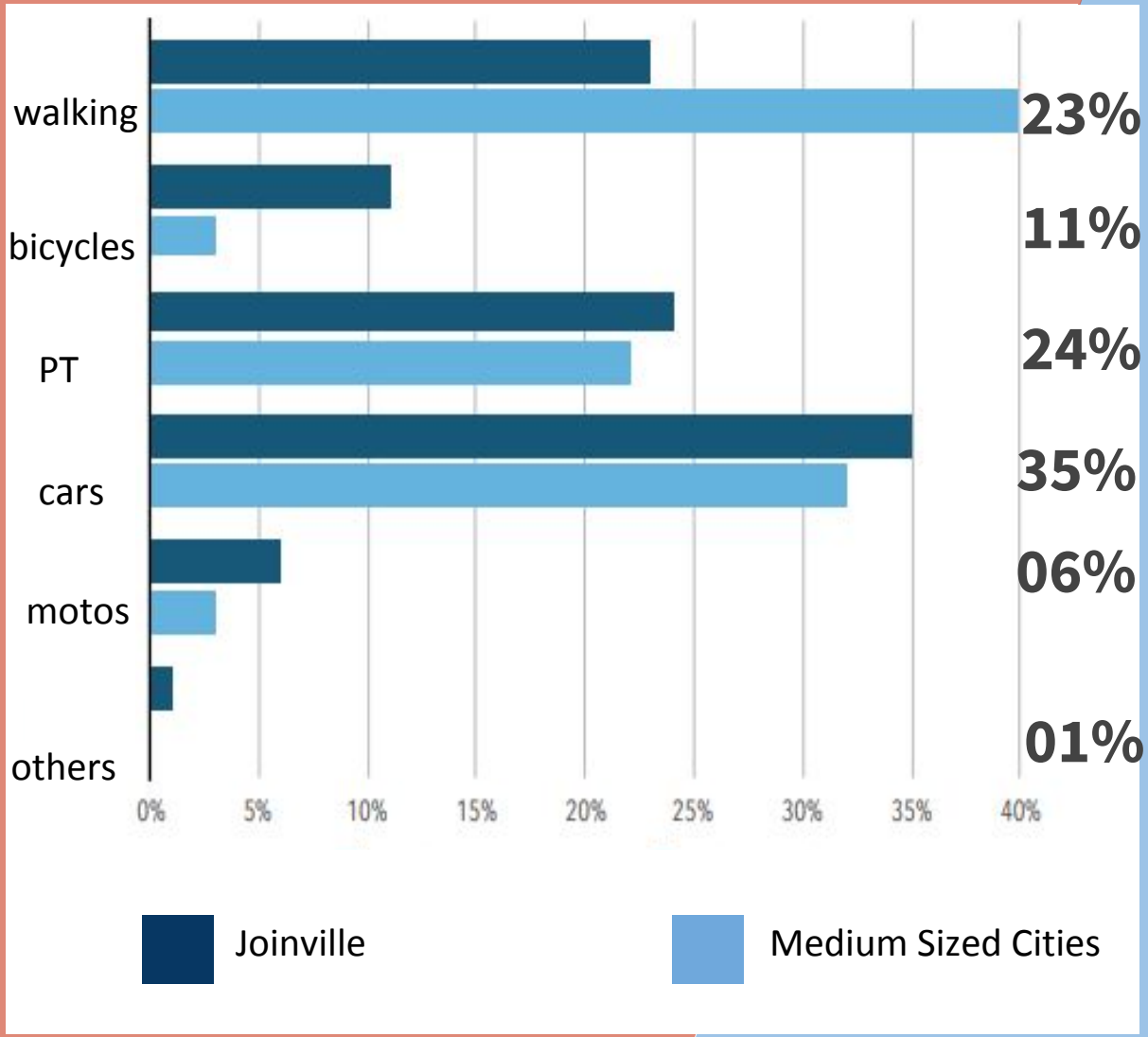
Industrial and technological pole

Entrepreneurial ecosystem

(every 100,000 inhabitants, 139 are entrepreneurs)

The best medium-sized city in strategies to attract foreign investment (The British Financial Times, 2017) 01 of the 10 most enterprising cities in Brazil (Endeavor, 2017).

ABOUT TRANSPORT



Origen-Destination Survey, 2010. PMJ

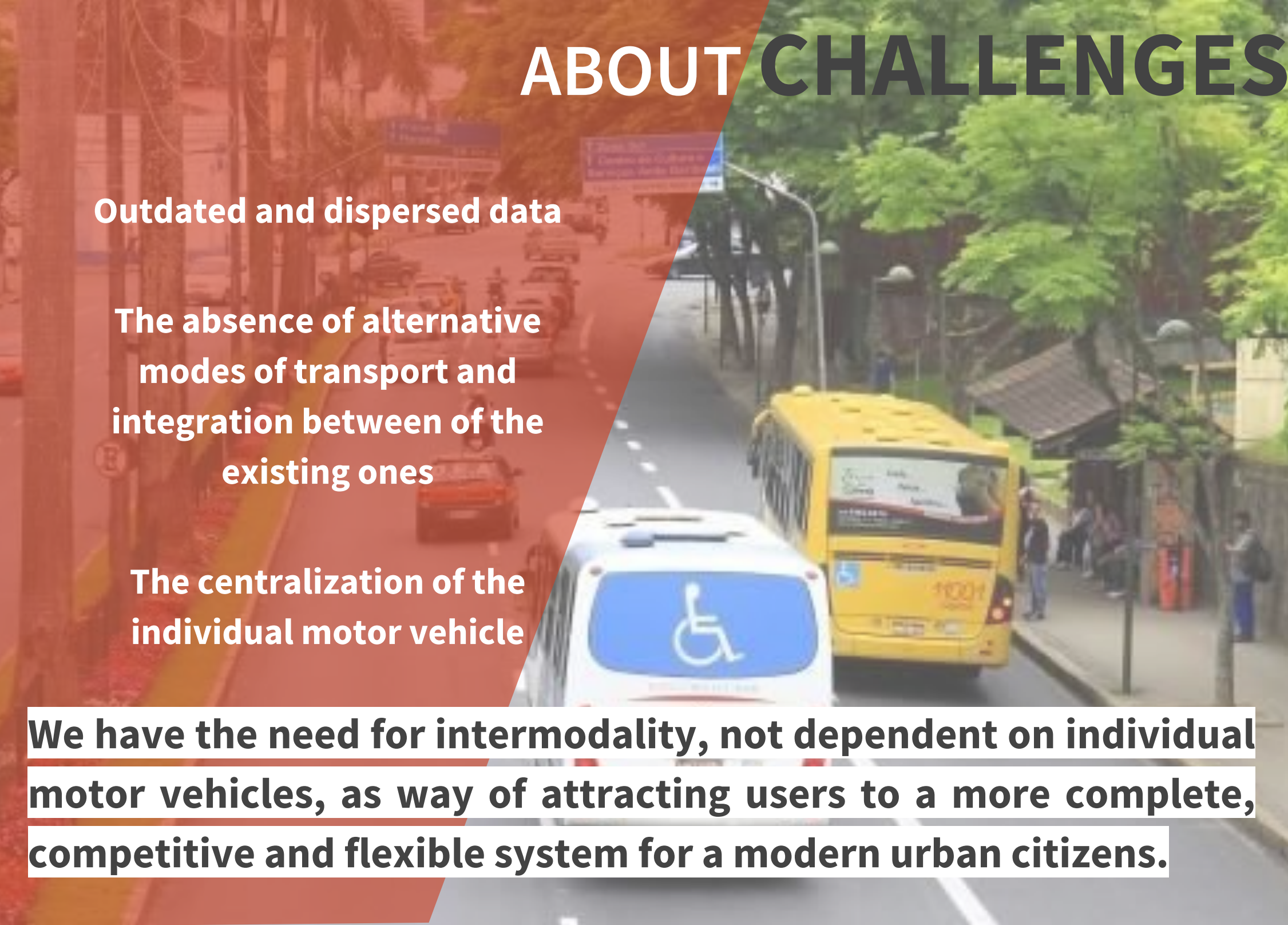
16km of bus-only preferred lane

140km in cycling network

Increase of registered vehicles is 71% in the last 10 years

0.66 vehicles / inhabitant

ABOUT CHALLENGES



Outdated and dispersed data

The absence of alternative modes of transport and integration between of the existing ones

The centralization of the individual motor vehicle

We have the need for intermodality, not dependent on individual motor vehicles, as way of attracting users to a more complete, competitive and flexible system for a modern urban citizens.

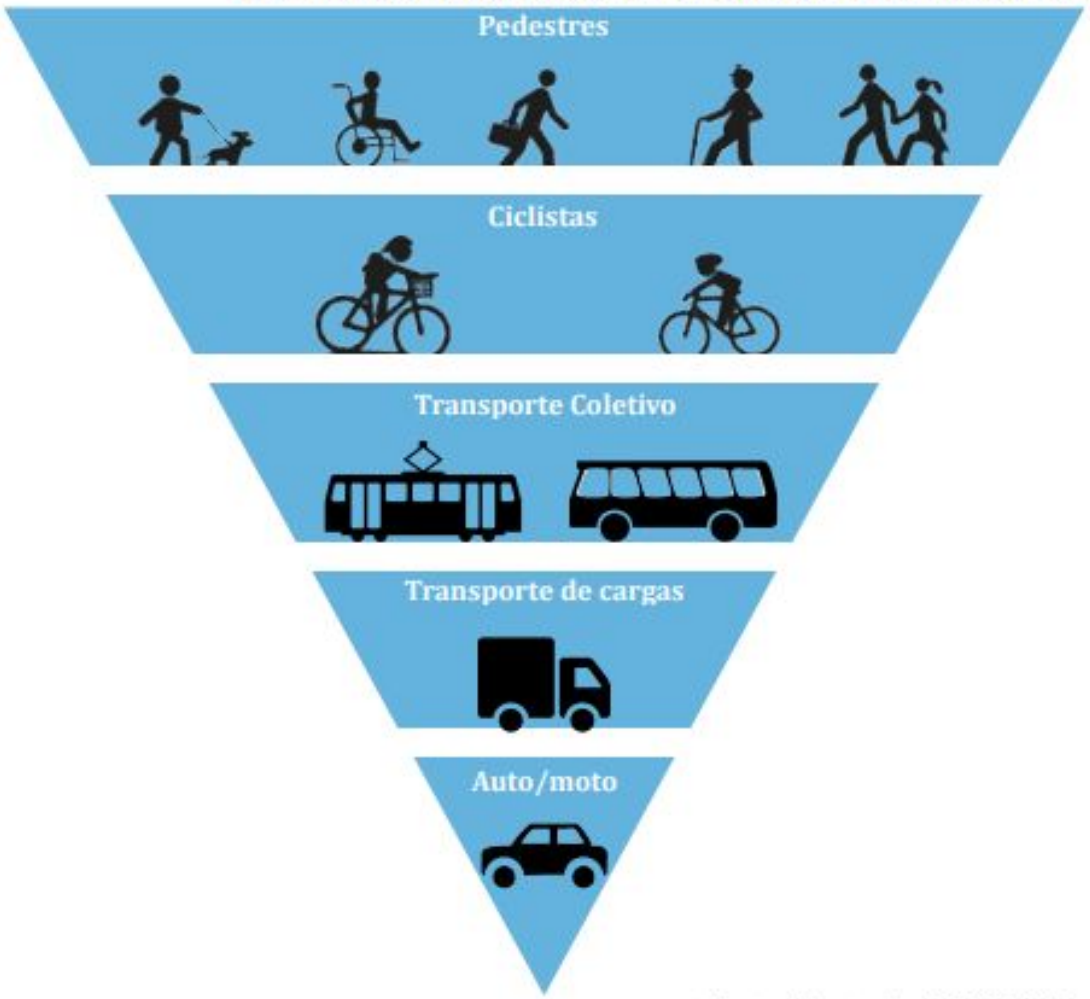
ABOUT INNOVATIONS

1. Sustainable Urban Mobility Plan - PlanMob 2016

Focus on the non motorized modes of transport

2030 - reversing the current modal participation from 24% to 40% in public transport

Reduction of 50% in the emission of gases generated by the collective transport system



ABOUT INNOVATIONS

2. Road Plan

Intermodal Road Plan - IDB financing

Georeferenced action plan

Feasible plan, but also open to new technologies

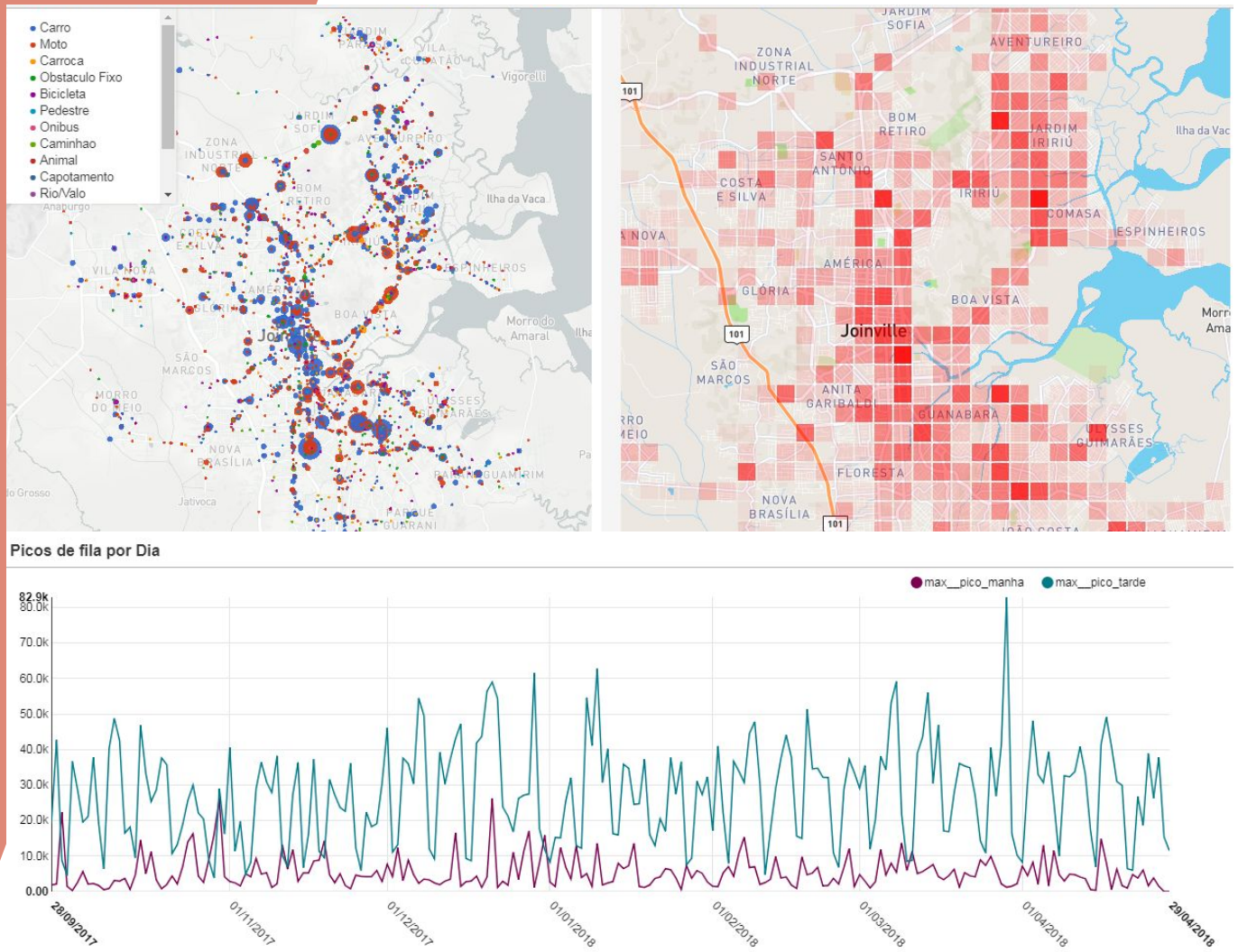
ABOUT INNOVATIONS

3. Smart Mobility Project - Big Data Oriented Decisions

Intelligence and greater assertiveness in the decisions

2017 - Connected Citizens program of WAZE

Over 1,060,000 km of updated queues every 2 minutes

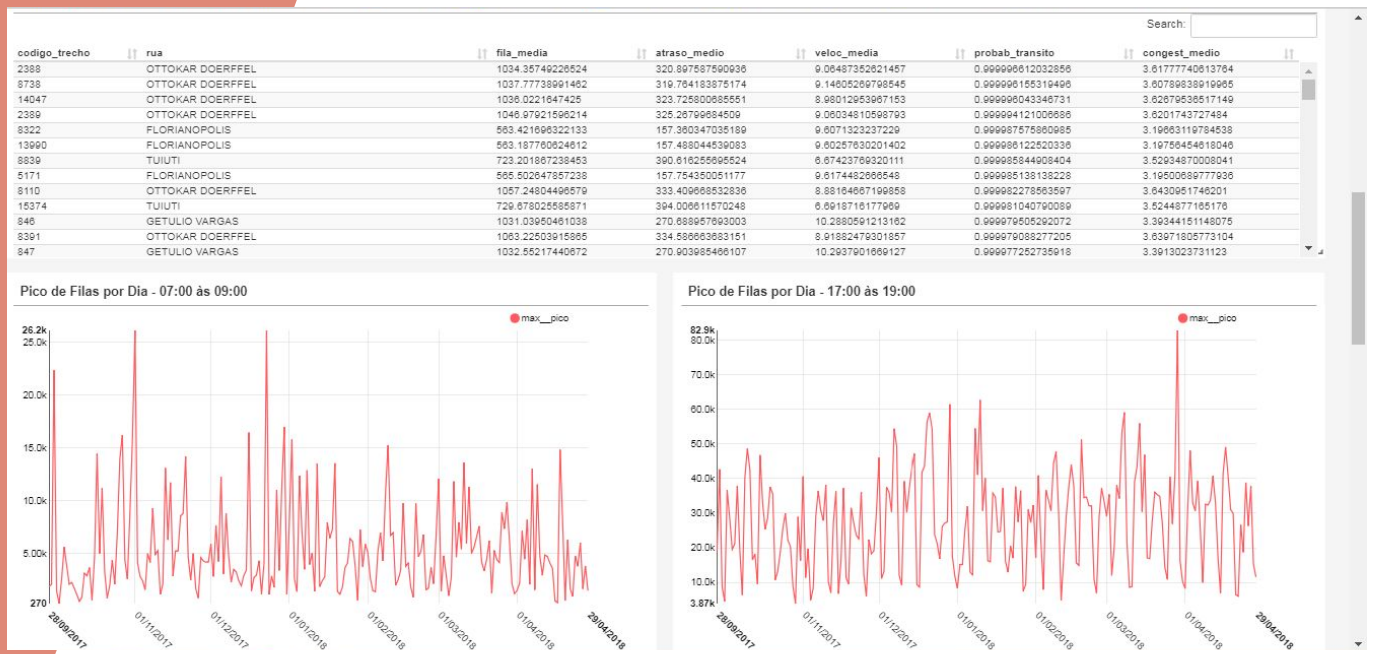


Smart Mobility Database, 2018. PMJ.

3. Smart Mobility Project - Big Data Oriented Decisions

The same is being developed with public transport and cycling network data

Generate rankings to identify the most problematic routes



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Smart Mobility Database, 2018. PMJ.

ABOUT INNOVATIONS

4. Mobility City Lab (2017)

1st City Lab of the Americas

35 interviews +

analysis by indicators

25 ideias

(Governance - Socio Economic Development -

Intermodality - E-mobility - Technical)

1.5 weeks of work

Final workshop

10 ideias

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1 "City Green" Certificate - Certificate issued by the city to companies promoting sustainable initiatives

2 Establish low emission area - Creation of low emission area in the city center

3 Open Data Platform - A platform that any city institution can feed to collect all the different types of mobility information. The information must be accessible to the entire population

4 Contest "Innovate your city" - Creation of an online platform, in which the population presents the biggest problems of the city and, through voting, select the best proposals that will receive funding.

5 "Park & Ride Station" stations - Create parking spaces for cars and bicycles near bus terminals, so citizens can safely park their vehicles in these locations.

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6 Bike sharing & safe parking - Installation of several stations for safe bicycle parking and sharing

7 Mobility Hubs - Creation of Mobility Hubs at strategic points to turn bus stations into interactive and attractive meeting points with various services.

8 Public transport by train - The existing structure for cargo transportation today could be used to transport people

9 Last mile delivery with E-cars and E-cargo bikes - Use low pollution and noise transport for the last delivery, in which the freight carried is small

10 Public Transport Tariff new zoning- Separation of the city into zones, with different tariffs for different distances and travel quantities

4. Mobility City Lab (2018)

Open Data Platform - Smart Mobility

- Reinforces the importance of Smart Mobility Project;
- Private initiative partnership in offering the support in greater hardware infrastructure

Last Mile Delivery with E-bikes and E-cars

- Launch a contest for business plans
- Pilot Project

Bike Sharing & Safe Parking

- Regulatory environment
- Pilot Project

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4. Mobility City Lab (2018)

We are working together with startups and companies, involved in the theme.

Example:

Scipopulis

- Chica Dockless Bike

Marcelo Felipozzi (TRUCKVAN)

- Cargo Bike

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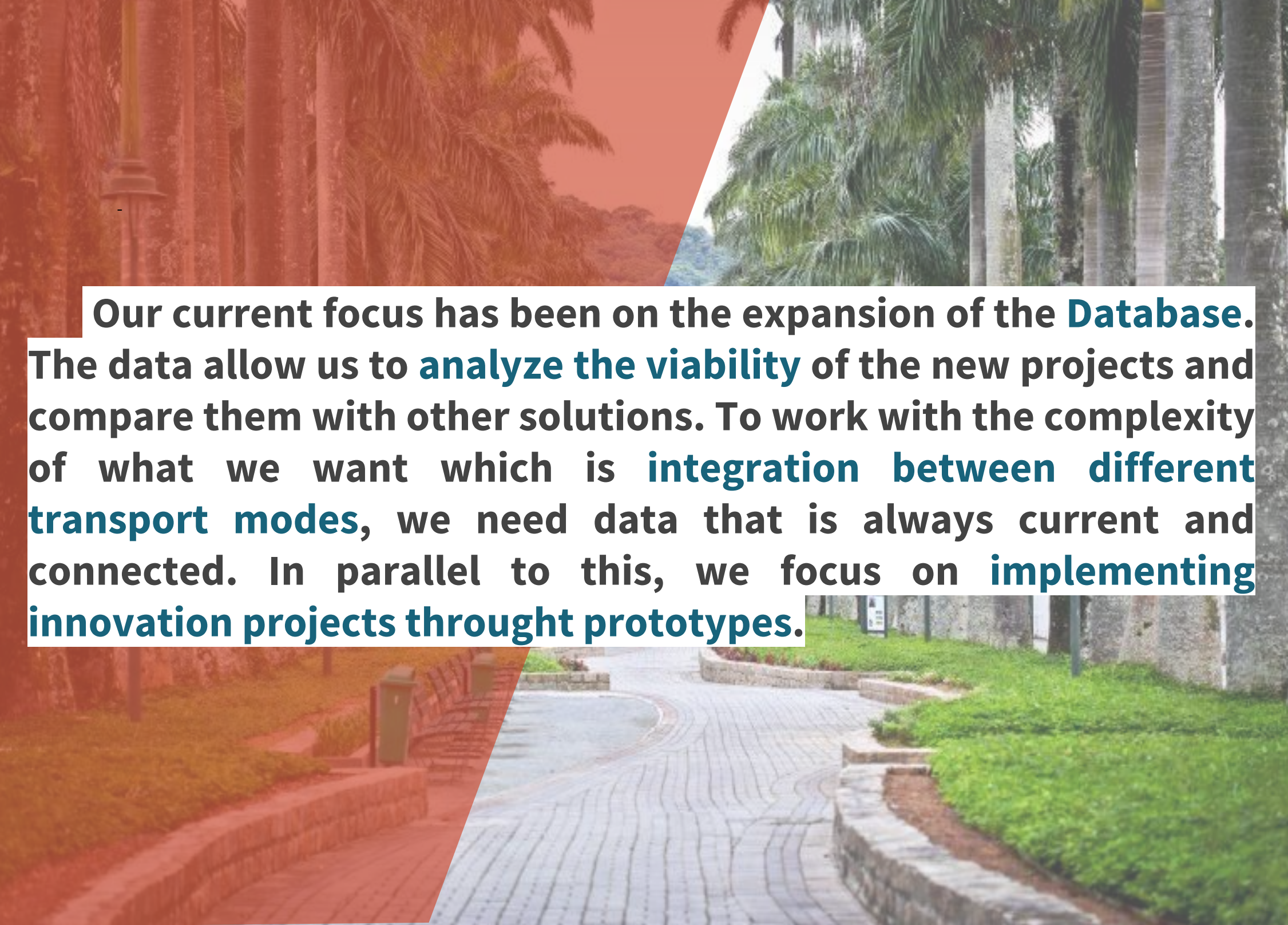

Our current focus has been on the expansion of the **Database**. The data allow us to **analyze the viability** of the new projects and compare them with other solutions. To work with the complexity of what we want which is **integration between different transport modes**, we need data that is always current and connected. In parallel to this, we focus on **implementing innovation projects throught prototypes**.

Thank you,
Joinville Municipality
Prefeitura de
Joinville