



# **Transporte Ativo**

**Final report for project  
TA60109008**



**Bicycle  
Partnership  
Program**



Rio de Janeiro, June 1<sup>st</sup>, 2010.

## I – Introduction

This final report describes the activities done in the project TA60109008.

## II – Objectives

The goal of this project funded by the BPP is to aware people about public land use, the efficiency of a bicycle in city commuting, bicycle awareness in public and private schools, companies and general public. Promoting a different understanding of bike as a transport mode, spread bicycle culture, facts and data to bicyclists, skaters, pedestrians, city planners, activists and anyone who wants to learn about commuting by bike, sustainable mobility and livable cities.

Each topic of the project is detailed in the next chapter.

## III - Actual activities and results

	<b>Cyclist</b>	<b>Bicycle</b>	<b>Infrastructure</b>
<b>Direct Poverty Reduction</b>	1.1 Vaga Viva 1.2 Desafio Intermodal 1.3 Seminários & Workshops 1.4 Blog, Website & Newsletter		
<b>Civil Society Organization</b>			6.1 Training for technicians of municipality of Rio and São Paulo 6.2 Bring together stakeholders to advise municipality on infrastructure
<b>Policy Influence</b>			



## 1.1 Vaga Viva Project report

### ***Introduction***

This project report describes the proceedings of the Vaga Viva (live parking place) project as is described in the contract TA60109008

### ***Main objective***

The goal of this project funded by the BPP is to aware people about public land use.

- Creating livable cities by using parking spaces as meeting place. Two parking places turned into leisure area, with benches, magazines, plants, chairs etc, where people can sit and read, play guitar etc. (park a small car with a parking ticket to fit within the regulations). It is done once a year since 2006.

### ***Comment***

Each year it gets better. People seems to be more aware of global warming and gets more interested in actions like this. People could understand the meaning of the street- intervention much easier than in previous editions. Many of them think it is a good idea to have it in different areas of the city or do it more times a year. Some of them showed interest in make it in their own neighborhood.

People interacted much more with the space.

It was really a pleasure to exchange with so many different people in just one day.

### ***Activity***

2009, September 18<sup>th</sup>

### ***Planned results***

50 people use the Vaga Viva, 5 media coverage

### ***Achieved Results***

1. Data about activity
2. Media coverage
3. Photos
4. Video

# 1. Data about activity



- People that stops to ask and talk about : more than 60
- Friends Visits: 27

## Distirbution of 500 awareness flyers and



500 educational folders.



# 2. Media Coverage



- O Globo Online - [Vaga Viva trás espaço aberto à rua Senador Dantas.](http://oglobo.globo.com/rio/debemcomorio/mat/2009/09/15/vaga-viva-traz-espaco-aberto-rua-senador-dantas-767618329.asp)
- BLOG Verde, [Em vez de carros, grama e bancos de praça.](http://oglobo.globo.com/blogs/blogverde/posts/2009/09/17/em-vez-de-carros-grama-bancos-de-praca-224231.asp)

· Jornal O Globo, Primeiro Caderno, [Uma terça feira útil sem carros no Centro do Rio.](http://www.ta.org.br/site/Banco/5imprensa/2009/VV_OGlob_12_09.pdf)  
[http://www.ta.org.br/site/Banco/5imprensa/2009/VV\\_OGlob\\_12\\_09.pdf](http://www.ta.org.br/site/Banco/5imprensa/2009/VV_OGlob_12_09.pdf)

### **3.Photos:**

<http://www.ta.org.br/site/img/vagaviva2009>

### **4.Videos:**

<http://www.ta.org.br/videos/vagaviva2009.wmv>

English version coming soon.





## 1.2 Desafio Intermodal 2009 report

### Commuter Challenge

#### ***Introduction***

This project report describes the proceedings of the Desafio Intermodal (commuter challenge) project as is described in the contract TA60109008

#### ***Main objective***

The goal of this project funded by the BPP is to aware people about the efficiency of a bicycle in city commuting.

#### ***Activity***

10th september. 6pm.

It started at Central Station in City Center, going to Praça Antero de Quental in Leblon , passing trough a check point at Cantagalo Metro Station.

#### **Modes:**

Bicycle 1: Men, 27 speed bike,

Bicycle 2: Women, 18 speed bike

Bicycle 3: Women, 21 speed bike using bicycle paths as most as possible.

Metro – Bus connection I

Metro – Bus connection II

Metro – Public Bike connection

Metro – Folding Bike connection

Metro – Skate connection

Motorbike

Car

Taxi

Bus

Walk

**Scores:****Objective:**Time, distance, expenses, energy consumption, Pollution, CO<sup>2</sup>,**Subjective:**

five questions to be answered just after finish marking 0 for bad and 10 for good.

Easy of use

Security

Comfort

Conflicts

General

With these numbers we create a ranking for the modes, an objective, a subjective and an overall.

**Data about activity**

Here are the data tables collected during the challenge

**Finish table**

Finish		Time	Expenses	Energy Consumption	Air Pollution	CO <sup>2</sup>
1º	Metrô Bicicleta Pública	Parcial: 35'	R\$ 2,80	3,67 / 0,33 = 4,00	0	0
		Total: 49'				
2º	Metrô Bicicleta Dobravel (bicicleta embarcada)	Parcial: 36'	R\$ 2,80	3,67 / 0,33 = 4,00	0	0
		Total: 50'				
3º	Moto 125cm <sup>3</sup>	Parcial: 38'	R\$ 1,30	14,80	34 - 6,3 - 3 = 43,3	2035
		Total: 55'				
4º	Bicicleta Masculina / rua	Parcial: 44'	R\$ 0,00	0,96	0	0
		Total: 58'				
5º	Metrô Skate	Parcial: 34'	R\$ 2,80	3,67 / 0,44 = 4,11	0	0
		Total: 59'				
6º	Carro 1,6	Parcial: 45'	R\$ 5,20	47,68	7,5 - 4,95 - 4,2 = 16,95	1500
		Total: 64'				
7º	Metrô Ônibus (integração)	Parcial: 26'*	R\$ 2,80	3,06 / 2,14 = 5,2	24 - 4,2 - 31,8 = 60	1332
		Total: 69'				
8º	Bicicleta Ciclovía	Parcial: 51'	R\$ 0,00	0,96	0	0
		Total: 70'				
9º	Metrô Ônibus comum 434	Parcial: 35'	R\$ 5,30	3,67 / 1,56 = 5,2	21,8 - 3,12 - 20 = 45,42	968
		Total: 75'				
10º	Bicicleta Feminina / rua	Parcial: 54'	R\$ 0,00	0,96	0	0
		Total: 76'				
11º	Taxi GNV	Parcial: 59'	R\$ 35,30	47,68	36 - 5,4 - 10,8 = 52,2	2666
		Total: 79'				
12º	Ônibus Linha 438	Parcial: '	R\$ 2,50	6,24	60 - 10,5 - 80 = 150,5	3875
		Total: 124'				
13º	Pedestre	Parcial: '	R\$ 0,00	2,56	0	0
		Total: 127'				
Totais:		Minutos	Reais	Megajoule	CO - HC - Nox	grs
			R\$ 56,20	144,35	368,37 grs	12376

## Objective Results Table

	RESULTADOS OBJETIVOS						Soma	Média	Colocação
	Tempo	Despesa	C/Energia	Poluição	CO <sup>2</sup>				
Metrô Bicicleta Pública	13	5,5	8,5	10	10	47,00	11,75	4º	
Metrô Bicicleta Dobrável	12	5,5	8,5	10	10	46,00	11,50	5º	
Moto	11	9	3	5	3	31,00	7,75	8º	
Bicicleta Masculino	10	11,5	12	10	10	53,50	13,38	1º	
Metrô Skate	9	5,5	7	10	10	41,50	10,38	7º	
Carro	8	3	1,5	6	4	22,50	5,63	10º	
Metrô Ônibus integração	7	5,5	5,5	2,5	5,5	26,00	6,50	9º	
Bicicleta Ciclovia	6	11,5	12	10	10	49,50	12,38	2º	
Metrô Ônibus comum	5	2	5,5	2,5	5,5	20,50	5,13	11º	
Bicicleta Feminino	4	11,5	12	10	10	47,50	11,88	3º	
Taxi	3	1	1,5	4	2	11,50	2,88	13º	
Ônibus	2	8	4	1	1	16,00	4,00	12º	
Pedestre	1	11,5	10	10	10	42,50	10,63	6º	
						455,00			
	91,00	91,00	91,00	91,00	91,00	455,00			

## Subjective Results Table

	RESULTADOS SUBJETIVOS				Geral	Soma	Média	Colocação
	Praticidade	Segurança	Conforto	Conflitos				
Metrô Bicicleta Pública	10	8	8	10	9	45,00	2,25	2º
Metrô Bicicleta Dobrável	9	10	8	8	9	44,00	2,25	2º
Moto	9	7	9	6	9	40,00	2,25	2º
Bicicleta Masculino	8	4	6	10	7	35,00	1,75	9º
Metrô Skate	5	2	3	10	9	29,00	2,25	2º
Carro	8	9	9	10	8	44,00	2,00	8º
Metrô Ônibus integração	9	10	9	10	10	48,00	2,50	1º
Bicicleta Ciclovia	8	9	10	5	9	41,00	2,25	2º
Metrô Ônibus comum	7	7	6	4	6	30,00	1,50	11º
Bicicleta Feminino	9	9	5	7	9	39,00	2,25	2º
Taxi	3	8	10	10	5	36,00	1,25	13º
Ônibus	0	7	5	8	6	26,00	1,50	11º
Pedestre	8	8	7	9	7	39,00	1,75	9º
						496,00		
	93,00	98,00	95,00	107,00	103,00	496,00		

## Ranking 2009

2009	objetivo	subjetivo	média geral	Colocação Geral
Bicicleta Ciclovia	2º	9,5	10,75	1º
Bicicleta Feminino	3º	9,5	10	2º
Metrô Bicicleta Pública	3º	9,5	10	2º
Metrô Bicicleta Dobrável	5º	9,5	9,25	4º
Metrô Ônibus integração	9º	13	9	5º
Bicicleta Masculino	1º	4,5	8,75	6º
Metrô Skate	7º	9,5	8,25	7º
Moto	8º	9,5	7,75	8º
Pedestre	6º	4,5	6,25	9º
Carro	10º	6	5	10º
Metrô Ônibus comum	11º	2,5	2,75	11º
Ônibus	12º	2,5	2,25	12º
Taxi	13º	1	1	13º



## Media Coverage



- O Globo Online - [Trânsito do Rio será circuito de desafio entre meios de transporte.](http://oglobo.globo.com/rio/debemcomorio/mat/2009/09/09/transito-do-rio-sera-circuito-de-desafio-entre-meios-de-transporte-767531798.asp)  
<http://oglobo.globo.com/rio/debemcomorio/mat/2009/09/09/transito-do-rio-sera-circuito-de-desafio-entre-meios-de-transporte-767531798.asp>
- TV Globo, Bom dia Rio, [Desafio testa qual o melhor meio de transporte urbano a ser usado no Rio.](http://rjtv.globo.com/Jornalismo/RJTV/0..MUL1298819-9101.00-DESAFIO%2BTESTA%2BQUAL%2BO%2BMELHOR%2BMEIO%2BDE%2BTRANSPORTE%2BURBANO%2BA%2BSER%2BUSADO%2BNO%2BRIO.html)  
<http://rjtv.globo.com/Jornalismo/RJTV/0..MUL1298819-9101.00-DESAFIO%2BTESTA%2BQUAL%2BO%2BMELHOR%2BMEIO%2BDE%2BTRANSPORTE%2BURBANO%2BA%2BSER%2BUSADO%2BNO%2BRIO.html>
- TV Globo, Radar RJ, [Desafio entre os Transportes.](http://especiais.rjtv.globo.com/radarrj/2009/09/10/desafio-entre-os-transportes/)  
<http://especiais.rjtv.globo.com/radarrj/2009/09/10/desafio-entre-os-transportes/>
- Blog Informação de primeira, [Competição inusitada vai avaliar o trânsito e os meios de transporte do Rio.](http://informacaodeprimeira.blogspot.com/2009/09/voce-le-cont.html#NOTICIAS)  
<http://informacaodeprimeira.blogspot.com/2009/09/voce-le-cont.html#NOTICIAS>
- Blog Plurale, [Desafio entre diferentes meios de transportes.](http://revistaplurale.blogspot.com/2009/09/desafio-entre-diferentes-meios-de.html)  
<http://revistaplurale.blogspot.com/2009/09/desafio-entre-diferentes-meios-de.html>
- O Globo Online - [Integração entre Metrô e bicicleta pública tem menor tempo no "Intermodal".](http://oglobo.globo.com/rio/debemcomorio/mat/2009/09/11/integracao-entre-metro-bicicleta-publica-tem-menor-tempo-no-intermodal-767566044.asp)  
<http://oglobo.globo.com/rio/debemcomorio/mat/2009/09/11/integracao-entre-metro-bicicleta-publica-tem-menor-tempo-no-intermodal-767566044.asp>
- Blog Alfredo Sirkis, [Bicicletas vencem desafio intermodal.](http://www2.sirkis.com.br/noticia.kmf?noticia=8894383&canal=260&total=265&indice=0)  
<http://www2.sirkis.com.br/noticia.kmf?noticia=8894383&canal=260&total=265&indice=0>
- TV Globo, Radar RJ, Resultados do Desafio entre os Transportes.  
No link for this new.

### Posts at TA's blog:

- <http://blog.ta.org.br/2009/09/10/desafio-diversidade/>
- <http://blog.ta.org.br/2009/09/11/tempo-intermodal/>

### Photos:

- [http://www.ta.org.br/site/img/IV\\_DI\\_Carioca](http://www.ta.org.br/site/img/IV_DI_Carioca)

## **Comments**

It's always a great happening! The numbers are always great to see and are very useful to promote the city bicycle use.

Doing it every year we can make a comparison between these modes in each year.

You can see more about this Commuter Challenge at the final report at:

<http://www.ta.org.br/site/Banco/5imprensa/Desafio/RelatorioIVDITA.pdf>

or [here](#).

## **Planned results**

1,000 people reached:

5 media coverage + # listeners/viewers/watchers

## **Achieved Results**

8 media coverage

Much more than thousand people was reached with these medias and it's going to grow with visits to the website and blog.



## **1.3 Seminars and Workshops report**

### **Introduction**

This report describes the proceedings of the Seminars and workshops project as is described in the contract TA60109008

### **Main objective**

The goal of this project funded by the BPP is to bicycle awareness in public and private schools, bicycle delivery services and their bosses, big companies and general public.

## **Activity**

July 2009; May 2010.



## **Data about activity**

### **Target group**

500 people trained

### **Planned results**

50% understand the benefits and rights of cyclists, increased number citizens going to school and work by bicycle (compare count before and after training), 5% indicate to be more willing to use bicycle after the training

## **Achieved Results**



- 34 people interested in environment at Recicloteca, August 13<sup>th</sup>.  
“Transport and Environment”
- 32 cyclists. First Meeting on Bicycle Tourism in Rio de Janeiro, October 17<sup>th</sup>.  
“The bicycle as an alternative mode of transport, what is cycle activism and how to manifest, what the Brazilian traffic code says.”  
[http://www.pedal.com.br/1-eco-brasil-de-cicloturismo-nocoos-de-bike-e-ativismo\\_texto3490.html](http://www.pedal.com.br/1-eco-brasil-de-cicloturismo-nocoos-de-bike-e-ativismo_texto3490.html)  
<http://inema.com.br/mat/idmat108633.htm>
- 23 students graduating in Journalism, PUC – Rio, November 5<sup>th</sup>.  
“Transport, Environment, Cycle Activism and Media.”



- 78 environmental education and health officers, January 14<sup>th</sup>, 2010

“The Bicycle, past, present, future.”

[http://noticiasrio.rio.rj.gov.br/index.cfm?sqncl\\_publicacao=23530](http://noticiasrio.rio.rj.gov.br/index.cfm?sqncl_publicacao=23530)

- 35 people interested in bicycle culture, Kreator, dia 21 de março 2010

“The Bicycle, past, present, future.”

<http://kreatori.files.wordpress.com/2009/05/domingo-sust-transporte-ativo.jpg>

<http://blog.ta.org.br/2010/04/07/relembra-domingo-sustentavel/>

- 24 students graduating in Journalism, PUC – Rio, May 25<sup>th</sup>, 2010.

“Transport, Environment, Cycle Activism and Media.”



- 67 students from 11 to 12 years, Escola Parque, May 31<sup>st</sup>, morning shift.

“The Bicycle, past, present, future.”



- 68 students from 11 to 12 years, Escola Parque, May 31<sup>st</sup>, afternoon shift.

“The Bicycle, past, present, future.”

Total 8 presentations; 361 people trained.

## **Comments**

The presentations were held up for people of very different age and background. Cyclists, children, college students, municipality technicians, doctorates, municipal officers and people in general. Almost all were highly motivated after presentations and they're multipliers of the subject, specially the children, municipal officers and students graduating in Journalism that are already working for some agencies and bringing the issue to the media.

We already have three presentations scheduled for the coming months, always with the goal of promoting the benefits of bicycles.



## 1.4 Blog, Site e Newsletter

### **Introduction**

This project report describes the proceedings of the Blog, Site & Newsletter project as is described in the contract TA60109008

### **Main objective**

The goal of this project funded by the BPP is to promote a different understanding of bike as a transport mode spreading bicycle culture, facts and data to bicyclists, skaters, pedestrians, city planners, activists and anyone who wants to learn about sustainable mobility and livable cities.

### **Activity**

From November to May

### **Data about activity**



### **Planned results**

Blog (15,000 visits a month), website (12,000 visits a month) & bi-monthly newsletter

## Achieved Results

### September / October newsletter #25

<http://www.ta.org.br/site/News/newsletter25.htm>

The bimonthly newsletter #25 was sent to all TA members and friends, about 400 people. plus the ones that visit it at the website.

### November **32.916 visits**

SITE

**Downloads.** 9025  
Visits 11.643  
Daily average 388  
Overall: 429.813

BLOG

15 posts, that can be seen at:

<http://blog.ta.org.br/2009/11/>

Visits: 23.891  
Daily average 796  
Overall: 602.249

SITE + BLOG

Visits 32.916  
Daily average 1097,2  
Overall; 1.032.062

### December **34.795 visits**

SITE

**Downloads.** 7613  
Visits 12.173  
Daily average 392  
Overall: 441.986

BLOG

23 posts, that can be seen at:

<http://blog.ta.org.br/2009/12/>

Visits: 22.622  
Daily average 730  
Overall: 624.871

SITE + BLOG

Visits 34.795  
Daily average 1122.4  
Overall; 1.066.857

## **November / December newsletter #26**

<http://www.ta.org.br/site/News/newsletter26.htm>

The bimonthly newsletter #26 was sent to all TA members and friends, about 400 people. plus the ones that visit it at the website.

### **January 2010                      49.882 visits**

#### **SITE**

**Downloads.** 9234  
Visits 21.579  
Daily average 696  
Overall: 463.565

#### **BLOG**

22 posts, that can be seen at:

<http://blog.ta.org.br/2010/01/>

Visits: 28.303  
Daily average 913  
Overall: 653.174

#### **SITE + BLOG**

Visits 49.882  
Daily average 1609  
Overall; 1.116.739

### **February                              50.149 visits**

#### **SITE**

**Downloads.** 8.761  
Visits 22.549  
Daily average 805  
Overall: 486.114

#### **BLOG**

20 posts, that can be seen at:

<http://blog.ta.org.br/2010/02/>

Visits: 27.600  
Daily average 985  
Overall: 680.774

#### **SITE + BLOG**

Visits 50.149  
Daily average 1.791  
Overall; 1.174.888

## January / February newsletter #27

<http://www.ta.org.br/site/News/newsletter27.htm>

The bimonthly newsletter #27 was sent to all TA members and friends, about 400 people. plus the ones that visit it at the website.

## March 2010 **57.034 visits**

### SITE

**Downloads.** 11.214  
Visits 25.453  
Daily average 821  
Overall: 511.567

### BLOG

21 posts, that can be seen at:

<http://blog.ta.org.br/2010/03/>

Visits: 31.581  
Daily average 1018  
Overall: 712.355

### SITE + BLOG

Visits 57.034  
Daily average 1.839  
Overall; 1.223.922

## April **53.361 visits**

### SITE

**Downloads.** 8.558  
Visits 19.758  
Daily average 658  
Overall: 531.325

### BLOG

19 posts, that can be seen at:

<http://blog.ta.org.br/2010/04/>

Visits: 33.603  
Daily average 1120  
Overall: 745.958

### SITE + BLOG

Visits 53.361  
Daily average 1.779  
Overall; 1.277.283

## March / April newsletter #28

<http://www.ta.org.br/site/News/newsletter28.htm>

The bimonthly newsletter #28 was sent to all TA members and friends, about 500 people. plus the ones that visit it at the website.



**May 64.950 visits**

SITE

**Downloads.** 12.325

Visits 28.986

Daily average 935

Overall: 560.311

BLOG

19 posts, that can be seen at:

<http://blog.ta.org.br/2010/05/>

Visits: 35.964

Daily average 1.160

Overall: 781.922

SITE + BLOG

Visits 64.950

Daily average 1.779

Overall; 1.342.233

All website data can be seen at:

<http://relatorio.transporteativo.org.br/>

username: transporteativo-relatorio

password: relatorio

Blog data can be sent as a doc file, just ask for it.

## Comments



In these 7 months of project we had **343.037** visits and **66.730** downloads of videos, technical and promotional files and presentations. We feel very glad with this result and as can be seen in the above report, access and interest in the topic is growing monthly.



## 6.1 Training for technicians of municipality of Rio report

### **Introduction**

*This report describes the proceedings of the Training for technicians of municipality of Rio and São Paulo project as is described in the contract TA60108017*

### **Main objective**

The goal of this project funded by the BPP is to aware and train technicians of municipality of Rio and São Paulo about the “bicycle commuting world”.

### **Comments**

Due to changes in schedules within the municipality, trainings was transferred to the second half of 2010.



## 6.2 Bring together stakeholders to advise municipality on infrastructure

### **Introduction**

Rio is implementing a public bike system and lots of other facilities for cyclists. The municipality initiates dialogue with different communities to get their input on how the plans for that neighbourhood can become cycling-inclusive (the municipality wants to work with the community to know what they need, what they want and what they think about the projects and solutions for its areas). Also, in some cases the communities initiate contact with the municipality to voice their interests. In both cases TA plays a role in facilitating the

dialogue and supporting communities in voicing their interests in an advice to the municipality on infrastructure.

## **Data about activity**

### **Target group**

Municipality of Rio, planners of IPP and Rio Urbe (urban planning department), stakeholders in different neighbourhoods.

### **Description of activity**

TA is:

- Organising dialogue/ bringing together stakeholders of different neighbourhoods as Copacabana, Leblon and Tijuca
- providing information/argument for the communities in approaching the planners, for instance by providing
  - o data on bicycle traffic. Rio's planners and technicians have no data about cycling use in the city and to build new infrastructure they must know it is necessary to protect the cyclists that are already cycling in our busy streets. TA makes photographic counts on strategic locations and count gender, age, bike type, peak hour, route, etc.
  - o data on parked bicycles. TA makes photographic counts of all parked bikes in a given important street with a full report, to show to decision makers and technicians what is happening outside.
  - o information about what is happening in other Brazilian cities and all over the world
  - o information about what are the cyclists needs now and the trends
- documenting ideas of the community to the municipality.
- bringing together different stakeholders (including companies, user groups, municipality, etc) in a strategic platform for sustainable strategic cooperation regarding NMT, in the build-up to the WC2014 and Olympics 2016 in Brazil. (please include some lines with ideas on this platform)

### **Results**

More safe places for bike users, to ride and park.

### **Activity**

1 July 2009 – 31 May 2010

Working about 3 days a month, during this activity we made many contacts and exchanges between stakeholders from the municipal Bicycle Coordination and some civil society organizations like neighbourhood groups from Laranjeiras and Copacabana, some scheduled actions are already in the Copacabana neighbourhood newspaper (<http://www.ta.org.br/temp/PSeis.pdf>), and Commercial Associations like Leblon and Tijuca to bring desires and necessities of these groups to the municipality and *vice versa*. Together with Copacabana Neighbourhood Associations we are also counting the number of outlets that delivers by bicycle to see the need for bicycle parking spots and specific lanes. As soon as the report gets ready we are going to send it to you.

In another partnership with local government Transporte Ativo joined the city of Rio

municipality to help on cycling awareness and education. We worked together with Cet-Rio (traffic Engineering Company), Environment and Health departments, each one with a different approach to the bikes. Cet-Rio and TA presenting the advantages of bicycles as transport mode. In addition to chat in tents, people could sign up for a free course "Introduction to the Bicycle World". Environment and Health addressed the benefits of cycling to the city and citizens health.

See some pictures at:

[http://www.ta.org.br/site/img/cea\\_b1](http://www.ta.org.br/site/img/cea_b1) ; [http://www.ta.org.br/site/img/cea\\_b2](http://www.ta.org.br/site/img/cea_b2) ;  
[http://www.ta.org.br/site/img/cea\\_b3](http://www.ta.org.br/site/img/cea_b3) ; [http://www.ta.org.br/site/img/cea\\_b4](http://www.ta.org.br/site/img/cea_b4)  
[http://www.ta.org.br/site/img/cea\\_b5](http://www.ta.org.br/site/img/cea_b5) ; [http://www.ta.org.br/site/img/cea\\_b6](http://www.ta.org.br/site/img/cea_b6)  
[http://www.ta.org.br/site/img/cea\\_b7](http://www.ta.org.br/site/img/cea_b7) ; [http://www.ta.org.br/site/img/cea\\_b8](http://www.ta.org.br/site/img/cea_b8)

the Tshirt and the Banner:

<http://www.ta.org.br/temp/TShirt.jpg>  
<http://www.ta.org.br/temp/Banner.jpg>

During this period we had the opportunity to do some Cyclists counts paid by third partners like ITDP and Gerbassi Arquitetura, then we can keep some resources to expand activities. We did three important photographic counts paid by them, you can see these counting reports

here: <http://www.ta.org.br/site/area/arquivos2/ctfm.pdf>  
<http://www.ta.org.br/site/area/arquivos2/CTRDII.pdf>  
<http://www.ta.org.br/site/area/arquivos2/CTRG.pdf>

The success of the counts has been so much that we decided to make a guide that any organization could do it. Watch the guide launched in late may, 2010 here:

[http://www.ta.org.br/contagens/manual\\_contagem\\_fotografica.pdf](http://www.ta.org.br/contagens/manual_contagem_fotografica.pdf) , we are planning to translate to English and Spanish.

In a partnership with local government Transporte Ativo helps to educate and aware about new infrastructure launches and carfree day, see some brochures at:

[http://www.ta.org.br/temp/22Set\\_I.jpg](http://www.ta.org.br/temp/22Set_I.jpg) or [here](#);  
[http://www.ta.org.br/temp/22Set\\_II.jpg](http://www.ta.org.br/temp/22Set_II.jpg) or [here](#);  
<http://www.ta.org.br/temp/PistaCopa.jpg> or [here](#).

## **Comments**

These activities are very pleasant to do, bring citizens and municipality together to talk about their needs, desires, exchanging information and helping to make a better city for all is a must. Transporte Ativo is going to be working this way in search of better results aiming the FIFA World Cup 2014, Olympic Games 2016 and the future of the city of Rio de Janeiro.

This is a type of activity that can spread very easily. Collaboration, partnership and open mind are the key issues.



## **IV- Reflections**

All activities went very well with better results than expected, but 6.1 that depends more from municipality than from us.

On 1.3 we've made 8 out of 10 presentations because of the partners schedules, but as said before we already have three presentations scheduled and others are being planned. This is an activity that will never stop, but the frequency will depend only on resources.

This contract has great impact on us and to promote a bicycle culture around here. With the resources coming from the BPP was much easier to achieve a greater involvement of people, professionalizing activities. In this period we had a considerable development in our organization and in the relationship with municipality and their best understanding of urban cycling.

All the activities from this project are going to be continued, but resources can make a difference between a slow improvement and a fast move. We are looking for funding to make it bigger, faster and more comprehensive than before.



## V- Financial overview:

### Total Budgeting

All original receipts of expenditures are available.

<i>Cost items:</i>	<i>Details:</i> Currency: 1 Euro = 2.5430358 Reais	<i>Amount local currency</i>	<i>Amount Euros</i>
<b>Total Amount</b>		<b>25.400,00</b>	<b>10.000,00</b>
<b>Amount received</b>	80% rate at transfer 1 = 2,52	<b>20.160,00</b>	<b>8.000,00</b>
<b>Left last year</b>		<b>2.872,25</b>	
<b>1<sup>st</sup> Total</b>		<b>23.032,25</b>	<b>9.067,62</b>
Operational Costs	Money transfer taxes	<b>247.88</b>	<b>97,48</b>
<b>Overall Amount</b>		<b>22.784,17</b>	<b>8.970,14</b>
<b>Amount spent in project</b>		<b>22.787,12</b>	<b>8.971,30</b>
<b>Remaining Amount</b>	In our bank account.	<b>- 2,75</b>	<b>- 1,08</b>
Staff	1.1 1.2 1.3 1.4 6.2	1.982.68 1.008.00 3.276.00 8.599.50 6.993.02	
Sub total Staff	1.1; 1.2; 1.3; 1.4; 6.2	21.859,20	8.605,98
Other	Income taxes 1.1 and 6.2	<b>927.92</b>	<b>365,32</b>
<b>Amount needed</b>	To pay everything left* * work already done in project 6.2	<b>608.38</b>	<b>239.51</b>
<b>Total expenses</b>		<b>23.395,50</b>	<b>9.210,82</b>
<b>Amount supposed to be received</b>	20% project proposal - 1130,80 eu remaining from previous project	<b>2.004,51</b>	<b>789,18</b>
<b>Amount saved</b>		<b>1.396,13</b>	<b>549,65</b>

There are some minor variations between the figures due to changes in exchange rates.

## Accountability.



Transporte Ativo - CNPJ: 06.102.475/0001-75

### RESUMO PRESTAÇÃO DE CONTAS - 2009/2010

(+) Receitas	R\$	Euros (€)	Taxa de câmbio
Saldo 01/11/2009	2.872,25	1.056,99	2,5430358
Doação I-CE	20.160,00	8.000,00	2,5430358
(-) Taxa de câmbio	171,27	67,35	2,5430358
(-) IOF	76,61	30,13	2,5430358
<b>Total Receitas Líquida</b>	<b>22.784,37</b>	<b>8.959,52</b>	<b>2,5430358*</b>

  

(-) Despesas	R\$	Euros (€)	Taxa de câmbio
Recursos Humanos	22.787,12	8.960,60	2,5430358
Despesas de viagem	0,00	0,00	2,5430358
Hospedagem site	0,00	0,00	2,5430358
Outras despesas	0,00	0,00	2,5430358
<b>Total de despesas</b>	<b>22.787,12</b>	<b>8.960,60</b>	<b>2,5430358*</b>

  

<b>Saldo Banco + Caixa</b>	<b>-2,75</b>	<b>-1,08</b>	<b>2,5430358*</b>
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\* taxa de cambio média referente câmbio saldo 2009 + câmbio remessa de recursos enviada.

### DEMONSTRATIVO SALDO REMESSA DE RECURSOS

	R\$
Saldo no banco remessa - € 8.000,00	0,00
Saldo em dinheiro remessa	0,00
<b>TOTAL EM R\$</b>	<b>0,00</b>

VERA DE SOUZA PINTO  
Contadora CRC-RJ 66.000-01  
CPF 760.863.057-49

Elaborado por Vera de Souza Pinto - Contadora CRC/RJ 66000/O1 em 15/06/2010



Associação Transporte Ativo • Rio de Janeiro • cnpj 06.102.475/0001-75  
www.ta.org.br • + 55 21 9697-8900 • contato@ta.org.br