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Cyclomobility and the Right to the City:

the surroundings of the Ruth Cardoso Youth Cultural Center

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ABSTRACT
The diffusion of collective and non-motorized modes of transportation is currently seen in urban planning as a fundamental element to address climate change in the construction of smart and sustainable cities. This article seeks to analyze cyclomobility around the Ruth Cardoso Youth Cultural Center in the northern region of the city of São Paulo. Considering the proposition that guides this reflection, the authors adopted the methodology called "participant observation". We collected data with the aid of photographs, official disclosures from the public administration, and notes during field visits. This work discusses mobility as a right to the city and confronts aspects of bicycle infrastructure in the study area and elements of a normative nature. The focus of the approach is on recognizing the mode of travel as part of everyday experiences. Based on the analysis, it was possible to verify aspects such as the lack of modal integration and part of the cycle route on a road shared with motor vehicles.

KEYWORDS: Cyclomobility. Right to the city. Ruth Cardoso Cultural Center.

1 INTRODUCTION

During the 20th century, urban areas increasingly became spaces of movement and passage. With the departure of the 1950s, the modern way of life and the "automobile city" received much criticism and studies, in the sense of investigating the city's lack of human character. The idea of public space completely loses its meaning when viewed from the perspective of the automobile (GEHL, 2013; JACOBS, 2000). In addition, the diffusion of collective and non-motorized modes of transportation is currently seen in urban planning as a fundamental element to address climate change in the construction of smart and sustainable cities[1], and as a way of reducing travel and environmental costs (LEVY; LEITE, 2020; CORTESE et al., 2019; BRASIL, 2007).

This article seeks to analyze cyclomobility around the Ruth Cardoso Youth Cultural Center in the northern region of the city of São Paulo. Considering the proposition that guides this reflection, we adopt the methodology entitled "participant observation", developed by several authors (BELOTTO, 2017; CERVO et al., 2002; MINAYO; SANCHES, 1993; MÓNICO et al., 2017; HAGUETE, 1997; WHYTE, 2005; SCHWARTZ, 2003), to analyze the cyclomobility infrastructure surrounding the cultural equipment.

In 2007, in the metropolitan region of São Paulo, cyclomobility represented 0.8% of total modes of transportation. Between 2007 and 2017, there is a 26% increase in the use of the cyclomobility. The commute to work is the main reason for commuting by bicycle, showing a reduction from 71% to 69% in the period. Travel motivated by educational and cultural activities gained participation, going from 12% to 14% of daily trips in Greater São Paulo (METRO, 2017).

This article studies possible advances in the city's production process based on cyclomobility. It aims to develop a critical reflection regarding the cyclomobility infrastructure around the studied public equipment (Ruth Cardoso Youth Cultural Center) in the northern region of the city of São Paulo. Thus, we present the following research question: how is cyclomobility inserted and supports the right to the city around the Ruth Cardoso Youth Cultural Center? To answer the question, the authors seek to emphasize that public management needs to enable cyclomobility policies, such as proposed laws, educational

[1] The Sustainable Development Goals (SDGs - ODS) designed by the UN for the 2020 Agenda, the prioritization of non-motorized and collective modes of transport.

actions, disclosures, and the implementation of infrastructure. The inclusion of citizenship is essential to finding solutions to urban problems.

In addition to this introduction, the article presents the following structure: the second section addresses a reflection on the theoretical reference; the third presents the research method; the fourth exposes the research results and discussions followed by the conclusions in the fifth section.

2 CYCLOMOBILITY AS A DEMOCRATIC SPACE

This section deals with a theoretical reflection on the concepts of the right to the city and cyclomobility, and presents its relationship with the existing regulatory framework, used throughout the research. The right to the city is a present discussion in the metropolises, and cyclomobility reappears with the strength of its denomination. According to Lefebvre (2011), the working class, as a revolutionary agent, is composed of urban workers of various types, not just factory workers. It is a category organized by the formation of very different classes. Urban activisms for the resumption of public space that have recently developed on a worldwide scale accept the idea planted by Lefebvre in the 1960s.

In the 1960s, in Amsterdam, a collective of anarchist activists named Provos painted 50 bikes white and left them spread out for public use. The group proposed the bicycle as an official vehicle and the closure of the city center for cars. The 1966 “White Bicycle Plan” manifesto defends the white bicycle as a symbol of healthy life, as opposed to the impetuous automobile as an authoritarian symbol. The group’s proposals remain in the collective interest and, currently, the city of Amsterdam is known for being one of the most adherent cities to bicycle use. Presently, all over the world, the white bicycle is used as a symbol of cycle activity (MARINO, 2018).

In the city of São Paulo, in 2012, cycle activists created a community garden, occupying part of the central construction site of one of the city’s main avenues, Paulista Avenue. The place known as Cyclists’ Square is a meeting point for bicycle participants, an act of struggle and activism that has been taking place since 2002 and aims to guarantee the space of the bicycle in the city of São Paulo (MARINO, 2018).

When Henri Lefebvre coined the expression “right to the city”, the philosopher and sociologist’s discourse centered on social relations and the organization of space in territorial expansion. Ideologically, the author defended the right to human emancipation in the urban environment. Recently, architect Jan Gehl (2013) became known for investigating, experimenting, and defending the concept of “city for people” or “humanized” city, as opposed to the city designed for the automobile. The author developed tools to improve the design of spaces, expand and improve the areas of permanence and routes intended for the use of bicycles and pedestrians, and encouraging adherence to non-motorized modes of transportation.

According to Jan Gehl (2013, p. 28) “[...] the public space of the democratically managed city guarantees access and opportunities for all groups in society to express freedom for alternative activities”. The author defends the city as an arena of multiple activities and,

thus, expresses the democratic dimension, whether as a meeting place, demonstrations, or protests (GEHL, 2013, p. 29).

Urban mobility connects other essential services. Regarding its potential and challenges, this research adopts an approach that seeks to recognize that movement itself, is not the emphasis. Urban mobility is understood as part of an everyday way of life, an experience that is continuously observed (URRY, 2007). Thus, the focus of the approach is on the experience that the route provides.

For Harvey (2014, p.30), as well as for Lefebvre, the right to the city occurs as a sales value: those who have money have access to the urban experience. The author analyzes the crucial role of urbanization within reproduction, absorbing surplus capital at all geographic scales. For Harvey (2014), the claim of several demands for the right to the city can be unified. Citizens must strive to exercise a collective right to seize and shape the city, through greater regulation and democratic controls over the excess capital used in urbanization. The first public bicycle rack[2] in the city of São Paulo was an achievement of organized civil society - activists and residents of the region - who came together to collect signatures (MARINO, 2018).

In the Brazilian context, the potential of urban social movements culminated in the articulation of popular participation in drafting the 1988 Constitution. Numerous advances were made possible by the City Statute (Federal Law No. 10,257 / 2001), in 2002, such as the right to land, housing, environmental sanitation, infrastructure, transportation, public services, work, and leisure, for present and future generations. A regulatory framework was established in an attempt to promote the right to the city, however, in its trajectory to the present day, many of these instruments have not left the paper (MARICATO, 2011).

In 2012, the National Urban Mobility Policy, Federal Law no. 12,587 / 2012, decided on guidelines for the expansion and execution of public urban mobility policies at the municipal level. In practice, the law, known as the Federal Urban Mobility Law, improved the regulatory framework for urban mobility and the provision of public transport services. The Urban Mobility Plan becomes mandatory for all municipalities with more than twenty thousand inhabitants, intervening in areas of tourist interest, members of metropolitan regions, economic development, or agglomerations.

The law prioritizes public transport and non-motorized modes of transportation. According to the law, the Urban Mobility Plan, as an instrument of policy at the municipal level, must include guidelines for the network of public transport services and infrastructures of the urban mobility system, such as cycle paths and cycle lanes.

In the city of São Paulo, the Transport and Mobility Master Plan was conceived in 2015. However, even before that, the São Paulo Master Plan - SPMP instituted by Municipal Law no. 16,050 / 2014, consented to guidelines that favored different modes of transport, including non-motorized ones, encouraging the use of bicycles as a means of transport, as established in article 228 (São Paulo City Hall - PMSP, 2014):

[2] The bike rack was inaugurated, built by the municipal administration, in August 2014.

> Promote non-motorized modes as a means of urban transport, in particular the use of bicycles, through the creation of a structural cycle network.

Gehl (2013) suggests options for integrating public transport modes and prioritizing active modes in the city, actions combined with the implementation of conditions for the circulation of bicycles. For the author, mobility can be understood as an opportunity to experience the urban space.

In São Paulo, the 2015 São Paulo Mobility Plan - PlanMob / SP, instituted by Municipal Decree no. 56,834 / 2015, presents the proposal for the theme of cyclomobility:

> The city of São Paulo currently (November 2015) has 365 km of lanes for cyclists in the urban road system (including four bridges and two viaducts), 150 km of which were implemented in the 2013/2014 period. The Goals Plan envisaged the implementation of 190 km by the end of 2016 (goal 97), totaling 400 km of routes for cyclists. PlanMob / SP 2015 complements this forecast by expanding the implementation of an additional 600 km by 2028, totaling 1,000 km of cycle paths in the city, in addition to the concession of public bicycles and campaigns to encourage their use (PMSP, 2015, p. 100).

The São Paulo Mobility Plan - PlanMob / SP 2015 still presents specific guidelines for the cycle system, according to Chart 1.

Chart 1: Specific guidelines for the cycling system, PlanMob / SP 2015.

Item	Main guidelines and objectives	Constructive elements
Cycling System	· Cover the entire territory of the municipality and enable integration with neighboring municipalities. · Integrate the bicycle mode with the Public Collective Transport System, through its terminals and stations. · Provide social participation in the democratic management of the Cycle System. · Promote peaceful coexistence between modes of transport. · Encourage the use of bicycles as a means of transporting small loads.	· Bicycle network that consists of the implementation of infrastructure for the bicycle, including bicycle signaling. · Bicycle sharing system · Bicycle parking · Complementary actions: with the objective of promoting the use of the bicycle. · Expansion of safety, efficiency, and comfort for cyclists in equity with other road users.

Source: PMSP – São Paulo City Hall (2015), adapted by the authors

In this study, from the theoretical study and the analysis of the regulatory framework, it was possible to see significant recent advances in the theme of urban mobility, specifically for cyclomobility in the city of São Paulo. In practice, this meant a change in the discussion: the urban function previously centered on the automobile and motorized transport now includes intervention on a human scale and its local interaction.

Revista Nacional de
Gerenciamento de Cidades
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3 RESEARCH METHOD

This section presents the method used to collect and analyze data. The investigation used the "participant observation" methodology (BELOTTO, 2017; CERVO et al., 2002; MINAYO, SANCHES, 1993; MÓNICO et al., 2017; HAGUETE, 1997; WHYTE, 2005; SCHWARTZ, 2003), which allows for the understanding of the dynamics of the relations between the Ruth Cardoso Youth Cultural Center and the surrounding infrastructure. Its objectives go beyond the description of the surrounding components, since the observer participates in constant interaction, following the circumstances and the meaning of these actions, which allows him to ask questions about the reasons and meanings of his acts (MINAYO, 1998).

To understand the daily dynamics surrounding the equipment in relation to cyclomobility, we analyzed the data in an inductive manner. First, following the steps described by Minayo (1998, p.198): "from the very material collected the discovery of the research, administering evidence, proving it, refuting it, or raising new evidence; expanding cultural contexts and exceeding the level of messages".

Thus, the authors collected the data through participant observation, with the aid of photographs, official disclosures from the public administration, and notes during field visits. However, based on the theoretical framework studied, we considered concepts and categories of analysis of the spatial dynamics that led the investigation. The methodology used confronts two parameters: i) aspects of bicycle infrastructure in the study area; ii) aspects of the cycling infrastructure of a regulatory nature defined by the regulatory framework. For this, Battiston (2017, p.279) lists the barriers and facilitators for using bicycles as a means of transport (Chart 2):

Chart 2: Barriers and facilitators for using the bicycle as a means of transport.

Item	Barriers	Facilitators
Infra-structure	· Lack of protection against bad weather. · Floor irregularity · Presence of high obstacles (such as signs and posts). · Cars parked in prohibited places. · Drainage and lighting problems on bike lanes or paths.	· Bike lanes and bike paths · Bike racks · Traffic and safety signs

Source: Battiston (2017), adapted by the authors

The analysis present in the work consisted of evaluating critical points, referred to as "foci". In this case, for the outbreaks, streets and avenues were selected around the study equipment, chosen to observe the access to the equipment and the road intersections with the highest transport flow. The locations were selected, as shown below (Chart 3 and Figure 1).

Chart 3: Field Research Sites - Focus

Focus	Critério	Local
1st Focus:	Access way to YCC	Confluence between Congressperson Emílio Carlos and Imirim Avenues
2nd Focus:	Access way to YCC	Front access to YCC
3rd Focus:	Access way to YCC	Confluence between Avenue Congressperson Emílio Carlos and Edson Andrade Silva Street
4th Focus:	Access way to main avenue	Confluence between Edson Andrade Silva Street and Inajar de Sousa avenue
5th Focus:	Corner of intermodal access to the terminal and bike rack	Confluence between Inajar de Sousa Avenue and Itaberaba Avenue

Source: the authors (2020)

4 RESULTS AND DISCUSSION

To organize and solve transportation issues in São Paulo, in the 1950s the city created wide and fast expressways for private car use. The adoption of the North American model aimed to boost and guarantee the development based on the individual car. According to Renato Anelli (2007):

> In 1949, Mayor Linneu Prestes hired a team led by American Robert Moses, to prepare the Public Improvement Plan. Moses brought to São Paulo the model of the Highway Research Board, which intended to adapt cities to support the horizontal peripheral expansion in motorized middle-class residential suburbs.

Years later, it was possible to prove that the solution accelerated the disorderly peripheral growth, and the roads were constantly congested. In addition, the model inhibits urbanity, that is, the urban scale has become incompatible with the pedestrian's life, the rupture in the urban fabric and the intense pollution - atmospheric and noise - are issues that need to be mitigated (JACOBS, 2000; GEHL, 2013; HARVEY 2014).

Located in the northern region of São Paulo, close to the Vila Nova Cachoeirinha Urban Terminal, the Ruth Cardoso Youth Cultural Center, equipment of the Municipal Department of Culture, opened on March 27, 2006, and is the largest public facility dedicated to the interests of youth in the city of São Paulo. According to a report by the Traffic Engineering Company (CET, 2020), the bike path on Inajar de Souza Avenue, the bike infrastructure closest to the equipment, had an average daily volume of 882 cyclists in 2017 and 958 cyclists in 2018.

To synthesize the perceptions regarding the infrastructure of cyclomobility around the studied site, the authors of this article analyzed the five study focuses (Figure 1), as following detailed.

Revista Nacional de
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Figure 1 – Field research locals - Focus

Source: Google (2020), adapted by the authors

Figures 2 and 3 – Focus 1 - Itaberaba Avenue and Dep. Emílio Carlos Avenue

Source: the authors

In Focus 1 there is a complete lack of bicycle infrastructure and absence of bicycle lanes, in both the two main access routes to the equipment. Figure 2 shows Itaberaba Avenue, and Figure 3 corresponds to Dep. Emílio Carlos Avenue. Following the analysis for Focus 2, we note that between the years 2010 and 2020, there was the implementation of paracycles on the facade of access to the equipment (Figures 3 and 4).

Figures 4 and 5 – Paracycles on the equipment facade, years: 2010 and 2020.

Source: Google (2020)

Revista Nacional de
Gerenciamento de Cidades
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In view of Focus 3, we identify a road system for accessing the equipment, a situation similar to presented in Focus 1, as the lack of bicycle infrastructure, as shown in Figures 6 and 7.

Figures 6 and 7 – Accesses to the Center

Source: the authors

Focus 4 stands out for the location with the highest flow of vehicles in the region. We observed the presence of a cyclist on a stretch shared with motor vehicles, demonstrating an accident risk situation. Cyclists are devoid of appropriate infrastructure with access to cultural equipment and intermodal bike-bus integration (Figures 8 and 9).

Figures 8 and 9 – Bicycle route: sections shared with motor vehicles

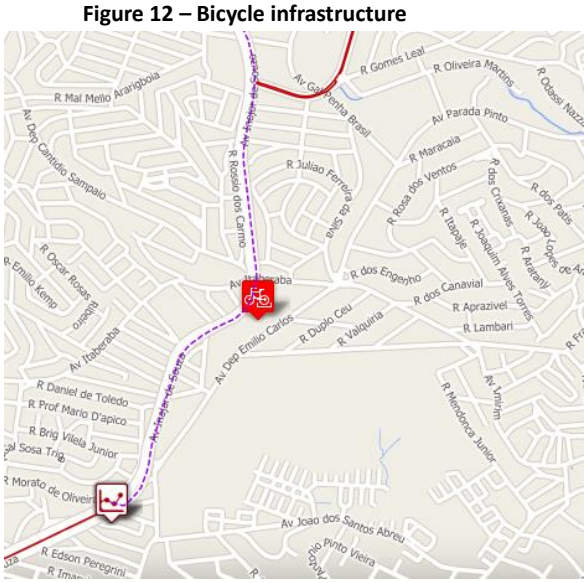
Source: the authors

In Focus 5, it is possible to observe, in Figures 10 and 11, traffic lights to indicate the conversion to buses that access the Terminal. Following, there is the map of the bike path signals an interruption of it on Inajar de Sousa Avenue next to the bike rack (Figure 12).

Figures 10 and 11 - Vila Nova Cachoeirinha Terminal - Focus 5.

Source: the authors

Figure 12 – Bicycle infrastructure



Source: Traffic Engineering Company - CET - PMSP (2020).

The dotted line bicycle route (Figure 12) indicates that part of it must be shared between bicycles and motor vehicles, as well as access to the municipal bicycle rack at the Vila Nova Cachoeirinha Terminal. In Focus 5 there is a lack of modal integration between the bicycle and public transport system.

5 CONCLUSIONS

The objective of this research was developing a critical reflection on the cyclomobility infrastructure around the Ruth Cardoso Cultural Youth Center in the northern region of the city of São Paulo. It was possible, through qualitative research and the method of participant observation, to assess the infrastructure of cyclomobility around the selected public equipment.

According to the theoretical framework, cyclomobility as a right to the city demands interdisciplinary interpretations, such as anthropology, urban planning, geography, engineering, urban law, architecture and urbanism (BATTISTON, 2017; CABALLERO et al, 2019; FERRAZ et al, 2017 ; FRATER et al, 2017; GEHL, 2013; MALATESTA, 2014). The focus of the approach is on recognizing the mode of displacement as part of everyday experience. Thus we observed cycling infrastructure, as well as specific plans for the mobility of the surroundings, in addition to normative documents such as laws and guidelines.

Based on the results, it is possible to verify that the bicycle infrastructure around the studied equipment is insufficient, mainly because the indicated route foresees a stretch shared with motor vehicles. In addition, the existing bicycle infrastructure is located about five hundred meters from the site, not providing access to the equipment, which is located at Inajar de Souza Avenue, nor does it connect other modes of transport, that is, there is no facility for changing modes . It should be noted that this article is part of an ongoing master's

dissertation and has limitations related to obtaining information about the users' path. From conceptualization to the analysis of urban mobility infrastructure, this work aims to contribute to advances in the formulation of public policies.

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