

Cycling promotion using financial incentives

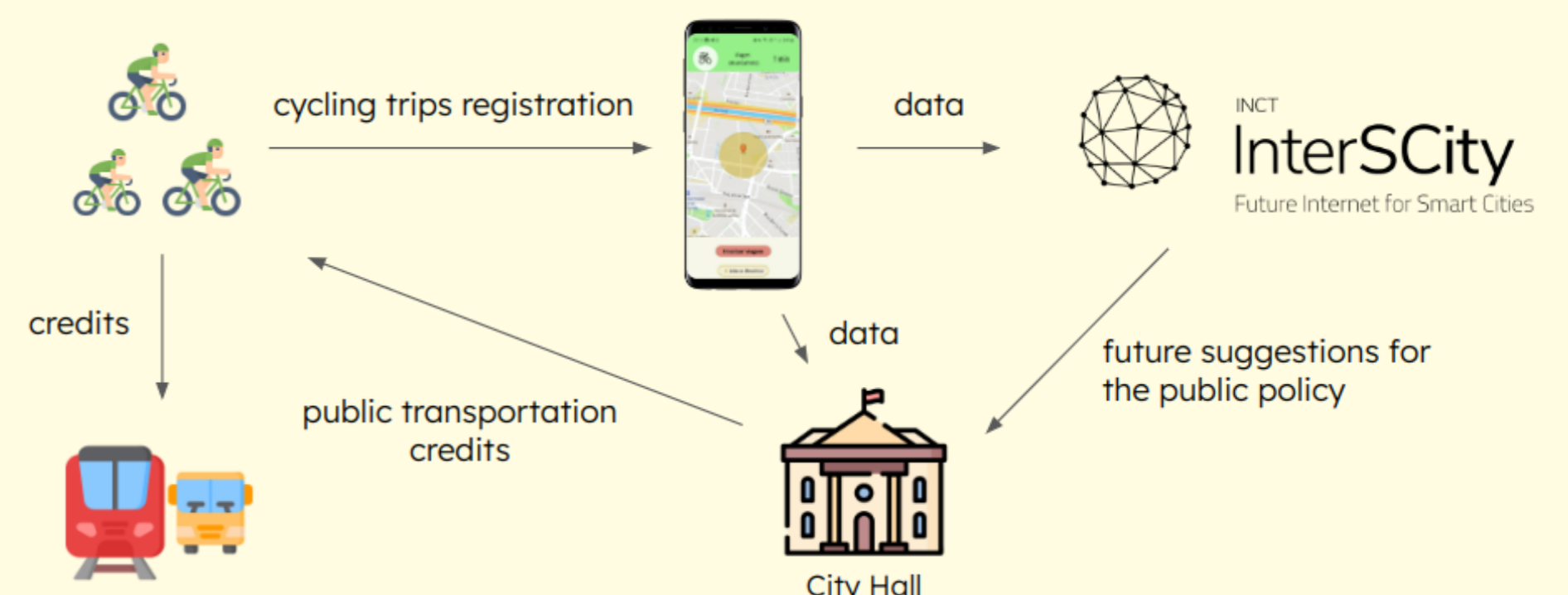
A pilot design to inform public policy in São Paulo, Brazil

Background

- 2016 • To promote cycling in São Paulo, the City Hall of São Paulo approved the **Bike SP program**, to grant public transportation credits to those who cycle (Municipal legislation, 2016).
- ▶ Financial incentives have been used to encourage cycling in other cities, but mostly in European contexts and not on a large scale in a metropolis like São Paulo.
 - ▶ Lack of precedents hampered the operationalization of the public policy.
- 2023 • Our research aims to provide scientific support for the policy and base its implementation.

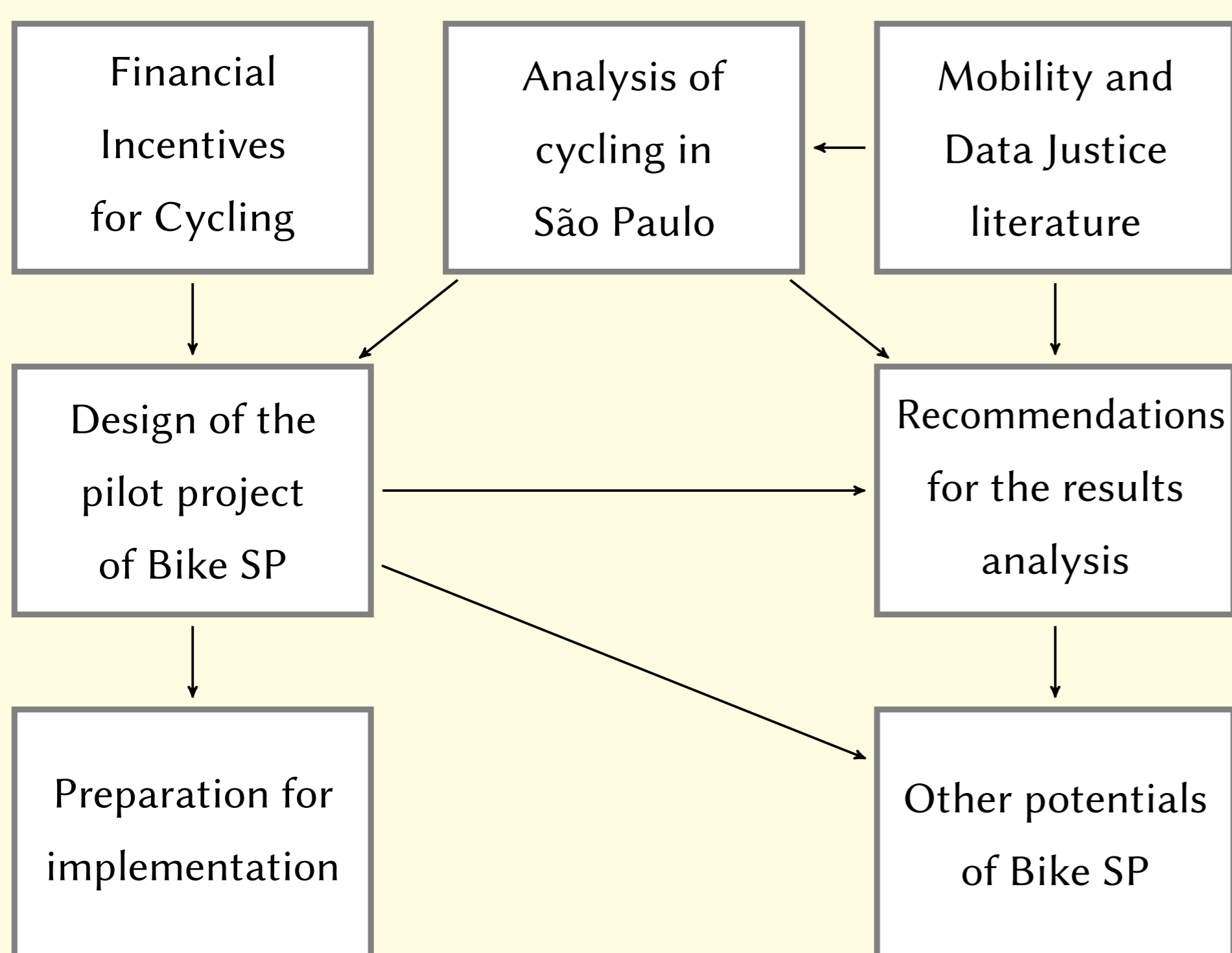
Research goal

The main objective of this research is to **design a pilot project** that can generate relevant information and insights for the future implementation of the policy. The intention is to prepare all necessary elements for the pilot's execution and identify the key questions that the analysis of the pilot project should address.



The pilot project will be a simulation of the real public policy, with around 800 citizens.

Research design



Results

Drawing on a **pre-analysis plan**, this work proposes a research methodology that can be generalized and applied to other emerging policy domains that, like Bike SP, require rigorous evaluation and testing due to the lack of precedents. Research outcomes:

- ▶ Data analysis of cycling in São Paulo;
- ▶ Design of the pilot project - “scheduling” system;
- ▶ Approval of the Ethics Committee for the pilot;
- ▶ Coordination of the development and beta testing of the mobile application that will record the cycling trips of the participants;
- ▶ Questions and recommendations for post-implementation analysis of the pilot.

Interdisciplinary approach



The research involved a collaboration with the Eindhoven University of Technology (TU/e), the City Hall of São Paulo, and with cycling mobility experts.

Conclusion

Bike SP is not merely a remuneration policy. Rather, it also offers potential features that can increase the effectiveness and fairness of other cycling initiatives and of mobility in general. For example, it can:

- ▶ Generate cycling data;
- ▶ Create a cycling community;
- ▶ Enhance the equity of mobility;
- ▶ Foster synergies between cycling initiatives.

Bibliography

- ▶ Municipal legislation (2016). “Lei N° 16.547 - Institui o Programa Bike SP no âmbito do Município de São Paulo”. In: URL: <https://legislacao.prefeitura.sp.gov.br/leis/lei-16547-de-21-de-setembro-de-2016>.

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