

USE OF TECHNOLOGIES TO IMPROVE  
**URBAN MOBILITY FOR  
PEOPLE WITH  
SPECIFIC NEEDS**

PRESENTED BY TEAM 2GETHER





# DO YOU KNOW ANYONE WITH SOME KIND OF DISABILITY?



## **Senador Canedo:**

Population with disabilities (2010): 24.183 habitants - **29%**

Total population (2010): 84.443 habitants

Total population (2019): 115.371 habitants

## **Goiânia:**

Population with disabilities (2010): 388.004 habitants - **30%**

Total population (2010): 1.302.001 habitants

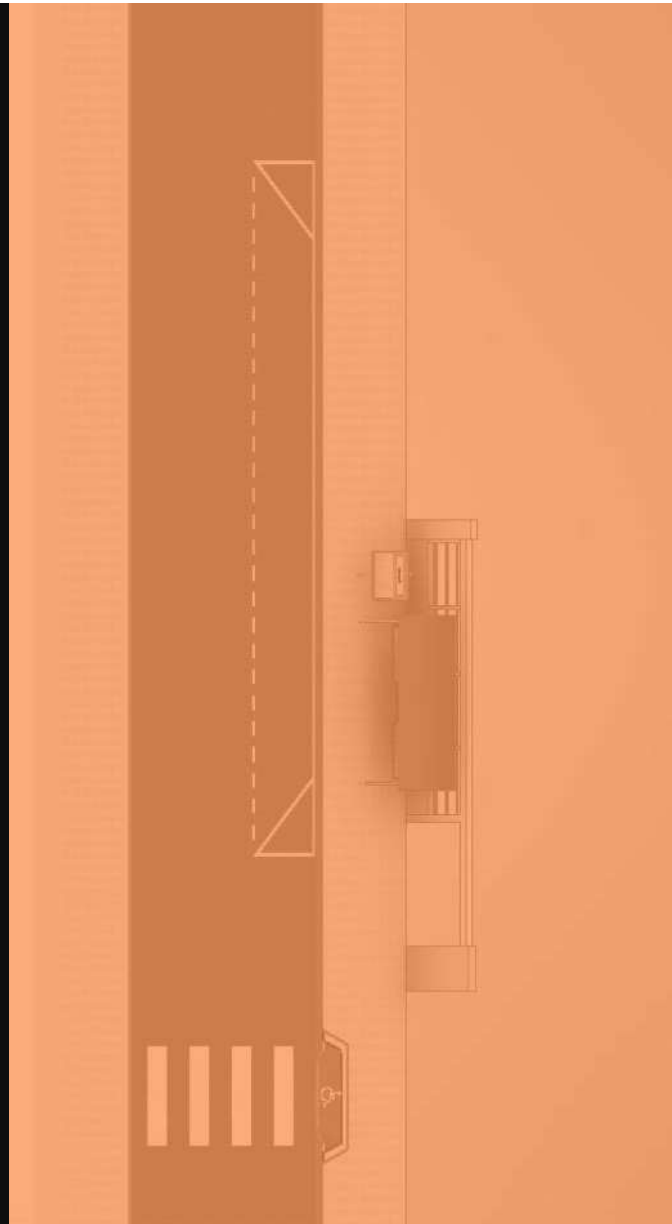
Total population (2019): 1.495.705 habitants

**Equality,  
Inclusion,  
Empathy,  
Freedom &  
AUTONOMY.**



# THE LAPASSION PROJECT

In the Lapassion project team  
2gether will bring innovation  
by making Ademar de Barros  
street, in Senador Canedo,  
accessible to all users.



A grayscale photograph of a person in a wheelchair being assisted by another person crouching down. The person in the wheelchair is on the right, and the person crouching is on the left. The background is dark and out of focus. An orange triangle is positioned above the text.

# MODEL STREET FOR PEOPLE WITH DISABILITIES AND REDUCED MOBILITY

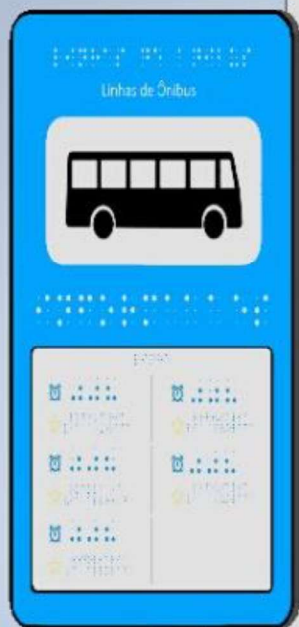
ADEMAR DE BARROS  
STREET



# MODEL STREET FOR ACCESSIBILITY



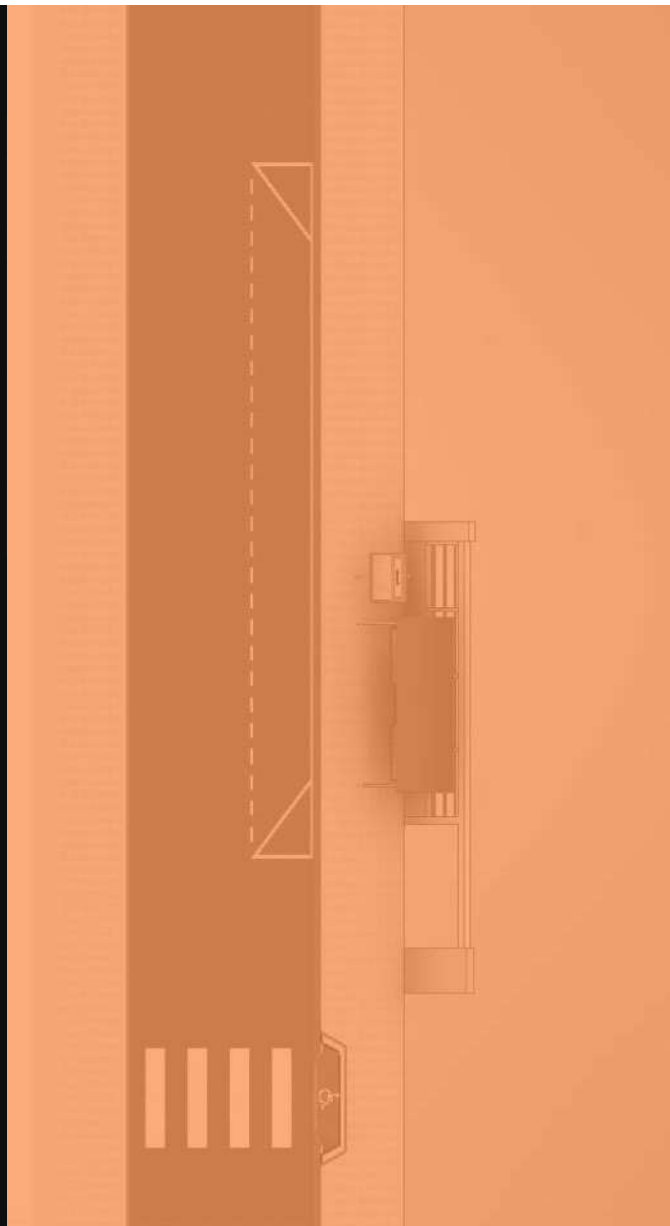
- Dividing the sidewalks for accessibility;
- Public lighting with LED;
- Paintings on the asphalt recovered;
- Tactile and Non-slip floors on sidewalks;
- Ramps for wheelchair users and people with reduced mobility;
- Space reserved for wheelchair users at bus stops;
- Sign with Braille information about bus lines;
- Interactive screen with the technology SiMRmtc.



**PROTOTYPE – INTERACTIVE SCREEN WITH THE  
TECHNOLOGY SIMRMTC**

# OPORTUNITY OPORTUNITY OPORTUNITY

- Accessible for people with visual limitations;
- Ease of use;
- Real time information for all its users;
- Screen + button not too expensive (<R\$ 600.00).





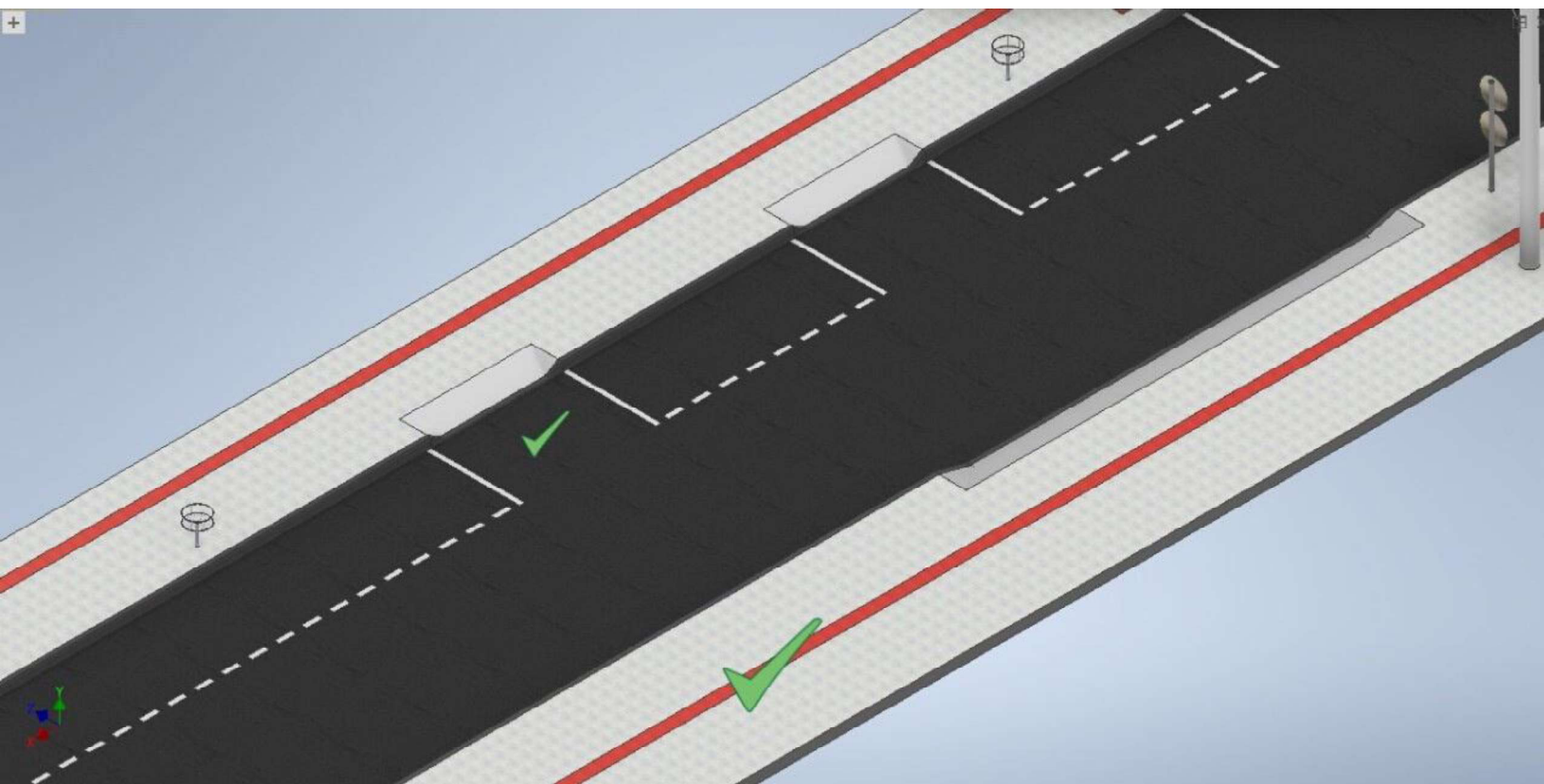
ADEMAR DE BARROS STREET - BEFORE



ADEMAR DE BARROS STREET (PROTOTYPE) - AFTER




ADEMAR DE BARROS STREET - BEFORE



ADEMAR DE BARROS STREET (PROTOTYPE) - AFTER



# PARTNERSHIPS FOR THE GOALS

- 
- Senador Canedo City Hall
  - Secretary of Education and Culture of Senador Canedo
  - Municipal Superintendence Of Traffic and Transport of Senador Canedo
  - Pestalozzi Association of Senador Canedo
  - Disabled Association of Senador Canedo
  - School Institutions
  - Local businesses
  - Population



# HOW TO MAKE IT HAPPEN?

- "Adopt a Sidewalk" program;
- Advertising in Bus Stops;
- Educational program;
- Creation of a socio-cultural event;
- Look for volunteers/ ambassadors.





# ADOPT A SIDEWALK PROGRAM

Public-private partnership, and partnership also with residents, where the sidewalk adopter will have benefits in exchange for their action, such as publicity carried out by the City Hall or reduced rates for citizens.





## ADOPT A SIDEWALK

This Program aims to achieve the creation of the project "Model Street for Accessibility"



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## ADOPT A SIDEWALK PROGRAM

The objective is to return the city to pedestrians and thereby improve people's health, the city's traffic and offer more security in urban mobility.

The program "Adopt a Sidewalk" aims to encourage the adoption of sidewalks and maintenance.

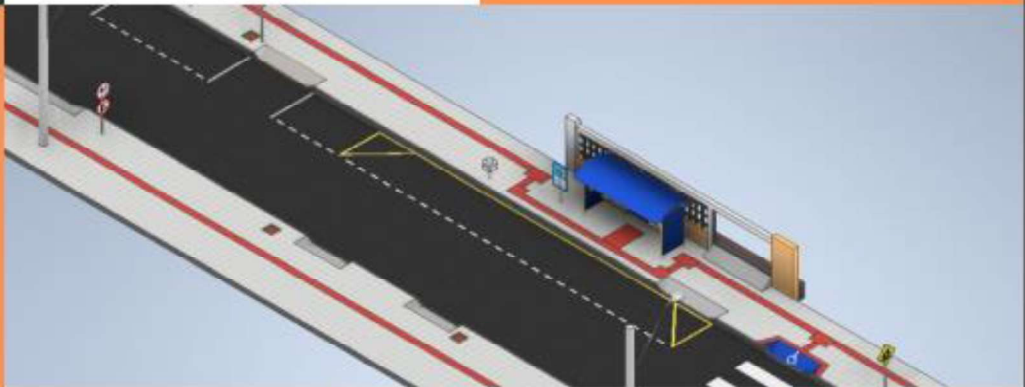
### BENEFITS

Advertising - Companies can "build or recover" the city's sidewalks and, in return, the government can expose the companies brand;

Reduction of tax benefits such as Property Tax and Urban Territory - IPTU, to the owner of residential and non-residential properties that adopt measures that recover and preserve public roads and sidewalks, for being inclusive;

Institutional dissemination of the brand, product or service through signs in the space adopted, within the guidelines stipulated by the Municipality;

Association of the person or brand with an urban mobility improvement program.



### THE CRITERIA THAT MUST BE ADOPTED

- Perform sidewalk recovery services, according to guidelines established by the Senador Canedo City Hall
- Should the sidewalk be constructed or restored in such a way that it does not have bumps, holes and/or cracks.
- Commercial exploitation of the adopted area is not permitted nor their private use. Adoption cannot harm the public use of the sidewalk.



# ADVERTISING IN THE BUS STOP


Companies can request,  
as benefit of "Adopt a  
Sidewalk" program, the  
use of bus stops to  
advertising.





# **EDUCACIONAL PROGRAM AND SOCIO-CULTURAL EVENT**

**INFORM POPULATION ABOUT CHANGES  
AND CREATE EMPATHY**



CIVIC SQUARE  
OF SENADOR  
CANEDO



## ALL TOGETHER DAY

EDUCATIONAL PROGRAM

21 • SEPTEMBER • 2020



## EVENT PROGRAM

21 • SEPTEMBER • 2020

Opening ceremony 09H00 - 10H00

Welcome session and the importance of development of a culture of inclusion, training and educating.

Lecture 10H00 - 11H30

The difficulties for people with disabilities, the Brazilian Law for Inclusion and about the necessity of changing structures to make them accessible, mentioning the importance of street and bus stop changes for people with disabilities.

Cultural presentation 11H30 - 13H00

With volunteers from the Associations for people with disabilities.

Community lunch 13H00 - 14H30

With volunteers from the Associations for people with disabilities.

Activities 14H30 - 17H30

With volunteers from the Associations for people with disabilities.

Event closing ceremony 17H30 - 18H00

ALL THE EVENT WILL HAVE A  
TRANSLATOR IN SIGN  
LANGUAGE

▲  
**LOOK FOR  
VOLUNTEERS/  
AMBASSADORS**



**2gether**

**EDUCATIONAL PROGRAM**

**URBAN MOBILITY FOR  
PEOPLE WITH  
SPECIFIC NEEDS**

Federal Institute of Goiás



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**2gether**

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FOR MORE  
INFORMATION AND  
PROJECT DETAILS,  
VISIT:

[grupo2gether.blogspot.com](http://grupo2gether.blogspot.com)





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[grupo2gether.blogspot.com](http://grupo2gether.blogspot.com)



The background is a solid orange color. In the upper center, there is a stylized, light orange cloud. At the bottom, there are two layers of rolling hills represented by smooth, wavy lines in shades of orange and brown. The text "THANK YOU FOR LISTENING!" is centered in the middle of the image in a bold, white, sans-serif font.

**THANK YOU  
FOR LISTENING!**