UNIVERSIDADE FEDERAL DO CEARÁ
CENTRO DE HUMANIDADES
CASA DE CULTURA BRITÂNICA
EXAME DE PROFICIÊNCIA LEITORA EM LÍNGUA INGLESA

NOTA:

IDENTIFICAÇÃO: _____

DATA: _____/_____/_____ PROGRAMA DE PÓS-GRADUAÇÃO EM ENG. DE TRANSPORTES

EDITAIS 02/2019 e 03/2019

POLITICS, POLITY AND POLICY OF RIDESOURCING REGULATION IN SÃO PAULO

1 São Paulo, like many cities in Latin America, faces chronic mobility issues, mostly related to
2 dysfunctional land use patterns and historical priority given to automobiles in detriment of
3 public transportation. The urbanization process, which may be characterized as peripheral
4 urbanization, produced a low-density occupation pattern over an extensive territory and a
5 highly unequal urban space. The poor and vulnerable live in peripheries while the rich inhabit
6 the central areas, which are better provided with high capacity transit infrastructure and
7 concentrated employment opportunities. Citizens who live in the peripheral areas are situated
8 far from high capacity transit and formal jobs. The dysfunctional distribution of housing and
9 employment opportunities results in a heavy burden for many workers, who face long and
10 exhausting daily commutes.

11 The high capacity transit system is insufficient and covers only a small portion of an extensive
12 urban territory. The city itself has a population of 12 million people and it is one of the 39
13 municipalities in the Metropolitan Region of São Paulo, where roughly 21 million people live,
14 spread across a territory of 7,9469 square kilometers. Urban railway and subway lines cover, in
15 total, 333.6 kilometers and are the main mode of transport for 1% of daily trips. Urban mobility
16 is significantly reliant on the bus system, with both local and express buses (21.5% of daily
17 trips), and on private automobiles (28.3% of daily trips). Although almost one third of daily
18 trips are made by cars, vehicle occupancy is on average 1.4 persons per car and the majority of
19 car trips are rather short: more than 50% of car trips travel up to five kilometers. In the city
20 itself, there are more than 6 million cars. From these numbers, one grasps how public space in
21 the city is taken up by car. In addition, automobiles contribute to environmental damage in the
22 Metropolitan Region of São Paulo: they are responsible for 51% of greenhouse gas emissions
23 caused by all vehicles, while buses produce only 13%. The ubiquitous presence of individual
24 automobiles in São Paulo's mobility pattern and infrastructure may be explained by cultural
25 standards, the insufficiency of high capacity public transit, and the historical priority given to
26 cars in mobility policies.

27 Ridesourcing has thrived in São Paulo from the moment it was first introduced, taking
28 advantage of an apparently contradictory high peak in tourism and an emerging economic crisis
29 in 2014—besides the availability of a large car fleet. Uber was the first company to operate in
30 Brazil, beginning in the cities of São Paulo and Rio along with the 2014 Football World Cup in
31 Brazil. The event led to a 132% increase in foreign visitors. At the same time, the Brazilian
32 economy faced the beginning of one of the worst crises the country has ever faced. From 2014
33 to mid 2017, unemployment grew from 7 million citizens to 13.5 millions, hitting workforces
34 hard in the cities. Ridesourcing quickly became an opportunity for people who had lost their
35 jobs or were compelled to reduce working hours. At the same time, consumers sought low-cost
36 alternatives in everyday life and Uber provided a service that was cheaper than taxis or even

37 using their own cars. For short rides, ridesourcing has a more competitive price than using a
38 private car. In this context not only was there a great number of potential ridesourcing users,
39 but also an emerging pool of unemployed workers that could quickly and easily become
40 ridesourcing drivers.

41 As ridesourcing grew and São Paulo became Uber's largest market in terms of rides, conflicts
42 also emerged. Taxi drivers strongly opposed the new competition and protested the rise of
43 Uber. In the meantime, municipal councilors supported by taxi unions proposed a bill
44 prohibiting app-based individual transportation. In a very disfavorable environment, with
45 strong opposition from the City Council, the City executive government decided to intervene.
46 The mayor proposed a regulation scheme allowing ridesourcing in São Paulo, regardless of the
47 political burden this would cause him. No other cities in Brazil had engaged in the same
48 movement and there was no federal recommendation regarding individual transportation. The
49 City developed an innovative approach towards ridesourcing, proposing a dynamic regulation:
50 within overall system of kilometer credits, resolutions may be issued at any time, adjusting the
51 prices and discounts according to the City goals. This calibration may involve creating
52 incentives oriented by social, urban, and environmental goals, such as providing for more
53 opportunities for women, reducing the number of car rides, or reducing air pollution. Led by
54 the mayor in office and motivated by particular agendas, the City managers developed a
55 regulation model and a strategy to face the adverse political ambiance.

56 The regulatory policy developed by São Paulo City Hall established in 2016 presents a new
57 approach towards ridesourcing, based on the concept of *intensive use of roads*. The guiding
58 concept is that companies should pay for the private use of public roads, and this price may
59 vary according to the intensity of use. The justification of this concept is explained in a
60 technical note: *"In an empty street, the addition of one vehicle does not interfere with the road
61 space available. However, at a certain point, one extra car in the road starts to represent a cost
62 to all the other vehicles, due to congestion. This cost grows exponentially. Therefore, the cost
63 imposed to society depends on the occupation level of the infrastructure."* Instead of imposing
64 a traditional transportation regulation on the new mode of travel, the City proposed a
65 mechanism for regulating the impacts of ridesourcing, as well as rationalizing the use of a
66 public infrastructure. From the economics of the public sector point of view, the regulation is
67 aimed at two market failures: externalities produced and the free rider problem with public
68 goods. The externalities include congestion, as explained above, but also air pollution. At the
69 same time, the urban road system is understood as a public good and commercial driving is
70 charged in a similar fashion to an urban toll system, avoiding or compensating for the
71 exploitative use of the public infrastructure.

72 The concept was significantly inspired by land use policy, in which the private sector
73 contributes to the financing of public infrastructure provided to urban land. In real estate
74 regulation, land value capture mechanisms are intended to recover part of the value generated
75 to private property due to public investment, and therefore should be reclaimed by the public.
76 Land value capture mechanisms charge developers a public price for intensive land use, which
77 is necessarily supported by public investments in infrastructure.

IMPORTANTE: APÓS A LEITURA DO TEXTO, RESPONDA O QUE SE PEDE EM PORTUGUÊS. LEMBRE-SE DE QUE SUAS RESPOSTAS DEVEM ESTAR CONTIDAS NO TEXTO; NÃO EM CONHECIMENTOS PRÉVIOS QUE NÃO TENHAM SIDO MENCIONADOS.

PARTE 1 – Responda as perguntas abaixo de acordo com o texto.

1.1 No primeiro parágrafo, os autores mencionam que um dos problemas relacionados à mobilidade nas grandes cidades da América Latina está relacionado ao que denominam urbanização periférica. Explique como isso aconteceu em São Paulo e quais as consequências dessa forma de organização espacial.

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1.2 De acordo com o texto, o Uber foi o primeiro aplicativo de serviço de transporte individual a obter sucesso em São Paulo. Mencione:
a) os dois eventos, aparentemente contraditórios, que propiciaram o seu crescimento e
b) como o aplicativo impactou a realidade socioeconômica daquele momento.

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(30 pontos cada)

PARTE 2 – Marque **(V)** para VERDADEIRO ou **(F)** para FALSO de acordo com o texto. Indique a(s) linha(s) do texto onde se encontra a informação que justifique sua resposta.

2.1 (   ) Quase um terço das viagens diárias são feitas por carros do sistema de aplicativos.
Linha(s): _____

2.2 (   ) O sistema de transporte por aplicativo prosperou em São Paulo desde o seu lançamento, aproveitando um pico aparentemente contraditório do turismo e uma crise econômica e a disponibilidade de uma grande frota de carros.
Linha(s): _____

2.3 (   ) O prefeito não conseguiu fazer um esquema de regulamentação que permitisse o transporte em São Paulo, pois isso lhe traria da carga política negativa.
Linha(s): _____

2.4 (   ) O conceito norteador do uso de transporte por aplicativo é que as empresas paguem pelo uso privado das vias públicas, e esse preço pode variar de acordo com o tamanho da empresa que está usando a via. Grandes empresas pagam mais caro que micro e pequenas empresas.
Linha(s): _____

2.5 (   ) Em São Paulo ao invés da prefeitura impor uma regulamentação tradicional de transporte sobre o novo modo transporte via aplicativo, a cidade propôs um mecanismo para regular os impactos da uso das estradas, além de racionalizar o uso de uma infraestrutura pública.
Linha(s): _____

(10 pontos / 2 pontos cada)

PARTE 3 – Faça a tradução do trecho abaixo de acordo com as ideias do texto.

3.1 *"In an empty street, the addition of one vehicle does not interfere with the road space available. However, at a certain point, one extra car in the road starts to represent a cost to all the other vehicles, due to congestion. This cost grows exponentially. Therefore, the cost imposed to society depends on the occupation level of the infrastructure."* (Linhas 60 - 63)

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(30 pontos)