Trashy Behavior
“Curitiba, Brazil: Garbage That’s Not Garbage”

The Curitiba Master Plan, a model of innovative and efficient urban planning, was initially proposed in 1968 as a solution to the stresses caused by a burgeoning population. It was designed by architects and planners from the Universidad Federal do Paraná, with efforts led by architect and future mayor, Jamie Lerner. The proposal aimed to minimize urban sprawl, reduce downtown traffic, preserve Curitiba’s historic district, and provide easily accessible and affordable public transit.

**TRANSPORTATION**

- **Bus Rapid Transit (BRT)**
- **Integrated planning**
- **Exclusive bus lanes**
- **Bus priority traffic signals**
- **Preboarding fare collection**
- **Level bus boarding from raised platforms (like tube stations)**
- **Free transfers between buses** (single entry)
- **Large, easily articulated and low-speed dual-deck buses**
- **Integration of development along bus routes**

**WASTE**

- **“Green Exchange”**
- **Low-income families living in shantytowns**
- **Truck bring the garbage into neighborhood称为， where it exchanges them for bus tickets and food.**

**PARKS**

- **City engineers used federal money from floodMitigation projects to build small dams and backed up rivers into lakes, and each of these became the center of a park. There are currently 28 parks through the city.**

**BROADER APPLICABILITY**

Curitiba’s major plan is demographically specific, prioritizing programs for the poor and the working class. Lerner’s principles function when implemented in a large, developed or developing urban setting with an appreciable low-income presence. There is little applicability to a small (pop. 40,000), upper middle-class (avg. household income $90,216) town like Claremont.

**REFERENCES**


**PROBLEMS**

- While the recycling programs reduce the amount of waste that ends up in the landfill, it does not fundamentally change the behavior on consumption. Worse, these programs could potentially encourage waste generation in the city or residents rely on garbage as an important source of income.
- The trash and recycling programs are not sustainable: Curitiba’s garbage-recycling rate has been declining over the last six or seven years (according to a NY Times article published in 2007) to only about 22 percent, and the only landfill in the municipal region will be full by the end of 2008.
- Social environmental programs might not be able to keep up with rapid population growth, and might be less effective in an immigrant-heavy city like Curitiba.

**AREAS OF IMPROVEMENT**

- New social programs that emphasize a reduction rather than recycling.
- Make it easier for the newer generation and immigrants to participate in recycling and waste exchange programs.
- Focus on environmental education rather than simply offering economic incentives.

**SUCCESSES**

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