Title: Proposition of mitigating measures to minimize the impacts implaced by a travel generator pole of church type: a case study in Goiânia, Goiás, Brazil

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The urban infrastructure surrounding a Travel Generator Pole (PGV) is directly linked to the quality of the mobility of road and enterprises users, whether they are pedestrians, drivers or cyclists. Impacts on mobility caused by a pole can be observed, for example, in traffic, with congestion in the surrounding roads; in the physical space of the PGV, with the lack of parking spaces; in road safety, with high accident rates. These points present significant relevance, since they induce feelings of discomfort and vulnerability to the user, which, of course, tends to avoid the region. According to some criteria for the characterization of enterprises as Travel Generator Poles established by the Missouri City Design Manual - MCDM (2004), a church can be characterized as a PGV since, besides its nature and size, it contemplates the minimum travel demand indicated in the characterization. The region where the "Luz Para os Povos - Serrinha" church is located, located in the city of Goiânia - Brazil - was not planned to meet the intense flow of vehicles in the region. There are problems such as congestion, lack of parking spaces and inadequate spaces for pedestrians. With the implantation of the church in this place, these problems were potentialized due to the attraction of the travel demand disproportionate to the urban space available for parking, access and capacity of the surrounding roads, which directly implies the safety of users. The purpose of this study is to evaluate the infrastructure of the "Luz Para os Povos - Serrinha" church, located in Goiânia, in order to identify the problems faced by pedestrians and drivers and to propose interventions to minimize them. To meet this objective, the study was based on the method proposed by Cardoso (2005), which contemplates several steps. In the first stage, the study area is characterized and defined using the parameters defined by the MCDM. The second stage involves the survey of the supply and demand of the PGV performed through surveys of volumetric counting of vehicles, pedestrians and cyclists in loco. The third stage refers to the bid and demand analysis, based on studies of traffic capacity, traffic flow, number of trips generated and parking spaces. The last step consists in the proposal of mitigating measures that aim to minimize the impacts identified in the region from the implementation of a new Travel Generator Pole. These measures aimed at improving user safety are mainly related to the road infrastructure, the position and geometry of the accesses to the project, the accessibility of pavements road signs and parking. As a result, it is expected to indicate measures of improvements in the infrastructure of the critical area of the Travel Generator Pole that contribute directly to the mobility and accessibility of the users of the surroundings and space of the enterprise. It is concluded that the PGVs that have specific characteristics in their operation, especially those that have demand outside of business hours, also need studies aimed at the quality of the users' displacement in their environment. The studies are relevant contributions to the urban mobility of the region as a whole and the improvements pointed out increase the quality of life of the population, providing safer trips in the place, be they destination or passage.