

“My home my life program and setbacks for the integration of urban projects: the study of case in São José do Rio Preto – SP”

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Abstract

This project aims to analyze a housing provision aimed at the lower classes of the population, as well as the perception of users as the location of housing, access to public facilities the level of quality of life that residents believe they have as housing and the enterprise from the point of view of its location.

This study aimed to analyze the housing production in São José do Rio Preto (SP), with investments of the My Home My Life (Law 11977 / 2009.12424 /2011). In addition to identifying aspects of the urban condition of this production about the sustainability and the socioeconomic, urban and environmental compliance that impact on quality of life of families and access to infrastructure, urban and collective services. There was the general characterization of two housing projects of the My Home My Life track 2 of social interest, ie 0-3 Brazilian minimum wages. The program "My Home My Life" has produced a very large amount of housing units in recent years, has grown to over 3 million units, this production has heated real estate market and that kept Brazil with an economic growth until the middle years old 2012. However this program requires critical as other countries in Latin American have done in the past and the mass production of housing, without concern for the urban integration of the sets, the environmental issue and the access of families to public equipment thus seeking increased quality of life of families. Towards this research allowed to evaluate the urban integration and socio-spatial segregation patterns. The procedures used were qualitative and quantitative methods and techniques appropriate to the fulfillment of the specific research objectives of research fields in accordance with the scope of this project. Finally, there was the exercise benefits of formulating an agenda and guidelines that contributed to the study of a housing policy improvement not only in the city studied, but also directed to MCMV. To lead this study was to research questions proposal that could give subsidies to understand the complexity of the object studied empirical with the questions what it meant to become an owner in a distant housing development of public facilities and urban area and this influences the quality of life this population and had with main result the question of the location of housing developments which influenced considerably on the issue of quality of residents' lives.

Introduction

One of the central themes of discussion on housing policies nowadays in the world, particularly in countries on the periphery of the capital and which lives or has already lived mass production experiences of affordable housing for programs driven by governments, is the subject of urban integration of the sets. Although in each of the country contexts the subject get specific contours, the common element that characterizes the debate refers to the urban and social consequences of the deployment of affordable housing on a mass scale,

which has been located predominantly in less valuable areas of cities, marked by some form of insecurity in urban terms, a little or no functional diversity and the extreme social homogeneity of its residents (Kenna, 2008).

The urban impact of this location in the cities and on the families' lives has been working in the literature through the concept of socio-spatial segregation, a topic that constitutes one of the most common joints, but also more difficult to establish in theory and research in the social sciences: the one linking economic, cultural and political dimensions with the spatial dimensions of social reality (Sabattini & Sierralta, 2005). The study that sought to define indicators to capture the segregation levels tended to concentrate their methodologies in two main areas: the concentration levels - or "*clustering*" - of certain social groups in space (Massey & Denton 1988), and the differential characterization of access to existing economic environmental and cultural resources in cities such as structural elements of the political economy of cities (Logan & Molotch 1987).

When dealing with urban integration of the projects produced by Program My Home My Life, both from the point of view of the patterns of socio-spatial segregation in force in each of the analyzed municipalities and from the point of view of their impact on the residents families' lives, we will seek to establish a dialogue with one of the central topics of debate of contemporary housing policies, considering the studies that have already conducted evaluations of this kind in others contexts.

From BNH to the Program My Home My Life

To contextualize the perspective a brief review of the literature about the history of housing policies practiced in Brazil from the beginning of its democratization period (New Republic) until the present day in six different sub-sections presented below:

After 24 years of great repression, recover the banner of urban reform - bringing together popular movements that reproduced in cities across the country; debating organization struggles agendas and social demands for better living conditions; performing unique experiences and unique social participation in various municipalities, disputing the application of public funds; widening the space of "democratic freedoms" and challenging the dictatorial power with urban land occupations - promoted a euphoria and trust between the militants. While the capitalist restructuring dismantled the leftist organizations of the central countries and neoliberalism built its global hegemony in Brazil lived up an atmosphere of great excitement and hope.

[...] Despite the euphoria that accompanied the social movements, the managements "popular democratic" and legislative achievements, cities have failed to show significant changes. [...] The decline in social policies, while growing slums and the number of homeless people, obeyed the fiscal adjustment contained in the reported revenues in the 1980s, under the Council of Washington, strictly enforced in Latin America (MARICATO 2011, 52p).

As well expressed by Erminia Maricato (2011) in her text above, the political opening period, between 1979 (amnesty) and 1985 (end of the military regime and the beginning of the New Republic), it was marked by major political mobilizations for democracy (Figure 1) and Public Policies focused to meet the population's needs



Figure 1. Mobilizations in Brazil for redemocratization
Source: Camaraligada, 2014, p. 234.

Between the period of strong economic and political crisis of the early 1980s, which strongly affected the SFH and the BNH, and the creation of the Cities Ministry in 2003, when a new housing policy was structured, Brazil ran "one of the most interesting and exciting transitions from dictatorial to democracy "(Bonduki, 2014, p. 79).

It is common to qualify as "lost decades" the years between 1980 and 1990 despite being considered a mistaken assessment economic nature and based solely on indicators such as low Growth Domestic Product (GDP), the delayed deployment of the necessary physical infrastructure for economic and political difficulties to deepen neoliberalism in the country. "The period was far from being 'lost', by contrast, it was fertile, rich, of great vitality and social policy" (Bonduki, 2014, p. 79). Even though it was full of conflicts, there was the generation of a management model in which the participation and social control interfered positively in the development of innovative public policies.

The Sarney Government and its successors, Collor and Itamar Franco, did not materialize a reformulation of SFH after institutional disarticulation that followed the extinction of BNH. The incorporation of BNH activities to a public bank Caixa Econômica Federal (CEF) left the housing issue without a financial institution's social vocation, in which the mortgage was not dealt with in accordance institutional principles of a commercial bank (Aragon, 1999; CASTRO 1999, p. 100).

The president dismissed the Brazilian housing policy central agency without facing any resistance from civil society and public opinion, despite having not proposed any alternative policy. This is because the BNH had become one of the most hated institutions of the country (Bonduki, 2014, p. 82).

During this period, there were successive transfers of responsibilities between ministries and departments created specifically to meet the housing demands in Brazil.

With the extinction of BNH in 1986, followed in the direction of housing policy the Ministry of Urban Development and Environment (MDU) extinct in 1987. Its replacement, the Ministry of Housing, Urban Development and Environment (MHU) took over until 1988 being created then the Ministry of Housing and Social Welfare (MBEs). Another federal agency responsible for interventions in the housing field was the Special Secretariat for Community Action (SEAC) and the Department of Planning of the Federal Government, after the Civil House of the Presidency, which belonged to MBEs during his ephemeral existence until 1989. After the termination of this Ministry, was linked to the Ministry of Welfare, and still in 1989, he joined the Interior Ministry as Special Secretary of Housing and Community Action (SEHAC). In 1990, the MBEs was replaced by the Ministry of Social Action (MAS), which was linked to the National Housing Secretariat (SNH), and in 1992, with another cabinet reshuffle, has been recreated the MBEs (ARRETCHE, 1996, p. 110-111).

All these changes in the federal agencies responsible for developing, planning and management of housing policies and decentralization between states and cities in the implementation of the programs of the Federal Government weakened the coordination and the sector's ability to resist their subordination to interests rather faced to the economic policy of the country (CASTRO, 1999).

In 2003, Lula's rise to the presidency, was created Ministry of Cities, instituted by Provisional Measure 103, later under the Federal Law n. 10,683 / 2003, Article 27, through which were defined their areas of competence

a) urban development policy; b) sectoral policies for housing, environmental sanitation, urban transportation and transit; c) the promotion, in conjunction with the various levels of government, the private sector and non-governmental organizations, actions and programs of urbanization, housing, basic and environmental sanitation, urban transport, traffic and urban development; d) subsidy policy for public housing, sanitation and urban transportation; e) planning, regulation, standardization and application management of urban development policies resources, urbanization, housing, basic and environmental sanitation, urban transportation and transit; f) participation in the formulation of general guidelines for conservation of urban water systems, and to adopt watersheds as basic units of planning and sanitation management (BRAZIL, 2003).

In this sense, the Federal Government emerged for a new paradigm whereby the problems relating to settlements in the cities no longer observed in isolation and were faced with state policies, overcoming the fragmented sectoral policies and considering the city as a whole (Dutra, 2003; Maricato, 2011).

From the creation of the Ministry of Cities and the budget allocated to it, it can be observed in Table 1, the main actions of the Lula's government to effect this new paradigm that the housing policy developed between 2003 and 2010 represented.

Table 1: Principal Actions of the Ministry of Cities between 2003 and 2010

Ano	Principais Ações
2003	Criação do Ministério das Cidades, realização das Conferências Municipais e Estaduais das Cidades, bem como da Primeira Conferência Nacional
2004	Apresentação da Política Nacional de Habitação (PNH)
2005	Criação do Sistema Nacional de Habitação (SNH) e do Fundo Nacional de Habitação de Interesse Social (FNHIS)
2007	Início das atividades do Programa de Aceleração do Crescimento (PAC)
2008	Apresentação do Plano Nacional de Habitação (PlanHab)
2009	Apresentação do Programa Minha Casa, Minha Vida (PMCMV)
2010	Apresentação do PAC 2

Source: SILVA JR. (2011, p. 31).

Thereby treating the formulation, implementation and consolidation of housing policy as a state policy that offers institutionality, Management Council, own resources, defined strategies and encourages the development of strategic planning at the federal, state and municipal level.

To face the main challenges for implementation of housing policies in the Lula's government, it became necessary to implement a new institutional design. This design consisted in the implementation of instruments that allow conduct a long-term policy, cutting the number of palliative programs, discontinuous and disconnected from other urban development actions. Therefore, the HNP has a new model - a new paradigm - (SILVA JR, 2011) in the realization of housing programs and actions.

Finally, the National Housing Secretariat presented the National Housing Plan (PlanHab) as an important tool - and crucial step - the implementation of the HNP (BRAZIL, 2004b, p.80). Its preparation involved three steps: (1) context, (2) development of scenarios and goals, and (3) the definition of the action plan, strategies and implementation.

In 2007, began the work through meetings, workshops and seminars that discussed and analyzed alternatives to confront the housing problems (BRAZIL, 2008b; NAKANO, 2010).

The PlanHab is a systematic planning - an action plan - which aims to affect the foundations of the housing deficit directly, and contain the growth of slums, enabling the provision of new UHs (ANDRADE, 2011, p.13), as the objectives and strategies presented in Table 2.

Table 2: PlanHab's Objectives and Strategies

Objetivos	Estratégias
<ul style="list-style-type: none"> • Estabelecer metas de médio e longo prazo; • Desenvolver linhas de financiamento aos diferentes atendimentos habitacionais; • Desenvolver programas para provisão, urbanização e modernização habitacional conforme as prioridades locais de intervenção e os critérios de distribuição regional de recursos. 	<ul style="list-style-type: none"> • Atender aos objetivos da PNH; • Solidificar a capacidade institucional dos agentes públicos, privados e sociais; • Ampliar as fontes de recursos; • Criar um novo modelo de financiamento e subsídios com base em grupos de atendimento por capacidade de pagamento, bem como adequar as modalidades de atendimento às características locais e à capacidade de pagamento da população; • Considerar a capacidade de poupança e de pagamento das famílias para otimizar a alocação de subsídios e ampliar o atendimento; • Criar condições de acesso aos recursos do SNHIS; • Estimular a modernização da cadeia da construção civil para ofertar maior quantidade de HIS com qualidade; • Promover a urbanização integrada dos assentamentos precários; • Estimular a produção habitacional em áreas consolidadas e centrais; • Apoiar a autoconstrução de moradia com assistência técnica.

Source: SILVA JR. (2011, p. 50)

In 2007, the main construction companies in the country have launched actions on the Stock Exchange, raised funds, bought land, developed projects and in mid-2008; and when they were to launch the products, the global economic crisis surprised the domestic industry of construction (Bonduki, 2010, p.11). In that moment of tension, the contractors asked for help to the Federal Government, in turn, it had to submit strong measures to boost the economy and contain the crisis (Maricato, 2010; ROLNIK, 2011).

Therefore, the Federal Government used a Keynesian solution when decide to invest, among other areas, in housing, stimulating production that minimized the impact of the crisis on employment and rushed the housing sector (Maricato, 2009; ROLNIK; NAKANO, 2009).

In 2009, the Federal Government introduced the PMCMV aiming to consume the products already available for construction, expand the housing market in the country and meet the housing needs of families with monthly income of up to ten minimum wages (ANDRADE, 2011; CARDOSO *et al.*, 2011). Since 2009, the PMCMV became the main policy in the conduct of housing investment in Brazil and is also set to be the "flagship" of the Dilma Rousseff Government.

Created by Federal Law n. 11,977 / 2009, aims to establish "mechanisms to encourage the production and acquisition of new UHs or redevelopment of urban and production buildings or reform of rural dwellings" (BRAZIL, 2009). Thus, the main stated objectives were: (a) stimulate the construction of new housing; (B) allocate resources according to the new model of subsidies and financing for low-income population, (c) increase the access of low-income families to housing; and (d) generating employment and income through stimulating investment in construction (BRAZIL, 2010).

It should be emphasized that the program facilitates and prioritizes housing assistance to families with incomes up to three minimum wages by establishing a policy of direct subsidies and inversely proportional to income, as well as by creating facilities through other actions in order to enlarge access to

housing. Thus, differently the policy conducted by BNH in its design, the PMCMV seeks to promote families with incomes up to three minimum salaries.

On the demand side, the government subsidizes resources in order to facilitate the access of poor households to housing finance and the supply side, it grants tax incentives to provide for housing construction and ensures the return of investments. So, your logic points to a break with the programs developed before.

In order to meet different housing needs through specific funding sources, five sub understand PMCMV: (i) services with FAR resources; (ii), the National Urban Housing (PNHU), (iii) Housing Program People-Entities, (iv) Infrastructure Program for Social Housing, and (v) the National Rural Housing Program (PNHR) (CAIXA 2011).

In order to prioritize assistance to families with incomes of up to three míminos wages., Families listed are required to declare the income and may not have previously benefited from subsidies with funds from the Union (CAIXA 2011).

A problem created by government's program was the periphery of housing provision that is increased when we consider that the PMCMV didn't allocate massive resources to the construction of social facilities and basic infrastructure. Therefore, when building large projects in areas devoid of equipment and/or social infrastructure, are created old problems in new regions. As standardization of the program, the CEF prioritizes the hiring of enterprises located in urban areas, but in practice this is only one criterion of "decision" (Cardoso *et al.*, 2011, p.10).

According to Rolnik and Nakano (2009), the only efficient and necessary alternative to reduce the price of land and housing supply in areas already urbanized are the municipalities combining legal instruments established by the City Statute, the SNHIS and the Technical Assistance Law. But as Maricato (2009), "the patrimonial domination of the Municipal Councils and the [Power] Judiciary prevent this [fact] occur.

Although PMCMV has incorporated, in part, the logical proposal for allocation of subsidy and grant funding, the strategy as a whole provided for PlanHab, which aimed to settle the housing needs in fifteen years, was abandoned. Besides having privileged the production of new units, higher costs than other alternatives, it's over granting an exaggerated allowance for those who could, at least partially, to pay financing.

It reproduced, then, the old logic of housing programs of the populist period: those who could care became privileged, while the vast majority stayed away. Thus, the PMCMV 1 only changes that would significantly change its design, can never equate the housing needs of the country, which continued to grow alarmingly (Bonduki, 2014).

Finally, the criticisms about the program are relevant and have limiting factors linked to its efficiency. However, these problems can be considered solvable if the government: (a) detached the exacerbated paternalism that are in society; (B) determine the best technical specifications UHs; (C) develop the program in line with the HNP and the PlanHab; and (d) combining instruments to avoid the increase in land price (SILVA JR., 2011, p. 122).

In spite of these shortcomings, it is undeniable that the PMCMV was a mark of grant incorporation as an indispensable element of an inclusive housing policy and the resumption of massive production of housing. Between 2009 and 2010, the program hired a total of 1,005,128 housing units in different modes (Bonduki, 2014, p.122). Of these, until December 31th, 2010, they had been delivered 237,824 units, while the others were in production.

Though it had had a good quantitative performance, regional distribution was unbalanced. While in the Northeast, the contracted units accounted for 10.3% of the housing deficit Track 1 (up to three míminos wages.), In the Southeast, this percentage reached only 6.1% (Bonduki, 2014, p.122).

This discrepancy and the poor performance in the Southeast, the most urbanized in the country and that concentrates the largest cities, are the result of the difficulty of viable housing solutions in metropolitan areas, where the cost of land has more importance and where it is necessary to articulate the housing production with a more sophisticated land and urban policy.

Already in the Dilma's government was announce, in May 2011, new rules for the Program My Home My Life 2 (PMCMV 2), which would involve investment until 2014 of R \$ 71.7 billion - R \$ 62.2 billion budget General of the Union (OGU) and R \$ 9.5 billion FGTS



Figure 9. Housing Units in the PMCMV Hostels House Park in Campinas (SP)

Source: Blog do Planalto, 2011.

Rousseff said during the event, the program hired, since 2010 until June of this year, the construction of 3.7 million houses. Of this total, the Government outlined the objective of delivering about two million units ready by the end of this year.

During the launching of the program, the president defended the quality of the apartments and said while inaugurating the units she always checks the finish delivered to beneficiaries.

We think that our goal is to make clear that it is possible to hire now three million homes. Because what is working should be continued. Households with lower income need to keep getting nearly full pay, as we did so far. We need to signal to entrepreneurs prepare to land and discuss with mayors for this to occur from 2015, said Dilma (MATOSO, 2014).

The great political importance of cash transfer programs for the Lula government and also Dilma Rousseff is because they represent one of the important components of the social base that supports the "Lulismo" with combating extreme poverty policies. Rescuing the findings in the André Singer's book (2009), this political support is given by a broad sector of society with low

or very low income, called by the author as "sub-proletariat" in reference to the name created by Paul Singer.

With respect to the government of Dilma Roussef, the opinion of its direction can be considered still in progress after hers re-election in 2014 and the beginning of her second term in 2015. It is noteworthy, however, Teixeira and Pinto's vision (2012) of that president Dilma faced a very different political situation from the one faced by president Lula in 2003.

These authors call attention to the fact that there was a realignment of the power bloc along Lula's efforts, not only in the sense pointed out by Singer (2008), on the lower classes, but also the dominant sectors. The dominant sectors were composed during the Lula government, three large blocks: exporters of *commodities segments*, the segments of the domestic industry and the banking and financial sector, the latter prevailing (CUNHA, 2014, p.97).

The proposition of the link was made from the principles that organize the counter-cyclical policy, which maintains and / or increases aggregate demand. With this new framework, the rate of spending on construction should increase; and the National Housing Plan, which incorporated a set of questions related to respect for urban and environmental legislation and participatory management in the city's production went to conflict with such urgency.

Driven by the abundant supply of financing, large real estate companies and publicly traded homebuilders were directed to economic market and expanded the focus of their business. These have described its own hegemonic trajectory across the country, due to the concentration and the volume of construction that encompassed (CASTRO; Shimbo, 2010; FIX, 2011; Maricato, 2012). So, the growing conditions in the supply of housing for the middle, middle lower and lower income, were determined by market logic with strong state intervention.

As a whole, founded in profit gains suitable for the exploitation of labor and land, typified companies, homogenized and simplified the product offerings to meet the requirements of increased productivity in construction and production on a large scale.

Concomitantly, there emerged a strong demand from private promoters for cheap land for the implementation of large residential developments, usually in urban low functionality without diversity of functions. This process has revealed a *modus operandi* in which instances of urban management of municipalities fail to exert effective control over the use and occupation as well as on urban development understood as sanitation, the collect and disposal of garbage and the urban transport.

Studies show that the production and traffic conditions of the commodity housing determined the easing of urban incident legislation in installments, urban land use and construction standards of the enterprises of affordable housing in their market trend during the 1990 decades (CASTRO, 1999) and 2000 (Sigolo, 2011).

In this sense, Nakano (2011) pointed to the existence of an urban setting, territorial and fragile and contradictory land in the metropolitan context, conditions that can be identified in the capitals, regional centers and Brazilian urban areas with high rate of urbanization and high housing deficit.

Geographically, the expansion of the affordable housing market pushed the boundaries of metropolitan regions, has acquired a new conformation in addition to the urban areas of high population density developed in the Southeast and South, covering cities from different regions of the country.

Maricato (2012) pointed out the overlap between the interests of big listed companies and opportunities brought about by regulation and investments through the funds to finance and housing subsidy, which was contributed by the Government Package in 2009. "Surely the PMCMV, designed by a partnership between the federal government and 11 of these companies, it responded to these difficulties and ensured the continuity of a new accumulation level in residential production in Brazil "(Maricato, 2012, p.63).

They do not have waived this support for the improvement of its financial performance and achieving the goals set out in the capital increase in view of the global financial crisis that started in 2007. It was becoming urgent to overcome obstacles to the viability of productive expansion, which had

bottlenecks, given the increased demand of the construction industry on inputs and labor.

Under the CAP, the PMCMV, launched in 2009, Law No. 11,997, was designed as a government program aimed at economic development, counter-cyclical role, to further boost the construction of housing, real estate, the labor market and the production chain of construction. He contributed resources to meet about three million units designed as goals to be achieved in the short term.

The package was inspired by international experiences affordable housing supply, expensive to the Brazilian real estate sector, namely the Chilean and Mexican. These models focus the expansion of capitalist relations in the production and circulation of housing for middle-income groups, lower middle and low, in which the developer is central magnified by the association to funded capital. The role of the private developer is based on the transformation of the land, giving it a value that represents the possibility of appropriation of super profits promotion and land rent and the possibility of early realization of potential receivables, promoting fictitious capital flows between shareholders, banks and companies. The production with PMCMV resources follows the general characteristics of the provision of housing in the market growth cycle and has been structured in search of larger scale and cost savings with the use of components and rationalized and industrialized building systems. The supply of housing is marked by the locational requirements that address the need of popularization of the product in horizontal condominiums and housing developments.

These projects are designed to findings vacancies and with areas of small size and popular standard, combining low and normal standard materials (NBR 12721/92, used for the evaluation of Unit Costs Basic and preparation of the construction budget for the construction of incorporation condo).

These must be deployed in the urban or growing area which includes the basic infrastructure with existing public facilities and services or the formal commitment that will be installed or expanded and will have environmental project approved.

Cities of metropolitan areas or urban areas receive higher and more popular projects that are located in major peripheral plots not always urbanized while the demand from upper strata of income is made possible with the occupation of urban voids in the intermediate rings. Despite the legal provisions of PMCMV, you can find settlements with more than 500 Uhs, as in the case of São José do Rio Preto, even with a thousand or even two thousand units, as in the case of medium-sized cities in the State of São Paulo.

Although the program prescribes the urban insertion of residential complexes, private factors involved in it are not compelled to such provision nor mitigate the negative impacts in the cities resulting from the choices of location of projects, which follow the logic of the real estate market.

As well as the lack of networks and urban facilities in areas without urbanization without contact with the poles of employment, education and services, causes high social cost.

And it has been evident the lack of urban land and the lack of enforcement by local governments of the planning instruments of the Master Plan and urban management disengage the PMCMV the principles of urban policy at the expense of the strategies of the National Housing Plan, the founding principles and guidelines of the Ministry of Cities and the HNP, with marked setbacks in relation to institutional and conceptual aspects.

Several studies prepared by experts of the housing area ¹ have criticized the program, particularly because it represents, in many ways, a continuity of the model developed by the National Housing Bank. It is understood that "the construction of houses is producing cities" as expressed Ferreira, 2012, and that the reproduction of large peripheral housing estates, as in the BNH, at odds with the principles of sustainability and the right to the city, carries the socio-spatial segregation, harms the life quality of the population and increased public spending.

Moreover, according to Rolnik (2011), subsidies have been limited to the discharge of high land prices in some locations, it can be inferred, the location of social housing in central areas and near the workplace is unfeasible,

particularly in core cities of metropolitan areas and in some cases medium-sized cities with larger context of work and quality of life.

The right to adequate housing and the variables to analyze the urban integration of the sets

To Rolnik (2015) construction of the concept of housing as a human right was the result of a long process. Recognized in 1948 by Article 25 of the Universal Declaration of Human Rights, has become a universal right, accepted and applicable in every part of the world. It is important to note that both the Universal Declaration and the International Covenant on Economic, Social and Cultural Rights (ICESCR), 1 the right to housing is included as part of the right to an *adequate standard of living*, referring therefore not only the right to a shelter, but a home that provides all the conditions for full social, economic and cultural development of its residents.

In Brazil, the most important standard that guarantees the right to housing of Brazilian citizens is the Federal Constitution (Article 6). Law 10.257 of 2001, known as the City Statute, came to define the right to housing as part of the right to the city, along with the right to urban land, environmental sanitation, transport, urban infrastructure, work, leisure etc. At the national level, therefore, the right to adequate housing is also inserted in a broad context, which should be considered at the time of its implementation (FERNANDES; ALFONSIN, 2014).

The right to housing effectively gaining ground from the guidance established by the General Comment No. 4 of the Committee on Economic, Social and Cultural Rights UN (1991). First, to the Committee, this right can not be interpreted restrictively, as a shelter. It sets then seven elements considered essential for its proper enforcement of which are: housing; availability of services, infrastructure and public facilities; convenient location; cultural fit; accessibility; security of tenure; and affordable.

For this work we will take into account also the dimensions brought by Ferreira (2012) which are present (and optimizing) the infrastructure and urban services; location; accessibility of the enterprise; urban fluidity.

Method

This study is characterized as descriptive, qualitative and quantitative, and also makes use of case study strategy which according to Yin (2011), the focus of the analysis is a contemporary phenomenon in a real life context. It held a match analysis, with the same statistical method where it is the intersection of variables and the sample point of view we used the sample size calculation is based on a key issue of dichotomous type in each administered questionnaire having the greatest variation possible context, ie 50% response for each category ($p = 0,50$). To display the results, we consider the sampling error of 5.5% ($B = 0,055$) and a level of 5% ($Z = 1,96$) corresponding significance.

The expression of the sample size calculation for stratified random sampling case is given below (SILVA, 2001):

$$n = \frac{\sum_{i=1}^L \left(\frac{N_i^2 p_i (1-p_i)}{w_i} \right)}{N^2 \left(\frac{B}{Z_{\alpha/2}} \right)^2 + \sum_{i=1}^L N_i p_i (1-p_i)},$$

where: $w_i = \frac{N_i}{N}$, $n_i = w_i n$ e $L = 2$.

The whole procedure assumes that the sample units are collected randomly.

The results are shown in Table 1.

Table 1 - Calculation sample size

Empreendimento	N	n ($B = 0,055$)
Parque da Liberdade IV	454	109
Parque da Liberdade VI	554	133

The housing estate as an object of study located in the city of São José do Rio Preto in São Paulo, Brazil, called Parque da Liberdade IV and VI

Case Study Two Program Projects My Home My Life in São José do Rio Preto – SP

The municipality of São José do Rio Preto, located about 430 km from the state capital, it is currently one of the main industrial, cultural and services centers of the São Paulo's countryside, especially the northwestern São Paulo, with GDP per capita of nearly 8 billion Reais (R \$ 7,879,048,000.00) occupying the 57th national position (IBGE-2009). The city, has a population estimated in 415 769 inhabitants (IBGE, 2012) and total area of 431.30 square kilometers (119.48 sq km being in an urban area), is currently formed by the districts of Engenheiro Schmitt, São José do Rio Preto (District Host) and Talhados, and is subdivided into around 360 districts, subdivisions and residential. It has an HDI of 0.834 (2009), according to data from the State of S. Paulo. The Administrative Region of São José do Rio Preto is composed of 96 municipalities, occupying 25,476 square kilometers, or 10.2% of total area state.

The current population is 406,220 inhabitants, of which 94.1% live in urban areas and 5.9% in the rural area of the municipality (IBGE, 2010).

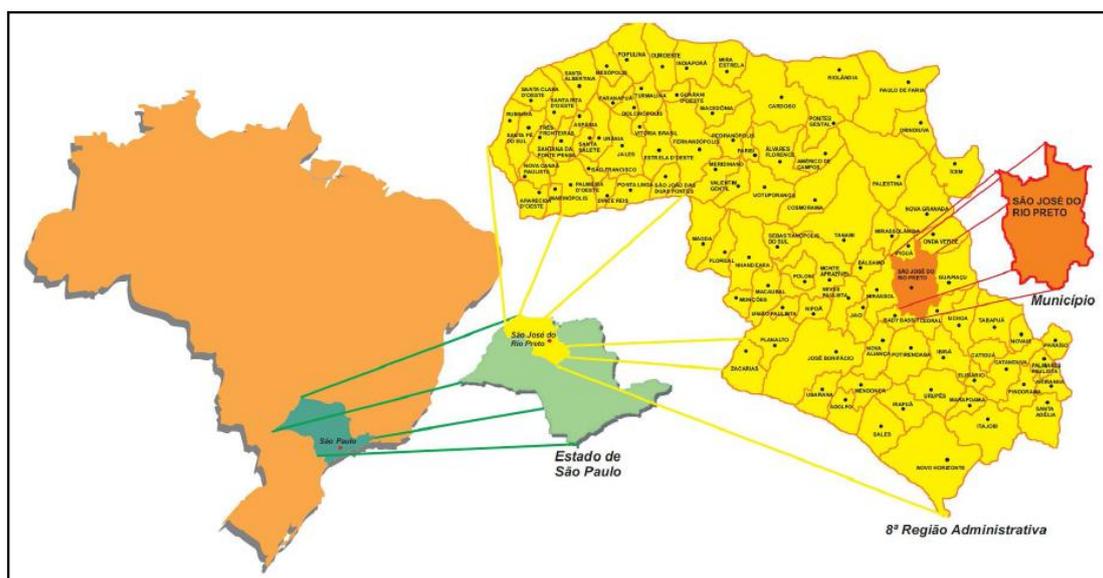


Figure 16. Location map of São José do Rio Preto - SP
Source: Economic Environment of São José do Rio Preto (2011).

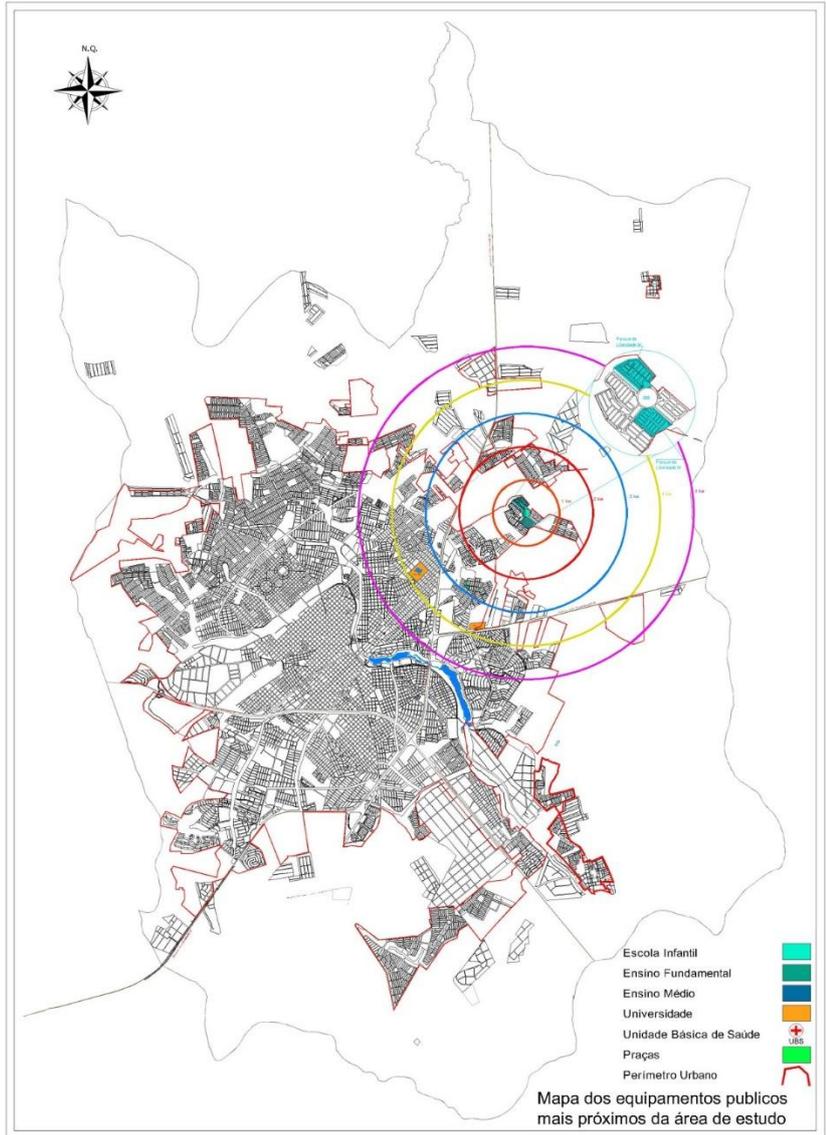
From the point of view of the housing indicators the municipality of São José do Rio Preto of the population in households with piped with 96.47 water piped in 2010 and 99.97 households with electricity households with garbage collection * Only for urban population also 99.93 in 2010.

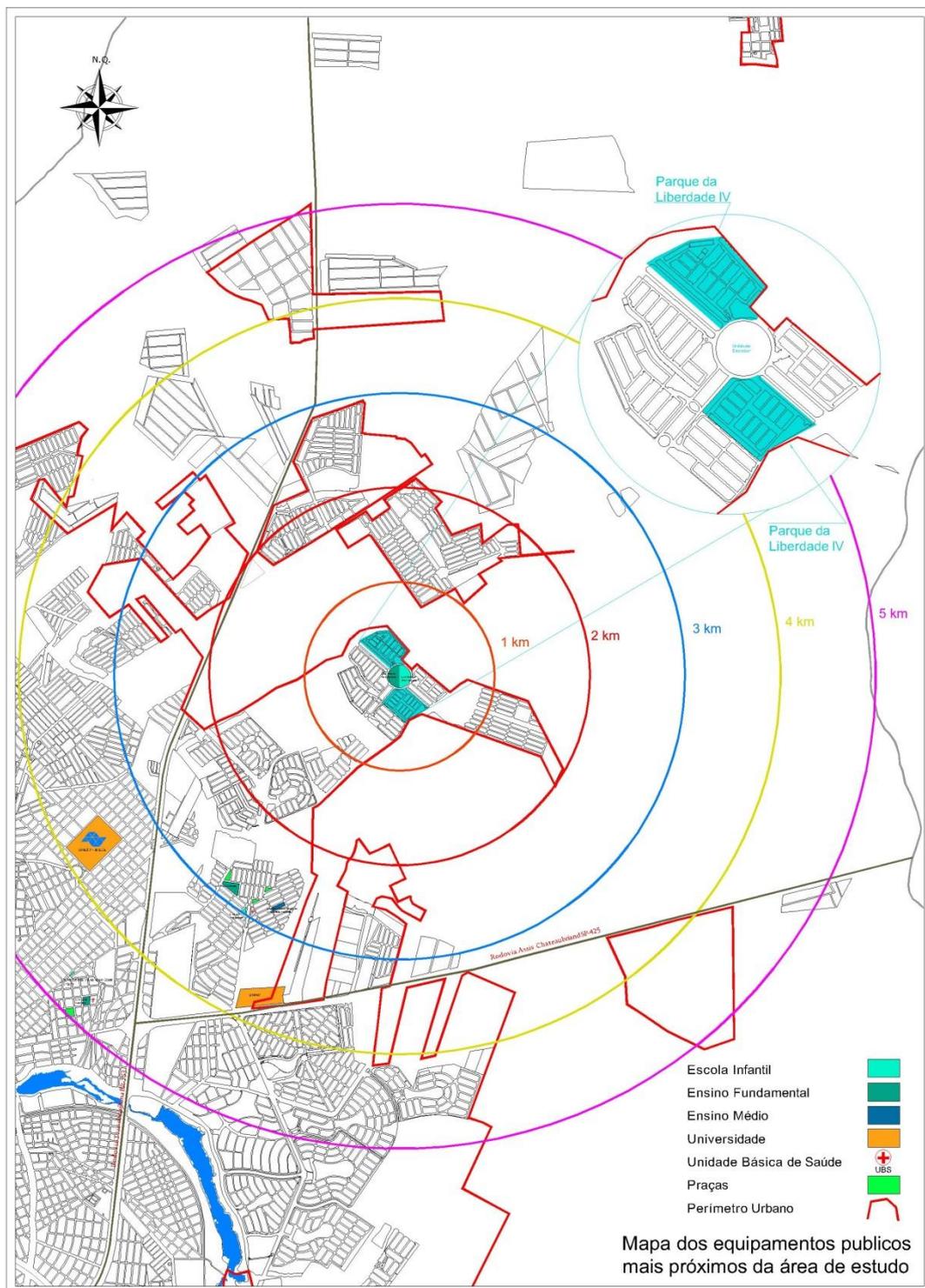
Between the growth city guidelines specified in the Master Plan of São José do Rio Preto, it can be seen that the city has some constraints to growth, especially in the Midwest, southeast and north. However, this occupation is accentuated, in fact, in the Southwest and Midwest regions, namely in the areas where there are the watersheds of municipal supply.

Sao Jose do Rio Preto is located in the basin of the Rio Preto and its main tributaries: Córrego do Macaco, Córrego da Lagoa, Córrego Canela, Córrego Borá, Córrego Piedade, Córrego da Felicidade e Córrego São Pedro. It features excerpts of channeled streams, such as streams Canela and Borá, which give rise to the Avenues Bady Bassitt and Alberto Andaló respectively. The Rio Preto belongs to the Rio Grande basin and its origin is in the municipality of Cedral (south of Sao Jose do Rio Preto). The path of the Rio Preto goes towards the north and northwest of the State of São Paulo, with about 120 km route to flow into the Rio Turvo.

For this study it defined two housing complexes exhibit evaluating the quality of services available in the set / condo.

As presented in the map below:





The figures presented, we find that most consider the water supply services (56.62%), sewage (75.83), garbage collection (75.83%), street lighting (71.19%), public safety (52.98%) and postal services (65.56%) as good. For garbage collection, we found that higher percentages divided between non-existent and good, with values equal to 40.4% and 39.07%, respectively. Similar behavior was observed for fixed telephony, whose prominent categories were non-existent (27.15%) and good (27.81%). As for the internet, we found that 23.18% of respondents consider good service and 27.81% very bad. Finally, we found that most respondents consider the very bad mobile telephone service (51.99%), followed by bad (17.88%) and most considered good public transport service (49.01%).

With regard to access to health services and social assistance, noted that, except for health centers, most of which considers good (31.46%), for all other variables evaluated, the highest percentages are in fair, poor and too bad. For hospitals, most consider bad service (34.44%), regular welfare (32.12%), followed by bad (28.15%); and advice to protect, most considered regular (33.77%), followed too bad (29.8%). About 23% of respondents consider the welfare and the very bad tutoring assistance. Still, 17.55% and 21.52% consider the health centers and hospitals very bad.

As for education, we find that most consider the kindergartens and preschools good (45.36%) and schools 1st and 2nd regular degree, with equal percentages to 35.10% and 35.43%. For libraries and higher / professional courses teaching, opinions were divided, especially among fair, poor and very poor, with greater value for very bad in both (35.1% and 30.79%, respectively). We note especially of 21.19% very good in day care and preschools.

With regard to trade and services, we see, in which the highest percentages in all evaluated topics are in bad and very bad. Most consider the trade / local service (35.1%), general trade (36.42%), supermarkets (37.09%) and the post office (48.68%) very bad. Still, most evaluates the shopping malls, banks and registries as very bad, with equal percentages of 50%, 50% and

50.99%, respectively. At least 27% of respondents consider all the items assessed as bad.

We found that most considers the center of the city as regular (32.56%), followed by good and bad, with percentages near 24%. For community centers, considers that most regular (33.77%), followed by bad, very bad and good, with values equal to 28.48%, 19.87% and 17.55% respectively. As for the churches, most evaluates as good (31.79%), followed by regular and bad, with values close to 25%. For restaurants and bars, we found that most considered bad (33.44%), followed by good, very bad and regular, whose values were close to 21%. For the evaluation of theaters / cinemas, I noticed that most divides between bad and very bad with equal amounts to 38.74% and 37.09%, respectively. Finally, for LAN houses, most also split between bad (36.54%) and very bad (31.56%).

We note that the majority (94.37%) like to live in housing project/condominium. Among the 5.63% who do not like, we highlight that the majority does not like the distance.

Regarding the quality of family life, the majority (60.93%) consider good, 30.13% consider very good and 8.61% regular. Only one individual said the family's quality of life is bad.

Final Considerations

From the analysis of our case studies and field research, it is suggested that the state housing production through the PMCMV presents both developments as problems from the point of view of international standards established for the realization of the right to adequate housing.

The analysis of housing conditions offered by the units, we found an improvement in conditions for a share of families, especially those from situations of extreme precariousness constructive.

However, it became clear that these units are not fully suitable for all sizes and family structures, and need to be offered different types for families with diverse needs.

It was important to realize that PMCMV represented a significant improvement of access to basic infrastructure (water, electricity, sanitation etc.) for most families, however it is important to emphasize that the basic infrastructure and only this.

However, the question of the land cost has determined the production of enterprises in deprived locations or with difficult access to equipment, trade and services, as perceived by residents and field surveys. Although some show themselves satisfied with this issue it is notable that the illusion of possession security brings to residents the false impression that it is theirs and that therefore the infrastructure conditions and access to other services are secondary in view of home, which in the peripheral countries of capitalism, with a large problem of housing shortage perspective is highly relevant, since housing policy over the last 20 years were scarce and fragmented and the "own house" means the false security.

Also in relation to the location, it was observed that the projects are located far from work / job offers in homogeneous areas of low income and segregated, and are inserted into urban fabric undiversified, which incurs loss of opportunity to experience the city in its diversity, considering employment, recreation, culture, sociability etc. Thus, the program turns out to thicken existing dormitory "guetificados" neighborhoods or even produce new neighborhoods under these conditions. Furthermore it is important to interact with the dimensions of presence (and optimize) the urban infrastructure and services; location; accessibility of the enterprise; urban fluidity. What in São José do Rio Preto - SP not contextualize, for the studied project in no way has the concern with these issues, which remain as a question is to what extent the issue of adequate housing stands the issue of home ownership.

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