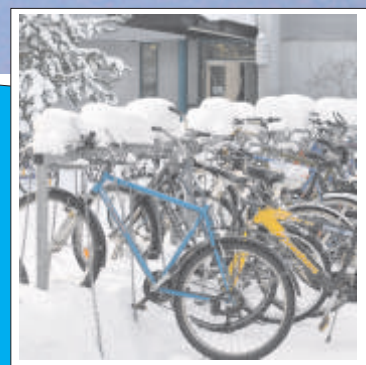
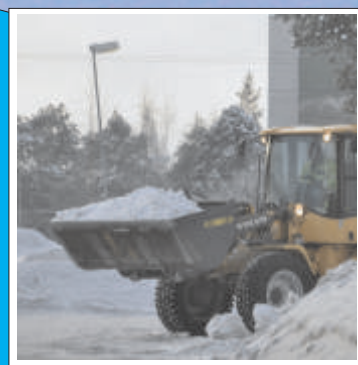
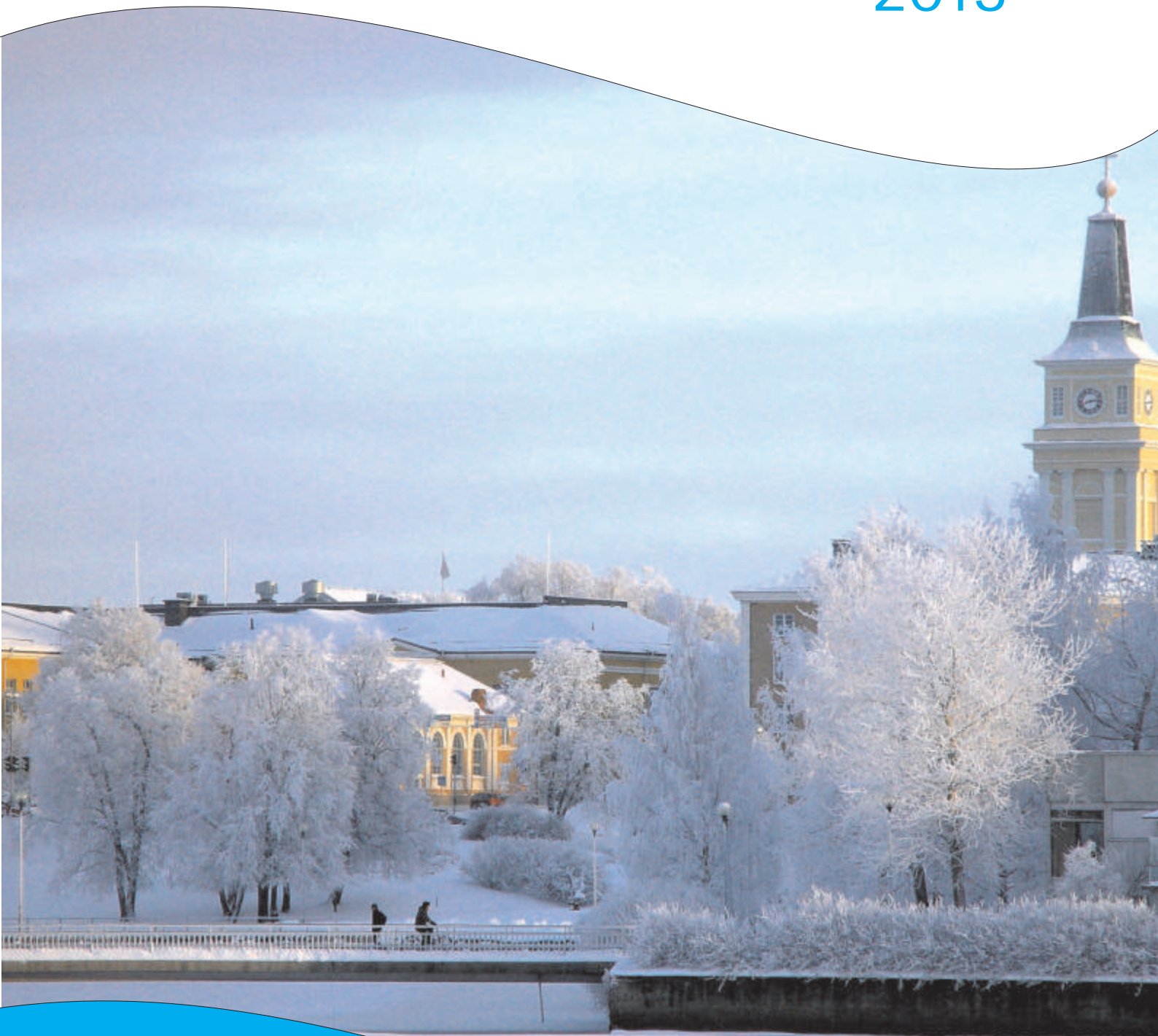


# I OULU

13-14.2.2013, Oulu, Finland  
Holiday Inn

WINTER  
CYCLING  
CONGRESS  
2013



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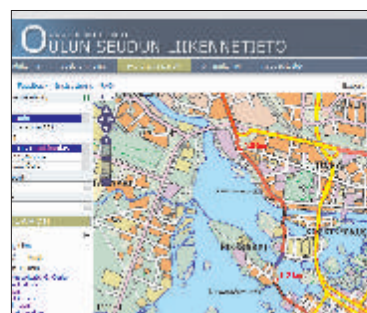
# WINTER CYCLING CONGRESS 2013

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How about going for a winter cycling holiday?





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# Welcome to Oulu - Capital of Northern Scandinavia!

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[www.oulu.com](http://www.oulu.com)

The sea, forests, rivers and countryside provide a fabulous contrast to the lively city that is known for its technology. If you like the changing seasons, you can enjoy light, warm summers and cold, snowy winters in Oulu.

Oulu has the second busiest airport in Finland, and it takes less than an hour to fly to Helsinki. The Port of Oulu provides a sea route to the world, while the railway network keeps you connected to all parts of Finland.

Thanks to Finland's second biggest multidisciplinary university and international companies Oulu has become a world-famous city of technology.

Oulu is well known for its cultural life as well as numerous events in all seasons. Oulu has the youngest and most highly educated population in Europe.

More about the Oulu region:

[www.oulu.com/en/](http://www.oulu.com/en/)



Oulu City Tourist Office  
Open: Mon-Thu 9.00 - 17.00  
Fri. 9.00 - 16.00

Torikatu 10  
P.O. Box 54  
FI-90015 Oulun kaupunki, Finland  
tel. +358 (0)8 558 41330  
[touristinfo@ouka.fi](mailto:touristinfo@ouka.fi)

**OULU**  
● ● ● ● ● ● ● ●  
CAPITAL OF NORTHERN  
SCANDINAVIA

## WELCOMING WORDS



# WINTER CYCLING CONGRESS 2013



CONFERENCE DIRECTOR  
TIMO PERÄLÄ

**The existing** cycling infrastructure and cycling culture in Oulu has been created during the previous decades. The first bicycle plan was made in the early 1970's and was implemented as such by 1982. Ever since then, the city of Oulu has constructed an average of 17 km bicycle paths each year. Thanks to the long term dedicated work, cycling has become an essential element in land use and traffic planning procedures. Due to this history, the residents of Oulu find cycling a normal mode of transportation, even in harsh winter conditions. Even elderly people cycle regularly during wintertime.

After presenting "The miracle of Oulun winter cycling" in several international conferences, the need for sharing winter cycling experiences became apparent to us. The idea for a winter cycling conference emerged.

The first international Winter Cycling Congress brings together specialists from all over the world. The organising committee's idea is to create an easygoing event with an extreme edge. Let's share our knowledge and at the same time enjoy what the wintery Oulu has to offer in February 2013. In behalf of the organising committee, I warmly welcome you to the city of Oulu. It's going to be cold for sure, but hey, that's how we like it!

### **Oulu - bold and proud!**

As of the beginning of 2013, the municipalities of Haukipudas, Kiiminki, Oulu, Oulunsalo and Yli-li merged into one. Thanks to the merger, Oulu became the 5th largest city in Finland, as well as the largest urban centre in northern Scandinavia. With a population of nearly 200,000 people, Oulu is a unique blend of rural and urban nature and a rich city culture.

As a result of the merger, the population structure of the new Oulu is remarkably youthful. Oulu has the youngest population of all cities in Europe, with an average age of 34 years. A young population means future competence and willingness to work hard in the fields of technology, science and culture. Oulu is also characterised by a bold spirit and determination to create something new.

The spirit of determination that is so typical of Oulu is reflected in winter cycling as well. Winter creates a special setting for cycling, as well as challenges for maintenance. In Oulu, bike lanes are equal to roads when it comes to upkeep and maintenance. As a result, more than 30% of active bicyclists continue to ride their bikes in the winter. In other cities, the figure is around 10%.

Oulu has long traditions as a city of sports. We want to make sure that everyone can enjoy an active lifestyle of their choice. That is why numerous sports venues have been built around the city. The bike lane network in Oulu has received a number of national accolades. Our goal is to make the joy of an active everyday lifestyle accessible to everyone.

Welcome to Oulu! I hope you will find this event interesting and take with you some unforgettable memories from our wintry city



CHAIRMAN  
OF THE CITY BOARD  
RIIKKA MOILANEN



OULUNLIKENNE.FI- THE WAY IN OULU

WINTER  
CYCLING  
CONGRESS  
2013

*Oulunliikenne.fi is a multi-modal traffic information portal including e.g. cycling route planner, traffic situation, public transport info and many other useful services to support citizens' mobility in Oulu region.*

Traffic engineer Jukka Talvi from City of Oulu is very pleased with the service. "Oulunliikenne.fi is the best way to plan your way in Oulu region. There aren't many services even globally that include all the transport modes: walking, cycling, private cars, buses, trains, air travel and even boat trips. Most of the provided data is in real-time. I'm especially happy that the people in Oulu are actually using the information. The daily usage is somewhere around 6 000 users and growing."

#### **Cycling, target service in Oulunliikenne.fi**

Services for pedestrians and cyclists are among top priorities in the portal. Attracting more people to walk or cycle is in city's interests. As well as taking pressure off from the congested road network and public transportation, increase in human powered transport modes improves the overall health of the population. Also a safer and an environmentally friendlier community are values be aspired to.

As for choosing the transport mode for ones' journey, it's crucial to have the right and relevant data. For walking and cycling the useful data differs from the vehicle traffic. Besides the obvious route planning information, the factors concerning the current surface conditions are highly emphasized.

#### **Several data sources are merged**

Oulunliikenne.fi service benefits the national and regional public data sources. This available data is then merged and published via public portal to serve the users. To ensure the flexibility, scalability and cost-effectiveness some globally available open software solution are used to find the most valuable and cost effective solution. Oulunliikenne.fi is also active in social media to reach more people.

#### **Flexible solution needed**

The experiences have proven that flexibility and innovation potential are the key elements for a successful transportation information portal. These elements also allow for less painful development of the service. In order to create such a flexible service, Oulunliikenne.fi has been developed in public private co-operation between regional public sector authorities and private service providers. The business model is based on a few years contract with a company in order to build the system up and operate it like "service as a service" (SAAS) application.

Oulunliikenne.fi is a service provided by the City of Oulu, the Oulu Region and the Centre for Economic Development, Transport and the Environment. It is operated and developed by Infotripla Ltd and CGI. The service is available on web and through mobile devices at [www.ouunliikenne.fi](http://www.ouunliikenne.fi).



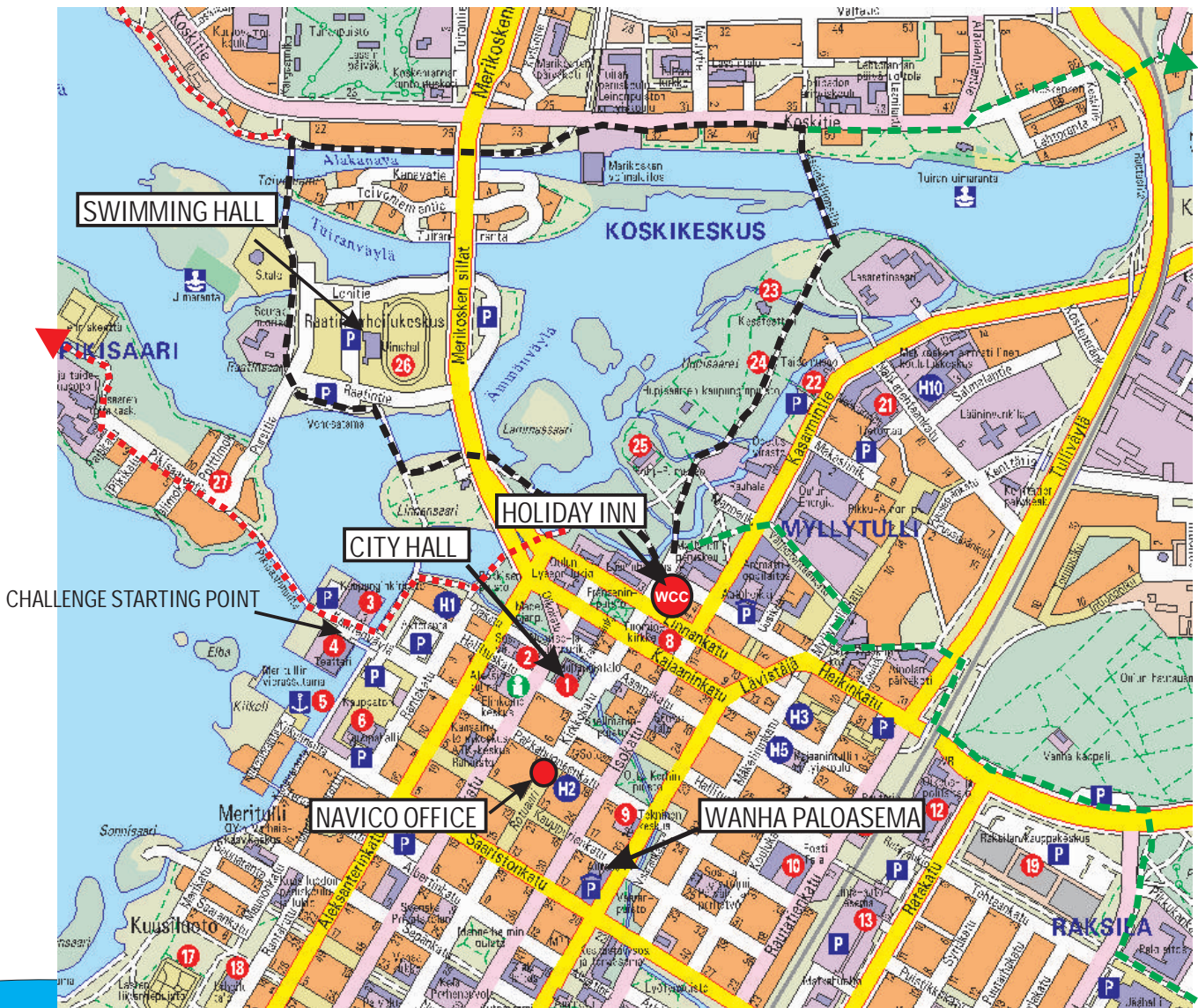
Jukka Talvi presenting bicycle route planner on the road

**Oulunliikenne.fi -service presentation on Thursday afternoon at 15:00.**



### Thursday morning biking route options

- 3km route (Oulu River mouth)
- 5km route (Oulu island hopping)
- 10km route (Oulu residential area tour)



Afterparty on Wednesday evening after city of Oulu reception at Wanha Paloasema (starting at 21:30)

Wednesday, 13.2.2013



08:00 - 09:00 Registration and morning coffee

## 09:00 Opening ceremony

- Welcome words  
*Riikka Moilanen, Chairman of the City Board*
- Winter cycling around the world, TOP 10 winter cycling cities  
*Conference director Timo Perälä, Navico Ltd.*

10:00 - 10:30 More coffee and networking

Room	Conference room 1	Conference room 2
	Winter cycling and land use	Winter cycling safety and health effects
	<i>Chairman Matti Matinheikki, City of Oulu</i>	<i>Chairman Tiina Ikäheimo, Center for Environmental and Respiratory Health Research</i>
10:30	Winter cycling in the context of land use planning Recommendations and examples <i>Helka-Liisa Hentilä, University of Oulu</i> 	Analysis of single accidents among cyclists during winter period <i>Noora Airaksinen, SITO Ltd.</i> 
11:00	Communist design: Implications for winter cycling in Belarus. <i>John Roseman, Foundation of Ecological Transport, Minsk</i> 	Injured cyclists in Sweden, analysis based on hospital registered information <i>Anna Niska, VTI</i> 
11:30	Iron Curtain Trail: touristic route from the Barents Sea to the Black Sea, <i>MEP Michael Cramer, European Parliament</i> 	Winter biking, contributions to the health of the United States <i>Tom Lais, Aurora Heath Care</i> 
12:00-13:30	<b>LUNCH AND NETWORKING, EXHIBITION</b>	
	Winter cycling and maintenance	Determinants for winter cycling
	<i>Chairman Marek Salermo, City of Helsinki</i>	<i>Chairman Matti Hirvonen, Finnish cities for cycling</i>
13:30	Warm wetted sand for skid control on bike paths, Case Umeå <i>Anna Niska, VTI</i> 	Winter cycling of students: Attitudinal and non-attitudinal antecedents <i>Jouni Juntunen, University of Oulu.</i> 
14:00	Development survey for bicycle routes' winter maintenance in Helsinki inner city <i>Kalervo Mattila, Ramboll Ltd.</i> 	Cycling to work: obstacles, incentives and economical effects by HEAT, case Kuopio <i>Tuula Pehkonen-Elmi, City of Kuopio</i> 
14:30	<b>AFTERNOON COFFEE, EXHIBITION, NETWORKING</b>	
15:30	Better winter maintenance by prioritising, Case Järvenpää <i>Mari Päätaalo, Valpastin Ltd.</i> 	Winter maintenance level of bicycle paths, a real obstacle or just an excuse? <i>Timo Perälä, Navico Ltd.</i> 
16:00	Hamilton, Canada: Winter maintenance of Bike Lanes <i>Daryl Bender, City of Hamilton</i> 	Revision of maintenance quality requirements in order to promote winter cycling, Case Kuopio <i>Timo Perälä, Navico Ltd.</i> 
18:00	Winter Bike Challenge at the market square	
20:00	City of Oulu reception at the Oulu City Hall	

Thursday, 14.2.2013



07:00 - 08:30 Short winter cycling tour and winter maintenance demonstration

Room Conference room 1

Winter cycling cities' experiences

Chairman Jorma Mäntynen, Tampere University of Technology

09:00	Winter cycling in Oulu, towards new challenges <i>Pasi Heikkilä, City of Oulu</i>	
09:30	Winnipeg, winter cycling capital of North America <i>Anders Swanson, Green Action Centre, Winnipeg</i>	
10:00	<b>COFFEE BREAK, NETWORKING, EXHIBITION</b>	
10:30	Umeå, the winter cycling city of Sweden <i>Marie Frostvinge and Torbjörn Sandberg, City of Umeå</i>	
11:00	Winter cycling in Vienna <i>Michael Szeiler, Rosinak&amp;Partner ZT GmbH, Vienna</i>	
11:30	2013, a special year of cycling in Vienna and the lucky star of the Velo-City conference <i>Andrea Weninger, Program Director of Velo-City 2013, Vienna</i>	

12:00-13:15 **LUNCH AND NETWORKING, EXHIBITION**

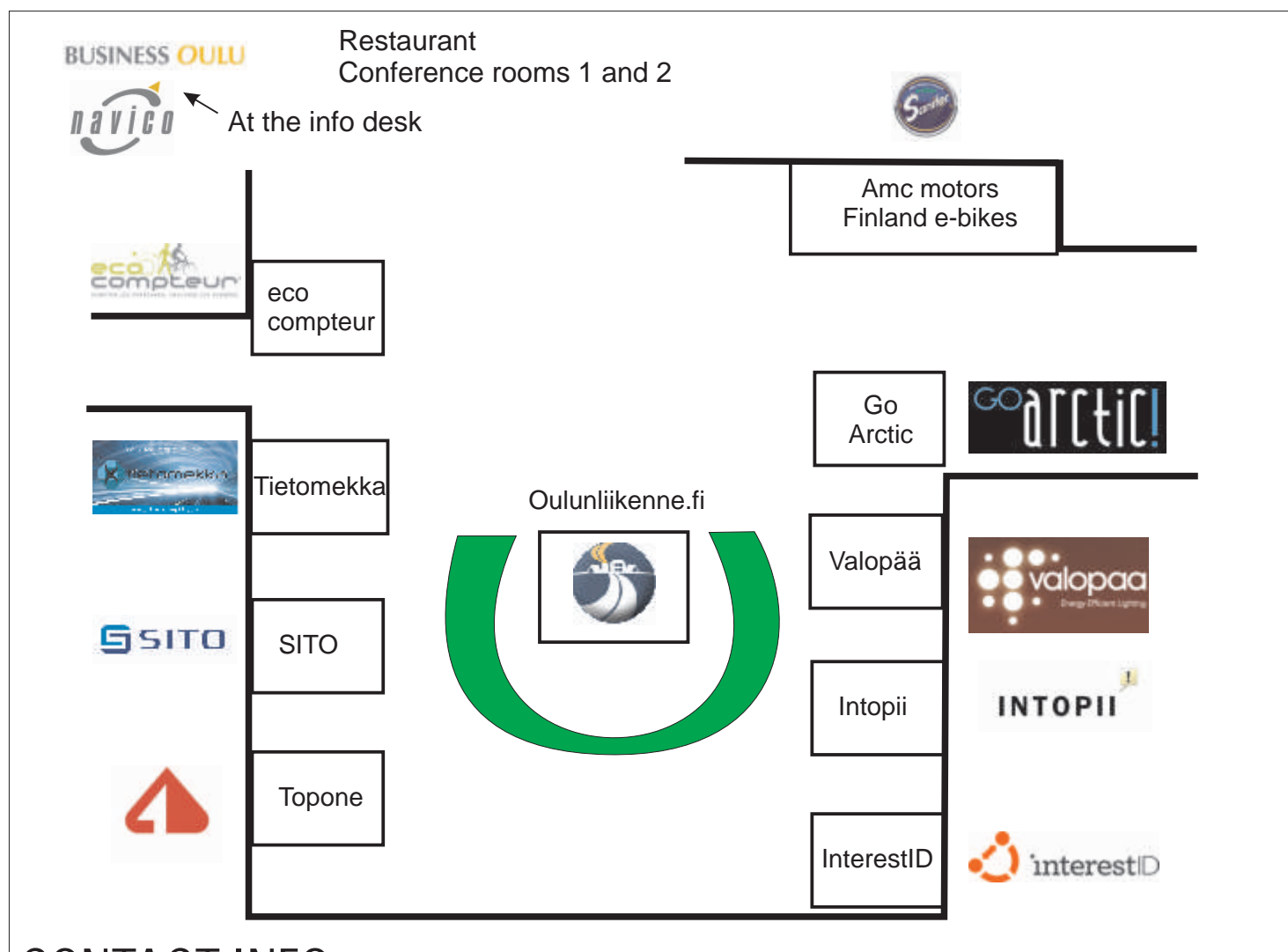
Winter cycling devices and services

Chairman Jukka Talvi, City of Oulu

13:15	Automatic bike count a year around - challenges and development needs <i>Kati Kiiskilä, SITO Ltd.</i>	
13:45	Eco-Visio, a strategic tool to monitor cycling at a national level <i>Laurent Guennoc, Eco-Compteur, Lannion</i>	
14:15	<b>COFFEE BREAK, NETWORKING, EXHIBITION</b>	
15:00	Cycling route planner; winter cycling aspect <i>Rikhard Pärssinen, Logica Ltd. Helsinki</i>	
15:30	Sports-Tracker - track and share your winter cycling throughout the world <i>Simo Pahkamaa, Sports-Tracker Ltd.</i>	
16:00	Farewell words <i>Timo Perälä, Conference Director, Navico Ltd.</i>	



## Exhibition area blueprint



## CONTACT INFO

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TIMO  
PERÄLÄ

M Sc, CEO at Navico Ltd. Mr. Perälä studied at the University of Oulu and holds a master's degree in civil engineering (construction economics). A regular Oulu-based cyclist himself (no lycra, just a granny bike all-year-round), Perälä has completed several winter cycling and winter maintenance related researches and studies. He's been presenting his winter cycling and maintenance studies abroad on several occasions



HELKA-LIISA  
HENTILÄ

Professor, Dr. (Architect SAFA) Helka-Liisa Hentilä is Head of Department of Architecture, Head of Laboratory of Urban Design and Planning and professor in Urban Design and Planning at the Department of Architecture, University of Oulu. She is a specialist in the theory and practice of sustainable urban design and planning, and is currently involved in the research project Liikuntakaavoitus where land use planning and physical activity is studied. She is an author of 15 awarded national and international architecture competition entries mainly in the field of urban design and planning. She also enjoys riding her aviator blue bicycle Hermes (model 1952) year around.



JOHN  
ROSEMAN

John Roseman graduated from Yale University with a degree in Computer Science. After stints working at NASA, ARPA and on Wall Street, he resettled in the Soviet Union in 1991. John has been a cycling activist since his days in New York in the 1980's. Now a permanent resident of Belarus, he is an everyday bike commuter and advocate for sustainable transportation.



TOM  
LAIS

Born in St. Paul Minnesota, USA. Lived in Costa Rica, Spain and presently resides in Milwaukee Wisconsin. He's a financial professional engaged in Healthcare finance and economics. Mr. Laïs is involved with the development and growth of bicycling as a means of transportation in the United States. He has been involved with health care economics in the United States for 20 years and engages with the community to motivate healthier lifestyles. He commutes by bicycle to work where he must wear a suit and a tie demonstrating that even with current infrastructure bicycling is a reliable form of transportation in large US Cities.



NOORA  
AIRAKSINEN

Noora Airaksinen (MSc, Civil engineering) works at Sito Ltd, a private Finnish road and traffic planning and consulting company. Her present position is a head of the traffic planning department in Kuopio. Her area of responsibility at work, and also her great personal interest, is traffic safety. In addition to her job, miss Airaksinen is working on her doctoral thesis concerning bicycle and motorcycle crashes, their consequences and costs. The data of her study are based on hospital records and therefore the research requires interdisciplinary co-operation between medicine and engineering which she finds very interesting.



ANNA  
NISKA

Anna Niska (maiden name Bergström) has been a researcher at VTI since 2002. She has a PhD in Highway Engineering, with a doctoral thesis on the subject "Winter maintenance and cycleways". Her main field of research is within effects on cycling of road maintenance and operation including accident studies, effects on cycle flows, mode choice and ride comfort of cyclists. She is also involved in winter maintenance research, including evaluations of winter maintenance methods and effects for the road users.



MICHAEL  
CRAMER

Michael Cramer studied education, music and physical education at the university of Mainz. He has worked as a secondary-school teacher and as a lecturer at the Otto Suhr Institute of the Freie Universität Berlin, teaching urban and transport policy in the political science department in the Neukölln district of Berlin. Today, Cramer regularly publishes articles and reports in various written media. He is author of the Bikeline travel guides: "Berlin Wall trail", "Iron-Curtain-Trail" and "San Francisco bay trail", published in German and English. Michael Cramer has been a Member of the European Parliament since 2004 and is spokesperson for the Greens in the committee on transport and tourism (TRAN). As a Member of the European Parliament, Michael Cramer initiated the project "Iron Curtain Trail", which extended the 160 km long "Berlin Wall Trail" to Europe.



KALERVO  
MATTILA

Kalervo Mattila (M.Sc 1997 Tampere Technical University, B.Sc 1994 Tampere Tehcnical College) has been working with Ramboll Finland Limited since 1997 in the Infrastructure Management unit in Tampere office. His work history in this area is about 20 years long. Mr. Mattila is specialized in asset management, maintenance, traffic safety and quality. He has been involved in different kind of maintenance and traffic development projects as well as quality development projects for Finnish cities and Finnish Traffic Agency for 14 year. These projects include many bicycle path studies and development projects. In asset management he is deeply specialized in condition measurements as well as quality of measurement data.



MARI  
PÄÄTALO

Mari Päätaalo runs her own company Valpastin Ltd. Valpastin specializes in services and products for sustainable traffic. Mari holds a Master's degree in Traffic Engineering. She previously worked at City of Kerava Technical Services as a Traffic Engineer and Development Manager. Prior to that she made a career in traffic consulting for over five years. Mari believes that cycling can contribute significantly for better and more sustainable traffic environment. She is super excited of the possibilities of making the change in modern cities. With winter maintenance people can be helped to cycle year around.



TUULA  
PEHKONEN-  
ELMI

Tuula Pehkonen-Elmi holds Masters Degrees in Economics and Health Sciences (Health Economics). During the past year she worked as a researcher with Diaconia University of Applied Sciences, Research Centre for Social Economics in Pieksämäki. There she participated in developing a cost model for home care services and in building a model in order to calculate the amount and distribution of costs when moving from institutional care to sheltered housing. While working with Kuopio City Authority she conducted an economic assessment of the health benefits of cycling using HEAT for cycling tool which is developed by WHO and international experts. In Oulu she will present the results of the survey related to that assessment mainly from the winter cycling point of view. Tuula has wide experience in administration, particularly project administration and financial management. She lived with her family over eight years in Egypt, where she worked with the Embassy of Finland in Cairo, and also



JOUNI  
JUNTUNEN

Jouni Juntunen works at the Department of Marketing, Oulu Business School, Finland. He obtained his doctoral degree from the University of Oulu, Oulu Business School, in 2010. His research interests include efficient industry structures in logistics service markets, outsourcing and external economies. He also studies logistics issues in cooperation with the Finnish Transport and Logistics Association (SKAL) and The Finnish Defence Forces.



DARYL  
BENDER

Daryl Bender is a City of Hamilton employee in the Mobility Section of Public Works, whose primary task is to expand the City's cycling infrastructure. He has a Bachelor of Environmental Studies from the University of Waterloo and augmented this degree with a Diploma in Traffic Engineering from Mohawk College. Daryl has worked in both the public and private sectors. He has also been an instructor at Mohawk College and at McMaster University.

Much of his work in the past decade has been in the pursuit of an improved "balance" of transportation modes. As a McMaster University employee Daryl helped create the TDM Office (Transportation Demand Management), which has recently transformed itself into the Sustainability Office. His work fostered the growth of transit services (both within Hamilton and regionally) and expanded the cycling network, including bike parking facilities. For pleasure Daryl bikes, canoes, and meanders between cafes and art bars.



PASI  
HEIKKILÄ

Pasi Heikkilä is the City Engineer for the city of Oulu. He holds a master's degree in civil engineering from the University of Oulu. Previously Mr. Heikkilä has been working as a consultant in companies such as Pöryr Ltd., National Railway Company of Finland (VR) and Destia Ltd. Being the technical director in the City of Oulu, Mr. Heikkilä sits on a driving seat in bicycle promotion projects in Oulu Region.

# WINTER CYCLING CONGRESS 2013



ANDERS  
SWANSON

Anders Swanson was born in Flin Flon, Manitoba, raised in numerous cities in the Canadian prairies, and currently resides in the provincial capital of Manitoba, Winnipeg. Mr. Swanson is a writer, filmmaker, graphic artist, policy analyst and speaker. Anders is an expert in bicycle facilities design, planning, advocacy and promotion. His specialty is creating community capacity, consensus and knowledge prior to the implementation of bicycle infrastructure. He has been a longstanding advisor to the City of Winnipeg and Province of Manitoba on active transportation, and tours the Province giving workshops and presentations with the aim of building bike-friendly cities and towns everywhere.



MARIE  
FROSTVINGE

Marie Frostvinge is Traffic Planning Manager at Umeå Municipality, since 2010. She is a Civil Engineer in Environmental Engineering. She has worked as a traffic planner since 1999 and at Umeå Municipality since 2002. During the years within the Municipality she has been responsible for the traffic safety program, the cycling program and the change to new speed limits.



BJÖRN  
SANDBERG

Torbjörn Sandberg is Street Operations Manager at Umeå Municipality since 2008. He has worked within the Municipality with street maintenance since 1988. He is responsible for all maintenance of highways, cycle ways and city squares in the City of Umeå. His duties includes the asphalt maintenance, winter maintenance and street lights. Umeå is determined to test and develop new methods for better winter maintenance level together with VTI. Testing warm sand in skid control has been one of the latest development projects.



RIKHARD  
PÄRSSINEN

Rikhard Pärssinen works for the international IT company Logica, now part of CGI, as a Product Manager for Journey Planner services. CGI is a leading IT and business services company, employing 72,000 people across 40 countries. It delivers business solutions through information technology. Mr. Pärssinen has been working closely in cycling route planner development projects in several Finnish cities.



MICHAEL  
SZEILER

Michael Szeiler Msc is a senior expert and partner at Rosinak & Partner ZT GmbH. His main fields of work are transport planning and mobility consulting with special focus on sustainable transport modes. He studied at Vienna University of Technology and holds a master's degree in mechanical engineering with specialisation on transport planning. Michael is member of the ECF network "Scientists for Cycling".



ANDREA  
WENINGER

Andrea Weninger Msc is the Program Director for the Velo-city conference Vienna 2013 on cycling and cycling cultures on behalf of the City of Vienna and the European Cyclists' Federation. Andrea is a senior expert and partner at Rosinak & Partner ZT GmbH. She studied at Vienna University of Technology and holds a master's degree in urban planning. Before joining Rosinak & Partner, she worked for the Austrian Road Safety Board, Ernst Basler + Partner Zurich and Büro Dr. Paula. Andrea is member of the ECF network "Scientists for Cycling".



KATI  
KIISKILÄ

Kati Kiiskilä works as a leading consultant in Sito Ltd. Sito is a privately owned Finnish company that provides comprehensive infrastructure, traffic and environmental services, including consulting, design, project management, maintenance and ICT. Her key interest areas are all kind of travel surveys and traffic counting. She has also been involved in several cycling strategy works in Finland like "National Strategy for Walking and Cycling 2020", "National Action Plan for Walking and Cycling 2020" and "Winter Cycling strategy for Oulu".



LAURENT  
GUENNOC

Laurent Guennoc works as an export sales and project manager for a French company Eco-Compteur Ltd. Recently he's been involved in setting up counter networks for Italian and French alpine regions and also the optimum guidelines for bicycle counting for Norwegian Public Roads Administration (Vegvesen). Mr. Guennoc holds an engineering degree in electronics from the ESEO engineering school from Angers.



SIMO  
PAHKAMAA

Simo Pahkamaa is a mountain bike, cycling, skiing, running and swimming enthusiastic. Multisport dude Simo works as Sports Tracker's Partnership Manager. He loves his "twentyniner" mountain bike and actually enjoys the four seasons of Finland – even the harsh, dark winter.

## TOP 10 WINTER CYCLING CITIES

*So you thought you could find out from this article which city is the number one winter cycling city before the Winter Cycling Congress starts? Ha! Think again! But this article presents how the cities were put on a line in a literature study defining the best winter cycling cities in the world. The results will be presented in the opening presentation of the Winter Cycling Congress 2013.*

### **We need more data!**

Finding out the best winter cycling city of the world proved to be tough nut to crack. In general, it is very hard to find reliable and consistent data about winter cycling. Whereas some cities share openly very reliable measured data of seasonal cycling changes, some cities only provide figures based on traffic survey questionnaires. Cycling path length seems to be a well hidden secret in several cities, not to even mention the length of maintained cycle paths during the winter months. Comparing cycling paths' winter maintenance costs is hard on a national level and even harder on international level due to different accounting procedures. All in all, defining reliable and non-disputed factors would already be a case for its' own study.

### **Define winter for me, please**

Winter can be understood and experienced in several different ways. Therefore, a minimum requirement for the definition of winter was set. In the literature study, the minimum winter requirement was a combined sum of 100 thermal winter and snow days in a year. Well known European cycling cities such as Amsterdam and Copenhagen didn't make it to the list due to mild winter conditions. For example according to the long term weather data, the city of Copenhagen has an average of 31 thermal winter and 35 snow days whereas the city of Rovaniemi in Finland which is inside the Arctic Circle has 170 thermal winter and 150 snow days in a year.

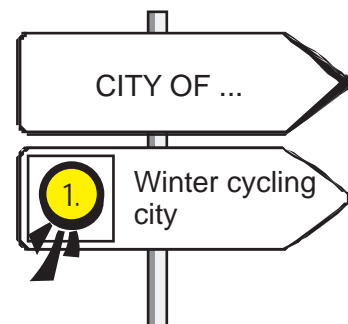
### **Comparative factors**

The primary objective was to keep the number of comparative factors low and as reliable as possible. As the winter cycling data is insufficient in most of the cities, only 4 basic factors were taken into account. The factors were

- 1) length of the cycling network/inhabitant
- 2) overall cycling modal split
- 3) winter cycling share
- 4) winter conditions.

### **..and the winner is...**

All together 65 cities were studied from following countries: Finland, Sweden, Norway, Austria, Switzerland, Slovenia, Denmark, Germany, Italy, Canada, USA and China. The cities from these countries were selected based on information gained through international and national cycling federation's publications. And the winner is....well, that information will be revealed on the 13th of February 2013.



# WINTER CYCLING CONGRESS 2013

## CYCLING IN WINTERPEG

Winnipeg is rapidly emerging as a hotbed of utilitarian cycling in Canada.

Cycling is all the rage. Blessed with long sunny summers, a flat-as-a-pancake prairie landscape, a shady urban forest and a relatively compact urban structure, it's no wonder things are taking off. Recent and aggressive investments in cycling infrastructure paid dividends almost immediately. Ridership rose by almost 50% last year alone.

A capital city in the longitudinal center of North America, far from any nearby population centers, and a century removed from its heyday as the "Chicago of the north", Winnipeg has learned to stand on its own, unafraid to be unique, unafraid to quietly, but surely, demonstrate leadership and an ability to change its direction.

While other cities were sinking money into freeways, Winnipeg was content. When it became clear that we would soon outgrow our unsustainable infrastructure, Winnipeg began investing in rapid transit and bike paths. Even if other similarly progressive cities in bigger markets were getting all the attention, Winnipeg simply flew under the radar content to slowly emerge as a leader in policy development, infrastructure innovation and community engagement.

But what about winter?

Winnipeg's self-imposed nickname is, after all, "Winterpeg". Being in the middle of a continent may mean blue skies and long summers, but it also means that when winter arrives, it packs a punch. Prevailing winds pick up speed across the prairies and leave knee-deep snow in the streets before giving in to the pines and lakes of the Great Boreal Forest.

Building roads and bike paths here, lain as they are in a flood plain on top of an ever-shifting, ever-freezing bed of pure clay, has never been easy. Keeping asphalt smooth is a problem no matter what the mode of transportation – and keeping it clear of snow is a multi-million dollar exercise.

Sadly, and it must be said, Winnipeggers, too, may have grown a bit soft. While we won't think twice about donning skates to play hockey on an ice covered pond – we have yet to properly embrace the outdoors for our daily travel.

But we have a plan.

It starts with making partnerships and celebrating what's already happening. Demonstrating that winter cycling, if properly supported and with the right investments, can truly be "for everybody". The Forks – arguably Winnipeg's heart, soul and main tourist attraction - has been at the forefront of the battle to prove that people can and will "go outside in the winter" and proving that "if you build it they will come" . . . even going so far as to break a Guinness World Record in the process. In a testament to Winnipeg's open-mindedness and spirit of equity, cyclists and non-cyclists of all stripes have been working together to achieve a vision – and winter is next.

During the conference we would like to share our successes and our challenges. Discuss what has worked and what doesn't. Find out what makes our situation unique and typical. Learn from others as we take this journey towards a winter wonderland filled with bikes.

**Author:**  
*Anders Swanson*  
*Winnipeg, Manitoba*  
**CANADA**



Anders Swanson tells about winter cycling in  
Winnipeg 09:30 am on Thursday the 14th of February  
in the conference room 1

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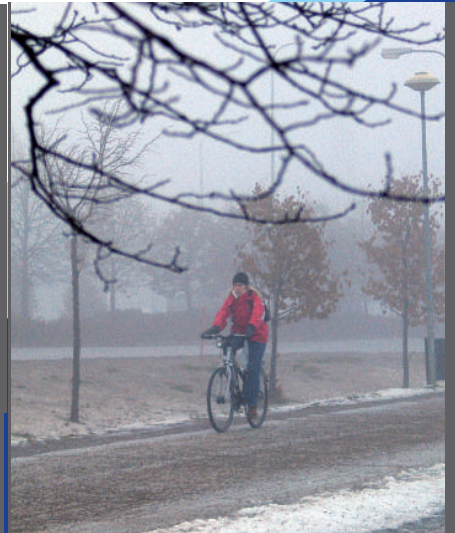
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# WINTER CYCLING CONGRESS 2013

## SECRETS OF OULU WINTER CYCLING

*The City of Oulu (190 000 inhabitants in 2013) is the cycling capital of Finland and the winter cycling capital of the world. The city of Oulu has one of the most extensive bicycling networks (613 km, 4.3 m/inhab.) in the world, cycling modal split of 22 % (2009) and state of the art class winter maintenance level.*

### Continuous work from the 1970's

The existing cycling infrastructure and cycling culture in Oulu has been created during the previous decades. The first bicycle plan was made in the early 1970's and was implemented as such by 1982. Ever since then, the city of Oulu has constructed an average of 17 km bicycle paths each year. Thanks to the long term dedicated work, cycling has become an essential element in land use and traffic planning procedures. Due to this history the residents of Oulu find cycling a normal mode of transportation, even in harsh winter conditions. Even elderly people cycle during wintertime.

Recently the City of Oulu has started new projects in order to promote year round cycling even more. The winter cycling rates drop to 33 % of the top summer months' figures. Also the City has remarked that the cycling modal share has been descending during the last decades.

### Milestones in Oulu cycling development

The winter cycling miracle of Oulu has its roots deeply in history. Besides the normal planning procedures within the city, there are important milestones that have helped Oulu to become the best winter cycling city in the world:

- ★ City of Oulu cycling plan in 1972
- ★ Cycling development plan of City centre in 1981
- ★ Opening of the walking district "Rotuaari" in 1987
- ★ Rotuaari extensions in 1993
- ★ Regional maintenance contracts started in 1998
- ★ Single accidents among cyclists -research in 2000
- ★ Winter cycling research in 2002, first year round bike counts done
- ★ Regular user satisfaction studies on maintenance started in 2002, repeated every second year
- ★ Oulu region cycling development strategy in 2007
- ★ Mopeds in traffic -study and results' implementation in 2009
- ★ Update of Oulu cycling development plan in 2010

- ★ Install of automatic bike counters in 2010
- ★ Rotuaari extensions and heating install 2011 – 2013
- ★ Winter cycling development plan in 2010
- ★ Arctic Smart City –project, Hiukkavaara district 2006 - 2013
- ★ Cycling route planner opened in 2012
- ★ Promotion of year round cycling in 2012 – 2013, including Winter Cycling Congress 2013

### Excellence in infrastructure enables top class maintenance level

The continuous work from the 1970's has produced maybe the most extensive separated cycling network per inhabitant in the world. The whole network is maintained during winter. Winter maintenance of bicycle paths is prioritized over streets. The class 1 bicycle paths are treated before peak hours (7 am, 4 pm).

The City of Oulu is divided into 9 maintenance contract areas. Five areas are maintained by private contractors with 4 year long contracts. During the tendering rounds, tendering documents were developed to perfection and they have been widely utilised by other Finnish cities. The customer satisfaction in winter maintenance of bicycle ways tops the national surveys year after year.

### Good conditions keep the granny bikes going

Cycling throughout the year is considered a normal thing in Oulu due to the long, dedicated work by the City of Oulu. The citizens take these top level cycling conditions for granted even to a such extend that winter cycling is not regarded as anything special. Winter cycling in Oulu doesn't require special cycling gear. Simple old style granny bikes are as good as mountain bikes on Oulu cycling paths.



Pasi Heikkilä presents secrets of Oulu winter cycling  
9:00 am on Thursday the 14th of February in room 1



## WINTER CYCLING IN VIENNA

# WINTER CYCLING CONGRESS 2013

*From the first cold days in October onwards almost all Viennese cyclists stored their bicycles in the cellar and took them out again on the first warm and sunny day in March or April. The few „hard core“ winter cyclists were considered to be crazy. They enjoyed the empty cycle paths but struggled with snow covered cycle routes. Snow clearance for cyclists wasn't on the institutional agenda yet. This was a few years back!*

### Let's (not) talk about the weather!

Why don't Viennese cyclists like the winter? In Vienna, the average temperature in January is zero degrees centigrade, which is sissy temperature compared to Scandinavian or other Nordic countries. But often a strong wind is blowing and the humidity is high, hence the perceived temperature is much lower. In January 2012, a maximum wind speed of 60 km/h was exceeded on 13 days! On 18 out of 31 days rain or snow was falling. Furthermore, constantly changing weather conditions are definitely a big challenge for cyclists. In February 2012 the minimum temperature was -15,0°C while the maximum temperature was 13,5°C. So you better check the weather forecast before you get dressed in the morning! But hey, we all know: "There is no bad weather, but only bad equipment." So, let's NOT talk about the weather!

### Let's talk about winter cycling!

During the last winter seasons a lot of cycling campaigns emerged. For example the „tea and cookies campaign“, where activists from the Vienna based cycle advocacy group „ig fahrrad“ rewarded winter cyclists with refreshments on the most crowded bicycle crossing in the city center. The „light makes you visible campaign“ aims at raising awareness for the importance of good bicycle lights in winter. During this campaign the Vienna

Cycling Agency, „ig fahrrad“ and the police offer to check the bicyclists' lights and cyclists with good lights receive a small gift. The others get advice, help to repair broken lights or get discount vouchers for buying adequate equipment. As cycling is becoming more and more trendy, newspapers have also started to write about winter cycling.

Campaigning and the media coverage are probably the main factors, why Viennese cyclists ride their bikes much more often in winter these days.

### Let's clear the cycle paths!

As cycling in winter became more popular, cyclists became more confident and started to complain about bad (or noexistent) snow clearance of the cycle paths. A newspaper invited readers to send pictures of the worst winter cycle path in Vienna. In 2011, the City of Vienna set up a maintenance program for cycle paths in winter. The main bicycle network is now cleared from the snow with the same priority as the road network. And the City of Vienna bought many new vehicles for snow clearance.

The maintenance program was a milestone, not only regarding the quality of cycle path clearance, but also as a „mental shift“ towards equal rights for cyclists.



# WINTER CYCLING CONGRESS 2013

## WINTER CYCLING IN VIENNA

### Let it snow: a fresh challenge for winter cyclists

In January 2013 it snowed 30 cm in one day. Statistically, in Vienna such a snowfall happens only every 50 years. The main cycle paths were cleared pretty well that day. Quite a lot of people complained that the snow on cycle paths was cleared more efficiently than on sidewalks (and sometimes roads).

### Let's park the bicycles appropriately during winter!

Apart from road infrastructure and maintenance, bicycle parking is an important factor for winter cycling. Cycling is much more appealing, if you have a dry place to store your bicycle at home and at your destination. New legislation will help to create more space for bicycles in housing projects in Vienna.

### Let's get more winter cyclists!

Vienna aims to almost double the modal share of cycling from 6 % in 2011 to 10 % in 2015. On the ring road – Vienna's busiest cycle route – the number of cyclists increased more than 40 % from 2010 until 2012. The bike sharing scheme "Vienna City Bike" is constantly expanded and can be used all year round. Vienna is becoming a rising cycling city. The Viennese Bicycle Year 2013 and the Velo-city Conference in Vienna from 11th to 14th June 2013 will put cycling high on the political agenda. With more cyclists during the warm season and intense campaigning, Vienna is also expecting an increase of winter cyclists.

### Authors

*Andrea Weninger & Michael Szeiler, both transport planners and mobility consultants at Rosinak & Partner in Vienna - and of course winter cyclists*

Hear Michale Szeiler and Andrea Weninger out at 10:30 am on Thursday the 14th of February in conference room 1

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## WINTER CYCLING IN UMEÅ SWEDEN

# WINTER CYCLING CONGRESS 2013

*Umeå Municipality works actively to make it safer and easier to cycle in Umeå. In order to encourage more people to cycle during the winter months it is important that the provided maintenance quality is good enough. Two important premises are presented in this article.*

### The five kilometer city

Umeå municipality works actively to make it safer and easier to cycle in Umeå. The general city area planning forms the corner stone in this target. Several surveys about urban development show that an optimal city has a radius of five kilometer. When a city becomes larger and more spread out, it will foremost affect children, seniors and people with disabilities and their mobility. They will become more dependent on private cars. In Umeå, as well as in any other city, bicycles are mostly used on school and work trips. Even so, still the biggest potential for increasing cycle rides can be found in these journeys. Any kind of increase in cycling within these almost daily made regular trips would have an huge impact on the whole surrounding society.

From the infrastructure point of view, the most important action is to guarantee a continuous main cycling network with a good service level throughout the year. It's not all about the paved route; other cycling infrastructure also has to be taken into consideration. For example, year round parking facilities for bicycles is one of those areas that need improvement in Umeå. The primary plan in Umeå is that each city district is connected by the main network. Also vital destinations such as the city center, the university and hospital area are reached by the main cycling network.

### Planning winter maintenance for cycling paths

The main cycling network is prioritized for maintenance planning and operations. Maintenance operations are already taken into account when for example a new city area and traffic infrastructure are being planned.

Experience in winter maintenance has shown that the best service level can be provided when the street and bicycle path are separated with some space. This allows room for snow placement plus keeps the cycling path more efficiently free from snow flown from the street.

Umeå municipality has applied heated cycling paths in some special destinations. Difficulties arranging normal winter maintenance operations or a danger of damaging property have been triggers to use heated paths. Nevertheless, the main reason for using underground heating under a pedestrian and cycling path has been traffic safety reasons. At the present Umeå has approximately 33 00 square meter of ground heated areas.

#### **Author:**

*Marie Frostvinge,  
Traffic Planning Manager  
Dept. Highways and parks  
Umeå Municipality*

Umeå winter cycling will be presented by Marie Frostvinge and Torbjörn Sandberg at 10:30 on Thursday the 14th of February in room 1



# WINTER CYCLING CONGRESS 2013

## WINTER CYCLING TOURISM

*The world's top cycling tourism destinations are situated in central Europe. The peak cycling tourism season starts in May and lasts until the end of August. According to the studies made in UK and Germany, 79 % of all cycling trips are made during these 4 months. What about cycling tourism in harsh winter conditions? Anyone?*

### Are you nuts?

Well, there are even more bizarre tourism products to choose from. What do you say about 350 charter flights to Rovaniemi alone during Christmas season to see Santa? And what about thousands of Asian tourists traveling to arctic regions to see Aurora Borealis year after year. Good fortune in marriage they say for those who can spot them... Downhill skiing in a Dubai shopping mall. Antarctic Ice Marathon near South Pole with a 10 000 € participation fee. Winter cycling holidays in...wait a minute. Where? Google it and you will find Grand Canaria, Andalusia, California, etc. Where's the winter in them?

*Pikisaari island in front of Oulu downtown*



©Matti Vinni

### Winter cycling tours in Oulu

The Oulu region offers one of the most unique and extensive separated cycling networks in the world with more than 1 000 km of cycling paths, all of them maintained during the winter. The Oulu airport offers 8 incoming flights per day from Helsinki and 2 from Stockholm. Rental bikes wait for the travelers at the airport. Cycling begins from there, hence the cycling path starts right from the door steps of Oulu airport. And in Oulu region you can go anywhere by bike, safely and on well maintained cycling paths. Even on a ice cycling path on the sea! And along those cycling paths, there are tons of things to do and see!



Winter park in Nallikari (photo: [www.mericityunturi.fi](http://www.mericityunturi.fi))

### Winter cycling holidays' target groups

Which is the target group for winter cycling holidays? I'm not sure if that has ever been studied. For sure, winter cycling in top Scandinavian winter cycling cities would be an exotic experience for all those who don't cycle during winter themselves. That pretty much gives a potential of 99 % of the world population. Will we hear about winter cycling holiday success stories in next Winter Cycling Congress? I'm pretty sure we will..

# WINTER CYCLING CONGRESS 2013

## HELSINKI CITY CYCLING

*Fixies, cruisers, grannybikes, roadies and twentyniners all mingle on Helsinki city bicycle paths. Bicycle culture is booming and recently the city has invested significantly in the bicycle network and facilities. Winter biking is still a hobby of bicycle enthusiasts but the plan is to make it a mode of transport for everyone.*

### **Doubling the number of cyclists**

Although bicycle paths had been an important part of Helsinki's infrastructure for decades, it was not until 1990's that there was enough political will to start promoting cycling as a true mode of transport. The aim was to double the amount of cyclists by 2000. As this did not happen, the same goal was pushed back to year 2012 but in vain. As they say, good intentions do not pave bicycle paths.

However, at the end of 2000's things started really changing. More and more of the city's politicians were thinking green and were in favor of bicycling. At the same time the City Planning Department started to adapt new guidelines for planning cycle facilities.

Simply put the new guidelines emphasize better separation of cyclists and pedestrians favoring one way bicycle facilities, and combining downtown bicycle routes to a functional network. This may sound straightforward and simple, but is definitely not so in a city with a fragmented downtown bicycle network and long history of combined bicycle and pedestrian paths. Helsinki city is undergoing a fundamental change in how bicycling should be considered and planned as a mode of transport



Although the process is ongoing some results can already be seen. Bicycling center in the heart of the city, new bicycle paths and lanes, bikeboxes at signalized intersections, bicycling events and transformation of an old 1,3 km city crossing railroad tunnel in to a bicycle path are all concrete examples of how Helsinki is becoming a bicycle friendly city.

### **Facts and figures in short**

Finland's capital Helsinki had 595 384 inhabitants in 2012 and 1200 kilometers of bicycle paths. Approximately 730 kilometers of these paths are paved and about 800 kilometers of all bicycle paths are maintained in winter time. The paths are divided into three winter maintenance categories.



Helsinki is one of the few cities in Finland where the bicycling modal share has been growing steadily for decades. Bicycling in Helsinki is steadily getting more popular among all age groups; children, teenagers, adults and elderly people. Currently the modal share of all year round cycling is approximately 7 %. The most recent statistics from 2012 show a modal share of 11 % during the peak season in autumn. The plan is to increase this figure to 15 % by 2020.



### Behold, winter is here

So what happens to Helsinki cyclists after September? Most of them hop on a bus or start using their own car. About 10 % of Helsinki bicyclists also cycle during the winter time. Currently Helsinki city cannot guarantee a continuous good maintenance of bicycle paths during the winter time. Another reason for the low popularity of winter bicycling is Helsinki's excellent public transport network that attracts cyclists on those windy and cold days that the city faces so often.

However, deep down it is also a matter of attitudes. Most citizens of Helsinki leave their bike home when it gets dark in the autumn, some continue until it starts raining and few hardcore enthusiasts continue no matter what. Generally bicycling is considered to be a summer activity and there is no real culture of winter bicycling.

First priority is to have people jump on their bikes during the summer months. However, the city will also focus on making cycling more attractive during winter. For this to be possible there needs to be a significant improvement in the winter maintenance of cycle paths. The following step will be to influence attitudes by the means of communication and campaigns.



### Future of winter maintenance

It is the inner city area where the new cycle planning guidelines will have the biggest impact. The construction of one way cycle paths and lanes will require special attention from a winter maintenance point of view. The current equipment used for snow clearance on combined sidewalks and bike paths is ill-suited for narrow bike facilities that already exist in many locations. This means that winter maintenance arrangements must be developed concurrently with the new cycle infrastructure.



In the outskirts of Helsinki there is no need for big re-arrangements. Here the focus will be on optimizing resources in order to provide a high service level on the main cycle routes. In the beginning of 2013 the city granted an extra budget of half a million euro to improve winter maintenance on some of the main routes. For the time being this seems to be a one time shot, but it is a promising sign. For sure winter biking will be a vital part of Helsinki's bicycling scene.

*Pictures and text by Tuomo Perälä  
Source: Marek Salerno  
Civil Engineer  
Helsinki City Planning Department  
Transportation and Traffic Planning Division*

# OULU WINTER

## Cycling Challenge



13.2 klo 18:00

Tule mukaan kisaamaan talviseen pyöräilytapahtumaan Oulussa! Reitti soveltuu kaikenlaisille pyöräilijöille.

--- ► **LÄHTÖ:** Pääkirjastolta klo **18:00**  
(ilmoittautuminen viime. klo 17.45)

Hinta **3€** ennakoon\*  
5€ paikan päällä\*

\* vain käteinen. Hinta sisältää pääsyn Raafin uimahalliin

**SARJAT:** Miehet / Naiset

**MATKA:** Noin 11 kilometriä (6 x 2km)

\*paikanpäällä tarjolla kuumaa mehua

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