



City of Oslo

# Handing out studded tires

*An effective myth buster*



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City of Oslo

# Oslo

*capital of Norway*

Inhabitants: 650.000  
(+15.000 per year)

Latitude: 59.9°

## Climate

- July: + 17
- January: - 4

Elevation: 0 – 630 m





## Greenhouse gas emissions

# Oslo temporarily bans diesel cars to combat pollution

Norway's two-day city centre ban angers motorists who were encouraged to buy diesel vehicles in 2006

Agence France-Presse

Monday 16 January 2017 14.38 GMT



1,624



### Most popular



We broke the Panama Papers story. Here's how to investigate Donald Trump



La La Land equals record for most Oscar nominations



Ewan McGregor snubs Good Morning Britain interview following Piers Morgan row

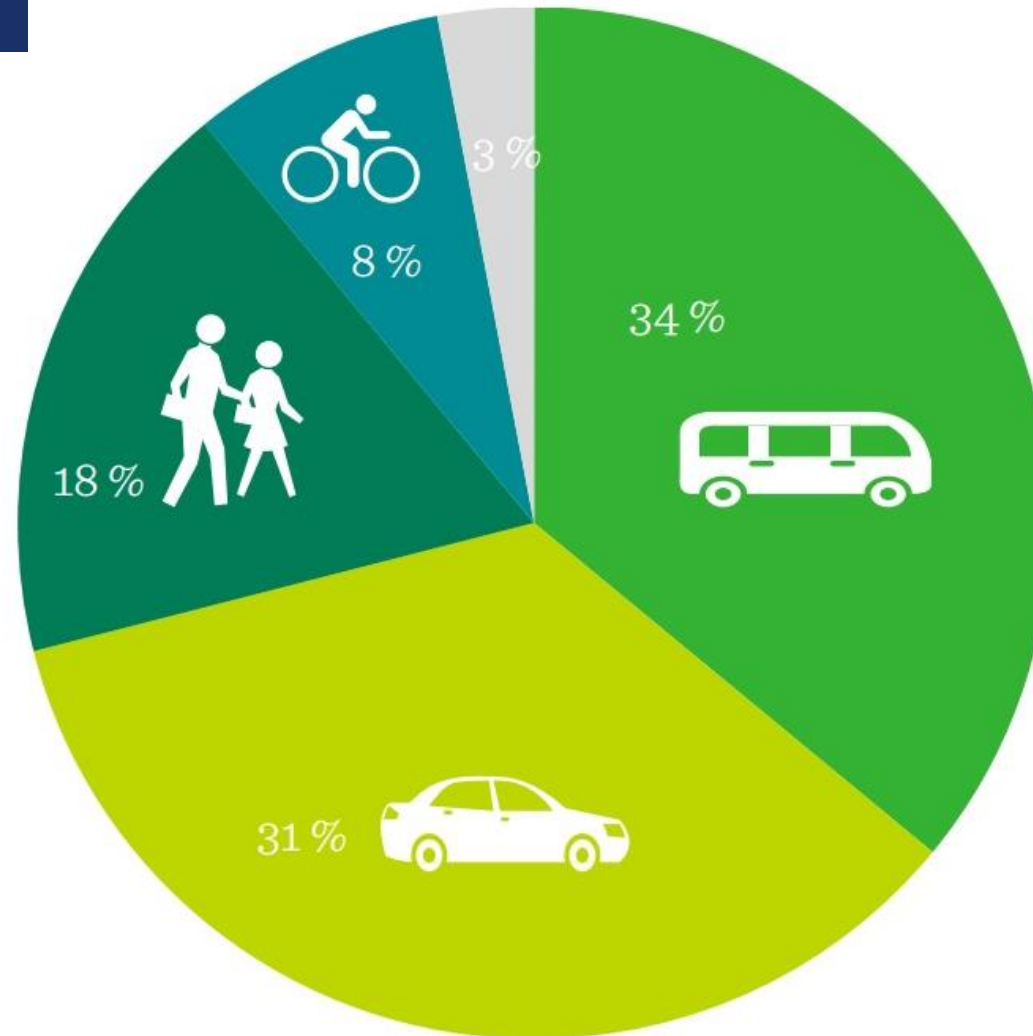


High political ambitions

25 % cycling in 2025



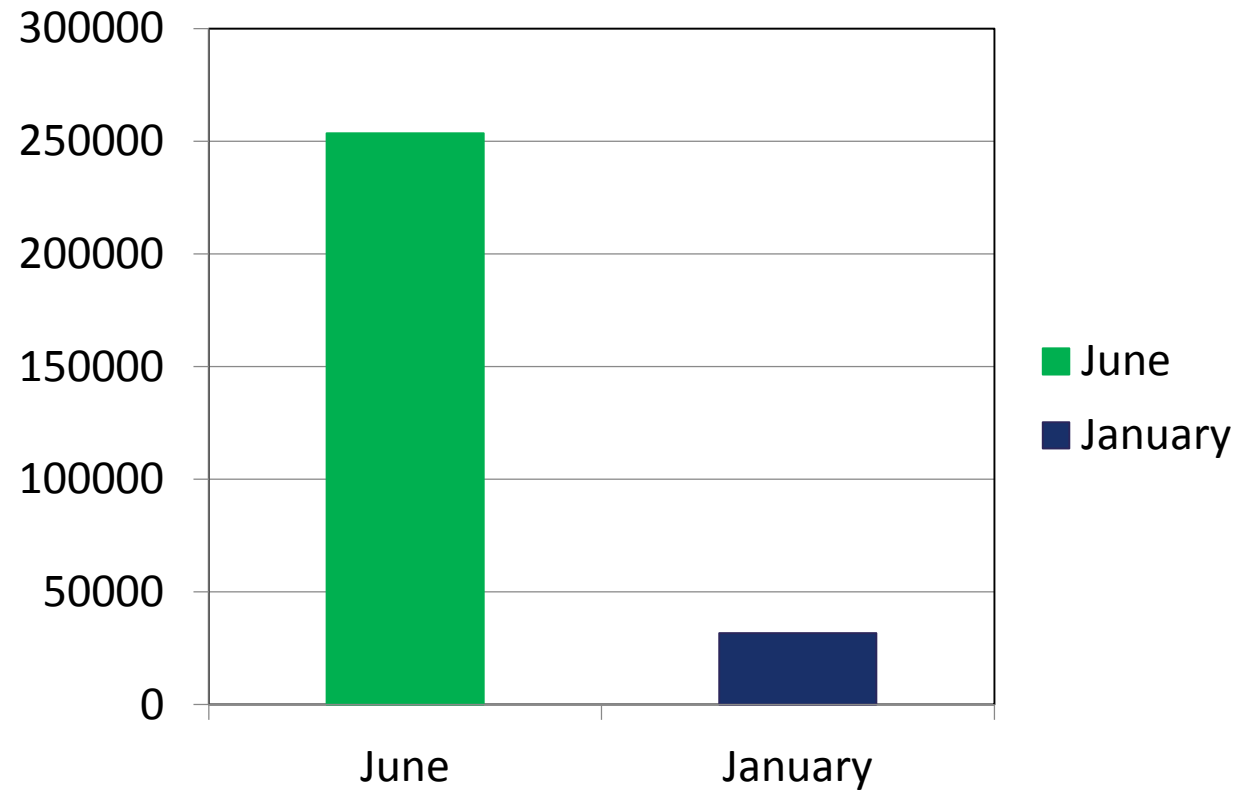
# Modal split



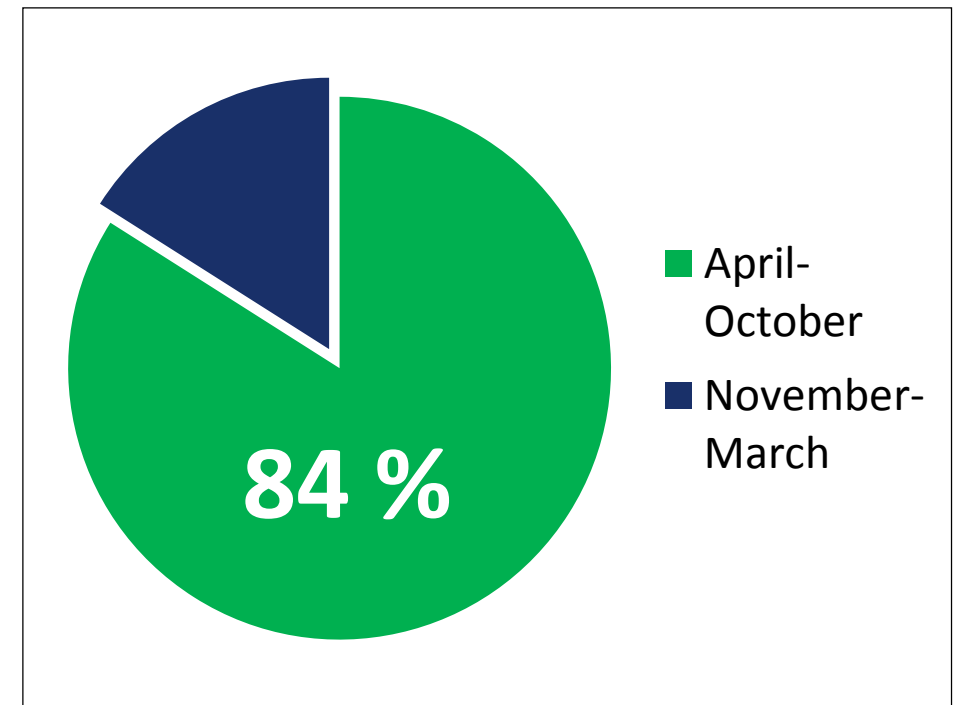


# Summer vs. winter

## Bicycle traffic



## Bicycle traffic shares



\*Numbers based on 8 traffic counters in 2016

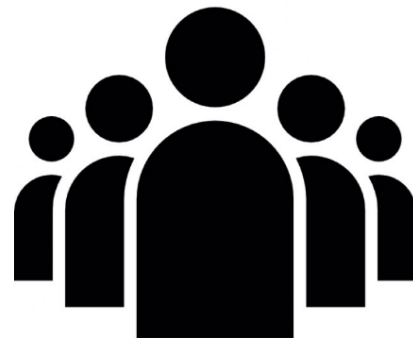


# When asked about reason

*Cycling might work for students or people on the dole, but...*

*When you have children you need a car*

Cycling in Oslo is dangerous!





*Bikes get stolen every day*

Cycling takes  
too long

*The train  
is always  
delayed*







# When asked about expectations

*“To ride a bicycle on ice sounds terrifying. Or, I can understand it if you have studded tires. I’ve never tried that. Maybe it works just fine. But it’s cold and... I don’t know. I just don’t even think of it as an option.”*

«Fair-weather cyclist», age 38

## Bicycle Commuting in Oslo

Practices, Constraints, and new Directions for Policy

Liv Jorun Andersen



This is submitted in partial fulfillment of the requirements for the Degree of  
Master of Philosophy in  
Culture, Environment and Sustainability

Centre for Development and the Environment  
University of Oslo  
Blindern, Norway  
December 2014

# Handing out studded tires

*The City of Oslo's winter cycling campaign 2015/2016*



100 participants

Studded tires

Tire change

Bike lights etc.

Kick-off event

Information/inspiration

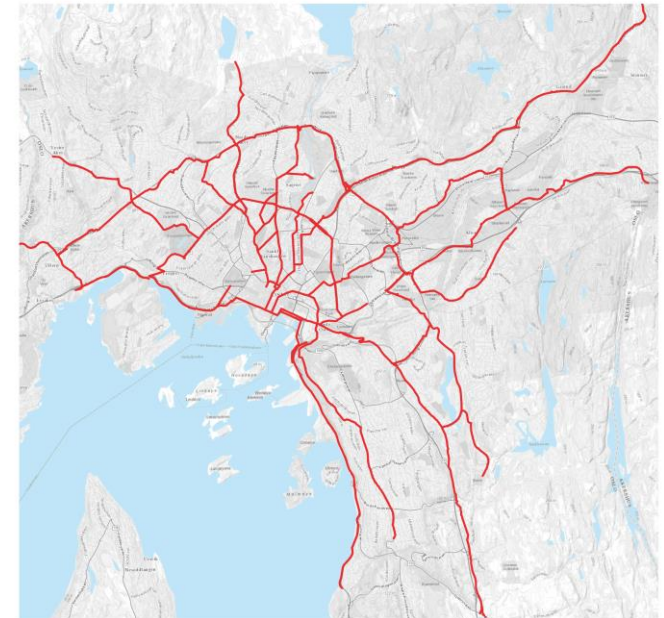
Facebook-group

Media relations

Questionnaire

Evaluation

Cost: 12.000 \$ + work hours



## BRØYTING AV SYKKELVEIER

Kartet viser hvilke sykkelruter som prioriteres ekstra høyt av Oslo kommunes og Statens vegvesens brøytemannskap når det snør, slik at syklistene kan komme trygt frem hele året. Resten av sykkelveinettet brøytes også, men her vil standarden være noe lavere.

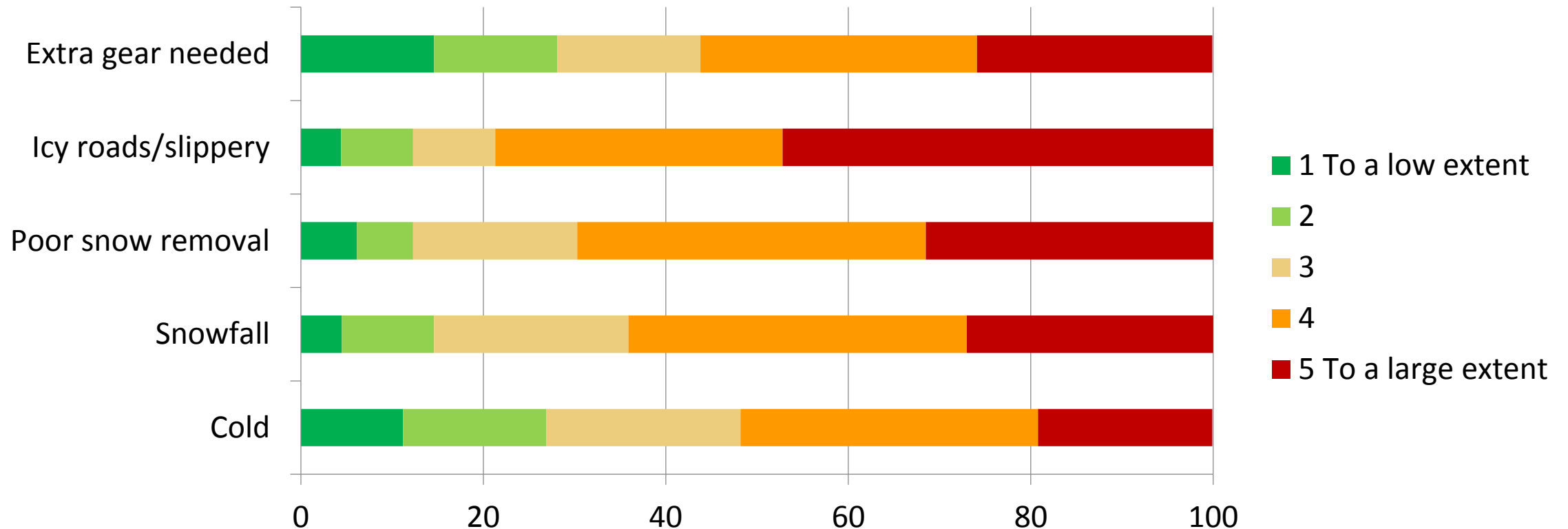
Les mer på Oslo kommunes hjemmeside:  
[www.oslo.kommune.no/sykkel](http://www.oslo.kommune.no/sykkel)



# Starting point



Before you started cycling in winter, to what extent did you regard the following as barriers?

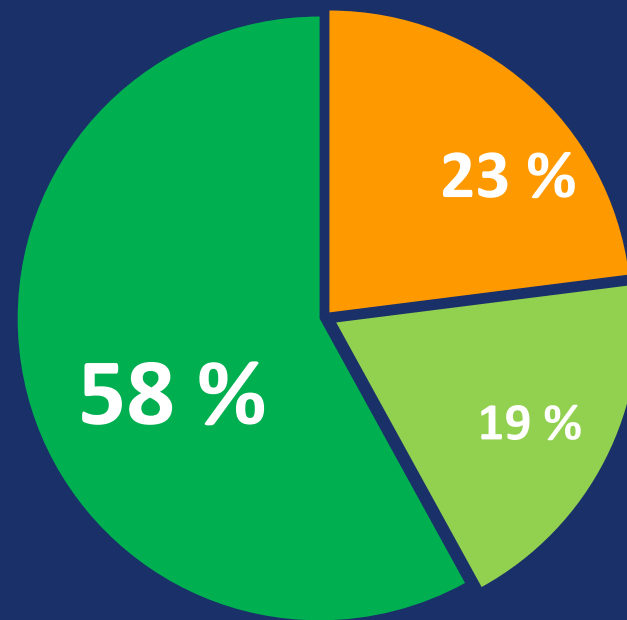


# Campaign results



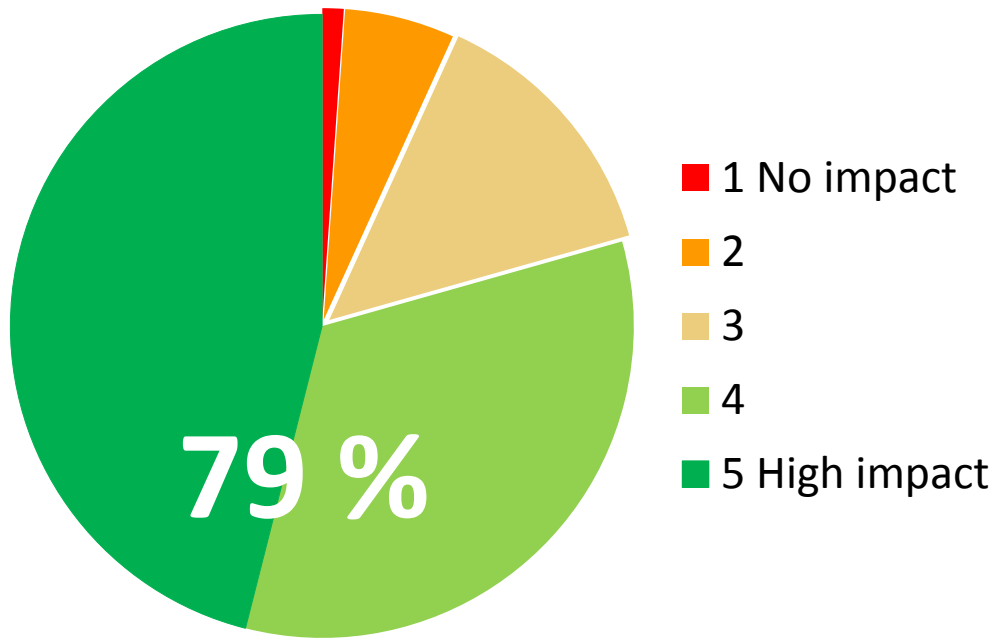


How many days per week did you ride your bicycle throughout the winter?



■ Less than 1    ■ 1-2    ■ 3 or more

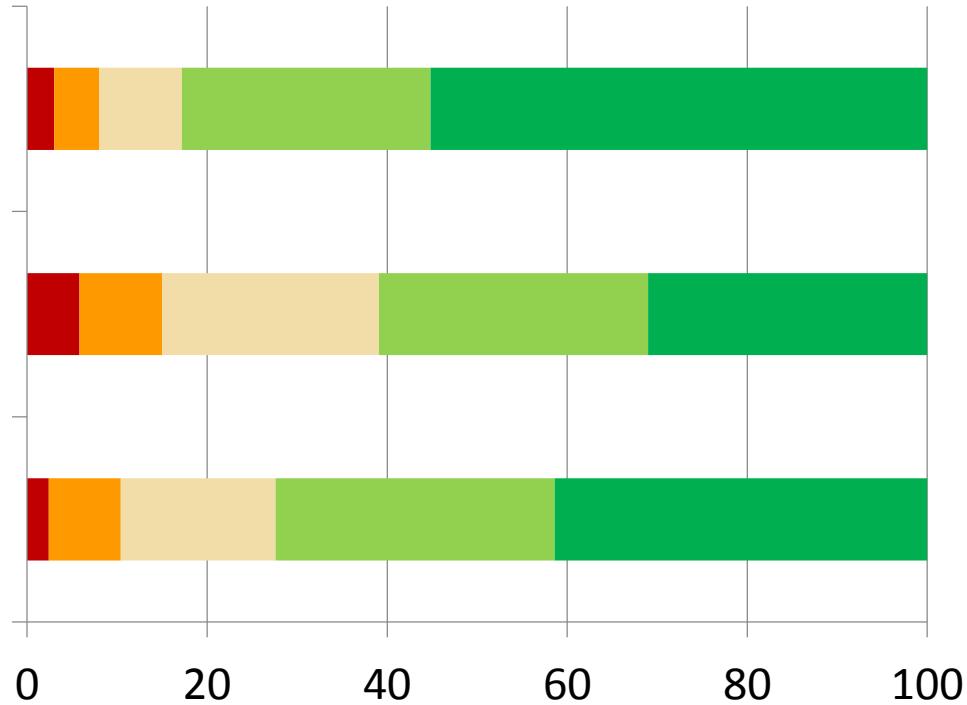
How much of an impact did the campaign have on your choice to cycle this winter?





# Busting myths

Studded tires make me feel safe on icy roads



1 I totally disagree

2

3

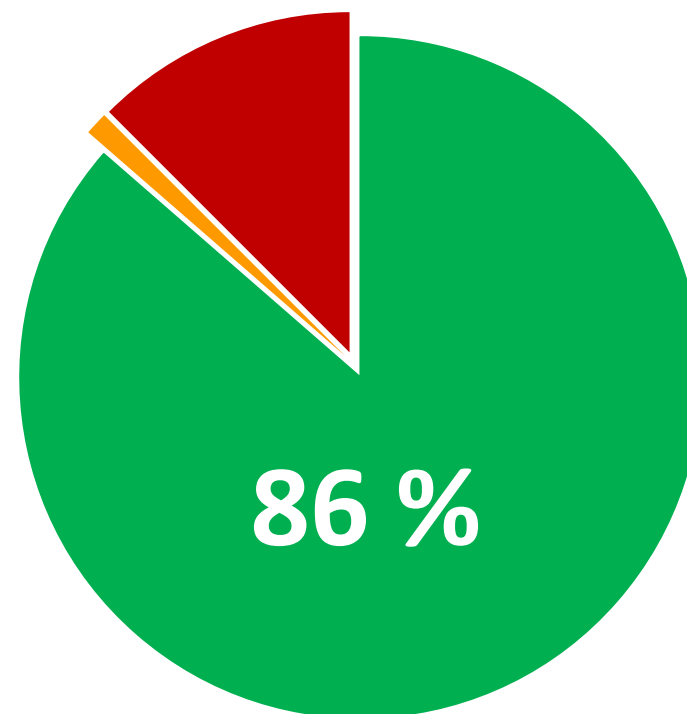
4

5 I totally agree

# New recruits



Do you intend to cycle next winter?



Yes

Maybe

No

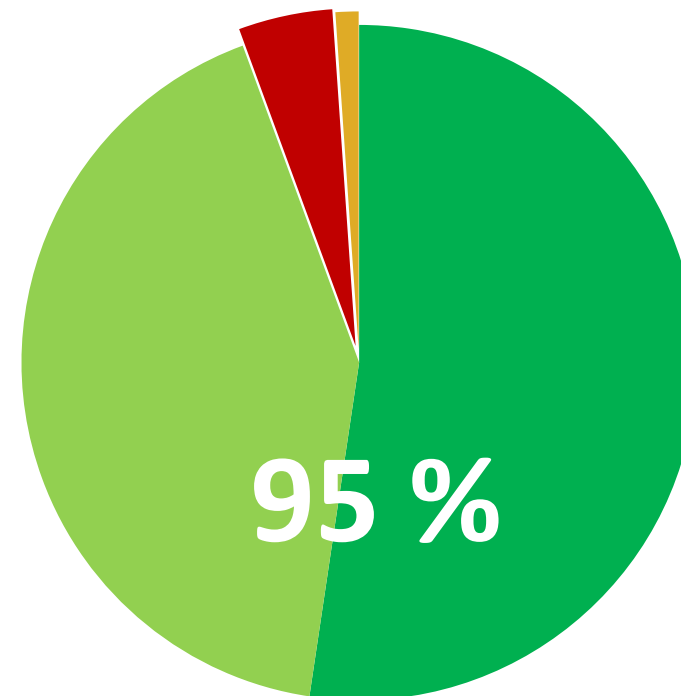




# Winter cycling ambassadors



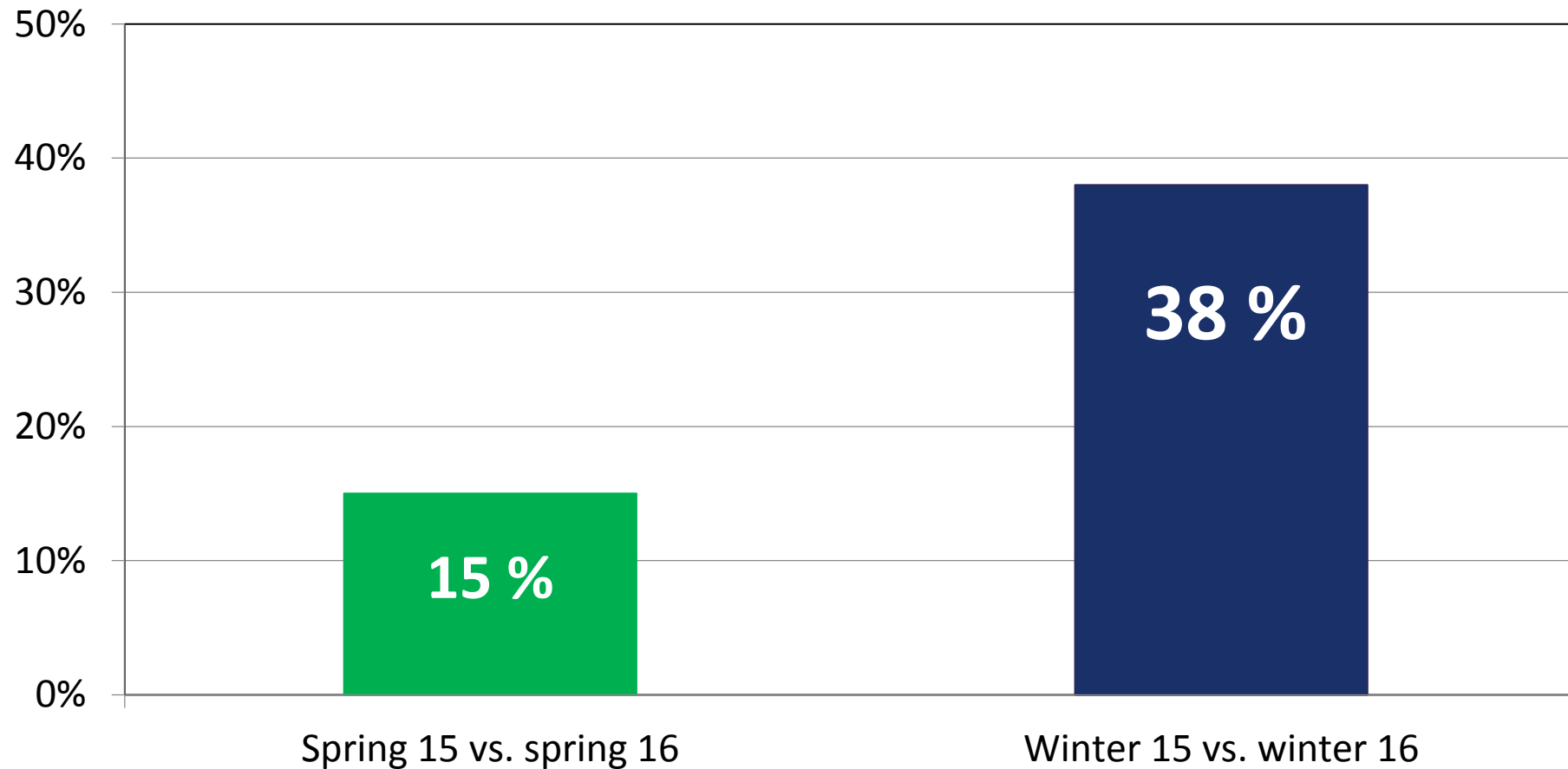
Have you recommended winter cycling to others?



- Yes, many
- Yes, a few
- No
- Can't remember



# Bicycle traffic growth spring vs. winter





# Campaign lessons

- Keep in mind that practices spread more effectively through social networks
- Fight hard grown habits by staging crises of everyday routines
- Add value by designing a media- and survey-friendly campaign
- Increase impact by using soft policy measures to support hard policy measures





Thank you for listening.

Follow @sykkeloslo

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