

Bike to School – also in the Winter

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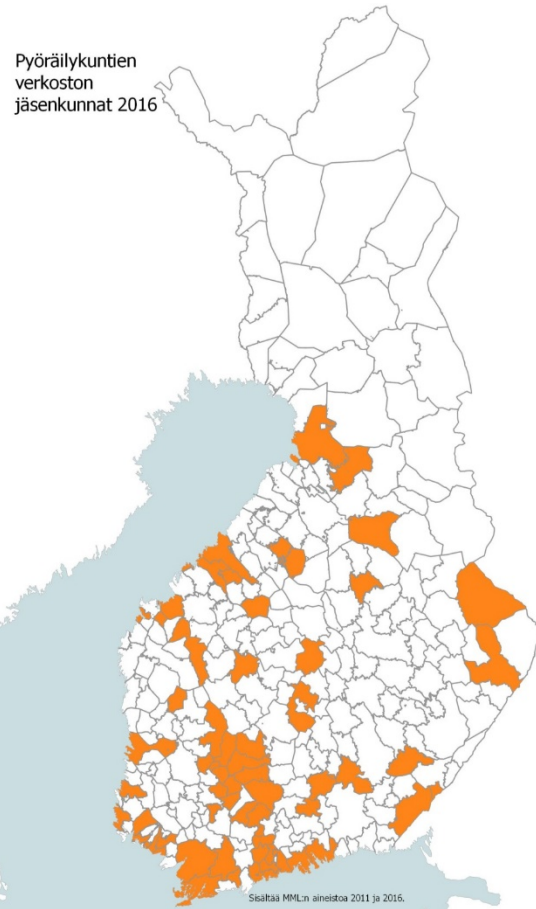
Cycling Education, Network of Finnish Cycling Municipalities

26.1.2017



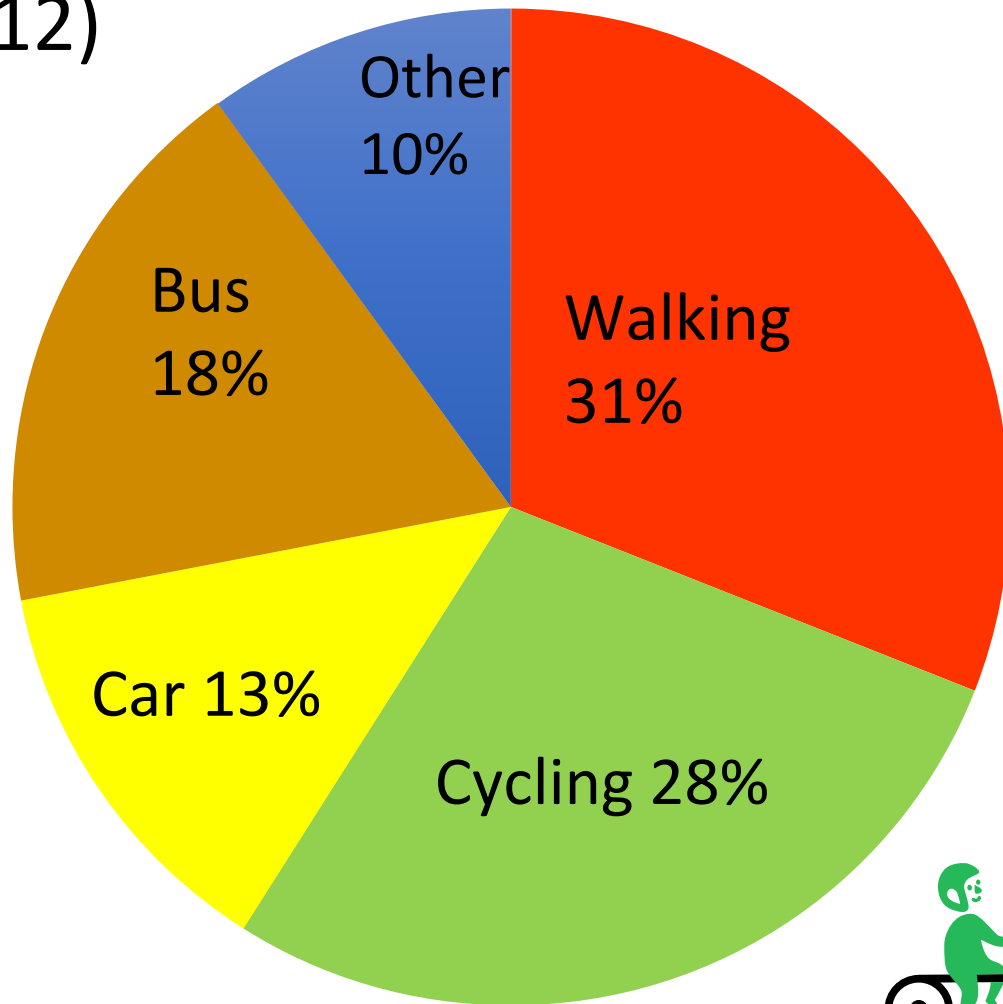
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About Us: Network of Finnish Cycling Municipalities



- More than 100 member organizations
→ 70 Municipalities
- Covers ~ 3,7 million inhabitants (of 5,5 million) of Finland
- More cycling & better conditions for cycling
- Cycling Education –projects since 2011, in co-operation with Finnish Cyclists' Federation since 2016

About cycling: 2/3 of Finnish children walk or cycle to school (2012)



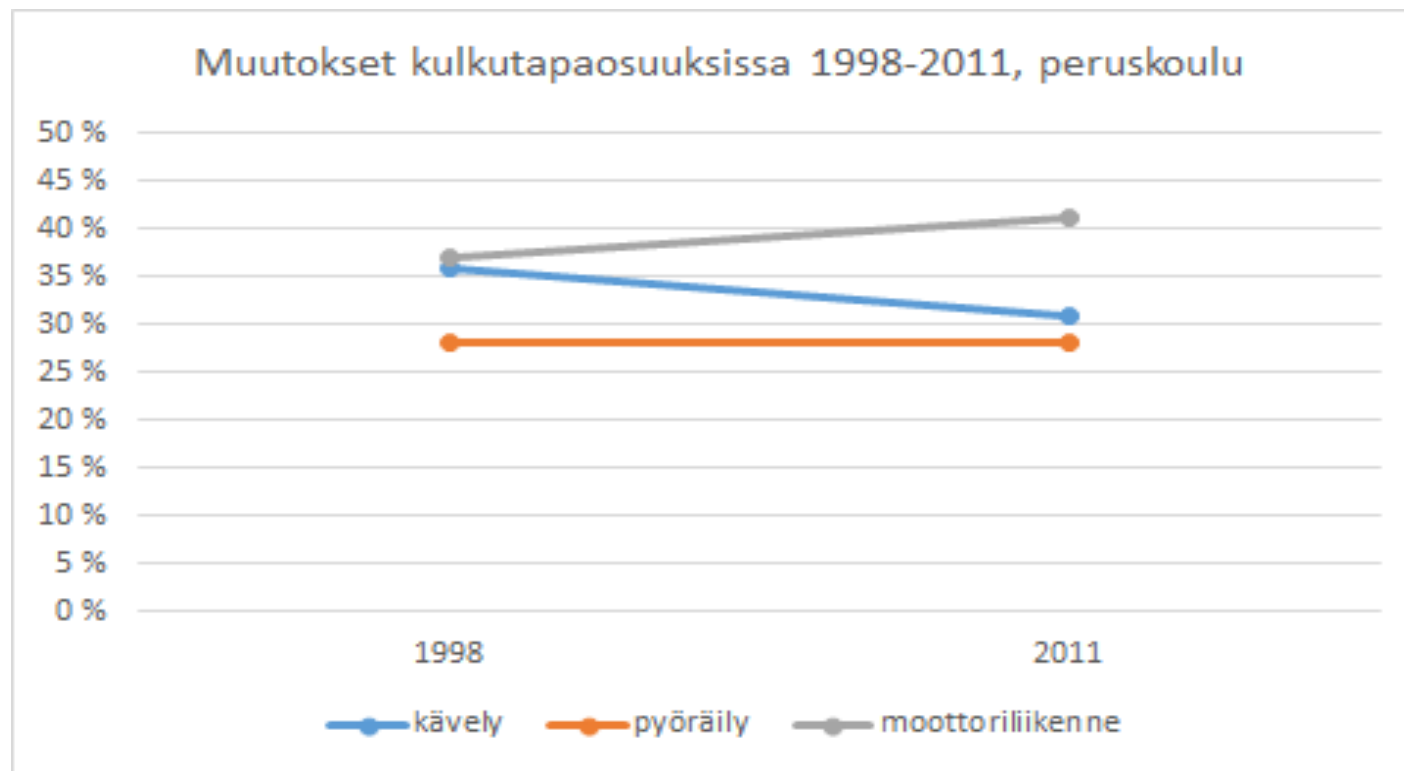
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National Travel Survey
2012

But: drop-off by car is increasing



Changes in mode of transportation 1998 – 2011 in comprehensive schools (ages 7 to 16)



Why the children do not cycle to school?



- 1 The culture of mobility gives preference to walking**
- 2 The school route might be considered too dangerous**
- 3 The school is too far away**
- 4 It is winter**

Cycling to school

Case: Tampere and its' surroundings



Even short distances are made by car, especially in the winter

- In Tampere area cycling declines from 39 % (fall) to 6 % (winter)

Drop off by car: distance: 1-3 km

- In the fall 12 % (average in Finland 12,5 %)
- In the winter 20 % (Lempäälä 35 %; Vesilahti 32 %); (average in Finland 21 %)

Differences within municipalities between areas and



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How to promote cycling to school in the winter?

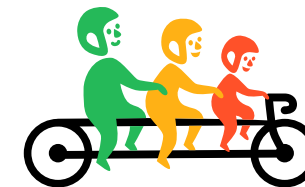
Encouraging campaigns for those who already cycle

- Winter Bike to School Day 12.2.2017
- Competition for Kilometres in October

Lasting results to increase the mode-share of cycling

- Abrogating the cycling restrictions in school rules
- Cycling education -programme: cycling diploma
- Improving the infrastructure (bike lanes, car-free

Meeting the various situations



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	I cycle because I like it or I have no other options	I cycle if the adults let me cycle	I don't cycle. I walk , but I'd rather come by car OR I come by school bus
Message	Keep going!	Change attitude: cycling allowed!	Any activity is good activity: walk at least 2x500 meters per day
Resources	Encouraging campaigns: Competition of Kilometres for Schools in October; Winter Bike to School Day 17.2.2017	Cycling diploma; Abrogating the cycling restrictions in school rules; improving infrastructure	Drop-off 500 meters from the school yard; bike share at school
Co-operation	Schools, municipalities, media, Schools on the Move –programme etc.	Schools (principals, teachers, parents); municipalities	Municipalities (improving the conditions for cycling); schools (principals, teachers, parents)



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We are constantly learning and searching for the best ways to approach municipalities and schools

Forssa: Drop-off area arrangements, research in children's routes to school

Kokkola & Puumala: Round-table discussions → abandoning the rules that restrict children's cycling to school.

Lappeenranta & Tampere: Cycling companions: trained volunteers implementing the practices to schools

Cycling Allowed!



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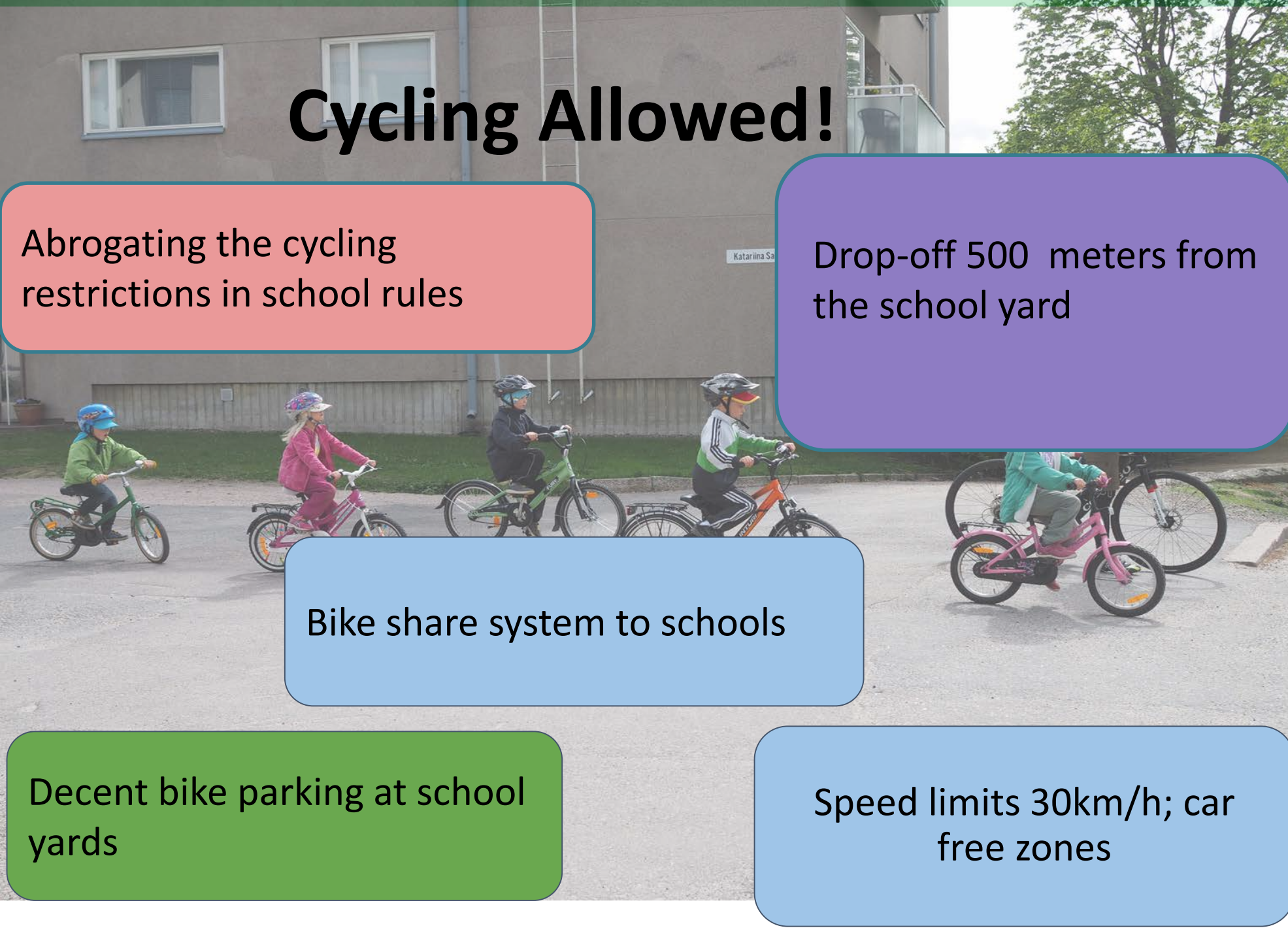
Abrogating the cycling restrictions in school rules

Drop-off 500 meters from the school yard

Bike share system to schools

Decent bike parking at school yards

Speed limits 30km/h; car free zones



Keep Cycling!



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