Handing out studded tires

An effective myth buster

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Oslo

Capital of Norway

Inhabitants: 650,000 (+15,000 per year)
Latitude: 59.9°

Climate
- July: +17
- January: -4

Elevation: 0 – 630 m
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

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

- Walking: 18%
- Cycling: 8%
- Public transport: 34%
- Private car: 31%

Travel survey 2013
Summer vs. winter

Bicycle traffic

Bicycle traffic shares

*Numbers based on 8 traffic counters in 2016
Cycling in Oslo is dangerous!

When asked about reasons...

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

When you have children you need a car.
The train is always delayed

Bikes get stolen every day

Cycling takes too long
“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
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
Before you started cycling in winter, to what extent did you regard the following as barriers?

- Extra gear needed
- Icy roads/slippery
- Poor snow removal
- Snowfall
- Cold
Campaign results
How many days per week did you ride your bicycle throughout the winter?
How much of an impact did the campaign have on your choice to cycle this winter?

- 1 No impact
- 2
- 3
- 4
- 5 High impact

79 %
It's easier to cycle in winter than I thought

Studded tires make me feel safe on icy roads

It's more comfortable than I imagined

Busting myths

1 I totally disagree
2
3
4
5 I totally agree
New recruits

Do you intend to cycle next winter?

86%

Yes

Maybe

No
Winter cycling ambassadors

Have you recommended winter cycling to others?

- Yes, many: 95%
- Yes, a few
- No
- Can't remember
Bicycle traffic growth spring vs. winter

- Spring 15 vs. spring 16: 15%
- Winter 15 vs. winter 16: 38%
Campaign lessons

• Keep in mind that practices spreads 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.