

Digital winter

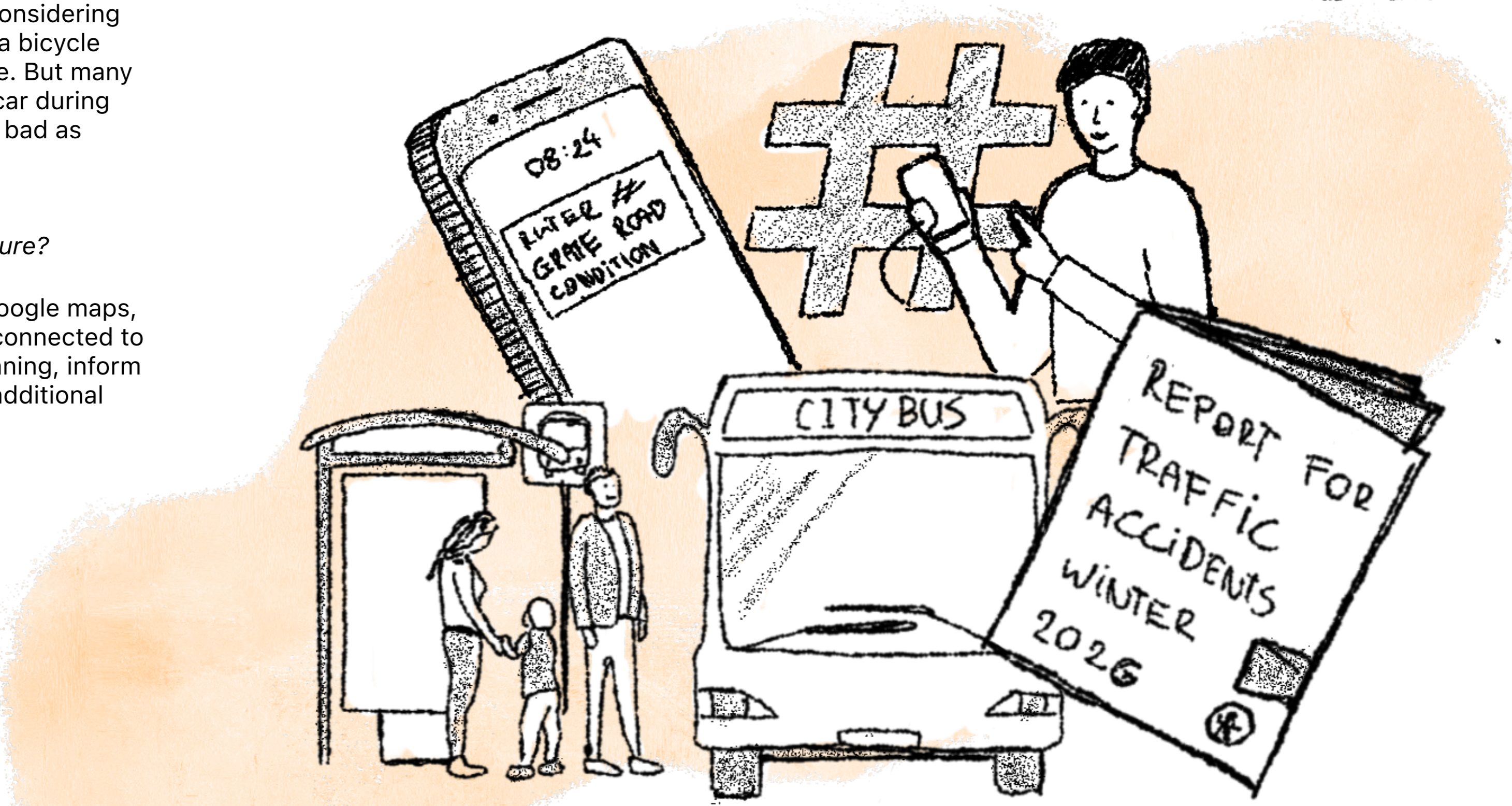
What if... operation and maintenance of roads could be public digital data like weather?

Winter can be harsh and unforgiving. In Norway, you can experience temperatures 10-20 degrees below zero Celsius with loads of snow. It can be challenging both for cyclists and bikes. It is also quite a challenge for municipalities to maintain road standards. Considering the circumstances it can be hard to choose a bicycle over other ways of transport during that time. But many choose to cycle rather than take a bus or a car during winter. Those cyclists also say that is not as bad as people might think.

How can this idea impact cycling infrastructure?

We could connect that data into apps like Google maps, Ruter, Strava, etc. Just like weather data is connected to other apps. It could help us in our route planning, inform us of desired path status and inform us of additional hazards.

Ole woke up today to white view outside of his window. He was planning on cycling to work but was unsure if there is too much fresh snow for it. After checking the Ruter app he understood that the snow had been removed from the road.



Maria decided to take collective transport instead of cycling her children to school today due to the big amount of ice on roads. Her cargo bike has studded tires but she was scared that other car users might lose control and crash into her.

Oslo kommune have noticed a decrease of cycling accidents during winter time thanks to making digital road data public.

Traffic rules for cyclists

What if... the Road Traffic Act was updated with new traffic laws that were written to improve flow in cycle traffic?

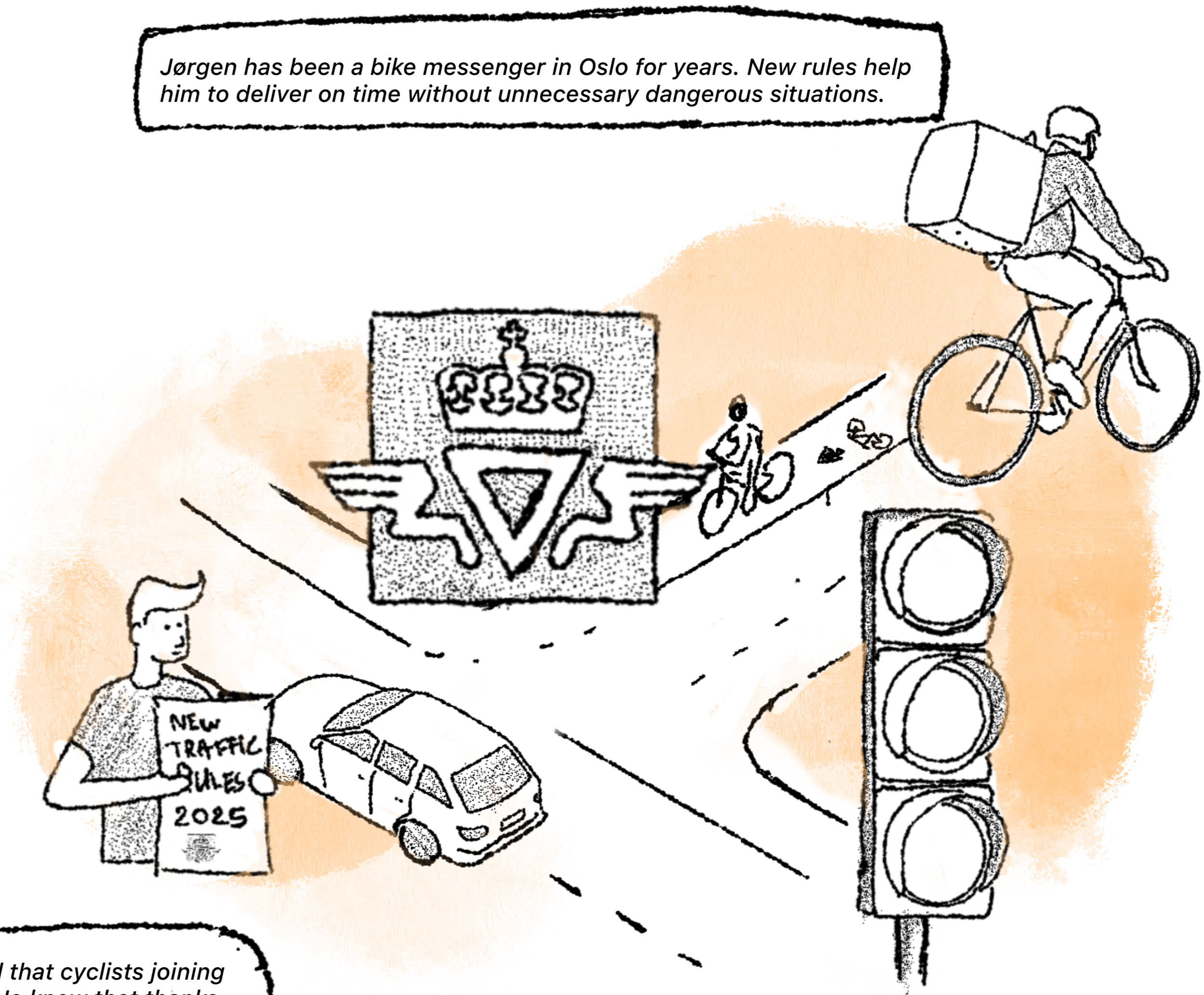
In traffic, flow is of the most importance. A good flow in traffic ensures that we get from A to B most efficiently and safely. When the flow is gone, the healthy traffic is gone. Unfortunately for cycling, traffic flow is very often disturbed by pedestrians, cars, parkings, bus stops, delivery trucks and infrastructure itself. While cycling we tend to break some rules in order to keep that flow going. It gives us some degree of freedom, a power to act as we want to.

For some riders this feeling of going anywhere, whenever and on your terms is the reason why they chose bicycles as a main form of transport. But if we want to establish a safe cycling infrastructure for everyone we need to ensure that all traffic users know and follow the same rules.

How can this idea impact cycling infrastructure?

By adding cycling specific traffic laws we can ensure that all road users obey the same rules which might decrease the amount of hazardous situations. Those rules also can increase traffic flow for cyclists without affecting the rest of the traffic.

Jørgen has been a bike messenger in Oslo for years. New rules help him to deliver on time without unnecessary dangerous situations.



Max, while driving a car, understood that cyclists joining the traffic will not cross the street. He knew that thanks to new rules. This stopped him from hitting the brakes, something he would have done before.

In Norway, it is permitted to cycle a red light as long as you are not an obstacle to driving, and this does not involve danger

Colourful cycling infrastructure

What if... we establish a colour and symbol system for cycling infrastructure?

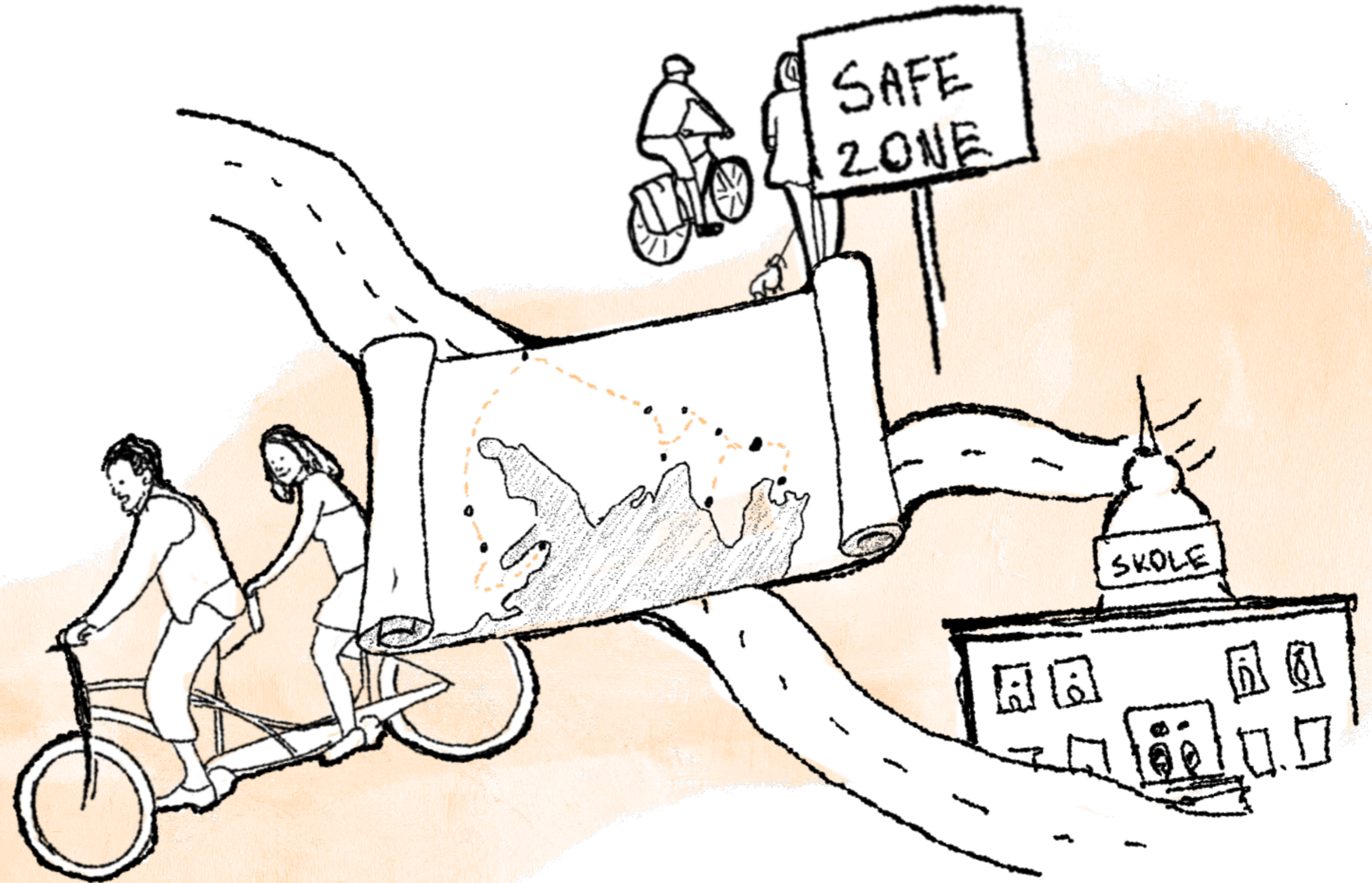
Sometimes it can be scary to try something new. This fear can have consequences on our decision-making and behaviour. When it comes to cycling this unknown can be related to safety, finding the way, practicality, comfort, being unnoticed and more.

But it is good to try something new! To break out of our everyday life. It can give us new perspectives, new insights, new people, new experiences and new stories. This inspires and enriches our lives.

How can this idea impact cycling infrastructure?

A cycling infrastructure that lowers the threshold of trying new things and encourages you to cycling is a valuable one! Tourism can also benefit from it. It might encourage tourism on a national and on a neighbourhood scale in your city. Biking through a city will give you a completely different experience than taking a metro. It can give you new opportunities to discover those new places, people, experiences and stories.

Kristoffer is a new cyclist and still feels a bit out of comfort zone while cycling next to big traffic. Based on that he always tries to find a blue cycling path as he knows that this is one of the safe routes.



Paulina and Adrian visited Oslo in summer. In tourist information they received a city map. They notice coloured cycling paths going from one tourist attraction to another. They decided to rent Oslo's city bike to explore the city.

Naomi goes to primary school. Cycling path that goes next to her school is painted green. She learned at school that cars and cyclists must be extra careful while driving next or on the green path.

Habits for new locale transport

What if... we can help schools and parents to teach our youngest citizens good transport habits?

Children learn faster than adults. But children can become discouraged more quickly than adults. That's why we must help them learn in the correct way. Kids need to develop good habits. Those habits are essential for children to develop critical thinking skills. One of the habits is transportation. By teaching kids to walk and cycle to school rather than taking a car we create habits that they'll carry for the rest of their life. How can we make this learning safe? How can we make it fun? How can we make it not overwhelming? What if biking is not a privilege but a necessity for kids?

Oslo's ambition is to become a cycling city for everyone. A city that is inclusive, accessible, and welcoming to all individuals, regardless of their background, age, gender, ability, or socioeconomic status. This means that all children should be able to experience cycling.

We should also teach our children how to fix our bikes. Regular maintenance helps to ensure that your bike is safe to ride and all components are functioning properly. It extends the lifetime of your bicycle. It performs better. Overall, it improves the experience of cycling. Some basic "know-how" like washing, lubing and knowing how to change the inner tube in your bike can get you quite far.

How can this idea impact cycling infrastructure?

By creating new transportation habits from a young age we can create bigger awareness around ways of transportation. This awareness with time can transform into common knowledge. This can shift the dynamics of the city and bring us closer to a greener decentralised city.



Maria drives her children to school with a cargo bike. It wouldn't be possible if not for the "Bike me to school" fund.

DO YOU WANT TO APPLY FOR "BIKE ME TO SCHOOL"?
APPLY NOW

CYCLING CERTIFICATE

Cecilia just finished her traffic course at school. She is very excited because that means she will finally be able to cycle to school by herself.

Class 3A in primary school rented out bicycles and used them on cycling trip which were part of gym class.

Funding as a Probe

What if... you could get 5 000 kr funding not only by buying an electric bike?

The economy dictates what we can or can't do. But what if it didn't? What if there was more room for experimentation? What if funds went to cyclists, not the infrastructure itself? Funding can help new innovative ideas to grow. We could use those funds to invest in small cultural probes. Those probes are often a set of artefacts or a prototype that on a strategic level helps us to gather as much and as rapid learning as possible.

As Dan Hill argues in his book "Designing mission" these probes are the first stage of any meaningful contemporary policy, product or service. They are a working sketch of new interventions, organisations, cultures, policies and so on. This is something that a government and its institution should and be allowed to use. Unfortunately sometimes due to the number of regulations and norms, it can be challenging for the city.

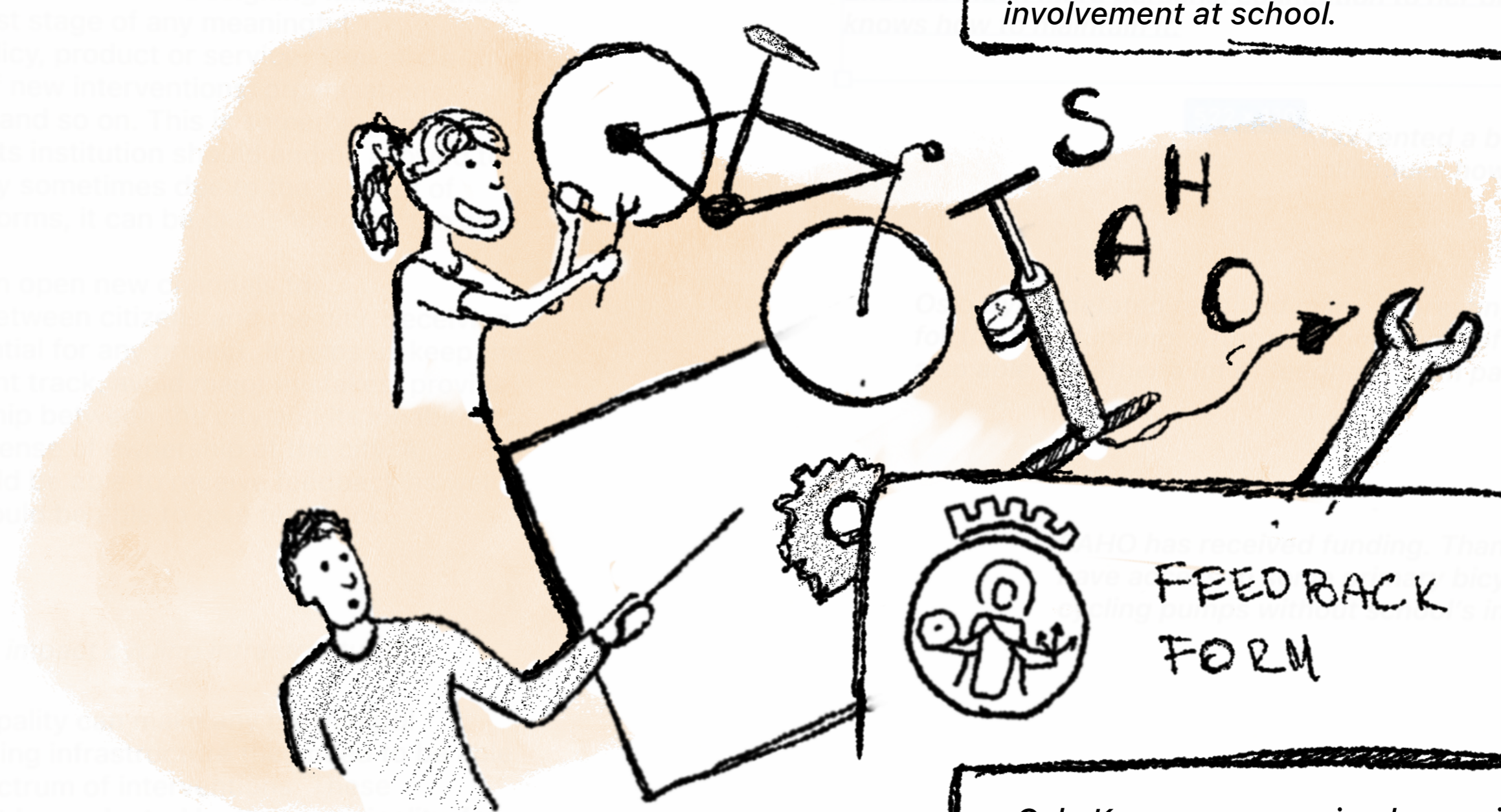
By probing we can open new channels for communication between citizens and the city. Receiving feedback is essential for any project. It helps us keep the project on the right track, avoid major mistakes, provide a better relationship between the city and its inhabitants and give them a sense of ownership of the city. A municipality should be able to receive feedback as well as inhabitants should be able to give feedback.

How can this idea impact cycling infrastructure?

Before the municipality can make any meaningful investment in cycling infrastructure they need to be able to test a wide spectrum of interventions. These interventions must be evaluated by the municipality, for that they need feedback. This can help municipalities to gather new perspectives on what cycling infrastructure can be.

Juni built her own bike. She visited local bike shops in search of used parts and as well bought some new ones. She has much more personal connection to her bike and knows how to maintain it.

SAHO has received funding. Thanks to it now all students have access to some primary bicycle tools, inner tubes and cycling pumps without school's involvement at school.



Max rented a bike mechanic so he can teach him and his colleagues how to fix their bike.

Oslo Kommunen received many interesting applications for the new funding. After selecting some of them they were also able to gather a lot of feedback from participants.

Reducing personal traffic

What if... the government approved a National action plan for reduction in mechanised personal traffic - 2025-2035?

Climate change is our biggest threat that we are facing. As motorised transport stands for 61% of CO2 emission in oslo we need to implement radical changes in ways we use transport. That's why Norway needs and must have a plan for National reduction in mechanised personal traffic. This plan should take into account the way we visualise and speak about traffic within the government to.

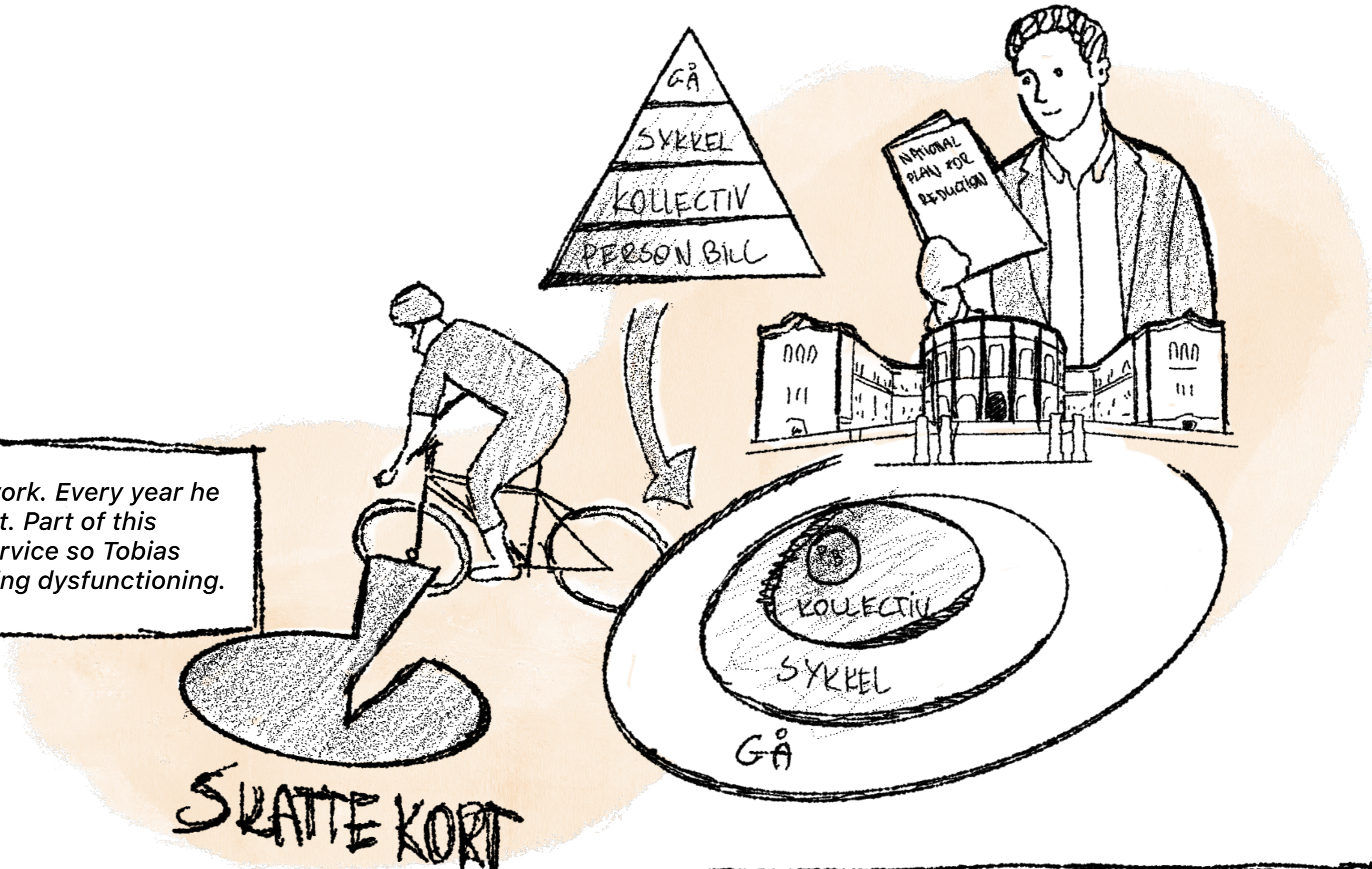
How can this idea impact cycling infrastructure?

With decreased use of personal mechanised vehicles we open more space for vulnerable road users and collective traffic. This helps us to prioritise pedestrians, cyclists and collective transport exactly in this order. This would help us reclaim our streets and turn them into more vibrant and dynamic spaces where transport can co-exist with life on streets.

Jakob is a bureaucrat who has been fighting for less car traffic in the city. Finally he has something he can use as leverage in his fight.

Tobias is cycling everyday to and from work. Every year he gets 5 000 kr back on the tax thanks to it. Part of this always goes to the local bike shop for service so Tobias doesn't need to stress about his bike being dysfunctional.

SKATTE KORT



New ways of visualising helps politicians in taking right decisions in stortinget

City's experience of loss

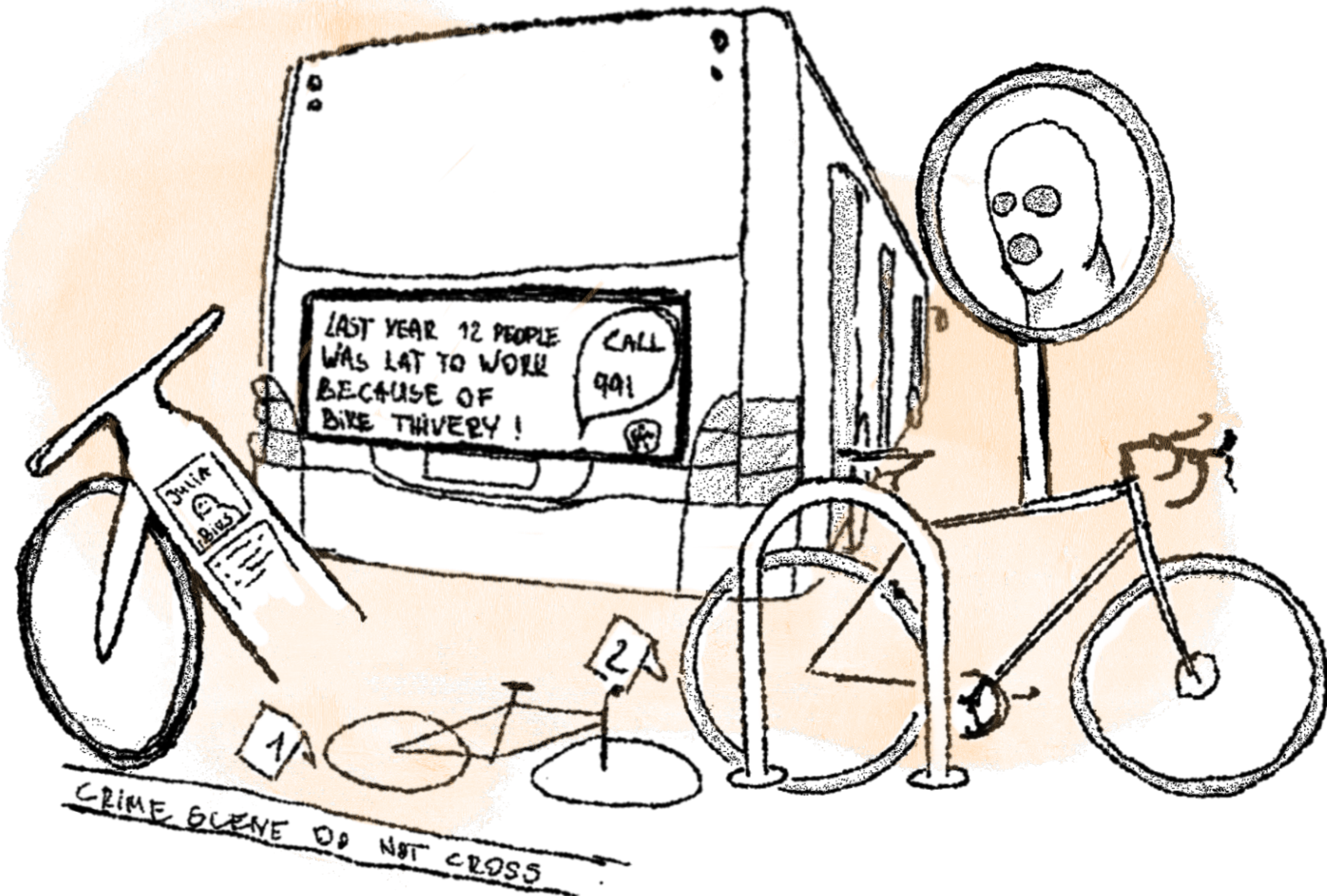
What if... the loss can be experienced by the whole city? What if we can make stealing of a bike more personal?

Bike theft is an unpleasant experience. In 2022 over fourteen thousand people experienced their bicycles being stolen in Norway. Bike prices can vary from a couple hundred to over a hundred thousand kroner. Nevertheless, this is still less than the price of a car. But if we look at it as a reliable medium of transport, on a platonic level all those bikes and cars have the same value. To transport us from A to B. When we steal the bike we steal the possibility of mobility. Those unpleasant experiences for some individuals can lead to giving up cycling.

How can this idea impact cycling infrastructure?

We can raise public awareness of the issue and create an environment where people look out for each other's belongings. Maybe this public awareness will also impact the thief's perspective on the subject.

Oslo have made a campaign to address the issue of bike thievery. Small intervention can be seen throughout the city to raise attention.



Maria has stopped cycling with the lock to Oslo Central Station. She parks her bike only at "Oslo Parking Sone". There are smart locks on each rack and she is not scared that someone will steal any parts of her bike since it's a well populated area.

Julia has heard that the best thing you can do while being robbed is to tell a lot of personal information. Based on that she printed out some funny facts about herself to have stuck on her bike in hope it will stop the thief.