



OttoCYCLE: BUILDING BETTER **Bikeways** VOLUNTEER TODAY!

How can I sign up?

Contact us by phone at (204) 988-7182,
by email at ottocycle@uwinnipeg.ca or at
www.centreforsustainabletransportation.org

What do I need to do?

Carry a small GPS unit called Otto
for two weeks between May and October

What does it do?

It automatically records your cycling patterns,
determines what routes you use the most,
and identifies priorities for bikeway infrastructure.



The Centre for Sustainable Transportation
Le Centre pour un transport durable



at THE UNIVERSITY OF WINNIPEG





Better Biking in Winnipeg

Imagine new cycling paths, dedicated bike lanes, and other cycling infrastructure in Winnipeg, but where would they be built?

The Centre for Sustainable Transportation (CST), along with the City of Winnipeg, is offering cyclists the opportunity to record their cycling routes to establish where to invest potential cycling infrastructure.

Over 900 cyclists will have the chance to take a small, light GPS device along their regular cycling trips for two weeks between May and October, 2009. This is your chance to get your regular route on the City's radar!

What: Take Otto, a small, light pocket-sized GPS device along with you when you cycle.

How long: Only two weeks.

When: Between now and October 2009.

Who: Anyone in Winnipeg who cycles more than once a week.

The CST will analyse the data collected from the Otto devices and prepare the information for the City of Winnipeg. By knowing where people are actually cycling, the City can prioritize the development of their Active Transportation Network.

To sign up for your two-week block, email ottocycle@uwinnipeg.ca or call 204-899-2453 with name, phone number and email address.

For more information, visit www.centreforsustainabletransportation.org/OttoCycle.htm.

NEWS RELEASE

OttoCYCLE: Building Better Biking in Winnipeg

Winnipeg, April 28, 2009 – The Centre for Sustainable Transportation (CST), along with the City of Winnipeg, is excited to announce the launch of the OttoCYCLE study. This study is offering Winnipeg city cyclists the chance to track their cycling routes to determine where to build potential cycling infrastructure.

Over 900 cyclists will be able to take a GPS device along on their regular cycling trips for two weeks between May and October, 2009. Imagine new bike paths, dedicated bicycle lanes, and other cycling infrastructure in Winnipeg. But where should they be built? Participate in the OttoCYCLE study and have your say.

"The Centre is delighted to lead this project made possible by funding from the City of Winnipeg," said the CST's executive director Arne Elias, "This is a unique way of collecting user information that can be replicated in any location around the planet"

The CST will analyse the data from the Otto devices and prepare the information for the City of Winnipeg. By determining where people are actually cycling, this information will be used to establish priorities for the development of a city-wide Active Transportation Network.

Terry Zdan, research director for the CST adds, "Developing active transportation infrastructure in a community is not a cost but an investment in the quality of life in that community. The response from the cycling community to participate in this project has been extremely positive."

To sign up for a two-week block, email OttoCYCLE@uwinnipeg.ca or call 988-7182 with your availability and contact information.

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The CST at The University of Winnipeg is a membership-based, non-profit organization that facilitates best practices for the movement of people and goods over the long-term. The Centre bridges academic, business, and public interests to identify and help craft winning transportation solutions that benefit society and the environment and enhance mobility.

For more information, contact:

Jolene Bergen, Communications and membership coordinator

Phone: (204) 988-7182

Email: j.bergen@uwinnipeg.ca



OttoCYCLE: Frequently Asked Questions

Who can participate in this project?

Anyone who rides a bike at least twice a week can volunteer for OttoCYCLE. It doesn't matter what your skill level is or whether you cycle for pleasure, exercise, to commute to school or work or for another reason.

You don't have to be an expert cyclist or a cycling advocate. If you bike occasionally but would like to see more cycling infrastructure or improved bikeways, you should volunteer for this project!

Participants do not have to be 18 but must have signed consent from a parent or guardian to volunteer if under 18. We encourage youth to volunteer as cycling may be the main mode of transportation with this age group.

Why should I participate?

Cycling is a great form of active transit. It's good for your heart and your health, good for the environment and good for the community.

However, cycling infrastructure, including bike lanes, bike lock-ups and other facilities, need improving. With improvements, cycling in Winnipeg could be more accessible, easier to navigate and safer for everyone.

The City of Winnipeg, together with the provincial and federal government, has dedicated funding to improving cycling infrastructure in Winnipeg. This OttoCYCLE project is the map that will indicate where people are cycling including the major routes people are taking, the times people are cycling, the clogged and pinched intersections, bridges and other points that need improvement and how people are cycling on our streets (and sidewalks).

By volunteering with OttoCYCLE, you are adding your route to this map. You are showing the City of Winnipeg where you want to see investments in infrastructure. Moreover, you are letting the decision makers know that cycling is important to you and worth investing in.

How do I participate in this project?

You can volunteer for a two-week block from now until the end of October. Contact the CST's OttoCYCLE coordinator at ottocycle@uwinnipeg.ca or by phone at (204) 899-2453 to arrange a block that works with your schedule. Then, pick up your Otto device and ride your bike as usual. It's that simple!



What is required from volunteers?

Volunteers pick up the Otto device from the OttoCYCLE coordinator at The University of Winnipeg's Riddell Atrium (see [campus map](#)), unless other arrangements have been made. (It's outside the main UW cafeteria. Spence Street is closed to vehicle traffic and has a red awning at the closest entrance.) At the point of pick-up, we will provide you with instructions on using the device.

Now the easy part, just turn it on and take it with you whenever you are cycling. The device easily mounts to a backpack or on a saddlebag (pannier).

On one of your days with the Otto, you will keep a trip journal tracking all the cycling trips that you take. Additionally, you will complete a short page (about five minute) survey on your cycling habits and opinion of the city's existing infrastructure.

When your period with the Otto is done, return it to the CST along with the trip journal and survey to the same location. See the [OttoCYCLE distribution schedule](#) on the CST website for exact dates and times.

What do I get for volunteering?

In addition to having the opportunity to provide input into how the City of Winnipeg should invest in cycling infrastructure, you will receive a complimentary Winnipeg city bike map and a one-year membership with the CST.

What will be done with the information gathered from the study?

The data collected from the Otto device will create a map indicating the routes participants cycled. With information gathered from the short survey, these maps identify frequently used cycling routes in Winnipeg.

We will collect and analyze the data from this project and submit recommendations on future cycling infrastructure priorities to the City of Winnipeg. The City of Winnipeg may then use this information to advance its active transportation network.

Overall, the data will establish priorities for cycling infrastructure upgrades, create a better understand of cycling habits in Winnipeg's cycling communities and highlight other active transportation needs.

Why is this project important?

Currently, there is no record of where, when, who and how often actual routes are cycled in Winnipeg. The information the City of Winnipeg uses is limited to start and stopping points and only records cyclists at specific locations. This study will provide information municipal employees needs to improve cycling infrastructure where you needed it.



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Is this project occurring in other locations?

No, at this time the OttoCYCLE project is unique to Winnipeg.

What if I have more questions?

Call us with your questions at (204) 899-2453 or send an email to ottocycle@uwinnipeg.ca.