



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 at 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.

For more information, contact:

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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.