

C.7

Connecting to the Public Transport Trunk Network in Tampere City Region

Final report: Activity packages and results

Contact: Sanna Ovaska, sanna.cvaska@tampere.fi

Overview

- Action C.7 focuses on increasing the share of sustainable transport modes in Tampere city region. Activities include a combination of infrastructure improvements, services and mobility management.
- This report includes more details on Canemure activities in Tampere, Kangasala, Lempäälä, Nokia, Orivesi, Pirkkala, Vesilahti and Ylöjärvi in 2019-2024. There has been a minimum of one activity package in every municipality.
- More information and materials can be asked: Project manager Sanna Ovaska, sanna.ovaska@tampere.fi

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| Vesilahti | 80 |
| Overall results | 86 |

Tampere region and population

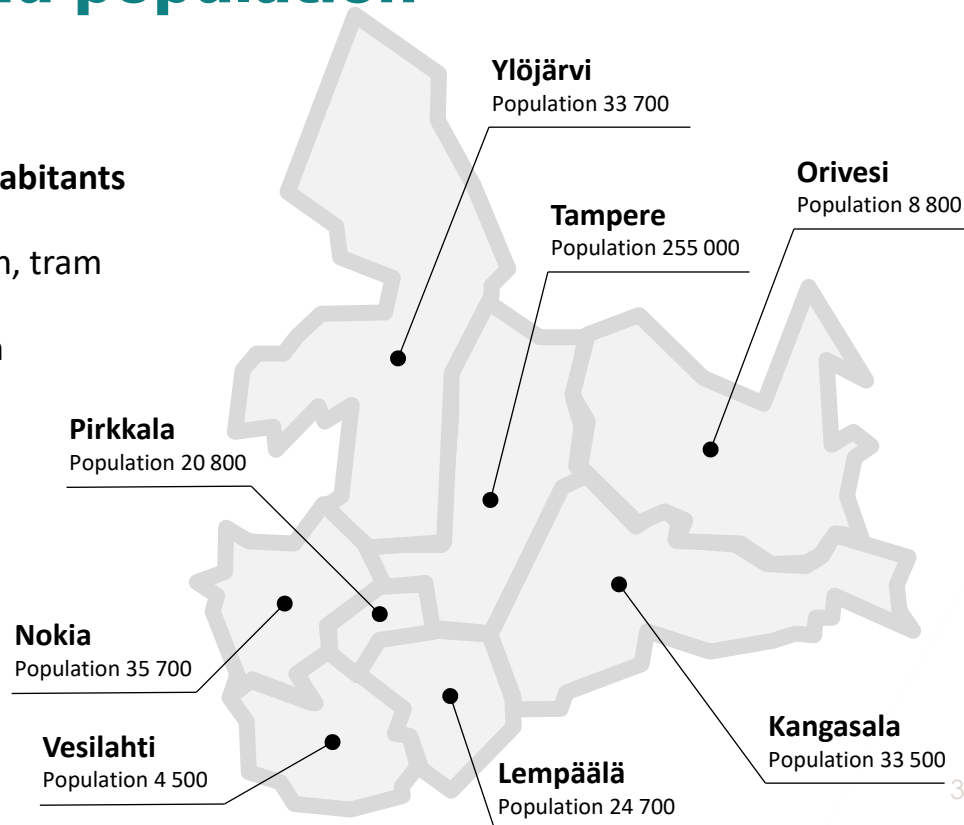
Tampere city region consists of eight municipalities with nearly 400 000 inhabitants in total.

Public transport system consists of train, tram and busses.

Tram lines 1 and 3 started to operate in Tampere August 2021.

Tampere city region is an attractive growth centre with major role in commuting.

City region's goal is to renew the modes of mobility. Sustainable travel modes and smooth transitions between them is the focus for this project.



Canemure activities in municipalities

Tampere

Tesoma commuter rail stop

- Marketing Tesoma commuter train stop opening ceremonies
- Bicycle parking at railway station
- Marketing of increased train traffic, western lines
- Mobility week campaign with cost-free public transport for present car-users

City bike pilot in Hervanta

- City bike pilot in Hervanta
- Marketing city bikes to new customers and companies

Workplace mobility management in Sarankulma

- Baseline study and group interviews
- Mobility survey and mobility plan sparring

Summer campaign of Nysse, Tampere regional transport

- Marketing public transport in summer 2023 and 2024 to gain more customers

Nokia

Railway station connections

- Bicycle parking at railway station
- E-bike testing for residents
- Folding bike testing for train commuters
- Bike boxes and garages study

Vesilahti

E-bikes and connections to Lempäälä

- E-bike test drive and a trial-period

Ylöjärvi

Matkatie Bike & Ride

- Bicyclist's Snack & Repair
- Maptionnaire survey

Orivesi Park&Ride

- Marketing Park&Ride for train and bus
- Bicycle parking
- E-bike and folding bike testing for residents

Pirkkala Park&Ride

- Bicycle parking at bus stops
- E-bike testing for municipal employees
- Breakfast for cyclists
- Shared E-bike testing for municipal departments/offices
- Marketing cycling

Kangasala

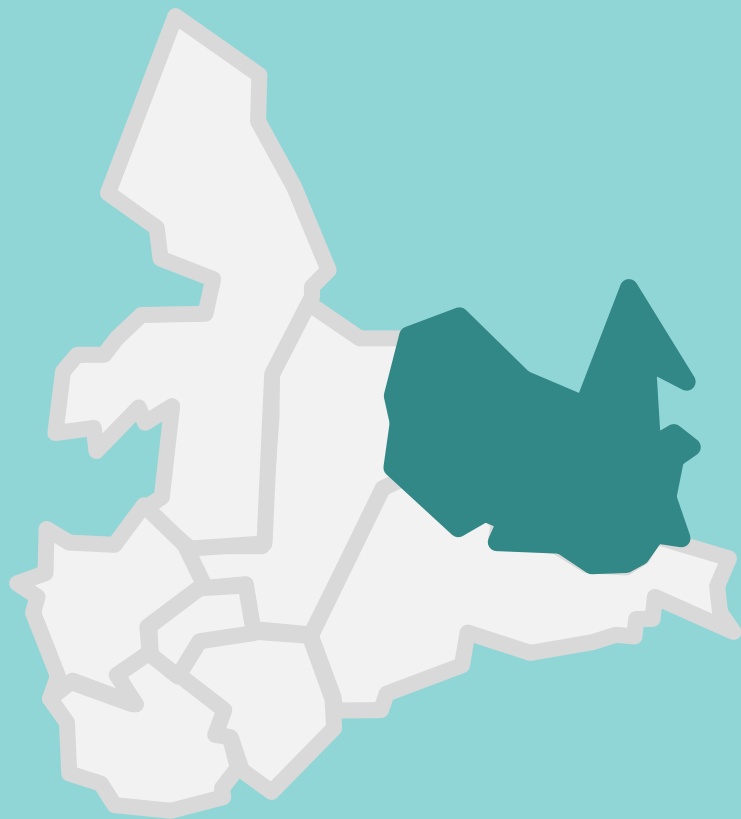
Bikeable bus connections

- E-bike testing for residents
- Bike box at Prisma
- Marketing of park and ride
- Marketing cycling

Lempäälä

Ideapark accessibility

- Employee questionnaire
- E-bike testing for employees
- Bike box at Ideapark



Orivesi



Orivesi - plan for activity package

ORIVESI

Orivesi Park&Ride

Bus stop type: node stop / railway station

Description: Marketing new Park&Ride site and try-outs, marketing cycling to railway station and Bike&Ride.

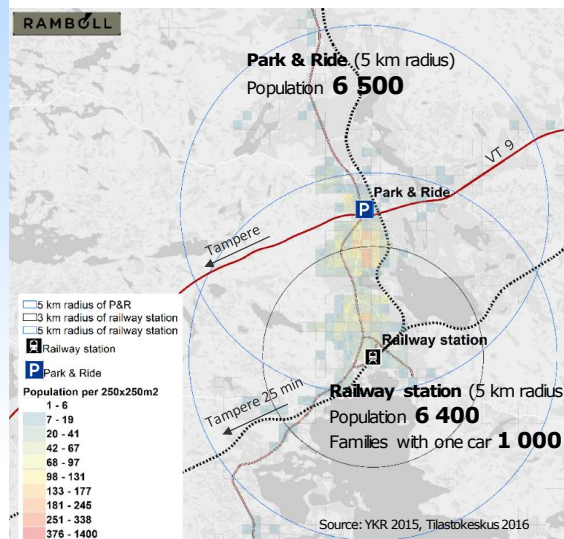
- Improving knowledge about P&R and B&R at the station.
- Try-outs for new users. A selected number of car commuters sign up to try out P&R. Carrot = free bus in the test period. Test riders document their experiences on a social media of their choice.
- Marketing cheap mobile day-ticket or offering public transport service bill (Hämeenkyrö example).

Expected effect: Higher awareness of the option to Park and Ride. New public transport users. Reduction in CO₂.

Evaluation method: Number of days car drivers park'n ride, posts about their experience, interviews with the participants, saved CO₂ calculations, pre and after counts of cars and bikes.

Orivesi: **23 %** of employed (nearly 800 persons) commute to Tampere

Source: Tilastokeskus 2016



COSTS



USERS



EMISSION REDUCTION



TARGET GROUP

Daily car commuters to Tampere and those who live relatively close (< 5 km) to Orivesi railway station or central bus stop along highway 9.

Orivesi - activity package

Activity package is connected to the following public transport schemes:

- Commuter train connections increased between Orivesi and Tampere (in total 14 daily trains).
- Tampere regional travel card could be used in trains since February 2020.
- New Park&Ride's were opened at a main road 9 bus stop and Orivesi town center.
- In 2020 Tampere regional transport set up a trial about demand based public transport (Nyssykkä) to Orivesi railway station.

| Activity | Description | Duration | Year/month | Sample size |
|--|---|----------------------|------------|-----------------|
| E-bike and folding bike testing for residents | Volunteers were recruited to try electric bicycles or folding bikes for trips to train station or bus stop. Their story was shared in social media and local newspaper to influence public opinion. | 2–4 weeks per person | 09–10/2019 | 11 participants |
| Marketing Park&Ride for train and bus | Information desk and e-bike/folder bike testing at one-day event in Orivesi 24.8.2019 (Orivesi 150 years celebration). | One day | 08/2019 | 200-300 |
| Bicycle parking | New more secure bicycle parking place was installed at Orivesi center railway station and at Orivesi railway station (paid by the municipality). | Permanent | 08/2019 | 10 bicycles |

E-bike and folding bike testing for residents



- **Target group:** people living in Orivesi who regularly drive to Tampere by car and are willing to try out new combination of transport modes (cycling+public transport).
- **Recruiting:** newspaper article in local newspaper, flyers at 150-year-old Orivesi celebrations, social media and municipal web pages. Advertisements in day care centers.
- **Participants:** 20 people registered via e-form. 7 participants were offered an e-bike for their daily trips and 4 participants folding bike.
- **Description:** Bicycles were delivered and fetched directly to/from participants. Instructions were given face to face.
- **Follow-up:** Participants were asked to fill an e-form daily during the trial to gather information about bicycle usage during the trial. Newspaper articles about participant's experiences brought positive publicity to sustainable transportation.

Results

- 8 participants filled up the query.
- 4 used their bike almost every day and the rest every other day.
- 80 % of the days bike was used for a trip to bus or train.
- On average participants were satisfied with the daily experiment.

Private car feels less attractive after the experiment

Nice to travel without fear of anyone stealing the bike

I am planning to buy a folding bike and use it also during the winter. Biggest problem is unreliable timetable.

Small tyres make cycling hard when it's dark outside and in the middle of road constructions



MAKSUTON SÄHKÖPYÖRÄKOEILU

Muksut pyörän kyytiin ja menoksi!

Asukkailla Orivedellä on mahdollisuus lainata sähköpyörä 2–4 viikon MAKSUTTOMAAN kokeiluun. Mukaan saa halutessaan 1-2 lapsen kuljettamiseen sopivan pyöräkärryn.

Lainattavat pyörät ovat sähköavusteisia TUNTURI eForte -pyöriä. Pyörän nouto ja palautus tapahtuvat Oriveden Kierrätystavaratalolla osoitteessa Koivistontie 2.

Lainattavalla sähköpyörällä voi kulkea kaikkia arjen matkoja: töihin, päiväkotiin, kauppaan, juna-asemalle tai harrastuksiin. Sähköpyöriin on vaihdettu talvikaudeksi nastarenkaat.

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 puh. 040 801 3125.

Kokeilu on osa Tampereen kaupunkiseudun CANEMURE-hanketta, jossa edistetään kestävää liikumista ja ilmastomuutoksen hillintää.





Marketing Park&Ride for train and bus

- **Target group:** People living in Orivesi.
- **Description:** General marketing of P&R and Nyssykkä (Demand based public transport) in Orivesi. City of Orivesi organised festivities to celebrate 150 years old city 24th August 2019. Information was given to event participants about new Park&Ride places, upcoming commuter train and bus improvements. Participants could have a test drive on folded or e-bike. Folding contest was organized as well.



Before



After



Bicycle parking

- **Target group:** people living in Orivesi who regularly drive to Tampere by car and are willing to try out new combination of transport modes (cycling+public transport).
- **Description:** New bicycle parking racks were installed at Orivesi station and Orivesi Center station.



Increasing awareness in Orivesi

Taittopyörästä tuli junamatkaajan kaveri

Juha Jäntti 29.09.2019 10:35 | Lähetä palautetta artikkelista



Tomi Kartesalo asuu parin kilometrin päässä Oriveden asemalta. Taittopyörä kulkee junassa mukana riittävän valvottomasti.

Junien ja bussien liityntäliikenteen pyöräilykokeilu on käynnissä Orivedellä. Kiinnostuneilla on edelleen mahdollisuus ilmoittautua mukaan ja saada tuntuunmaa sähköpyörän tai taittopyörän käyttöön kodin ja bussipysäkin tai juna-aseman välillä.

Tomi Kartesalo käy päivittäin työssä Tampereella, ja kulkuväline on useimmiten juna. Hän on kokeillut taittopyörää matkoilla kotona Oriveden asemalla ja Tampereen asemalla Hatanpäälle.

– Kokemukseni ovat olleet pelkästään myönteisiä. Taittopyörällä on helppo ajaa vaikka pidempiäkin matkoja, ja se kulkee junassa mukana riittävän valvottomasti. Harkitsen vakavasti oman pyörän hankintaa, Kartesalo kehuu.

Lue lisää pyöräilykokeilusta 2.10. ilmestyvästä julkistamamme.

Teksti: Samu Oksanen Kuvat: Marjo Aapenren

Pyörä taittuu junamatkalle

Orivedellä käynnistyi syyskuulla taittopyörän ja sähköpyörän kokeilu. Myös Kangasalla asukkaat pääsivät testaamaan sähköpyörää omalla työmatkallaan. Tavoitteena on lisätä pyöräilyä ja julkisen liikenteen käyttöä. Kokeilu on osa Euroopan unionin LIFE-ohjelman rahoittamaa Canemure-hanketta.

Ajettavuus ylitti

Yksi taittopyörän testaajista oli tuore orivesiläinen **Sanna Tulokas**. Kunka-uden ajan hän polki lainapyyryllä kotoaan muutaman kilometrin matkan juna-asemalle, taittoi pyörän aamujunan kyytiin ja polkasi Tampereen päässä työpaikalleen Hatanpäälle. Sama toistui illapäivällä töiden suuntaan. Pyöräilyä on työmatkalle varsinainen, jos matkaa kotoa juna-asemalle on useampi kilometri.

Orivedellä halutaan laata pyöräilyä tehviä liityntämatkoja ja kasvattaa näin kestävien kulkutapojen suosiota. Alkuvuodesta käynnistyneen Canemure-hankkeen hankerahoitus mahdollisti pyöräilykokeilun toteuttamisen. Erikoisesti otettiin kiinnosta työmatkajia kokeilemaan taitto- ja sähköpyörä. Kahdeksan pyörää löysi nopeasti käyttäjänsä. Sopivat kokeilijat saivat pyörän tois kunkaudeksi maksuttomaa koeikäyttöön.

tesalolla. Taittopyörä kulki mukana junassa ja oli käytössä työpäivän alkuaikoina matkoilla. Myös vapaa-ajan matkoilla tuli pyörä käytettyä. Pyörän saat- to taittaa myös auton kyytiin ja jatkaa pyöräillä liityntämatkoja. Kartesalo ka- malle, taittoi pyörän aamujunan kyytiin hien kokeilu: ”Kokela oli riittävästi pitkä, joten pyöräilystä ehti muodostua rutini. Valvottu filis, että muutaman kilometrin matkalla pyörä on autoa parempi”, Kartesalo kertoo.

Kannustaa oman pyörän hankintaan

Sanna Tulokas muutti perheineen Orivedelle syyskuussa, joten pyöräilykokeilun ajankohdalla oli napakampi. Tavoitteena hänellä oli, että asuupaikan vaihtoon ta- kia ei perheeseen otettaisiin toista autoa. Tämä on toteutunut eli autokäyttö ei ole tarvinnut lähteä: ”Ostin kokeilun jäl- keen oman taittopyörän. Ja hommasin



SÄHKÖPYÖRÄT

Kangasalla ja Orivedellä voi saada sähköpyörän lainaan ilmaiseksi

Sähköpyörän saa kokeiltavaksi kahdeksi viikoksi. Orivedellä voi lainata myös taittopyörän, jonka voi ottaa maksutta kinaloonsa junamatkalle.



Sähköpyörä ei liity tapaukseen. Kuva: Antti Seppälä / Yle

MARI SILTANEN

23.8.2019

Kangasalla ja Orivedellä on mahdollisuus saa sähköpyörän lainaan ilmaiseksi samalla liikennekokeiluun.

Sillä halutaan selvittää, miten uudet kulkupelit mada helpottavat kulkua julkisen liikenteen pysäkillä tai as

Sähköpyörän saa kokeiltavaksi kahdeksi viikoksi. Orivedellä voi lainata myös taittopyörän, jonka voi ottaa maksutta kinaloonsa junamatkalle.

Pitemmällä ajalla selvitetään joustavia matkaketoja, jotka tuottaisivat mahdollisimman vähän liikennepestäjä.

Sähköpyörällä pysäkillä, taittopyörällä Tampereelle



Oriveden kokeilu on osa LIFE-ohjelman rahoittamaa Canemure-hanketta. Kokeilu on osa Euroopan unionin LIFE-ohjelman rahoittamaa Canemure-hanketta.

Orivedellä on mahdollisuus saada sähköpyörän lainaan ilmaiseksi kahdeksi viikoksi. Orivedellä voi lainata myös taittopyörän, jonka voi ottaa maksutta kinaloonsa junamatkalle.

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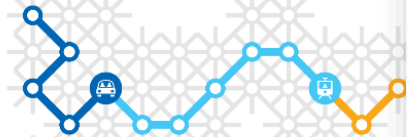
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Sujuvasti Oriveden ja Tampereen välillä



Kulje viisaasti

Maksuton sähköpyöräkokeilu

Kuljetko Orivedeltä Tampereelle tai toisinpäin? Tule muka kokeiluun, jossa saat käyttöösi sähköavusteisen pyörän, 1 tai taittopyörän kahden viikon ajaksi! **Lue lisää sisäsivuilt**

KÄTEVÄT LIITYNTÄPÄSYKÖINTIPAIKAT

Unohda aamuruuhka ja pysäköinti-harmat - hyppää junaan tai bussiin!

Matkalla töihin, opiskelemaan tai harrastuksiin? Oriveden ja Tampereen välillä on hyvät bussi- ja junayhteydet. Liityntä-pysäköinti asemalla ja pysäkin yhteydessä tarjoaa autolle vapaapäivän ja matkajalle sujuvan matkaketjun kotipihalta perille. Lähijuna-kokeilu käynnistyy joulukuussa 2019 ja tuo lisävuoroja junaliikenteeseen!

Muista myös käte-yhdistelmälippu Nysse + VR!

1 KESKUSTAN TAAJAMAJUNASEISAKE

- Latokartanontien itäpäässä
- liityntäpysäköinti autoille ja pyörille
- taajamajuna Tampereelle
- aikataulut vr.fi

2 RAUTATIEASEMA

- Asematie 15
- liityntäpysäköinti autoille ja pyörille
- taajama- ja pikajuna Tampereelle
- aikataulut vr.fi

3 KESKUSTAN LIITYNTÄPÄSYKÖINTI

- Kääjäntie 3 (Avataan syksyllä 2019!)
- liityntäpysäköinti autoille ja pyörille
- pikavuorot Tampereelle ja Nysse-linjat 95, 95X, 95R
- aikataulut onnibus.com ja nysse.fi

4 LIITYNTÄPÄSYKÖINTI VT9:N

- ERITASOLIITYTYMÄ
- bussipysäkki ja liityntäpysäköinti VT9:n ja KT 58:n kiertoliittymässä
- Onnibus ja syksystä 2019 alkaen Nysse
- aikataulut onnibus.com ja nysse.fi



MAKSUTON SÄHKÖPYÖRÄKOKEILU

Liiku kestävästi - ilmasto, kukkaro ja oma terveys kiittävät!

Kuljetko Oriveden ja Tampereen väliä? Tule mukaan maksuttomaan kokeiluun, jossa saat syys-lokakuussa käyttöösi sähköavusteisen pyörän, taittopyörän tai lastenkuljetuskärryn kahden viikon ajaksi. Kokeilulla halutaan kannustaa kestäviin kulkutapoihin erityisesti työmatkaliikenteessä ja selvittää, miten uudet kulkuepit helpottavat yhteyttä julkisen liikenteen pysäkeille.

OLETKO ETSIMÄMME HENKILÖ?

- Kuljet tällä hetkellä päivittäin tai lähes päivittäin Oriveden ja Tampereen välillä ja teet ainakin osan matkastasi omalla autolla.
- Haluaisit hyödyttää bussin tai junan käyttöä, mutta yhteys pysäkeille tai asemalle tuntuu hankalalta Oriveden tai Tampereen päässä.
- Arvelet sähköpyörän, taittopyörän tai lastenkuljetuskärryn helpottavat arjen liikkumista.
- Olet valmis kertomaan kokeilusi sujumisesta myös muille.

Jos vastasit KYLLÄ, lue lisää ja kerro kiinnostukseesi 31.8. mennessä:

PROJEKTI.RAMBOLL.FI/ORIVESI

MINKÄ NÄISTÄ HALUAISIT TESTATTAVAKSI?



SÄHKÖAVUSTEISEN PYÖRÄ

TAITTOPYÖRÄ

Taittopyörä on hyvä ratkaisu, kun pyöräiltävää on matkan molemmissa päissä. Taittopyörä on nopea kasata ja sitä voi kuljettaa maksutta junassa ja bussissa.



LASTENKULJETUS-KÄRRY

Lastenkuljetuskärry sopii 1-2 lapselle ja helpottaa arjen liikkumista esim. päiväkotiin. Myös ostokset ja muut tavarat kulkevat helposti mukana.



ORIVESI 150

TAMPEREEN KAUPUNKI

Tampereen kaupunkiseutu



LIFE PROJECTS LIFE-IP CANEMURE FINLAND

Oriveden kaupunki kuuluu Hinku-kuntaan, jotka ovat sitoutuneet vähentämään ilmastomuutosta aiheuttavaa kasvihuonekaasutuloa 80 % vuoteen 2030 mennessä. Kävelyn, pyöräilyn ja julkisen liikenteen lisääminen on yksi keskeinen päästövähenemisen.

Sähköpyöräkokeilu on osa **Canemure - kokeili hiljennetään kunnia ja maaseutu** -hanketta, jossa edistetään ilmastomuutoksen hillintää käyttämällä toimia vuosina 2019-2024. Tampereen kaupunkiseutuun osallistuneista kehittäjistä mukautettiin ja laajennettiin julkisen liikenteen. Hanketta toteuttaa Tampereen kaupunki yhteistyössä Tampereen seudun julkisliikenteen, Tampereen kaupunkiseudun, Nokian kaupungin, Viikarin kaupungin, Kangasalan kaupungin, Lemminkäisen kunnan, Pirkkalan kunnan, Oriveden kaupungin ja Vesilahden kunnan kanssa. Canemure-hanke on saanut rahoitusta Euroopan unionin LIFE ohjelmasta.

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hiilineutraalisuomi.fi

CANEMURE

Nyssykkä

Demand-based mobility service Nyssykkä, number of trips

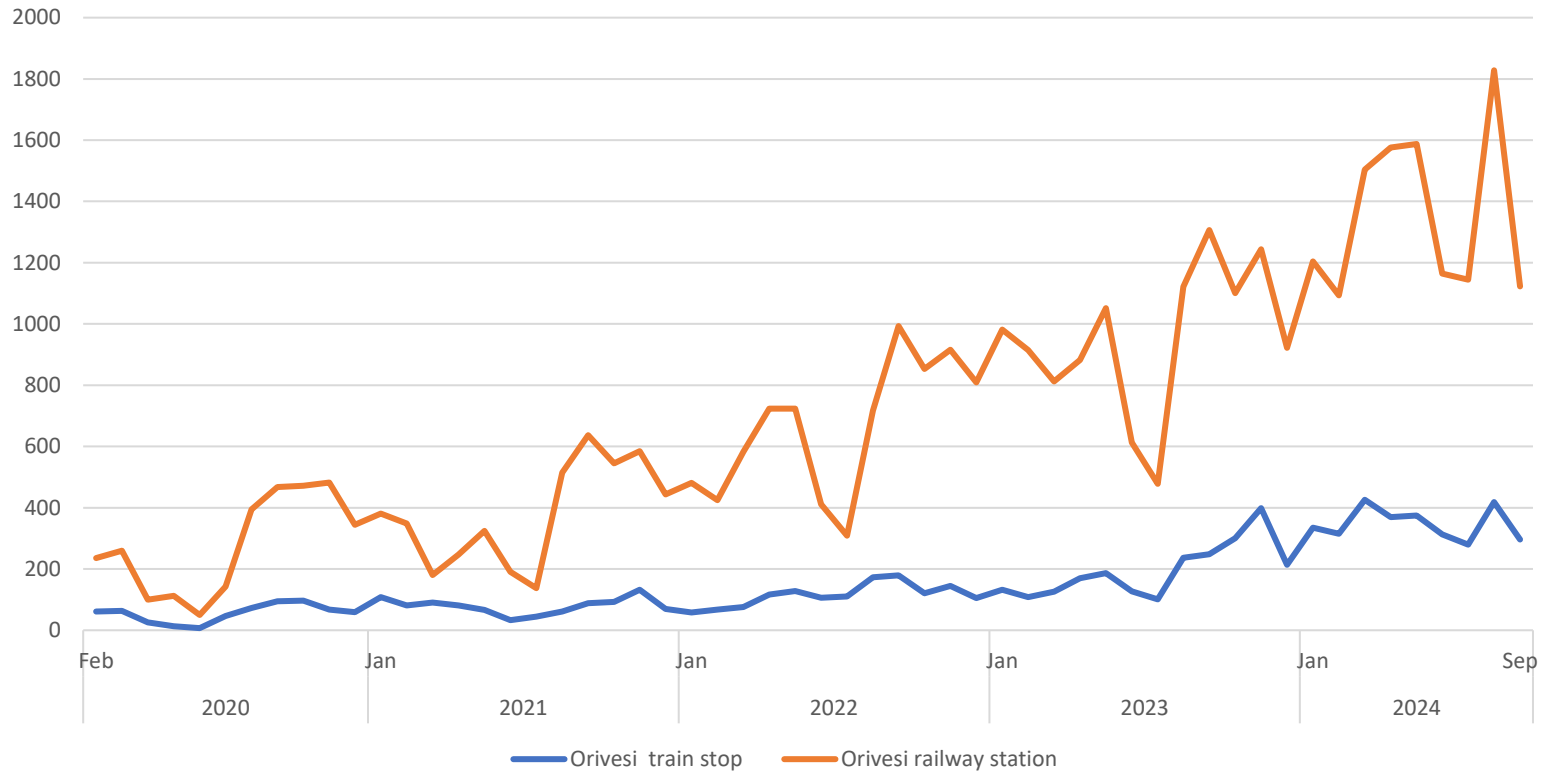


Trips by train 2020-2023



The number of trips by train has doubled since 2020

Orivesi train traffic development



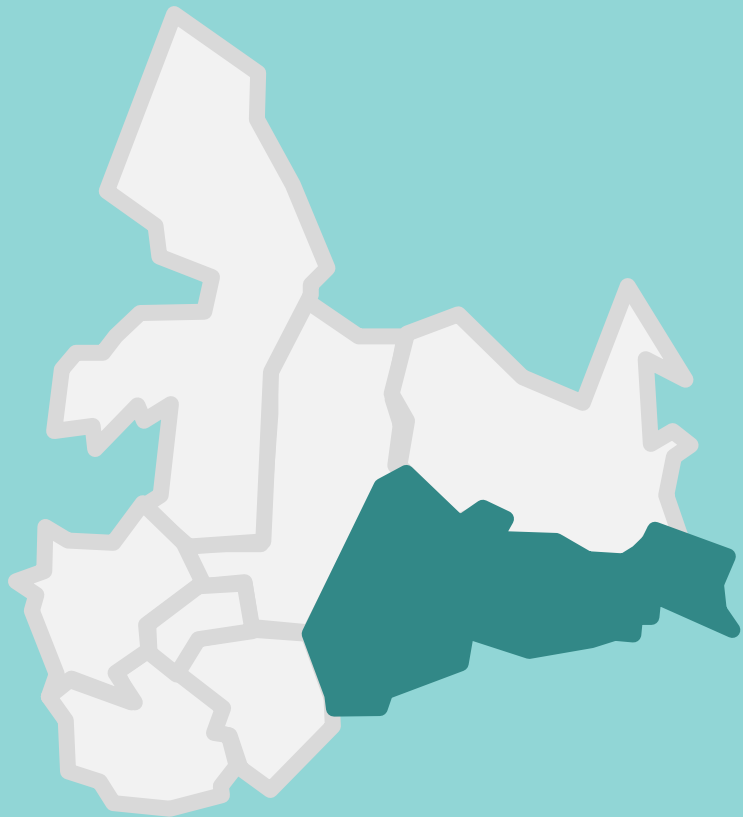


Conclusions from Orivesi

- People who registered for the trial were more interested in testing electric bikes for local trips than travelling to train station with them.
- The participants that tested cycling + train or cycling + bus combination were happy with the experience.
- Problems with accuracy (both busses and trains) and returning late in the evening were seen as a drawback.
- Daily reporting was seen difficult or hard to use in follow up phase.
- There are a lot of possibilities and great potential to promote sustainable transport modes in small municipalities. Local newspapers are eager to publish stories about cycling and public transport and activities get a lot of attention.
- The development of train trips from Orivesi is very positive.

Future plans

- In 2022 Finnish National Road Agency started the renewal of car and bicycle parking facilities at Orivesi railway station.
- In 2020 Orivesi made a study about future development of commuter rail stops and new train connections.
- In 2022 Orivesi published a development plan around railway station.
- Nyssykkä (demand based public transport) was launched 2021 and is operating between Orivesi railways station and city center.
- Tampere region agreement concerning land use, housing and transport 2024-2027: train headway to 60 minutes.
- Plan for cycling and walking, 2023



Kangasala



Kangasala - plan for activity package

KANGASALA

Bikeable bus connections

Bus stop type: bus stops along line 40 or 1

Description: Marketing and improving Bike&Ride sites and try-outs.

- Improving general information about B&R.
- Marketing new and current B&R racks for residents and offering try-outs.
- Improving bus stop accessibility by bike.
- Setting up a new B&R rack or upgrading existing ones (lockers for e-bikes or other services).

Expected effect: Better accessibility to bus stops by bike, more people biking to the bus, new users of the bus.

Evaluation method: Interviews with users about the improvements made. Number of bikes in racks and lockers counted before and after, bus boardings before and after.



COSTS



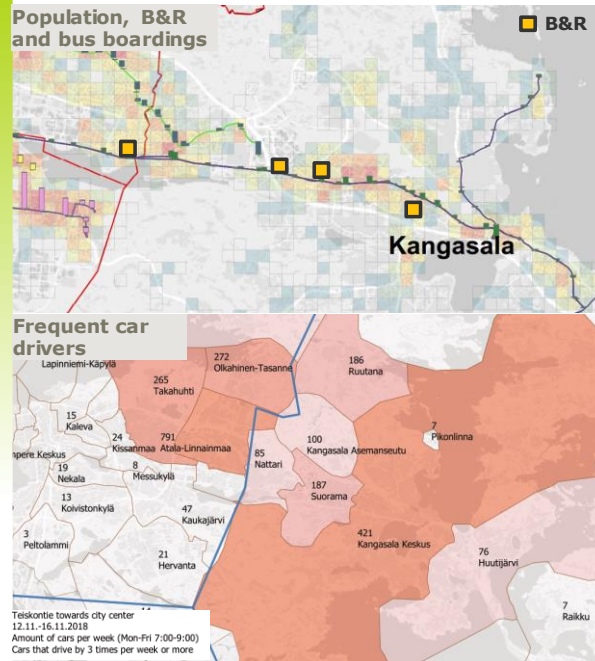
USERS



EMISSION REDUCTION



Kangasala: **47 %** of employed (6300 persons) commute to Tampere
Source: Tilastokeskus 2016



TARGET GROUP

Residential areas at a bikeable distance to bus stops in Lentola, Vatiala and around Kangasalanatie.

Kangasala bikeable bus connections

Activity package is connected to following public transport schemes:

- Bus connections between Kangasala and Tampere (lines 40 and 41) started to operate more frequently (8 times per hour in total).
- Three new Park&Ride facilities opened in Kangasala 2019.
- Bicycle parking at bus stops along line 40 were recently installed.

| Activity | Description | Duration | Year/month | Sample size |
|--|--|----------------------|-----------------|-----------------------|
| E-bike testing for residents | Volunteers were recruited to try electric bicycles for trips to bus stop. | 2–4 weeks per person | 9/2019–06/2020* | About 60 participants |
| Bike box at Prisma | E-bike trial participants were offered a secure bike box at a bus stop during the day. | 2–4 weeks per person | 9/2019–06/2020* | 6 participants |
| Marketing of park and ride | Marketing campaign for parking places for public transport users in Kangasala | Spring 2022 | 4–5/2022 | Broad visibility |
| Cycling week: cycle to shop day | Reflectors, bottles etc. to boost cycling | 1 day | 5/2024 | About 50 |

*Covid-19 restrictions in Finland during activity.

E-bike testing for res

- **Target group:** people living in Kangasala who regularly drive to Tampere by car and are willing to try out new combination of transport modes (cycling+public transport) and/or winter cycling .
- **Recruiting:** interviews at local hypermarket, newspaper article in local newspaper, social media and municipal web pages.
- **Participants:** 81 people registered via e-form and 56 participants were offered an e-bike for their daily trips. Tyres with spikes were changed to the bikes for winter.
- **Description:** Bicycles were delivered and fetched directly to/from participants. Instructions were given face to face.
- **Follow-up:** 45 participants were interviewed (telephone) after the trial to gather information about travel behaviour attitudes and changes.



Results

- All wished for the trial to continue in some way and 91 % were satisfied with the trial.
- 80 % cycled more than usual during the trial especially during summer. There was no change in public transport usage.
- 30 % plan to cycle more in the future.
- Participants cycled 8 km per day on average (ranged 1-21 km). E-bike was mainly used for more than 10 km long trips. In total 7 000 km were cycled.
- Mainly work trips and hardly any trips to bus stops.
- 17 participants or someone from their immediate circle purchased or were planning to purchase an e-bike because of the experiment.
- Many participants experienced winter cycling for the first time.

Sähköpyöräkokeiluun osallistunut perheenisä sai sähköpyöräkärpäsen pureman – harkitsee tosissaan oman kulkupelin ostoa

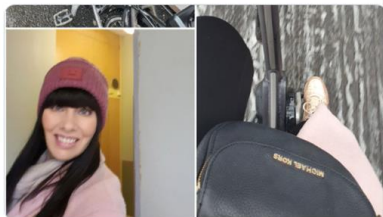
Annukka Tammilehto 23.2020



Taneli Kivula on innostunut sähköpyöräilystä niin paljon, että harkitsee tosissaan oman menopelin ostoa asuu perheineen



Marianne Lilmätäinen @MarianneLoviisa · 7. maalisk.
Canemure-hankkeen sähköpyöräkokeilu jatkuu edelleen. Pyörä toimii erittäin hyvin saaliä kuin saaliä. Voin vain suositella 🙌
#canemure #talvipyöräily #tampere #cycling #sähköpyörällä #sähköpyörä @Tamperekaupunki #Kangasala #tampere #hyvinvointi #talvi #finland #sähköpyörällä



Pääuutiset Uutiset

Kymmenet kangasalalaiset kiinnostuneet sähköpyörälainasta – työmatkalle menopeliä kaipaavat voivat vielä kysellä pyöriä

Annukka Tammilehto 23.2020

Sähköllä pyöräily nappaa

Sähköpyörän voi vielä saada lainaan, sivut 8

Oma sähköpyörä hankintalistalla

Tänä syksynä Aho sai käyttöönsä sähköpyörän osana Canemure-hanketta, jossa kehitetään kestäviä matkaketjuja ja liitintä joukkoliikenteeseen. Ahon kokemukset sähköpyörästä ovat yksinomaan hyviä – jopa niin hyviä, että ensi kevään hankintalistalle on jo lisäty oma sähköpyörä.



Mia Aho kulkee

Autolla Tampereelle huristeleva kangasalalainen voi saada sähköpyörän maksutta käyttöönsä

28.8.2019



Pyöräkampanjan osallistajat saavat käyttöönsä sähköpyörän ja tarvittaessa myös lastenkuljetuskärryn.

tasalta Tampereelle säännöllisesti autoilevat kaupunkilaiset. Kokeilu on osa 'mure'-hanketta, jossa kehitetään muun muassa kestäviä kulkutapoja.

Tampere: Liityntä joukkoliikenteen runkoverkkoon Tampereen kaupunkiseudulla

sähköpyöräkampanjan tavoite on kehittää yntäliikennettä. Kampanjaan mukaan valitut pyörän, jolla he voivat kulkea osan työ-, opiskelu- pääsee mahdollisimman moni kangasalalainen.

ivat innokkaita kulkemaan bussilla, mutta kokevat pitkäksi, projektipäällikkö Sanna Ovaska kertoo.

oten esimerkiksi lasten päiväkotikuljetukset en liityntäpysäköintipaikat sijaitsevat Liutussa, työväentalolla ja Peiponpolulla.

teessa projektit.ramboll.fi/kangasala.

UUTISYYS LIKKEENNE LIIKKUMINEN LIITYNTÄPYSÄKOINTI

Välke

Vähemmän tuskallista vääntöä – sähköpyörä helpotti työmatkapyöräilijän arkea

Sähköpyörä madaltaa kynnystä työmatkapyöräilyyn. © Marjo / Kristiina Helminen
Julkaistu 4.10.2019 09:23

Kangasalla on käynnissä vapaaehtoisten haku pyöräkokeiluun.



UNOHDA AAMURUUHKA JA PYSÄKÖINTIHARMIT

Jätä pyörä tai auto liityntäpysäköinti- paikalle ja jatka matkaa Nyssellä!

NYSSE-LINJAT KANGASALTA TAMPEREELLE

- | | |
|----------------|--|
| 1 | Vatjala—Koskipuisto—Suupantori arkena jopa 8 min välein |
| 40 40A 40B | Kangasala—Koskipuisto arkena jopa 15 min välein |
| 42 | Kuhmoinen—Sahalahti—Tampere arkena jopa 15 min välein välillä Kangasalan asema—Tampere |

Nyssen kyydissä
matkustat edullisesti ja
kätevästi 0,74 € / päivä*

NYSSE

KÄTEVÄT LIITYNTÄPYSÄKÖINTIPAIKAT

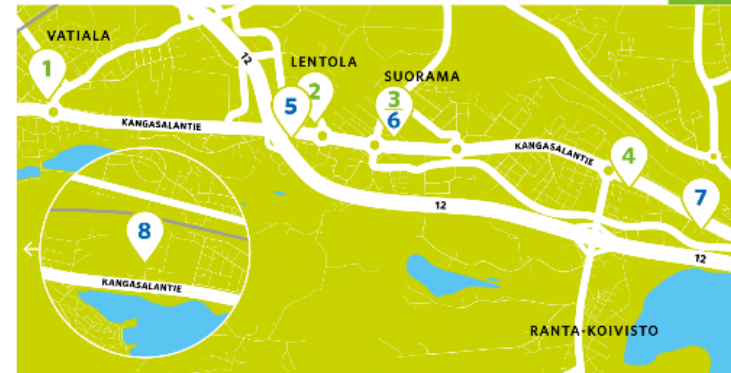
Pyörille

- 1 Liuttu
- 2 Lentolankuja
- 3 Suoraman työväentalo
- 4 Peiponpolku

Autoille

- 5 Artturintie
- 6 Tupatie
- 7 Tarpila
- 8 Hyllilänkatu AVATAAN 09/2019

Katso lisätietoja
liityntäpysäköinnistä:
[joukkoliikenne.tampere.fi](http://joukkoliikenne.tampere.fi/vapausmiksata)
/vapausmiksata



*Yhden matkan hinta, kun käytössä on aikuisten vuosilippu vyöhykkeillä A-C ja päivässä tehdään kaksi matkaa.

Bike box at Prisma

- **Target group:** selected e-bike trial participants who use line 1 to Tampere.
- **Description:** 6 participant got a key to the bike box that was located in a local hypermarket (Prisma).

Bike box was great! I left bike, helmet and gloves in the box and they were there safe all day. Unfortunately, the lock froze one day and I had to leave the bike there for two days.

I took the battery with me and charged it at work

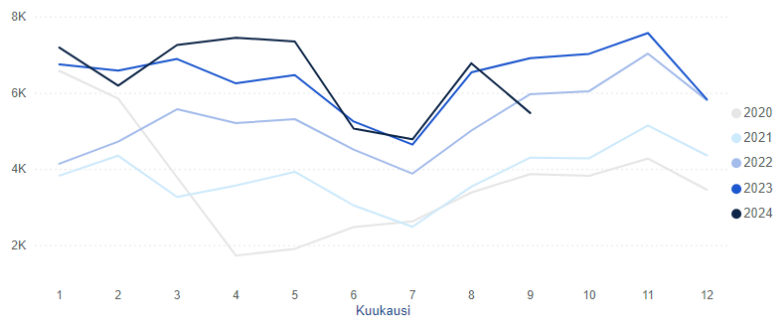


Park and ride areas in Kangasala, development of public transport passenger numbers

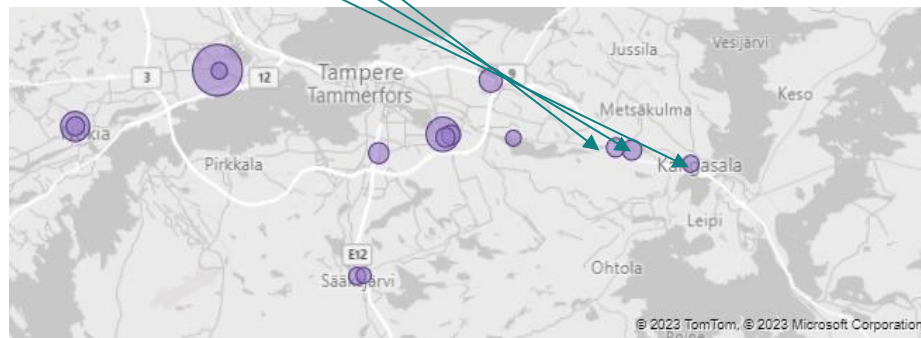
The number of public transport passengers in the vicinity of park and ride areas.

Figures as of 19 September 2024.

Passenger numbers from the bus stop next to the park and ride.



| | 2020 | 2021 | 2022 | 2023 | 2024 | Total |
|-------------|--------|--------|--------|--------|--------|---------|
| Artturintie | 16 018 | 17 077 | 23 119 | 25 023 | 20 327 | 101 564 |
| Tupatie | 19 683 | 21 535 | 28 213 | 35 584 | 25 737 | 130 752 |
| Tarpilantie | 8 038 | 7 460 | 11 846 | 16 080 | 12 003 | 55 427 |
| Total | 43 739 | 46 072 | 63 178 | 76 687 | 58 067 | 287 743 |

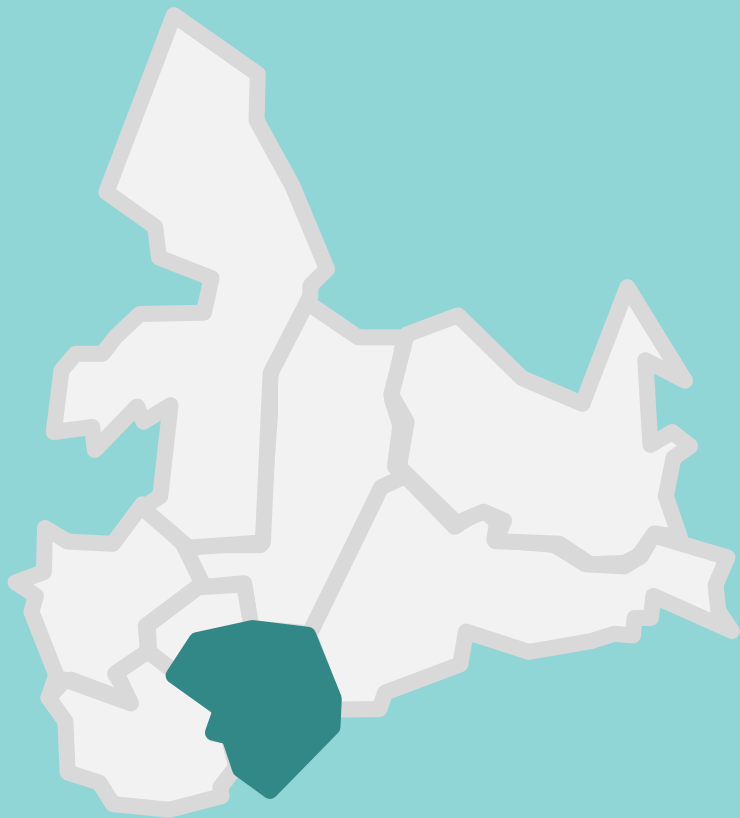


Conclusions from Kangasala

- Kangasala locates relatively close to Tampere (10-15 km from Tampere city center) and its densely populated stripe type area connects straight to Tampere.
- Some parts of Kangasala (Ruutana) lack cycling connections to Tampere. Therefor suitable bus stops for Bike&Ride were investigated but not realized.
- Participants had no interest in cycling to bus stop. They preferred to cycle the whole trip. Covid-19 decreased the willingness to travel by bus. Future e-bike trials should focus on daily trips in general.
- Cycling all season was one theme in Kangasala and several participants tried winter tyres for the first time.
- Bike box was seen useful, but the locking system was unreliable. For multiple users some kind of reserving system would be essential.
- Kangasala activities got a lot of publicity which increases efficiency. P&R marketing was postponed because of covid-19.
- Number of daily bus passengers 11/2021: line 40: 3 273 ascents and line 41: 656 ascents.

Future plans

- In 2020 Kangasala made a study about future development of commuter rail stops. Currently no trains stop within Kangasala boundaries.
- An overall plan for a tram line from Tampere to Kangasala was completed 2021. It is estimated that the tram line will be built after 2030. No decisions have been made yet.
- In 2020 Kangasala made a study about developing cycling to bus stops outside densely populated area.
- In 2021 Kangasala prepared a programme for promoting cycling and walking. Yearly monitoring to reach the targets.
- Kangasala continues to develop and build new cycling and walking paths.
- Tampere region agreement concerning land use, housing and transport 2024-2027: bus trunk lines to Kangasala and connections to tram lines.



Lempäälä



Lempäälä - plan for activity package

LEMPÄÄLÄ

Ideapark accessibility

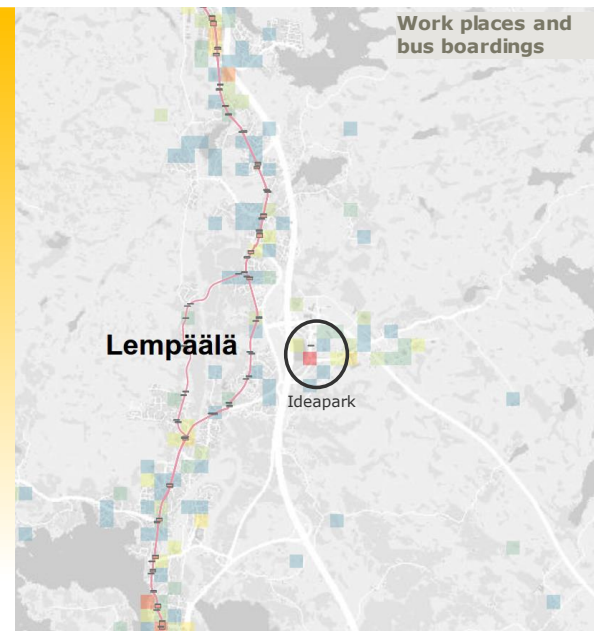
Bus stop type: node bus stop

Description: Mobility management and infrastructure improvements.

- Mobility management for Ideapark's carless employees.
- Last mile try-outs (e-bikes, e-scooters, city bikes). Co-operation with companies in Ideapark.
- Route check between bus stop and Ideapark (lightning, obstacles, surface, guiding).

Expected effect: More satisfied bus users.

Evaluation method: Number of test users, before and after query about satisfaction.



COSTS

○○○



USERS

○



EMISSION REDUCTION

○

TARGET GROUP

Carless Ideapark employees (dissatisfied buspassenger is a potential future car driver).

Ideapark accessibility

Activity package is connected to following public transport schemes:

- Valkeakoski (municipality 30 km from Tampere) bus line passengers from Tampere to Ideapark could pay with Tampere region travel card 06/2018 and from Tampere to Valkeakoski 06/2021.

| Activity | Description | Duration | Year/month | Sample size |
|-------------------------------------|--|--------------------------|-------------|-----------------|
| Employee questionnaire | Ideapark employee's current travel behavior was investigated by questionnaire. | One week travel diary | 09-10/2020* | 94 participants |
| E-bike testing for employees | Volunteers were recruited to try electric bicycles for trips to bus stop. | About 4 weeks per person | 07-09/2020* | 15 participants |
| Bike box at Ideapark | E-bike trial participants were offered a secure bike box at Ideapark during the day. | About 4 weeks per person | 07-09/2020* | 4 participants |

*Covid-19 restrictions in Finland during activity.

Employee questionnaire

- **Target group:** people working in Ideapark.
- **Distribution:** email
- **Participants:** 94 employees answered the questionnaire (10 %).
- **Description:** Employees were asked about current travel behaviour and obstacles related to going to work by bus, cycling or walking.

This questionnaire itself motivates to consider your own work trips.

I would like to try an e-bike: how long going to work would last, how heavy it would feel and how are the cycling routes.

Results

- Employees come from all over the region. Average work trip 22 km.
- Nearly 70 % drive to work by car every day and 17 % use the bus.
- Half of the car users could see other modes of travel as alternative to car.
- Employees were most dissatisfied with public transport connections and changing rooms and showers.
- There was some interest in shared rides 26 % would offer ride and 14 % ask for ride. 3 % already use shared rides. Major obstacles concerning shared rides were covid -19 situation and inconvenience.
- Better bus connections, e-bike, cycling routes and shared rides could increase sustainable transportation.

E-bike testing for employees

Results

- **Target group:** people working in Ideapark who regularly drive to work by car and are willing to try out new transport mode.
- **Recruiting:** email and questionnaire for Ideapark employees
- **Participants:** 15 employees were offered an e-bike for their daily trips.
- **Description of the lending process:** Bicycles were delivered and fetched directly to/from participants. Instructions were given face to face. One participant got e-bike and additional child trailer.
- **Follow-up:** 13 participants filled up the questionnaire and 6 participants were interviewed (group interview) after the trial to gather information about travel behaviour attitudes and changes.

- 100 % of the participants were satisfied with the trial.
- Before trial participants used private car daily or almost daily.
- Half of the participants used car much less than usual and almost all of them cycled more than usual.
- Trial encouraged to cycle more. 38 % cycle more after the trial.
- Participants cycled 8 km per day on average. In total 1 500 km were cycled.
- 85 % felt that e-bike is suitable for work trips.
- E-bike trial increased participants interest in buying a bike and many started considering whether it could replace second car.
- E-bike trial was seen as a fresh new experiment in an environment that is planned mainly for cars.

This experiment made me cycle again! Thank you!

Cycling is mentally, physically and ecologically enjoyable. Being outside affected my wellbeing.

I was very happy with the experiment. Riding the bike was so easy and battery lasted longer than I expected.



Bike box at Ideapark

- **Target group:** selected e-bike trial participants were offered possibility to use bike box.
Description: one participant got a key to the bike box that was located at Ideapark.

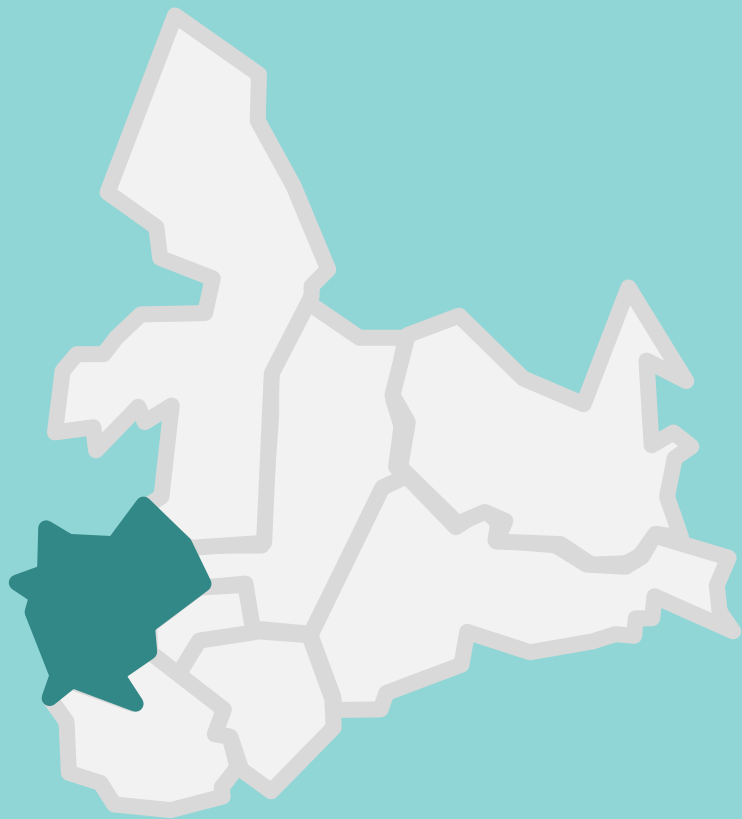


Conclusions from Lempäälä

- Even a simple action like employee questionnaire encourages people to consider travel habits.
- E-bike trial was seen as a great way to try if cycling to work could be an alternative personally.
- Bicycle storage at work place was seen secure and bike box did not attract users. Home storage was mentioned to be bigger concern.
- During the experiment ideas about sustainable travel choice raised: campaigns, knowledge sharing about showers, changing rooms and bus connections, marketing bicycle benefit among employers.
- The development of train boardings from Lempäälä is positive: in 2021, the average number of boardings was ~6 000/month, in 2024 it was ~15 000/month (Nysse and VR tickets included)
- Public transport boardings from Lempäälä have increased: the monthly average has grown about 55% between 2019-2024.

Future plans in Lempäälä

- Road from Tampere to Lempäälä is being developed as a sustainable transportation corridor.
- In 2020 Lempäälä made a study about new commuter rail stops. Planned commuter train stop is located 1,5 km from Ideapark and electric bus could operate between train stop and shopping center.
- As a result of the activities in Ideapark there is an initiative to improve bicycle parking for shopping center employees. Also bus ticket as employee benefit has been marketed for the employees.
- Tampere region agreement concerning land use, housing and transport 2024-2027: bus trunk lines to Lempäälä and connections to trains and tram lines. Small increase in train connections.



Nokia



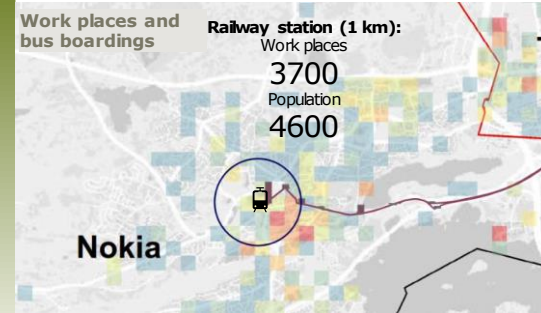
Nokia - plan for activity package

NOKIA

Nokia: **39 %** of employed (5400 persons) commute to Tampere

2300 employees commute to Nokia

Source: Tilastokeskus 2016



COSTS

000



USERS

00



EMISSION REDUCTION

000

TARGET GROUP

Daily commuters from/to Nokia.

Nokia railway station connections

Activity is connected to following public transport schemes:

- Commuter rail pilot: Increasing commuter train connections from Nokia to Tampere.
- Expanding Tampere regional travel card to trains (seasonal tickets 01/2020 and mobile tickets 01/2021).
- E-scooters started to operate in Nokia 2021.
- Improved car park at railway station.

| Activity | Description | Duration | Year/month | Sample size |
|---|---|----------------------------|------------------|-----------------|
| Bicycle parking at railway station | New bicycle racks for 50 bicycles at Nokia railway station. P&R interviews for both car and bike parkers. | Permanent | 9/2020→ | 50 |
| E-bike testing for residents | Volunteers were recruited via e-form to try electric bicycles for commuting. Organized with bicycle shop. | Two-week period per person | 09/2020-10/2020* | 12 participants |
| Folding bike testing for train commuters | Volunteers were recruited via e-form to try folding bikes for commuting by train. | Two-week period per person | 09/2021-10/2021* | 11 participants |
| Bike boxes and garages study | Benchmark study about bike boxes and bicycle garages. | - | 08/2020 | 1 report |

*Covid-19 restrictions in Finland during activity.

Bicycle parking at railway station

- **Target group:** people living in Nokia who commute daily to Tampere.
- **Description:** Two new bicycle parking racks were installed at the railway station.
- **Follow-up:** Parking at railway station was evaluated from 24 h video material (04/2021). User interviews were done for 10 car drivers and 8 cyclists (05/2021)



Laura Niittymäki 2021.

Results

- Occupancy at bicycle parking 1 (nearer): 150 % and bicycle parking 2: 39 %.
- Occupancy at car parking 1 (nearer): 98 % and car parking 2: 18 %.
- Car parkers were mainly:
 - over 50 years old
 - working in Tampere city center
 - living less than 5 km away
 - daily users
 - They value free and secure parking and large number of available parking places.
- Cyclist were mainly:
 - under 50 years old
 - working in Tampere city center
 - living less than 3 km away
 - daily users
 - value covered parking
 - wanted more parking places
 - open to new solutions (bike box)

Nokia railway station





E-bike for residents

- **Target group:** Nokia residents living at a bikeable distance from work place.
- **Recruiting:** advertisement and newspaper article in local newspaper, social media and municipal web pages.
- **Participants:** 162 people registered via e-form and 12 participants were offered an e-bike for their daily trips.
- **Description of the lending process:** Trial was organized with local bicycle shop. Participants fetched the bicycles from the shop.
- **Follow-up:** 12 participants filled up the questionnaire afterwards to gather information about travel behaviour attitudes and changes.

Results

- 11/12 were very satisfied with the trial
- 1760 cycled kilometres, 150 kilometers per person
- 11/12 cycled more than usual
- 8/12 used car much less than usual and plan to cycle more after the trial.
- Nearly all cycled to work and said that e-bike is very suitable for their use.
- Obstacles for bicycle use:
 - Weather
 - Unsuitable bicycle model or wrong type of accessories
 - Infrastructure or poor lighting
 - Expensive bicycle and fear of theft
- Attitude changes during trial:
 - E-bike makes cycling more fun and easy even when it's raining
 - Prepared to leave private car home more often.
 - Assurance of purchasing e-bike.
 - Eye opening experience
- 2/12 already bought own e-bike
- 9/12 increased interest in e-bikes and might buy one in the future



KULJETKO TYÖMATKAA
NOKIAN JA TAMPEREEN VÄLILLÄ?

Maksuton sähköpyöräkokeilu 28.9.-10.10.2020

Tule mukaan CANEMURE-hankkeen ja Suomen Urheilupyörän maksuttomaan sähköpyöräkokeiluun. Haluamme kannustaa kestävään työmatkaliikkumiseen ja selvittää, miten sähköavusteinen pyörä sopii Nokian ja Tampereen välisille työmatkoille.

OLETKO ETSIMÄMME HENKILÖ?

- ✓ Kuljet työmatkaa Nokian ja Tampereen välillä.
- ✓ Sähköpyörä ei ole sinulle ennestään kovin tuttu, mutta haluaisit tutustua.
- ✓ Kokeilu voisi kannustaa sinua pyöräilemään koko matkan työpaikalle tai osan matkaa bussipysäkillä tai juna-asemalla.
- ✓ Olet valmis kertomaan pyöräkoelusi sujumisesta myös muille.

Jos vastasit **KYLLÄ**,
lue lisää ja kerro
kiinnostukseesi
23.9.2020 mennessä:

PROJEKTI.RAMBOLL.FI/NOKIA

MITÄ HALUAISIT KOKEILLA?



**SÄHKÖAVUSTEINEN
PYÖRÄ**
Lisääpua pidemmälle
työmatkalle ja virtaa
ylämäkiin. Tarjolla eri
malleja.



TAITTOPYÖRÄ
Nopeasti junalle tai
bussille, sähköllä tai
ilman. Helppo kasata
ja avata!



TAAKKAPYÖRÄ
Vakaa menopeli.
Mukaan lapset tai
kauppaostokset.



Sähköpyöräkokeilu on osa CANEMURE - Koli hiilineutraaleja kurtia ja maasturia -hanketta, jossa edistetään ilmastomuutoksen hillintään käyttämällä toimia vuosina 2018-2024.



Folding bike for train commuters

- **Target group:** Nokia or Tampere residents living and working at a bikeable distance from railway station.
- **Recruiting:** newspaper articles, Yle radio and tv, social media and municipal web pages.
- **Participants:** 21 people registered via e-form and 11 participants were offered a folding bike for their daily trips.
- **Description of the lending process:** Bicycles were delivered and fetched directly to/from participants. Instructions were given face to face.
- **Follow-up:** 11 participants filled up the questionnaire afterwards to gather information about travel behaviour attitudes and changes.

Results

- 4/11 very happy with the experiment
- 6/11 quite happy with the experiment
- On average 9,2 km per day per person.
- 8 used bike with train and 3 with bus.
- 9/12 reduced car use.
- Obstacles:
 - Unsuitable for longer trips
 - Hard to carry luggage/groceries
 - Too sparse train timetable
 - Hard to use
- Best part of the trial:
 - Practical to travel with bike without an extra ticket
 - New experiment
 - Finding out that combining cycling and train is possible
- Interest to buy own folding bike
 - 1 already bought
 - 2 plan to buy
 - 5 might buy

Bike boxes and garages study

- Nokia city council member proposed an initiative about bicycle storage at railway station.
- Benchmark study about bike storage types for stations: bike boxes, cycle garages and bicycle parking services.
 - Available models and prices.
 - Bicycle storage type properties.
 - Battery storage.
- Nokia railway station planning is on the way. First phase is to test bike box at the station.



Pic. Cyklos 2021.

Taittopyörät ja polkupyöräkaapit tulossa kokeiluun Nokian rautatieasemalle syksyllä – Tavoitteena kehittää lähijunaliikennettä

Nokialla alkaa syksyllä kokeilu, johon otetaan mukaan nokialaisia koehenkilöitä.

Jaa
Kommentoi



Taittopyörä voi näyttää esimerkiksi tältä. KUVA: NO HUTTUNEN/SANOMAN ARKISTO

• Sähköpyöräkokeilu kiinnosti kova perheenisä aikoo kuskata taakkapy lapset hoitoon, toinen testaaja haav karistavansa kiloja

29.9.2020 08.17



Sanna Ovaska ja Pasi Pelltari luovuttivat maanantaina kuusi sähköpyörää kokeiluun osallistujille ANNE HAAPALAINEN Anne Haapalainen

Marjo Nieminen kokeili ajaa töihin sähköpyörällä ja on nyt valmis luopumaan autosta – kunnat yllättyivät halusta muuttaa tottumuksia

Yli 5 000 Nokialla asuvaa käy töissä noin 10–15 kilometrin päässä Tampereella. Kokeilun mukaan se on juuri sopiva matka sähköpyörälle.

Sähköpyörät: 6.10.2020 klo 15.48 | päivitetty 6.10.2020 klo 16.10



Kotihoidon hoitaja Marjo Miettinen esaa

Tekijät:
(2 henkilöä)

Perheenisä Mikko Ritakallio kuskasi sähkölaattikopyörällä lapsensa hoitoon kahden viikon ajan 15 kilometrin päähän

Maksuttomaan sähköpyöräkokeiluun osallistunut Ritakallio oli tyytyväinen. "Tämä sopii perheille", hän sanoo.

11.10.2020 05.56



Työmatkapyöräilijöitä haetaan mukaan maksuttomaan sähköpyöräkokeiluun – pyörän saa käyttöönsä kahdeksi viikoksi

14.9.2020 09.01



maksuttoman sähköpyörän käyttöönsä kahden viikon ajaksi ANNE

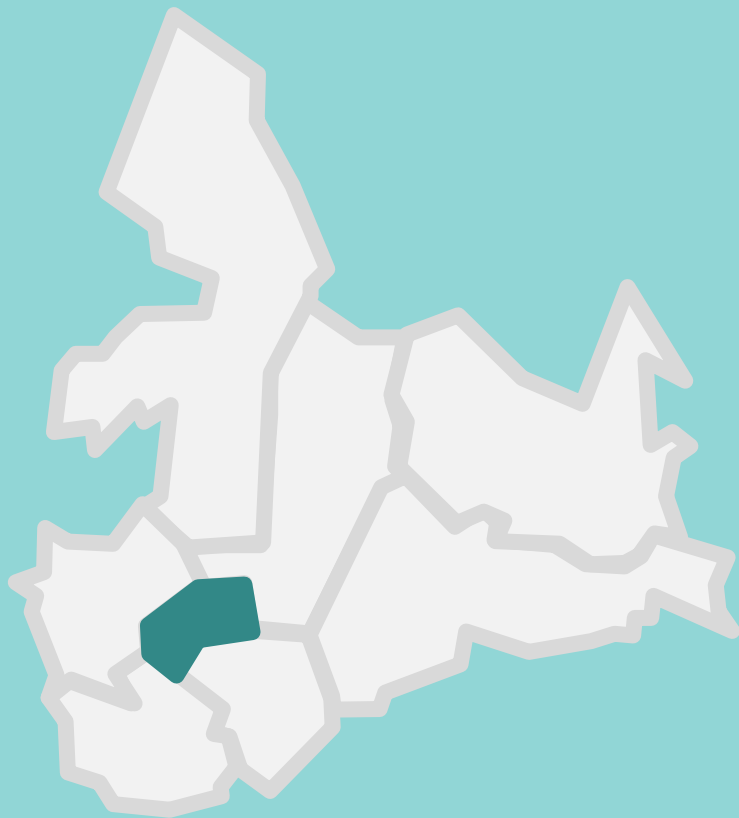
matkaliikkumisen sähköpyöräkokeilu 28. syyskuuta –10. pitteena on selvittää sähkökäyttöisten pyörien mahdollisuuksia

Conclusions from Nokia

- Developing Nokia railway station and cycling infrastructure (routes and bicycle parking) is an essential for gaining full potential of commuter trains.
- Nokia residents show high interest in electric vehicles. Trying how an e-bike actually suits one's daily life encourages for more active and sustainable lifestyle.
- Original idea about mobility management at workplaces had to be discarded because of strikes and covid-19.
- Bus lines in Nokia changed 2023: easier to travel inside Nokia, new e-bus connection to Harjuniitty and better connection between buses and train.
- Regional commuter train pilot increased the number of passengers by 45 % before pandemic.
- After pandemic, the development of train traffic boardings from Nokia has been very positive. For example, 2023 the total number was 154 000, 2023 it was already 205 000.

Future plans

- Nokia is investing in commuter train traffic even more. August 2022 the number of train service will increase from 15 to 25 trains per day.
- Nokia is planning two new commuter rail stops in Harjuniitty and Siuro and developing railway station as a multimodal transport center.
- Municipal plan to promote cycling and walking in Nokia 2021.
- Municipal plan for public transport in 2021.
- Tampere region agreement concerning land use, housing and transport 2024-2027: development of trunk bus line and train capacity increase from Tampere to Nokia.



Pirkkala



Pirkkala - plan for activity package

PIRKKALA

Pirkkala Bike&Ride

Bus stop type: Suupantori knot bus stop and Naistenmatkantie bus stops

Description: Improving and marketing Bike&Ride in Pirkkala.

- 6 new Bike&Ride racks
- Bike&ride marketing
- Improving B&R visibility (signposting, appearance)
- Marketing acts for a new rush hour line 11 in Pereentie

Expected effect: Improving awareness of B&R, satisfied customers, more B&R users

Evaluation method: Number of parked bikes before and after.



COSTS



USERS

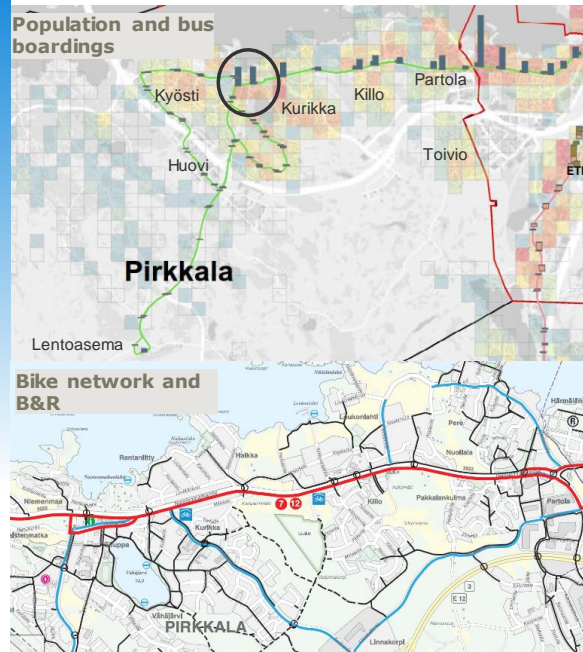


EMISSION REDUCTION



Pirkkala: **55 %** of employed (4700 persons) commute to Tampere.

Source: Tilastokeskus 2016



TARGET GROUP

Residential areas at the end of trunkline 1 that have less boardings.

Pirkkala Bike&Ride

Activity is connected to following public transport schemes:

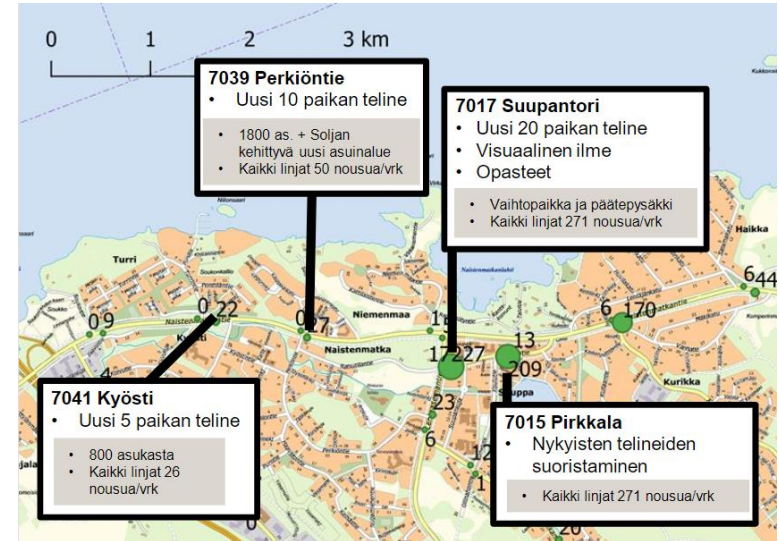
- Bus network was renewed 08/2021. Trunk line 8 route changed and started to operate more frequently to western parts of Pirkkala center. A new bus line 30 to Pirkkala's residential area Pere with 10 minute headway started to operate 08/2021.

| Activity | Description | Duration | Year/month | Sample size/participants |
|--|---|--------------------------|----------------|--------------------------|
| Bicycle parking at bus stops | New bicycle racks for were installed at 3 bus stops. | Permanent | 07-09/2021* | 30 bicycles |
| E-bike testing for municipal employees | Volunteers were recruited via e-form to try electric bicycles for commuting. | 2-4 week per participant | 5-8/2021* | 39 participants |
| Breakfast for cyclists | Breakfast serving was set up at Pirkkala's busiest cycle paths. | 2 hours | 09/2021* | 100 participants |
| Shared E-bike testing for municipal departments/offices | Municipal employees were offered e-bike for commuting and work-related trips. | 1-3 months | 10/2021-3/2022 | 7 shared e-bikes |
| Bicycle campaign | Bicycle campaign with maps to boost cycling and Pirkkala cycling routes | Summer 2024 | /2024 | 40 |

*Covid-19 restrictions in Finland during activity.

Bicycle parking at bus stops

- Bicycle parking was planned in 3 different locations along trunkline 8.
- In 2021, new bicycle parking was installed at Perkiöntie. The purchase was made with Canemure budget. Other improvements were made by municipal budget.



E-bike testing for Pirkkala municipality employees

- **Target group:** Pirkkala municipality employees living at a bikeable distance from work place.
- **Recruiting:** social media and municipal intra web pages.
- **Participants:** 96 people registered via e-form and 39 participants were offered an e-bike for their daily trips.
- **Description of the lending process:** Bicycles were delivered and fetched directly to/from participants. Instructions were given face to face.
- **Follow-up:** 34 participants filled up the questionnaire afterwards to gather information about travel behaviour attitudes and changes.

Results

- 68 % very satisfied, 24 % satisfied, 9 % neutral
- 10-450 km per person, average 150 km, 5600 km in total
- 65 % cycled much more than usual
- 80 % drove less than usual
- All cycled to work, 50 % shopping/business or 60 % recreational purposes.
- Obstacles: safety and fear of stealing, weather, unfit bike model, hard to change your own attitude
- 40 % will increase cycling after the experience
- 12 participants plan to buy an e-bike after trial, 17 might buy one later

Awesome experience to try e-bike before buying!

Cycling is easy and pleasant. Even the hills didn't bother me

Cycling is easy and pleasant. Even the hills didn't bother me

The experiment changed my attitude towards cycling.

It would be great if employees could get e-bike benefit

Breakfast for cyclists

I could not pass by without stopping.
Thanks for the delicious breakfast.

Thank you, so refreshing ❤️ More events like this 😊

- **Target group:** Pirkkala residents living at a bikeable distance from work place.
- **Description:** As mobility management action breakfast was offered for cyclists. Coffee trailer was parked beside popular cycle path. Juice and a delicious roll was offered to people who pass the trailer cycling or walking. Event was organized with local young entrepreneur during European Mobility week 2021.

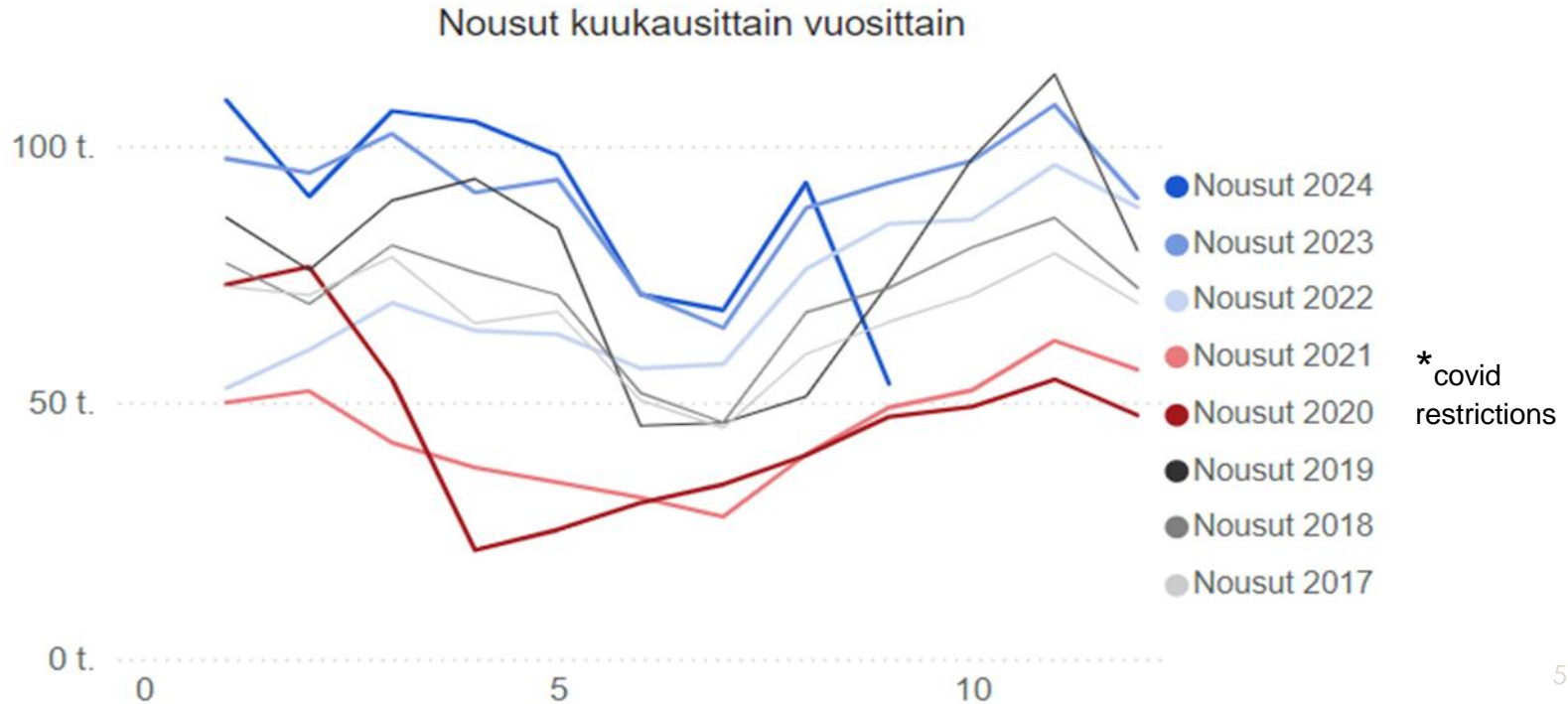


Other activities in Pirkkala

- Canemure bike box that had been in Ideapark, Nokia and Kangasala got a new visual image and was installed in Pirkkala in 2024. Iloq locs were also installed. Pirkkala started a pilot to test new bicycle parking possibilities for municipal employees.
- In summer 2024, cycling campaign was organised together with the municipality. The idea was to encourage Pirkkala residents to cycle during the summer. There were only 40 participants but the campaign can be repeated in the future.



Bus boardings from Pirkkala 2017-2024

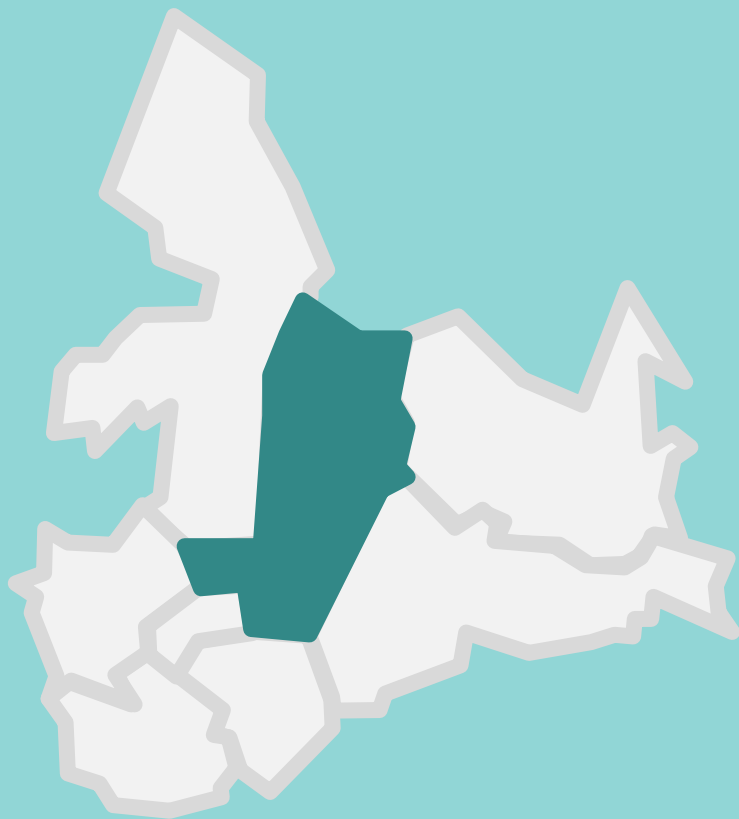


Conclusions from Pirkkala

- Organizing small events like Breakfast for cyclists is an easy way to market sustainable mobility and employ local young entrepreneur.
- There is a market for easy bicycle trials for everyone. Trials can efficiently convince people that they are able to shift towards sustainable mobility. The distance from Pirkkala to Tampere is attractive by e-bike.
- Pirkkala is working on new solutions for work related trips. One solution could be “company e-bikes”. During winter 2021 e-bikes were tested in different units in Pirkkala municipality, for example home care unit. In 2023, Pirkkala introduced bicycle benefit for municipal employees.
- About 10 % of all trips in Tampere region are made in line 8.

Future plans in Pirkkala

- In October 2024, Pirkkala municipal council decided that tramline will be built in stages up to Suuppa. At first, tramline will be built to Partola and the operating could start in 2028.
- Pirkkala is updating plan for walking and cycling promotion in 2024. The actions provides continuity for Canemure activities.
- During the construction time, mobility management actions are needed to encourage people for sustainable modes of transport, including year-round cycling.
- Together with the tram line, Partola area will change. Mobility management is needed for that area.



Tampere



Tampere - plan for activity package 1

TAMPERE

Tesoma commuter rail stop

A new Tesoma commuter rail stop was built 2021.
Commuter trains started to stop there 08/2021.

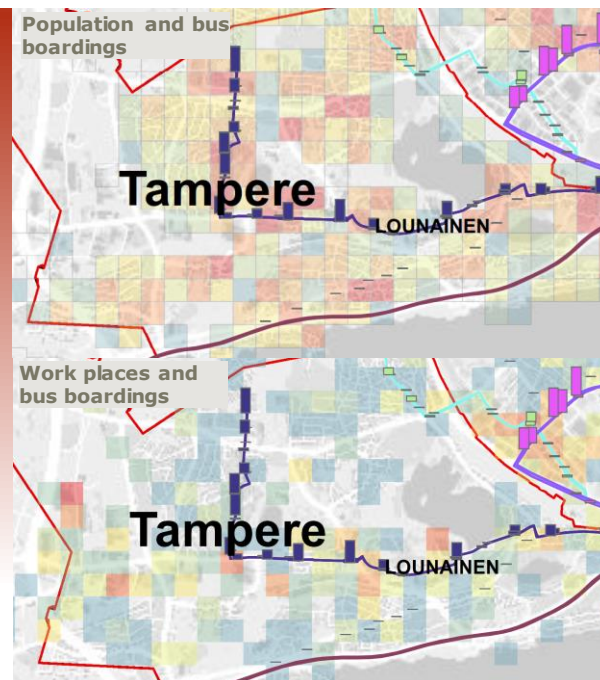
Stop type: rail stop

Description: Information, bicycle parking

- Installing information screen at stop
- Installing new bicycle parking near the stop

Expected effect: More satisfied passengers, new train passengers.

Evaluation method: Interviews, bicycle counts



COSTS



USERS



EMISSION REDUCTION



TARGET GROUP

Residents and workers in Tesoma, Epilä and Kalkku.

Tesoma commuter rail stop

| Activity | Description | Duration | Year/month | Sample size |
|---|--|---------------|------------|-------------------|
| Information screen | Real-time timetable on information screen at commuter rail stop. | Permanent | 08/2021* | 2 info screen |
| Posted marketing material for residents | Information on new train connection, public transport and new ticket services | 8/2021 | 8/2021 | 12 700 |
| Tesoma commuter train stop opening ceremonies | The first day of train traffic from Tesoma train stop: coffee and flyers for the first train travellers | 16.8.2021 | 08/2021* | 250–300 |
| Bicycle parking at railway station | New bicycle racks for train commuters | Permanent | 8-10/2021* | Not finished yet |
| Marketing of increased train traffic | Campaign on digital channels and on Tesoma train stop. | 8–9/2022 | 8–9/2022 | 200 000 |
| New lines marketing | Marketing new public transport connections in western part of Tampere: flyers, native article, radio, public transport marketing on Lielähti Day happening | About 2 weeks | 5/2024 | 2600 flyers |
| Marketing public transport for car owners | One-day free public transport ticket was sent to car-owners in Ikuri and Lentävänniemi | 1 day | 9/2024 | 2351 tickets sent |
| Mobility week event | Cargobike test drives and bike maintenance during Mobility week in Tesoma | 1 day | 9/2024 | 100 |

Information screen

Improving the guiding at Tesoma train stop by two info screens.



Marketing events in Tesoma



Mobility week 2024 event in
Tesoma: bike maintenance,
bike try-outs



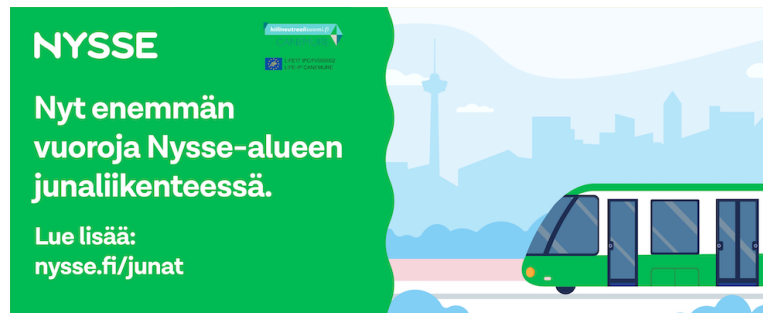
Tesoma train stop was
opened for traffic in August
2021. The opening
ceremony was organised
together with Nysse.

Marketing campaign of increased train traffic

Campaign on digital channels (banner ad on aamulehti.fi and is.fi, animated videos on bus and tram screens, sponsored social media campaign), radio ad and banderole on Tesoma train stop.

The campaign broadly reached the residents of the entire Nysse area.

Autumn 2022



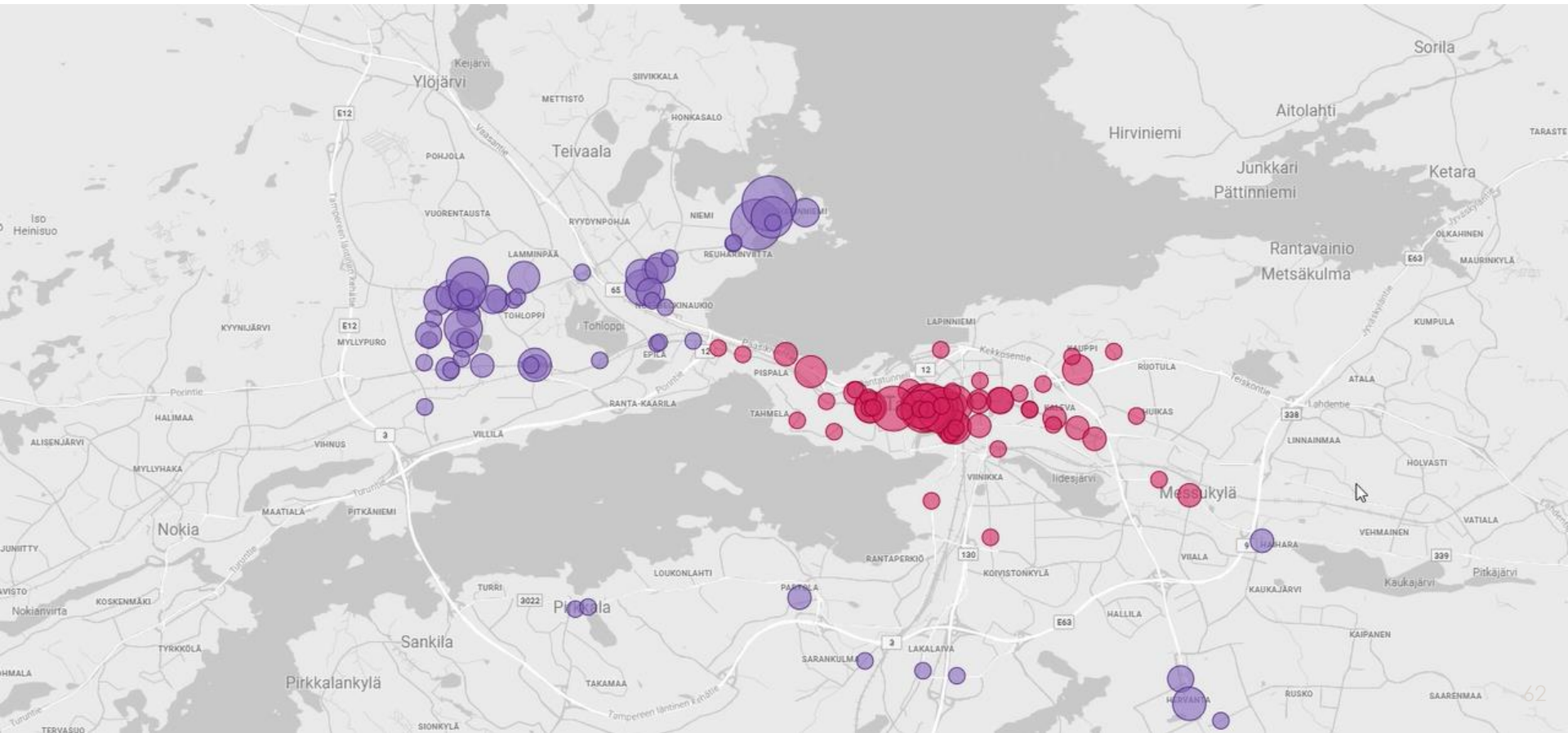
Marketing public transport for car-owners

- The campaign "Anna autolle lepopäivä" (Give a free day for your car!): as a pilot activity, one-day free public transport ticket was posted to car-owners (excluding owners with low-emission cars) in Ikuri and Lentävänniemi.
- This activity was carried out together with Nysse and city's development program Carbon-neutral Tampere.
- A new targeted way to market public transport options. The idea behind is to encourage people who are not using public transport to test it.
- One target was to test if this kind of marketing is technically possible: if right target groups are found, if misuse of ticket code is occurring. These risks did not realised.
- As a result of successful pilot, Tampere is now planning similar marketing activities in other location in the beginning of 2025.



| | |
|-----------------------------|------|
| Tickets sent | 2351 |
| 18.9. and 19.9.2024 | |
| Boardings | 454 |
| Tickets used | 179 |
| Tickets used % | 8% |
| Boardings per ticket | 2,5 |
| Changing trips | 47%* |

Marketing public transport for car owners: Map of starting points of the trips.



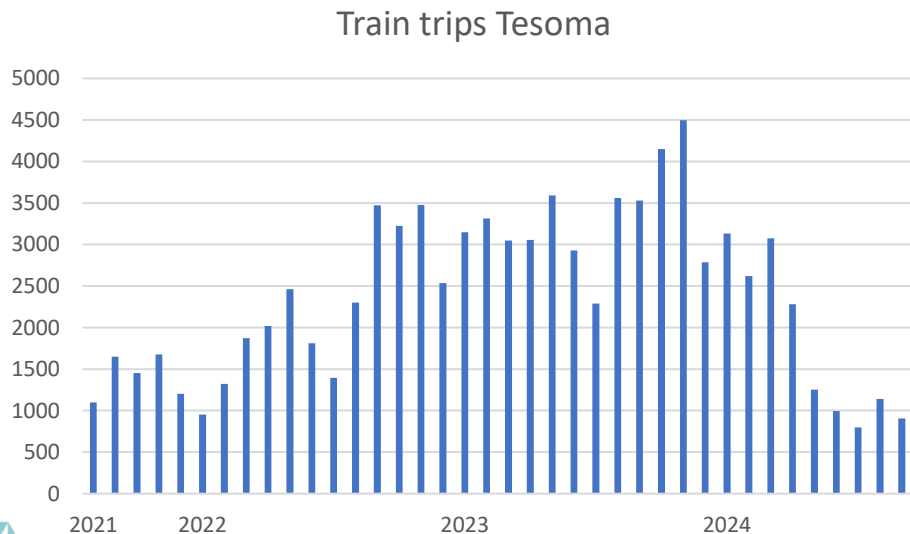
Train traffic in Nysse area

Train passengers in the Nysse traffic area

1/2020 - 8/2024

Only Nysse ticket products on local and long-distance trains are included.

In the Tampere region, the popularity of train travel has grown strongly compared to the whole country. Reasons for the growth include the increased use of public transport, ticket cooperation and an increase in the supply of train services.



2024 construction work going on, less train traffic.

New users for city bikes: City bike pilot in Hervanta and companies as customers

Stop type: Tram stops in Hervanta

Description: Piloting city bikes with about 20 new light stations in Hervanta, the district center in southern part of Tampere. The target is to increase cycling (also connecting trips to tram) and tram trips, to get new customers and expand the city bike network.

The following city bike activity: to offer new service for companies and other organisations that they can offer city bikes for their employees.

Expected effect: Increase in tram usage, increase in city bike trips

Evaluation method: city bike user data, customer questionnaire, city bike network development



COSTS



USERS



EMISSION REDUCTION



TARGET GROUP: residents and workers in Hervanta.

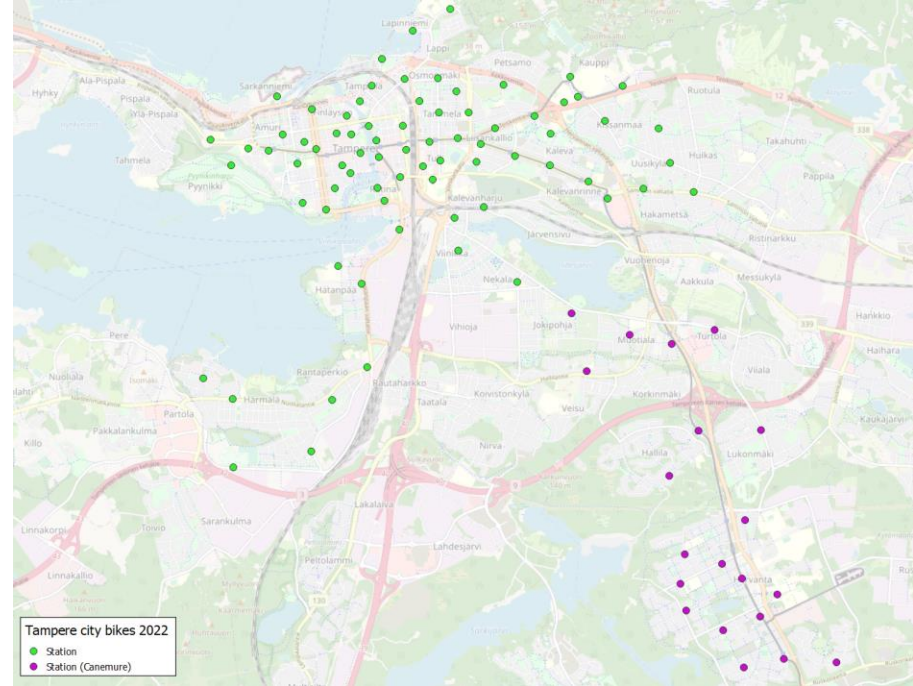
City bike pilot in Hervanta and city bike marketing

- Tram line between Tampere city center and Hervanta started to operate in 2021. It connects densely populated residential areas to city center and is widely used for commuting.
- Tampere city bike system was launched in 2021 with 25 stations and 400 bikes in the city centre.
- As Canemure activity, about 20 new light/virtual stations were piloted in Hervanta in season 2022. The aim was to test if city bike network could expand into that direction.
- 2024, Canemure activities included to bring in new customers, including companies and other organisations

| Activity | Description | Duration | Year/month | Sample size |
|---|---|-------------------------------------|------------|---------------------------|
| City bike pilot in Hervanta | Used city bikes were delivered to Hervanta and about 20 new virtual stations were opened. During the season, city bike maintenance and repair was offered. | City bike season April-October 2022 | 2022 | 25 000 residents |
| Customer acquisition 2024 | Marketing city bikes to get new customers and keep the old ones. Offering a new service: employers can buy city bike seasons for their employees. Marketing city bikes for companies and other organisations. | Summer 2024 | 2024 | Native article reach 4936 |
| Marketing the new city bikes app | Multichannel marketing | Summer 2024 | 2024 | |

City bike pilot in Hervanta

- Tampere city bike system was launched in 2021 with 25 stations and 400 bikes in the city centre.
- As Canemure activity, about 20 new light/virtual stations were piloted in Hervanta in season 2022 (purple dots on the map).
- The aim was to test if city bike network could expand into that direction.
- The pilot lasted the city bike season 2022 from April to October.



City bike marketing: new customers for city bikes 2024

- For city bike season 2024, a new application was launched and the locking system fully renewed in Tampere after difficulties during the season 2023.
- Marketing efforts focused on promoting the new app to win back the trust from old customers and to get new customers for city bikes.
- For the season 2024, companies and other organisations were able to buy usages for the city bikes for their employees. Corporate sales could not be fully started, but everything is ready for the next season. The launch was a challenge, because the marketing efforts were needed for the launching of a new application and building trust in the city bike system.

Canemure multichannel marketing activities for the city bike season 2024 included:

- *Conceptualization of marketing for the renewed system*
- *Radio advertising planning*
- *Native article in Aamulehti and Ilta-Sanomat (online newspapers), about 5000 readers.*
- *Planning and implementation of a new presentation video*
- *Advertising production based on an introductory video*

Marketing activities outside of Canemure budget:

- social media, digital screens on trams and busses, newsletter, influencer marketing, discount days

- The number of city bike trips increased, 148 000 trips in 2023, 200 000 trips in 2024.
- The number of city bikes usages increased: 8400 usages in 2023, 10 000 in 2024.

City bike pilot in Hervanta impacts

- The number of registered city bike users increased from 1 000 to 10 000 between 2021 and 2022.
- 13 % of all city bike trips originated from Canemure bike stations (20 000 trips) in 2022 and 12 % in 2023.
- According to the user questionnaire in 2022
 - *10-15 % of the city bike users live close to Canemure bike stations.*
 - *32 % of the city bike users in and combine city bike and tram trips occasionally and 14 % frequently. The percentages were about the same in 2023.*
- The Canemure pilot increased the number of virtual bike stations outside the city centre. Even with the lack of social security, no vandalism occurred.
- Because of successful results in Hervanta pilot, the city bike system expanded to new districts. 17/20 piloted stations were decided to be permanent for the following city bike season. These pilot are still an important part of Tampere city bike network.

Conclusions city bikes

- The city bike system is functioning well even if bicycle count remains about the same and station count increased
- The general development is positive. 2024 was a record year with 225 000 trips.
- Also Customer satisfaction has increased: City bikes received good ratings from users in all areas in 2024. The willingness to recommend of the city bike service is 79, which is very good result.

| | 2021* | 2022 | 2023 | 2024 |
|----------|--------|---------|---------|---------|
| Trips | 22 000 | 150 000 | 148 000 | 225 000 |
| Stations | 82* | 95 | 110 | 114 |
| Licences | | 9600 | 8400 | 11 000 |

*City bike season 2021 was not full summer season.

Future plans

- Expanding the city bike network towards Pirkkala is under planning.

Workplace mobility management in Sarankulma

Bus stop type:

Description: Mobility management for workplaces

- a study about current traffic services and travel behaviour
- group interviews to companies "How to promote sustainable mobility?"
- mobility plan sparring

Expected effect: Increasing awareness about sustainable mobility in Sarankulma and promoting mode changes

Evaluation method: Number of employees and companies



COSTS



USERS



EMISSION REDUCTION



TARGET GROUP

- Employees in Sarankulma area
- Motorists who could use public transport or bicycle for work trips

Workplace mobility management in Sarankulma

Activity is connected to following public transport schemes:

- 4 bus lines
- Future: planned tram line and city bike stations

| Activity | Description | Duration | Year/month | Sample size |
|------------------------------------|---|----------|------------|------------------------------|
| Baseline study | Current walking, cycling and public transport connections | 1 month | 2022/04 | 6000 employee |
| Group interviews | Group interviews in companies situated in the area about mobility challenges and challenges promoting public transport, walking and cycling | 2 days | 2022/05 | 3 companies |
| Mobility survey | Survey about employees' transport modes and attitudes towards sustainable transportation | 2 weeks | 2022/06 | 756 employees in 5 companies |
| Mobility plan sparring | The content and benefits of mobility plan, possible activities to be included in the mobility plan | 1 day | 2022/12 | 1 company |
| Mobility day at one company | Breakfast for employees with a lecture, pop-up bike maintenance | 1 day | 13.9.2022 | 1 company |

Mobility management for companies in Sarankulma

- The aim of this pilot was to increase the number of sustainable commuting trips in Sarankulma and to find a model how the city can work together with companies and other work places to boost sustainable mobility.
- The pilot provided information and offered opportunities for companies in Sarankulma to support the sustainable mobility of their employees, from home to work and on work-related trips.
- Sarankulma's location and mobility possibilities were potential for mobility changes.
- The pilot got to know the needs of companies, chose a few themes of interest, created opportunities for change in connection with the companies.
- Mobility survey was made for 5 companies.



Main results from the mobility survey

- More than 80% of the respondents go to work by car, mostly as a driver.
- About 60 percent would like to increase their use of sustainable travel modes if it was possible. Motivators were health benefits, cost savings and environment.
- More than half who currently do not use the bus felt that the bus is a possible way of traveling to work. Almost two-thirds of those who do not cycle in the summer season found cycling possible – and 20 percent even found it very easy.
- Responders were very interested in bike as a employer-paid benefit.
- Respondents were very satisfied with the car parking at the workplace and especially with its price.
- Almost 85% of the respondents had the opinion that the employer should support the sustainable movement of employees.

1 Työnantajalle

Sparraus yrityksen liikkumissuunnitelman laadinnassa: pidemmän ajan toimien suunnittelu

- *Sis. nykytila-analyysi, kehittämistoimet, jalkautuksen suunnittelu*

2 Työnantajalle

Kestävän työmatkaliikkumisen taloudellisten hyötyjen arviointi yritykselle

3 Työnantajalle

Työsuhdematkalippuihin ja työsuhdepyöriin liittyvä sparraus ja viestintä henkilöstölle

- *Viestinnässä avustaminen, sisältöjen tuottaminen*

4 Työnantajalle

Kiinteistön auditointi työmatkaliikkumisen näkökulmasta ja suositus jatkotoimenpiteistä

- *Pysäköinti, liityntäpysäköinti, pyöräpysäköinti, sosiaaliilat, saapuminen ja liikennejärjestelyt, opastus*
- *Myös viestinnän yhdistäminen tähän*

5 Työnantajalle

Kestävän liikkumisen tietopaketti osaksi perehdytystä

- *Tietopaketin laadinta*

6 Työnantajalle

Tuotetaan ideoita ja materiaalia kestävästä liikkumisesta yrityksen viestinnän tueksi

9 Henkilöstölle

Aamupala-/ etätilaisuus, ulkopuolinen motivoiva puhuja aktiivisesta työmatkaliikkumisesta

Mahd. myös työterveyspuoli mukana
Yhdistettynä toiminnalliseen osuuteen kuten pyörähuolto, sähköpyöräkokeilu

7 Henkilöstölle

Kaupunkipyöräinfo ja –tempaus, mahd. mukana muutkin liikkumispalvelut

- *Infon lisäksi esimerkiksi ilmainen kokeilukausi?*

8 Henkilöstölle

Sähköpyöräkokeilu

- *Lisäksi kokeilun viestintä työpaikan sisäisesti (sosiaalinen media / käyttäjätarinat)*

10 Henkilöstölle

Kestävän liikkumisen lähettiläiden valinta

- *Henkilöstön edustajia, jotka kirjoittavat blogijutun tai somepäivityksiä*

11 Henkilöstölle

Kampanja polkupyörän käyttöön työasioinnissa

- *Asiointipyörän hankinta*
- *Viestintä, mm. käyttökokemukset*

12 Henkilöstölle

Viestintä, kampanjat, kisat

- *Esim. valtakunnalliseen Liikkujan viikkoon osallistuminen*
- *Viestintäapu henkilöstön aktivoinnissa*
- *Yksiköiden väliset kisat*
- *Esihenkilöiden esimerkki*
- *Valtakunnalliset kilometrikisat*
- *Yhteiset kävelylenkit*

13 Henkilöstölle

Ryhmäkeskustelut, joissa ideoidaan jatkotoimenpiteitä tietyllä teemalla

- *Työmatkaliikkumisen tukemisen käynnistäminen / kehittäminen yhteisillä keskusteluilla*

Mobility management for companies, conclusions

- Activities to promote sustainable mobility need to be closely tied with responsibility targets of the company. Consulting for mobility plan was offered but companies do not very easily open their current numbers or targets.
- Networking and sharing experiences between companies in the area was important.
- Parking possibilities and price of the parking is often the starting point.
- Companies are quite careful when offering try-outs or new benefits, equality between employers is important.
- As the follow-up activity, city organized an info webinar about employer-provided bike benefit (a fringe benefit) for companies in December 2022.
- Based on the experiences of the project, the city have developed the operating models to other workplace areas as part of the city's carbon neutrality work.

Summer campaign of Nysse, Tampere regional transport

Bus stop type: All

Description: A marketing campaign in which

- a ticket discount was implemented for season tickets
- it was told how easy and carefree it is to use public transport in the summer
- tips for fun current summer activities were actively brought out
- a Nysse-branded public transport information package was implemented for delivery to accommodation establishments

Expected effect: Increase passenger numbers in summer 2023 and 2024

Evaluation method: Tracking passenger numbers



COSTS



USERS



EMISSION REDUCTION



TARGET GROUP

- Local residents in the Tampere City Region, especially 35–64-year-old mixed users of transport modes
- Regular users of public transport who put their season ticket on hold for the summer season
- Motorists who could use public transport for travel during the summer and on vacation

Summer campaign of Nysse, Tampere regional transport 2023 and 2024

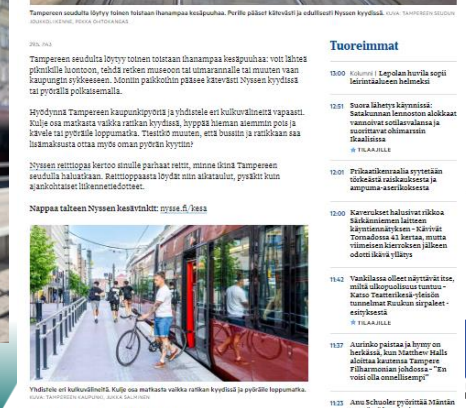
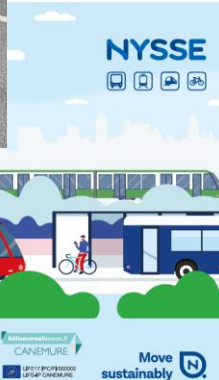
The aim of the campaign was to increase the number of passengers during the summer season. In summer, there is capacity in public transport, and summer is a good time to increase the leisure travel of occasional users and create new behaviors. In the campaign, a marketing package was implemented, offering a ticket discount for season tickets and giving tips for fun things to do in the summer.

| Activity | Description | Duration | Year/month | Sample size |
|------------------|--|--|---|---------------------------------------|
| Landing page | Campaign site nysse.fi/summercampaign | campaign | 6–8/2023 | 3 000 |
| Social media | 1: advertising of the summer sale 2: telling how easy and carefree it is to get around with public transport 3. telling how easy and carefree it is to get around with public transport | 1: two weeks 2: two months 3: two months | 1: 6/2023 2: 7–8/2023 3. 7-8/2024 | 70 000 |
| Digital screens | Materials (the summer sale + travelling on summer) for digital screens in buses and trams, advertising screens in the city. <i>Advertising time was not included in the project costs.</i> | campaign | 6–8/2023 6-8/2024 | 200 000 |
| Radio commercial | Radio commercial design and production. Radio + audiostream. <i>Advertising time was not included in the project costs.</i> | 17 days | 4.–20.6. | 600 000 |
| Native article | Paid article in online magazines aamulehti.fi and is.fi. https://www.aamulehti.fi/mainos/art-2000009617272.html https://www.is.fi/mainos/art-2000009617326.html | 7 days | 12.–18.6.2023 | Aamulehti.fi 377 000 is.fi 500 000 |
| Flyer | Flyer about using public transport. Flyers were distributed to the largest hotels in the area in Finnish, English, Swedish and German. Brochures were instructed to be distributed at the reception, public areas and hotel rooms. | | delivery 5/2023 Delivery 6/2024 | 70 000 (34 hotels) |
| Discount | 30-day season tickets –20 % on the Nella.fi online service. (not included in the project costs) | 16 days | 5.–20.6.2023 | |

Summer campaign of Nysse, Tampere regional transport

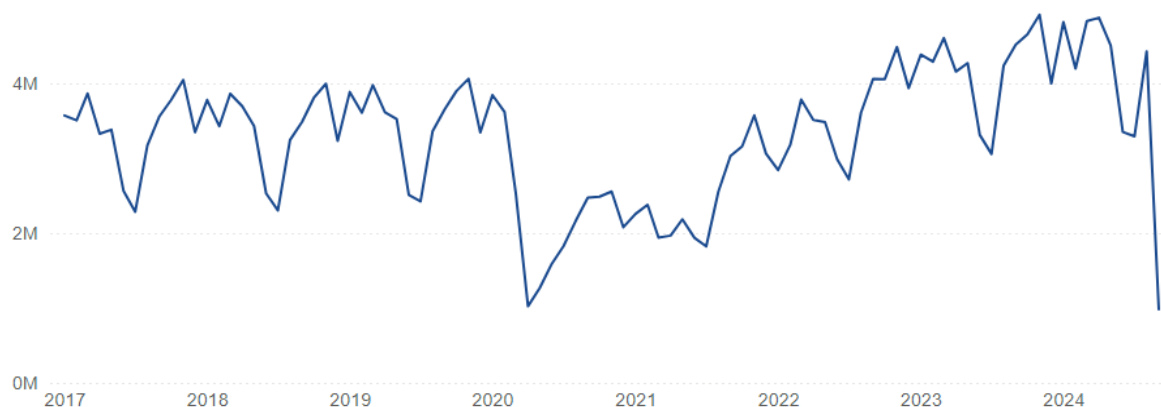


"This is a nice campaign – you could get a 20% discount on the monthly ticket. This meant that we both immediately bought season tickets and went to explore the suburbs that we wouldn't necessarily have travelled to otherwise. But thanks to this campaign, it became possible, and the journey continues as long as the season is still ongoing. More of these, please."



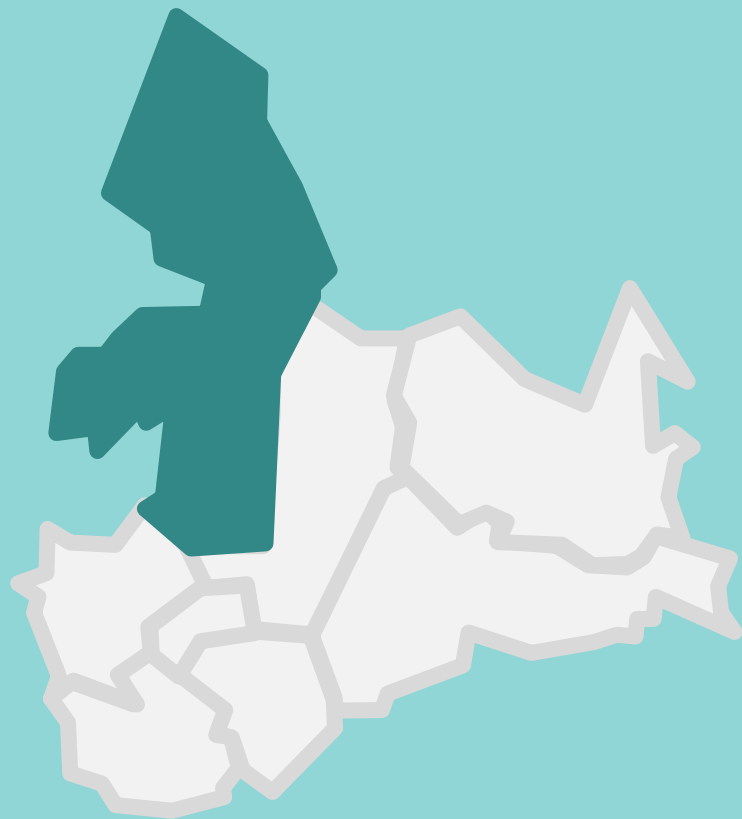
Public transport passengers

Development of public transport passenger numbers 1/2017-8/2024
(Nysse, Tampere regional transport)



► Summer time

| Period | Journeys |
|--------|-----------|
| 6/2019 | 2 479 520 |
| 7/2019 | 2 396 540 |
| 8/2019 | 3 318 242 |
| 6/2020 | 1 574 746 |
| 7/2020 | 1 805 250 |
| 8/2020 | 2 138 949 |
| 6/2021 | 1 906 699 |
| 7/2021 | 1 770 566 |
| 8/2021 | 2 491 963 |
| 6/2022 | 2 952 166 |
| 7/2022 | 2 686 540 |
| 8/2022 | 3 553 080 |
| 6/2023 | 3 277 148 |
| 7/2023 | 3 023 859 |
| 8/2023 | 4 237 001 |
| 6/2024 | 3 351 550 |
| 7/2024 | 3 293 735 |
| 8/2024 | 4 428 913 |



Ylöjärvi



Ylöjärvi - plan for activity package

YLOJÄRVI

Ylöjärvi Matkatie Bike & Ride

Bus stop type: Matkatie knot bus stop

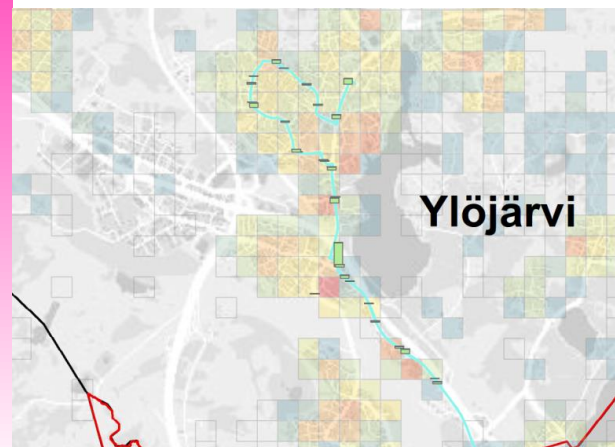
Description: Promoting cycling to Matkatie bus stop after bus stop and bus line alterations are done (fall 2021).

- Marketing themes: bus stop improvements, ticket price for zone AB, headway from Ylöjärvi to Tampere.
- Possibilities of different rack types (two-tier bike racks, bike box).
- Traditional marketing acts (breakfast for cyclists, bike maintenance)

Expected effect: Better accessibility to bus stops by bike, more people cycling to the bus

Evaluation method: Interview with bike&ride and park&ride users. Number of bikes in racks counted before and after, bus boardings before and after.

Ylöjärvi: **45 %** of employed (6350 persons) commute to Tampere
Source: Tilastokeskus 2016



COSTS



USERS



EMISSION REDUCTION



TARGET GROUP

Residential areas at a bikeable distance to Matkatie bus stop.

Ylöjärvi questionnaire about promoting sustainable mobility

Description: Maptionnaire survey for Ylöjärvi residents to report problems concerning sustainable mobility. Aim of the survey is to map improvements for yearly investment programme.

- Survey will be published during Mobility week in September.
- Marketing (cyclist's breakfast, bicycle service) can be organized at the same time.

Expected effect: Targeted measures to fit the needs of the residents.

Evaluation method: Number of respondents, mapped needs and participants.



COSTS



USERS

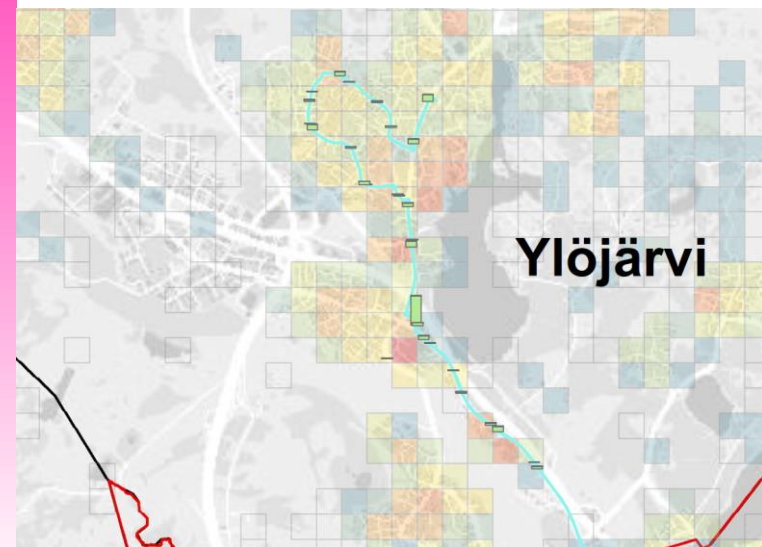


EMISSION REDUCTION



Ylöjärvi: **45 %** of employed (6350 persons) commute to Tampere

Source: Tilastokeskus 2016



TARGET GROUP
Ylöjärvi residents.

Ylöjärvi Matkatie Bike & Ride and mobility questionnaire

Activities are connected to following public transport schemes:

- Changes in trunk line from Ylöjärvi to Tampere
- Identify improvement ideas for public transport stops
- Promoting cycling inside Ylöjärvi and for commuting between Tampere and Ylöjärvi

| Activity | Description | Duration | Year/month | Sample size/participants |
|---------------------------------------|---|----------|------------|--------------------------|
| Bicyclist's Snack & Repair | A stand offering express maintenance for bicycles and a snack for the cyclists. | 1 week | 9/2023 | 60-70 |
| Maptionnaire survey | A survey on the development needs for sustainable mobility gathering suggestions for improving conditions for walking, cycling and accessibility. | 2 weeks | 9/2023 | 145 ideas |
| Mobility week event | Bike maintenance, e-bike try outs, bike repair self-service point and other cycling-related activities | 1 day | 9/2024 | 50 |

83

Mobility week events

- 2023: Event next to Matkatie Park&Ride.
- 2024: Next to Ylöjärvi Main Library
- Snacks, bike maintenance, e-bike try-outs, reflectors
- People's behavior stood out more than the circumstances, and communication was hoped for in connection with that.
- A model for mobility event was created.



Sustainable mobility map questionnaire

- The purpose of the survey was to produce information that the city of Ylöjärvi can use when planning improvement measures for street areas and public areas to promote sustainable mobility.
- The survey was open two weeks in autumn 2023.
- A total of 121 respondents, 145 separate map responses.
- The majority of the development proposals were about sidewalks, cycle paths, benches, better visibility, bicycle parking.
- Ylöjärvi uses the results of the survey when planning improvements to street areas and public areas.

Ylöjärvi
Kaupunki kerää vastauksia kestävän liikkumisen kehittämistarpeista kävelijöiltä ja pyöräilijöiltä

Ylöjärven Uutiset
julkaistu 21.9.2023 14:40

Ylöjärven kaupunki kerää kyselyllä tietoa kestävän liikkumisen kehittämistarpeista. Tämän kyselyn voi vastata Matkatien ja Mikkolantien risteysalueen vieressä olevalla Ekokumppanin teltalla.



Ekokumppanin teltalla voi tänään käydä vastaamassa kyselyyn. Samalla voi ottaa valpaleen tai testata pyöränsä puhautusta.

Sähköisellä kyselyllä kerätään kävelyn, pyöräilyn ja esteettömyyden olosuhteiden parantamistarpeita. Vastauksia toivotaan Ylöjärven asukkailta ja alueella muuten liikkuvilta. Kestävän liikkumisen kysely on sähköinen kysely, johon voi vastata internetillä, tabletilla tai kännykällä. Vastaus voi merkitä liikenneympäristössä havaitsemaa puutetta suoraan kartalla esimerkiksi puuttuvia pyörätieosia, penkkejä tai kulkia.

Vastauksia toivotaan erityisesti alueilta, joilla on suurin potentiaali kestävän kulkutapaan käytön lisäämiseen.

Ylöjärven kaupunki hyödyntää kyselyn tuloksia katusuunnitelman ja yleisen alueiden suunnittelussa ja tulevien vuosien parannuksissa. Kyselyn toteuttaa Ramboll Finland Oy Ylöjärven kaupungille osana Tampereen seudun CANEMURE-hanketta.

Kysely on avoinna verkossa 18.9. - 1.10.2023.

Välipaala ja pyörähuolto

Kestävän liikkumisen kyselyyn voi käydä vastaamassa tänään torstaina 21.9. klo 15-18 Liikunnan viikon telalla Matkatien ja Mikkolantien risteysalueen vieressä, pyörätien välillä, jonnekin vastaajalle on luotu pieni polkimo ja välipaala.

Tarjolla on myös maksutonta polkupyörän puhautusta eli renkaiden pumpausta, öljyä ja pieniä säätöjä.

Tapahtuman toteuttaa Ekokumppanit Oy yhteistyössä Tampereen ja Ylöjärven kaupunkien kanssa. Tapahtuma on osa eurooppalaista Liikunnan viikkoa.



Useita aiheita:
liikenneturva, esteettömyys, puuttuvat, vaurio, liikenneturva, puuttuvat

Ylöjärven kestävän liikkumisen karttakysely

Kartoitamme kestävän liikkumisen tarpeita Ylöjärven alueilla, joilla on mahdollisuuksia kävelyn, pyöräliikenteen tai joukkoliikenteen käytön lisäämiseen. Asukkaat ja alueella liikkuvat tuntevat parhaiten oman ympäristönsä ja liikkumisen tarpeet, joten toivomme, että jaat kokemuksiasi ja mielipiteitäsi aiheesta vastaamalla tähän kyselyyn.

Vastausten avulla Ylöjärven kaupunki suunnittelee katusuunnitelmaa ja yleisille alueille kohdistuvia parannustoimia kestävän liikkumisen edistämiseksi.

Kysymme aluksi taustakysymyksiä sekä pyydämme merkitsemään kohteet ja parannusehdotukset suoraan kartalle. Kysymme pyöräpysäköintiä ja muihin kalusteisiin sekä esteettömyyteen liittyvistä puutteista sekä pyörätie- ja jalkakäytävätarpeista. Jos et halua tai osaa vastata johonkin kohtaan, voit ohittaa kysymyksen. Kyselyn sivulta toiselle pääsee alareunan nuolipainikkeilla. Lopuksi vastaus lähetetään Valmispainikkeella. Kyselyyn vastaaminen vie noin 5 minuuttia.

Kysely on avoinna 18.9.-1.10.2023.

Kiitos vastauksistasi, näkemyksesi ovat meille ensiarvoisen tärkeitä!

Lisätietoja kyselystä:

Sari Soini, Ylöjärven kaupunki (etunimi.sukunimi@ylojarvi.fi)

Leena Manelius, Ramboll Finland Oy

(etunimi.sukunimi@ramboll.fi)

Kyselyn toteuttaa Ramboll Finland Oy Ylöjärven kaupungille osana Tampereen seudun Canemure-hanketta. Tästä kyselystä saatua palautetta hyödynnetään suunnittelussa. Palautteista voidaan julkaista koosteita, joista ei voi tunnistaa yksittäistä vastaajaa.

YLOJÄRVI hiilineutraalisuomi.fi
CANEMURE



Vesilahti



Vesilahti - plan for activity package

VESILAHTI

Bus - train connection

Bus stop type: Lempäälä railway station

Description: Marketing bus line 55 from Vesilahti to Lempäälä railway station and try-outs.

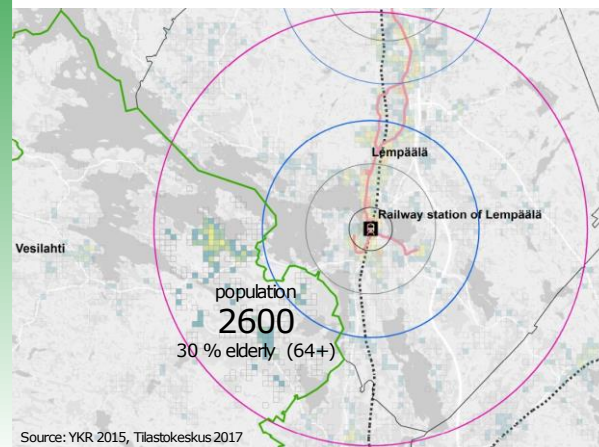
- Improving knowledge about bus and train connections.
- Try-outs for new users. Carrot = free bus in the test period. Test riders document their experiences on a social media of their choice.
- Marketing cheap mobile day-ticket or offering public transport service bill.
- Setting up a new Park & Ride site in Kalmisto and/or at Vesilahti grocery stores.

Expected effect: Higher awareness of the option to ride the bus to train station. New public transport users.

Evaluation method: Bus boardings. Number of days car drivers park'n ride, posts about their experience, interviews with the participants, saved CO2 calculations, pre and after counts of cars and bikes.

Vesilahti: **38 %** of employed (700 persons) commute to Tampere

Source: Tilastokeskus 2016



COSTS

OO



USERS

O



EMISSION REDUCTION

OO

TARGET GROUP

Daily car commuters to Tampere and senior citizens in Vesilahti who travel weekly/monthly to Tampere.

Vesilahti, E-bike promotion

Activity is connected to following public transport schemes:

- To promote the use of electric bicycles
- Electric bikes could be the mean of transport which replaces a car when commuting to a public transport stop
- After closer safety analysis, the original plan to actively promote cycling from Vesilahti to Lempäälä to connect with train was not seen possible due to unsafe parts of road (especially during the dark mornings/evenings). Still, Vesilahti activities promoted cycling but the cycling to Lempäälä needed for everyone's personal consideration.

| Activity | Description | Duration | Year/month | Sample size/ participants |
|---|--|----------|------------|------------------------------|
| E-bike test drive event | A possibility to try an e-bike. Also bike maintenance offered. | 1 day | 9/2023 | About 30 |
| E-bike trial, volunteers | A possibility to gain access to an e-bike | 2 weeks | 10/2023 | 2 |
| Cycling and bike repair event during Cycling week 2024 | Promoting cycling, offering reflectors and lights for participants | 1 day | 7.5.2024 | |

E- bike try-outs

Hae mukaan sähköpyöräkokeiluun

22.9.2023

Vesilahdessa käynnistyy lokakuussa sähköpyöräkokeilu osana seudullista kestävän liikkumisen hanketta. Kiinnostuneiden joukosta valitaan kaksi vapaaehtoista, jotka saavat käyttää sähköpyörää maksutta kahden viikon ajan. Hakuaikaa on 11.10. asti ja kokeilujakso toteutetaan lokakuussa. Sähköpyörää pääsee kokeilemaan Vesilahden kirjaston pihassa keskiviikkona 27.9. klo 15-17.



Kuva: Ilkka Haurinen

Tavoitteena lisääntyvät pyörämatkat

Sähköpyöräkokeiluun haetaan mukaan täysi-ikäisiä Vesilahdessa asuvia tai sellä muuten liikkuvia, esimerkiksi Vesilahdessa työssä käyviä.

Kokeiluun toivotaan mukaan liikkujia, joilla on mahdollisuus ja jotka ovat valmiita korvaamaan nykyisiä automattojen sähköpyörää. Päähuomio on arjen liikkumisessa, kuten työmatkoissa, asiointimatkoissa ja harrastusmatkoissa. Sähköpyörä sopii hyvin myös pienemmillä, 5-15 kilometrin, matkoille, jotka moni kokee liian pitkäksi pyörällä tavallisella pyörällä.

Valittavana kaksi pyörämallia

Sähköpyöräkokeilusta yhteistyökumppanina on tamperelainen sähköpyöräalan yritys Willari. Valittavana olevat pyörät sopivat ajamiseen asfaltilla ja kevyeen maastoajoon. Tarjolla on kaksi mallia: toinen on kaupunkihybridit ja toinen retkipyörä. Mallin lisäksi voi valita itselle sopivan pyöräkorin.

Sähköpyöräkokeiluun arvustaa polkemista enintään 25km/h vauhtin asti ja se sopii työmatka-ajoon, vapaa-ajan liikkumiseen tai retkeilyyn.

Kokeilu ei edellytä erityistä pyöräilykokemusta tai aiempaa sähköpyöräilyn tunteisuutta. Kokeilijoiden toivotaan olevan valmiita antamaan palautetta ja jakamaan omia pyöräilykokemuksiaan. Jos sopivia kokeilijoita on enemmän kuin mukaan voidaan ottaa, arvotaan osallistujat.

Lisätietoja ja testilenkkejä keskiviikkona 27.9.

hiilineutraalisuomi.fi

CANEMURE



vesilahdenkunta • Seuraa



vesilahdenkunta Vesilahdessa käynnistyy sähköpyöräkokeilu, jossa kaksi vapaaehtoista saa sähköpyörän maksutta käyttöönsä. 🚲 🚲

Voisit olla sopiva henkilö sähköpyöräkokeiluun, jos vastaat kyllä seuraaviin:

- ✓ Asut tai teet muuten matkoja Vesilahdessa
- ✓ Haluaisit aloittaa pyöräilyn tai lisätä pyörämatkojesi pituutta
- ✓ Haluaisit vähentää autolla kuljettavia matkoja ja lisätä aktiivisuutta
- ✓ Olet utelias kokeilemaan sähköpyörää
- ✓ Olet valmis kertomaan sähköpyörän käytöstä esimerkiksi pienessä haastattelussa

Katso lisätiedot bion linkistä kohdasta "ajankohtaiset" ja hae mukaan CANEMURE-hankkeen sähköpyöräkokeiluun 1.10. mennessä.

Voit tulla kysymään lisää kokeilusta ja testailemaan sähköpyörää Vesilahden kirjaston pihalle (Huhtatie 7) keskiviikkona 27.9. klo 15-17.

Kuva: Ilkka Haurinen

Muokattu · 2 t



17 tykkäystä

2 TUNTIA SITTE



Lisää kommentti...

Julkaise

E-bike try-outs and conclusions from Vesilehti

- To boost cycling in Vesilahti, try-out event was organised and bike maintenance was offered. About 30 people came to try e-bikes.
- About 20 wanted to join 2 week's test period for an e-bike. 2 volunteers were offered a bike.
- Since 2023, Vesilahti municipality employees have a bike benefit.
- The improvements for cycling route between Vesilahti and Lempäälä are under planning. New cycle path would be a significant improvement on connections between Vesilahti and Lempäälä.
- Bike tourism and school trip cycling play a role in Vesilahti.

