

# route of experience

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Bicycle Roads and Lanes

Karppanen

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Vuokila

# concept idea

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Route of Experience offers people the possibility to meet each other while cycling.

Specific routes and schedules will be designed for different target groups so that each group can cycle their route together. The routes and the cycling schedules will be announced through the Bicycle Center and social media. Tourists will be informed by their hostels/hotels.

All routes start at the Bicycle Center where it is also possible to rent a bike. The route follows a set course and it is loosely scheduled which enables people to join other cyclists along the way. There are meetingpoints along the routes where people can get to know each other better, eat their packed lunches and buy some refreshments.

On the routes there are self service bicycle stations where cyclists can repair their bikes.

# why we need the route of experience

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City centres have lost their value as a meeting place for people.

The city dwellers can actively participate in the city's life

A modern city life consists of the possibilities of encounters.

Moving around other people offers positive experiences and alternative for being alone.

It is vital to boost the appreciation for cycling because only 1 in every 5 residents in Helsinki considers the city as being bicycle friendly.

Sources:

*The best european practices in promoting cycling and walking*  
*Pyöräilyn ja kävelyn edistäminen suomessa*

# target groups

Tourists



Singles



Families



# tourists

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Cycling is new way to explore Helsinki for groups of tourists.

Information from hotels, hostels, bicycle center and tourist information points.

Tourists rent the bikes from bicycle center and get the routemaps, information about the meetingpoints and routesigns. Grouptrips starts at definite time from the bikecenter.

Meetingpoints are places during the route where the target group can stop. There is information about the stops in the routemap. (e.g. the historic places, cafeterias, parks etc)



# families

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Information of the grouptrip from advertisement, social media and bicycle center.

Actual route, starting time and meetingpoints are pre-planned so people can start the route from bicycle center or join in the group from somewhere along the route.

Meetingpoints are e.g. playgrounds, where children can play together and parents can meet each other.



# singles

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Singles can meet someone special during cycling.

Singles can get the information of the grouptrip from advertisement (flyers, posters), social media and Bicycle Center.

Actual route, starting time and meetingpoints are preplanned so people can start the route from Bicycle Center or join in the group from somewhere along the route.

Meetingpoints are e.g. cafeterias, bars and parks, where it's easy to start conversation.



# self-service station

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Self-service stations are free to use for every cyclist.

Covered stations are located in logical places along the routes and close to the meetingpoints.

Self-service stations includes:

- Work stand
- Bike pump
- Intergrated pressure gauge
- Washing equipment
- Basic tools for bike repairing
- Oil
- Simple instructions for bike fixing





# routes and signs

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Routes will be planned for the different target groups.

Routes are marked with signs of different colours, so it is easy to stay on the right lane.

There are also signs quiding to the meetingpoints and self-service bicycle stations.

The signs are part of the cityscape and can be also used by anyone anytime.



# next step

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## routes:

We are going to drive through the planned routes and examine its functionality.

We plan the improvements and develop a signing system to the routes.

## checklist:

- Condition of the bicycle lane
- Is the route continuity?
- Existing signs
- Motor road crossings (safety aspect)
- Is the route pleasant? Is there motor road nearby?
- Is the view inspiring and interesting?
- Driveability: paving stones, lights, bus stops
- Where to place the self-service stations