

# I BIKE OULU 14 – 2 – 2012

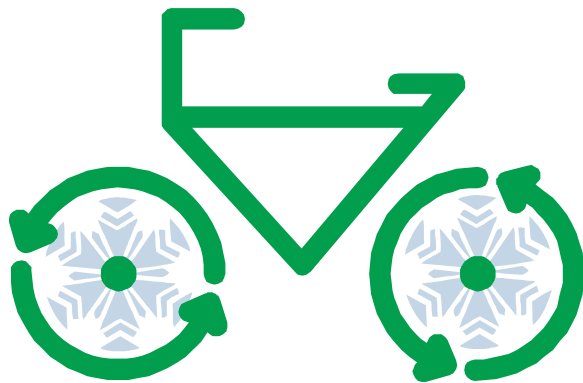
## Winter Biking – Contributions to the Health of The United States



# *Winter Biking – Contributions to the Health of The United States*

## Destination Based Exercise

A vision to building a vibrant healthy community that thrives on health which delivers customers, students and employees ready to participate in body mind and spirit to a greater endeavor [no matter what kind of weather]



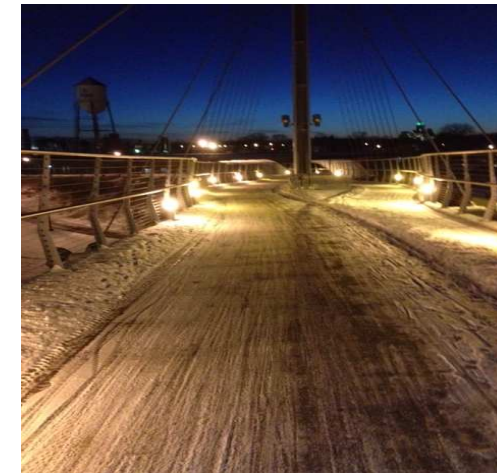
## *Winter biking in the US*

- The automobile raised the bar related to comfort and perceived safety for Urban Winter Transportation.
- Increased distances between work and home made commuting, except by automobile, unpredictable and unreliable in people's minds
- In about 2009 a Minneapolis health care organization opened the first bike station on the Greenway and promoted keeping the path open for commuters in the winter
- Thinking changed
- Today it is estimated that 4.3% of all trips in the area are done by bicycle year round

**Below is a table showing percent of bicycle commuting in key cities in the US. Source: 2010 Census Bureau**

Percentage of bicycle commuters

Year	Minneapolis <sup>[3]</sup>	St. Paul <sup>[4]</sup>	Portland, OR <sup>[5]</sup>	U.S. average <sup>[6]</sup>
2008	4.3 ±0.7	1.2 ±0.4	6.0 ±0.7	0.5 ±0.1
2007	3.8 ±0.8	1.4 ±0.5	3.9 ±0.6	0.5 ±0.1
2006	2.5 ±0.5	1.0 ±0.4	4.2 ±0.8	0.5 ±0.1
2005	2.4 ±0.5	0.7 ±0.3	3.5 ±0.6	0.4 ±0.1



# State of HealthCare in the US

- Highest cost in the world
- Growing part of GDP 17%
- Deteriorating health index 
- Access only to those who can afford it
- Focused on intervention – not prevention
- Complex economics and even more complex regulation.

“The United States as a nation is getting sicker at a younger age”

# The facts on HealthCare Costs

<b>Statistics</b>	<b>US</b>	<b>Finland</b>
<b>Total population</b>	<b>310,384,000</b>	<b>5,365,000</b>
<b>Gross national income per capita (PPP international \$)</b>	<b>47,310</b>	<b>37,070</b>
<b>Life expectancy at birth m/f (years)</b>	<b>76/81</b>	<b>77/83</b>
<b>Probability of dying under five (per 1 000 live births)</b>	<b>8</b>	<b>3</b>
<b>Probability of dying between 15 and 60 years m/f (per 1 000 population)</b>	<b>134/78</b>	<b>124/56</b>
<b>Total expenditure on health per capita (Intl \$, 2010)</b>	<b>8,362</b>	<b>3,281</b>
<b>Total expenditure on health as % of GDP (2010)</b>	<b>17.9</b>	<b>8.9</b>

Figures are for 2009 unless indicated. Source: [Global Health Observatory](#)

# A tail of Two Cities



	<u>Minneapolis MN</u>	<u>Oklahoma OK</u>
ACSM American Fitness Index	77%	28%
Health Ranking		
Sedentary Life style	8	45
Obesity	15	45
Diabetes	3	43

Source: America's Health Ranking United Health Foundation



Average Monthly Temperature in January	-10.5 <sup>0</sup> C	2.6 <sup>0</sup> C
Average Annual Snow Fall	126.75 CM	24.13 CM
Bicycle Infrastructure Score (1 - 5)	1	5
Bicycle Friendly Rank	2	35
Kilometers of Bike paths / 100K Population	51.82	N/A
Estimated of Bike Commuters	8036	222

Source: League of American Bicyclists

# Thoughts

- Two things have increased winter biking in Minneapolis
  - The advent of the Fat Tire Bike - Pugsly
  - Competition such as the Ididabike and Arrowhead 135



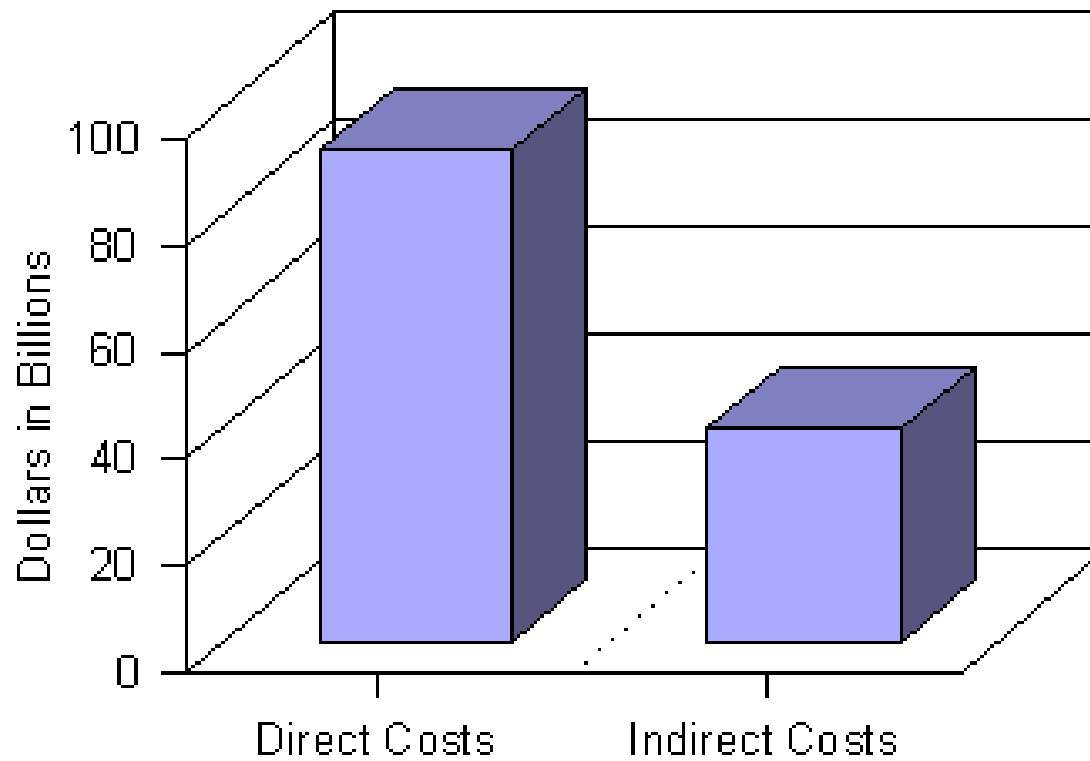


# *Infrastructure and support*

- There is more infrastructure in the US for bicycling than most city planners realize
  - Sidewalks, Wide shoulders on streets, existing easements for utilities and pedestrian right of ways
  - The American with Disabilities Acts opened up access to anyone who rides a bike, walks or rolls in a wheel chair
- The public knows it must get healthier and is trapped in the idea that it costs money or is unsafe to be outside
  - The automobile is unsafe
  - We do not educate our people on bike safety
  - The risk of riding a bike goes down with more people riding
- The cost of infrastructure is misunderstood
  - Congestion is caused by more freeways and fewer bicycle paths
  - Bicycle paths are much less expensive to build and maintain
  - Current urban planning requires waivers to reduce the size of parking lots which are estimated to cost \$25,000 to build and \$5,000 t maintain.

# Preventable costs !!

## Total Cost of Diabetes



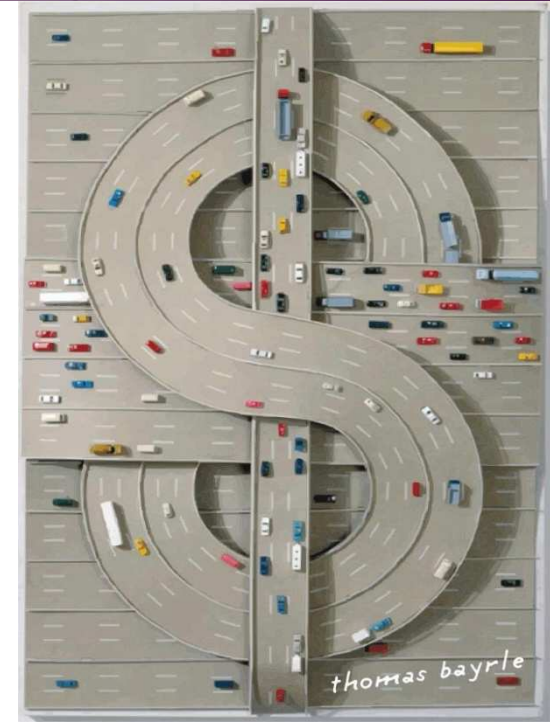
# Visualize winter biking in the US



Infrastructure



Safety



Economics

# Cost of congestion - Caught Caught

Exhibit 1. Major Findings of the 2012 Urban Mobility Report (498 U.S. Urban Areas)  
 (Note: See page 2 for description of changes since the 2011 Report)

Measures of...

	1982	2000	2005	2010	2011
<b>... The Nation's Congestion Problem</b>					
Travel delay (billion hours)	1.1	4.5	5.9	5.5	5.5
"Wasted" fuel (billion gallons)	0.5	2.4	3.2	2.9	2.9
CO2 produced during congestion (billions of lbs)	10	47	62	56	56
Truck congestion cost (billions of 2011 dollars)	--	--	--	\$27	\$27
Congestion cost (billions of 2011 dollars)	\$24	\$94	\$128	\$120	\$121

A BIG PROBLEM

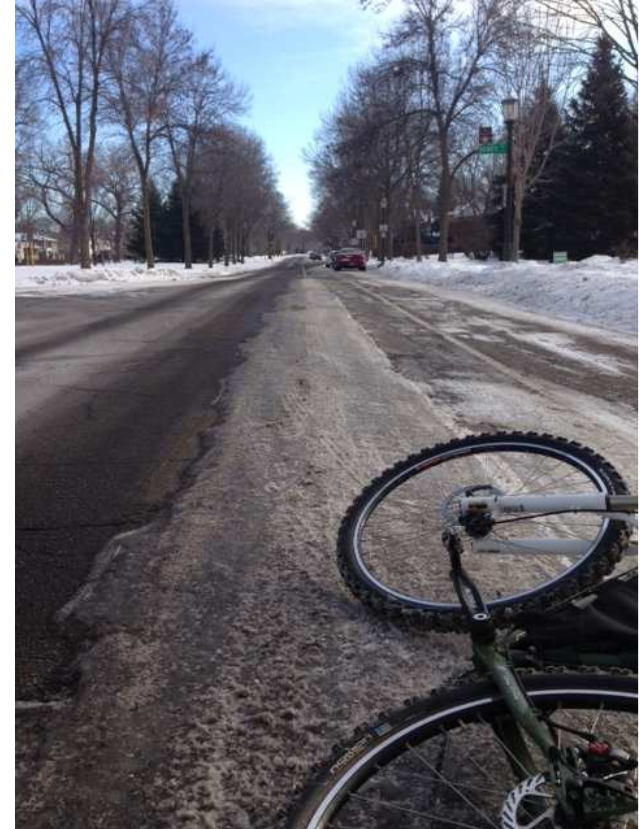
\$ 121,000,000,000

Source : TTI's 2012 Urban Mobility Report Powered by INRIX Traffic Data

# Where is this headed?

- Lost directions

- US behavior is driven by popularity – it is not rational
- HealthCare is a crisis and is only going to get worse
- The fitness industry is growing but ineffective since it requires resources most people don't have
- The safety question is a major hurdle
- Our Health Reserves are diminishing
- Perceived and real safety are big hurdles
- Business can't figure out how to make money {YET}
- US transportation policy and law is focused on the auto



# Where we are going

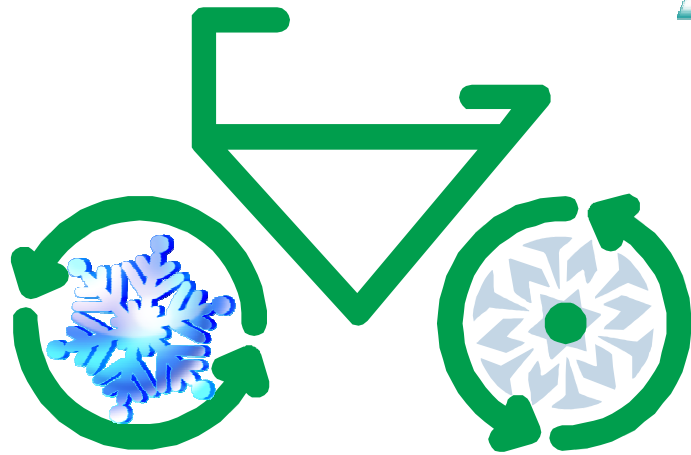
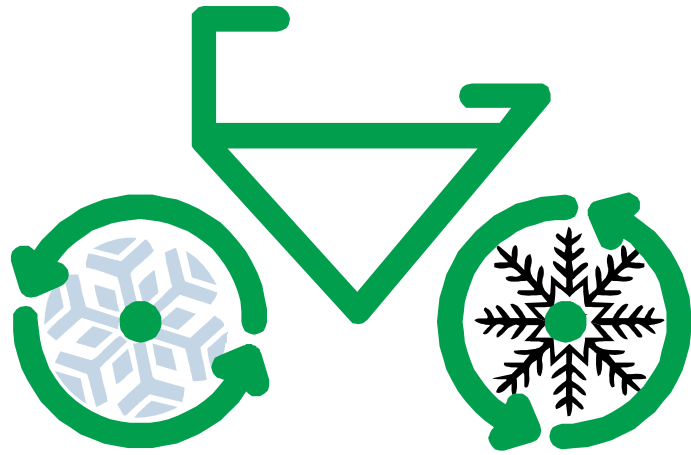
- A ray of hope
  - 19 Million bicycles are sold in the US every year
  - The cost of owning an automobile is getting people on their bicycle
    - Thus leading to a discovery that bikes are transportation
  - Healthcare is redirecting resources towards healthy lifestyle - Premium increased for smoking and High BMI
    - However Doctors can't figure out how to make money at it yet.
  - Traffic congestion sends urban planners looking for alternatives.
    - Declining tax base means less money for roads
  - Innovative bicycle gear increases the pleasure attained in riding regardless of the weather



Q & A

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ALL FLAKES  
ALL DIFFERENT  
ALL LOVED