Ski2LRT uses Systemic Design to transform winter community in Edmonton
Jehn, Michelle and Rae, Shauna

Suggested citation:
SKI2LRT

Presentation

An alternative look at city commuting in the winter.
Winter
Winter

What do you think of when you think of winter?
Winter

Cold

Photo credit: Shutterstock
Winter

Cold

Sunny
Winter

Cold

Beautiful

Sunny

Photo credit: Shutterstock
Winter

Cold

Difficult

Beautiful

Sunny

Photo credit: Shutterstock
Winter

- Cold
- Difficult
- Beautiful
- Sunny
- Dark
Health

What do you think of when you think of health?
Health

S.A.D.
Health

S.A.D.

Sedentary

Fit Bit
Health

- S.A.D.
- Stress
- Sedentary
- Fit Bit
Transport

What do you think of when you think of transportation?
Transport

I wish I could teleport

Photo credit: Shutterstock
Transport

I wish I could teleport

This is not safe!

Photo credit: Shutterstock
Transport

I wish I could teleport

Unavoidable

This is not safe!
Transport

- I wish I could teleport
- Winter tires
- Unavoidable
- This is not safe!
Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.

-Viktor E. Frankl
So what about Technology?

Winter (snow)

Ski tracks technology

Future... Progress

Solutions

Deconstruct Snowflake

Technology (tracks)

Road technology: How are we relating to technology.
Consider an Orange
Technology Across Systems
Ski Commuting

Photo Credit: Larry Wong, Edmonton Journal
Perceived Barriers

- I can’t ski, my lungs will freeze
- Where will I leave my skis?
- How will I cross the intersection?
  - It’s too difficult
- I’ll never ski to work
A ski rack at Century Park LRT stop
This notion is not new...
Calgary Bike Counting on Peace Bridge
Cross country skiing is on the rise

Nordic Ski Club lesson demand up 271% between 2013-2014

Beginners conquer Edmonton’s winters one cross-country ski at a time

By Otiena Ellwand, Edmonton Journal
Looking for Tracksetters to join us for BrewSkis!

_ski2LRT_
Finding the Network

- Funding and support:
  - South West Area Council
  - WinterCity Edmonton
  - Make Something Edmonton
- Twitter: #Ski2LRT
- Media coverage
- Facebook.com/Ski2LRT
The Community and the Map evolve...
And continue to grow...
Winter Cities Shake Up 2015

Photo credit: Gina Meiyan Loewen
Always with the goal of building a rack...
The rack became the stimulus for change and secondary to what became much bigger...
Assumed Path to Success

- Marked routes
- Predictable trail conditions
- Reinvigorating a culture of track setters
  - Groomed trails
  - Winter and snow
Start where you are
Use what you have
Do what you can

- Arthur Ashe
Questions?