

880

cities

Wintermission
Engagement
Flashcards



Wintermission

noun | 'win-tər-mi-shən

1. a break from winter
2. a task undertaken to raise quality of life during winter

Who created the Wintermission flashcards?

8 80 Cities. Visit us at www.880cities.org.

What is Wintermission all about?

The Wintermission project is led by 8 80 Cities, with funding from the Knight Foundation. We have been on a mission to find out how winter cities can improve livability, accessibility, and vibrancy throughout the darkest, coldest months of the year.

These flashcards are just one outcome of the project. Visit our website at 880cities.org to learn more about other aspects of the project, including the Saint Paul Wintermission engagement results and Winter City Strategy!

How can I use the Wintermission flashcards?

These flashcards can be used at public meetings and events to ensure that winter-friendly principles and ideas are being considered in the planning of public space improvements. The cards can be used as visual cues to help participants brainstorm ideas for their community, or they can be used as a central tool in a facilitated workshop setting.

Warmth + Light + Spark + Movement

There are four wintermission principles listed on the bottom of each flashcard. The underlined principles in blue apply specifically to the flashcard in hand. The four principles are:

WARMTH: This refers to projects that provide physical warmth, e.g. places for people to heat up, as well as community-building activities that bring people together and combat any feelings of loneliness and isolation.

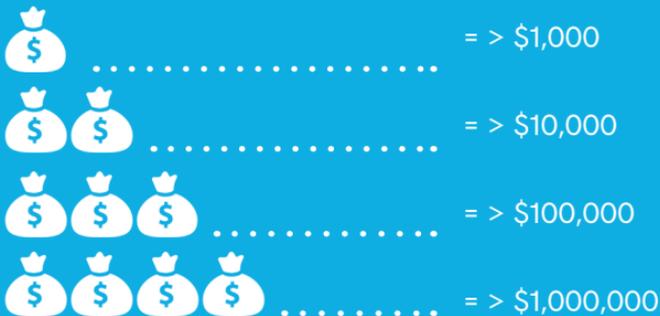
LIGHT: This refers to efforts that use light as medium to make it safer or more inviting to be outside during long winter nights. It also refers

to programming and events that foster winter nightlife, such as live music and ice bars.

SPARK: Projects that create a spark celebrate the unique winter culture of a city, and bring a sense of festivity, excitement, and playfulness to the season.

MOVEMENT: Projects that create movement encourage physical activity, such as sports, and increase access to active transportation (walking, cycling, and public transit).

Budget Guide (in US Dollars)



Dotmocracy Exercise

Other materials needed: String, clothespins, sticker dots, sticky notes, pens

- Step 1 Hang the string in taught lines, then use the clothespins to clip the flashcards onto the string, image facing forward.
- Step 2 Give each participant 3-5 dots to place on their 3-5 most preferred winter improvements. They can write on the sticky notes any additional comments they have about the images they chose.
- Step 3 Facilitate a group discussion about the images that saw the most sticker 'votes'.

Winter Asset Mapping Exercise

Other materials needed: community basemap, pens/markers

- Step 1 Divide people into groups of 4-8 and provide each group with a flashcard set.
- Step 2 Introduce the map context area
Go through each flashcard and discuss with the group if and where specific improvements can be implemented. If an idea is unpopular or inapplicable to the community, set it aside.
- Step 3 Use the blank flashcards provided to suggest additional ideas.
- Step 4 Mark the proposed ideas on the map.
- Step 5 Have each table summarize the results of the exercise.
- Step 6 Facilitate a discussion with the larger group about common themes or conflicts that emerged.



Photo: Eltis

Plowed / compacted bike lanes

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Clearing snow from bike lanes in the winter makes it safer and more accessible for people to bike year round. Some cities plow the bike lanes, whereas others compact a layer of snow into an even, bikeable surface.

Who can do it?

Local government

Budget:



Case Studies:

Oulu, Finland | Copenhagen, Denmark |
Malmö, Sweden



Photo: Studio Roosgaarde

Glow-in-the-dark surface treatment

WARMTH

LIGHT

SPARK

MOVEMENT

Description

The glow-in-the-dark effect is achieved by combining paint with a 'photo-luminising' powder to create a substance that charges up during daylight hours and gives off a soft glow for up to 8 hours after the sun goes down.

Who can do it?

Local government | business improvement districts | parks groups

Budget:



Case Studies:

Nuenen, Netherlands | Cambridge, England



Photo: Capilano Suspension Bridge Park

Bridge / corridor lighting

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Creative lighting on bridges and other connectors can provide a more visually inviting and warm environment for pedestrians during the winter when it is dark for long hours.

Who can do it?

Local government | business improvement districts

Budget:

 and up

Case Studies:

Various locations



Photo: Unkown author

Fire pits

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Create light, warmth, and s'mores with outdoor firepits. Some cities offer fire pits for rent at public parks. Check in with your city's fire department to learn more about the bylaws and permits related to hosting open air fires.

Who can do it?

Municipal government | park groups | event organizers | businesses

Budget:



Case Studies:

Toronto, Canada | Edmonton, Canada

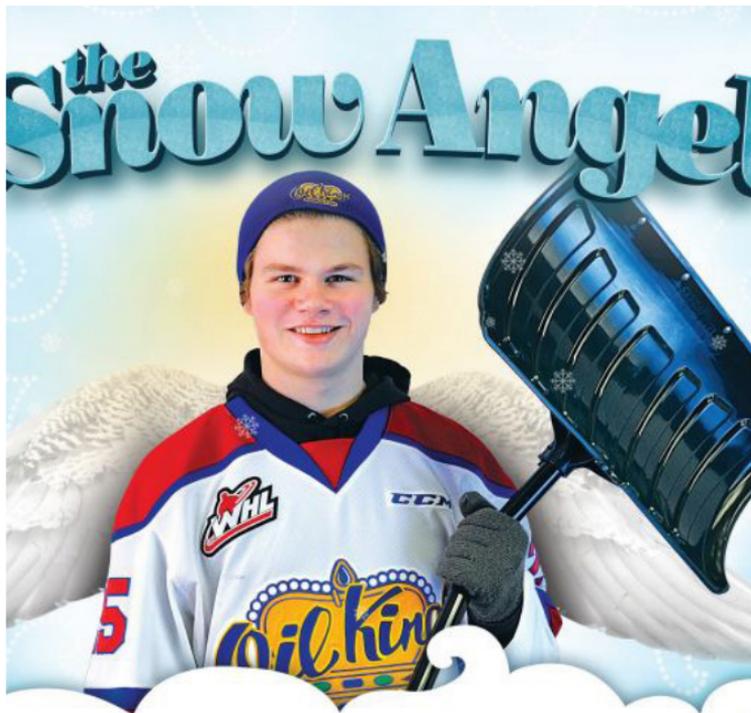


Photo: City of Edmonton

Snow shovelling initiatives

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Some cities have programs that help seniors and those with mobility issues with shoveling snow from their public sidewalks. This requires either organizing a team of volunteers or hiring workers on a short-term basis.

Who can do it?

Local government | community organizations

Budget:



and up

Case Studies:

Washington, USA | Baltimore, USA |
Edmonton, Canada



Photo: Solotech

Crashed Ice

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Crashed Ice is a world tour for down-hill ice skating in an urban setting. This extreme sporting event involves four skaters racing down an ice track with steep turns and high vertical drops. The series was created and is managed by the energy drink company Red Bull.

Who can do it?

Local government | business owners

Budget:



Case Studies

Saint Paul, USA | Quebec City, Canada |
Stockholm, Sweden



Photo: David Giral

Cross-country skiing

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Cities can increase access to urban cross-country skiing by grooming trails in parks and public spaces and providing affordable rental equipment and lessons.

Who can do it?

Local government | local ski clubs | parks groups

Budget:



Case Studies

Minneapolis-Saint Paul, USA | Montreal, Canada



Photo: Unknown author

Food trucks

WARMTH

LIGHT

SPARK

MOVEMENT

Description

By providing people with hot food and beverage options, food trucks/carts can make it more comfortable to be in parks and public spaces during the winter. Vendors can increase coziness by placing fire pits and heat lamps nearby.

Who can do it?

Local government | parks groups |
business owners

Budget:



Case Studies

Various locations



Photo: Kevin Tuong

Edmonton Freezeway

WARMTH

LIGHT

SPARK

MOVEMENT

Description

The idea behind the Freezeway is to provide a year-round greenway that functions as a cycling path during the summer and skating path in the winter. Fully built-out, it will be a 3.5 kilometer trail that people can use for recreation and as a form of transportation around the city.

Who can do it?

Local government

Budget:



Case Studies

Edmonton, Canada



Photo: Danielle Hampton

Gender-Equal Plowing

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Stockholm plows the areas around day cares and schools – where parents stop in before work – before office districts and main roads. This acknowledges that the standard order of plowing highways and city centres ignores the areas where “vulnerable groups,” including women and families, frequent the most.

Who can do it?

Local government

Budget:

N/A

Case Studies

Stockholm, Sweden



Photo: Jennifer Simonson

Heated transit stops

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Taking public transit can be a more comfortable experience in the winter with electric, radiant heaters at transit stops. Overhead heaters can be activated by commuters with the press of a button.

Who can do it?

Local government & transit authority

Budget:



Case Studies

Minneapolis-Saint Paul, USA | Chicago, USA | Regina, Canada



Photo: Chris Sweda

Snowmelt systems

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Also known as heated sidewalks, snow-melt systems prevent the build-up of snow and ice on pavement. They eliminate the need to plow snow or spread de-icing salt/sand. Sensors turn the system on once temperatures dip below freezing. These systems can be electric-powered or hydronic-powered.

Who can do it?

Local government

Budget:



Case Studies

Chicago, USA | Holland, USA



Photo: Luke Beardsworth

Hot Tub Cinema

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Hot Tub Cinema originated in London, UK. After early success, the quirky event made its way to New York City. Inflatable hot tubs can be booked for groups of up to seven people. Films are projected onto a nearby screen and there are waiters on hand to take your drink orders.

Who can do it?

Event organizers

Budget:



Case Studies

London, UK | New York City, USA



Photo: Will McGough

Ice Canoe Racing

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Originally a means of winter transport between the islands and shores of Quebec's Saint Lawrence River, ice canoeing is now a sport. Crews of five athletes alternately push and row their canoe across the ice on the frozen parts of the river.

Who can do it?

Event organizers | rowing clubs

Budget:



Case Studies

Montreal, Canada | Quebec City,
Canada



Photo: Allison Kaplan

Mobile sauna

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Mobile saunas can be built into the back of a truck/van or constructed as a separate trailer that can be hitched onto a vehicle. While it offers many health benefits, mobile saunas are a fun way to activate any outdoor winter space. Mobile saunas for public use must meet local safety and building regulations.

Who can do it?

Event organizers | businesses

Budget:



and up

Case Studies

Minneapolis-Saint Paul, USA



Photo: Eva Blue

Light art

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Light art is produced when light is used as an artistic material. Creative uses of light can make a winter night feel more warm and inviting. Public, outdoor light art installations are often used as part of winter festivals, art festivals, or even as permanent pieces of public art.

Who can do it?

Event organizers | businesses | artists

Budget:



and up

Case Studies

Various locations



Photo: CBC Edmonton

Patio blankets

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Winter cities can extend patio season by providing customers with thick blankets and heaters. This practice is common across many parts of Northern Europe and is catching on in North American winter cities.

Who can do it?

Businesses

Budget:



Case Studies

Denmark | Sweden | Norway | Edmonton, Canada

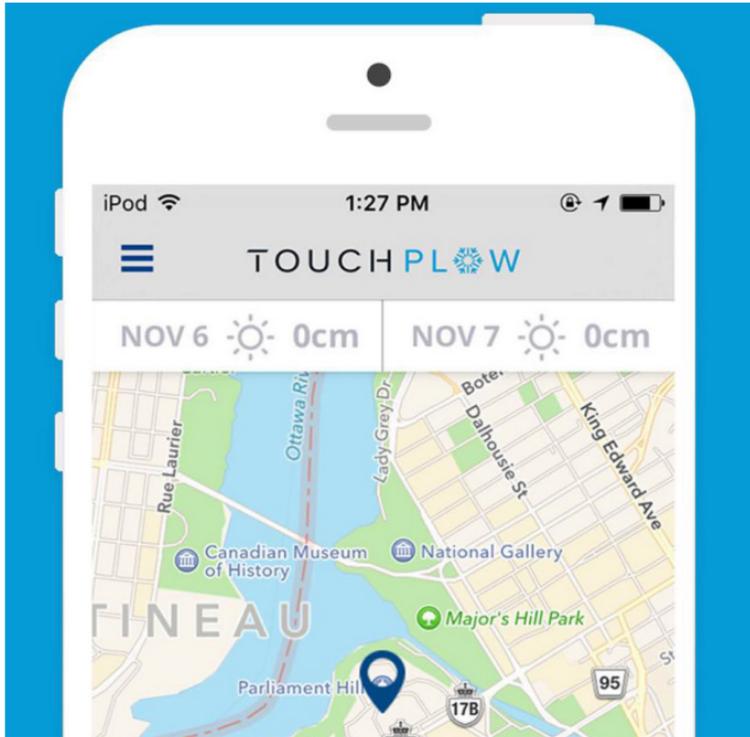


Photo: TouchPlow

Service Request Apps

WARMTH

LIGHT

SPARK

[MOVEMENT](#)

Description

Service request apps can be helpful during the winter, when residents can submit requests to the City to plow snow or apply salting to neighborhood streets with a few simple clicks. These apps typically provide options to receive live updates on the status of your complaint/request.

Who can do it?

Local government | app developers

Budget:



Case Studies

Philadelphia, USA | New York City, USA



Photo: Charlie Brown

Snow bocce

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Played just like regular bocce, only in the snow. An informal game of snow bocce can be played just about anywhere. Some cities shovel or compact the snow on existing bocce courts, making them accessible year-round.

Who can do it?

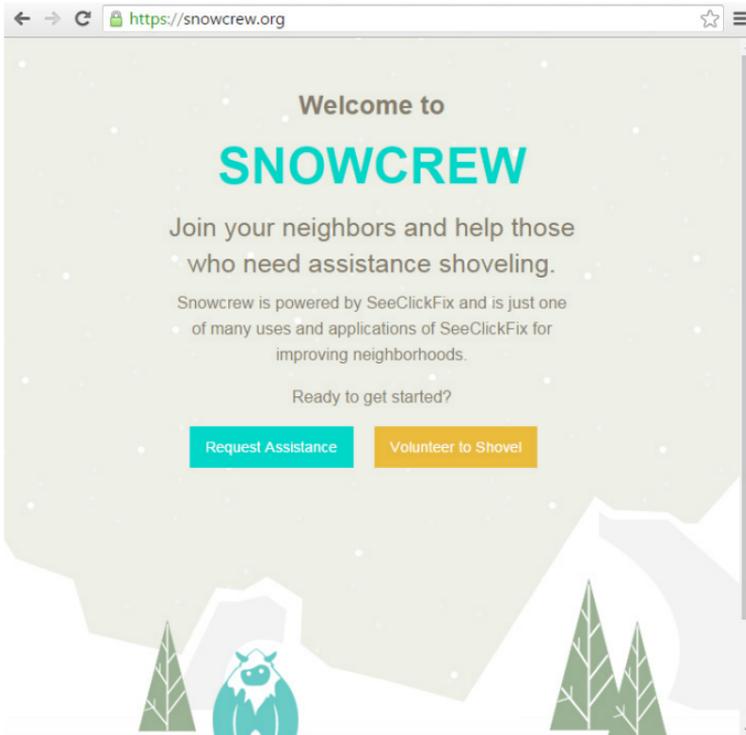
Local government | parks groups | bocce clubs

Budget:



Case Studies

Various locations



Welcome to

SNOWCREW

Join your neighbors and help those who need assistance shoveling.

Snowcrew is powered by SeeClickFix and is just one of many uses and applications of SeeClickFix for improving neighborhoods.

Ready to get started?

[Request Assistance](#)

[Volunteer to Shovel](#)



Photo: Snow Crew

Snow Crew

WARMTH

LIGHT

SPARK

[MOVEMENT](#)

Description

Snow Crew is a website where residents can post job listings or request snow shoveling from volunteers in their city. It connects residents in need to people with a willingness to help. The site launched in 2009 and has expanded across the US. It is most active in cities where organizations have partnered directly with Snow Crew.

Who can do it?

Residents | community organizations

Budget

Free

Case Studies

Washington | Chicago | Boston, USA



Photo: 365TwinCities

Snow golf

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Who knew golf season could be year-round? At Majestic Oaks Golf Club in Andover, MN, \$5 gets you a tennis ball, a club, and a round of golf. There are concessions on site if you need a cup of hot cocoa to warm up. Most holes are under 100 yards and the cups are 6 inches in diameter.

Who can do it?

Golf course owners

Budget



Case Studies

Andover, USA | Uummannaq, Greenland
| Jämijärvi, Finland



Photo: Pinpin Studio

Snow playground

WARMTH

LIGHT

SPARK

MOVEMENT

Description

This winter wonderland features a maze, ice slides, seating, and a “snow lantern” that glows at night. It took less than one week to build, and is free to use.

Who can do it?

Local government | community organizations | park groups | event organizers

Budget



Case Studies

Kiruna, Sweden



Photo: Paul Tinkerhess

Snow Buddy

WARMTH

LIGHT

SPARK

MOVEMENT

Description

One neighborhood in Ann Arbor purchased The SnowBuddy, a tractor outfitted with special attachments to clear neighborhood sidewalks. Paid for by community-pooled donations and operated by volunteers, the little tractor was a major step towards collectivizing what was once a private responsibility.

Who can do it?

Residents | community organizations

Budget



Case Studies

Ann Arbor, USA



Photo: Ola Bergengren

Toronto Ice Rink Program

WARMTH

LIGHT

SPARK

MOVEMENT

Description

The City of Toronto provides free ice maintenance workshops and basic equipment like hoses, scrapers, and water supply to community groups who want to create natural ice rinks in public parks. These rinks are typically created and maintained by local volunteer groups.

Who can do it?

Municipal government | community organizations

Budget



Case Studies

Toronto, Canada



Photo: Johan Gunséus

UV Light Bus Shelters

WARMTH

LIGHT

SPARK

MOVEMENT

Description

In the city of Umea, Sweden, a local energy company installed special UV bulbs in bus shelters that can boost commuters' moods during the winter. Commuters are invited to spend a few minutes facing the therapeutic lights to soak up the benefits of the sun they miss during dark winters.

Who can do it?

Municipal government | transit authorities | energy companies

Budget



Case Studies

Umea, Sweden



Photo: Johan Gunséus

Warm winter hat program

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Saint Paul artist Jun-Li Wang helps make Minnesota winters warmer and more welcoming by providing winter hats to city newcomers. The hats are bestowed to recipients at a monthly ceremony where residents officially welcome their new neighbors.

Who can do it?

Municipal government | community organizations | residents

Budget



Case Studies

Saint Paul, USA



Photo: Warming Huts

Warming Huts

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Each year Winnipeg's Red River is transformed by a series of "Warming Huts" that bring life and refuge to one of the world's longest frozen skating trails. The annual competition attracts submissions from design firms around the world. The trail has also featured a skate-through museum and pop-up restaurant right on the ice.

Who can do it?

Municipal government | event organizers

Budget



Case Studies

Winnipeg, Canada



Photo: Azure Magazine

Winter Stations

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Each winter, a series of playful structures pop up along a public beach in Toronto. The installations are selected through an international design competition. Each structure features interactive components that allow people to climb, huddle in, or play with.

Who can do it?

Municipal government | event organizers

Budget



Case Studies

Toronto, Canada



Photo: Toronto Catholic District School Board

Winter Walk Day

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Winter Walk Days are usually organized and promoted by local governments in partnership with companies and school boards. The campaign urges people of all ages to commit to at least 15 minutes of walking, skating, skiing, biking, or rolling on Winter Walk Day.

Who can do it?

Local government | schools | residents | workplaces

Budget



Case Studies

Cities across Ontario and Alberta, Canada | Minneapolis-Saint Paul, USA



Photo: Steinbachonline.com

Neighborhood Snow Sculpture Contest

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Cities can encourage residents to animate their front yards in the winter by hosting neighborhood snow sculpture competitions. Winners are usually nominated by their fellow neighbors or selected by a panel of judges.

Who can do it?

Local government | residents | neighborhood associations

Budget



Case Studies

Edmonton, Canada | Ottawa, Canada | Sainte Anne, Canada



Photo: Red Brick Town

Snowball fights

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Organized snowball fights are a fun and inexpensive way to celebrate winter with hundreds of other people. Some cities like Washington DC have formed Snowball Fight Associations and use Facebook and Twitter to build excitement for their events.

Who can do it?

Community organizations | residents

Budget



Case Studies

Washington, USA | Saskatoon, Canada |
Montreal, Canada



Photo: Metro Edmonton

Signature winter drink

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Cities can add to the excitement and culture of winter by hosting a signature drink competition whereby participants are invited to create a unique beverage to complement the city's winter social events and outdoor activities.

Who can do it?

Local government | community organizations | businesses

Budget



Case Studies

Edmonton, Canada



Photo: NRK

Winter outdoor movie

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Outdoor movie screenings in the winter, with hot beverages and warming stations are a good way to activate public spaces at night. You can even project films on a wall made of snow, just like one drive-in movie operator did in Fort McMurray, Canada.

Who can do it?

Residents | community organizations

Budget



Case Studies

Fort McMurray, Canada | Beitostølen, Norway



Photo: Shaugh Butts

Winter fashion show

WARMTH

LIGHT

SPARK

MOVEMENT

Description

An outdoor winter fashion show is a spin on the typical runway experience. These can be organized as stand-alone events or as part of larger fashion or winter-themed festivals. Edmonton's "For the Love of Winter Design" contest challenges local designers to create an outfit that is both warm and fashionable.

Who can do it?

Event organizers | businesses

Budget

 and up

Case Studies

Edmonton, Canada | Seoul, South Korea



Photo: Mike Reynolds

Pond curling

WARMTH

LIGHT

SPARK

MOVEMENT

Description

While most curling matches today take place in indoor venues, pond curling takes it back to the origins of the sport: outdoors! Simply clear the frozen pond of any snow and debris and get started.

Who can do it?

Residents | community organizations | curling clubs

Budget



Case Studies

Various locations



Outdoor heaters

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Propane or electric-powered outdoor heaters can extend patio season or provide added comfort to any outdoor space.

Who can do it?

Event organizers | businesses | residents

Budget



Case Studies

Various locations

LIFE

January 2016
\$6.95



Q&A WITH BILL MORNEAU p.18

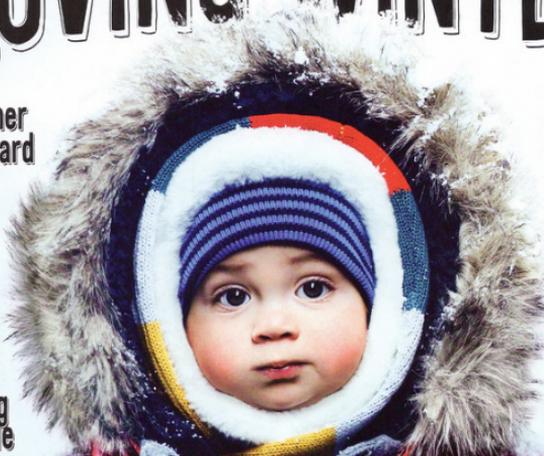
Confessions of a 50-year-old
Bay Street intern p.106

A Winter Hater's Guide to LOVING WINTER

Designer
backyard
yurts

Fun
tiki
bars

Ice
fishing
in style



Steamy
seafood
soups

Chalet
chic
duds

Cold
weather
beers

Photo: Toronto Life

Winter activity guides

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Winter guides are a popular and easy way to provide residents with a comprehensive list of activities and events they can participate in throughout winter. These guides can be distributed in print or digital form.

Who can do it?

Local government | news media | blogs | community organizations

Budget



Case Studies

Edmonton, Canada | Toronto, Canada



Photo: Bemidji State University

Snowshoe race

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Snow shoe races can be for individuals or teams, and can range in difficulty. Bemidji State University holds a simple yet fun snowshoe race around campus every year. Compare this to the Shoeshoe Raid Adventure Run event where teams race to a series of different checkpoints.

Who can do it?

Event organizers | schools | snowshoe clubs | parks groups

Budget



Case Studies

Blue Mountain, Canada | Lake Louise, Canada | Minnesota, USA



Photo: Tamagini Visuals

Winter fun run

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Winter fun runs are a great way to extend racing season throughout the year. Some cities/events take a playful approach and get people to dress up in ugly sweaters, Santa suits, or other winter costumes.

Who can do it?

Event organizers | local government | running clubs | community organizations

Budget

 and up

Case Studies

Boston/Cambridge, USA | Madison, USA
| Toronto, Canada



Photo: Martin Bubandt

Winter swimming

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Winter swimming is gaining popularity around the world. Some cities, like Copenhagen, allow year-round access to their swimming harbors as well as to the adjacent-located change rooms and saunas. In fact, Denmark has 80 winter swimming clubs with 20,000 members!

Who can do it?

Local government | waterfront organizations | swim clubs | residents

Budget



Case Studies

Copenhagen, Denmark | Beijing, China | Toronto, Canada | Berlin, Germany



Photo: Original Travel

Building color code

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Longyearbyen, Norway, the world's northernmost city, has developed a color master plan for the exteriors of all its buildings. In some areas, buildings must be painted in bright colors to contrast the snowy landscape, while in other areas, buildings are painted to blend in with the surroundings.

Who can do it?

Local government

Budget

N/A

Case Studies

Longyearbyen, Norway



Photo: Friends of the High Line

All-season plants

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Parks and public spaces can be more enjoyable throughout the winter given some thoughtful approaches to planting. Certain types of plants look and fare better than others throughout the year. Not to mention, plants and trees can provide people with protection from harsh winter winds.

Who can do it?

Local government | parks groups |
community organizations | residents

Budget

 and up

Case Studies

Various locations



Photo: Friends of the High Line

Park snow teams

WARMTH

LIGHT

SPARK

MOVEMENT

Description

To ensure that parks are accessible year-round, why not create a team of designated volunteers that you can call on every time your city experiences a heavy snowfall? New York City's High Line pairs volunteers with staff to get the park cleared and safe for public use.

Who can do it?

Local government | parks groups | community organizations | residents

Budget



Case Studies

New York City, USA | Kanata, Canada



Photo: Toronto Christmas Market

Outdoor Holiday Market

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Also known as Christmas Markets, outdoor holiday markets have a long history in Europe and can also be found across North America. Generally held in public squares and adjacent pedestrian zones, the market sells food, drink, and seasonal items from open-air stalls, along with other programming.

Who can do it?

Local government | businesses | event organizers | community organizations

Budget

 and up

Case Studies

Various locations



Photo: Fernando Morales

Ice sculptures

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Ice sculpture artists can carve massive blocks of ice into intricate sculptures. Ice sculpture festivals can draw large crowds whereas stand alone sculptures add a sense of winter festivity to any event. The longer the temperatures outside stay below freezing, the longer the sculptures will last.

Who can do it?

Businesses | event organizers |
community organizations

Budget



and up

Case Studies

Various locations



Photo: Mayor Don Iveson Facebook page

Newcomer winter welcome

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Some newcomers to winter cities have never experienced winter before. The City of Edmonton recently hosted a “Winter Wonderland Welcome Festival” for 1,000 newcomers which introduced them to city services and recreational options, and to get people inspired to embrace living in a winter city.

Who can do it?

Local government | community organizations

Budget

 and up

Case Studies

Edmonton, Canada



Photo: Pocket Robin

Wintergration program

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Toronto's unique Wintergration Club offers welcoming and accessible opportunities for newcomers of all ages to participate in outdoor winter activities and to start developing a healthy habit of staying active year-round from the onset of their settlement process.

Who can do it?

Local government | community organizations | settlement organizations

Budget

 and up

Case Studies

Toronto, Canada



Photo: Frederique Menard-Aubin

Outdoor concerts

WARMTH

LIGHT

SPARK

MOVEMENT

Description

Outdoor concerts during the winter can add a layer of festivity during the cold, dark months. These can happen as part of winter festivals or held as a stand-alone event. Igloofest, an outdoor winter rave in Montreal, keeps it interesting by encouraging all attendees to show up in retro snowsuits.

Who can do it?

Local government | event organizers | community organizations

Budget



and up

Case Studies

Montreal, Canada | Whistler, Canada



Photo: City of Edmonton

Living in a Winter City site

WARMTH

LIGHT

[SPARK](#)

MOVEMENT

Description

The City of Edmonton has a page on their website dedicated to the everyday things residents need to know about living in a winter city. From seasonal parking bans and transit route changes to tips on the best toboggan hills and Christmas light tours.

Who can do it?

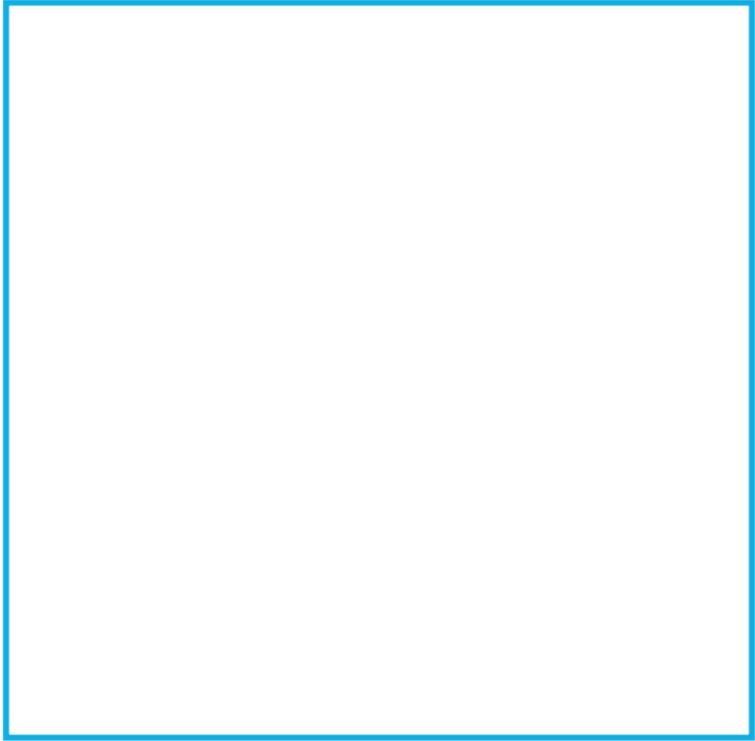
Local government | community organizations

Budget



Case Studies

Edmonton, Canada



WARMTH

LIGHT

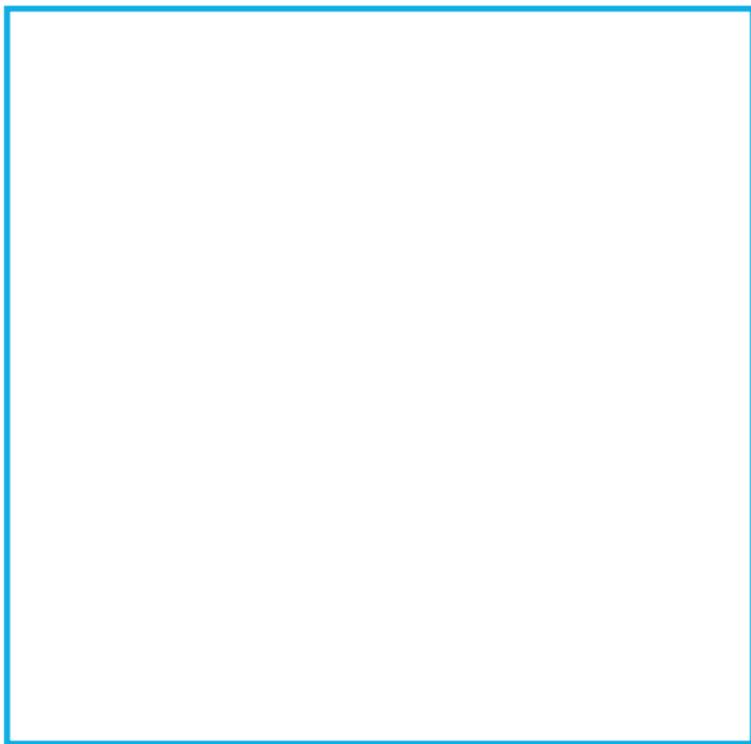
SPARK

MOVEMENT

Description

Who can do it?

Budget



WARMTH

LIGHT

SPARK

MOVEMENT

Description

Who can do it?

Budget