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- Cycling (emits 21g/km) is nearly 8 times more environmentally friendly than driving a car (emits 170g/km) [1]
- Novice undergraduate riders may feel unsafe and discomfort from the cold weather
- Cyclists are at an increased risk to accidents during higher precipitation months [3]
- Cyclists less likely to use helmets, reflective gear, or proper lighting which is essential in the winter [3]







**Figure 1: Low Ridership in Winter Months [2]**

- Users can compete on a monthly leaderboard, earning points in various ways to win prizes

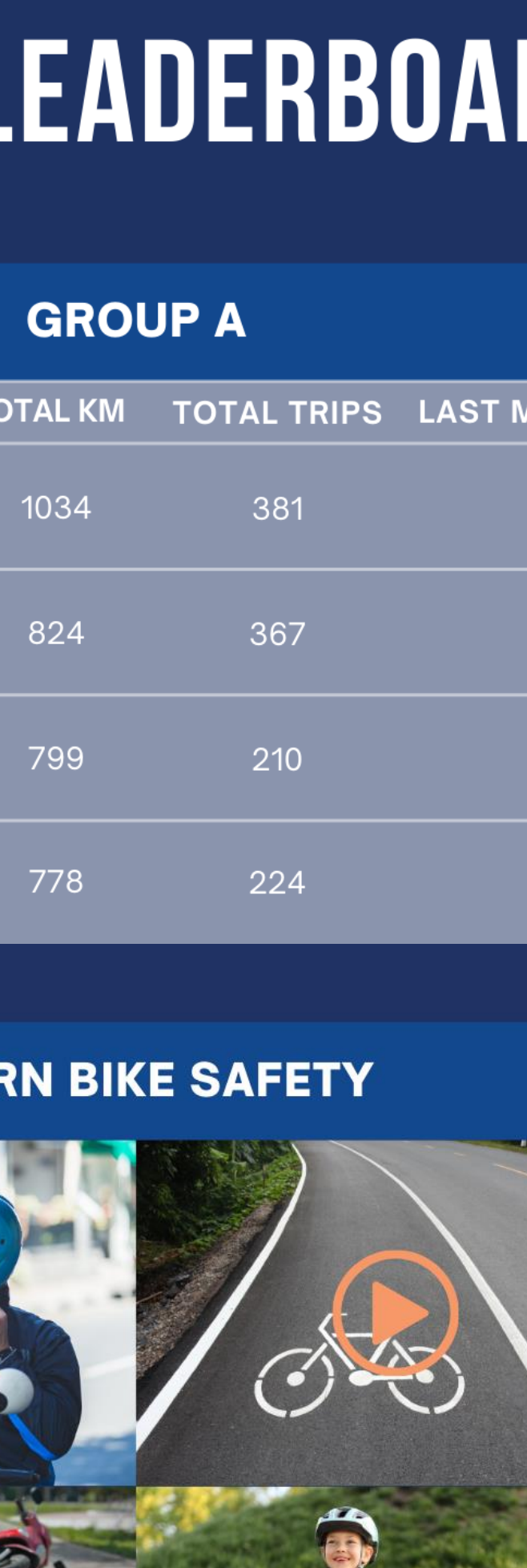
Points	Activity
1	1 km spent on a bike
2	1 bike safety video watched
1	3 weather conditions reported



# JANUARY 2025 LEADERBOARD

GROUP A			
USERNAME	TOTAL KM	TOTAL TRIPS	LAST MONTH
 <b>MORGAN</b>	1034	381	1275
 <b>ALEX</b>	824	367	432
 <b>CASEY</b>	799	210	109
 <b>JORDAN</b>	778	224	972

## LEARN BIKE SAFETY



# CYCLING CONDITIONS REPORT

**GOOD** cycling conditions  
**FAIR** cycling conditions  
**POOR** cycling conditions

5°C

Pinkie Crescent  
Salisbury Rd  
Kingsmount St N  
Hollywood St N  
Friends Rd N  
Norfolk St N  
Greenmount Ave

Tahini's

Klassic Car Wash  
Wash All Month  
- Pay Only Once

Shelbys Legs  
Shawarma - N  
Shawarma Resta

### Prototype of our solution integrated with SoBi app

- 1) Propose our solution to SoBi
- 2) Complement the new app features with real-life community engagement and competitions
  - Inter-faculty leaderboard points competition
  - Report the most road and weather conditions for prizes
- 3) Connect with local business and online retailers to supply prizes and discount codes
  - Mutually beneficial partnerships
  - Cycling-related prizes



1. “Hamilton Bike Share | City of Hamilton,” Hamilton.ca, 2025.  
<https://www.hamilton.ca/home-neighbourhood/getting-around/biking-cyclists/hamilton-bike-share#background-reports> (accessed Mar. 14, 2025).
2. Dutchreview.com, 2017. [https://dutchreview.com/wp-content/uploads/Depositphotos\\_145064225\\_S-e1645698117665.jpg](https://dutchreview.com/wp-content/uploads/Depositphotos_145064225_S-e1645698117665.jpg) (accessed Mar. 14, 2025).
3. B. Savan, E. Cohlmeier, and T. Ledsham, “Integrated strategies to accelerate the adoption of cycling for transportation,” *Transportation Research Part F: Traffic Psychology and Behaviour*, vol. 46, pp. 236–249, Apr. 2017, doi: <https://doi.org/10.1016/j.trf.2017.03.002>

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