

My Long-Distance Low-Commitment Casual Bicycle: Understanding BIXI's First Winter

Sadie Cambray

Department of Geography, McGill University, Montréal (Québec) Canada

2025

Supervisor: Professor Kevin Manaugh

Reader: Professor Owen Waygood

Encouraging cycling year-round is a need and a challenge in North American winter cities. While the benefits of cycling for transportation are well-documented, winter conditions often deter riders. In 2023, Montreal's bike-share company BIXI introduced a pilot year-round service, representing a key development in the advancement of winter cycling. In this thesis, I use data from an online survey and open data from BIXI and EcoCounter to evaluate the outcomes of this pilot project, both for the bike-share service and winter cycling more broadly. My analysis confirms trends in winter cycling literature on the key roles of demographics and perceptions. Yet, I also present a unique perspective on the “enjoyment” factor of winter cycling, highlighting its potential for behaviour retention. I identify moments of success and areas for improvement for BIXI, as well as suggestions for policymakers seeking to grow winter cycling. This research contributes new data to the limited literature on winter bike-share, supporting the growth of more inclusive and sustainable year-round transportation systems.



*BIXI Station at Avenue du Parc and Rue Rachel, February 2024
(Source: Author)*