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April 21, 2013

Kelly McCarthy
10th floor, West Tower, City Hall
100 Queen Street West
Toronto, Ontario, M5H 2N2

Dear Members of the Executive Committee:

RE: EX31.13 (Restructuring the relationship with BIXI Toronto Inc.)

It has been brought to my attention the Executive Committee will be meeting on April 23, 2013 to discuss the future of BIXI in Toronto. There have been concerns about BIXI's financial situation, as reflected by the \$3.9 million loan balance as of December 31, 2012. However, the limited network of 1 000 bikes and 80 stations covering the downtown core deserves some blame for the lack of financial success. Since opening to the public on May 3, 2011, BIXI Toronto reached more than 1.3 million trips and 4 600 memberships. Given the highest ridership is occurring at the edges of the service area, imagine where BIXI could be if it had expanded to its original goal of 3 000 bikes and beyond?

Per Cycle Toronto, the BIXI service area was supposed to be expanded to Broadview in the East, Dupont Street in the North, and High Park in the West. While I agree with this expansion idea in principle, I feel it could be expanded even further, based on the population density data from the Statistics Canada 2006 Census and ongoing developments in Toronto. I attached an image of this data to this e-mail, but modified it to illustrate the four BIXI expansion zones.

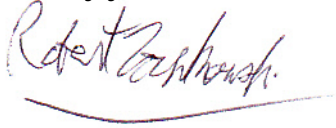
1. Downtown – This illustrates the existing BIXI network; bounded by the Waterfront, Bathurst Street, Bloor Street, and Parliament Street.
2. Waterfront West – This area is bounded by the Waterfront, Parkside Avenue, Bloor Street, and Bathurst Street. It includes high density neighbourhoods such as Liberty Village and Parkdale, subway stops along Bloor Street, the Canadian National Exhibition, and key parks such as Trinity Bellwoods and High Park. This should be the top expansion priority, given the higher population densities in this zone.
3. Waterfront East – This area is bounded by the Waterfront, Parliament Street, O'Connor Avenue, and Victoria Park Avenue. This zone should be considered to serve subway stops along Danforth Avenue, key parks such as the Leslie Street Spit, Ashbridges Bay, and Woodbine Beach, and development in the Port Lands area. Key neighbourhoods in this zone include The Danforth, Riverdale, Leslieville, and The Beaches.
4. Midtown – This area is bounded by Bloor Street, Keele Street, Eglinton Avenue, and Yonge Street. This zone would serve the key Yonge-Eglinton mobility hub, subway stops along Yonge Street, the St. Clair streetcar, and the future Eglinton Crosstown. This zone also includes The Annex, Junction Triangle, Forest Hill, and Keeleedale neighbourhoods.

While stressing expansion ideas is fine, they need to be backed up with why the City of Toronto should proceed with purchase of the BIXI system and expand it to the originally planned 3 000 bikes, which is estimated to cost \$15 million. Expanding the BIXI system would provide an attractive option for those making trips too far to walk but not far enough for transit (two to three kilometres), increase customer activity at businesses near BIXI stations, and take advantage of the growing trend of bike tourism around the world.

While discussing EX31.13 on April 23, I am urging the Executive Committee to support cycling in Toronto by maintaining and expanding BIXI. Please do not hesitate to contact me if you have any questions regarding the ideas I have raised. A copy of this letter has been sent to Cycle

Toronto and elected officials at all three levels of government, given the provincial and federal governments can play an important role when it comes to promoting active transportation infrastructure.

Sincerely yours,

A handwritten signature in dark ink, reading "Robert Zaichkowski". The signature is written in a cursive style and is underlined with a single horizontal line.

Robert Zaichkowski, CMA

CC: Cycle Toronto; Councillor Gord Perks; Cheri DiNovo, MPP; Peggy Nash, MP