



Bike Share Toronto

Business Review

Board of Directors Meeting – May 12, 2021



Bike Share Toronto is a Sustainable, Affordable and Convenient Way for Residents to Travel & Explore the City

The Opportunity

Deliver to our customers and the City of Toronto the world's best bike share system



200 KM²

The Fundamentals

- A service that makes bicycles available for shared use on a short term basis
- First/ last mile mobility solution intended to integrate with transit and parking services
- To be used for one way trips bringing commuters closer to their final destination
- Operates 24/7, 365 days a year



625 Stations



6,850 bikes



4 Easy Steps to Bike Share

UNLOCKING A BIKE IS EASY

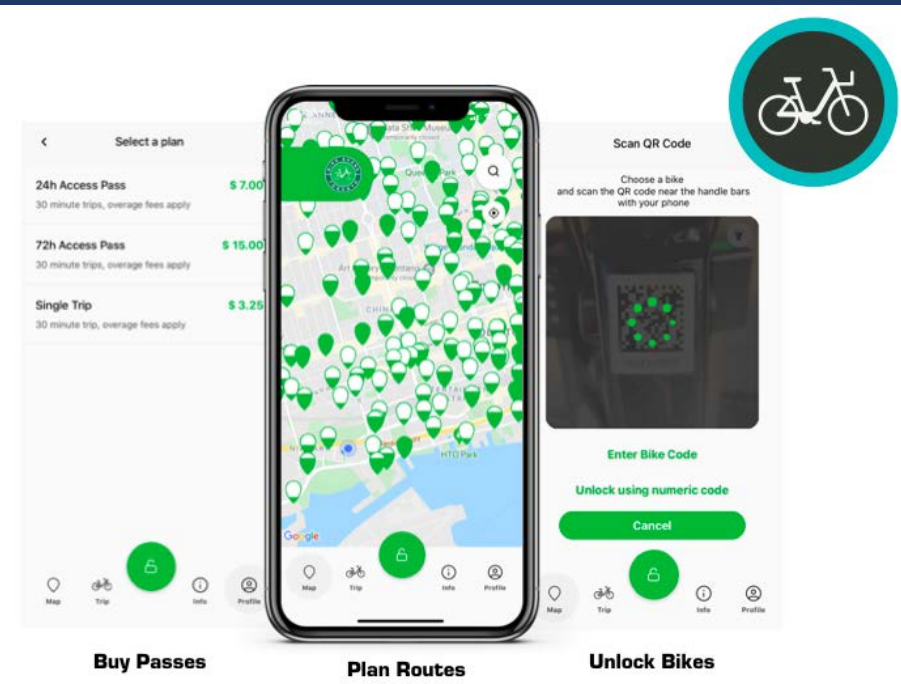
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1 Join
Become an Annual Member or buy a Day Pass to access the system.
[→ See pricing](#)
- 

2 Unlock
Find an available bike nearby, and get a ride code or use your member key to unlock it.
- 

3 Ride
Take as many short rides as you want while your pass or membership is active.
- 

4 Return
Return your bike to any station, and wait for the green light on the dock to make sure it's locked.



The screenshot shows the app interface with three main sections:

- Buy Passes:** Lists three options: 24h Access Pass (\$7.00), 72h Access Pass (\$15.00), and Single Trip (\$3.25). Each option includes the text "30 minute trip, overage fees apply".
- Plan Routes:** A map view showing numerous green location pins representing bike stations.
- Unlock Bikes:** A QR code scanner interface with instructions: "Choose a bike and scan the QR code near the handle bars with your phone". It includes fields for "Enter Bike Code" and "Unlock using numeric code", a "Cancel" button, and a green lock icon.

CURRENT RATE STRUCTURE

<p>\$3.25</p> <p>SINGLE TRIP*</p> <p>One trip up to 30 minutes</p>	<p>\$7</p> <p>24 HOUR*</p> <p>Unlimited 30 minute trips within a 24 hr period</p>	<p>\$15</p> <p>3-DAY*</p> <p>Unlimited 30 minute trips over a consecutive 3-day period</p>	<p>\$99</p> <p>ANNUAL*</p> <p>Unlimited 30 minute trips for 365 days</p>
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OVERAGE FEES: \$4 FOR EVERY EXTRA 30 MINUTES



Bike Share Toronto is a Big Operation

SERVICE DELIVERY



Strategy, Planning, Marketing and Development (7)



Operator (85+)



Infrastructure & IT (75+)

ORGANIZATION CHART

VP Business Development

Director Bike Share

Manager Bike Share

Senior Planner (2)

Bike Share Representatives (2)

CAPITAL FUNDING



BUSINESS PARTNERS



Who are Bike Share Customers?

Gender



56% **40%**

Prefer not to answer 4%

Bike Share Trip Purpose

To/From Work



To/From School



Errands/ Appointment



Social, Entertainment or Leisure activities



Go to/from Transit

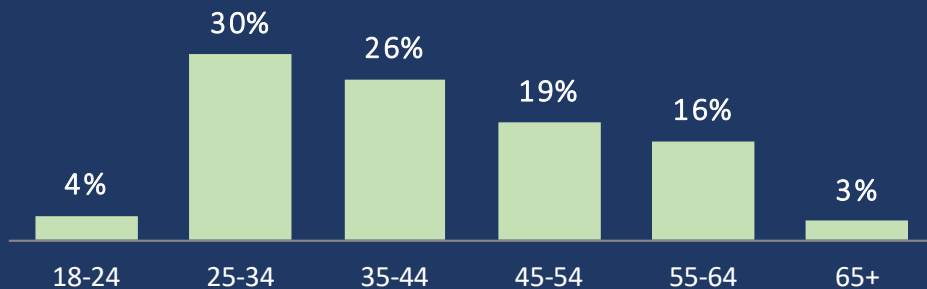


Exercise



	To/From Work	To/From School	Errands/ Appointment	Social, Entertainment or Leisure activities	Go to/from Transit	Exercise
2018	58%	2%	15%	14%	7%	2%
2019	58%	2%	17%	17%	3%	2%
2020	22%	1%	33%	23%	2%	14%

Age



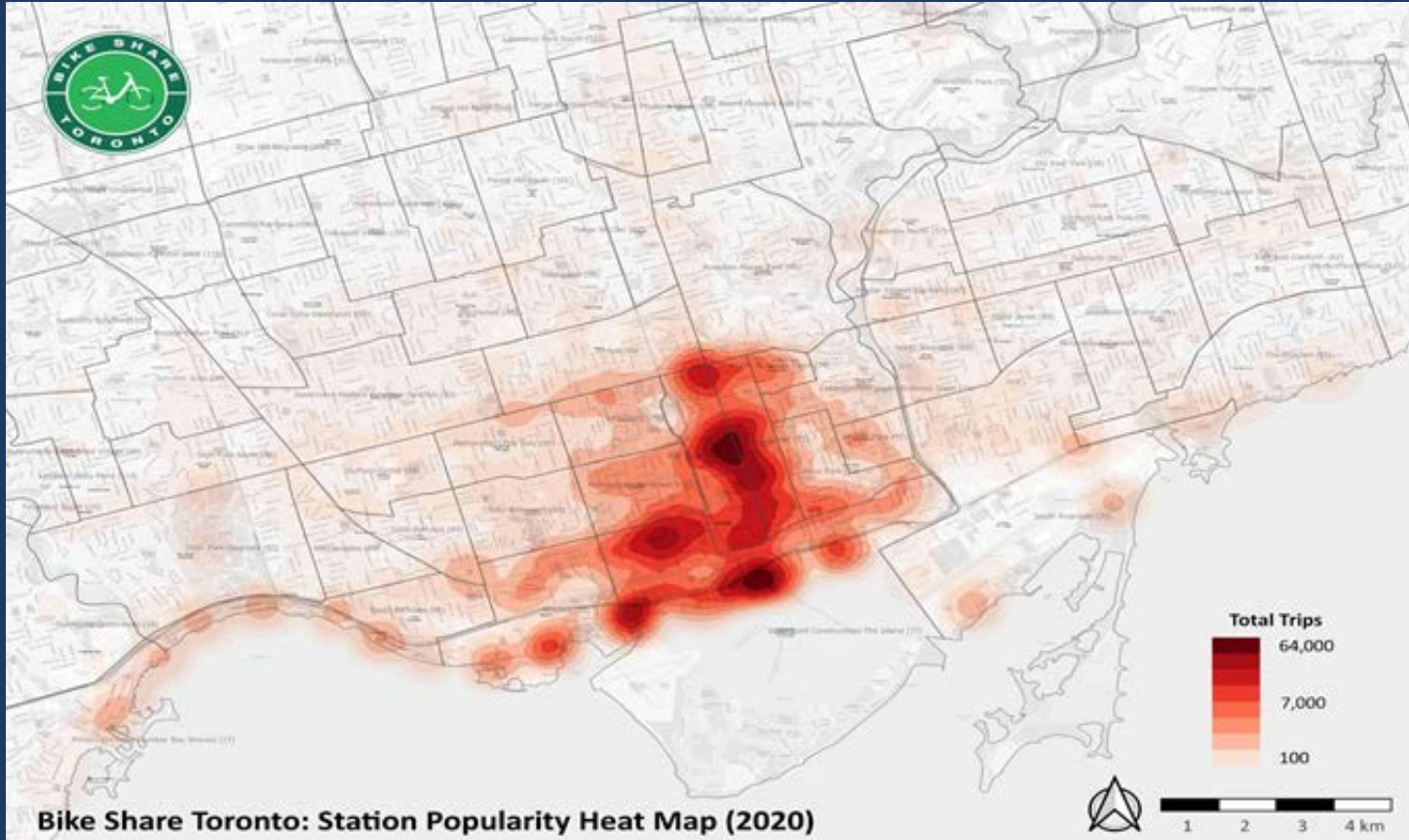
■ Current Member

HIGHLIGHTS

While commuter traffic to/ from work dropped significantly in 2020, those using bike share to run errands, shop, eat or exercise grew substantially



Trip Density – The Map has been expanding



TOP 5 Neighbourhoods

1. Waterfront communities
2. Liberty Village
3. South Parkdale
4. South Riverdale
5. Mimico (includes Humber Bay Shores West)

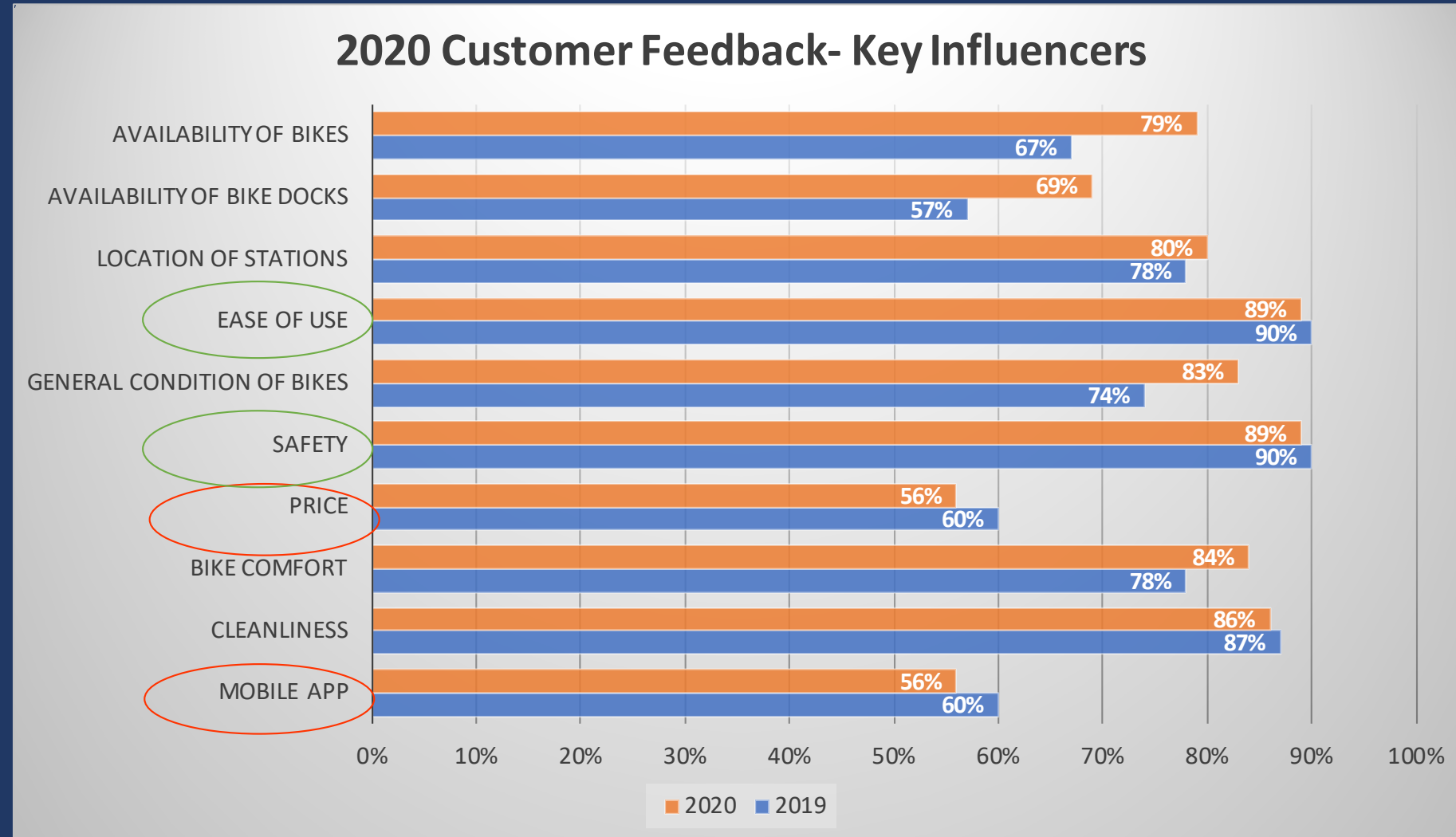
Top 5 account for 40% of all rides and 54% of ridership revenue



Bike Share is Popular with its Customers

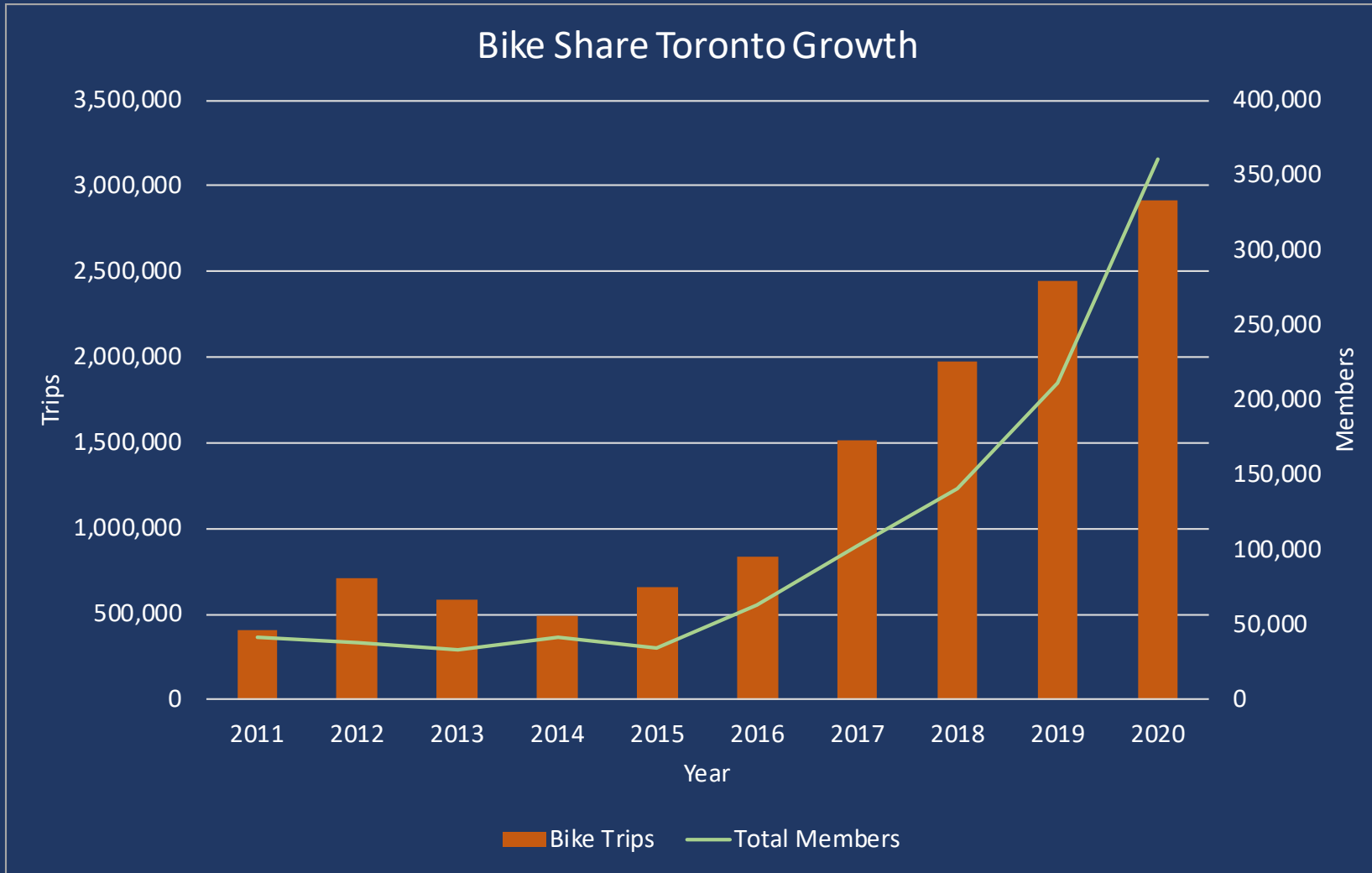


Metrolinx/TPA survey Dec 18, 2020
N= 555





Ridership Grew by 19 % in 2020



MEMBERSHIP

551%

SINCE 2016



TRIPS

249%

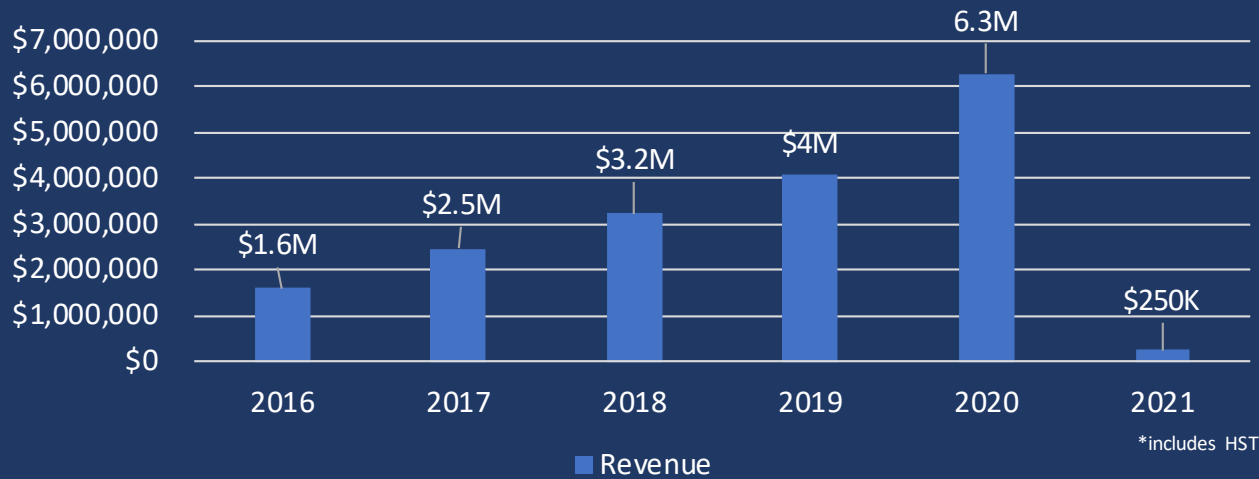
SINCE 2016



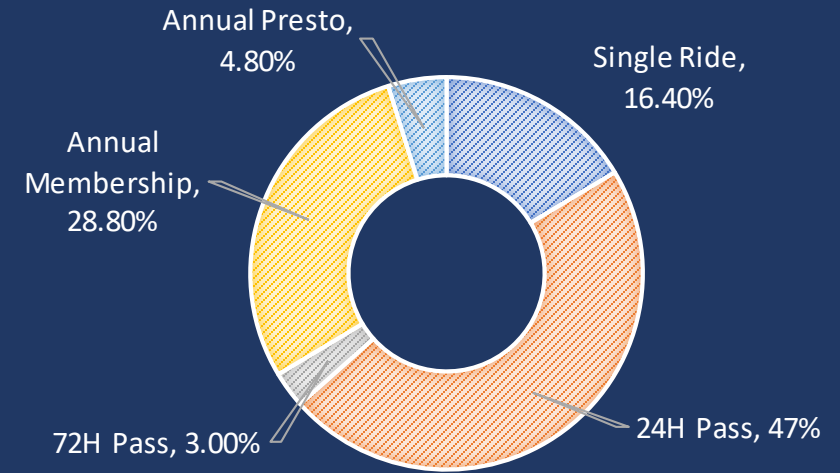


Ridership Revenue Grew by 54% in 2020 as Bike Share Popularity Grew

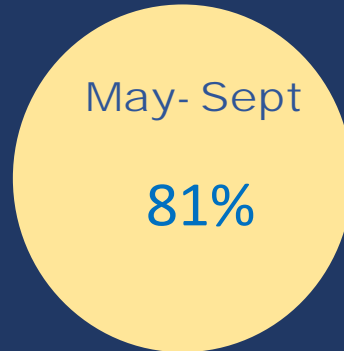
Revenue



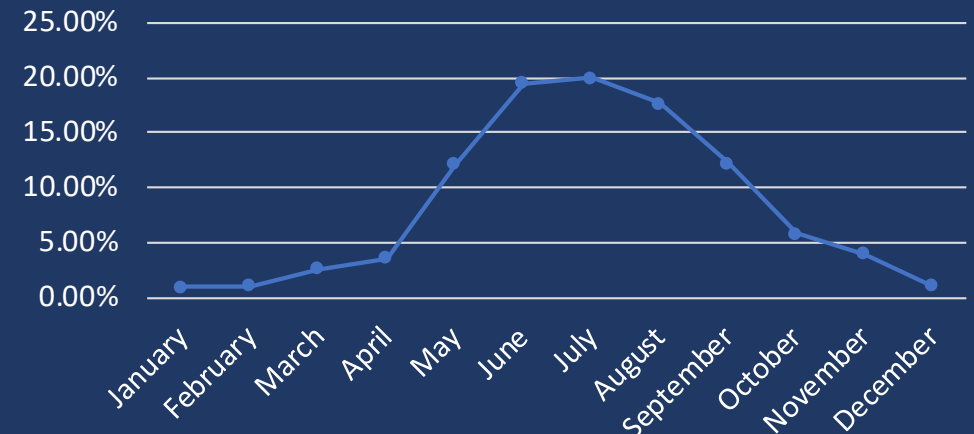
REVENUE BY CHANNEL



HIGHLIGHTS



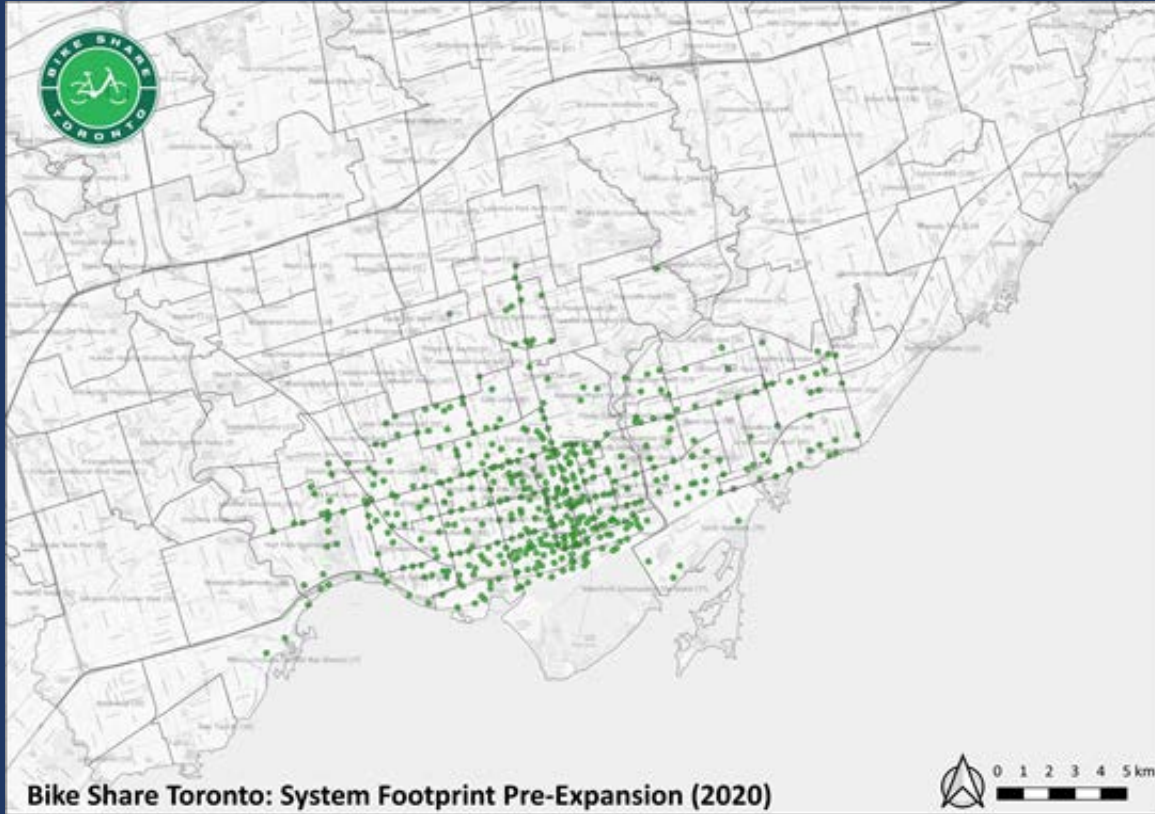
Revenue by Month



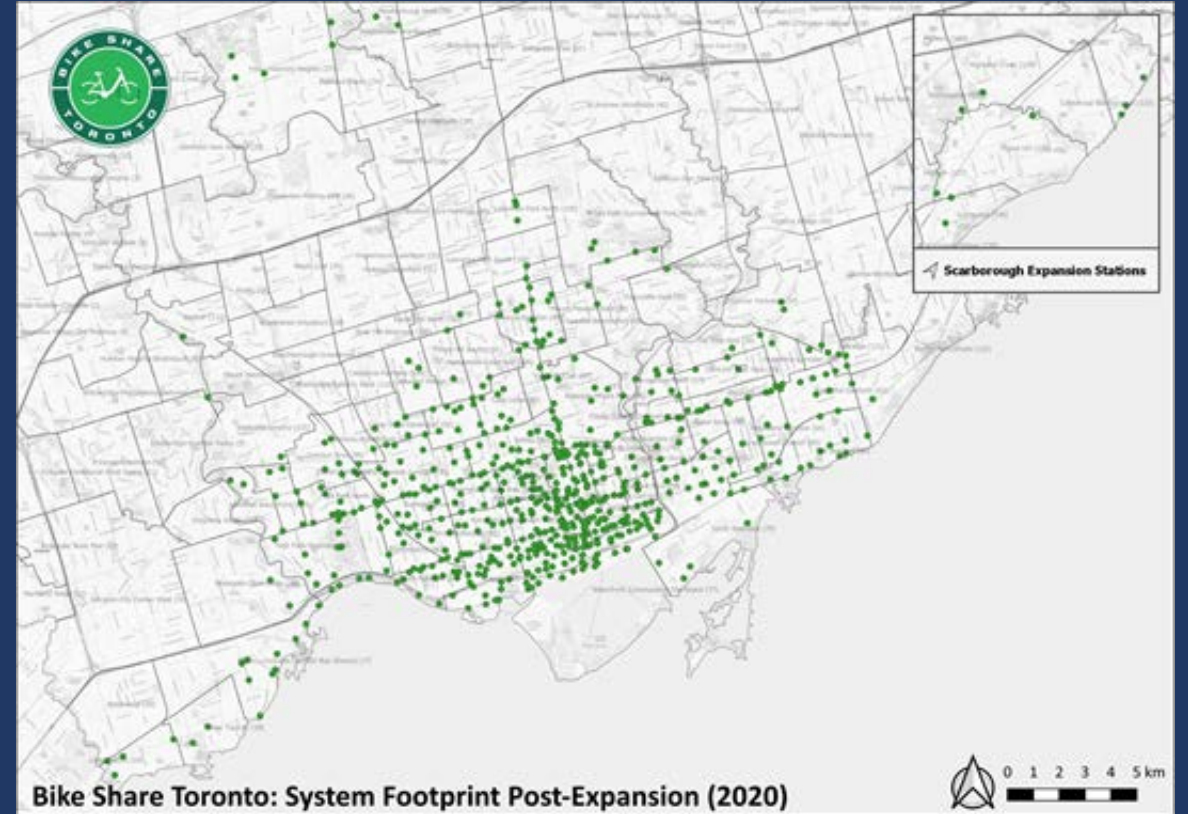
***2020 Figures



Bike Share Grew to 625 Stations in 2020



PRE EXPANSION: 465 stations



POST EXPANSION: 625 stations

Introduced 2 new pilot areas in North York and Scarborough



Despite Pandemic- Bike Share was on the Move

300 E-Bikes



ACTIVETO – Community Ambassadors



Marketing Campaign



HIGHLIGHTS

E-Bikes
4X Avg
Daily Trips

↑ 85%
ridership
along
ACTIVETO

We Look to Others for Inspiration



NEW YORK



BARCELONA



WASHINGTON D.C



AMSTERDAM



MONTREAL



LONDON

Top 5 Components of a Successful Bike Share System

STATION DENSITY (10-16 Stations per KM2)

1



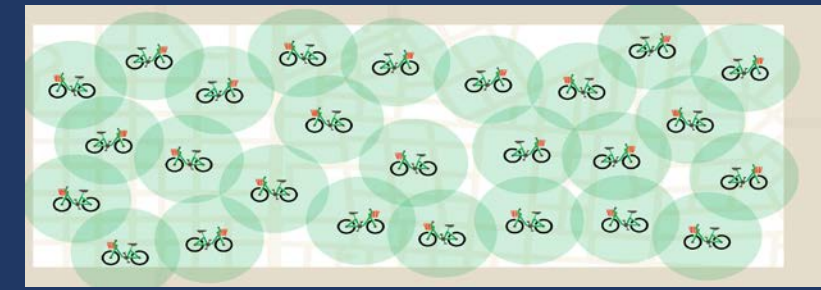
BIKES PER RESIDENT

2



COVERAGE AREA

3



QUALITY BIKES

4



EASE OF USE

5



E-bikes can Bring Bike Share to Customers Who Live Outside the City's Core

Key Insights



- Leading bike share systems across the world are investing in e-bikes as a way to better stretch the network into the suburbs
- Average distanced travelled on an e-bike is 70% further than a standard bike 4.8km vs 2.8km
- Average travel time on an e-bikes is 19.2m vs 15.1m on a standard bike



PRIORITIES

- 1. Build a Great Place to Work**
 - Build a high performing team; Safety first, results always
- 2. Strengthen the Core, Execute with Excellence**
 - Operational excellence (90% bike availability); 150 days of summer, Bike maintenance program, bike rebalancing
- 3. Accelerate Growth and Financial Sustainability**
 - Aspire to expand to 1000 stations – 10K bikes – 2K e-bike, Maximize advertising revenue, sponsorship opportunities
- 4. Connect with our Customers**
 - Customer centric pricing structure, accessible for all bike share program, robust CX surveys & insights
- 5. Innovate with our City Stakeholders/Partners**
 - ActiveTO alignment, community outreach program, integrated payment options for multi-modal transit opportunities



Thank You