



TORONTO PARKING AUTHORITY

Bike Share Business Update Q2 YTD

Justin Hanna, Director Bike Share Toronto
Board of Directors' Meeting
July 26, 2022

Agenda

PURPOSE:

To review our plans to deliver the financial plan, and our progress towards financial sustainability

CONTENT:

1. Bike Share Program Snapshot
2. Global Trends by PBSC
3. Financial Overview
4. Partnership Update
5. Balance of Year Deliverables

Bike Share is the catalyst in re-positioning TPA as a mobility operator

Our Mission

Create a seamless customer experience that delivers on choice, ease, and speed through the city.

Our Vision

To become the world's best provider of sustainable parking, bike share and last mile mobility experiences for our customers, our partners and our city.

Our Approach



“ONE TEAM, ONE VISION, ONE CITY”

An aerial, high-angle photograph of a basketball arena, likely the Scotiabank Arena in Toronto, filled with a large crowd of spectators. The basketball court is visible in the center, with players and the Toronto Raptors logo on the floor. The arena's seating is tiered and densely packed with fans. A large, bold text overlay is positioned in the upper half of the image, with some words in white and others in a vibrant green color. A thin green horizontal line is located just above the text.

BIKE SHARE HAS MORE ANNUAL RIDERS THAN
THE TOTAL ANNUAL ATTENDANCE OF AT HOME
GAMES FOR THE LEAFS, RAPTORS, ARGOS AND
TORONTO FC COMBINED!

Bike Share Toronto is an \$8M business with a focus on delivering a great customer experience



200 KM²
Stations

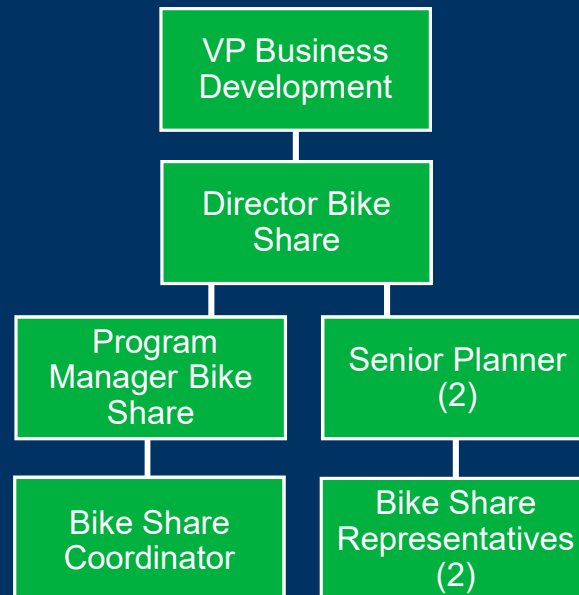


630+
Stations



7,165
Bikes

Organization Chart



Service Partners



Clients include:
*Chicago, Detroit,
Nike, Chattanooga+*



Clients include:
*Barcelona,
Washington DC,
Dubai, Rio
Montreal,
London UK +*



PBSC Presentation



TPA Board Presentation

July 26th, 2022
by Gian-Carlo Crivello

PBSC®
Urban Solutions

Join the movement



⚡ 10,000+ e-bikes in 15+ cities!

⚡ E-Bike

Driving Longer Distances via Micromobility

- Bixi Usage (2X – 3X)
- Average BIXI Trips (4.8 KM vs 2.8 KM)
- San Sebastian 4X more rides
- E-bikes in Barcelona showed over 70% more rides per day than regular bikes
- E-bikes in Barcelona also showed an 87% increase in daily KM traveled over regular bikes. (20.67 vs 11.05 daily KM per bike)



Multimodal + EV Solution

- Enables cities to accommodate bike share, e-bike share, and e-scooter share with reliable and secure docking and charging.
- Includes EV charging add-on
- The same technology as PBSC's patented bikeshare locking system, which has kept assets secure for over 10 years.



**THANK
YOU !**



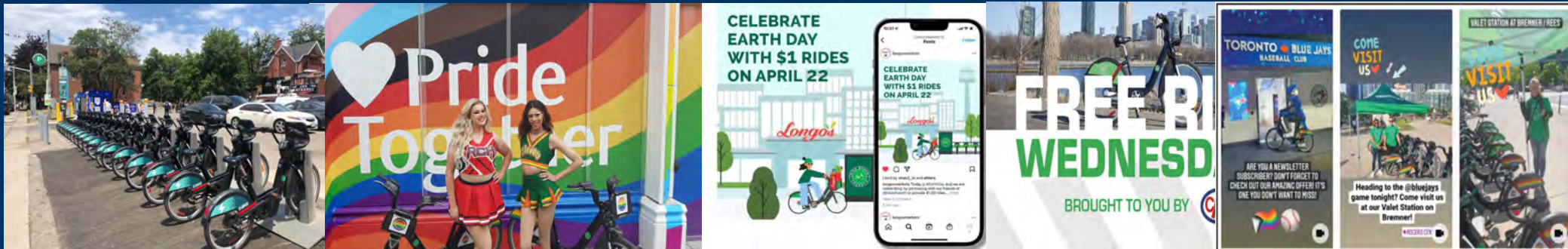
We are focused on delivering on our commitments

Strategic Deliverables

- Bike Share in all 25 Toronto Wards (2024)
- Financial Sustainability (2023)
- 1,000 Stations (2025)
- 10,000 Bikes (2025)
- 2,000+ E-Bikes (2025)

2022 Focus of Effort

- Deliver the financial plan
- Build the team, attract talent
- Grow e-station network 3 to 15+, +225 e-bikes
- Secure strategic bike share partner
- Execution of Four-Year Bike Share Growth Plan
- Activate web purchasing capability
- Upgraded Stations Map (TO360 Initiative)



YTD Revenue \$3.2M; +5.1% vs. 2021

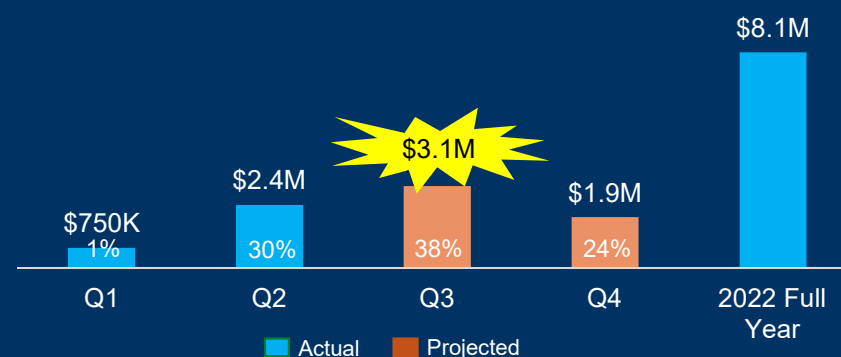
Q2 YTD Financials*

Ending June 30, 2022	Actual	Budget	Change		Actuals vs 2021	
Revenue	\$3,115	\$3,395	(\$280)	-8.2%	\$152	5.1%
Salaries	(\$327)	(\$307)	(\$20)	-6.5%	(\$185)	-130.3%
Operating Expense	(\$4,671)	(\$4,689)	\$18	0.4%	(\$318)	-7.3%
Net Income	(\$1,883)	(\$1,601)	(\$282)	-17.6%	(\$351)	-22.9%

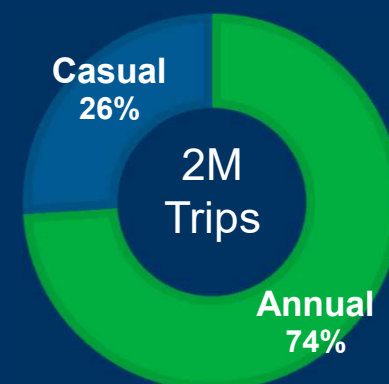
Highlights

- YTD Net Income (\$1,883M); (\$282K) vs plan YTD
- Revenue at \$3.1M revenue +5.1% vs. 2021; but (\$280K) vs. plan
- Opex +18K vs plan; (\$318K) vs 2021, due to incremental 3 new FTE
- 77% of revenue occurs May 1 – October 31
- Avg weekly revenue May – YTD 273K +14.5% vs 2021

Revenue Forecast By Quarter

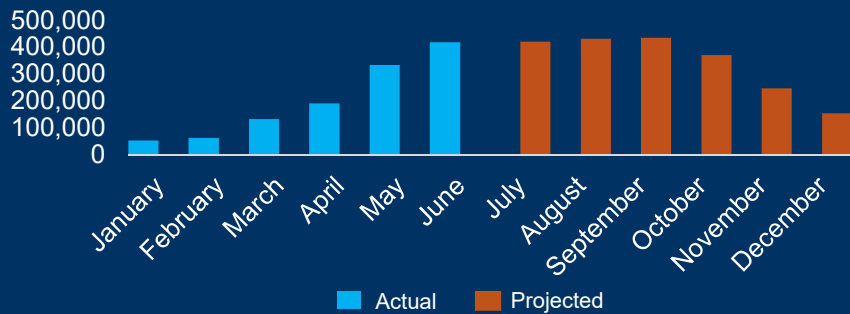


Trips YTD



Casual customer 3X more profitable than annual members

Annual Trips by Members

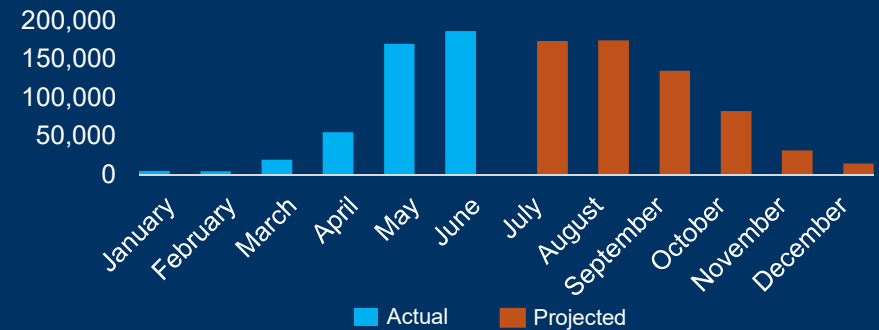


Highlights

- 74% of total ridership, 48% of total revenue
- Annual membership price \$99 - \$115 per year
- Avg. annual member takes 120 trips per year

2022 (Projected)	Annual Member
Revenue per trip	\$0.91
Direct Program Cost per trip	\$1.88
Profit / Loss	(\$0.97)

Annual Trips by Casuals



Highlights

- 26% of total ridership, 52% of total revenue
- 66% of casual customer revenue between May 1 & August 31
- Usual entry point for new customers or tourists

2022 (Projected)	Casual Customer
Revenue per trip	\$3.66
Direct Program Cost per trip	\$1.88
Profit / Loss	\$1.78

E-Bike expansion will accelerate revenue and provide our customers with better mobility options

Margin per Bike / Day

KPI	Iconic Bike	E-Bike
Average Trips Per Day/ Bike	2	8
Average Daily Trips	11,000	1,000
Revenue per Bike / Day	\$2.75	\$12.00
Cost per Bike / Day	\$3.25	\$9.50
Operating Margin per Bike / Day	(\$0.50)	\$2.50

* Data based on full year 2022 projections, based on current results from 2022 E-bike pilot expansion program

Highlights

- Capital cost of an e-bike 2X vs. Iconic
- Higher yearly maintenance costs on e-bikes
- E-Bikes OPEX is higher due to recharging

2022 Program Costs per Day

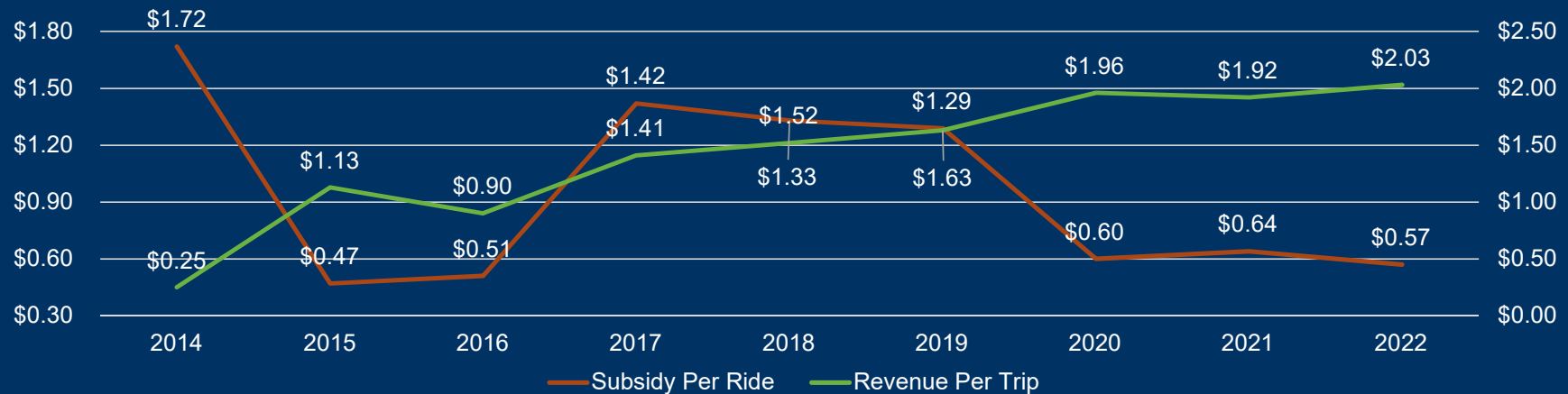
Bike Type	Fleet Size	Operating Margin
Iconic	6,550	(\$3,275)
E-Bike	525	\$1,313
Operating Margin per Day	7,075	(\$1,963)

Fast Forward to 2025

Bike Type	Fleet Size	Operating Margin
Iconic	8,500	(\$4,250)
E-Bike	2000	\$5,000
Operating Margin per Day	10,500	\$750

74% Cost Recovery on User Fees; amongst highest in N.A

Subsidy & Revenue Per Ride (Full Program)



Operator Direct Program Costs

2022 (Projected)	Casual Rider	Annual Member	Total
Revenue/ Ride	\$3.66	\$0.91	\$1.62
Direct Program Cost/ Ride	\$1.88	\$1.88	\$1.88
Profit / Loss	\$1.78	(\$0.97)	(\$0.26)

Fast Facts:

Program costs, include station and bike maintenance, all day-day operations (incl. rebalancing) and sales/marketing

Overall Satisfaction 4 out 5....Net Promoter Score +60!!!

OVERALL SATISFACTION

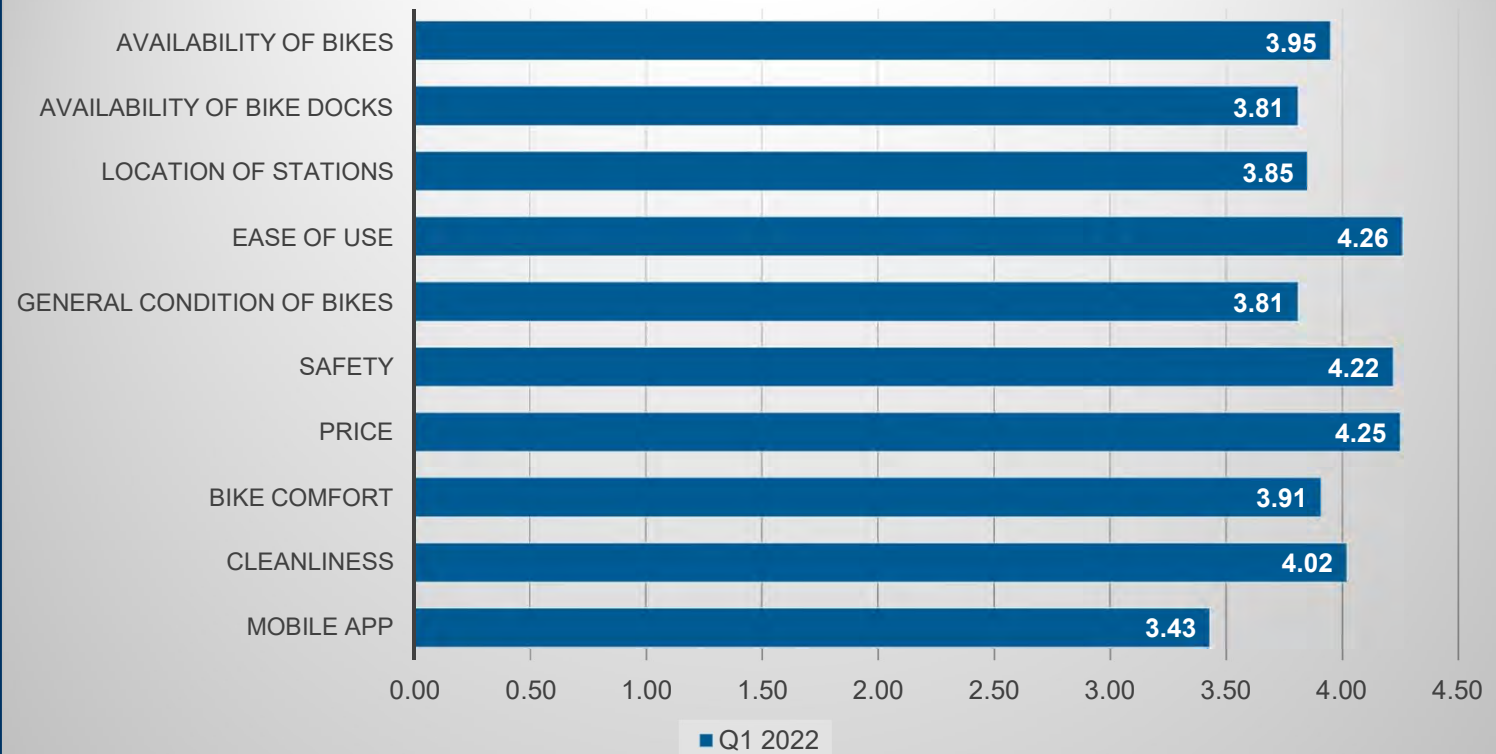
CSAT

4.06

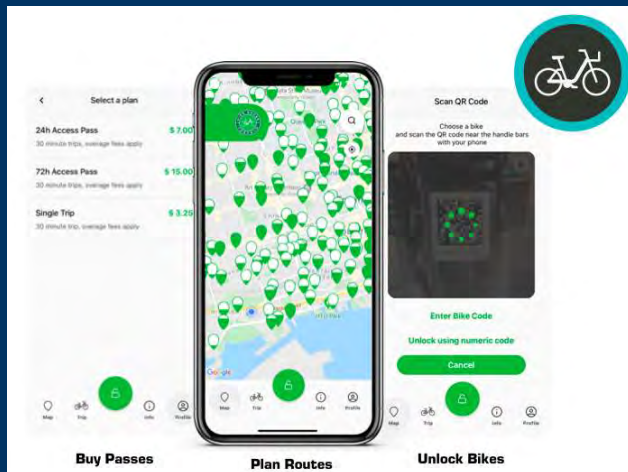
NPS

60

Q1 2022 Customer Feedback- Key Influencers



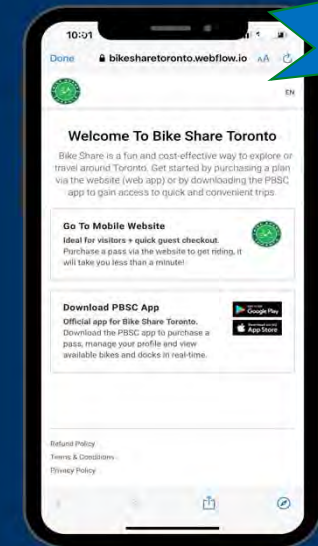
Faster and easier travel: Improving the Payment Experience



Mobile App



Station Kiosk



Mobile Web

Introducing the New Web Mobile Payment launching August 15th

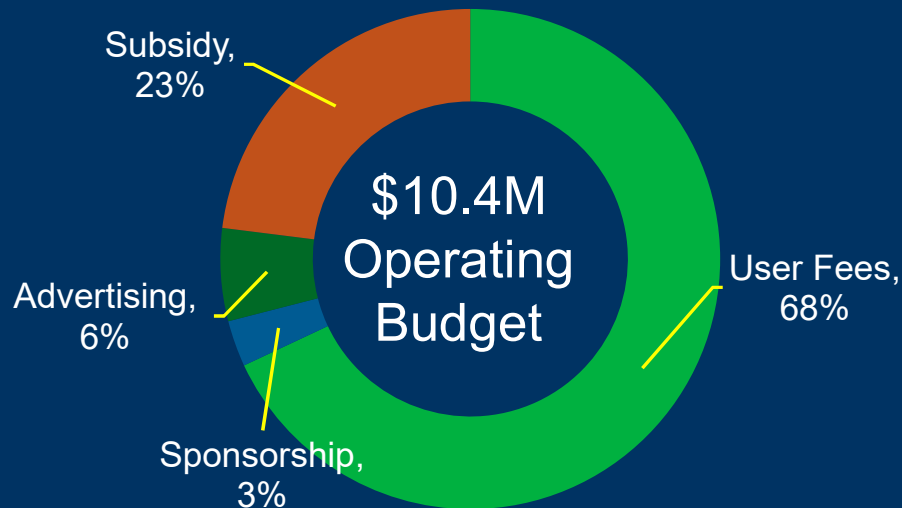
Sponsorship Review – Bike Share Programs



	Bike Share Toronto Toronto	Bixi Montreal	Citi bike NYC	Divvy Chicago	Capital bikeshare Washington DC	Santander Cycles London	Bicing Barcelona	Velib' Paris	Mobi Vancouver	Bike Itaú Rio de Janeiro
Title sponsor	✗	TBD	✓	✓	✗	✓	✗	✗	✓	✓
Secondary sponsor		✓	✓	✓	✓	✓	✓	✓	✗	✗
Ad-panel sales		✓	✓	✓	✓	✓	✗	✗	✓	✗
Out-of-home activations		✓	✓	✓	✓	✓	✓	✓	✓	✗

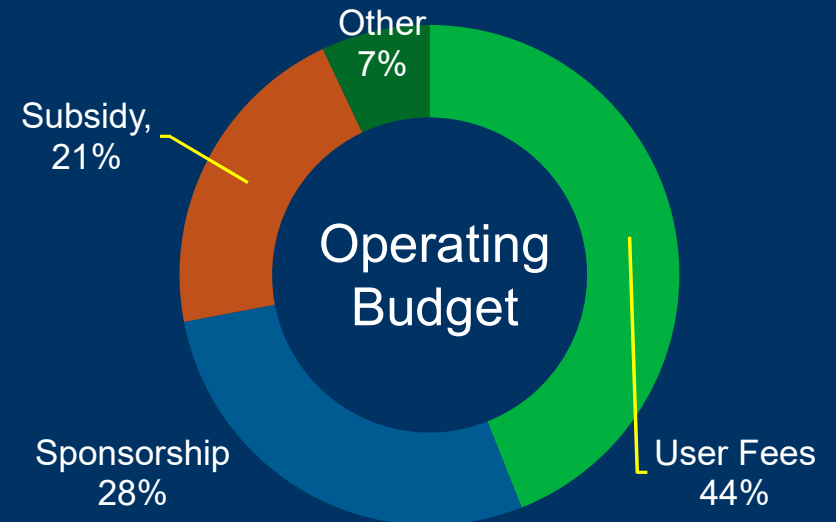
Our sponsorship revenue is under indexed vs. industry average

Bike Share Toronto Funding Sources



VS.

N.A Average Funding Sources

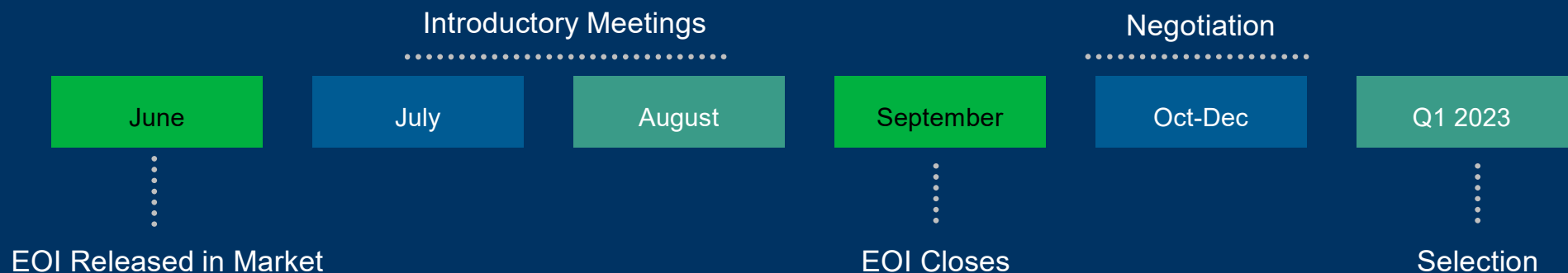


*NABSA Industry Report 2020

A strategic partner that helps us co-create Bike Share for the future

What we're looking for in a partner:

- Co-create the best bike share system in the world
- Share expertise and innovate to help build the customer experience
- Accelerate our march towards financial sustainability
- Provide thought leadership for the future state of mobility
- Share technology to help build the digital experience
- Integrate into the fabric of the City



June Ridership YTD 1.8M Trips +18% vs 2021

2022 Targets

4.3M

Rides (+20% vs 2021)

\$8.18M

Revenue (+13% vs 2021)

EQUIVALENT TO
EVERY TORONTO
RESIDENT RIDING

1.5x TRIPS
PER YEAR



2022 Highlights

Peak Weekly
Ridership

160K

Vs 118K in 2021(+26%)

Peak Weekly
Revenue

\$324K

Vs 336K in 2021 (-3.7%)

Peak Daily
Ridership

27K+

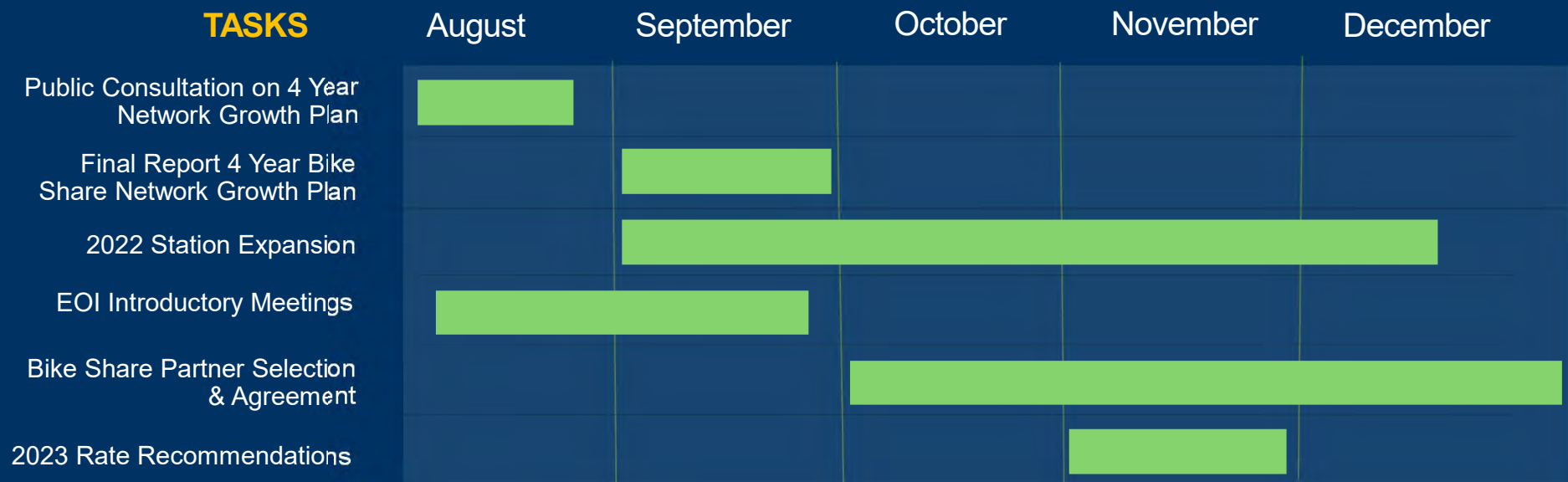
4X

78%
OF ALL SALES ON
THE APP

+31%
ANNUAL
MEMBERSHIP
SALES VS 2021

26%
CASUAL USERS VS
28% IN 2021

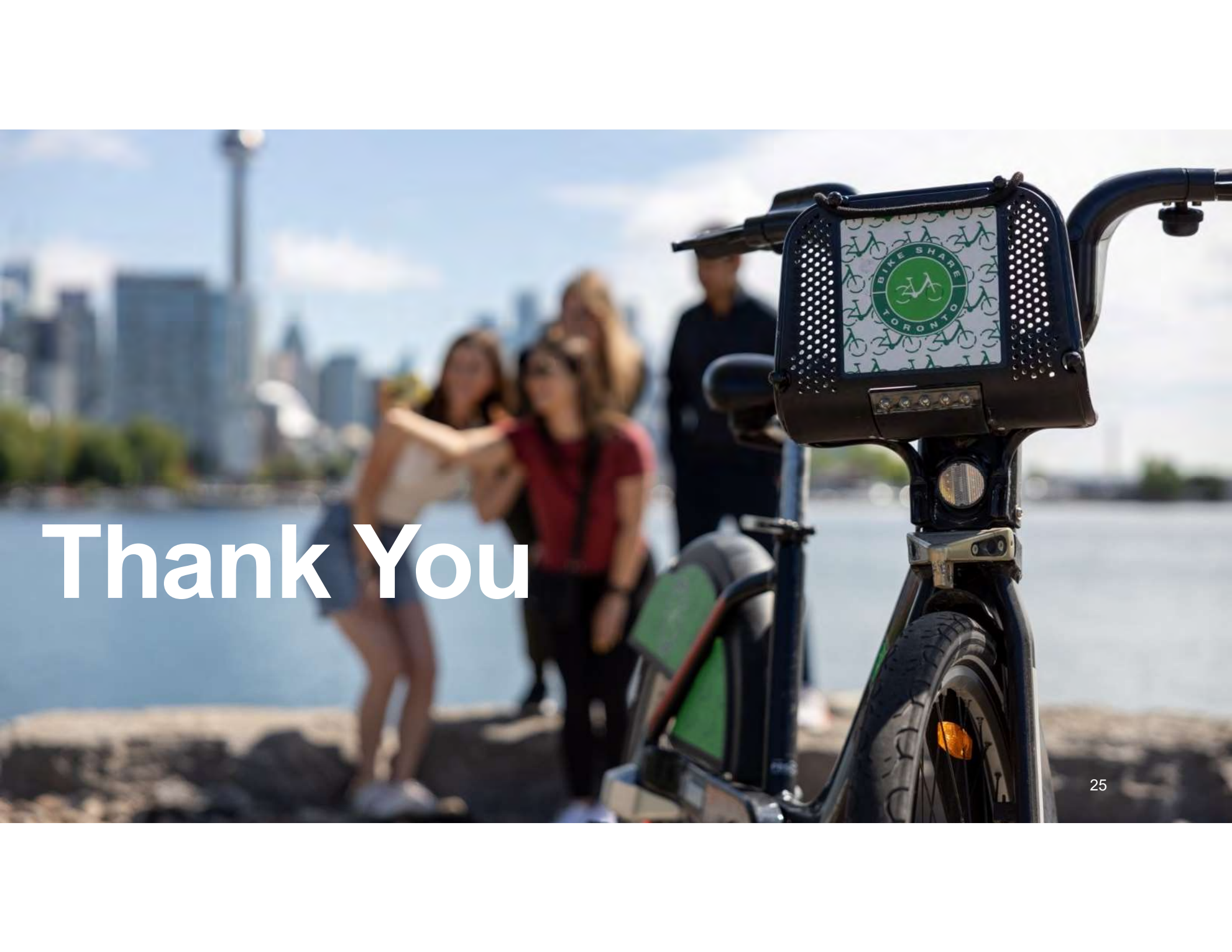
2022 will transform Bike Share, bring us one step closer to our vision



We are solidifying bike share as an integral part of the City's transportation network

- 1 **Bike Share in all 25 Toronto Wards**
- 2 **Electrification**
- 3 **Financial Sustainability**
- 4 **Best-in-class Customer Experience**





Thank You