



Appendix A

Bike Share Toronto Sponsorship
Expression of Interest

MOVING
TORONTO FORWARD
TOGETHER
TWO WHEELS
AT A TIME



BIKE SHARE TORONTO

August 15, 2022

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YOU'RE INVITED

On behalf of the Toronto Parking Authority and Bike Share Toronto, I am excited to invite you to participate in an Expression of Interest (EOI) for an exclusive major partnership opportunity with Bike Share.

Bike Share Toronto is a Toronto success story! Since its inception in 2011, Bike Share TO has grown into the premier bike share program in Canada, and the third largest in North America. Bike Share Toronto is a sustainable, affordable, convenient and fun transportation solution, that is reflective of Toronto's identity and long-term mobility strategy. Our customers are extremely loyal, affluent, tech-savvy and socially conscious, expecting nothing less than a superior customer experience, which we will deliver.

Bike Share has resonated with Torontonians, with over 21,000 rides taken on any given day and over 4.5 million rides expected this year, its unprecedented growth and popularity is unmatched. As we continue on this growth trajectory, we have big plans for the future of mobility and know there are substantial benefits for a partner brand. We are excited to work alongside an exclusive partner to co-create value for the customer, improve our technology reach and digital engagement for Bike Share.

We look forward to the future discussions we will have as we grow Bike Share and the future of mobility together.



W. Scott Collier

President – Toronto Parking Authority

“ Now more than ever, the residents and businesses of Toronto are looking for sustainable, economically sound, and environmentally friendly mobility solutions, and Bike Share Toronto delivers in spades. ”

- John Tory,
Mayor of Toronto



TORONTO PARKING AUTHORITY

Reimagining How
Toronto Moves

01



TRANSFORMING MOBILITY IN TORONTO

Bike Share and commercial parking have flourished under the umbrella of Toronto Parking Authority, making us North America's largest municipally-owned operator of these services.

Our vision is to become the world's best in class provider of the city's first and last mile mobility experiences.

TRANSFORMATIVE OBJECTIVES



Shift towards electrification that ushers in a new age of sustainable mobility.



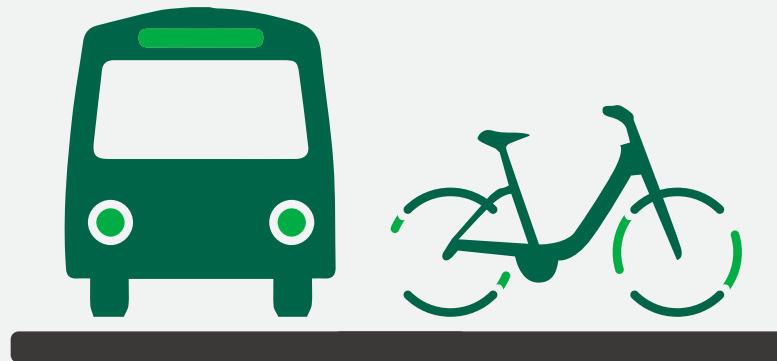
Build the world's best bike share program.

TPA COMMUNITY INITIATIVES

Since 2002, TPA has contributed more than \$1.3 billion to the City of Toronto to fund important community services and programs such as...



**AFFORDABLE
HOUSING**



TRANSIT

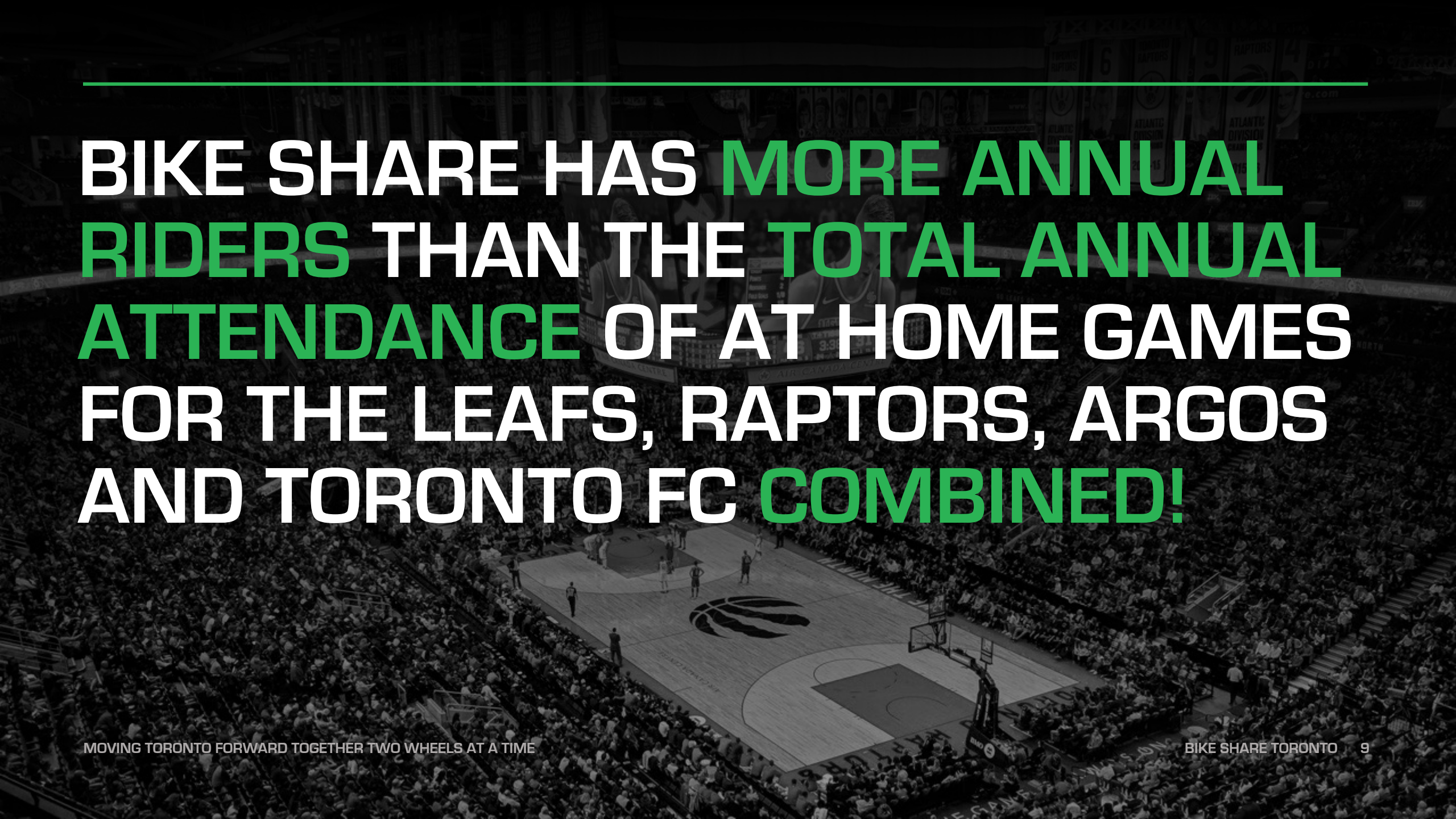


PARKS

BIKE SHARE

02



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 team logo on the floor. The text is overlaid on the upper half of the image.

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

MOVING UP IN THE WORLD

As a world class city, Toronto's infrastructure development and growth continues. A thriving city demands mobility solutions grounded in superior customer experience.

With over **20,000** people using Bike Share Toronto everyday, it continues to play an integral role in the city's transportation systems and improving commuters' quality of life.



GROWING MOBILITY

With unprecedented growth over the past two years, city patrons and leisure travelers alike have embraced Bike Share Toronto as an accessible and convenient mobility solution.

4.5 M RIDERS | EQUIVALENT TO EVERY TORONTO RESIDENT RIDING | **1.5x TRIPS** PER YEAR

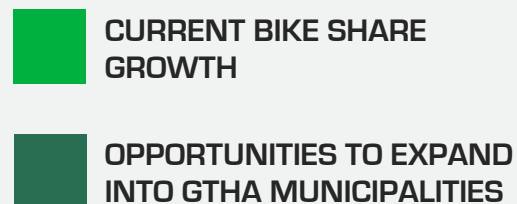
MOVING TORONTO FORWARD TOGETHER TWO WHEELS AT A TIME



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EXPANDING THE BIKE SHARE FOOTPRINT

To meet the ever-increasing popularity and demand for Bike Share, an accelerated expansion plan is in place to expand the footprint to all 25 wards across Toronto and increase electric bike deployment.



SERVING TORONTO

STATS FROM 2021

On average, **10,000** people per day use Bike Share to get to and from work in Toronto's downtown core.

A sustainable, affordable, convenient, healthy and fun way for residents and visitors to travel and explore the City.

- Operates 24/7, 365 days/year



200 km²
Bike Share
Locations



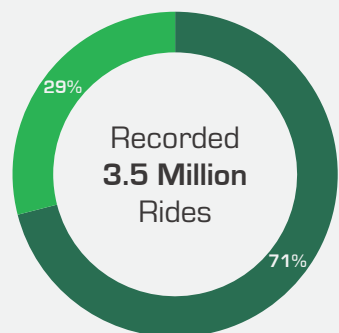
625
Stations



6,850
Bikes

TORONTO FELL IN LOVE WITH BIKE SHARE

STATS FROM 2021



ANNUAL
MEMBERS
2.5 Million Rides

CASUAL
RIDERS
1 Million Rides



**24,665 ANNUAL
MEMBERSHIPS
SOLD**
*31% increase from 2020



**UNPRECEDENTED
GROWTH**
23% Growth in Ridership

**ENVIRONMENTAL
REDUCTION**



12.3 Million km
Traveled

#3

**LARGEST
BIKE SHARE
IN NORTH
AMERICA**

“The remarkable growth in Bike Share Toronto paints a picture of a city embracing sustainable mobility, with the goal of becoming the best in the world.

There is tremendous opportunity to continue on our growth trajectory and to create the best bike sharing program.”

- **Justin Hanna,**
Director of Bike Share Toronto



THE FUTURE OF MOBILITY

03



IN 2022 BIKE SHARE WILL...

**ADD
725 NEW
BIKES**

225 E-Bikes
500 Manual bikes

**REACH
4.5 MILLION
RIDES**

**CONSTRUCT
60 NEW
STATIONS**

**CONTINUE TO
FOCUS ON
REDUCING GHG
EMISSIONS**



TO BE THE BEST IN THE WORLD...

BIKE SHARE WILL INSTALL MORE STATIONS

Expanding to all 25 Wards
1,000+ stations by 2025
2,000+ E-bikes
10,000+ Manual bikes

INCREASE THE NUMBER OF BIKES AVAILABLE

Both E-Bikes & Manual Bikes
allowing for increased ridership

INTEGRATE TECH TO CREATE SEAMLESS CUSTOMER JOURNEYS

Innovating customer &
app experience for easier
payment solutions



CITY CONNECTIONS

Through the expansion, Bike Share Toronto will play a pivotal role in achieving the city's plan to reduce its carbon footprint to Net Zero by 2040. In 2021, Bike Share's environmental impact contributed to the reduction of 6.9 Million pounds of CO2 for the city.

- **TransformTO is the City's NetZero2040** plan with the objective of having 75% of all trips under 5KM be done by cycling, walking or transit. A publicly available bike sharing system that is convenient and available throughout the city is a critical element to achieving our climate objectives.
- **10 Cycling Plan Bike Share Toronto** is a partner in the City's 10-year cycling plan with stations embedded throughout the cycling network, providing customers a great way to get around the city



CONNECTING CUSTOMERS

Bike Share provides friends, families and co-workers a first/last mile connection that allows customers to easily connect to public transit and parking in order to travel throughout the city with ease.

Bike Share also engages with a highly desirable target audience that loves to travel, dine at restaurants, and enjoys local events and entertainment around the city.



The background image shows two individuals riding e-scooters. On the left, a man in a green shirt is partially visible, with a green semi-transparent overlay covering him. On the right, a woman with dark hair is riding an e-scooter, looking off to the side with a smile. The e-scooter has a green circular logo on its front. In the background, a building with a sign that says 'LITTLE ITALY' is visible. The overall scene is set in an urban environment.

**BECOME OUR
MOBILITY
PARTNER**

04

WHAT WE'RE LOOKING FOR

Bike Share Toronto is looking for an exclusive partner that desires to participate in its current program and help us grow into the future.

Growing Toronto Bike Share Through Partnership

- Be part of a new era for Toronto, and a symbol of the city's ambition and progress towards sustainable mobility and Vision Zero
- Integrate into the fabric of the City
- Secure a role on the innovation council, providing thought leadership for the future state of mobility
- Shape the expansion of Bike Share to deliver a Best-in-Class experience
- Share technology expertise and innovate to help build the Bike Share digital experience
- Showcase its commitment to sustainability through meaningful action
- Build customer relationships via thoughtful brand messaging that drives conversion

MOVING TORONTO FORWARD TOGETHER TWO WHEELS AT A TIME

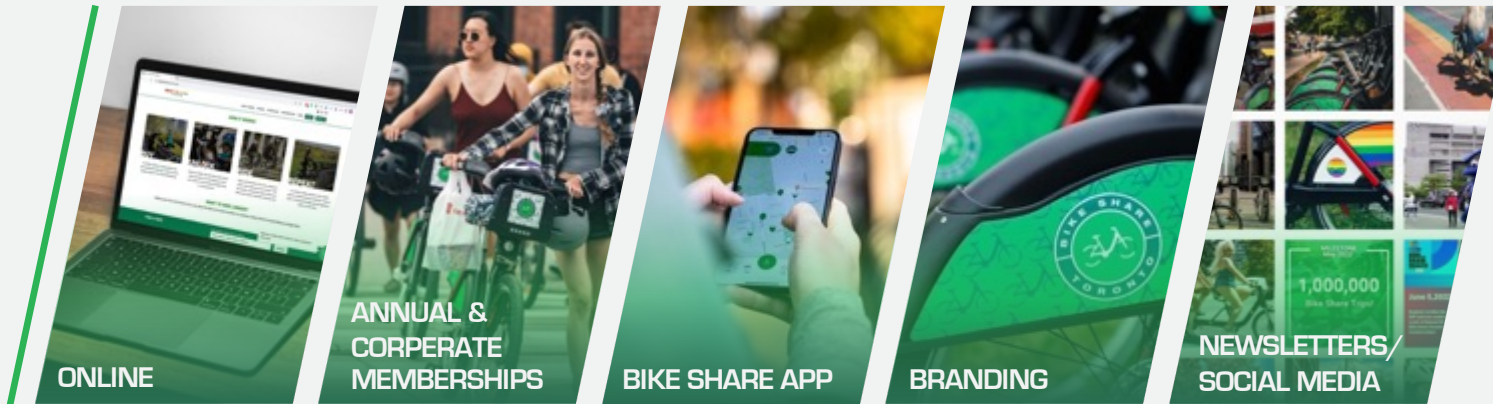


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**WE INVITE YOU TO GROW YOUR
BRAND AND BUSINESS BY
INTEGRATING INTO THE
CUSTOMER JOURNEY AND
THE LIVES OF OUR RIDERS.**

THE CUSTOMER JOURNEY TO THE FUTURE OF MOBILITY

JOURNEY
START
CURRENT
STATE



JOURNEY
CONTINUES
FUTURE
STATE

HOW YOUR BRAND COULD PARTNER WITH US

Bike share allows you to engage with 4.5 million riders in a purposeful manner and we will customize this experience to your unique brand and business needs.



THE EOI PROCESS

05



WHAT'S NEXT

We are excited to learn more about your brand. Partner with Bike Share Toronto and we will work together to reimagine the future of electrification and sustainable mobility in our city. This partnership will also create consistent value and innovative solutions for the way people move through Toronto, each and every day.

Throughout the process we will identify potential business opportunities and solutions resulting in a win-win partnership for everyone involved.

HOW IT WORKS

- Exploratory and introductory meetings held throughout the months of July and August
- Partner Framework and EOI Information shared with interested parties following introductory meetings
- EOI responses due September 30th

At the conclusion of the EOI process Bike Share Toronto will enter into a formal partnership agreement with its chosen partner.

TO LEARN MORE & PARTICIPATE

We want to hear from you.

If you wish for more information about the EOI process and to schedule an introductory meeting, please contact our partnership agency, LANG Partnerships Network, who is leading this process on our behalf.

A photograph of three people riding bicycles on a paved path. The person on the left is a woman wearing a dark shirt and a helmet. The person in the middle is a man wearing a light-colored shirt, sunglasses, and a helmet. The person on the right is a woman wearing a dark tank top, sunglasses, and a helmet. They are all smiling and looking towards the camera. The background shows trees and a clear sky. The image is partially covered by a dark green diagonal overlay on the left side.

MIKE LANG

mlang@langpartnerships.ca

CHRISTINA JACKSON

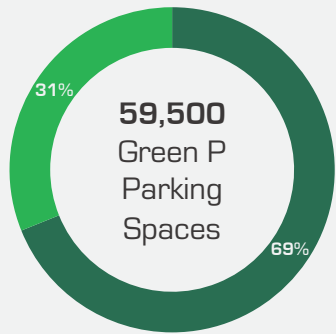
cjackson@langpartnerships.ca



LET'S CO-CREATE THE FUTURE OF LAST MILE MOBILITY TOGETHER.

APPENDIX

2021 TPA HIGHLIGHTS

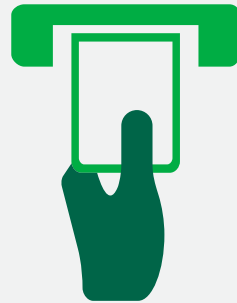


OFF-STREET SPACES

41,000

ON-STREET SPACES

18,500



OVER 34 MILLION
PARKING TRANSACTIONS
(2019)



3.5 MILLION BIKE SHARE
TORONTO RIDES
(RECORD RIDERSHIP)



10.1 MILLION GREEN P
APP TRANSACTIONS
1.4 MILLION APP SUBSCRIBERS



\$19.7 MILLION
DIVIDEND TO THE
CITY OF TORONTO