



Toronto Parking Authority

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| Meeting No. | 7 | Contact | Gary Clarke |
| Meeting Date | Thursday, November 23, 2023 | Phone | 416-338-5089 |
| Start Time | 9:30 AM | E-mail | tpaboard@toronto.ca |
| Location | Video Conference | | |

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| PA7.7 | ACTION | Adopted | | Ward: All |
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Delivering Improved Accessibility: Bike Share Toronto's Modernized Rate Structure Update

Board Decision

The Board of Directors of Toronto Parking Authority:

1. Seeks City Council authority to request the Executive Director, Social Development, Finance and Administration to administer the provision of Bike Share Toronto's Reduced Fare Annual Memberships to eligible Fair Pass Program clients on behalf of the Toronto Parking Authority; and
2. Referred this report (November 9, 2023) from the President, Toronto Parking Authority, to the Infrastructure and Environment Committee.

Decision Advice

The Board of Directors of Toronto Parking Authority:

1. Directed the President, Toronto Parking Authority to implement discounted annual memberships for seniors (individuals over the age of 65) as a pilot program for a one (1) year period commencing on April 1, 2024.

Origin

(November 9, 2023) Report from the President, Toronto Parking Authority

Summary

At its meeting on November 23, 2023, the Toronto Parking Authority considered Item [PA7.7](#) and referred it to the Infrastructure and Environment Committee.

Summary from the report (November 9, 2023) from the President, Toronto Parking Authority

Bike Share Toronto is a convenient, affordable, and sustainable mobility option that is an integral component of Toronto's transportation network and one of North America's largest bike share systems. The program has seen tremendous growth, expanding from a system of 80

stations and annual ridership of 400,000 in 2011, to a network of over 780 stations, 8,800 bikes (including 1,825 e-bikes) and a projected ridership of 5.5 million in 2023 - an increase of 23 percent from 2022.

In 2023, Toronto Parking Authority made recommendations to Toronto Parking Authority's Board and City Council to modernize Bike Share Toronto's rate structure. The recommended changes - the first since 2017 - were intended to address the imbalance between volume growth and cost pressures that were degrading key operating metrics and ultimately undermining customer experience.

City Council's adoption of the new rate structure included several amendments regarding the development of new payment methods, special passes, an accelerated implementation schedule for a low-income pass and completion of an equity-based investigation into the impacts of the new rate structure on the inner suburbs.

The new Bike Share Toronto rate structure was launched on April 3, 2023. Since that time, the sale of annual memberships (32,000 YTD, + 10 percent v 2022) has continued to grow year over year. Use of e-bikes by both annual members and casual riders has increased exponentially (336,000 rides + 111 percent YTD) and overall customer satisfaction with the program, including the rate structure, remains at industry leading levels.

In response to the amendments included in Council's approval of the new rate structure, Toronto Parking Authority has completed the development work to enable payment of annual memberships in three (3) installments, developed 100 special Ontario Disability Support Program (ODSP) passes to be distributed by the YMCA, developed a seniors pass (65+ years) that Bike Share Toronto will pilot for one (1) year and extended corporate discounts to the staff and students at Toronto District School Board (TDSB) and Toronto Catholic District School Board (TCDSB).

In addition, Toronto Parking Authority has worked with Toronto Community Housing (TCHC) to make \$5 annual memberships available to existing RGI residents and is working with Social Development, Finance and Administration Division (SDFAD) to implement a \$5 annual membership available to TTC Fare Pass holders as early as the second quarter of 2024. Finally, Toronto Parking Authority is carrying out an equity-based investigation into how the new rate structure is impacting users from the inner suburbs and adjusting its 2023 and 2024 expansion plans to reflect this input.

Background Information

(November 9, 2023) Report from the President, Toronto Parking Authority on Delivering Improved Accessibility: Bike Share Toronto's Modernized Rate Structure Update (<https://www.toronto.ca/legdocs/mmis/2023/pa/bgrd/backgroundfile-240757.pdf>)