

ATTACHMENT 4 – Existing Cycling Education and Engagement Programs

Program	Audience	Lead division	Partners/ stakeholders	Summary and Results
Bike to Work Day and Community Rides	Public	Transportation Services	• Transportation Services • Cycle Toronto • Bike Share Toronto	Events organized around promoting cycling as a healthy, sustainable, and efficient way of commuting and getting around the city. The annual Bike to Work Day event held in late May/early June attracts hundreds of participants each year who cycle to Nathan Phillips Square along routes that highlight recent bikeway installations and upgrade projects. Community rides take place in each ward and are open to people of all ages and cycling abilities.
Bike Month	Commuters* Public	Transportation Services	• Transportation Services • Cycle Toronto	This annual campaign runs in June to invite riders to celebrate the joys and possibilities of cycling. Activities and events during the campaign include bike engagement stations, contests, cycling webinars and local rides.
Winter Commute Month and Smart Commute Month	Commuters*	Transportation Services	• Cycle Toronto	Campaigns to encourage sustainable modes of travel to get to and from work, including cycling. Some examples of initiatives that take place during these campaigns are the Coldest Day of the Year community ride in February, and the Smart Commute Month contest, where participants are encouraged to log their cycling trips for a chance to win a prize.
Cycling webinars, workshops, and clinics	Commuters*	Transportation Services	• Cycle Toronto	Educational events discussing topics related to cycling safety, road rules, all-weather cycling tips and bike maintenance.
Overall promotion of cycling as a sustainable travel choice	Commuters* Public	Transportation Services	• Live Green Toronto	Resources that are produced and provided to promote cycling as a sustainable, efficient, and healthy way of getting around.
Safe cycling tips and education in various print and electronic media	Public	Transportation Services	• N/A	Educational tips and resources to promote safe and lawful cycling. Over 60,000 maps distributed annually to the public through libraries, and community and civic centres.
StreetSmartsTO initiative	Public	Transportation Services	• Cycle Toronto	Events and educational materials to provide cycling education and encourage cycling as a mode choice, including Learn to Ride programs and bike safety checks. In 2024, 32 cycling engagement events were delivered across all wards.
Safety Guide for Cyclists	Public	Transportation Services	• -	Brochure to provide guidance on cycling infrastructure, road safety, and rules and regulations. This resource is also available online as a PDF and is distributed at in-person events.
Active and Safe Routes to School	School-aged children and parents/guardians	Transportation Services	• Toronto Public Health • Toronto District School Board • Toronto Catholic School Board • Green Communities Canada	Process for promoting and identifying barriers to walking and cycling to school to promote safety, health and sustainable mode choices. In October 2025, Cycling and Pedestrian Projects applied for a grant through the Green Municipal Fund that would provide additional funds for capital projects and education/encouragement initiatives that focus on walking or cycling to school.
Bicycle Repair Hubs	Public	Solid Waste Management Services	• Access Alliance • CultureLink • The Neighbourhood Organization	Training and workshops for repairing, assembling and maintaining bicycles. By the end of 2024, the program helped residents refurbish or repair over 26,378 bicycles.

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CAN-BIKE	Public and Staff who commute for work	Parks and Recreation	Fleet Services	Certified courses to teach cycling and riding safety, offered at community centres within the city. The program has expanded to Operations and Maintenance staff who complete the training before performing maintenance inspections of cycling infrastructure by bike.
Toronto Public Library initiatives	Public	Toronto Public Library	Cycle Toronto	Presentations and workshops to support a growing cycling community and teach safety. Cycling maps are mailed to all 100+ library branches each year. In 2025, Cycling and Pedestrian Projects staff attended a “Coffee and Conversation” event at a library branch to engage with patrons about cycling issues and topics.
Toronto Police Service initiatives	Public	Toronto Police Service	Transportation Services	Educational, enforcement and safety campaigns aimed at bicycles, e-bikes and electric scooters. Some examples of how TPS encourages cycling includes hosting bike rodeos for children, facilitating a bicycle registration program, and offering a collision reporting centre exclusively for pedestrians and people who cycle. TPS also conducts enforcement blitzes in alignment with educational campaigns.
Electric micromobility for youth under 16	Parents and Caregivers of youth under 16, secondary general public	Transportation Services	- Toronto Police Service - Toronto Public Health - Hospital for Sick Children	Educational programming to address micromobility safety and injury prevention. In November 2024, the City launched a campaign aimed at educating parents and caregivers about the illegality of electric kick scooters and e-bikes for children. The campaign included statistics from local hospitals about health and safety risks associated with electric kick scooter usage. The campaign was shared on the ‘to_cycling_ped’ social media account, where it received 6,761 views. 65% of the post views were from non-followers, compared to an average of 9% for the other posts.
Micromobility multi-phased awareness campaign (over several years, starting in 2025)	Micromobility users: couriers, students, commuters, and casual riders of bikes, e-bikes or scooters.	Transportation Services and Communications divisions	-	Awareness campaign to provide road rules and regulations to micromobility users. The Rules for Rideables campaign was launched in 2025 and was featured on the City’s social media accounts, on TTC buses and in bus shelters around the city. Messaging included a QR code that directed people to a webpage featuring rules for micromobility users.
Jane’s Walks led by City staff	Public	Transportation Services City Planning	Jane’s Walk	Educational tours to explore cycling projects and neighbourhoods. Recent Jane’s Walks hosted by City staff have focused on cycling upgrades on College Street, accessible features on the Kipling Avenue trail, and maintenance within the public realm, including in bikeways.
Bike to School Day pilot	Students at Hollywood Public School	Transportation Services (Cycling and Pedestrian Projects and Smart Commute)	- Cycle Toronto - Toronto Paramedic Services	Pilot event held in October 2025 at Hollywood Public School to encourage cycling to school. Approximately 150 parents and children participated in a 2 km ride in Ward 18, led by Councillor Cheng and City staff. Cycle Toronto provided bike safety checks, while EMS staff accompanied staff during the ride.

* Whose employers are part of the Smart Commute network