



Dave Shellnutt

Lawyer & Advocate
158 Sterling Rd., Suite 703
Toronto, ON M6R2B7
T:800.725.0754
F:647.370.5255
dave@thebikinglawyer.ca

September 26, 2025

Infrastructure and Environment Committee

Toronto City Hall

100 Queen Street West, Suite B26
Toronto, ON M5H 2N2

Re: IE24.1 – Micromobility Update

Sorry I could not wait to speak as I am in court at 10am this morning. I similarly apologize for the rough letter below, we are very busy at our firm. Do you know how many phone calls a week we get from cyclists hit by motorists, some severely injured, some not seriously or just with bike damage? A dozen at least. We are just one law firm.

For some perspective on my following remarks, I am working on a mediation memo about a new Canadian working e-cyclist who was hit by a motorist that turned right in across his path as he was proceeding with the right of way in the Gerrard bike lane. He sustained a Tibial Plateau fracture require bone grafting, plate and screws. Years later, he's still unable to work. Working e-cyclist, new Canadian. Not at fault. Life changed forever by a dangerous driver.

I raise this because though I like the splash and design of the "Rideables" PSA campaign, I'll even say I think the educational idea is a good. Sadly, I think it fails on two main points.

First, when you tag enforcement on the end, it's not a PSA it's a signal to police to target and ticket micromobility users. The problem with this is that given the TPS' track record, which they themselves acknowledge, policing in various forms comes down hardest on the most vulnerable and people of colour. Was this considered before you set them loose on us? Who's tracking the race-based data on these encounters and tickets? When it comes back that yup, there was a bias in stops and tickets against non-white Torontonians, who from council is going to issue that apology?

Second, enforcement if we're going to rely on that (we shouldn't), is a finite resource. What is driving the use of that resource against micromobility users? Complaints? Serious injury or death? We know for sure the latter isn't the reason and so I question the foundation of the call for enforcement from the outset then.

Vision Zero Data confirms 2 cyclists were killed this year...actually, included in that number is a e-scooter rider and e-cyclist.

12 pedestrians were killed so far this year. I'm not sure that includes the pedestrian killed at Kingston and Lawrence last night. A hit and run.

One nearly killed yesterday at Church and Queen. Another hit and run! What campaign and enforcement blitz will target this?

Are people using huge e-bikes and riding scooters on sidewalks a concern, yes. Has the province failed to address this yes. But they aren't killing people or even injuring them in a number comparable to motorists.

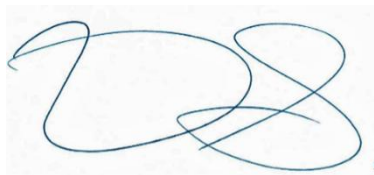
While I love your marketing team's campaign, we've mimicked it on our @thebikinglawyer IG account, but it saddens me deeply as a professional and personally. Where is this same campaign for parking cars and trucks in bike lanes? A woman was killed last year because of that. Killed.

Why is there a sticker on the corner of Dovercourt and college about riding on the sidewalk but no enforcement for red light runners I see near every time I cross the intersection multiple times a day often with my kids?

I could go on.

Please rethink this campaign, pull back the enforcement aspect of it. Please spend our city resources on data driven programing and campaigns. Otherwise, we're just Doug Ford governing from the gut and not really doing anything but burning tax-payer cash.

Kind Regards,



Dave Shellnutt
Lawyer & Advocate