



REPORT FOR ACTION

Bike Share Engagement Plan Update

Date: October 1, 2025

To: Board of Directors, Toronto Parking Authority

From: President, Toronto Parking Authority

Wards: All

SUMMARY

This report provides the Board of Directors of the Toronto Parking Authority (TPA) with an update on management's stakeholder engagement process in support of the development of our new multi-year strategy for Bike Share Toronto (BST).

Consultations with customers, current BST members, stakeholders, and City Councillors revealed a common theme; specifically, not whether BST should continue to expand, but rather how BST can act as a catalyst to create a cycling movement across the city. This emerging mission is crystallizing into a new bold aspiration - namely to mobilize a million new unique riders and create a Bike Share system that changes the way residents travel across the city.

Stakeholder workshops have identified six key areas of focus for the new strategy:

- Mobilizing our 40,000+ members as ambassadors to build a cycling movement.
- Foster youth adoption to create the next generation of cycling enthusiasts.
- Accelerate fleet and station electrification to maximize accessibility and reach.
- Expand Network Growth & Densification in both high-demand and underserved neighborhoods.
- Provide new payment options to encourage Bike Share adoption and seamlessly integrate with the TTC and Metrolinx.
- Strengthen first/last-mile transit connections.

Our emerging strategy will build upon Bike Share's foundation of strong customer satisfaction, operational excellence and value for money while integrating the priorities described above. In addition to public consultations, Management has also leveraged industry best practices from other jurisdictions including evaluation of different operating models that will best support our growth ambitions.

In summary, these insights and supporting studies will guide investment priorities, operating models, and long-term program objectives as the strategy advances toward completion and review by the TPA's Board of Directors in December 2025.

RECOMMENDATIONS

The President, Toronto Parking Authority recommends that:

1. The Board of Directors, Toronto Parking Authority receive this report for information.

FINANCIAL IMPACT

There is no financial impact resulting from this report.

DECISION HISTORY

At its meeting of May 15, 2025, TPA's Board of Directors approved item PA14.8, "Bike Share for Everyone: Allowing Young Torontonians to access Safe, Sustainable Commutes," expanding access to Bike Share for younger riders.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.PA14.8>

At its meeting of November 29, 2024, TPA's Board of Directors received for information item PA12.07 "Bike Share Business Review" an overview of Bike Share 2024 performance.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.PA12.7>

At its meeting of November 23, 2024, TPA's Board of Directors received for information item PA7.06 "Bike Share Business Update" an overview of Bike Share 2024 performance.

<https://secure.toronto.ca/council/agenda-item.do?item=2023.PA7.6>

At its meeting of March 3, 2023, TPA's Board of Directors approved item PA2.4, "Modernizing Bike Share Toronto Rate Structure," enabling modest adjustments to Bike Share Toronto's rates and ensuring sustainable growth of the program.

<https://secure.toronto.ca/council/agenda-item.do?item=2023.PA2.4>

At its meeting of September 29, 2022, TPA's Board of Directors approved item PA32.3, "Bike Share Toronto: Four Year Growth Plan," which provided an overview of the program's plans for system expansion.

<https://secure.toronto.ca/council/agenda-item.do?item=2022.PA32.3>

COMMENTS

This report provides the Board of Directors of the Toronto Parking Authority (TPA) with an update on management's progress in shaping Bike Share Toronto's new multi-year strategy, highlighting key developments and ongoing stakeholder engagement efforts. The report outlines key findings and preliminary recommendations emerging from the strategy development process, including:

- Insights from stakeholder and community consultation sessions conducted to date, setting the stage for a strategy that is informed by public input, aligned with community needs, and positioned to drive the next phase of growth for Bike Share Toronto (BST).
- An assessment of the program's growth potential, highlighting the operational and infrastructure requirements needed to support future expansion.
- Evaluation of operational delivery models, focused on identifying scalable, cost-effective approaches that enhance customer experience and fleet composition, in alignment with system expansion goals.

BST has emerged as a successful transportation option for tens of thousands of residents and visitors. From school and work, to errands and entertainment, we power the City's movement with a fast, affordable, and eco-friendly option, making Toronto a more connected city. As North America's third largest bike share system, the program has matured into a vital component of the City's transportation network. Bike Share Toronto's impressive growth trajectory, city wide availability, and operational sophistication illustrates the opportunity for a more ambitious strategy; one that builds a system that supports Toronto's desire for a more seamless, integrated mobility eco-system that better serves the residents of the City.

BST has expanded into a citywide network of 1,042 stations and 10,251 bikes, including 2,319 e-bikes. Ridership is on track to reach 8.1 million trips this year, marking the highest annual usage in the program's history. This momentum is underscored by two consecutive record-breaking months in July and August, each surpassing 1 million rides. Nearly 200,000 new users have joined this year, illustrating Bike Share Toronto's role as a fast, affordable, and joyful mobility option for consumers. With full expansion across all 25 wards, 20% of the fleet now electrified, including new service at Toronto Islands. BST has exceeded the objectives of our strategy launched in 2022 and has solidified its place as a key player in Toronto's ever growing mobility eco-system.

To shape Bike Share Toronto's future strategy, consultations and supporting studies are underway. These engagements are informing investment priorities, operating models, and long-term program objectives, ensuring the strategy is grounded in evidence and aligned with the City's mobility vision.

Stakeholder and Community Consultation

Between spring and summer of 2025, the Toronto Parking Authority led a comprehensive, multi-stage engagement process to shape Bike Share Toronto's next three-to-five-year strategy.

More than 300 customers, members and stakeholders provided first-hand insights into system performance and feedback. A public survey garnered 234 responses with over 900 written comments, capturing perspectives from both frequent and casual users. Ten external stakeholder groups, including Cycle Toronto, the University of Toronto, Humber College, TABIA, Waterfront Toronto and many more, shared strategic input while eight City Councillors provided guidance on priorities across their wards. Three City divisions, Transportation Services, Parks and Recreation, and City Planning, were engaged alongside key agencies such as the TTC and Metrolinx to ensure alignment with broader municipal mobility objectives.

The engagement process used a mix of structured workshops, targeted consultations, and broad-based outreach. Two stakeholder workshops held in March and July brought together City divisions, transit agencies, schools, advocacy groups, Waterfront Toronto, and academic partners to identify opportunities for growth, integration, and innovation. Complementing these sessions, an online public survey captured member and resident feedback, while advocacy organizations such as CycleTO were consulted to ensure the cycling community's voice was reflected. Outreach extended to BIAs, sponsors, and academic institutions to ground the strategy in community and market realities. Finally, in-person and virtual meetings with Councillors, including members of the Infrastructure & Environment Committee, ensured direct alignment with City priorities.

This broad engagement, summarized in Attachment 1, provides a 360-degree perspective on how the program is used, perceived, and expected to evolve. Collectively, the input highlights clear opportunities for expansion, electrification, integration with transit, financial sustainability, and accessibility. The breadth of perspectives will ensure the emerging strategy reflects community needs, advances City priorities, and positions BST for long-term success.

Key Themes

Community and Partnerships: Mobilizing our 40,000+ members as ambassadors to build a cycling movement. By encouraging members to inspire others to ride and leveraging partnerships with sponsors, academic institutions, employers, and advocacy groups, Bike Share can amplify its reach and visibility. Coordinated campaigns, co-branded initiatives, and ambassador programs will attract new riders, strengthen community connections, and support tourism and major events.

Fostering Youth Adoption: To create the next generation of safe and responsible cycling enthusiasts. Expanding equitable access through school and campus partnerships, discounted memberships, and cycling confidence programs can reduce congestion, promote active lifestyles, and build lifelong ridership among youth and across the city.

Expanding Fleet and Station Electrification: Scaling e-bikes and charging stations is a cornerstone of growth, enabling longer trips, improving convenience, and attracting new riders. Priorities include integrating new docks into municipal capital projects to reduce installation costs, ensuring reliable charging infrastructure, and broadening access across neighbourhoods. Electrification will not only increase ridership but also position Bike Share as a modern, sustainable mobility service aligned with the City's TransformTO and broader transportation objectives.

Network Growth and Densification: Expand the system's footprint in both high-demand and underserved neighbourhoods. Align growth with new residential and commercial developments, park projects, and major transit investments. Leverage advanced AI supported planning tools and data to anticipate demand and optimize station density.

Transit Integration: Strengthen first/last-mile connections by aligning stations with TTC and GO Transit hubs and advancing fare and loyalty integration through PRESTO. Seamless transit connectivity will make Bike Share simpler, more attractive, and better embedded in Toronto's mobility eco-system.

Financial Sustainability and Innovation: Support long-term growth with a resilient financial model that diversifies revenue beyond ridership through sponsorships, grants, and partnerships, while maintaining disciplined cost management. Continue to pilot new technologies and expand innovative programs such as Bike Angels to enhance flexibility and resilience.

Insights and Winning Aspiration

The most powerful insight from these sessions was not simply enthusiasm, but a resounding call to dream bigger. Participants did not simply ask if BST should grow, but how it could be made even better, how could we get more Torontonians cycling. At the heart of this vision lies a challenge: how might we foster a true culture of cycling in Toronto, one that enables more people to move sustainably through active transportation?

These conversations are crystallizing a bold winning aspiration: to mobilize a million new unique riders and create a Bike Share system that changes the way residents move across the city in a more sustainable and people centric fashion.

Growth Potential Over the Next Five Years

TPA has engaged leading experts to model future scenarios that will guide Bike Share's growth. Preliminary findings suggest ridership could double to 12–16 million by 2030. Achieving this will require sustained investment, network expansion, and operational improvements. The study identifies electrification as a key catalyst for growing stations and fleet, increasing ridership and revenue, and addressing challenges with recharging and rebalancing.

Evaluation of Operational Delivery Models

To maintain a high-quality, reliable, customer-focused experience, TPA is reviewing how best to operate and scale the system. With the network projected to double again in the next five to seven years, system resiliency and scalability will be of paramount importance.

The review will identify scalable, cost-effective approaches that enhance service quality and user experience. Criteria include efficiency, scalability, customer experience, and alignment with TPA's core competencies. Opportunities under review include customer service, loyalty programmes, maintenance, spare parts, seasonal operations, and field services.

Given the challenges of a large, complex network currently operating at a loss, this evaluation is critical to long-term sustainability. Based on performance against the criteria, TPA will determine and recommend the most effective delivery model to drive productivity, operational resiliency and redundancy, and elevated customer experience.

Following engagement, growth analysis, and network reports, the recommended Bike Share strategy will be presented to the TPA's Board of Directors on December 5, 2025. Pending approval, it will proceed to the City's Infrastructure and Environment Committee on February 25, 2026, and to City Council in March 2026 for endorsement.

CONTACT

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SIGNATURE

W. Scott Collier, President
Toronto Parking Authority

ATTACHMENTS

Attachment 1 - List of Stakeholders Engaged to Date

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Stakeholder	Workshop	Survey	1:1	Feedback focus (indicative)	Themes
City of Toronto - Neighbourhood Projects	<input checked="" type="checkbox"/>			Station siting, public realm, local connectivity	Enhanced partnerships, process and partner input points, leveraging city development pipeline, enhanced access and transition with transit
City Planning	<input checked="" type="checkbox"/>			Land-use alignment, growth areas, policy fit	Enhanced partnership, enhanced access and transition with transit, leveraging existing municipal plans
Transportation Services – Neighbourhood Projects	<input checked="" type="checkbox"/>			Local traffic/safety, curb space, station placement	Enhanced access and transition with transit, strengthening policy support, expansion to suburban and non-residential areas, extending the OneFare program
Transportation Services (central)	<input checked="" type="checkbox"/>			Network integration, first/last-mile, operations	Extending the OneFare program, leveraging existing municipal plans, leveraging city development pipeline.
City Planning – TIU	<input checked="" type="checkbox"/>			Data/tech coordination, planning interfaces	Enhanced partnership, enhanced access and transition with transit, leveraging existing municipal plans
Transportation Planning	<input checked="" type="checkbox"/>			Modal split, demand modeling, first/last-mile	Enhanced access and transition with transit, strengthening policy support, expansion to suburban and non-residential areas, extending the OneFare program

Stakeholder	Workshop	Survey	1:1	Feedback focus (indicative)	Themes
City Planning – Waterfront	<input checked="" type="checkbox"/>			Waterfront trail/park integration, visitor flows	Enhanced partnership, enhanced access and transition with transit, leveraging existing municipal plans
Toronto Catholic DSB – Planning Services	<input checked="" type="checkbox"/>			School access, youth adoption, safety	Enhanced partnerships, expansion to suburban and non-traditional riders
TTC – Strategy & Foresight	<input checked="" type="checkbox"/>			Transit integration, PRESTO alignment, station placement	Extending the OneFare program, enhanced partnerships, strengthening policy support, enhancement of mobility hubs
Metrolinx – Station Planning	<input checked="" type="checkbox"/>			GO station integration, fare alignment, regional links	Extending the OneFare program, enhanced partnerships, strengthening policy support, enhancement of mobility hubs
Waterfront Toronto	<input checked="" type="checkbox"/>			Public realm, parks/trails, islands/waterfront stations	Enhanced partnership, enhanced access and transition with transit, leveraging existing municipal plans
Cycle Toronto	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	Access & equity, network gaps, safety culture	Consideration and support of non-traditional riders, strengthening policy support, improved communication and coordination
Bike Share Toronto – Annual Members		<input checked="" type="checkbox"/>		Customer experience, pricing, products, e-bikes	Collect user input on general travel habits and preferences, transit integration, and encouragement of more frequent use of BST

Stakeholder	Workshop	Survey	1:1	Feedback focus (indicative)	Themes
General Public		<input checked="" type="checkbox"/>		Customer experience, pricing, products, e-bikes	Collect user input on general travel habits and preferences, transit integration, and encouragement of more frequent use of BST
Humber Polytechnic	<input checked="" type="checkbox"/>			Campus mobility, student adoption, station siting	Enhanced partnerships, expansion to suburban and non-traditional riders
George Brown College	<input checked="" type="checkbox"/>			Campus mobility, student adoption, station siting	Enhanced partnerships, expansion to suburban and non-traditional riders
University of Toronto – University Planning	<input checked="" type="checkbox"/>			Campus network links, demand, safety	Enhanced partnerships, enhancement of mobility hubs, enhanced access and transition with transit.
TABIA (BIAs)			<input checked="" type="checkbox"/>	Main-street access, merchant needs, deliveries/curb	Consultation with BIAs on new station sitings/installations and explore future partnership opportunities.
Councillor: University–Rosedale			<input checked="" type="checkbox"/>	Local priorities, equity, station requests	Would like to see bikes be able to carry more items i.e., cargo, trailers on bikes. Densification of existing stations in ward due to morning rush. More stations and better servicing of stations.

Stakeholder	Workshop	Survey	1:1	Feedback focus (indicative)	Themes
Councillor: York Centre			<input checked="" type="checkbox"/>	Local priorities, equity, station requests	Interested in adding new stations to Downsview park as part of Downsview Secondary Plan. High ridership at Downsview station to be supported.
Councillor: Eglinton–Lawrence			<input checked="" type="checkbox"/>	Local priorities, equity, station requests	Interested in electrification, expansion of the system beyond the downtown core, pricing and the Bike Angels program.
Councillor: York South–Weston			<input checked="" type="checkbox"/>	Local priorities, equity, station requests	Focused on profitability vs expansion and ridership vs. locations of stations.
Councillor: Etobicoke Centre			<input checked="" type="checkbox"/>	Local priorities, equity, station requests	Interested in the economics, electrification and utilization of bikes and how we are looking to improve those metrics.
Councillor: Humber River–Black Creek			<input checked="" type="checkbox"/>	Local priorities, equity, station requests	Positive comments about the expansion of the program, provided feedback on how to improve services.
Councillor: Etobicoke North			<input checked="" type="checkbox"/>	Local priorities, equity, station requests	Focused on the financial viability of the program in order to reduce the subsidy contributed by parking revenue.
Councillor: Etobicoke–Lakeshore			<input checked="" type="checkbox"/>	Local priorities, equity, station requests	Suggestions around PRESTO integration and expansion around parks and trails. BST as a benefit to the city that is not quantifiable.

Stakeholder	Workshop	Survey	1:1	Feedback focus (indicative)	Themes
Destination Toronto			<input checked="" type="checkbox"/>	Tourism/leisure trips, events, wayfinding (Islands, waterfront)	To be updated after meeting (Oct 3)