

Non-Competitive Contract with RideShark Corporation for the Smart Commute Online Tool

Date: April 27, 2026

To: General Government Committee

From: General Manager, Transportation Services and Chief Procurement Officer

Wards: All

SUMMARY

The purpose of this report is to request City Council authority to negotiate and enter into a non-competitive contract with RideShark Corporation in the amount of \$75,000 net of all taxes and applicable charges (\$76,320 net of HST recoveries) for the Smart Commute Program.

The Smart Commute Program has delivered Transportation Demand Management (TDM) services in Toronto since 2005, helping employers and commuters shift to sustainable travel options such as walking, cycling, transit, carpooling and remote work. The program supports reduced single-occupant vehicle trips to ease congestion, improve air quality and lower greenhouse gas emissions. In 2021, with City Council authority, the City entered into a collaborative agreement with Regional Municipal Partners across the Greater Toronto and Hamilton Area (GTHA), resulting in the non-competitive procurement of the Smart Commute Online Tool from RideShark Corporation as a shared, region-wide commute management platform.

Transportation Services is now seeking City Council authority to enter into a further non-competitive agreement of up to five (5) years with RideShark Corporation to continue delivering the Smart Commute Online Tool in partnership with the eight (8) other participating municipalities.

A non-competitive procurement may be undertaken where both the proposed procurement and supplier can be justified in good faith based on an exception set out in Toronto Municipal Code Chapter 195, Procurement. This procurement will be proceeding under the exception related to Exclusive Rights, where RideShark Corporation, and the City have determined in good faith that both the proposed procurement and the selected supplier, along with the terms and conditions of the contract, are beneficial to the City (Toronto Municipal Code, Chapter 195, Procurement, Section 7.1.C).

City Council approval is required in accordance with Municipal Code Chapter 195, Procurement, where the current request exceeds the Chief Procurement Officer’s authority of the cumulative five-year (5) commitment for each supplier, under Article 7, Section 195-7.3 (D) of the Procurement By-Law or exceeds the threshold of \$500,000 net of HST allowed under staff authority as per the Toronto Municipal Code, Chapter 71 Financial Control, Section 71-11A.

RECOMMENDATIONS

The General Manager, Transportation Services and the Chief Procurement Officer recommend that:

1.City Council authorize the General Manager, Transportation Services to negotiate and enter into a contract with RideShark Corporation for the amount of \$75,000 net of all taxes and charges (\$76,320 net of Harmonized Sales Tax recoveries), to provide a software license for a shared Smart Commute Online Tool for a period of one (1) year from the effective date of the agreement to December 31, 2026, with the option to renew for four (4) additional one (1) year periods, at the sole discretion of the City, on terms and conditions satisfactory to the General Manager, Transportation Services and in a form satisfactory to the City Solicitor.

FINANCIAL IMPACT

The total potential value identified in this report for the non-competitive contract with RideShark Corporation is \$75,000 net of all taxes and charges and \$84,750 including all applicable taxes and charges. The total potential cost to the City is \$76,320 net of HST Recoveries.

Funding in the amount of \$15,264 net of HST recoveries is included in the 2026 Operating Budget for Transportation Services and additional funding for the balance of the contract option years will be included in future Operating Budget submissions for Transportation Services as noted below in Table 1.

Funding is available in Cost Centre TS7010 and Cost Element 5020038

Table 1: Financial Impact Summary

Year	Cost Centre / WBS Element	Cost Element GL	Cost (Net of HST Recoveries)
2026	TS7010	5020038	\$15,264
2027	TS7010	5020038	\$15,264
2028	TS7010	5020038	\$15,264

Year	Cost Centre / WBS Element	Cost Element GL	Cost (Net of HST Recoveries)
2029	TS7010	5020038	\$15,264
2030	TS7010	5020038	\$15,264
Total			\$76,320

DECISION HISTORY

City Council, at its meeting on January 29, 2020, adopted the Smart Commute Program Transition report without amendments. City Council authorized the Director, Environment and Energy to:

- a. work with its Regional Municipal Partners to ensure continuity of the Smart Commute Program and identify a vendor that can provide a Greater Toronto and Hamilton Area wide ride matching software and other shared commuting online tools; and
- b. if a preferred vendor is identified by the City and its Regional Municipal Partners, to negotiate and execute any agreement and ancillary documents to procure the preferred Greater Toronto and Hamilton Area-wide ride matching software and other shared commuting online tools in accordance with the City's Purchasing By-law, subject to available funding, and in a form satisfactory to the City Solicitor.

[Agenda Item History - 2020.IE11.16](#)

COMMENTS

The Smart Commute Program has delivered Transportation Demand Management (TDM) services in the Toronto since 2005, supporting employers and commuters in adopting sustainable travel options, including walking, cycling, transit, carpooling and remote work. Through targeted TDM strategies, annual campaigns, tools, resources and incentives, the program promotes a shift away from single-occupant vehicle trips to help reduce congestion, improve air quality and lower greenhouse gas emissions, in alignment with TransformTO, the Net Zero Strategy and the Congestion Management Plan. In January 2021, with City Council authority, the City entered into a collaborative agreement with Regional Municipal Partners to continue and enhance Smart Commute programming across the GTHA, including the sourcing of a single, region-wide, ride-matching platform which led to the non-competitive procurement of the Smart Commute Online Tool from Ottawa based RideShark Corporation.

The Smart Commute Online Tool is the commute management platform used by all nine Regional Municipal Partners including the City of Hamilton, Region of Durham, Region

of York, City of Greater Sudbury, Halton Lower Tier Municipalities (City of Burlington, Town of Oakville, Town of Halton Hills, Town of Milton), City of London, the County of Bruce, Region of Peel and the City of Toronto. Key features of the Smart Commute Online Tool include multimodal trip planning, GTHA wide ride matching, commute tracking & reporting, emergency ride home administration and incentives & campaign management.

The Smart Commute Online Tool has assisted nearly 20,000 registered users across the GTHA and other Ontario municipalities with choosing sustainable travel options to commute to and from their workplace or post secondary school. Toronto has over 3,000 users that logged nearly 22,000 trips in 2025, with a reported 309,707 km of sustainable travel resulting in 58,422 kg of GHG emissions saved and 3,616,704 calories burned by commuting using sustainable modes. The Smart Commute Team utilizes the RideShark commute management platform to encourage participation in several annual Smart Commute behaviour change campaigns including Bike Month, Winter Commute Month and Smart Commute Month.

Transportation Services is seeking City Council Authority for a non-competitive procurement with RideShark Corporation up to five years to continue cost sharing for the Smart Commute Online Tool with our Regional Municipal Partners as it is essential for all Regions to utilize the same online tool.

The Fair Wage Office has reported that RideShark Corporation have reviewed and understand the Fair Wage Policy and Labour Trades requirements and have agreed to comply fully.

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SIGNATURE

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