

TORONTO PARKING AUTHORITY

Bike Share Toronto 2025 Business Review and 2026 Annual Operating Plan

Jarrett McDonald, Vice President Operations
Toronto Parking Authority Board of Directors Meeting

March 11, 2026

AGENDA

PURPOSE

Review 2025 Bike Share Performance
and 2026 Annual Operating Plan

AGENDA

1. 2025 Review
2. 2026 AOP



In 2025, We Delivered 7.8M Rides (+10%) vs 2024, Ridership Has Grown 10x (29% CAGR) Since 2016

2025 Highlights

Total Trips
7.8M
+10% vs '24

Unique Riders
373k
+40% vs '24

First Time Riders
231k
+39% vs '24

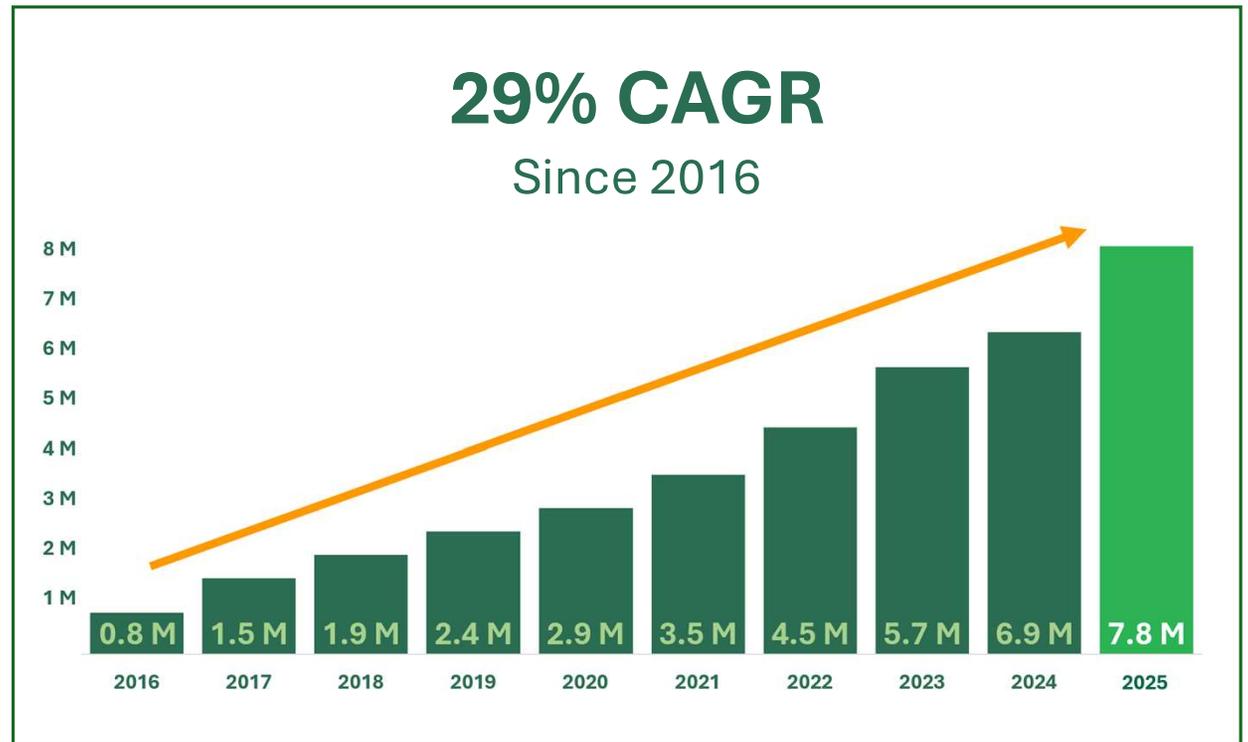
Members
42k
+2% vs '24

85%
Customer Satisfaction

25
Wards
+2 wards vs '24

10.4k
Total Bikes
+9% vs '24

1375
eDocks
+39% vs '24



2025 Achieved Record Revenue of \$17.1M, +15% vs Plan

2025 Financial Results

\$000's	2025 Actual	2025 Plan	Actual vs Plan	%
Total Revenue	\$17.1M	\$14.8M	\$2.3M	15.5%
Total Expenses	\$20.0M	\$19.6M	(\$0.4M)	-2.0%
Contribution	(\$2.9M)	(\$4.8M)	\$1.9M	+39.6%

Key Ridership (Performance Metrics)

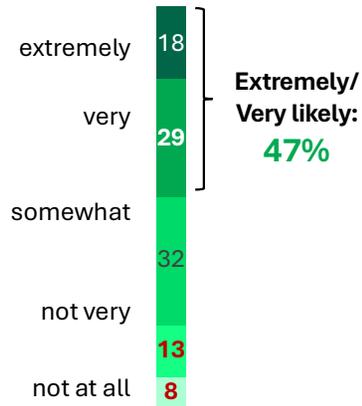
\$000's	2025 Actual	2025 Plan	Actual vs Plan	%
Trips (Total)	7.81M	7.50M	0.31M	4.1%
eBike Trips (Total)	1.51M	1.22M	0.29M	23.8%
Casual Trips	2.14M	1.50M	0.64M	42.6%
Annual Members	41.6K	39.9K	1.7K	4.3%

Highlights

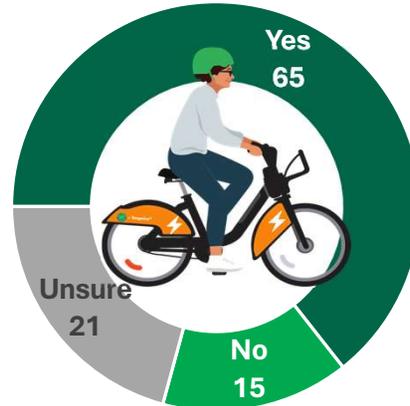
- Revenue is scaling faster than costs – driven by favourable mix (27% casual trips; 19% ebike trips).
- Contribution gap continues to narrow, subsidy per ride improved by \$0.32 decreasing from plan \$0.69 to \$0.37 actual.
- Deployed \$12.3M in growth-focused CAPEX to accelerate priority initiatives and network expansion.
- eBikes are driving positive mix shift – improving customer experience and accessibility.
- Launched BST at Toronto Island, generating \$1.4M in revenue; 1% of trips delivered 9% of total revenue through strong day-pass yield.
- Launched the “Get There Happy” marketing campaign.
- Successfully completed the 4Y Growth Plan & received Board approval for 2030 Growth Strategy

eBike Demand Exceeds Supply, Delivering 2.5X Trips per day than Classic Bikes

Casual riders are willing to pay more for eBikes*



2/3 of Casual users would ride more if eBikes were more available*



eBikes 2.5X Higher Utilization
(5 trips per eBike vs. 2 trips per iconic bike)



- **2,117** eBikes approx. 20% total bike fleet (2025)
- **1.5M** Total eBike rides (increased 41% vs. 2024)
- **12%** of new riders start with eBikes - and 5% convert to members
- **66%** of all eBike trips were taken by members.

	Iconic	eBikes
Member Revenue/trip	\$0.85	\$2.15
Casual Revenue/trip	\$3.98	\$5.26
Cost per trip	\$1.44	\$2.32



Toronto Island: Powerful Entry Point for New Riders, Delivered 216K Trips

Season Performance

From May 16 – October 15, 2025

Total Trips
216,256

Unique Riders
94K

First Time Riders

65K

33% of all new users

Average Ride Time

52min

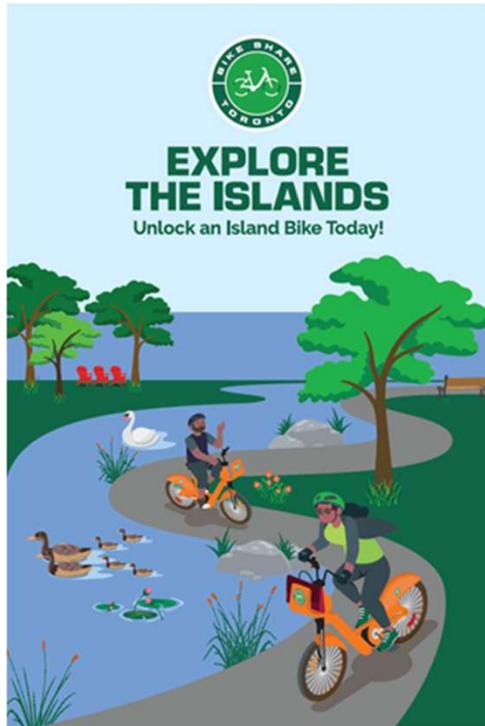
vs 25min for PAYG user

89%

Casual Rides

43%

of all \$15 day passes sold



User Behaviours

- 45% of users from Toronto.
- 55% have postal codes outside Toronto.
- 15% of users who took their first trip on the islands rode again on the mainland.
- 8% return rate for those who used BST on the Island more than once.

Bike Station	Popularity (system wide)	Total Trips Taken
Centre Island Ferry Dock	1	87,208
Ward's Island Ferry Dock	3	34,202
Centre Island	14	30,693
Hanlan's Point Ferry Dock	15	27,627
Hanlan's Point Beach	49	21,153
Gibraltar Point Beach	145	15,524

2026 AOP: Grounded in Our BST Strategy – Ride More, Connect More

Our Winning Aspiration

To inspire and mobilize one million unique BST customers to act as a catalyst to create a culture of cycling and active transportation in the City of Toronto.

Strategic Imperatives

Electrification:
Charge the system. Move the city

Densifying:
Stations where Torontonians live, work and connect

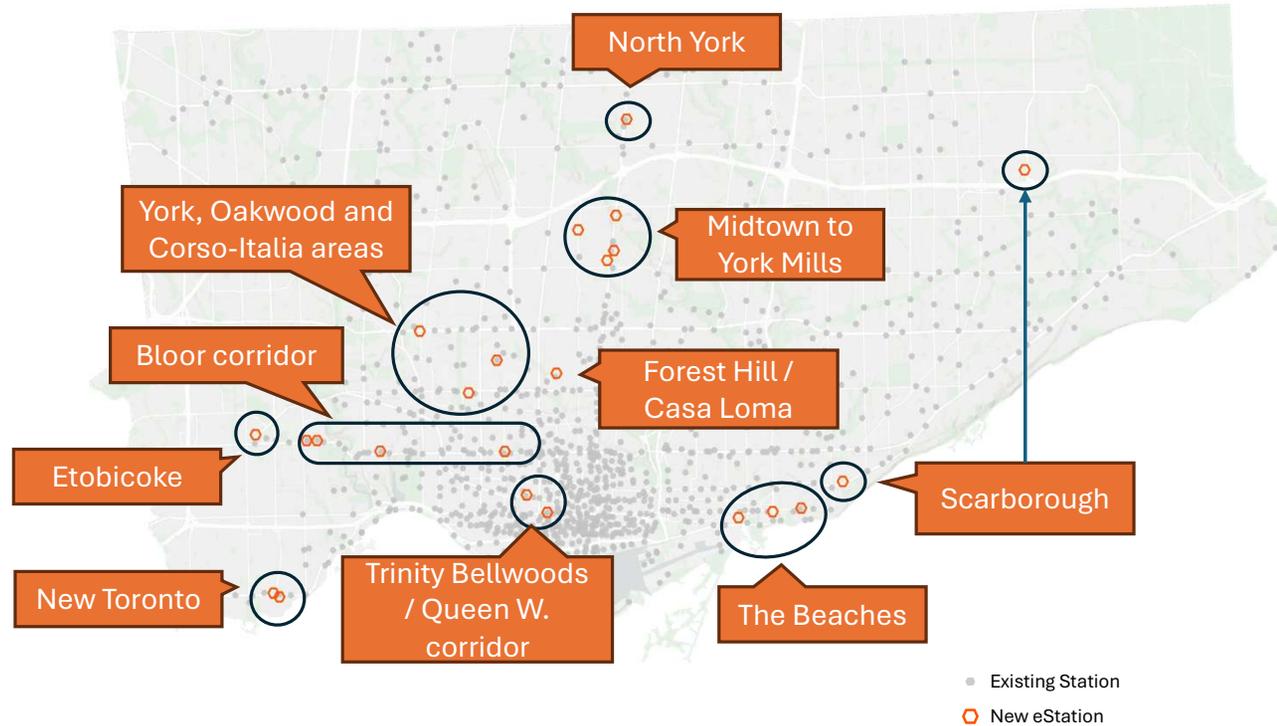
Innovation:
Win on reliability. Differentiate with innovation

Sustainable Revenue Model:
Fund the mission, not just the ride

Mobilize the Base:
Drive growth through experience

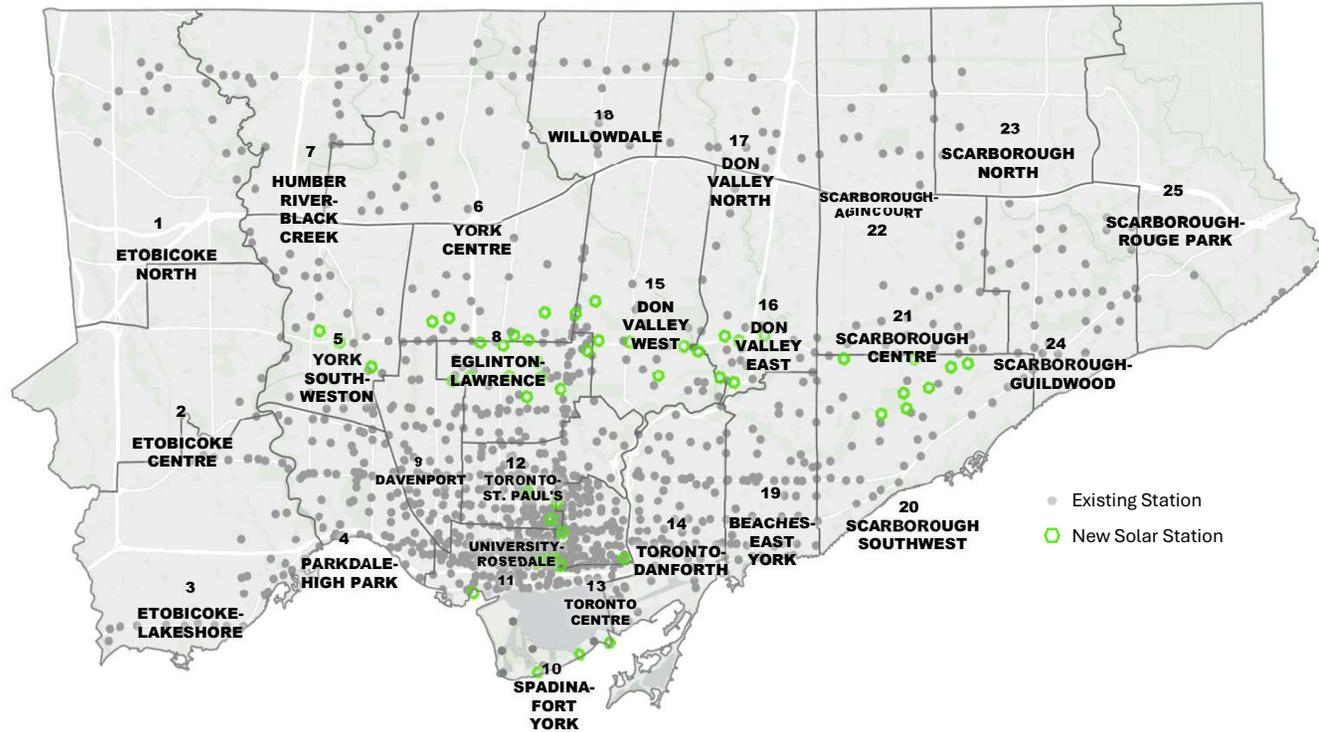
Deploy 350 New eDocks and 200 eBikes in 2026 to Accelerate System Electrification

- 1. Site Strategy** – Deploy eStations in Green P lots with EV infrastructure to optimize electrification synergies.
- 2. Data-Driving Optimization** – Target high-volume locations to increase organic ebike charging.
- 3. Planning** – Leverage eStations to meet the Transportation Demand Management (TDM) requirements – securing permanent BST location for future developments.
- 4. Strategic Influence** – Activate City relationships to accelerate system-wide electrifications.

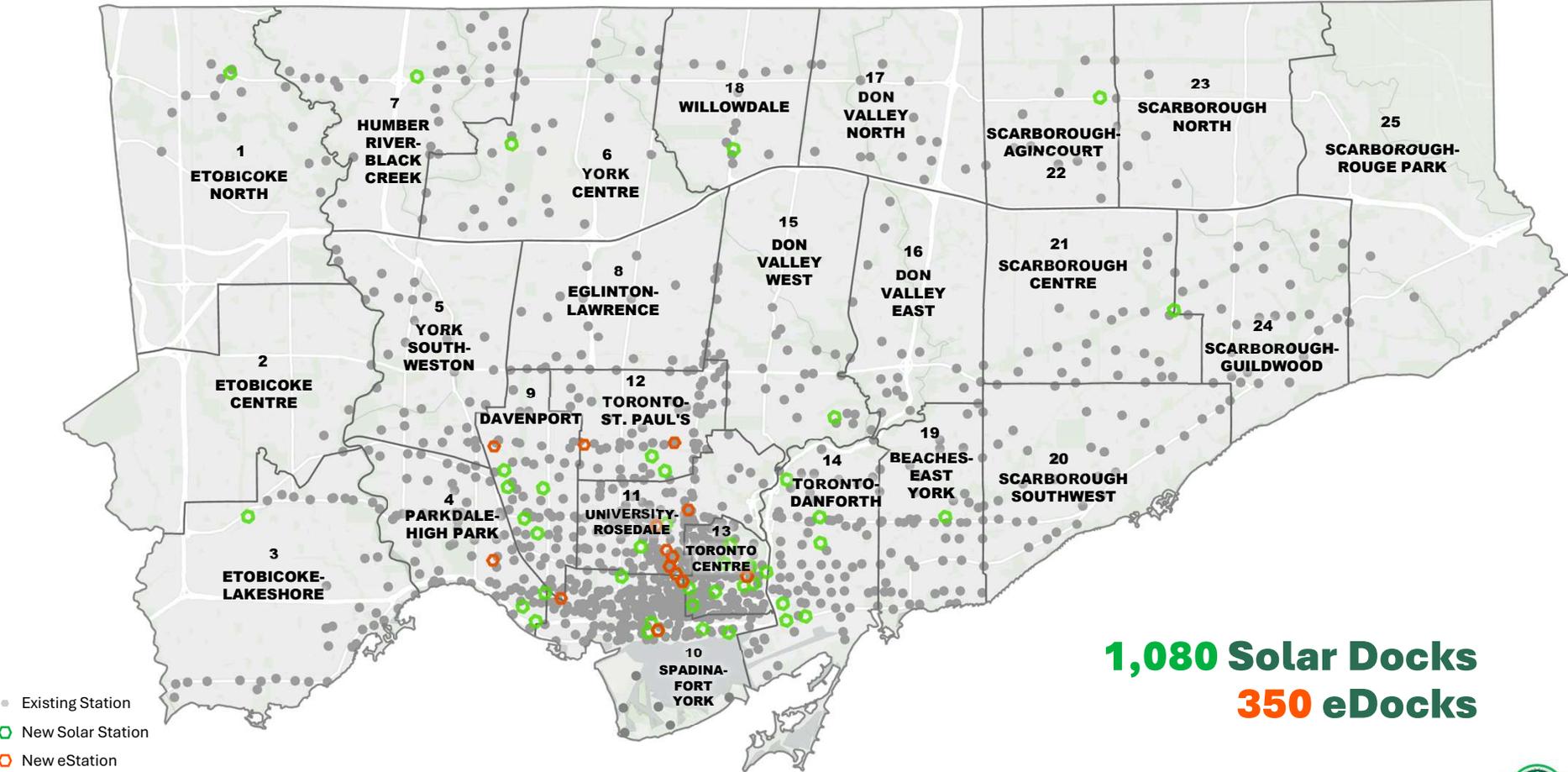


Deploy 1,250 Solar Docks to Density the Network Where Torontonians Live, Work, and Connect

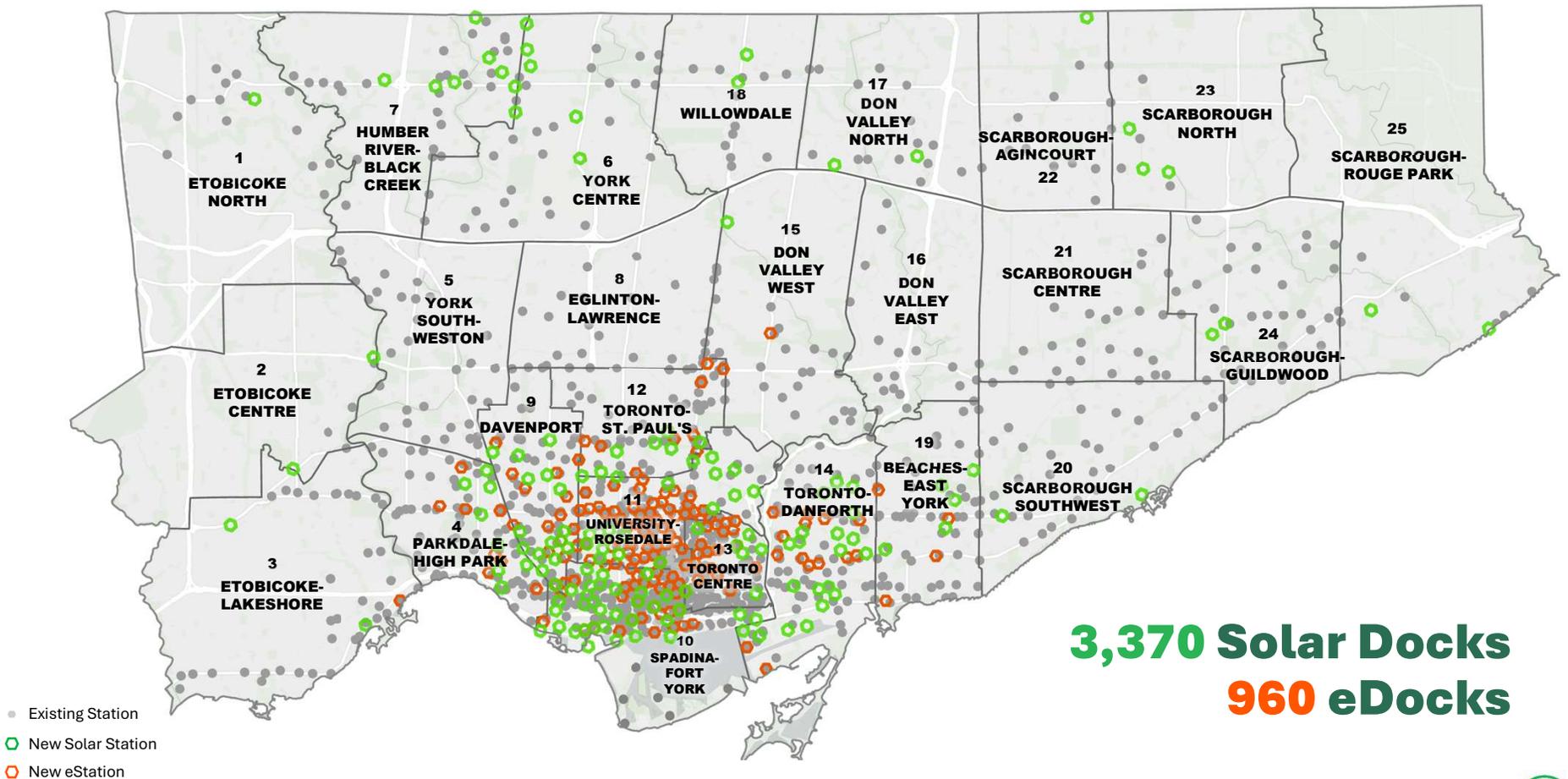
- Year 1 of 2030 Strategy adds 53 solar stations mostly concentrated along:
 - High-order transit corridors (TTC Line 1 Yonge-University, TTC Line 6 ECLRT)
 - Financial District, Waterfront, Scarborough
- Densifying service in 14 City wards, strengthening coverage and access. (Wards 3, 4, 5, 8, 10, 11, 12, 13, 15, 16, 18, 20, 21, 23)
- Expansion of up to three new stations on Toronto Island.



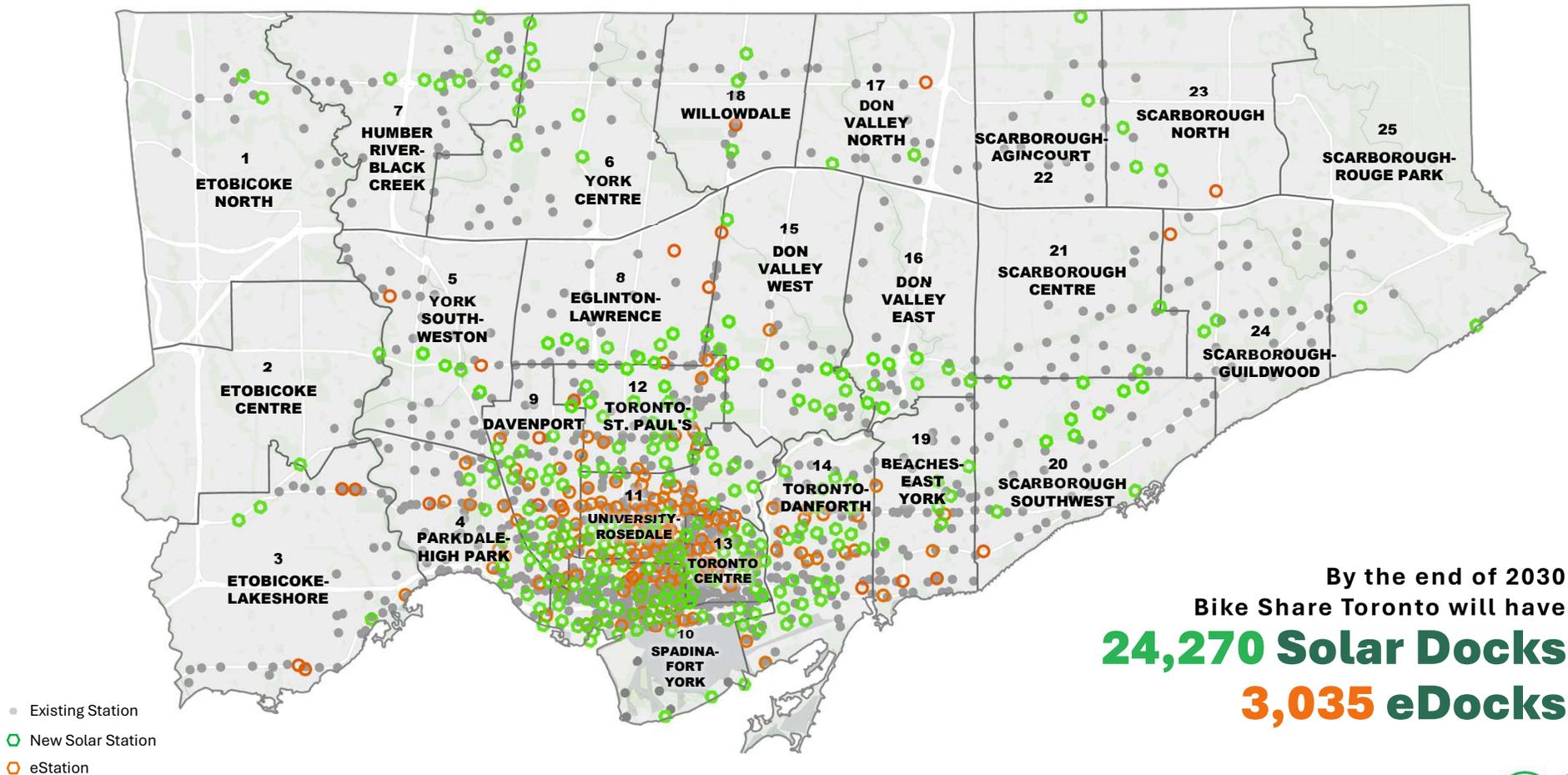
2027 Network & Electrification Growth Plan



2028-2030 Network & Electrification Growth Plan



By 2030, we will have 7,360 New Docks vs 2025



By the end of 2030
Bike Share Toronto will have
24,270 Solar Docks
3,035 eDocks



Fleet Modernization - Prototype **100** Next-Generation Astro eBike to Improve Rider Comfort, Reliability, and Operational Efficiency

Best of Cosmo + eFit, optimised for charging-focused systems with hybrid option

- Re-uses Cosmo single speed, motor/controller, IOT, screen.
- Retains Cosmo eassist profile and hybrid capabilities (remote immobilization).
- <30kg weight with smaller eFit battery (436Wh)
- Single-speed, 24" wheel.
- Adopts eFit tandem riding mitigations – smaller basket, collapsing rear fender.
- UK and EU Certified at launch.
- Options for: double bells, phone holder, solid tires, beacon light.



Install **1,500** Pillar Docking Points Added to Strengthen System Performance and Minimize Miss-docking

Reliable, flexible, and secure charging + docking

- Supports charging of all ebikes & scooters when paired with Obelisk (charging cabinet).
- Docks perfectly every time with spring-loaded locking mechanism.
- IOT in each dock eliminates full station outages
- In non-charging configuration, solar panel on each docking point supports smaller and more flexible station footprints – no terminal/kiosk required.
- For low-solar sites, available in “cabled” config, with large central station battery.
- NFC unlock.



In 2026, We are forecasting **8.6M Rides (+790K; +10% vs PY)**

2026 Financial Plan

\$000's	2026 Plan	2025 Actual	Plan vs 25	%
Total Revenue	\$17.9M	\$17.1M	\$0.8M	5%
Total Expenses	\$20.7M	\$20.0M	\$0.9M	5%
Contribution	(\$2.8M)	(\$2.9M)	(\$0.1M)	+4%

Key Ridership (Performance Metrics)

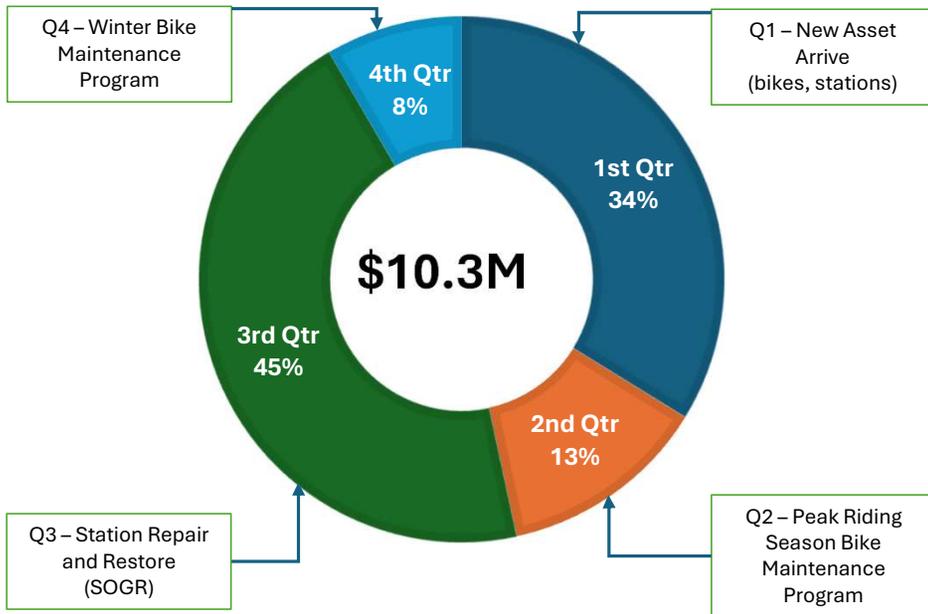
\$000's	2026 Plan	2025 Actual	Plan vs 25	%
Trips (Total)	8.6M	7.81M	0.79M	10%
eBike Trips (Total)	1.71M	1.51M	200K	13%
Casual Trips	2.02M	2.14M	-120K	-6%
Annual Members	43.2K	41.6K	1.6K	4%

Highlights

1. Improve the cost/trip by \$0.16, down from \$2.56 to \$2.40.
2. Total Ridership is expected to increase 0.79M (10%) led by ebikes. Electrification is driving incremental demand faster than the system average.
3. Revenue growth will keep pace with cost pressures maintaining sustainability of the program.
4. Contribution margin forecasted to improve by \$0.1M (4%) year-over-year, demonstrating steady progress toward breakeven.
5. Subsidy per ride forecasted to improve by \$0.03 or 9%, decreasing from \$0.35 to \$0.32.

Management will Deliver our 2026 BST Capital Plan

2026 Capital Priorities and Cash Flow by Quarter



Key Capital Investments 2026

Capital Project	2026 Capital \$
eBikes x 200	\$561,795
Bikes x 750	\$929,472
eStations X 350 (Docks)	\$939,677
Solar Stations 1250 (Docks)	\$3,051,835
SOGR	\$2,979,938
Station Installation Costs	\$792,454
Wayfinding + App Enhancements + CSAT + Presto Feasibility Study	\$1,079,500

Sustainable Revenue Model - Fund the Mission, Not Just the Ride



1. **Partner with leading academic institutions**, including the University of Toronto, to advance thought leadership and identify new and emerging use cases for Bike Share Toronto.
2. **Presto/One-fare** business case review and finalization by Q2 2026.
3. **Bike Angels**: Develop phase 1 of the Toronto Bike Angels Program with launch scheduled for Q1/Q2 2027.
4. **Reservations**: Targeted market testing and research to inform product viability and design by Q4 2026.
5. **Loyalty**: Work in close alignment with the Green P loyalty program to drive integration and unlock shared customer and value synergies.
6. **Advance the Tangerine partnership** through fewer, higher-impact programs that embed Bike Share Toronto in the community, drive new ridership, and strengthen the partnership's long-term commercial value by Q4 2026,



Great **Cycling Experiences** will Transform Mobility in Toronto

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

SUMMER KICKOFF

- Launch of Y2 “Get There Happy” campaign
- Toronto Islands re-opening
- May 2-4 long weekend & Explore Parks (Islands & Bidaasige Park)
- Launch of summer valets
- Bike for Free Day
- Free day passes for members to gift.

FIFA

- FIFA Weekly Pass
- Game Day Valets
- FanFest Valets & event involvement
- Brand Ambassadors



CITY EVENTS

- Open Doors
- Canada Day
- DuWest/ Oss Fests
- Pride
- Waterfront Festival
- Toronto Marathon/ Waterfront Marathon
- Under Armour 10K
- Bike for Brain Health
- Concerts, Sporting Events, Conferences

BACK TO SCHOOL

- Blanket student discount memberships

YORK U



2026 Marketing Plan: At a Glance

2026 Approach: Enable phased deployment of '26-30' BST Strategy, focused on supporting BST Growth and Tangerine partnership. Extend *Get There Happy* campaign with refinements to messaging & placement. Build new programming and expand experience-based activations including through relationships with others such as CycleTO, City, etc.

2026 BST Integrated Marketing Calendar

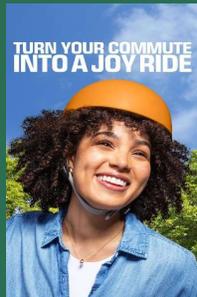


Bike Share 2026: Drive Growth Through Experience

AWARENESS

Get There Happy

- Re-execute successful 2025 customer acquisition campaign, positioning Bike Share as affordable **Happiness Machines**, focusing brand placement on moments of receptivity



CONSIDERATION

Activation Programming

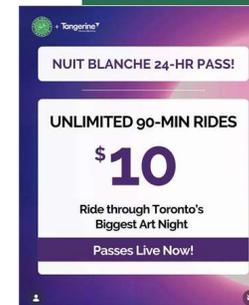
- Prioritize community events that are easily accessible via Bike Share, and create in-person engagement opportunities to generate buzz & drive trial consideration



CONVERSION

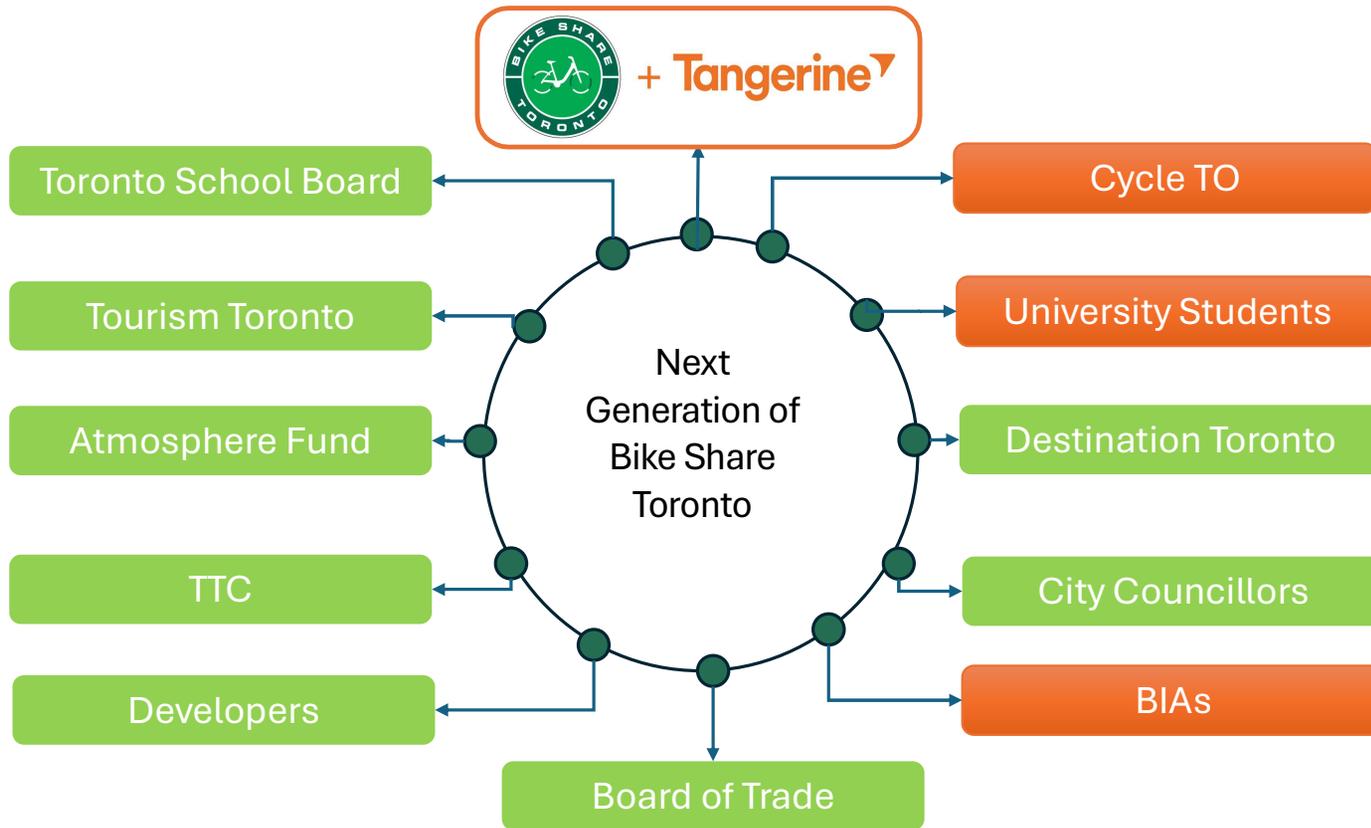
Special Promotions

- Convert interest into real trials with special promotions during key moments in Toronto:
 - Toronto Tech Week
 - FIFA Week Pass
 - TNG Bike For Free Day
 - Canada Day Pass
 - Nuit Blanche
 - And more...



Activate Our Cycling Ecosystem to Build a Citywide Movement

The ecosystem of partners who will power a movement - advancing the next generation of Bike Share Toronto and growing cycling across the City :



Thank You!

