REPORT FOR ACTION

Contract Extension for Operation and Administration of Bike Share Toronto System

Date: July 7, 2026
To: Board of Directors, Toronto Parking Authority
From: President, Toronto Parking Authority
Wards: All

SUMMARY

The purpose of this report is to seek approval from the Board of Directors of the Toronto Parking Authority (TPA) to extend the current agreement with Shift Transit Inc. (Shift) for the operation and administration of the Bike Share Toronto system for seven (7) additional months, to October 31, 2027. Management is requesting this extension to provide sufficient time for Management and the Board to complete the necessary due diligence before determining any future changes to the current operating model. The extension also reduces operational risk by maintaining continuity through the busy 2027 summer season.

The operating cost of the extension is forecast to be $14.0 million, an increase of $3.9 million compared to 2026. The increase reflects higher activity levels associated with forecast ridership growth, inflationary cost pressures, and the scope, scale, and complexity of the work required. The proposed extension would secure continued service delivery across key operating categories, including bike and station maintenance, rebalancing, valet services, and installation and decommissioning services. These terms are consistent with current market rates and are not expected to result in a material increase in cost on a per-ride basis compared to 2026.

The current agreement with Shift, effective April 1, 2020, was approved for a five-year term, with an option to renew for two (2) additional one-year terms. The agreement expires on March 31, 2027.

On December 12, 2025, the TPA Board adopted the 2030 Bike Share Toronto Growth Strategy – Ride More, Connect More, which directs TPA to develop a network capable of supporting 14 to 16 million trips annually by 2030. This represents the potential to double ridership compared to 2025 levels. Achieving this scale will require a more robust, scalable, and sustainable operating model.

As background, Bike Share Toronto has changed markedly since the current agreement was first established. The system is significantly larger, geographically dispersed, and operationally complex. It operates in all 25 wards, includes pedal bikes and e-bikes, relies on expanded valet services, supports seasonal operations, and has emerged as an indispensable publicly provided transportation service for Torontonians. These changes, coupled with higher customer expectations, necessitate a robust assessment and determination of the right operating model that will future proof the TPA for the next phase of our growth agenda.

To support this work, TPA is undertaking an operating model assessment to identify the organizational structure, capabilities, resources, systems, and service requirements needed for the next phase of Bike Share Toronto. Concurrently, TPA is issuing a Request for Information (RFI) to better understand market capacity, service delivery approaches, and opportunities to improve operations, maintenance, customer service, valet services, e-bike support, technology integration, and network performance.

The proposed seven-month extension will provide TPA with the time required to complete the operating model assessment, review the RFI results, and prepare a comprehensive Request for Proposals (RFP), anticipated to be issued in Q1 2027. It will also maintain service continuity through the busiest portion of the operating season and avoid the risks associated with transitioning service providers during peak ridership.

Given the complexity of the Bike Share Toronto system, and the time required to ramp up any alternative options related to service delivery, the non-competitive extension of the existing contract with the existing supplier would minimize duplication of transition costs and also offer the least risk to the day-to-day business operations.

Accordingly, the proposed extension is recommended as a prudent, time-limited measure to preserve service continuity, reduce potential transition risk, and position Bike Share Toronto for sustained growth

RECOMMENDATIONS

The President, Toronto Parking Authority recommends that:

1. The Board of Directors of the Toronto Parking Authority authorize the President, Toronto Parking Authority, to non-competitively extend the existing agreement with Shift Transit Inc. for a period of seven (7) months, ending October 31, 2027, at a total value not to exceed $14 million, excluding Harmonized Sales Tax, on terms and conditions satisfactory to the President and in a form satisfactory to the City Solicitor.

FINANCIAL IMPACT

Based on projected costs and historical expenditures under the agreement, the total value of the extension is not expected to exceed $14.0 million, plus Harmonized Sales Tax (HST). The forecast value represents an increase of $3.9 million compared to 2026.The final value will depend on projected ridership in the upcoming year and on the scope of service delivered as part of the extension. All fees above are excluding HST.

DECISION HISTORY

At its meeting on December 12, 2025, the Board adopted the 2030 Bike Share Toronto Growth Strategy - Ride More, Connect More and directed the TPA to continue to build a network that will generate 14 to 16 million trips per year by 2030, representing a 70 percent to 100 percent increase versus 2025.
https://secure.toronto.ca/council/agenda-item.do?item=2025.PA17.4

At its meeting on January 14, 2020, the Board had granted authority to the President, Toronto Parking Authority, to enter into the agreement for a period of five (5) years with the option to renew for two (2) further one (1) year terms at the sole discretion of the President. The TPA and Shift entered into the five (5)-year agreement effective April 1, 2020 and both one (1) year extensions were exercised by the TPA.
https://secure.toronto.ca/council/agenda-item.do?item=2020.PA12.1

COMMENTS

Bike Share Toronto has been operated by the Toronto Parking Authority since 2014, following the City of Toronto’s assumption of control of the system from the previous operator. Since that time, TPA has transformed Bike Share Toronto from a small, downtown-focused network into a city-wide public mobility service that supports short trips, first- and last-mile connections, access to transit, tourism, major events, and broader transportation choice for Toronto residents, workers, and visitors.

At the time TPA assumed responsibility for the program, the network consisted of approximately 80 stations concentrated in the downtown core. Through sustained investment, operational oversight, and the implementation of the Bike Share Toronto Four-Year Growth Plan, the system expanded significantly in both scale and geographic reach. By 2025, Bike Share Toronto had grown to more than 10,000 bikes and over 1,000 stations, with service available in all 25 wards across the City.

This growth has advanced TPA’s broader mobility mandate by positioning Bike Share Toronto as a core customer offering that complements Green P parking, EV charging, and other sustainable transportation options. Consistent with the 2030 Growth Strategy - Ride More, Connect More, Bike Share Toronto is no longer a niche downtown service. It is now a scaled mobility network that provides customers with greater choice, improves access to neighbourhoods and destinations, and supports Toronto’s transition toward more connected, sustainable, and convenient travel.

In 2017, TPA contracted Shift Transit Solutions to provide day-to-day operations and maintenance services for the Bike Share Toronto network, while TPA retained ownership of the system, strategic oversight, and overall accountability for service delivery.

The Board subsequently authorized the President, Toronto Parking Authority, to enter into a new agreement with Shift, effective April 1, 2020, for a term of five (5) years, with an option, exercisable at the sole discretion of the President, to renew the agreement for two (2) additional one-year terms. Both renewal options have been exercised, resulting in a final agreement expiry date of March 31, 2027.

The current agreement was established through a competitive procurement process. As part of the RFP process, 19 organizations were invited to submit responses, including known suppliers contacted directly and potential respondents identified through outreach to two leading transportation and bike share associations: the National Association of City Transportation Officials (NACTO) and the North American Bikeshare and Scootershare Association (NABSA).

Since the agreement was originally established, the Bike Share Toronto system has changed materially. The network is now significantly larger, geographically broader, and operationally more complex. Since 2019, annual ridership has more than tripled to 7.8 million rides. The system has expanded from a primarily downtown network to a city-wide service operating in all 25 wards, with a mix of dense urban stations, suburban stations, waterfront locations, event-based service areas, and seasonal operations.

The system has also evolved from an iconic pedal-bike network into a mixed fleet that includes both pedal bikes and e-bikes. In 2020, the program was expanded with the introduction of e-bikes, improving access for longer trips and in areas of the city with more challenging topography. By the end of 2025, the system included more than 2,100 e-bikes, supported by over 1,300 charging docks. This transition has enhanced the customer offering but has also added operational complexity related to charging infrastructure, battery management, maintenance, rebalancing, asset availability, and customer service expectations.

In 2025, Bike Share Toronto expanded service to the Toronto Islands through an initial pilot that generated more than 216,000 rides. The service launched with three stations at the main ferry docks over the Victoria Day weekend and was supplemented by three additional stations at the end of June. Building on the success of that pilot, service to the Toronto Islands was expanded to seven stations in 2026, all operational as of May 1 and supported by additional on-site valet service to improve bike availability and the overall customer experience.

Bike Share Toronto has also become an increasingly important tool in supporting major events and periods of high travel demand. To support the City of Toronto's broader mobility objectives, including during the FIFA period, the Bike Share Toronto team provided additional valet service at key locations, including around the Toronto Stadium venue and at St. Andrew Station. These enhanced services increased ridership around major event locations and helped support more than 2,000 riders per game accessing the site through the Bike Share Toronto system.

As the network has grown, valet service has become an increasingly important operational tool. Valet stations allow bikes to be corralled beyond the fixed capacity of a docking station, enabling the system to accommodate surges in demand during peak periods, major events, and at high-volume destinations. Supported by on-site staff, valet service improves bike availability, reduces station capacity constraints, enhances the customer experience, and allows Bike Share Toronto to respond more effectively to Toronto's evolving urban and event landscape.

The current agreement with Shift was established when the system was smaller, less geographically dispersed, and less operationally complex. The operating model required to support the system at that time is not necessarily the same as the model needed to support Bike Share Toronto through its next phase of growth. As TPA continues to implement the 2030 Growth Strategy, including continued expansion, densification, electrification, and service improvements, it is appropriate to undertake additional due diligence before issuing the next long-term procurement.

The purpose of this report is to seek approval from the Board of Directors of the Toronto Parking Authority (TPA) to extend the current agreement with Shift Transit Inc. (Shift) for the operation and administration of the Bike Share Toronto system for seven (7) additional months, to October 31, 2027. Management is requesting this extension to provide sufficient time for Management and the Board to complete the necessary due diligence before determining any future changes to the current operating model. The extension also reduces operational risk by maintaining continuity through the busy 2027 summer season.

TPA intends to use the extension period to complete a Request for Information (RFI) process, assess market capacity and service model options, and develop a procurement approach that reflects the current and future needs of the Bike Share Toronto network. This work will allow TPA to test the market, identify opportunities to improve operations, maintenance, customer service, valet services, e-bike support, technology integration, and overall network performance, and reduce the risk of issuing a future solicitation based on an outdated operating model.

A seven-month extension with Shift would provide sufficient time for TPA to conduct an RFI and subsequent RFP, while reducing operational risk and maintaining service continuity through the busiest portion of the riding season. This includes Toronto Islands operations, the summer and fall event periods, and the continued implementation of key service enhancements. The extension would also avoid the operational and customer service risks associated with transitioning service providers during peak season, when system demand, asset utilization, rebalancing requirements, customer expectations, and reputational risk are at their highest

The successful growth of Bike Share Toronto has been supported by Shift's role as the incumbent operator and its ability to work with TPA to adapt the current agreement to meet the needs of a growing system. This has included supporting a broader service area, e-bike operations, Toronto Islands service, expanded valet operations, and increased ridership demand. While the future operating model should be tested through a competitive and informed process, a seven-month extension of the current agreement provides a lower-risk interim approach that maintains service continuity while TPA completes the work required to define the next phase of Bike Share Toronto operations.

The operating cost of the extension is forecast to be $14.0 million, an increase of $3.9 million compared to 2026. The increase reflects higher activity levels associated with forecast ridership growth, inflationary cost pressures, and the scope, scale, and complexity of the work required. The proposed extension would secure continued service delivery across key operating categories, including bike and station maintenance, rebalancing, valet services, and installation and decommissioning services. These terms are consistent with current market rates and are not expected to result in a material increase in cost on a per-ride basis compared to 2026.

Accordingly, the proposed seven-month non-competitive extension is recommended as a prudent and time-limited bridge to a future competitive procurement. The extension will preserve operational continuity, support customer service through the peak riding season, reduce transition risk, and provide TPA with the time required to complete market sounding and procurement planning. This approach will support a more informed competitive process and position Bike Share Toronto for disciplined and sustainable growth beyond 2030.

CONTACT

Jarrett McDonald, Vice-President, Operations, Toronto Parking Authority:
(437) 833-3363, Jarrett.mcdonald@greenpmobility.com

Mathew Varsava, Director – Bike Share and Micro Mobility, Toronto Parking Authority: (437) 244-2178, Mathew.varsava@greenpmobility.com

SIGNATURE

W. Scott Collier
President, Toronto Parking Authority

ATTACHMENTS

N/A