



Bike Share Toronto

2023 Community Engagement Summary

Bike Share Toronto is expanding throughout the city and is involving communities to inform the process. In 2023, we spoke with community members from Jane and Finch, Scarborough Southwest, Thorncliffe Park and Flemingdon Park.

WHO WE ENGAGED ACROSS ALL NEIGHBOURHOODS

OVER 500 PEOPLE

*engaged from
Aug 2023 to Jan 2024*

POTENTIAL RIDERS

*The majority of people
engaged were new to biking
or Bike Share*

EQUITY-DESERVING

*Most survey participants
identified as people of colour,
and represent a range of
incomes, ages, genders and
household sizes.*

COMMUNITY PARTNERS

*To support engagement:
Jane-Finch Centre
Gateway Bike Hub
Women Cycling Network
Scarborough Cycles*

This summary includes feedback from participants in the **Jane and Finch** neighbourhood.

A big thank you to everyone that participated!



+ Tangerine



What We Learned

from Jane & Finch

In Fall/Winter 2023, the Bike Share Toronto team heard from almost 200 people in the Jane-Finch area including local community members, cycling advocates and community organizers. Bike Share Toronto was able to create relationships with the [Jane/Finch Centre](#) to collaborate on outreach events. Here's a summary of what we heard:

BIKING IN THE AREA

While some people shared that they cycle for recreation or commuting, many said that the lack of bike infrastructure and hostile street traffic feels unsafe for bike riding. Some people do not feel connected to the idea of cycling.

TOP CHALLENGES AND BARRIERS WE HEARD...

Bike Share Toronto is not well-known or understood. A number of participants were unaware of Bike Share Toronto as a service, while others explained that they had seen bike share stations but were not sure how to use it or if it was available for them to use. Bike Share Toronto's current communications and outreach tactics are not reaching some community members to provide them with information to get started.

Bike Share Toronto doesn't feel like it's "for us". Some participants do not feel that they are the intended user group for Bike Share Toronto (or cycling more broadly). Cycling was described as an indicator of neighbourhood change, leading to concerns around displacement and increases to cost of living in Jane-Finch.

IDEAS AND POSSIBLE SOLUTIONS WE HEARD...

Get creative with communications. More creative and compelling communication and education on Bike Share Toronto may increase ridership in the Jane-Finch community. Some specific ideas we heard include:

- Make it fun and celebratory by hosting installation parties.
- Host bike rodeos and educational events, in collaboration with community groups and organizations.
- Distribute posters and additional information where people meet and spend time (malls, libraries, apartment buildings).

Make it easier to access Bike Share Toronto. Adapting the current fee and membership structure may make Bike Share a more feasible transportation option for the Jane-Finch community. Some specific ideas we heard include:

- Extend rental time limits – due to the distance between existing bike share stations in Jane-Finch, and to the downtown core.
- Institute fare integration – streamline payment options and integrate with TTC and/or Presto to help increase ridership.
- Provide flexible membership options – annual and pay-as-you-go membership options do not meet everyone's needs and/or are cost-prohibitive. Try weekly, monthly or seasonal passes.

175+

participants across
all engagement
tactics

6

one-on-one
interviews

40+

pop-up event
participants

34

workshop
participants
(plus children)

50+

conversations via
community animators

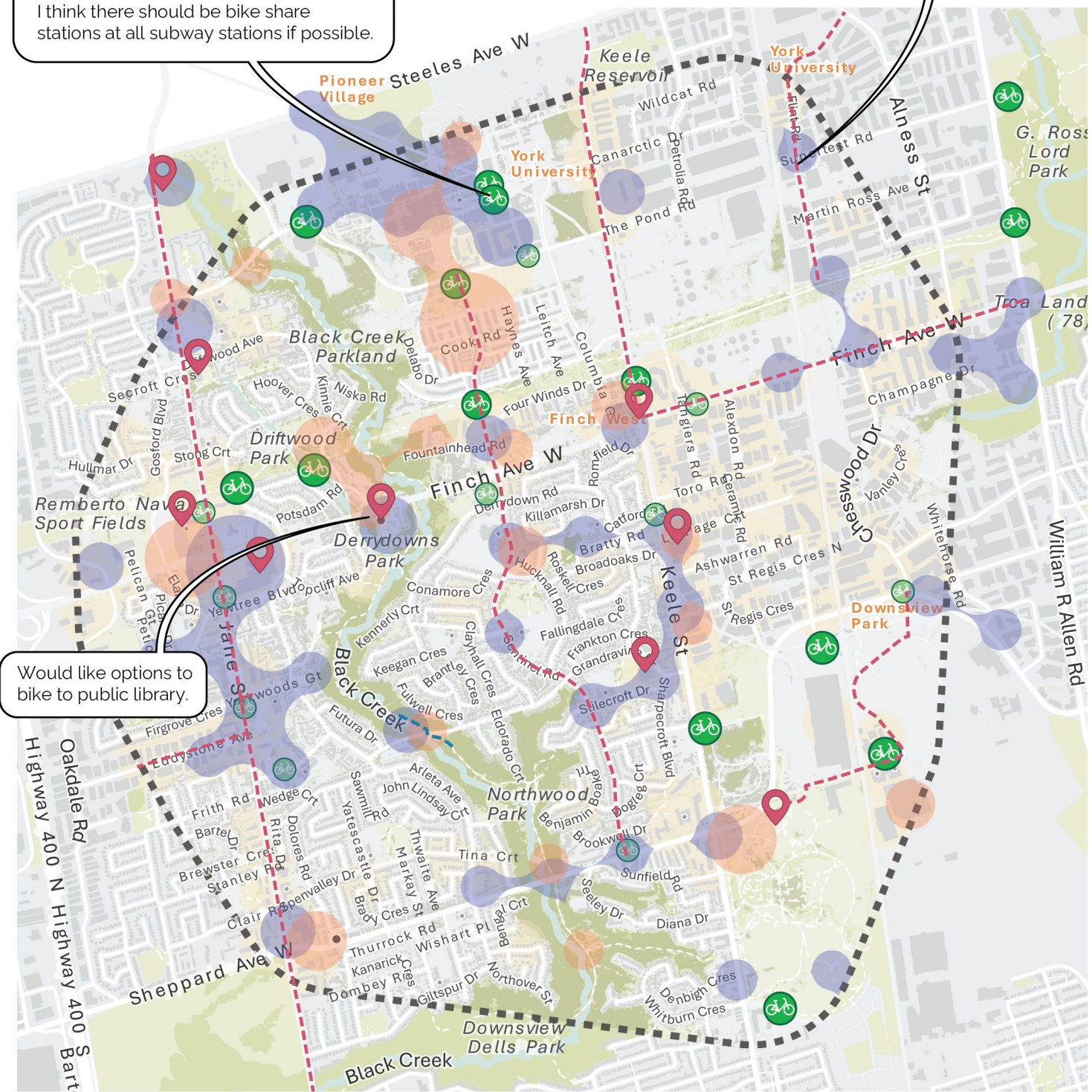
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survey
responses

JANE & FINCH MAP COMMENTS

Bike share station at York University subway station would be very useful. I think there should be bike share stations at all subway stations if possible.

A Bike Share station here would perfectly connect Finch West Station via the Finch Corridor Trail. Lots of workers currently get to this business area by bus or by foot from the Subway.



Would like options to bike to public library.

LEGEND

- Community Focus Area
- 🚲 Existing Bike Share Stations
- 🚲 Planned Bike Share Stations
- Popular Destination - General
- Popular Destination - Cycling
- ↑ Most Popular
- ↓ Least Popular
- 📍 Request for Future Bike Share Station
- Popular Route
- - - Difficult Route