



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 **Thorncliffe Park** and **Flemingdon Park** neighbourhoods.

A big thank you to everyone that participated!



+ Tangerine



What We Learned

from Thorncliffe Park & Flemingdon Park

In Fall 2023, the Bike Share Toronto team spoke with over 300 cyclists and interested community members in the Thorncliffe Park and Flemingdon Park area. Bike Share Toronto connected and built relationships with grassroots community groups such as [Women's Cycling Network](#), [Gateway Bike Hub](#), [The Neighbourhood Organization](#), to deepen conversations with community members. Here's a summary of what we heard:

BIKING IN THE AREA

Bike riding is primarily for fun and recreation, not to commute to downtown. Current cyclists (those who ride their own bikes or use Bike Share Toronto) indicated that they primarily bike for fun along the ravine system, with fewer people sharing that they use bikes to commute to work, run errands, or otherwise travel throughout the neighbourhood.

TOP CHALLENGES AND BARRIERS WE HEARD...

Learning to bike is a first step. Many participants shared that they do not know how to ride a bike, or feel uncomfortable riding on roads in their neighbourhood. Supporting bike education is a first step to increasing ridership in these areas.

There are currently limited Bike Share Toronto stations and bikes in key destination areas (along the ravine and Don Mills Rd). Throughout the mapping activities, people said that the ravine area, Don Mills Rd, and Eglinton Ave E are key routes where people would like to cycle. Unfortunately, current infrastructure does not support this.

IDEAS AND POSSIBLE SOLUTIONS WE HEARD...

Add station locations along the ravine system and along Don Mills Rd. To match travel patterns, station planning could be prioritized along the ravine system, along Don Mills Rd (e.g., Lawrence Ave E to Overlea Blvd), and eastbound along Eglinton Ave E.

Incentivize the community to get moving. Many ideas for incentives to use Bike Share Toronto were shared including:

- **Membership giveaways.** Creative membership campaigns including free or reduced membership rates may increase ridership.
- **A helmet giveaway or helmet option to encourage use.** Providing helmets was suggested as a way to increase safety and comfort when trying Bike Share Toronto.

Provide additional bike options. Access to bikes with a child seat, a cargo extension, or even simply a larger basket may attract more riders by meeting diverse ridership needs and trip types.

313+

participants across
all engagement
tactics

5

one-on-one
interviews

100+

pop-up event
participants

38

workshop
participants
(plus children)

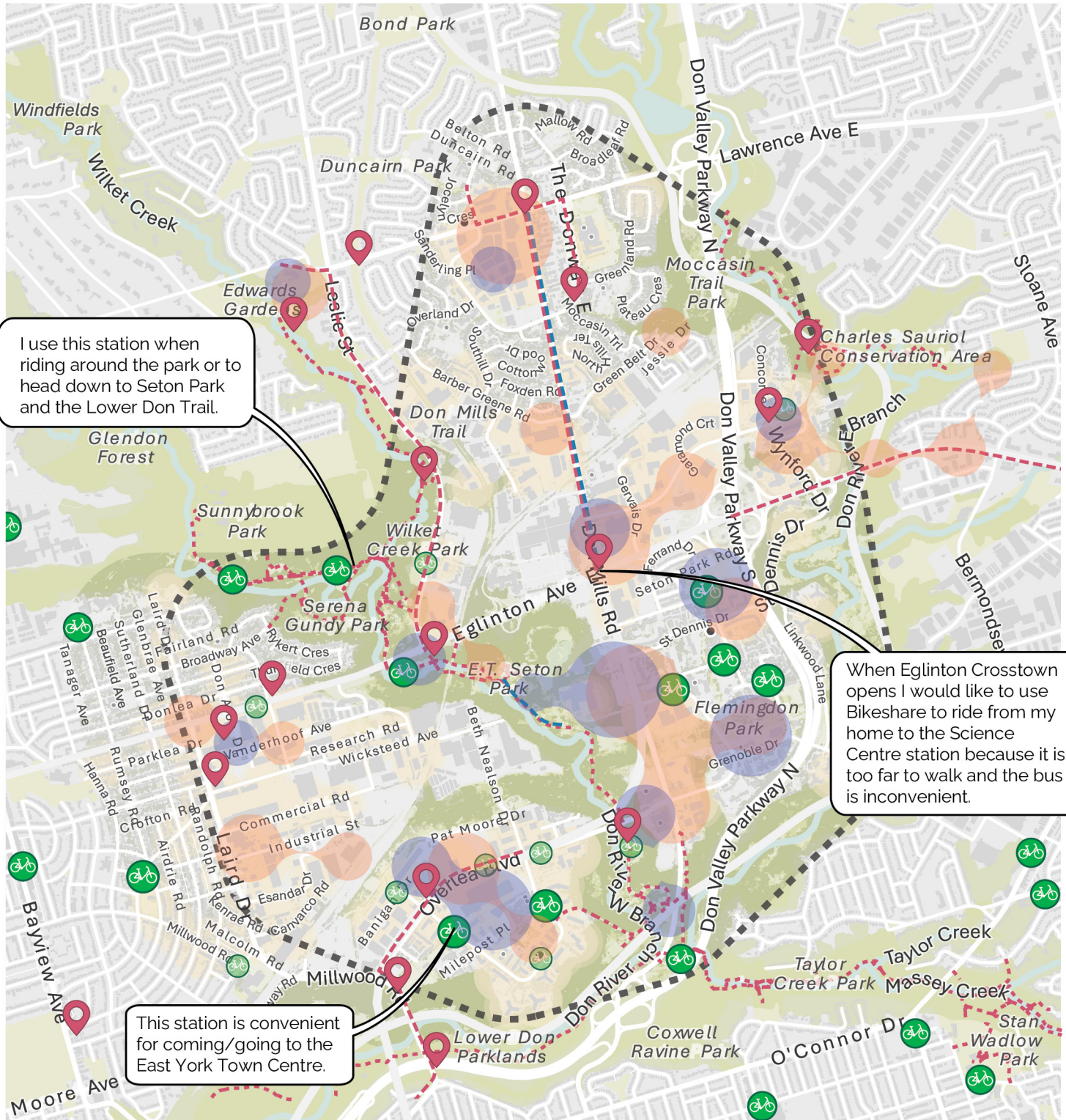
60+

conversations via
community animators

117

survey
responses

THORNCLIFFE PARK & FLEMINGDON PARK MAP COMMENTS



I use this station when riding around the park or to head down to Seton Park and the Lower Don Trail.

When Eglinton Crosstown opens I would like to use Bikeshare to ride from my home to the Science Centre station because it is too far to walk and the bus is inconvenient.

This station is convenient for coming/going to the East York Town Centre.

LEGEND

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