This document is well worth a read: <https://parking.greenp.com/app/uploads/2022/09/BikeShareToronto_FYGP_wAppendix.pdf>. I'm summarizing a few key points here:  
Pg 5: Executive Summary - Introduction and Background

* What are the key service gaps? **Accessibility in terms of spatial and demographic coverage**.
* The connection of bike sharing with other city infrastructure programs
* The four-year growth plan goes beyond the feasibility of bike sharing but extends to accessibility, equity, and convenience.

Pg 6: Executive Summary - Methodology

* Spatial analysis done to identify and inform where the system should be implemented as part of the growth plan.
* Consultation with bike share users to capture information on trip behavior and challenge and barriers

Pg 7: Executive Summary - Conclusion

* Goal is to expand from 625 stations and 7165 bikes to over 1000 stations and 10000 bikes by 2025.
* Key: Coverage into all 25 wards of Toronto (which wards aren't covered), prioritizing neighborhoods where residents have the greatest need for access to affordable mobility options
* Expanded along many of the corridors where new cycling infrastructure is being built as part of the Near-Term Implementation of the Cycling Network Plan

Pg 10: Background - What is Bike Share Toronto?

* Launched in May 2011 with a network of 80 stations and 1000 bicycles
* Caters to both casual users as well as regular users

Pg 11: Background - Current State of Bike Share Toronto

* Currently, primarily concentrated in and around the downtown and central areas of the city

Pg 13-14: Background - Planning Objectives

* Ridership (enable the highest number of potential trips)
* Revenue (understanding and considering the revenue potential of stations). **High traffic paired with casual riders lead to higher revenue**.
* Critical to the success of the program
* Attracting new users, both casual and annual, is important to growing ridership and revenue for the system (**the narrative flow should be: we find that there are more casual rider trips than membership rider trips, so we are interested in patterns pertaining to both groups ...**)
* network expansions of the system must consider and local demand and ridership potential for both of these user groups when proposing new station locations
* Since the price per ride of a casual user are higher than annual members, areas that attract casual trips are particularly important for revenue.**This is very important to us!**
* Historically, areas that attract casual trips are also the most popular areas in the system for ridership. **Another important point**.
* Accessibility
* Enhancing connectivity with regional and local public transit services
* Providing equitable access to communities across the city
* To that end incorporate the bike share system into the City's Neighbourhood Improvement Areas (NIA)

Pg 15: Background - E-bikes and E-stations

* 300 e-bikes launched in 2020.

Pg 25: Background - TransformTO

* Expansion is part of the strategy to reduce GHG emissions in Toronto to achieve net zero in 2040.
* An action item in the strategy is to expand the bike share system at or near TTC subway stations, to improve access to transit and support longer trips.
* The strategy also notes the importance of electrifying stations to support a fleet of -ebikes in the system.

Pg 26: Background - RapidTO

* RapidTO bus priority corridors are opportunities for where bike share can provide first/last-mile transit access.

Pg 27-28: Background - Cycling Network Plan

* 2022-2024 Near-Term Implementation PLan, which forecasts the delivery of approximately **100 centerline km** of new bikeways (<https://www.toronto.ca/services-payments/streets-parking-transportation/cycling-in-toronto/cycling-pedestrian-projects/network-status/>)
* The presence of safe cycling facility is a key factor in whether people will choose to bike.

Pg 36-37: Spatial Analysis - Priority Input Layers

* Demand: The demand priority input layer relies on historic bike share ridership at the station-level in the existing service area to identify indicators of demand in land use and transportation characteristics.
* Equity: Where communities have disproportionately high concentrations of low-income households, bike share service also offers a low-cost mobility alternative to driving.
* First/Last-mile Transit Integration: Bike share is a cost-effective, convenient means of traveling and can help connect passengers from their starting point to transit and then complete their last mile after deboarding.
* Future Alignment

Pg 43: Spatial Analysis - Interactive Origin and Destination Map  
Pg 53-54: Next Steps - Implementation Schedule

* Relocation may also occur due to not achieving expecred ridership target or other site-specific considerations or user feedback
* Good reference for new implementations in 2022

Pg 60: Next Steps - Conclusions

* This plan does not provide site specific recommendations for station locations.

Pg 68 and beyond: Appendix

* Stations near the edge of the existing service area are frequently full/empty (i.e., not useable for ending/starting a trip, respectively)
* Longer pricing windows could support longer and less stressful trips for recreation.