

Micro-mobility Program Development

Phase 2



Agenda

- Background
- Review of Micro-mobility Project Phase 1
- Provincial Pilot
- Service Area
- Concept of Operations
- Monitoring and Evaluation
- Next Steps

Background: Past Council Reports

- **2019:** Staff brought a report to Council to initiated the development of a framework for introducing micro-mobility systems in Mississauga.
- **2020:** The Province of Ontario announced a five-year pilot program to allow electric kick-style scooters (e-scooters) on municipal roads in Ontario, beginning on January 1, 2020. Local municipalities would be required to amend their existing by-laws in order to opt-in to the pilot.
- **2021:** Council adopted changes to the Traffic, Transit and Parks Bylaws to regulate the use of personally-owned e-scooters in Mississauga.
- **2022:** Staff brought a report to General Committee identifying a recommended vehicle type, system model, and governance model most appropriate for a shard micro-mobility system in the City.

Review of Phase 1

- Phase 1 evaluated:
 - What types of micromobility vehicles should be offered in the shared system
 - How should vehicles be picked up and dropped off
 - Who should own and operate the system
 - Operational, integration and financial considerations



Review of Phase 1: Vehicle Types

- What type of micromobility vehicles should be offered?



Photo: Toronto Bike Share

Conventional Bicycle

- Resembles a traditional bike but more heavy duty
- Designed for stability and comfort, suitable for riders of any skill level



Photo: BIKETOWN

Electric Pedal-assist Bicycle (E-Bike)

- Same features as a conventional bicycle but with an added battery and motor to assist with pedaling



Photo: SPIN

Electric Kick-style scooter (E-Scooter)

- Smaller and lighter than bicycles
- Designed for stability but smaller diameter wheels can be less stable on uneven terrain⁵

Review of Phase 1: System Models

- How should vehicles be picked up and dropped off?

Docked



Dockless



Hybrid (Docked + Dockless)



Review of Phase 1: Governance Models

- Who should own and operate the system?



**Publicly
Owned
&
Publicly
Operated**

**Privately
Owned
&
Privately
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**Publicly
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Provincial Pilot – Mississauga's Experience

- Updates to Traffic, Transit and Parks Bylaws to regulate the use of personally-owned e-scooters included:

e-scooter can operate on:

- Public roadways with a posted speed limit of up to 50 km/h.
- Cycling infrastructure (i.e. multi-use trails along roadways and bike lanes).

e-scooter are prohibited from operating on:

- Sidewalks
- Public roadways with a posted speed limit of more than 50 km/h.
- Trails within City parks.
- City-owned land not designated as public roadways (e.g. Transit terminals).
- The Mississauga Transitway

5

311 calls since
2022

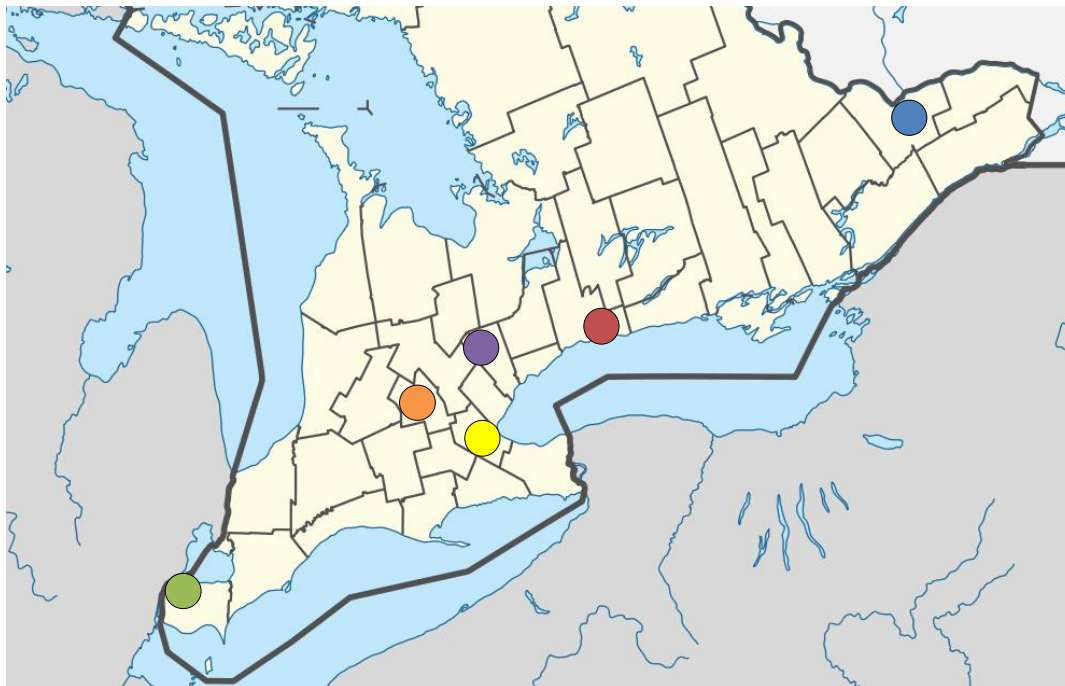
50

email inquiries per year from an
online Q&A platform (average)



Collecting Public⁸
Health Data

Jurisdictional Update



- **City of Ottawa** – AAC committee concerns resolved, renewed contract for fourth year.
- **City of Windsor** – Renewed e-bikes and e-scooters for third year.
- **City of Hamilton** – Launched shared e-scooters in addition to their bike share on April 2.
- **Region of Waterloo** – Launched a shared e-bike and e-scooter system April 14.
- **City of Oshawa** – Launched with 2 operators in spring 2023.
- **City of Brampton** – Launched shared e-scooters on April 12.

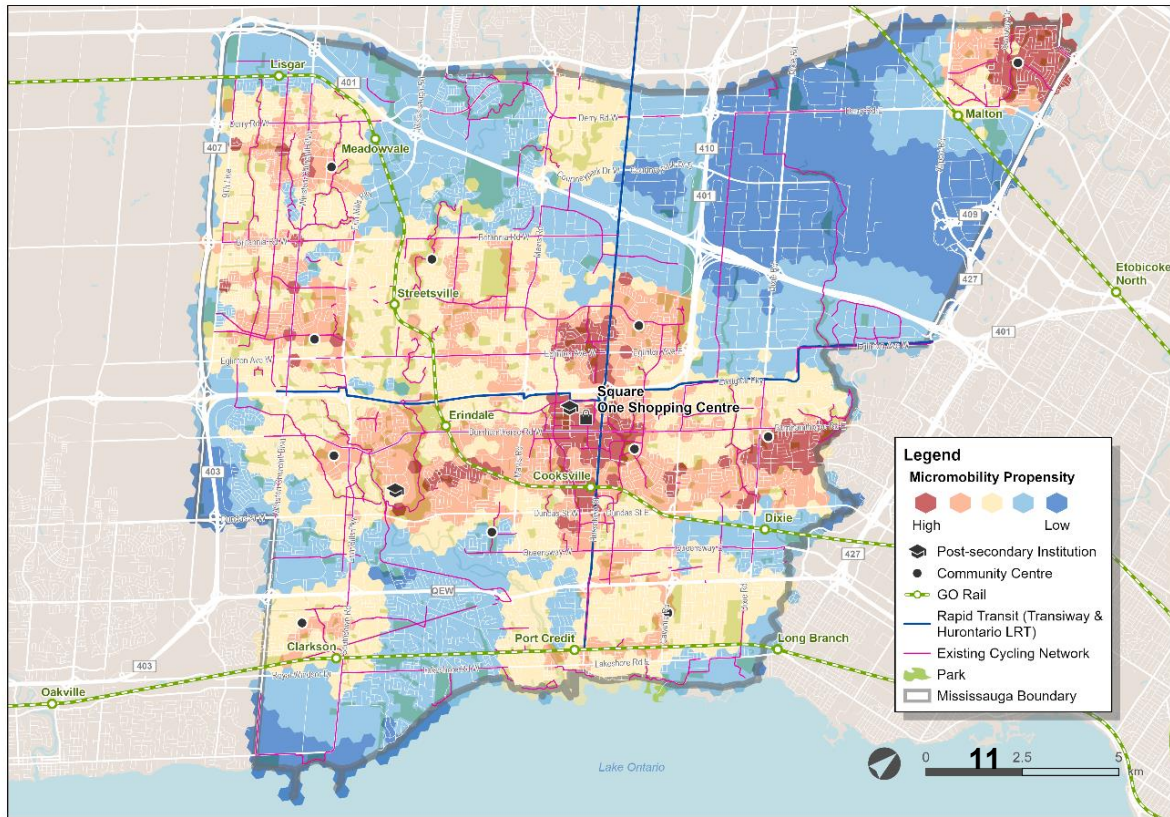
Service Areas

- In Phase 1, the City's consultant (IBI Group) produced a conceptual service area based on a propensity analysis
- Staff is currently mapping potential service areas in more detail to:
 - Estimate market value for City land
 - Understand monitoring or enforcement requirements
 - Form a preliminary idea of where to prioritize infrastructure improvements

Service Areas: IBI's Propensity Analysis

Considered:

- Population Density and Age
- Number of trips by mode
- Number of zero car households
- Number of trips under 5 km
- Cycling infrastructure
- Distance to higher order transit, community centres, and Post-Secondary Institutions



Service Areas: E-scooters on Park Trails

- Current by-law prohibits e-scooters on park trails, e-bikes are permitted.
- Shared system has ability to limit speed and create no ride zones.
- Other municipalities:
 - Permitted on most trails and pathways (some prohibitions in place): City of Ottawa
 - Permitted on major trails: City of Windsor, Region of Waterloo, City of Hamilton
 - Permitted on all trails and pathways: City of Oshawa and City of Brampton

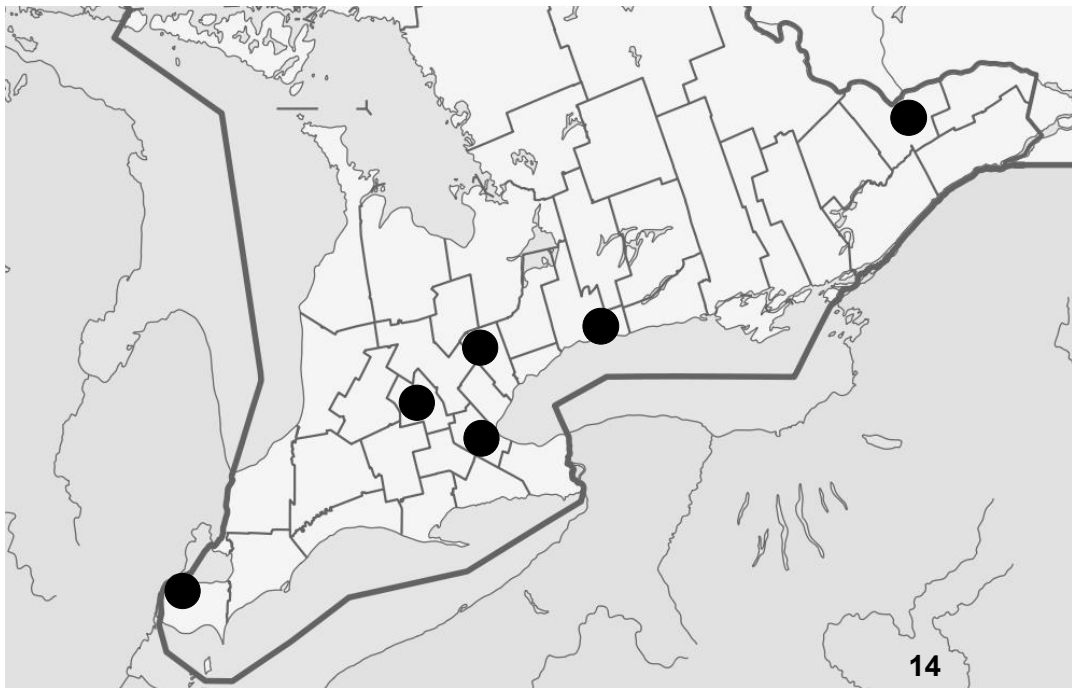


Concept of Operations

- System Requirements
 - Equipment Requirements (vehicle and station specifications)
 - System Design (number of vehicles, system boundary, regulated zones, transit integration, etc.)
 - Environmental Impact
 - Pricing Structure and Payment Elements (membership types, user fees, payment options, etc.)
 - Equity
- Operations
 - Monitoring and Evaluation
 - Operating Fees and Liquidated Damages
 - Data Sharing and Privacy
 - Rebalancing, Parking, and Right-of-Way
 - Fleet and Station Area Maintenance
 - Customer Service
 - Safety and Enforcement
 - Marketing, Communication and Education

Monitoring and Evaluation

- Jurisdictional scan
 - What data is collected and who is responsible for collecting that data
 - Indicators of success: Trip and Ridership numbers, Safety, Mobility, Equity, Accessibility, and Community Response consistently emerge as major indicators in peer cities.



Next Steps: Timeline

			Month	3	4	5	6	7	8	9	10	11	12	13
			Year	2023						2024				
Task	Start	End	June	July	August	September	October	November	December	January	February	March	April	
Internal Communications														
Council Presentations	08-May-23	30-Jun-23												
Steering Committee Meeting	July, 2023	July, 2023												
MCAC	13-Jun-23	13-Jun-23												
AAC Meeting	19-Jun-23	19-Jun-23												
Leadership Team Update	Week 16	31-Jul-23												
GC Report 1 - Pre Procurement	06-Sep-23	06-Sep-23				★								
GC Report 2 - Post Procurement, Pre system launch	TBD	TBD									★			
Phase 2 - Implementation Strategy														
Draft RFP	April, 2023	August, 2023												
Preliminary Service Area Mapping	April, 2023	30-Jun-23												
Communication Plan	June, 2023	Jul-23												
Phase 3 - Implement Pilot														
Procurement	September, 2023	January, 2024												
Issue RFP	11-Sep-23	11-Sep-23				★								
Bid Close	October, 2023	October, 2023					★							
Review of Technical Submissions and Evaluation	October, 2023	October, 2023												
Demonstrations and Ranking	November, 2023	November, 2023												
Licensing Agreements Negotiating and Finalizing	November, 2023	January, 2024												
Contract Award	January, 2024	January, 2024									★			
Infrastructure Preparations	February, 2024	March, 2024												
Communication, Education, and Promotion	March, 2024	April, 2024												
Program Launch	01-Apr-24	01-Apr-24											★	
			15											