

# Shared Micro-mobility Program

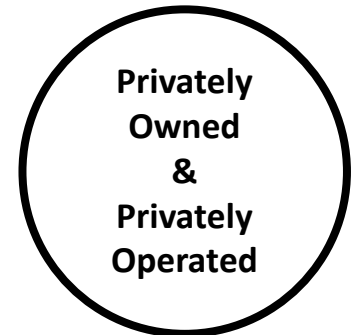


# Agenda

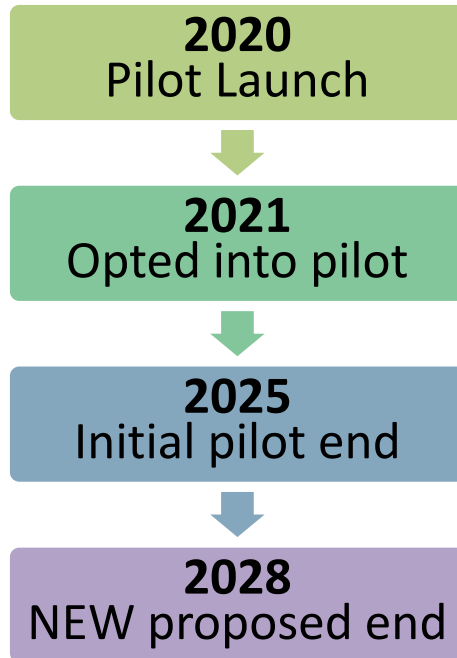
1. Background
2. Phase 1 Follow-up
3. Implementation Plan
  - a) System Overview
  - b) Program Launch
  - c) Monitoring and Evaluation Framework
  - d) Compliance
  - e) Budget
  - f) Communication and Education

## Background: Phase 1 Final Report

- In 2022 General Committee received the corporate report entitled “Micro-mobility Program Development Phase 1 Final Report”
- Recommending a privately owned and operated system that provides both electric pedal-assist bicycles and electric kick-style scooters in a hybrid model permitting docked and dockless parking.



# Background: Provincial E-scooter Pilot



**e-Scoting in Mississauga**  
The Do's and Don'ts of operating an e-scooter in Mississauga

**What is an e-Scooter?**

 Battery-Powered

**Equipped with:**

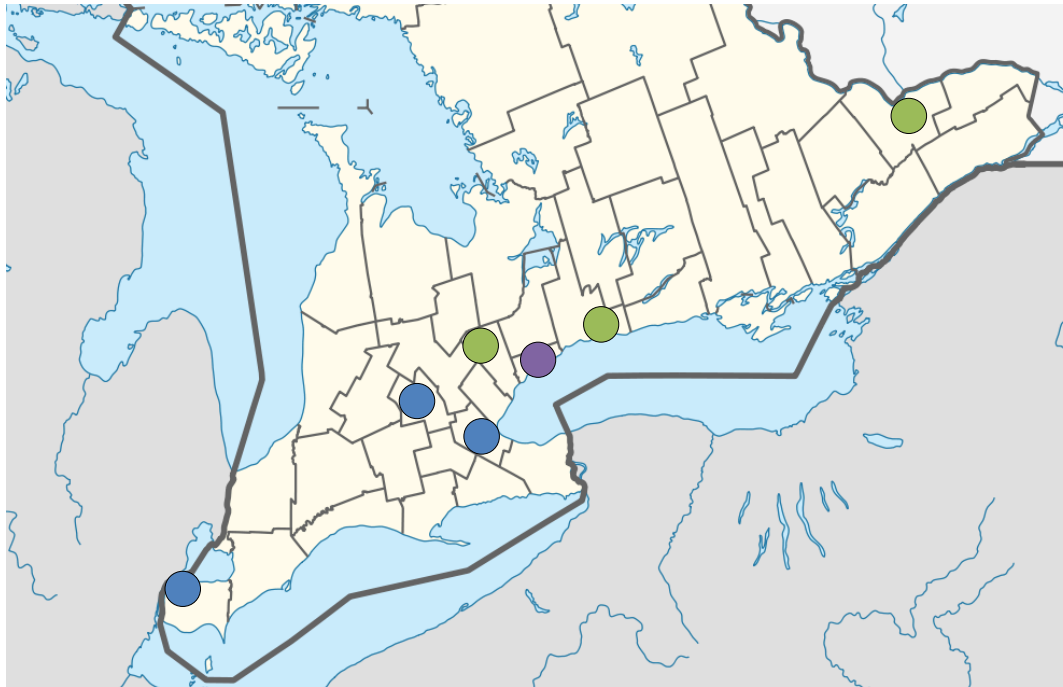
- Hand brake
- Lights
- Bell
- Kick-stand
- Two-wheels



**Rules for Riders**

-  **16+** Rider must be 16 years or older
-  Operated in standing position
-  Always wear a helmet
-  Limit speed to 24 km/h

## Background: Shared Systems in Ontario



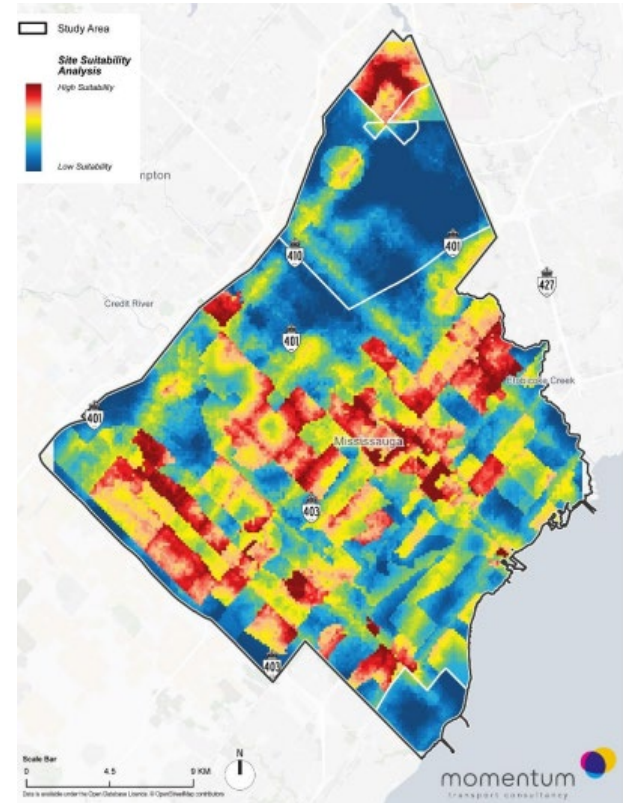
- **Bike and/or e-bikes:** City of Toronto
- **Bike and/or e-bikes and e-scooters:** City of Windsor, City of Hamilton, Region of Waterloo
- **E-scooters:** City of Ottawa, City of Brampton, City of Oshawa

## Phase 1 Follow-up

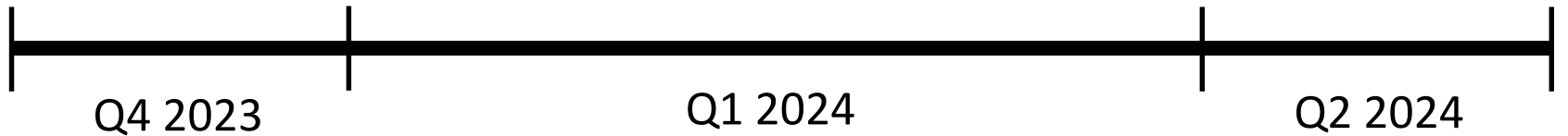
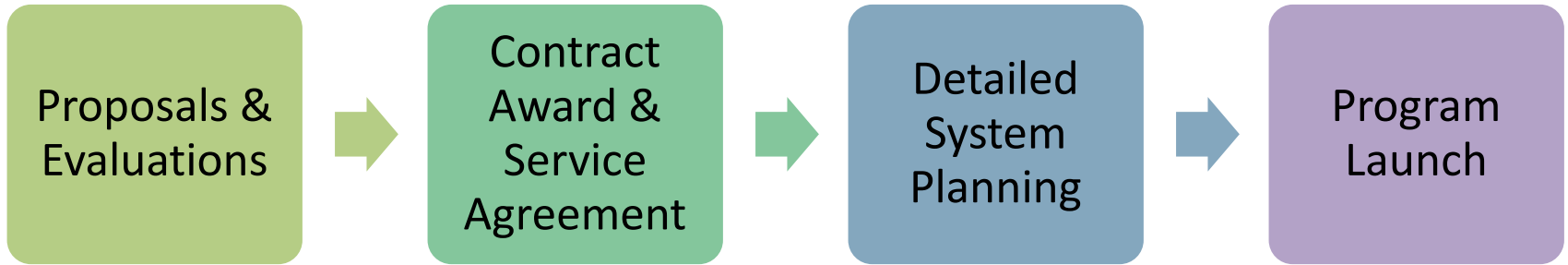
- A review and response to the concerns raised by the AODA Alliance.
- An in depth review of the legal and risk aspects of the program.
- An outline of the concerns regarding safety on multi-use trails and in parks.
- A summary on the City of Toronto's reasons for prohibiting e-scooters.

## Implementation Plan: System Overview

- Shared micro-mobility vehicles are to be offered city-wide
- Initial fleet: 900 e-scooters and 300 e-bikes
- The system will provide 400 parking locations (city-wide) and support a hybrid model of docked and dockless parking.
- Estimated 1,500 to 2,000 daily trips.



# Implementation Plan: Service Providers and Program Launch





## Implementation Plan: Monitoring & Evaluation



**Accessibility  
and Ease of Use**



**Addressing  
Climate Change**



**Building Sense of  
Community**



**Education**



**Leverage and Partner  
with Business**



**Mobility as A  
Service**



**Safety**



**Supporting  
Infrastructure & Policies**

## Implementation Plan: Service Agreement

- **Customer Service**

- **Communications and Education**

- **Safety and Compliance**

- **Maintenance and Repair**

- **Distribution and Rebalancing**

- **Mobile Application and Website**

- **Data Collection and Privacy**

## Implementation Plan: Level of Service

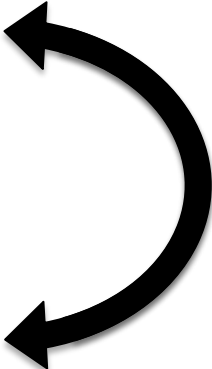
### Service Provider

- Compliance with provincial requirements, municipal by-laws, and agreed upon level of service:
  - Devices properly parked / locked
  - Sidewalks free and clear
  - Devices rebalanced and available across the City

### City of Mississauga Staff

- Monitor the program
- Charge penalties for non-compliance

Continued  
relationship



## Implementation Plan: Budget



### Revenues

\$5,000 Annual Administration Fee

\$10 Annual Fee per E-Bike

\$55 Annual Fee per E-Scooter

\$0.01 per trip for E-Bikes

\$0.05 per trip for E-Scooters

### Expenses

Internal Staff Chargeback

Professional Services/Studies

 **Cost Neutral**

## Implementation Plan: Communication & Education

### City of Mississauga Staff

- Education Workshops and Events
- Sharing information on various communication channels (website, social media, newsletters, etc.)
- Trail pop-ups



### Service Provider(s)

- Communication & Education Plan
  - Beginner mode
  - Ongoing in-app education
  - Skills courses
  - Community outreach
  - Website, social media, etc.

## In Summary

- Shared micro-mobility will provide additional transportation options supporting several strategic goals.
- Staff recommend that a Shared Micro-mobility Program of a hybrid docked and dockless, privately owned and operated system of e-bikes and e-scooters be implemented in Q2 2024.
- Staff will report to council in 2025 with an update.

