

# Shared Micro-mobility Program

MCAC

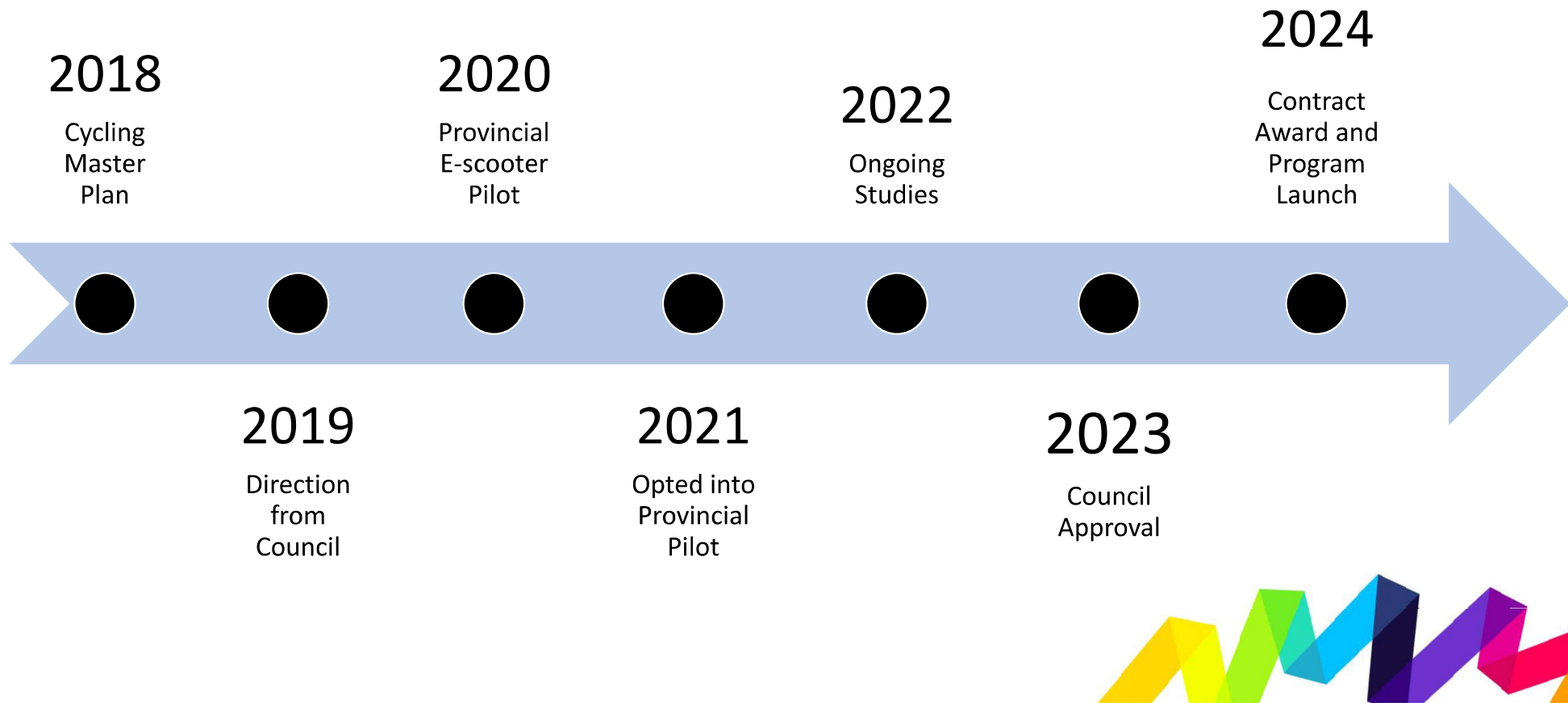
November 12, 2024



**CEL  
EBR  
ATE**



# Planning Process



# Governance Model: Privately owned and operated



Bird Canada



Lime Technology, Inc





# Monitoring & Evaluation Framework



**Accessibility and Ease of Use**



**Addressing Climate Change**



**Building Sense of Community**



**Education**



**Leverage and Partner with Business**



**Mobility as A Service**



**Safety**



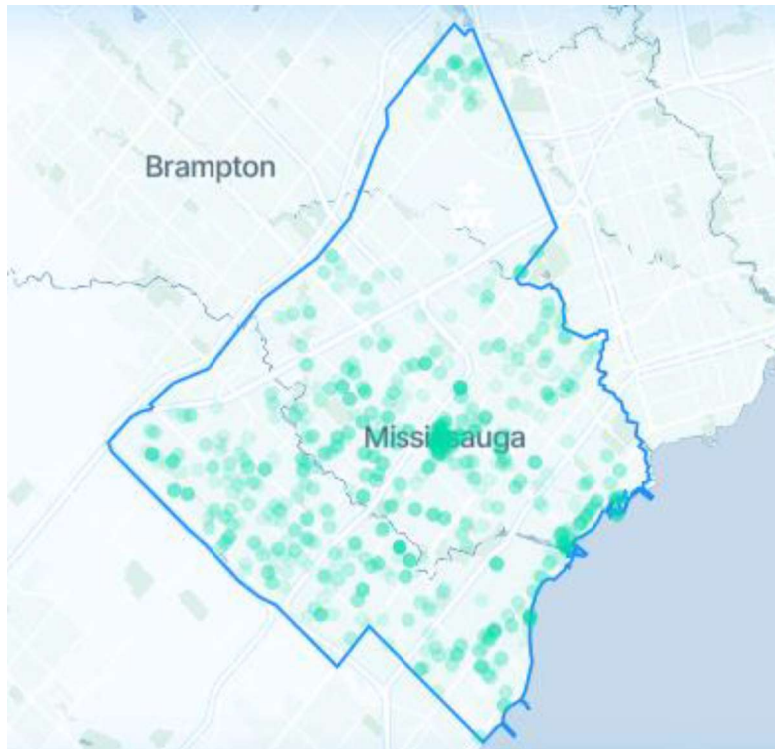
**Supporting Infrastructure and Policies**





# Accessibility and Ease of Use

Provide equitable access to devices across Mississauga.



300 E-bikes



900 E-Scooters



Over 700 approved parking locations



# Accessibility and Ease of Use



Does not create additional accessibility barriers.



Service Providers address accessibility concerns within the hour.

Staff review parking demand and approved parking locations in the area to ensure accessibility concerns do not reoccur.







# Addressing Climate Change



Micro-mobility decreases carbon emissions by moving people rather than cars.

**112,215**

**Trips**

E-scooter: 101,555

E-bike: 10,660

**364,693 km**

**Distance Traveled**

**3.2 km**

**Average Trip Distance**

**42,743**

**Unique Riders**

**21,634\*\***

**Car Trips Diverted**

**46.8**

**Tons of CO<sup>2</sup> Saved**

\*Data shown above was taken between June 21<sup>st</sup>, 2024 (program launch) and October 31<sup>st</sup>, 2024.

\*\*median trip by an auto driver in the City of Mississauga is 5.9km (University of Toronto, 2020), 1/3 of Micro-mobility trips replace auto trips (Meroux D, Broaddus A, Telenko C, Wen Chan H, 2023)





# Building a Sense of Community

Nurture community by developing a vested interest in micro-mobility

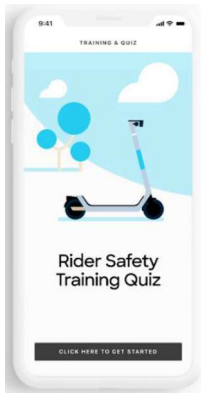






# Education

Improve understanding of the rules of using micro-mobility.



**Help keep yourself and others safe**

- Don't ride on the sidewalk** (Icon: person on scooter on sidewalk with an 'X')
- Wear a helmet when riding** (Icon: helmet)
- Follow all road rules and signage** (Icon: STOP sign)
- Share the trail with others** (Icon: two people walking)

**MISSISSAUGA, MEET LIME**

**RIDE MORE PAY LESS**

SAVE WITH RIDE PASSES | SEE APP FOR DETAILS

Scan here to download the app

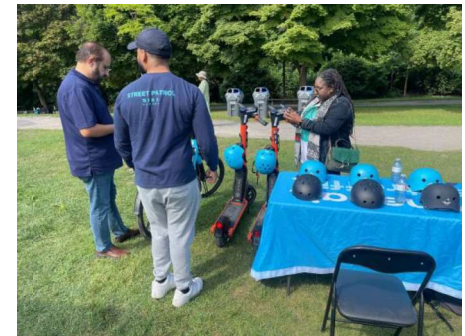
Download on the App Store | GET IT ON Google play

Call: 1.888.546.3245 | Visit: help.lime | Email: help-mississauga@lime

**Mississauga, ON**

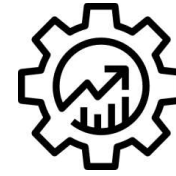


E-bikes and E-scooters in Mississauga



# Leverage & Partner with Business

Drive growth and innovation for the local economy.



Port Credit Farmers Market



Taste of Cooksville



Clarkson BIA: Halloween in the Village

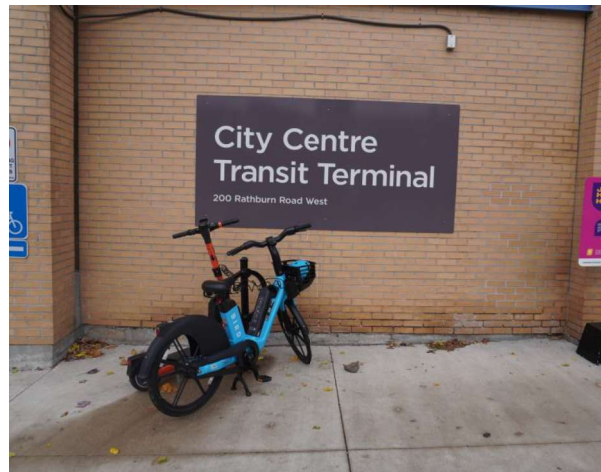




# Mobility as a Service



Provide a positive user experience and Integrate with transit systems and encourage multimodal trips.



- 355 comments discuss frustrations with finding parking
- Adding new parking locations each week
- Working with Metrolinx to integrate micro-mobility with GO Transit

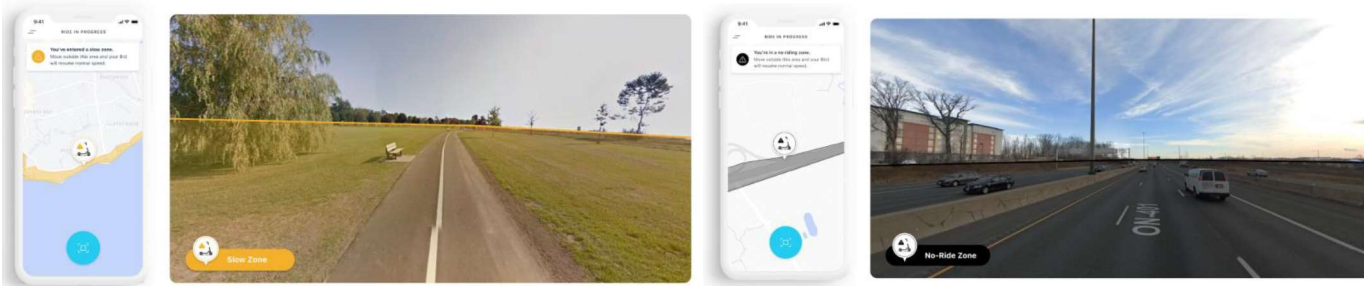


# Safety

Micro-mobility devices meet provincial and municipal standards.



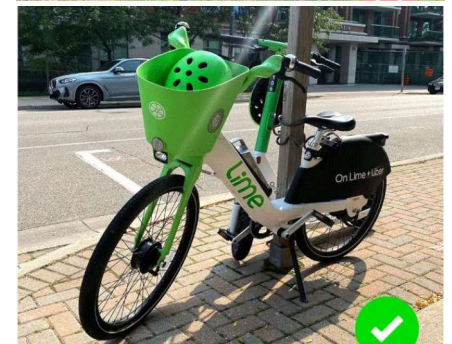
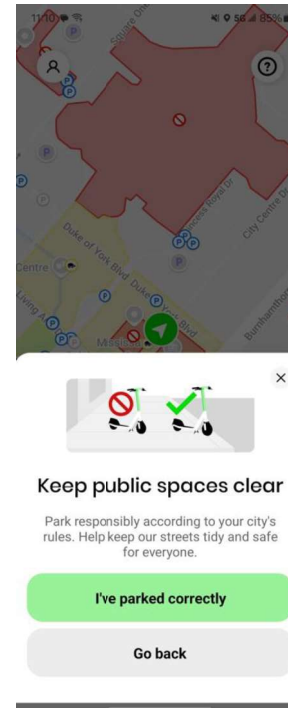
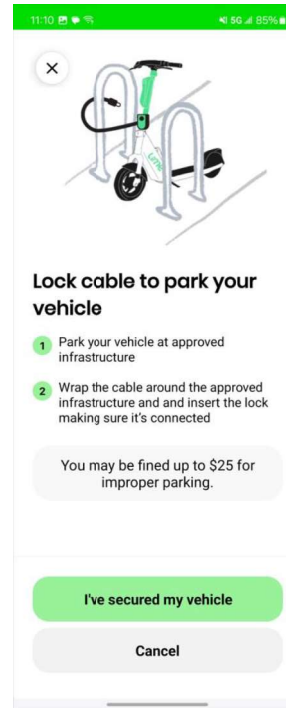
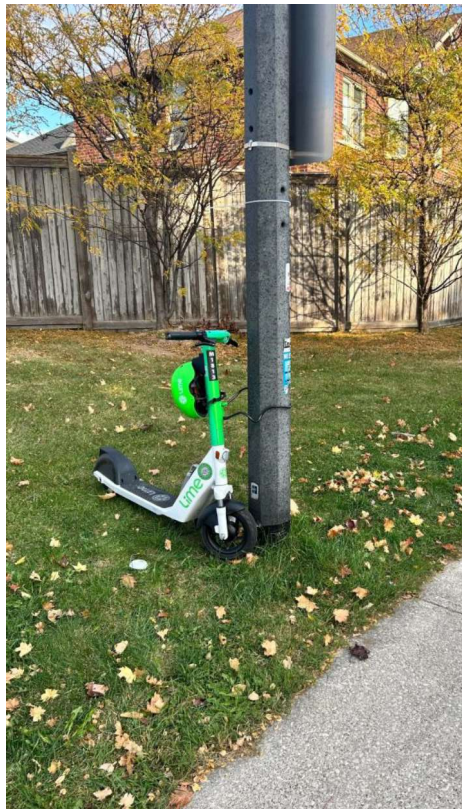
- Partnership with Peel Public Health to monitor micro-mobility related injuries and fatalities.





# Supporting Infrastructure and Policies

Micro-mobility regulations contribute to safe and orderly system operations.





# Supporting Infrastructure and Policies

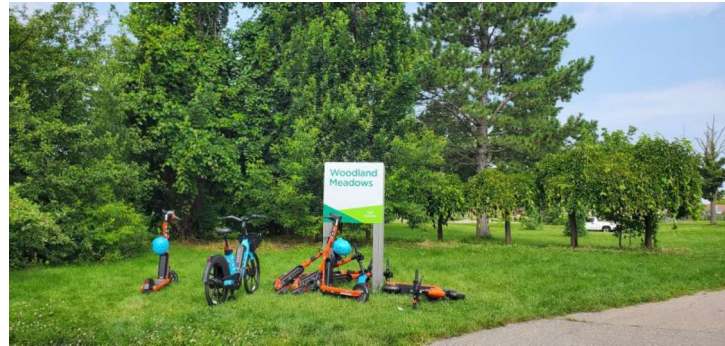
Micro-mobility regulations contribute to safe and orderly system operations.



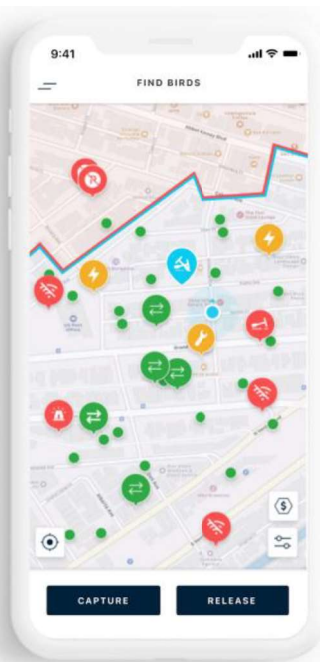
Warnings and Fines:

- 1) Warning
- 2) Fines (\$10)
- 3) Suspension or Account Deactivation









Of over 100,000 total trips since the start of the program, our service providers have issued warnings to approximately 4% of users, with a 93% success rate in avoiding a further warning or fine.

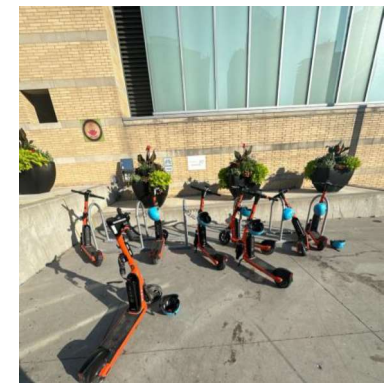


# Supporting Infrastructure and Policies



Operator Interface

Operational Alerts	Description
 <b>Parking</b>	Birds in a no-parking zone.
 <b>Downed Birds (Tip Detection)</b>	Birds that have been tipped over.
 <b>Marked for Inspection</b>	Birds manually flagged for inspection through Community Mode or by our on-the-ground teams.
 <b>Clutter</b>	Too many Birds parked near each other.
 <b>City Complaint</b>	Any issue reported by City officials.
 <b>Rebalancing</b>	Birds in need of rebalancing (idle and/or not likely to get a ride in the next 4 hours).
 <b>Charging</b>	Birds in need of charging (less than 15% battery remaining).
 <b>Maintenance</b>	Birds in need of maintenance (triggered by kilometre thresholds or diagnostic sensors).





# Supporting Infrastructure and Policies

Provides insightful data for public sector improvement.

**Activity**  
 Aug 1, 2024 - Oct 31, 2024 | Filter zones by tags

**Devices** | **Trips**

AVERAGE DAILY TRIPS: 622  
 AVERAGE DISTANCE: 2.8 km  
 AVERAGE DURATION: 19:00 min

**Providers** | **Devices**

Bird: 515 | Scooter: 582  
 Lime: 108 | B1 Bicycle: 46

**Subdistricts**

Dt Core: 99  
 Port Credit Cn: 50  
 East Credit Nt: 39  
 Churchill Meadows Nhd: 33  
 Meadowvale Nhd: 29  
 Lakeview Nhd: 26  
 Hurontario Nhd: 23  
 Erin Mills Nhd: 21

**Select a rule type**

- CAP**: Maximum size of a fleet on the public right-of-way, for the whole city or a specific area
- CAP AND FLOOR**: Size limits of a fleet on the public right-of-way, for the whole city or a specific area
- FEEES SUBSIDIES**: Subsidize the fees for trips that begin from a certain geography
- FLOOR**: Minimum size of a fleet on the public right-of-way, for the whole city or a specific area
- LOW SPEED**: Driving in this area is permitted, however the maximum speed limit is automatically restricted
- MAX PARKED**: Fleet is available or unavailable (broken, in maintenance) on the public right-of-way for a maximum of time or count
- MAX UNAVAILABLE**: A maximum % of a fleet is unavailable (broken, in maintenance) on the public right-of-way
- NO GO**: Driving in this area is not allowed, 24/7 or for a specific timeframe
- NO PARKING**: Ending a trip in this area is not allowed - parking is generally or temporarily prohibited
- PARKING**: Ending a trip in this area is allowed - area is intended for the parking of specific vehicles
- OPERATOR NO DEPLOYMENT**: Establish areas where operators are prohibited from leaving devices
- MULTI-PARKING**: Describe a zone where users can or cannot park devices







# Next Steps: Winter Operations Plan

Event Type	Description	Fleet Availability & Support Operations		Notes/Comments
		Transient*	Persistent*	
Freezing Temperatures	Between -5°C and -15°C	Normal	Slightly Reduced	<ul style="list-style-type: none"> <li>Freezing temperatures paired with other weather events may impact response times.</li> <li>Riders will be advised of potential slippery conditions.</li> </ul>
	-15°C or colder	Temporary Pause	Seasonal Shutdown*	<ul style="list-style-type: none"> <li>Operations will be suspended until temperatures rise above -15°C to ensure rider and staff safety.</li> <li>In-app messages will inform users of the pause in service.</li> <li>Winter Pilot program will remain in effect, with limited e-bike vehicles available for rent</li> <li>An in-app message would be displayed to explain why service is not available.</li> </ul>
Snow	≤ 1cm	Slightly Reduced	Temporary Pause	<ul style="list-style-type: none"> <li>Preparation: Operational teams are deployed to ensure vehicles are maintenance accordingly, rebalanced to the service areas</li> <li>Winter Pilot program will be in effect, with limited e-bike vehicles available for rent</li> <li>Fleet availability may be adjusted, and communications will emphasize safety during light snow conditions.</li> <li>Communications will be sent to riders to remind them to stay safe and visible during winter conditions.</li> </ul>
	> 1cm	Temporary Pause	Seasonal Shutdown*	<ul style="list-style-type: none"> <li>Service will be paused until snow has melted or a majority of pathways have been sufficiently cleared for safe riding. The service zone may be adjusted to cover a smaller area until more roads are cleared.</li> <li>An in-app message would be displayed to explain why service is reduced. Ex: "We've temporarily paused our service in Mississauga due to weather and road conditions. Please check back soon for updates."</li> </ul>
Freezing Rain/Ice Storm	≤ 1cm	Slightly Reduced	Temporary Pause	<ul style="list-style-type: none"> <li>Operations will be paused during ice storms to prevent accidents. Fleet will be removed from service until conditions improve.</li> <li>Fleet availability and service area may be adjusted to account for declining demand.</li> <li>Communications will be sent to riders to remind them to stay safe and visible during winter conditions.</li> <li>Riders will be informed of the pause through the app.</li> </ul>
Other	Any Environment Canada Alert for the Area	Respond According to Specific Conditions		<ul style="list-style-type: none"> <li>Response and communications will vary depending on the specific nature of the weather event. Lime will prioritize public safety as well as the safety of its team and be available to city staff for coordination.</li> </ul>



# Next Season Highlights

- Work with service providers to install stations in high demand locations
- Install more bike racks on City property to support personally owned and shared devices
- Meet with BIAs, neighbourhood associations, and community groups to strengthen community support and ensure the program meets the needs of the community
- Expand education and community engagement tactics
- Form partnerships with community organizations
- Monitor program and ensure goals and objectives are met
- Partner with Post Secondary Institutions to collect and analyze data
- Launch Lime Assist Device
- Have devices available for a full year

