

Shared Micro-mobility Program

2024 Season Preliminary Report



CELEBRATE

Program Background: Past Council Reports

- **2019 - Micro-mobility Systems in Mississauga (GC-0577-2019)**
 - Initiated the development of a regulatory framework to enable a phased introduction of micro-mobility systems
- **2020 - Micro-mobility Program Update: Phase 1 - Visioning and Interim E-scooter Strategy (GC-0358-2020)**
 - Enabled the enactment of all necessary by-laws to permit and regulate the use of personal e-scooters in Mississauga
- **2022 - Micro-mobility Program Development Phase 1 Final Report (GC-0490-2022)**
 - Identified a recommended vehicle type, system model, and governance model most appropriate for the City.
- **2023 - Shared Micro-mobility Program (GC-0484-2023)**
 - Approved a shared micro-mobility system, privately owned and operated, with hybrid docked and dockless system to be launched in Q2 2024.

Program Overview



- City of Mississauga has partnered with Lime Technology Inc and Bird Canada to provide up to 300 e-bikes and 900 e-scooters for rent across the City. The program launched on June 21st, 2024.



Program Ridership Updates



112,000+

Trips

E-scooter: 101,555

E-bike: 10,660

364,000+ km

Distance Traveled

3.2 km

Average Trip Distance

42,000+

Unique Riders

21,500+**

Car Trips Diverted

~46.8 tons

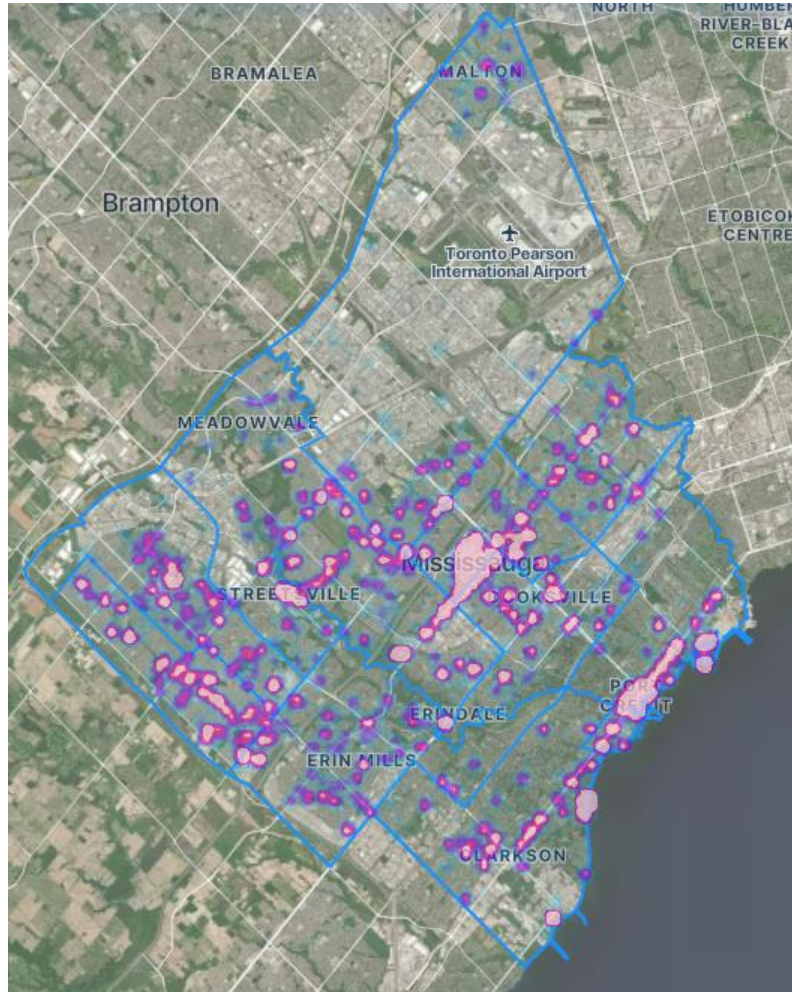
of CO₂ Avoided

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

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



Program Ridership Updates



Screenshot: Shared Micro-mobility Trip Destination Heat Map

- Users have accessed the Program to reach destinations across Mississauga
- The Program helps residents and visitors connect to jobs, businesses, and amenities
- In 2024, 22% of trips started or ended in an Employment Area or BIA
- Usage patterns show increased weekday commuting, with higher ridership during morning (6:00–9:00 AM) and evening (6:00–9:00 PM) peaks compared to weekends



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



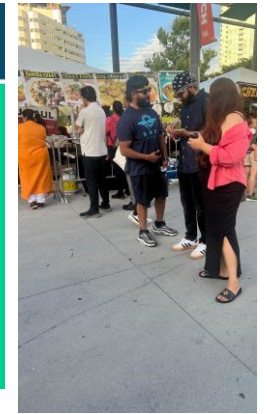
**Supporting
Infrastructure and
Policies**



Monitoring & Evaluation Framework: Snapshot



Does not create additional accessibility barriers.

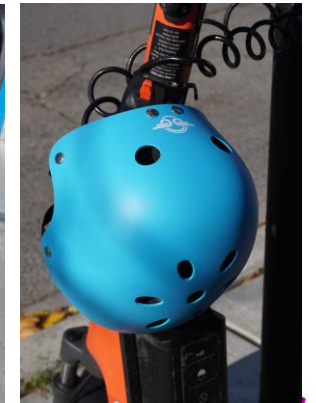


Improve understanding of the rules of using micro-mobility.

Drive growth and innovation for the local economy.

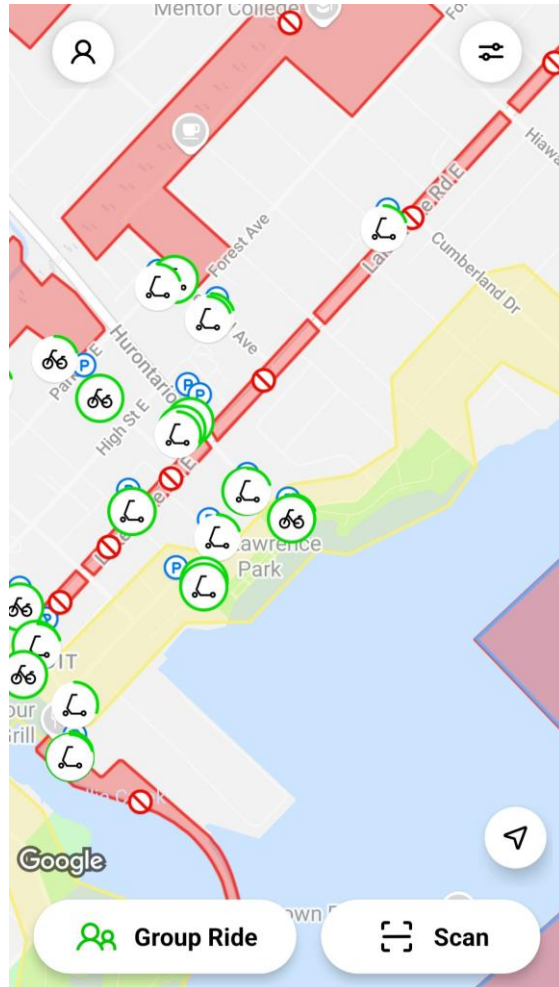


Micro-mobility devices meet provincial and municipal standards.



Continuing Adjustments and Improvements

Operational adjustments have been made based on Council Request and resident feedback.



Restriction Zone on Service Provider's app

Spotlight: Port Credit

Clustering:

Both service providers have implemented capacity limits at each of the parking locations to prevent clustering of devices. They have also dispatched more staff to the Port Credit area to proactively address clustering concerns and misparked devices.

Sidewalk Riding:

Lakeshore Road between Stavebank Road and Seneca Avenue is currently set as a no-ride zone.

Staff Auditing:

City Staff have conducted auditing of the “slow-ride zones”, “no-ride zones” and “parking capacity limit” along Waterfront Trail and Lakeshore Road, to ensure these improvements are in effect.



Continuing Adjustments and Improvements

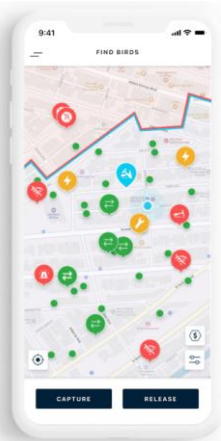
Parking locations have been added, relocated or removed based on resident inquiries.

- Over 700 parking locations have been reviewed, approved, and made visible in Service Providers' apps.
- New parking locations are added weekly, based on resident requests and systematic approaches (e.g. along major cycling infrastructure corridor, facilitate transit connection and multi-modal trips, etc.).
- Additional parking in certain areas has helped address device clustering and enhance user experiences.











Continuing Adjustments and Improvements

Service providers enforce escalating policies to educate users and encourage better behavior.



Operator Interface

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

Screenshot: Service Provider Operation Alert

Both service providers have escalating warning and fine policies against user violations,

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

As well, users who do not end their trip (i.e. do not park in an approved location and end the trip in the app) are charged for an additional 90 minutes of time.

Service providers also have the capabilities of pinpoint individual riders if a complaint is received with approximate time, location, and direction of travel.



Winter Operations Plan: 2024 Season

E-scooters will be out of service by December 20th

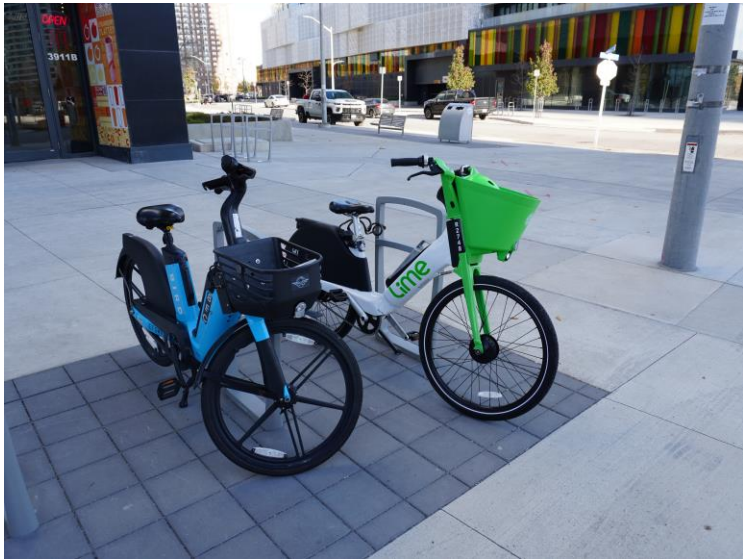


Event Type	Description	Device Type	Operation Guide	
			Transient**	Persistent***
Freezing Temperature*	0°C to -14°C	E-scooter	Regular Operations	Reduced E-scooter Fleet Size
		E-bike	Regular Operations	Regular Operations
	Below -15°C	E-scooter	Temporarily Pause Service, Wait for City Confirmation	E-scooter Seasonal Shut Down
		E-bike	Temporarily Pause Service	Temporarily Pause Service
Snowfall	≤ 1cm	E-scooter	Temporarily Pause Service	Reduced E-scooter Fleet Size
		E-bike	Regular Operations	Regular Operations
	>1cm	E-scooter	Temporarily Pause Service, Wait for City Confirmation	E-scooter Seasonal Shut Down
		E-bike	Temporarily Pause Service	Temporarily Pause Service
*All Weather Information source: Environment Canada. Freezing temperature is determined through the lowest temperature within 24 hours of a day.				
**Transient conditions are defined as lasting three days or less with improved conditions anticipated.				
***Persistent conditions are defined as lasting longer than three days with continued poor weather anticipated.				



Plans for 2025 Season

- Work with service providers to install stations in high demand locations and review other opportunities for parking



- Install more bike racks on City property to support personally owned and shared devices



Plans for 2025 Season

- Expand education and community engagement tactics
- Further engage with BIAs and Neighbourhood Associations to 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 – Free mobility scooter initiative to the public



Conclusion



Service provider working with Malton GLE Movement and hosted Ride Along to School education program on shared e-scooters.

- Since its launch on June 21, 2024, Mississauga's Shared Micro-mobility Program has facilitated over 112,000 trips, diverted an estimated 21,500 car trips and avoided over 46 tons of CO₂ emissions
- Residents and visitors are utilizing the Program for both transportation and leisure purposes
- Staff, in collaboration with Service Providers, are exploring program modifications to balance user needs with public concerns



Questions

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