

City of Mississauga  
**Corporate Report**



<p>Date: November 22, 2024</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:          Shared Micro-mobility Program</p>
<p>From: Sam Rogers, MBA, Acting Commissioner of Transportation and Works</p>	<p>Meeting date:          December 4, 2024</p>

## Subject

Shared Micro-mobility Program – 2024 Season Preliminary Update

## Recommendation

That the report titled, “Shared Micro-mobility Program – 2024 Season Preliminary Update”, dated November 22, 2024, from the Commissioner of Transportation and Works, be received for information.

## Executive Summary

- The City of Mississauga launched its Shared Micro-mobility Program on June 21, 2024.
- A fleet of 300 e-bikes and 900 e-scooters has been made available for rent across the City of Mississauga.
- From the program launch through October 31, 2024, 112,215 trips were taken using the shared e-bikes and e-scooters, traveling a combined distance of 364,693 km. An estimated 21,500 car trips have been replaced by the shared e-bikes and e-scooters during this period.
- City staff have responded to a total of 163 resident inquiries and our two service providers have received just over 5,800 inquiries. Most inquiries directed to the City have been from non-users who had questions regarding the parking model and parking compliance; in contrast, inquiries directed to the service providers have been from users frustrated by the restrictive parking model and a lack of parking locations in parts of the city.
- The City is planning for e-bikes to be available throughout the year, with e-scooters being removed once winter weather conditions begin.
- The program is on track to be net-zero cost to the City. At this time, no adjustments to the

financial model are projected to be required to achieve a net-zero cost to the City.

- More needs to be done to build additional trust within the community for the Shared Micro-mobility Program, in particular with respect to the parking model and concerns around safety and orderly operations.
- In 2025, staff will introduce new measures, including installing docking stations in high demand locations and reviewing other opportunities for parking.
- Staff will also continue to work with our two service providers on program adjustments to better address the needs of users and concerns from the general public.

## Background

On October 18, 2023, staff brought a report to General Committee to seek approval on the recommended model for the Shared Micro-mobility Program (“the Program”) and recommended that a hybrid docked and dockless, privately owned and operated system of e-bikes and e-scooters be implemented in the second quarter (Q2) of 2024. The recommendations in that report were adopted by Council on October 25, 2023 (GC-0484-2023).

The following provides a high-level overview of the steps undertaken since that report, to acquire service providers and launch the Program:

- **Request for Proposals:** On January 2, 2024, staff released a Request for Proposals to deliver the Program. The proposals were evaluated in two stages: the written technical submission and a product demonstration.
- **Contract Award:** A contract was awarded to two bidders, Lime Technology, Inc. (“Lime”) and Bird Canada (“Bird”), for a three (3) year term with the opportunity to extend for an additional two (2) year term if desired by the City.
- **Detailed System Planning:** Upon contract award, Lime and Bird began their work to identify, for staff’s review and approval, designated locations for the e-bikes and e-scooters to be safely parked and locked, to finalize their individual marketing communication and education plans, and to secure the necessary resources to run their systems.
- **Program Launch:** The Program launched on June 21, 2024.

### Program Overview:

Between Lime and Bird (the “Service Providers”), a combined fleet of 300 e-bikes and 900 e-scooters has been made available for rent across the City. The devices are parked at approved designated locations and locked to poles, signposts, or bike racks until they are rented. Users download the Lime or Bird app and create an account to rent a device. Step-by-step instructions on how to rent the device, ride safely, and properly park at the end of the trip are provided each time a device is rented.

### Provincial Regulatory Considerations:

On November 27, 2019, the Province of Ontario announced a five-year pilot program to allow e-scooters on municipal roads in Ontario, beginning on January 1, 2020 (O.Reg.389/19). The pilot is the Province's primary tool in informing the feasibility of a permanent e-scooter framework. All necessary by-laws to permit and regulate the use of e-scooters in Mississauga were enacted in 2021.

The Province has since extended the pilot end date to 2029 to provide municipalities with more time to collect data and better understand trends arising from the use of e-scooters in Ontario.

### Program Monitoring and Evaluation

In December 2020, Council endorsed eight strategic pillars for micro-mobility in the City of Mississauga. Staff developed a Monitoring and Evaluation Framework that builds upon the foundation of those pillars and lays out the goals and objectives of the Program, indicators of success, and list of data staff will need to collect to evaluate the Program.

In the October 18, 2023 corporate report, staff committed to reporting back to General Committee in 2025 on the status of the Program. However, to respond to questions and feedback received over the first four months of the Program, staff are bringing forward this report to provide a preliminary analysis of the Program up to the end of October 2024.

## **Comments**

The comments below provide preliminary analysis of the Program up to the end of October 2024. Complete data for the 2024 season will be available in early 2025 and additional analysis will be completed in Q1 2025 to further evaluate the Program and make additional recommendations for potential Program improvements.

The City is also seeking to collect additional qualitative data through research partnerships described below, the results of which will be available later in 2025. Therefore, the information below should be considered as preliminary, with additional reports to be provided to General Committee over the life of the Program's contractual period, including a report on improvements to the parking model and overall Program adjustments, prior to the start of the 2025 spring/summer season.

### Ridership and Key Statistics:

Between June 21, 2024 (program launch) and October 31, 2024, 112,215 trips were taken using the shared e-bikes and e-scooters, with users travelling a combined distance of 364,693 km. Over 42,000 unique riders have used the Program, and over 14,000 users have rented the devices more than five times in the first four months of operations. Research suggests that one out of three micro-mobility trips is likely to replace an automotive trip (Meroux D., Broaddus A., Telenko C., Wen Chan H., 2023). Based on the median trip distance by an auto driver in the

City of Mississauga being 5.9 km (University of Toronto, 2020), an estimated 21,500 automotive trips have been replaced by the Program so far in 2024. This results in over 46 tons of CO2 emissions avoided in Mississauga.

The Program has also allowed residents and visitors to connect to jobs and businesses across the city. So far in 2024, 22% of all trips started or ended within an Employment Area or BIA. Trends in time-of-day usage for the shared devices also indicate the devices are used for commuting with a clear uptick in weekday morning (6:00 to 9:00 AM) and weekday evening (6:00 to 9:00 PM) rides when compared to weekend ridership patterns.

Trip data such as origins, destinations, and path of travel can lend valuable insight into how people are moving across the city. This helps staff to better understand where devices should be deployed, what infrastructure should be prioritized to keep riders safe while they travel, and where more parking should be added to ensure trips are properly ended.

Trip data collected by the Service Providers through October 31 are presented visually in Appendix 1. Some key preliminary findings when reviewing the trip data include the following:

- Origin / Destination data – trips are starting and ending in all parts of Mississauga, wherever devices are deployed; trips are of varying lengths, with many trips covering significant distances across the city
- Path of Travel data – users are travelling on major arterials and collectors across the city, as well as on local roads and pathways in specific areas such as Downtown and Port Credit

#### Monitoring and Evaluation Metrics:

There are over 100 data indicators identified in the Monitoring and Evaluation Framework. Staff use a data sharing platform and request monthly data reports from the Service Providers to monitor service compliance and other metrics.

Appendix 2 provides preliminary analysis of the 2024 season organized under the eight strategic pillars. Several of the key data indicators have been highlighted to demonstrate how both City staff and the Service Providers have already taken action in real-time to respond to monitoring results and feedback to make program improvements – City-wide and more specifically in high use areas like Port Credit and City Centre.

In addition, staff have partnered with researchers from Toronto Metropolitan University to study the use of micro-mobility devices in Mississauga. The study will help understand why trips are taken and further investigate the number of auto trips being replaced by micro-mobility in the city. Staff have also partnered with a combined research team from Toronto Metropolitan University and McGill University to take part in a study on how discounted fares are used in Mississauga. This study will be conducted in 2025 and will help inform efforts to improve the program's financial accessibility in future years.

Lastly, staff are working with Peel Public Health and the Service Providers to track injuries and emergency room visits related to the use of personal and shared micro-mobility devices. Data for the 2024 season will be available in 2025.

#### Feedback Received / Program Adjustments:

Ensuring users and the community are able to connect with the City and the Service Providers to ask questions and share feedback is key to the Program's success. City staff have responded to a total of 163 resident inquiries received through 311, the media office, and Councillors' offices. The Service Providers have received just over 5,800 inquiries through their various channels including apps, webforms, phone calls, emails, and in-person.

Most inquiries directed to the City have been from non-users who had questions regarding the parking model and parking compliance; in contrast, inquiries directed to the Service Providers have been from users frustrated by the restrictive parking model and a lack of parking locations in parts of the city.

The Program has already been adjusted based on feedback received from Councillors and the public, including:

- a no-ride zone added to Lakeshore Road in Port Credit to avoid conflicts with patios and high pedestrian volumes;
- proactive rebalancing plans in Port Credit to address overcrowding; and
- parking location adjustments and deactivations across the city in response to accessibility concerns or reoccurring parking concerns.

Staff meet regularly with both Service Providers to discuss issues, provide feedback and request changes. Staff have also begun targeted field audits of the Service Providers' systems to ensure alignment with Program expectations and requirements.

From a user perspective, more parking options are needed across the city to ensure users can end their trips as close to their destination as possible. The current parking model restricts where trips can end and, while more parking locations have been added throughout the 2024 season, many parts of the city have been found by users to have insufficient parking locations, forcing them to go out of their way to properly end their trips, or in some cases, resulting in them improperly ending their trip.

Compliance with parking regulations, riding zones, and other restrictions is handled by the Service Providers. A combination of technology, education, incentives, and fines is used to ensure the use of shared e-bikes and e-scooters remains in line with provincial regulations and municipal by-laws. The Service Providers follow a progressive discipline policy for users who do not comply with regulations. This policy provides first time offenders with a warning and safety tips related to the infraction, a second offence results in a \$10 fine, and continued offences

result in account suspension and/or deactivation. So far in 2024, 4% of trips resulted in a warning with a 93% success rate in avoiding further discipline.

#### Winter Operations Plan:

City staff have worked with the Service Providers to create a Winter Operations Plan. The plan details how the Service Providers will adjust their fleet, service area, and operations as well as communicate with users based on changing weather conditions, including freezing temperatures, snow and ice.

The City is planning for e-bikes to be available throughout the year, with e-scooters being removed once winter weather conditions begin. In 2025, the Winter Operations Plan will remain in place until persistent winter weather conditions end, at which point the Service Providers will begin readjusting their fleet and the service area to resume regular operations.

#### Program Plans for 2025:

Opportunities for members of the public to meaningfully engage in the Program are essential to building a sense of community. Local input has already resulted in updates to the Program since its launch. City staff will be meeting with BIAs, residents' associations, and community groups prior to the 2025 season to gather feedback from the community, adjust the Program based on local context, and meet the specific needs of each community.

Staff are currently planning the following actions for the 2025 season:

#### New Measures:

- Work with the Service Providers to install docking stations in high demand locations and review other opportunities for parking.
- Review the potential to physically identify parking locations in the field, in addition to the in-app parking pins.
- Meet with BIAs, neighbourhood associations and community groups to strengthen community support and ensure the program meets the needs of the community.
- Launch Lime Assist Device.

#### Measures from 2024 to be continued and expanded upon:

- Partner with post-secondary institutions to collect and analyze data.
- Continue to share data with the Province regarding the use of e-scooters in Mississauga.
- Monitor and evaluate the Program to ensure goals and objectives are met.
- Continue to proactively make changes to the program and make adjustments based on user and community feedback.

- Form partnerships with community organizations.
- Expand education and community engagement tactics for both personal and shared micro-mobility devices.
- Install additional bike racks across the city.
- Maintain and expand geofenced zones for no-riding and slow-riding city-wide.

#### Next Report to General Committee:

More needs to be done to build additional trust within the community for the Program, in particular with respect to the parking model and concerns around safety and orderly operations.

A subsequent report will be presented to General Committee prior to the 2025 spring/summer season, which will provide additional analysis on the 2024 season (including financial analysis), and details of docking station locations, the parking model and program oversight in 2025.

## Strategic Plan

The Program is aligned with the City's *Move* Strategic Pillar. It is also aligned with several other City strategies and master plans, including:

- Transportation Master Plan (2019): Action No. 22 recommends that the City investigate policy options to determine how the City can best work with and regulate micro-mobility technologies and vendors, including but not limited to bike share systems, e-bike systems, and e-scooter systems.
- Climate Change Action Plan (2019): Action No. 18-1 recommends that the City encourage and enable micro-mobility systems and establish a policy framework for shared micro-mobility systems in Mississauga.
- Economic Development Strategy (2020-2025): Priority No. 3, "Deliver Durable Infrastructure" recommends three Strategic Themes, including "Human Centred Development"; proactively establishing a regulatory framework for electric bicycles and scooters will help to better connect people to work or other destinations without relying on car travel.

## Financial Impact

The Program is privately owned and privately operated. Under this model, permit fees are collected to offset City expenses.

The 2024 budget was set up to be a net-zero impact to property tax under cost centre 23729 – Shared Micro-Mobility Program. As the collections of permit fees and final city costs are still pending, it is too early to determine the final financial outcome of the Program for 2024.

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Based on the financial outcome of this program in 2024, adjustments to the program and financial model will be considered to achieve and maintain a net-zero cost to the City.

## Conclusion

Over 112,000 trips have been taken through the Program since its launch on June 21, 2024, with an estimated 21,500 car trips and over 46 tons of CO2 emissions avoided as a result. Residents and visitors to the city are taking advantage of this new mobility option and are using the Program for transportation and leisure. Working with the Service Providers, staff are reviewing modifications to the Program that can satisfy the needs of users while also addressing concerns raised by members of the public.

## Attachments

Appendix 1: Trip Data Visualizations for 2024

Appendix 2: Monitoring and Evaluation for 2024



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Sam Rogers, MBA, Acting Commissioner of Transportation and Works

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