

Shared Micro-mobility Program

2025 Season Pre-launch Update

Mississauga Cycling Advisory Committee

March 18, 2025



Agenda

- 2024 Review
 - Winter Operations
 - Rider Profile
 - Origins and Destinations
 - Post-secondary Partnerships
 - Progressive Discipline
- 2025 Program Changes
 - Parking Model Changes
- Other Program Details
 - Service Levels
 - Monitoring and Evaluation
 - Education

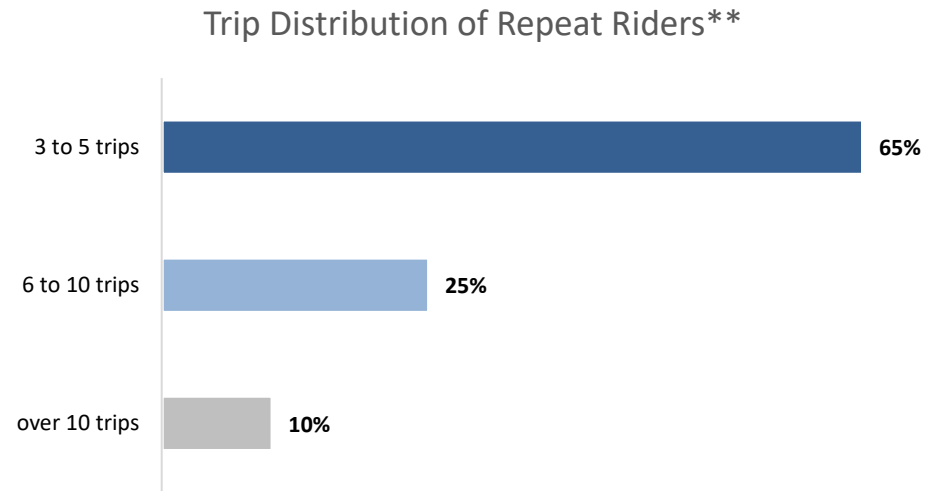
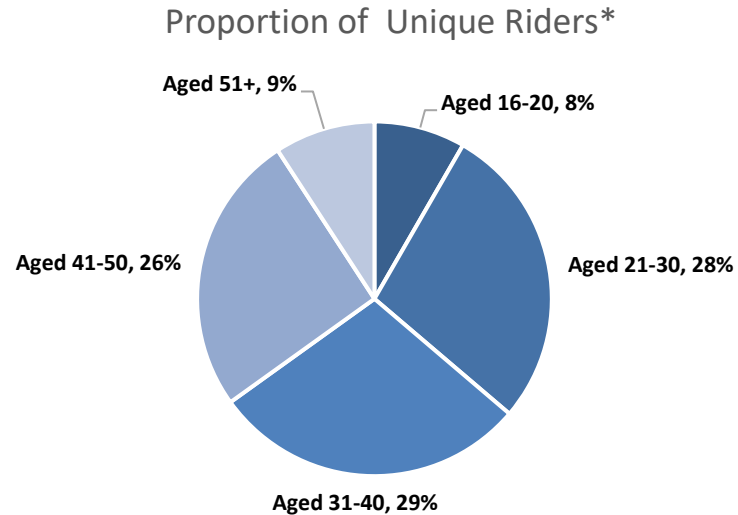
Winter Operations Overview

- As of December 8, 2024
 - e-scooter fleet removed for the winter
 - e-bike fleet deployed throughout the winter (reduced fleet size)



Lime's winter equipped e-bikes at International Bike to Work Day Community Ride

Rider Profile Analysis



* Bird Canada data only

** Data in the chart does not capture cross-provider trips

Top Origins and Destinations



Image Source: Vianova Platform

- Riders utilized the Program to :
 - **Access transit:** concentration of trips observed at City Centre Transit Terminals, Mississauga Transitway Stations, GO Stations, MiWay express bus stops.
 - **Shop locally:** Square One and Erin Mills Town Centre are top destinations; about 13% of all shared micro-mobility trips arrived in an BIA.
 - **Stay active:** Jack Darling Memorial Park and Lakefront Promenade remained hot spots throughout the season.

Post-secondary Institution Usage

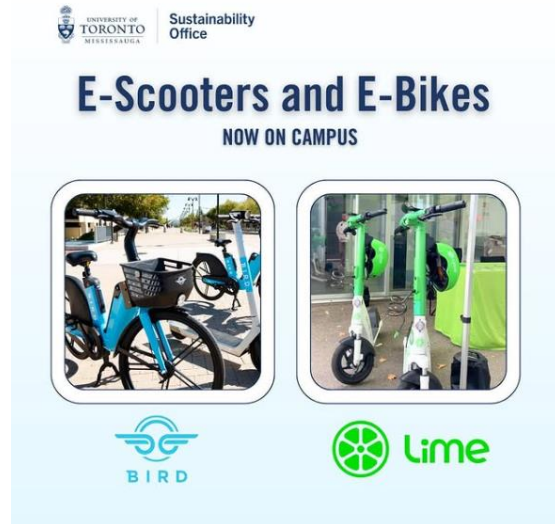


Image Source: UTM Sustainability Office

- Both service providers established agreements with the University of Toronto Mississauga (UTM) and launched services on campus in September 2024.
- During the 2024 season both UTM and Sheridan College – Hazel McCallion (Mississauga) Campus observed significant ridership.

Parking Model Changes

A tiered parking station approach will be used.

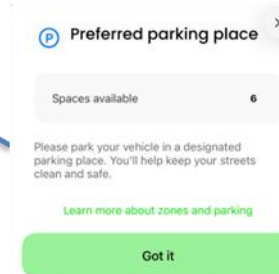


Tier 1:
Bike rack and bike corral-style
stations



Tier 2:
Flex post and line-marked
parking stations

Free-floating with preferred
parking locations



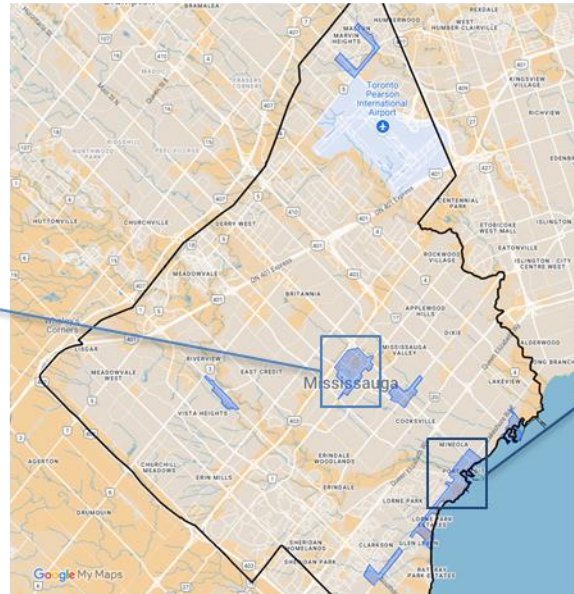
Tier 1 and 2 locations can house over 1,200 shared micro-mobility devices.

Mandated Parking Only (MPO) Zones

Users can only return devices to designated physical infrastructure in these zones.



City Centre MPO Zone



The Program has designated City Centre, five BIAs, and Lakefront Promenade as MPO.



Port Credit MPO Zone

Rider Violations



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).

- Among over 120,000 trips completed during 2024, service providers issued a total of 4,356 warnings for all types of rider violations, indicating over 96% overall compliance rate.
- Among all warnings, only 372 riders were further escalated to fines as repeat offenders.
- For 2025 season, both service providers will double their fines to \$20.

Screenshot: Service Provider Operation Alert

Service Levels

Non-Compliance Types

(Mandated response times vary, from ASAP to 60 minutes, unless otherwise noted)

Device obstructing

- Transit lane or LRT track
- Emergency / fire area
- Bus, vehicle or bicycle lane
- Pedestrian path of travel
- City maintenance vehicles

Device parked (not blocking path of travel)

- Outside of a designated parking zone
- On private property without an agreement
- Activity in no-ride zones; devices parked or abandoned in a no-ride or no-park zone

Proactive Monitoring and Evaluation

For the 2025 season, staff will

- Conduct bi-weekly in-field auditing between May and August
- Conduct real-time monitoring through Vianova platform
- Assess service provider performance based on KPI metrics
- Measure program achievements using the Monitoring and Evaluation Framework



Engagement and Education



Business Improvement Associations (BIA)

City Staff and service providers will continue engaging with BIAs and seek more opportunities for the Program, service providers, and BIAs to further collaborate.

Local School Boards

Staff are working with local school boards to launch an educational campaign informing students and parents about the minimum e-scooter riding age of 16 and other safety regulations.



Community Events

City staff, Bird and Lime will attend community events, host pop-up booths on City trails and at City facilities to educate residents on “Share the Trail” etiquettes and deliver program information.

Questions

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