

City of Mississauga
Corporate Report



<p>Date: March 27, 2025</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:</p>
<p>From: Sam Rogers, MBA, Commissioner of Transportation and Works</p>	<p>Meeting date: April 9, 2025</p>

Subject

Shared Micro-mobility Program – 2025 Season Pre-launch Update

Recommendation

That the report titled, “Shared Micro-mobility Program – 2025 Season Pre-launch Update”, dated March 27, 2025, from the Commissioner of Transportation and Works, be received for information.

Executive Summary

- In the 2024 season, a total of 120,752 trips were completed by 45,419 unique riders using the shared e-scooters and e-bikes.
- Origin and destination analysis indicates that 13% of all trips originated from a Business Improvement Area and another 13% ended in one. Other high-traffic origins and destinations included transit terminals, shopping malls, residential towers, and parks.
- Changes for the 2025 season include the installation of parking stations and the creation of parking zones.
- The Service Providers will double their fines for rider violations. Repeat offenders will now face a \$20 fine for common violations, with sidewalk riding and improper parking being the most frequently observed violations in the 2024 season.
- The Service Providers are required to meet contract service levels and response times and will be charged liquidated damages in the event of non-compliance.
- City staff and the Service Providers will continue engaging with community organizations and the public throughout the season, including planned outreach events, educational initiatives with local school boards, and digital safety campaigns.

Background

The City launched the Shared Micro-mobility Program (“the Program”) on June 21, 2024, with a combined fleet of 300 e-bikes and 900 e-scooters made available to the public through contracts with Bird Canada and Lime Technology Inc. (“the Service Providers”).

On December 4, 2024, staff brought a report titled "Shared Micro-mobility Program – 2024 Season Update" to General Committee, which was subsequently received by Council for information on December 11, 2024 (Recommendation No. GC-0548-2024). The purpose of that report was to provide General Committee with a preliminary update of the Program based on the first season of operations in 2024.

The report went on to state that a subsequent report would be brought back prior to the 2025 spring/summer season to provide additional analysis on the 2024 season, including details on an improved parking model and program oversight in 2025. Additional topics and issues to discuss were raised by members of the Committee, including rider violation management, Service Provider responsibilities, and community engagement.

Comments

The following comments provide a further analysis of the 2024 season of the Program, a detailed introduction to the plans for the 2025 season, including improvements to the parking model, and a response to the issues raised during discussions at the December 4, 2024 meeting of General Committee on the report titled "*Shared Micro-Mobility Program – 2024 Season Update*".

2024 Season Analysis

Based on data collected up to December 31, 2024, this section provides deeper insights into the Program’s operations throughout its initial season.

Ridership

In 2024, a total of 120,752 trips using the shared e-scooters and e-bikes were completed by 45,419 unique riders. A unique rider is defined as an individual who has completed at least one trip on an e-scooter or e-bike with either Service Provider.

Out of all unique riders in 2024, 10,118 completed at least three micro-mobility trips with a single Service Provider during the season. Among those, 2,506 riders completed six to ten trips, while 1,539 completed more than ten trips. Notably, unique riders who completed more than five trips accounted for approximately 9% of all riders, suggesting that a significant portion of riders have utilized the Program as a means of daily transportation.

Anonymized data on the age of each rider was collected by one of the Service Providers (Bird Canada) and made available to the City per the privacy terms within the contract. Table 1 below provides a summary of the distribution of riders represented by age range. The Program appears to be more popular among working age adults aged 21 to 50 years old.

Table 1: Age Distribution of Program Riders (Bird Canada dataset only)

Age Range	Proportion of Riders
16 to 20	8%
21 to 30	28%
31 to 40	29%
41 to 50	26%
51+	9%

Throughout 2024, riders in Mississauga utilized the Program to reach a variety of destinations across the city, including transit hubs, shopping malls, main street businesses, residential buildings, and parks. According to data from the Service Providers, approximately 13% of all trips originated from a Business Improvement Area (BIA), while another 13% ended within a BIA. Other locations with the highest number of trip origins and destinations included Square One Shopping Centre, City Centre Transit Terminal, Jack Darling Memorial Park, Lakefront Promenade, and parking locations in proximity to residential towers in the City Centre.

Post-secondary Institution Usage

Both Service Providers have established agreements with the University of Toronto Mississauga (UTM) and launched services on campus in September 2024. Two designated parking locations were introduced within the campus to support operations. During the remainder of the 2024 season, over 700 trips either began or ended at UTM, with 252 unique riders utilizing the Program at UTM across both Service Providers.

To improve Program access, both Service Providers offer discounts to eligible UTM faculty, staff, and students. Additionally, UTM staff have requested the deployment of e-bikes throughout the winter season to ensure sustainable transportation options remain available year-round.

Four parking locations were also established adjacent to Sheridan College – Hazel McCallion (Mississauga) Campus, enhancing connectivity for faculty, staff and students. Approximately 1,500 trips were recorded to and from these locations, with over 700 unique riders.

These numbers demonstrate demand for shared micro-mobility services in post-secondary institutions, reinforcing its role in supporting sustainable and accessible transportation for post-secondary institution attendees.

Rider Violation Statistics

During the 2024 season, among the more than 120,000 trips made by Mississauga riders, the Service Providers issued a total of 4,356 warnings for various types of rider violations, which reflects a total compliance rate of over 96%. The most common of violations which occurred in 2024 were improper parking and sidewalk riding.

Winter Operations

The Winter Operation Plan for the Program was introduced in November 2024. Staff worked with the Service Providers to dynamically adjust the fleet as winter weather started.

By December 8, 2024, the shared e-scooter fleet in Mississauga was temporarily removed from the streets due to persistent inclement winter weather. The Service Providers continued to operate with a reduced e-bike fleet of 80 e-bikes in total. Following the large snowfall events in February, the Service Providers temporarily removed the e-bikes from service. The e-bikes were re-deployed on March 10th.

No concerns have been reported by other City business units regarding winter deployment of e-bikes. The Service Providers remained responsive, promptly retrieving and sheltering devices when directed by the City during severe weather events.

In addition, Mississauga was selected by Lime for their winter pilot program. Lime deployed e-bikes equipped with winterised tires to enable riders to cycle on the city's streets and trails more safely during colder months.

As the Winter Operation Plan will stay in effect until April 15, 2025, an overview of the ridership during the 2024-2025 winter season can be included as part of a future update.

Financials

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

As of December 31, 2024, the Program has generated \$52,606.62 in revenue derived from annual administration fees, per-vehicle fees for e-bikes and e-scooters, and per-trip fees charged to the Service Providers. This revenue has been fully applied to offset the City's expenses associated with the Program; primarily staff labour costs.

2025 Season Plan

Overview

For the 2025 spring to fall season, the combined fleet size of 300 e-bikes and 900 e-scooters will be deployed by the Service Providers, consistent with the 2024 season, but with improvements made to the parking model.

City staff and the Service Providers will continue engaging with community organizations and members of the public throughout the season to raise awareness and gather feedback on the Program. City staff will utilize the established set of key performance indicators to assess the performance of both Service Providers at the end of the season.

Parking Model Changes

In the 2025 season, the Program will implement two new concepts to the parking model. The first involves the installation of parking stations, while the second concept involves the creation of parking zones.

Parking Stations

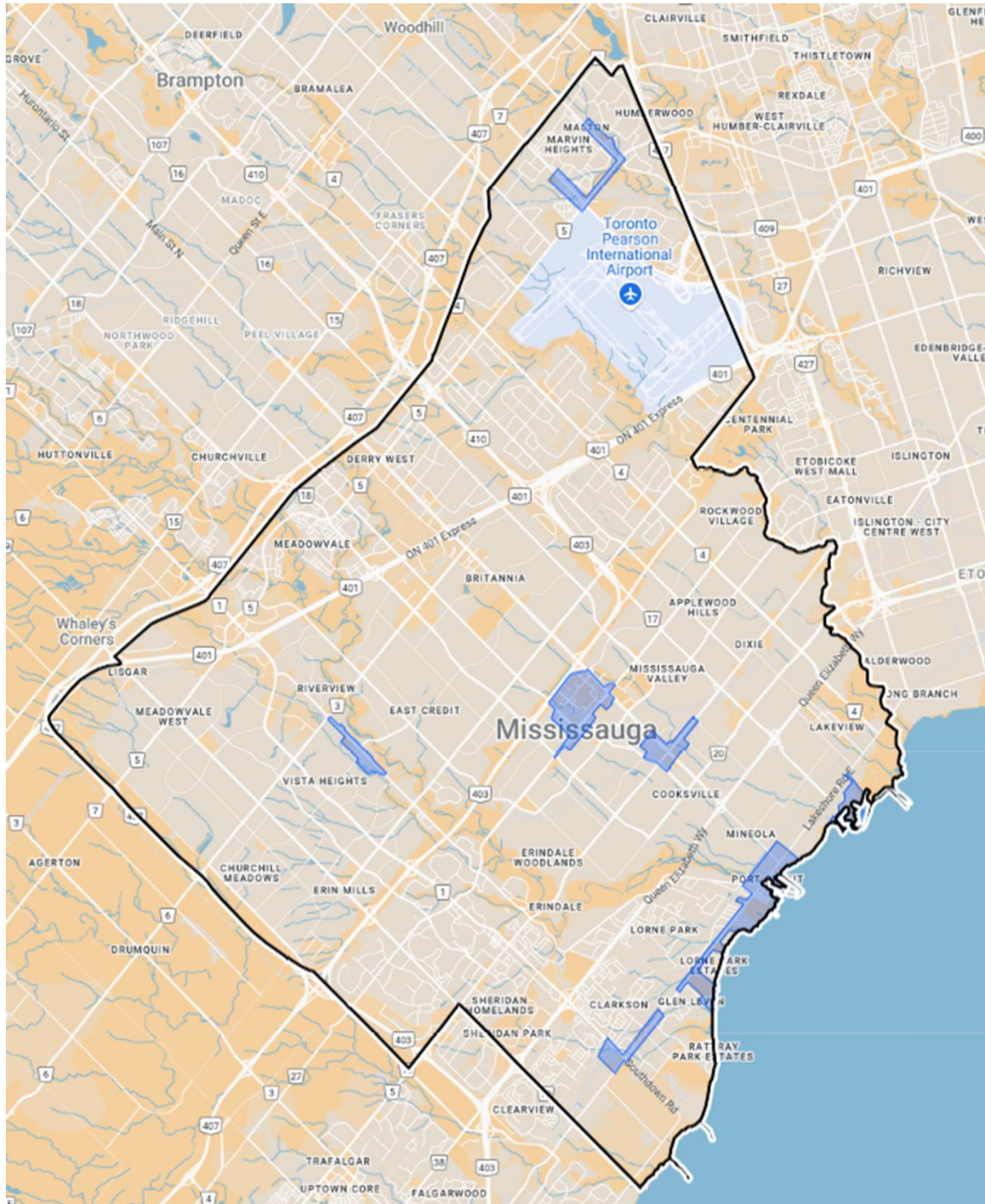
Two new types of parking stations will be introduced this season. The first, called “Tier 1” stations, will consist of fixed bike corral and clustered bike rack style installations. The second type, “Tier 2” stations, will consist of interim flex post and/or line-marked parking outline installations. These stations will be dedicated to the shared e-bikes and e-scooters; they will not be made available to privately-owned bikes and mobility devices.

Parking Zones



Feedback from 2024 indicated that riders are looking for increased flexibility and convenience in the Program. Meanwhile, riders and non-riders alike are interested in a more predictable and orderly program, particularly in denser areas of the city. In response to this feedback, the Program is evolving to create two types of parking zones for the 2025 season, providing a more orderly and controlled experience in certain areas (“Mandated Parking Only zones”), while increasing overall program flexibility to improve convenience in other areas (“Free-Floating zones”).

Mandated Parking Only (“MPO”) zones, where riders must end their trips and park the shared e-bike or e-scooter at either a Tier 1 or Tier 2 dedicated parking station, will be created in all five BIAs, the City Centre and the Lakefront Promenade district. When picking up or dropping off a shared device within an MPO zone, the Service Providers’ apps will direct riders to these mandatory parking stations. Figure 1 illustrates the locations of the MPOs.

Figure 1: Mandated Parking Only Zone Locations



Legend:

	Mandated Parking Only (MPO) Zone		City Boundary
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Outside the MPO zones, the remaining Program service area will be designated as a Free-Floating zone, where riders will have access to Tier 2 parking stations and have the flexibility to park closer to their final destinations.

For the Free-Floating zone, the Service Providers will have preferred parking locations marked in their apps to guide users to end their trips at a Tier 2 parking station or an established location from the 2024 season. However, if riders cannot find a parking station or established location close enough to their destination, they will be permitted to park at other locations within the City right-of-way, provided that the parking location does not violate any City by-laws nor violate any terms within the contract.

This parking zone system will provide greater predictability for riders of the Program. It will provide a more orderly approach, keep regular public bike racks available for privately-owned bikes and mobility devices in higher density areas, and provide more flexibility for users in less dense areas of the city to end their trips close to their destinations.

Deployment and Rebalancing

Both Tier 1 and 2 parking stations will be installed in MPOs, along with Tier 2 parking stations installed in high demand areas in the Free-Floating zone. Over 100 parking stations are planned to be installed for the 2025 season, which can accommodate all shared devices.

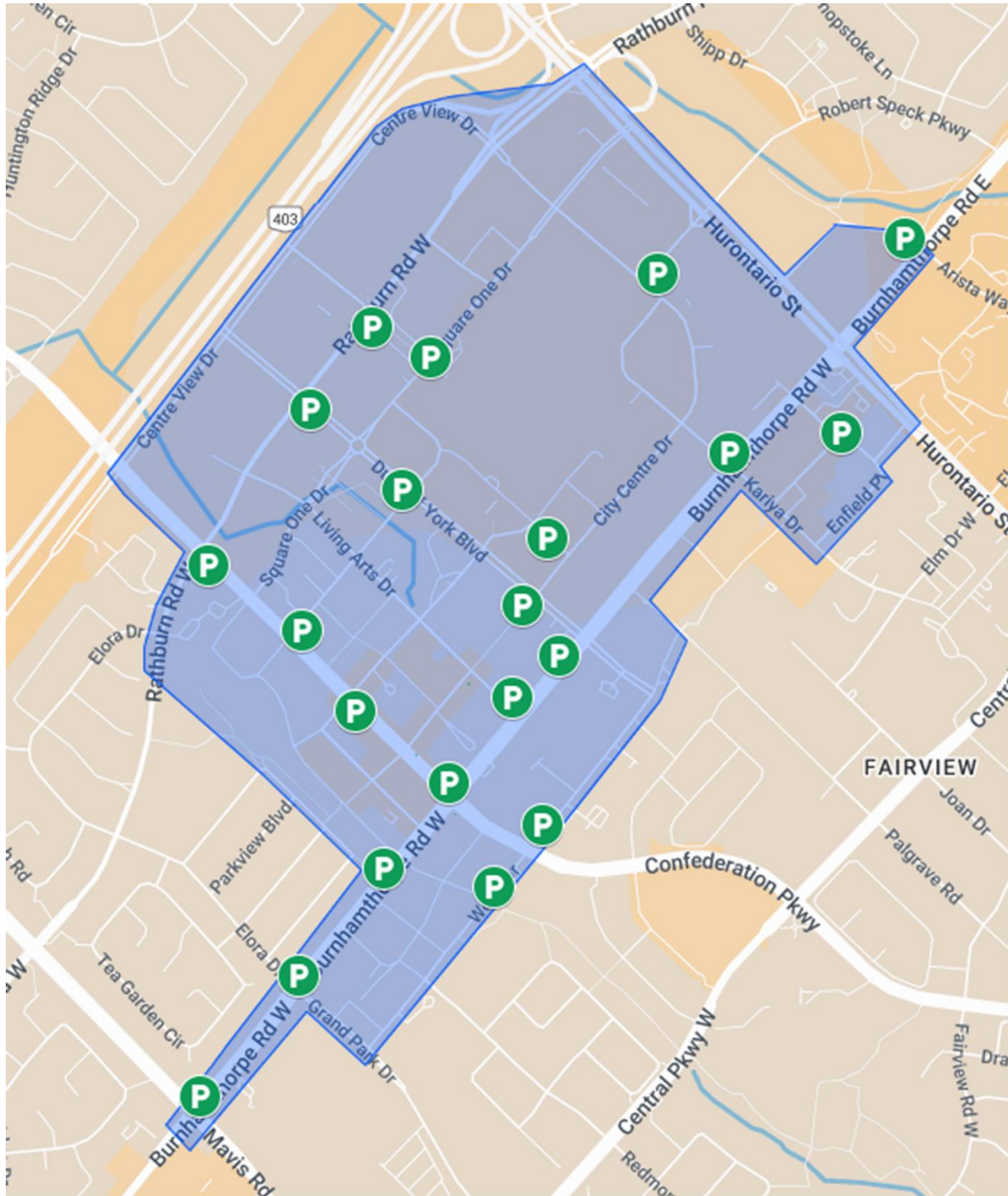
In choosing the location of parking stations, City staff employed a strategic approach focusing on key factors such as optimal parking density in MPO Zones, proximity to transit stops to support multi-modal connections, integration with major trail networks and arterial corridors, and alignment with popular destinations from the previous season.

Tier 1 and Tier 2 parking locations have been strategically chosen near GO train stations, City-owned transit terminals, and express bus stops. This positioning ensures the Program effectively serves as a first mile/last mile solution, enhancing connectivity for commuters.



Figure 2 provides an illustration of the City Centre MPO zone as an example of how the designated Tier 1 and Tier 2 parking stations will be distributed.

In the Free-Floating zone, devices parked in compliant locations that are not a Tier 2 parking station or a preferred parking location will be picked up and redistributed by the Service Providers within a prescribed timeframe set out in the contract service levels.

Figure 2: An Example MPO zone, City Centre



Legend:

	Mandated Parking Only (MPO) Zone		Designated Parking Station
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If a device is parked in any non-compliant way, the Service Providers must take action within the prescribed mandated response time. Table 2 provides a simplified summary of the non-compliance items listed in City's contracts with the Service Providers, including improper parking types.

Table 2: Summary of Non-compliance Items and Mandated Response Times

Type of Non-Compliance	Mandated Response Time
Device obstructing dedicated transit lane or LRT track	ASAP – must contact MiWay no more than 15 minutes after notification
Device obstructing emergency / fire area	No more than 30 minutes after notification
Device obstructing bus, vehicle or bicycle lane	No more than 60 minutes after notification
Device obstructing pedestrian path of travel	No more than 60 minutes after notification
Device obstructing City maintenance vehicles	N/A, enforced as required per occurrence
Device parked outside of a designated parking zone, not blocking any paths of travel	Not more than 10 hours of occurrence
Device parked on private property without an agreement, not blocking any paths of travel	No more than 60 minutes after notification
Activity in no-ride zones; devices parked or abandoned in a no-ride or no-park zone	N/A, enforced as required per occurrence

During the 2024 season, all devices were required to be locked to physical infrastructure, such as a bike rack, pole or signpost. However, this mechanism did not result in an orderly program as originally intended. Due to the evolution of the parking model for the 2025 season, the "lock-to" requirement for ending trips will be removed to ensure consistent parking requirements across both parking zones and at all parking locations.

Rider Violation Management

For the 2025 season, both Service Providers have been instructed to double their fines for rider violations as part of the enhanced rider compliance strategy. Both Service Providers will continue enforcing their escalating policies, beginning with a warning for first-time offenders. Repeat offenders will receive a \$20 fine, and continued violations will ultimately result in account suspension, preventing further use of the service.

For dangerous riding behaviors, such as carrying a passenger or under-age riding, both Service Providers acknowledge a zero-tolerance policy toward these violations and will suspend user accounts upon receiving a report.

Service Provider Responsibility

Under the executed contracts, the Service Providers must address any occurrences of non-compliance within the timeframes specified by the service levels outlined in Table 2. Failure to do so will result in the Service Providers promptly paying the City liquidated damages in the amounts outlined in the contract.

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.
- SMRTCTY Master Plan (2019): Smart City Goals, Focus on Mobility recommends that the City support mobility that provides freedom of movement, active transportation, and future oriented multimodal with integrated technologies improving access and choice.
- 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.

Engagement and Consultation

During the planning phase of the Program's parking locations, staff engaged with representatives from five BIAs across the city, who provided feedback on behalf of local business owners.

For the 2025 season, City staff and the Service Providers will host community outreach events across Mississauga. These will include setting up booths at community rides, organizing pop-up booths, and attending local events. The goal of these activities is to educate the public on topics such as how to ride, the parking model, safety guidelines, and overall program awareness. During the engagement process with BIAs, the representatives also expressed their interest in connecting with the Service Providers and inviting them to attend local BIA events.

Staff are collaborating with the Peel District School Board and the Dufferin-Peel Catholic District School Board to launch an educational campaign on safe e-scooter use, targeting school-aged children and their parents. A key aim of this campaign is to educate families on the minimum legal age for e-scooter operators; an individual must be at least 16 years of age to use an e-scooter in Ontario. As part of this initiative, both physical and digital educational materials will be distributed to schools and parents in Mississauga. A safety presentation will also be delivered to the Parent Involvement Committees at both school boards.

Financial Impact

There are no financial impacts resulting from the recommendations in this report. The Program will continue to operate as revenue-neutral in 2025 and throughout the contract period.

Conclusion

The 2024 season of the Shared Micro-mobility Program achieved significant ridership, attracting nearly 45,419 unique riders who completed 120,752 trips. Notably, approximately 9% of these riders were repeat riders who have completed more than 5 trips with a single Service Provider, demonstrating the program's growing adoption as a reliable transportation option. Riders utilized the program to access key destinations across Mississauga, including transit hubs, business districts, and recreational areas; highlighting its role in enhancing connectivity and supporting multi-modal travel.

The introduction of over 100 dedicated parking stations and two types of parking zones for the 2025 season will further improve accessibility, convenience and compliance, ensuring the Program continues to serve as a reliable "first mile" and "last mile" mobility solution for the public.

As the program enters the 2025 season, City staff and the Service Providers remain committed to ongoing community engagement, safety education, and performance monitoring to ensure the Program meets the needs of all riders.



Sam Rogers, MBA, Commissioner of Transportation and Works

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