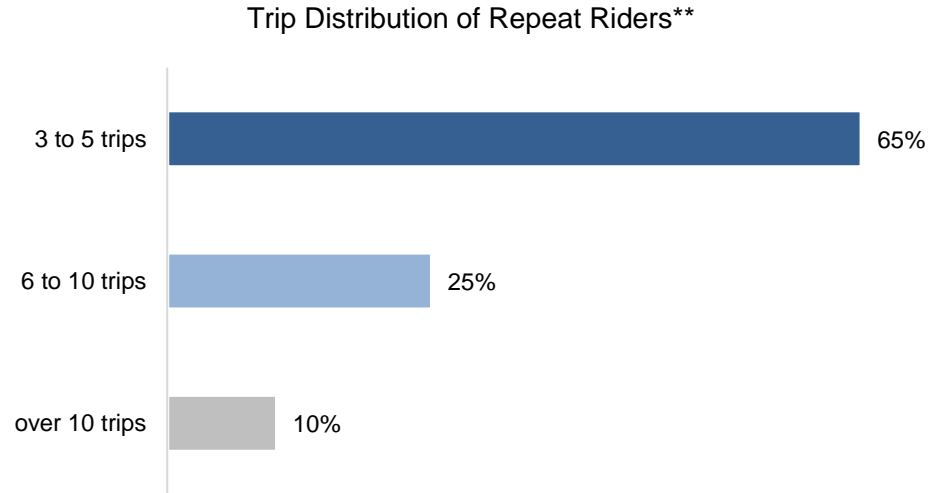
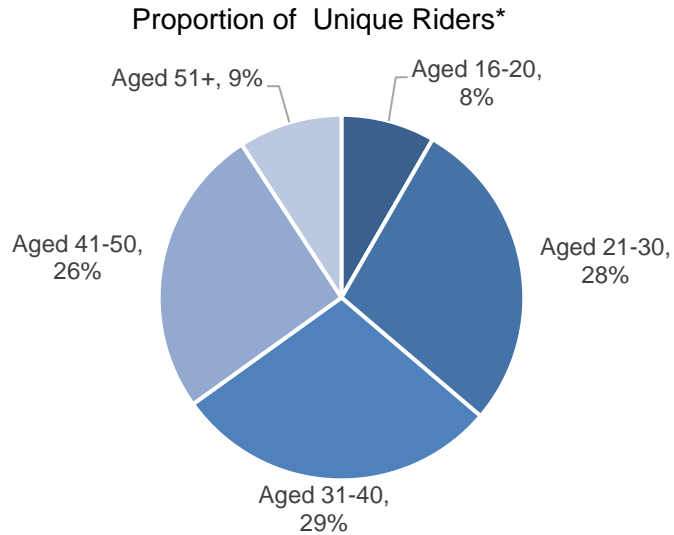


Shared Micro-mobility Program

2025 Season Pre-launch Update
Spring 2025

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.

Parking Model Changes

Parking Stations will be introduced in 2025.



Tier 1:
Bike rack and bike
corral-style stations

Tier 2:
Flex post and line-
marked parking
stations



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

Tier 1 Parking Station



Image 1: Assembled E-scooter and E-bike Corral



Image 2: A rendering of Bike Rack Style Parking Station, with pavement tape and Flex Post

At all parking stations, a combination of both geo-fencing and physical infrastructure is used to ensure rider compliance, when ending their trips.

Tier 2 Parking Station

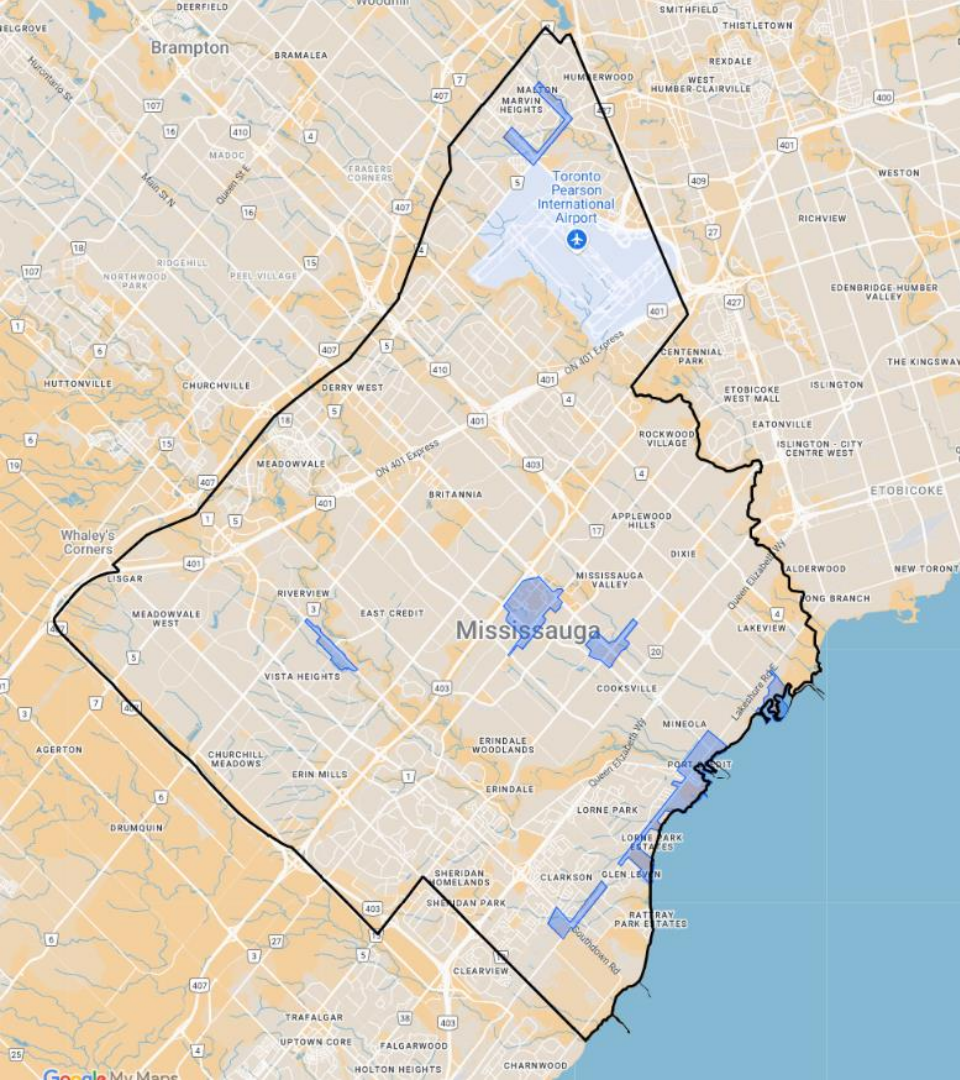


Image 1: Line Marking Style Parking Station



Image 2: Rubber Mat Style Parking Station

The "lock-to" requirement for ending trips will be removed to ensure consistent parking requirements at all parking locations.



Parking Model Changes ^{7.5}

Parking Zones will be introduced in 2025.



Mandated Parking Only Zones:

City Centre, Five Business Improvement Areas, and Lakefront Promenade district have been designated as MPO zones. Users can only return devices to designated physical infrastructure in these zones, ie Tier 1 or Tier 2 parking stations.

Free-floating Zone:

Outside of MPOs, riders will have access to Tier 2 parking stations and have the flexibility to park closer to their final destinations. Service Providers will have preferred parking locations marked in their apps to guide users to end their trips at established locations from the 2024 season.

Legend:

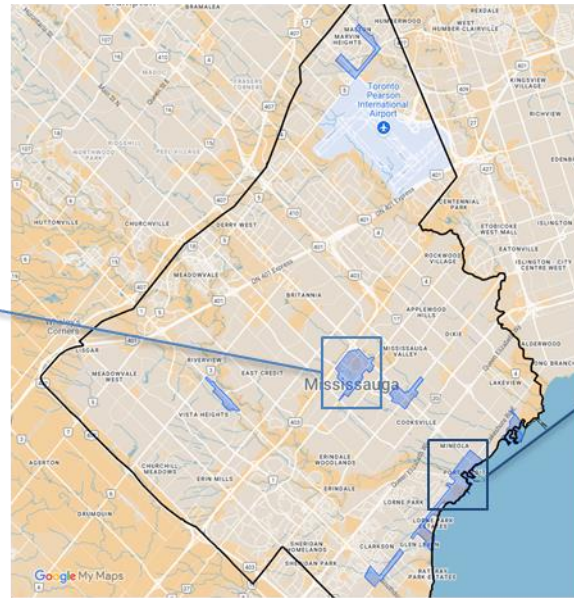
	Mandated Parking Only (MPO) Zone		City Boundary
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Mandated Parking Only (MPO) Zones

Parking stations are provided at optimal density within MPO Zones



City Centre MPO Zone



 Mandated Parking Only (MPO) Zones
 Designated Parking Stations



Port Credit MPO Zone

Service Levels

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

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).

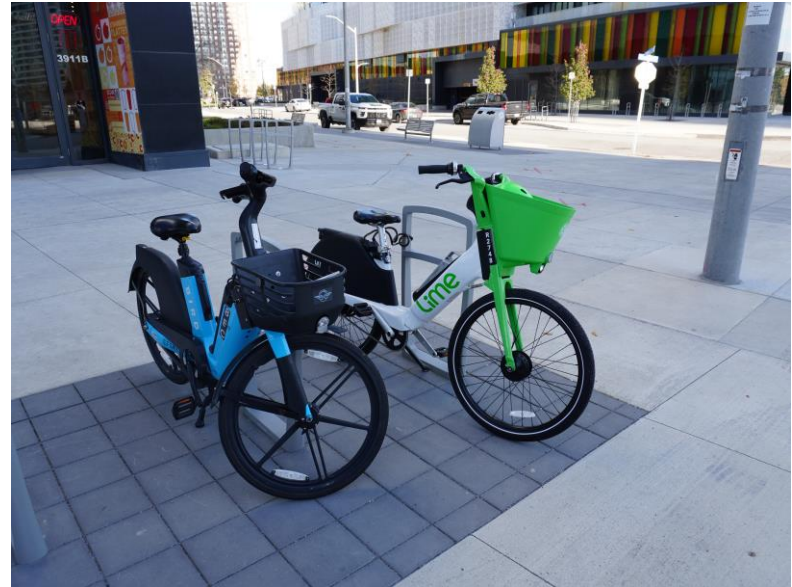
Screenshot: Service Provider Operation Alert

- 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.
- Zero tolerance for dangerous riding behaviour, including double-riding and underage riding.

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
- Measure program achievements using the Monitoring and Evaluation Framework and KPI metrics
- Opportunity to add additional parking stations over time



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

Matthew Sweet, Manager, Active Transportation
matthew.sweet@mississauga.ca

Eric Zhao, Active Transportation Coordinator
eric.zhao@mississauga.ca