

# Shared Micro-mobility Program

2025 Season Pre-launch Update

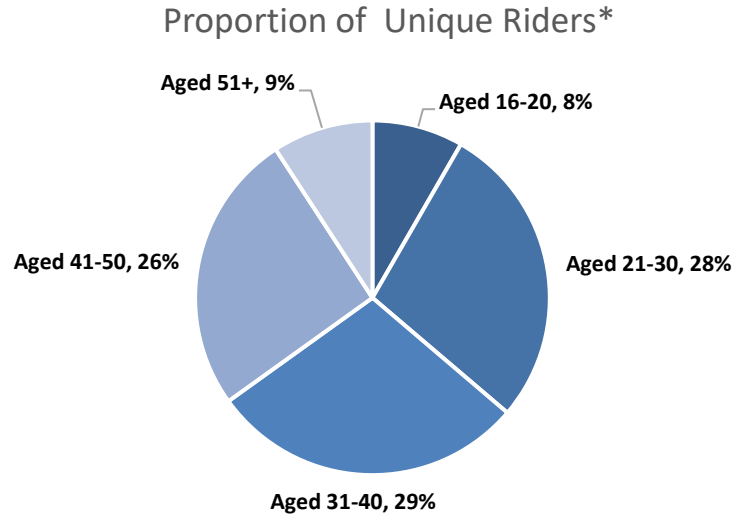
Facility Accessibility Design Subcommittee

March 31, 2025

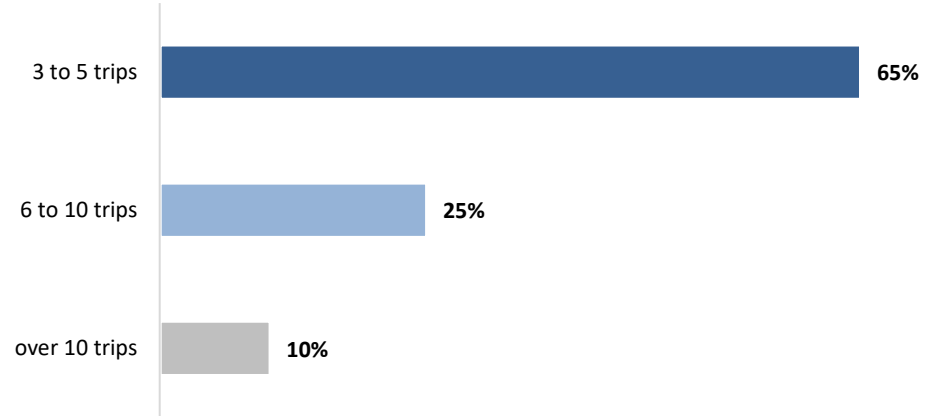
# Agenda

- 2024 Review
  - Rider Profile
  - Origins and Destinations
- 2025 Program Changes
  - Parking Model Changes
- Other Program Details
  - Service Levels
  - Monitoring and Evaluation
  - Education

# Rider Profile Analysis



Trip Distribution of Repeat Riders\*\*



\* Bird Canada data only

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

# Top Origins and Destinations

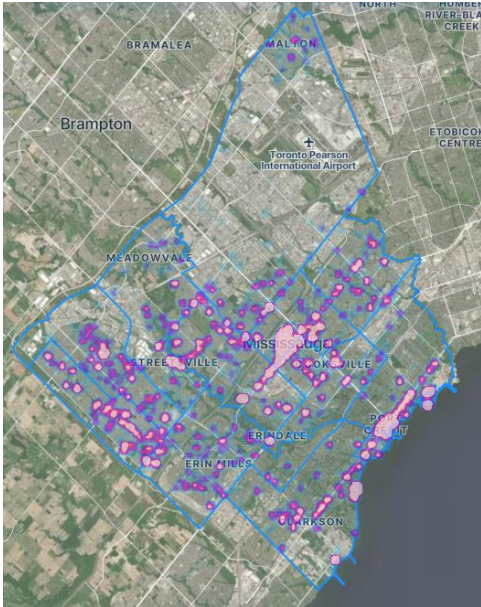


Image Source: Vianova Platform

- 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

A tiered parking station approach will be used.

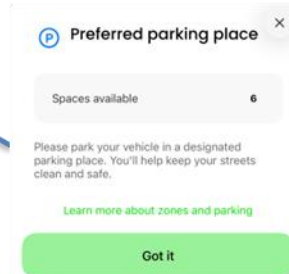


Tier 1:  
Bike rack and bike corral-style  
stations



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.

# 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

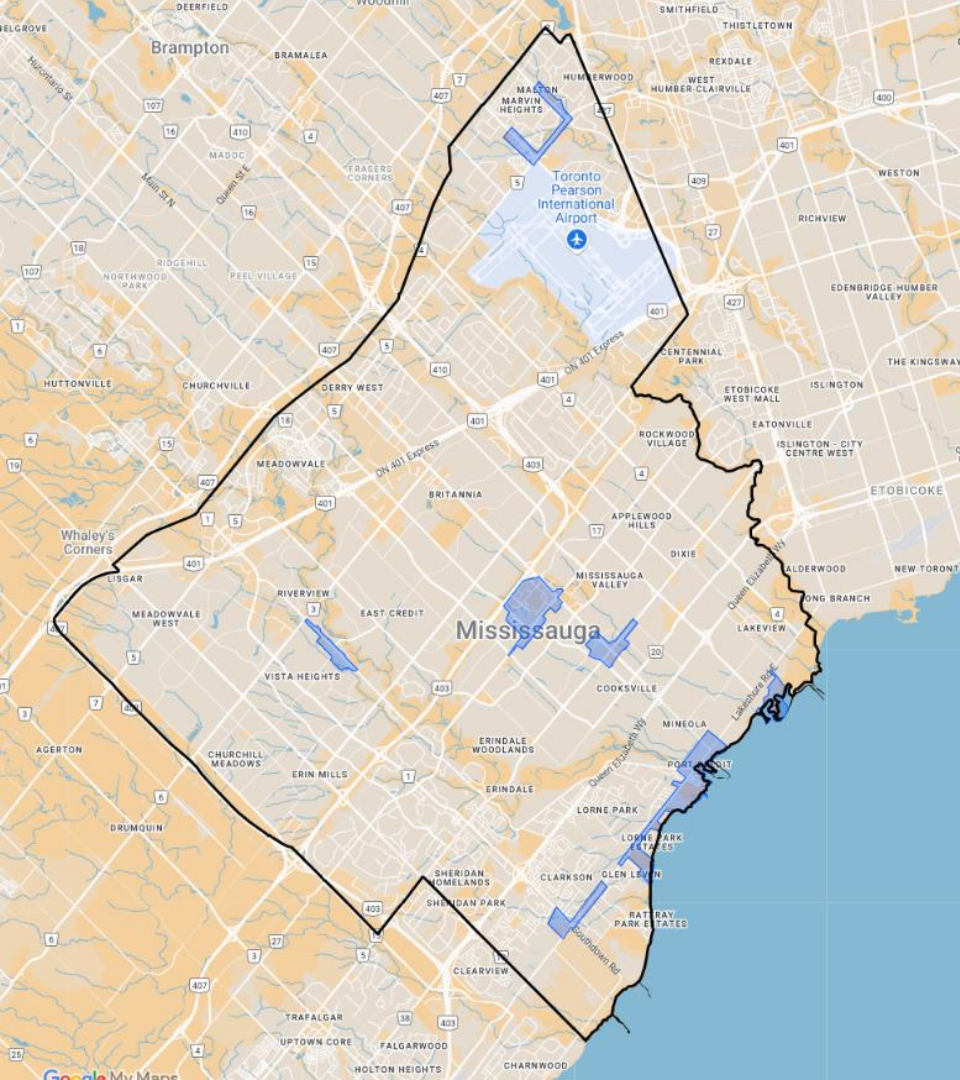


*Image 1: Line Marking Style Parking Location*



*Image 2: Rubber Mat Style Parking Location*





# Mandated Parking Only<sup>5.1</sup> (MPO) Zones

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

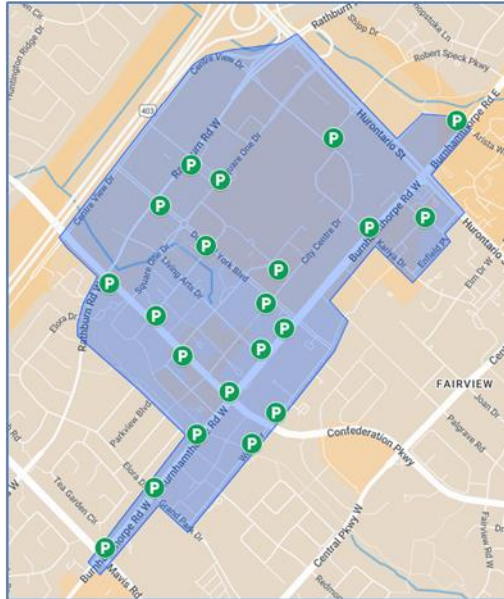
City Centre, Five Business Improvement Areas, and Lakefront Promenade district have been designated as MPO zones.



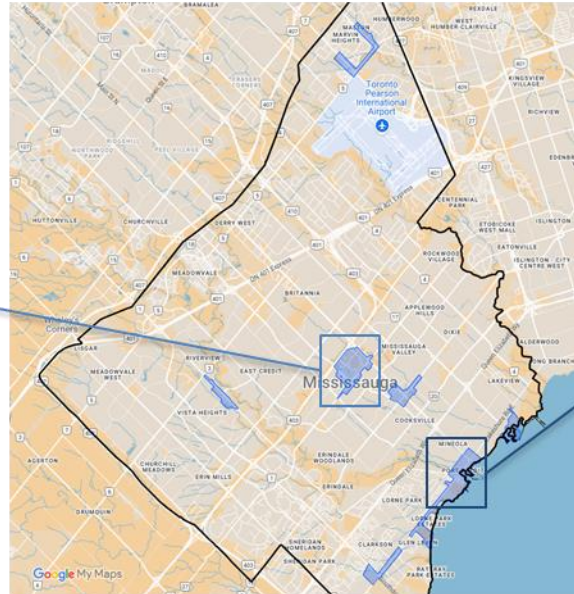


# Mandated Parking Only (MPO) Zones

Parking stations are provided at optimal density within MPO Zones



City Centre MPO Zone



Mandated Parking Only Zones  
P Designated Parking Infrastructure



Port Credit MPO Zone

# Rider Violations



Operator  
Interface

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