

Appendix A – Progress on Shared Micromobility Program Goals

Indicators related to the overall goals of the program were monitored throughout the riding season to support staff on evaluating how the system is performing, and to identify where improvements could be made to support accomplishing the program goals.

Key indicators include:

- **Overall system use.** Close to 173,700 rides were taken, totalling over 288,000 kilometers travelled. According to the monitoring platform used by the Project Team, this year's ridership resulted in up to 9.9 tonnes in carbon dioxide savings (equivalent to approximately 396 mature trees), and up to 22 tonnes in total (equivalent to approximately 880 mature trees).
 - The number of rides is approximately 8.6% lower than in 2023. Ridership was likely higher in the first year of the program due to the novelty of e-scooters and has been observed in other communities.
 - Both the number of regular users/pass holders has increased and the percentage of user reporting using the program for commuting purposes, which is considered more important to the longer-term sustainability of the program.
- **Community impact.** Staff expect improvements in community perception as users become familiar with the service and the rules of the road, and drivers become more accustomed to a new vehicle type.
 - Staff received fewer negative emails about the program in 2024 even as the system service area grew.
 - Neuron issued fewer customer service tickets in 2024. For example, 5.64% of rides were issued a customer service ticket in May 2023 and 2.6% of rides were issued a ticket in May 2024.
 - The City of Waterloo received complaints from the Uptown Waterloo Business Improvement Area (BIA) regarding late night issues (e.g. stations overcapacity and anecdotal reports of the use of the program by intoxicated riders), and select stations were deactivated as a precautionary measure. Neuron, in collaboration with City staff are working with Neuron on a proposal to manage stations and introduce additional preventive measures that minimize the impacts on other users.
 - There is a [Shared Micromobility Program](#) page on EngageWR to provide the community with general program information and opportunities for engagement, and lists a dedicated program email address to reach the Project Team.
- **Equity.** Equity initiatives will become a greater priority as the program matures.

- Neuron is working toward adding accessible fleet options into the Region's shared micromobility program in 2025 – a priority identified by the Project Team. As a first step, Neuron will introduce upright tricycles and handcycle tricycles (Appendix E). The adaptive vehicles will be owned and maintained by Neuron. Neuron will be testing the service delivery model and integration over the 2025 riding season and collecting data on key metrics. If considered successful, Neuron may consider fuller integration.
- Neuron developed new fare products to provide more affordable options and focused on increasing awareness of their reduced fare products.
- **Cost.** The Region collected approximately \$60,000 in fees from Neuron and had minimal operating expenses and no unanticipated maintenance costs.
 - Region/City staff time required to oversee the pilot met expectations.
 - No additional costs associated with the operation, and maintenance of roads, active transportation facilities, or the shared micromobility system were incurred.
- **Safety/Injuries.** Staff have established partnerships with Waterloo Region Police Services, as well as Public Health and Paramedic Services and have developed a strategy for ongoing monitoring/reporting to inform future years of the project.
 - For both shared and personal e-scooter users, data from Public Health's Epidemiology and Health Analytics Team shows 36 emergency department visits and 2 hospital admissions between April and June 2024, and 17 ambulance trips with transport to hospital from April to November 2024. These represent improvements from 2023 data.
 - There were no reported collisions involving shared e-scooters, and no fatalities were reported related shared e-scooters/e-bikes program.