Appendix B - Neuron Program Operations at Time of Launch:

- **Real-time availability and GPS tracking**. Users register for the service through the Neuron mobile app. The app is used to find and unlock vehicles. The vehicles are equipped with GPS, which allows for detailed statistics on vehicle usage to be collected.
    - o Neuron to roll-out a text message-based booking service within 90 days of the system launch.

- **Launching with both e-bikes and e-scooters**. Neuron will be required to have a minimum of 500 e-bikes and 500 e-scooters ready for deployment 60 days after launch, and will be scaling up the number of vehicles deployed from service launch based on demand.
    - o All vehicles will be equipped with an adjustable helmet and a locking mechanism.
    - o E-bikes are currently permitted on roads and bike lanes, unless otherwise indicated. As a result, the e-assist will be disabled on paved multi-use trails and paths at launch.
    - o E-scooters will be permitted within the Region and Cities on all roads 50 km/hr or less, all roads with bike lanes (regardless of speed limits), on all boulevard multi-use paths, and select paved trails, unless otherwise indicated.

- **Virtual stations only.** At the onset of the program, Neuron users will be required to end their trips at a Neuron station. These will be "virtual stations" only identified through the Neuron mobile app. Neuron will consider identifying stations with decals/paint and the installation of parking structures once they have sufficient operational data to confirm areas of high demand. Any changes to parking policies will be shared publicly.
    - o Region and City staff are working with Neuron to review and approve the network of stations on municipal lands. Preferred station locations include available boulevard/furnishing zones between the roadway and the sidewalk. Stations may also be located in public spaces and on-road in parking spaces.
    - o Neuron will be required to enter into separate agreements for stations on private lands.
    - o Neuron estimates that they would be able to build 150-200 parking stations with a funding commitment of approximately $100,000.

- **Service areas in cores of Cambridge, Kitchener, and Waterloo.** Service areas are zones where Neuron stations are located, i.e. where users can start and end trips. Bikes and e-scooters can be ridden outside of service areas where the vehicle type is permitted. The service areas in year one (i.e. Phase One) will be primarily in the downtown cores of the three cities.
    - o Recommended service areas were identified for the three urban municipalities in the 2020 Feasibility Study (see Appendix D). Staff are working with Neuron to finalize the service areas and approve the station network.

- **To match Grand River Transit (GRT) hours of operations.** Vehicles will be available for use between 5:00am to 1:00AM to align with GRT hours of operation.

- **GRT/ION boarding restrictions.** To conform to GRT's policies for personal micromobility vehicles, Neuron e-scooters will not be allowed onto GRT buses or the ION as they are not foldable e-scooters. Neuron e-bikes will not be permitted onto GRT buses, but will be permitted on the ION if space allows.
    - o It is expected that Neuron users will take a shared vehicle to and/or from a transit stop or station for the "first and last mile" of their journey, ending their Neuron trip before boarding a transit vehicle as they would continue to pay for the service. Neuron will be prioritizing station locations near transit stops and stations to provide a low energy options for transit users to travel to and/or from their stop/station.

- **First year will be seasonal**. Neuron will have 7 days after the end of the Licence Agreement term on October 31 to remove the vehicles from Region and City lands.
    - o Staff will consider winter service in later years of the program.

- **Controls through Geofencing.** Staff can set vehicle restrictions using GPS perimeters, i.e. geofences (accurate within 10 cm with over 95% confidence). Neuron and the Project Team have established riding policies and procedures that will be uploaded to the vehicles when the system is launched. Neuron has commitment to physically inspect geofences for accuracy. Recognizing that issues may arise throughout the riding season, Neuron is required to update policies as identified by the Project Team.
    - o **Slow zones** will be used to moderate e-scooter speed within areas permitted within the Traffic and Parking Bylaw update. An example of a slow zone includes multi-use trails with high pedestrian volume, such as the Iron Horse and Spur Line trails. This is intended to avoid high-speed

collisions between riders and pedestrians, a concern identified through consultation with Region and municipal advisory committees.

- o **No ride zones** can be applied to both bikes and e-scooters. An example of a no ride zone includes the ION corridor.

- **Neuron Safety Ambassadors to proactively detect and mitigate risks relating to non-compliant behaviour.** Neuron has committed to a 15-minute response time for the emergency retrieval of vehicles and a 30-minute response time for non-emergencies.

  - o Region and City staff may dispatch staff for a vehicle removal if Neuron does not respond by the time permitted in the Licence Agreement and withdraw liquidated damages from Neuron's refundable deposit.

- **Customer Service Available 24/7/365**. Neuron's public feedback channels include a dedicated hotline, email, webform, and social media (Facebook and Instagram). Neuron users will have access to an in-app chat.

  - o E-scooters will include a "Scan to Report" feature which allows the general public to scan the QR code on a misparked scooter and report within three clicks without having to download the app or communicate with customer service.

- **Monthly community engagement events.** Neuron ScootSafe events will be held monthly throughout the riding season by Neuron's Waterloo Region Manager and local team. General ScootSafe events educate new and existing users on safety best practices and local regulations. ScootSafe events are held in prominent, highly-visible locations to attract attendees. Neuron also conducts themed ScootSafe events, such as Helmet Safety Awareness Week. Neuron will conduct at least one event a month with all local stakeholders such as BIAs and community groups.

- **Concession pricing available.** Neuron to offer a corporate pass, as well as low income and student pricing.

- **Monitoring and Evaluation.** Staff have prepared a monitoring plan that will verify whether Neuron is meeting the performance requirements set in the RFP and operator service agreement. Areas of focus for operator evaluation include customer service and communications, safety and compliance, maintenance and repair, rebalancing, and the mobile app. Separate indicators have been developed in regards to the broader goals for the program discussed in Report TES-TRS-2207 that will allow the Project Team to assess the success of the program apart from Neuron's performance and consider external factors that may impact the program. Areas of focus for overall program evaluation include overall

system use, community impact, equity, cost to Region/Cities, and safety/critical incidents.

- o In addition to operator data, other data sources to include community survey(s), Waterloo Region Police Services, Grand River Hospital, Waterloo Region Municipalities Insurance Pool, etc.

- **Compatible with Mobility Manager Dashboard.** Staff have purchased a subscription to Populus, a mobility manager service. The online dashboard brings together datasets from disparate sources together into a unified view, and will enable the management/administration and monitoring of operator data by multiple partners. Key Populus features include:
  - o Mobility operator data validation, anonymization, and secure storage
  - o Live map for real-time vehicle monitoring
  - o Creation and digitally communication of new policies to mobility operators, e.g. "slow" and "no ride" zones
  - o Monitoring of preferred/restricted parking areas, equity zones, and vehicle caps
  - o Route (GPS trip trace) analysis for planning

- **Public GBFS feed.** GRT will be able to publish a link to Neuron's General Bikeshare Feed Specification feed. This will give public access to real-time vehicle data which can be integrated into third-party apps.

- **Length of Agreement.** The Licence Agreement is a one-year contract, with opportunity for a direct renewal for subsequent years.

- **Insurance/Liability.** The operator will maintain general liability insurance. Coverage shall consist of a comprehensive policy of public liability and property damage insurance. The Region and Cities are indemnified against all claims, demands, loss, costs, damages, actions, suits, adjusters fees, or other proceedings.