

Appendix A – Progress on Shared Micromobility Program Goals

The Region and Cities of Cambridge, Kitchener, and Waterloo entered into a joint Licence Agreement with Neuron Mobility in 2023 to launch a shared system that includes e-bikes and e-scooters. Shared program operations began in mid-April and ended in late October. 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. Neuron's first year of operations will be used as a baseline to evaluate future years of the program.

Key indicators include:

- **Overall system use.** Over 190,000 rides were taken, totalling over 360,000 kilometers travelled. Staff expect to see the number of trips increase as the program continues to mature and the service area expands.
 - For comparison, approximately 4,600 trips were taken during the Dropbike pedal bike pilot in 2019.
 - According to the monitoring platform used by the Project Team, this year's ridership resulted in up to 12 tonnes in carbon dioxide savings, which is equivalent to 192 mature trees.
 - Based on Neuron's user survey, approximately 20% of respondents used a Neuron vehicle to connect to transit for their most recent trip. According to Neuron's analysis, 37% of all trips started/ended at transit stops and stations, which is higher than the industry average. Based on the North American Bikeshare and Scootershare Association's 2022 State of the Industry report, 23% of all shared micromobility trips were for the purpose of connecting to transit.
- **Community impact.** Staff expect improvements in community perception as users become familiar with the service and the rules of road, and drivers become more accustomed to a new vehicle type.
 - The Region's Corporate Contact Center received 56 calls/face-to-face inquiries related to the program. No inquiries were made after August 2023.
 - 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.
 - According to the Region's end-of-season survey on EngageWR, 38.6% of respondents were satisfied with the program, 35.1% of respondents were

dissatisfied, and 26.6% were neutral. 51.5% of respondents believe the program helps make the Cities better.

- Survey respondents that used a shared e-bike/e-scooter were found to be in greater support of the program than non-users. Their top recommendations for improvement included expanding the service area, less restrictions on where users can ride/park, and investments in physical infrastructure (e.g. signage, parking mats, etc.) The Project Team worked on expanding the service area beyond the initial service area. See Appendix B for the growth of the 2023 service area.
 - The Project Team will work with Neuron on planning for further expansion over the winter.
 - Staff are working with City partners to identify locations to deploy dedicated parking infrastructure, such as parking mats and corrals.
- The primary reasons survey respondents gave for not using the program included safety concerns and preferring to use their own vehicle. Their top recommendations for improvement included better enforcement of riding rules and parking, more education/resources on the rules of the road and etiquette, and more restrictions on where people can ride/park.
 - Project Team members will have exploratory discussions on coordinating campaign(s) on e-scooter etiquette and/or rules of the road in the upcoming months.
- **Equity.** 62 students took advantage of the student pass, but no riders applied to access Neuron's pass for low-income individuals, which suggests the Region and Cities should work with Neuron to increase awareness of the pass and/or look for ways to reduce barriers to accessing the pass.
 - Staff have had initial conversations with Neuron about integrating adaptive vehicles into the fleet, and will continue to investigate potential approaches in 2024. Neuron currently does not have any adaptive vehicles deployed in Canada.
- **Cost.** The Region collected close to \$62,200 in fees from Neuron and had minimal operating expenses and no unanticipated maintenance costs.
 - The Project Team was not required to withdraw liquidated damages for non-compliances with the Licence Agreement from Neuron's refundable deposit.
 - 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.
 - A report from Public Health's Epidemiology and Health Analytics Team shows 28 emergency vehicle responses for both personal and shared e-scooter related injuries in 2023 (reporting period ending Aug 31 2023). In comparison, there were 56 emergency vehicle responses for personal pedal bike related injuries during this time. This data is not currently available for e-bikes.
 - No fatalities were reported related shared e-scooters/e-bikes program.