



**Report**  
**Staff Report**  
 The Corporation of the City of Brampton  
 4/7/2025

**Date:** 2025-02-20

**Subject:** Shared E-scooter Pilot Program – 2024 Season Review

**Contact:** Sara Cullen, Transportation Planner, Integrated City Planning

**Report number:** Planning, Bld & Growth Mgt-2025-162

**RECOMMENDATIONS:**

1. That the report from Sara Cullen, Transportation Planner, Integrated City Planning to the Planning and Development Committee Meeting of April 7<sup>th</sup>, 2025, re: **Shared E-scooter Pilot Program – 2024 Season Review**, be received.

**OVERVIEW:**

- This report provides a summary of the Shared E-scooter Pilot Program’s second season, provides a comparison to the inaugural 2023 season, and identifies successes and challenges after two full operating seasons.
- The second season of the Pilot Program ran from May 1, 2024 to November 30, 2024, and yielded the following key metrics:
  - 67,000 riders
  - 150,000 trips in Brampton using shared e-scooters.
  - 2 kilometres, average trip length
  - 13 minutes, average trip duration
  - 705 shared e-scooters deployed per day, on average
- Estimated CO<sup>2</sup> savings since 2023 (inaugural season launch of shared e-scooters in Brampton) range from 24 to 50 metric tonnes, contributing to the City’s goal to reduce greenhouse gas emissions.
- Shared e-scooter operators employed a hybrid parking model, using both designated parking and free-floating parking, and reported positive results and rider compliance.
- The City of Brampton will resume the Pilot Program in March 2025 with a continued commitment to active transportation projects that build safe, connected and sustainable communities for all.
- There is no financial impact resulting from receipt of this information report.

**BACKGROUND:**

At its February 2<sup>nd</sup>, 2022 meeting, Committee of Council directed staff to proceed with a pilot project to implement and subsequently assess the uptake and impact of a shared electric kick-style scooter (e-scooter) system. As part of the provincial e-scooter pilot program launched in January 2020, a request for proposal process was used to select three companies to operate shared e-scooters in Brampton under a two-year contract (with optional renewal): Neuron Mobility Limited, Bird Canada Incorporated, and SCOOTY Mobility.

The City's Shared E-scooter Pilot Program aligns with the principles guiding the Brampton Mobility Plan update, which are informed by Brampton's 2040 Vision to become "a mosaic of safe, integrated transportation choices and new modes, contributing to civic sustainability, and emphasizing walking, cycling, and transit."

The Pilot Program supports mobility and accessibility, addresses transportation equity, provides a sustainable travel option, and places Brampton in a position to leverage new technology and adapt to new ways of travelling.

In August 2024, the Ontario Ministry of Transportation (MTO) announced a proposal to extend the e-scooter pilot program for an additional 5 years – until November 27<sup>th</sup>, 2029 – providing time for continued data collection and participation from new municipalities. City staff provided feedback about the pilot in a letter of support to the Ministry following this proposal. The extension of the pilot program was approved in October 2024.

In line with this update, the City renewed current operator contracts in Brampton for one year, until November 2025. Following this, staff will complete a formal evaluation of the pilot and make a recommendation to Council about the future of e-scooters in Brampton for the remaining duration of the pilot program period.

The [first season](#) of the City's Shared E-scooter Pilot Program launched on April 3<sup>rd</sup>, 2023, followed by the second season launch on May 1<sup>st</sup>, 2024. This report provides a summary of the second season program performance, challenges addressed, and next steps for the extension of the Pilot Program into a third season.

**CURRENT SITUATION:**

The second season of the Pilot Program ran from May 1, 2024 to November 30, 2024. During this time, 67,172 riders took 150,310 e-scooter trips in Brampton, with an average trip length of 2.14km and an average trip duration of 13.3 minutes. The three operators (Bird, Neuron and SCOOTY) collectively deployed an average of 705 e-scooters per day.

In comparison with the first season of the pilot, 2024 saw 25 percent fewer trips (see Attachment 1 for a summary of monthly trip statistics). This is an expected trend, as e-

scooter usage and travel patterns have been shown to lower and then stabilize after the introduction of a shared e-scooter systems in other cities.

Popular locations to start or end trips reported by operators include downtown Brampton, Professor's Lake, Chinguacousy Park, Sheridan College, GO stations, and Brampton Transit terminals.

Operator surveys of riders found that some residents are choosing to use e-scooters for trips they otherwise would have made by car or rideshare, and that e-scooters are being used in combination with public transit. Supporting the connection to public transit, one operator found that 69 per cent of their rides this season started or ended within 100 metres of a transit station. Estimated CO<sup>2</sup> savings since 2023 range from 24 to 50 metric tonnes. These findings indicate that e-scooters are providing a more sustainable travel option for residents and are filling gaps in our transportation network, contributing to the City of Brampton's goal to reduce greenhouse gas emissions by 30 per cent by 2030, as established in the Brampton Grow Green Environmental Master Plan.

To support the use of e-scooters in Brampton, the City continued to prioritize the creation of a connected active transportation network in 2024. 2024 operator data shows that e-scooters riders make frequent use of current cycling facilities, with 17 per cent of total rides taking place on five roads with bike lanes alone (Central Park Drive, Vodden Street E, Howden Boulevard, North Park Drive and Charolais Boulevard) and 60 per cent of trips starting or ending within 500 metres of the same corridors. Additions to the cycling network create safer and more accessible routes, reduce the potential for conflict with motor vehicles, and encourage the use of micromobility options

## **Parking**

Following a trial of parking models in the 2023 season, staff directed operators to deploy an updated hybrid parking model for vehicles in 2024. The "lock-to" parking model, which requires a rider to lock their parked vehicle to a piece of street furniture or bike rack, was no longer required in the city in 2024. To prevent e-scooters from being parked on private property or in a way that obstructs the pedestrian pathway, operators used a combination of designated parking corrals and free-floating parking under the hybrid parking model in 2024.

Areas with high pedestrian traffic and high e-scooter demand, in addition to some transit terminals and stops, used designated virtual parking corrals to prevent vehicles from being mis-parked or left in the public right-of-way. Outside of these areas, riders could park e-scooters at a location of their choosing, promoting greater connectivity to services and public transit in less dense portions of the city.

All operators reported decreases in the number of improperly-parked-scooter complaints through their customer service channels and an increase in parking compliance through end-of-trip audits in 2024, indicating the success of the hybrid

parking model. The hybrid parking model will be used again during the 2025 season and staff will work with operators to expand designated parking areas based on public feedback and end-of-trip data.

### **Program Management**

In September 2024, a request for proposal process was launched to select a third-party data management software solution to compile operational data from all three e-scooter companies. This type of software solution will make it easier for staff to monitor program compliance and gather data about e-scooter use in Brampton. This procurement process was finalized in February 2025 and the selected software will be configured in preparation for the third season of the pilot.

### **Program Evaluation**

The City is extending current operator contracts in Brampton for one year, until November 2025. During this season, staff create a framework to formally evaluate the Pilot Program and the current operators. Following the completion of the 2025 season, staff will complete a formal evaluation of the pilot and make a recommendation to Council about the future of e-scooters in Brampton for the remaining duration of the provincial pilot program period.

In alignment with goals of the Active Transportation Master Plan (ATMP) and the principles of the soon-to-be completed Transportation Master Plan update (Brampton Mobility Plan), the evaluation of the Pilot Project will seek to assess how operator management and the use of shared e-scooters contribute to:

- accessibility and mobility
- community engagement and collaboration
- environmental sustainability
- public health and safety
- technology and innovation
- transportation equity

### **Public Response**

Identical to the first season of the pilot, members of the public were able to contact the City with questions or concerns about the pilot through a staff-monitored inbox ([escooters@brampton.ca](mailto:escooters@brampton.ca)) or via 311. While the three operators are contractually required to address reported issues with their vehicles, staff and members of the Service Brampton team triage reports from the public as needed and record public feedback.

In 2024, 311 received 229 service requests (SRs) related to e-scooters, categorized as reports of “*Litter, Debris, and Obstruction*” or “*Parking Infraction – Sidewalk*”. E-scooter-related SRs made up 3 per cent of requests in these two categories combined (see Attachment 2). This is a significant decrease from the first season of the pilot, where e-scooter-related SRs made up 11 per cent of the same categories.

Considering the number of trips this season, 0.002 SRs were generated per trip (see Attachment 2). The same trip to SR ratio was measured in the first season of the pilot.

This year, the staff-monitored inbox received 17 emails about the Pilot Program. This is a significant decrease from 2023, where staff received 77 emails from residents, demonstrating that residents are adjusting to the presence of the shared e-scooter system in Brampton.

## **Partnerships**

### Toronto Metropolitan University

As part of the Pilot Program evaluation, the City established a partnership with Toronto Metropolitan University (TMU) professor Dr. Raktim Mitra to assist with his research on suburban shared e-scooter programs during our 2023 and 2024 seasons.

The City intends to continue working with TMU and Dr. Mitra during the 2025 season, partnering on a Social Sciences and Humanities Research Council (SSHRC) grant application for research on discounted monthly e-scooter passes and planning for a third summer intern.

The City directly benefits from this continued partnership and gains critical insights that will inform the evaluation of the Pilot Program and future shared e-scooter policy.

### Transportation Association of Canada

In 2023, the City of Brampton was one of 16 municipalities and agencies that partnered with the Transportation Association of Canada (TAC) to collaboratively study shared micromobility services in Canadian communities.

This project aims to synthesize and document the experiences of Canadian agencies as a resource for those studying, planning, implementing, or managing shared micromobility services. The study will communicate lessons learned by Canadian stakeholders about the various types of shared micromobility services, their roles within the growing spectrum of mobility options, the key opportunities that exist for each, and their potential to make transportation systems more efficient, effective, equitable, safe, and sustainable.

The report was completed in 2024 and published on the TAC [website](#) in February 2025.

## **MTO Reporting**

The City participated in MTO-led meetings with other municipalities participating in the pilot and will submit a summary of the 2024 season data and feedback to the Ministry in March 2025.

As part of the provincial e-scooter pilot, the City tracks collision, injury and offence data related to the use of e-scooters and reports this to MTO. The City obtains related data from Peel Regional Police, Peel Public Health and Brampton By-Law Enforcement. As

of 2024, no vehicle classification exists for e-scooters, meaning that reporting may not be entirely accurate or complete. MTO is aware of this issue and has created new classifications that will be available for use in 2025.

### **Next Steps**

The following is a summary of action items and/or milestones anticipated in the lead up to the third season in March 2025:

- Circulate the 2025 season launch date.
- Develop the 2025 implementation plan with operators and stakeholders.
- Develop an evaluation framework to assess the Pilot Program at the end of its third season.
- Configure a micromobility data management service to support municipal data collection and program compliance.
- Hire a TMU summer intern.
- Continue to work with operators and partners to improve program operations.

### **CORPORATE IMPLICATIONS:**

#### **Financial Implications:**

There is no financial impact resulting from receipt of this information report.

#### **Other Implications:**

There are no other implications.

### **STRATEGIC FOCUS AREA:**

The **Shared E-scooter Pilot Program** supports and furthers the following Strategic Focus Areas by providing a sustainable and accessible transportation option:

- **Health & Well-being:** Focusing on citizens' belonging, health, wellness, and safety.
- **Transit & Connectivity:** Focusing on transportation and a connected infrastructure that is safe, convenient, efficient, and sustainable.
- **Growing Urban Centres & Neighbourhoods:** Focusing on an economy that thrives with communities that are strong and connected.
- **Environmental Resilience & Sustainability:** Focusing on nurturing and protecting our environment for a sustainable future.

**CONCLUSION:**

The Shared E-scooter Pilot Program had a second successful season in Brampton, demonstrating strong ridership and operator collaboration. As the program matures, it is clear that residents continue to choose shared e-scooters as a means to get around, advancing the City of Brampton's goal to become a sustainable and connected city.

Operator survey results and trip patterns demonstrate that shared e-scooters may be acting as a valuable connection to public transport, making the transportation network more complete. This use of shared e-scooters is a priority for the City, and staff will continue to collect data and work with operators on this use case in the coming season.

The Shared E-scooter Pilot Program will resume in March 2025. Staff will continue to monitor program data and public responses to the pilot, culminating in an evaluation of the Pilot Program at the end of 2025. Active transportation projects that build safe, connected and sustainable communities for all, remains a City priority.

Authored by:

Reviewed by:

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Sara Cullen  
Transportation Planner  
Integrated City Planning

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Henrik Zbogar. RPP, MCIP  
Director  
Integrated City Planning

Approved by:

Approved by:

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Steve Ganesh, RPP, MCIP  
Commissioner  
Planning, Building & Growth  
Management

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Marlon Kallideen  
Chief Administrative Officer

**Attachments:**

- Attachment 1 – Shared E-scooter Monthly Trip Statistics
- Attachment 2 – Summary of 311 Service Requests (SRs) Related to the Pilot Program