

Shared E-scooter Pilot Program Update

Planning and Development Committee Meeting

Fernanda Soares

Integrated City Planning,
Planning, Building & Growth Management

April 22, 2024



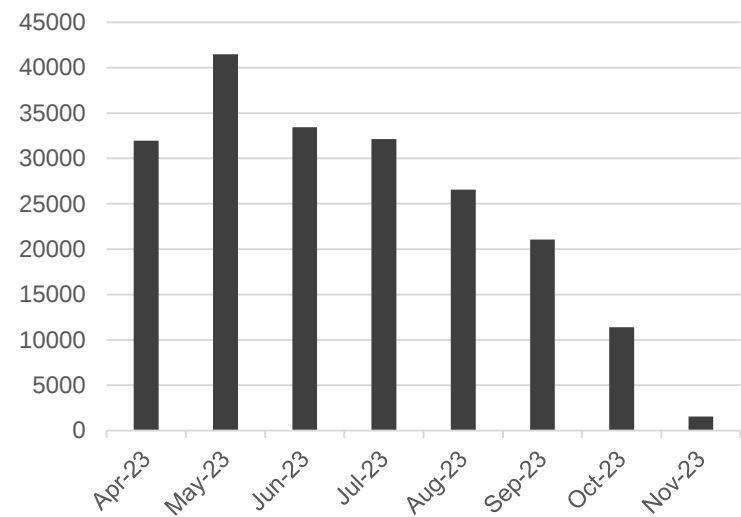
OVERVIEW OF THE 2023 SEASON

- April 3 to November 12, 2023
- 3 operators: Bird, Neuron, and Scooty
- Approximately 200,000 trips
- 110,000 users
- 750 e-scooters on average deployed per day
- 415,000 kilometres travelled
- Average trip length was 2.12 kilometres and average trip duration was 15 minutes
- Estimated CO2 savings ranged from 10 to 14 tons-CO2eq.

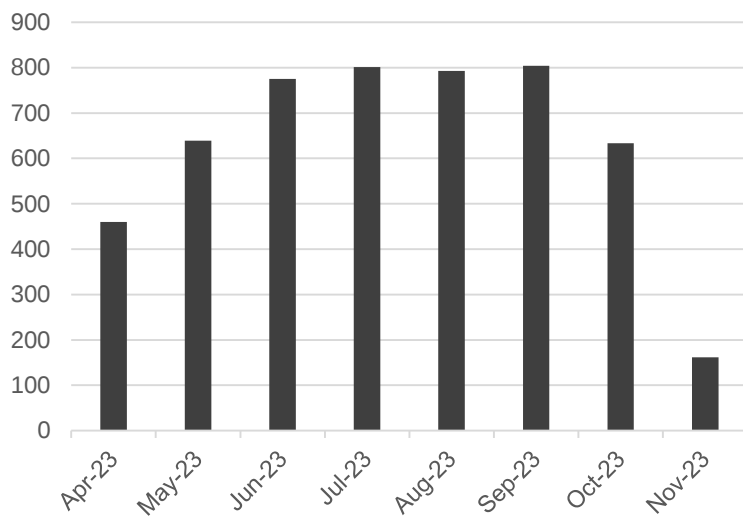


Shared Electric Scooter Monthly Performance Statistics

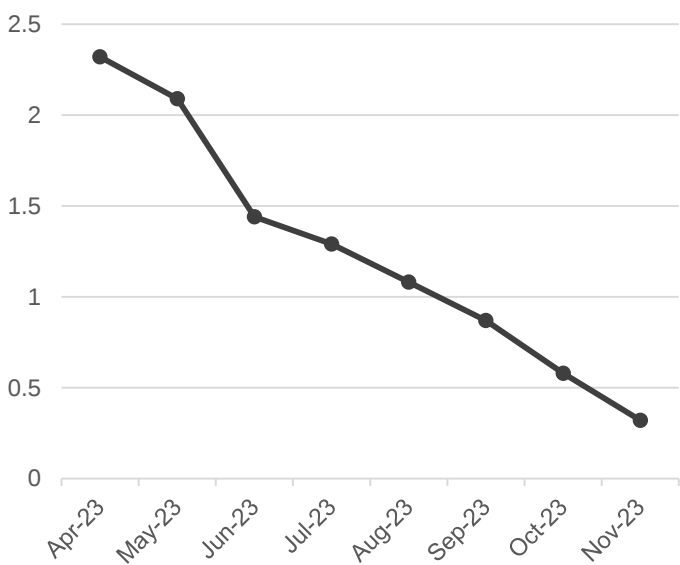
Trips per month



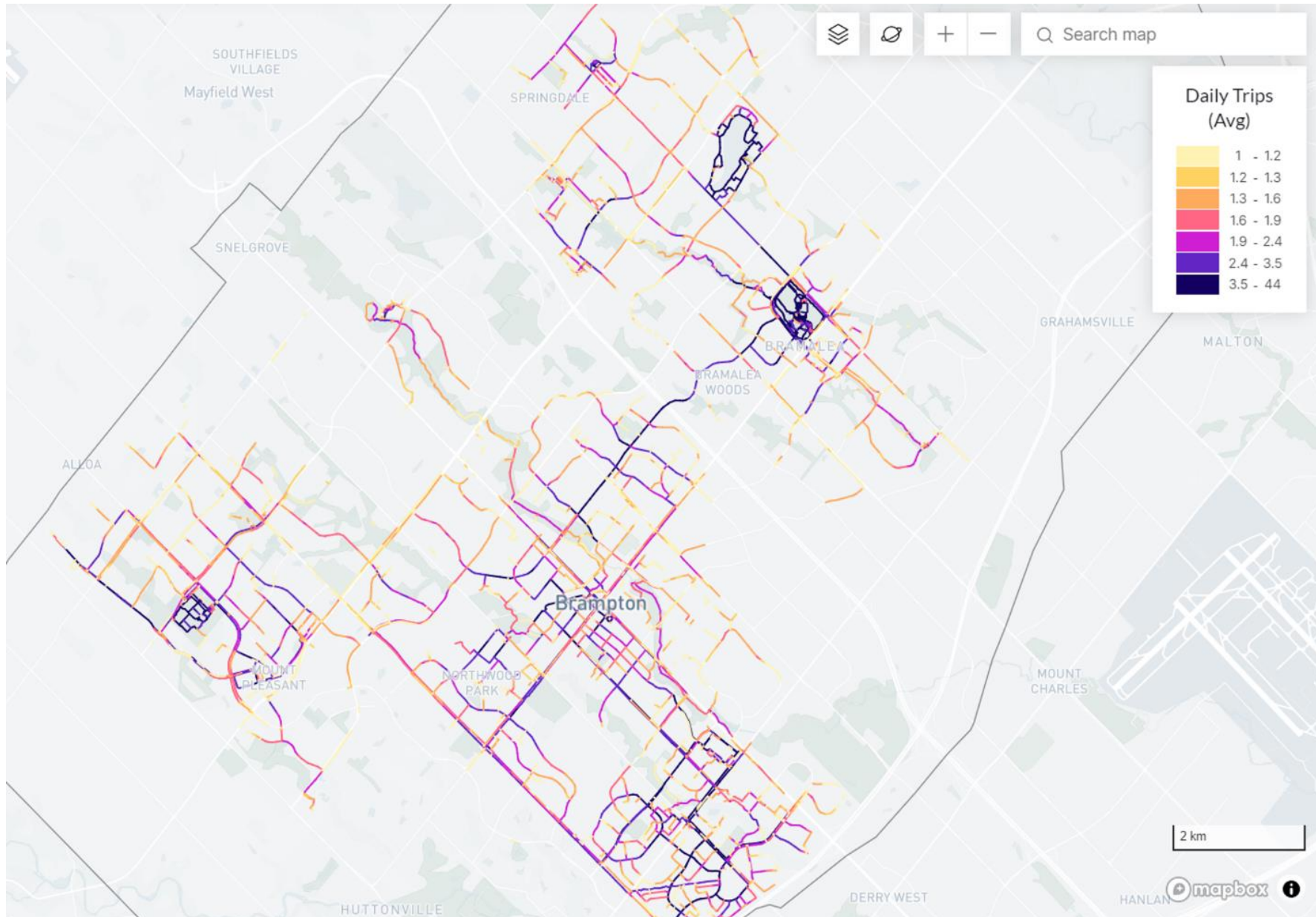
Total vehicles per month



Utilization per month



Most Travelled Routes by E-scooters



Summary of 311 calls related to the Shared Pilot Program

CRM Call Details Relating to E-scooter Inquiries from April 2023 to November 12th, 2023

Month	# of E-scooter SRs Relating to Litter, Debris and Obstruction	% of E-scooter SRs to Overall Count for Litter, Debris and Obstruction	# of E-scooter SRs Relating to Parking Infraction-Sidewalk	% of E-scooter SRs Relating to Parking Infraction-Sidewalk	Total # Monthly E-scooter SRs Counts	Total % Monthly E-scooter SRs Counts
April	54	30%	13	7%	67	18%
May	45	25%	6	3%	51	14%
June	23	13%	38	20%	61	16%
July	20	11%	76	40%	96	26%
August	10	6%	19	10%	29	8%
September	8	4%	4	2%	12	3%
October	17	9%	0	0%	17	5%
November (1st to 12th)	4	2%	0	0%	4	1%
Total	181	13%	156	10%	337	11%

* E-scooter inquiries is a defined search relating to escooters

Month	Total # trips	Total # Monthly E-scooter SRs Counts	SRs / trip
April	31,952	67	0.002
May	41,483	51	0.001
June	33,426	61	0.002
July	32,122	96	0.003
August	26,557	29	0.001
September	21,068	12	0.001
October	11,405	17	0.001
November (1st to 12th)	1,558	4	0.003
Total	199,571	337	Average 0.002

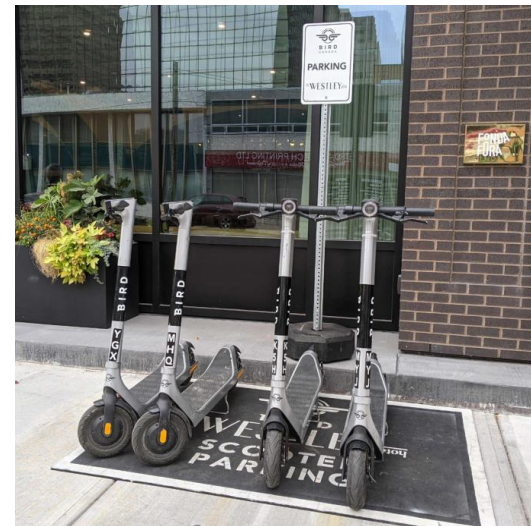
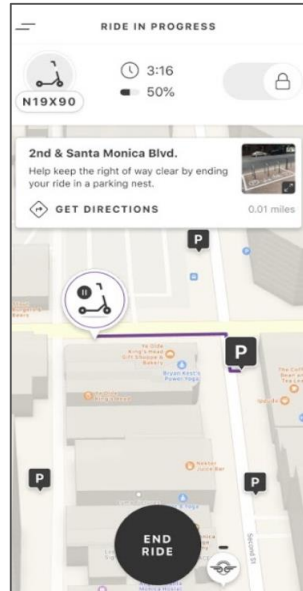
TAKEAWAYS FROM 2023

- Lock-to parking model – low compliance rate (60%)
- Parking trial compliance rates: 95% for free-flow parking, 97% for designated parking
- 311 calls: 337 calls (11% of all service requests related to “Litter, Debris, and Obstruction” and “Sidewalk Parking Infraction” attributed to shared e-scooters)
- Very low rate of calls/complaints per number of trips (0.002)
- Emails: 20% were positive feedback, reporting personal experiences or seeking information
- Survey conducted by one of the operators: 40% of users reported using e-scooters mostly to connect to public transit.

2024 Parking Model

Hybrid parking model will be introduced:

- High pedestrian traffic areas: designated virtual parking corrals
- Less congested areas: a free-floating parking model



2024 NEXT STEPS

- Determine the 2024 Season launch date (suggestion: May 1st)
- Report back to the Ministry of Transportation
- Retain a micromobility data management service to support fleet services and operations compliance
- Hire a TMU summer intern through the Mitacs program
- Continue to work with operators and partners to improve the assessment and evaluation of the program.

The background image shows a city street scene. On the left, there is a bus stop shelter with a red roof and glass panels. The word "Wellington" is visible on the top of the shelter. A person is standing near the bus stop. In the background, there is a large, multi-story building with a curved facade and many windows. To the right of the main building, there is a tall, narrow structure with a clock face near the top. The entire image is overlaid with a semi-transparent blue filter.

Thank you!

