

Committee of the Whole (2) Report

DATE: Tuesday, April 14, 2026

WARD(S): ALL

TITLE: SHARED MICROMOBILITY (E-BIKES AND E-SCOOTERS)
PILOT UPDATE

FROM:

Vince Musacchio, Deputy City Manager, Planning and Infrastructure Development

ACTION: FOR INFORMATION

Purpose

To provide an update on the performance of the Shared Micromobility Pilot Program following the completion of Phase 1, which was implemented from June to October 2025. This includes key insights from a detailed analysis of trip patterns and a summary of public feedback received through engagement and user surveys. It also outlines actions staff have taken to response to operational issues and proposes improvements for the upcoming season.

Report Highlights

- The pilot delivered strong early uptake and demonstrated clear potential to reduce short- distance car trips and strengthen first- and last- mile transit connections.
- Community engagement showed broad awareness and interest in the program, while also identifying early issues related to parking and user behavior.
- Staff implemented meaningful operational adjustments, including improved parking infrastructure, expanded monitoring, and safety-focused changes, which contributed to improved user compliance over the season.
- For the next operational year, the program plans to expand service coverage eastward to Bathurst Street between Teston Road and Highway 7 and Yonge Street between Highway 7 and Steeles Avenue to respond to demonstrated demand. The expansion will be supported by an increased fleet size, optimized parking station deployment, and a consistent and transparent process to address community input.

Recommendations

1. That the report be received for information.

Background

Vaughan's Growth Presents Opportunities to Strengthen the Transportation Network

Vaughan's rapid population and economic growth is increasing pressure on the transportation network while creating opportunities to advance a more modern, sustainable mobility system. [To guide this evolution, the City is implementing the MoveSmart Mobility Strategy](#) (The Strategy), which operationalizes these goals through four key program areas. First, the Road Safety Program tackles speed and safety concerns through traffic calming and enforcement. Second, the Mobility Management Program focuses on ensuring all modes of travel continue to move safely and efficiently. Third, the Sustainable Mobility Program supports active and sustainable transportation by expanding the network and considering long-term operations and maintenance. Finally, the Traffic Data Management Program strives to modernize data collection to support evidence-based decision-making.

Positioning Shared Micromobility Within Vaughan's Broader Mobility Strategy

As Vaughan continues to grow, the Shared Micromobility Pilot serves as a key initiative within the Sustainable Mobility Program. By introducing shared e- bikes and

e- scooters, the program adds a flexible travel option that complements transit and active transportation networks, strengthens first- and last- mile connections, and contributes to the integrated multimodal system envisioned in The Strategy. In addition, the pilot supports the Traffic Data Management program by enabling the City to test emerging mobility technologies and gather meaningful data on travel patterns. This data-driven approach allows staff to evaluate how private- sector partnerships can support long- term mobility and strengthen economic vitality.

Previous Reports/Authority

[ITEM 1, REPORT NO. 35 OF THE COMMITTEE OF THE WHOLE \(WORKING SESSION\) – September 13, 2023, ACCOMMODATING MICROMOBILITY \(E-BIKES AND ESCOOTERS\) AND INITIATE A SHARED PILOT](#)

[STAFF COMMUNICATION – September 28, 2022 Council Meeting MICROMOBILITY UPDATE](#)

[STAFF COMMUNICATION September 14, 2021 Committee of the Whole MICROMOBILITY FRAMEWORK](#)

Analysis and Options

The following section examines Phase 1 findings and the opportunities they present for refining and improving the program.

From Innovation to Insight: Why the Pilot Matters

The Shared Micromobility Pilot directly advances The Strategy by enabling the City to test, monitor, and refine how emerging mobility options function in real- world conditions. Through this pilot, staff are gaining valuable insights into rider behavior, travel demand, and operational needs. These learnings support evidence- based decisions regarding future policies, infrastructure, and technology integration, ensuring shared micromobility can evolve into a safe, accessible, and effective component of Vaughan’s transportation network. The pilot also strengthens the City’s exploration of mobility- as- a- service by evaluating how private- sector partnerships can integrate shared micromobility with transit and other sustainable travel modes. This work supports long- term goals within The Strategy by enhancing sustainable mobility choices, improving multimodal connectivity, and contributing to the City’s economic vitality through improved access and mobility.

Community Insights Are Shaping the Shared Micromobility Pilot

Since the launch of the Pilot, staff have engaged residents through multiple channels, including in-person surveys at City events (e.g., Concerts in the Park), direct emails and phone calls, and monitoring comments on social media. Staff conducted more than 180 in-person surveys, and across all outreach efforts, more than 500 residents were engaged. These in-person engagements focused on three core objectives:

- Educate the public on who can ride, how to use devices safely, and where they are permitted.
- Engage residents to identify preferred and non-preferred service locations and direct them to the website for ongoing feedback.
- Raise awareness of the pilot by introducing service providers, answering operational questions, and offering trial rides.

Most respondents were aware of the pilot, expressed interest in learning more, and were open to trying shared micromobility devices. Detailed engagement metrics can be found in Attachment 1.

Early Feedback Shows Growing Adoption While Highlighting Key Safety and Parking Concerns

Public comments, emails, calls, and social media feedback show that early users are beginning to integrate shared e-bikes and e-scooters into their daily travel routines. More than 100 comments were collected across social media, with 76 percent focused on safety and parking concerns. This aligns with the 160 inquiries received through Service Vaughan, Council offices, and staff, of which 79 percent raised similar feedback. Half of all inquiries (50 percent) occurred in June, 32 percent in July, and fewer than 10 percent per month afterward, indicating that most concerns surfaced during the early period of the pilot prior to adjustments being made to address the concerns. See Attachment 2 for more details.

Residents' feedback centered on two main areas. First, parking issues were raised, particularly around the lack of designated or proper use of parking areas and the clutter caused by e-scooters left on sidewalks or lawns, which could create tripping hazards, block access, and, in some cases, made neighborhoods appear disorderly. Second, safety concerns focused on underage or helmetless users riding on sidewalks and roads, the hygiene concerns on shared helmets, and clarity on enforcement around age limits and traffic rules. Despite these issues, residents also highlighted the value of shared micromobility as a quick, affordable, and equitable travel option and expressed appreciation that Vaughan provides these services. A summary of comments can be found in Table 2 of Attachment 2.

City staff responded to this feedback by implementing several operational adjustments to improve safety, parking compliance, and overall user experience. Parking stations were refined through a more rigorous review process, with many digital stations converted to physical ones based on demand and complaints about clutter or obstruction. Additional no-go zones were added to address safety concerns. Staff also expanded real-time monitoring through an internal dashboard, required operators to promptly resolve mis-parked devices, and enhanced education efforts at City events and through youth outreach programs. These actions reflect the City's commitment to responding to resident concerns and improving the pilot's accessibility, safety, and community integration. Details on these operational adjustments can be found in Attachment 3.

Data-Driven Insights Show Shared Micromobility's Increasing Potential in Mobility Options

Operator-conducted user surveys further reinforce the growing utility of shared micromobility. Across survey data, 40 to 60 percent of riders use e-scooters or e-bikes for commuting and 30 to 40 percent use them for essential trips, such as appointments and errands. Notably, approximately 40 percent of these trips replaced a car-based journey, indicating the service as a potential tool in shifting car-based trips off the road. These findings show that shared micromobility is emerging as a practical option for day-to-day travel in the City. Detailed user survey statistics can be found in Attachment 4.

Shared Micromobility Is Emerging as a Potential Short-Trip, First-Last Mile, and Community-Serving Travel Mode

Phase 1 data from the Shared Micromobility Pilot provides evidence of how shared micromobility can potentially support mode shift, reduce short-distance car trips, and improve first- and last-mile access to transit. Data shows high levels of public uptake, averaging 400 to 500 trips per day and exceeding 64,000 total trips from June to October.

Potential in shifting short-distance car trips – Shared micromobility trips are predominantly short in length, averaging approximately three kilometers and about 20 minutes. These trip characteristics closely mirror areas of the city that experience high volumes of car trips under three kilometers, highlighting a strong opportunity for shared micromobility to replace short-distance auto travel. This alignment suggests that e-bikes and e-scooters can serve as convenient alternatives for everyday local trips that are currently made by car. See Map 1: Concentration of Car-based short distance trips and Shared Micromobility Activities in Attachment 5.

Potential use for first- and last- mile travel – The share of shared micromobility trips that start or end at a transit station or bus stop increased steadily throughout the pilot, rising from 65 percent at launch to 77 percent. This growing proportion indicates that many users are connecting to transit services, highlighting shared micromobility’s potential to serve as an effective first- and last- mile solution that supports and enhances overall transit use. Detailed data can be found on Map 2 and Table 1 of Attachment 5.

Relationship with Active Transportation Facilities - Analysis comparing micromobility activity with existing and planned active transportation infrastructure shows a strong complementary relationship between the two networks:

- Existing active transportation facilities attract higher micromobility use - regional roads with cycling facilities, such as Major Mackenzie Drive and Highway 7, show significantly higher ridership, while roads without active transportation facilities, including areas like Rutherford Road where improvements are planned or underway, experience lower ridership.
- Planned active transportation networks align with demand - Areas identified for future active transportation investments correspond closely with current micromobility activity clusters, reaffirming the City’s planned network expansion and reflecting the desire lines of active transportation users.

These findings indicate that shared micromobility thrives where safe, connected active transportation infrastructure exists, and that closing remaining gaps in the active transportation network will further support and encourage sustainable travel choices. A visual representation of these insights is shown in Map 3: Shared Micromobility Activities and Active Transportation Facilities in Attachment 5.

Shared Micromobility: Early Challenges, Iterative Improvements, and Eventual Community Adoption

Shared micromobility programs rarely begin without challenges. Early issues are common when introducing a new travel mode into a growing city, and municipalities across Canada have demonstrated that these challenges can be effectively addressed through iterative program adjustments and strong partnerships with operators. Cities similar to Vaughan have experienced early concerns, such as parking conflicts, sidewalk riding, and safety complaints, but have shown that these issues can be mitigated as the program matures.

Experiences from Mississauga and Brampton show that early challenges in shared micromobility programs such as parking issues, sidewalk riding, and rider behavior can be effectively managed through clear program adjustments and strong coordination with operators. Mississauga, which launched its shared micromobility program in 2024, improved parking organization and reduced clutter after adjusting its parking model, installing 100 physical parking stations, and implementing stronger monitoring practices supported by operator-initiated enforcement tactics. These measures resulted in a 61 percent decrease in resident inquiries. Brampton, which launched its pilot in 2023, refined its operations by adopting a hybrid parking model consisting of designated and free-floating parking and by implementing enhanced data-driven oversight tools. This led to improved parking organization, a reduction in e-scooter-related service requests from 11 percent to 3 percent, and strong integration with transit, with 69 percent of trips beginning or ending near transit stations. Both municipalities have extended their pilots into 2026.

Vaughan is at the beginning of this progression. Experiences from comparable Canadian municipalities demonstrate that early operational challenges are a normal part of piloting shared micromobility services. Evidence shows that with continued monitoring, targeted program refinements, and strong collaboration with operators, these services can evolve into safe, reliable, and well-integrated components of the transportation network. By maintaining a proactive and adaptive management approach, Vaughan is well positioned to guide the pilot toward a stable, widely utilized multimodal travel option that supports the City's long-term mobility goals.

Next Steps in the Upcoming Operational Season

To strengthen program performance in the next season and respond to feedback collected in 2025, several targeted operational adjustments are proposed. These measures are designed to address early challenges, improve system reliability, and better align the program with Vaughan's evolving mobility needs. The service area is planned to expand eastward to Bathurst Street between Teston Road and Highway 7, and to Yonge Street between Highway 7 and Steeles Avenue, to meet demonstrated demand and evaluate system performance across the city. Fleet sizes would increase progressively, as outlined in operator contracts, to enhance availability and support a larger operating area. Parking management would be optimized by initially expanding digital parking stations and then converting high-performing locations to physical infrastructure and removing low-performing stations. Where appropriate, on-street physical parking stations would be introduced to reduce sidewalk conflicts and support safer trip activity. Refinements to the parking station location review process will also be

adopted to ensure changes are made consistently and transparently, with a stronger focus on addressing actionable community concerns.

Financial Impact

The Shared Micromobility Pilot Program operates on a user-pay model. The three approved operators are required to pay the City an annual fee, as well as per-device and per-trip fees. The collected fees were used to offset previously approved capital spending (capital account IM-7221-22 Innovative Transportation Pilots) and were used to purchase pilot-supportive infrastructure such as signage and pavement marking, as well as for education and outreach activities.

During the 2025 season, the total offset capital spend was \$31,961.

Operational Impact

The implementation of the Shared Micromobility Pilot required extensive operational coordination across multiple City departments and external partners to ensure safe, efficient, and responsive service delivery. Throughout the 2025 season, staff collaborated closely with By-law and Compliance, Licensing and Permit Services, Parks, Forestry and Horticulture Operations, Service Vaughan, Transportation and Fleet Management Services, and Communications, Marketing and Engagement to address parking management, no-go zone enforcement, accessibility, and community safety. Operational oversight was strengthened through the development of a real-time monitoring dashboard, with technical and data integration support from the Office of the Chief Information Officer. Service Vaughan also worked with the project team to integrate the CRM system with the pilot's monitoring and compliance processes. Communications, Marketing and Engagement team supported education and outreach efforts to the public. These cross-departmental partnerships enabled the City to refine parking station standards, enhance compliance, respond rapidly to resident feedback, and maintain an adaptable, coordinated operational framework. The pilot will continue to work closely with these departments as it evolves.

Broader Regional Impacts/Considerations

The Shared Micromobility Pilot has important regional implications, requiring close coordination with York Region Transit (YRT) and York Regional Police (YRP) to ensure seamless and safe integration across municipal and regional facilities. Throughout the 2025 season, staff collaborated with YRT to identify suitable parking locations at bus stops and transit terminals, ensuring that micromobility parking supports first- and last-mile travel without interfering with transit operations. Staff also worked proactively with YRP to identify potential safety risks, particularly during special events and in

high-traffic areas and implemented geofenced no-go zones as needed. In addition to strengthening multimodal connections, shared micromobility demonstrates significant potential to reduce car-based short trips on regional roads. Looking ahead, the City will continue partnering with YRT to explore service integration and potential incentive programs that further encourage micromobility-to-transit connections. These regional partnerships will remain essential in advancing a cohesive and sustainable multimodal network across the City and the Region.

Conclusion

Phase 1 of the Shared Micromobility Pilot has delivered strong early results, demonstrating clear demand, meaningful potential to shift short car trips, and growing integration with transit and community destinations. While initial challenges related to parking and safety emerged, staff responded quickly with targeted operational adjustments, strengthened monitoring, and expanded education, resulting in improved compliance, smoother system performance, and reduced complaints. Engagement findings and user surveys show that residents value the service and are increasingly incorporating shared e-bikes and e-scooters into their daily travel, including essential and commute-related trips.

The pilot has also proven valuable insights that directly support the Sustainable Mobility and Traffic Data Management program areas within The Strategy, offering real-world data that helps staff better understand travel patterns, infrastructure needs, and opportunities to integrate shared micromobility more effectively with transit and active transportation networks. With continued refinement and strong collaboration across City departments, regional partners, and operators, shared micromobility can play an important role in Vaughan's evolving transportation network.

Given these promising outcomes, staff look forward to restarting the program in mid-April and implementing the necessary operational adjustments to further enhance safety, user experience, and alignment with citywide mobility objectives.

For more information, please contact: Selma Hubjer, Director, Infrastructure Planning and Corporate Asset Management, ext. 8674.

Attachments

1. In-Person Engagement Summary
2. Feedback Summary – Phase 1
3. 2025 Operational Adjustments
4. Operators User Survey Summary

5. Supporting Data Map

Prepared by

Winnie Lai, Program Manager, Transportation Innovation and Partnerships, 8192

Jillian Britto, Project Manager, Transportation, 8410

Rosalie Shan, Project Manager, Transportation, 6081

Qing Su, Transportation Specialist - Data Analytics, 7020

Myles Chan, Transportation Innovation Intern, 6053

Christopher Tam, Manager, Transportation Planning and Engineering, 8702