

Feedback Summary

Summary of Social Media Feedback

Social media feedback was collected from three primary platforms: the City of Vaughan's official Facebook page, the City's Instagram account, and the r/Vaughan subreddit, which includes posts and comment threads from residents discussing the Shared Micromobility Pilot.

A total of 101 comments were reviewed. Of these, 70 comments were from Facebook, 8 comments were from Instagram, and 23 comments were from Reddit.

Comments from Reddit were drawn from discussion threads in r/Vaughan related to the micromobility pilot, while Facebook and Instagram comments were taken from posts on the City's official channels, Councillors' posts, and posts made by local community groups.

The chart below summarizes the primary themes that emerged across all comments:

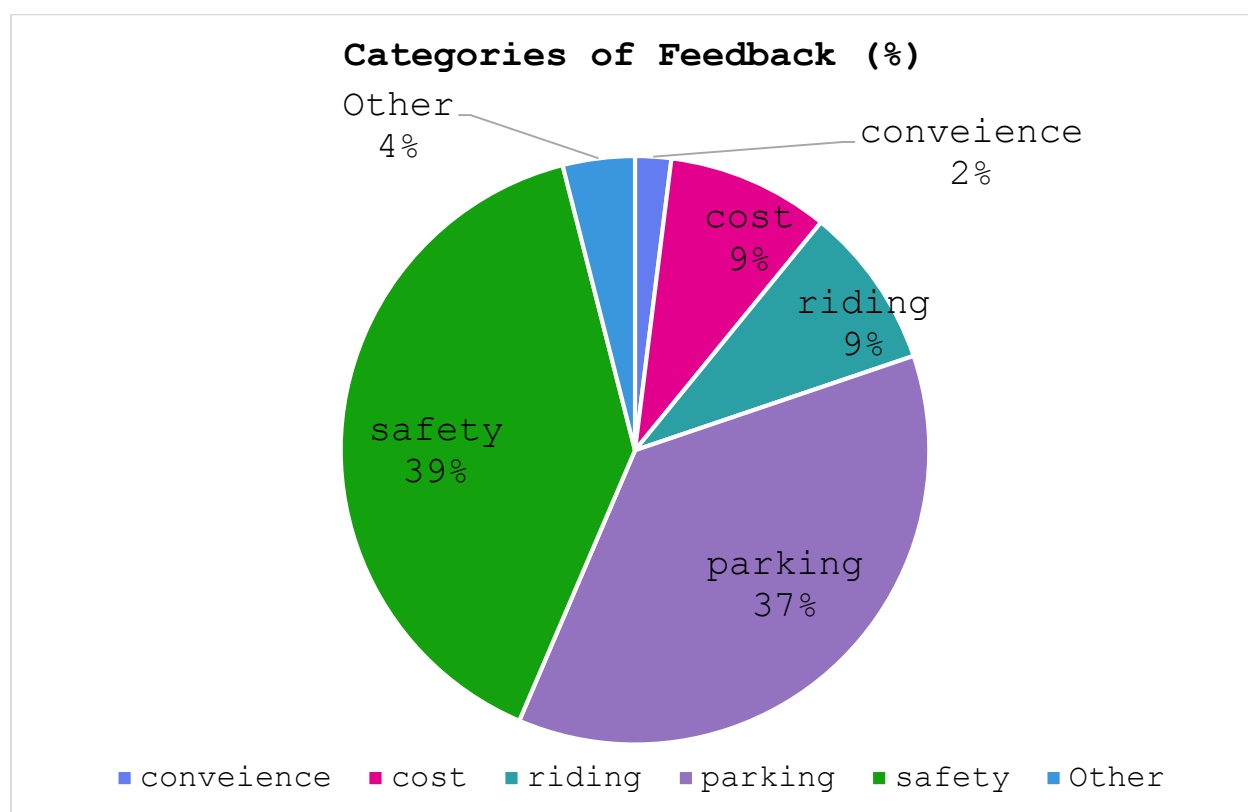
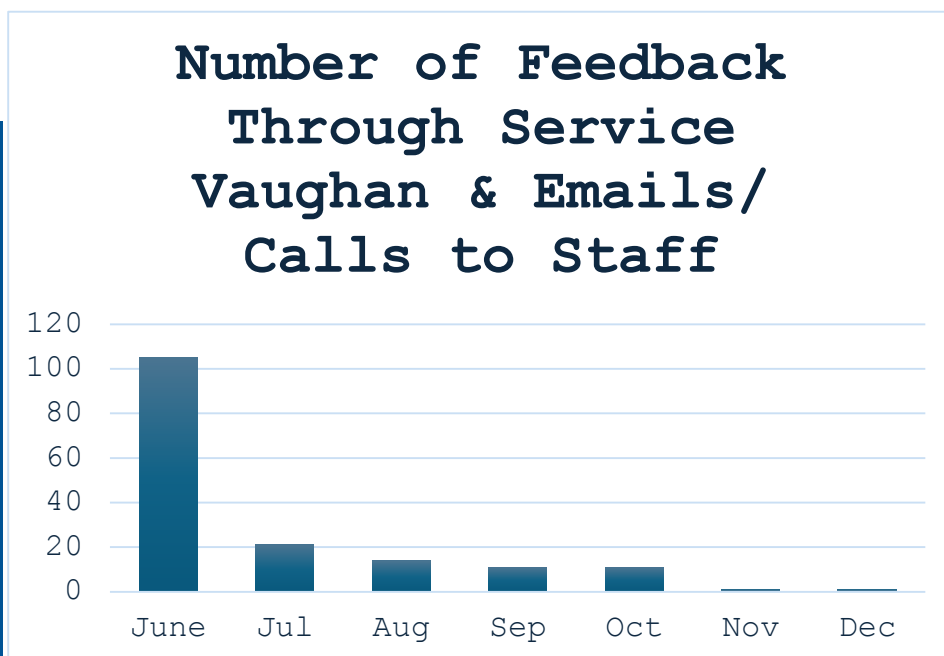


Chart 1: Feedback collected through Service Vaughan, emails and calls to Staff or Councillors' offices

The following shows the distribution of the number of feedback received throughout Phase 1 of the pilot:

Table 1: Number of Feedback through Service Vaughan, emails, and calls to staff or Council Office

Month	Number of Feedback
June	105
Jul	21
Aug	14
Sep	11
Oct	11
Nov	1
Dec	1
Total	164



Inquiries through Service Vaughan

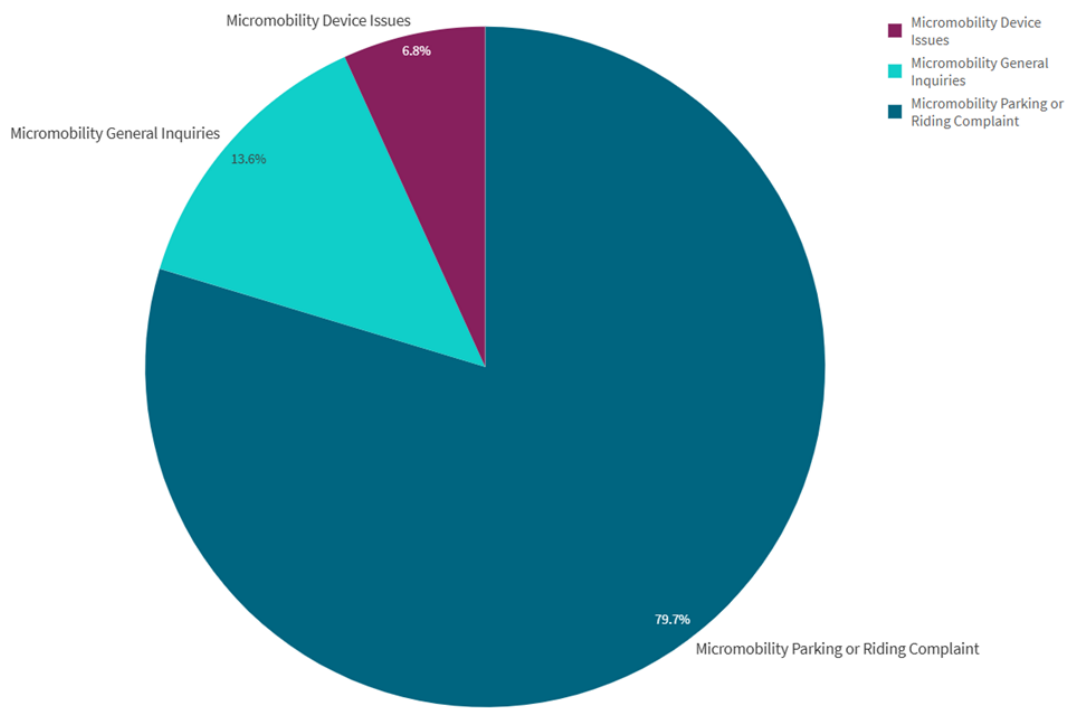


Chart 2: Inquiries through Service Vaughan**Table 2:** Summary of Comments received

Category	Applaud	Feedback
Convenience	- Quick and easy way to get around. - Reduces wait times compared to fixed transit. - Provides an easy transportation option. - Renting and use called "great" and "super convenient".	N/A
Cost	- Good option for those who can't afford their own scooter	- High "Per-Minute" cost. - Higher cost compared to uber and other transportation options. - Cost undermines environmental benefits. - Too pricy for short trips.
Category	Feedback	
Riding	- Excessive restricted areas. - Lack of bike lanes. - No secure area for riders. - Scooters are vandalized and misused for stunt riding.	
Parking	- Lack of designated or proper use of parking area - Scooters littered on sidewalks and lawns creating tripping hazards, blocking access, and making neighborhoods look like "junk yards."	
Safety	- Uncontrolled, unsafe riding by underage, helmetless users on sidewalks and roads poses severe dangers to pedestrians and themselves. - The communal helmets are seen as unhygienic and are often stolen - No clear enforcement of age or traffic rules exists.	

Additional Note: During the temporary service interruption in early September 2025, several residents contacted the City to report disruptions to their commutes. Many indicated they relied on shared e scooters to get to work and were directly affected when the devices went offline. This demonstrates that users had begun depending on shared micromobility for essential weekday travel.