

Appendix B – Progress on Shared Micromobility Program Goals

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.

Key indicators include:

- **Overall system use.** In 2025, close to 127,000 rides were taken, totalling over 230,000 kilometers travelled. According to the monitoring platform used by the Project Team, this year's ridership resulted in up to 7.9 tonnes (equivalent to approximately 316 mature trees) and up to 22 tonnes in total (equivalent to approximately 1,200 mature trees).
 - The number of rides in 2025 is approximately 25% lower than 2024 (close to 173,700 rides). Neuron believes this decrease is likely related to fluctuations in the student population. Neuron has confirmed they are not concerned with how ridership has been trending since launch.
 - The program continues to support GRT riders. In Neuron's annual survey, 24.3% of riders reported using Neuron with public transit for their most recent trip.
- **Community impact.** Staff expect continued improvements in community perception as both users and non-users become more familiar with the service and the rules of the road.
 - Staff received fewer negative emails about the program in 2025.
 - Neuron continues to track their customer service performance. Based on their end-of-year survey, the average ride rating is up 4.21/5 from 4.07/5 in 2024.
 - 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.
- **Equity.** Equity initiatives have become a greater priority as the program matures.
 - Neuron added two accessible fleet options into the Region's shared micromobility program in 2025 – a priority identified by the Project Team. The adaptive vehicles are owned and maintained by Neuron. Neuron will continue to test the service delivery model and integration over the 2026 riding season and collecting data on key metrics.
 - During the peak operating period, the program averaged one booking per week, for a total of 12 bookings.

- Neuron is working to integrate adaptive vehicle booking into their mobile app.
- **Cost.** The Region collected approximately \$59,000 in fees from Neuron and had minimal operating expenses and no unanticipated maintenance costs.
 - 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.
 - There were no reported collisions involving shared e-scooters, and no fatalities were reported related shared e-scooters/e-bikes program.
 - At the time of writing this report, data from Public Health's Epidemiology and Health Analytics Team for e-scooter related emergency department visits or hospital admissions during the 2025 riding season was not available. For both shared and personal e-scooter users there were 26 ambulance trips with transport to hospital from April to November 2025 in total, compared to 17 trips in 2024. This increase is likely due to greater personal e-scooter usage.