

Region of Waterloo
Transportation Services
Transit Services

To: Sustainability, Infrastructure, and Development Committee
Meeting Date: March 10, 2026
Report Title: Update on Shared Micromobility Program 2025 Riding Season

1. Recommendation

For information.

2. Purpose / Issue:

This report provides updates on the third season of the commercial e-bike and e-scooter share operated by Neuron Mobility. Staff have renewed the Council-approved licence agreement, and the program will relaunch in April for the 2026 riding season.

3. Strategic Plan:

Supporting the introduction of low energy micromobility options integrated with the Region's transit network aligns with the Climate Aligned Growth priority of the Region's 2023-2027 Strategic Plan. This work is also a Strategic Action of the TransformWR plan.

4. Report Highlights:

- Region and City staff have renewed the agreement with Neuron, and Neuron plans to redeploy its fleet for an April 2026 launch (Appendix A).
- The third year of operations of the Neuron Mobility program is considered an overall success by the Shared Micromobility Project Team based on key performance measures (Appendix B).
 - ❖ Nearly 127,000 rides were taken, totalling over 230,000 kilometers travelled.
 - ❖ 2025 ridership saved an estimated 7.9 tonnes of carbon dioxide.
 - ❖ 2025 service area expansions included the neighbourhoods of Laurelwood and Vista Hills in the City of Waterloo (Appendix C).
 - Neuron added two accessible fleet options into the Region's shared micromobility program in 2025, which will continue for 2026. Neuron is working to integrate adaptive vehicle booking into their mobile app.

- Neuron’s service expansion plans are based on demand. Through the annual rider survey, Neuron has identified the Boardwalk, Laurentian West, and St. Jacobs as potential expansion areas. Survey respondents also expressed interest in increased vehicle availability within Kitchener and Cambridge. The Project team will continue to work with Neuron and local stakeholders to determine station locations and fleet size to support any future expansion.
- The Project Team monitors parking and works with Neuron to improve geofences and parking compliance. Neuron has confirmed fewer than 1% of trips have resulted in misparked vehicles.
 - ❖ In 2025, the Project Team also deployed dedicated parking corrals and station decals for parking areas in key locations in collaboration with Neuron. These end-of-trip parking improvements will be redeployed in 2026.
- In 2025, program improvement fees were used on GRT and ION shelter ads with e-scooter safety messaging as a continuation of last year’s “Scoot with Care” campaign. The Project Team will purchase more shelter ad space in 2026 and continue to distribute materials at public events.
- In response to direction given during the Regional Council meeting on September 24, 2025, the Transportation Coordinating Committee is currently working on the next steps for regulating enclosed mobility devices.
 - ❖ Enclosed mobility devices are not anticipated to have a direct impact on the shared micromobility program.

5. Background:

In August 2022, Region staff issued a joint request for proposals (RFP) with the Cities of Cambridge, Kitchener, and Waterloo, for a single shared system operator for bike/e-bikes and e-scooters (as described in TES-TRS-22-07).

Neuron Mobility was selected as the preferred service provider as they scored highest on the Technical Submission and met the performance expectations established through their proposal during an equipment demonstration. The program launched in Spring 2023 and has been considered an overall success in each year of operation (as described in TSD-TRS-23-005).

The Ministry of Transportation (MTO) Electric Kick-Scooter Pilot Project (O. Reg. 389/19) has been extended for an additional five years, until November 27, 2029. To align with the extension of the pilot, in February 2025 Regional Council approved staff’s request (TSD-TRS-25-002) for authorization to renew the program annually until November 2029, and an amending agreement with the Region, Cities, and Neuron has been signed.

6. Communication and Engagement with Area Municipalities and the Public

Area Municipalities: The Project Team working with Neuron consists of Transportation staff from the Region of Waterloo and Cities Cambridge, Kitchener, and Waterloo. The Project Team coordinated a 2019 bike share pilot, the 2020 shared micromobility study, the e-scooter Traffic and Parking By-law amendments (TES-TRS-22-06), and the shared program implementation plan (TES-TRS-22-07).

Public: Neuron has delivered over 70 public safety events since launch, including 15 safety events in 2025. The Region/Cities ran an e-scooter safety campaign in 2024 and 2025. In 2023, an online survey was conducted to collect community feedback on Neuron operations, which informed program improvements and campaigns.

7. Financial Implications:

	Current Year	Future Year(s)
Budget Impact?	No new impact	No new impact
Capital Plan Impact?	No new impact	No new impact

The shared micromobility program is intended to be revenue neutral. Neuron is charged scalable trip and vehicle fees to offset any program costs to the Region/Cities and to fund program improvements supportive of the Region’s goals for the program. In 2025, approximately \$59,000 was collected from Neuron and approximately \$50,000 spent on operating expenses and program improvements, including relaunching the rules of the road and rider etiquette campaign, and end-of-trip parking improvements.

8. Conclusion / Next Steps:

The Project Team will continue to collaborate with Neuron on program development and potential system expansion initiatives, as well as monitor system performance and program feedback. Staff will update Regional Council after the 2026 riding season.

9. Attachments:

Appendix A: Letter from Neuron Confirming Interest in Returning to Waterloo Region in 2025

Appendix B: Progress on Shared Micromobility Program Goals

Appendix C: Service Area Map

Prepared By: Julie Belanger, Principal Planner, Transit Services

Maggie Kerr, Project Manager, Transit Services

Reviewed By: Neil Malcolm, Acting Director, Transit Services

Approved By: Doug Spooner, Acting Commissioner, Transportation Services