



SUBJECT: Markham Ontario Vehicle Innovation Network Demonstration Zone Project – Scooty Pilot Project Extension

PREPARED BY: Barton Leung, Senior Planner, Central District, Ext. 2376

REVIEWED BY: Andrew Baldwin, Acting Director, Economic Growth, Culture and Entrepreneurship, Ext. 2103

RECOMMENDATION:

1. THAT the Information Report titled, “Markham Ontario Vehicle Innovation Network Demonstration Zone Project – Scooty Pilot Project Extension”, be received;
2. THAT City Staff be authorized to extend the Scooty Pilot Project to October 31, 2025, to the satisfaction of the Director of Engineering and Director of Operations;
3. THAT data and findings from the Scooty Pilot Project be incorporated into the Micro-mobility Strategy as part of the Markham Transportation Master Plan;
4. THAT City Staff report back on continuing the e-scooter and e-bike program for the 2026 season and beyond;
5. AND THAT City Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

This report seeks Committee’s endorsement on the extension of the Scooty Pilot Project (the “Pilot Project”) under the Markham Ontario Vehicle Innovation Network Demonstration Zone (“OVIN DZ”) Project. The Pilot Project was part of the six-week OVIN DZ Phase 1 Project launched in 2024, from September to October 2024. With the short piloting window, Staff recommend extending the Pilot Project to June 30, 2025 under the OVIN umbrella (which is the end of the OVIN DZ demonstration period) and further to the end of the season on October 31, 2025. This extension would allow an additional and longer timeframe to collect more data and realize the value proposition of last-mile solutions, such as e-scooters and e-bikes and inform the City’s understanding of these as micro-mobility solutions for consideration in the City’s ongoing Transportation Master Plan and Micro-mobility Strategy.

Process to Date:

- April 2, 2024: [Report titled, “Markham Centre Automobility Demonstration Zone Micro-Mobility Pilot” to Development Services Committee \(“DSC”\)](#)
- September 13, 2024: [Launch of the six-week demonstration period to showcase Scooty’s cutting-edge micro-mobility solution in the OVIN DZ](#)

BACKGROUND:

The Markham Ontario Vehicle Innovation Network Demonstration Zone (“OVIN DZ”)

The Markham OVIN DZ is a \$2.5 million initiative supporting the demonstration of innovative mobility technologies in Markham and Vaughan. Administered through a competitive process, the program enables companies to pilot innovative solutions, including connected, autonomous, shared, and electric mobility technologies in real-world urban environments. In Markham, demonstrations are focused on Downtown Markham within Markham Centre.

The City shortlisted eight companies for its first cohort, including Scooty, which piloted an e-scooter and e-bike sharing system as a first/last mile connectivity solution. Six demonstrations from the first cohort have been completed, and two demonstrations have been shortlisted for the second cohort. All demonstrations, including Scooty’s will conclude by June 30, 2025. The program provides valuable data to inform future mobility planning while supporting provincial innovation goals.

Scooty is a micro-mobility company founded in the Greater Toronto Area

Founded in 2019, Scooty is led by a Canadian team that understands the needs of residents and employers. As a member of York University’s YSpace Accelerator Program, they have the advantage of understanding the local opportunities and conditions in Downtown Markham. Scooty provides a variety of cleantech local and transit-integrated mobility-as-a-service solutions using micro-mobility vehicles and software integration with public transit. The company rapidly expanded its presence across multiple cities with its convenient, eco-friendly, and affordable e-scooter rentals. Scooty’s mission is to provide accessible, efficient, and sustainable mobility solutions that empower individuals to easily navigate cities while reducing their environmental impact.

DISCUSSION:

The six-week demonstration pilot began on September 13, 2024

The Pilot Project (Phase 1) ran through October 2024, and showcased Scooty’s cutting-edge micro-mobility solution designed to address Markham’s First and Last Mile Challenge. Micro-mobility, as approved by Markham’s Council, refers to transportation over short distances provided by a range of small, lightweight vehicles operating at speeds typically under 25 km/h and driven by users personally. While a 2 km distance typically takes 30 minutes to walk, Scooty’s micro-mobility solution provided a convenient and efficient alternative means of travel that could be completed in 6 to 8 minutes. Scooty provided a fleet of e-scooters and e-bikes for Markham Centre commuters, including York University students and downtown professionals. Software applications through the Scooty app connect to all the micro-mobility vehicles and provide riders with information on rules and regulations, pickup/drop-off locations, and safe riding guidance.

The Phase 1 demonstration evaluated the viability of micro-mobility in populated areas and represented a joint initiative by the City of Markham, OVIN, Scooty, and the Remington Group, Scooty’s industry partner and a key developer of Downtown Markham. By leveraging the Markham OVIN DZ’s real-world testing environment, Scooty presented the 45 zero-emission micro-mobility vehicles as a viable solution to improve connectivity and promote sustainable transportation in Markham.

Valuable insights resulted in the Pilot Project (Phase 1) that included the following

- a) Community Response
 - Achieved an 86% user satisfaction rate, with particularly strong ridership along the Enterprise Boulevard and the Highway 7 corridors
- b) Operational Performance
 - Maintained good safety records with no serious incidents reported
 - No complaints received from the public
 - Demonstrated effective implementation of geofencing technology and parking protocols
- c) Interdepartmental Collaboration
 - Successful coordination between multiple City departments, including Transportation, Legal, and Engineering Services, and private partners like the Remington Group

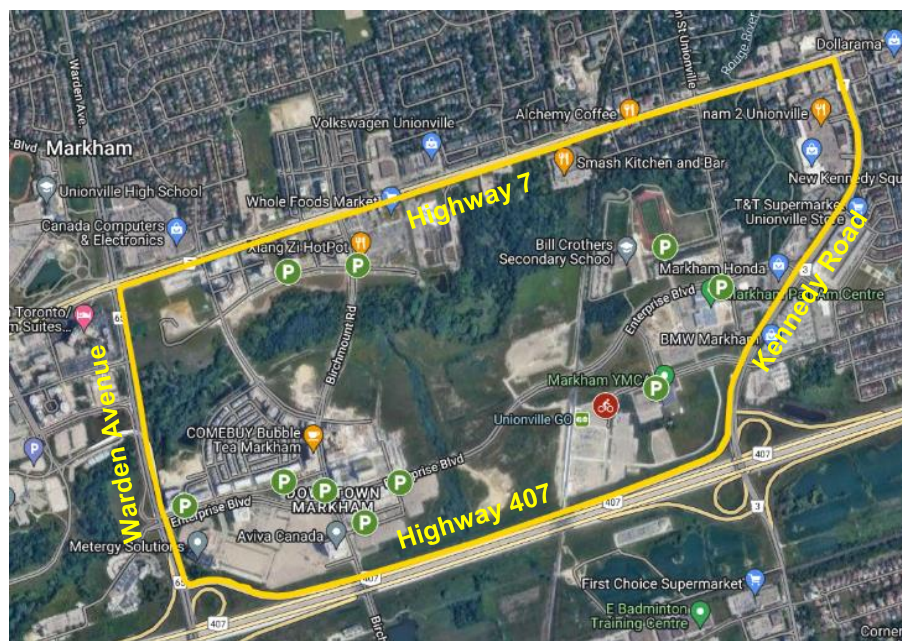
As such, the proposed extension of the Scooty Pilot Project would enable the opportunity to evaluate how seasonal variations may affect usage patterns and community adoption.

The Scooty Pilot Project extension (Phase 2), from April to June 2025 under OVIN and ultimately to October 31, 2025, will maintain the parameters of the initial demonstration to enable meaningful comparative analysis

Staff note that the key features of the Phase 2 demonstration include the following:

- a) Demonstration Area
 - Identical boundaries to Phase 1 (see Figure 1)
- b) Operating Period
 - April 15 to June 30, 2025 (OVIN) with further extension to October 31, 2025 outside of OVIN
- c) Fleet Composition
 - Same vehicle type and quantity (40 e-scooters and 10 e-bikes initially, up to 100 combined)
- d) Operating Protocols
 - Same rules and regulations as Phase 1

Figure 1: Boundary of the Demonstration Area



The OBJECTIVES of the Pilot Project (Phase 2) demonstration include the following

- a) Seasonal Data Collection
 - Enhance Phase 1 findings by capturing usage patterns during the spring and early summer months
- b) Usage Pattern Analysis
 - Examine potential variations in peak demand periods and trip purposes
- c) Safety Validation
 - Confirm consistency of safety performance across different seasonal conditions
- d) Policy Development
 - Strengthen the evidence base for future micro-mobility planning decisions

The key BENEFITS of the Pilot Project (Phase 2) demonstration include the following

- a) Enhanced Understanding of Micro-mobility Potential
 - Provide comparative data on seasonal usage fluctuations, insights into how weather conditions affect ridership patterns, and a more comprehensive understanding of year-round viability
- b) Policy and Planning Advantages
 - Offer additional data points for evaluating potential permanent integration
 - Support evidence-based decisions regarding infrastructure needs
 - Contribute to the development of comprehensive micro-mobility regulations
- c) Operational and Community Benefits
 - Maintain the momentum from Phase 1 by continuing to provide sustainable transportation options during peak travel months
 - Engage the community in active transportation solutions
 - Build on existing partnerships and operational frameworks

The NEXT STEPS, should the Pilot Project (Phase 2) demonstration launch proceed, will include the following

- a) Bi-weekly Monitoring: Ridership, safety, and parking compliance tracking
- b) Final Report: Analysis of both phases with observations and learnings
- c) Committee Review: Findings will be presented as part of the Micro-mobility Strategy in the Markham Transportation Master Plan

FINANCIAL CONSIDERATIONS:

The City will not be charged to provide e-scooters and e-bikes as part of the Scooty Pilot Project extension. The Pilot Project extension will be implemented at the cost of the commercial operator, who will charge market rates to utilize e-scooters in the area. During Phase 1 of the Pilot Project, the City used funds from the OVIN DZ Project to secure e-bikes, which will be repurposed for Phase 2.

Staff and communication costs will support the pilot and will be paid for as part of the Markham OVIN DZ Project, which the Province of Ontario funds. No additional costs will be borne by the City of Markham as a result of this extension.

HUMAN RESOURCES CONSIDERATIONS:

A total of three staff resources have been secured to support the Markham OVIN DZ, and the Province of Ontario funds them for all OVIN DZ projects in Markham. No additional human resources will be required.

ALIGNMENT WITH STRATEGIC PRIORITIES:

The Pilot Project aligns with the City's strategic priorities in the context of growth management and municipal services to ensure safe and sustainable communities. The Pilot Project will also help inform the Micro-mobility Strategy in the Markham Transportation Master Plan.

BUSINESS UNITS CONSULTED AND AFFECTED:

As part of setting up the OVIN DZ Project and specifically the Scooty Pilot Project, the following business units were consulted: Economic Growth, Culture and Entrepreneurship; Engineering; Operations; Bylaw; Planning and Urban Design; Risk Management; ITS; Legal Services; and Finance.

RECOMMENDED BY:

Andrew Baldwin
Acting Director, Economic Growth, Culture
and Entrepreneurship

Arvin Prasad, MCIP, RPP
Commissioner of Development Services