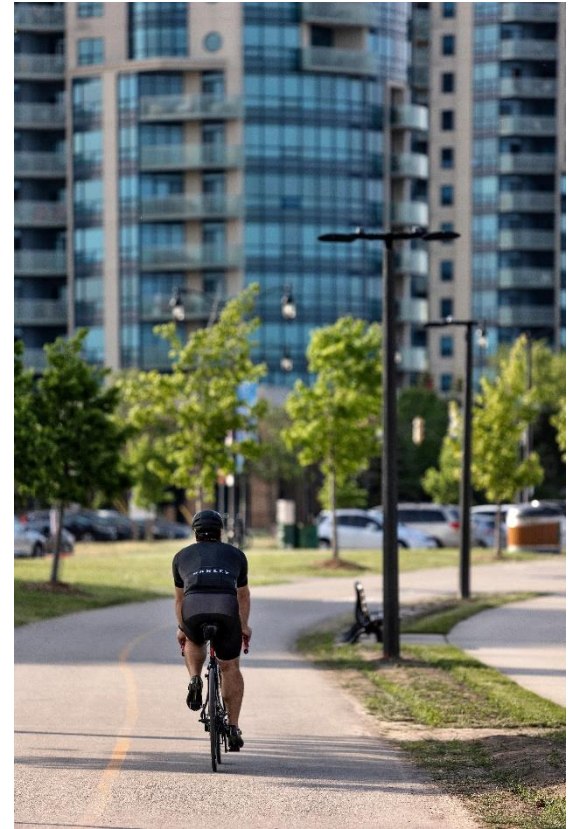


E-Bikes

WATERFRONT LICENSING ACTIVITIES PROGRAM
UPDATE



Outline

Introduction

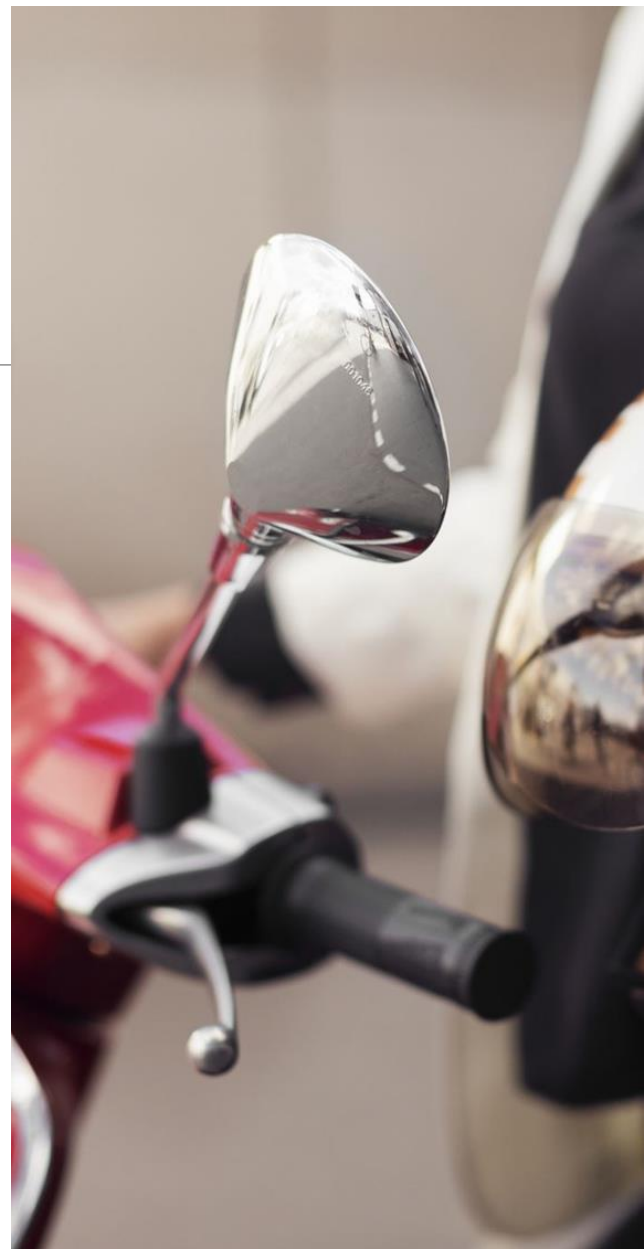
Current Activations

E-bike Licensing

- Scooty Mobility

Next Steps

Questions



Waterfront Licensing Activities



Current Activations



Photo: Tourism Barrie



All about Scooty



Photo: Tourism Barrie

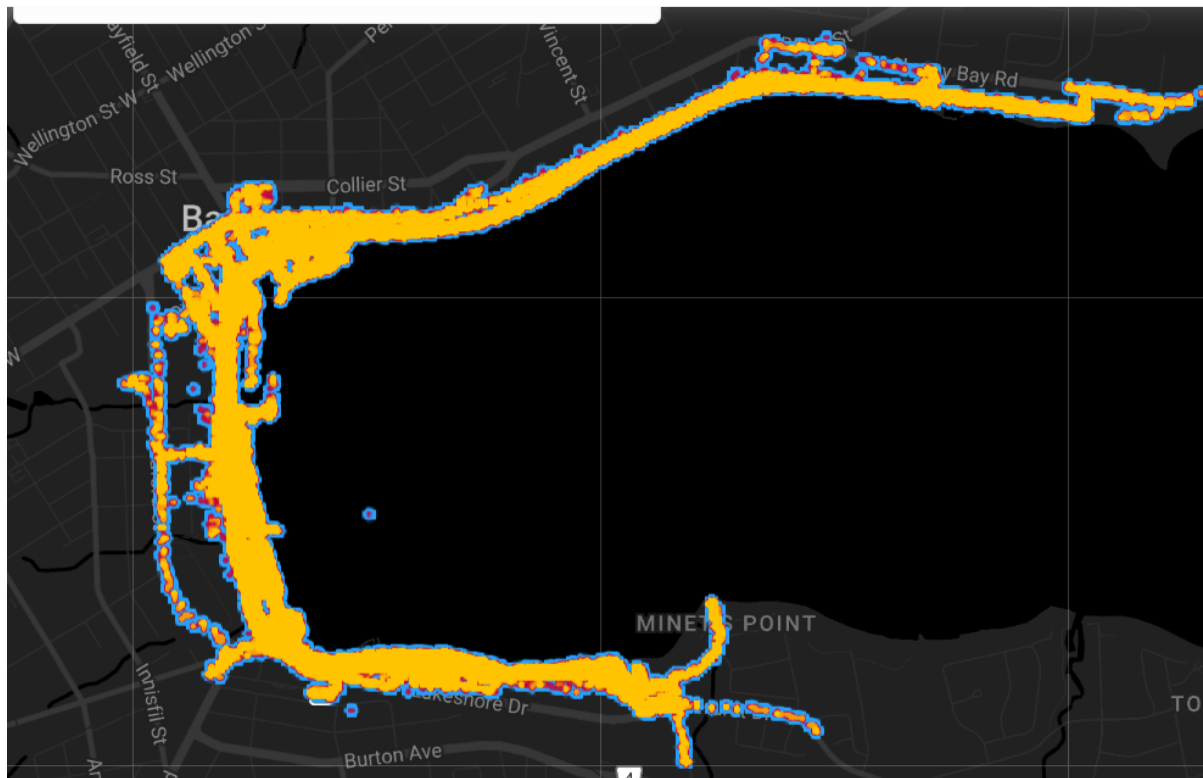
Centennial Beach Location



Ride Season

Number of Vehicles	20 (peak)
Number of Parking Zones	1
Number of Slow-Speed Zones	0 (entire fleet is set at 20 km/h)
Number of Restricted Zones	7 (includes parks, beach)
Total Trips	742
Average Trip Duration	19.77 minutes
Average Trip Cost	\$12.11
Average Ride Distance	2.32 KM
Usage Per Vehicle	0.73 rides/vehicle/day

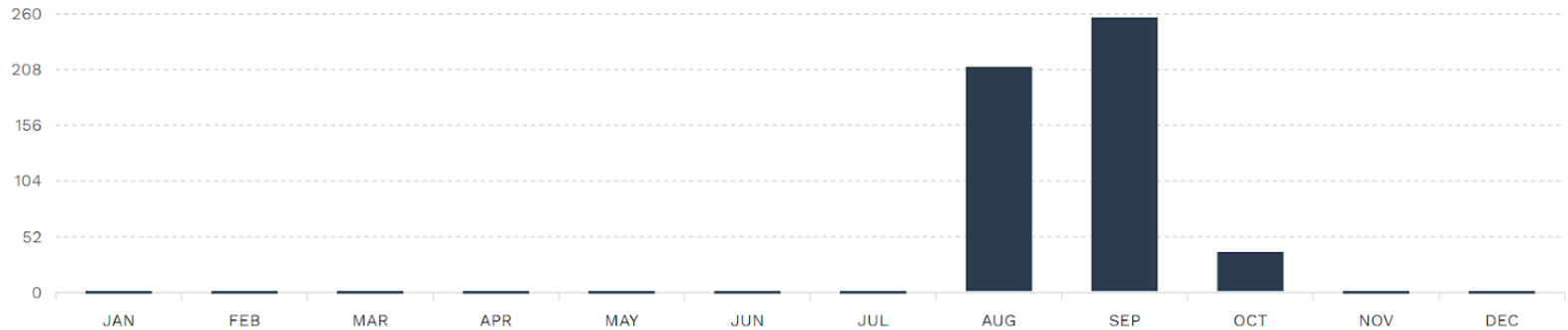
Heat Map of Barrie Usage



Operational Season

Active users ⓘ

Active users New users Reengaged users



● 2024

Month	May	June	July	Aug*	Sept	Oct^	Nov	Avg.
Rides	N/A	N/A	N/A	325	357	60	N/A	N/A
Vehicles	N/A	N/A	N/A	20	12	12	N/A	N/A

Future Expansion

- a. E-bike stations
 - i. Huge potential for future locations along the waterfront, other parkland locations
 - ii. Downtown and other hubs around the City
 - iii. Barrie Allandale Transit Terminal (Metrolinx)
- b. E-scooters
 - i. The pilot program will be extended in Mississauga, Markham, Brampton
- c. Future Essa/Bradford Street Corridor
- d. Tourism
 - i. Tourism Barrie
 - ii. Urban Eco Adventures
 - iii. Interest Groups

Next Steps

1. Education

- Workshops
 - How to Ride
 - Repair and Maintenance
 - Provide learning opportunities

2. Engagement

- Engagement
 - Invitationals
 - Remove barriers to accessibility

Thank you!

