

Neuron Mobility in Waterloo

February 2024



Region of Waterloo Snapshot: By the Numbers

71,000+



Users signed-up with Neuron in the Region of Waterloo

190,000+



Trips taken since launch

340+



Number of parking stations

250+



Helmets given away at Scoot Safe Events

2.12 km



Average trip distance

14 min



Average trip duration

4/5



Is the average rating on Neuron's services

360,000+ km



Total trip distance since launch of program

Economic Impact

Accelerating the local economy

The increasing popularity of e-scooters offers a helping hand to embattled businesses in downtown areas and main streets by making it easier for residents, visitors and workers alike to get to and from these activity centres.



14% of trips would not have happened if a Neuron e-scooter was unavailable

64% of trips result in a direct purchase from a local business

41% of riders spent more than \$10 during their most recent trip

\$46 spent at local businesses by Neuron riders per e-scooter trip

\$16,445 spent at local businesses by Neuron riders per e-scooter deployed

\$8.2m spent at local businesses in the Region of Waterloo in 2023

32% of trips replace a car journey

9/10 of users believe Neuron has created a positive impact on the city

Where our riders spend their money*



31%
General shopping



21%
Restaurants, bars, cafes



21%
Entertainment, recreational venues

*Riders were able to select more than one option.

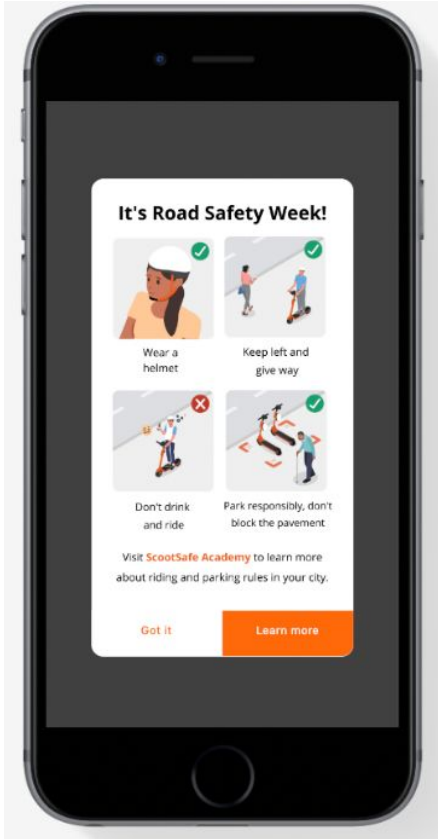
Rider Safety Summary

Since launching, Neuron has hosted over 35 Community Scoot Safe events and given away 250+ helmets.

ScootSafe events are community engagement opportunities to share safety information and educate the public on Neuron's shared micromobility program in Region of Waterloo.

Each event is staffed with Neuron Safety Ambassadors who ensure questions regarding the program are answered and that appropriate safety training can be provided if requested.

Road Safety Week



In May, Neuron launched a Road Safety Week Campaign that appeared directly before riders started their trips. This campaign reached approximately 5,000 riders.

The visuals and messaging reminded riders to wear a helmet, to give way when riding, park properly and to not use an e-scooter after consuming alcohol.

The campaign also encouraged riders to visit Neuron's online ScootSafe Academy to learn more about safe riding.

Thank you.

Questions +
Further Discussion

