

Unlocking the Potential of E-Scooters In Canada:

Supporting Prosperity and Accessibility



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Introduction

It's no surprise that micromobility has been growing rapidly in popularity in recent years as cities in Canada and around the world have adapted to the impacts of climate change and rising costs of living. As a result, e-scooters have been more widely adopted and are now regarded as a mainstream transport option that provides a convenient, cost-effective, and environmentally friendly alternative to cars.

Neuron's micromobility programs are transforming local ecosystems and more cities of varying sizes are realizing the economic benefits of well-run rental e-scooter schemes. The design, manufacturing, and regulation of e-scooters have advanced significantly since their introduction in Canada. Technological innovations like geofencing automatically control e-scooter usage and speed limits, while features like integrated helmets, topple detection, and voice guidance enhance safety for riders as well as the community.

To compile this report, we engaged with rider focus groups, analyzed Neuron's trip data and usage trends from our Canadian cities*. In addition, we posed a series of questions through surveys to understand our riders' experience and the benefits they gain from rental e-scooters.

The data demonstrates that Neuron's e-scooters have been directly responsible for growing local economies and boosting tourism spending by making it more convenient for visitors and locals to reach local businesses and explore cities. It is clear that rental e-scooters are providing a dependable means of transportation to a diverse range of individuals, some of whom have a disability or mobility issue.

We are encouraged to learn that a resounding majority of our Canadian riders think our e-scooters have made a positive impact in their cities, and we are determined to keep enhancing our services to surpass their expectations.

*Data in this report examines over 4,600 survey responses from 2023 and 2022, and trip data across 17 Canadian towns and cities including Airdrie, Blackfalds, Brampton, Calgary, Coquitlam, Kitchener, Waterloo, Cambridge, Lacombe, Lethbridge, Oshawa, Ottawa, Red Deer, Regina, Saskatoon, Sylvan Lake and Vernon.

10 Key Figures

Rental E-scooters
in Canada



40% of all Neuron riders are female, with 62% being younger women, aged 18-34 years

6% of Neuron riders have a disability or mobility impairment

12% 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

\$12,100 spent at local businesses each year by Neuron riders per e-scooter deployed

\$56.9 million spent at local businesses each year by all Neuron riders in our 17 Canadian locations

24% of trips support the night-time economy (10pm to 6am)

44% of trips replace a car journey

35% of e-scooter trips are used to commute to work or study

97% of users believe Neuron has created a positive impact on their town or city

E-scooter riders in Canada

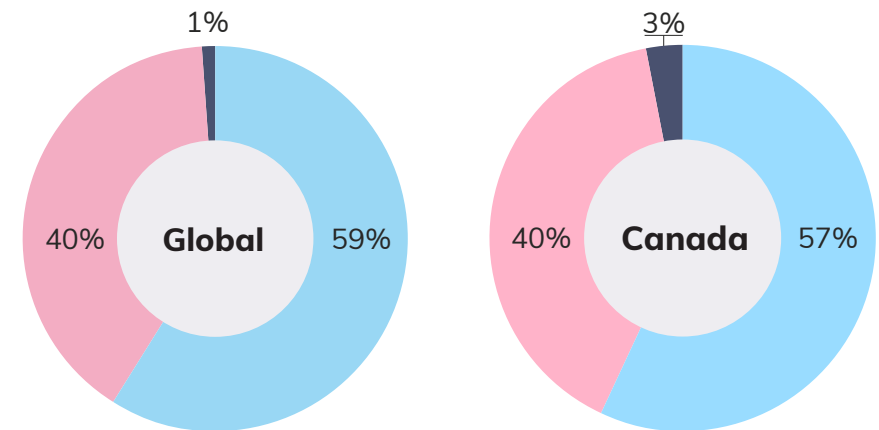
Canada's rider demographics are 57% male and 40% female, with 3% preferring not to say. This is in line with Neuron's global average, which is 59% male and 40% female.

The research shows a higher proportion of younger women are now actively choosing to ride e-scooters. Those aged between 16 and 34 years now account for 62% of all female riders.

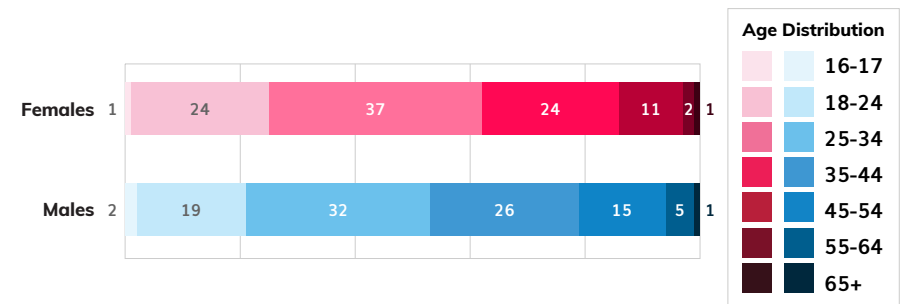
There are few riders over the age of 55, and of these older users, males (6%) were twice as likely as females (3%) to ride. More details on why there is a variance are explored in Neuron's *Bridging the E-scooter Gender Gap, Enhancing Adoption and Safety* [report](#).



Gender breakdown of Neuron's riders



Age distribution of female riders



Focus on accessibility

Dependable transportation solutions

Neuron's e-scooters play a valuable role in providing a dependable transportation option for the daily commute, particularly for the 6% of Neuron riders in Canada who have a disability or mobility impairment. This number may seem relatively small, but it represents a significant proportion of our users, and it underscores the importance of ensuring that rental e-scooters are accessible to all.



6%

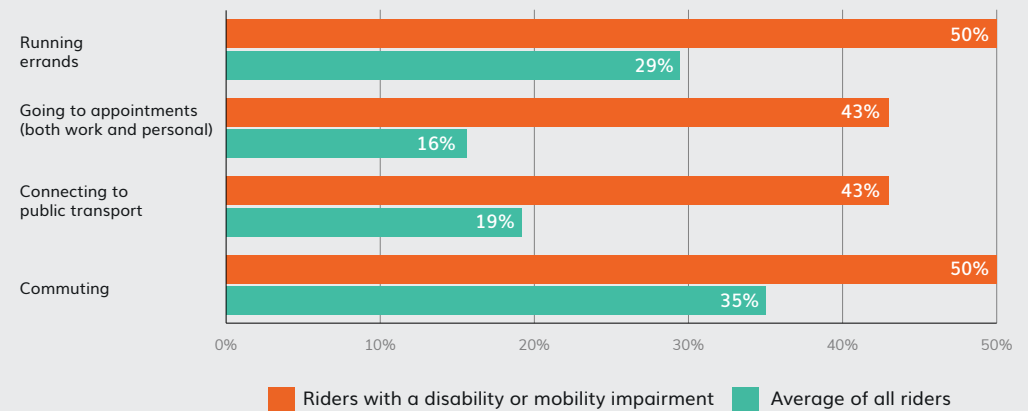
of Neuron riders have a disability or mobility impairment



26%

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

Riders with a disability or mobility impairment are more reliant on e-scooters for productive journeys like commuting and travelling to appointments than the average of all riders:



Making streets safer for all

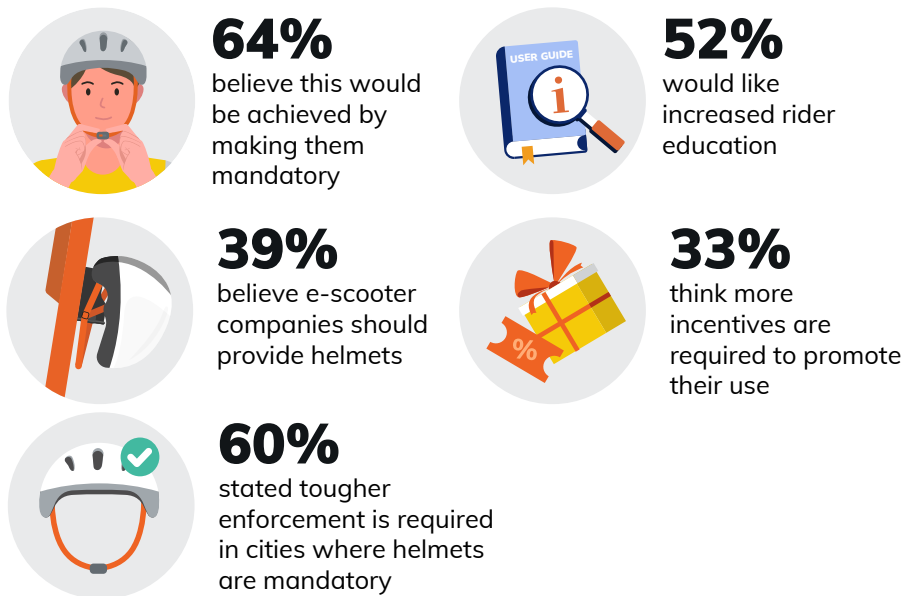
Safety is one of Neuron's core values and we prioritize making the streets safe for everyone, not just our riders. We continue to make significant investments in rider education and have been successful in establishing real partnerships with safety organizations as well as accessibility and community groups. We have regular meetings with accessibility advisory committees in many of the cities we operate in, and we regularly collaborate with the **Traffic Injury Research Foundation (TIRF)** and a range of other accessibility groups to promote safe riding and to reassure the community.

Perceptions of e-scooter safety in Canada

Like Neuron, our riders believe safety is of critical importance to the success of our rental e-scooter programs. Recent research found that 97% of people believe rider and pedestrian safety are extremely important when using an e-scooter.

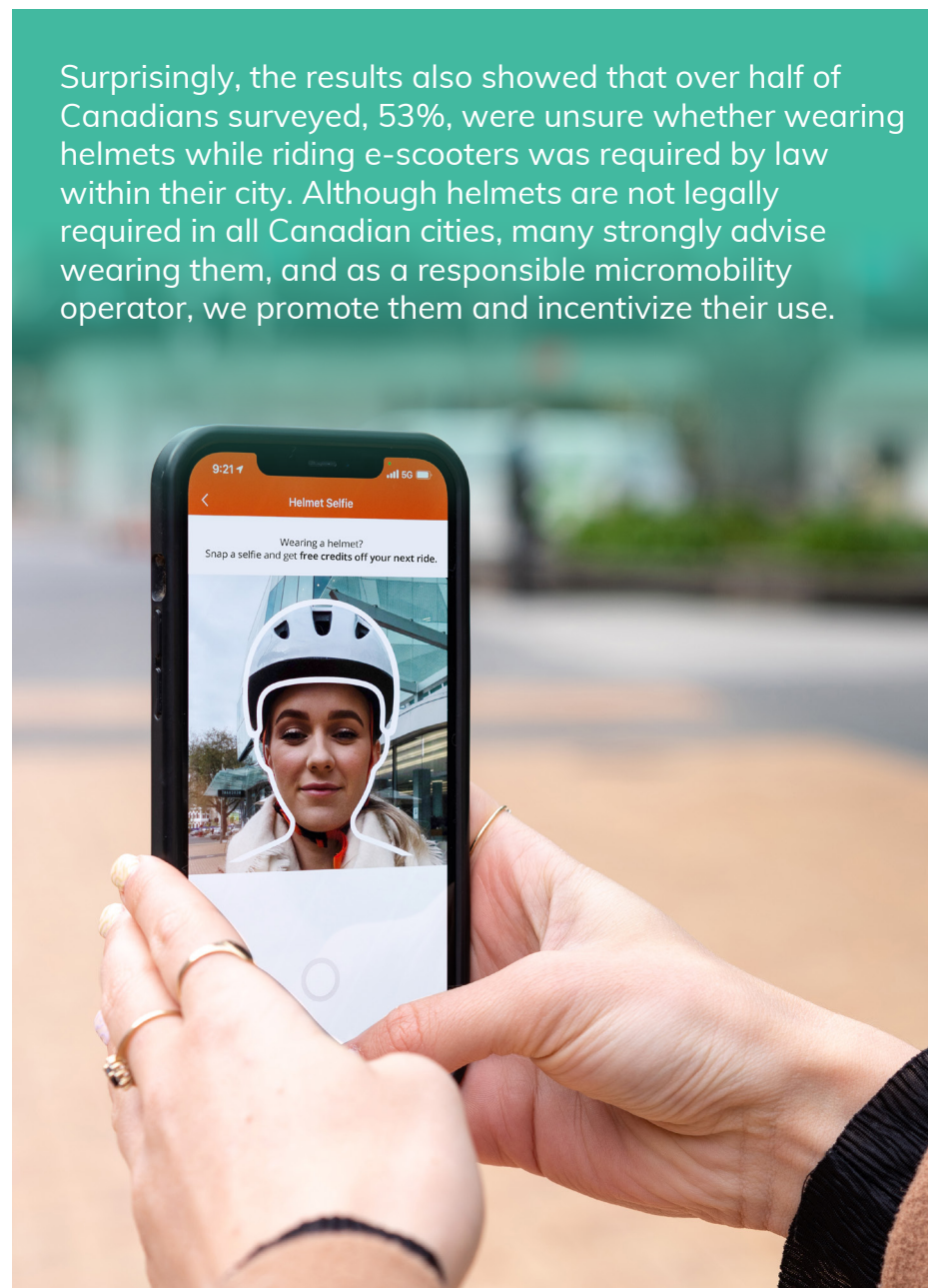
Nine out of 10 Canadians believe helmets are very important when riding e-scooters, despite the fact that in some cities, they are not currently required by law. Research found that the general public believes more should be done to promote helmet use.

When asked the best way to increase helmet use*:



*The survey included over 3,100 respondents across Canadian cities with e-scooter programs. Respondents were able to select more than one option.

Surprisingly, the results also showed that over half of Canadians surveyed, 53%, were unsure whether wearing helmets while riding e-scooters was required by law within their city. Although helmets are not legally required in all Canadian cities, many strongly advise wearing them, and as a responsible micromobility operator, we promote them and incentivize their use.



Accelerating the local economy

Helping city centres and hospitality districts thrive

For both locals and visitors, rental e-scooters can make it easier to get to and from key city locations, like downtown locations, shopping centres, and hospitality precincts. This can be particularly true for destinations that are harder to reach by car, where there is limited parking, or for locations that are underserved by round-the-clock public transportation.

In the Region of Waterloo, 58% of riders are using e-scooters to explore their cities. The improved connectivity between Kitchener, Cambridge, and Waterloo enables visitors to travel between the cities, encouraging them to see more, do more, and spend more. With a third of all trips, 37%, starting or ending at a transit station, e-scooters are also a vital first and last-mile transport option.

According to our Canadian rider surveys:

12%

of trips wouldn't have happened at all if an e-scooter hadn't been an option

64%

of e-scooter trips resulted in a direct purchase from a local business

Where our riders spend their money*:



31%

General shopping



28%

Restaurants, bars and cafes



18%

Leisure and recreational venues

Why our riders use e-scooters*:



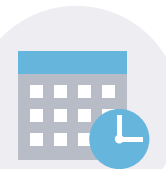
35%

Commuting to work or study



17%

Running errands such as shopping



29%

Getting to appointments



71%

Exploring the city

* Respondents were able to select more than one option

Our e-scooters have enabled*:



\$37

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



\$12,100

spent at local businesses each year by Neuron riders per e-scooter deployed



\$56.9 million

spent at local businesses each year by all Neuron riders in Canada



*These figures were calculated by applying weighted averages based on our national ridership to representative spending data collected in 17 Canadian towns and cities

Diversifying Canadian transportation options

Replacing car trips and reducing transportation costs

All across the world, living expenses are skyrocketing, and Canada is no exception. Transportation is the third-largest household expense and car ownership is becoming increasingly financially difficult for millions of Canadians. Many are looking at new ways of traveling for some, or all, of their journeys.

Using data from Autotrader, Ratehub.ca [found](#) that Canadians are estimated to spend over \$1,300 per month on cars, with the cost of new cars increasing by 19.4% between September 2022 and September 2023. Due to rising expenses for parking, gas, insurance, and maintenance, many are now choosing more economical options like public transit or e-scooters.

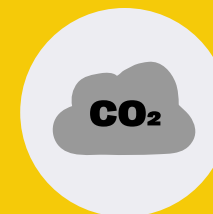
Municipalities across Canada are also promoting micromobility transport options like e-scooters as a way to reduce carbon emissions. For example, Vernon celebrates GoByBike Week every spring to promote the use of active transportation for their wellness and environmental benefits. This initiative has successfully helped the city save over 7,300kg of greenhouse gases in 2023.



According to our rider survey:



44%
of trips replaced
a car journey



500
tonnes of
CO₂ avoided

Supporting the night-time economy and its workforce

Using public transportation is an excellent way to move around the city without a car; however, most bus and train lines do not run late into the night. Neuron's e-scooters are available around the clock, providing a vital alternative.

An increasing number of cities are looking to incorporate strategies to encourage evening activities in their centres. For example, Edmonton's nightlife activities are responsible for generating an estimated annual output of \$1.3 billion and close to 12,000 full-time jobs. To further support this, the city has developed a *Nighttime Economy Strategy* focusing on businesses that operate in the evenings and after dark.

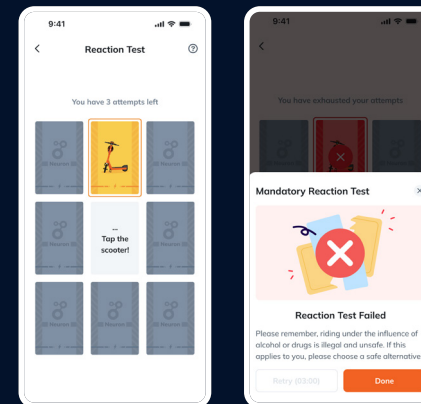
Businesses in downtown areas are heavily dependent on the night-time economy, and employees in the hospitality and healthcare industries, along with other shift workers, are increasingly commuting to and from work on e-scooters.

24% of trips happen between 10pm and 6am to support the night-time economy

57% of riders prefer e-scooters to public transportation at night due to their flexibility and convenience in off peak periods

26% of trips that start and end at Red Deer Regional Hospital occur at night, supporting healthcare workers' commutes

48% of riders felt safer riding an e-scooter than walking or travelling on public transportation alone at night



Mandatory reaction tests can be set up for trips starting at certain times and specific parts of the city to deter users from riding under the influence.

Enhancing transport solutions at large-scale events

Neuron partners with event and festival organizers in every operational city to offer a valuable mode of transport for event goers. This mitigates the strain on public transportation and alleviates traffic congestion, which usually increases when large numbers of visitors arrive in the city.

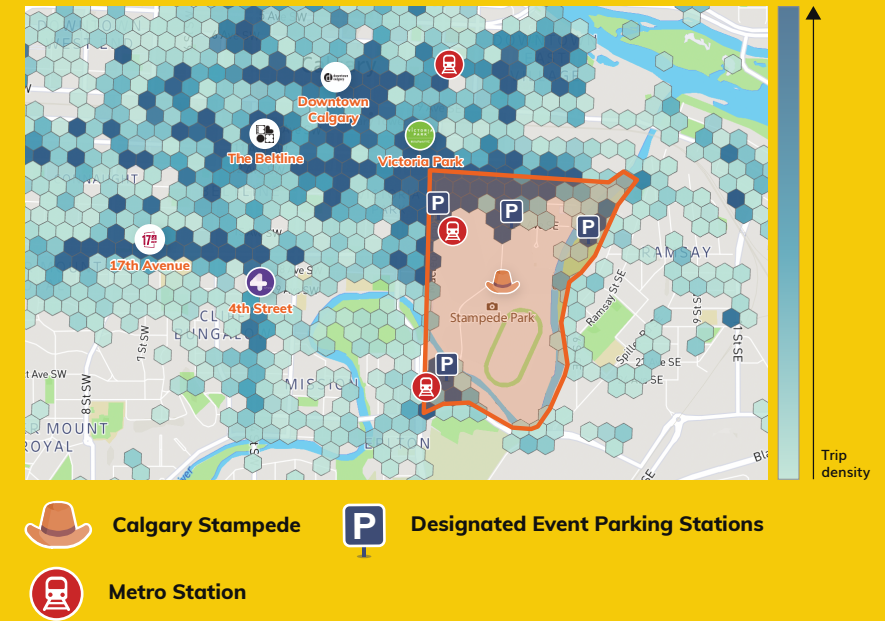
For major events, we often establish temporary no-riding, no-parking, slow zones, and preferred parking locations. Neuron's Safety Ambassadors also conduct briefings to onboard new riders, promote responsible riding, and reinforce the rules.

In Calgary, we have supported The Calgary Stampede, the world's largest outdoor rodeo, each year since 2021. The 10-day event attracts over a million visitors and e-scooters provide a valuable travel option for attendees, easing public transit demand and traffic congestion.

During the event:

- **26% of trips** in Calgary started or ended around the Stampede grounds, going to and from nearby business and retail districts
- **24% of trips** connected to or from public transport, including the City Hall, Victoria Park/Stampede and Ertol/Stampede stations
- **Neuron e-scooter trips doubled** during the two hours after the event, compared with the same hours in the 10 days prior

Heat map of trips taken to and from the Calgary Stampede event area from 8 - 17 July, 2022



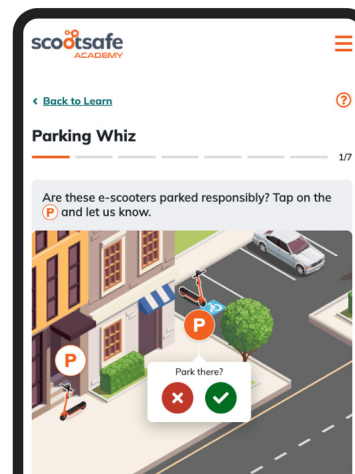


Enabling seamless commutes for students

University students are often required to make regular commutes to and from classes throughout the day. With the arrival of e-scooters, students, who are increasingly environmentally conscious, have also been quick to embrace them for their convenience and affordability.

As an extension to a city's riding area, Neuron partners with universities to facilitate seamless commutes directly into campus grounds. Geofencing is implemented to ensure e-scooters are ridden and parked correctly while regularly incentivizing riders to learn about the riding rules through Neuron's online [ScootSafe Academy](#) and in-person ScootSafe events held throughout the year including during orientation weeks.

In August 2023, Neuron expanded its service area in the Region of Waterloo to include the University of Waterloo, Wilfrid Laurier University and Conestoga College. With over half of our riders being 16-24 year olds, this suggests that the region's thriving student community is significantly reliant on e-scooters for their daily commute.



Riders who complete safety quizzes on Neuron's online ScootSafe Academy are rewarded with free credits

Conclusion

Partnering with cities to create a prosperous future

We have received tremendously positive feedback from local businesses, riders, and our local partners. We are proud of the impact we've made in Canada since we launched in May 2021, but there is so much more we want to do.

As we continue to expand, we plan to:



Continue to focus on safety and accessibility by working with national safety organizations, rider focus groups, and disability advocacy groups to make our service as safe and accessible as possible for everyone in the community.



Drive more customers to local businesses by setting up virtual parking stations nearby, collaborating closely with BIAs, and expanding our Neighbourhood Connect program.



Bolster local transport networks by tailoring our services to better serve the needs and movement habits of local workers and residents



Support the smooth operation of large events by working with organisers to anticipate and cater to increased demand and traffic from participants and visitors.



Boost tourism in our cities by working with more local destinations so visitors and tourists can do more and spend more at key attractions, businesses, and economic zones.



We are driven to help the world
build a more prosperous and
sustainable future through new
ways of moving and connecting.

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