

Ottawa 2023 End of Season Report

November 30, 2023

Neuron Mobility (Canada) Limited

As our third season draws to a close since our launch in May 2023, Neuron Mobility is excited to present a comprehensive overview of our journey alongside this dynamic city. Throughout this season, we've facilitated nearly 90,000 trips, covering an impressive distance exceeding 187,000 kilometers, revolutionizing how Ottawans travel and connect within their community.

This end-of-season report isn't just about numbers; it's a testament to our commitment to innovation and collaboration. We've been at the forefront of piloting groundbreaking initiatives aimed at enhancing the mobility experience and contributing to the city's progress. Among these innovative projects, we've explored extending curfew hours for riders, ensuring accessibility and convenience round the clock. Simultaneously, our focus on refining sidewalk geofence technology reinforces our dedication to safety and responsible riding practices.

Additionally, our concerted efforts to address parking compliance issues stresses our commitment to seamless integration within the city's infrastructure. Neuron Mobility remains steadfast in its pursuit of not only providing convenient transportation options but also ensuring they harmonize with Ottawa's urban fabric.

Join us as we navigate through the achievements, challenges, and collaborative strides made in advancing Ottawa's mobility landscape. As we delve deeper into this report, let's celebrate the milestones achieved, innovations piloted, and the collective vision for a future where Neuron Mobility continues to lead by example, shaping a more accessible, innovative, and interconnected city for all.

1. User profiles (age, gender – if available)

Neuron does not collect this information due to privacy reasons. However, as part of our year end user survey, we provide our riders the opportunity to anonymously self-report this type of demographic information. As per the survey results, the majority of our riders were **males (66.5%)** between the **ages of 18-24 (35.1%)**.

Fig 1. Age distribution of Neuron riders

16 - 17	2.7%
18 - 24	35.1%
25 - 34	28.6%
35 - 44	17.8%
45 - 54	10.3%
55 - 64	4.3%
65+	1.1%

Fig 2. Gender distribution of Neuron riders

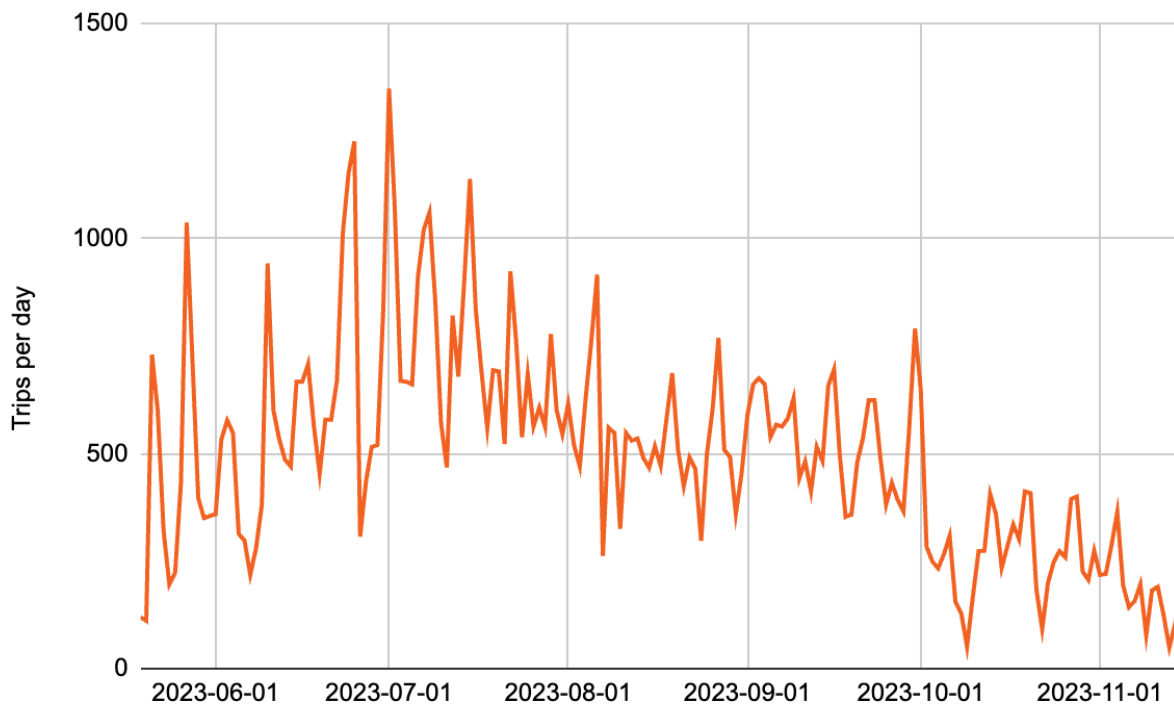
Male	66.5%
Female	30.8%
Non-Binary	0.5%

2. E-scooter availability, utilization, turnover, parking duration, and charge, by location (including specific neighbourhoods and in close proximity to transit stations)

Utilization

The average trips per day for the 2023 season was **497**, with the most trips per day (**1370**) occurring on **July 1st**.

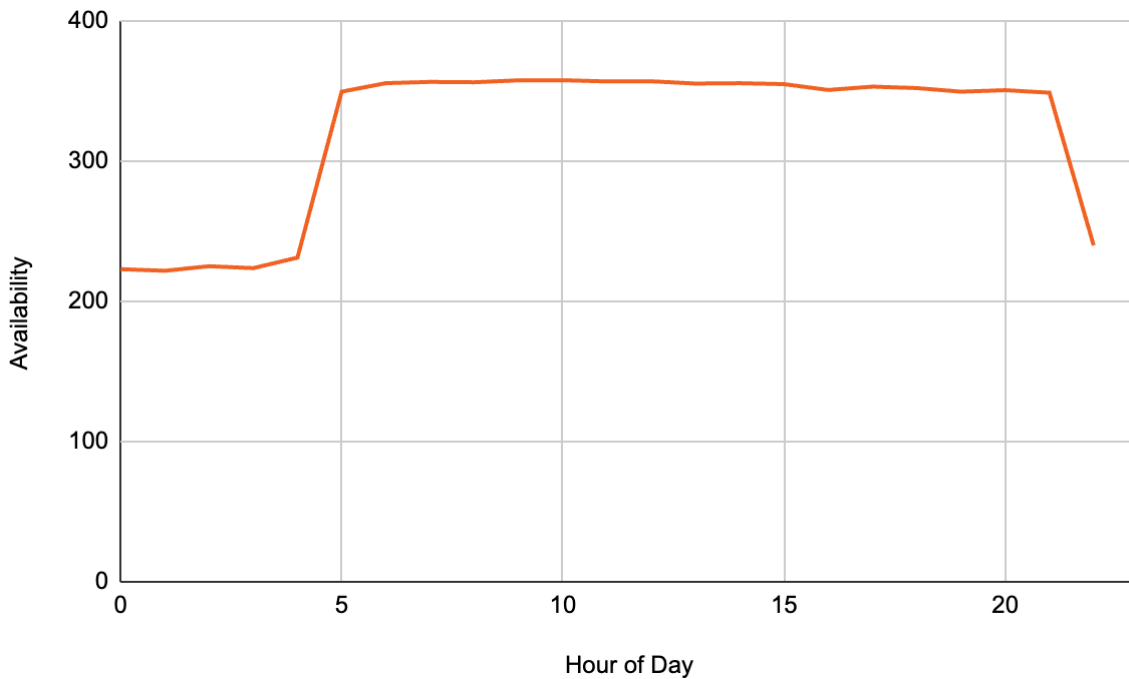
Fig 3. Daily trips for 2022 season



Availability

Scooter availability on an hourly basis can be viewed in the table below. On average, 11am was when availability was the highest.

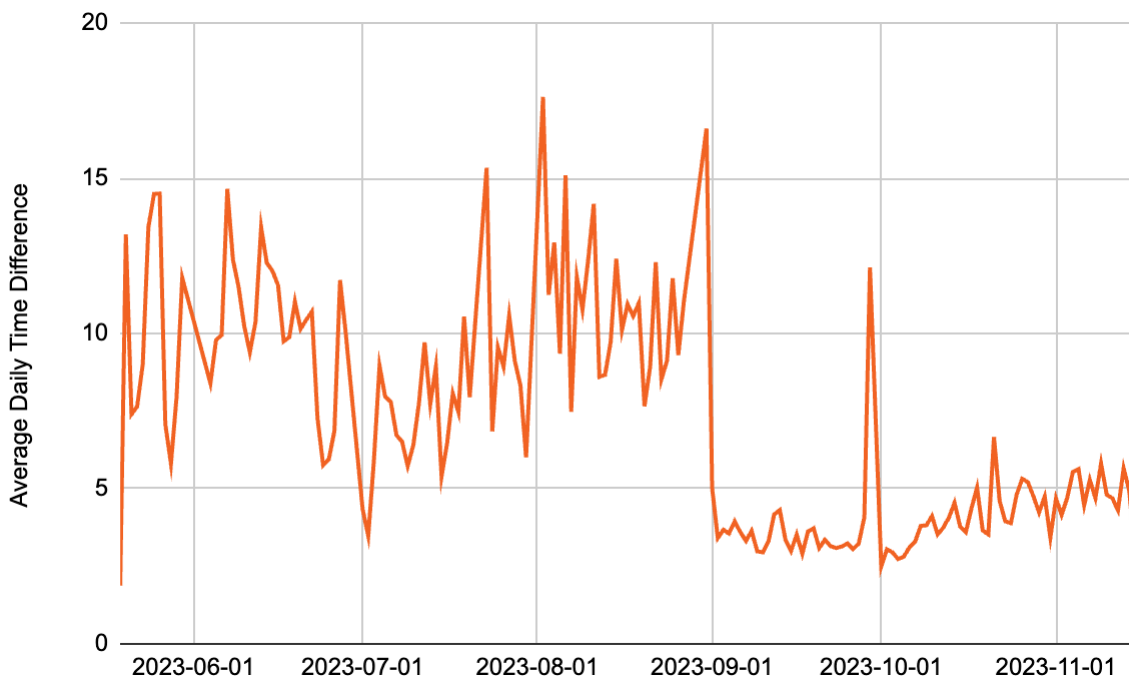
Fig 3b. Average Hourly Scooter Availability



Parking duration

This has been defined as the time between the scooter being IN_STATION to IN_TRIP. Parking duration broken down by day can be seen in the table below.

Fig 3c. Daily Average Parking Duration



Charge & Turnover

No data available

3. Trip origins and destinations by neighbourhood

Centretown is the most popular neighbourhood both in terms of trip origins (**32.51%**) and trip destinations (**32.47%**).

Fig 4. Trip origins by neighbourhood

Neighbourhood	Trip Count	% of Total Trips
Centretown	29214	32.51%
Sandy Hill	14049	15.63%
Byward Market	13605	15.14%
Glebe - Dows Lake	8490	9.45%
West Centretown	5102	5.68%
Lowertown	2471	2.75%
Overbrook - McArthur	2373	2.64%
Hintonburg - Mechanicsville	2180	2.43%
Vanier North	2079	2.31%
Old Ottawa South	1800	2.00%
Vanier South	1657	1.84%
Westboro	1474	1.64%
Lindenlea - New Edinburgh	1468	1.63%
Lebreton Development	1197	1.33%
Old Ottawa East	1124	1.25%
Island Park - Wellington Village	1020	1.13%

Fig 5. Trip destinations by neighbourhood

Neighbourhood	Trip Count	% of Total Trips
Centretown	29138	32.47%
Byward Market	15140	16.87%
Sandy Hill	11840	13.19%
Glebe - Dows Lake	8358	9.31%
West Centretown	5110	5.69%
Lowertown	2536	2.83%
Overbrook - McArthur	2525	2.81%
Hintonburg - Mechanicsville	2165	2.41%
Vanier North	2107	2.35%
Old Ottawa South	1897	2.11%

Vanier South	1709	1.90%
Lindenlea - New Edinburgh	1567	1.75%
Lebreton Development	1408	1.57%
Westboro	1404	1.56%
Old Ottawa East	1137	1.27%
Island Park - Wellington Village	1052	1.17%

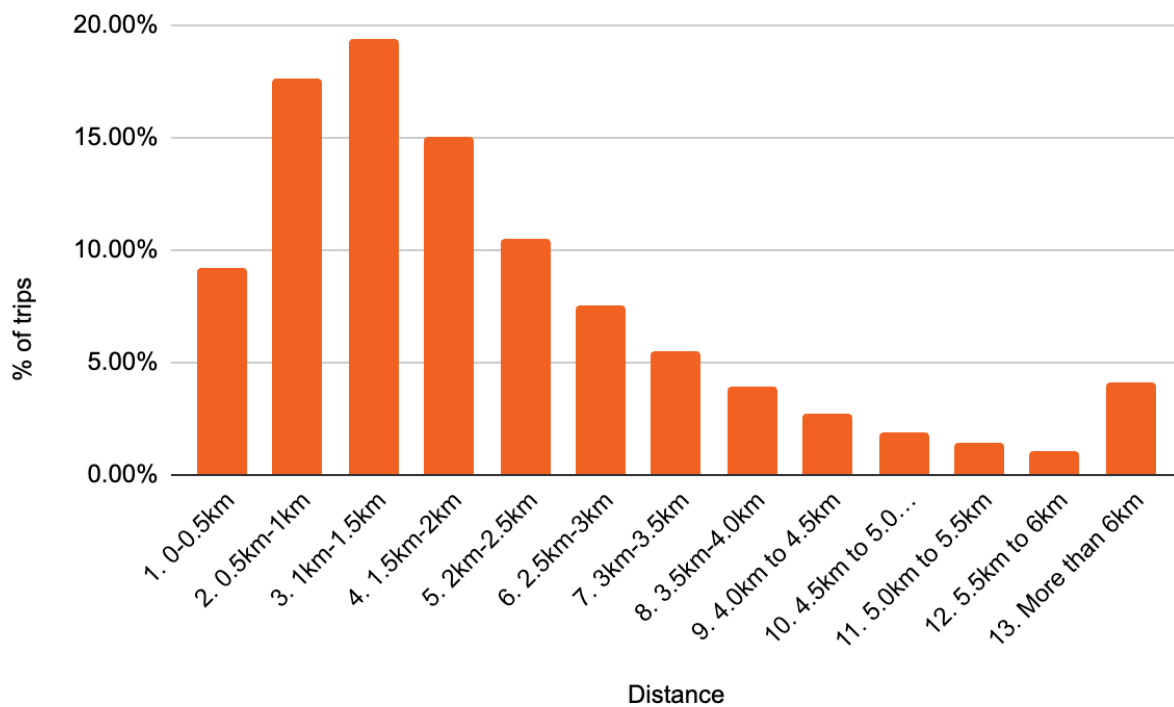
4. Distance traveled from the initial e-scooter “find query” to the e-scooter (if available)

No Data Available.

5. Trip distance (average and distribution)

The average trip distance was **2.11 km**. Almost **20%** of trips were for journeys between **1-1.5 km** long.

Fig 7. Distribution of trip distance



6. Total trips for the reporting period

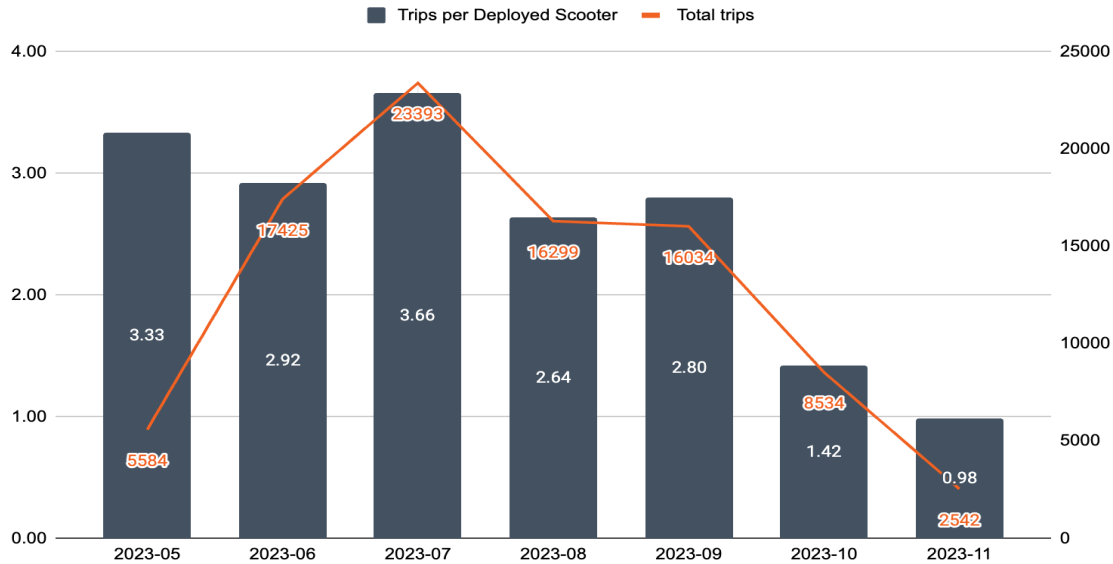
The total number of trips for the 2023 season was **89,811**

7. Trip profile by month, day of week, time of day (total trips, trips per e-scooter)

Trip Profile by Month

July saw the most trips (**23,393**) accounting for roughly a quarter of all trips in 2023. July had the highest ratio of trips per deployed scooter at **3.66**.

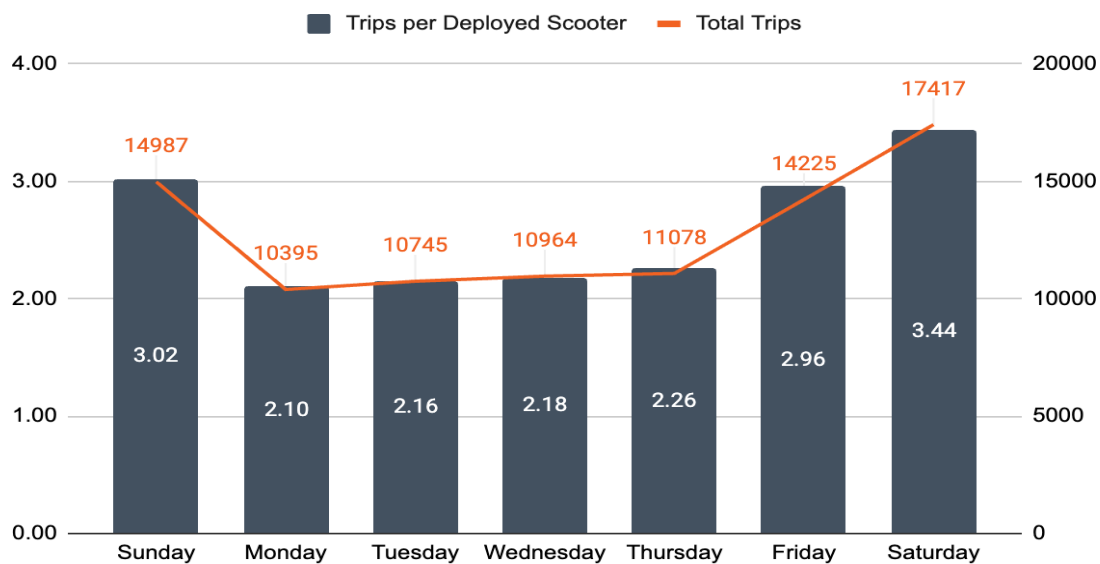
Fig 8. Total Trips & Trips per Deployed Scooter by Month



Trip Profile by Day of Week

Saturday was the best performing day, making up **19%** of total trips along with having the most trips per deployed scooter at **3.44**.

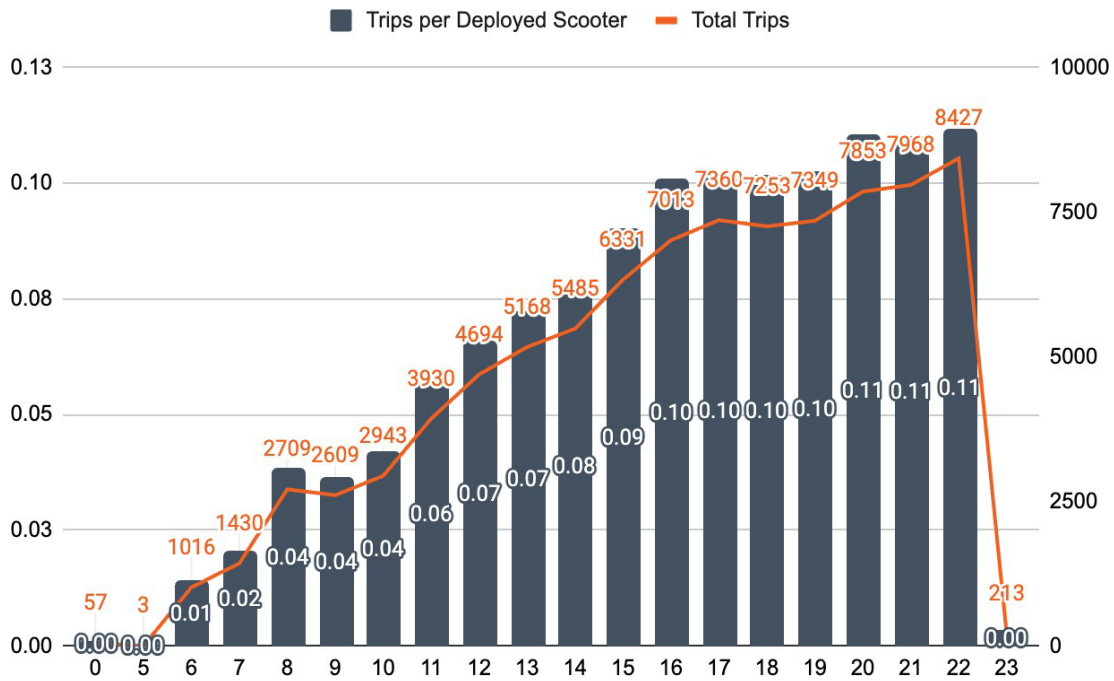
Fig 9. Total Trips & Trips per Deployed Scooter by Day of Week



Trip Profile by Time of Day

Trips steadily increased throughout the day with the lowest number occurring at 6am (**1016 total**) and the peak occurring at 10pm (**8427 total**) representing slightly more than **9%** of all trips.

Fig 10. Total Trips & Trips per Deployed Scooter by Time of Day



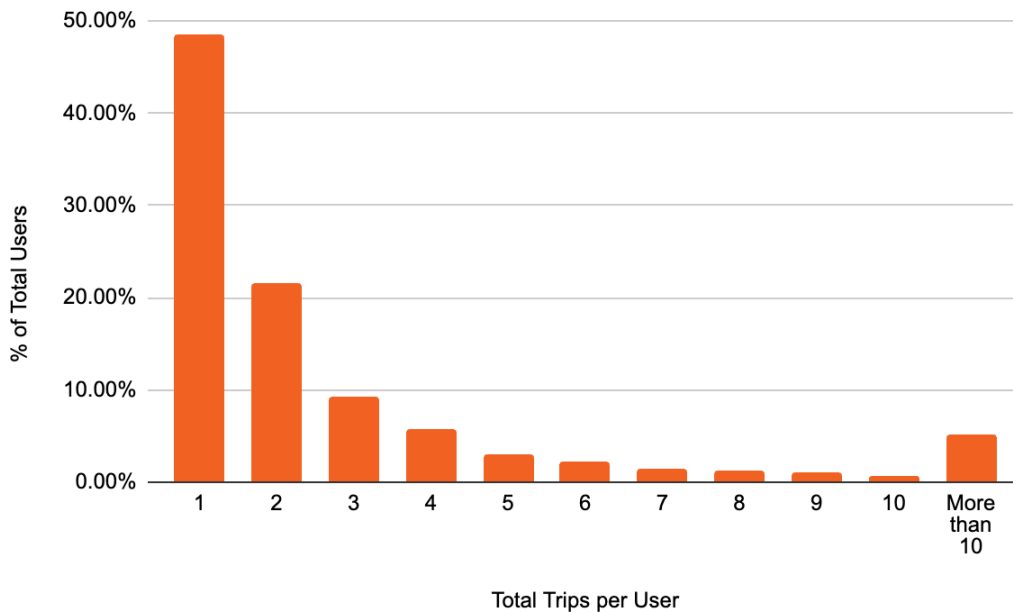
8. Number of unique riders for the reporting period

There were a total of **24,201 unique riders** who took at least one trip

9. Number of trips per rider (average and distribution)

The average number of trips per rider was **3.7**. Below is a distribution of trips per rider where it is visible that more than half of all riders took more than one trip.

Fig 11. Distribution of Number of Trips per Rider



10. Number of riders using monthly passes

There were a total of **50 unique riders** who took at least one trip using a monthly pass.

11. Number of riders who paid on a per-trip basis

There were a total of **23,917 unique riders** who took at least one trip that was paid on a per-trip basis.

12. Number of reported comments and complaints (broken down by topic/reason)

This riding season saw **47** reported complaints, of which **96%** were due to misparked e-scooters. Below is a breakdown by reason.

Fig 12. Breakdown of Complaints by Reason

Bad Parking	Sidewalk Riding	Tandem Riding
45	1	1

13. Number of reported injuries (broken down by verified/unverified and those requiring medical attention)

There were a total of **12 incidents** this season, **6** of which were unverified. Of the **6** verified cases, **3** of them required medical attention.

14. Daily average response times to address mis-parked e-scooters

The daily average response time to address misparked e-scooters was **19 mins**.

15. Number of fines and/or suspensions issued

No riders were fined and 1 rider was suspended this season. Also, Neuron did send out **23** educational emails in response to complaints educating and warning users on proper riding etiquette.

16. Incidents of theft and vandalism

Throughout the 2022 season, there were a total of **26** vehicles that went missing and **41** that were vandalized.

17. Summary of education and outreach activities – including the number of people reached throughout the various education activities

Throughout the 2023 season, Neuron provided riders with always-on education within the Neuron rider app. Campaigns in the app reminded riders of the rules in Ottawa, as well as providing educational opportunities around Road Safety Week and Helmet Safety Week.

Neuron conducted **5 ScootSafe events** where we interacted with the public (200+ individuals total) educating them about the program, local rules and regulations, and safe riding habits. Free helmets are given away at these events along with coupon codes for individuals who complete our safety quizzes.

Additionally, Neuron scheduled ScootSafe ambassadors during peak times in high demand areas. These individuals are there to interact with the public and riders, answering any questions individuals may have as well as to look out for unsafe riding behaviour.

Through our Corporate Partnership program, Neuron supported local organizations and businesses in Ottawa by providing tailored station hosting; and customized education and engagement plans. Neuron worked closely with Hazelview Properties, to support their 'STORY of Rideau & Chapel' development in the Lowertown neighbourhood. This partnership provided STORY with a dedicated Neuron parking station and subsidized rates for tenants of the building in an effort to provide accessible active transportation solutions within our communities. We look forward to continuing to grow these partnerships within the community in the 2024 season.

Lastly, throughout the riding season, we sent out several educational emails to our riders reminding them of the rules of the road as well as highlighting proper riding etiquette (see example below). The number of people reached with these emails exceeds **50,000**.



We've teamed up with our national safety partner, the **Traffic Injury Research Foundation (TIRF)**, to remind all riders to #ScootSafe with pedestrians and vulnerable road and path users in mind.

You'll notice some new device features this year. Our e-scooters are now equipped with our cutting-edge sidewalk riding detection technology as well as a 'warning noise' to alert pedestrians, especially those with vision loss, of an incoming vehicle. These innovations are designed to help improve overall safety for everyone, but please also do your part by riding responsibly!



Slow down & ring your bell when approaching or overtaking

Give way to pedestrians & mobility devices (such as wheelchairs)

Park responsibly, don't block the path or obstruct access areas

Watch our safer streets for all video series:



Ring your bell when you pass! Let others know you're near

Don't block the path! Please end your trip with care

18. GHG reporting (and how it is assessed)

Neuron estimates that **12,302 kg of CO₂e** were avoided through use of our devices in Ottawa. This is estimated by looking at (1) the total kms travelled on our devices, (2) the percentage of car trips replaced with Neuron, and (3) the normal emissions rate of a car.

19. Data evaluating any innovations piloted during the season

During this season, Neuron Mobility took a bold step in piloting extended curfew times in select areas of Ottawa, targeting Lansdowne area and the downtown district. Commencing from August 30th, the Lansdowne area experienced an extended curfew window from 12 am to 6 am, while the downtown area, effective September 9th, had its curfew extended from 1 am to 5 am, concluding alongside the season on November 15th.

Throughout this pilot initiative, a total of 264 trips were recorded across both areas. The Lansdowne pilot witnessed 110 trips, while the downtown area registered 154 trips, unveiling insights into user behavior and preferences during the extended curfew periods.

A noteworthy observation emerged during the evaluation of trip patterns. The timeframe from 11 pm to 12 am emerged as the peak period, accounting for 205 trips, representing approximately 77% of the total trips during the extended curfew pilot. Additionally, the timeframe from 12 am to 1 am in the downtown area observed 56 total trips, constituting around 21% of the total trips during the pilot phase.

An interesting highlight of the data analysis revealed that September 29th emerged as the day with the highest trip count, recording a total of 15 trips, showcasing a heightened demand or specific event-driven usage during the extended curfew hours.

These findings highlight a substantial engagement during the extended curfew times, particularly in the initial hour after the standard curfew, implying a potential demand for more extended operational hours.

Neuron Mobility remains committed to leveraging data-driven insights garnered from such pilots to continually refine and tailor services, ensuring greater accessibility, convenience, and responsiveness to the needs of the Ottawa community.

20. Any additional data which the City may request to assess the pilot program

Not applicable. The City did not request any additional data.

Conclusion

Neuron Mobility's presence in Ottawa this season has been defined by innovation, progress, and a deep commitment to redefining urban mobility. With an impressive tally of almost 90,000 trips covering a vast distance of more than 187,000 kilometers, our services have seamlessly integrated into the fabric of the city's transportation landscape, offering accessible and sustainable solutions to residents and visitors alike.

The assessment of recent innovations, specifically the extended curfew pilot in Lansdowne and downtown Ottawa, has provided invaluable insights into rider behavior and preferences. The data revealed compelling patterns, notably the heightened activity between 11 pm and 12 am during the extended curfew windows. This trend illuminated a clear demand for expanded operational hours, underlining the importance of flexibility in meeting the evolving needs of our riders.

Our analysis of the 264 trips undertaken during these pilot programs underscores the success of our innovative approach. This data serves as a foundation for future enhancements, affirming our dedication to continually refining our services to better serve the diverse communities of Ottawa.

Neuron Mobility extends its sincerest appreciation to the city of Ottawa, our partners, stakeholders and the riders who have supported us throughout this season. Your engagement and feedback have been instrumental in our journey. As this season concludes, we remain resolute in our commitment to elevating urban mobility experiences.

Looking ahead, Neuron Mobility remains steadfast in its pursuit of innovation, envisioning a future where transportation is not just about getting from point A to B but embodies accessibility, sustainability, and seamless connectivity. Together, we will continue to propel Ottawa towards a more efficient, equitable, and dynamic future in urban transportation.