Neuron Mobility
City of Ottawa
2024 Operating Report

December 2024

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Overview

In 2024, Neuron achieved a significant milestone in the City of Ottawa with riders clocking over 750,000 kilometres travelled since the launch of the program. Riders remain enthusiastic about the program with over nine out of ten riders saying the program has had a positive impact on the city.

The average trip distance this year was 1.99 kilometres and took approximately 13.5 minutes. Nearly 40% of trips have replaced car journeys, eliminating an estimated 49 tonnes of CO_2 since the launch of the program, reducing congestion, and supporting the City's sustainability goals. This year's rider survey found that 60% of trips resulted in a purchase at a local business, while the average spend per trip has almost doubled to $57 compared to $32 in 2022. It is calculated that each e-scooter contributed $18,860 to Ottawa's economy, which equates to a cumulative estimated local economic impact of over $6.6 million over the past year.

Additionally, 8.2% more trips wouldn't have happened if e-scooters weren't available, which is an increase from 6.5% in 2022, meaning local businesses would have missed out on valuable sales if e-scooters were not available. When asked where they spend money during their e-scooter trips, 36% of riders said they made purchases at shopping venues, 31.5% at a restaurant or cafe, and 14% at a recreational venue like a gym or a local event.

E-scooters are increasingly an important part of Ottawa's transportation network. Across the board, the reliance on e-scooters has grown in 2024 compared to 2022 for commuting to work or study (46% vs 41%), running errands (42% vs 32%), connecting to public transport (20% vs 16.5%), and getting to appointments (23% vs 22%).

With stabilization to the program, we continue to see continued adaptation of Neuron's shared e-scooter services in Ottawa. The 2024 operating period exemplifies the demand for shared e-scooters and the opportunities it can unlock under the right operating conditions of extended riding hours, available parking and support from the City of Ottawa.

1. User profiles

Neuron does not collect this information directly from riders due to privacy concerns. However, as part of our year end user survey, we provide our riders the opportunity to anonymously self-report demographic information. As per the survey results, the majority of our riders were **males (61.4%)** between the **ages of 25-34 (34.8%)**.

Fig 1. Age distribution of Neuron riders

16 - 17	3.2%
18 - 24	29.1%
25 - 34	34.8%
35 - 44	19.6%
45 - 54	10.8%
55 - 64	2.5%
65+	0.0%

Fig 2. Gender distribution of Neuron riders

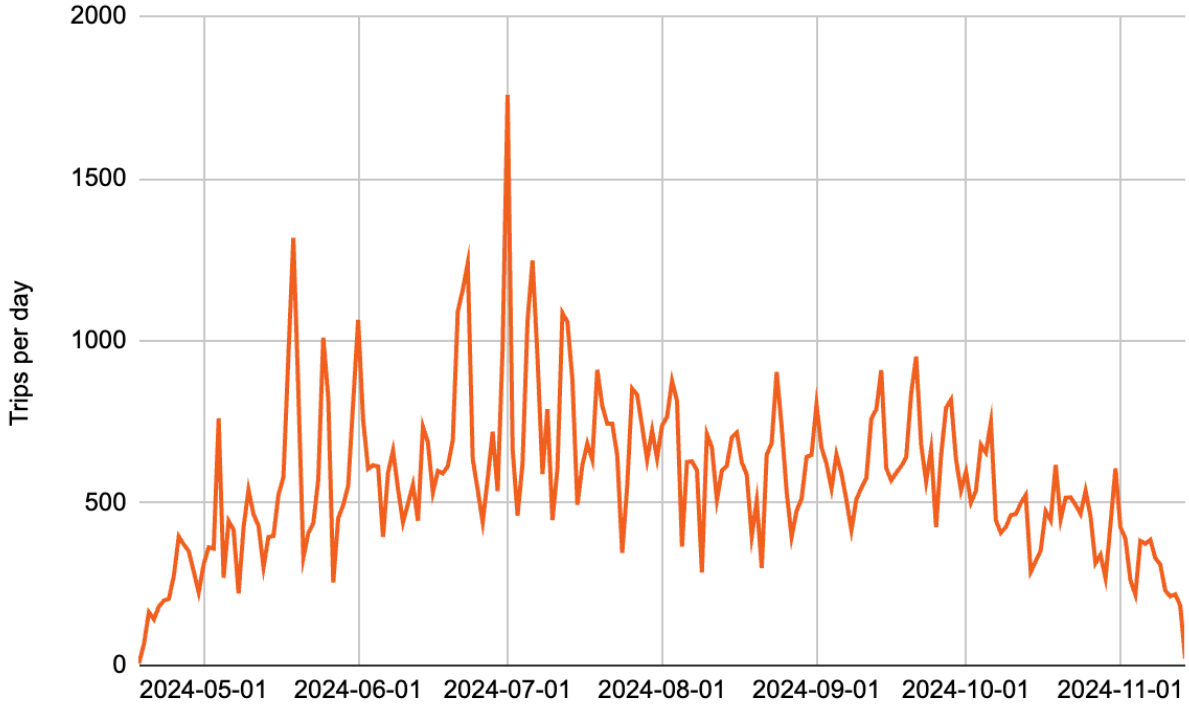
Male	61.4%
Female	34.2%
Non-Binary	1.9%
Prefer not say	2.5%

2. E-scooter availability, utilization, turnover, parking duration, and charge, by location

Utilization

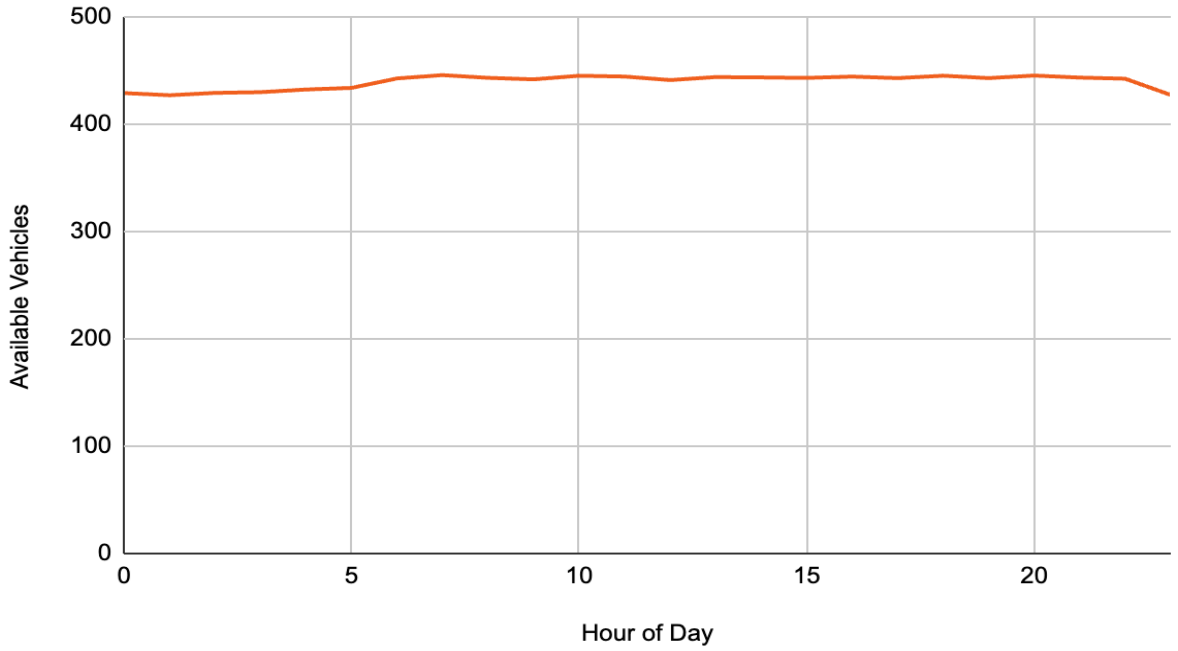
The average trips per day for the 2024 season was **571**, with the most trips per day **(1,758)** occurring on **July 1st**.

Fig 3. Daily trips for 2024 season



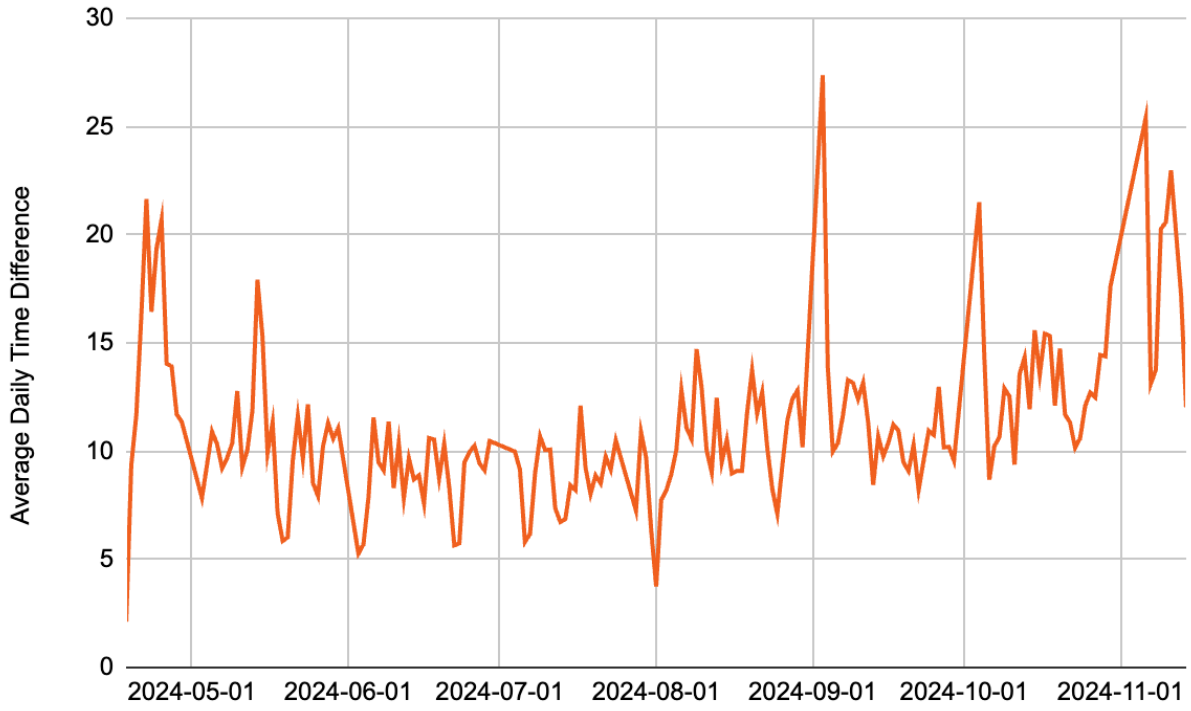
Availability
Scooter availability on an hourly basis can be viewed in the table below. On average, 7am was when availability was the highest.

Fig 4. 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 5. 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 **(33.06%)** and trip destinations **(32.86%)**.

Fig 6. Trip origins by neighbourhood

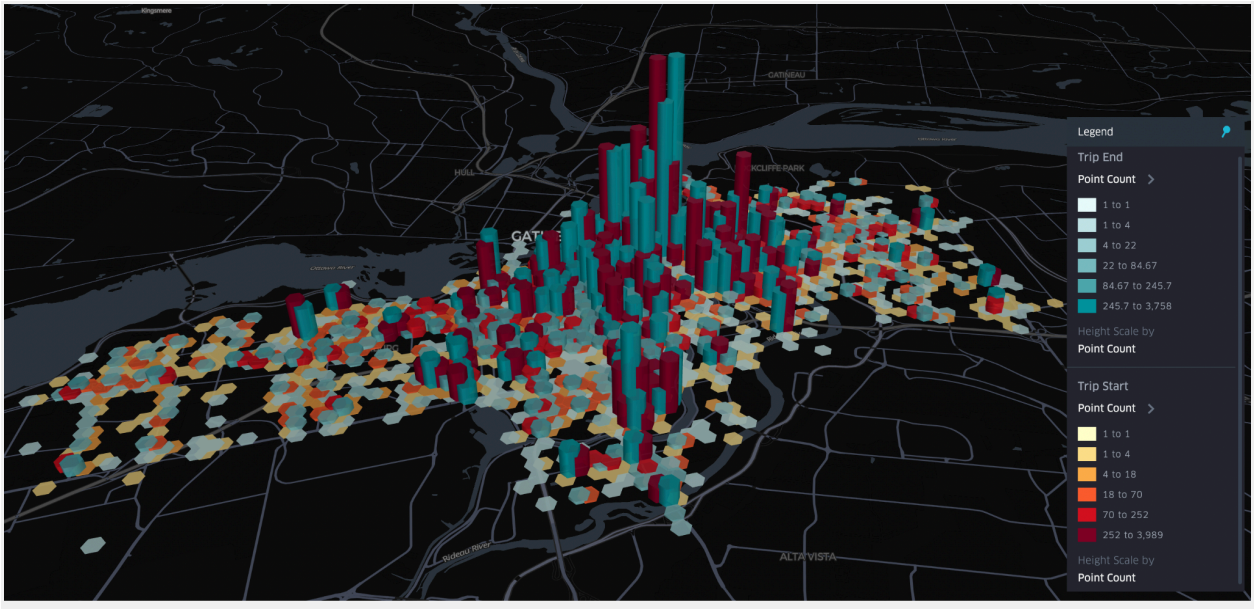
Neighbourhood	Trips	% of Total Trips
Centretown	39874	33.06%
Sandy Hill	22676	18.80%
Lowertown West	21473	17.80%
Glebe - Dows Lake	9854	8.17%
West Centretown	5870	4.87%
Lowertown East	4074	3.38%
Overbrook	2217	1.84%
Hintonburg - Mechanicsville	1898	1.57%
Vanier North	1869	1.55%
Old Ottawa South	1825	1.51%
Vanier South	1823	1.51%
Westboro	1776	1.47%
New Edinburgh	1479	1.23%
Lebreton Development	1317	1.09%
Old Ottawa East	1206	1.00%
Island Park - Wellington Village	847	0.70%
Civic Hospital	385	0.32%
Beechwood Cemetery	115	0.10%
Manor Park	29	0.02%

Fig 7. Trip destinations by neighbourhood

Neighbourhood	Trips	% of Total Trips
Centretown	39585	32.86%
Sandy Hill	22135	18.38%
Lowertown West	20880	17.33%
Glebe - Dows Lake	9382	7.79%
West Centretown	6082	5.05%
Lowertown East	3578	2.97%
Overbrook	2465	2.05%

Hintonburg - Mechanicsville	2356	1.96%
Vanier North	2076	1.72%
Old Ottawa South	2059	1.71%
Vanier South	2049	1.70%
Westboro	1951	1.62%
New Edinburgh	1806	1.50%
Lebreton Development	1288	1.07%
Old Ottawa East	1251	1.04%
Island Park - Wellington Village	1005	0.83%
Civic Hospital	275	0.23%
Beechwood Cemetery	181	0.15%
Manor Park	55	0.05%

Fig 8. Trip origin/destination heat map



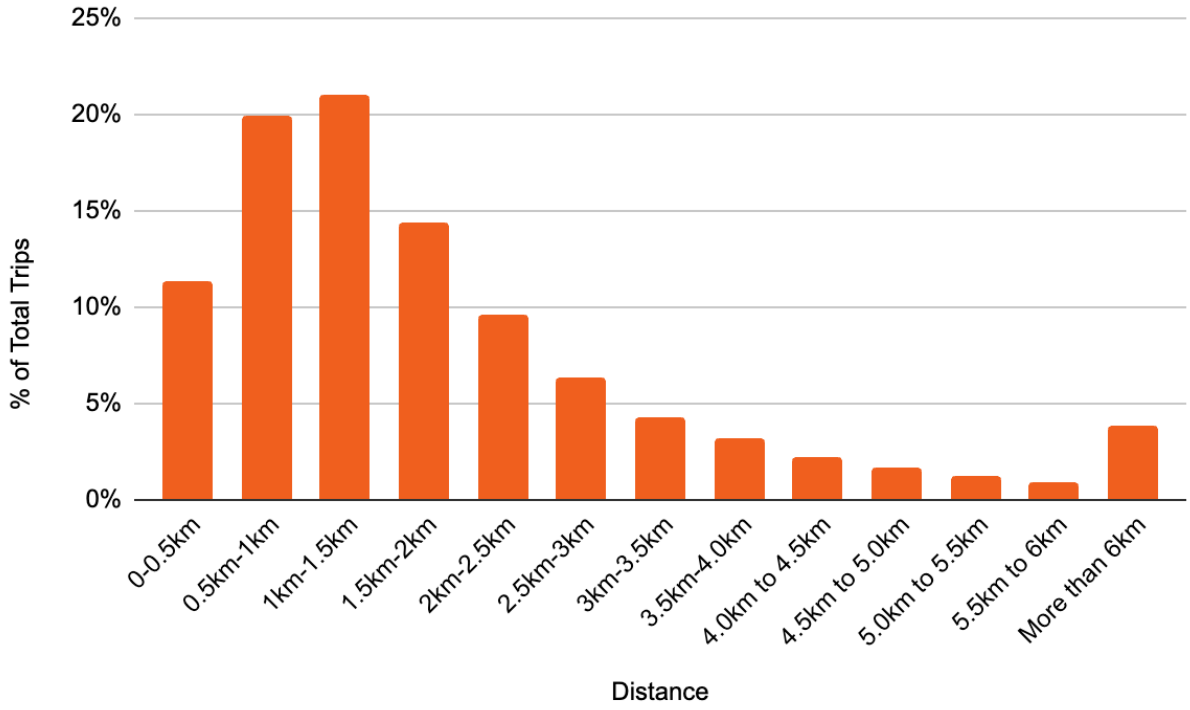
4. Distance traveled from the initial e-scooter “find query” to the e-scooter

No Data Available.

5. Trip distance (average and distribution)

The average trip distance was **1.99 km**. Over **20%** of trips were for journeys between **1-1.5 km** long.

Fig 9. Distribution of trip distance



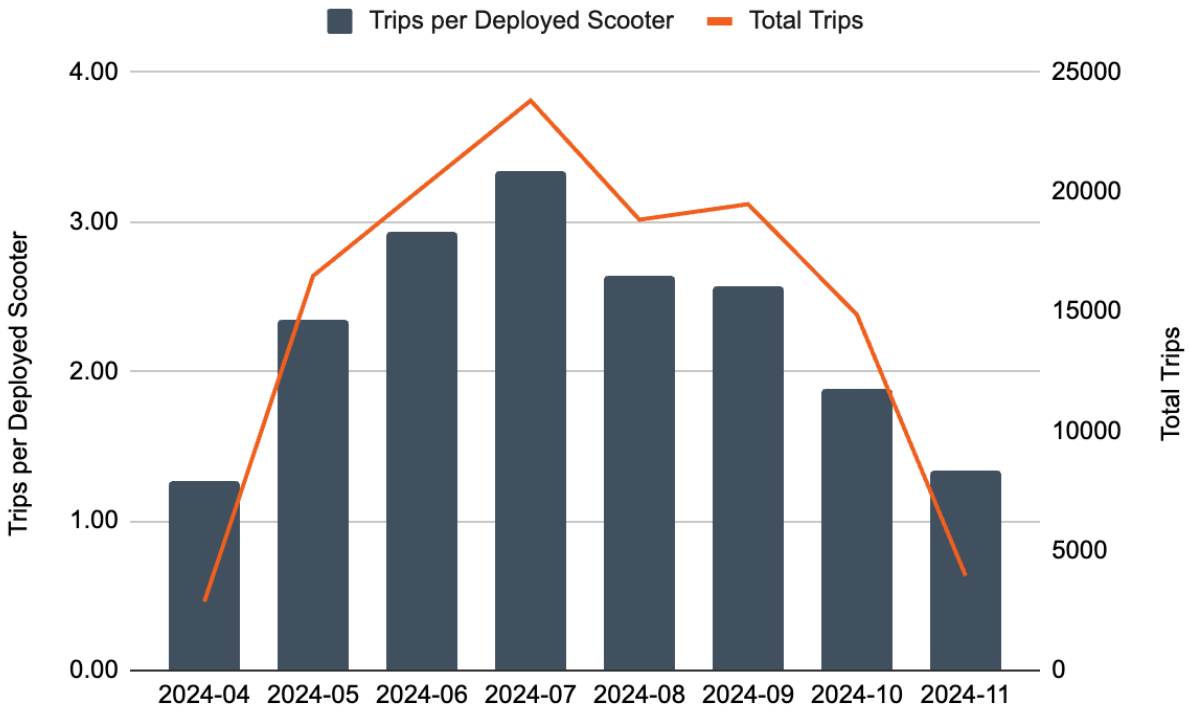
6. Total trips for the reporting period

The total number of trips for the 2024 season was **120,528**

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 (**23,825**) accounting for 20% of all trips in 2024. July had the highest ratio of trips per deployed scooter at **3.33**.

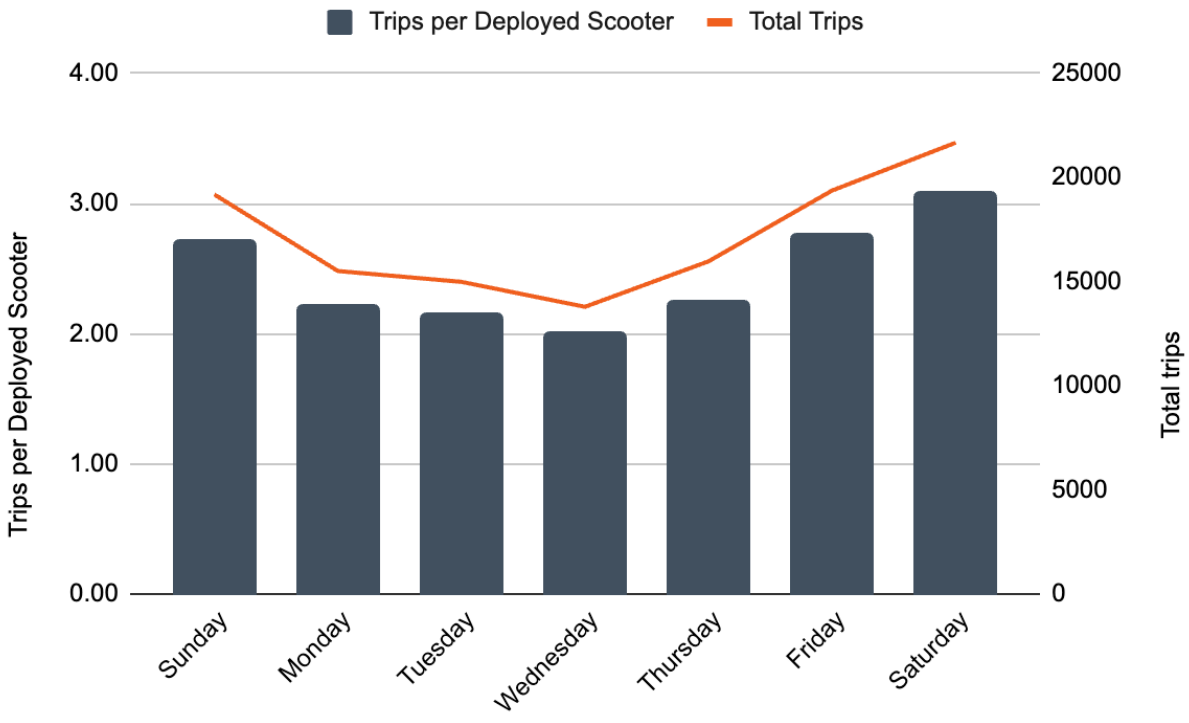
Fig 10. Total Trips & Trips per Deployed Scooter by Month



Trip Profile by Day of Week

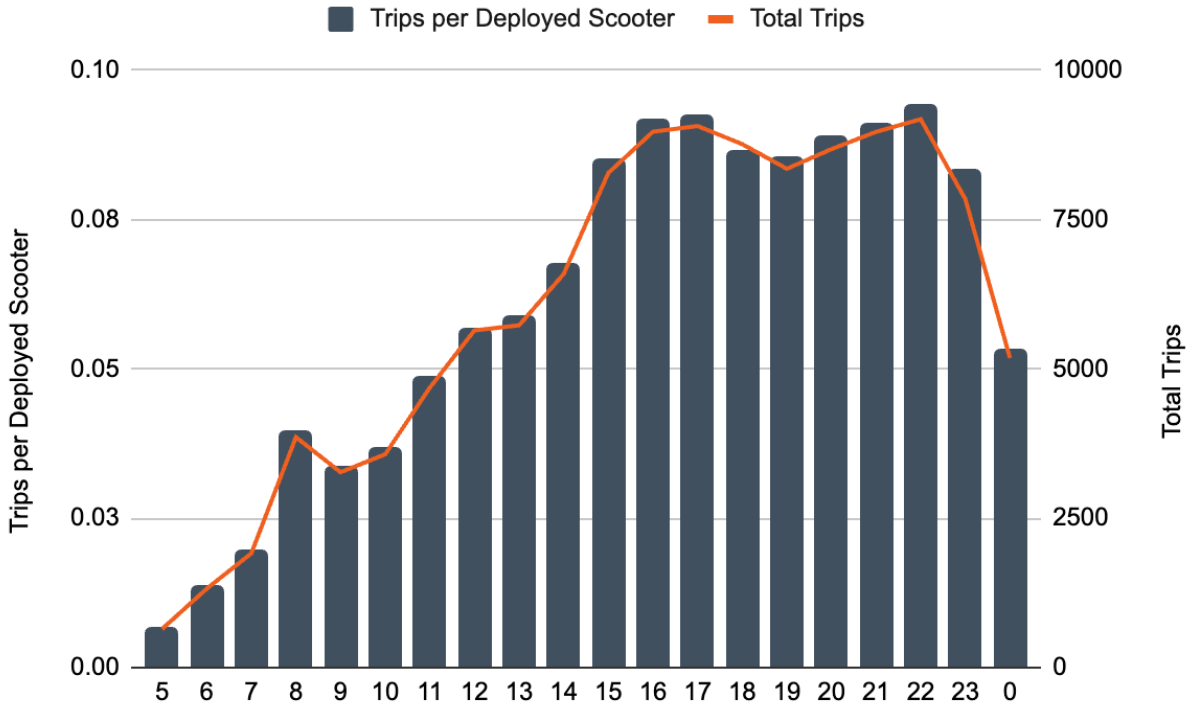
Saturday was the best performing day, making up **18%** of total trips along with having the most trips per deployed scooter at **3.09**.

Fig 11. 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 5am (**645 total**) and the peak occurring at 10pm (**9,181 total**) representing slightly more than **8%** of all trips.

Fig 12. Total Trips & Trips per Deployed Scooter by Time of Day



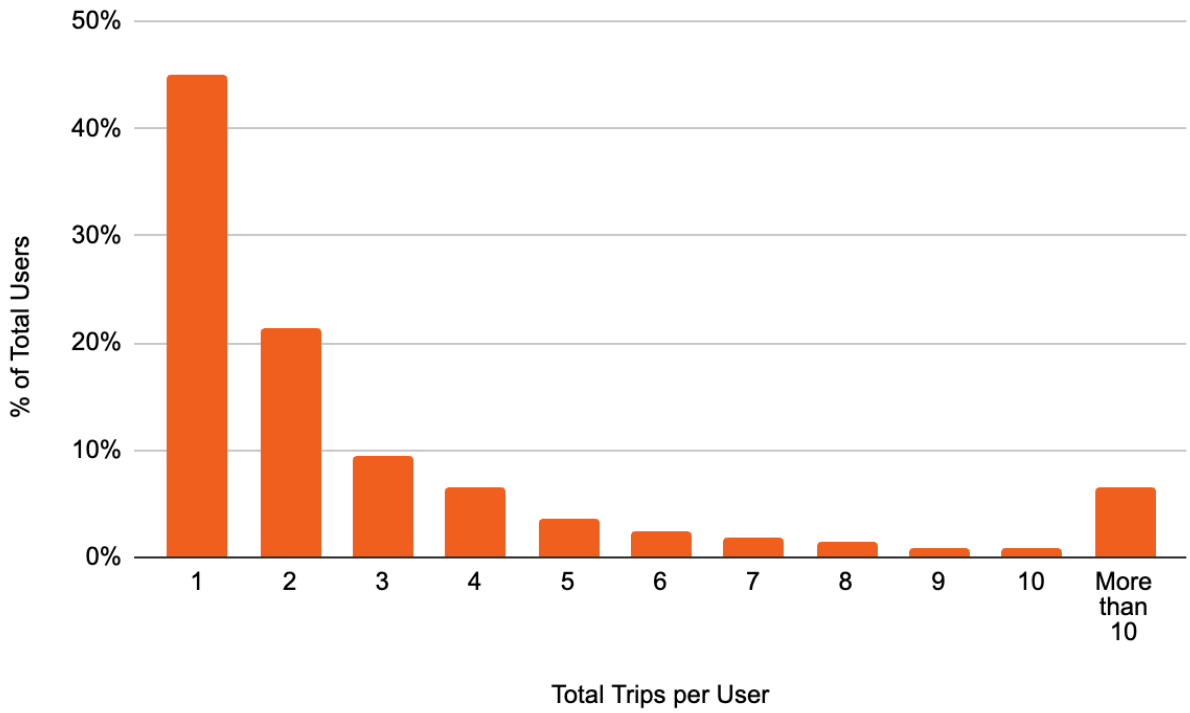
8. Number of unique riders for the reporting period

There were a total of **27,139 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 **4.4.** 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 13. Distribution of Number of Trips per Rider



10. Number of riders using monthly passes

There were a total of **19** riders who took at least one trip using a monthly pass. Neuron's most popular pass option was the Neuron Plus Pass with **2,311** riders and **1,863** using the 1-Day pass.

Fig 14. Breakdown of Passes

Type of Pass	Number of Riders
Fixed Fare Pass (30 Days)	19
Neuron Plus	2,311
240 Minute Bundle	57
1-Day Pass	1,863
Weekly Pass (7 Days)	40
3-Day Pass	248

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

There were a total of **24,592 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 70 reported complaints, of which 96% were due to misparked e-scooters. Below is a breakdown by reason.

Fig 15. Breakdown of Complaints by Reason

Bad Parking	Sidewalk Riding	Tandem Riding	Underage Riding	Unsafe Riding
67	0	1	1	1

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

There were a total of 45 incidents this season, 31 of which were unverified. Of the 14 verified cases, eight required medical attention.

14. Daily average response times to address misparked e-scooters

The daily average response time to address misparked e-scooters was **34 mins**.

15. Number of fines and/or suspensions issued

No riders were fined and **seven ri**ders were suspended this season. Also, Neuron did send out 94 educational emails in response to complaints educating and warning users on proper riding etiquette.

16. Incidents of theft and vandalism

Throughout the 2024 season, there were a total of 12 vehicles that went missing and 13 that were vandalized.

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

Neuron began 2024 with our annual Road Safety Week campaign. The campaign focused on safe riding and local riding rules in Ottawa. The campaign included external communication activities, a local ScootSafe event, in-app education, and direct rider communications (e.g. email). The campaign reached 1,300 unique riders who completed over 3,500 trips between May 12 - 18.

Neuron offers always-on rider education, which includes educational instruction from the e-scooter's voice guidance during each trip, riding rules posted on the e-scooters and in-app educational features. In-app, riders would have experienced a variety of activities related to riding rule reminders, safety campaigns, and ScootSafe Academy.

During the week of September 21 - 29, Neuron conducted its annual Helmet Safety Awareness Week (HSAW), which focuses specifically on helmet use and safety. This was the fourth year for the campaign. This year's HSAW included a find the golden helmet campaign, and offered riders incentives and credits for future rides. Neuron offered up to $100,000 globally for the campaign. The campaign reached over 2,100 unique riders that took over 6,100 trips during the campaign.

Neuron continued to schedule Safety Ambassadors during peak times in high demand areas. These individuals were present to interact with the public and riders, answering any questions individuals may have as well as to look out for unsafe riding behaviour. Our ScootSafe Ambassadors were active during our annual campaigns such as Helmet Safety Awareness Week and during major city events.

Neuron's Safety Ambassadors also provided 14 ScootSafe events in 2024. This included a number of joint events with BIAs and local partners from across the City. In addition, Neuron has continued to provide riders that opt into direct notifications with local riding rule reminders and safety information.

Through our Corporate Partnership Program, Neuron continues to support local organizations and businesses in Ottawa by providing tailored station hosting and customized education and engagement plans. Neuron works closely with property management companies to provide transportation options from their residential properties. These partnerships provide property management companies with dedicated Neuron parking stations on site and offer custom rates for tenants of the building in an effort to provide accessible active transportation solutions within our communities.

18. GHG reporting (and how it is assessed)

Neuron estimates that **15,455 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 the 2024 operating period, Neuron expanded hours of service under the new permitted hours of operation. The increased service hours has had a significantly positive outcome for riders. The table below illustrates ridership during the added service hours in Ottawa.

Fig 16. Breakdown of Trips by Time

Time	Trips	% of Total trips
11:00 PM	7842	6.51%
12:00 AM	5183	2.20%
1:00 AM	8	0.00%
5:00 AM	645	0.27%
Total	13678	11.35%

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

At the end of 2024, Neuron asked riders for feedback on current operations and how they felt about certain parameters on the program.

In Ottawa Neuron vehicles operate under restricted service hours set by the municipality. Would you like Neuron's e-scooters to be available 24 hours a day, 7 days a week?	
Yes	88.0%
No	12.0%
Total	**100%**

Does Neuron's restricted service hours impact your travel for any of the following purposes?*	
Commuting (work AND/OR study)	26.6%
Commuting for work	17.7%
Commuting for study	15.2%
Connecting to public transit	15.8%

Running errands (shopping, etc)	21.5%
Exploring the city (restaurants, cafes, events)	37.3%
Getting to appointments	12.7%
Neuron's restricted service hours does not impact my travel	34.8%

In Ottawa, e-scooters are required to have a constant noise feature to alert pedestrians. As both a pedestrian and rider, how helpful do you find this feature?	
I do not find this feature helpful	55.7%
I find this feature helpful	44.3%
Total	**100.0%**

Would you prefer to choose where e-scooters can be parked in low traffic areas of the city	
Yes, I would like to choose	76.6%
No, I prefer designated parking stations	23.4%
Total	**100.0%**

How helpful would physical infrastructure (such as signs or markings on the pavement) be to locate a designated parking station?	
Extremely helpful	64.6%
Somewhat helpful	24.1%
It would make little to no difference	7.6%
Not helpful	3.8%
Total	**100.0%**

How far would you be willing to walk to access a Neuron e-scooter, or to reach your final destination after ending your trip?	
25 meters	20.9%
50 meters	17.7%
75 meters	8.9%
100 meters	22.2%
200 meters	16.5%
More than 200 meters	13.9%
Total	**100.0%**

***Respondents were able to select more than one response.**

Additional Comments for 2024

Over the course of the 2024 operational period, Neuron has seen continued sustainable trends that indicate that the program in Ottawa provides riders with a valuable service that is reliable, safe and convenient.

With over 750,000 km travelled since the launch of Neuron in Ottawa in 2021, there is much to be excited about regarding the future of shared mobility in the City of Ottawa. It is clear that the current parking model and riding conditions have created an environment that fosters e-scooter use and provides a carless transportation option for residents and visitors to Ottawa.

Neuron's 2024 rider survey also indicates a significant shift in how riders are using e-scooters, particularly as it pertains to commuting. Respondents have also indicated that one in five trips are part of a multimodal trip connecting to public transit.

As we look to 2025, Neuron believes that there are viable expansion opportunities within the City of Ottawa. Natural expansion areas are those that are adjacent to the current service areas such as Alta Vista. Further, a compelling case can be made for hub-spoke approaches to specific transit stops along newly opening lines 2 & 4 of the O-Train at Mooney's Bay, Walkley, Greenboro and South Keys stations. Looking to other communities, Kanata, Nepean, Barrhaven and Orléans are likely areas to consider with their own satellite fleets that could be managed separately from the current service area and provide first and last kilometer transportation within respective communities, connecting to rapid transit stations.

To assess the viability of service expansion 2025, Neuron riders were recently asked what areas they would like to see Neuron expand to. Over 40% of respondents indicated that they would like to see our orange e-scooters being able to operate on Capital Commission Trails and in Lansdowne Park. Outside of Ottawa, Kanata, Nepean, Barrhaven, and Orléans followed, with approximately one in five riders recommending these areas.