



City of Vernon

E-Scooter Program
September 2022 Update

Vernon snapshot: By the numbers



Users signed up with
Neuron in Vernon



Trips taken since July 29th (day of
launch in Vernon)



Users have rated their ride on a
Neuron e-scooter



Helmets given away at 9 Scoot
Safe Events



Average trip distance



Trips taken on a 3-day, weekly or
monthly pass

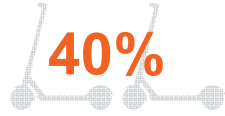


Is the average rating on
Neuron's services



Total trip distance since launch of
program

Neuron Local Impact for 2022



of all Neuron trips replaced a car trip



of users find Neuron to be a more affordable mode of transportation



of users believe Neuron has had a positive impact on Vernon



of users have indicated that they make a purchase during their trip



of trips taken on Neuron would not have happened if Neuron was not available



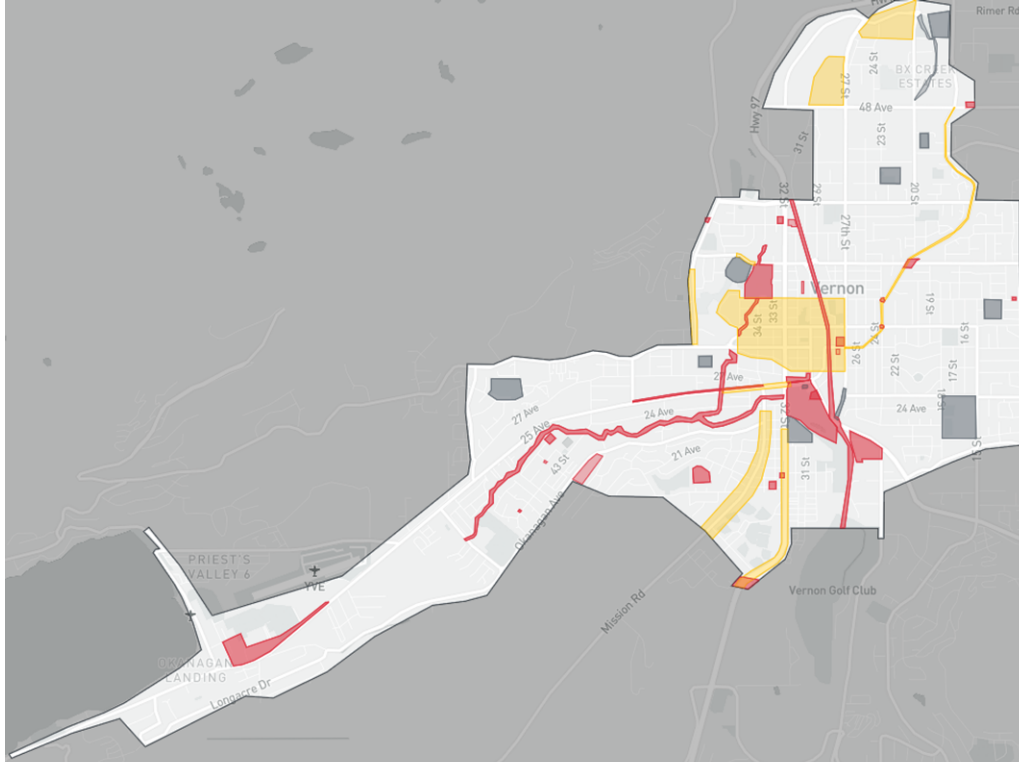
of users use e-scooters to commute



2022 Program Highlights

- Launch of the interactive in-app Scoot Safe Academy to enhance rider education
- Addition of 50 e-bikes to the fleet
- Increase of e-scooter fleet to 350 to meet demand in Vernon this year
- Expanded riding area to better serve residents that use Neuron as primary mode of transportation

Riding area expansion



- In addition to the expansion late last year into East Hill and Bella Vista, we have continued to optimize our service area this year by expanding the Okanagan Landing area.

Safety Update

- In total, **9** 'slow riding', **12** 'no riding' and **29** 'no parking' zones have been implemented in collaboration with the City and local stakeholders
- Along with staff, collaborate with local stakeholders to optimize routes for accessibility
- Incentives provided for helmet use and responsible parking practices
- Rider and public education programs continued throughout the operating season
- Ongoing in-app and electronic communication and education on safe riding (e.g. helmet use, age requirements, one person per e-scooter)

Thank you.

**Questions +
Further Discussion**

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