

# City of Vernon Update

November 2023



# Vernon snapshot: By the numbers

**37,250+**



Users signed up with Neuron in Vernon

**322,000+**



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

**60,000+**



Users have rated their ride on a Neuron e-scooter

**1000+**



Helmets given away at Scoot Safe Events

**2.10 km**



Average trip distance

**42%**



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

**4.42/5**



Is the average rating on Neuron's services

**675,000+ 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.



**21%** of trips would not have happened if a Neuron e-scooter was unavailable

**70%** of trips result in a direct purchase from a local business

**60%** of riders spent more than \$10 during their most recent trip

**\$30** spent at local businesses by Neuron riders per e-scooter trip

**\$12,900** spent at local businesses by Neuron riders per e-scooter deployed

**\$4.5M** spent at local businesses in Vernon each year

**40%** of trips replace a car journey

**98%** of users believe Neuron has created a positive impact on the city

## Where our riders spend their money\*



**38%**  
General shopping



**36%**  
Restaurants, bars, cafes



**17%**  
Entertainment, recreational venues

\*Riders were able to select more than one option.

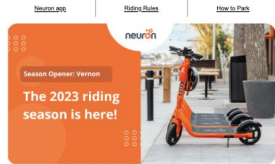
# Rider Safety Summary

Since launching in 2021, Neuron has hosted over 26 Community Scoot Safe events and given away 1,000+ helmets.

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

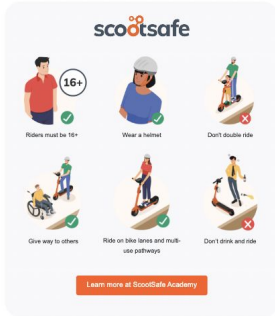
Each event is staffed with Neuron Safety Ambassadors who ensure questions regarding the program are answered and that appropriate safety training can be provided if requested.

# Start of Season Electronic Direct Mail



After a winter hiatus, our e-scooters are back on the streets of Vernon! Since launch, riders like you have travelled over 460,000km, with 40% of e-scooter trips replacing a car journey and reducing CO2 emissions by 29 tonnes. Together, let's make 2023 even better than last year!

Before taking your first ride this season, don't forget to check your local riding rules.



If you have any questions, please reach out to our team at [customersupport@neuron.us](mailto:customersupport@neuron.us) or +1 (773) 770-5666.

#ScootSafe and we'll see you out there!  
The Neuron Team

Join the Neuron community!



If you no longer wish to receive these messages, please click the 'unsubscribe' button below or change your preferences on the profile page of our app.

[Unsubscribe](#)

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Vancouver, BC

At the launch of this year's program, riders received a reminder of the local e-scooter rules. This included age, helmet requirements, one person per e-scooter, be courteous when riding and not to operate an e-scooter after consuming alcohol.

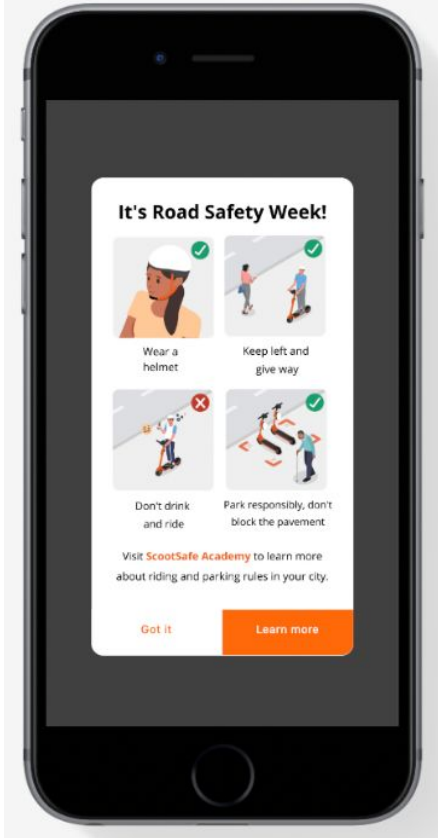
The emailed targeted 8,600 riders who had previously used the service in Vernon.

# Road Safety Week

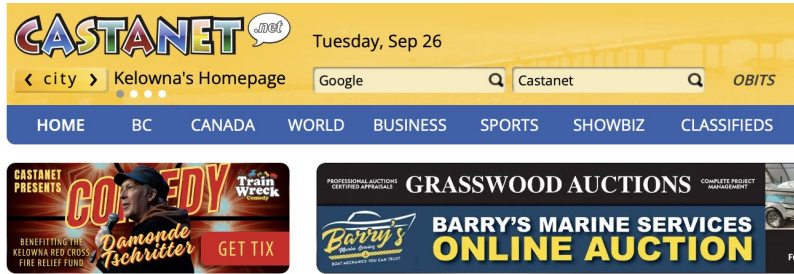
In May, Neuron launched a Road Safety Week Campaign that appeared directly before riders started their trips.

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.



# Helmet Safety Week



Vernon

SCOOT SAFE, WEAR A HELMET

## Neuron Mobility lists top five reasons to wear a helmet

Jon Manchester - Sep 17, 2023 / 10:00 am



In addition to Neuron's always on safety program to encourage helmet use, riders were reminded of the benefits of helmet safety week through our local media campaign in Vernon.

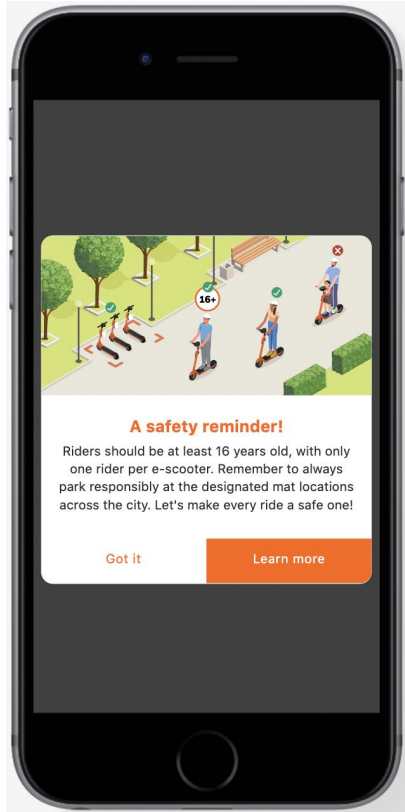
Neuron's always on helmet safety education starts with the e-scooter voice prompts reminding riders to wear a helmet, a helmet provided on each e-scooter, as well as in-app prompts, messaging and incentives for helmet use.

# Fall Safety In-app Campaign

At the end of September riders began to see new safety messaging in-app.

The in-app messaging reminding riders of age requirement, to park properly, and one rider per e-scooter.

The in-app campaign targeted frequent riders and reached over 1,500 users in the month of October.



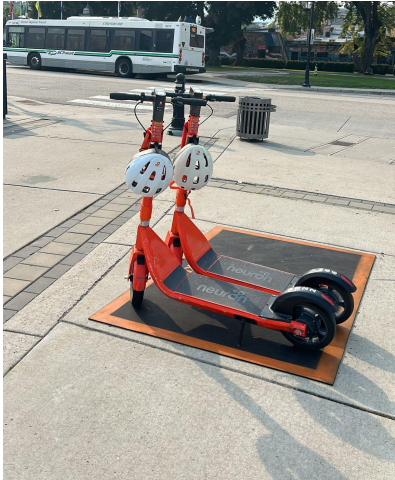


# Improving Parking Compliance



To enhance parking compliance, new parking mats were introduced in Vernon this year.

Early indicators and feedback of the new mats are improving parking compliance and reducing improper parking on sidewalks.



Thank you.

Questions +  
Further Discussion

