Neuron Mobility in Brampton

April 2024

Brampton snapshot: By the numbers

72,324+

Users signed up with Neuron in Brampton

200,000+ km

Total distance of trips since launch of program

14,500+

Users have rated their ride on a Neuron e-scooter

500+

Helmets given away at Scoot Safe Events

2.16 km

Average trip distance

13 min

Average trip duration

4.12/5

Is the average rating on Neuron's services

14

Estimated tonnes of CO2 emissions averted

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.

8 Key Figures

13% of trips would not have happened if a Neuron e-scooter was unavailable

60% of trips result in a direct purchase from a local business

42% of riders spent more than $10 during their most recent trip

$39 spent at local businesses by Neuron riders per e-scooter trip

$14,800 spent at local businesses by Neuron riders per e-scooter deployed

$3.7m spent at local businesses in Brampton in 2023

42% of trips replace a car journey

99% of users believe Neuron has created a positive impact on the city

Where our riders spend their money*

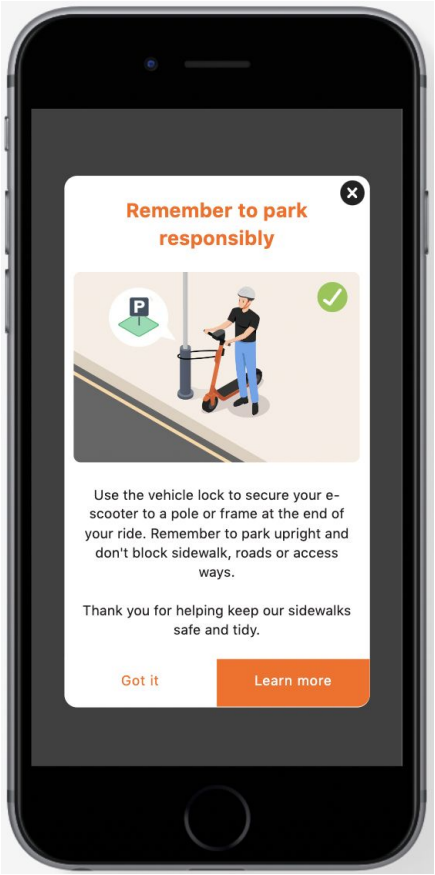
46% General shopping

12% Restaurants, bars, cafes

12% Entertainment, recreational venues

*Riders were able to select more than one option.

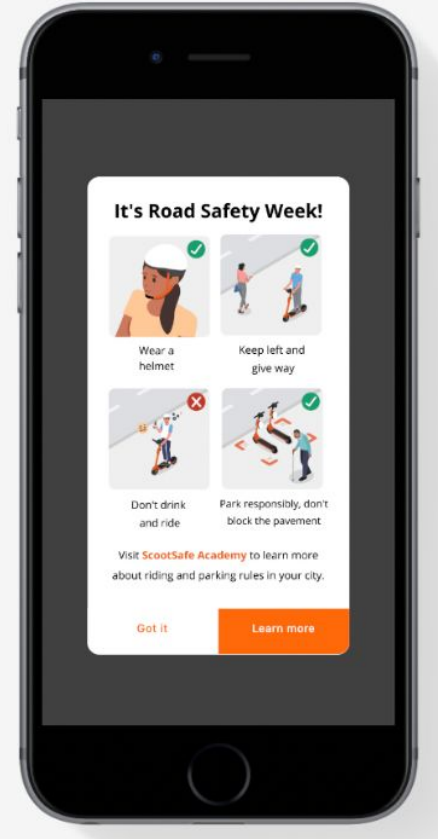
Ongoing Rider Education



Following the launch of the program in Brampton, Neuron undertook a number of measures to educate riders on the City's unique parking requirements.

Our "**Park Responsibly**" campaigns hit over 8,000 unique riders to share information regarding the City's lock-to requirement and proper parking etiquette, and targeted impressions when the Neuron App was opened prior to starting a trip.

Road Safety Week

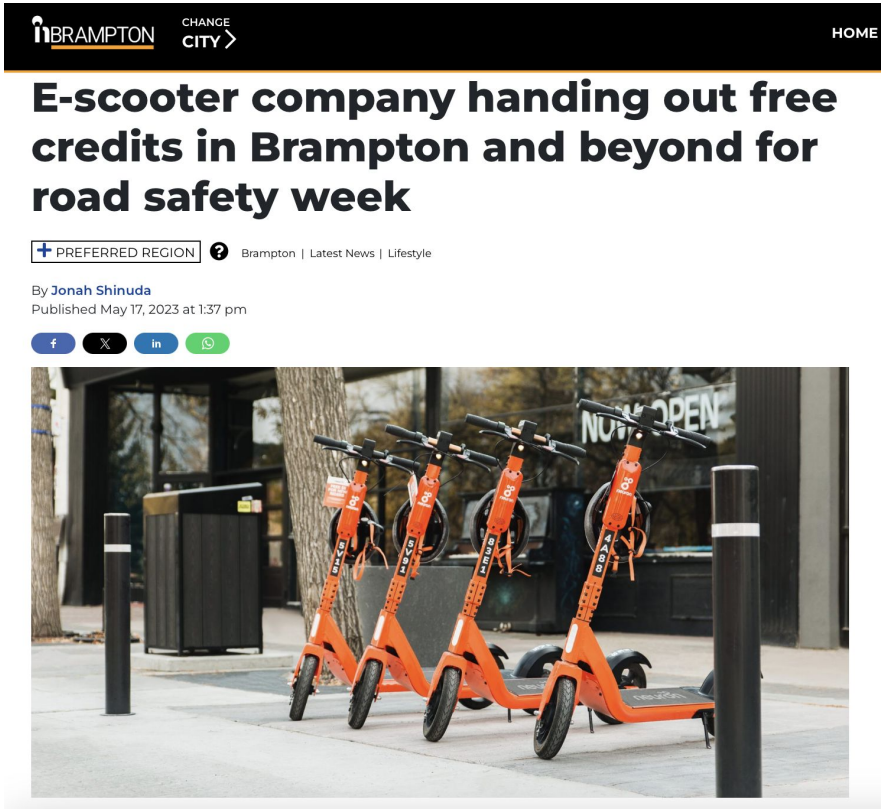


In May, Neuron launched a Road Safety Week Campaign that appeared directly before riders started their trips.

The visuals and messaging reminded riders to wear a helmet, give way and yield to pedestrians 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.

Road Safety Week



BRAMPTON CHANGE CITY > HOME

E-scooter company handing out free credits in Brampton and beyond for road safety week

PREFERRED REGION Brampton | Latest News | Lifestyle

By Jonah Shinuda
Published May 17, 2023 at 1:37 pm

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 Brampton this past May.

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.

Thank you.

Questions +
Further Discussion

neuron

Safe, convenient and fun