City of Saskatoon 2024 Summary Report

December 2024

2024 Summary

In October, Neuron completed a second year of successful operations in the City of Saskatoon, with over 205,000 kilometers travelled in 2024 and 99% of riders saying the program has had a positive impact on the City.

The average trip distance in 2024 year was 2.6 kilometres and took just over 14.5 minutes. A Saskatoon rider took the longest trip on a Neuron e-scooter in Saskatchewan in 2024 at a distance of 39 kilometres. The three most popular destinations in the City of Saskatoon in 2024 were Downtown Saskatoon, Broadway District and the area surrounding the University of Saskatchewan.

According to Neuron's 2024 rider survey, nearly half of all trips (47.5%) have replaced car journeys, eliminating an estimated 15 tonnes of CO2, reducing congestion, and supporting the city's sustainability goals. It also found that spending per trip remained consistent at $58, with nearly 60% of all riders making a purchase during their trip.

Additionally, 2% more trips wouldn't have happened if e-scooters weren't available (12.1%) than in 2023, meaning local businesses would have missed out on valuable sales. When asked where they spend money during their e-scooter trips, 35% of riders said they made purchases at shopping venues, 28% at a restaurant or cafe, and 20% at a recreational venue like a gym or a local event.

E-scooters are increasingly an important part of Saskatoon's transportation network. Across the board, the reliance on e-scooters has grown in 2024 compared to the past year for commuting to work or study (44% vs 30%), running errands (36% vs 20%), connecting to public transport (18% vs 13%), and getting to appointments (18% vs 12%).

To date, riders in Saskatoon have travelled just over 485,000 kilometers, which has resulted in an estimated 40 tonnes of CO2 avoided since the launch of the program.

Saskatoon 2024 End of Season Highlights and Insights

Safety Promotion

Neuron kicked-off 2024 with the first of two major safety campaigns in the City of Saskatoon, Road Safety Awareness Week. This campaign targeted both riders and the general public. The campaign included external communications through local media, in-app messaging and education promotions that riders could complete for credits towards their trips.

Throughout 2024, riders experienced a range of in-app activities to promote safety and were also able to find our team of Safety Ambassadors at events each month promoting safety. This included our flagship ScootSafe event during our annual Helmet Safety Awareness Week, which ran in the fall this year. Riders were engaged through a range of communication channels on the importance of helmet use and were encouraged to find a 'golden helmet' for riding incentives.

Neuron's ScootSafe activation at the Downtown Sidewalk Sale in July 2024.

Ridership Overview 2024

Over the course of the 2024 operating period, Neuron riders travelled over 205,000 kilometres across 199 days of operations, totalling just under 80,000 trips.

Trip Demand

Trip demand in Saskatoon aligns with the general ebbs and flows of urban life. This includes demand as the day progresses and over the weekends when people are more attuned to running errands and taking part in community activities. Trip demand correlates with the findings of the rider survey and shows a growing use case for commuting and completing every day tasks.

Rider Safety

Neuron continues to provide riders with a safe, convenient, affordable and fun transit option. Over 99.9% of Neuron trips occurred without a reported incident in 2024. Instances of reported incidents remain low in Saskatoon due to a suite of safety features built into the Neuron App and e-scooter.

Saskatoon Rider Profile

Age	Percentage
16 - 17	3.4%
18 - 24	33.5%
25 - 34	33.7%
35 - 44	20.1%
45 - 54	7.4%
55 - 64	1.9%
65+	0.0%

Gender	Percentage
Male	60.2%
Female	37.7%
Non-binary	0.2%
Prefer not to say	1.9%

Where do you currently reside?	Percentage
Saskatoon (within Neuron's riding area)	87.5%
Saskatoon (outside Neuron's riding area)	8.9%
Another location within Saskatchewan	3.2%
Outside of Saskatchewan, in Canada	0.4%
Outside of Canada	0.0%

Neuron Saskatoon Rider Feedback

In September and October of 2024, Neuron conducted a rider survey for Saskatoon that had 472 complete responses. Riders were prompted to complete the survey in the app and if they opted into direct communications from Neuron. Riders were asked a range of questions regarding their experience. Of specific note is rider feedback regarding parking, why they used the service and how riders combine modes of transit with shared e-scooters.

What do you use Neuron mostly for?*	Percentage
Commuting (work AND/OR study)	43.9%
Commuting for work	31.1%
Commuting for study	20.1%
Connecting to public transit	14.8%
Running errands (shopping, etc)	36.2%
Exploring the city (restaurants, cafes, events)	60.0%
Getting to appointments	18.4%

Riders were permitted to choose more than one response

How helpful would physical infrastructure (such as signs or markings on the pavement) be to locate a designated parking station?	Percentage
Extremely helpful	47.0%
Somewhat helpful	39.8%
It would make little to no difference	10.6%
Not helpful	2.5%
Total	100.0%

How far would you be willing to walk to access a Neuron e-scooter?	Percentage
25 meters	14.8%
50 meters	16.1%
75 meters	11.7%
100 meters	23.1%
200 meters	18.4%
More than 200 meters	15.9%
Total	100.0%

For your most recent trip did you combine Neuron with any of the following?*	Percentage
Personal car or ride share (e.g. Uber/taxi)	10.4%
I did not combine my trip with anything	23.3%
Public transit	17.8%
Walking	65.9%

Riders were permitted to choose more than one response, as trips could include a combination of transportation options.

Riders also share feedback with Neuron throughout the year, including feedback questions at the end of each trip and through our various contact channels. Common issues during this feedback loop normally relate to vehicle issues (e.g. low battery), the capped speed of the vehicle or restrictions for sidewalks.

Vehicle issues are managed on a case-by-case basis. However, features that are put in place for safety purposes such as managed speed and sidewalk detection are rider concerns that receive a response with information pertaining to that feature.