

## Appendix 1 – Ridership Information and Customer Satisfaction Survey Results

### Monthly Ridership Data

Month	Actual Journeys
Mar-20	7645
Apr-20	7719
May-20	13221
Jun-20	10325
Jul-20	10127
Aug-20	9749
Sep-20	8939
Oct-20	6472
Nov-20	5113
Dec-20	4569
Jan-21	3739
Feb-21	4169
Mar-21	6688
Apr-21	8402
May-21	7907
Jun-21	9817
Jul-21	11337
Aug-21	10789
<b>Total</b>	<b>146727</b>

Table 1: provides a high level review of performance

Contract Name	Projected Ridership/Downloads	Actual Ridership/Downloads	Variance (-/+)
<b>Bike Hire: March 2020 – March 2021</b>	148, 230 projected journeys	98,475 actual journeys	-47,755

## Appendix 1 Cont – Ridership Information and Customer Satisfaction Survey Results

### Customer Satisfaction Survey Results

- Beryl Bikes have recently conducted a survey of previous customers and the average customer service satisfaction level for Year 1 was 92.3%.
- The survey also captured the different forms of transport customers would have used had they not accessed the bike hire scheme. In terms of alternative modes of transport, breakdown is as follows:

40.82% - Walking

\*9.52% - Car / Van as Driver

8.84% - I would not have taken the journey

7.48% - Don't know

6.80% - Personal Bike

5.44% - Taxi / App-based minicab service e.g. Uber

5.44% - Other public transport e.g. train

5.44% - Bus

\*4.08% - Car / Van as Passenger

2.72% - Another Beryl vehicle

2.04% - Other bike share

\*1.36% - Motorbike or Moped

*\*The customer satisfaction survey results demonstrated that the bike hire scheme has encouraged 14.96% of users away from cars, bike and van usage.*