

voi.

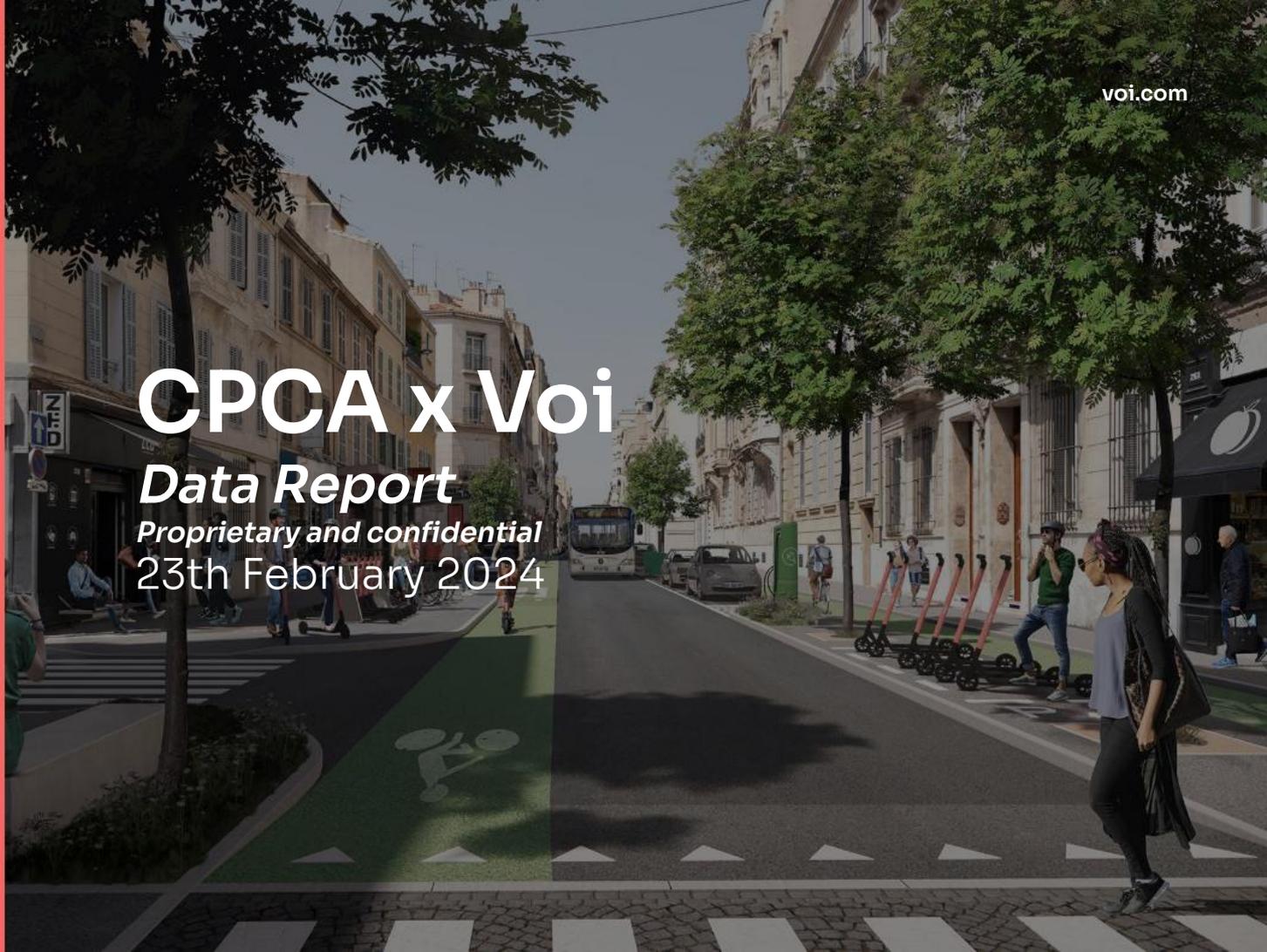
voi.com

CPCA x Voi

Data Report

Proprietary and confidential
23th February 2024

Cities made
for living



Since launch the scheme in Cambridge has proven successful and had a huge impact on the local environment

3m

Total trips

7m

KM Travelled

168k

Unique riders

850

E-scooters in operation

980k

Car trips replaced

469 t

Climate Change
CO2e Reduction

£226k

Invested through Voi4 scheme
discounts

91kg

Air Quality
PM2.5 Reduction

The number of monthly rides is high in Cambridge, with growing annual ridership

Number of rides per month



Annual ride totals

1.2m rides
(2023)

1.1m rides
(2022)

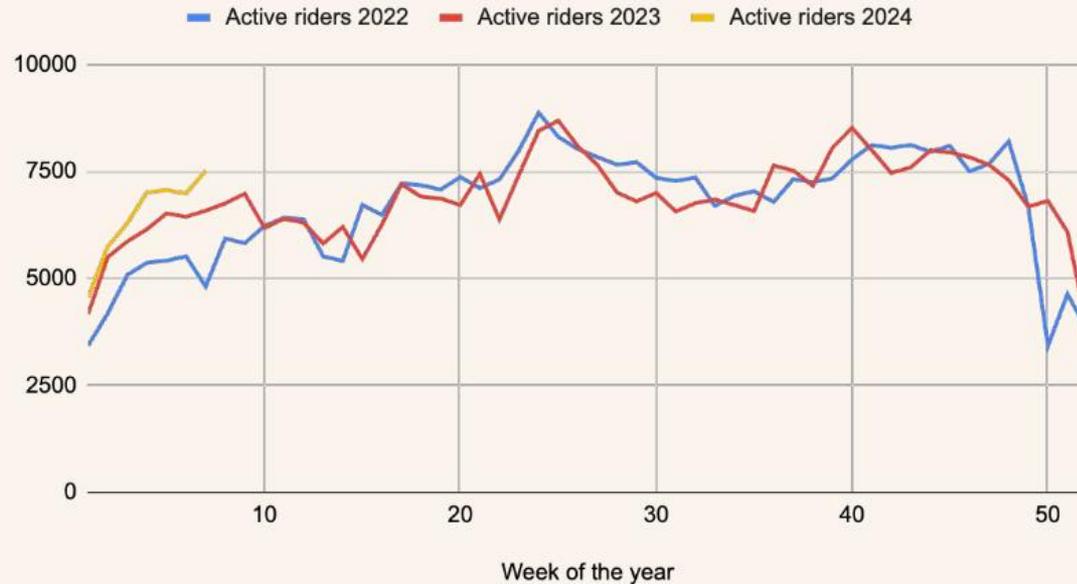
571k rides
(2021)

23k rides
(2020)

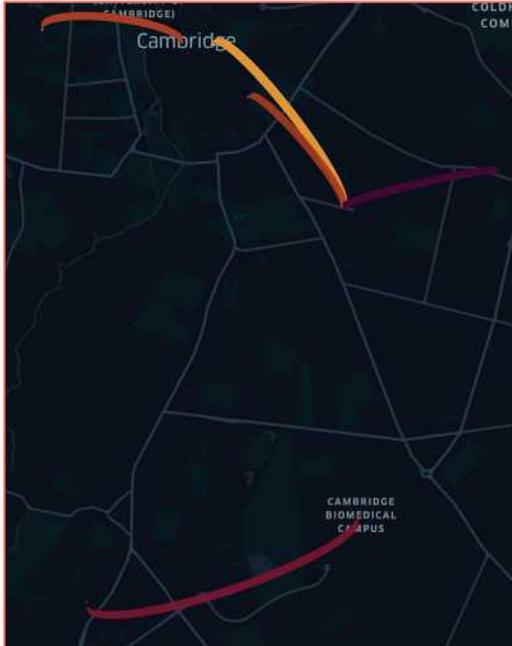
	Monthly rides per rider
2024 YTD	7.1
2023	7.0
2022	6.8
2021	5.8

2024 has begun very strongly, with active rider numbers showing excellent year on year growth

Active rider growth



Ridership is geographically broad, though the top routes are concentrated at the station and city-centre



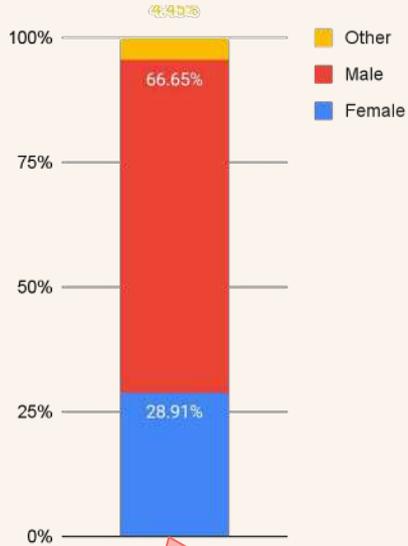
Top routes	Start locations	End Locations
1	Sidney St	Station Road (1)
2	Station Road (1)	Sidney St
3	Station Road (2)	Sidney St
4	Sidney St	Station Road (2)
5	Robinson College	St Mary's St
6	Parkers's Piece	Station Road
7	St Mary's St	Robinson College
8	Royal Papworth	Trumpington P&R
9	Mill Road	Station Road
10	Station Road	Mill Road

Four of the top 5 routes are linking the train station and centre of town.

Links from **Robinson College to city-centre** and **Royal Papworth to Trumpington P&R** shows Voi usage by student and hospital workers in Cambridge

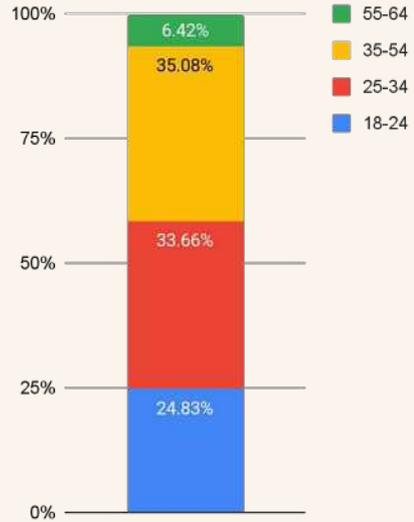
Scooters are used by a wide demographic

Gender split

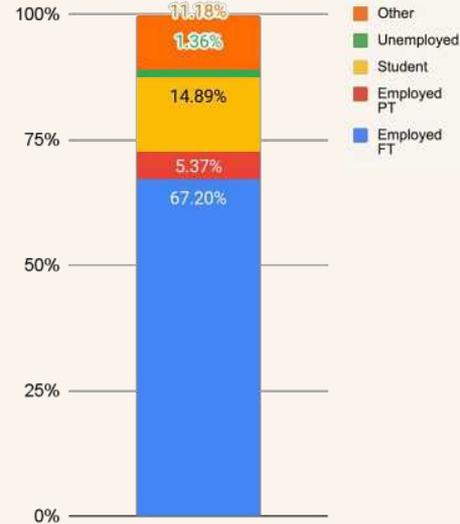


Clear room for improvement, though Cambridge has a higher female proportion than many other Voi markets

Age range

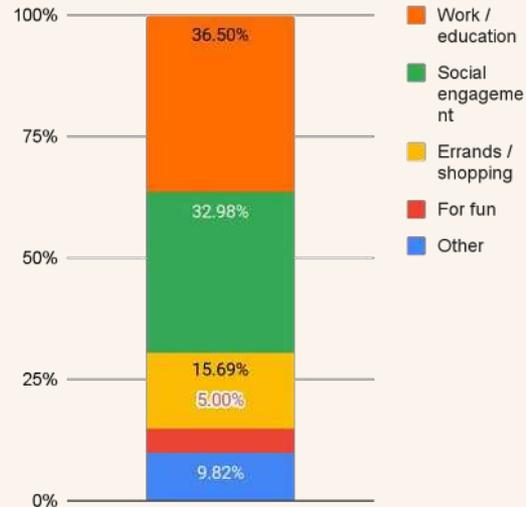


Employment status

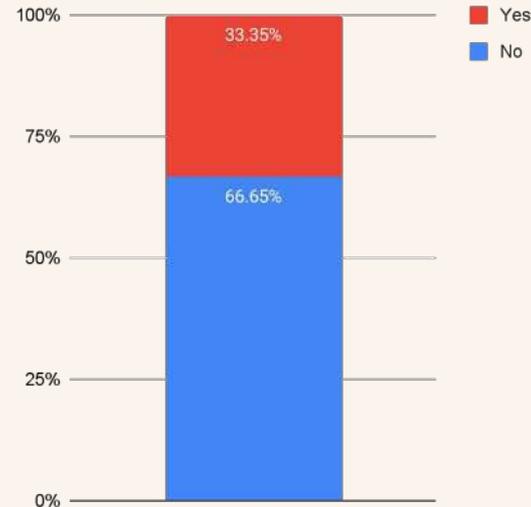


The majority of trips are used to commute, with Voi offering a viable alternative even for those with access to a car

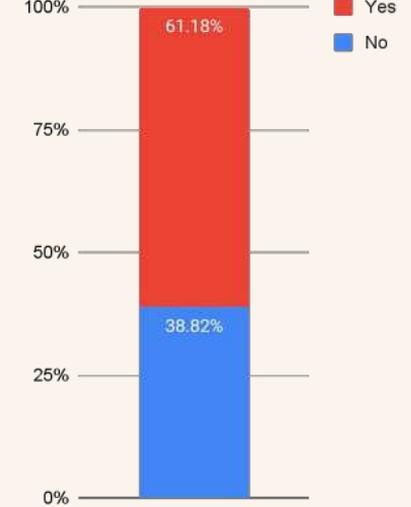
Purpose of trip



Combine Voi & public transport?

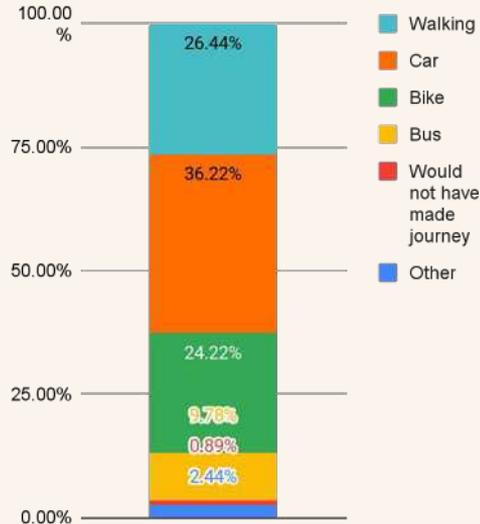


Do you have access to a car?

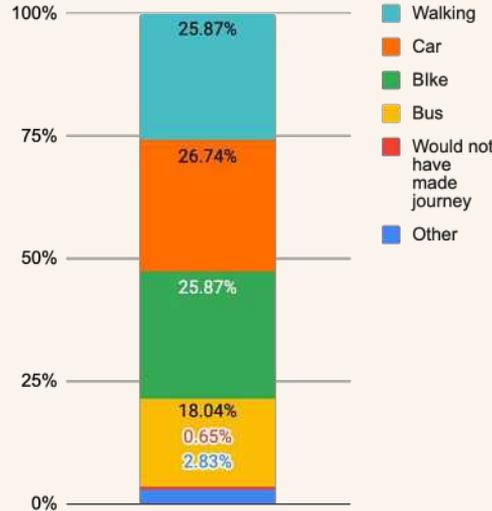


The modal shift changes by season with scooters replacing more car journeys in summer than winter due to weather

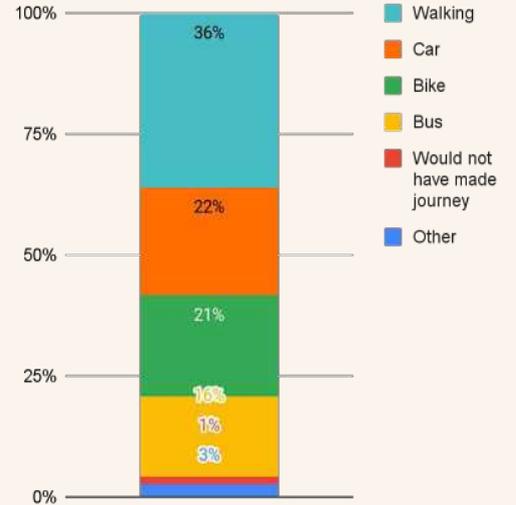
Mode shift (summer)



Mode shift (autumn)



Mode shift (winter)

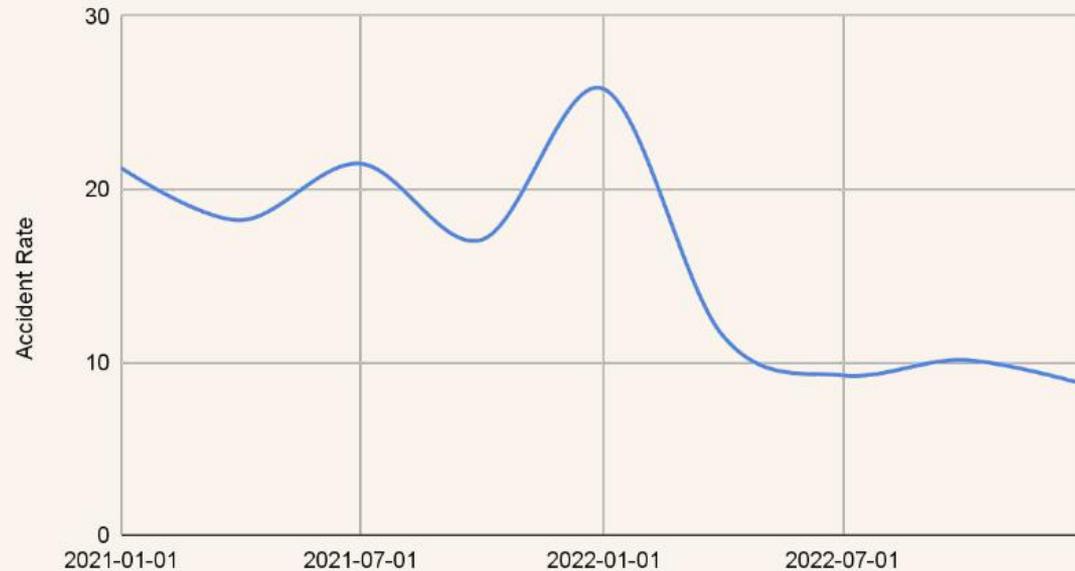


Rides are slightly longer on e-bikes than scooters

	Avg ride duration (minutes)	Avg ride distance (kms)
E-scooters	12	1.9
E-bikes	15	2.0

Accident rate has fallen considerably as riders become more accustomed to scooters

Accident Rate per million KMs

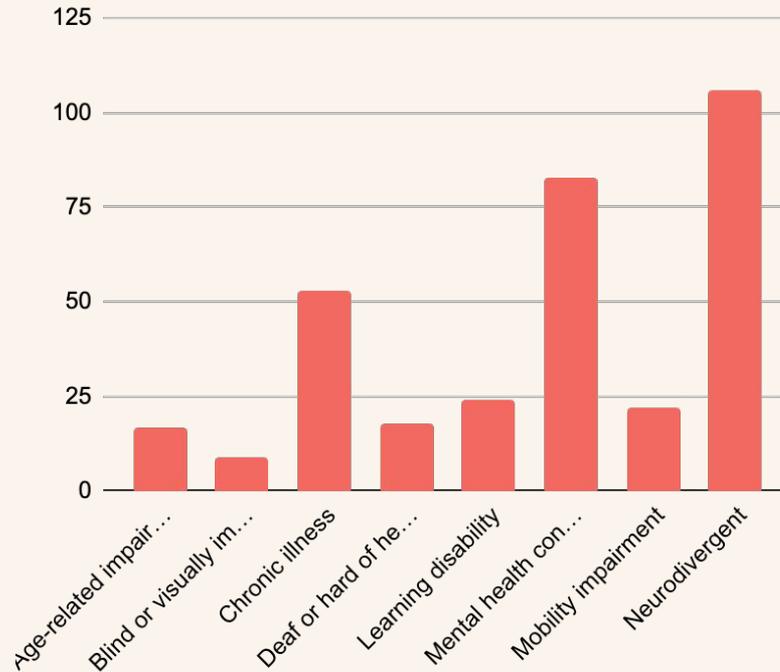


Committed to continued engagement with the equalities forum

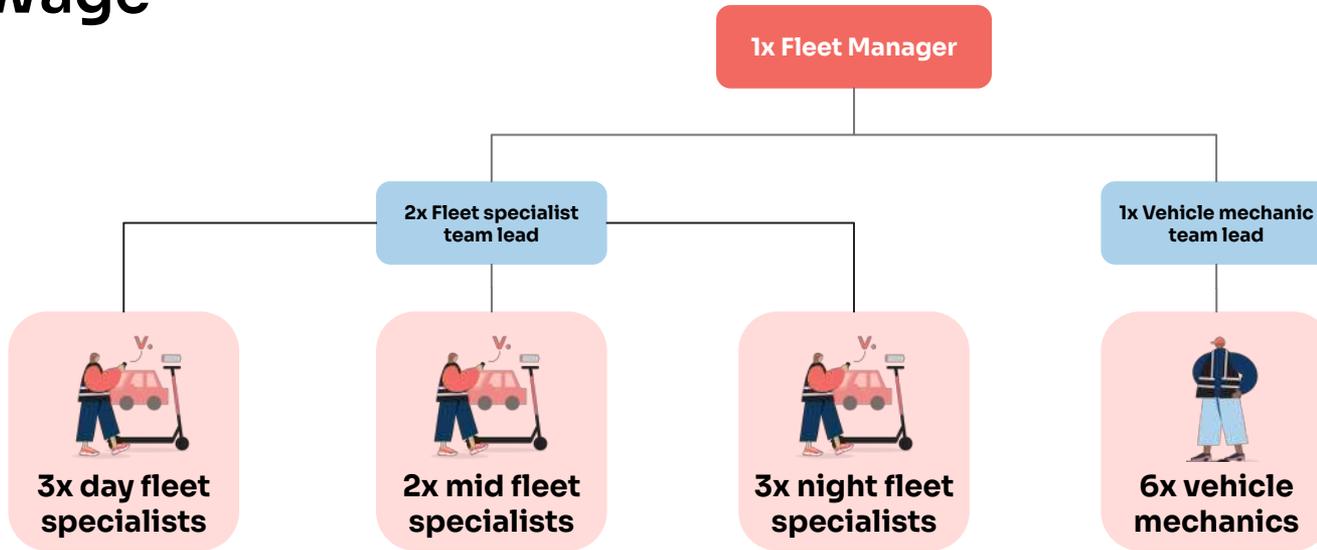
Recent survey: 14% of riders have disability, impairment or condition

For those who have some form of disability, impairment or condition the most prevalent selection was a mental neurodivergent **(6%)** followed by mental health condition **(5%)**.

1% have a mobility impairment and **1%** have an age-related impairment.



Voi has created 18 jobs in Cambridge, all paid above Living Wage



Fleet manager: Manages and oversees the Voi e-scooter operations both in-field and in the warehouse

Fleet specialists: Responsible for all in-field operations and carry out necessary tasks on scooters (including battery swaps, rebalancing, repairs etc.), ensuring scooters are tidy, available to the public and are placed in the right place and at the right time

Vehicle mechanics: Responsible for repairing scooters within the warehouse and ensuring that all vehicles are maintained to the highest standards so that they can be rented out by users