



City of Frankston

September 2022

Trial Report

Key Statistics

September 2022 Statistics

1,474



Users signed up with
Neuron in Frankston

1,513



(Steady MoM)

Total trips September 2022

3,222 km

(Steady MoM)

Total Distance travelled in
September 2022

100



3-day, weekly and monthly
passes bought in Frankston



21st Jan 2022 till 30th September 2022

22,402



Users signed up with
Neuron in Frankston

23,660



Total trips until
September 30 2022

57,150 km



Total Distance travelled

Trips per Deployed Vehicle

Since launch in January 2022, one of the key performance metrics that we monitor is trips per deployed vehicle (TPD). On average, there are ~100 deployed devices at any given time in Frankston and each device will do 0.5 trips per day. Compared to other cities with a similar archetype to Frankston, this figure is at the mid-lower end. The lower end of this benchmark sits at 0.3 TPD while a high performing e-bike operation sits at 2 TPD. Overall, this is encouraging signs and the TPD metric should improve over the next six months as we approach warmer seasons and we continue to optimise (e.g. amending geofences to cover new routes).



Complaints/Resolutions

Since launch in January 2022, there has been a total of 80 riding breaches reported with the vast majority relating to bad parking. This translates to an average of ~9 reports per month which is on the lower end for total report volumes when looking at comparable cities. Of the 80 breaches, 50 emails were sent to users to educate them on good parking practices and encouragingly only one account was suspended in this period.



Frankston User Survey - June 2022



65

Survey responses



98.5%

of users believe Neuron has created a positive impact for the city



44.6%

of users would have used a personal car or booked an uber/taxi if Neuron was not available



99%

of users use Neuron for purposeful travel to commute to work, study, shopping, or restaurants



59.9%

of users made a purchase at either start and/or the end of their most recent trip



54%

of users believed that e-bikes are a faster way to get around and extended their range in a given time

Neuron users and sign-ups to date



17,230

Users signed up with Neuron in Frankston (launch till 22nd of June 2022)



18,525

Trips taken in Melbourne (launch till 22nd of June 2022)



96.9%

of users use e-bikes for purposeful travel to commute to work, study, shopping, or restaurants

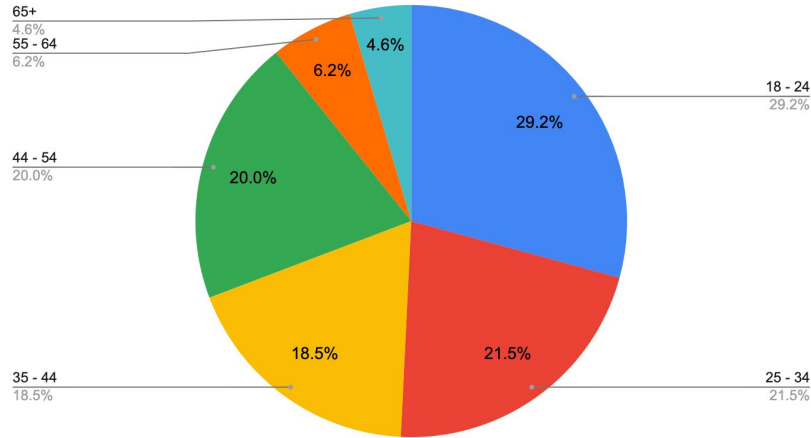
73.9%

of users live in Frankston

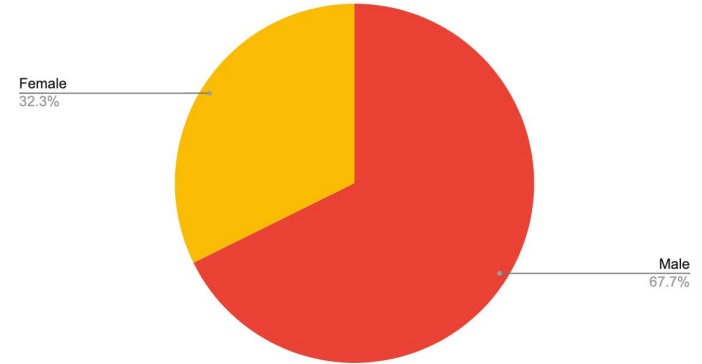


Frankston User Survey - June 2022

Age Demographic



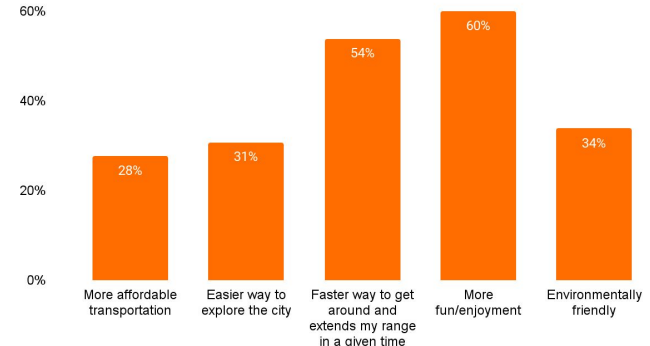
Gender



- Neuron offered 5 free monthly passes to incentivise user participation in the survey
- The survey was open for responses in the first 2 weeks of June 2022



What value do you get most from Neuron e-bikes?





Neuron Users: What people are saying about Neuron this month

"Fantastic. A great option to travel and so much fun."

"Good alternative transport in good weather."

"Great service, great addition to Frankston"

"It's a really good idea for those who are for a cheap and fast way to get somewhere"

"Game changer. Made me want to get outdoors and exercise. So much fun."

"Really enjoyed them and think they are a positive thing for Frankston. I know it helped a lot of people without a licence get around rather than driving illegally and also they got a lot of people out of the house riding for fun or if they had to get somewhere. You feel safe on them rather than walking if it's a bit late at night as well. I love them and rate them highly. "

Positive Feedback

"Good but need scooters in Frankston too."

"It's been great so far, appreciate the company for trying out Frankston. Hopefully the community are treating the e-bikes well"

"Wish there were more scooters and less bikes, much easier to ride and use"

Opportunistic Feedback



All information contained in this document is confidential and must not be disclosed to any party without the express prior written consent of Neuron Mobility (Australia) Pty Ltd. Neuron Mobility (Australia) Pty Ltd reserves all intellectual property and other rights in connection with this document.