

# 2022 Survey of Fort Collins Spin Riders

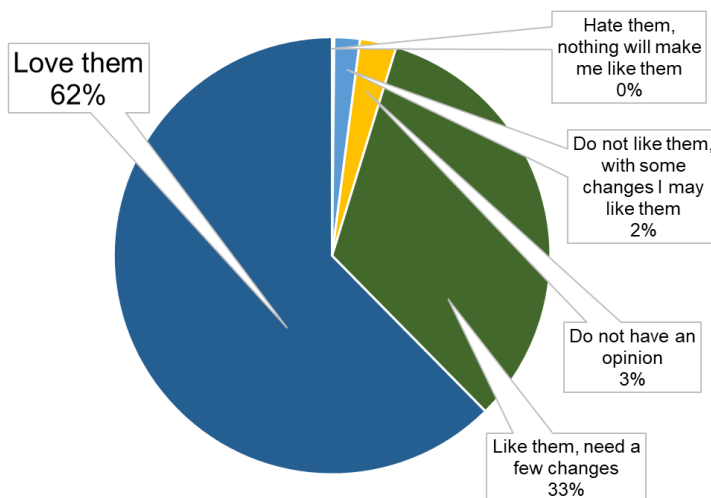
Spin riders were surveyed from September 23, 2022 through October 28, 2022. Riders were notified of the survey via the Spin app and email and offered a \$5 ride credit for taking the survey, and 1,220 riders took the survey, a 5-fold increase from 2021, when 241 riders responded to the survey.

The purpose of this survey was to understand the experience of Spin riders. This information will guide changes to the system that improve equity, advance climate goals, and manage parking. This survey collected information on:

- What they ride – E-scooter or e-bikes
- How they ride – Travel patterns
- Why they ride – Trip types
- Mode shift – What they would have ridden if not Spin
- Parking attitudes – Where do they think they should park
- Who riders are – University affiliation and other demographic characteristics

This summary of the survey data also includes data from Ride Report (the platform Spin uses to share data with Fort Collins) and the 2021 survey about the Fort Collins Spin program.

What is your overall impression of Spin e-scooters and e-bikes in Fort Collins?

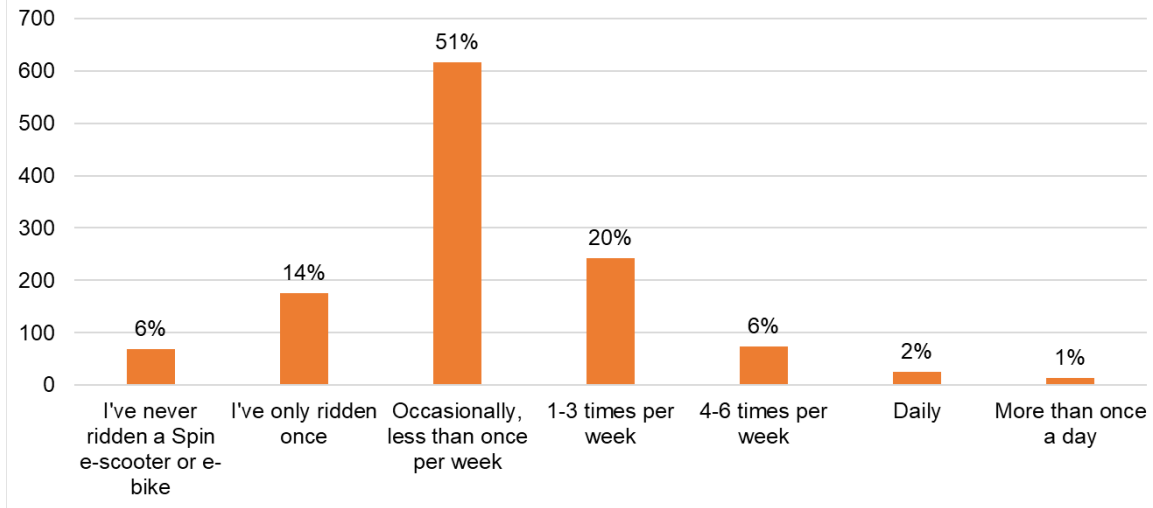



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*Riders felt overwhelmingly positive about the Fort Collins Spin program, with 95% loving or liking them.*

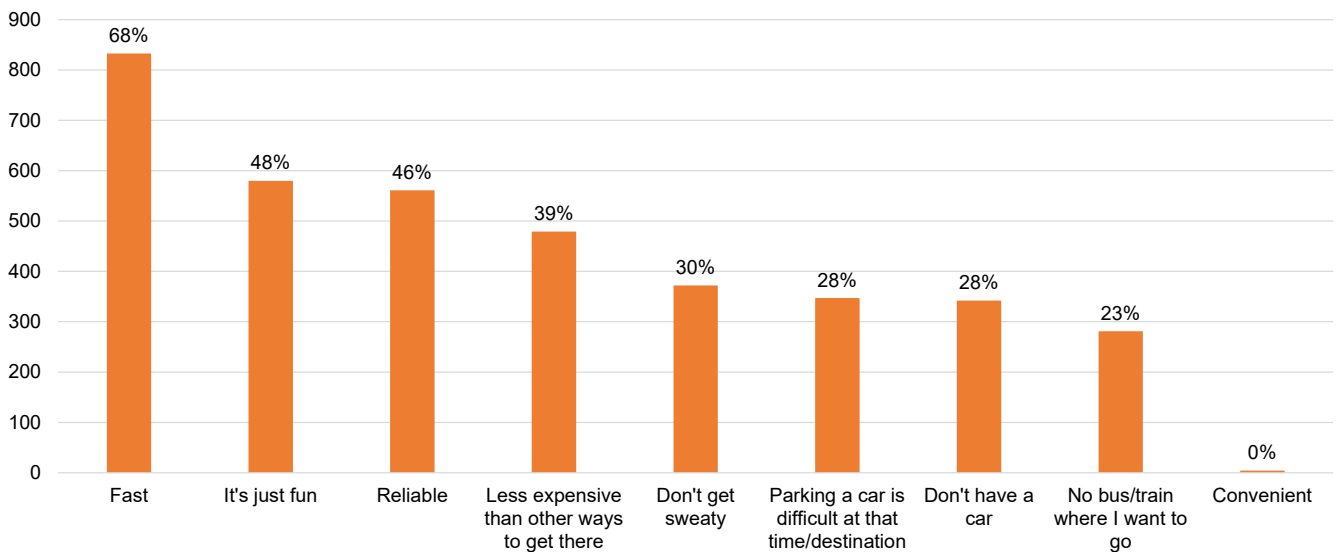
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## How often do you ride Spin e-scooters or e-bikes?



The majority of riders use the system occasionally, with 29% using it weekly or more frequently. The 69 riders (6%) who indicated they “have never ridden a Spin e-bike or e-scooter” answered questions later in the survey about their experiences riding Spin e-bikes and e-scooters, so they may have misunderstood the question or selected an answer other than the one they intended.

## What are the benefits of Spin e-scooters or e-bikes to you?

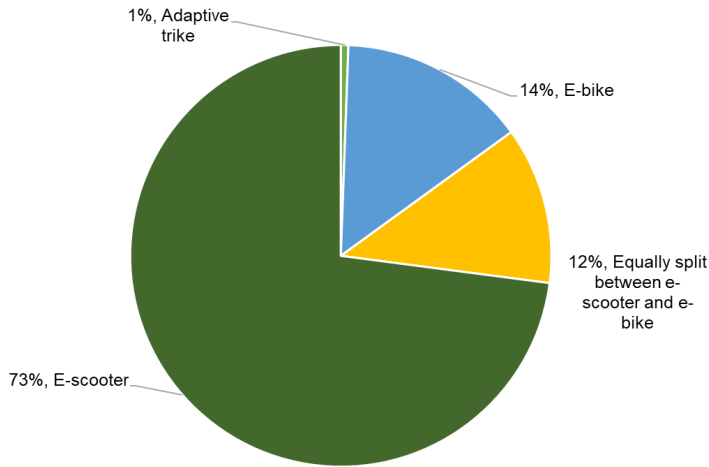


Percentages may not add up to 100% because riders could choose more than one option or none.

*It's decent and I appreciate the lower expenses for people who have less income and currently receive government benefits.*

*Love using the scooters! It's so easy. It's a great way to connect the community.*

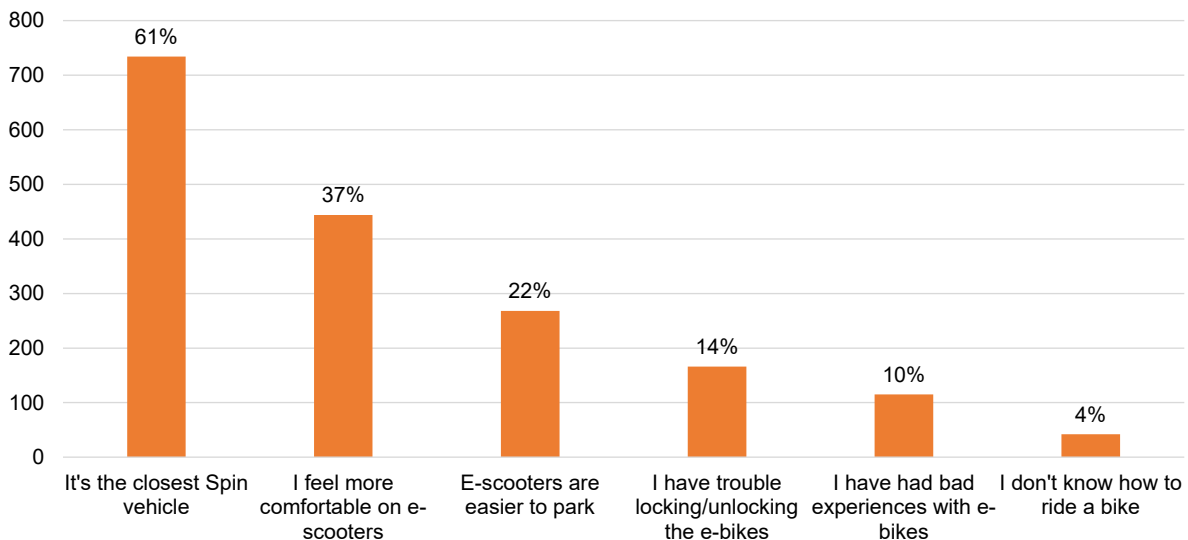
### What type of Spin do you ride most often?



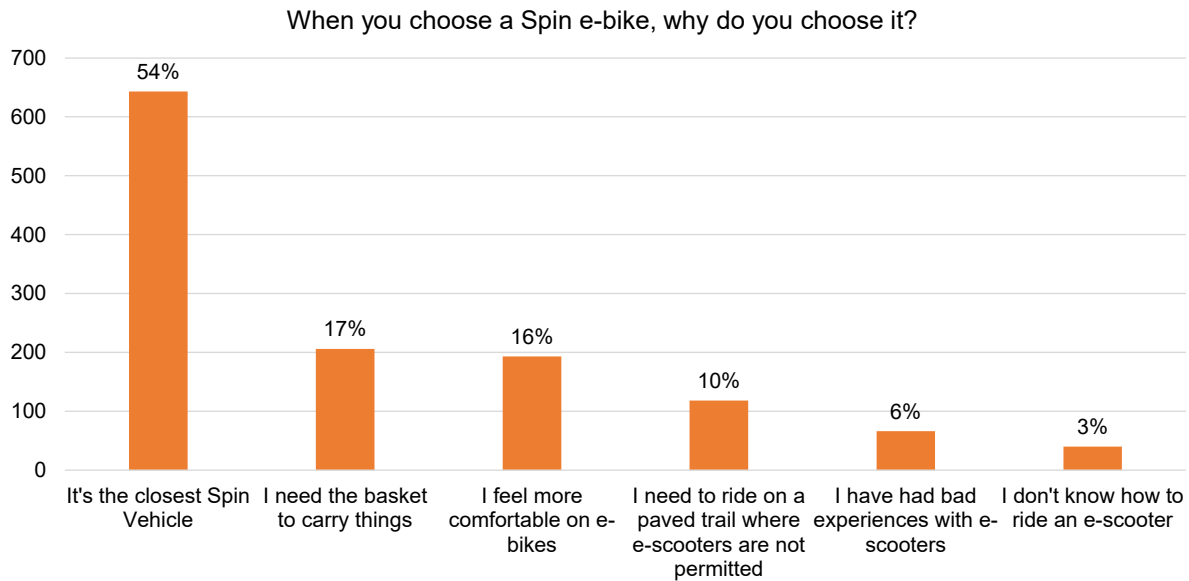
Ride Report data show that e-scooters are ridden about twice as often as e-bikes. Between October 1 and November 15, the average daily trips per available e-scooter was 2.9 and per available e-bike was 1.4. Although there are more e-scooters than e-bikes in the system (500 e-scooters and 400 e-bikes), and e-bikes tend to have more mechanical issues making them unavailable, the average trip rate is for *available* vehicles and so these issues should not affect that metric. When asked, riders had a clear preference (73%) for e-scooters over e-bikes (14%).

The top reason for vehicle choice, both e-scooter and e-bike, was that it was the closest vehicle. In the previous question about the benefits of Spin e-scooters and e-bikes, very few selected “convenience” as a benefit, yet “it’s the closest Spin vehicle” was the most common reason choosing one vehicle over another, suggesting that convenience may be an unrecognized benefit. The difference in trips per available vehicle rate between e-scooters and e-bikes suggests that riders may not *always* choose the closest vehicle.

### When you choose a Spin e-scooter, why do you choose it?



Percentages may not add up to 100% because riders could choose more than one option or none.



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Other reasons for vehicle choice and the comments revealed more positive feelings toward e-scooters than e-bikes. For example, 37% of riders feel more comfortable on e-scooters and 16% feel more comfortable on e-bikes, 25 comments were that e-scooters are fun, and 39 comments expressed dislike for e-bikes.

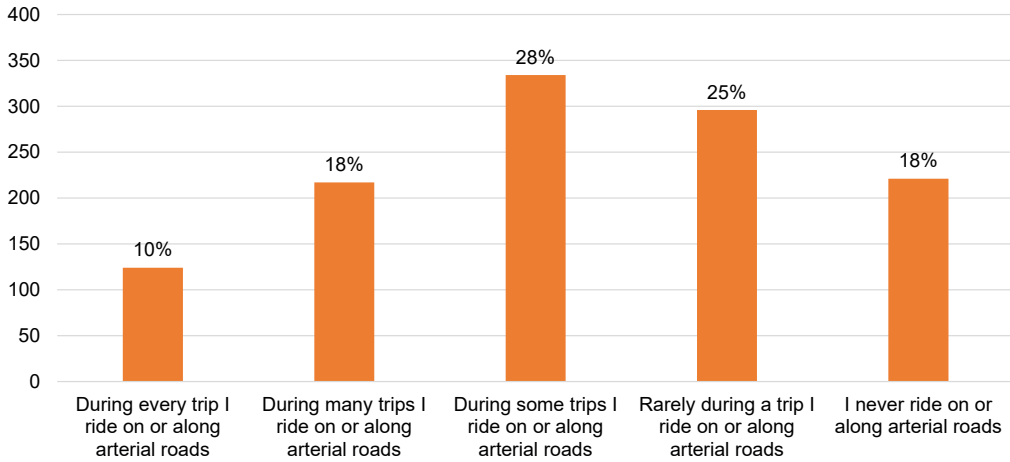
Additional comments on why riders choose **e-scooters** fell into these common themes:

Theme	Number of comments	Example comment
<b>E-scooters are fun</b>	25	"It's a thrill"
<b>Don't have to pedal an e-scooter</b>	5	"I'm not tryna pedal a bike"
<b>Pain or discomfort on e-bikes</b>	4	"Not comfortable with long legs"
<b>E-bike mechanical issues</b>	3	"Often have broken pedal on bikes"
<b>Prevalence of e-scooters</b>	2	"Because they are everywhere"
<b>Prefer e-scooters</b>	2	"I just prefer the scooter. No reason."

Additional comments on why riders choose **e-bikes** fell into these common themes:

Theme	Number of comments	Example comment
<b>Don't ride e-bikes</b>	39	"I hate the e-bikes. They're too heavy and inconvenient."
<b>E-bikes are faster than e-scooters</b>	9	"Bikes seem faster and better for distance and rough roads rougher"
<b>E-bikes are fun</b>	2	"Faster and more fun"

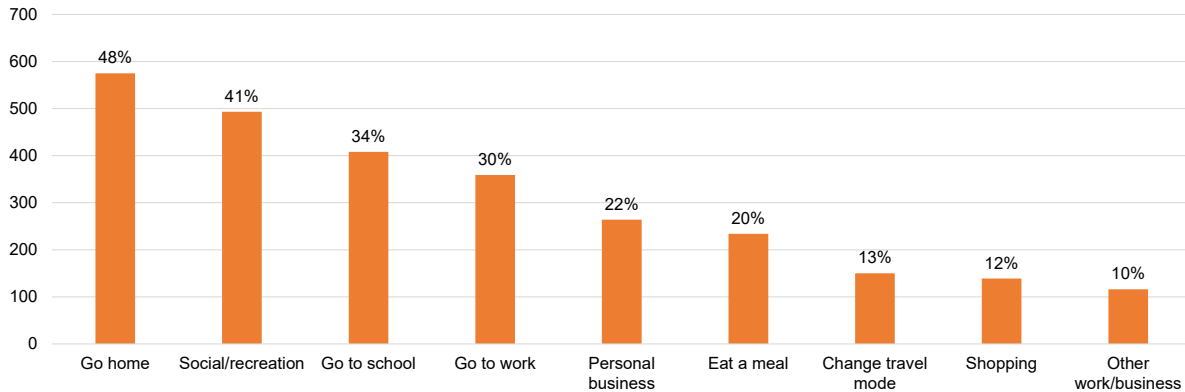
### How often do you travel on or along arterial roads?



Percentages may not add up to 100% because riders could choose more than one option or none.

Arterial roads often lack safe infrastructure for bikes and e-scooters and most severe crashes of motor vehicles with any mode occur at arterial intersections, yet many destinations are located on arterial roads. Most riders travel on arterial roads at least some of the time.

### What are the main trip types for which you use Spin e-scooters/e-bikes?



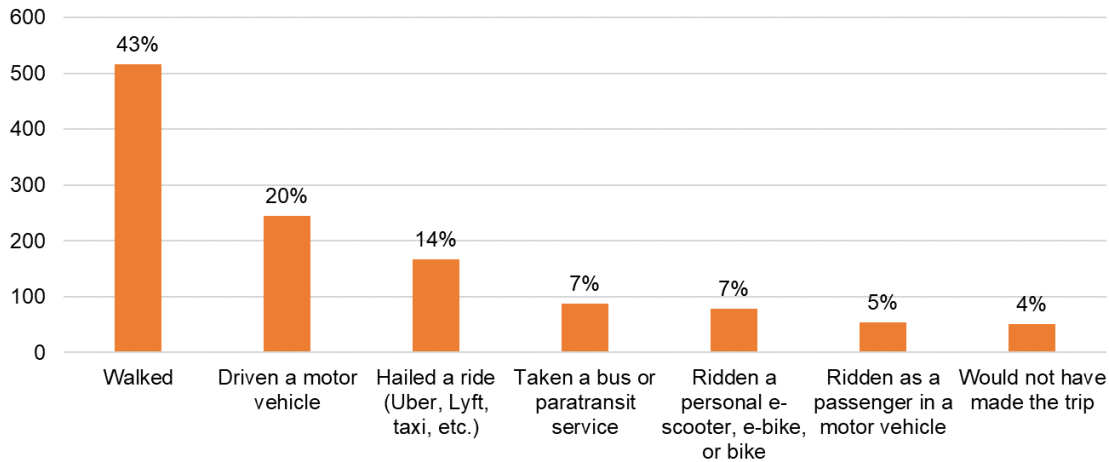
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Trip type information can be used in travel modeling and planning.

The popularity of “social/recreation” trip type is reflected in the comment, “Fine for casual or social events, often can't find them close with to rely on for recurring events or time crunches.” This suggests that expanding the system and providing more vehicles could enable more people to rely less on other travel models, particularly motor vehicles, and help meet climate goals.

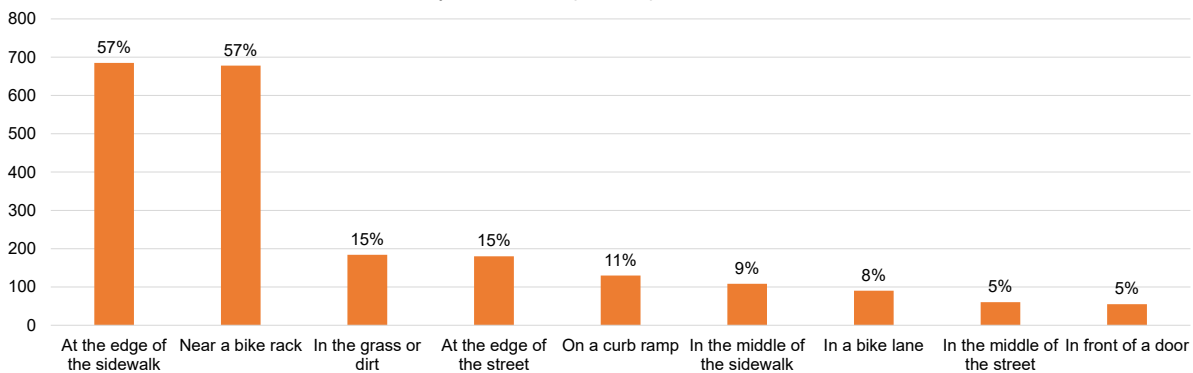
Three comments answered that a trip type was for fun; for example, “Just to ride around and absolutely get it”.

## How would you complete your trip if a Spin e-scooter or e-bike had not been available in your last trip?



A primary benefit of Spin is reducing emissions by shifting trips from motor vehicles. Consistent with the 2021 survey (34%) and national data (37%), 34% of riders replace motor vehicle trips (Driven a motor vehicle; Hailed a ride) with Spin trips.

## On CSU campus, you are only allowed to park a Spin e-scooter or e-bike near a bike rack. Off campus, where are you allowed to park a Spin e-scooter or e-bike?

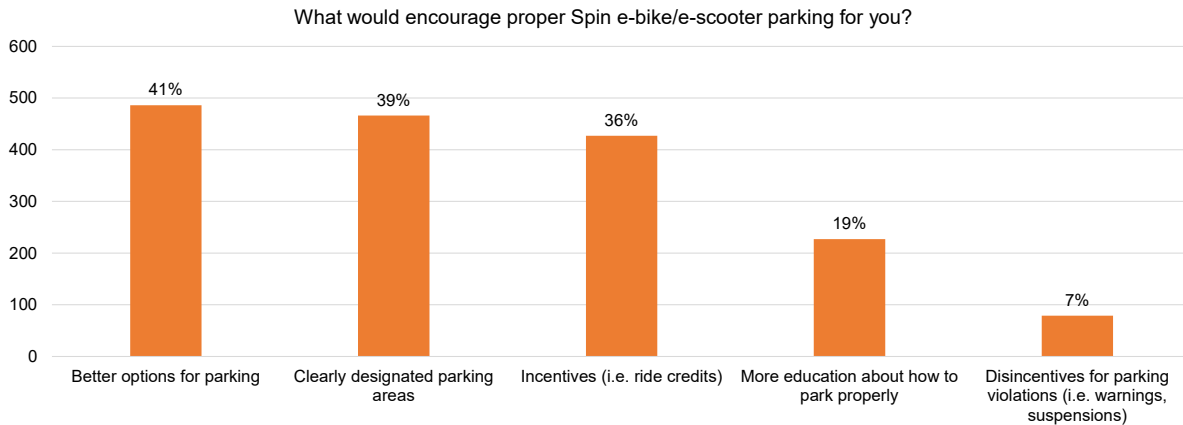


Percentages may not add up to 100% because riders could choose more than one option or none.

The main complaint Spin and FC Moves receive from residents is about improperly parked vehicles. This survey explored riders' understanding of how to park Spin vehicles. Currently, the only legal places to park are next to a bike rack, in an area designated for shared micromobility parking, or on a hard surface that is not the sidewalk in the area between the edge of the road and the property line (where benches, trash cans, trees, etc. are located). Most streets do not have this space the hard surface in that area.

Three comments noted that the important thing is that the parked vehicle is not in the way, for example, "Somewhere not in the way, people that just leave them out are the same people who don't put their shopping carts back".

Next, we explored what countermeasures might improve Spin rider parking behavior. Better options, clearly designated areas, and incentives were popular. The possibility of disincentives elicited some negative comments. Interestingly, although complaints received about improper parking are from people who are not Spin riders, comments show that some Spin riders are also concerned about others parking improperly.



Percentages may not add up to 100% because riders could choose more than one option or none.

Comments about parking encouragement included:

- Incentives for people with flighty parking habits, disincentives with more consistency
- It would be very cool to see scooter parking zones, which would influence better parking and be more easily accessible instead of just spread around the city at random.
- City Park needs a charging station. I would drop bikes/scooters there all the time if there was one. It's hard finding parking in neighborhoods
- If disincentives begin, I'll stop using Spin
- No disincentives
- Nothing, it's not hard as is
- I actually don't remember reading about where to park them. People leave them in my yard a lot.
- When they're thrown all over town, it looks like junky.

Finally, riders provided 235 general comments. Most comments (55%) were generally positive.

Theme	Number of comments	Example
<b>Positive (fun, awesome, amazing)</b>	130	<p>"I love the Spin scooters and bikes! I lived in a city that had the BCycle program and Spin is much easier and less frustrating to use."</p> <p>"I really like spin and feel that it is a very comfortable, fun, and fast alternative to transport. I love spin and it had been a great experience!"</p>

Other positive comments included using Spin because they don't have a car and enjoying how fast the e-bikes go.

Negative comments fell into these common themes:

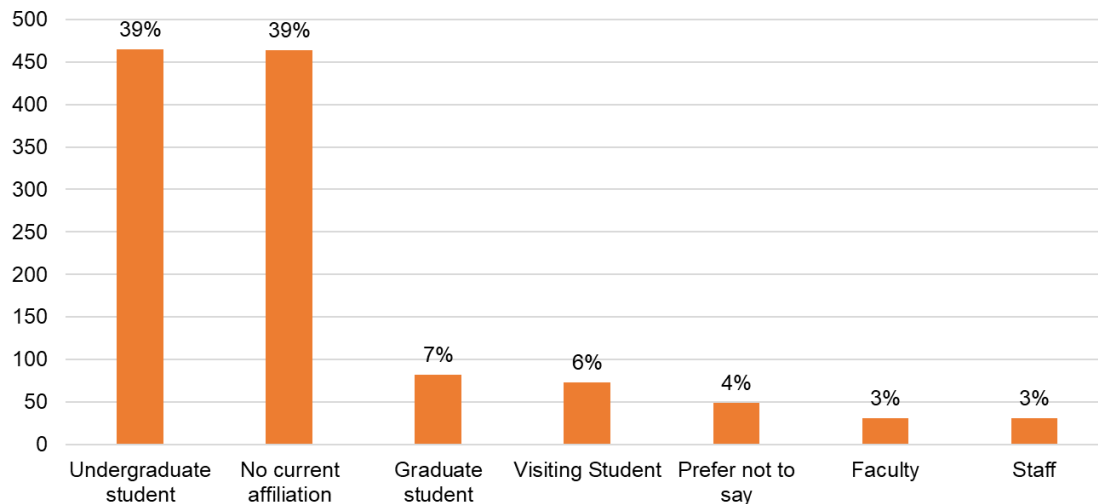
Theme	Number of comments	Example
<b>No or few vehicles available when I need a ride</b>	27	“You need more scooters!! You would get so much more money from me if you had more scooters around town.”
<b>The vehicles are not fast enough</b>	16	“Please, I beg, I cry, I scream for FASTER SCOOTERS PLEASE”
<b>Spin costs too much</b>	14	“It's a little expensive so I only use it for fun. If it was cheaper I would substitute trips to grocery store or picking up food in replacement of car or biking.” <i>Note that 479 (39%) of riders selected “Less expensive than other ways to get there” as a benefit of Spin e-scooters and e-bikes.</i>
<b>I had trouble starting or ending a ride</b>	12	“Different way(s) to end your ride on the e-bikes would be helpful in case the bike locking mechanism malfunctions. With the current setup, and being unable to end your ride until it locks, I've found myself in a pickle when the bike wouldn't lock.”
<b>I'm dissatisfied with the payment structure</b>	10	“At the moment, you can only recharge in tens, i.e \$10. This is not student friendly.” “You should make the week pass unlimited again.”
<b>I had mechanical problems on my ride</b>	8	“Gotta fix these ebikes! I'm in 1 outta 10 that are broken from missing pedals to steering wheel misaligned to low speed limit locks, the most common error is with the cable lock and often get \$1 charge just to find out it is broken. The scooters seem to break down less.”
<b>I dislike the geofenced areas</b>	5	“There are several bike paths in natural areas around the community. Being able to take an e-scooter down these paths (ones where cyclists are ALREADY going 15 mph) would make using the scooters more accessible.”
<b>Geofencing is inaccurate</b>	4	“I love them! Sometimes riding near restricted areas, it shuts off while NOT being in the restricted area.”
<b>Vehicle design could be improved</b>	4	“The bike seats are seriously very very uncomfortable”
<b>The alarm is annoying or embarrassing</b>	3	“Would love if the map was clearer on where you can't ride, a quieter alarm when you are in an area where riding isn't allowed (more of a warning that is less embarrassing), slow down the scooter instead of stopping it early so you can actually turn around instead of dragging the scooter to an area that you are allowed to be in.”
<b>Trouble with the app</b>	5	“My biggest trouble has been the app not working/cell phone coverage”
<b>After riding Spin, I purchased my own scooter</b>	2	“I love it I even bought my own scooter that goes around 20 mph because of how much Spin made me realize the benefits and fun of electric scooters. I still ride Spin weekly because they are more stable and convenient than my newly purchased personal e scooter, thank you for making Spin!!”



Other negative comments included a complaint about vehicle hoarding, not receiving a response from Spin, a concern that the e-scooters are not safe vehicles, inaccurate GPS, and difficulty using the monthly pass.

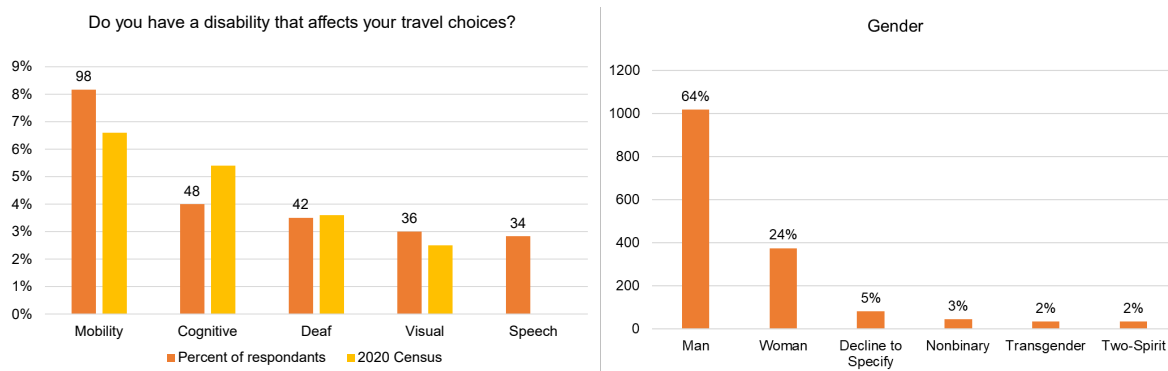
Colorado State University provides a large share of Spin’s Fort Collins market. Ride Report data show that 30% percent of trips begin on campus and 28% end on campus. CSU students and employees may also make trips that neither begin nor end on campus, so we asked about university affiliation. The results suggest that while CSU is clearly a large part of the market base, a significant portion of riders are not affiliated with CSU.

### What is your affiliation with the university?



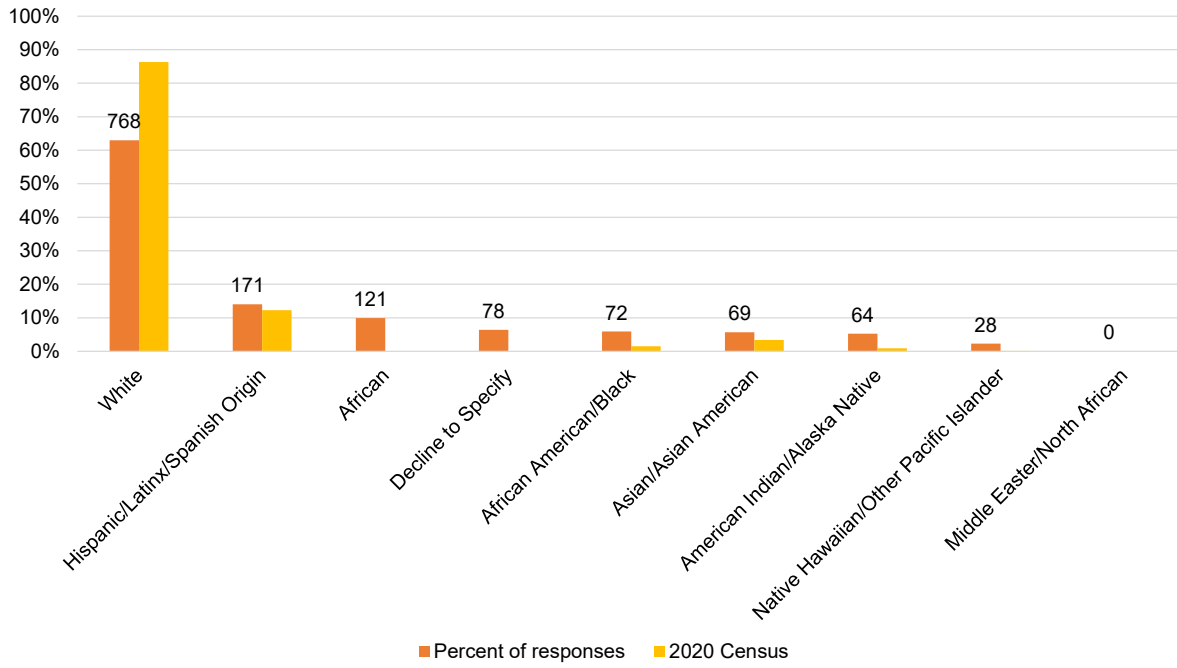
The City gathers demographic information to help improve programs, to determine potential barriers to participation and to ensure everyone in our community has access to their local government. Demographic information helps us assess what communities we are effectively reaching and who we may need to work harder to reach on important issues. All questions are optional, and any information gathered is kept completely anonymous.

Where available, the percent of Fort Collins’ population is included for comparison.

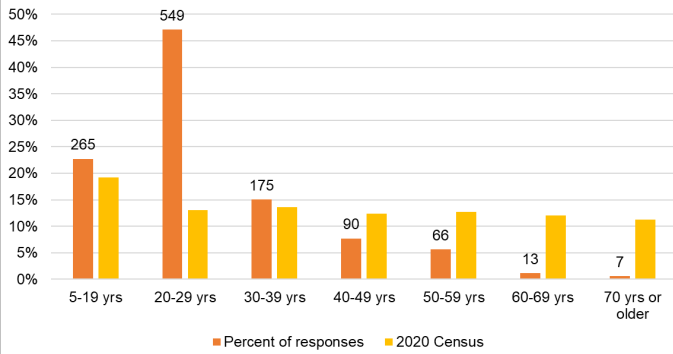


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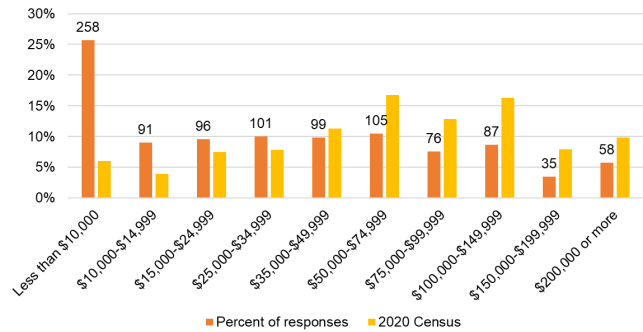
### Race/Ethnicity



### Age Range



### Household Income Range



# Fort Collins 2022 Shared Mobility Program User Survey

Fort Collins wants to know about your Spin experience. Please answer a few questions and earn \$5 Spin credit.

Your \$5 ride credit will be shown after submitting the survey.

\*all survey responses will be anonymous

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\* Required

1. What is your overall impression of Spin e-scooters and e-bikes in Fort Collins? (Choose one) \*

*Mark only one oval.*

- Love them
- Like them, need a few changes
- Do not have an opinion
- Do not like them, with some changes I may like them
- Hate them, nothing will make me like them
- Other: \_\_\_\_\_

2. How often do you ride Spin e-scooters or e-bikes? (Choose one)

*Mark only one oval.*

- I've never ridden a Spin e-scooter or e-bike
- I've only ridden once
- Occasionally, less than once per week
- 1-3 times per week
- 4-6 times per week
- Daily
- More than once a day

3. What are the benefits of Spin e-scooters or e-bikes for you? (Choose all that apply) \*

*Check all that apply.*

- Fast
- Reliable
- Less expensive than other ways to get there
- Don't get sweaty
- Parking a car is difficult at that time/destination
- No bus/train where/when I want to go
- Don't have a car
- It's just fun
- Other: \_\_\_\_\_

4. What type of Spin do you ride most often? (Choose one)

*Mark only one oval.*

- E-scooter
- E-bike
- Equally split between e-scooter and e-bike
- Adaptive trike

5. When you choose a Spin **e-scooter**, why do you choose it? (Choose all that apply)

*Check all that apply.*

- It's the closest Spin vehicle
- I feel more comfortable on e-scooters
- I have had bad experiences with e-bikes
- I don't know how to ride a bike
- E-scooters are easier to park
- I have trouble locking/unlocking the e-bikes
- Other: \_\_\_\_\_

6. When you choose a Spin **e-bike**, why do you choose it? (Choose all that apply)

*Check all that apply.*

- It's the closest Spin Vehicle
- I feel more comfortable on e-bikes
- I have had bad experiences with e-scooters
- I don't know how to ride an e-scooter
- I need the basket to carry things
- I need to ride on a paved trail where e-scooters are not permitted
- Other: \_\_\_\_\_

7. How often do you travel on or along arterial roads (in a bike lane or on the sidewalk)? Arterial roads are typically multi-lane, >30 mph, with traffic lights at intersections. (Choose one)

*Mark only one oval.*

- I never ride on or along arterial roads
- Rarely during a trip I ride on or along arterial roads
- During some trips I ride on or along arterial roads
- During many trips I ride on or along arterial roads
- During every trip I ride on or along arterial roads

8. What are the main trip types for which you use Spin e-scooters/e-bikes? (Choose all that apply)

*Check all that apply.*

- Go home
- Go to work
- Go to school
- Change travel mode
- Other work/business
- Personal business
- Social/recreation
- Eat a meal
- Shopping
- Other: \_\_\_\_\_

9. How would you complete your trip if a Spin e-scooter or e-bike had not been available in your last trip? (Choose one)

*Mark only one oval.*

- Driven a motor vehicle
- Ridden as a passenger in a motor vehicle
- Hailed a ride (Uber, Lyft, taxi, etc.)
- Walked
- Taken a bus or paratransit service
- Ridden a personal e-scooter, e-bike, or bike
- Would not have made the trip
- Other: \_\_\_\_\_

10. On CSU campus, you are only allowed to park a Spin e-scooter or e-bike near a bike rack. On campus, where are you allowed to park a Spin e-scooter or e-bike? (Choose all that apply)

*Check all that apply.*

- At the edge of the sidewalk
- In the middle of the sidewalk
- On a curb ramp
- At the edge of the street
- In the middle of the street
- In front of a door
- In a bike lane
- Near a bike rack
- In the grass or dirt
- Other: \_\_\_\_\_

11. What would encourage proper Spin e-bike/e-scooter parking for you? (Choose all that apply)

*Check all that apply.*

- Better options for parking
- Clearly designated parking areas
- More education about how to park properly
- Incentives (i.e. ride credits)
- Disincentives for parking violations (i.e. warnings, suspensions)
- Other: \_\_\_\_\_

12. Please share any other comments you have about your Spin experience.

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**Demographic Questions**

The City gathers demographic information to help improve programs, to determine potential barriers to participation and to ensure everyone in our community has access to their local government. Demographic information helps us assess what communities we are effectively reaching and who we may need to work harder to reach on important issues. All questions are optional, and any information gathered will be kept completely anonymous.



13. What is your affiliation with the university? (Choose one)

*Mark only one oval.*

- Visiting Student
- Undergraduate student
- Graduate student
- Faculty
- Staff
- No current affiliation
- Prefer not to say
- Other: \_\_\_\_\_

14. Do you have a disability that affects your travel choices? (Choose all that apply)

*Check all that apply.*

- Mobility or dexterity (e.g. walking, climbing stairs)
- Visual (e.g. blind, low vision)
- Deaf or hard-of-hearing
- Speech or communication
- Cognitive
- No disability
- Decline to specify
- Other: \_\_\_\_\_

## 15. Gender: (Choose all that apply)

*Check all that apply.*

- Nonbinary
- Woman
- Man
- Transgender
- Two-Spirit
- Decline to specify
- Prefer to self-identify (Respond below)
- Other: \_\_\_\_\_

## 16. Race/Ethnicity: (Choose all that apply)

*Check all that apply.*

- American Indian/Alaska Native
- African
- African American/Black
- Asian/Asian American
- Hispanic/Latinx/Spanish Origin
- Middle Eastern/North African
- Native Hawaiian/Other Pacific Islander
- White
- Decline to Specify
- Prefer to self-identify (Respond below)
- Other: \_\_\_\_\_

## 17. Age Range: (Choose one)

*Mark only one oval.*

- 5–19 yrs
- 20–29 yrs
- 30–39 yrs
- 40–49 yrs
- 50–59 yrs
- 60–69 yrs
- 70 yrs or older
- Decline to specify

## 18. Household Income Range: (Choose one)

*Mark only one oval.*

- Less than \$10,000
- \$10,000–\$14,999
- \$15,000–\$24,999
- \$25,000–\$34,999
- \$35,000–\$49,999
- \$50,000–\$74,999
- \$75,000–\$99,999
- \$100,000–\$149,999
- \$150,000–\$199,999
- \$200,000 or more
- Decline to specify

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# Google Forms

