

E-bike and E-scooter Share 2023 ANNUAL REPORT



in partnership with:



**COLORADO STATE
UNIVERSITY**

SPIN



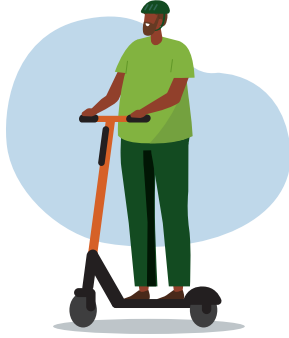
E-bike and E-scooter Share

2023 Annual Report

Contents

Introduction	4
How E-bike/E-scooter Share Works	6
Ridership.....	8
Impact on Fort Collins	12
Climate Change	13
Equity.....	14
Spin Access.....	14
Spin Adaptive	15
Spin Passes	16
Safety	17
Safety incidents	17
Safe behavior	17
Safe devices.....	17
Safe routes.....	18
Fire Safety.....	18
Parking	19
Study.....	19
Countermeasures.....	19
Reporting improperly parked devices	20
Spin monitors for improper parking	20
User penalties.....	20
Provide better parking options.....	21
Revised parking regulations	22
Educate riders on proper parking	22
Conclusion	23
Year 3 Equity.....	23
Year 3 Parking.....	23

E-bike and E-scooter Share 2023 Annual Report



28,731
riders



367,073
miles

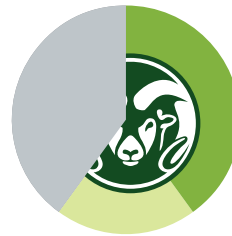


81,769
car trips replaced



30.7
metric tons of CO2
emissions avoided

Spin provided
adaptive vehicles for
138 requests



- 40%** of riders are CSU undergrads,
- 20%** of riders are CSU grad students, faculty, and staff
- 40%** of riders are not affiliated with CSU

Spin filled requests for City and CSU demos and tours with
170 bikes/scooters

195 income qualified residents took almost
3,000 discounted trips with Spin Access



Spin donated
56 hours
for City and CSU
events and tours

Introduction

Fort Collins has a long history of bike share starting with the homegrown Bike Library, one of several early bike share systems that gave rise to modern dockless bike and scooter share. As the industry skyrocketed and entered new markets, it has continued to thrive and evolve in Fort Collins, providing alternatives to motor vehicle trips and a transportation option welcomed by those with few alternatives. In 2021, the City of Fort Collins and Colorado State University selected Spin through a competitive Request for Proposals process to operate e-scooter and e-bike share in Fort Collins on a one-year contract renewable up to five years. Spin began operating in Fort Collins in July 2021. This is the second annual report on the Spin program, for July 1, 2022 – June 30, 2023.

How is the Spin program doing?	
Ridership	Holding steady
Community Partners	Strong
Equity	Improving
Climate Impact	Strong
Safety	Strong
Parking	Improving

During the second year of Spin operating in Fort Collins:

- **28,731** people took **240,493** trips, traveled **367,073** miles on Spin devices, replaced an estimated **81,768** car trips, and avoided **30.7** metric tons of CO2 emissions.
- Ride Report’s Shared Mobility Index for Fort Collins is **4.08** trips per day per 1,000 population (up from 3.5 last year), **16th in the nation** of Ride Report customers (Boulder’s Lime program is 21st at 3.02).
- Spin’s program in Fort Collins is their **eighth largest** for number of trips in the nation, and the largest program in a mid-size city.
- Between April 1 and July 31, 2023, Spin accommodated **170 requests** for vehicles for demos and tours and donated **56 hours** for events and tours. This included eight City tours.
- **195** income qualified residents took almost **3,000** trips through Spin Access.
- Spin filled **138** requests for **adaptive** vehicles (upright trike, recumbent trike, or hand trike).
- **Six safety incidents** were reported. Most of these incidents were related to falls when Spin vehicles slowed or stopped in slow zones or no-ride zones.
- Spin relocated **482** devices in response to complaints. To request relocation, text 970-387-2799 or email fortcollinsops@spinteam.pm.

Spin continues to be a positive member of our community, known for responsiveness, willingness to adapt, and reliability. Dockless e-bike/e-scooter share is a flexible travel option with no worry about theft. Fort Collins is one of many communities learning how it interacts with the existing transportation system, the public right-of-way, and current laws and regulations. As other localities have found, complaints about parking continue to be common, and FC Moves is implementing countermeasures that will be evaluated in Fall 2023.

How E-bike/E-scooter Share Works

Dockless e-bike/e-scooter share offers more flexibility than a station-based system, in which riders pick up and return their e-bike/e-scooter at stations. Spin deploys e-bikes and e-scooters at 219 locations around Fort Collins, adjusting the balance in response to demand. Riders start the ride where the device is located and end the ride at their destination.

Spin e-bikes and e-scooters can be rented through the Spin app or the Lyft app. Riders must agree to the terms and conditions and review the safety information.

Spin relies on geofencing to program the speed, operation, or warning sounds on devices in no-ride zones, no-park zones, and slow zones.

In no-ride zones, the motor shuts off and an alarm sounds. The device can still be pedaled or rolled manually. No-ride zones for both e-scooters and e-bikes include Old Town Square, the Shops at Foothills, and dismount zones on CSU campus. Paved trails (except a segment of Mason Trail) are no-ride zones for e-scooters, which are prohibited from paved trails by Fort Collins Traffic Code §2101.

Outside the Spin service area and in no-park zones, riders cannot end their ride. The ride continues up to 3 hours at full price or until the device is moved within the service area boundary and properly ended. The service area boundary is the city boundary, but smoothed out.

In slow zones, the maximum speed the device will go is 8 mph.

City staff have access to ridership and device data through Ride Report. Spin staff provide monthly reports of additional data and as requested by staff. A public dashboard with a subset of this data is publicly available at <https://public.ridereport.com/fortcollins>.

E-bike and E-scooter Share: How it Works

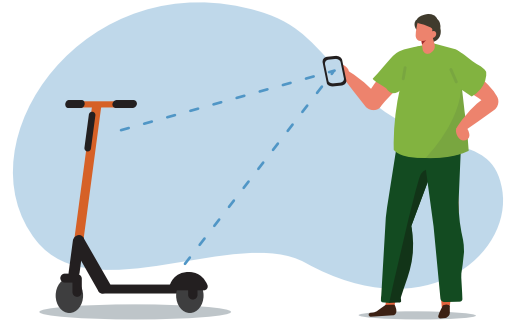
To start a ride:

- Download the Spin app
- Use the app to find a bike or scooter
- Scan the QR code
- Review the safety information
- Start your ride



To end a ride:

- Tap “End Ride”
- Submit a photo of the parked bike/scooter



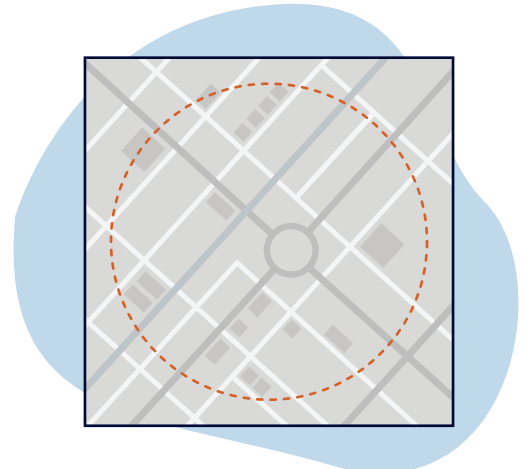
What it costs:

- \$1 to unlock, 33 cents per minute
- Save with hour, day, or month passes
- People with low income enroll in **Spin Access** for 50 cent unlock and 10 cents per minute



Geofencing is:

- Automatic GPS location
- Controls speed, operation, or warning sounds
- Slow zones, no ride zones, no park zones



Ridership

The Fort Collins Spin program continues to outperform previous bike- and scooter-share services in Fort Collins. Ridership during Year 2 was still high but lower than Year 1. The most important factor predicting ridership is weather, and unusually rainy weather during Year 2 likely reduced ridership.

	Year 1	Year 2	Trend
Number of riders	30,348	28,731	5% decrease
Number of trips	271,114	240,493	11% decrease
Number of miles	409,795	367,073	10% decrease
Ride Report Ranking	#6	#16	Ride Report has added many more communities in the past year

During Spin’s second year, Spin increased the number of bikes in the system to 400 which more closely matches the number of scooters (500). This increase was 50 bikes per month and was achieved by October 31, 2022. E-scooters are very popular; they made up 56% of the fleet after the bike increase and were used for 72% of the trips; the percentage of e-scooter trips actually increased to 80% after the target number of bikes was reached. Of the 28,731 unique users, 87% (24,966) had used an e-scooter at least once and 47% (11,656) had used an e-bike at least once. Distance doesn’t appear to affect which device users choose: the average trip length was 1 mile for both e-scooter and e-bike trips. While most trips were less than 2 miles, over 8,848 trips (3.7%) were more than five miles long.

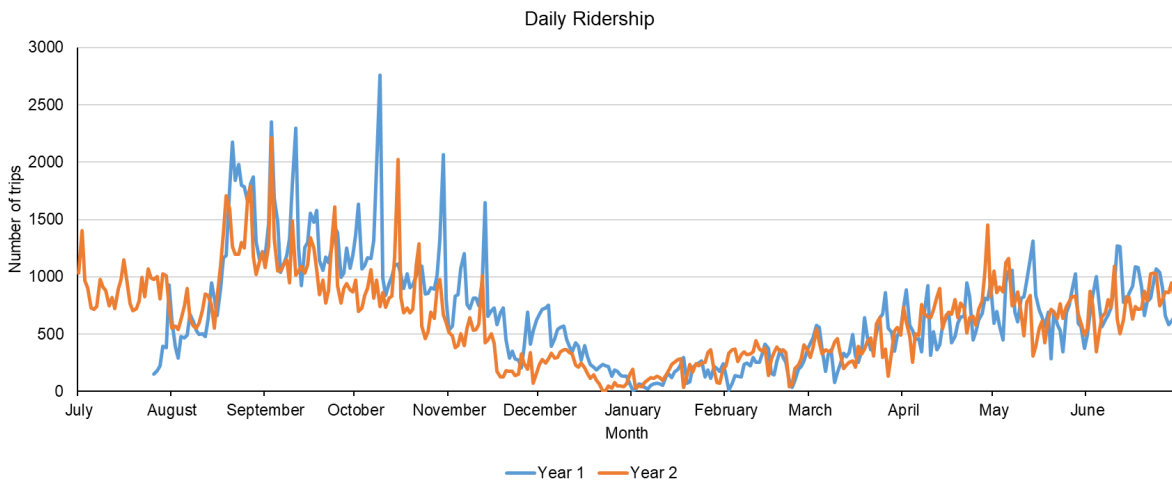


Figure 1. Daily ridership for Year 1 and Year 2

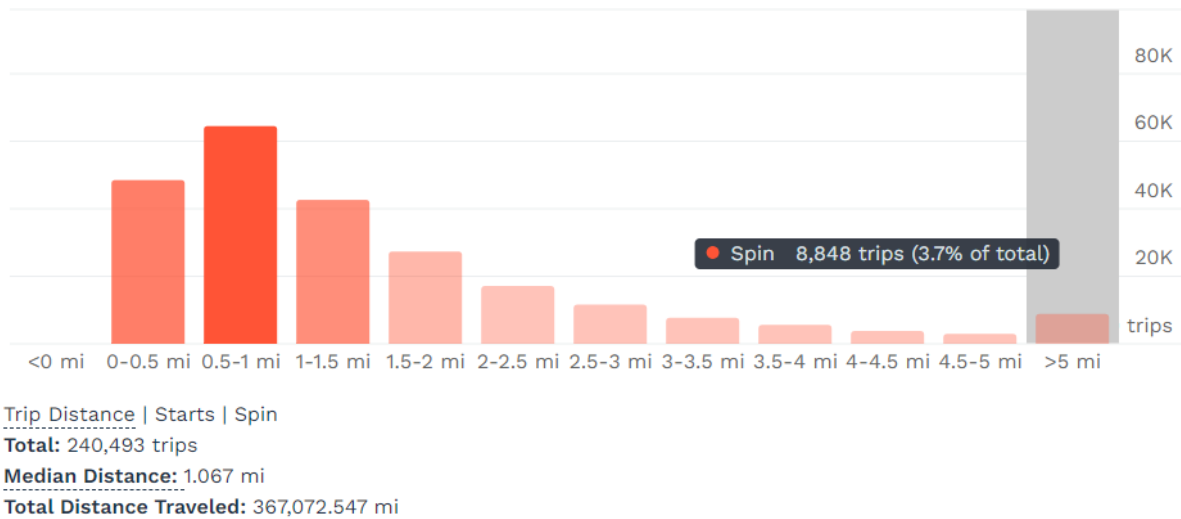


Figure 2. Numbers of trips by distance during Year 2

Trip patterns were similar to those seen during Year 1 with the greatest concentration of trips on CSU campus, Old Town, and neighborhoods surrounding campus. The intensity of trips on CSU campus highlights the importance of CSU as a partner in the e-bike/e-scooter share program. The efficiency of shared devices in a crowded environment and the high rates of bike theft make college campuses ideal markets for e-bike/e-scooter share. Without CSU, the market might not be able to support e-bike/e-scooter share. The presence of the CSU market base allows all of Fort Collins to have access to the program. In a survey of Spin riders, 39% identified as CSU undergraduate students and 22% were graduate students, visiting students, faculty, staff, or preferred not to say. The majority of riders (57%) have some CSU affiliation, while a substantial segment (39%) are unaffiliated with CSU.

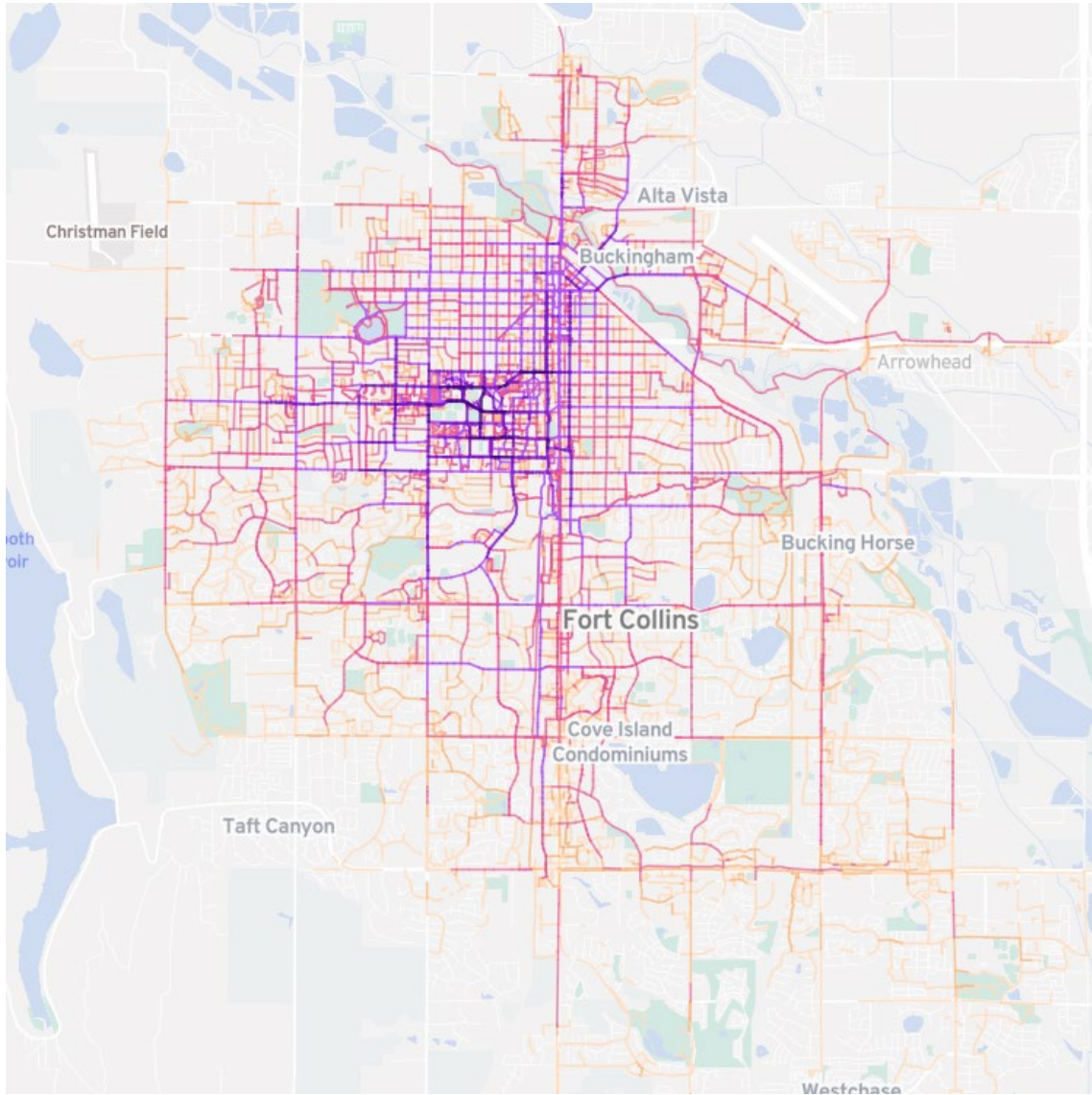
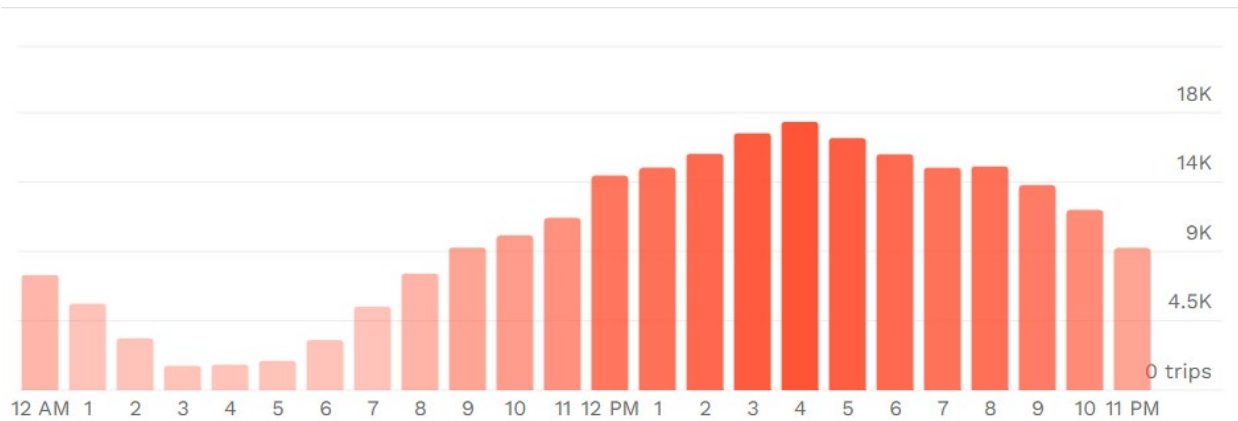


Figure 3. Heat map of trips during Year 2

In response to rider requests, Spin expanded service hours to 24 hours per day. Previously, service was shut down between 1 am and 3 am, and since expanding service hours, there have not been any safety incidents reported during the 1-3 am window. Trips peaked at 4 pm with the lowest ridership at 3 am.



Trips By Weekday | Starts | Spin

Rounded to: 7/1/2022 – 6/29/2023

Figure 4. Number of trips by hour during Year 2

Impact on Fort Collins

The presence of the Spin program promotes the image of Fort Collins as a modern bicycle-friendly community that embraces technology. Spin e-bikes and e-scooters are attractive options for visitors to Fort Collins who may not have their own car or wish to use it for every trip. Peak ridership days include Tour de Fat and CSU Homecoming.

Spin's support of the community enables people who may not have a bike of their own to participate in events. Spin supports move-in tours for CSU students and is a regular presence at community events such as Bike to Work (or Wherever) Day, Open Streets, CSU's We Ride, and CSU's Bike to Breakfast events. Spin participated in a pilot program for encouraging active transportation among employees at the College of Business at CSU. Finally, Spin hosts demos with employers and other groups.

Beginning in April 2023, Spin began reporting data related to Spin's contributions to the community outside of its regular operations. Between April 1 and June 30, 2023, Spin provided 166 devices for tours and demos, donated 56 staff hours for tours and events, and supported eight City tours. Spin donated over \$200 ride credits for Bike Buddies who mentor e-bike recipients in the Choose Your Ride, Shift Your Ride program (a grant from the Colorado Energy Office to provide e-bikes and Spin passes to people with low income). Spin donates ride credits as incentives for riders to take surveys, quizzes, and end rides in a designated parking area.

Local organizations have reached out about incorporating e-bike and e-scooter share for their clients. A local developer sought advice from FC Moves on how best to accommodate shared micromobility and promote cleaner transportation among residents and shoppers. Staff from the Larimer County Jail reached out to the Transportation Board asking for help identifying transportation options for people leaving the jail. FC Moves staff worked with them and loaned out stencils so they could convert two of their parking stalls to bike/scooter parking boxes.

The Fort Collins Spin program has received national attention. FC Moves served on a panel about shared micromobility at the annual conference of the National Association of City Transportation Officials in May 2023. Spin, FC Moves, and CSU presented about the program at the International Town & Gown Association conference hosted by CSU in June 2023. FC Moves has had several requests from other communities around the country seeking information on successful shared micromobility programs.

Climate Change

Big Move 4 in Our Climate Future is “Convenient transportation choices: It is safe, easy, fast and affordable to get around without a car.” E-bike and e-scooter share offers a convenient alternative to cars.

Spin calculates emissions avoided each month based on the month’s ridership. A survey of Spin riders in Fort Collins found that 34% use Spin devices to replace car trips. Since the program launched in July 2021, 62 metric tons CO2 emissions have been avoided.

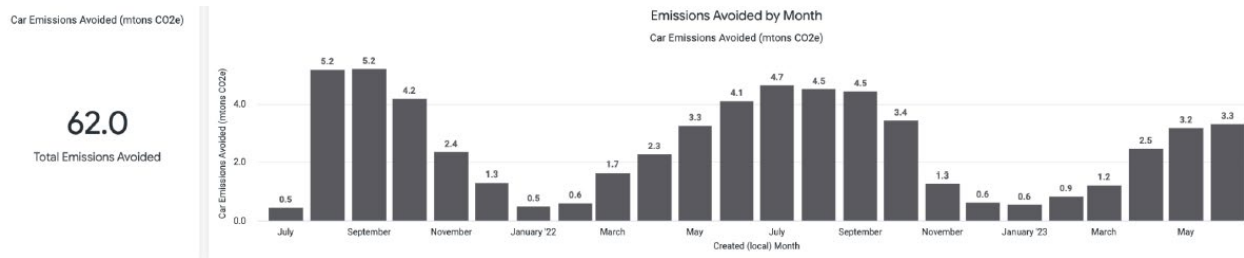


Figure 5. Emissions avoided by month since the start of service (Years 1 and 2), assuming 34% trips replace motor vehicle trips

The City received a grant from the Colorado Energy Office in 2022 and distributed one-year Spin passes to 75 City employees and 75 low-income members of the community as part of the Shift Your Ride program to encourage shifting from driving to another mode of transportation. Participants in this program took 2,727 trips and traveled 4,827 miles.

Equity

One of the strategic objectives in Fort Collins' 2022 Strategic Plan is "Advance equity for all with an emphasis on racial justice to remove systemic barriers so that persons of all identities, including race, ethnicity, religion, gender, age, class, sexual orientation, and mental and physical abilities can fully participate in City services and experience equitable community outcomes". A key tenant of the Vision of Fort Collins City Plan is Community, which includes a commitment to equity. Big Move 1 in Our Climate Future addresses equity and calls for sliding scales based on income and equity in programs. A core principle of the Transportation Master Plan is "Utilize the transportation system to support a healthy and equitable community".

As a form of public transportation, e-bike and e-scooter share allow people to move around without a car, without fear of theft, and without the need to store and maintain a personal vehicle. Residents have contacted FC Moves asking for more information about Spin because they are in need of transportation:

- One resident walks and bikes for transportation but may not be able to continue as she begins cancer treatment. She plans to use Spin to get to medical appointments and she can combine Spin with transit so she doesn't have to worry about theft or loading her own bike on and off the bus.
- One resident is vision impaired and does not drive. With Spin, he doesn't worry about theft and he can get to his destinations several miles away more quickly than on his regular bike.
- One resident reported walking up to an hour coming home from his night shift or if he missed his bus, until he discovered Spin, which reduced the amount of time he spent traveling and made his trips more reliable.

Spin has two programs that promote equity, Spin Access and Spin Adaptive. Both of the programs and their related results in Year 2 are presented next.

Spin Access

Spin Access provides a discount for people with low income, a text option for people without a smartphone, and Spin Cash cards for people without credit card, debit card, PayPal, or Google Pay. In addition to these programs, the City of Fort Collins has received grant funding to provide Spin Passes, good for free rides, to people with low income.

Spin Access use increased by 29% between Year 1 (2,155 trips) and Year 2 (2,790 trips). Like overall ridership, Spin Access use was lower in Spring and Summer of 2023 than it was in 2022.

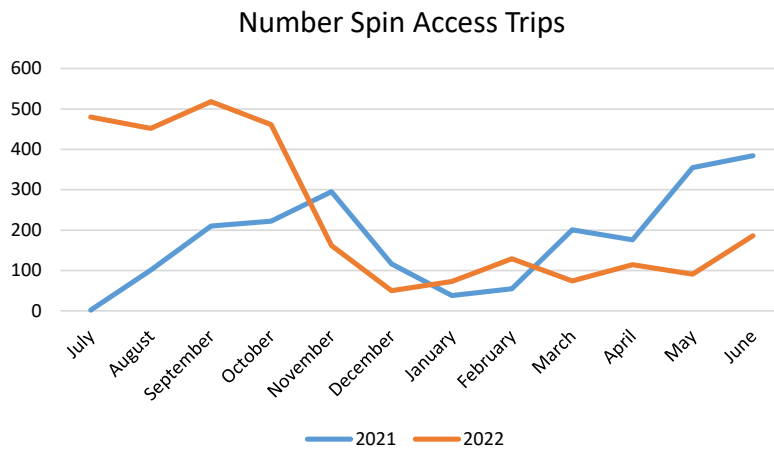


Figure 6. Number of trips taken by riders enrolled in Spin Access

The City launched GetFoCo in 2023, a one-stop portal for income-qualified residents to access services. In March, Spin Access was integrated into GetFoCo, making it easier for people to enroll. Enrollment in Spin Access jumped from 71 in Year 1 to 406 in Year 2. Of those who enrolled, 195 took at least one trip during Year 2. FC Moves staff plan to develop a survey to determine why many people enrolled but did not take a trip and what could be done to reduce barriers.

During Year 1, Spin Cash cards were only available at the Spin warehouse (409 Delozier Drive, Unit B) which is not easily accessible. Spin Cash cards are now available at the FC Moves office at 200 W Mountain Ave, but by appointment only. FC Moves and Spin staff continue to look for satellite locations where Spin Cash cards can be purchased more conveniently. Several possibilities have been explored, such as libraries, recreation centers and bus stations, but are not currently feasible.

What Spin Access Users are Saying

“Thank you so much for this service. You have no idea how much I appreciate it.”

“Thank you so much... This will help out a lot. I really appreciate the help.”

“I can take three times as many trips!”

Spin Adaptive

Spin fulfilled 138 requests for adaptive vehicles between March 2023 – June 2023.

A regular customer of Spin Adaptive is the City of Fort Collins Adaptive Recreation Opportunities program which offers ride series for people with disabilities. Spin provided bikes for ten community rides in Summer 2023.



Figure 7. Trikes in the adaptive library fleet

In addition to Spin Access and Spin Adaptive, Spin and FC Moves staff examined deployment locations to ensure that areas with a high Health Equity Index – indicating potential social and environmental vulnerability – are fairly served. Unfortunately, appropriate deployment locations could not be identified to increase deployment in these areas due to lack of public right-of-way. As the Spin program gains experience with parking countermeasures, private property owners in areas with high Health Equity Index may be encouraged to install parking boxes that can be used for deployment and to manage parking.

“Spin has been more than accommodating with helping support our adaptive cycling program. Bikes were always delivered on time and in great condition. The people at Spin are great to work with and were able to provide us with cycles that met our participant’s needs! Looking forward to using Spin Adaptive in the future!” - *Recreation Department staff*

Spin Passes

The City received a Transportation Demand Management Innovation Grant from Colorado Department of Transportation in 2022 and distributed 75 one-year Spin passes as part of the Shift Your Ride program to encourage shifting from driving to another mode of transportation. Spin passes are good for five free trips per day and were given to income qualified residents through GetFoCo. At the end of the program year, the Spin pass recipients are enrolled in Spin Access. Spin pass recipients have taken 2,727 trips and traveled 4,828 miles.

Safety

A core principle of the Transportation Master Plan is “Support and enhance safety for all modes”. In 2023, Fort Collins adopted the Vision Zero Action Plan with a goal of zero traffic fatalities and serious injuries by 2032. People using e-bikes and e-scooters are vulnerable road users and are at increased risk of death or serious injury in a crash.

Safety incidents

Safety incidents may be reported to Spin, FC Moves, and through police reports. Crashes involving people walking and biking are known to be underreported, and that is likely to be true for crashes involving people using e-scooters as well. The North Front Range Metropolitan Planning Organization developed a Bike & Ped Safety Reporter tool which includes an option for people riding an e-scooter to report incidents. No incidents or concerns involving e-scooters have been reported through that tool.

Spin received 5 safety incident reports during Year 2, compared to 7 in Year 1. All Year 2 safety reports to Spin related to falls when a Spin bike or scooter slowed or stopped as they entered a geofenced slow zone or a no-ride zone. FC Moves received one report in Year 2 where an individual riding their personal bicycle reported they collided with a Spin scooter that had been parked in a bike lane.

Safe behavior

Spin devices are speed-governed for safety. Geofencing determines the maximum speed:

- E-bikes are governed to 20 mph on roads and 15 mph on paved trails.
- E-scooters are governed to 15 mph on roads.
- E-bikes and e-scooters are governed to 8 mph in slow zones.

However, the safety incidents reported were related to falls caused by changes in speed when riders entered a slow zone or trail, so no-ride and slow zones should be used sparingly.

In addition to speed governing, Spin promotes safe behavior of people using its e-bikes and e-scooters encouraging riders to ride in the bike lane or street, stay clear of large or turning vehicles, and use hand signals through in-app and on-device messaging and in-person events. Riders can earn \$5 ride credit by passing the “Safe Six” quiz.

Safe devices

Spin ensures safe devices by examining each device when it is deployed and making repairs. Spin received 217 repair/maintenance requests during Year 2 (compared to 196 during Year 1).

These requests include users who were unfamiliar with the app or how to unlock or lock devices.

Safe routes

Like bicycle safety, the greatest impact on e-scooter safety is safe routes. The Active Modes Plan adopted in 2022 calls for a safe and connected network for bicyclists and pedestrians. This plan is the first in Fort Collins to address micromobility (such as e-scooters), and it identifies the need for a safe and connected network for these modes. These devices can generally be accommodated by the same networks designed for bicycling and do not require a separate network, but if they are introduced to existing facilities, conflict points may indicate a need for improvements. The update of the Trails Master Plan is an important opportunity to address how to provide a safe network for e-scooters, which are currently prohibited from paved trails.

Fire Safety

Recent national news reports about e-bike battery fires have raised concerns, but these are mostly due to batteries that do not have safety certifications, were modified, or used improperly. Spin has always practiced safe battery handling and uses UL-certified batteries, a widely established and regarded battery safety standard. When Spin began operating in Fort Collins, Poudre Fire Authority inspected the warehouse and had no concerns. Batteries in the charging array are stored in crates with separated compartments. Batteries that sustain damage or are not working are packed in fire retardant in a metal drum until disposal.



Figure 8. Batteries in the charging array (left) and packed in flame retardant for disposal (right)

Parking

Parking is perhaps the most controversial issue for shared e-bikes and e-scooters. Riders do not always have good options where to end their ride and park the devices. Sometimes they make poor choices, even when there are good options available. Residents are not used to seeing these devices unattended after a ride has ended and are confused about the difference between Spin devices and personally owned devices. The devices may also be tempting to a portion of the population to push over, push into a place where it is an obstacle, or vandalize.

To address improper parking, protect sidewalks, reduce complaints, and keep paths clear for people with disabilities, FC Moves staff have worked with Spin to develop, implement, and evaluate countermeasures.

Study

FC Moves worked with Connor Stephens, an intern with the CSU Masters of Public Health program, who designed a study and collected data, with photos and observations on 408 Spin bikes and scooters during September and October 2022. Because parking rules are different on CSU campus, only off-campus parking was studied. On campus, Spin bikes and scooters must be parked near a bike rack. Off campus, the parking requirement was near a bike rack, on a hard surface between the sidewalk and the road, or in a specifically designated area.

Using this data, FC Moves staff developed several parking countermeasures. Many partners provided feedback on these, including Spin, Traffic Operations, Streets, Police, Code Enforcement, Parking Enforcement, Disability Advisory Board, the Bicycle Advisory Committee, and the Transportation Board.

In Fall 2023, data will be collected again to evaluate the effectiveness of countermeasures and a full report will be prepared.

Countermeasures

The parking countermeasures developed using data from the study are:

- Make it easier to report improperly parked devices to Spin
- Spin actively monitor for improperly parked devices
- Streamline user penalties for improper parking
- Provide better parking options
- Revise parking regulations
- Educate riders on proper parking
- Spin monitor and report on parking metrics

Reporting improperly parked devices

FC Moves and Spin have made it easier than ever to submit relocation requests or complaints. Spin can be contacted by email, text, phone, or via the app. Issues reported to FC Moves or Access Fort Collins are forwarded to Spin. These measures have been successful, as Spin received 441¹ relocation requests during Year 2, compared to 157 received in Year 1. These requests resulted in 150 warnings issued for improper parking. The steps taken to improve the ease of relocation requests were:

- FC Moves posted Spin’s local team contact information on the FC Moves website.
- Spin changed customer service contractors to one that performed better at routing complaints to the local Spin team.
- Spin installed stickers with the local team’s text number on bikes and scooters.
- FC Moves staff spoke to Transfort operators and Parks staff to explain and encourage relocation requests.
- FC Moves staff posted information about relocation requests in Fort Shorts, the Momentum newsletter, and other City communications.

Spin monitors for improper parking

Because 66% of relocation requests are for *properly* parked devices, Spin staff routinely monitor for improper parking. Spin streamlined its process by providing a Slack channel for drivers to report improper parking when they are picking up and deploying devices. Spin issued 141 warnings initiated by Spin staff between January 1, when Spin began reporting this data, to June 30, 2023. Spin-initiated warnings are 59% of the 291 total warnings, with relocation requests responsible for the remaining 41%.

User penalties

Riders who are non-compliant for parking or other infractions may receive penalties:

- 1st offense – warning. 291 issued during Year 2.
- 2nd offense – 1-day suspension. 5 issued during Year 2.
- 3rd offense – permanent suspension (can be appealed; minimum 15-day suspension). 4 issued during Year 2.

When Spin receives a relocation request or Spin drivers identify an improperly parked device, the last rider may receive a penalty. A small percentage of improperly parked devices identified do not result in a penalty because the end-of-ride photo submitted shows that the rider parked properly, but the device was moved by someone else. However, most improperly parked devices are determined to be noncompliant for the last rider. Less than 1% of riders who receive a warning commit a 2nd or 3rd offense.

¹ Excluding over 60 requests sent by a single resident
E-bike & E-scooter Share | 2023 Annual Report

Provide better parking options

In the 2022 survey of riders, respondents said better parking options (41%) and designated parking areas (39%) would help them park better, even more than incentives (36%) or disincentives (7%). Other communities including Denver and Boulder have painted boxes with bike and scooter symbols inside.



Figure 9. A parking box on Pitkin Street near Welsh Street

FC Moves installed seven parking boxes in May 2023 with support from Traffic Operations. Parking boxes on streets were placed within 30 feet of stop signs or within 20 feet of entry from the intersection where parking is not permitted, to prevent illegal parking and protect the visibility of the intersection. Riders receive \$1 toward their next ride if they end their ride in a parking box. Initial usage data suggest that riders are actively using the parking boxes.

Marked incentivized parking box	Ride ends that resulted in \$1 credit in July 2023
Jackson and Mulberry	13
Orchard and Skyline	10
Baystone and City Park	10
Jamith and Laporte	4
Pitkin and Welch	4
Bike Co-op (sidewalk)	3

Seven parking boxes were installed but one was not incentivized because a resident objected to the placement of the box, so data on that one is not available. More parking boxes will be installed in September 2023 and Summer 2024.

Parking box program lessons learned

During discussions with the Disability Advisory Board, Bicycle Advisory Committee, Transportation Board, and residents, parking boxes were very well received. However, some residents objected to losing their parking space (even though it is not a legal parking space).

One person expressed their objection through graffiti. Although a letter was sent in advance to residents who live where the parking boxes were located, one resident said they did not receive the letter and objected as it was being installed. As a result of feedback from residents, FC Moves created temporary “FC MOVES IS IN YOUR NEIGHBORHOOD” signs and flyers to alert residents where bike/scooter parking boxes are being considered.

Revised parking regulations

While collecting data on parked devices, staff noted that there was no legal spot nearby for 75% of the devices observed. The ordinance that regulates shared mobility parking was very restrictive and difficult to understand. In August 2023, City Council changed the ordinance so that parking of shared mobility devices follows the same rules as personally owned bikes and e-bikes.

Educate riders on proper parking

With the change in parking regulations, FC Moves created a quiz so riders can learn how to park appropriately, avoid penalties, and receive a \$5 ride credit if they get a perfect score. The quiz is available at <https://forms.gle/WFhBVFBJrGHnm5ke9>.



Figure 10. In the quiz, riders choose the best option of two parked Spin devices. Riders must get all six questions correct to receive the \$5 ride incentive.

Conclusion

Year 2 of the Spin program has been highly successful. Ridership is down slightly from Year 1 but still strong. Spin Access enrollment has more than doubled. Extensive measures have been taken to address concerns about improper parking. For Year 3, improvements to the Spin program will continue to focus on equity and parking. Data collection and monitoring will continue to be important in assessing the performance of the program.

Year 3 Equity

Despite the increase in Spin Access enrollment, Spin Access trips have not increased. Data from the Spin Pass recipients in the Choose Your Ride, Shift Your Ride program and reaching out to people enrolled in Spin Access – both those who have and have not used it – will help identify the barriers to using Spin Access and develop strategies to increase Spin Access use.

Before Spin launched in Fort Collins, Spin staff reached out to mobile home communities about locating a deployment spot convenient to their residents, such as in their parking lot, but they were declined. As bike/scooter parking boxes are installed and more data is collected about their use, outreach to mobile home communities and other services in areas with high Health Equity Index may be worth pursuing again. While the City cannot install bike/scooter parking boxes on private property, the stencils made for the symbols inside the box can be loaned out.

Year 3 Parking

FC Moves installed additional bike/scooter parking boxes in September 2023, bringing the total to 15, and will install more in 2024. While there is a need for more bike/scooter parking boxes in some neighborhoods, there are also locations where there is a need but not a place in the public right-of-way where they could be placed. To address that need, data and experience with bike/scooter parking boxes can be shared with private property owners in areas where there is a need, and the stencils can be loaned out to facilitate installation of bike/scooter parking boxes.

Having implemented parking countermeasures during the summer of 2023, FC Moves staff will collect and analyze parking behavior data and will prepare a full report.