



Survey of Spin Access Users

October 16 – November 18, 2023

Introduction

Spin has operated Fort Collins' e-bike and e-scooter share system since 2021. E-bike and e-scooter share can be an important transportation option for people who do not have access to a motor vehicle or cannot drive, such as people with low income or people with some disabilities.

One of the equity components of the Spin e-bike/e-scooter share program is Spin Access, a discount program for people with low income. In the first year of operations, 71 people enrolled in Spin Access. In 2021, FC Moves contracted with Bike Fort Collins to promote Spin Access at events and pop-up tables at target locations. In 2022, FC Moves contracted with Social Indoor to promote the cash and nonmobile options of Spin Access. Results of these approaches were inconclusive.

Almost a year ago, Fort Collins developed GetFoCo, a one-stop application portal for people with low income to access municipal resources. We integrated Spin Access into GetFoCo so that residents can easily apply for Spin Access. Since this was done in March 2023, 480 people have enrolled in Spin Access through GetFoCo. It is still possible to enroll in Spin Access directly, as well.

Despite the four-fold increase in Spin Access enrollment, the number of trips taken by people enrolled in Spin Access has decreased (Figure 1). To increase Spin Access use, we need to better understand the barriers between enrolling in Spin Access and taking a trip.

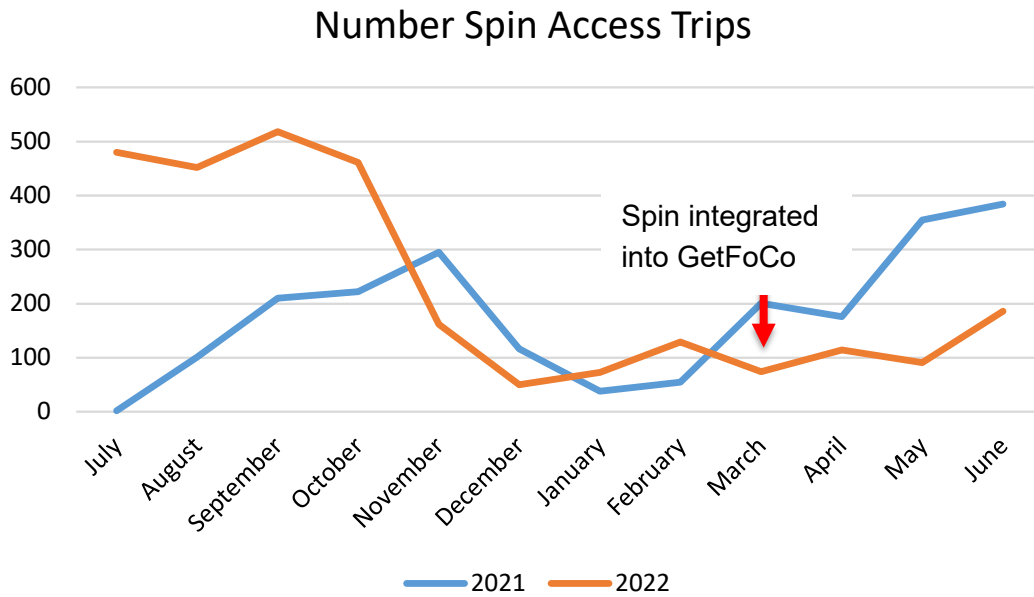


Figure 1 Number of trips taken by riders enrolled in Spin Access

We conducted a survey from October 16 through November 18, 2023. Riders could receive a \$5 ride credit for taking the survey. Spin promoted the survey to people enrolled in Spin Access who had a Spin account via two email blasts one week apart. Only twelve responses were received, so FC Moves sent an email to 480 people who had registered through GetFoCo for Spin Access. A total of 73 responses were received, and 51 respondents received the \$5 ride credit.

Results

Experience

The few trips taken by people enrolled in Spin Access could be explained by lack of awareness of Spin Access enrollment, never having attempted to ride, or not having the app installed.

One reason that people might request enrollment in Spin via GetFoCo is that they are selecting every program they are eligible for without knowing what the program is. If this is occurring, most people who enroll in GetFoCo do not do this, because only about one-tenth of people who register for GetFoCo request Spin Access enrollment. People who do this may not be aware of what programs they have enrolled in. The majority of people who responded (94%) were aware that they are enrolled in Spin Access (Figure 2). One person commented, “didn't check email, so I didn't know I was in program.”

Almost half of respondents (48%) have never used Spin, despite being enrolled in Spin Access (Figure 2). This suggests that some barriers to using Spin are not related to a bad experience using it, since many people have never tried.

Even more respondents (62%) do not have the Spin app installed on their phone (Figure 2).

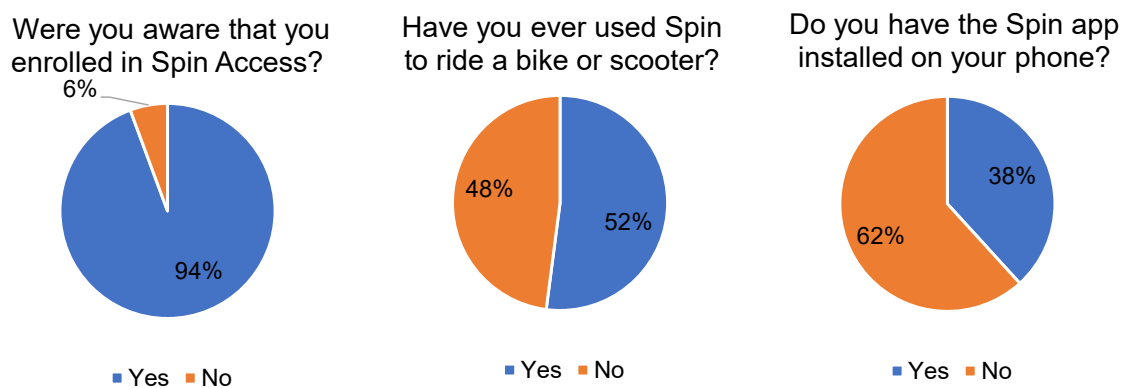


Figure 2 Percentage of respondent's aware of their Spin Access enrollment (left), ever used Spin (middle), have the Spin app installed (right)

Barriers

People who did not have the Spin app installed on their phone were asked for more information to understand the barriers to using Spin (Figure 3). The most common reason for not installing the Spin app was not realizing it was necessary. Others reported concerns about running out of data, battery, or the app slowing down their phone. No one reported not having a phone as a barrier.

What are the reasons you have not installed the Spin app on your phone?

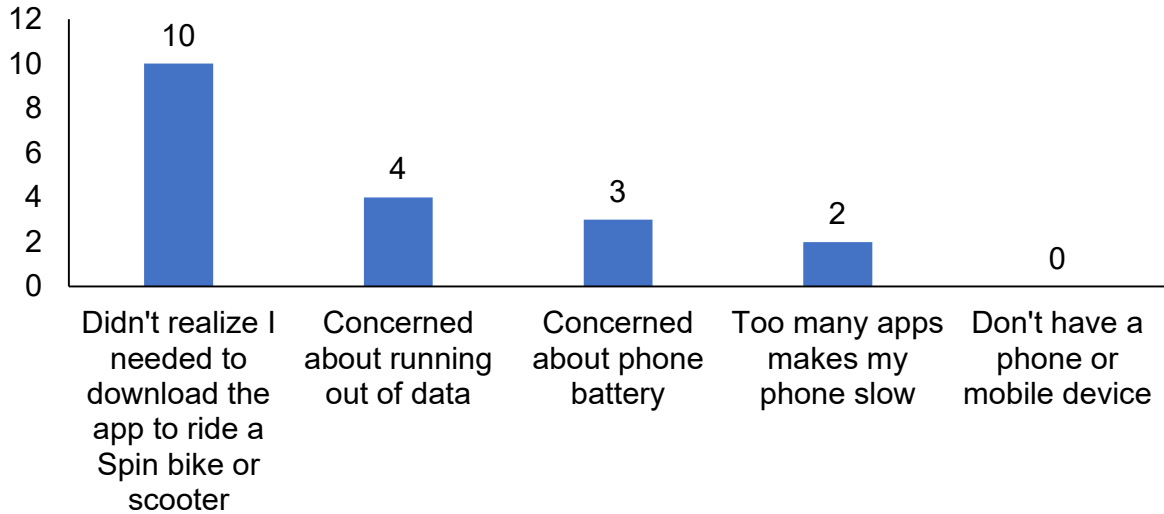


Figure 4 Reasons for not installing the Spin app

Other answers for not having the app were “ignorant about using apps” and “haven’t had time to use a bike and set up the app”.

What are the reasons you have not taken a ride on a Spin bike or scooter?

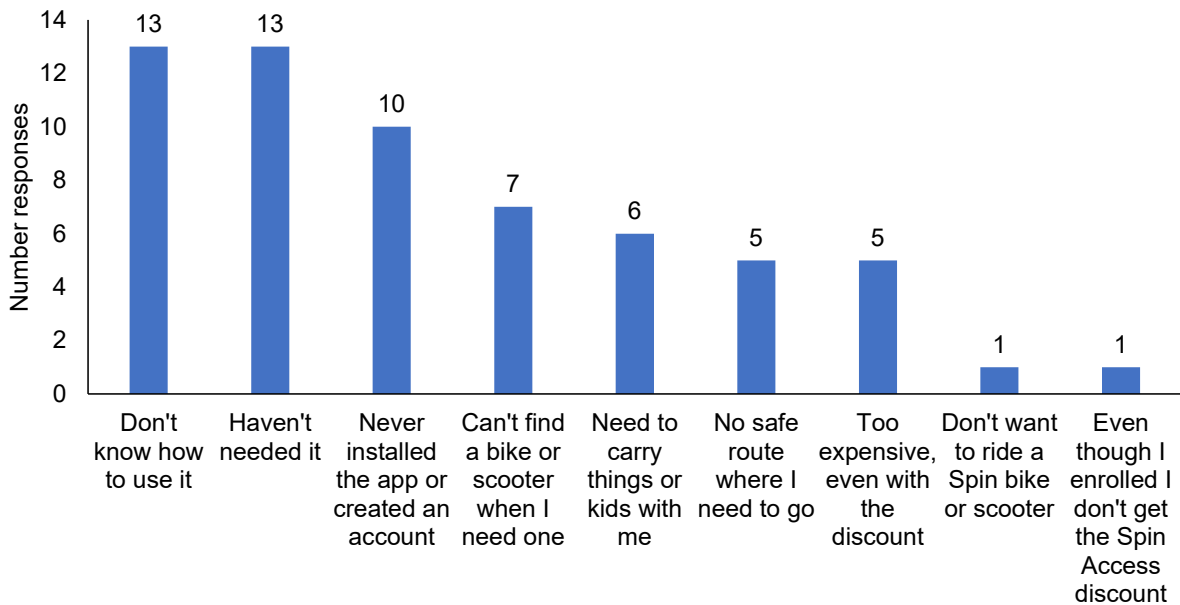


Figure 3 Reasons for not riding Spin

People who reported they had not taken a ride were asked why they had not (Figure 4). Most respondents reported not knowing how to use it (13), not needing it (13), or not having installed the app (10) for why they haven't used Spin.

Other answers for not having ridden a Spin bike or scooter were issues with the GPS accuracy of the app, the geofence no-ride zones for e-scooters on paved trails and both e-scooters and e-bikes in natural areas, a limitation of the distance Spin bikes and scooters can travel, not needing it because of owning a bike, and needing a trike.

All respondents were asked what would help them use Spin more often. Most respondents reported that barriers could be reduced with more bikes and scooters available where they need them (32) and a lower cost (28) (Figure 5). Spin deployment locations overlaid on the Larimer County Health Equity Index show a lack of deployment in areas with a high Health Equity Index, or areas with more disadvantaged households (Figure 6). Increasing deployment in areas with a high Health Equity Index is challenging because of the lack of appropriate public right of way, due to a paucity of sidewalks and developments off of major roads without on-street parking.

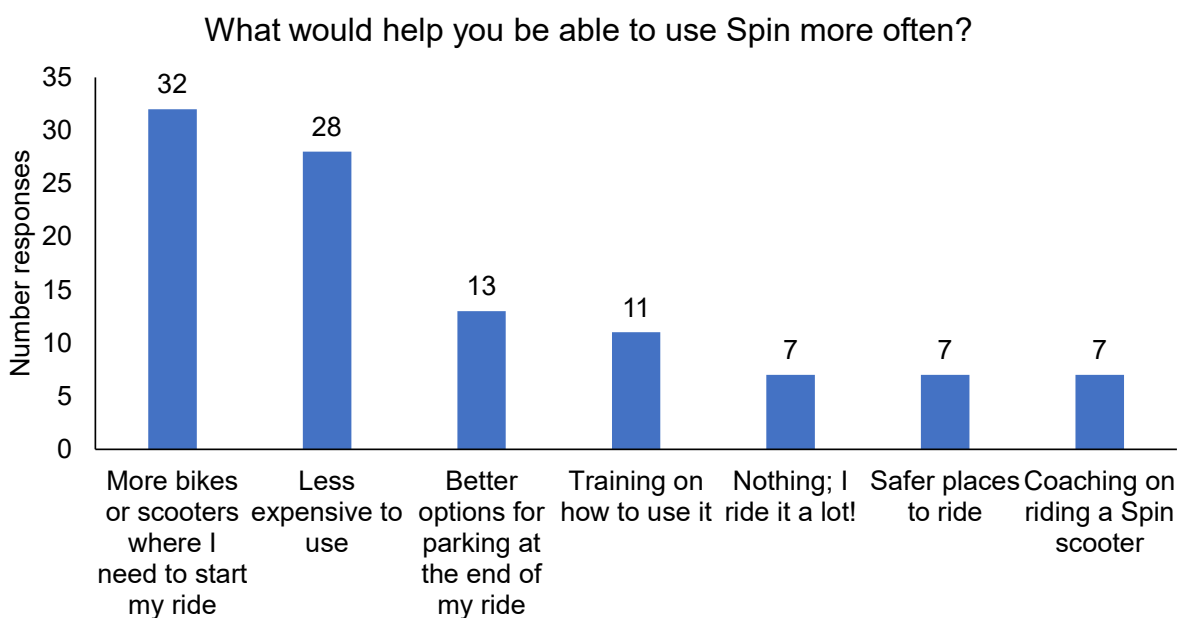


Figure 5 How barriers could be removed

Other answers for how barriers could be removed were to address confusion about slow zones and no park zones, about determining what vehicles are available and charged in the map on the app, and about which email log in was used to sign up for Spin Access, provide training on how to ride and park vehicles, provide a trike, increase the service area to include Loveland and Windsor, require designated parking, address concerns about being stranded because of a lack of available vehicles, and provide a way to rent vehicles via the website.

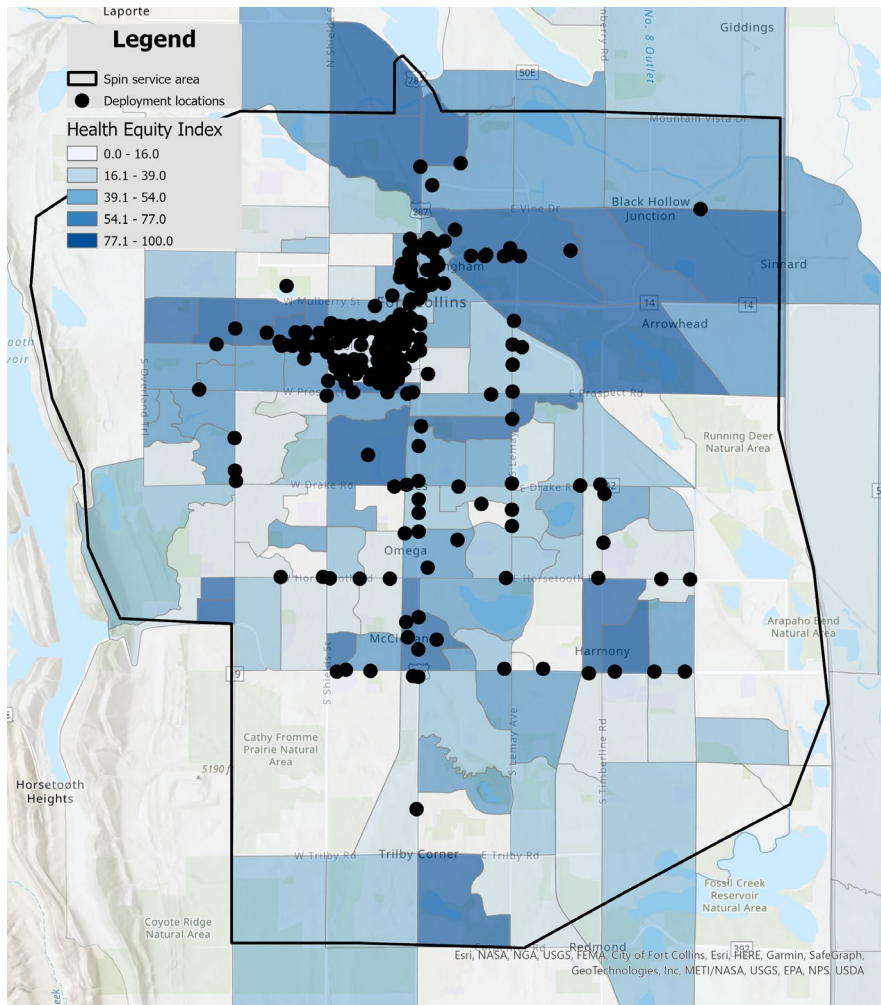


Figure 6 Spin deployment locations and Fort Collins Health Equity Index. A high Health Equity Index (darker blue) indicates a higher incidence of disadvantaged households based on eight factors.

Awareness of resources

The survey was a good opportunity to share information about Spin Access and Spin Adaptive – Spin’s fleet of adaptive bikes – that people may not have known in the form of “Did you know” questions (Table 1). Each question was followed with information about how to learn more.

Table 1 Responses to “Did you know” questions

Did you know...	Not aware	% Not aware
...you can use Spin via text message if you don't have the app?	59 (of 71)	81%

Did you know...	Not aware	% Not aware
...Spin has adaptive bikes - hand cycle, upright trike, and recumbent trike?	59 (of 71)	81%
...you can use Spin even if you don't have a credit card or bank account?	59 (of 71)	81%

Demographics

People enrolled in Spin Access are less likely than all Spin riders to be affiliated with Colorado State University (28%, compared to 60% of all riders in the 2022 ridership survey) (Figure 7). While CSU undergraduates make up 40% of all riders, they make up only 9% of people enrolled in Spin Access. This may change when GetFoCo adds Pell Grant as one of the programs to determine eligibility.

In the 2022 ridership survey, respondents were slightly more likely to have a mobility disability than the general population (8% compared to 6%). People enrolled in Spin Access are much more likely to have a disability (Figure 8).

What is your affiliation with Colorado State University?

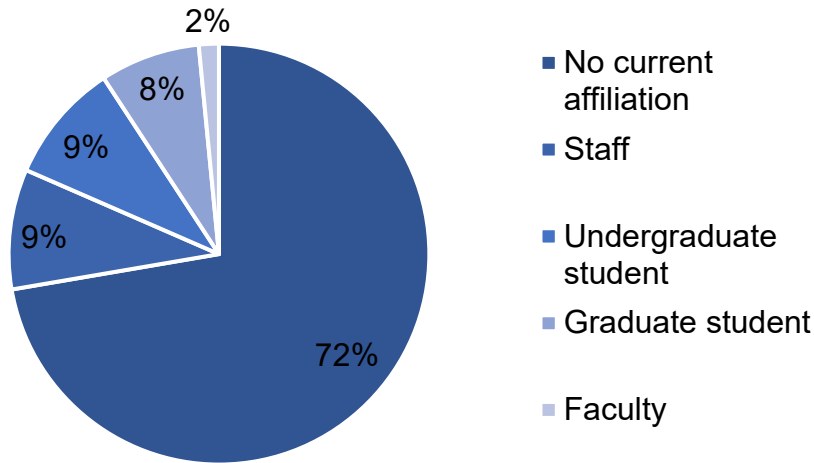


Figure 8 Colorado State University affiliation of people enrolled in Spin Access

Do you have a disability or health condition that affects the travel choices you make in Fort Collins?

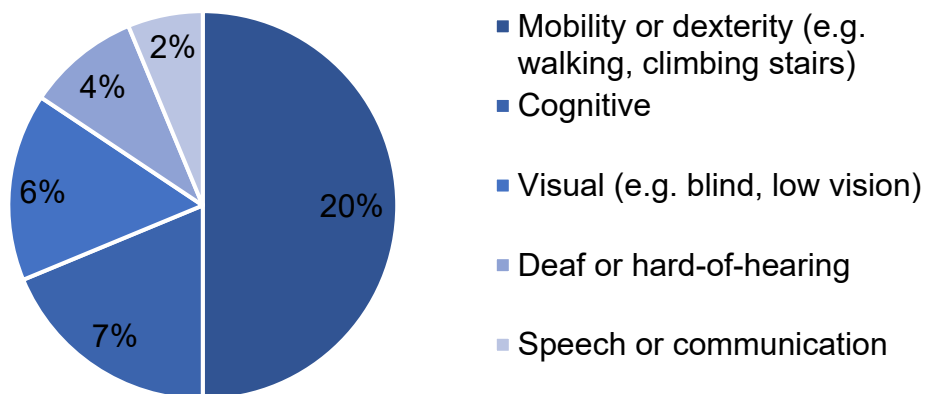


Figure 7 Disabilities of people enrolled in Spin Access. Pie chart shows only people who have a disability; % is of all respondents (61% do not have a disability).

Conclusions

The high awareness of enrollment in Spin Access and the low rate of GetFoCo enrollees requesting to be enrolled in Spin Access suggests that people do not simply apply for every program they are eligible for without understanding what the programs are, but that they are typically selective and only apply for Spin Access if they are interested in it.

However, something discourages many people from using Spin after applying for the discount. Not realizing an app was necessary and not understanding how to use Spin were the most common reasons for not having the app and not taking a ride, rather than expense. This suggests that more information and training could help people get the app installed and take a ride.

While training could overcome barriers preventing installing the app and taking the first ride, strategies to increase rides should focus also on people who have installed the app and know how to use Spin, but do not. Of all respondents, whether they had the app installed and whether they had taken a ride, the most helpful things to use Spin more often were more bikes and scooters in convenient locations and less expense, rather than training.

The high number that were not aware of Spin Adaptive or how to use Spin with cash or without a mobile device suggest that these services could be better promoted. Our previous experience shows us that paid ads, pop up events at targeted locations, and messages from Spin are not impactful. Messages from City of Fort Collins staff did generate more responses to this survey, suggesting that City staff reaching out to people as they come in to Spin Access through GetFoCo could improve awareness of these programs.

Next steps

The information from this survey suggests several actions that could increase the number of Spin Access trips taken.

- To increase the number of people who have the app installed on their phone, City of Fort Collins staff, instead of Spin, will send a welcome email when people enroll in Spin Access via GetFoCo, which will include detailed instructions about how to install the app and contact information if they need additional help.
- To increase the number of people who try Spin at least once, the welcome email will include detailed instructions on how to use Spin.
- Spin is providing a credit for new riders who enroll via GetFoCo so they can learn how to use Spin without worrying about the rental expense.
- To increase awareness of Spin Adaptive and the cash and nonmobile options of Spin Access, information about these will be included in the welcome email.

- GetFoCo is adding Pell Grant as one of the ways to verify low income. This step is likely to increase the number of CSU students enrolling in Spin Access via GetFoCo, and in turn likely to increase the number of trips taken by people enrolled in Spin Access, because campus is conducive to using Spin and CSU students make up the largest group of Spin riders already.
- To decrease the barrier of not having enough bikes and scooters in convenient locations:
 - The welcome email will include instructions on how to request a bike or scooter. Spin delivers bikes or scooters within the Fort Collins service area within 24 hours of request.
 - FC Moves will continue to add bike/scooter parking boxes where Spin can deploy vehicles.
 - FC Moves will partner with private landowners in areas with a high Health Equity Index to install bike/scooter parking boxes where there are not good options for deployment spots in the public right of way.

Other ideas to explore include:

- Work with City and CSU staff who work with low-income residents to revise the welcome email for greatest impact.
- Create a user guide so that the welcome email can be briefer and less intimidating.
- Work with City staff who work with low-income residents to create a follow up plan for people enrolled in Spin Access who have not created a Spin account after one month.
- Work with Housing Affordability partners to have information about Spin Access at relevant events.
- Incorporate information about Spin parking boxes and Spin Access as part of getting Connexion into affordable housing.
- Contract with experienced Spin riders to provide tailored one-on-one training to new users, similar to the Bike Buddies program already in place.