Fort Collins E-scooter and E-bike Share Program 2022 Annual Report



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, micro-mobility share has continued to thrive and evolve in Fort Collins. The benefits of e-bike and e-scooter share include convenient transportation, economic impact, and reduced greenhouse gas emissions.

Livability is one of three tenets of the Vision of Fort Collins' City Plan, and one aspect of livability is "convenient transportation". As convenient transportation, e-bike and e-scooter share is:

- Public transportation.
- A flexible way of getting around without fear of theft or needing to store or maintain a device.
- A way to travel that doesn't add to traffic congestion.
- A way to travel that produces less emissions than motor vehicles.
- Complements transit; users can ride to and from the bus stop without needing to secure their own bike or load it on the bus, and Spin devices operate when the buses have stopped.
- Helps fill the transportation gap with fewer buses running because of the driver shortage.

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Overview of Shared E-bike/E-scooters

In 2021, the City of Fort Collins, in partnership with Colorado State University, selected **Spin** through a competitive process to operate e-scooter and e-bike share in Fort Collins on a one-year contract renewable up to five years. E-bikes and e-scooters are operated by for-profit private businesses. Selecting only one operator to be licensed through a competitive bid process gives the City the ability to require and negotiate and enables a revenue-share to help the City support the program.

The Fort Collins system, operated by Spin, is "dockless" which offers more flexibility and system access than station-based systems. With a dockless system riders start their ride after finding the nearest device to

them and end the ride at their destination. Fort Collins is part of a national effort to understand how share programs like this interact with the existing transportation system, the public right-of-way, and current laws and regulations.

This annual report will review the following: Usage and trip patterns, community partnerships, equity efforts, climate impacts, safety review and parking. Below is a summary of the program status:

How is Spin Doing?				
Ridership				
Community Partners				
Equity	\bigcirc Strong, room for improvement			
Climate Impact				
Safety	⇒ Better tracking needed			
Parking	Needs improvement			



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Spin Launch and Ribbon Cutting, July 2021

To rent an e-bike or e-scooter, riders:

- 1. Download the app
- 2. Enter payment information
- 3. Scan the QR code and ride
- 4. Submit a photo of the parked vehicle to end the ride

Renting Instructions



Bike library opens in 2008



First bike share company enters market in 2016



E-scooter share starts in 2019



Combined e-scooter, e-bike starts in 2021

Evolution of Micro-Mobility Share in Fort Collins

The First Year

During the first year, the Spin system had over 30,000 unique riders, over a quarter of a million trips, resulting in 400,000 miles traveled, outperforming previous bike share and scooter share efforts in Fort Collins. According to one estimate*, Fort Collins ranks 8th in the nation on the with 4.7 trips per day per 1,000 population (for

500 e-scooters	30,348 unique riders			
200 e-bikes	271,114 trips			
1 mile average trip length	409,795 miles traveled			
Spin Program Year One Numbers				

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comparison, Boulder currently ranks 11th at 3 trips per day per 1,000 population). When surveyed (see <u>link</u> to survey), almost 80% of Spin riders said they use the service monthly or more often.

E-scooters are more popular than e-bikes, as shown in the graphs below. Distance doesn't affect which device users choose: the average trip length was 1 mile for both e-scooter and e-bike trips.



*<u>Ride Report</u> is a shared mobility data tracking service that compared cities that use Ride Report.

The First Year

Trip Patterns

The map below shows a "heat map" of trips being made by Spin devices. The darker the color the more trip activity, and as expected trips are concentrated in and around CSU and downtown. Analysis of the ride report data reflects this as well showing in the first year (Aug 1- July 31) the following:

- 30% of all trips ended at CSU.
- 31% of all trips ended in a commercial district.
- 17% of all trips ended in the commercial downtown district.

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 rampant bike theft make college campuses ideal markets for e-bike/escooter 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.



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The First Year

Spin has proven to be a strong community partner during the first year of operations. Spin is a regular presence at community events such as the Juneteenth Celebration, Bike to Work (or Wherever) Day, Open Streets, as well as at CSU on-campus events such as We Ride and three Bike to Breakfast events. Spin has hosted several demos with employers, including CSU and the City, where employees could try out Spin devices.

Spin supports move-in tours for CSU students who don't have their own bike or are interested in trying Spin. This removed barriers so the program could be provided to anyone who was interested. In August 2022, CSU and Spin provided four tours attended by 20 international students, 22 first-year students, and 19 graduate students.

Spin provided a bike to a travel blogger who then featured both Spin and Fort Collins in the "Great Escapes" section of the Women's Edition magazine. Spin provided bikes to visiting international travel professionals, bolstering their experience and impressions of Fort Collins. Additionally, earlier this year Spin provided 30 bicycles free of charge to Arkansas mayors visiting Northern Colorado, for a tour of Fort Collins and CSU.





Community Partnerships





Equity

Spin, per our contract, provides a discount for income-qualified riders and provides adaptive devices for people with disabilities. The two programs set up to achieve these requirements are **Spin Access** and **Spin Adaptive**.

Spin Access

The Spin Access program provides a way for users to access Spin e-bikes and e-scooters in ways other than via a smartphone and the app. The Access program also provides a discount for qualified riders. Alternative access options include:

• Spin Cash cards for unbanked riders without a credit or debit card, PayPal, or Google Pay.



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Spin Access Promotional Material

• A text option for riders who do not have a smartphone with a data plan.

The table below shows the success of the Spin Access program in the first year.

Spin Access Use			
Number of First Year Users	71		
Highest Ridership (July)	480		

Spin Access: Year One Numbers

Additionally, the City received a grant from the Colorado Department of Transportation in 2022 and distributed one-year Community Spin passes to 75 income qualified residents through GetFoCo.

Spin Adaptive

Through Spin Adaptive, residents may request an adaptive bike to be delivered to the location they designate for up to a day, free of charge. In the first year, Spin has fulfilled 78 requests for adaptive devices. "Oh my gosh, the best thing that could have ever happened to me.

"Oh my gosh, the best thing that could have ever happened to me. The men who deliver it to me are awesome, knowledgeable and so happy. And you, Jimmy, always seem to go above and beyond."

- Ann, adaptive device user

Future efforts to extend the reach of these programs include:

- Monitor the reception and use of Community Spin passes distributed to 75 income qualified residents.
- Identify areas with high Health-Equity Index that could be prioritized for deployment.
- Identify satellite locations where Spin Cash cards can be purchased more conveniently.
- Fort Collins could consider reducing the minimum number of e-bikes in the system, which are more maintenance-intensive than e-scooters, so more resources could go to the Spin Adaptive program.



Examples of Adaptive Devices

Our Climate Future

E-bike and e-scooter share support Our Climate Future goals of providing a convenient alternative to car trips. Spin provides data on emissions avoided, per our contract.

In addition to reducing emissions by replacing car trips with Spin rides, the Spin program has indirect effects on emissions reductions. Demos give people a chance to ride Spin devices, lowering the barrier to using Spin regularly or acquiring their own e-bikes or e-scooters. Furthermore, every motor vehicle removed from the road reduces traffic congestion and those that remain, including mass transit, operate more cleanly and efficiently.

34% of Spin trips replace car trips*

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 Spin riders avoided an estimated 36 metric tons of CO₂ emissions during the first year**

*Rider survey (see link)

** Estimates provided by Spin, adjusted for 34% mode shift

Climate Impacts, By the Numbers



Estimated Emission Savings by Month



Spin is investigating options to store batteries in satellite locations so that devices don't need to be moved all the way back to the warehouse for a fresh battery before being redeployed. FC Moves and Spin will continue to study options to reduce Spin's climate impact.



Spin Electric Van

Safety

During the first year, few incidents related to the Spin program were reported; however, crashes involving people using active modes are known to be underreported and some Spin riders are concerned about safety risk, perhaps related to the lack of safe infrastructure or their lack of experience with e-bikes and e-scooters. Incidents were reported directly to Spin, FC Moves, or through police reports. The reported safety issues in the first year (through August 2022) included:

- Seven reports of accidents or injuries.
- A collision between a Spin e-scooter and a pedestrian that occurred on a sidewalk.
- One police report of a collision involving an SUV driver and a rider on a Spin e-scooter.



How concerned are you of the

safety risk (potential accident) of

Ċollins

Source: Rider Survey

Safety Measures

Spin and the City are committed to safety, working in these focus areas:



Safe Vehicles

Spin, per our contract, inspects devices frequently. Spin received 196 maintenance requests in the first year.



Safe People

Spin promotes safe behavior with:

- Messaging
- Events
- Penalties
- Speed governors



Safe Routes

- The Active Modes Plan identifies safe and connected networks.
- Vision Zero Action Plan strategies to eliminate fatalities/serious injuries.

Speed Restrictions: By Type and Location						
	Roads	Trails	CSU Slow Zones			
E-Bikes	20 mph	15 mph	8 mph			
E-Scooters	15 mph	NA	8 mph			

Note: Spin uses geofencing to control speed and operation of devices.

Fleet Idle Time Median idle time across the fleet Typical number of devices idle 3 days

Typical number of devices idle 7 days

Note: Idle time is how long a device has sat inactive

Enforcement

not be reported.

FC Moves and Spin have worked together to make it easier for residents to submit requests and complaints. These measures resulted in a three-fold increase in requests and complaints, as shown below:

Tier 1: 1st offense – warning (25 issued in the first two months)

Tier 2: 2nd offense – 1-day suspension (4 users suspend in the first two months)

Tier 3: 3rd offense – permanent suspension, can be appealed; minimum 15-day suspension (2 users banned in the first two months)

- Spin received 157 requests to relocate
 - 65% of requests are to relocate **PROPERLY** parked devices.
 - To contact Spin email: fortcollinsops@spinteam.pm text: 970-387-2799





Parking & Relocation

Spin, per our contract, is required to relocate devices within two

hours of a request and to penalize users for improper parking.

Shared e-bikes and e-scooters are a relatively new use that has been permitted to use the public right-of-way. While e-bikes

and e-scooters require less parking space than motor vehicles,

parking remains a challenging issue, especially in areas of the

City with limited options. Spin conducts routine re-balancing,

which is critical for clearing improperly parked devices that may

Properly Parked e-scooter



Poorly Parked e-scooter

23 hours

3% (60 devices)

0.5% (4 devices)

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Next Steps

FC Moves looks forward to working with our partners at CSU and Spin and to continue building a successful and safe shared e-bike/e-scooter program, the City and CSU will continue to:

- Analyze ridership trends and heat maps provided by Spin.
- Survey Spin riders.
- Study potential policy and ordinance changes and make recommendations.
- Study parking behavior and develop, implement, and evaluate countermeasures.
- Monitor complaints.

The following timeline shows how these efforts will be implemented.





Improved parking compliance remains a high priority. Blocking sidewalks and bike lanes is unacceptable and could jeopardize the long-term success of the program. FC Moves is currently conducting a study to establish a baseline of parking behaviors against which countermeasures can be evaluated. An important part of this study is to **quantify the problem**, particularly the barriers devices pose for people with disabilities. This study is anticipated to be completed by December 2022. In early 2023, FC Moves will work with Spin to evaluate and implement countermeasures, such as:

- Establish preferred parking areas in certain neighborhoods
- Policy, ordinance and/or traffic codes changes, to allow more options for safe and legal parking
- Enhanced monitoring
- Improved and more signs
- Additional user education
- Enhanced penalties and/or legal action for non-compliant users

Spin's first renewal with the city runs through June 30, 2023, at which point we have the ability to work with Spin to draft a new operating agreement for its third year (of potentially five years) in Fort Collins. To be eligible for renewal, Spin must demonstrate good faith effort in operating the program, including parking management.



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Spin Device users in Action