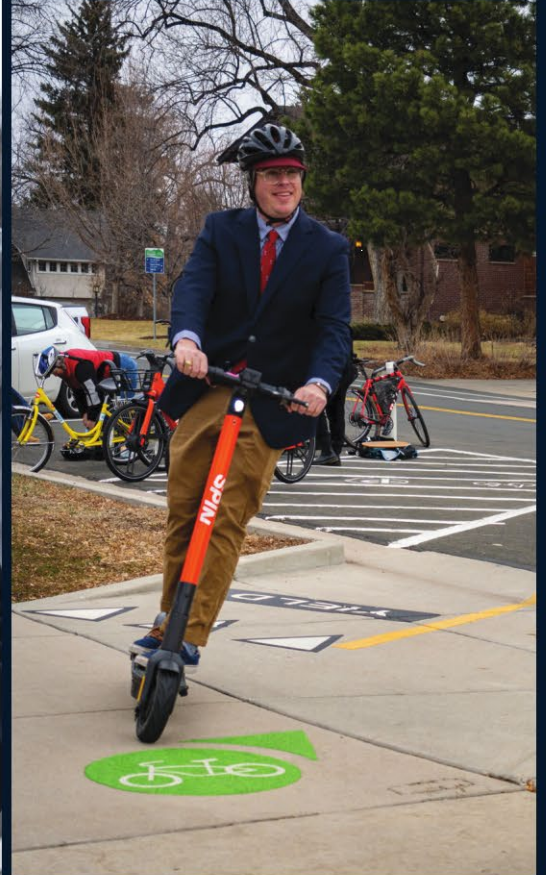


E-bike and E-scooter Share 2024 ANNUAL REPORT



in partnership with:



**COLORADO STATE
UNIVERSITY**

SPIN



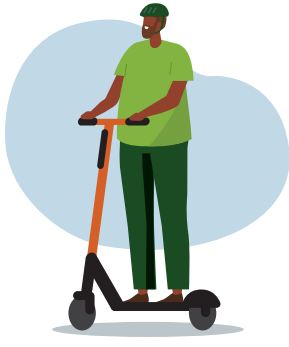
E-bike and E-scooter Share

2024 Annual Report

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E-bike and E-scooter Share 2024 Annual Report



24,048
riders



276,076
miles

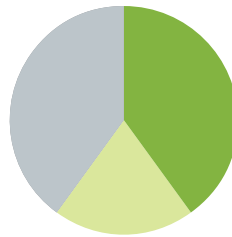


61,602
car trips replaced



27.5
metric tons of CO2
emissions avoided

Spin provided
80 adaptive
vehicles
for 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
121 bikes/scooters

111 income qualified residents took over
2,500 discounted trips with Spin Access



Spin donated
63 hours for
City and CSU
events and tours

Executive Summary

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 (CSU) 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 third annual report on the Spin program, for July 1, 2023 – June 30, 2024.

As the shared micromobility industry has matured, companies have merged or disappeared. In line with this trend, Spin merged with Bird in September 2023 and Bird/Spin restructured through Chapter 11 bankruptcy (December 2023 – March 2024). Today, only three companies offer dockless shared micromobility in the nation: Bird/Spin, Lime, and Veo.

During the third year of Spin operating in Fort Collins:

- Riders took **184,184** trips, traveled **276,076** miles on Spin devices, replaced an estimated **61,602** car trips, and avoided **27.5** metric tons of CO2 emissions.
- Ride Report’s Shared Mobility Index for Fort Collins is 3.75 trips per day per 1,000 population, **18th in the nation** of Ride Report customers.
- Spin’s program in Fort Collins is their **eleventh largest** for number of trips in the nation, and the largest program in a mid-size city.
- Spin supplied **121 vehicles** for demos and tours and donated **63 hours** for events and 7 CSU tours.
- **111** income qualified residents took over **2,500** trips through Spin Access.
- Spin filled 80 requests for **adaptive** trikes.
- Spin relocated **435** devices in response to complaints.
- **32** bike/scooter boxes were installed with incentivized parking.

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

Dockless e-bike/e-scooter share is a flexible, climate-friendly travel option with no worry about theft for the user. Challenges this year include changes brought about by the Bird/Spin merger and subsequent bankruptcy, through which the Fort Collins Spin program continued to operate without disruption, increasing cost, and declining ridership. Spin continues to be a positive member of our community, known for responsiveness, willingness to adapt, and reliability.

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 to approximately 250 locations within the CSU campus and the City of Fort Collins and adjusts the balance in response to demand. Riders start the ride where the device is located and end the ride at their destination, where another rider can use the device.

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 the CSU campus. Paved trails (except 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 aggregate 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

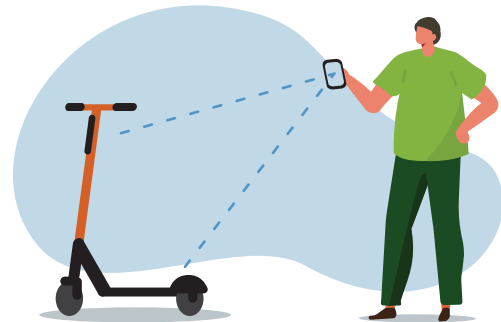
To start a ride:

- 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



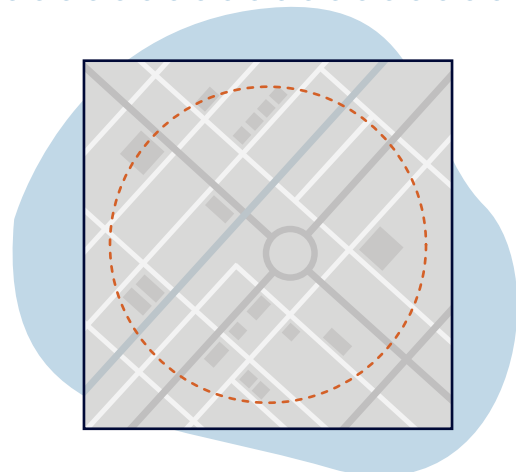
What it costs:

- \$1 to unlock, 40 cents per minute
- Save with 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 and discount zones



System Changes

Year 3 and Year 4 saw changes to the contract to adjust the system to best suit the City's needs in the changing shared micromobility environment.

Year 3

Changes to the contract for Year 3 included:

- Defining fleet size
- Revising fleet size
- Updating reporting requirements.

Most communities require a maximum and/or minimum number of vehicles in the system. In the original contract, Fort Collins and CSU specified a fleet size of 500 e-scooters and 400 e-bikes but did not define fleet size or whether the size was a maximum or a minimum. Furthermore, this ratio of e-scooters and e-bikes did not align with the industry standard of about 1 ride per mean available vehicle per day, with e-scooters ridden on average 1.8 times per day and e-bikes 0.6. Therefore, in year 3 fleet size was defined as the number of e-bikes and e-scooters deployed, whether available for rent, unavailable for rent, or currently rented, maximum (400 e-bikes and 500 e-scooters) and minimum (200 e-bikes and 200 e-scooters) fleet sizes were established, and the fleet ratio was set at 40% e-bikes.

Year 4

Changes to the contract for Year 4 include clarifications and trade-offs for a system that better meets the City's needs:

- Clarification of insurance requirements
- Updated data sharing, eliminating requirements that were not useful and adding data that Spin has voluntarily been providing
- A higher fleet maximum for events such as football games, Tour de Fat, Open Streets, etc.
- Fleet ratio of 30% e-bikes, to achieve the industry standard of 1 ride per mean available vehicle per day
- Increased rental rate with discount and free zones
- Waived the \$10 per vehicle permitting fee

Ridership

The Fort Collins Spin program continues to outperform previous bike- and scooter-share services in Fort Collins; however, ridership has declined. The most important factors predicting ridership are cost and weather. Spin increased its rate from 30 cents to 33 cents per minute, and with the changes to the industry, particularly the decreased reliance on venture capital to support and the need for fees to cover operating costs, the rate is increasing again in Year 4. The City, CSU, and Spin are considering approaches to make Spin appealing and affordable to regular riders while still covering operating costs, such as monthly and 30-minute passes, and designating discount and free zones (a ride that starts in a zone is discounted or free, regardless of where the ride ends).

A report from the Transportation Research and Education Center¹ found that cities often charge shared micromobility via sales tax and program fees, resulting in higher charges than most other modes of transportation including driving and ride-hailing. A white paper published by a coalition of shared micromobility providers recommended reasonable, transparent fees consistent with fees paid by similar modes². High fees are at odds with cities' goals for climate, active modes, equity, and Vision Zero. Historically, station-based bikeshare systems are often subsidized while dockless bike/scooter share systems are taxed. In Fort Collins, station-based shared micromobility was subsidized in the past while dockless shared micromobility has not been subsidized and is subject to both taxes and fees.

As the industry has evolved from reliance on venture capital, it must be self-sustaining and cover operating costs, including taxes and fees, with revenue from rides. The rate increase from 33 cent/minute rate to 40 cent/minute in Year 4 will result in further ridership decrease. Reducing taxes and fees and/or subsidizing the program will bolster ridership and align the costs with the City's goals.

	Year 1	Year 2	Year 3	Year 2 vs Year 3 Trend
Number of riders	30,348	28,731	24,048 ³	16% decrease
Number of trips	271,114	240,493	184,184	23% decrease
Number of miles	409,795	367,073	276,076	25% decrease
Ride Report Index	4.70	4.08	3.75	8% decrease

During Spin's third year, Spin shifted from a minimum required number of e-bikes and e-scooters to a maximum fleet size of 900 devices and a minimum fleet ratio of 40% e-bikes. E-scooters are very popular; they were used for 76% of the trips. Distance doesn't appear to affect which device users choose: the average trip length was 1 mile for both e-scooter and e-bike

¹ Taxing Shared Micromobility: Assessing The Global Landscape Of Fees And Taxes And Their Implications For Cities, Riders, And Operators, J. MacArthur et al, 2024. <https://trec.pdx.edu/research/project/1610>

² North America Micromobility Industry Best Practices, May 2023. <https://subscriber.politicopro.com/f/?id=00000188-1113-d7f3-a5f9-53fbc1620003>

³ Because of the merger with Bird mid-year, the number of unique riders could not be directly calculated for Year 3 and are estimated based on data from 2/1/24 – 6/30/24.

trips. While most trips were less than 2 miles, 5,321 trips (2.7%) were more than five miles long. The price structure and deployment of shared micromobility caters to short trips within a 15-minute ride and first/last mile connections and are intended not to compete with rental bikes from bike shops that typically have a minimum rental period of multiple hours and must be picked up and returned to the shop.

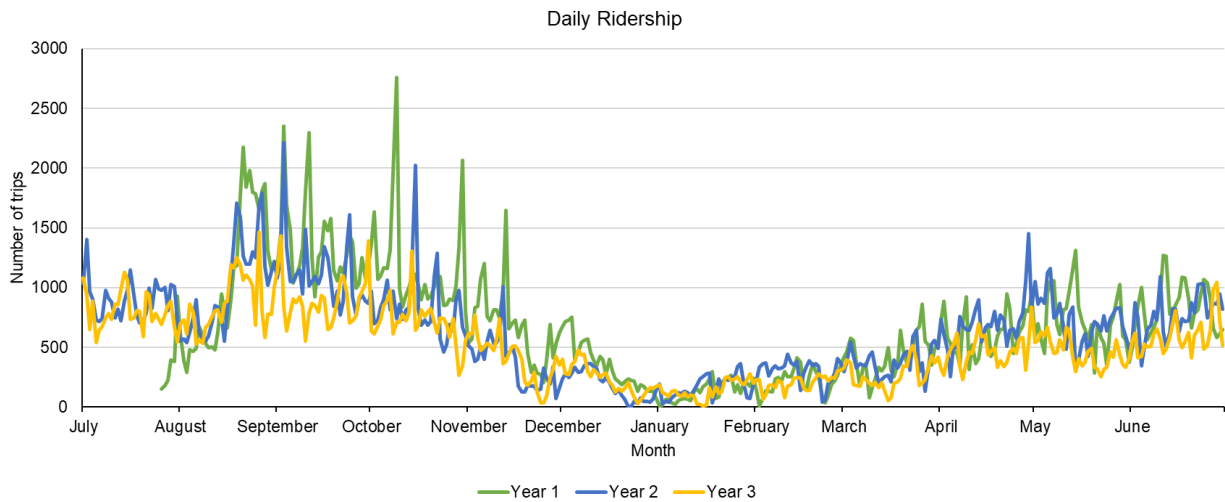


Figure 1. Daily ridership by year

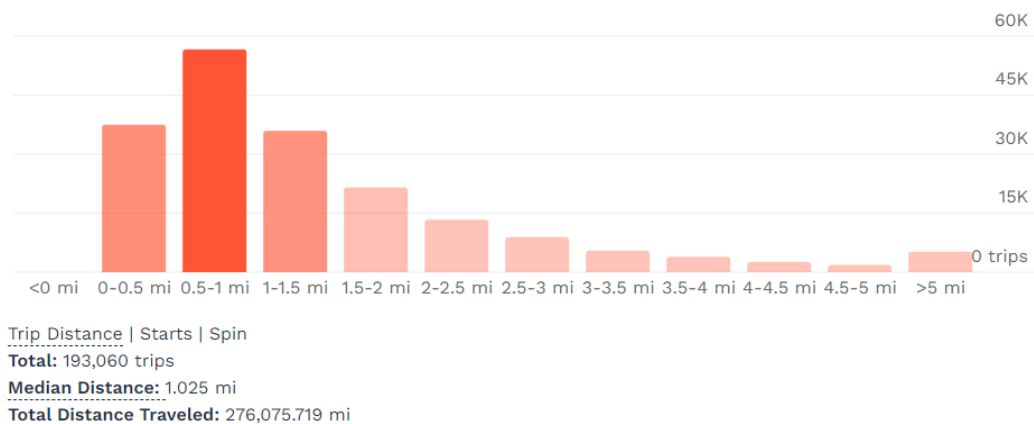


Figure 2. Numbers of trips by distance during Year 3

Trip patterns during Year 3 were similar to those seen during Years 1 and 2 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.

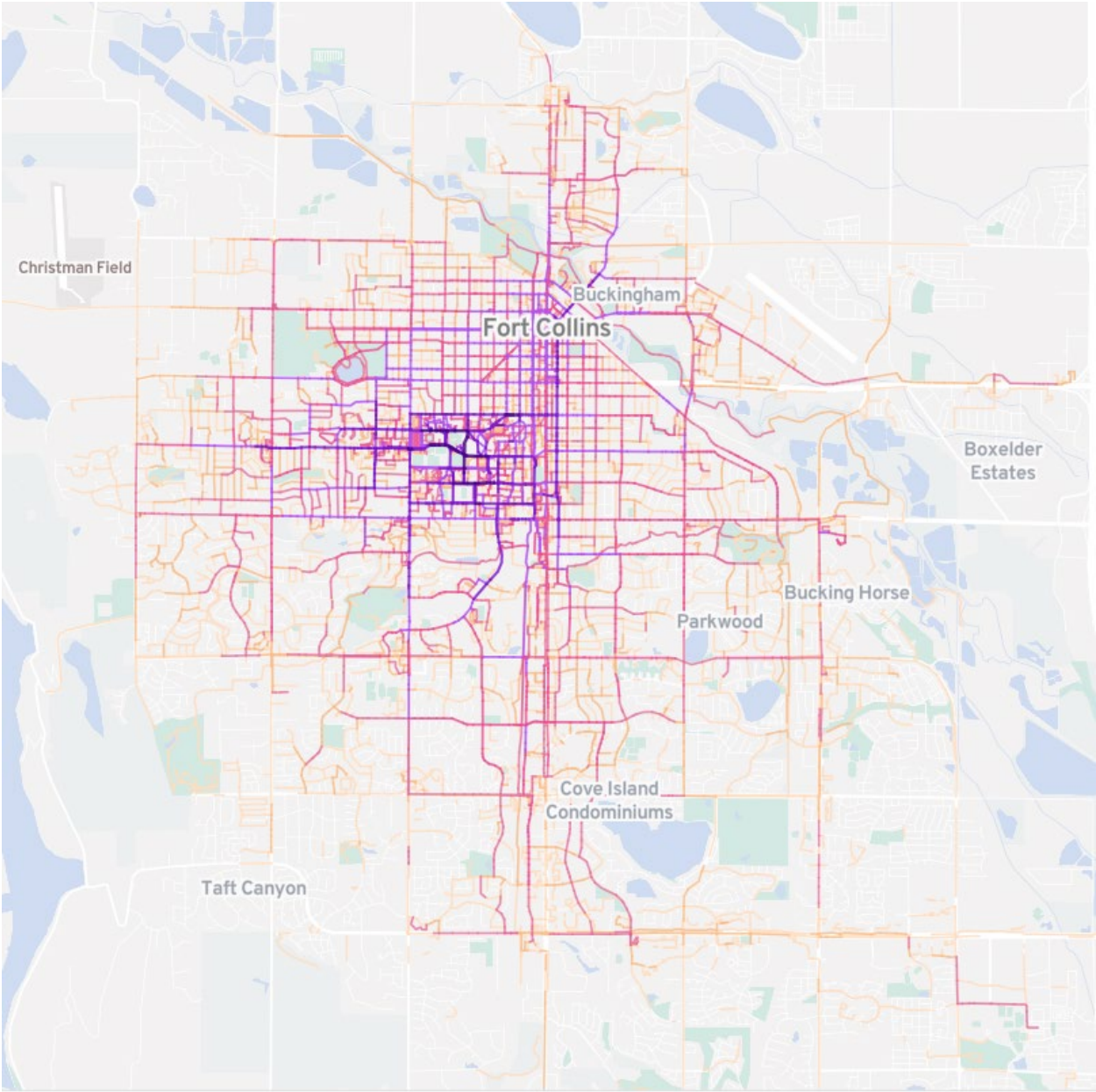


Figure 3. Heat map of trips during Year 3

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 hosts demos with employers and other groups.

Spin provided 121 devices for tours and demos, donated 63 staff hours for tours and events, and supported seven CSU tours. Spin donated ride credits to support the Shift Your Ride – University Park program (a new neighborhood-focused program this year). Spin donates ride credits as incentives for riders to take surveys, safety and parking quizzes, and to end rides in designated parking areas.

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, 89 metric tons CO2 emissions have been avoided. In addition to the direct emissions reduction, riders report purchasing their own e-bike, e-scooter, or adaptive trike after trying out one of Spin’s, which may have further greenhouse gas reductions.

Equity

Fort Collins commits to equity in its most significant plans. One of the strategic objectives in Fort Collins' 2024 Strategic Plan is "Identify and remove systemic barriers and advance equity so that persons of all identities, including race, ethnicity, religion, sexual orientation, gender identity, gender expression, age, mental and physical abilities, and socioeconomic levels can access programs and services with ease and experience equitable 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, maintain, and charge or fuel a personal vehicle. Residents regularly contact FC Moves asking for more information about Spin because they need transportation and do not have other options.

Spin has two programs that promote equity, Spin Access and Spin Adaptive, which provide options for people with low income (Spin Access) or with disabilities (Spin Adaptive).

Spin Access

Spin Access provides a discount for people with low income, a text option for people without a smartphone, and a cash option for people without a credit/debit card or Google Pay.

Spin Access use increased by 29% between Year 1 (2,155 trips) and Year 2 (2,790 trips) but decreased 6% in Year 3 (2,626 trips).

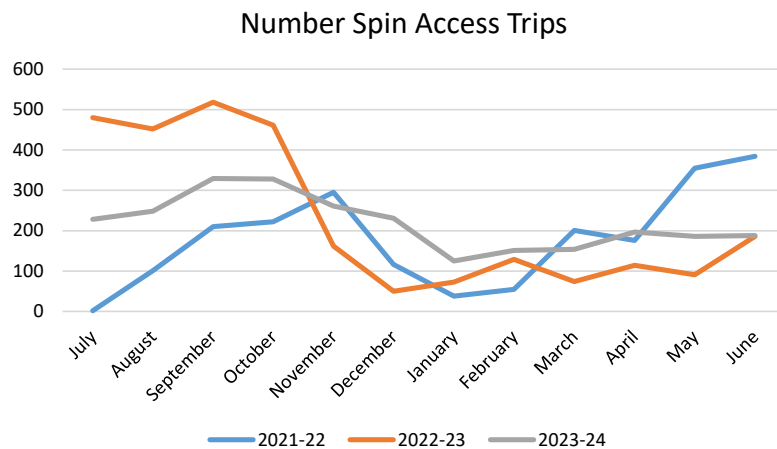


Figure 4. Number of trips taken by riders enrolled in Spin Access

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. City, CSU, and Spin staff worked together to communicate the benefit and simplify the enrollment process. Enrollment in Spin Access jumped from 71 in Year 1 to 406 in Year 2 and is now over 900. However, the number of trips taken by riders enrolled in Spin Access has not increased proportionally to enrollment (Figure 6).

Spin Access riders were surveyed to determine why many people enrolled but did not take a trip and what could be done to reduce barriers⁴. The primary barriers were downloading and using the app and the lack of available vehicles. Another barrier observed is that people who request the Spin Access discount must create a Spin account to receive the discount.

To address the barriers related to having an account and using the app, FC Moves staff worked with City Give and other stakeholders to refine how Spin Access is described in GetFoCo (emphasizing the importance of downloading the Spin app and creating an account), and developed and translated a User Guide⁵ and a welcome email. Spin staff had already been sending a welcome email; more people responded to a welcome email that came from the City of Fort Collins.

FC Moves and Spin staff developed a system with these steps:

- City Give and FC Moves staff provide a weekly list of people who have requested the Spin Access discount via GetFoCo
- Spin checks the list for Spin accounts and activates the Spin Access discount on those accounts
- FC Moves staff send a welcome letter describing how to use the Spin Access discount
- FC Moves staff send an email to those who do not have a Spin account reminding them to create a Spin account so that the Spin Access discount can be activated
- One week later, Spin checks the list a second time and activates the Spin Access discount on any new accounts

With this system, 14% of people who request the Spin Access discount have already created a Spin account, and after receiving the welcome email and a reminder to create a Spin account, an additional 11% also create a Spin account, resulting in 25% of those who request the Spin Access discount with the discount activated on their account. This still leaves 75% of those who requested the discount who do not have a Spin account and therefore do not have the discount activated, but it is a substantial improvement in the number of Spin accounts with the Spin Access discount.

⁴ Spin Access Survey Summary, <https://www.fcgov.com/fcmoves/files/2023-spin-access-survey.pdf?1706197645>

⁵ Spin Access User Guide, <https://www.fcgov.com/fcmoves/files/spin-access-user-guide.pdf?1709829300>
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To overcome the barrier of no vehicles where they are needed, staff are exploring installing bike/scooter boxes in affordable housing communities, in partnership with the property managers.

During Year 1, Spin Cash cards were only available at the Spin warehouse (409 Delozier Drive, Unit B) which is not easily accessible. During Year 2, Spin Cash cards were also available at the FC Moves office at 200 W Mountain Ave, but by appointment only. FC Moves staff explored other options such as libraries, recreation centers and bus stations, which were determined not to be feasible for selling Cash cards. Since the merger with Bird, Spin no longer offers Cash cards, and the cash option is difficult to access. Spin is continuing to work on this issue and in the meantime works directly with riders who need this option with free text-to-unlock.

Spin Adaptive

In Year 3, Spin fulfilled 80 requests for trikes (Figure 7). This is more than the number of adaptive vehicle requests fulfilled for Atlanta, Davis, Phoenix, and San Francisco combined!

A regular customer of Spin Adaptive is the City of Fort Collins Adaptive Recreation Opportunities (ARO) program which offers ride series for people with disabilities. Spin provided adaptive trikes for 18 ARO community rides in Summer 2024.



Figure 5. Trikes in the adaptive library fleet: hand trike (left), upright trike (middle), recumbent trike (right)

In addition to Spin Access and Spin Adaptive, FC Moves staff are reaching out to mobile home and affordable housing communities to install bike/scooter boxes for deployment and preferred parking, so that people in these communities will have bikes and scooters available.

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 1 safety incident report during Year 3, compared to 5 in Year 2 and 7 in Year 1. This incident was reported by a neighbor who found a fallen e-scooter and evidence of injury near a paving stone sidewalk.

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.

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 an estimated 137 repair/maintenance requests during Year 3 (compared to 217 during Year 2 and 196 during Year 1). The decline in repair/maintenance requests may be due to users becoming more familiar with the app or how to unlock/lock bikes.

Safe routes

The greatest impact on e-bike and 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. E-scooters 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 (such as paved trails), conflict points may indicate a need for improvements. The impending update of the Strategic Trails Plan is an important opportunity to address how to provide a safe network for e-scooters, which are currently prohibited from paved trails. Concurrent with outreach for the Strategic Trails Plan, FC Moves is exploring updates to the code and strategies to manage issues with the “Which Wheels Go Where?” project.

Fire Safety

News reports about e-bike battery fires have raised concerns, but incidents are 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 6. 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 collected photos and observations on 408 Spin bikes and scooters during Fall 2022 and 97 vehicles one year later to assess the impact of parking countermeasures and found a 12% reduction in parked vehicles that were a barrier after implementing countermeasures compared to before⁶.

Countermeasures

The parking countermeasures developed using data from the study were:

- 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

Spin can be contacted by email, via the app, or calling customer service. Issues reported to FC Moves or Access Fort Collins are forwarded to the local Spin team. FC Moves staff trained Parks and Transport operators on reporting improperly parked devices.

⁶ “Shared E-bikes and E-scooters: A Study of Barriers Created by Shared E-bike and E-scooter Parking and the Effects of Countermeasures to Address Barriers”, <https://www.fcgov.com/fcmoves/files/shared-ebike-escooter-barriers-study.pdf?1709665329>

	Year 1	Year 2	Year 3
Relocation requests	157	441	435
Warnings from requests	NR*	150	186

*Not reported

Spin monitors for improper parking

Because 57% of relocation requests in Year 3 were for vehicles that were not improperly parked, relocation requests alone are insufficient to monitor for improper parking. Spin drivers routinely report improper parking when they pick up and deploy vehicles. Spin issued 294 warnings from driver reports in Year 3. Spin-initiated warnings were 61% of the 480 total warnings, with 39% of warnings due to improper parking detected as a result of a relocation request.

User penalties

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

- 1st offense – warning. 480 issued during Year 3.
- 2nd offense – 1-day suspension. 1 issued during Year 3.
- 3rd offense – permanent suspension (can be appealed; minimum 15-day suspension). 5 issued during Year 3.

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, after reviewing the photo, most improperly parked devices are determined to be parking noncompliance from the last rider, who then receives a penalty. Less than 1% of riders who receive a warning go on to receive a penalty for a 2nd or 3rd offense.

Provide better parking options

Providing better parking options should improve parking behavior. 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 installed bike/scooter boxes to manage parking.

To select where bike/scooter boxes could be placed, FC Moves staff identified hot spots where trip ends cluster using Ride Report trip end data and the ArcGIS hot spot tool. Locations were also identified in response to requests for bike/scooter boxes. These hot spots and locations were prioritized by cross referencing with junctions of bikeways and areas with an equity component. A field survey identified exact locations. Temporary “FC MOVES IS IN YOUR NEIGHBORHOOD” signs containing flyers with more information alerted residents where bike/scooter boxes were being considered. When FC Moves received objections or concerns about a proposed location (primarily due to losing an illegal parking space), that location was

removed from the list. While this approach minimizes conflict, it may result in some areas being underserved.

FC Moves and Traffic Operations installed 14 bike/scooter boxes in Year 3, and 18 more in August 2024, and Larimer County installed one at the jail (Figure 8). Bike/scooter boxes on streets were placed within 30 feet of stop signs or within 20 feet of entry



Figure 7. A bike/scooter box on Pitkin Street near Welsh Street

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 bike/scooter box and riders are actively using the bike/scooter boxes. Over 1,000 trips ended in a bike/scooter box in Year 3 (Table 1). The bike/scooter boxes have received attention, including two articles in the Coloradoan (June 30, 2023 and March 18, 2024) and a story on K99 radio (June 27, 2023).

Table 1. Number of trips ending in bike/scooter boxes

Marked incentivized bike/scooter box	# Trip ends in Year 3
Jackson at Mulberry (City Park)	213
Harper Goff Alley (Exchange)	151
Skyline at Orchard	113
Sheldon at Oak (City Park)	107
Pitkin at Riverside	88
Baystone at City Park	86
Pitkin at Welch	50
Irish at Vine	45
Larimer County Jail	36
Avery Park	31
North College at Bike Co-op (sidewalk)	28
Jamith at Laporte	20
Spring Canyon Park	16
Jerome near Vine (neighborhood path)	10
Remington near Parker	8
Total	1002

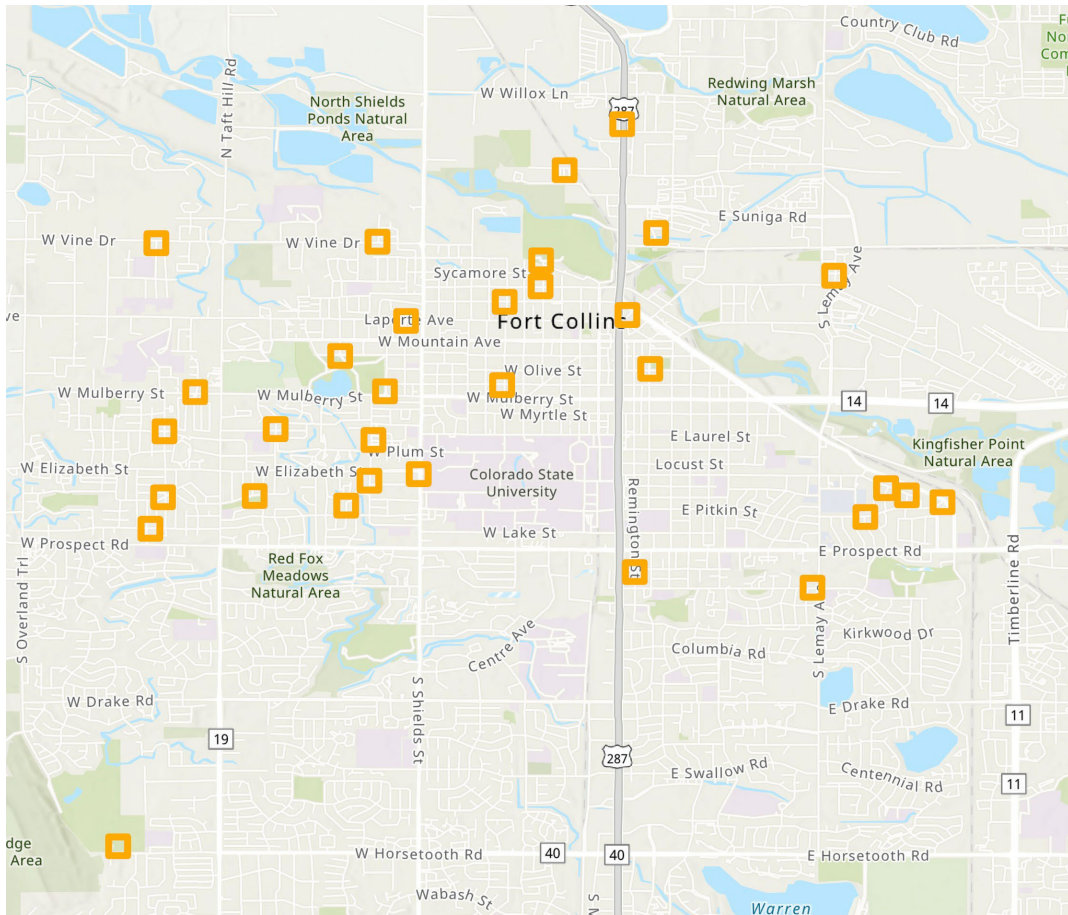


Figure 8. Locations of bike/scooter boxes installed as of August 3, 2024

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 (6/6)⁷. Spin actively promoted the quiz in August and September 2023. As of June 30, 2024, the survey had been attempted 1,381 times and 298 riders received a perfect score and a \$5 ride credit.

⁷ The quiz is available at <https://forms.gle/WFhBVFBjrGHnm5ke9>
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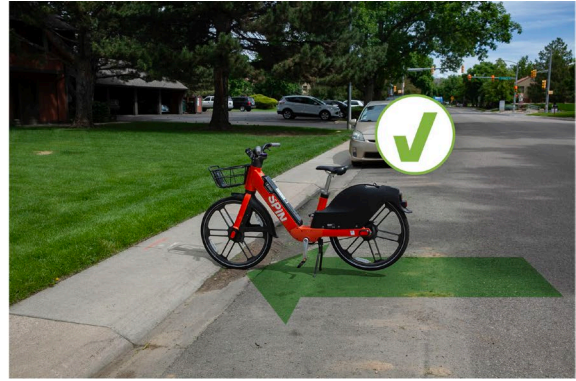


Figure 9. In the quiz, riders choose the best option of two parked Spin devices. Riders must get all six questions correct to receive the \$5 ride incentive.

Conclusion

Successes

Successes during Year 3 were in equity and parking.

- Equity - Spin Access enrollment more than doubled.
- Parking - Extensive measures were taken to address concerns about improper parking.

Focus areas moving forward

Focus areas moving forward are equity and ridership, while continuing to monitor and educate riders about appropriate parking.

Equity

Despite the increase in Spin Access enrollment and Spin accounts with the Spin Access discount activated, Spin Access trips did not increase, and have declined concurrent with the overall decline in Spin ridership.

GetFoCo recently added Pell Grant as an eligibility option, increasing the number of students who can use Spin Access. FC Moves staff will continue promoting Spin Access via GetFoCo and CSU will promote it to students and staff.

Spin designated free zones in mobile home and affordable housing communities, where all trips that begin in a free zone are free for up to 30 minutes, regardless of whether the rider is enrolled in Spin Access. Staff will promote the free zones and monitor the number of trips that begin in free zones. Staff will work with Spin to ensure that vehicles are deployed to free zones regularly.

Ridership

Ridership is influenced primarily by cost. Prices increased and ridership declined in Year 3 as the industry transitioned to self-supporting operations. CSU campus recently was designated a discount zone, where rides are \$1 to unlock and 30 cents per minute (instead of 40 cents per minute). This has already had a promising effect on ridership. Monthly and 30-minute passes reduce costs for regular riders. Staff, CSU, and Spin are promoting these money-saving options to Spin riders. Staff are exploring sales tax exemption and public subsidies to further reduce the cost of the service and increase ridership.