

SPIN

Spin in Colorado

Jimmy Gilman
Head of Government Partnerships -
US Central Region

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A photograph of two women riding electric scooters on a city sidewalk. The woman on the left is wearing a white helmet, glasses, a black floral patterned shirt, and blue jeans. The woman on the right is wearing a white helmet, a black blazer, and blue jeans. They are both riding black and orange electric scooters. The background shows a city street with other pedestrians and buildings.

**Our mission is to help create a
world full of 15-minute cities**

SPIN

Our Values



We Do The
Right Thing



We Act Like
Owners



We Default to
Trust



We Embrace
Diversity



We Work on the
Road Ahead

PARTNERSHIP PROMISE

01

Protect people and be accountable for safety outcomes.

02

Operate only with permission and in compliance with regulations.

03

Make streets work for all people, especially the most vulnerable.

04

Build a team and rider base that reflects diverse communities.

05

Reduce carbon emissions continuously.

06

Share data with transportation agencies and protect user privacy.

06

25M

Rides with MOU or permit permission



Operational Procedures



Deployment

- We do not deploy in a way that blocks the sidewalk/ right of way
- We avoid deploying near curb cuts, ramps, and doorways

Misparked Scooters

- GPS and sensors on vehicles alert local operations team to any problems
- Rider education and warnings
- Rapid response times by our internal W2 employees

Spin in Meridian, CO

Launched on November 1st, 2021

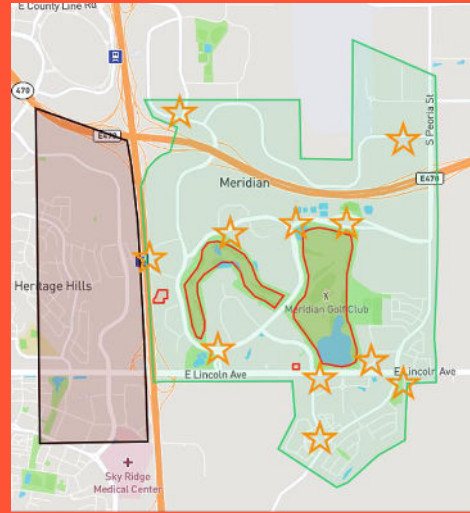
Fleet of 75 e-scooters and 25 e-bikes

Hours of operation: e-bikes and e-scooters are available 24/7



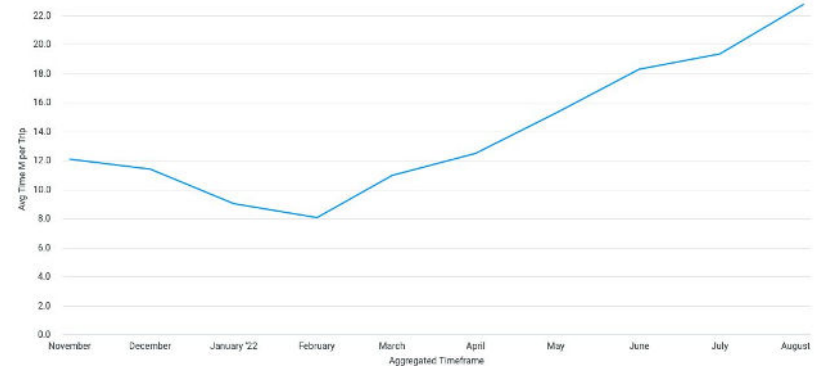
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Meridian Vehicle Deployments

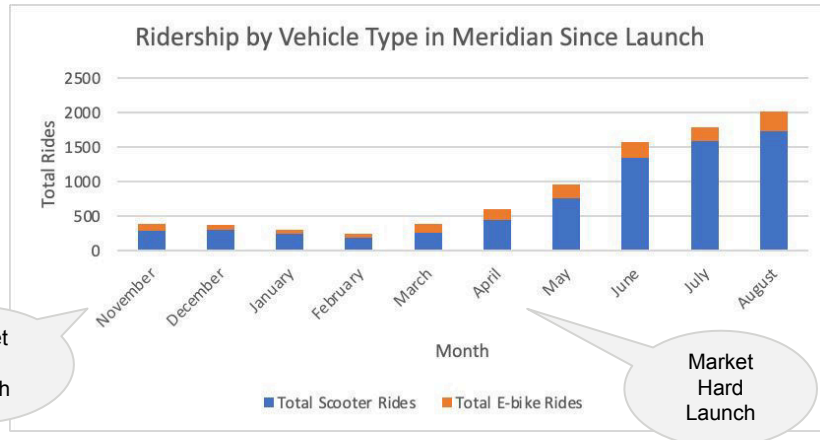


Dedicated
Parking
Corrals

Meridian Ridership Trends

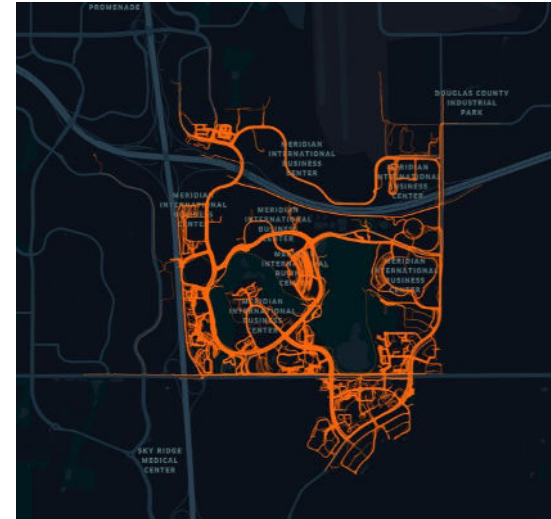


Average Trip Lengths in Meridian, Nov 2021 - Aug 2022



Market Soft Launch

Market Hard Launch

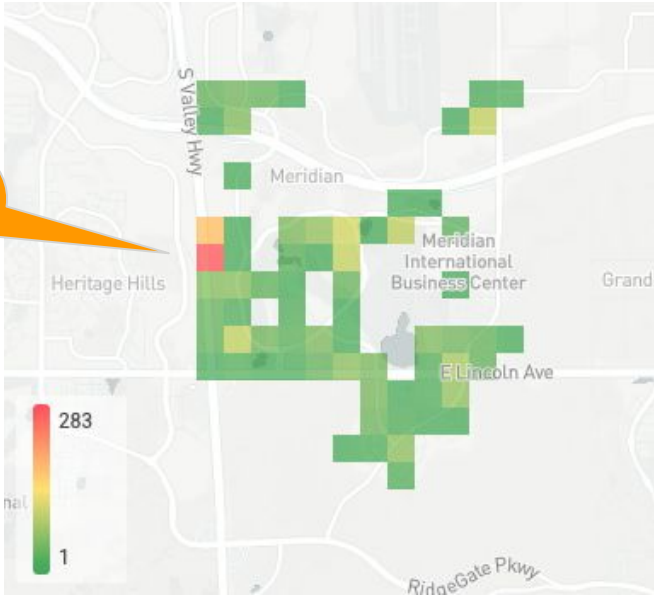


Trip Routes in Meridian, August 2022

Meridian Ridership Trends (cont)

Heavy Weekday Ridership

Connections to Transit Stops



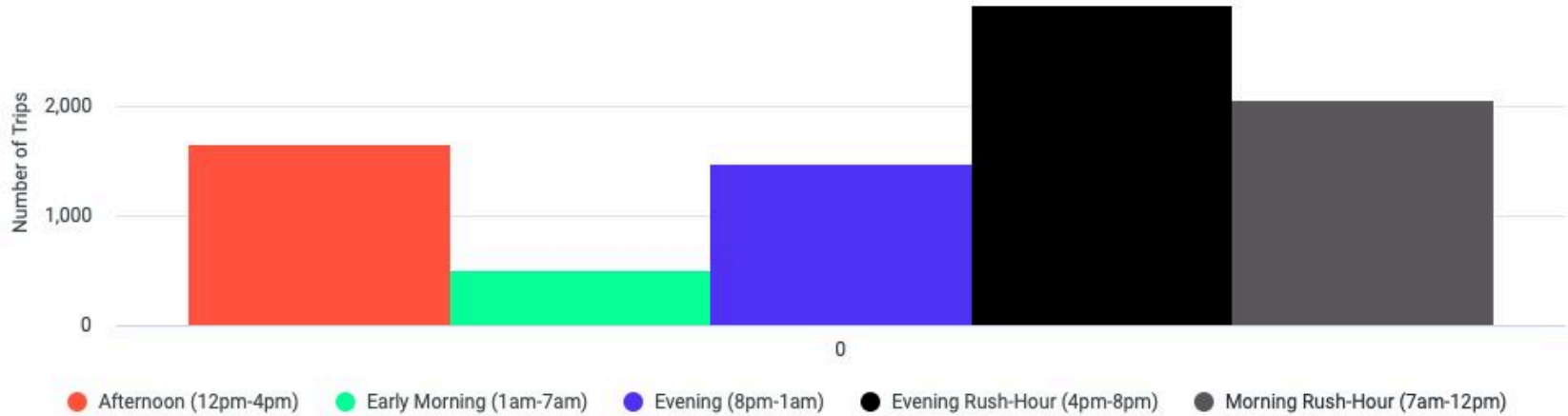
Meridian Trip Starts Heat Map, August 2022

Dayofweek	Trip Count
1 Friday	1,619
2 Monday	1,533
3 Thursday	1,506
4 Tuesday	1,502
5 Wednesday	1,477
6 Saturday	1,255
7 Sunday	1,194
Totals	10,086

Meridian Trip Totals by Day of Week Since Launch

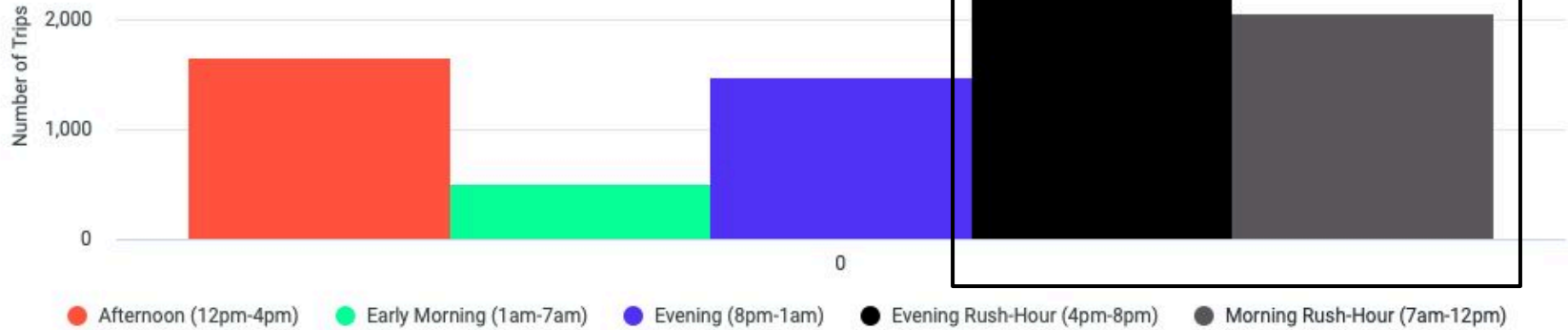


Meridian Ridership Trends (cont)



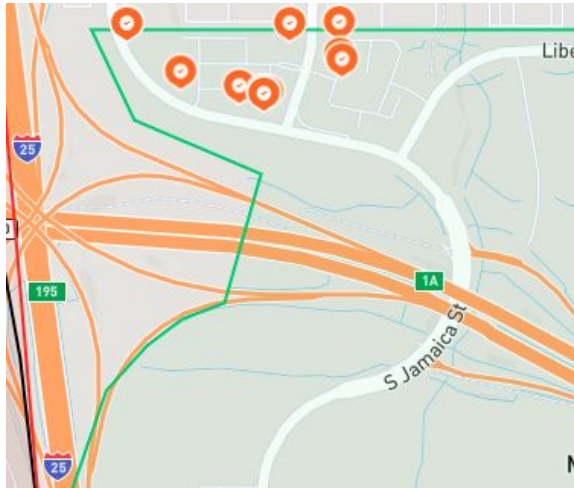
Meridian Trip Totals by Hour of Day Since Launch

Meridian Ridership Trends (cont)

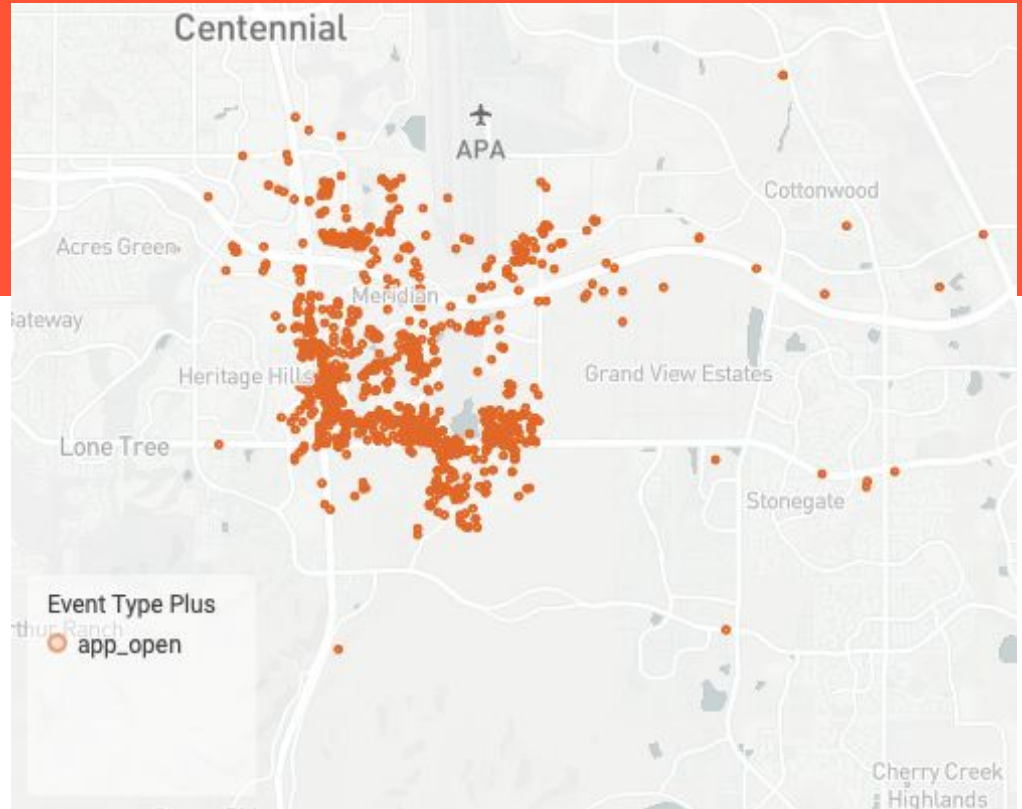


Meridian Trip Totals by Hour of Day Since Launch

Continued Expansion?

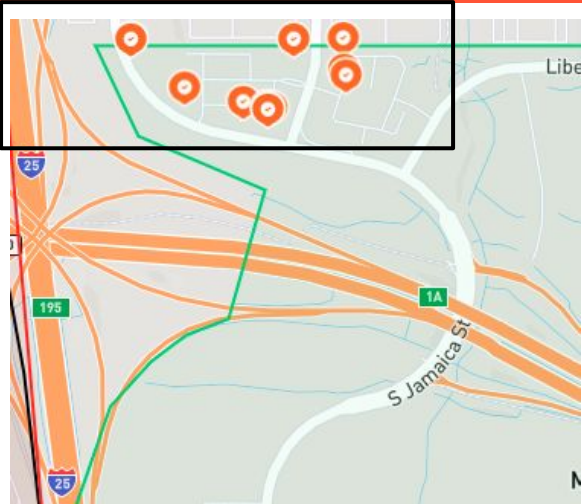


Spin Vehicles Shown on Map Parked Near NW Service Area Boundary in Meridian

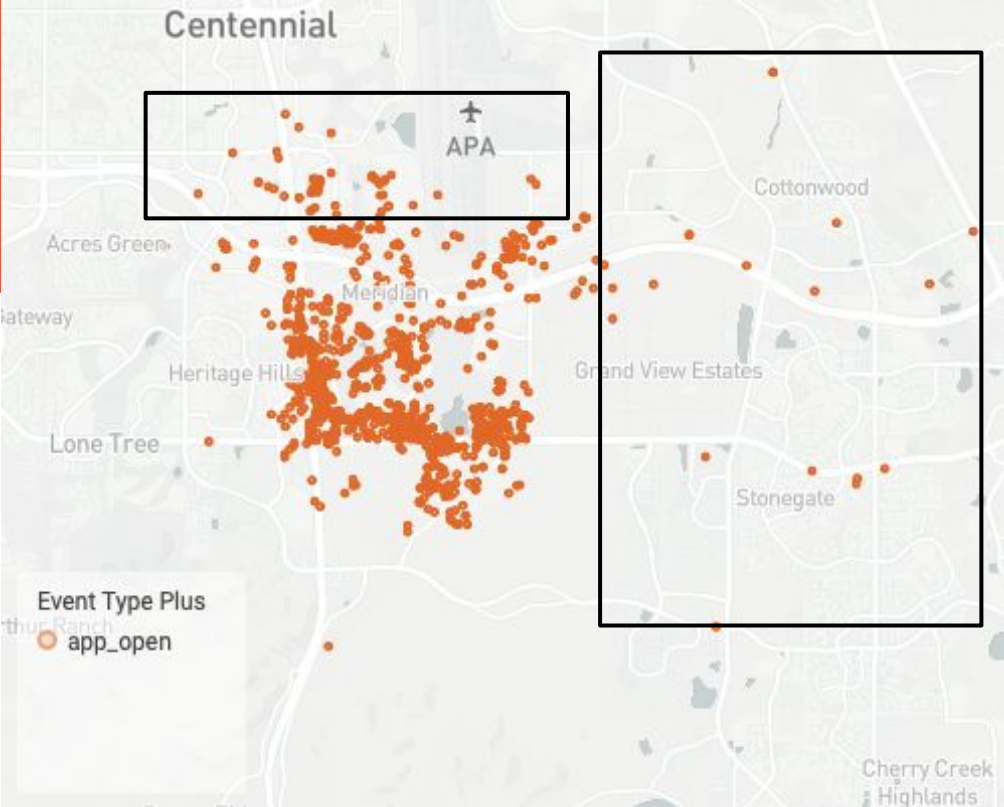


Spin App Opens in Meridian, August 2022

Continued Expansion?



Spin Vehicles Shown on Map Parked Near NW Service Area Boundary in Meridian



Spin App Opens in Meridian, August 2022

Learnings from Meridian

- Micromobility provides an effective last mile solution when paired with transit offerings
- Use of vehicles trends heavily towards those with a commuter profile
- Shared e-scooter and e-bike systems can function effectively in areas that lack the density and design present in urban cores



Spin in Fort Collins, CO

Launched on July 26th, 2021

400 e-bikes and 500 e-scooters cap

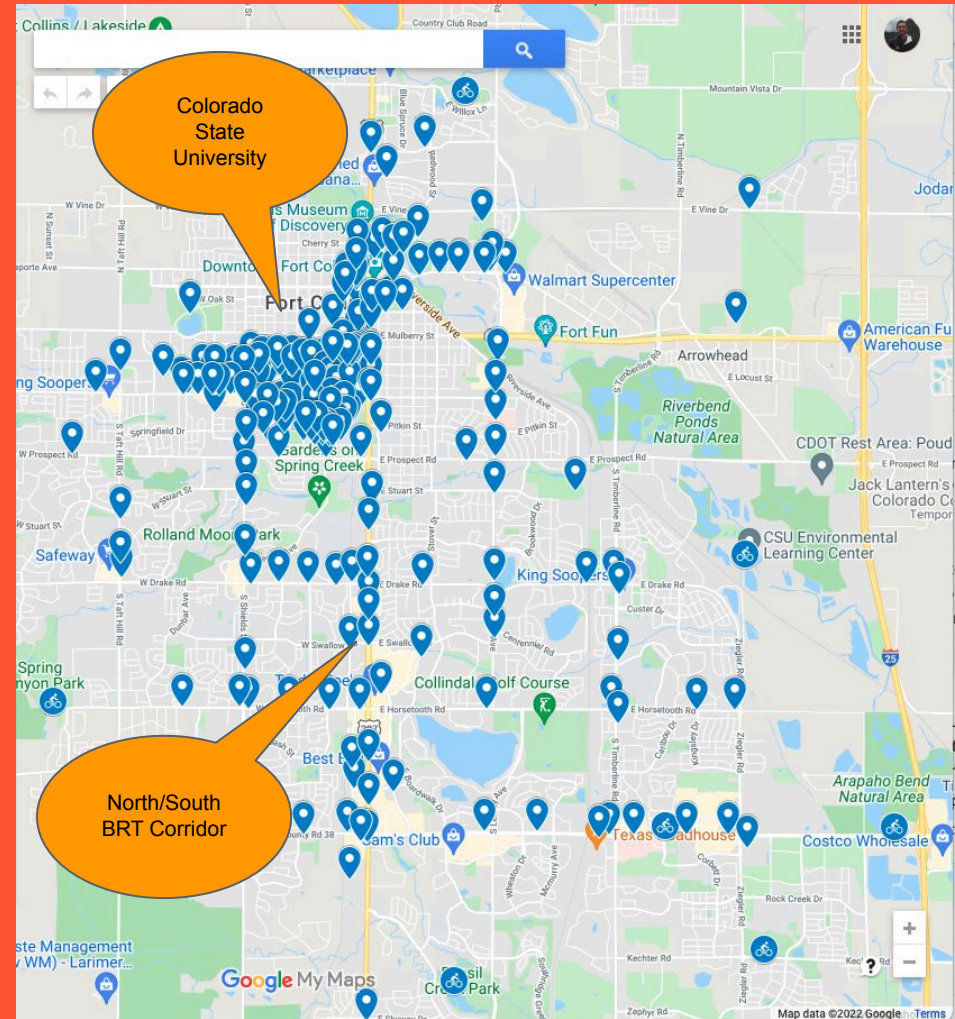
Hours of operation: e-bikes and e-scooters are available 24/7

Includes Colorado State University



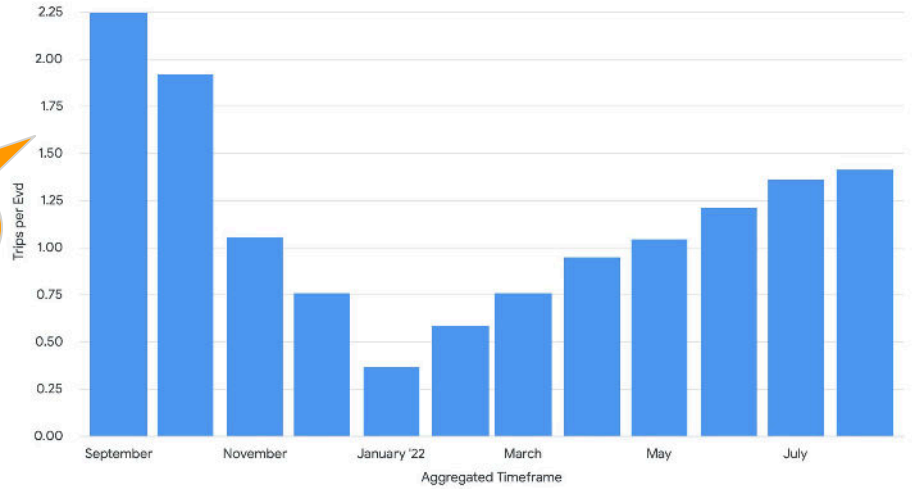
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Fort Collins Vehicle Deployment Map



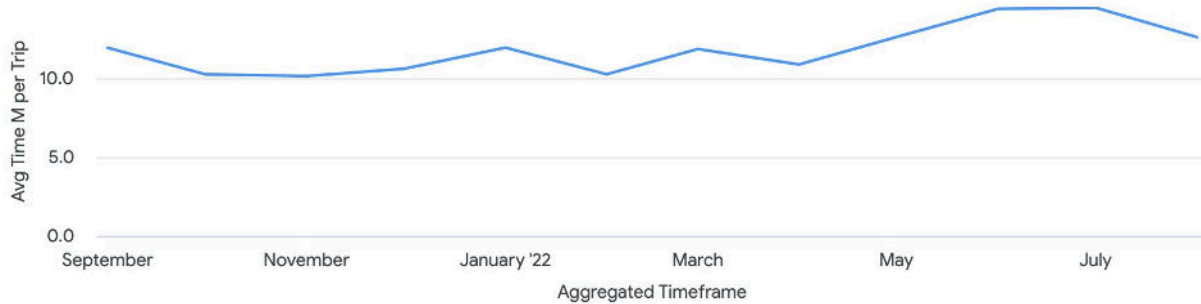
Fort Collins Ridership Trends

Daily
Trips/Vehicle
Averages Peak
for Fall Semester



Average Daily Trips per Vehicle in Fort Collins, Sept 2021 - Aug 2022

Shorter Trips
Characteristic of
College Market



Average Trip Lengths in Fort Collins, Sept 2021 - Aug 2022

Adaptive Vehicle Program - Fort Collins

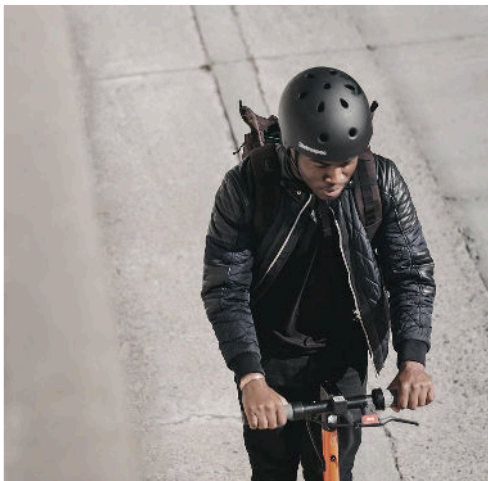
- Adaptive bikes are available for rental 7 days a week from 9:30am to 4:30pm. Reservations must be made in advance
- Vehicle types: trike, recumbent trike, and hand trike
- Various models of adaptive programs exist in other Spin markets



Spin Access - Fort Collins

Our scooters and bikes can be used by everyone, even if you have limited income, no smartphone, or no credit card.

spinaccess.com



Discount on All Trips

Spin Access riders receive a discount on all Spin rides. Riders with local, state, or federal benefits programs can apply at SpinAccess.com



Low Tech Options

Riders can unlock a scooter with a non-smartphone device by utilizing our **Cash Card** text to unlock feature

What's Next?

- Continued expansion of Spin in the state of Colorado
- Reimagining the profile of municipalities/developments suited for micromobility
- Movement of the industry toward exclusive provider programs focused on public/private partnerships



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Feedback? Questions?

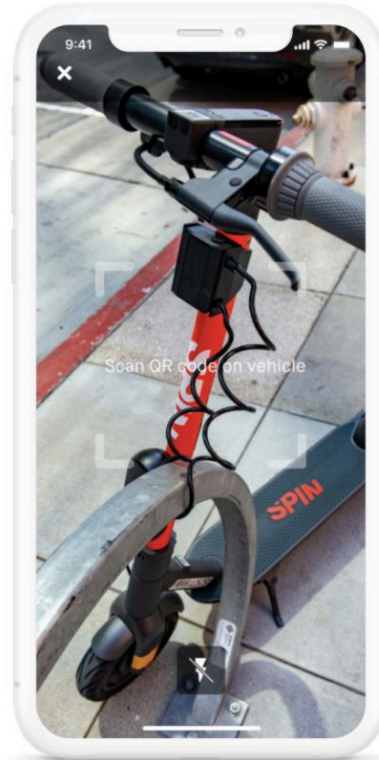
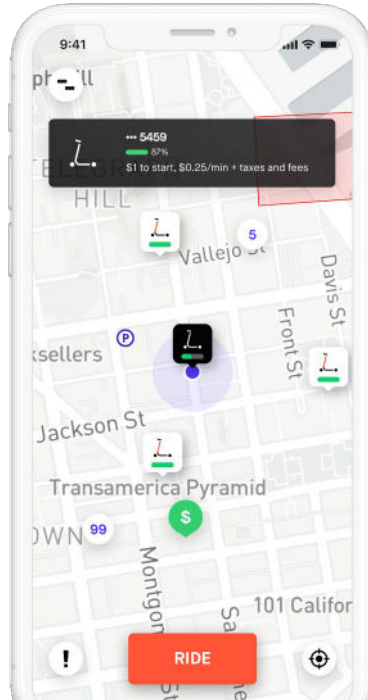
Jimmy Gilman
jimmy.gilman@spin.pm
(585) 899-9797



spin.app

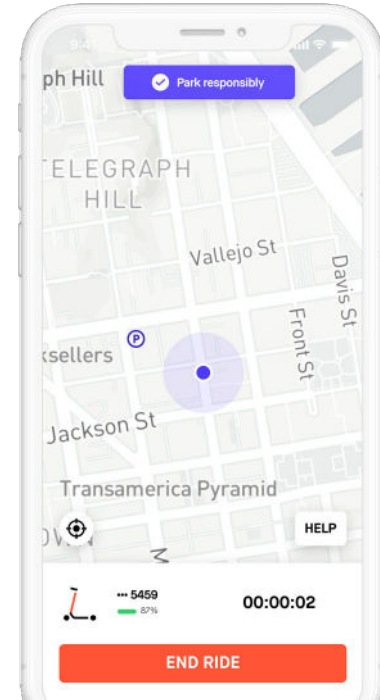
SPIN'S MOBILE APP

HOME SCREEN



UNLOCK SCREEN

TRIP SCREEN



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Scooter Specs

Spin partners with cities, campuses, community groups and businesses to provide dockless scooter-share services to get you where you need to go.

Features

- 1 Up to 37-mile range
- 2 Built-in GPS
- 3 Front-tire lock when parked
- 4 In-house employees deploy and maintain scooters
- 5 Standing position feels intuitive and secure

Safety

- 1 Anti-lock brake system means fast stops with no skidding
- 2 Powerful LED front headlight
- 3 Puncture-resistant tires
- 4 Large-diameter wheels handle road bumps
- 5 Top speed limited to 15 mph

E-Bike Specs

Spin partners with cities, campuses, community groups and businesses to provide dockless bike-share services to get you where you need to go.

Features

- 1 Up to 50-mile range
 - 2 Built-in GPS
 - 3 Built in cable-lock
 - 4 In-house employees deploy and maintain bikes
 - 5 Double kickstand for security
- 1 Drum brakes on front and rear wheels
 - 2 Powerful LED front headlight
 - 3 Puncture-resistant tires
 - 4 Large-diameter wheels handle road bumps
 - 5 Top speed limited to 20 mph (or lower)



Holistic approach to ensuring safety

We seek to work closely with our partners to utilize both positive and negative reinforcement tools to promote good rider behavior and create safe sidewalks for pedestrians



User Education

Initiatives include:

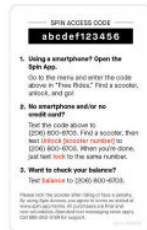
- Marketing campaigns in partnership with city and community partners
- In-app education
- Digital outreach
- On-device education
- Neighborhood valet
- Rider citation program
- In-person events



In-Person Safety

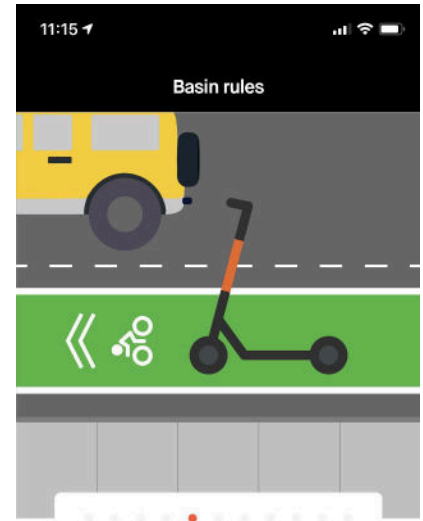
Campaign Offers Users:

- Scooter safety demonstrations
- Rider reward program
- Helmet giveaways
- Opportunities to sign up for Spin Access, our low income program



Spin Safe Digital Experience Offers:

- Five short videos that give step-by-step instructions on how to safely use our vehicles
- Safety quiz with rewards for perfect scores
- Ability to distribute via city, campus, and community channels



Follow Rules of the Road

Ride in bike lanes, going with the flow of traffic. Sidewalk riding is not permitted in San Francisco, and may lead to fines and account suspension.

NEXT

Top Six Rider Messages



Click It Before You Kick It

Always wear a helmet to ride Spin. Is your outfit really complete without one?



Ride Sober

If you wouldn't drive, you shouldn't ride. Riding while under the influence of drugs or alcohol risks serious injury and may result in a DWI.



Slow Your Roll

Remember that disabilities aren't always visible. Always slow down near people walking.



Stay Clear of Large & Turning Vehicles

If you can't see the driver, the driver can't see you. Watch for vehicles entering or exiting driveways or turning in front of you at intersections.



Obey Local Traffic Laws

Stop at all red lights and stop signs, ride with the flow of traffic, and always yield to pedestrians. One rider per vehicle and riders must be 18+.



Don't Block the 'Walk (When You Park)

Be mindful of others who may have difficulties with vision or mobility, and avoid blocking sidewalks, access ramps, doorways, and bus stops.

Additional Messages



Stay Alert

Please keep your eyes and ears on the road ahead of you.



Slow First Ride

First time? Take it slow. Get to know your Spin on a quiet street before kicking it up a notch.



Spin in the Street

You are most visible to drivers when riding in the bike lane or street. Riding over grass, gravel, or the sidewalk edge can cause a fall. Ouch!



Stay Relaxed

Keep your weight back and your body relaxed to maintain balance over bumps in the road.



18+ to Ride

Share the road, not the rental. Only the person who rents the scooter is permitted to ride it.



One Rider Per Vehicle

You may look sweet upon the seat of a bicycle built for two... but this baby was built for one rider only.



Spin Safe Digital

The Spin Safe Digital campaign is a new effort to empower riders with the freedom to move safely within their communities, especially during challenging times.

Spin Safe Digital helps educate riders on the rules of the road by watching five video lessons and take a quiz.

spin.app/safety

