

CITY OF MERCED
Development Services

TO: Bicycle Advisory Commission
FROM: Michael Hren, AICP; Principal Planner
DATE: February 27, 2018
SUBJECT: Bike Share

BACKGROUND

At the meeting of December 12, 2017, the Bicycle Advisory Commission (BAC) discussed bike share in Merced. At the time it was determined more information was needed prior to taking any formal action related to the matter.

DISCUSSION

In continuation of the previous meeting's discussion, Commissioner Lerer has provided information related to a bike share company that the University of California at Merced hopes to partner with for an April launch of services.

ACTION

None required.

ATTACHMENTS

A. Spin Bike Share Company Information

SPIN

ATTACHMENT A

EMBARCADERO CENTER

Making cities and campuses better for people.

Sustainable mobility with smart, stationless bikeshare.



Where We Are



14 CITIES

17 CAMPUSES

12k BIKES

600k+ RIDES

The Bike

Durable product life

Cost effective, durable.
Built by a manufacturer of
a leading American bicycle brand

Efficient technology

Solar powered lock with
2G/GPS/Bluetooth LE

Continuous iteration

V4 Bike – Designing
Lock - LTE & BT, improved battery life



SPIN

The App

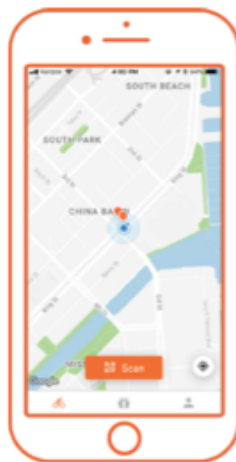
User

Download, scan, ride
Park your bike anywhere responsible

Operations

Real-time incident reporting and bike monitoring,
rebalancer web app, and geofence tool

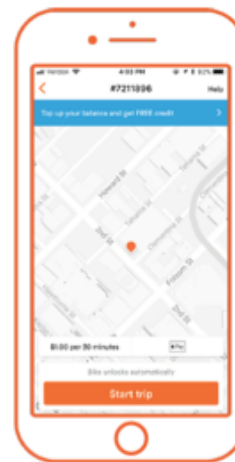
SPIN



home screen



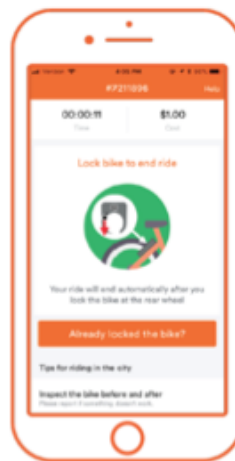
unlock screen



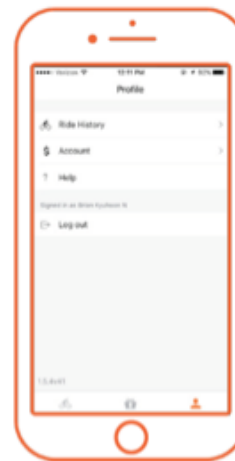
payment screen



informational pop-up



trip screen



account screen

Operations & Maintenance

Launch Plan

Hire locally and work with community

Ongoing operations

Phased rollout in response to demand.

Prioritize user service and relocation requests.

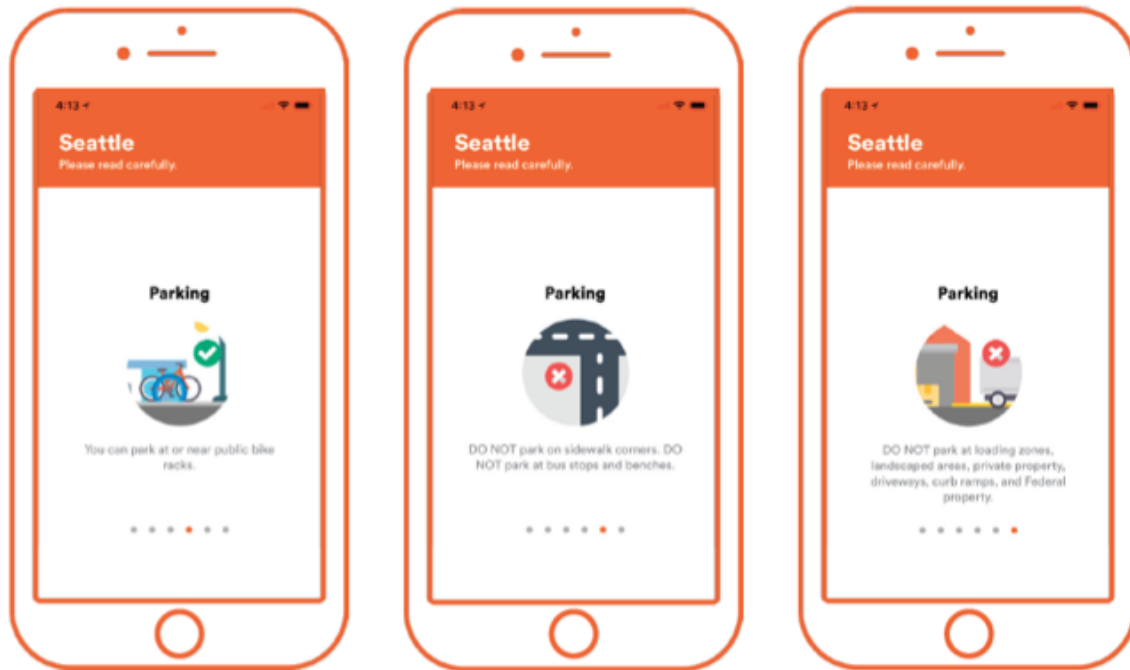
Data-driven optimization of bike locations.



Parking Management

Education

Informational pop-ups, links to additional info, and email campaigns to ensure our users know where they can park responsibly



SPIN



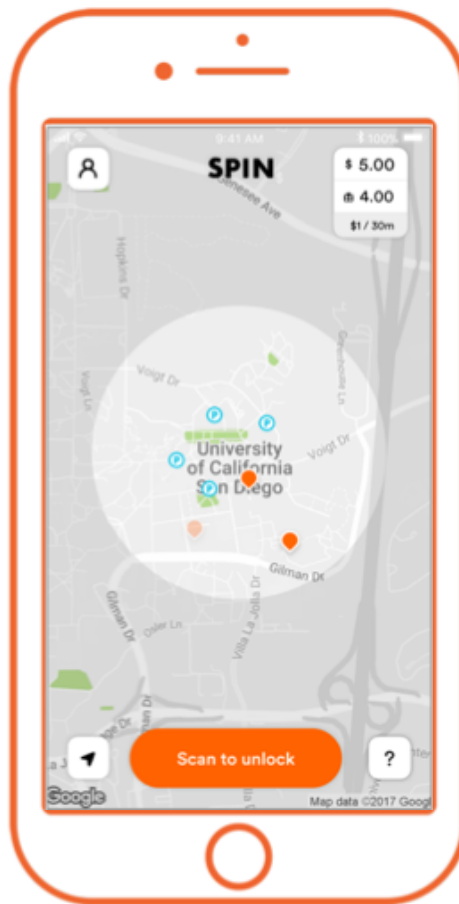
Parking Management

Geofence / Virtual Stations

Larger geographies can be made into “no-parking zones” or “ride zones.”

Smaller spaces, like a parking space, can be designated as preferred parking areas with a geofence or a parking icon.

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Parking Management

Rating tool

When a rider unlocks a bike, they are asked to rate the parking job by the previous rider.

Warnings and possible restrictions are assigned to habitually bad parkers.

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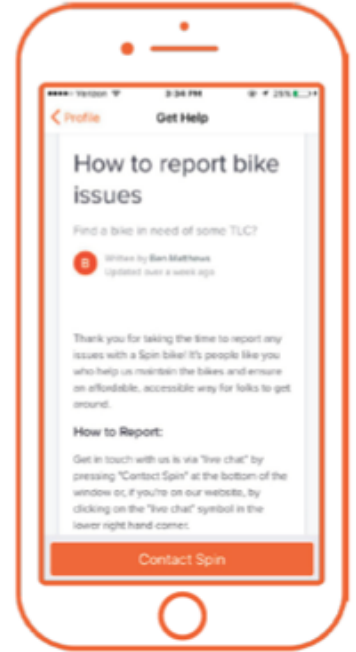
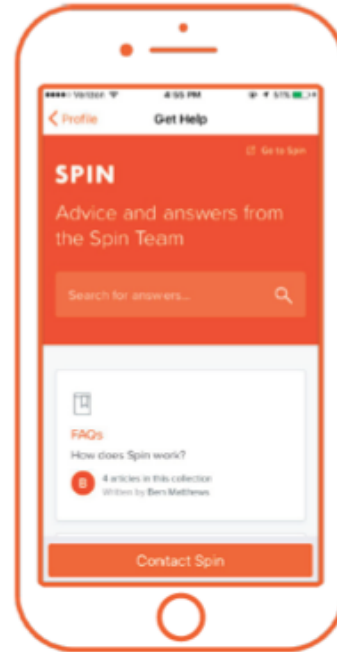
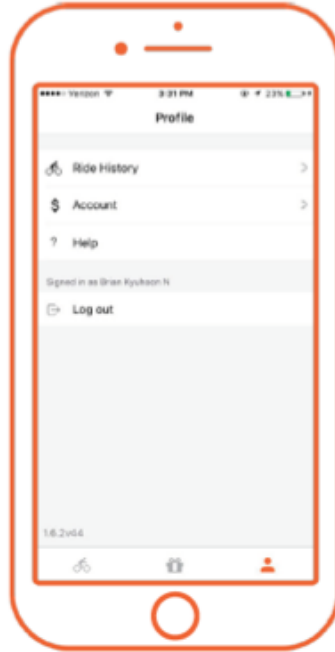
Customer Service

Easy to Contact

Users can chat directly with Spin's customer service team in-app. Any user or member of the public can also contact customer support via email, telephone, and social media.

Safety / Maintenance

For any potentially safety-related reports, our customer support team immediately disables the bike to prevent anyone else from unlocking it until the bike is serviced.



SPIN

Pricing

\$1 for 30 minutes

For .edu partners:

\$0.50 for 30 minutes

Spin Unlimited

\$29 for 1 month

\$59 for 3 months

\$99 for 1 year

For .edu partners:

Half-price Spin Unlimited

SPIN



Spin Access

**No smartphone?
No credit card?
No problem.**

**Spin Access provides
easy, cash-based access
to Spin bikes.**



1

**Purchase a Spin
Access card at partner
locations with cash.**

2

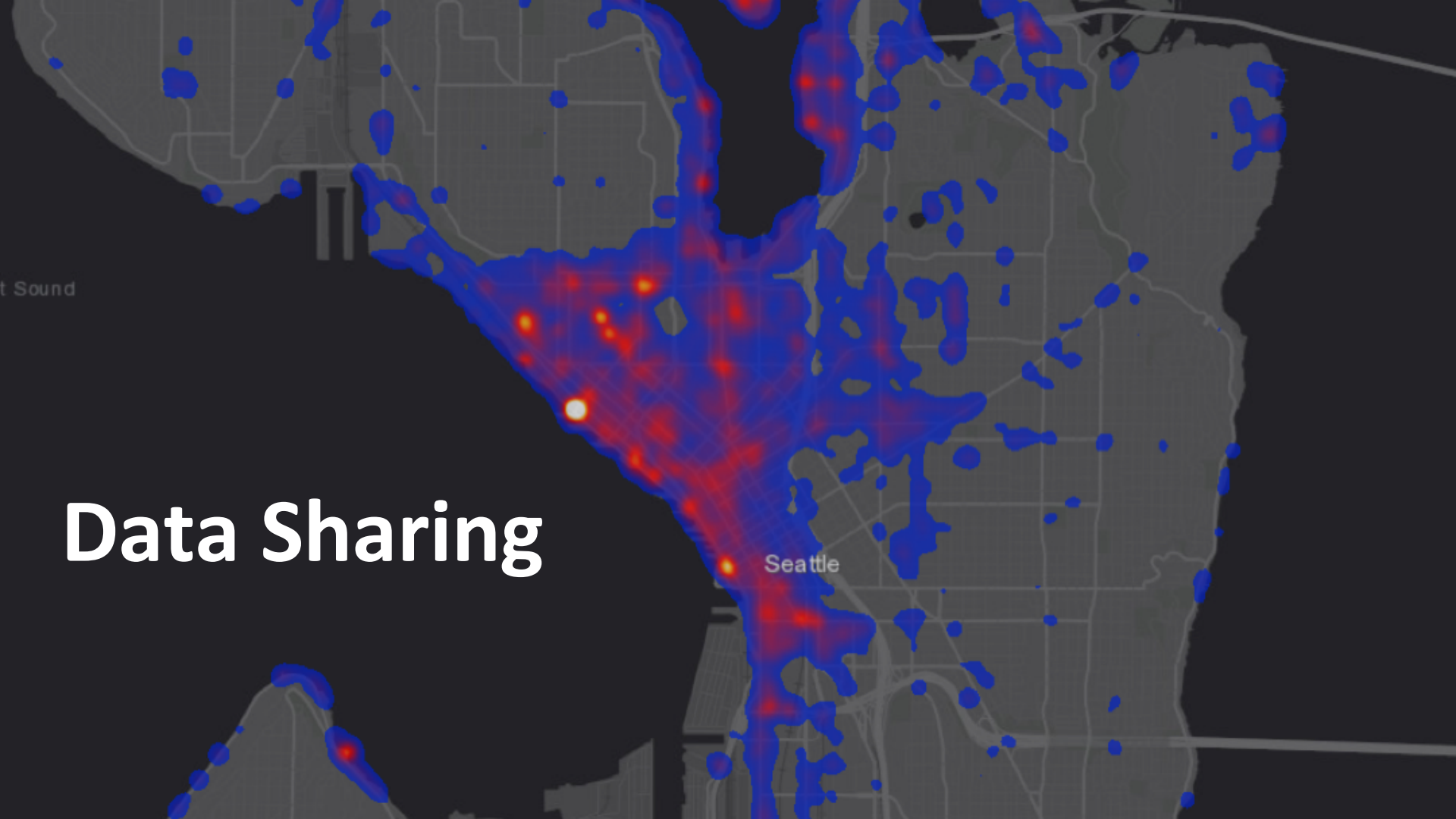
**Scratch to reveal the
code on the back, and
text the code on the card
to the dedicated phone
number to register.**

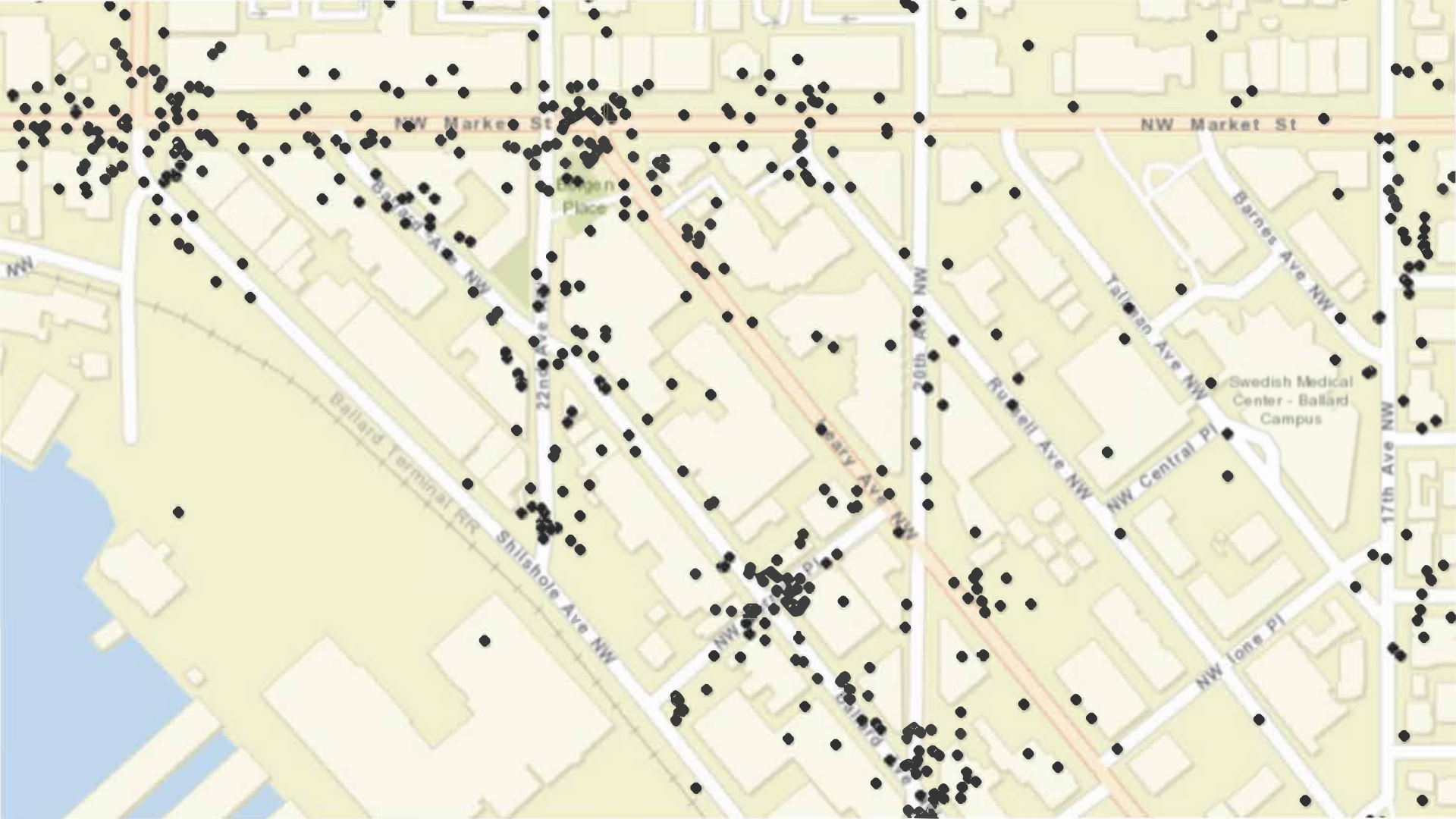
3

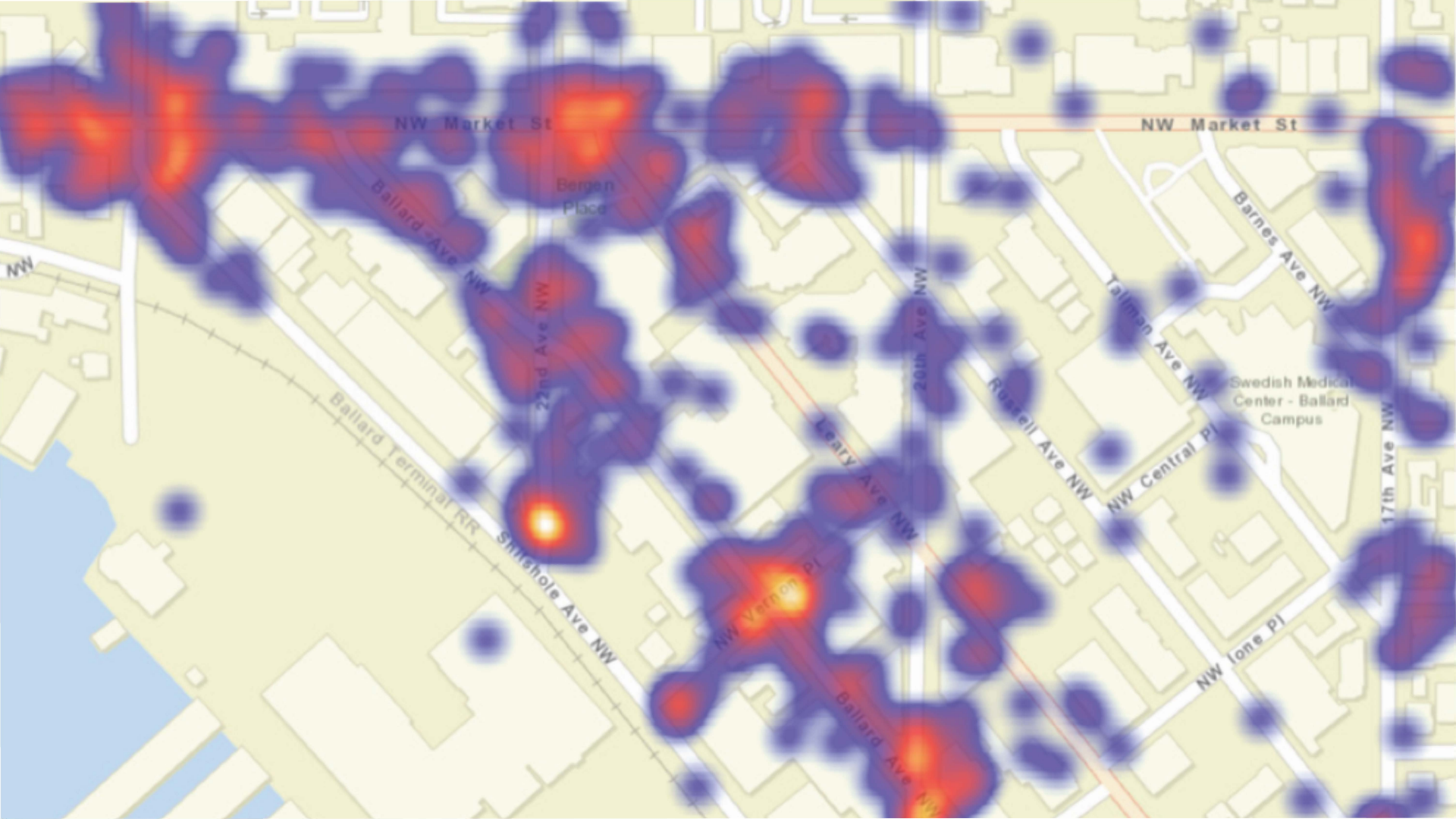
**Find a Spin bike, and
text the bike number
to the same number
to unlock.**

SPIN

Data Sharing







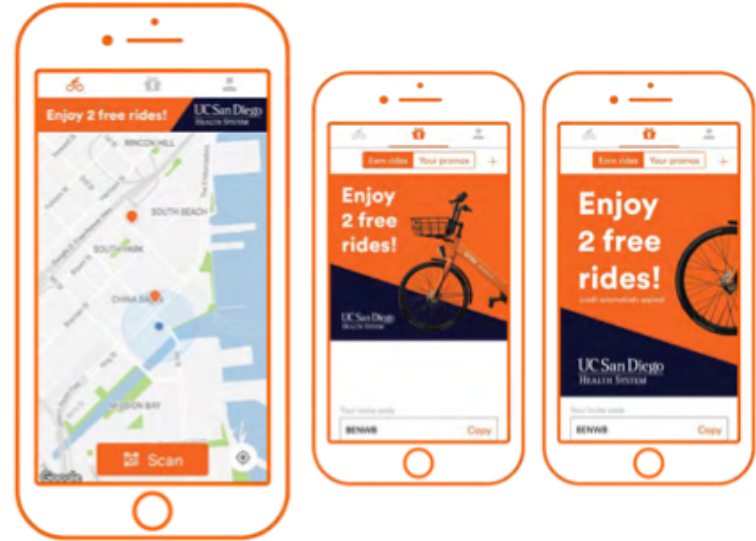
Field name	Format	Description
Company Name	[company name]	n/a
Type of bicycle	"Standard" or "Electric"	n/a
Trip record number	xxx0001, xxx0002, xxx0003, ...	3-letter company acronym + consecutive trip #
Trip duration	MM:SS	n/a
Trip distance	Feet	n/a
Start date	MM, DD, YYYY	n/a
Start time	HH:MM:SS (00:00:00 – 23:59:59)	n/a
End date	MM, DD, YYYY	n/a
End time	HH:MM:SS (00:00:00 – 23:59:59)	n/a
Start location	Census block	n/a
End location	Census block	n/a
Bicycle ID number	xxxx1, xxxx2, ...	Unique identifier for every bicycle, determined by company

Field name	Format	Description
GPS Coordinate	X,Y	n/a
Availability duration	Minutes	n/a
Availability start date	MM, DD, YYYY	n/a
Availability start time	HH:MM:SS (00:00:00 – 23:59:59)	n/a

Marketing, Sponsorship, and Partnerships



On-bike ads



In-app ads

SPIN

Marketing, Sponsorship, and Partnerships

Spin Local

Supporting local businesses and reducing traffic congestion.

Spin for Business

Helping employers drive employee retention and growth.



SPIN