
Spin Micromobility In Ann Arbor

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Program Background



Operations to Date



- First deployed scooters in spring of 2019
 - Partnership with both the City of Ann Arbor and the University of Michigan
 - More than 630,000 trips on Spin micromobility devices since program start
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Growth of Spin Since Program Launch

- Developed partnership with Berlin-based Tier Mobility
- Expansion of initial fleet of e-scooters
- Program initiation in Ypsilanti (EMU), Lansing and East Lansing (MSU), Mt. Pleasant (CMU)

TIER • **SPIN**

E-bike Program



Introduction of E-bikes

Launch Date: April 1, 2023

Number of E-bikes Deployed: 100
(shared between the city and the university)

Current Number of E-scooters in
Program: 400



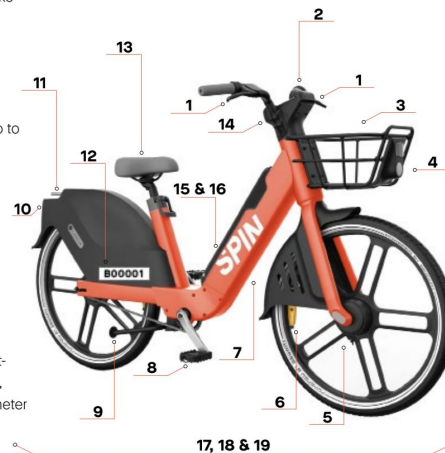
E-Bike Specifications

Key Components

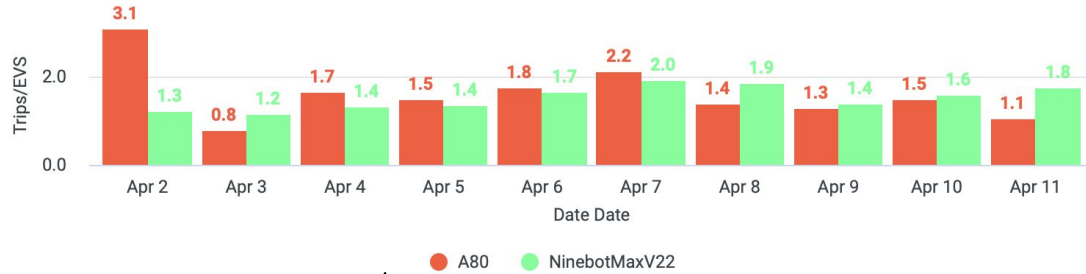
- Swappable battery with up to 100 miles of range
- Puncture-proof tires
- Adjustable seat and basket with 25 lb capacity
- Smartphone holder and wireless charger

Specifications

1. Dual hand braking system: Front and rear drum brake
2. Warning bell
3. Cargo basket: 25 lbs. capacity
4. Headlight: Visible from 500 ft. away
5. 350w front-wheel motor
6. Tires: 26" x ~2", puncture-proof, with reflectors up to 600 ft. away
7. Spin logo
8. Pedal assist: Up to 20 mph
9. Dual kickstand
10. Rear brake light
11. App-controlled cable lock
12. Unique identification number
13. Adjustable adult seat from 5 ft. & 6.3 ft.
14. Cellular connectivity display, GPS device, Internet-of-Things, speed and warnings speaker for alerts, smartphone wireless, charging holder, accelerometer
15. UL2271-certified long-range swappable battery: Up to 100 miles in range in pedal-assist mode
16. Spin customer support & ride instructions (standard and braille)
17. Full dimensions: L72" x W25" x H44"
18. Weight: 95 lbs.
19. Motor: 350 watts

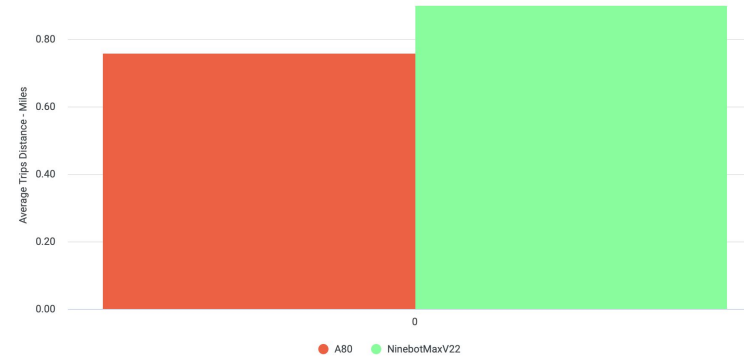


Trip Statistics (as of 4/12/2023)

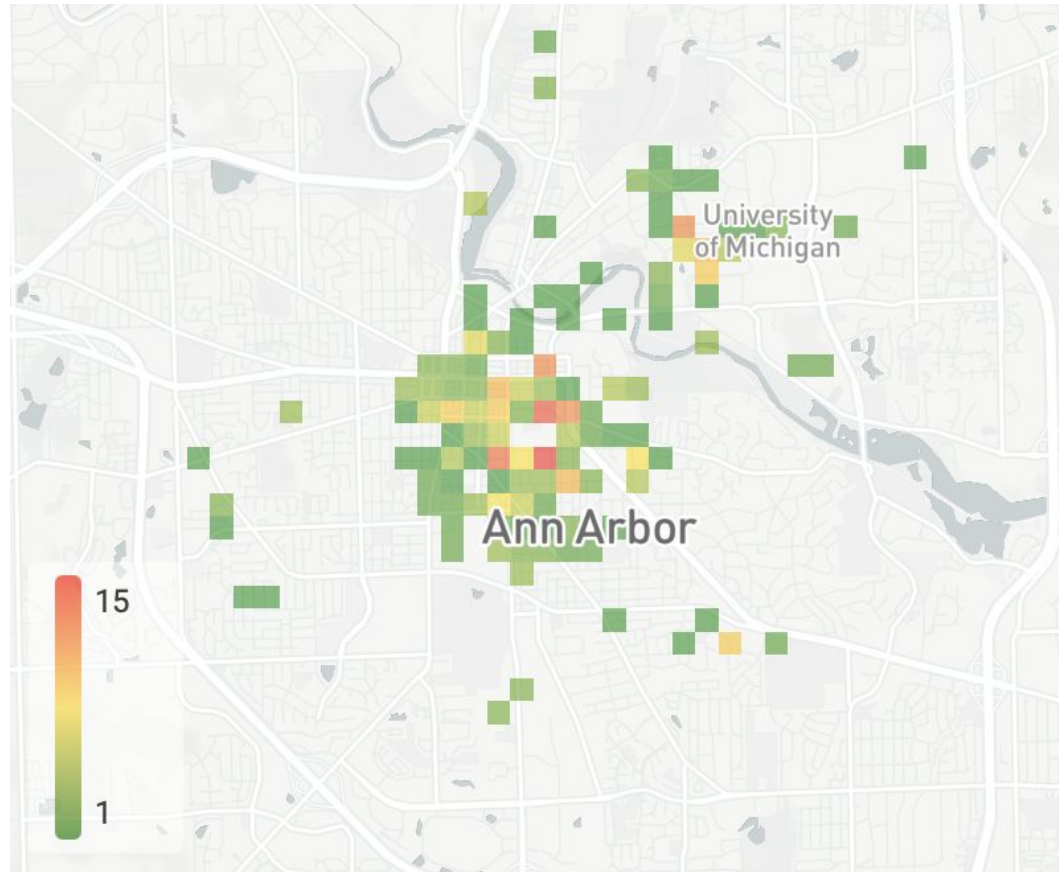


Similar usage per device as scooters

Similar trip lengths to scooters



Heat Map of E-bike Trip Starts



Rider Feedback



- Use case for longer commutes and recreation opportunities
 - Preference for trips that involve cargo
 - Excitement surrounding hands-free navigation and phone charging capabilities
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Spin Ann Arbor Equity Programming



SPIN CASH CODE

abcdef123456

1. Using a smartphone? Open the Spin App.

Go to the menu and enter the code above in "Free Rides." Find a scooter, unlock, and go!

2. No smartphone and/or no credit card?

Text the code above to (206) 800-6703. Find a scooter, then text **Unlock [scooter number]** to (206) 800-6703. When you're done, just text **lock** to the same number.

3. Want to check your balance?

Text **balance** to (206) 800-6703.

Please lock the scooter after riding or face a penalty. By using Spin Cash, you agree to terms as stated at www.spin.app/terms. All purchases are final and non-refundable. Standard text messaging rates apply. Call 888-262-5189 for support.

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Spin Access

- Sign up with documentation of government benefits at:
<https://www.spin.app/spin-access>
 - Spin Cash Card text to unlock feature, for unbanked individuals or non-smartphone users
 - Enrollment in Spin Access offers >50% discount on Spin trips
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Connection with Affordable Housing Communities

- Partnership with City of Ann Arbor Housing Commission to connect with affordable housing communities to offer automatic enrollment into Spin Access program

- ✓ Equity Zones Map
- Carrot Way
 - Parkway Meadows
 - Cranbrook Tower Apartments
 - Arrowwood Hills Cooperative
 - 2680 Adrienne Dr
 - Pinelake Village Co-Op
 - Forest Hills Cooperative
 - Avalon Housing

