



# **City of San Marcos**

## **SPIN E-Scooter East of IH-35 Pilot Program Update**

April 1, 2025



# Purpose

- Provide an update on the performance of the SPIN e-scooter East of IH-35 pilot program
- Request to incorporate the East of IH-35 pilot program into SPIN's permanent service zone.
- Discuss expanding the program to include an additional service zone East of IH-35
- Receive Council Direction



# Background

- May 7<sup>th</sup>, 2024, City Council approved the SPIN e-scooter East of IH-35 expansion pilot program.
  - Expanding the SPIN service zone along Aquarena Springs and Uhlard Dr. East of IH-35.
  - Extending service hours to 24/7, an increase from the previous schedule of 5 AM to 12 AM.
  - Objective: Increase ridership by 3-5% while maintaining the current safety incident rate.
- July 1, 2024, SPIN implemented the East of IH-35 expansion program
- April 1, 2025, provide update on this pilot program and request expanding the program to an additional zone East of IH-35



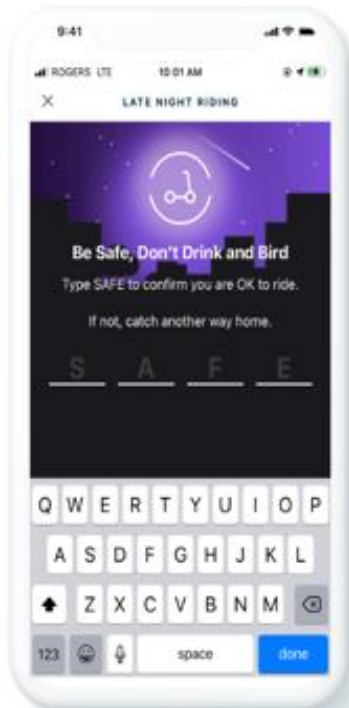
# SPIN Scooter Performance Results

## July 2024 – February 2025 Ridership Summary:

- **1,487 rides** occurred in the new East of IH-35 service zone.
- **4,528 rides** occurred during the new service times, **12:00 AM and 5:00 AM**.
- Rides in the East of IH-35 service zone accounted for **4.1%** of total ridership.
- Late-night rides (12:00 AM – 5:00 AM) made up **8.6%** of total ridership.
  - Implemented the SPIN Safe Start feature, an in-app feature designed to discourage people from riding under the influence.
- Combined, rides East of IH-35 and during late-night hours represented **12.7%** of all trips.



# Safe Start Feature



An in-app checkpoint, Safe Start is **designed to discourage** people from riding under the influence.

During late night hours, riders attempting to unlock an e-scooter are asked to verify that they can safely ride by correctly entering a keyword into the app.

Those who are unable to type the keyword correctly are encouraged to choose an **alternative method of transportation**, such as a taxi or ride-hailing service.



# SPIN Annual Rides

## SPIN Annual Ridership Data

Year	Total Rides
2020	17,446
2021	62,159
2022	75,835
2023	81,232
2024	70,634*

\* SPIN has reported a decline in annual ridership due to the following factors:

1. Nationwide increase in personal micromobility device ownership
2. 50% reduction in rides categorized as “joy rides”



# **Current Safety Incidents and Review**

- **SPIN has reported 0 incidents during the pilot period**
- **The San Marcos Police Department (SMPD) has reported 0 incidents during the pilot period. SMPD has reviewed the new service zone plan and agrees with staff's recommendation to geofence the route under IH-35 to sidewalks only.**
- **The San Marcos Fire Department (SMFD) has reported 0 incidents during the pilot period. SMFD has reviewed the new service zone plan and agrees with staff's recommendation to geofence the route under IH-35 to sidewalks only.**
- **Reached out to Christus Santa Rosa Hospital and information regarding electric scooter incidents is pending**



# **Recommended additional East of IH-35 zone**

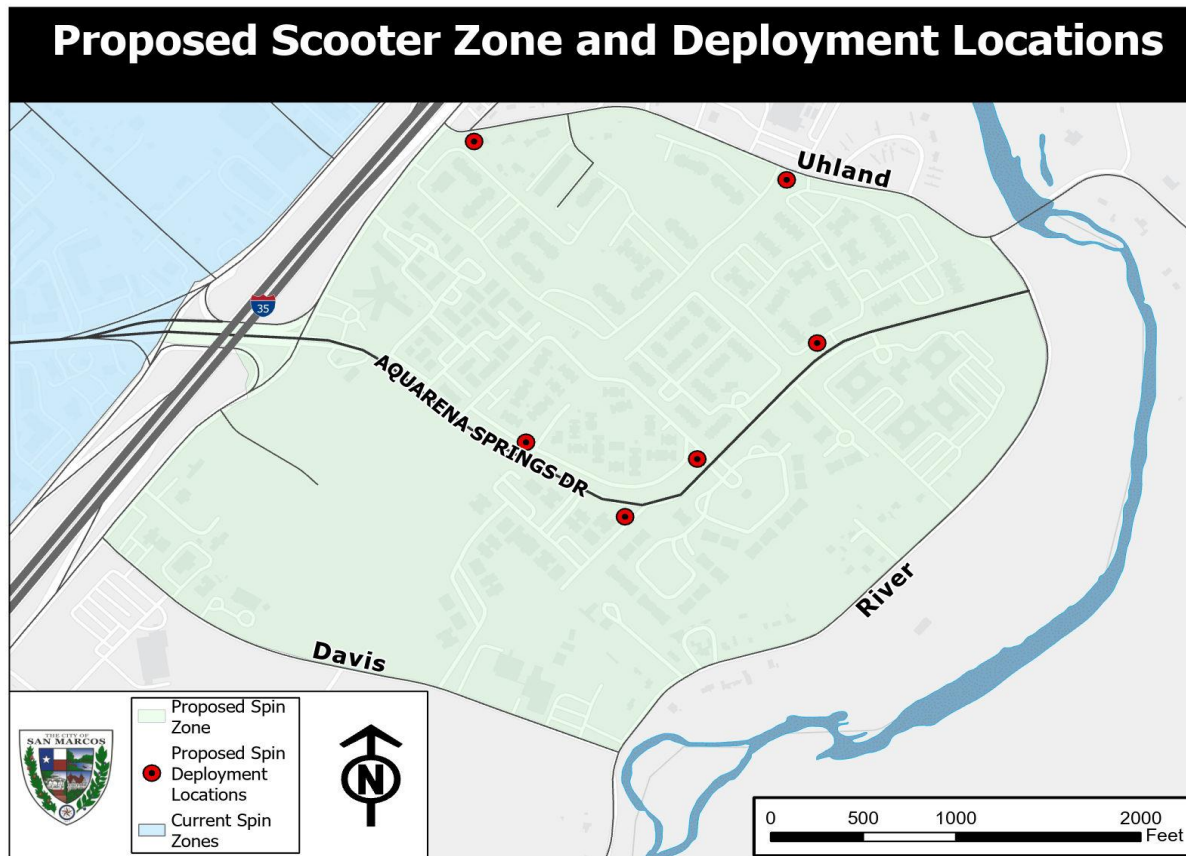
- **New zone to include Blanco Gardens Neighborhood and surrounding zones**
- **Access to Walmart**
- **SPIN deployment zones @ Bus Stops**
  - ❖ River Road
  - ❖ Bugg Lane
  - ❖ Linda Drive
  - ❖ Sturgeon Drive





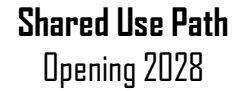


# Current East of IH-35 Pilot Program Service Zone











# Route from East of IH-35

1



2



3







# Example Deployment Zones





# **SPIN Program Benefits**

- **\$0 cost program, no City funds required**
- **Economic benefit (COSM receives \$0.20 per ride)**
- **Increase utilization in micro mobility**
- **Alleviate traffic congestion by reducing the number of vehicles on the road**



# **SPIN Program Benefits, Cont.**

- **Provide an additional transportation option for 3<sup>rd</sup> shift workers, students, and other community members**
- **Provide an equitable form of transportation (lower cost alternative to owning a car)**
- **Reduces carbon footprint and vehicle emissions**
- **Provide multimodal transportation options in an underserved area**





# **Staff Recommendation**

- **Approval to incorporate the East of IH-35 pilot program into SPIN's permanent service zone.**
- **Approval for the expansion of the SPIN E-Scooter program to the newly proposed zone East of IH-35**



# Questions & Council Direction

- **Does Council wish to pursue the following changes to the SPIN program:**
  - **Approve incorporating the East of IH-35 pilot program into SPIN's permanent service zone.**
  - **Expansion of the SPIN e-scooter program to include additional zone East of IH-35**