Bike Commuting Counts!
ZAP Twin Cities
Today’s Agenda

• A brief history of bike commuter programs in MSP
• What is ZAP Twin Cities?
• How does it work?
• Results
• The future
A brief history of bike commuter programs in MSP
History of bike programs in MSP

• Ride 2 Rewards
  o Started in one area
  o Rolled out to entire region
  o Tracked bike and bike + transit trips
  o Became a multi-modal trip tracker
History of bike programs in MSP

• Ride 2 Rewards
  o Worked great – for 8 weeks
• Multi-Modal trip tracker
  o Even shorter life of average user
  o Lack of usable data
History of bike programs in MSP

• Didn’t quite suit our needs
• What we wanted
  o Trackable/usable data
  o Long-term users
  o Ease of use
  o Ability to show behavioral increases
  o Program to entice new users
  o Advocacy tool
Enter ZAP Twin Cities
What is ZAP Twin Cities?

• Bike commuter incentive program
• Pilot started in August 2012
• Partnership between University of Minnesota, Commuter Connection, Dero Bike Racks and St. Paul Smart Trips
What is ZAP Twin Cities?

- Passive tracking – no manual entry
- RFID technology
- Rewards, encouragement and education
How does it work?
How ZAP Twin Cities works

Get tagged. Get ZAPPED. Get rewarded.
How ZAP Twin Cities works

Get Tagged

• RFID emitter is installed on the wheel
How ZAP Twin Cities works

Get ZAPPED

• Ride past one of 40 readers
How ZAP Twin Cities works
How ZAP Twin Cities works

Get ZAPPED

• Max range of 30’
• Sweet spot of 5’ – 15’
How ZAP Twin Cities works
How ZAP Twin Cities works

• For the commuter
  o Online account
  o Multiple bikes on one account
  o Automatically tracks trips
  o Reports mileage, calories burned, CO2 reductions & trips
How ZAP Twin Cities works
How ZAP Twin Cities works

• For the commuter
  o Incentives to ride
    ▪ Automatic incentive - 10 days
    ▪ Prize drawing - 8 days / month
    ▪ Challenge prizes - occasional
How ZAP Twin Cities works

2012-2013 10-ride prize

Example of monthly prize drawing

Example of challenge prize
How ZAP Twin Cities works

• For the commuter
  ○ Health and Wellness programs
    ▪ Discounts on healthcare
    ▪ Cash back from employers
How ZAP Twin Cities works

• For the commuter
  o Additional features
    ▪ Teams
    ▪ Challenges
How ZAP Twin Cities works

Connection to bikeshare
How ZAP Twin Cities works

• For employers
  o 14 participating employers
  o Large companies
  o Local co-ops
  o Colleges & hospitals

• Different users have different needs
Who is in ZAP Twin Cities?

- City of Minneapolis
  - My Health Rewards
  - Bikeshare integration
  - 117 participants, 40 met their goal (34%)
What we’ve found
What we’ve found

- More popular than we expected
  - 2406 participants and counting
  - 129,000+ ZAPs
  - 1,300,000+ miles biked
    - This doesn’t include another 2800 users at the university
What we’ve found

• Retention
  o 70%/month participation in season
  o 68% for 2014 YTD
  o 85% more than 1 ride
  o 67% 10 rides
  o Feb. 2013
    o 30% participating
    o 10% prize eligible
What’s next?
What’s next?

- Expand employer portals
- Network expansion
- Mobile apps
What’s next

• Data mining
  o Increased activity?
  o New riders converted
  o Cluster mapping
  o Reader placement
What’s next?
Questions?
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