

Bike Commuting Counts!

ZAP Twin Cities



ST. PAUL Smart Trips

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



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History of bike programs in MSP

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



History of bike programs in MSP

- Ride 2 Rewards
 - Worked great – for 8 weeks
- Multi-Modal trip tracker
 - Even shorter life of average user
 - Lack of usable data



History of bike programs in MSP

- Didn't quite suit our needs
- What we wanted
 - Trackable/usable data
 - Long-term users
 - Ease of use
 - Ability to show behavioral increases
 - Program to entice new users
 - Advocacy tool



Enter ZAP Twin Cities



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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.



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How ZAP Twin Cities works

Get Tagged

- RFID emitter is installed on the wheel



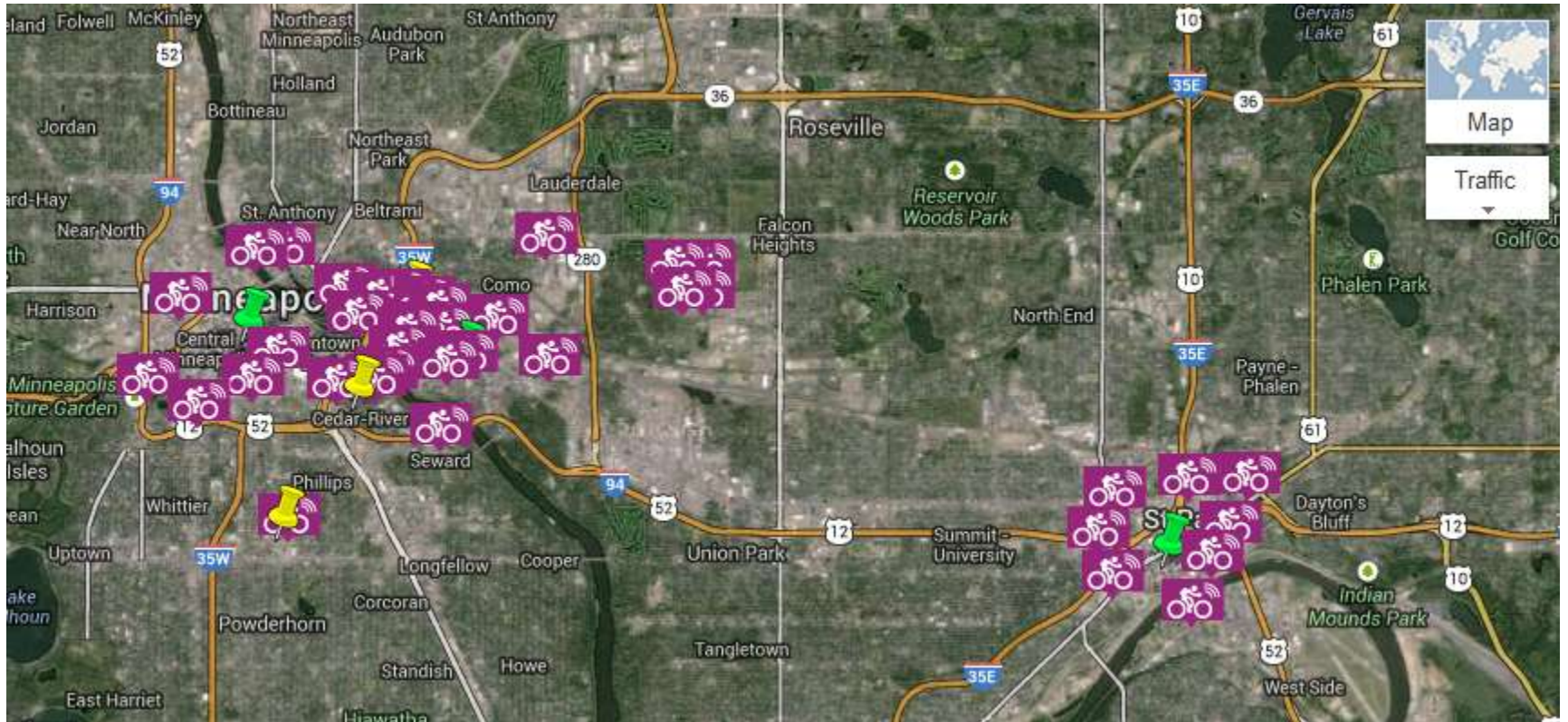
How ZAP Twin Cities works

Get ZAPPED

- Ride past one of 40 readers

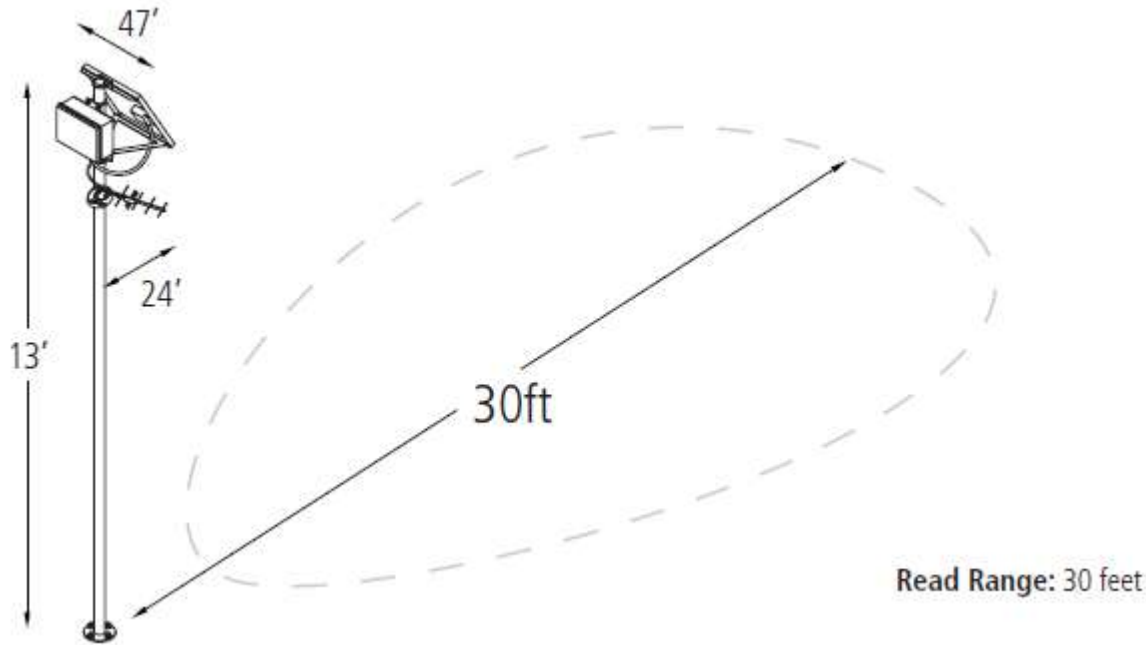


How ZAP Twin Cities works



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How ZAP Twin Cities works

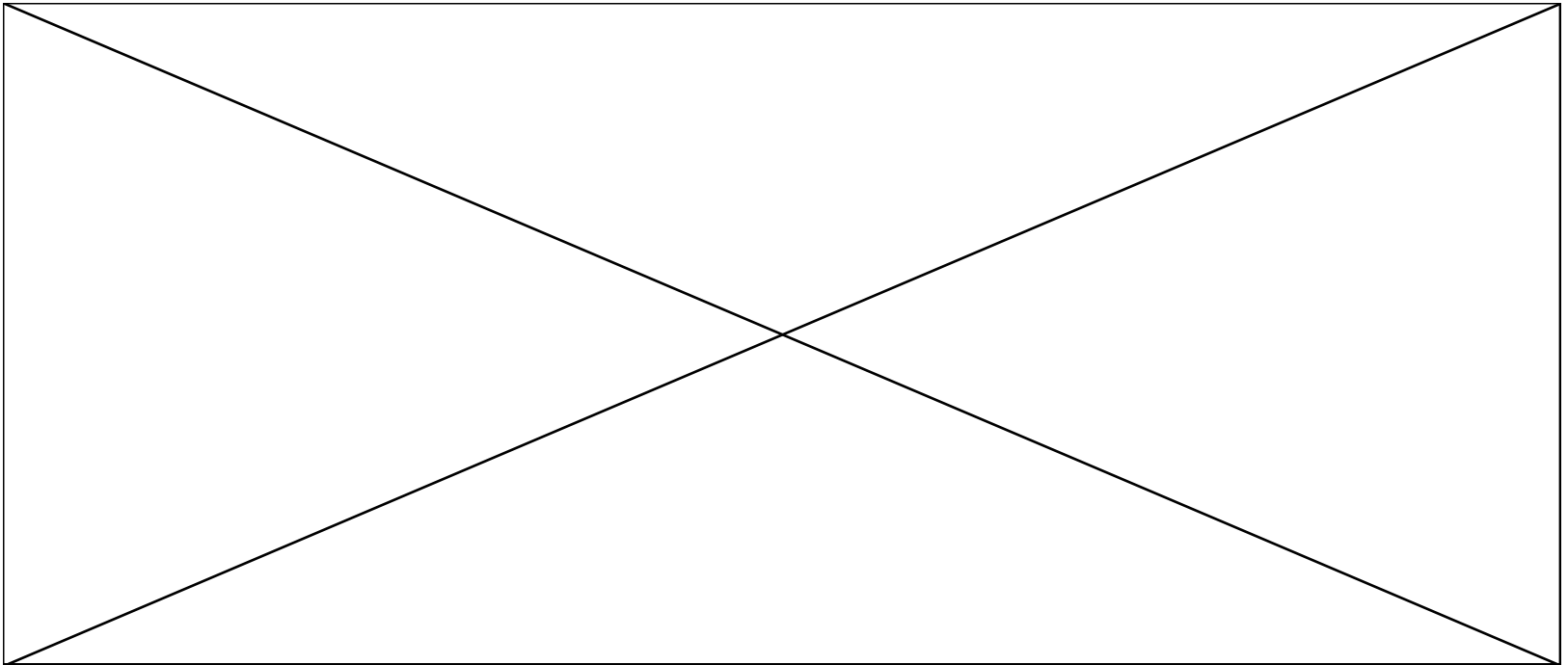


Get ZAPPED

- Max range of 30'
- Sweet spot of 5' – 15'



How ZAP Twin Cities works



How ZAP Twin Cities works

- For the commuter
 - Online account
 - Multiple bikes on one account
 - Automatically tracks trips
 - Reports mileage, calories burned, CO2 reductions & trips



How ZAP Twin Cities works

Welcome, Damian
You have not yet been zapped today.

Logout
Administrator: ZAP Twin Cities - STP

Dashboard Prizes Reports Add User User List Stations Help Settings

Edit: Jessica Treat Bike Share Accounts ZAP Reports ZAP Calendar Point History

My Stats

All This Month Last Month

- 93 ZAPs
- 744 Miles Biked
- 27 Gallons Gas Saved
- 515 lbs. CO₂ Reduced
- 23,064 Calories Burned

ZTC Top Companies Avg.

My ZAPs This Month

13

You have been entered into this month's drawing.

See This Month's Prizes

July 2013

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



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How ZAP Twin Cities works

- For the commuter
 - 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



Patagonia Black Hole Pack



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
 - Additional features
 - Teams
 - Challenges



How ZAP Twin Cities works

Connection to bikeshare



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How ZAP Twin Cities works

- For employers
 - 14 participating employers
 - Large companies
 - Local co-ops
 - Colleges & hospitals
- Different users have different needs



Minneapolis Community & Technical College

Zap Your Bike at MCTC

Have you Zapped your bike yet?

Bring your bicycle to campus on one of these days to have your ZAP tag installed!

- ▶ **Sept. 11** | 10 a.m.–2 p.m. | T Skyway (Student Involvement Fair)
- ▶ **Sept. 17** | noon–2 p.m. | outdoor plaza
- ▶ **Sept. 25** | noon–2 p.m. | outdoor plaza
- ▶ **Oct. 8** | noon–2 p.m. | outdoor plaza
- ▶ **Oct. 29** | 10 a.m.–2 p.m. | T Skyway (Health Fair)
- ▶ **Nov. 12** | 5–7 p.m. | Helland Center (Fall Open House)

ZAP is an incentivized program that allows bicycle commuters to use the frequency and length of their bike rides to earn rewards, including bike accessories and gift cards to local businesses. Participants can log on to the ZAP website and view their trip data, miles biked, calories burned, CO₂ reduced and gallons of gas saved.

MCTC is partnering with Commuter Connection to promote bicycle commuting to help reduce the College's environmental impact and slow climate change.

For more information, visit commuter-connection.org/zap

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Who is in ZAP Twin Cities?



- City of Minneapolis
 - o My Health Rewards
 - o Bikeshare integration
 - o 117 participants, 40 met their goal (34%)



What we've found



What we've found

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



What we've found

- Retention
 - 70%/month participation in season
 - 68% for 2014 YTD
 - 85% more than 1 ride
 - 67% 10 rides
 - Feb. 2013
 - 30% participating
 - 10% prize eligible



What's next?



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What's next?

- Expand employer portals
- Network expansion
- Mobile apps

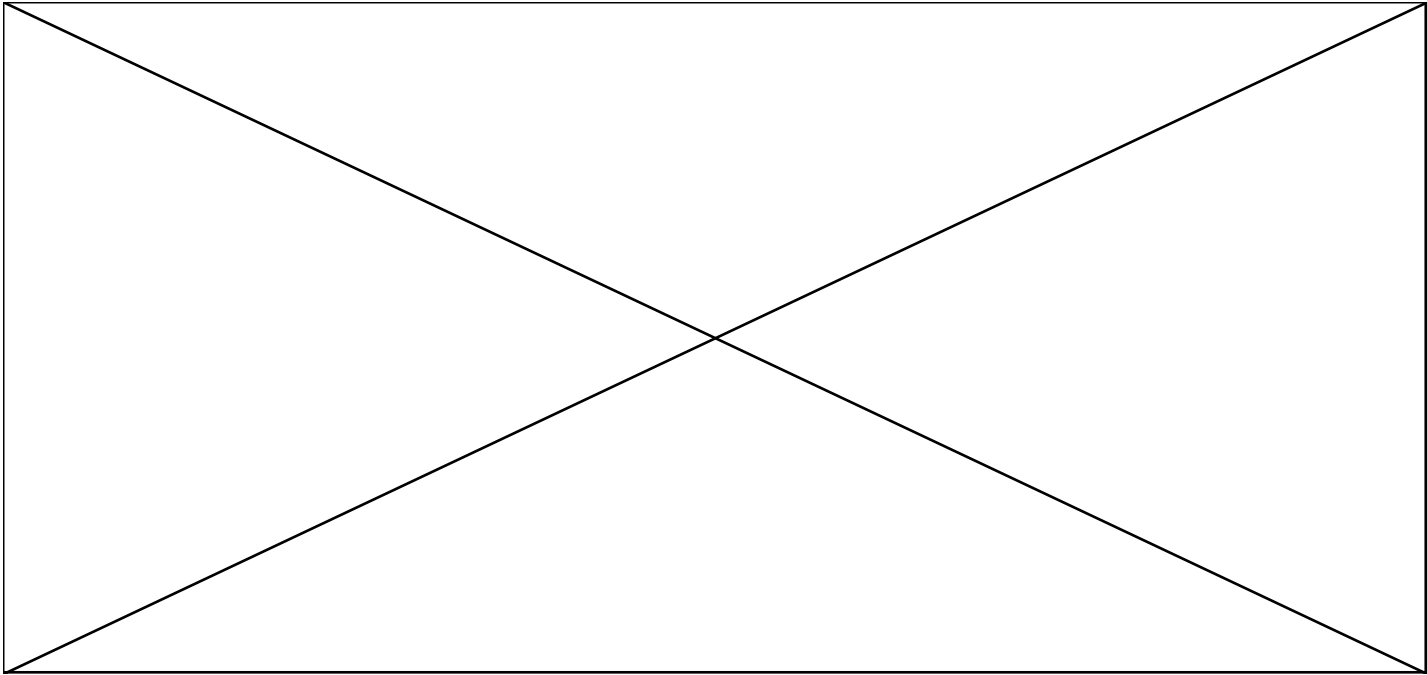


What's next

- Data mining
 - Increased activity?
 - New riders converted
 - Cluster mapping
 - Reader placement



What's next?



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Questions?



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