



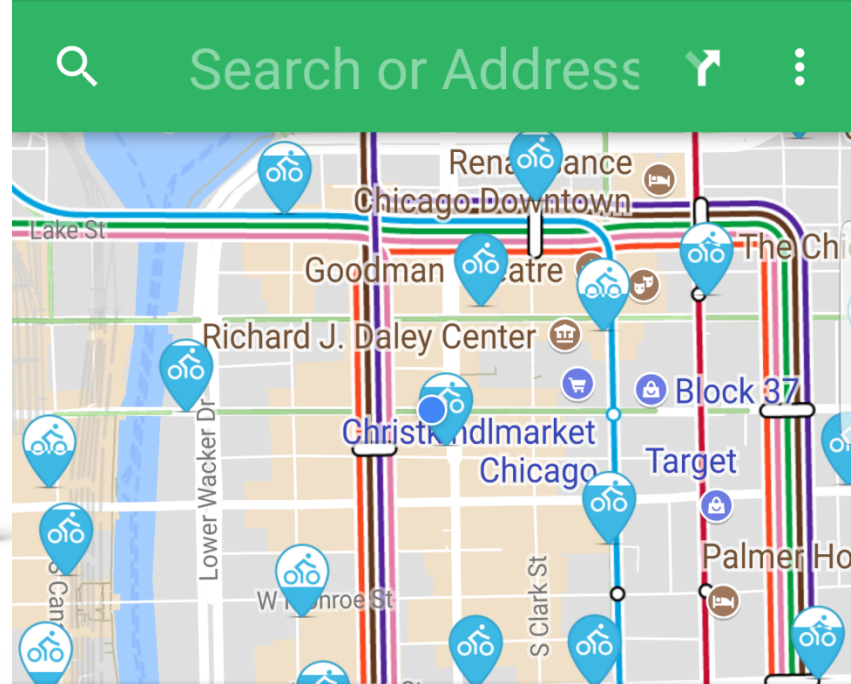
Chicago's Divvy System

Illinois Bike Summit – May 7, 2018









DIVVY

LaSalle St / Washington St

11
bikes



54th/Cermak
Washington / Wells

8
minutes



Midway
Washington / Wells

1
minute

NEW PRICING & OPTIONS (as of Feb. 2018)

Single Ride

\$3 / trip

Great for quick trips
(Per 30 minute ride)

Explorer Pass

\$15 / day

Perfect for tourists and
exploring Chicago
(Unlimited 3-hour rides in a
24-hour period)

Annual Membership

\$99 / year

Best deal for locals and
frequent riders
(Unlimited 45-minute trips for
a year)

MORE RIDE TIME FOR MEMBERS!

- 45 minutes

NEW USAGE FEE STRUCTURE

- \$3/ 30 min

DIVVY FOR EVERYONE (D4E)

- » Address credit card requirement
 - » 12.7% of Chicago households are unbanked
 - » 34% of Chicago households live on less than \$30,000/year (Bankon.org)
- » Daily cost breakdown of Divvy membership is approx. \$0.30/day
- » Affordable transportation should be available to all Chicagoans



PROGRAM GOALS

- Address cost barrier →
- Address unbanked →
- Address digital divide →
- Prevent creation of “permanent fare class” →
- Be inclusive →
- Constituent focus →
- Same day service →

D4E POLICIES

- \$5.00 enrollment fee
- Cash payment
- In-person enrollment
- One-time only, with step-up discounts for renewals
- Income at or below 300% FPL
- Chicago residents only
- Keys activated on-site



OUTREACH LEADER ENGAGEMENT STRATEGY

Goals

1. Increase # of Trips in Areas of Low Ridership
2. Increase Divvy/D4E Membership
3. Engage & Learn

Activities

- Community Partnerships
- Hyperlocal Outreach
- Pop-up Events at Stations and Businesses
- Community Bike Rides
- FOC Program Support



DIVVY TO DATE

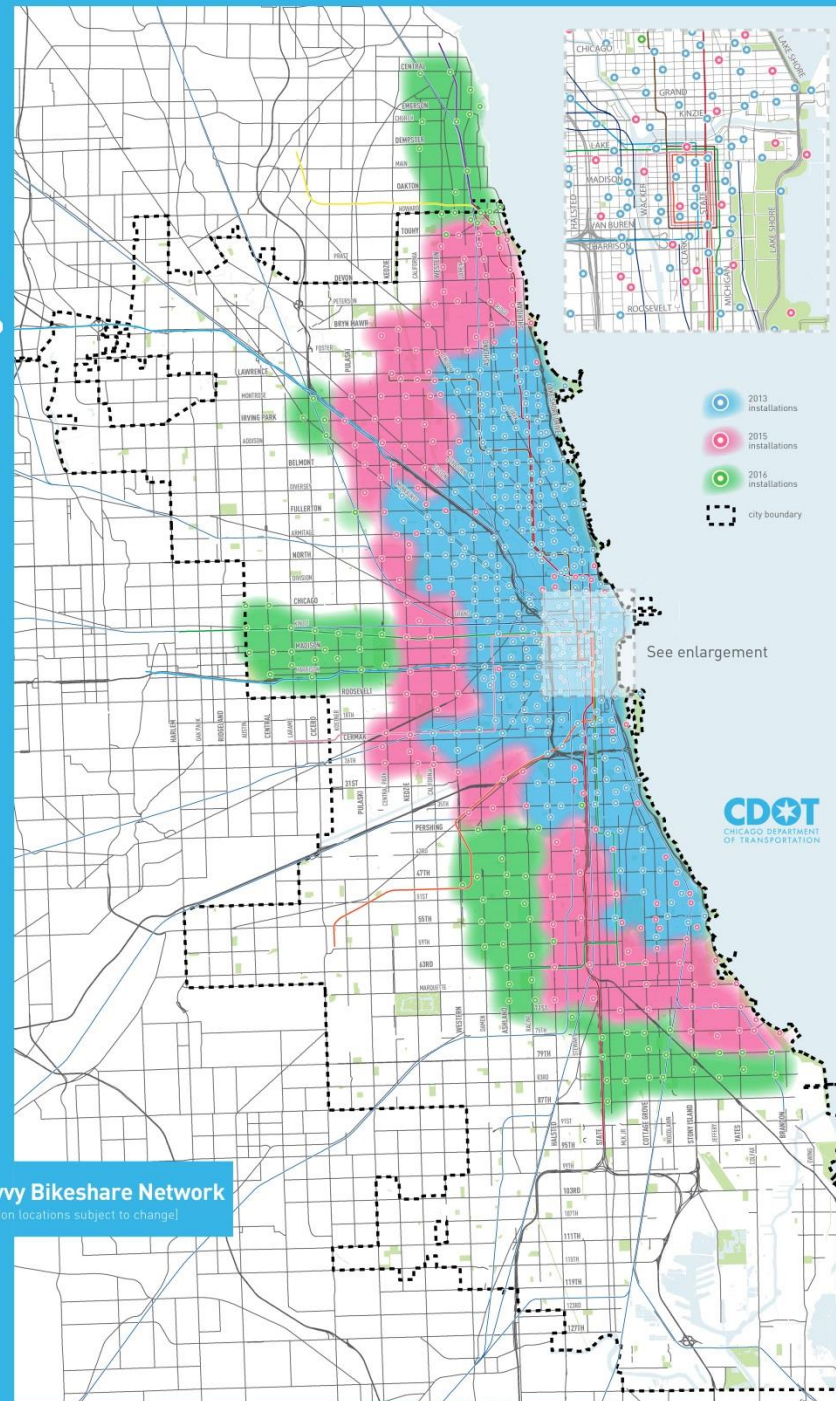
Network

- 571 active stations
- 5700+ bikes
- Includes suburb of Evanston

Ridership

- 28 million+ miles traveled
- 14 million+ trips
 - 10.6 million member trips
 - 3.8 million casual trips
- ~37,000 annual members
- 1,400+ D4E members


DI>>>Y





DIVVY'S REACH SINCE 2016

- 44% of the City's geography served (up from 38%)
- 64% of Chicago's population lives within ½ mile of station (up from 56%)
- 52% of population served is non-white (up from 46%)
- 11 of 15 community areas with median household income under \$30K/year served by Divvy
- 38% of Divvy stations are within one block of train station (up from 25%)

 U.S. census tract data

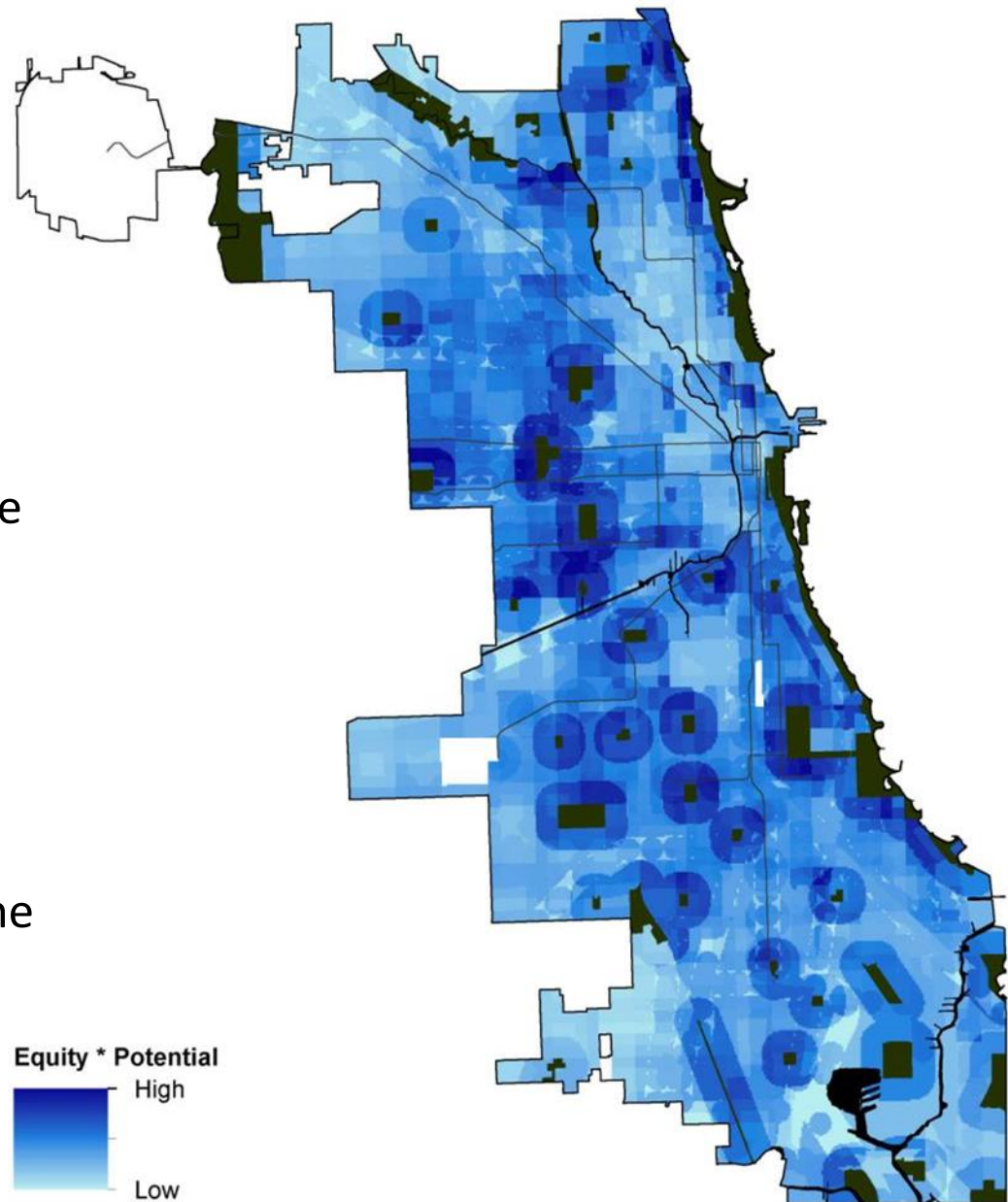
FEASIBILITY & HEAT MAPPING

STANDARD BIKESHARE SITING CRITERIA

- Existing bikeways network
- High existing bicycle modeshare
- High population Density
- High business Density

EQUITY FOCUSED CRITERIA

- Populations of color
- Lower annual household income
- Lower educational attainment
- Low car ownership
- High transit modeshare



EASY TO INSTALL

FAST: Install under an hour

EASILY-MOVED: Solar and wireless

CHALLENGING TO SITE

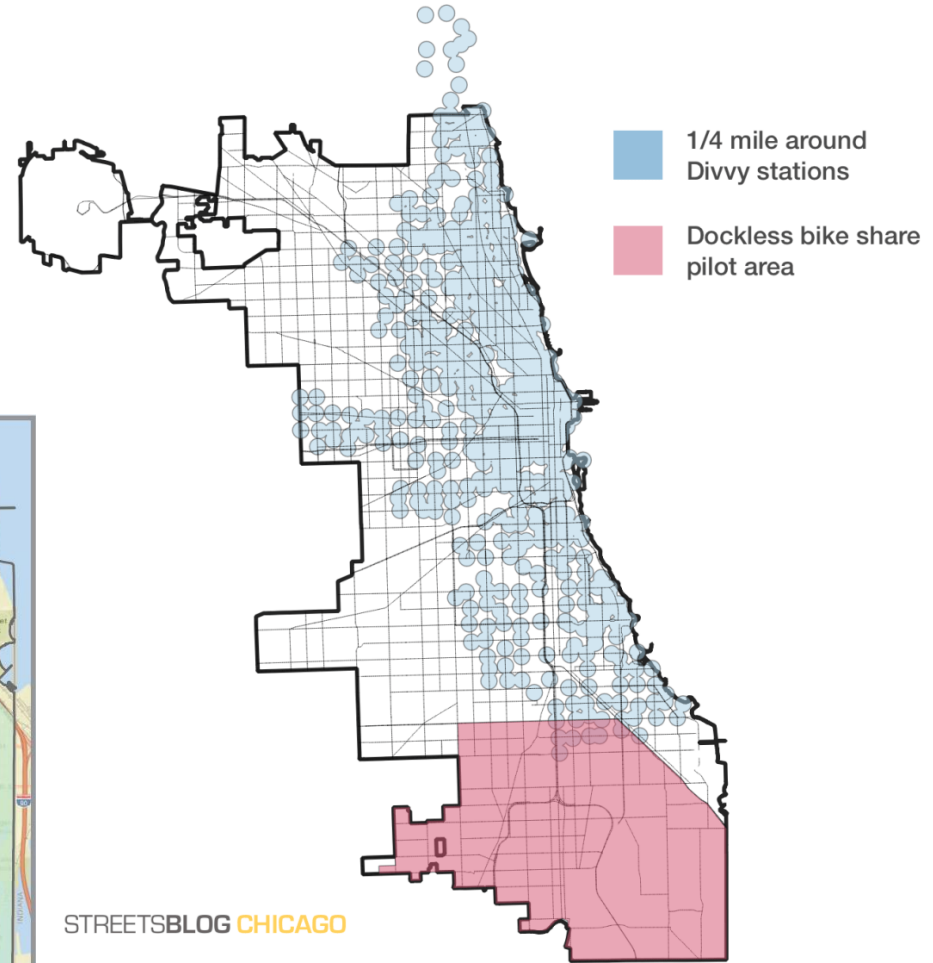
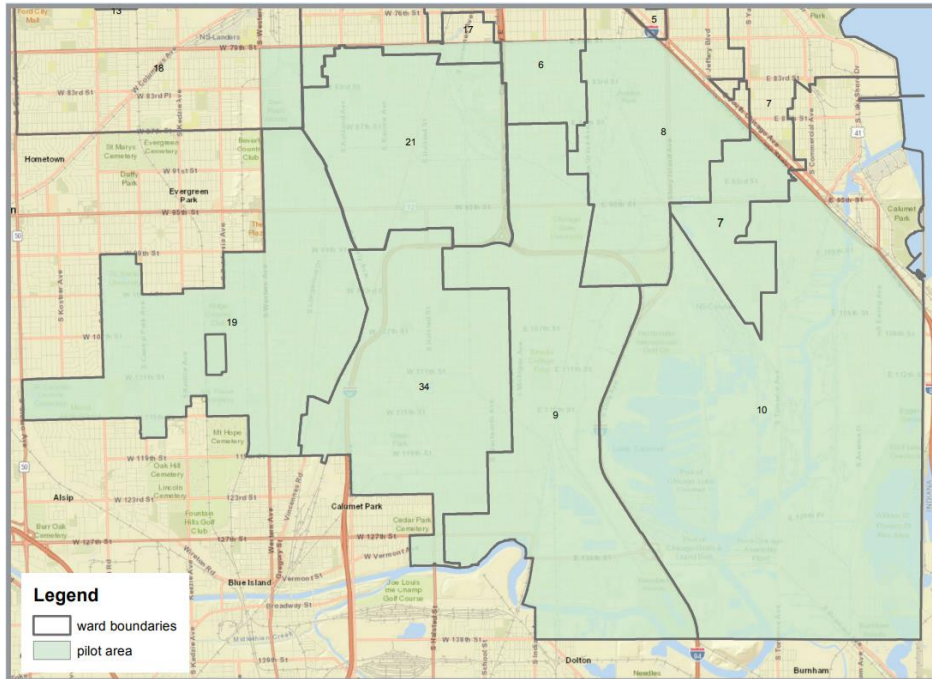
Use street view and visit potential sites to rule out constraints:

- 12 foot sidewalk
- 42 feet in length (15 dock station)
- 15 feet from fire hydrants
- No manholes or other obstructions
- Decent solar exposure



CHICAGO DOCKLESS PILOT

- May 1 – November 1, 2018
- Maximum 250 bikes per vendor
- Lock-to requirement phase-in by July 1



QUESTIONS?



Thank You!

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www.chicagocompletestreets.org

www.divvybikes.com