Building Better Bikeshare

Equity Considerations in Bikeshare
BIKESHARE IS...

» A new transit system for Chicago
» Ideal for short trips and commutes
» Allows you to pick up a bike at any station and return it to any other
» Available 24/7 year-round
DIVVY IN CHICAGO

» Launched in 2013 with 300 stations & 3000 bikes

» Has created between 100-150 jobs

» City-owned system

» Operated by Motivate International

» 2/3 Trips by annual members

» 2/3 Revenue from 24-hour passes
DIVVY TO DATE

2015 Expansion Completed
• 475 stations; 4760 bikes

2016 Expansion Underway
• 584 stations; 5800+ bikes
• Includes Evanston & Oak Park

Ridership
• 7.5 million trips
  • 5.2 million member trips
  • 2.3 million 24-hour
• 34000+ annual members
• 15 million miles traveled
MEMBERSHIP OPTIONS

» 24-Hour Pass $9.95
» Annual Membership
  » $99.00/year
  » $9.95/month (with 12-month commitment)

Usage Fees

<table>
<thead>
<tr>
<th>Ride Time</th>
<th>Annual Members</th>
<th>24-hour pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 30 minutes</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>30 - 60 minutes</td>
<td>$1.50</td>
<td>$2.00</td>
</tr>
<tr>
<td>60 - 90 minutes</td>
<td>$4.50</td>
<td>$6.00</td>
</tr>
<tr>
<td>Each additional 30 min</td>
<td>$6.00</td>
<td>$8.00</td>
</tr>
</tbody>
</table>
DIVVY DEMOGRAPHICS

- Divvy members are:
  - 65% male
  - 79% Caucasian
  - Average age of 34
  - 93% have a college degree or more
  - Moderate to high household incomes
EQUITABLE BIKESHARE

» Equity is bigger than bikeshare
» Holy Grail of bikeshare is the “unbanked”
» Promote equity through a comprehensive approach
  » Planning & station siting
  » Proactive hiring
  » Youth training & job opportunities
  » Outreach in Chicago Public Schools
  » Unbanked and low income individuals
  » Citywide outreach
FEASIBILITY & HEAT MAPPING

BIKESHARE POTENTIAL

x

EQUITY ISSUES
2016 EXPANSION

• 584 Stations (now 476)
  – 561 stations in the City of Chicago
  – Includes 23 stations in Evanston & Oak Park

• 44% of the City’s geography served (up from 38%)

• 52% of population served is non-white (up from 46%)

• 64% of Chicago’s population lives within ½ mile of station (up from 56%)

• 38% of Divvy stations are within one block of train station (up from 25%)
HIRING

» Greencorps Chicago adult program
  » City of Chicago’s green job training program
  » Divvy hired approximately 10 graduates in 2013 and 2014

» Skills for Chicagoland’s Future
  » PPP working to match businesses that have current, unmet hiring needs with qualified, unemployed job seekers
  » 2013 hired approximately 20 individuals through Skills
  » 2014 “Optimum Employment” with Divvy & The GAP stores
GREENCORPS CHICAGO YOUTH

» Two Core Areas — Horticulture and Biking
» Regional Capacity and Strong Institutional Knowledge from CDOT and DFSS
» High Quality Instructors and Mentors (10:1 youth to mentors)
» 6 Weeks of Paid Work Experience for 600 Youth (Ages 16-19) in 2013 and 900 Youth in 2014 from CPS at-risk-for-violence high schools.
» 140 Youth Continued in Year-Round Employment in 2013
DESIGN A DIVVY

Divvy is coming to your neighborhood and we need YOU to show us what it’s all about.

Create a design that captures what best represents your community.

CLICK HERE TO DOWNLOAD FENDER TEMPLATE

Submit artwork before June 13th | Winners will be announced in July

PRIZE

In addition to a $500 Target gift card and cool Divvy swag, winning designs will be selected and printed on special Divvy bikes available throughout the city.

BENEFITS OF BIKE SHARE

- Low cost yearly membership (cheaper than a monthly bus pass)
- Convenient for short trips
- Promotes healthy living

RULES & ELIGIBILITY

The Design a Divvy contest is open to Chicago Public School students grades K-12.

All entrants must have parent consent if under the age of 18.

Only one design submission per student is permitted.

Any submissions depicting drugs, alcohol, violence, or gang affiliated symbols or language will be disqualified and reported.

All artwork must be original.

Terms and Conditions

SUBMIT YOUR DESIGN
DIVVY FOR EVERYONE (D4E)

» Addresses 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
D4E USER FEATURES

• One-time $5.00 subsidized membership
• No credit or debit card required
• In-person enrollment
• Cash payment
• Chicago residents only
• First time Divvy members
• Income level at or below 300% FPL
DIVVY FOR EVERYONE

1,350 + members to date

As of January 31, 2016

- 80% have used Divvy
- 51% have taken 10+ trips
- 51.6% Male
- 48.3% Female
STATION USE OVER TIME
STATION USE
OVER TIME

2014
DIVVY STATION USE

Trip Starts
- 1 - 100
- 101 - 500
- 501 - 5,000
- 5,001 - 10,000
- 10,001 - 20,000
- 20,000+

0 1 2 Miles

N
STATION USE OVER TIME

2015
DIVVY STATION USE

Trip Starts
- 1 - 100
- 101 - 500
- 501 - 1,000
- 1,001 - 5,000
- 5,001 - 10,000
- 10,001 - 20,000
- 20,000+
STATION USE OVER TIME
DIVVY OUTREACH