DIVVY FOR EVERYONE
DIVVY IS...

- Chicago’s newest transit system
- 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
BUY 24-HOUR PASS AT A STATION OR ANNUAL MEMBERSHIP TO GET A KEY

1

2

PICK A BIKE
RIDE
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
DIVVY TO DATE

Network
- 584 stations; 5800+ bikes
- Includes suburbs of Evanston & Oak Park

Ridership
- ~ 21 million miles traveled
- 11 million+ trips
  - 7.8 million member trips
  - 3.1 million 24-hour
- 34,000+ annual members
- 2,200+ Divvy for Everyone Members
MEMBERSHIP OPTIONS

» 24-Hour Pass $9.95

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

» D4E Membership $5.00/year (income qualifications)

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

» 65% Male

» 83% Caucasian

» 94% Non-Hispanic

» Average age of 34

» 95% have a college degree or more

» Moderate to high income
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
EXPANSION IMPACT

- 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%)
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 launched 2015
### 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
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
CASH PAYMENT EXPERIENCE

1. Divvy sends PayNearMe payslips with net 30 terms e-mail, text, or US mail

2. Member brings payslip to 7-Eleven or Family Dollar store

3. The cashier scans the code from payslip, rings up the cash transaction

4. Divvy instantly notified
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
FINANCIAL OPPORTUNITY CENTERS NETWORK

Core Services:

- **Workforce development** (job readiness, placement, training)

- **Income supports services** (food stamps, housing subsidies, EITC)

- **Financial services** (financial coaching, budgeting, credit-building)

- **Digital skills training** (group-based skills classes)

“These integrated services build financial stability and security for residents, connecting them to the economic mainstream and improving our communities.”
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 $50.00 pricing for 2nd year
PROGRAM GOALS

• Address cost barrier
• Address unbanked
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• 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 $50.00 pricing for 2\textsuperscript{nd} year
• Income at or below 300\% FPL
## INCOME ELIGIBILITY - 300% FPL

<table>
<thead>
<tr>
<th>Family Size</th>
<th>Annual household income less than:</th>
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<tbody>
<tr>
<td>1</td>
<td>$35,310</td>
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<tr>
<td>2</td>
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<td>3</td>
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<td>$72,750</td>
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<tr>
<td>5</td>
<td>$85,230</td>
</tr>
<tr>
<td>6</td>
<td>$97,710</td>
</tr>
</tbody>
</table>
PROGRAM GOALS

• Address cost barrier
• Address unbanked
• Address digital divide
• Prevent creation of “permanent fare class”
• Be inclusive
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D4E POLICIES

• $5.00 enrollment fee
• Cash payment
• In-person enrollment
• One-time only, with $50.00 pricing for 2nd year
• Income at or below 300% FPL
• Chicago residents only
USER EXPERIENCE

1. Travel in-person to an FOC
2. Paper application
3. Income verification
4. Online sign up
5. Phone activation of key fob
FUNDING & PARTNERSHIPS 2015-2016

CDOT
CHICAGO DEPARTMENT OF TRANSPORTATION

DIVVY

OUTREACH SERVICES

SLOW ROLL CHICAGO

LISC Chicago

ENROLLMENT SERVICES

BlueCross BlueShield of Illinois

Go BRONZEVILLE

JARC

CENTRAL STATES JOBS FOR PROGRESS, INC.

SER

JANE ADDAMS RESOURCE CORPORATION

25

cara

25 YEARS OF JOBS & HOPE

metropolitan family services

families m powered

25

center for changing lives

Supported Homes, Thriving Communities
FUNDING & PARTNERSHIPS
2017

DIVVY

DIVVY OUTREACH TEAM

CDOT

CHICAGO DEPARTMENT OF TRANSPORTATION

BlueCross BlueShield of Illinois

LISC

Chicago

ENROLLMENT SERVICES

DIVVY OUTREACH TEAM
D4E PROGRAM RESULTS

- **2,200+** members to date
- **1,400+** members in Year 1

**12-Month Demographic Snapshot**
- ~**37%** White
- ~**15%** Hispanic non-white
- **53%** Male
- **46%** Female

As of April, 2017
- **82%** have used Divvy
- **53%** have taken 10+ trips
QUESTIONS?

Thank You!
amanda.woodall2@cityofchicago.org
www.chicagocompletestreets.org
www.divvybikes.com