





DIVVY TO DATE

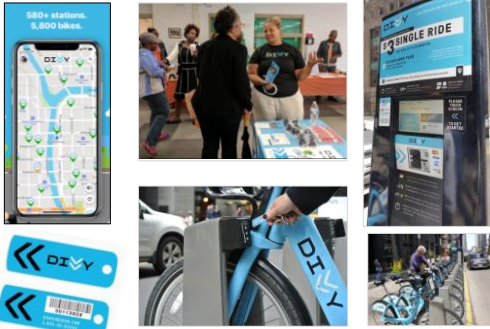
Network

- 576 active stations
- 36 to being deployed in 2018
- 6000+ bikes
- Includes Evanston

Ridership

- 33 million+ miles traveled
- 16 million+ trips
 - 10.6 million member trips
 - 3.8 million casual trips
- Over 37,000 annual members
- 1,400+ active D4E members

MANY WAYS TO ACCESS DIVVY



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DIVVY 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)*

DIVVY
 for everyone

\$5
 ONE-TIME
 ANNUAL
 MEMBERSHIP

MORE RIDE TIME FOR MEMBERS

- 45 minutes

NEW USAGE FEE STRUCTURE

- \$3/30 min

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DIVVY FOR EVERYONE (D4E)

DIVVY
 for everyone

\$5
 ONE-TIME
 ANNUAL
 MEMBERSHIP




BETTER BIKE SHARE PARTNERSHIP

BlueCross BlueShield of Illinois

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PROGRAM GOALS	D4E POLICIES
• Address cost barrier	→ \$5.00 enrollment fee
• Address unbanked	→ Cash payment
• Address digital divide	→ In-person enrollment
• Prevent creation of "permanent fare class"	→ One-time only, with step-up discounts for renewals
• Be inclusive	→ Income at or below 300% FPL
• Constituent focus	→ Chicago residents only
• Same day service	→ Keys activated on-site



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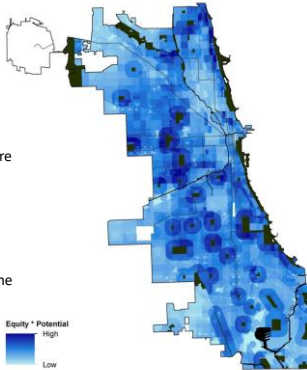
FEASIBILITY & HEAT MAPPING

STANDARD BIKESHARE SITING CRITERIA

- Existing bikeways network
- High existing bicycle mode share
- High population Density
- High business Density

EQUITY FOCUSED CRITERIA

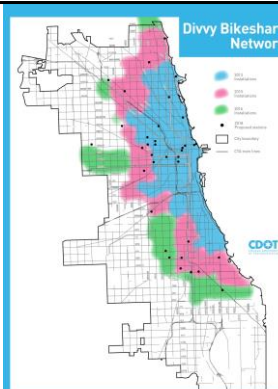
- Populations of color
- Lower annual household income
- Lower educational attainment
- Low car ownership
- High transit mode share



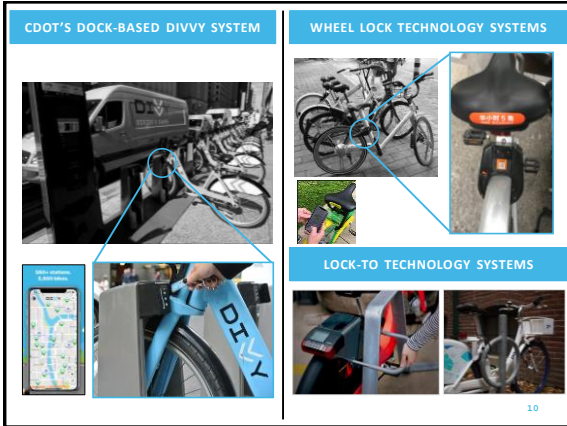
DIVVY'S REACH

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%)



CDOT
DIVVY



CHICAGO DOCKLESS BIKESHARE PILOT

KEY PERMITTING CRITERIA

- May 1 – November 1, 2018
- Maximum 350 bikes per vendor
- Maximum 50 wheel lock bikes per vendor
- Non-digital access required
- Cash-based payment required
- 15% of fleet in 4 quadrants

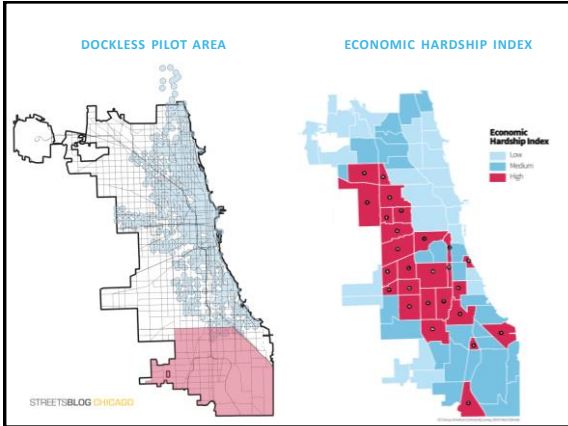
CHICAGO ECONOMIC HARDSHIP INDEX

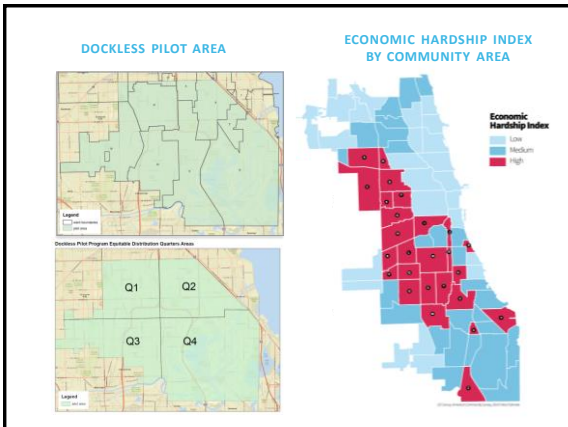
835,249
Chicagoans were living in **HIGH ECONOMIC HARDSHIP** in 2014

SIX INDICATORS

- Crowded housing
- Poverty
- Unemployment
- Education
- Dependency
- Income

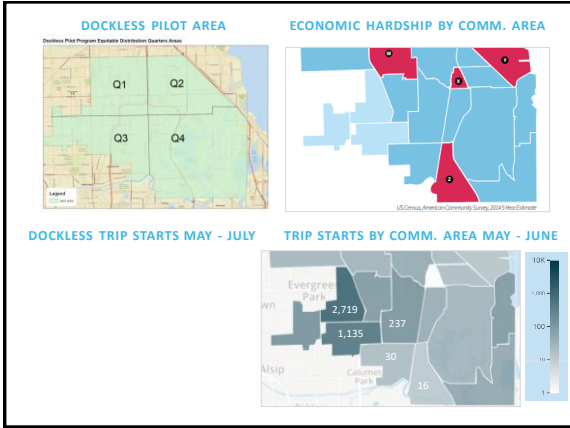
Chicago Department of Public Health



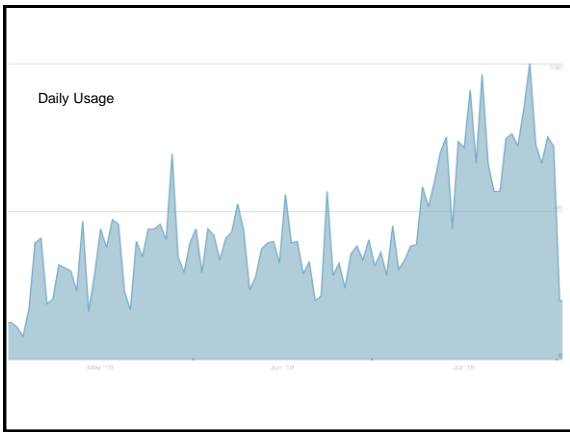


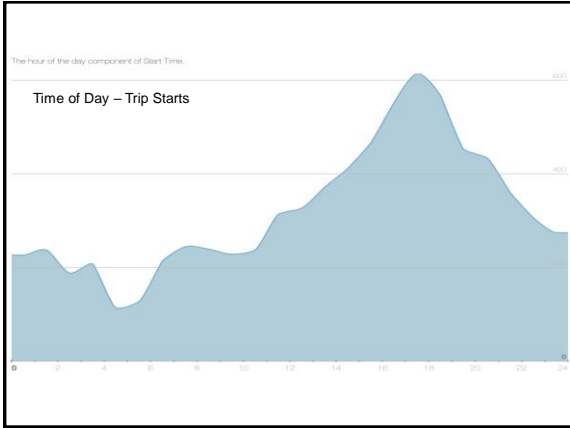
DOCKLESS VENDOR PARTICIPATION

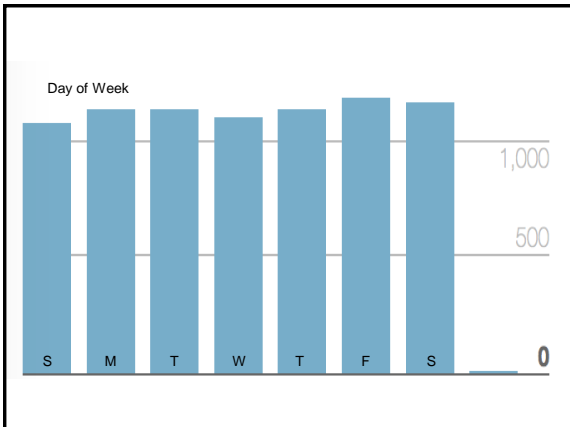
Vendor	Lock style	May	June	July	August
Lime	Wheel lock	50 bikes	50 bikes	50 bikes	50 bikes
Ofo	Wheel lock	50 bikes	50 bikes		
Pace	Lock-to	175 bikes	200 bikes	250 bikes	350 bikes
Jump	Lock-to			300 bikes	300 bikes
TOTAL		275 bikes	300 bikes	600 bikes	700 bikes

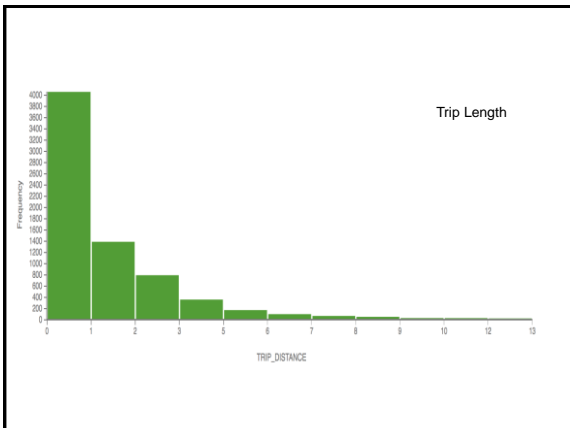


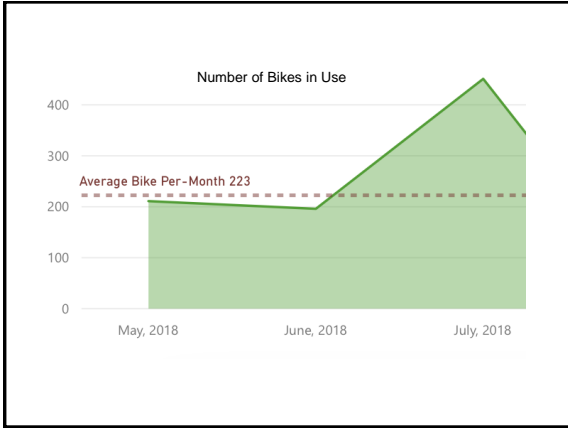
7706 Total Trips

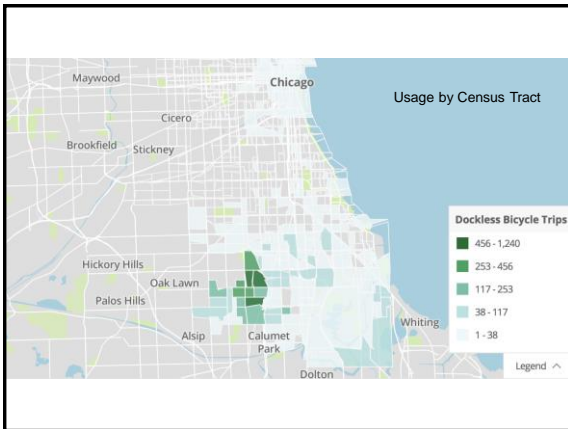


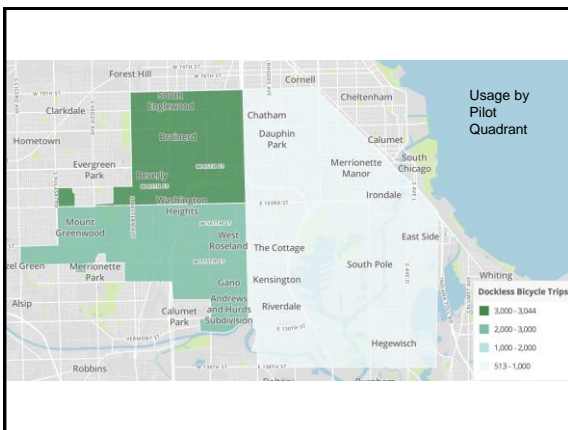


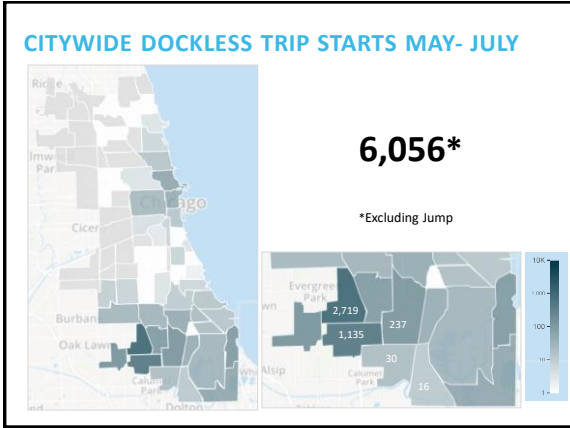












What is the future of mobility in Chicago?

THANK YOU!
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