

**DI VY**  
DIVIDE & SHARE

# Bike Share In Chicago

**CDOT**  
CHICAGO DEPARTMENT  
OF TRANSPORTATION

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**MAYOR EMANUEL'S VISION**

**“Create a world class bike network and increase cycling”**

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### REALIZING THE VISION

- » Establish 100 miles of protected bike lanes by 2015
- » Create bikeways for all ages and abilities
- » Launch a “robust” public bike share program

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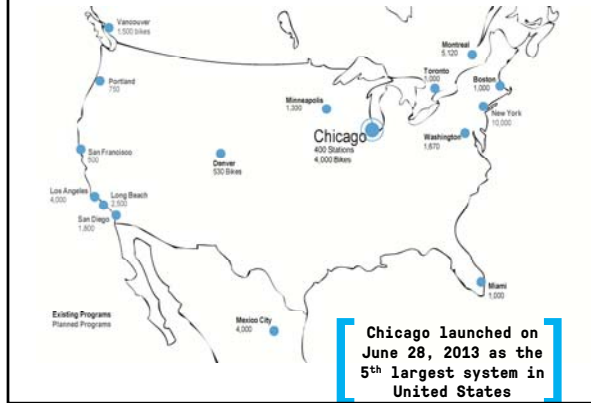
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### BIKE SHARE IN NORTH AMERICA



**Chicago launched on June 28, 2013 as the 5<sup>th</sup> largest system in United States**

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**What is Bike Share?**

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**BIKE SHARE 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



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**CONVENIENT**

Stations are located where people  
**WORK** and **LIVE**



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**COMFORTABLE**

Front and rear fenders to protect clothing



Basket holds up to 20lbs; straps to hold loose items

Step through design and chain guard allows riders to wear suits or skirts

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**AFFORDABLE**

- » **Annual Membership: \$75**
- » **24-Hour Pass: \$7**
- » First 30 minutes of each ride are free



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**SUSTAINABLE**



- » **Eco-friendly** transportation option
- » **Sponsorships and advertising** ensure the system is self-sustaining and pays for its operation and expansion

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**IN CHICAGO**

- » Will create up to **150 jobs**
- » **City-owned** system (bikes & stations)
- » Operated by **Alta Bicycle Share**



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# Making It Happen

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## BIKE STATION SITING

- » Convenient to users
- » On sidewalks wherever possible
- » Distance between stations
- » Technical considerations (sizing, solar, etc.)
- » Residents' suggestions
- » Aldermanic review

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## ENGAGING CHICAGO RESIDENTS

Chicagoans Can Suggest Stations Online


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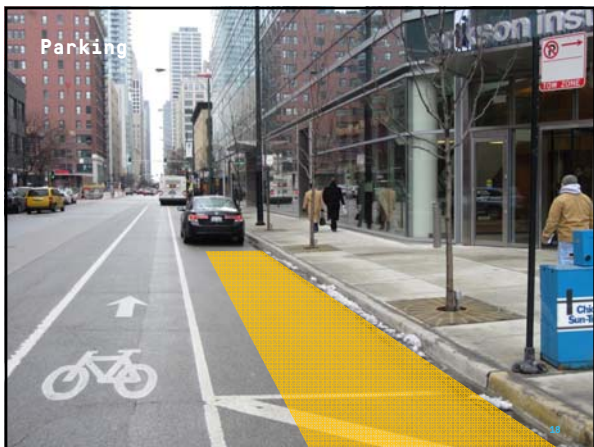
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### STATIONS ARE EASY TO INSTALL

- » **FAST**
  - » Install in about an hour
- » **GREEN**
  - » Solar-powered and wireless
- » **EASILY-MOVED**
  - » Portable



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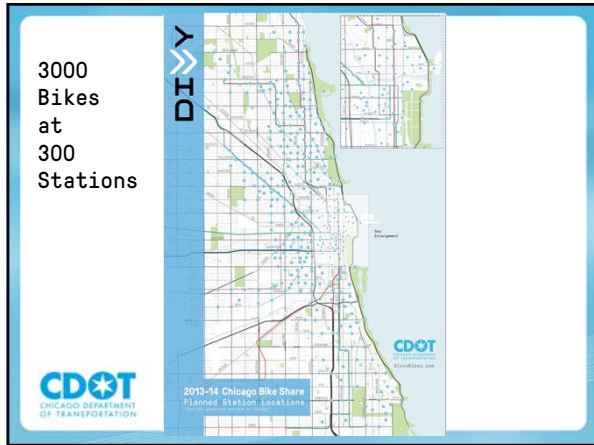
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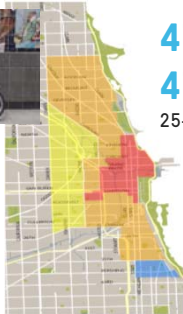
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### BIKE SHARE SERVICE AREA BY 2014



- Downtown Station Density  
(30 Stations per Square Mile)
- High Station Density  
(20 Stations per Square Mile)
- Medium Station Density  
(10 Stations per Square Mile)
- Low Station Density  
(5 Stations per Square Mile)



**475** stations with  
**4750** bikes across  
 25+ wards bordered by:

- **Howard** on the NORTH
- **Kedzie** on the WEST
- **79<sup>th</sup> Street** on the SOUTH

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# How Does It Work?

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## HOW IT WORKS



- 1. BUY**  
Purchase access to the system for 24 hours or one year.
- 2. TAKE**  
Unlock an available bike using your unlocking code or member key.
- 3. RIDE**  
Ride on streets, grab a taxi, commute to work or school. Don't forget your helmet.
- 4. RETURN**  
Lock the bike back at any station. Wait for the green light to confirm the bike is secure.
- 5. REPEAT**  
Take as many trips as you want during your access period. Take any Divvy bike, any time.

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## KEYS TO YOUR NEW RIDE

Divvy Member Keys





### \$7 24-HOUR BIKE PASS

INCLUDES unlimited station-to-station trips up to 30 minutes in duration for 24 hours. Trip longer than 30 minutes incur overtime fees:  
 \$0:01-00:30 WHEATFIELD \$2.00  
 \$0:31-00:59 WHEATFIELD \$6.00  
 Each additional 30 minutes \$8  
 Trip longer than 90 minutes \$12



Unlocks a bike from any Divvy station.      Unlimited trips up to 30 minutes in duration.      Return bike to an open dock at any station.

**16+**         

KEYS MUST BE AT LEAST 16 YEARS OLD TO USE.  
 A MAXIMUM OF 4 PASSES CAN BE USED AT ONE TIME.  
 DOWNLOAD THE FREE DIVVY APP: [divvy.com](#)  
 IN YOUR CARRIER'S PHONE APP STORE: [divvy.com](#)




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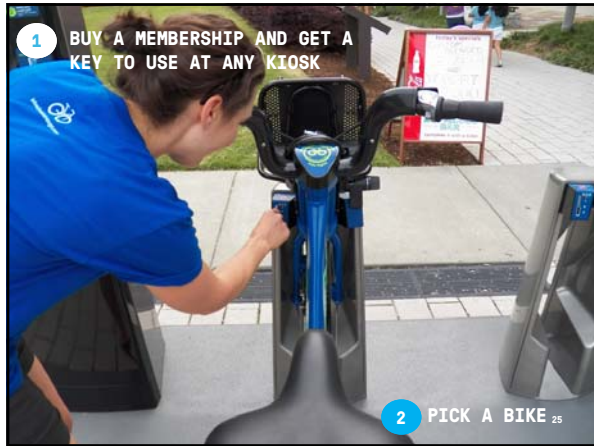
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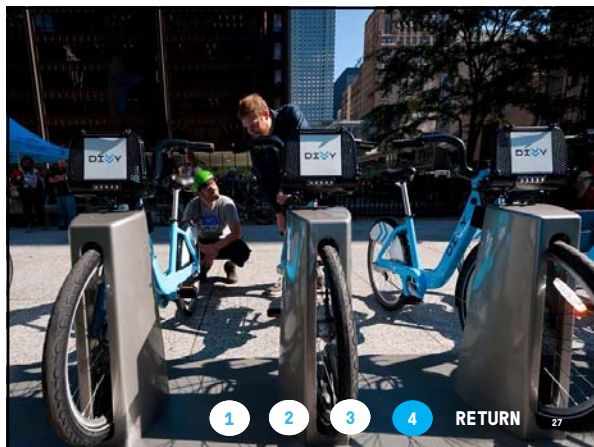
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**FINDING A STATION**



CycleFinder Smartphone App

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**BIKE SHARE FACTS FROM CHICAGO**

- **On average, Divvy members save \$760 per year on personal travel costs.** This translates into more disposable income for neighborhood shopping and to more opportunities to use local businesses.
- **Divvy access makes establishments more attractive to bike share members.** 80% of Members are “somewhat more likely” or “much more likely” to patronize a business that is near a Divvy bike station.
- **Divvy members are big fans.** 97% of Members are “satisfied” or “very satisfied” with Divvy. When asked how likely they are to recommend Divvy to a friend on a scale of 1 to 10, Members responded on average with 9.1.

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**BIKE SHARE FACTS FROM CHICAGO**

- **62% of Members have started riding a bike or taking public transit to work more often since joining Divvy.**
- **Members are using Divvy for multiple kinds of trips. They “sometimes” or “often” use Divvy for the following purposes:**
  - » Go to/from work: 84%
  - » Social/entertainment: 82%
  - » Shopping/errands: 78%
  - » Go to/from transit: 76%
  - » Exercise/recreation: 57%
  - » Go to/from school: 17%

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**DIVVY TO DATE**

- » Trips Taken: 835,805
- » 24-Hr Passes Sold: 133,978
- » Annual Members: 14,254
- » Miles Travelled: 1.86 million
- » Stations Live: 300
- » Bikes and Docks: 2035/5092

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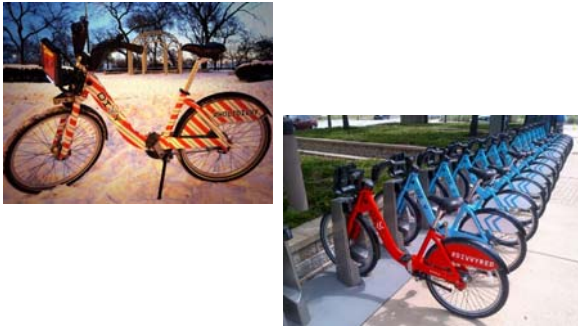
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**DIVVY FUN**



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**DivvyBikes.com**

Facebook.com/DivvyBikes  
 Twitter.com/DivvyBikes  
 DivvyBikes.Tumblr.Com

sean.wiedel@cityofchicago.org



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