Evanston

Divvy Bicycle Share Expansion to Evanston

Catherine Hurley
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November 17, 2014
DIVVY BICYCLE SHARE EXPANSION TO EVANSTON

• Program Overview and Financials

• Resolution 87-R-14

• Sponsorship Approach

• Process for Finalizing Bike Share Station Locations
DIVVY BICYCLE SHARE EXPANSION TO EVANSTON

• Partnership: Chicago, Evanston, Oak Park
  – 50 Stations in Chicago
  – 8 Stations in Evanston
  – 12 Stations in Oak Park

• Illinois Department of Transportation Investment
  – $3M total, $750,000 cost share
    – $550,000 Cost Share - Chicago
    – $80,000 Cost Share - Evanston
    – $120,000 Cost Share - Oak Park
## Estimated Capital & Operation Costs – 8 Stations

<table>
<thead>
<tr>
<th></th>
<th>Per Station</th>
<th>Total Cost for 8 stations</th>
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</thead>
<tbody>
<tr>
<td><strong>Capital &amp; Installation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment &amp; Installation Services</td>
<td>$54,000</td>
<td>$432,000</td>
</tr>
<tr>
<td>City Cost Share for Grant</td>
<td></td>
<td>($80,000)</td>
</tr>
<tr>
<td><strong>Operating</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>$24,000</td>
<td>$192,000</td>
</tr>
<tr>
<td>Operating Revenue</td>
<td></td>
<td>($125,400)</td>
</tr>
<tr>
<td>Recovering 65% of Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Annual Operating Cost</td>
<td></td>
<td>($66,600)</td>
</tr>
</tbody>
</table>

**Total Planned 2015 Divvy Expense = $146,600**
DIVVY BICYCLE SHARE EXPANSION TO EVANSTON

• Resolution 87-R-14
  – Accepts participation in State funding
  – Authorizes City Manager to negotiate contract with City of Chicago

• Next Steps
  – Develop Community Partnerships
  – Finalize locations of Divvy bike share stations
EVANSTON DIVVY SPONSORSHIP
GOALS AND OPPORTUNITIES

Goals
- Build Community Support
- Highlight Local Organizations
- Offer Multiple Levels of Participation

Opportunities
- Support Capital Costs
- Offset Operating Expenses
- Promote Bike Education & Safety
EVANSTON DIVVY SPONSORSHIPS

Tier 1: Sustaining Partner
Tier 2: Capital Sponsor
Tier 3: Adopt-a-Station Sponsor
Tier 4: Community Sponsor
Tier 5: Friends of Divvy
EVANSTON DIVVY SPONSORSHIPS

Tier 1: Sustaining Partner

- $25,000/year, with 3 year commitment
- Category exclusivity: $35,000/year, with 3 year commitment
- Education & outreach partnership
- Link on websites (Divvy & City)
- Prominent logo placement on:
  - Divvy system map
  - Outreach & safety info
  - Membership info
  - Press releases
  - Electronic communication
EVANSTON DIVVY SPONSORSHIPS

Tier 2: Capital Sponsor

- $56,000 per station OR
- $60,000 per station with 12-month advertising on station map panel
- Placement of station at location of choice

Name of station, to be featured on Divvy Map

Advertising-side of map panel
EVANSTON DIVVY SPONSORSHIPS

Tier 3: Adopt-a-Station Sponsor
– $10,000 per station, with 2 year commitment OR
– $14,000 per station & 12-month advertising on station map panel
– Logo on map at adopted station & website links

Tier 4: Community Sponsor
– $1,000 or greater
– Logo and website links

Tier 5: Friends of Divvy
– Any quantity donation
– Recognition on website and in annual report
ANALYSIS FOR EVANSTON DIVVY BIKE SHARE STATION LOCATIONS

- Bike Plan Update
- On-line Tool
- NU Student Survey

Grant Application 2013

Capstone Project 2014

Staff Analysis 2014
EVANSTON BICYCLE SHARE LOCATION ANALYSIS

- Planned Chicago Stations
- Initial Grant Submittal
- NU Analysis – Team 1
- NU Analysis – Team 2
- Staff Recommended Locations

Base map shows locations recommended by community at Suggest.divvybikes.com
RECOMMENDED PROCESS FOR BIKE SHARE STATION LOCATIONS

• Phase 1 – Finalize Regions for Divvy Stations
  − Public meeting on Divvy bike share expansion
  − On-line survey to rank stations
  − Present findings to City Council January 2015

• Phase 2 – Divvy Site Selection
  − Cross-Department analysis on site selection
  − Presentation to Ward Meetings
  − Meeting with Alderman, adjacent businesses
  − “Corner talks” with neighbors and public
DIVVY BICYCLE SHARE EVANSTON EXPANSION

• Approval of Resolution 87-R-14

• Feedback on Evanston Divvy Sponsorship Approach

• Feedback on Process for Finalizing Bike Share Station Locations

• Questions and Comments
Thank you.

Catherine Hurley
Sustainable Programs Coordinator

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