DIVVY UPDATE

Staff:
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April 24, 2017
2016: DIVVY ROLLED INTO EVANSTON

- 10 Stations & 100 Bikes
  - Late June – Early July
- Evanston awarded IDOT ITEP Grant with Chicago & Oak Park
  - $320,000 in state funding
- Raised $230,000 from local sponsors

Divvy bike on display at local bike shop Wheel & Sprocket during program’s launch
2016: DIVVY ROLLED INTO EVANSTON

- 8 stations identified for the ITEP grant
- Additional 2 through NU sponsorship

Map of the 10 Divvy Stations installed in Evanston in 2016
DIVVY ROLLED INTO EVANSTON

- Bike to Work Ride w/ Rotary Intl.
- Facebook Live Divvy HQ Tour
- Inaugural Divvy Ride in Downtown Evanston
- Managing to Livability Staff Divvy Ride
- Streets Alive Divvy Valet
- CommUNITY Picnic Temporary Station
- Bike the Ridge Divvy Table
- #NUDivvy Bike
DIVVY STATS

• First 9 Months, 06/29 to 3/31:
  • + 13,100 Divvy trips Started in Evanston
  • + 940 Active Evanston Annual Memberships
  • +1,300 24-hour passes sold in Evanston
  • ~ 26,800 Miles Traveled in Evanston
    • Avg. 2 - 4.5 miles, 17 minutes long
  • + 1,150,000 calories burned & +18,200 lbs of CO2 offset
DIVVY COMPARISONS: JUNE-DEC. 16’

- Evanston: 10 stations, 150 docks
- Oak Park: 13 stations, 207 docks
- First 6 Months, 06/29 to 12/31:
  - 34% More Trips started in Evanston vs. Oak Park
    - +8,800 compared to less than 6,600
  - Greater Movement across municipal border
    - 18% of trips that started in Evanston ended in Chicago, vs. 6% of trips that started in Oak Park
EXPANDING DIVVY IN 2017

• Addition of an 11th Station
  • Chicago & Dempster
• Divvy 4 Every Evanstonian Launch
  • $5 Annual Membership
  • General Assistance Clients & Evanston Residents AHI ≤ 50% AMI
• Goal: 200 participants in the first year
DIVVY & AGE-FRIENDLY EVANSTON

Number of Trips per Age Group

989 student trips

Northwestern IEMS 393-2 Divvy Team
DIVVY WEEK, APRIL 22-30

Rotary International employees Divvying to work on Bike to Work Day, 2016

- DivvyWeek.com
  - $5 24-Hour Pass Special for New Riders
  - BOGO Burrito and Popcorn Deals for Existing Members