



DI VY
DIVIDE & SHARE

Building Equitable Bikeshare



DIVVY TO DATE

- » Launch Date: June 28, 2013
 - » Trips Taken: 2.9 million
 - » 24-Hr Passes Sold: 511,197
 - » Annual Members: 23,222
 - » Miles Travelled: Over 6.3 million!
 - » Stations Live: 300
 - » Bikes and Docks: 2600/5252
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DIVVY DEMOGRAPHICS

- » Divvy members are:
 - » 65% male
 - » 79% Caucasian
 - » Average age of 34
 - » 93% have a college degree or more
 - » Moderate to high household incomes

EQUITY & MEMBERSHIP

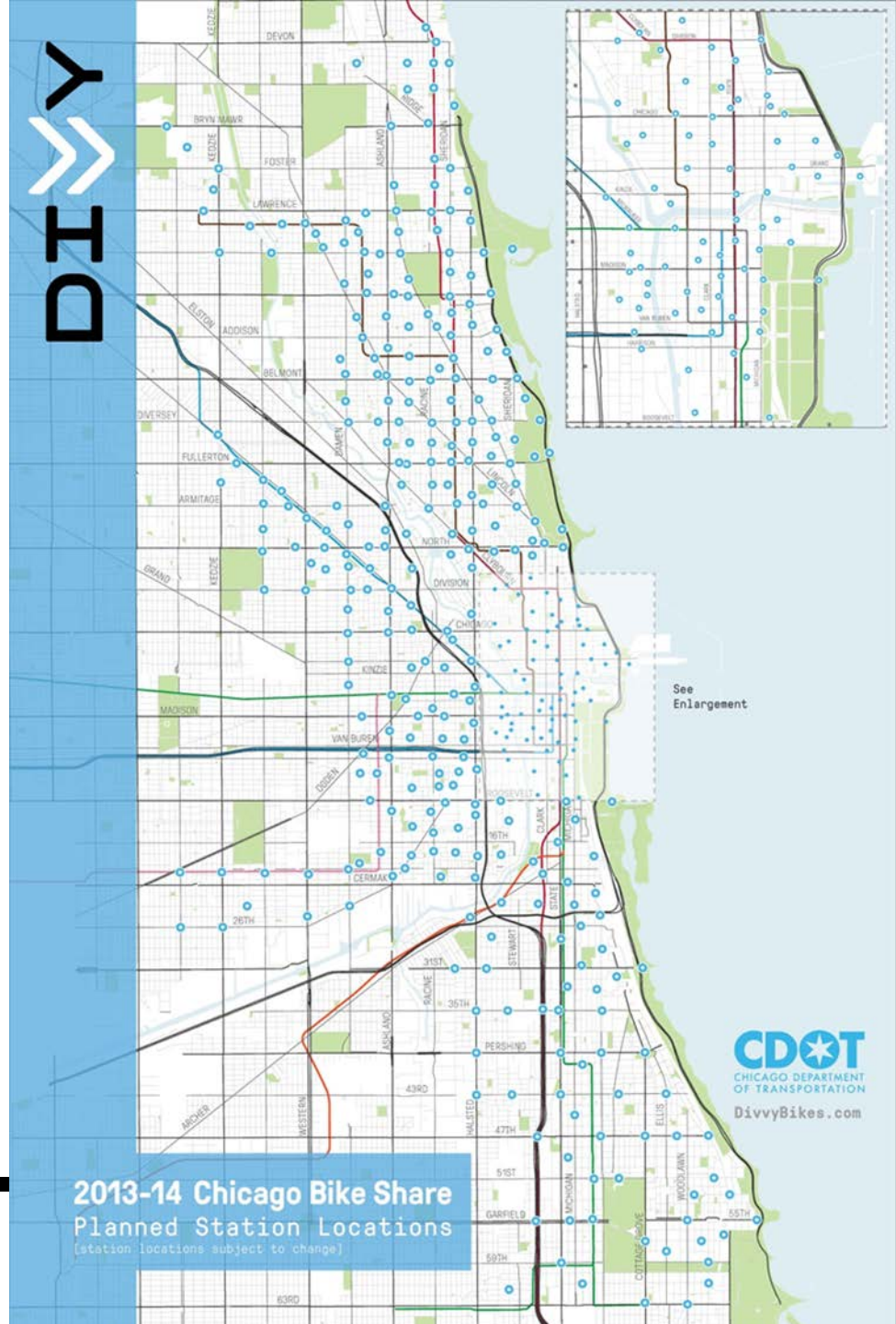
- » Equity is bigger than bike share
- » Holy Grail of bike share is the “unbanked”
- » Promote equity through a number of different approaches
 - » Planning & station siting
 - » Proactive hiring
 - » Youth training & job opportunities
 - » Outreach in Chicago Public Schools
 - » Respected community leaders

EQUITABLE BIKESHARE

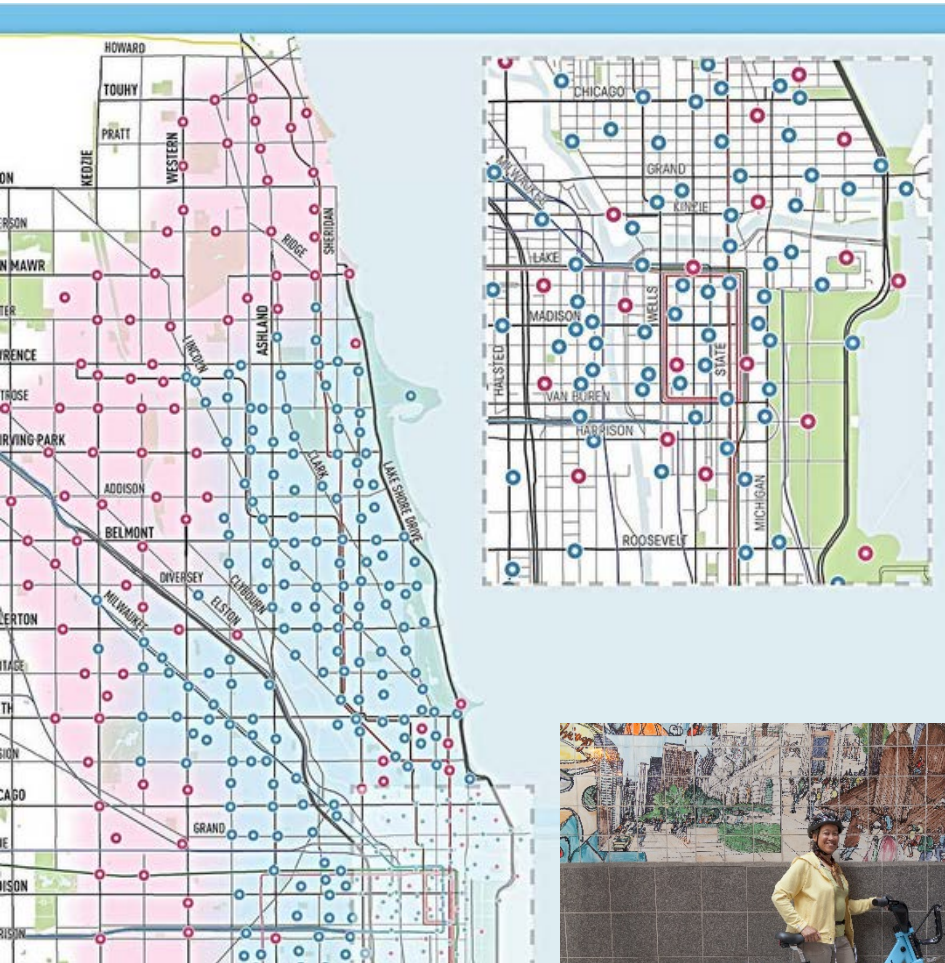


PLANNING & SITING

- » As a City program, we have tried to equally distribute stations throughout the City while providing a connected network



BIKE SHARE EXPANSION IN 2015



475 stations with
4750 bikes across 31
wards bordered by:

- **Touhy** on the NORTH
- **Pulaski** on the WEST
- **75th** on the SOUTH

40% of City served



HIRING

- » Greencorps Chicago adult program
 - » City of Chicago's green job training program
 - » Divvy hired approximately 10 graduates in 2013 and 2014
- » Skills for Chicagoland's Future
 - » PPP working to match businesses that have current, unmet hiring needs with qualified, unemployed job seekers
 - » 2013 hired approximately 20 individuals through Skills
 - » 2014 "Optimum Employment" with Divvy & The GAP stores

GRENCORP CHICAGO YOUTH PROGRAM



- » Two Core Areas – Horticulture and Biking
- » Regional Capacity and Strong Institutional Knowledge from CDOT and DFSS
- » High Quality Instructors and Mentors (10:1 youth to mentors)
- » 6 Weeks of Paid Work Experience for 600 Youth (Ages 16-19) in 2013 and 900 Youth in 2014 from CPS at-risk-for-violence high schools.
- » 140 Youth Continued in Year-Round Employment in 2013



DESIGN A DIVVY

Divvy is coming to your neighborhood and we need YOU to show us what it's all about.

Create a design that captures what best represents your community.

[CLICK HERE TO DOWNLOAD FENDER TEMPLATE](#)

Submit artwork before June 13th | Winners will be announced in July

PRIZE

In addition to a **\$500 Target gift card** and **cool Divvy swag**, winning designs will be selected and **printed on special Divvy bikes** available through out the city.



BENEFITS OF BIKE SHARE

- Low cost yearly membership (cheaper than a monthly bus pass)
- Convenient for short trips
- Promotes healthy living

RULES & ELIGIBILITY

The **Design a Divvy** contest is open to Chicago Public School students grades K-12.

All entrants must have parent consent if under the age of 18.

Only one design submission per student is permitted.

Any submissions depicting drugs, alcohol, violence, or gang affiliated symbols or language will be disqualified and reported.

All artwork must be original.

[Terms and Conditions](#)

[SUBMIT YOUR DESIGN](#)

Divvy is expanding! Help us make this a smooth ride for everyone.

Beginning this summer, Divvy will install new bike stations across even more Chicago neighborhoods with the goal of providing access to this affordable, healthy and on-the-go transit alternative. Divvy is seeking guidance from community leaders like you to make it happen.

We invite you to join the **Divvy Community Connection**. As a member you will serve as a direct pipeline between Divvy and its users, providing key insight and sharing information to enable a successful Divvy launch.

COMMUNITY CONNECTION BENEFITS



Expose

your organization and community to potential media



Promote

more neighborhood visibility and traffic to local businesses



Access

to relevant Divvy content that easily plugs into your existing communication channels



Contribute

to creating a healthier and more active community

YOUR COMMITMENT

- 1 Share Divvy information with your community network regularly
- 2 Provide community feedback to Divvy
- 3 Be willing to lend your name and/or organization's support for ongoing community outreach
- 4 Be available to meet quarterly with Divvy representatives

ABOUT DIVVY

Divvy bike sharing is an innovative public transportation system. The Divvy fleet is made up of specially designed bikes that are found in a network of docking stations all over the city of Chicago.

Now covering more ground than ever, finally commuters in your neighborhood will have simple, on-demand bike access to a network supported with over 3,000 bikes across 300 stations in the city.

BENEFITS OF BIKE SHARE

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- » Convenient for short trips
- » Promotes healthy living





DivvyBikes.com

Facebook.com/DivvyBikes

Twitter.com/DivvyBikes

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