

Divvy Bikes Presentation Handout

Welcome	Ridership	Recommendations	Supplement - Average Ride Time by Start Station
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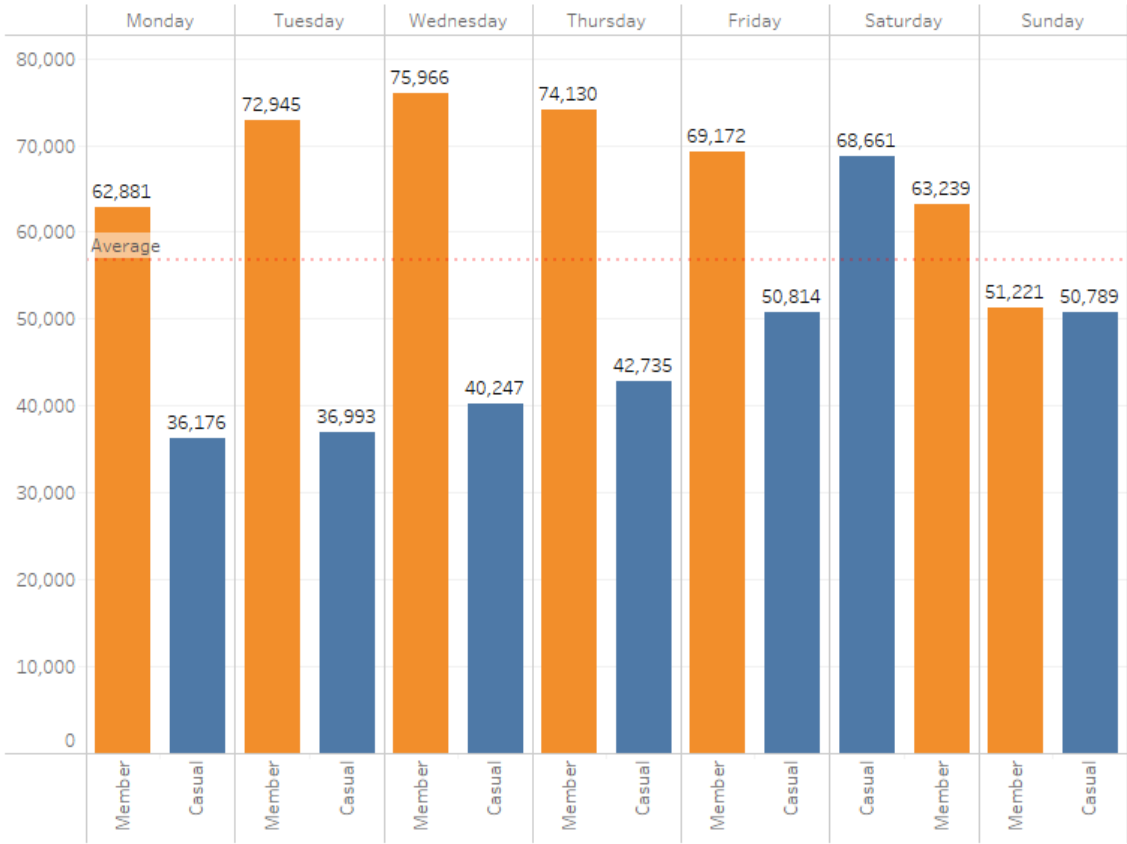
Divvy Bikeshare

What can we do to increase membership?

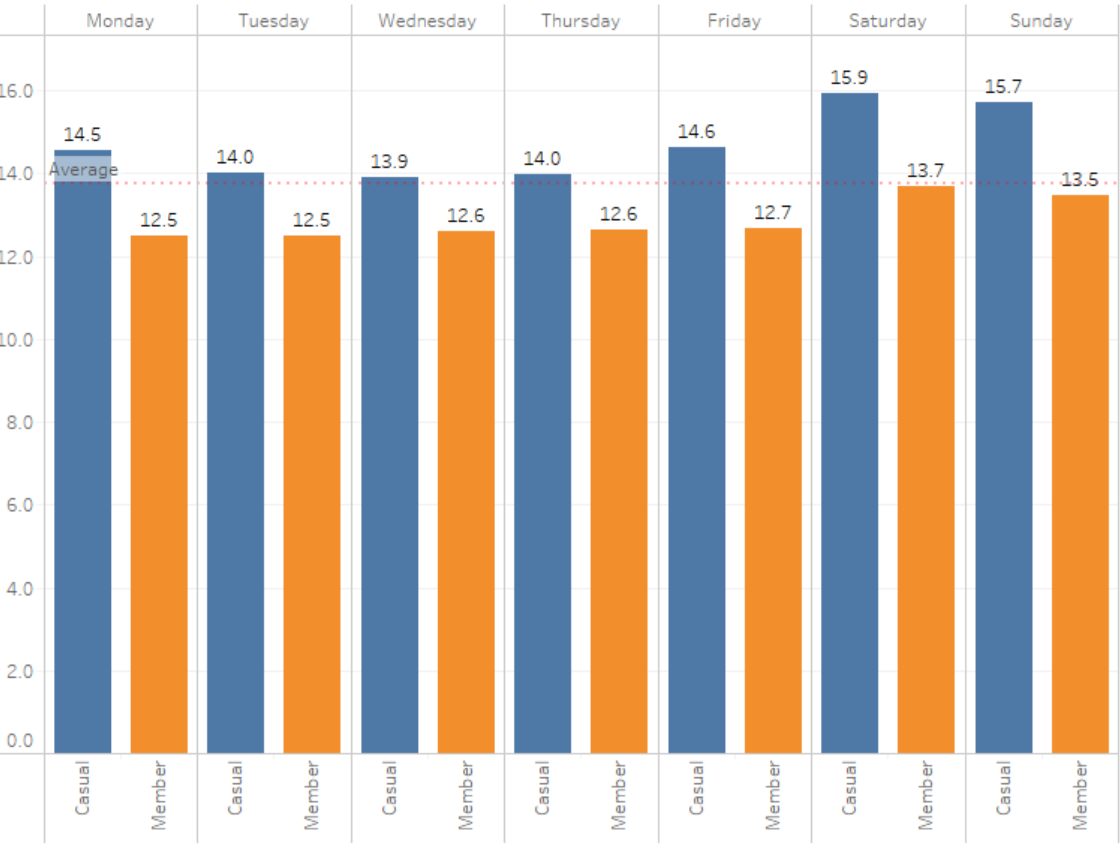
Divvy Bikes Membership

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Rides by Day



Average Ride Time in Minutes by Day



Select Season and Time of Day to see how the values in both charts change.

Ride times don't vary much for members. Ride times for casual (non-member) riders don't vary much on weekdays, but increase on weekends.

The number of rides varies by season and time of day. While the number of member rides is consistent, the number of casual rides varies. Members are the more frequent riders every day until Summer when there are more casual riders on weekend afternoons, evenings and nights than there are members.

Divvy Bikes Membership

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Since casual riders use the service more on summer weekends (afternoons, evenings, and nights), offer a noon to midnight or noon to 5:00 AM pass Saturdays and Sundays only from Memorial Day through Labor Day. Or offer a Weekend pass covering Saturdays and Sundays for the same times of day and date range.

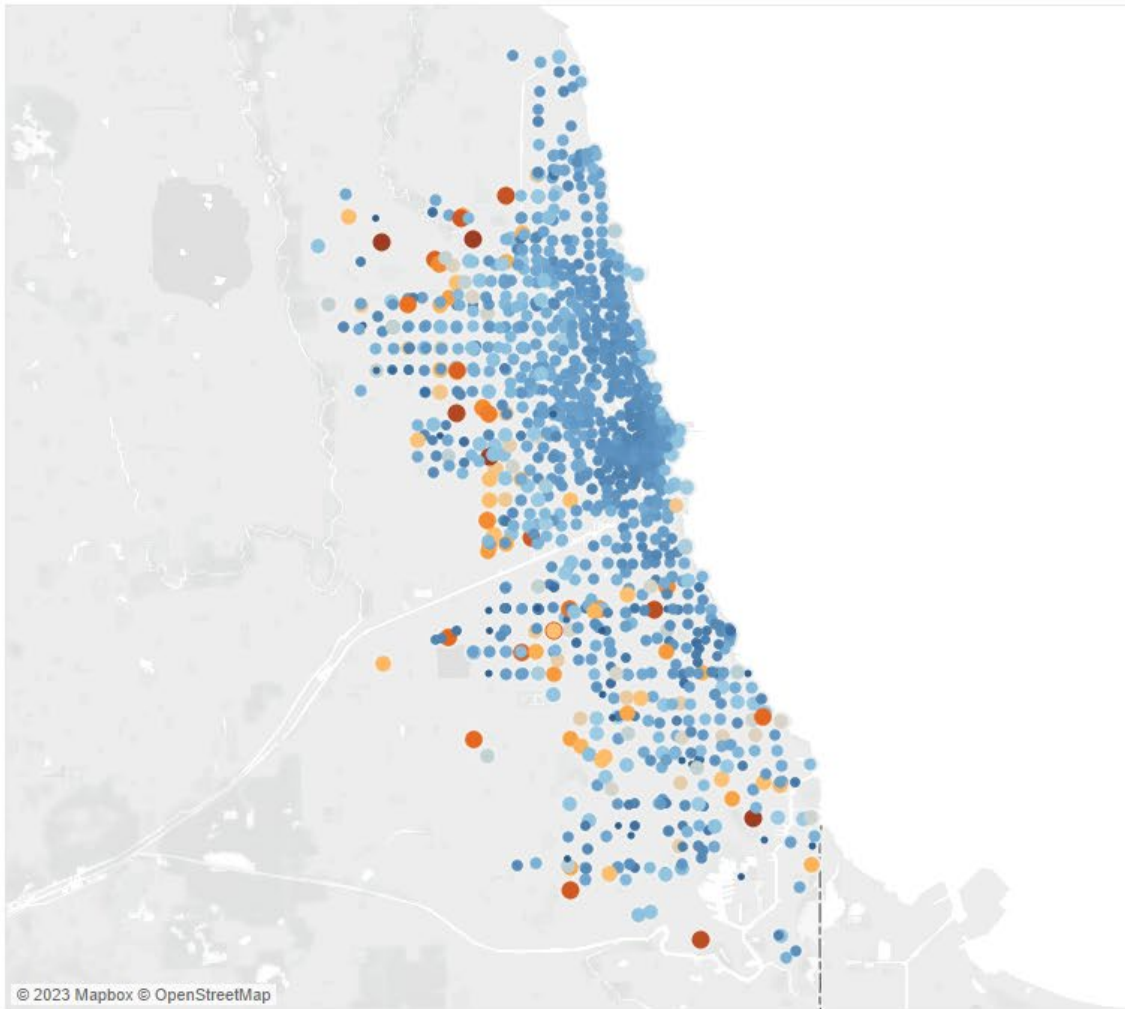
Members appear to be traveling for specific things; home to school, home to work, home to shop and the reverse.

Non-members (casual riders) appear to be traveling for the fun of it, to sightsee, etc., especially on summer weekends.

Divvy Bikes Membership

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Average Ride Time by Start Station for Members



Average Ride Time by Start Station for Casual Riders

