

# Riding Divvy into the Future

## Chicago Cycling Club



# Meet the Team



Mary Behnke



Alex Clark



Daniel Jung

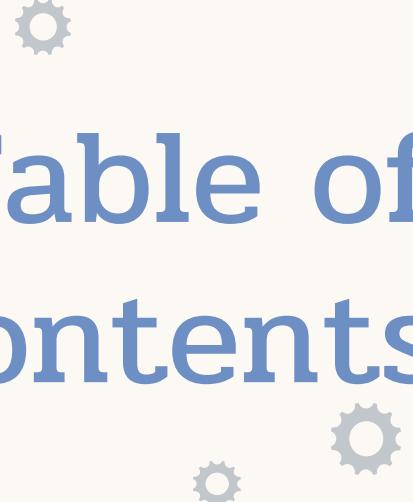


Leticia Queiroz



Dane Storch

- 
- 
- 1 Divvy's Overview
  - 2 Operational Capacity
  - 3 Ridership Demographics
  - 4 Ridership Timing
  - 5 Conclusion
- 
- 

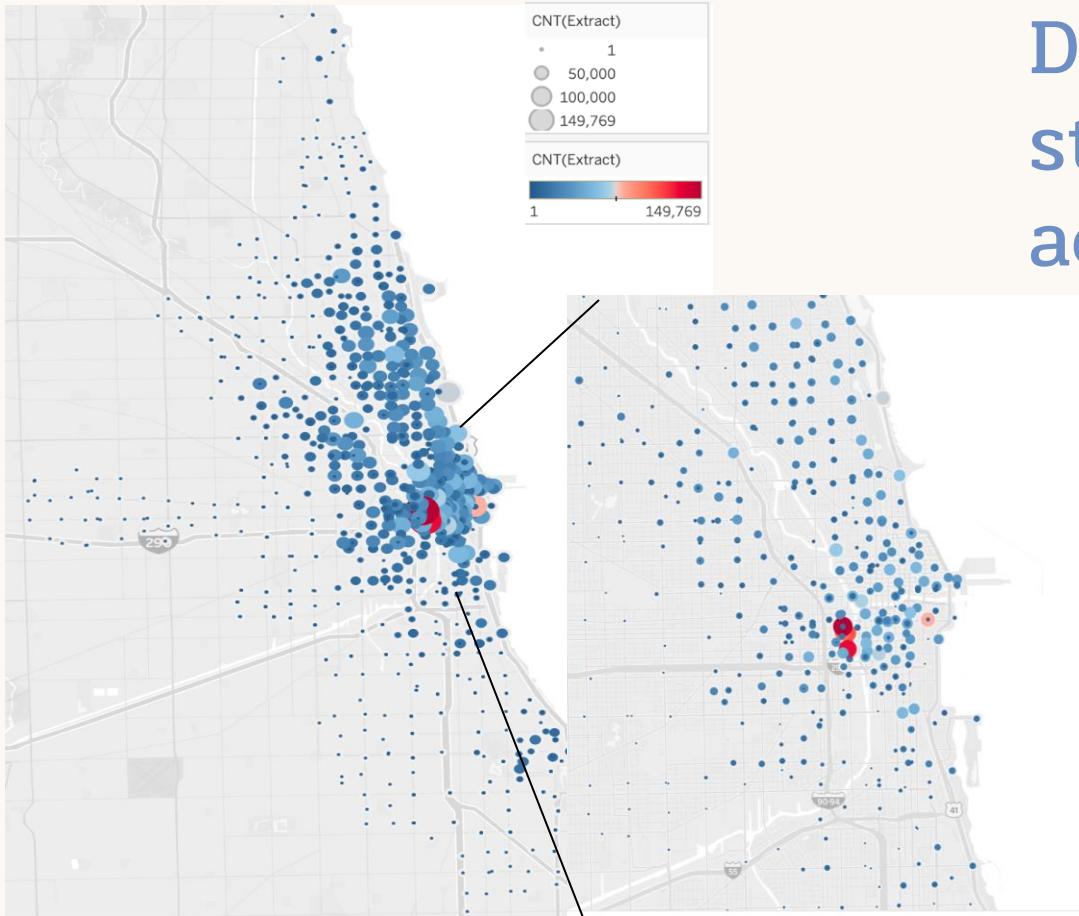


# Table of Contents



# Divvy's Overview



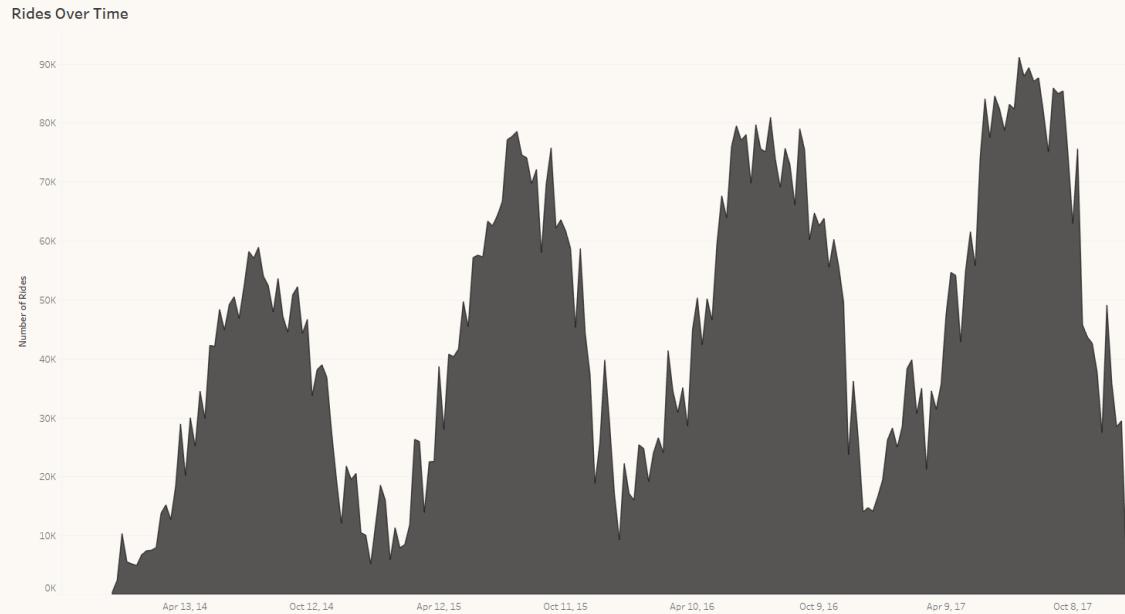


# Divvy has stations spread across the city

The stations with the highest usage are in downtown and near the lakeside

# Divvy is Growing Consistently

Riders have consistently increased over the years, while there is also seasonality from month to month



# Popular destinations are near notable landmarks

Chicago  
Union  
Station

- Canal St & St Adams St (138,234 rides)
- Canal St & Madison St (128,981 rides)
- Clinton St & Madison St (115,000 rides)



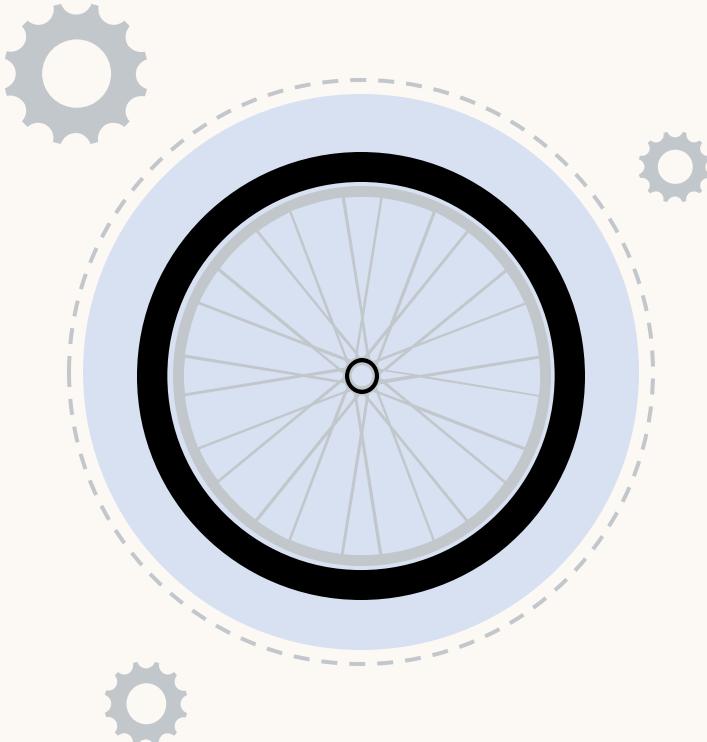
Magnificent  
Mile

- Michigan Ave & Washington (74,603 rides)
- Michigan Ave & Lake St (62,629 rides)

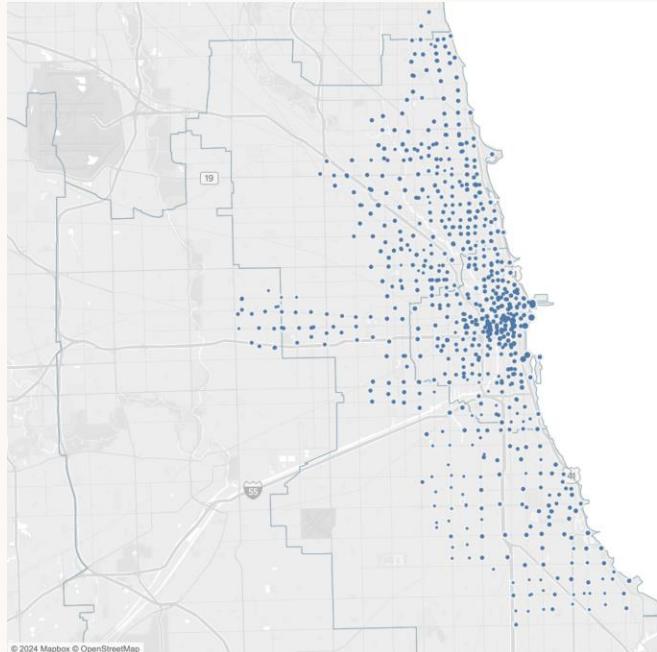


02

# Operational Capacity



# Bike Capacity Rarely Changes



The bike capacity for each station doesn't change much, except for a slight increase at the most popular stations

AVG(Dpcapacity Start)

- 10.91
- 20.00
- 30.00
- 40.00
- 49.63

# Abysmal Use of Resources

## Clinton St & Washington Blvd

**47,052**  
trips taken  
2017

**502,792**  
minutes used

**31**  
bikes

**\$4,437.25**

per bike per year

## Ashland Ave & 66th St

**3**  
trips taken  
2017

**18**  
minutes used

**11**  
bikes

**\$0.57**

per bike per year

## Racine Ave & 61st St

**4**  
trips taken  
2017

**89**  
minutes used

**11**  
bikes

**\$1.82**

per bike per year

# Decrease capacity of underused stations



Redistribute  
unused stations

The flow of bikes stays  
high in the Loop

Keeps Divvy prominent in  
Chicagoland

# What stations are we changing?

Ashland Ave & 66th St

&

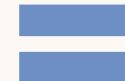
Racine Ave & 61st St

Take away 6  
stations each

Clinton St & Washington Blvd



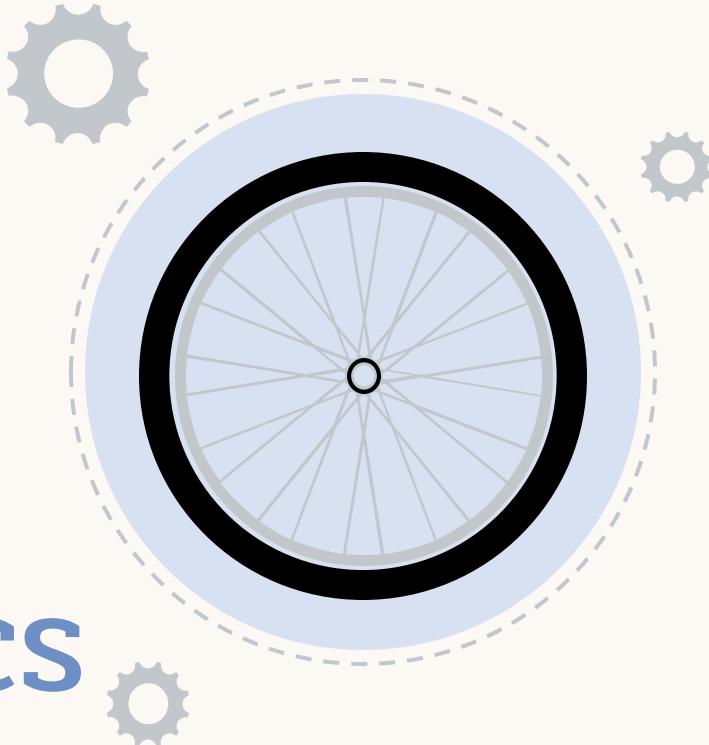
12 Stations



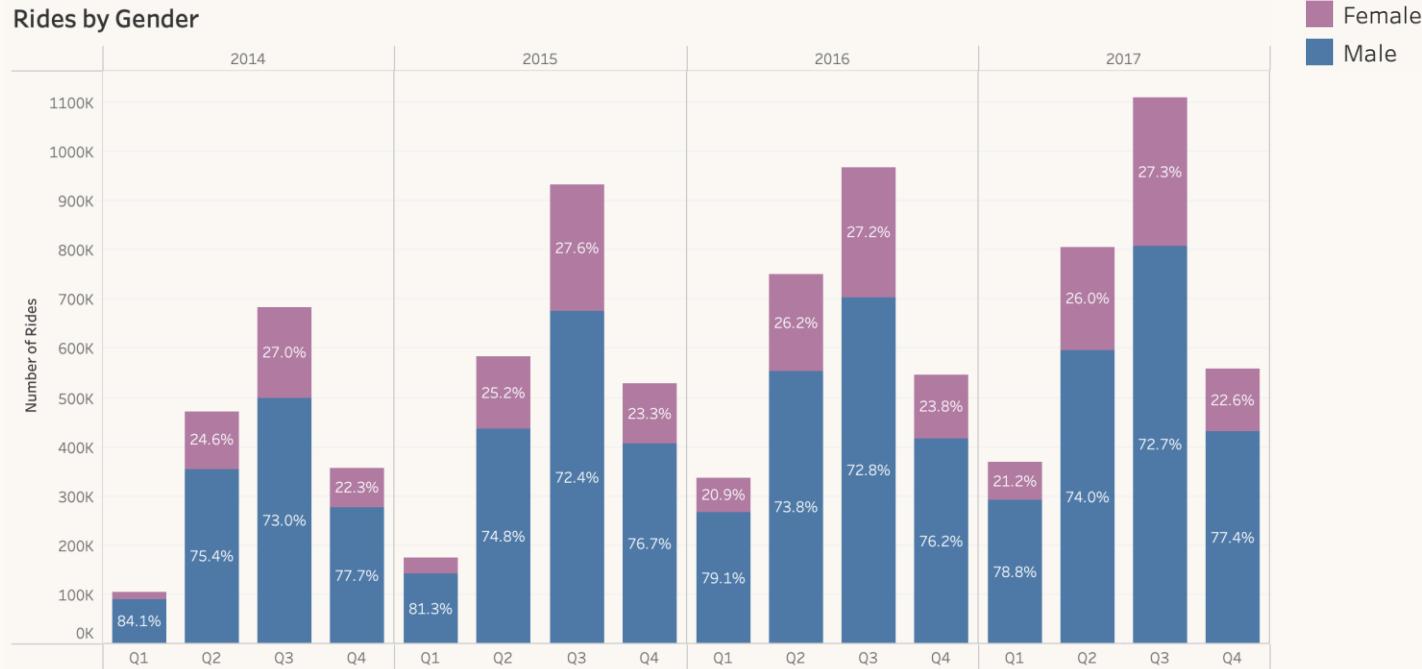
\$53,247

03

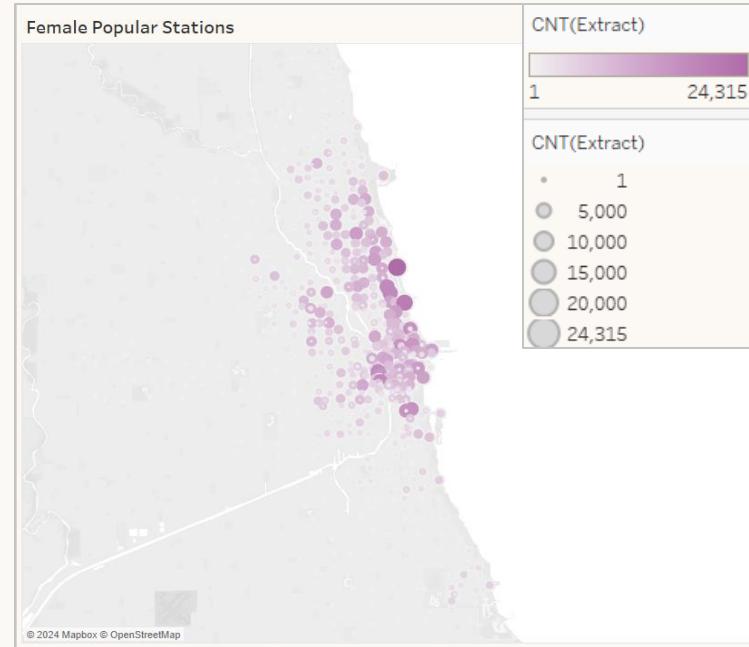
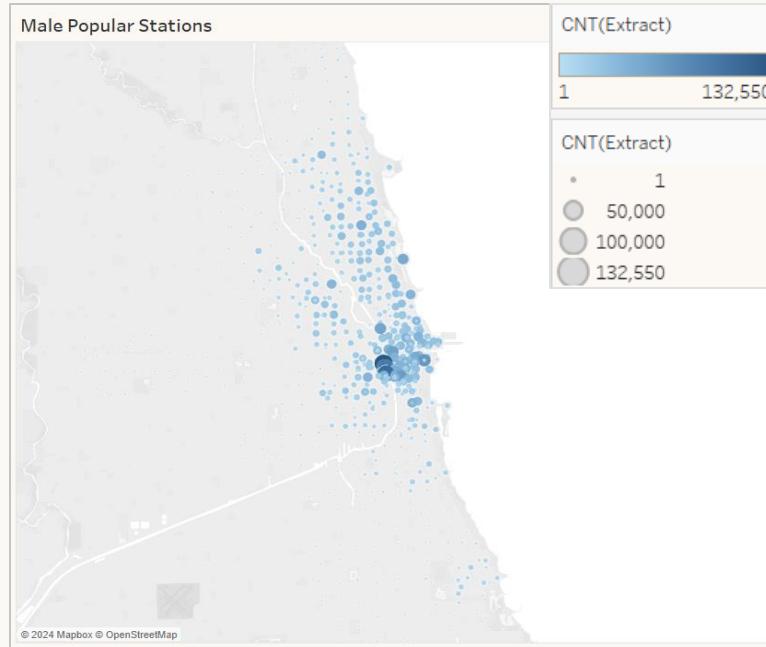
# Ridership Demographics



# Despite divvy bikes' rising popularity, gender disparity among riders persists

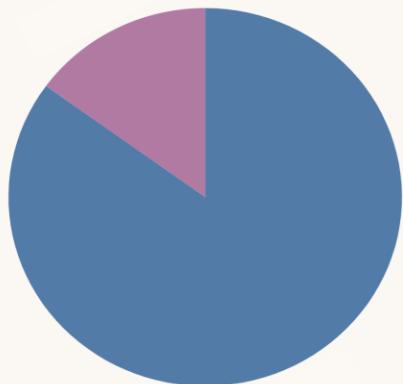


# Men and women frequent different stations



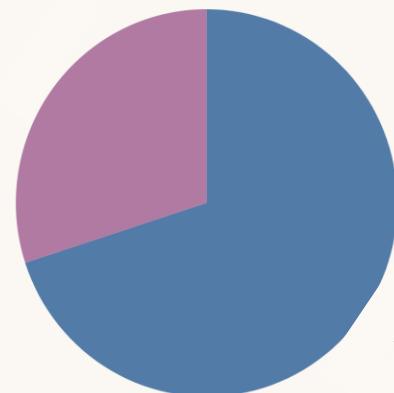
The Loop has a high concentration of male riders; this changes as we move north

The Loop



Columbus Dr & Randolph St

Northern Neighborhoods



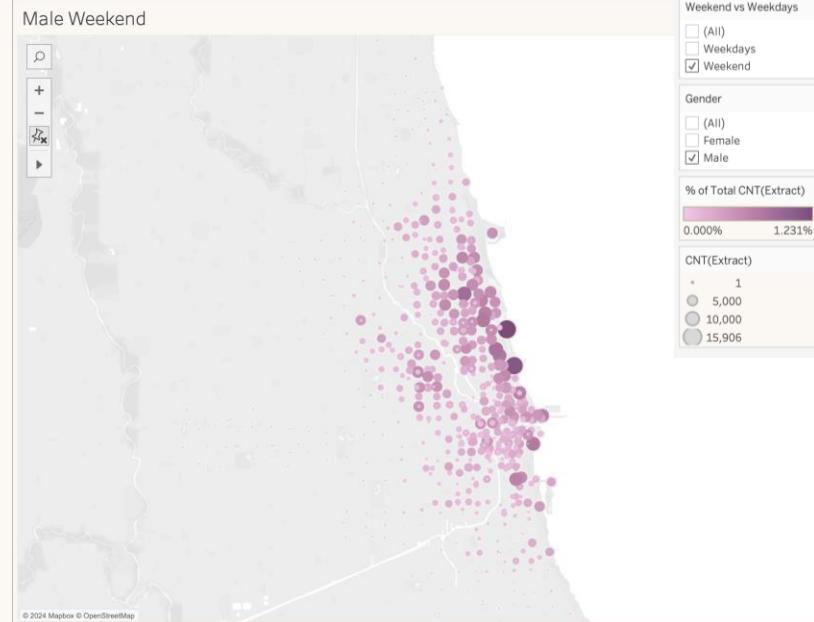
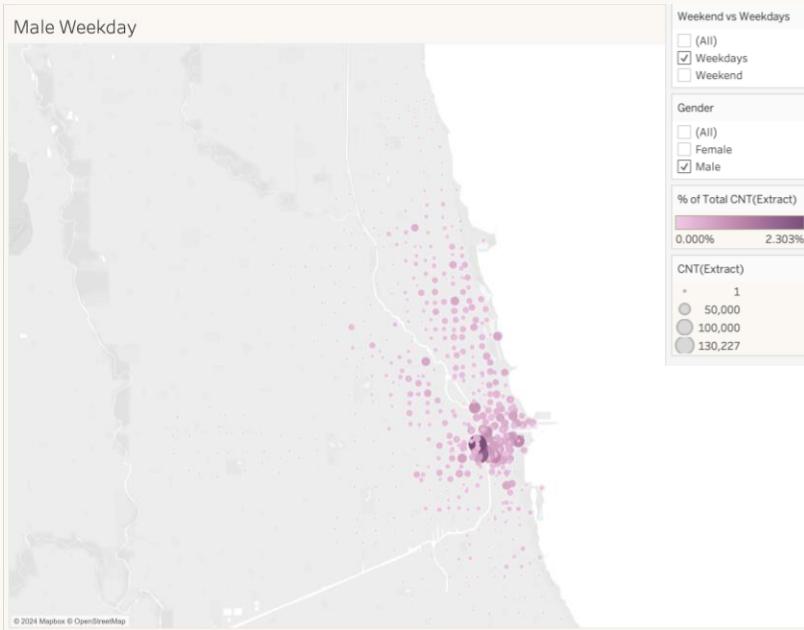
Lake Shore Dr & North Blvd



## Persona 1: John Scott

- **Age:** 30
- **Residence:** Downtown Chicago
- **Divvy Use:** Twice a week for work, long bike rides north of loop on weekend
- **John's Divvy Needs:** Convenient and efficient

# Men's Weekend & Weekday Destinations are Drastically Different



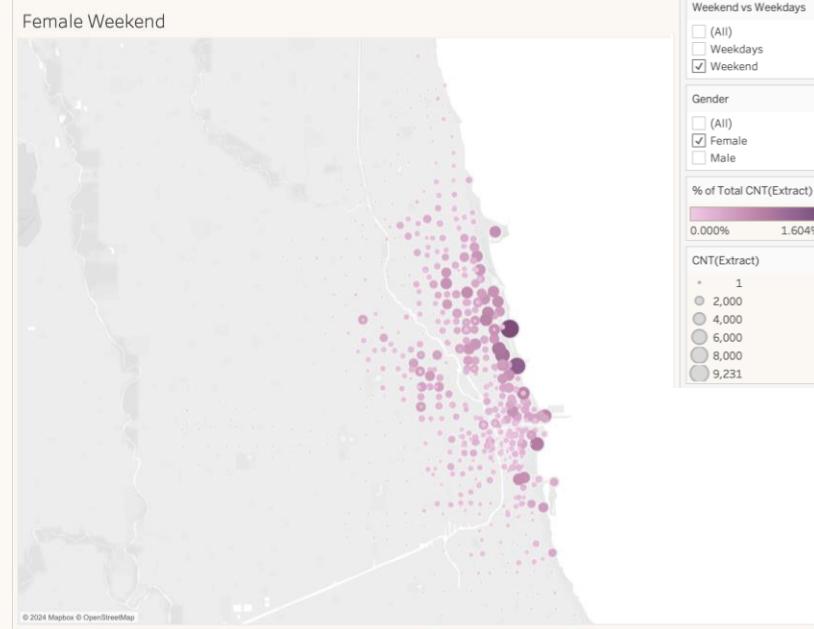
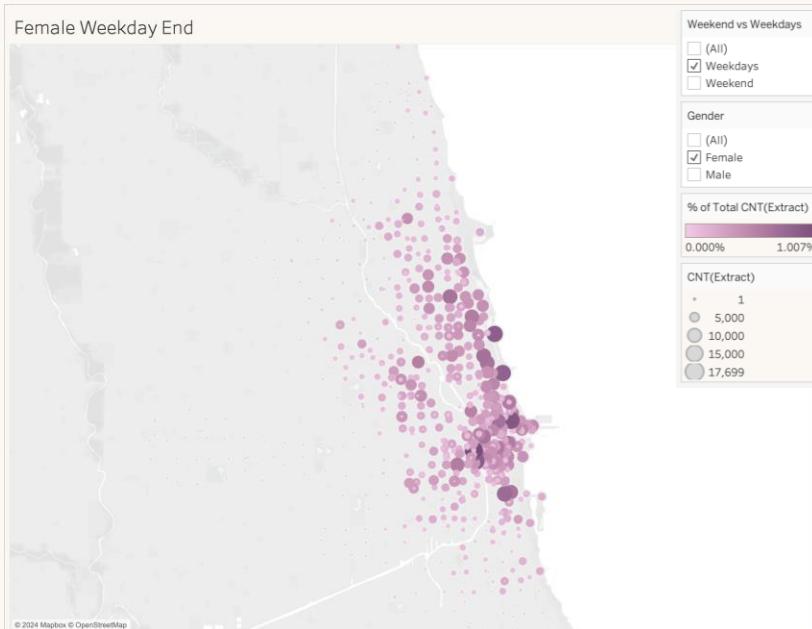
Male trips on the weekdays are heavily concentrated in the loop;  
weekend trips are more spread out to the north.



## Persona 2: **Josie Smith**

- **Age:** 28
- **Residence:** Lincoln Park
- **Divvy Use:** Casual bike rides on weekends & weekdays
- **Josie's Divvy Needs:** Safe and reliable
- **Other:** Won't take Divvy downtown

# Women's weekend and weekday stations follow a different trend

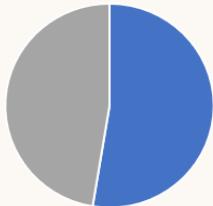


Female trips on the weekdays are spread out from the Loop to northern neighborhoods; female trips on the weekends are also spread out to the north

# Some People Refuse to Ride

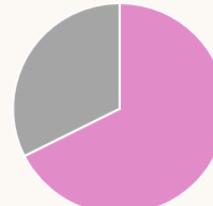
Men

Traffic Safety  
Concerns



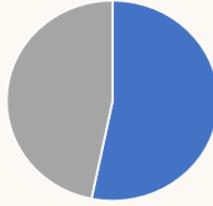
52.6%

Women

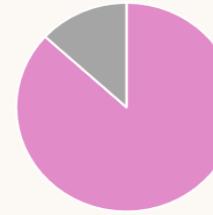


67.6%

Aggressive  
Motorist  
Concerns



53.2%



86.8%

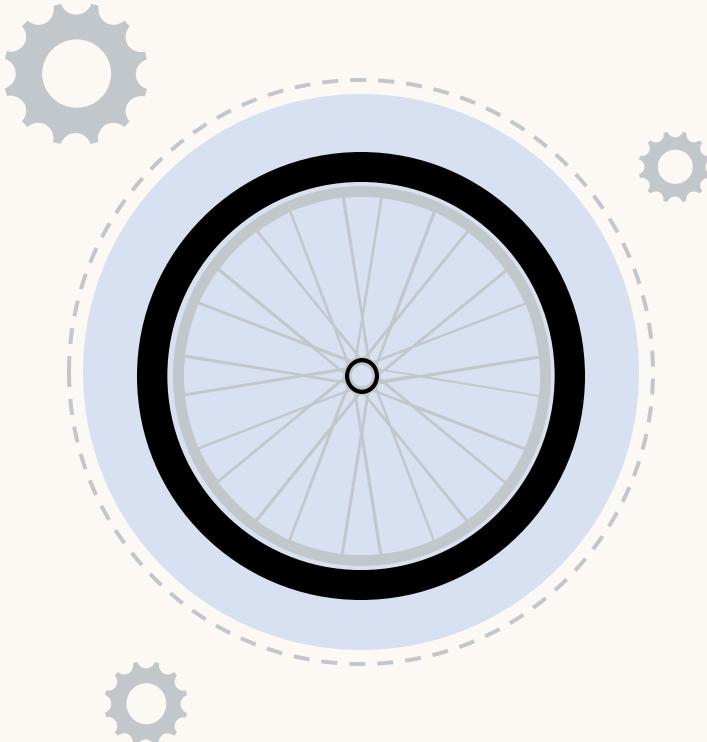
# Plan to increase female ridership



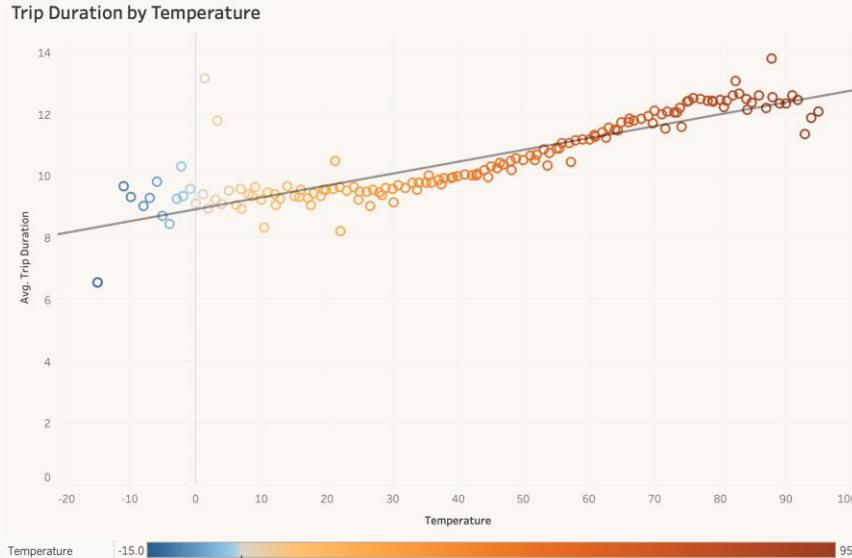
- Offered through CDOT
- Offer 3 Free Divvy Rides
- Great for purses and bags
- Beneficial for everyone
- Feature a famous female celebrity from Chicago
- Divvy is for you

04

# Ridership Timing



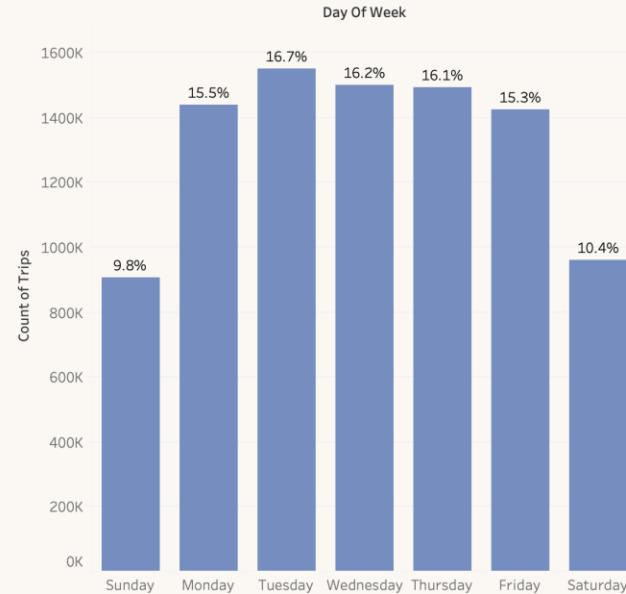
# People Bike Longer on Warmer Days



Off-season months could be targeted for bike maintenance and upgrades, while peak months could focus on maximizing availability and accessibility

Opportunity to introduce winter promotions to boost ride counts during the off-peak season

Count of Trips by Day of Week

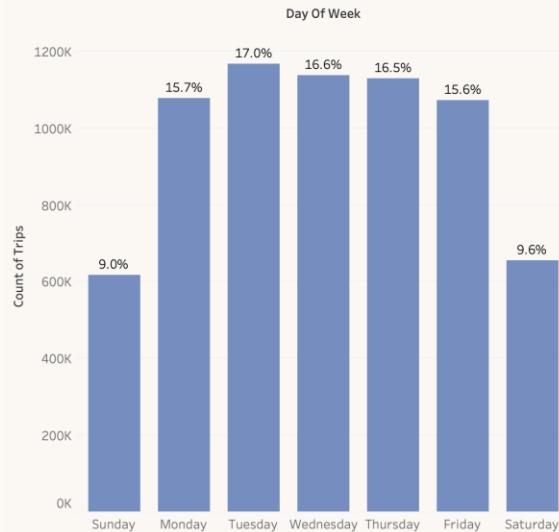


People ride  
more during  
the weekdays

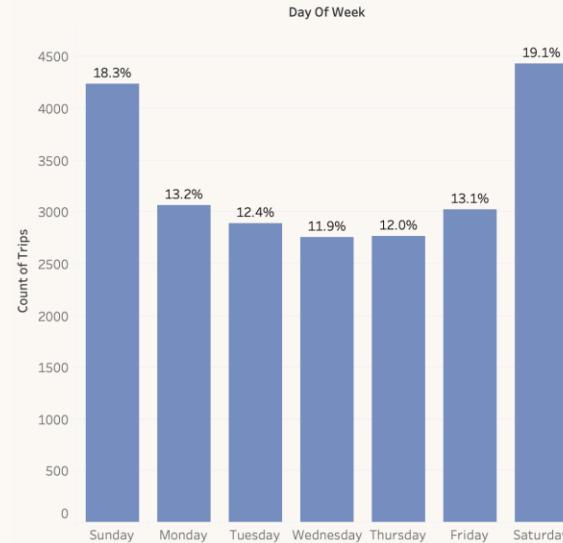
The lower number of rides on weekends indicates a chance to use targeted promotions to increase ridership

Shorter trips are more frequent on weekdays, while longer trips typically occur on weekends

Trip Duration: 2-15 min



Trip Duration: 45-60 min



# Weekend Warriors Unite

Discounts on Rides

15% Off Rides Over 30 Minutes

Punch Card

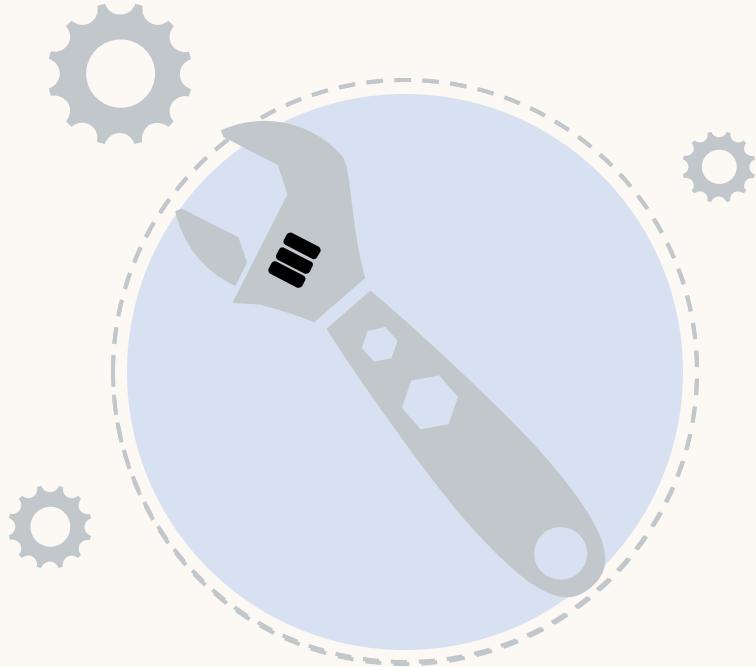
Free Ride After 14 Trips

Builds Customer Loyalty



05

# Conclusion



# Riding Divvy into the Future

1

Decrease Unused  
Bike Stations



2

Increase Female  
Ridership



3

Increase Weekend  
Ridership





# Thanks!

Do you have any questions?

# Sources

Women cycling in cities: <https://qz.com/quartz/1745124/why-women-dont-cycle-and-what-cities-can-do-about-it>

Survey of bike-separated city infrastructure:  
<https://usa.streetsblog.org/2018/09/11/survey-women-more-likely-to-prefer-separated-bike-infrastructure>

Cycling gender experience survey: <https://cityinfinity.co.uk/wp-content/uploads/2018/09/cycling-gender-and-experience-survey-e28093-detailed-results.pdf>

NIH motivators for cycling by gender:  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3503594/#B7>