
Riding Divvy into the Future

Chicago Cycling Club



Meet the Team



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 - 2 Operational Capacity
 - 3 Ridership Demographics
 - 4 Ridership Timing
 - 5 Conclusion

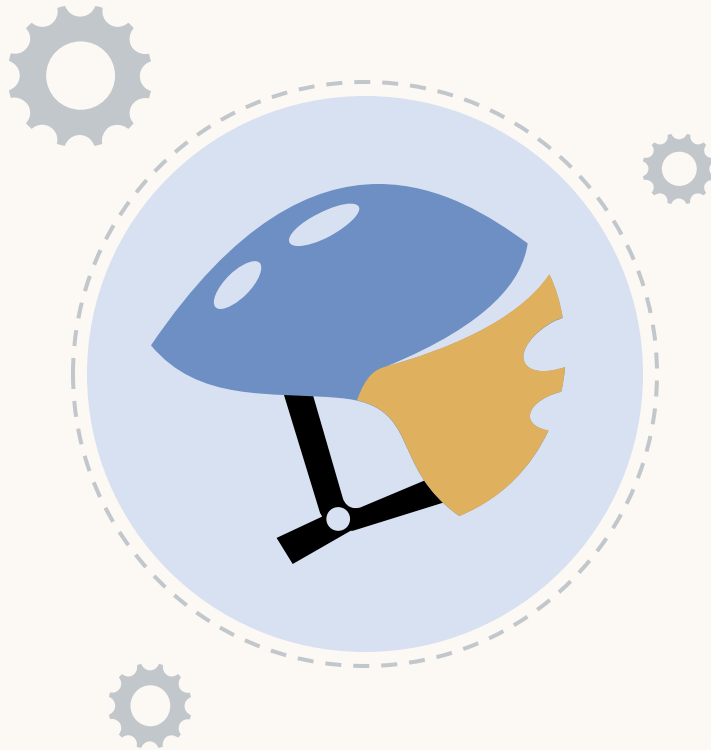


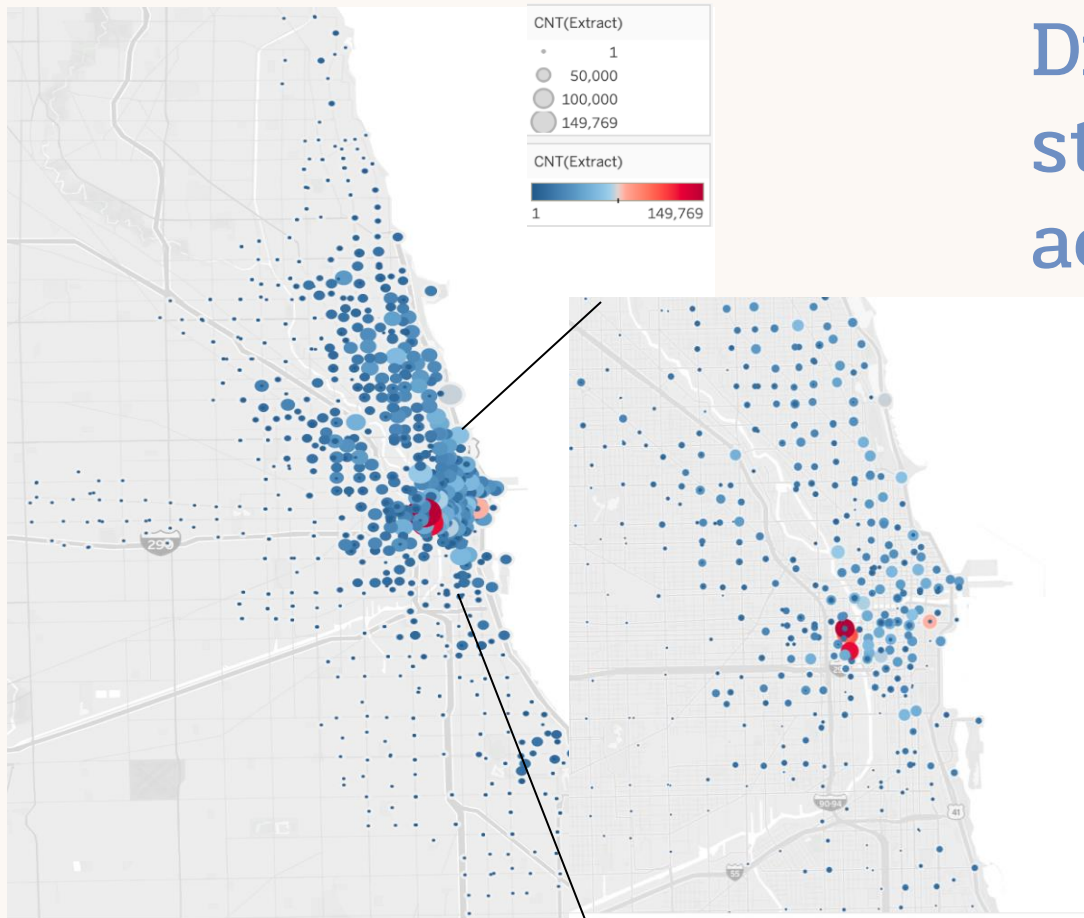
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Divvy's Overview





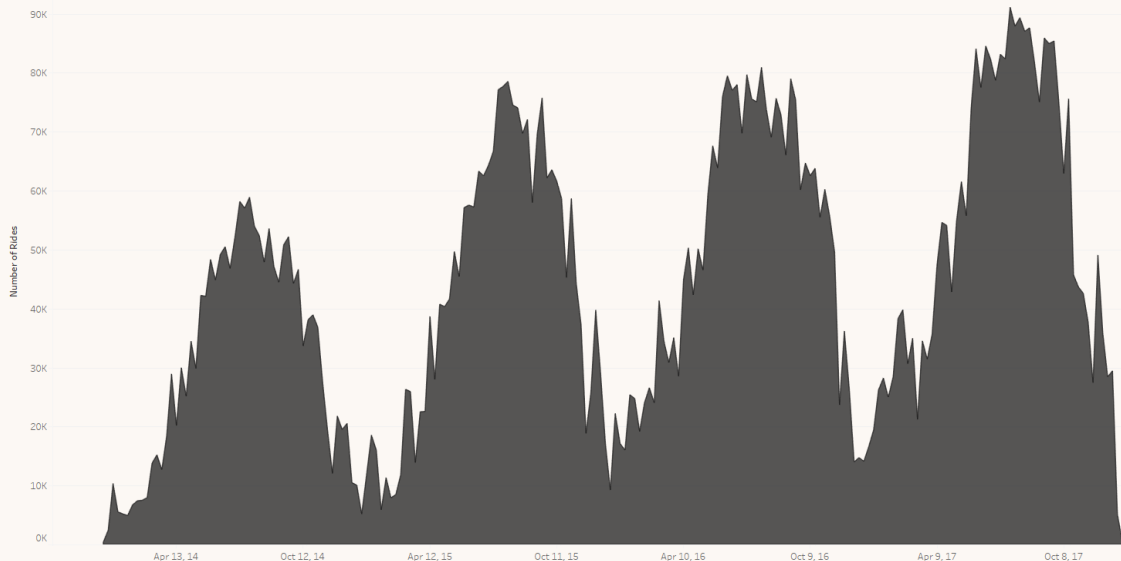
Divvy has
stations spread
across the city

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

Rides Over Time



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)



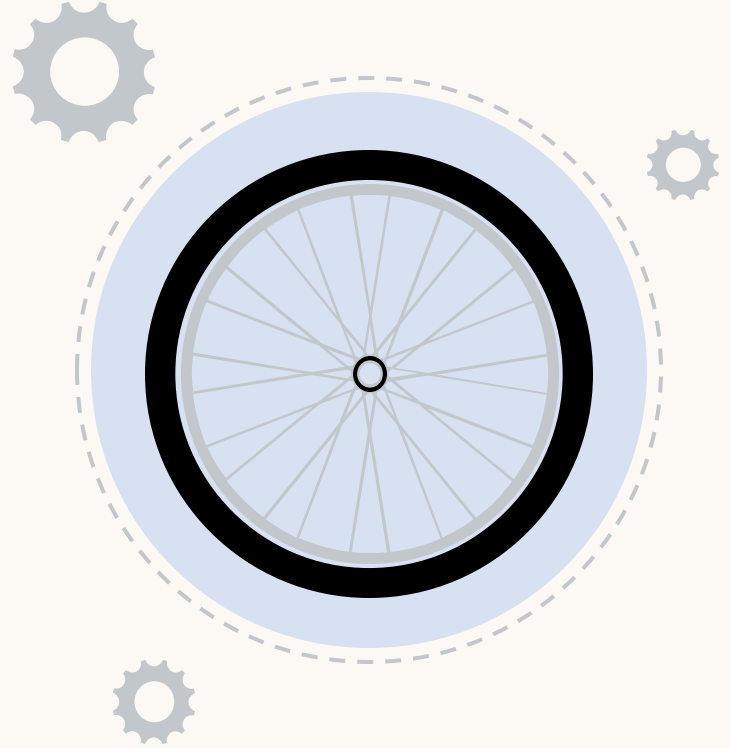
Magnificent Mile

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

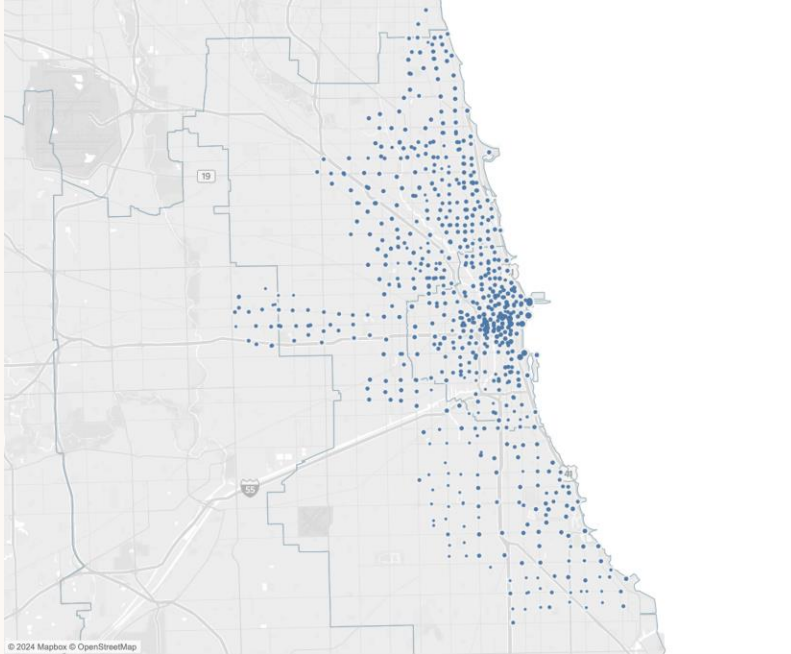


02

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

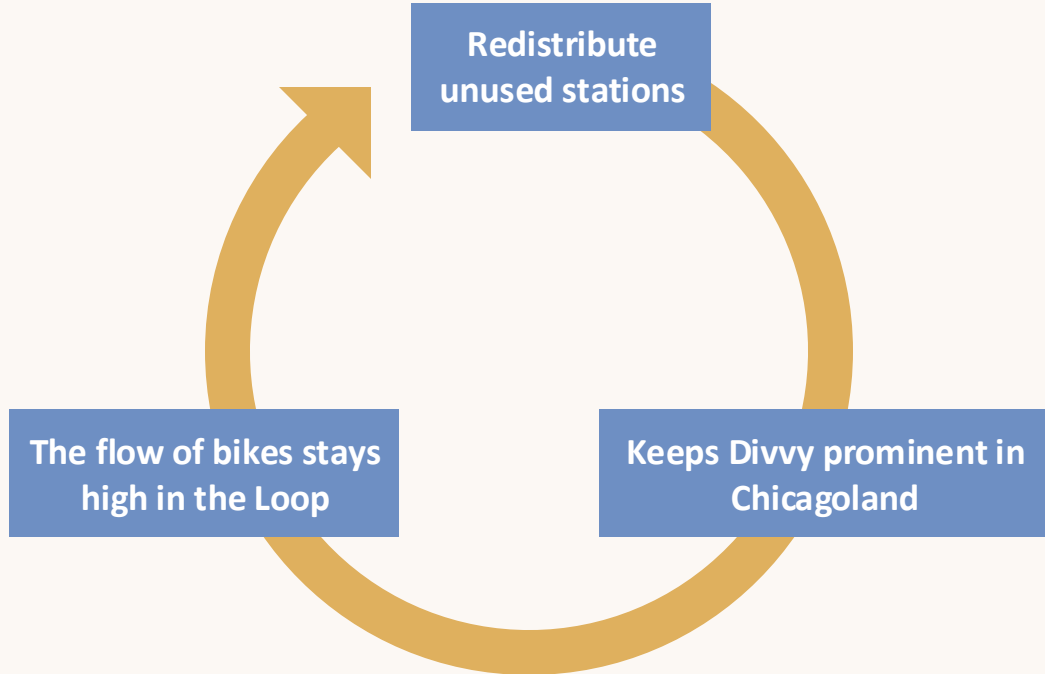
89
minutes
used

11
bikes

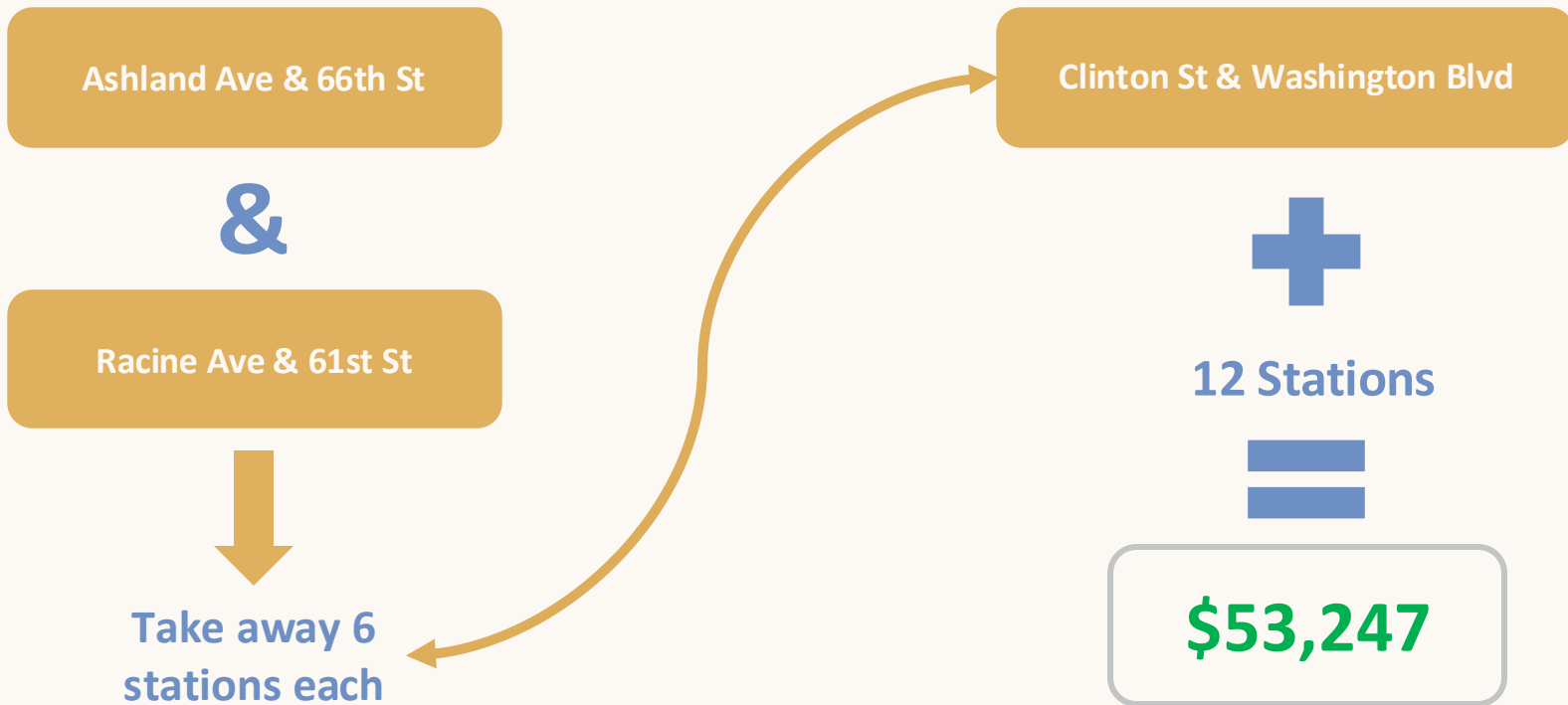
\$1.82

per bike per year

Decrease capacity of underused stations

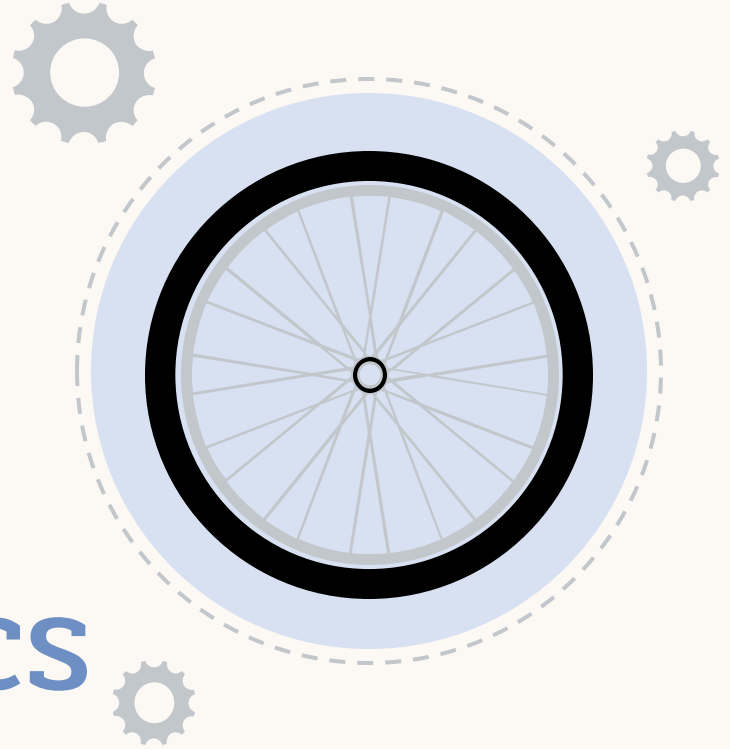


What stations are we changing?

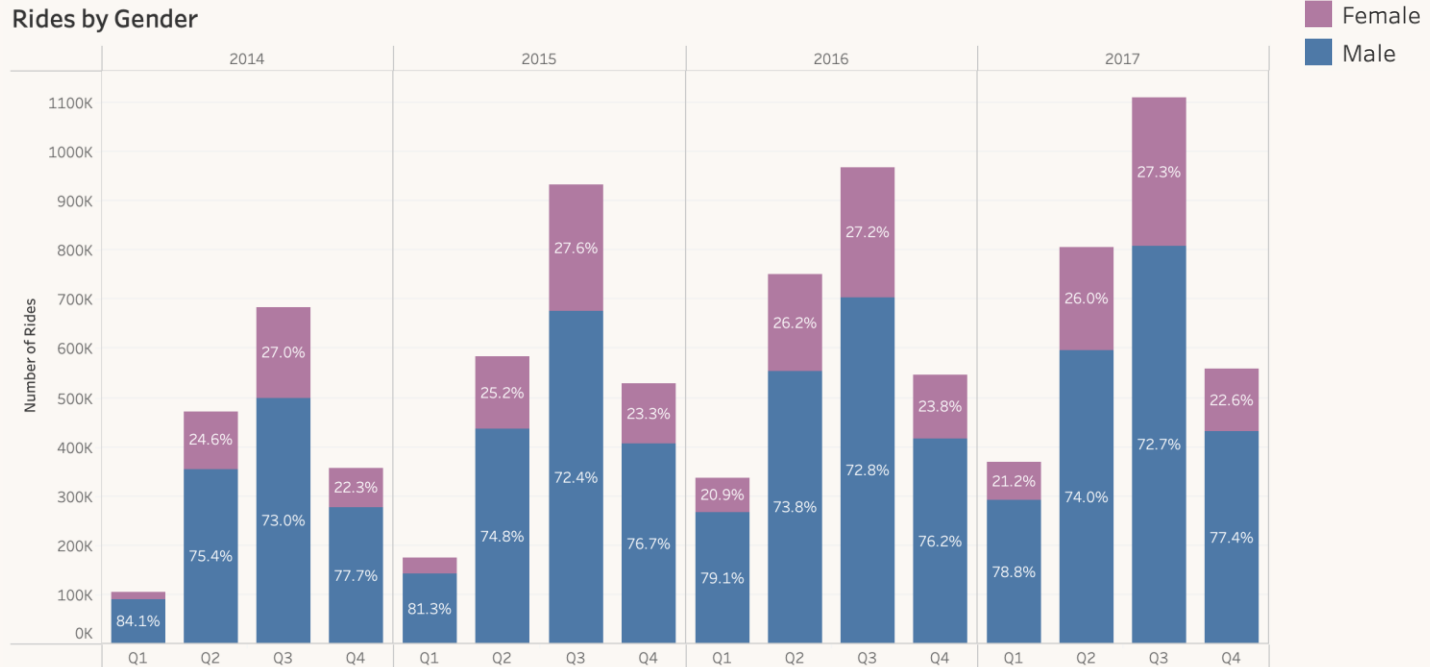


03

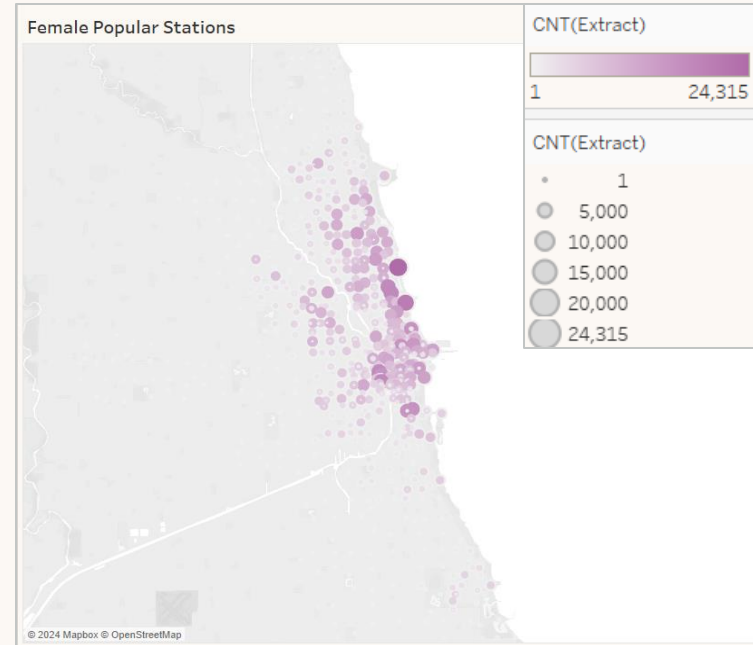
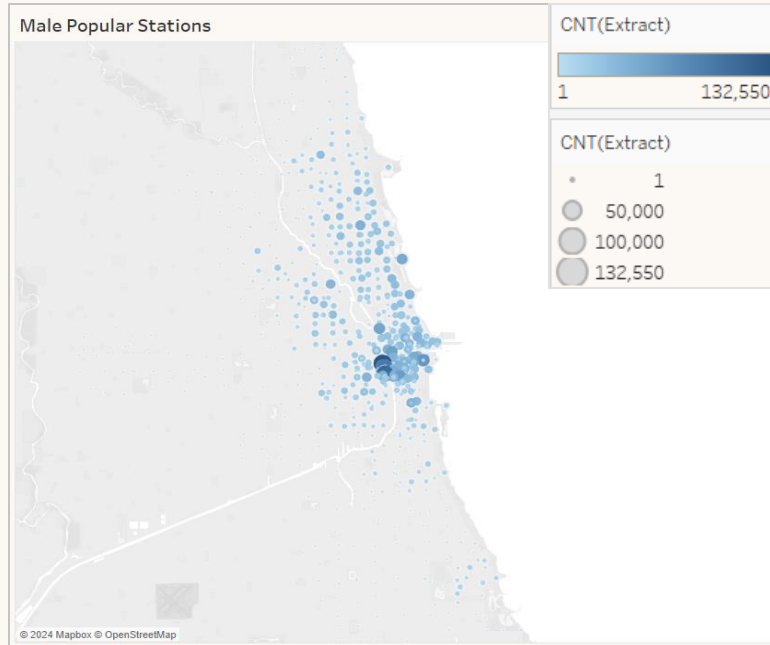
Ridership Demographics



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

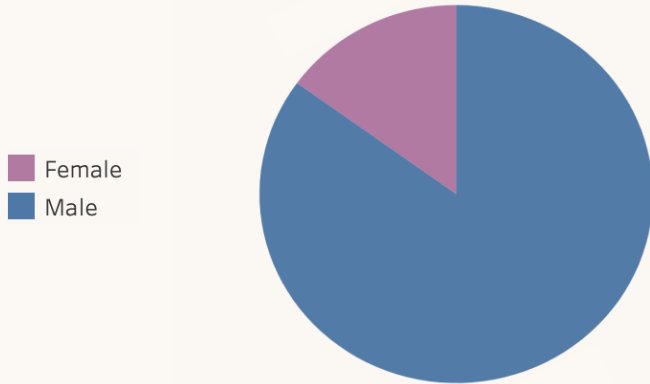


Men and women frequent different stations



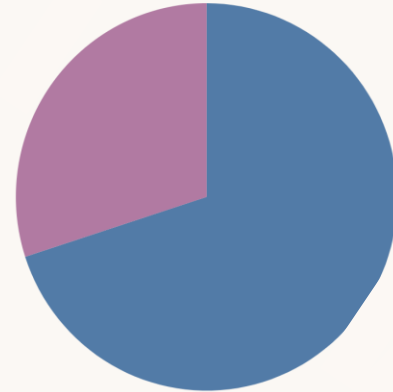
The Loop has a high concentration of male riders; this changes as we move north

The Loop



Columbus Dr & Randolph St

Northern Neighborhoods



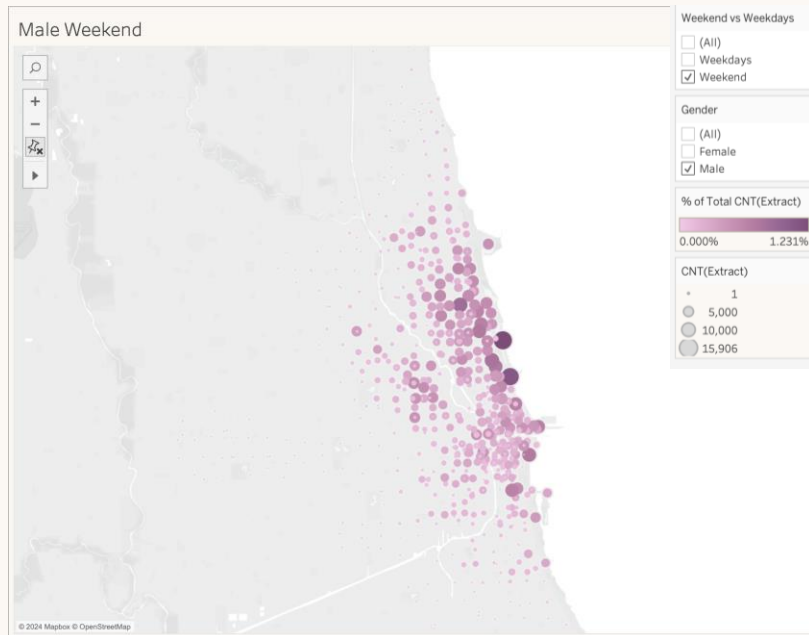
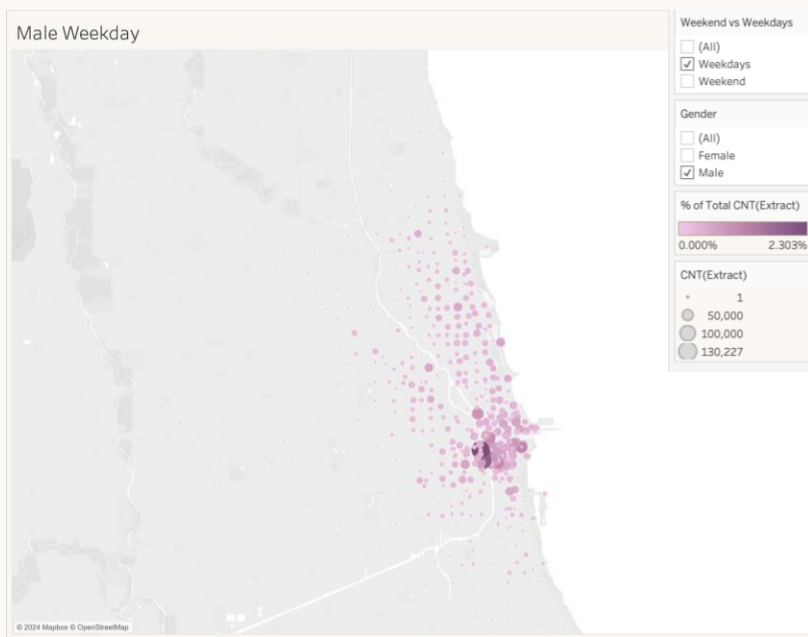
Lake Shore Dr & North Blvd



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



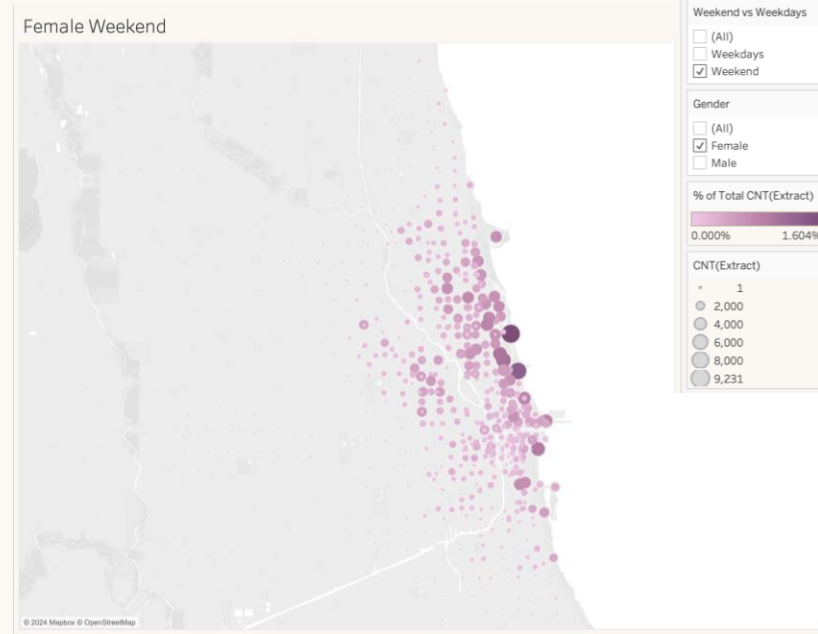
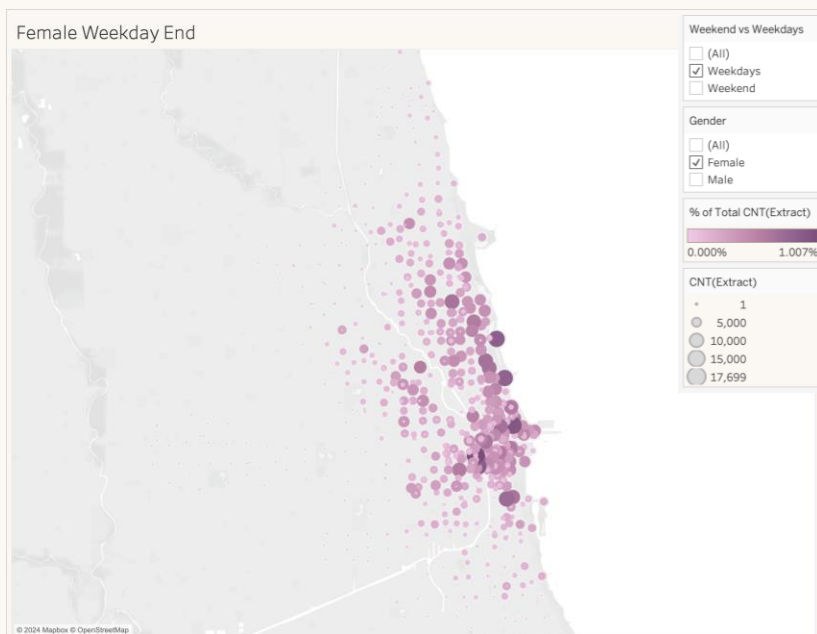
Male trips on the weekdays are heavily concentrated in the loop;
weekend trips are more spread out to the north.



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

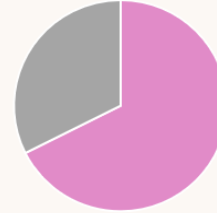
Men

Women

Traffic Safety
Concerns



52.6%

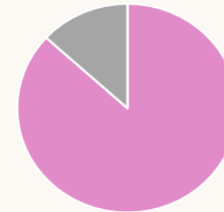


67.6%

Aggressive
Motorist
Concerns




53.2%



86.8%

Plan to increase female ridership



**Incentivize
learn to ride
classes**

- Offered through CDOT
- Offer 3 Free Divvy Rides

**Bigger
baskets**

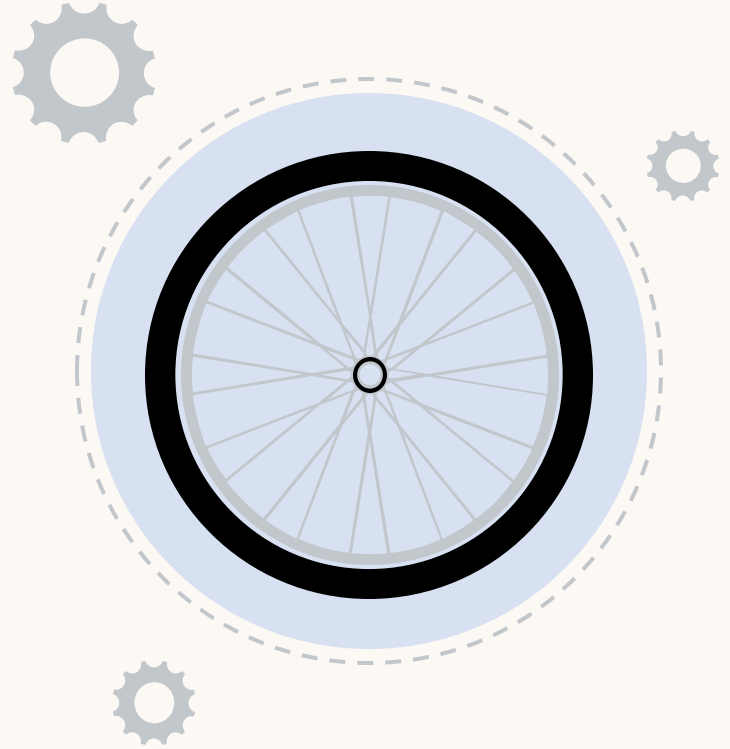
- Great for purses and bags
- Beneficial for everyone

**Female led
campaign**

- Feature a famous female celebrity from Chicago
- Divvy is for you

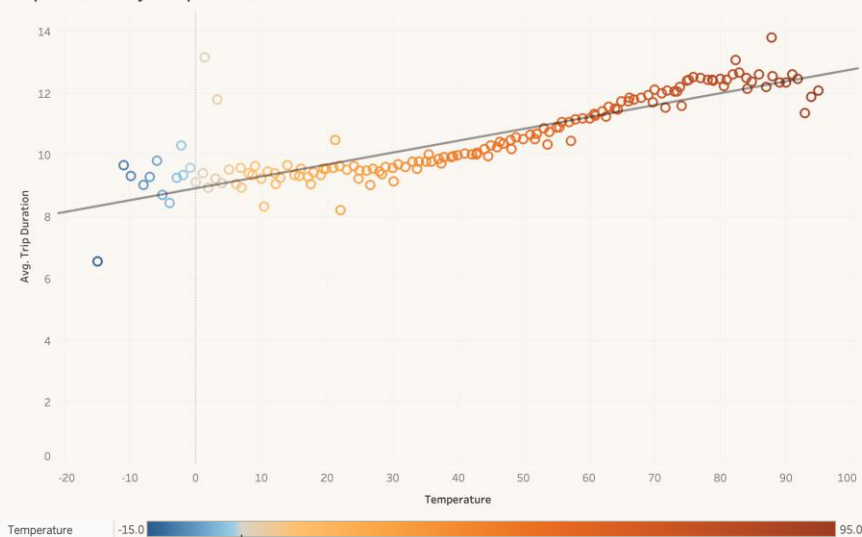


Ridership Timing



People Bike Longer on Warmer Days

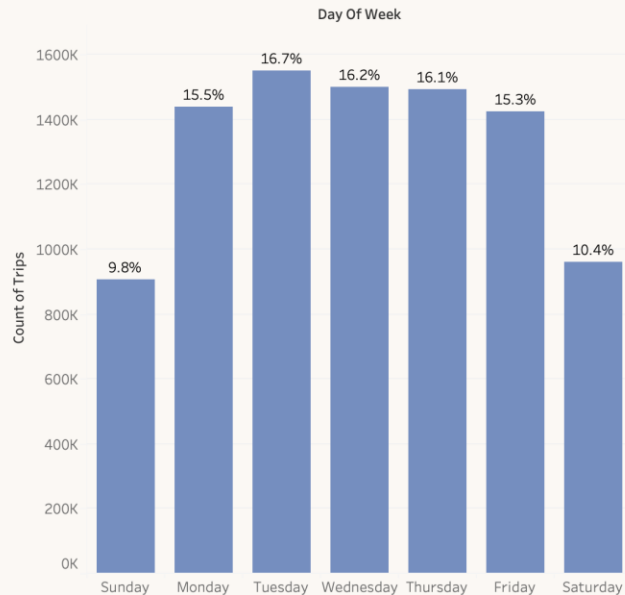
Trip Duration by Temperature



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

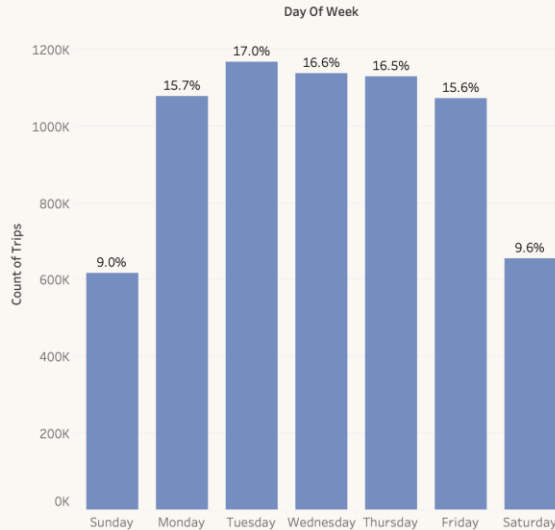


People ride
more during
the weekdays

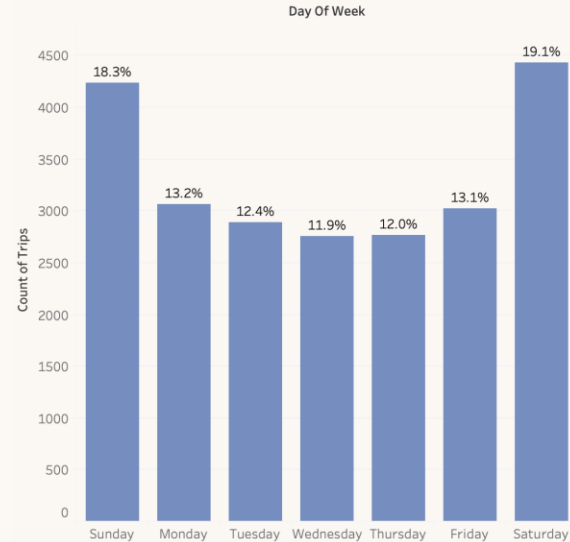
The lower number of rides on weekends indicates a chance to use targeted promotions to increase ridership

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

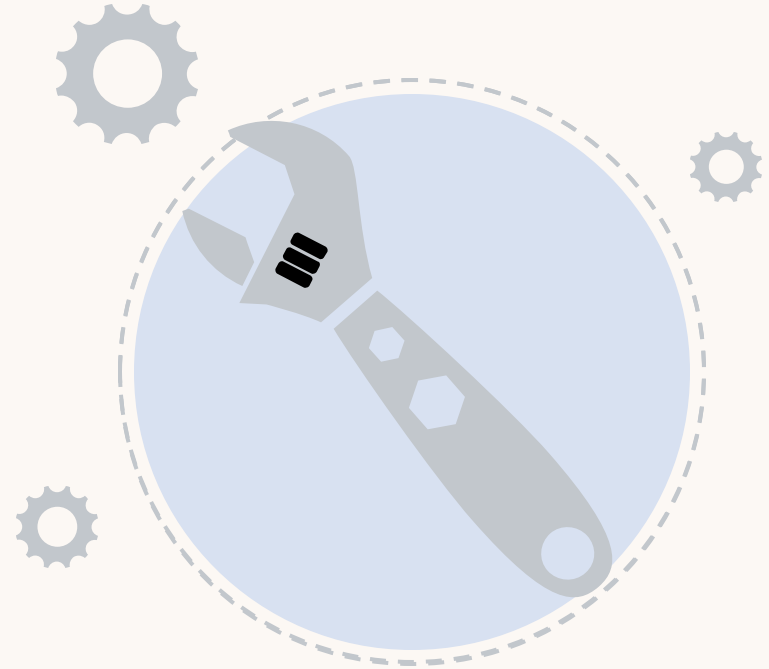
Punch Card

Free Ride After 14 Trips
Builds Customer Loyalty



05

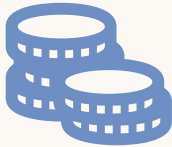
Conclusion



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/quartzy/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>