

DIVVY UPDATE



Staff:

Katherine Knapp, Transportation & Mobility Coordinator

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City of
Evanston™

Community Development

2016: DIVVY ROLLED INTO EVANSTON

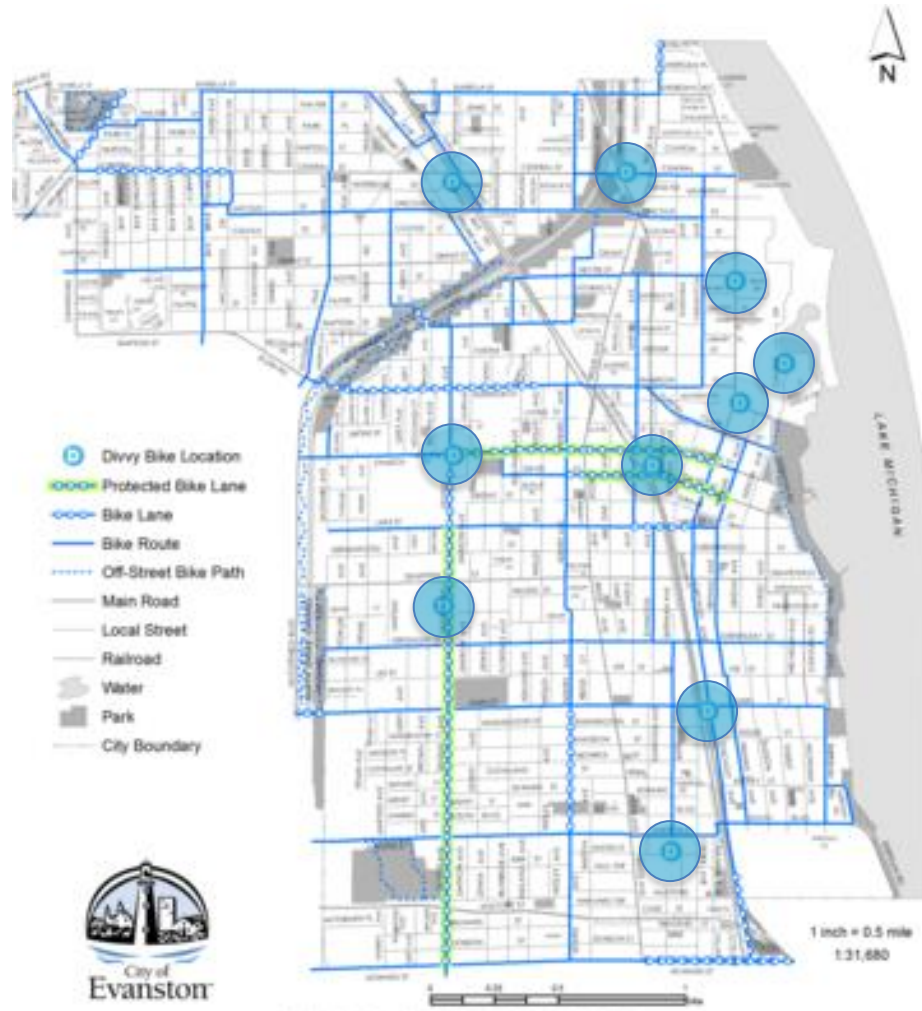


Divvy bike on display at local bike shop Wheel & Sprocket during program's launch

- 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



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'

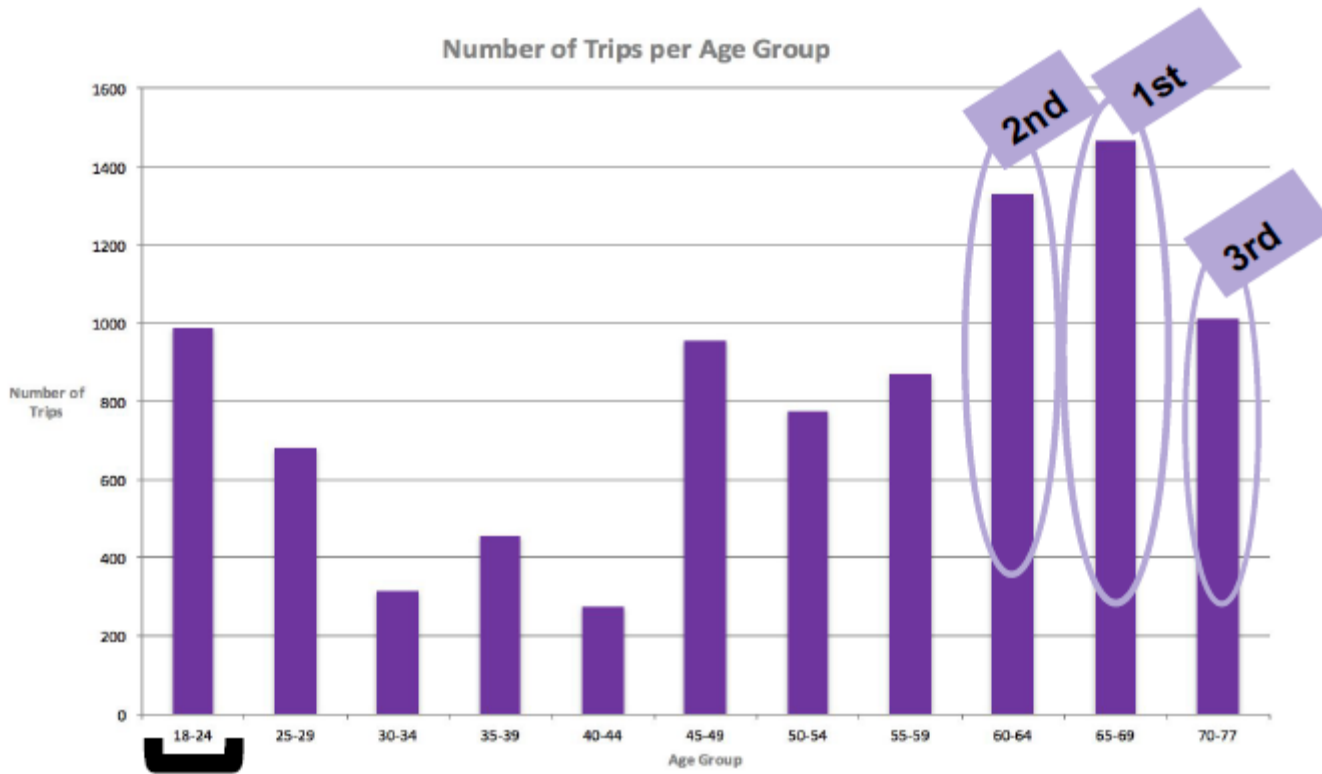
- Evanston: 10 stations, 150 docks
- Oak Park: 13 stations, 207 docks
- First 6 Months, 06/29 to 12/31:
 - **34% More Trips** started in Evanston vs. Oak Park
 - +8,800 compared to less than 6,600
 - Greater Movement across municipal border
 - 18% of trips that started in Evanston ended in Chicago, vs. 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 \leq 50% AMI
 - Goal: 200 participants in the first year

DIVVY & AGE-FRIENDLY EVANSTON



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