

NABSA Webinar

Bike Share + Big Events

June 1, 2015



DIVY
DIVIDE & SHARE

Valet Service for Events



CDOT
CHICAGO DEPARTMENT
OF TRANSPORTATION

A LITTLE BIT ABOUT ME

- » Elliot Greenberger
- » Marketing Director on Divvy's launch team in 2013 and now serve as General Manager
- » Work in partnership with Sean Wiedel from the Chicago Department of Transportation

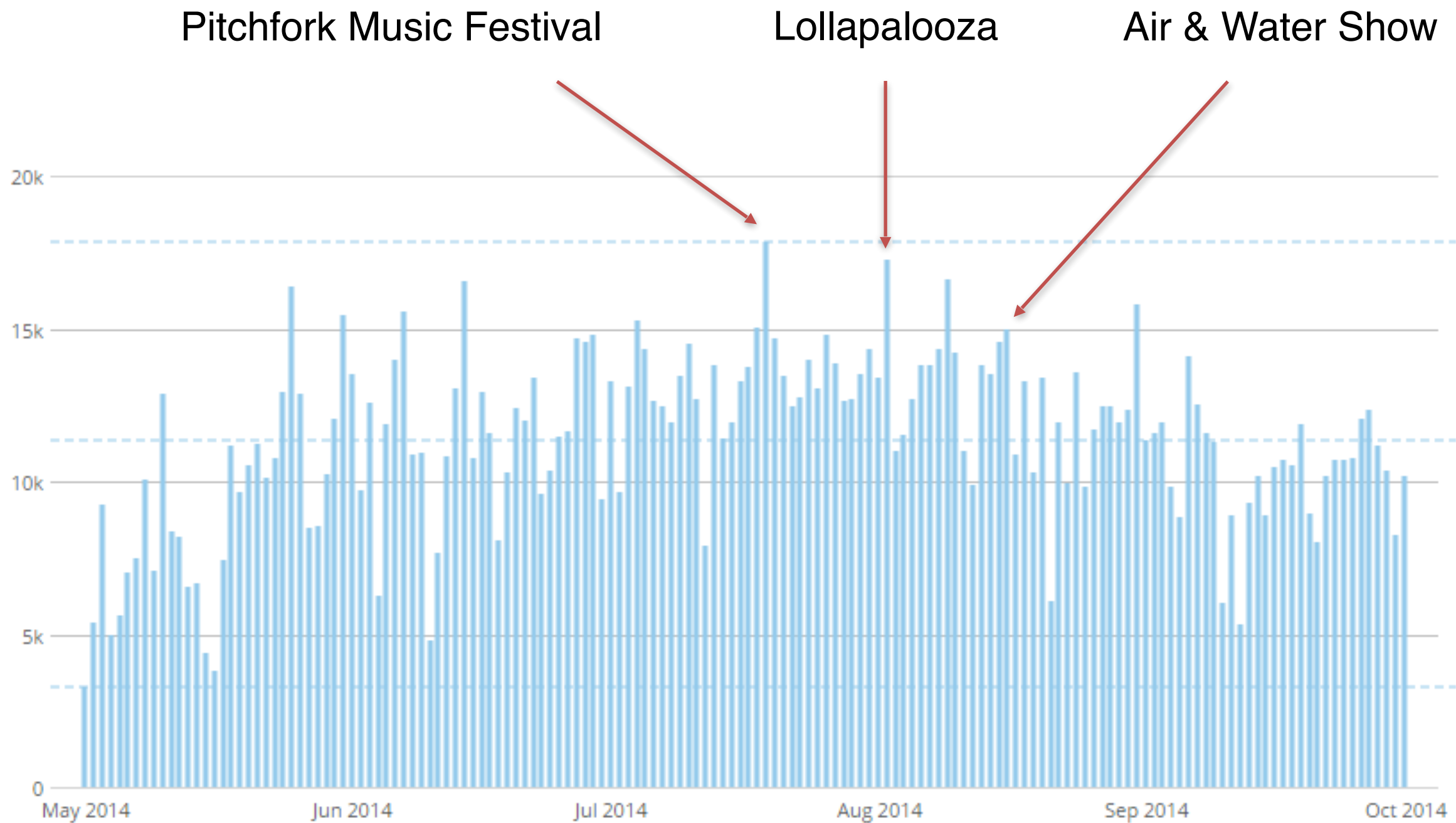


A LITTLE BIT ABOUT DIVVY

- » Launched with 69 stations in June 2013 and now have nearly 476 stations all across Chicago
- » Served over 3.8 million trips with 25,000+ annual members and 600,000+ 24-hour passes sold



RIDERSHIP ON BIG EVENT DAYS



VALET SERVICE FOR EVENTS

- » What is Valet Service?
- » Benefits of Valet Service
- » Valet Service Criteria
- » Promoting Valet Service
- » Final Thoughts

WHAT IS VALET SERVICE?

We staff select stations around “hotspots” or big events to (1) guarantee available spots and (2) help attendees get a bike.

Great fit for:

- » concerts
- » street festivals
- » conferences
- » athletic events
- » holidays

DIVVY
VALET SERVICE



WHAT IS VALET SERVICE?

Began Valet Service in 2013, but expanded its role in 2014



Divvy tests valet service

May 28, 2014 | By Tracy Swartz, @tracyswartz | RedEye

As the Divvy bike-share program experiences record ridership numbers, the city is testing a valet service at crowded hot spots.

This service was deployed Memorial Day weekend from 11 a.m. to 5 p.m. at three popular Divvy locations: Theater on the Lake at Fullerton Avenue, Michigan Avenue and Oak Street, and Illinois Street by the lakefront, Divvy spokesman Elliot Greenberger said. The city is looking at adding valet service at Lake Shore Drive and North Avenue in the future.



Mayor Rahm Emanuel walks his Divvy bike back after a brief ride at the annual... (Antonio Perez, Chicago...)

WHAT IS VALET SERVICE?

1. **Trained staff** in shirts/vests at designated stations
2. As station gets full, **Valets remove bikes** and line up to side of station to increase capacity
3. Available as needed for **customer service** and troubleshooting



WHAT IS VALET SERVICE?

Divvy Valet lining up bikes to the side of a station



BENEFITS OF VALET SERVICE

OPERATIONS

- » **Reduces reliance on vans** that may not be able to clear stations in time, particularly given increased traffic
- » **Provides extra bikes** for the end of event
- » Provides **representative on-site** in case of sudden technical issue

CUSTOMER SERVICE

- » **Guarantees available docks** for riders (who have an event to make)
- » Helps keep **kiosk lines moving**
- » **Adds personal touch** and representative who can answer rider questions

VALET SERVICE CRITERIA

We've provided Valet Service for the following Chicago events:



VALET SERVICE CRITERIA

We consider Valet Service for events that:

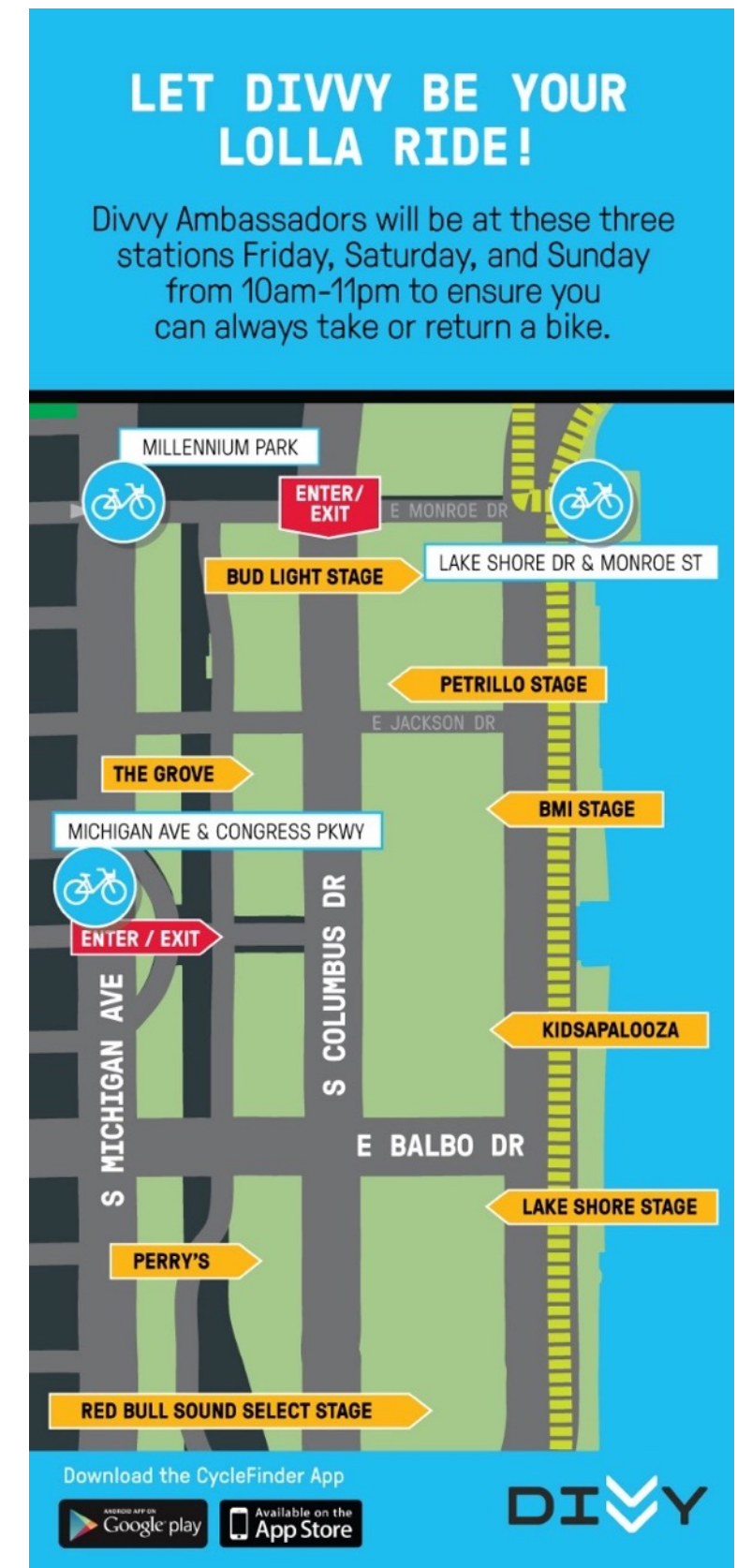
- » Take place over short period of time (day or weekend)
- » Attract 30,000+ attendees
- » Attract people who would ride Divvy
- » Have Divvy stations within 1-2 blocks from entrance

We work in partnership with some events but also work “unofficially” with others.

PROMOTING VALET SERVICE

Where to promote:

- » Website or blog
- » Social media
- » Email
- » Advertising
- » On station (if applicable)
- » App (if applicable)
- » Press release to local news or traffic reporters
- » Event website, guide, email list, social media



PROMOTING VALET SERVICE

Example of Facebook ad that run leading up to Air & Water Show.

**Divvy Bikes**
Published by Elliot Greenberger [?] · August 11, 2014 · 

If you're heading to the [Chicago Air and Water Show](#) next weekend (August 16-17, 2014), we're making it easier for you to arrive in style—and without the headaches. We'll have Valet Service at four lakefront Divvy stations beginning at 10am.

Details → <http://bit.ly/DivvyAirWater2014>



Air and Water Show Divvy Valet Service!

If you're heading to the Air & Water Show this weekend (August 16-17, 2014), we're making it easier for you to arrive in style—and without the headaches. We'll have Valet Service at four lakefront stations to guarantee you a dock.

DIVVYBIKES.TUMBLR.COM

3,296 people reached



 **View Results**

PROMOTING VALET SERVICE

Featured on the Air & Water Show web page.

The screenshot shows the City of Chicago's official website. The header includes the city logo, name, and a search bar. The main navigation bar lists: Home, City Services, People We Serve, Programs & Initiatives, Chicago Government, and About Chicago. A large banner for the "CHICAGO AIR & WATER SHOW" is displayed, featuring the event logo, dates (August 15 & 16, 2015), and location (North Avenue Beach). The banner also includes logos for Shell and the City of Chicago. Below the banner, there are several sections: "WBBM NEWSRADIO 780AM • 105.9FM", "American Airlines", "HYATT REGENCY McCORMICK PLACE", "Press Room" (with a link to high-resolution images), "Plan Your Visit" (with a link to helpful hints, accessibility, parking, and transportation information), and "Transportation". The "Transportation" section is highlighted with a red border and contains the following information:

Transportation

Public Transportation

For travel information, visit www.transitchicago.com.

Divvy Bikes

Divvy will be offering its **Valet Service** at select stations below on Saturday and Sunday to guarantee you a spot to dock your Divvy bike. So get a 24-Hour Pass, hop on a Divvy bike, and make your way to the beach!

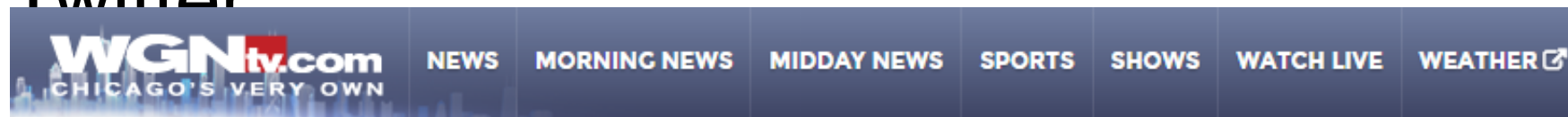
- Theater on the Lake (10am-6pm)
- Clark & North (10am-6pm)
- Michigan & Oak (10am-6pm)
- Streeter & Illinois (12-6pm)

Parking

Millennium Garages

PROMOTING VALET SERVICE

Picked up by traffic reporter on TV, web, and Twitter



Weekend traffic alerts: Air & Water Show, Lobster Fest, concerts

POSTED 8:30 AM, AUGUST 15, 2014, BY SARAH JINDRA, UPDATED AT 08:46AM, AUGUST 15, 2014

f FACEBOOK 2 t TWITTER 14 g+ GOOGLE in LINKEDIN p PINTEREST e EMAIL

AIR AND WATER SHOW along the Lakefront at North Ave Beach (8:30p-11:30p):

Info on the show:

http://www.cityofchicago.org/city/en/depts/dca/supp_info/chicago_air_and_watershow.

Divvy Bikes Valet Service: <http://www.divvybikes.com/valet>


Public Transportation:

http://metrarail.com/metra/en/home/service_updates/air_water2014.html



****No bikes or alcohol will be permitted on any Metra train Sat and Sun.**

Integrated into Chicago Tribune Air & Water Show guide.



SEARCH

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Guide to 2014 Chicago Air and Water Show

By Tribune graphics
[@ChiTribGraphics](#)

SHOW DETAILS

- › **When:** Performances Friday through Sunday at 10 a.m. to 3 p.m.
- › **Where:** North Avenue Beach
- › **Admission:** Free
- › **Live coverage:** Play-by-play radio coverage is on WBBM-AM 780 and FM 105.9, from 10 a.m. to 3 p.m. Saturday and Sunday. Live video coverage at [airandwater.cbslocal.com](#).
- › **Online:** [chicagoairandwatershow.us](#)
- › **Divvy bikes:** Divvy ambassadors will be at the stations listed below on Saturday and Sunday from 9 a.m. to 4 p.m. More information [here](#). The nearby Divvy stations: Theater on the Lake at Fullerton and Lake Shore Drive; Lake Shore Drive and North Avenue; Michigan Avenue and Oak Street; Streeter Drive and Illinois Street)
- › **Parking:** Millennium Garages offers a free shuttle to and from North Avenue Beach; go to [millenniumgarages.com](#)
- › **Announcer:** Herb Hunter is the show's longtime announcer; he previously flew a U.S. Air Force KC-135.

FINAL THOUGHTS

- » **Valets are jack-of-all-trades.** They're bike movers, customer service reps, and station technicians.
- » **Promote it ahead of time.** Work with the event organizers if possible and reach out to your press list.
- » **Get them paid for.** Pitch it to the event organizers or get a company to sponsor it.



DivvyBikes.com

Facebook.com/DivvyBikes

Twitter.com/DivvyBikes

DivvyBikes.Tumblr.Com





Indiana Pacers Bikeshare

Festivals and Events: Philosophy and Planning

- Planning for Events
- Using your Brand
- Encouraging the Passerby
- When to say “No”



Planning for Events



- Controlling Logistics
- Staffing
- Volunteers
- Escape Plan

Using Your Brand





INDIANA GEORGE HILL @George_Hill3 · Jun 16
 Hey Pacers Fans! Want To Bike Around Indy? Grab A
[@Pacersbikeshare](#) & Meet Me Outside @T... tmi.me/1eq71x
pic.twitter.com/wOIZuFmskY

Reply Retweeted Favorite

Flag media



Encouraging the Passerby

- Engage
- Plant the Seed
- Instill Confidence
- Close the Sale



When to Say “No”

- Four Questions:
 - Is the event feasible logistically?
 - Will the event have a significant impact on the system as a whole?
 - Will it draw enough to corral or should your team keep an eye on it?
 - Is there compensation for staffing the event?



- Create a plan that works for you
- Use your brand
- Engage with public and spread the word
- Ask yourself “is this best for our users”?

Contact:

Jordan Kingdon
Operations Manager
Pacers Bikeshare

jkingdon@indyculturaltrail.org



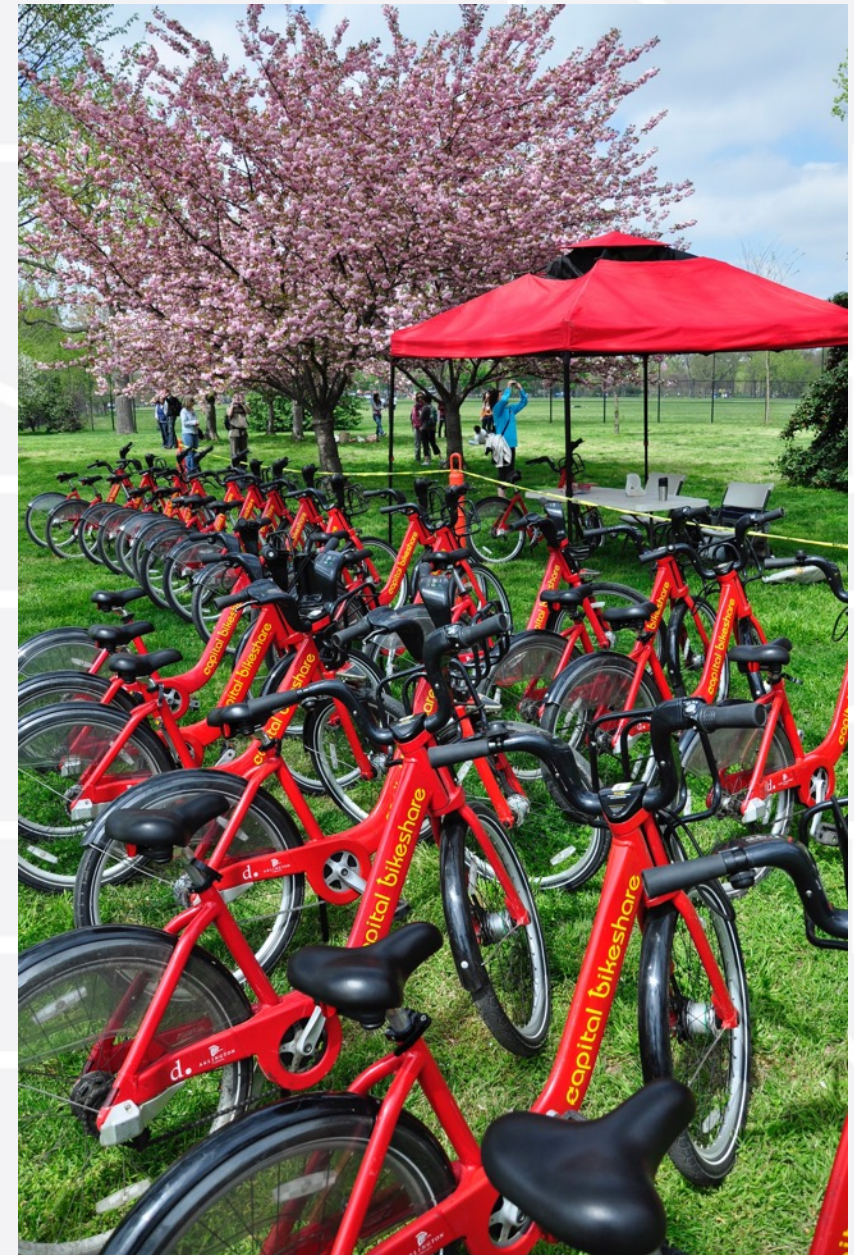
Special Event Corrals: Making Your Headache Work for You



Capital Bikeshare June 2015

Topics Covered

- Overview of corrals
- National Cherry Blossom Festival
- Operational challenges
- Making it work for you



Special Event Corrals

- Presidential Inauguration
- Baseball Games
- Weekday AM corrals
- Local Festivals
- Cherry Blossom Festival

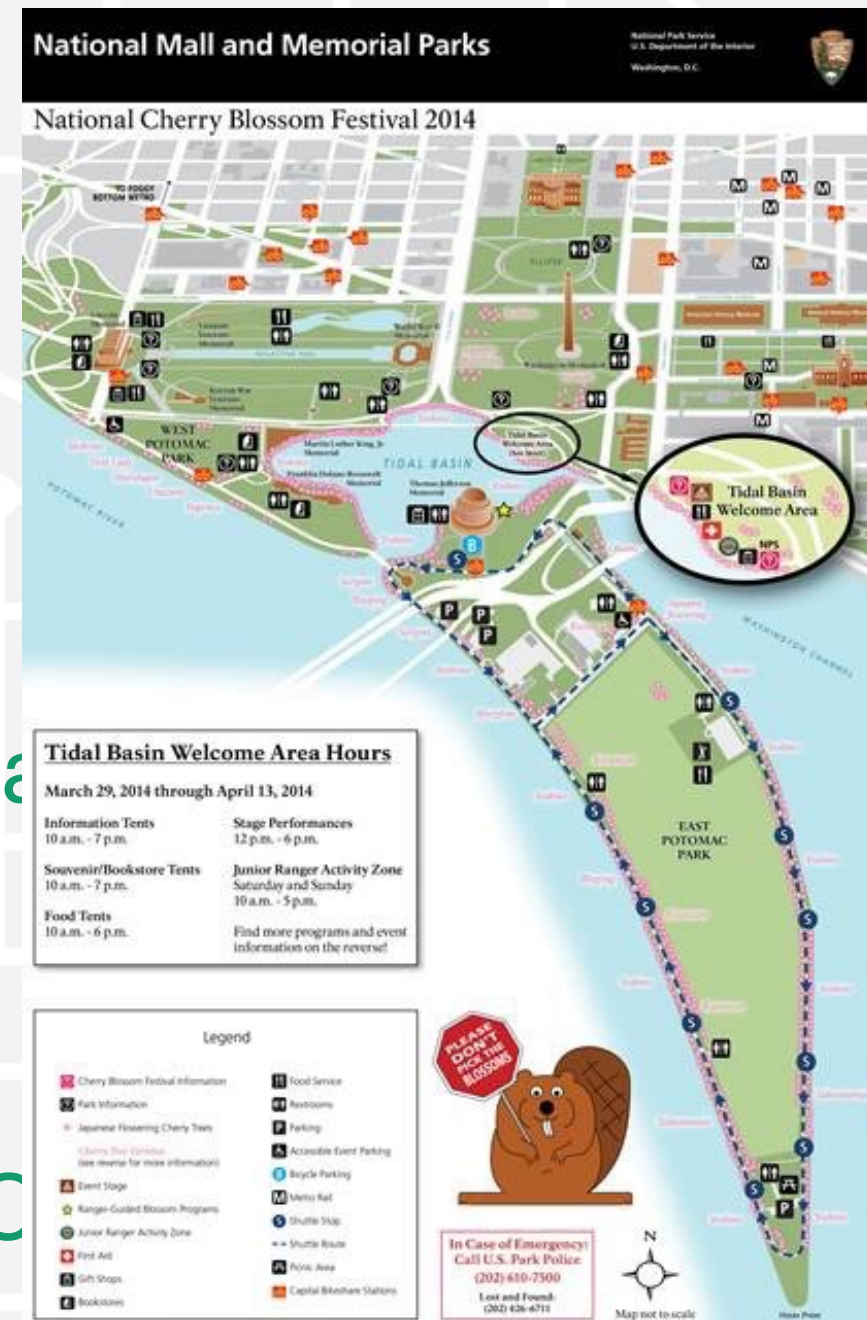
motivate
get going



National Cherry Blossom Festival

motivate
get going

- March 20-April 12, 2015
- Largest tourist event in the city
- Events every day, runs/walks, parades
- Significant traffic, road closures
- Traditional peak usage day for Capital Bikeshare
- Bike corral at FDR Memorial



Operational Challenges

motivate
get going

- Road closures
- Surging demand
- High casual (read: tourist) usage
- Executing promos (blossom sticky)
- Promoting corrals
- Dealing with the aftermath



Making it Work For You

motivate
get going

- Prepare early
- Information is key (staff, public)
- Staff accordingly
- Prepare for the aftermath
- Analyze, adjust, improve



When you're ready to rock, we're
ready to roll.

TAKE AUSTIN BY THE HANDLE BARS





WHY VALET



Social

- Focused on fun
- Less concerned with mistakes
- Willing to spend money

Customer Service

- Relieves demand on specific stations
- Less intimidation

Operations

- Solves station, dock, and bike issues
- Keeps the entire system balanced

Marketing

- Exposure in bigger way, in every way
- Solving issues and selling features results in more riders
- In person adds value!

High demand = Increased Ridership = \$\$\$\$





IDENTIFYING THE MONEY MAKERS



First-year Efforts

Tried everything

Time

Staffing

Costs

=> Burnout of staff and funds for little or no return at times

Has to bring value: cash or media/marketing!

Is the Event Supportive

Permitting footprint

Promotions and marketing

Sponsor access

Profile of a Money-Making Event

Series or Multi-day

10,000+ people

Demographic match

Traffic/parking issues





SPONSORSHIP OPPORTUNITIES





Events have access to sponsors

Events have sales staff

Prepackage opportunities

Promotion and marketing through event and sponsor

Adding **value** to sponsor activation and event and B-cycle riders

\$\$ in our pocket!

SPONSORSHIP OPPORTUNITIES





EXECUTION OF VALETS - GENERAL TIPS





Valet System Functions - GENERAL

- Always using the existing station docks and kiosk
- Riders are already aware of where it is
- Purchases are fast, efficient, nearly flawless
- Rider responsible
- Docking is properly learned and executed by rider
- Staff simply opens or loads docks based on

EXECUTION OF VALETS - GENERAL TIPS



Logistics

- Road closures
- Footprint of valets / permits
- Truck access & volunteers
- Drop-off & load zones

Staffing & Volunteers

- Temp staff
- Volunteers

Supply List/Vendors

- Box trucks, vans
- Radios
- Additional signage
- Schwag
- Marketing material
- Ice and food

Communication

Production Package

- Schedule
- Contact Sheet
- Staffing Schedules
- Supply List
- Maps
- System Info

Radio Communication

- Command, CS, Valets, Trucks
- Organization chart



EXECUTION OF VALETS - GENERAL TIPS

B



What Makes It Unique

Ten days straight
 # attendees and venues within 1 sq
 mile
 Jam packed schedule
 Road closures everywhere
 Overwhelming marketing/media
 => *Perfect storm for bike share!*

Our Efforts

Scaling of demand throughout conference
 Major sponsor package to fulfill
 Hiring and training of hired help/vols
 Supplies
 Communication and Org Chart
 Know when to say when

EXECUTION OF VALETS - SXSW





What Makes It Unique

- # attendees
- One location, closed road
- No official sponsorship
- Event support
- No vehicle access
- Station at front gate



Our Efforts

- Vol recruitment!
- Mobile station
- Two 3-day weekends
- Making adjustments
- City and event valets

EXECUTION OF VALETS - ACL MUSIC FESTIVAL





AUSTIN **B** *cycle*
Breaking records at SXSW 2015

Overall trips during SXSW

21,177

Most trips on a single day*

3,032 *Austin B-cycle record!

Average bike checked out

57 times
during SXSW

Top 5 Stations:

Convention Center @ MetroRail: **1,540 trips**

3rd & Trinity: **1,115 trips**

2nd & Congress: **1,089 trips**

Driskill & Rainey: **900 trips**

4th & Congress: **864 trips**

Showing the Value

Sponsor report, system data,
photos, etc

Issue press releases

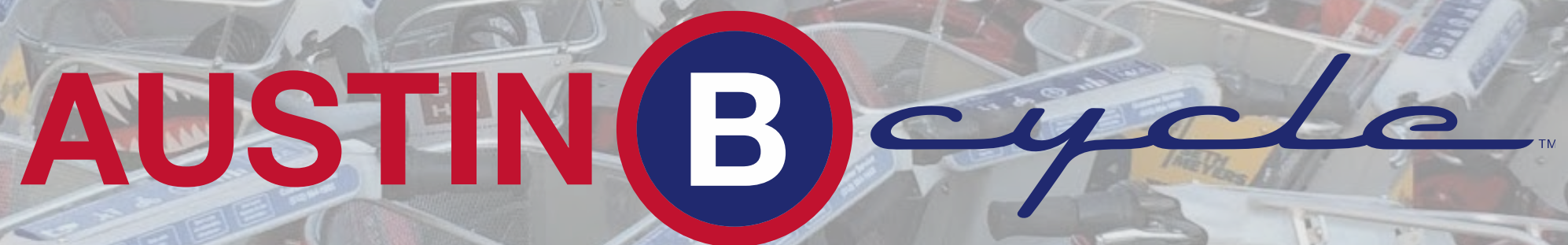
Marketing content

Event Recap

What worked, what didn't Thanking
partners, volunteers



POST EVENT WRAP UP

The logo for Austin B-cycle, featuring the word "AUSTIN" in red, a blue circle with a white "B", and the word "cycle" in a blue script font.

AUSTIN **B** *cycle*™

www.AustinBcycle.com