



  
**Indego**

**2ND BIRTHDAY  
SNAPSHOT**  
APRIL 2015 - APRIL 2017



***PHILADELPHIA'S BIKE SHARE PROGRAM***



An initiative of the  
City of  
**Philadelphia**

Sponsored by  
**Independence** 



## PHILADELPHIA'S BIKE SHARE PROGRAM

### 2ND BIRTHDAY SNAPSHOT

APRIL 2015 - APRIL 2017

*Indego is the City of  
Philadelphia's newest form  
of public transportation.*



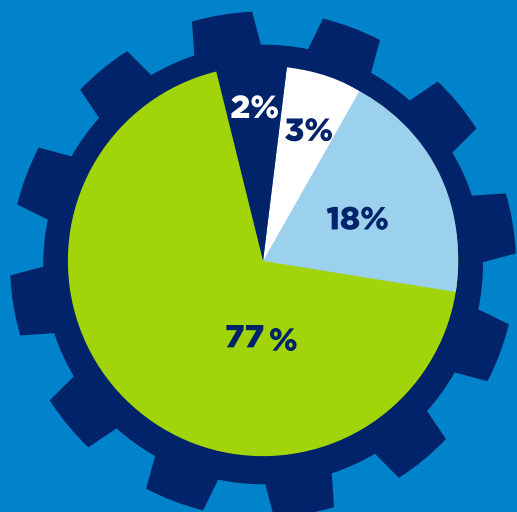
### Total Trips

SINCE LAUNCH



1,256,821

#### TRIPS BY PASS TYPE



- INDEGO30 ACCESS
- INDEGO30
- INDEGOFLEX
- WALK UP & RIDE

100+ STATIONS • 1,000 BIKES

#### TOP 5 MOST USED STATIONS BY TRIPS

1. Rittenhouse Square - 106,781
2. 15th & Spruce - 79,558
3. 13th & Locust - 71,067
4. 18th & JFK - 71,065
5. 23rd & South - 67,390

### Average Trip Time

18 minutes for monthly users

53 minutes for Walk Up & Ride users



96,460,304 CALORIES BURNED

ESTIMATED CARBON OFFSET  
5,177,111 METRIC TONS OF CO<sub>2</sub>



26% OF TRIPS REPLACED A CAR TRIP

50% OF RIDERS HAVE USED INDEGO  
TO CONNECT TO TRANSIT

*"Indego is amazing because it helps me live in  
alignment with my values, while making my  
wallet, my body, and the environment happy!"*

*- Kristen S., Indego30 Passholder*



## WHAT DO RIDERS VALUE ABOUT INDEGO?

**Affordable • Fast • Innovative • Healthy**

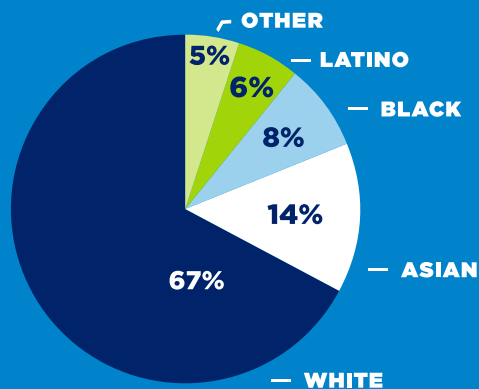


## MONTHLY PASSHOLDERS

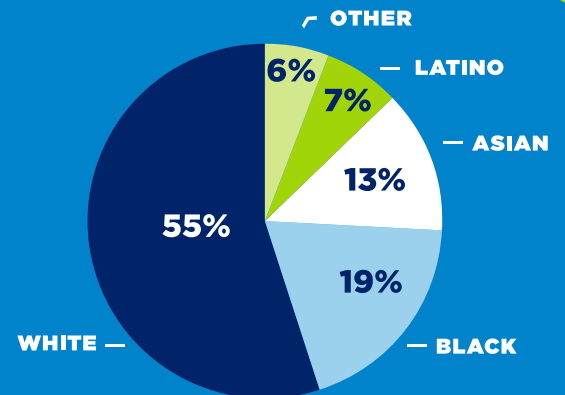


## RACE AND ETHNICITY

## WHO ARE INDEGO RIDERS?



2015



2016

**"I am getting fit while cycling! Plus, I use it to go grocery shopping. Indego has improved my way of life!"**

*- Calvin L., Indego30 Access Passholder*



## Equity Highlights

### Indego30 Access Pass

This pass is part of the City of Philadelphia's commitment to making Indego equitable and accessible, as well as ensuring that riders are reflective of the demographics of the city. It's a discounted monthly pass for individuals who hold a PA Access card.

### Bicycle Coalition of Greater Philadelphia OUTREACH PROGRAMS AND GROUP RIDES

As part of the Better Bike Share Partnership, Indego partners with the Bicycle Coalition of Greater Philadelphia to provide safety classes and learning opportunities for current and future Indego riders. We offer classes for all different levels of cyclists. This work has produced 110 community rides and events, and 96 classes.







The second year of Indego in Philadelphia has been every bit as successful as the first. Philadelphians from all walks of life are embracing Indego. These efforts will go a long way to making Philadelphians healthier and more connected across this great city.

**- Mayor Jim Kenney**



“Independence Blue Cross is leading the support for an active Philadelphia through our sponsorship of initiatives like Indego that inspire people throughout the region to get fit and have fun. Every time I see someone riding one of the iconic blue bikes it makes me proud of Philadelphia and excited to see what is in store for this tremendous bike share program.”

**- Daniel J. Hilferty,**

**Independence Blue Cross President and CEO**



## IN PARTNERSHIP WITH

