

**Pioneering bike share**

**in small communities...**

**we** CYCLE

community-supported bike share



1993



ASPEN TRAFFIC GOAL NOT TO EXCEED

23,670



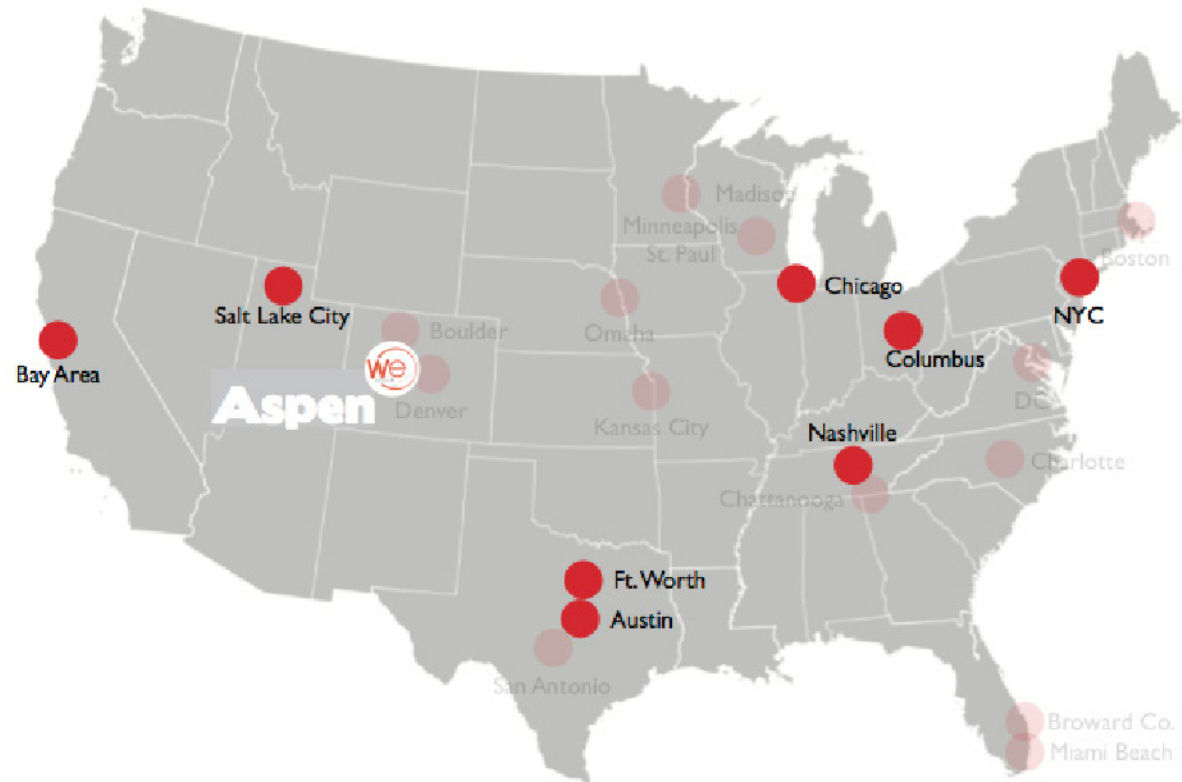
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2013



# BOLD + FORWARD THINKING

» **FIRST**  
Bike share in  
North America  
outside of  
urban center



# COMMUNITY-SUPPORTED



**65:35**  
private:public funding



**\$650,000 (\$500,000 - infrastructure)**  
WE-cycle Start-Up Fund

**\$279,754:**  
Adopt-a-Bike  
Grants  
Donations

**\$194,557:**  
Federal -  
Congestion  
Mitigation &  
Air Quality  
Funds

**\$24,666:**  
Pitkin County  
Air Quality  
Impact Fund

**\$6,023:**  
City of Aspen

**\$145,000:**  
Founding Partners



# PUBLIC | PRIVATE PARTNERSHIP



**100 bikes**  
**13 stations**

# HISTORIC LAUNCH



# ASPEN FOUNDING PARTNERS



THE CITY OF ASPEN





# TITLE SPONSOR



Aspen  
Snowmass

Sotheby's  
INTERNATIONAL REALTY



**2013**

**10,035**



**2013**

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**2014**



**2014**

**17,671**



**2014**

**10,035**



**2013**

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**2015**



## SEASON PASSHOLDERS

» **522** passholders... **100%** increase since 2013

» **62%** of total rides

» **43%** of passholders live outside of Aspen

» **53 : 47** female to male





“I ride WE-cycle because it is efficient. Here in Aspen the parking situation is very difficult, and this way I don’t have to drive my car and then look for parking and then pay for parking.”

» **46%** use to avoid parking

## DUNCAN



**“I ride WE-cycle because it’s the easiest, fastest, and the best way to get around Aspen.”**

**» 90%** to run errands / go shopping



**MEGAN**



**“I ride WE-cycle because it allows flexibility to take the bike into town and then take the bus home. The basket is a bonus because you can go to the grocery store and take groceries home. I’m a fan.”**

**» 47%** use to take spontaneous trips

**ANDREW**



**“I ride WE-cycle because it has a bicycle for me all over Aspen, baskets, fenders, it keeps you clean while you’re riding, you avoid traffic, and you get a little exercise.”**

**» 30%** use WE-cycle to avoid traffic

## ALTERNATIVE TO DRIVING

» **36%** WE-cycle rides replace car trips

» **7,580** estimated car trips avoided by WE-cycle in 2015



## INNOVATION PARTNERS

» **COMMITTED** to simplifying the user experience and improving the mobility landscape.

» **FIRST** app/service of its kind in North America



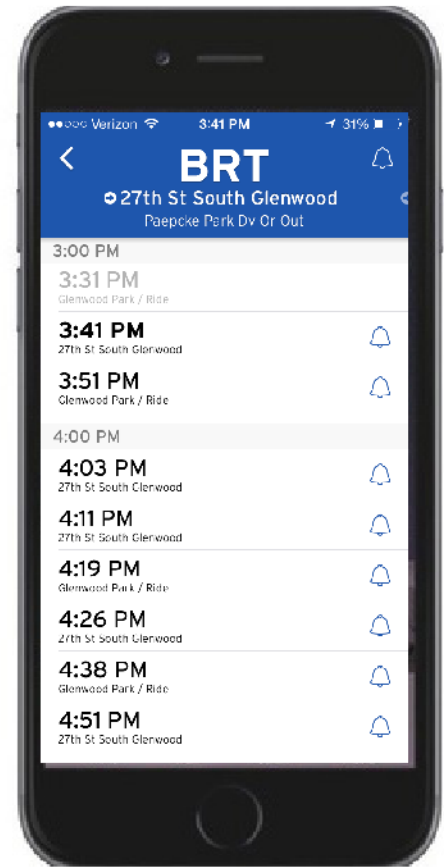
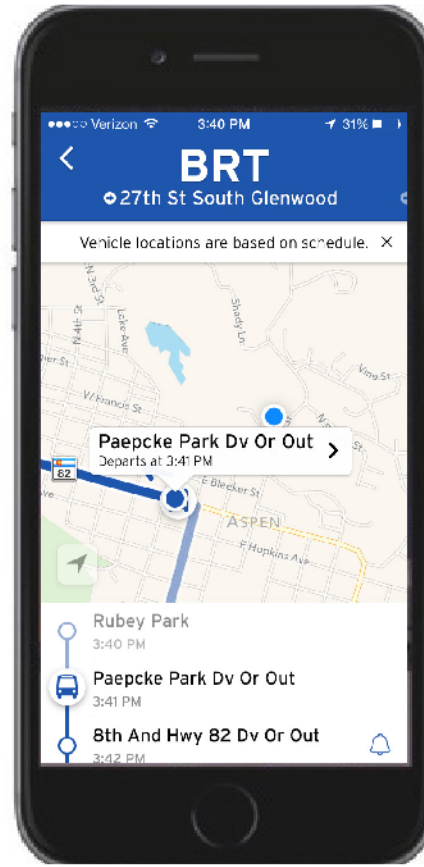
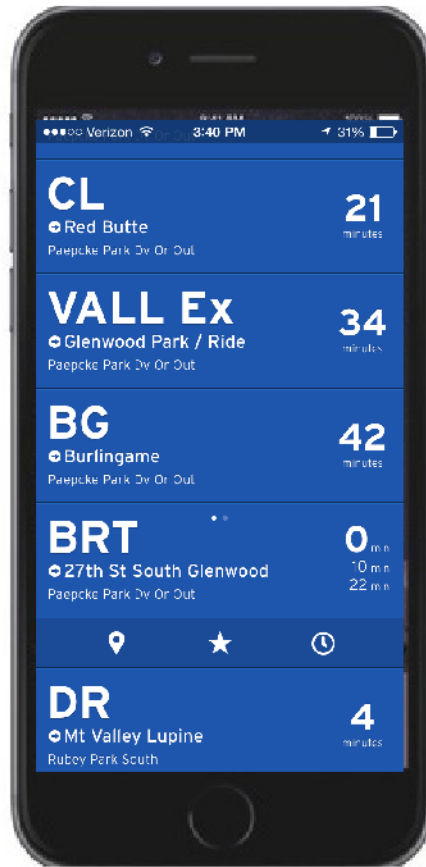
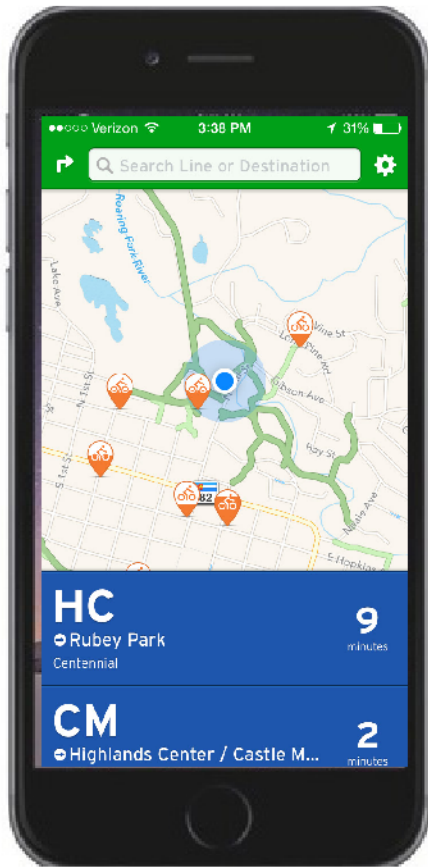
# Transit App

**we** CYCLE  
a bike transit system

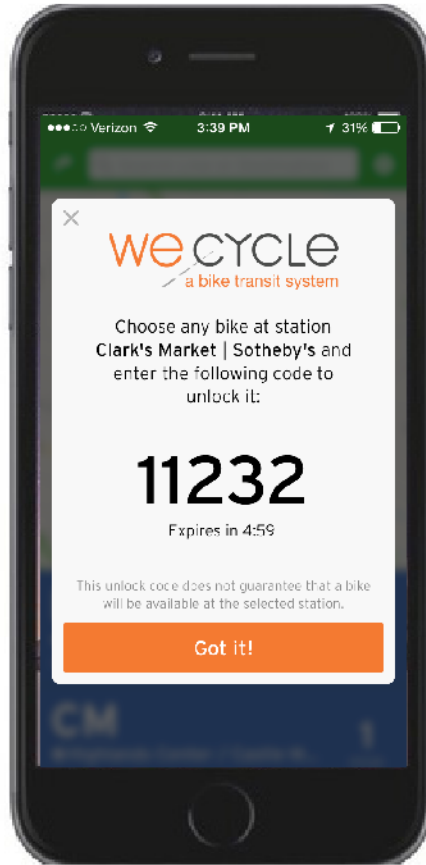
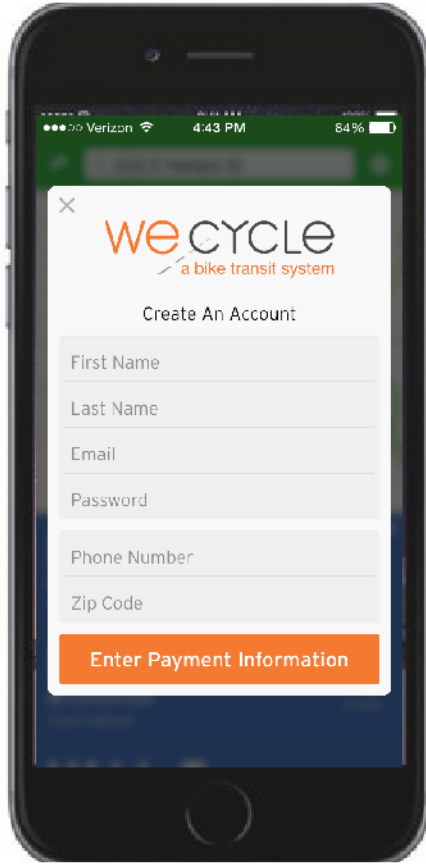
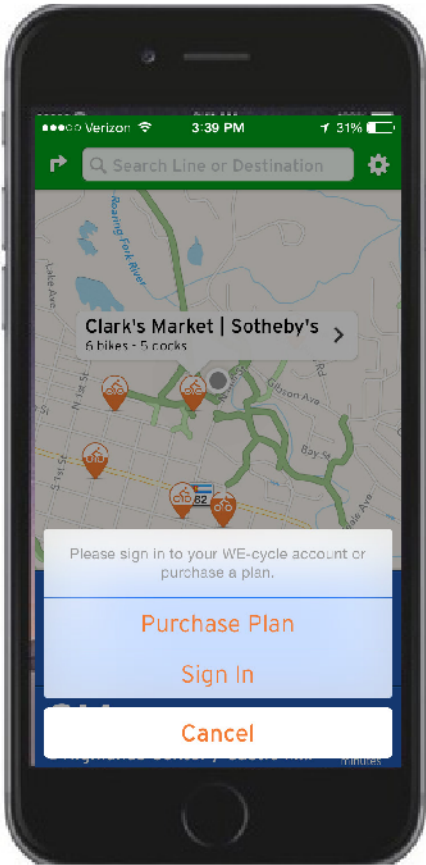
**PBSC**  
URBAN SOLUTIONS

**RFTA**  
Roaring Fork Transportation Authority

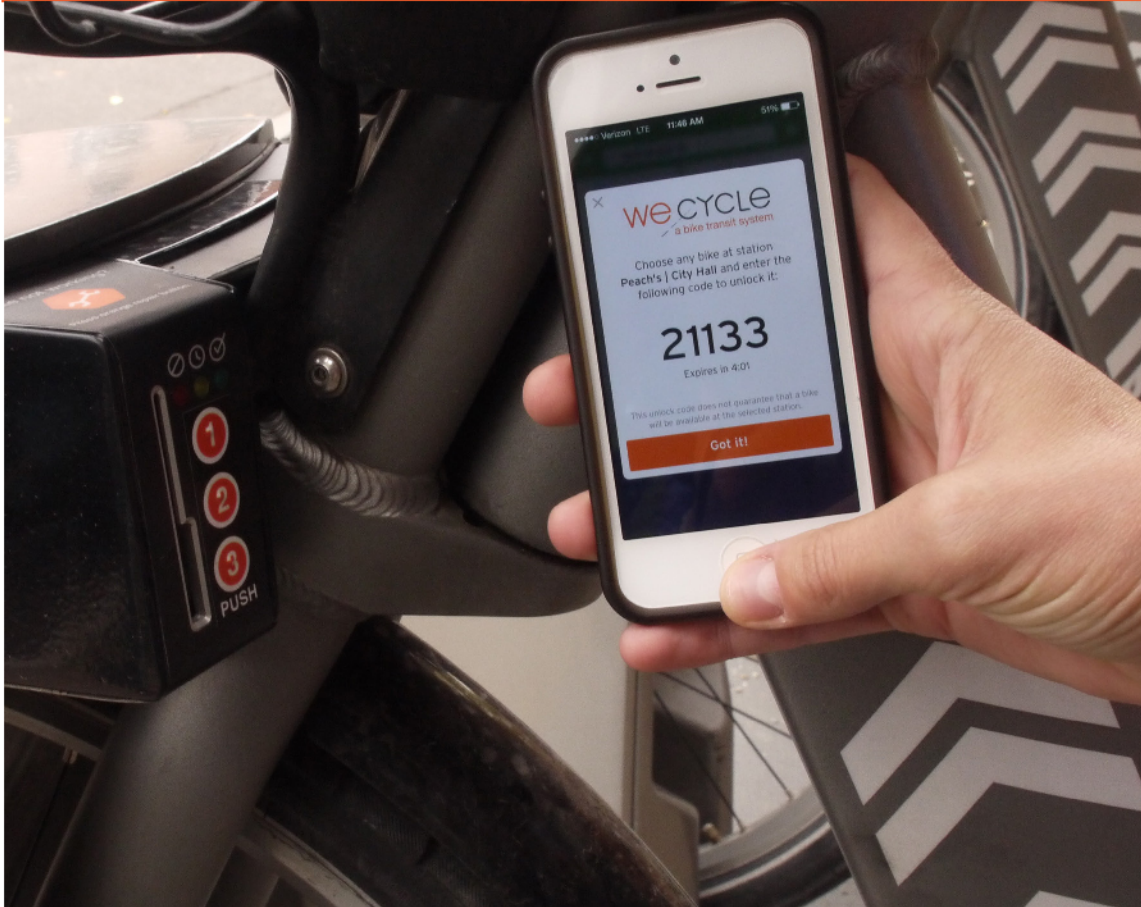
# REAL-TIME BIKE + BUS INFO



# CHECK OUT A BIKE ON PHONE



# TRANSIT APP



» Real-time transit info + integrated mobile payment



## USER-FRIENDLY TRAVEL EXPERIENCE



» **FIRST**  
multi-modal  
pass  
integration in  
Roaring Fork  
Valley

» RFTA Zone  
Pass +  
WE-cycle  
Season Pass



# REGIONAL SYSTEMS

## » BAY AREA

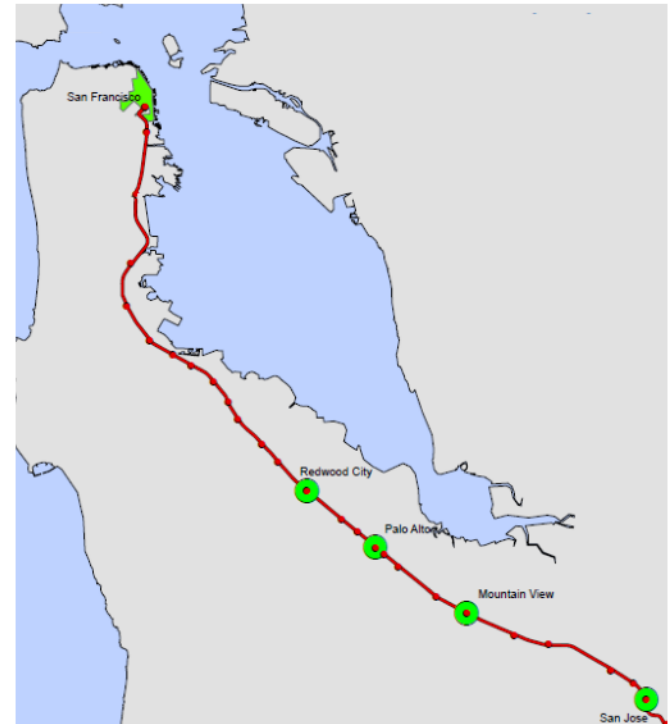
San Francisco. Redwood City .Palo Alto.  
Mountain View. San Jose.

## » CABI

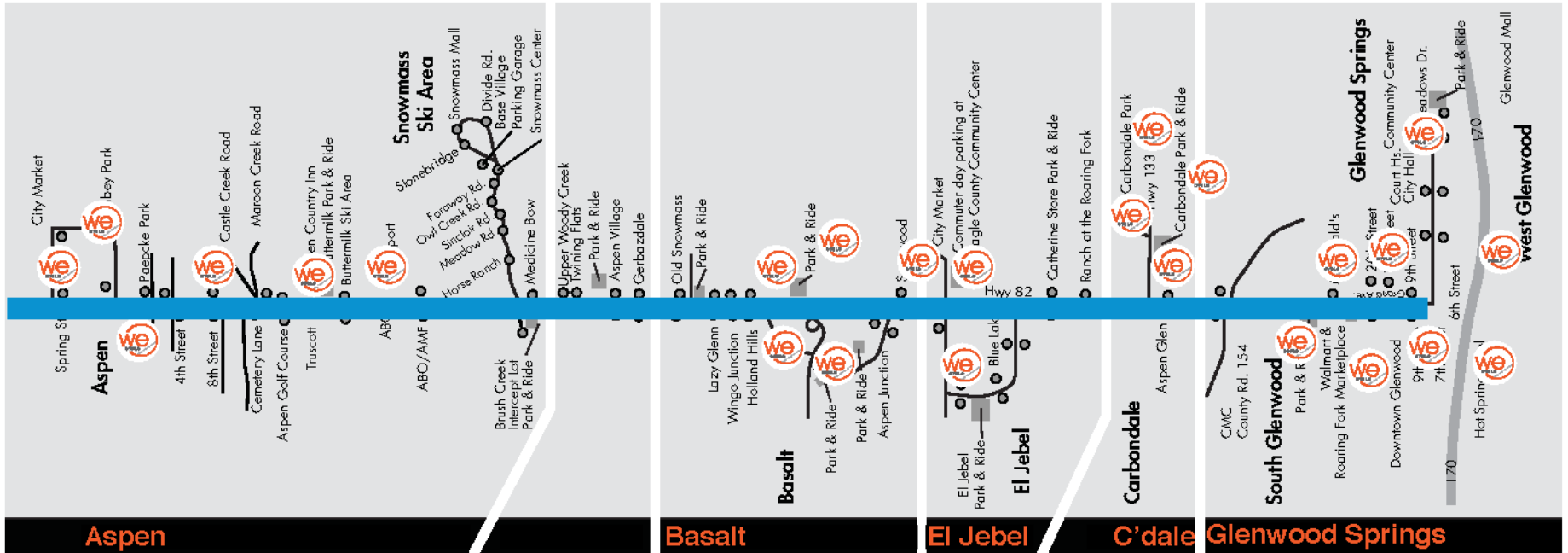
Washington DC. Arlington.  
Alexandria. Montgomery County.

## » HUBWAY

Boston. Brookline.  
Cambridge. Somerville.



# WE-CYCLE VALLEY VISION



» **1 SYSTEM : 1 PASS**



## DEMONSTRATED NEED

- » **78%** would ride WE-cycle in other towns in the Roaring Fork Valley
- » **85%** would be more inclined to ride RFTA if one had access to WE-cycle at either end
- » **INCREASE** RFTA + WE-cycle ridership
- » **DECREASE** SOVs on Highway 82

## BIKE TRANSIT VALLEY-WIDE

### » **BASALT/WILLITS**

Connect to BRTs to increase RFTA utilization + decrease demand on Park & Rides

### » **GLENWOOD**

Facilitate Grand Avenue Bridge closure

Provide connectivity to 27th St. Station + other stops

### » **CARBONDALE**

Facilitate access to BRT Park & Ride

Reduce pressure on circulator

# GLENWOOD SPRINGS

## GLENWOOD SPRINGS POST INDEPENDENT

Your free community newspaper

[postindependent.com](http://postindependent.com)

Volume 124, Number 49 | Thursday, February 18, 2016

### Glenwood may explore bike share program

Could be in place before 2017 bridge detour

John Stroud  
[jstroud@postindependent.com](mailto:jstroud@postindependent.com)

A popular Aspen bike-share program is making its way to Basalt this summer and could be part of the solution to help people get around Glenwood Springs during the Grand Avenue bridge detour next

year — and beyond — without getting into their cars.

City Council recently agreed in concept to do a feasibility study to determine if it makes sense to expand the WE-cycle program to Glenwood Springs.

Bike sharing isn't the same as renting a bike for recreational purposes. Mirte Mallory, co-founder and director of WE-cycle, explained during a Feb. 4 presentation to the Glenwood council.

Rather, it involves having a certain

number of bicycles available for a fee at strategic locations for station-to-station trips of less than 30 minutes at a time.

"Bike share programs are often considered a part of the 'last half mile' solution for transit, meaning that a bicycle can provide transit users with the link between their (bus) stop and their final destination," Mallory said.

More than 60 cities in the United States and some 500 worldwide have bike-sharing systems, she said.

Aspen's WE-cycle started in 2013, becoming the first such system in North America to operate in a mountain resort town. It now has 100 bikes and 11 stations around town.

The seasonal program ran 168 days last year, recording 2,000 total rides, double what it did in 2013, and an average of 121 rides per day, Mallory reported.

The system had 2,600 unique riders,

BIKE, A2

» **20%** goal to reduce traffic during 95-day detour

» **ALIGNED** with 2011 Comprehensive Plan: Address transportation needs and provide multiple convenient travel choices.

## REGIONAL BIKE SHARE



» **“Basalt Town Council hereby supports establishing WE-cycle as Basalt’s first public transportation system as it is aligned with Basalt’s goals.”** - Resolution No. 46, Series of 2015



» **FOUNDING PARTNER**  
Supporting first/last mile connectivity to the transit corridor

# CAPITAL FUND: \$380,000

## FOUNDING PARTNERS

\$ 40,000 and above...



## MOMENTUM PARTNERS

\$ 10,000 - \$19,999



## LAUNCH PARTNERS

\$ 20,000 - \$39,999



## ADVOCATES

\$ 5,000 - \$9,999

## SUPPORTERS

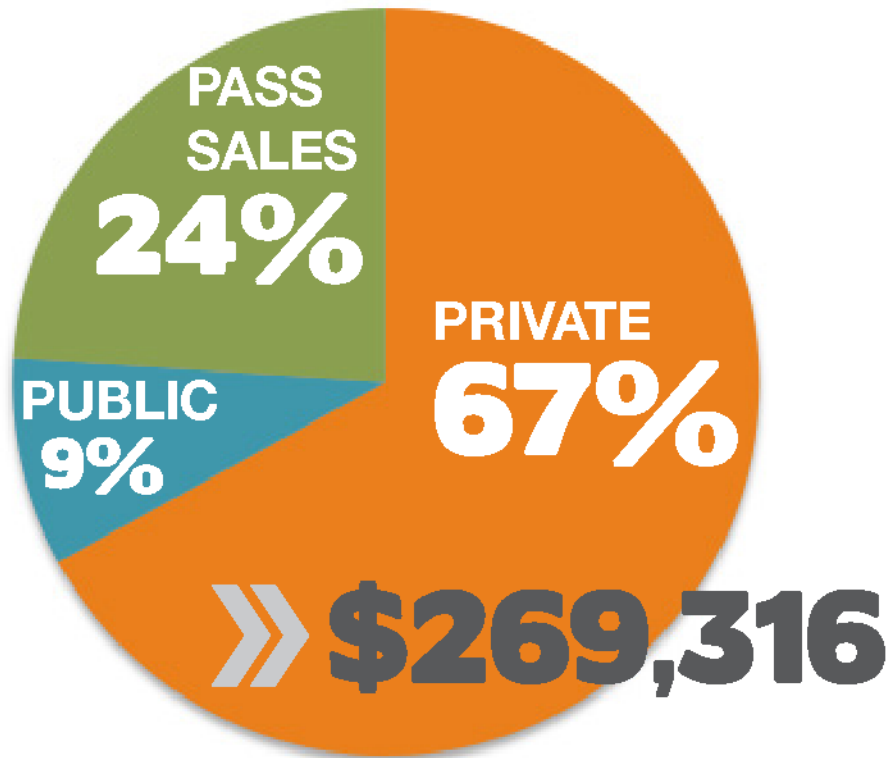
\$ 1,000 - 4,999



**HOLY CROSS ENERGY**

A Touchstone Energy® Cooperative 

# WE-CYCLE 2015 REVENUE DISTRIBUTION



» **PRIVATE - \$181,017**  
Includes sponsorships,  
private grants and  
donations.

» **PUBLIC - \$25,000**  
Includes \$3,000 from City of  
Aspen + \$2,000 from Pitkin  
County + \$20,000 from RFTA.

» **SYSTEM GENERATED PASS  
SALES - \$63,300**  
Includes passes and  
Overtime Fees.



**2015**

**21,054**

**10,035**

**17,671**



**2013**



**2014**



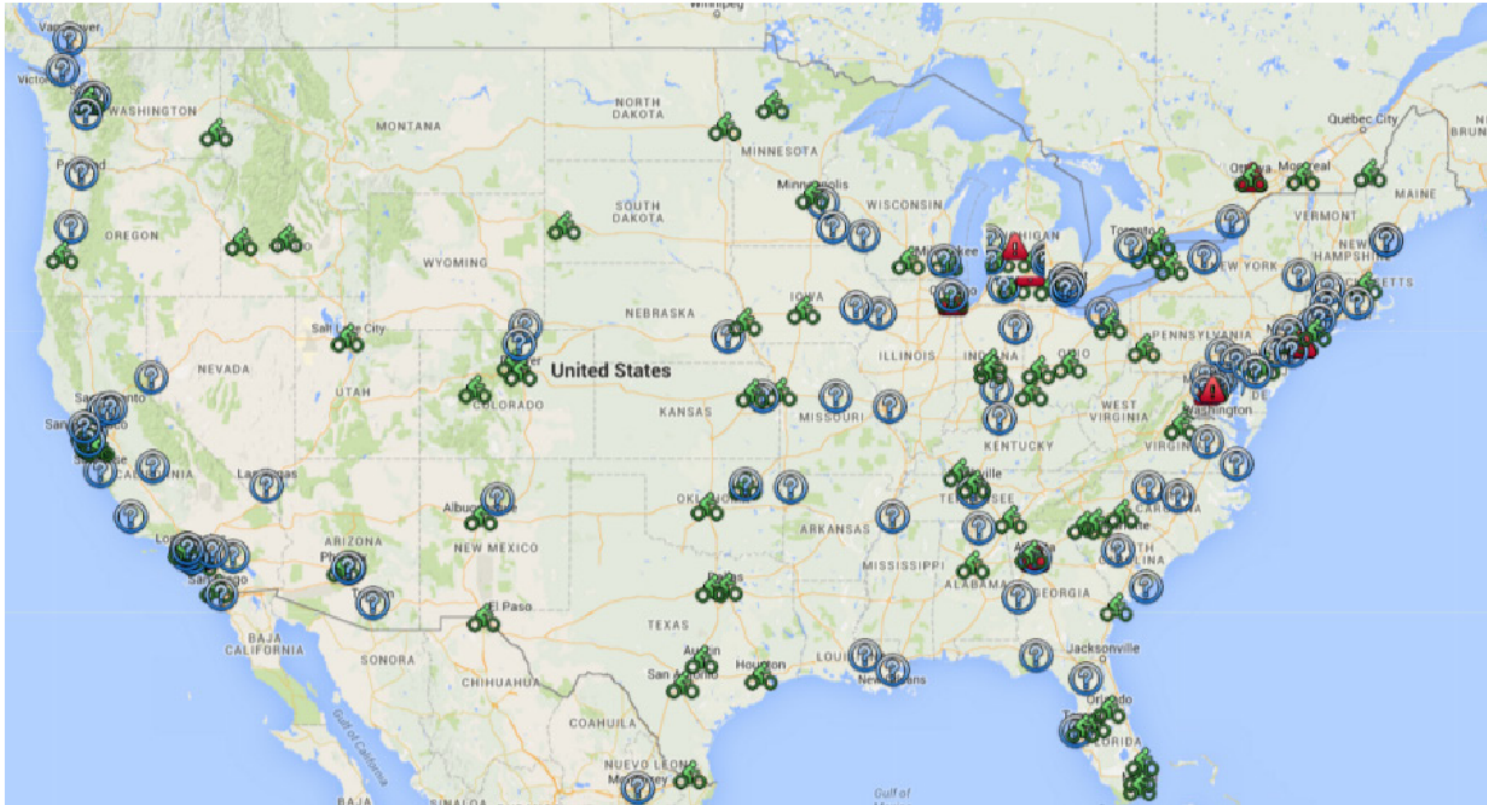
**2015**

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2016



# 2016: BIKE SHARE IN USA





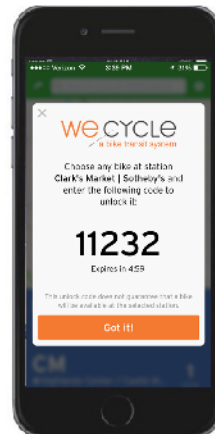
# BASALT, WILLITS, EL JEBEL

» **80 BIKES**

» **23 STATIONS**

# PIONEERING TECHNOLOGY

## CLASSIC STATION



## SATELLITE STATION



SERVE LATINO COMMUNITY

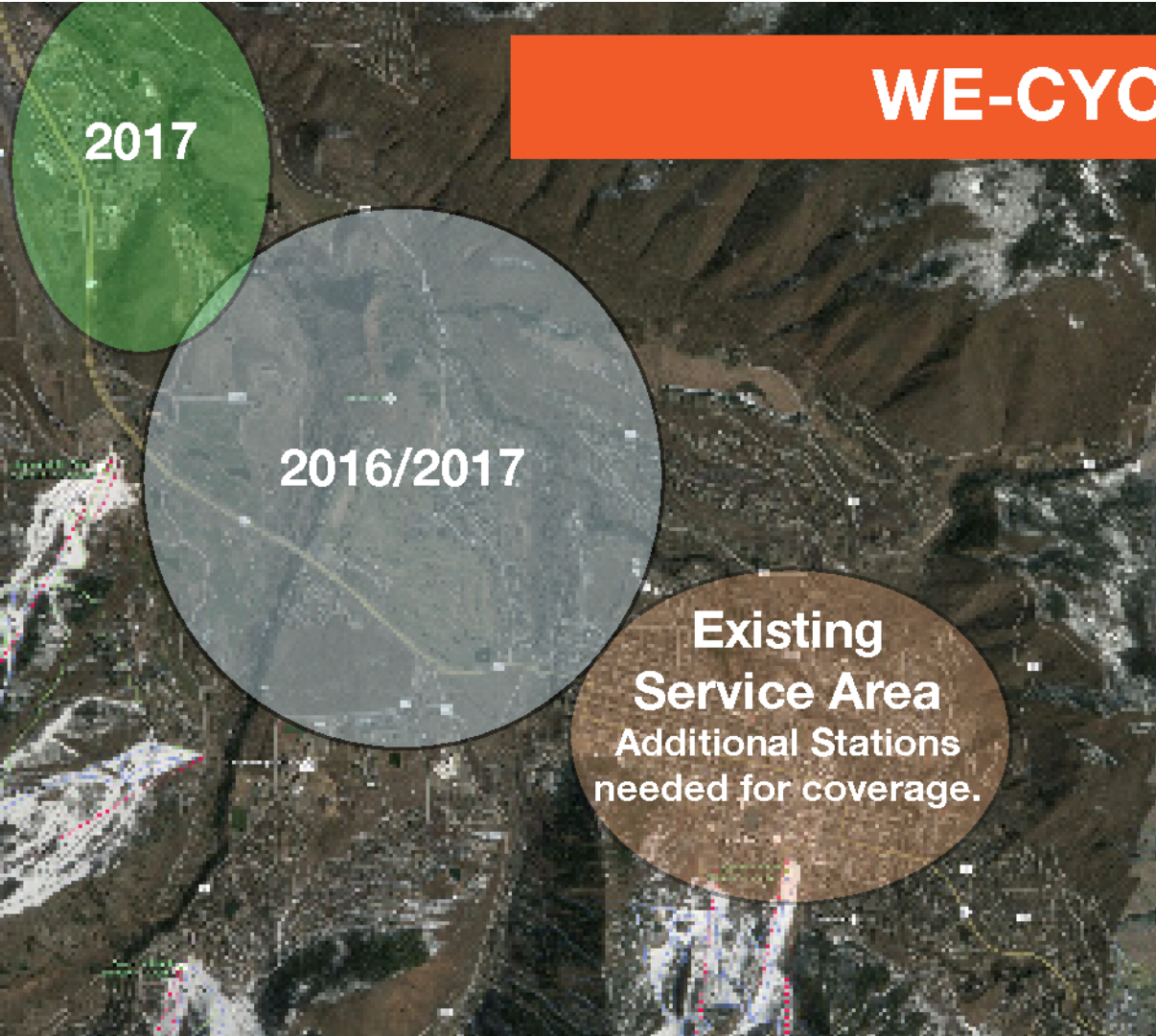
# » MOVIMIENTO EN BICI



Valley Settlement Project  
A PROGRAM OF THE MANAUS FUND

# WE-CYCLE IN ASPEN | UGB

## Service Area Plan

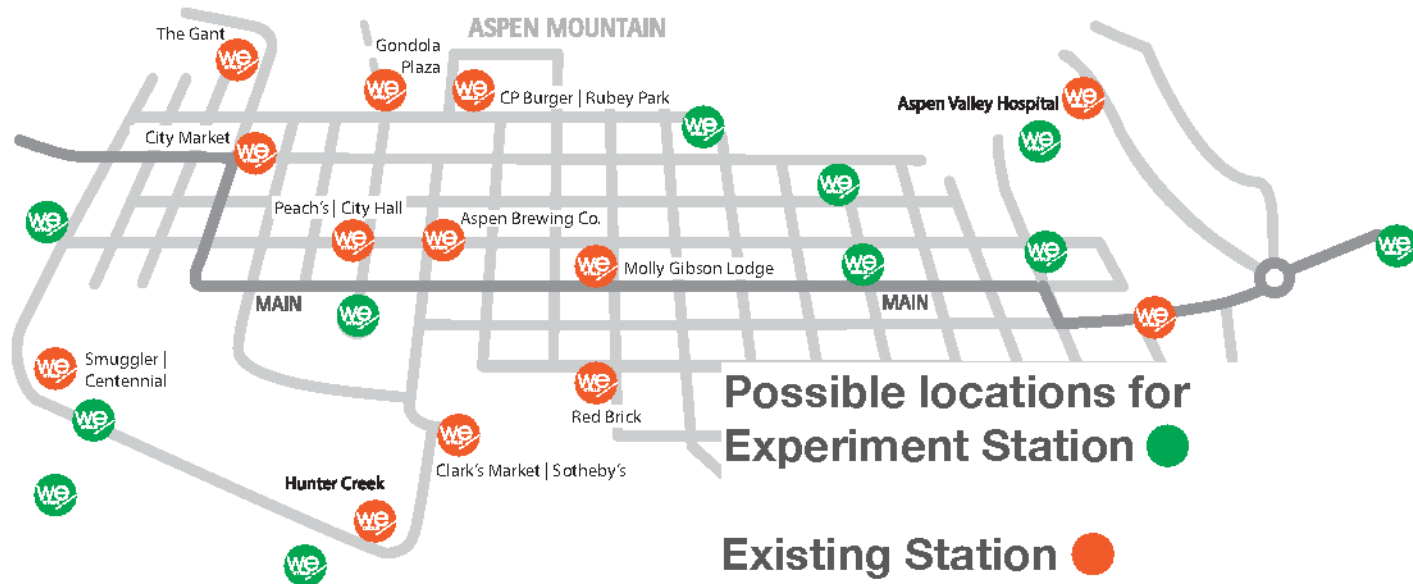


# ASPEN EXPERIMENT STATION KIT

## » CROWDSOURCED PLACEMENT

Where would a bike share station keep you from getting into your car?

## » VOTE!





# WE-ETHOS

