

Defy Ordinary

North America's first small town bike share system.

ALIGNED WITH ASPEN'S GOALS



Aspen Area Community Plan

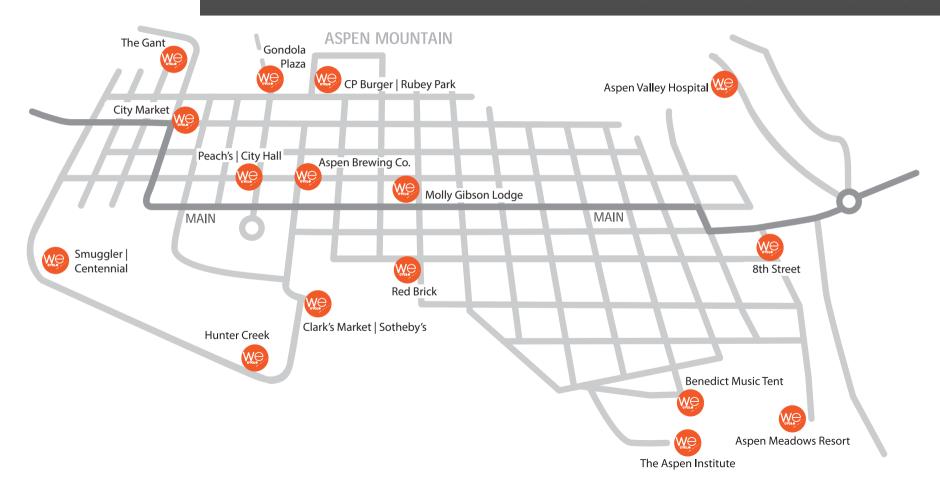
Committed to providing an efficient, multi-modal and integrated transportation system that reduces congestion + air pollution.



Community Goal of Reducing Emissions

- Reduce Aspen's carbon footprint below 2004 levels of 840,875 tons of CO2 emissions by 30% by 2020 and by 80% by 2050.
- Reduce the volume of single occupancy traffic coming into Aspen and around town.
- Create a mass transit-oriented transportation alternative into Aspen that is more convenient and affordable and has lower Green House Gas emissions per passenger mile than the average private vehicle.

100 BIKES: 16 STATIONS



SEASON PASSHOLDERS

- >>> **525** passholders
- >>> 51:49 male to female 36 average age
- **8** minutes average ride time
- >>> 63% of total rides
- >> 14% pass generated income



BIKE + BUS = 24/7 TRANSIT

- 15 stations within 300 feet of RFTA stop
- **85%** use WE-cycle in conjunction with RFTA
- >>> 92% also use other public transportation
- 3% rides outside RFTA operating hours

DAY PASSHOLDERS

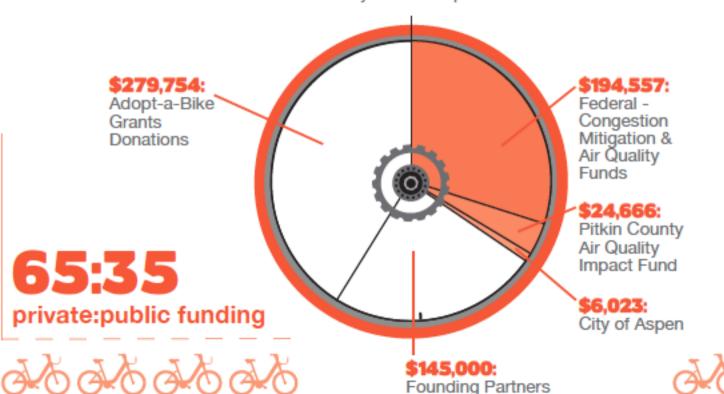
- >>> 2156 passholders
- >>> 37% of total rides
- 19 minutes average ride time
- **86%** pass generated income
- >>> 95% Overtime Fees



PUBLIC - PRIVATE PARTNERSHIP



WE-cycle Start-Up Fund



FOUNDING PARTNERS













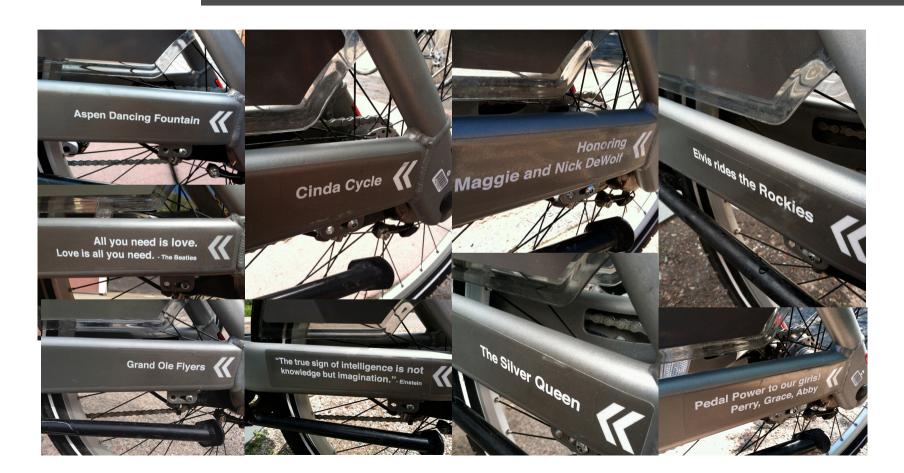








ADOPT-A-BIKE



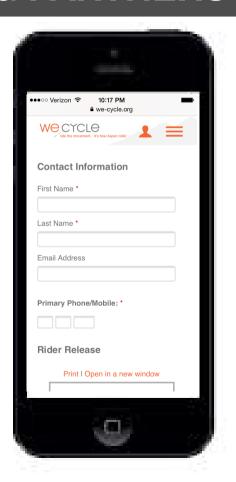
CREATIVE SPONSORSHIP



WILLING PARTNERS







FLEXIBILITY







NOW TO YOU...