



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

\$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

65:35

private:public funding



FOUNDING PARTNERS



THE CITY OF ASPEN



ADOPT-A-BIKE



CREATIVE SPONSORSHIP



WILLING PARTNERS

A photograph of a smartphone displaying the WeCycle registration form. The screen shows the WeCycle logo and the text "ride the movement... it's how Aspen rolls!". The form includes fields for "Contact Information" (First Name, Last Name, Email Address, Primary Phone/Mobile) and "Rider Release". At the bottom, there is a link that says "Print | Open in a new window".

Verizon 10:17 PM
we-cycle.org

weCYCLE
ride the movement... it's how Aspen rolls!

Contact Information

First Name *

Last Name *

Email Address

Primary Phone/Mobile: *

Rider Release

[Print](#) | [Open in a new window](#)

FLEXIBILITY

wecycle
rides the movement
Don't forget to activate your card at a WE-cycle station.

CH2MHILL
Invites you to
Bike Aspen

Bike Aspen courtesy of
CH2MHILL.

Proud to partner with WE-cycle to provide
AIF participants with a three-day bike pass.

To activate this pass, please visit any of the 13 WE-cycle stations conveniently located within the heart of Aspen and on the Aspen Meadows Campus. Note you will need your credit card to activate your bike pass, which will only be charged for lost or damaged bikes OR if any individual trip exceeds 30 minutes. See reverse side for more details.
CH2M HILL is proud to be an official sponsor of AIF 2013 and WE-cycle.

wecycle
a bike transit system

YOUR PASS FOR GETTING AROUND ASPEN

4 WE-cycle rides courtesy of...

HOTEL ASPEN

BIKE SHUTTLE PASS

Activate to use: ridewe.org/hotelaspen

HOW YOUR PASS WORKS:

- Activate your pass: www.ridewe.org/hotelaspen
- Your pass includes **four 30-minute rides**.
- **After four, keep riding!** Each additional ride will automatically be charged \$1 per ride.
- **Please note:** every ride lasting over 30 minutes will incur Overtime Fees. See back for details.

Once activated, your pass expires after 10 days.

fast. fun. flexible
Be on your own schedule.



NOW TO YOU...