TO:	RFTA Board of Directors
FROM:	Mirte Mallory, WE-cycle, Co-Founder and Director
DATE OF MEETING:	March 10, 2016
RE:	Exploring WE-cycle in Glenwood Springs + Roaring Fork Valley System Overview

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PURPOSE OF MEETING:

At this meeting, WE-cycle will provide a brief overview of its current service areas and its planned 2016 system opening in Basalt, Willits, and El Jebel. WE-cycle will present its vision to offer bike transit as a first/last mile connection to RFTA service throughout the Roaring Fork Valley.

This valley-wide WE-cycle discussion is timely and pertinent as Glenwood Springs has expressed interest in integrating WE-cycle as part of its traffic mitigation efforts during the Grand Avenue Bridge replacement and closure period. In early February, WE-cycle presented to the Glenwood Springs City Council and received unanimous support to begin exploring the implementation of bike share services in Glenwood Springs. WE-cycle has since begun initial scoping of a Glenwood Springs System and opportunities to provide bike transit as a complement to RFTA and mobility enhancement during the bridge closure.

Opening a system in Glenwood Springs in the spring of 2017 requires immediate planning and securing of funds. In order to be effective, Glenwood Springs would need connected network of stations with sufficient density requiring an initial infrastructure investment of at least $500,0000 - $600,000. Founded as a public/private partnership, WE-cycle is exploring local and federal grant opportunities as well as local private partners to help lead the initiative.

The RFTA Board is invited to discuss taking a leadership role in financially contributing to the Glenwood Springs WE-cycle System to help catalyze speedy momentum towards a desired 2017 spring opening.

BACKGROUND:

RFTA has been an instrumental supporter of WE-cycle since its inception. RFTA was the first Founding Partner of the Aspen WE-cycle system which opened in 2013. WE-cycle and VelociRFTA opened the same year as pioneering transit services as the only BRT and bike share in rural North America. RFTA has since been a generous and consistent financial and collaborative partner of WE-cycle.

Financially, in 2012, RFTA contributed capital funds to purchase a WE-cycle station at Rubey Park in Aspen. In 2015, the RFTA Board contributed capital funds to help purchase station infrastructure for BRT Park & Rides in the Basalt WE-cycle System. In 2015 and 2016, WE-cycle received operating grants from RFTA to ensure reliable night and weekend service. RFTA's financial support of capital infrastructure and operations for bike share has been critical in demonstrating regional leadership and alignment with achieving a multi-modal valley-wide transit system.

On the collaborative side, in a joint effort to grow transit ridership by simplifying the user-experience, in 2015, WE-cycle, in partnership with RFTA, introduced Transit App to the Roaring Fork Valley. Transit App is a mobile application with real-time integrated transit schedules and bike share availability. The first of its kind in North America, Transit App allows users to seamlessly plan a transit route while integrating RFTA and WE-cycle. The same application allows one to sign up and check out a WE-cycle. WE-cycle is pleased to announce that in the spring of 2016, RFTA Zone Passes and WE-cycle Season Passes will be integrated into one physical pass card. As an example of this exciting new offering, this pass card will allow riders to check out a WE-cycle in Basalt with their pass card, pedal to the BRT stop, board the bus showing the RFTA driver their pass card, enjoy a pleasant ride to Aspen zooming past traffic, disembark and use the same pass card to check out a WE-cycle to pedal to their final destination. Bike > bus > bike, one pass, seamless!

Together, WE-cycle and RFTA can continue to strive for a frictionless bike and bus integration to create improved rider experiences and to reduce pressure on circulator bus systems. WE-cycle and RFTA are naturally aligned with mutually supportive goals. RFTA's mission is "*to pursue excellence and innovation in providing preferred transportation choices that connect and support vibrant communities.*" WE-cycle's mission is "*to provide easily accessible and affordable bicycles within Aspen and the Roaring Fork Valley to be used for in and around town transportation and to facilitate seamless first/last mile connections to other transportation options. WE-cycle's vision is one in which increased bike and multi-modal transportation use fosters a more livable, vibrant, healthy, and environmentally-engaged community*." This alignment between bike share and regional transit is not unique. Nationwide, an increasing number of bike share systems are part of Regional Transit Authorities. Notably, both Los Angeles' and Las Vegas' Transit Authorities are poised to launch bike share as part of their regional transit offerings.

WE-CYCLE, AN OVERVIEW:

WE-cycle is a 501(c)(3) nonprofit organization founded with the mission to provide community-supported bike share throughout the Roaring Fork Valley.

Bike sharing involves a number of bicycles at specific stations made available for shared use as a means of increasing mobility options and reducing traffic congestion and air pollution. Bikes are to be used for short station to station trips, typically under 30 minutes at a time. Overtime Fees are incurred for keeping the bike for longer periods of time to discourage using the bikes for extended personal or recreational use. Bike share programs are often considered a part of the first/last mile solution for transit, meaning that a bicycle can provide transit users with the link between their station/stop and their final destination. Bike sharing has grown rapidly in recent years with systems operating in over 60 cities in the US and 500 cities worldwide. These systems have proved popular, safe, successful and convenient for both residents and visitors. Bike share systems have also proven effective in introducing bicycling to new groups of riders.

WE-cycle opened in Aspen in 2013 as North America's first and only bike share system located in a mountain resort town. The WE-cycle system of 100 bikes and 16 stations came to fruition thanks to the financial contributions and visionary support of many of Aspen's leading organizations. These Founding Partners include The Aspen Institute, Aspen Meadows Resort, Aspen Skiing Company, Aspen Valley Hospital, City of Aspen, Genshaft Cramer LLP, Nick DeWolf Foundation, TheMyersRobertsCollective, Pitkin County, and the Roaring Fork Transportation Authority (RFTA).

WE-cycle's start-up and initial capital infrastructure were funded by its Founding Partners, a federal Congestion Mitigation and Air Quality grant through the City of Aspen and Pitkin County, private donors, grantors and foundations.

WE-cycle's operatations are funded through sponsorships, pass sales and Overtime Fees (for rides lasting longer than 30-minutes), grants and private donations. Aspen | Snowmass Sotheby's has been WE-cycle Presenting Sponsor since inception. adidas Outdoor became WE-cycle's Title Sponsor in 2015. WE-cycle is by nature a connector and thereby a collaborator and has 55 community sponsors, partners, and collaborators. WE-cycle is committed to both

financial and environmental sustainability but recognizes that in order to provide a safe, reliable, and effective public transportation service it is challenging to operate without ongoing financial support from the public sector.

WE-cycle has experienced remarkable growth. In 2015, its 2,600 unique riders completed 21,000 rides, double that of the first year. Of note:

- 93% of rides were under 30 minutes, demonstrating use as a bike transit service
- 62% of the rides were completed by season passholders, confirming the system is used for transportation purposes rather than recreation
- 36% of WE-cycle rides replaced car trips (per passholder survey)
- 85% of WE-cyclers connect to RFTA (per passholder survey)
- 84% of WE-cycle passholders would be more inclined to ride RFTA if they had WE-cycle service at either end

WE-cycle will open a system in Basalt, Willits and El Jebel in the summer of 2016 with the Town of Basalt, Pitkin County, RFTA, Willits Town Center, Eagle County, Habitat for Humanity, and Holy Cross Energy Round Up Foundation as financial partners to date.