October 2, 2015

Dear Roaring Fork Transportation Authority Board of Directors,

Thank you for your continued support of WE-cycle and for sharing our vision for a seamless bus and bike transportation system throughout the Roaring Fork Valley.

In its third year of operations, WE-cycle continues to prove itself effective as a first/last mile transit solution by demonstrating strong connectivity to RFTA services. 85% of 2014 WE-cycle passholders connect to RFTA and 84% of passholders would be more inclined to ride RFTA valley-wide if they had WE-cycle service at either end for their commute thereby completing a valley-wide first/last mile transit system.

Thanks to RFTA's operating support, in 2015 WE-cycle has been able to staff a skilled Operations Team to provide for nights and weekends coverage that allows WE-cycle to offer a reliable 24/7 on-demand mode of transit. To date, 37.5% of WE-cycle rides are between 5 pm and 8 am with 2.2% of those rides between 2 am and 6:30 am, when RFTA service is not available on all in-town Aspen routes. RFTA's funding to WE-cycle helps facilitate this level of service.

Meet Marisol, one of WE-cycle's 521 season passholders.

"I ride WE-cycle because it's the best way to get to work in the mornings, especially because there's no bus running at 5:45am when I have to leave for work. And it's fun to ride!"

On behalf of Marisol and other early morning riders, thank you for helping WE-cycle provide an early morning transit service.

WE-cycle season passholders are its most active riders, accounting for 63% of all rides in 2014. As passholders increasingly use WE-cycle to commute to and from work, WE-cycle must be anticipate this demand and have bikes and docking points available at the respective commuting stations. This is exactly the behavior WE-cycle wants to encourage but requires WE-cycle to staff later at night and earlier in the morning, 34% of the system bike balancing occurs between 5 pm and 8 am.

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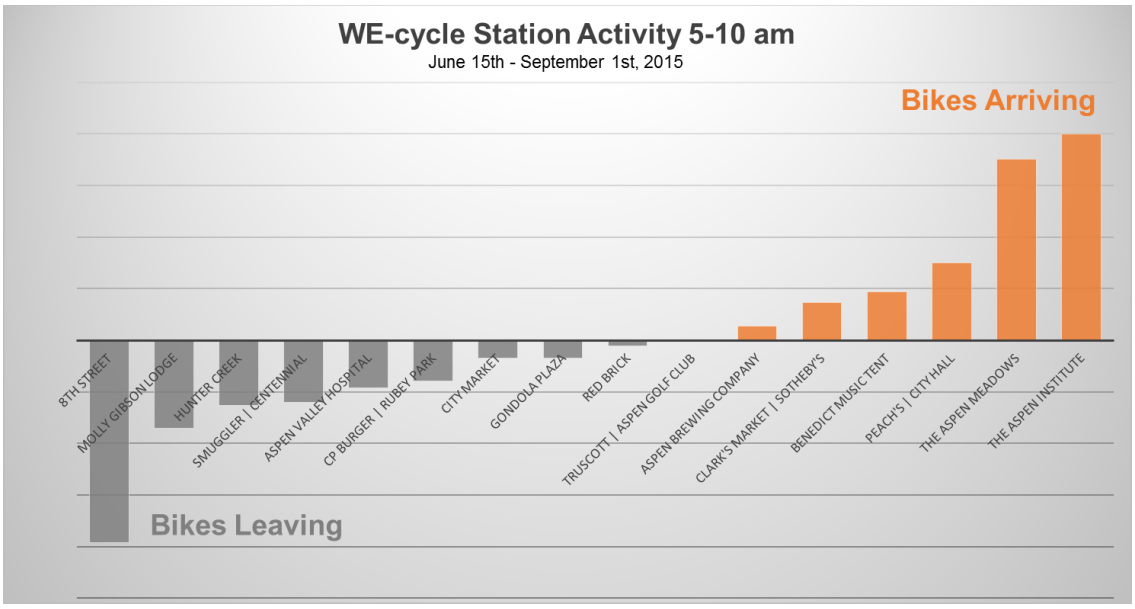
WE-cycle is encouraged by patterns demonstrating that riders are picking up bikes at WE-cycle Stations adjacent to Aspen's RFTA BRT Stations and taking a quick ride to their final destination. These trends, and rider testimonials, illustrate that WE-cycle offers a faster final leg of the commute than walking which thereby encourages more use of RFTA.



Note: 8th Street and Molly Gibson Lodge are the two busiest morning stations, the two BRT Stations in Aspen prior to Rubey Park.

One of WE-cycle's greatest successes in 2015 is the opening of the 8th Street Station, thanks to funding from the Aspen Meadows. This station has accentuated the positive relationship between RFTA's valley-wide service and WE-cycle's complementary first/last mile service. 8th Street to the Aspen Meadows has become WE-cycle's most popular route, a true testament to the synergy between RFTA and WE-cycle and together providing a complete suite of transit options.

I'm Andy, the Food & Beverage Director at the Aspen Meadows Resort. I ride WE-cycle because I get to work every day riding RFTA from Burlingame then jumping on my WE-cycle at 8th Street and riding all the way into work. I also sometimes come and eat at Plato's restaurant on my WE-cycle."

WE-cycle and RFTA's values are inherently aligned. Like RFTA, WE-cycle is a transportation provider seeking to provide a reliable, flexible, safe and affordable transportation option to residents of the Roaring Fork Valley. Bike sharing is an innovative and cost-effective solution to expand transportation services by providing conveniently-located bicycles for riders to reach their final destinations. Bike sharing is a sustainable transit solution by offering a carbon-free transit choice to valley residents while furthering the health and well-being of the community.

WE-cycle is enthused to work closely and collaboratively with RFTA in realizing a multi-modal, bus and bike system throughout the Roaring Fork Valley. WE-cycle recognizes the ground work for transportation systems takes time and thoughtful preparedness and that securing funds to operate public transit systems is challenging.

WE-cycle is applying for a General Operating Grant from RFTA to help maintain a safe and reliable level of service on nights and weekends. Unfortunately, as a transit service, WE-cycle is does not fully-sustain itself on pass sales. In 2014, WE-cycle fare box recovery rate was 29% with sponsorship and donations accounting for the remainder of the operating budget. With now three years of operating data, revenues and expenses, as well as growing nationwide industry benchmarks, WE-cycle is working on its long-term financial plan and how to structure a financially sustainable and operationally reliable system.

We thank you for seeing our funding request as one that would further RFTA's levels of service as a transit provider by supplementing your down time with WE-cycle service. The funding from this grant will be dedicated to Nights and Weekends Operations, a skilled and trained Operations Team on-duty, 7 am – 10 pm, 7-days a week. WE-cycle contracts with an after-hours call center to answer customer calls from 10 pm – 7 am in addition to having a staff member on call every night in case of an emergency or system malfunction.

With your support, WE-cycle is eager to continue to serve residents with a seamless transportation experience and thereby further RFTA's Vision and Mission of providing "preferred transportation choices that connect and support vibrant communities."

Thank you for your consideration,

Mirte Mallory
Co-Founder and Director

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