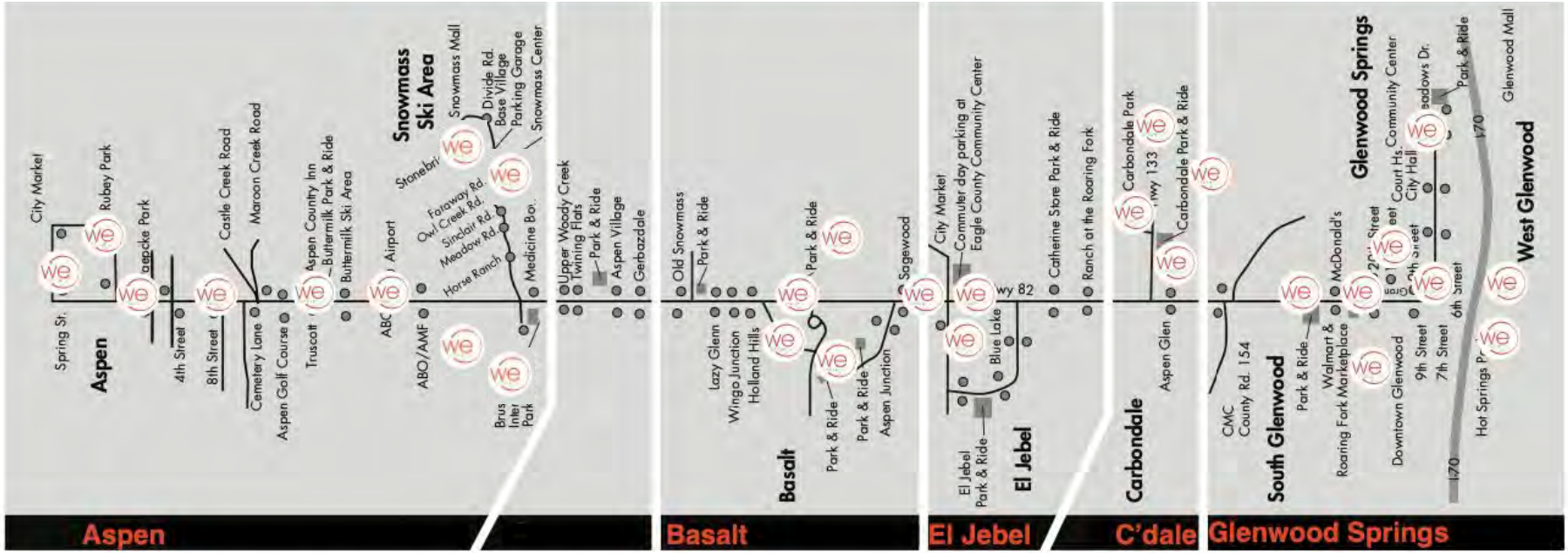
2023 Update + 2024 Preview

February 8, 2024

A Decade of Pedaling a Vision…



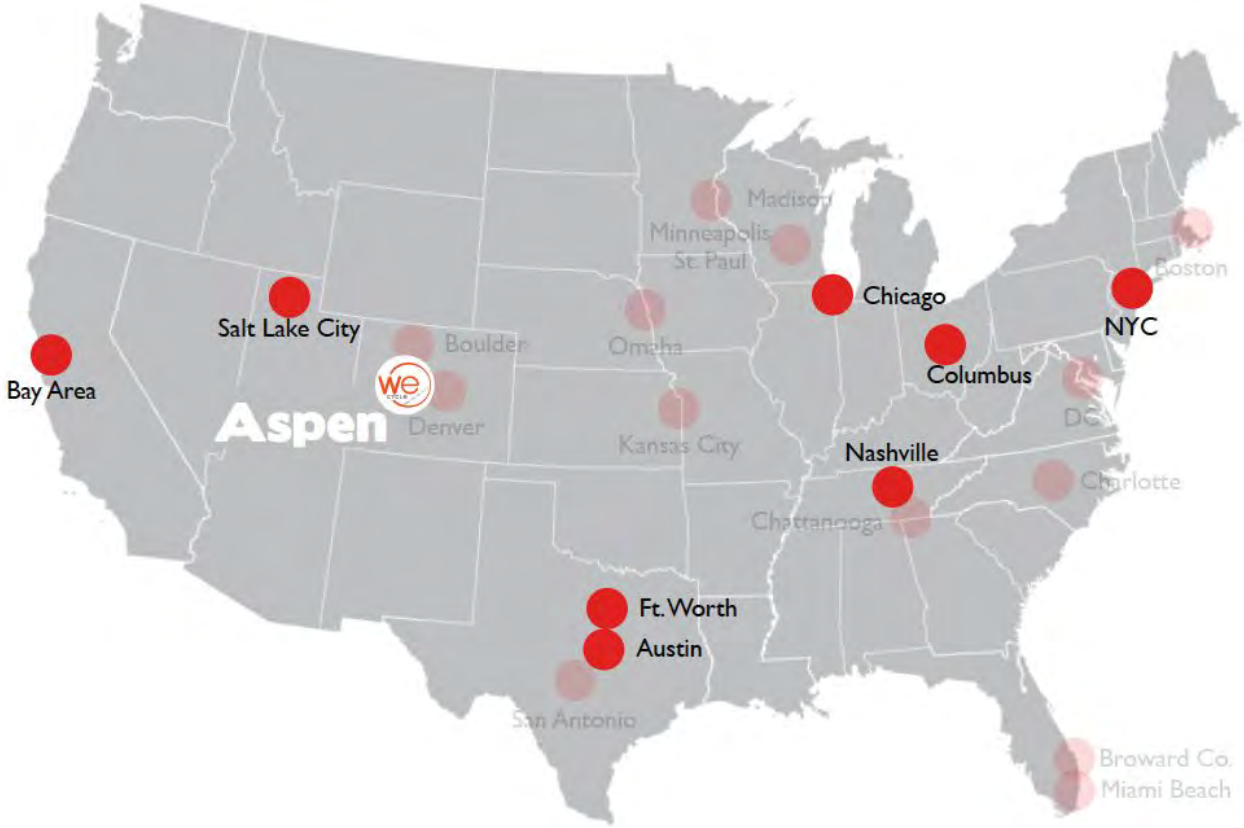
Founding Partners

2013: VelociRFTA + WE-cycle

100 pedal-powered bikes

13 solar-powered stations

Pioneering Bikeshare + Rural Bus Rapid Transit



US Secretary of Transportation

"This is the year of bike share!"
- Ray LaHood

First Year of Bikeshare in Aspen

10,035
rides

23,804
miles pedaled

2,161
unique riders

66 average
rides per day

151
days in season

2014: Colorado Bikeshare Day

Governor Hickenlooper + Mayor Skadron lead the parade

2015: Partners in Innovation

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

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

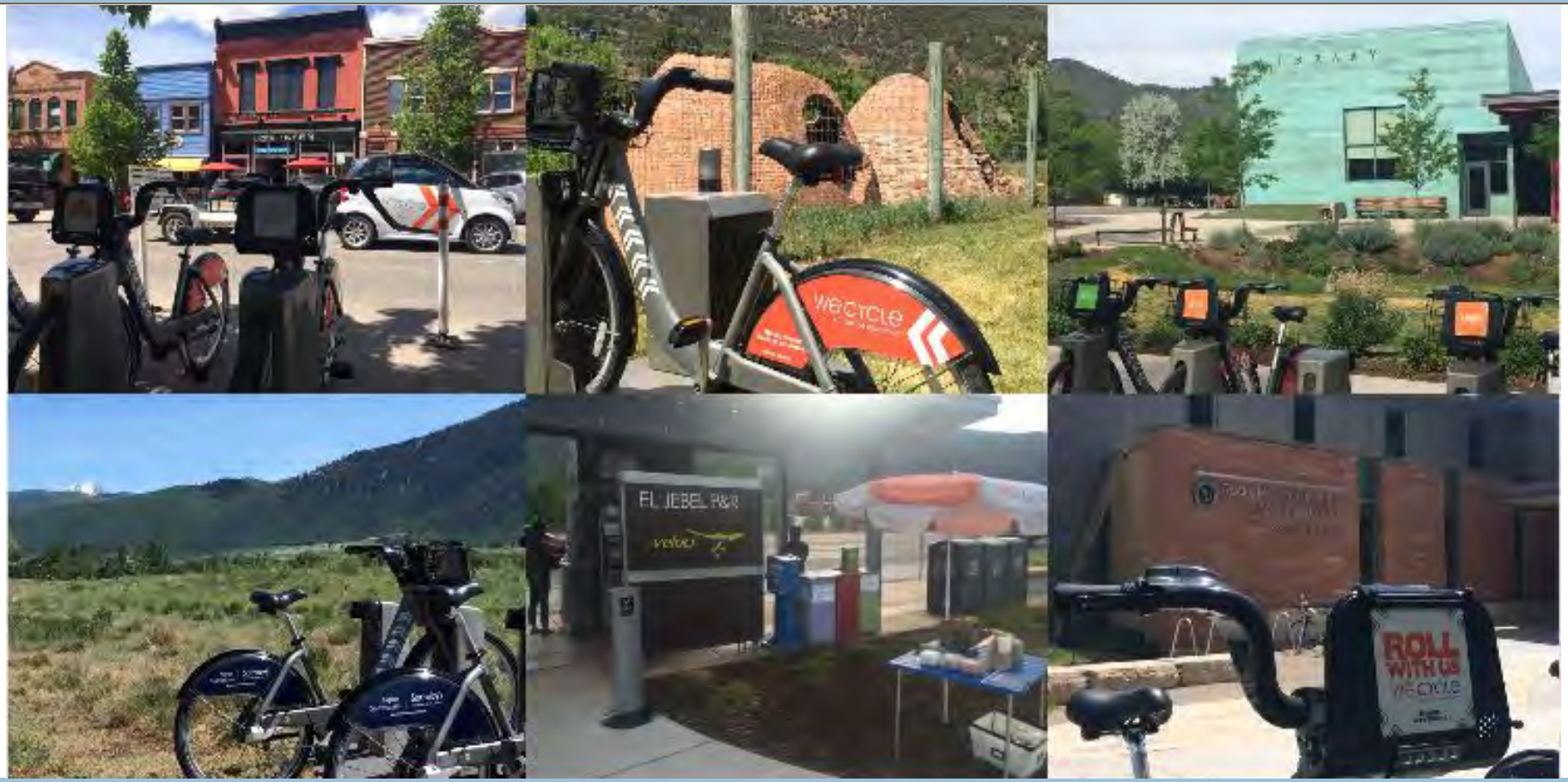
Transit App

weCYCLE a bike transit system

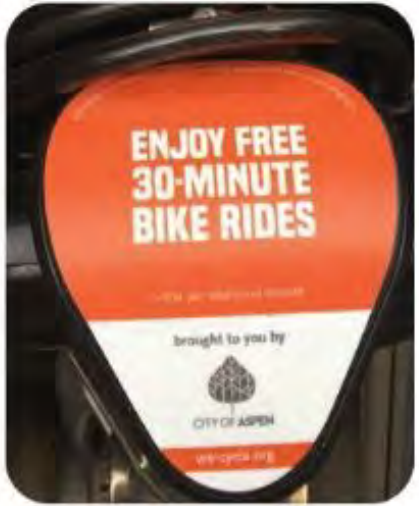
PBSC URBAN SOLUTIONS

RFTA Roaring Fork Transportation Authority

2016: WE-cycle Rolls into Mid-Valley

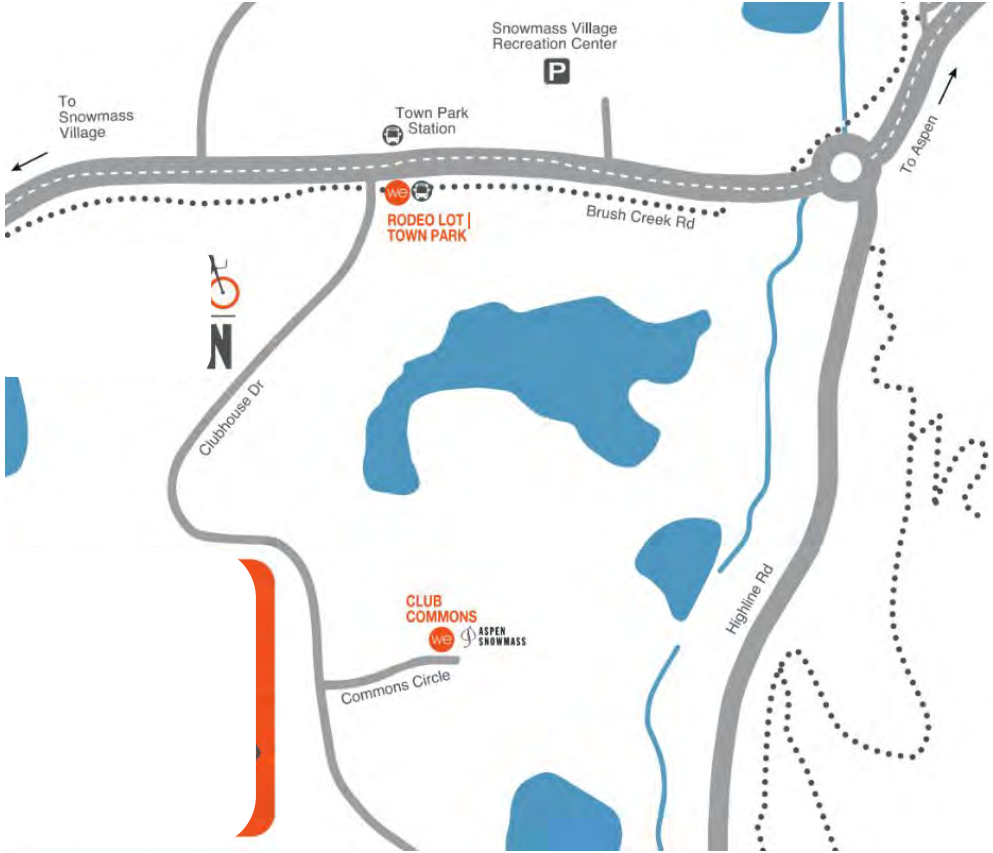


2018: First Fare-Free Bikeshare in North America



2018: Ballot Measure 7A Passes!

2020: Hello Snowmass Village + E-bikes



2021: Solar-powered E-bikeshare Charging Stations

2023: Signing of Regional Bikeshare Partnership

Service Operating Agreement ← RFTA → **Memorandum of Understanding**

RFTA
ROARING FORK TRANSPORTATION AUTHORITY

we cycle

CITY OF ASPEN

TOWN OF BASALT 1901

TOWN OF CARBONDALE ESTABLISHED 1887

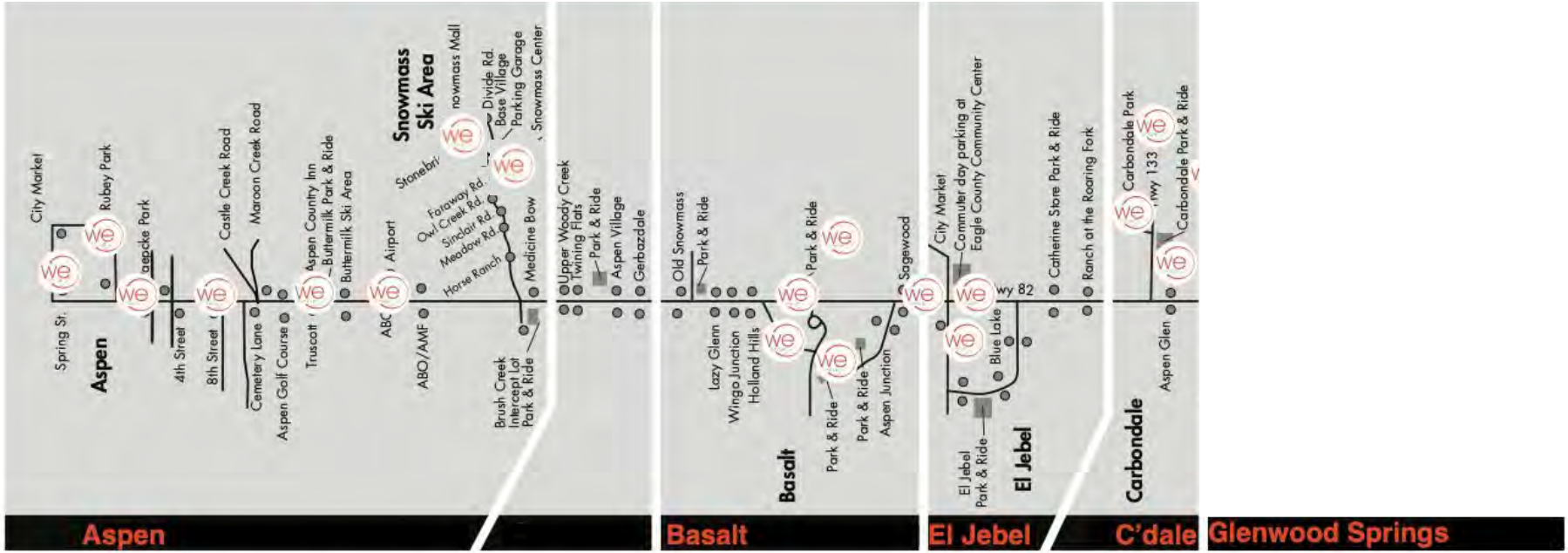
EAGLE COUNTY

CITY OF GLENWOOD SPRINGS COLORADO

PITKIN COUNTY

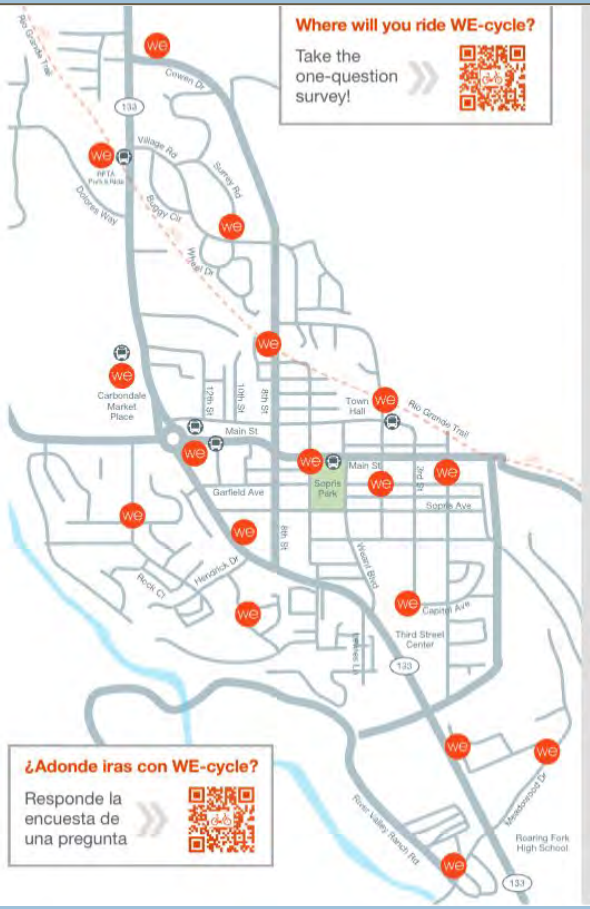
SNOWMASS VILLAGE

2023: System Overview



- **81 stations**
  - 11 e-stations
- **421 bikes**
  - 153 e-bikes

Hello Carbondale!



17
stations

80
regular bikes/
electric bikes

SIGN UP
INSCRIBIRSE

Art in Motion

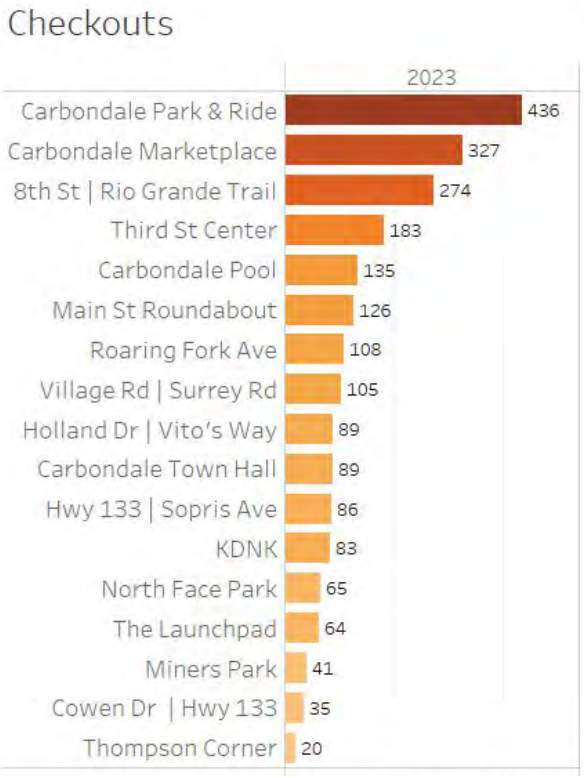
- **Collaboration with:**
  - Carbondale Arts
  - Alpine Bank
- **Art on 17 stations + 5 e-bikes**
  - Designed by Bailey Haines
- **Carbondale Creative District on WE-cycle station maps**

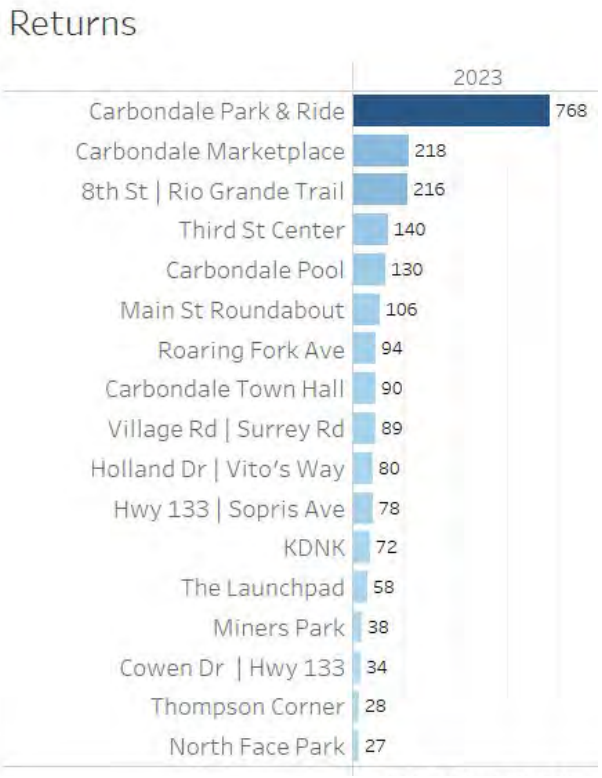
August 4, 2023

Five Months of Bikeshare in Carbondale

- 17 stations, 80 bikes
- Rides: 31,077
- Unique riders: 2075
- Average rides per day: 203
- Average ride time: 8.03 minutes
- Peak ride time: 3 - 6PM
- % of rides on e-bikes: 79%

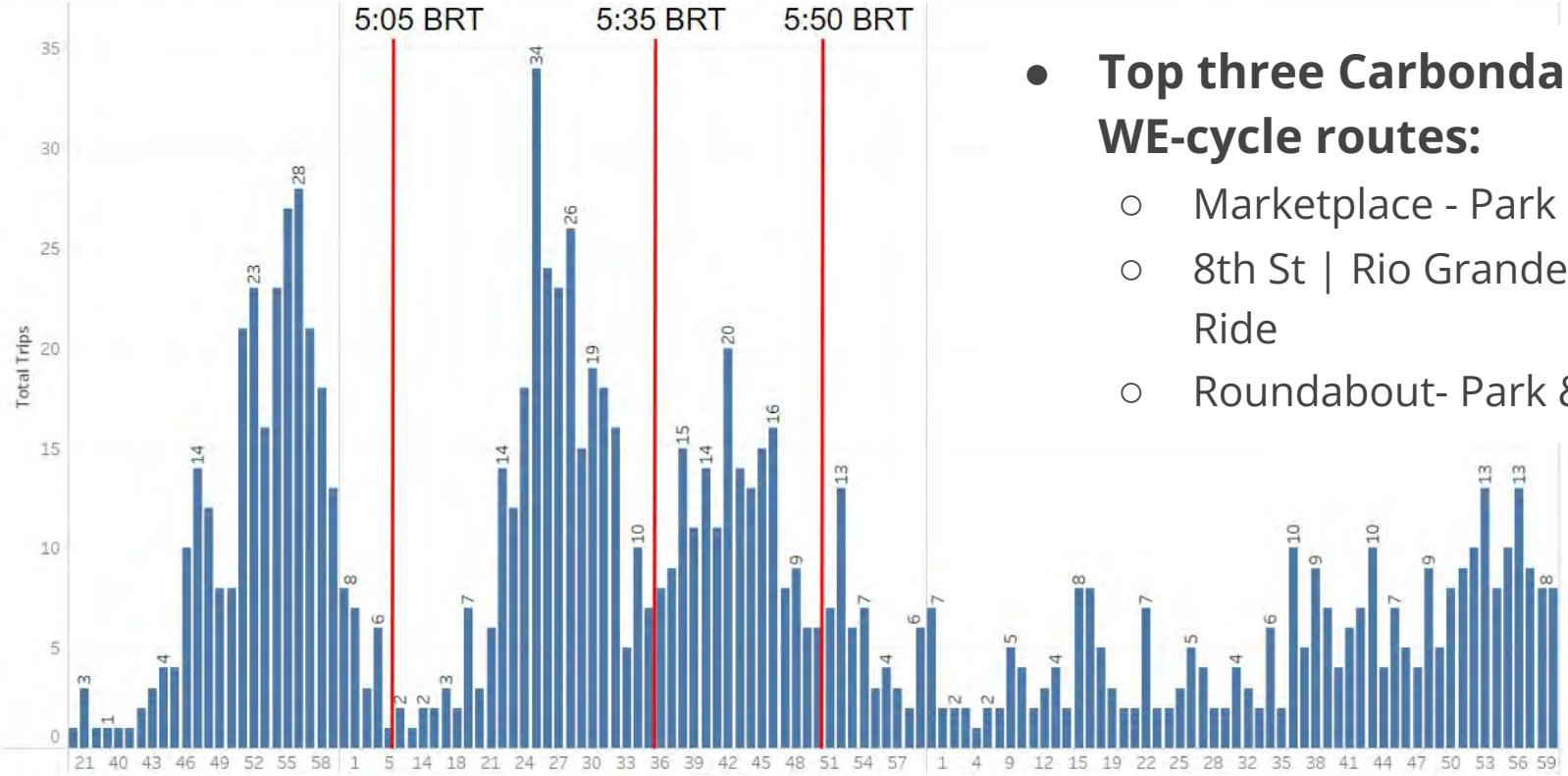
Carbondale Park & Ride: A Transit Hub





Carbondale Park & Ride: Bike + Bus Connectivity

Morning Returns to Carbondale P&R Station



- **Top three Carbondale WE-cycle routes:**
  - Marketplace - Park & Ride
  - 8th St | Rio Grande - Park & Ride
  - Roundabout- Park & Ride

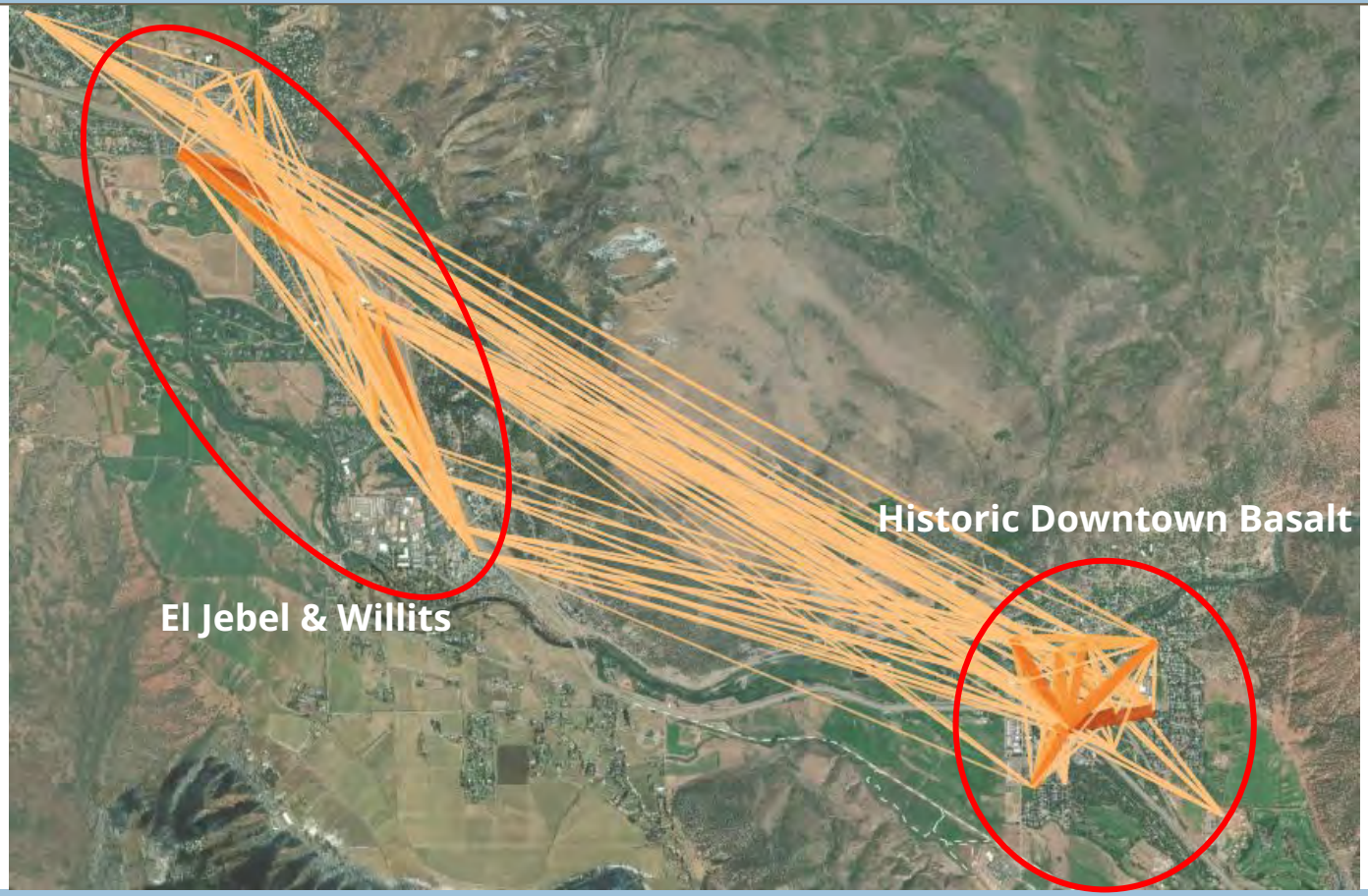
WE-cycle: Serving the Community

- **Observed trends:**
  - High adoption for a small rural community
    - 2075 unique riders
    - 6633 residents (per 2022 Census)
  - WE-cycle as part of family rides
  - Diversity of riders

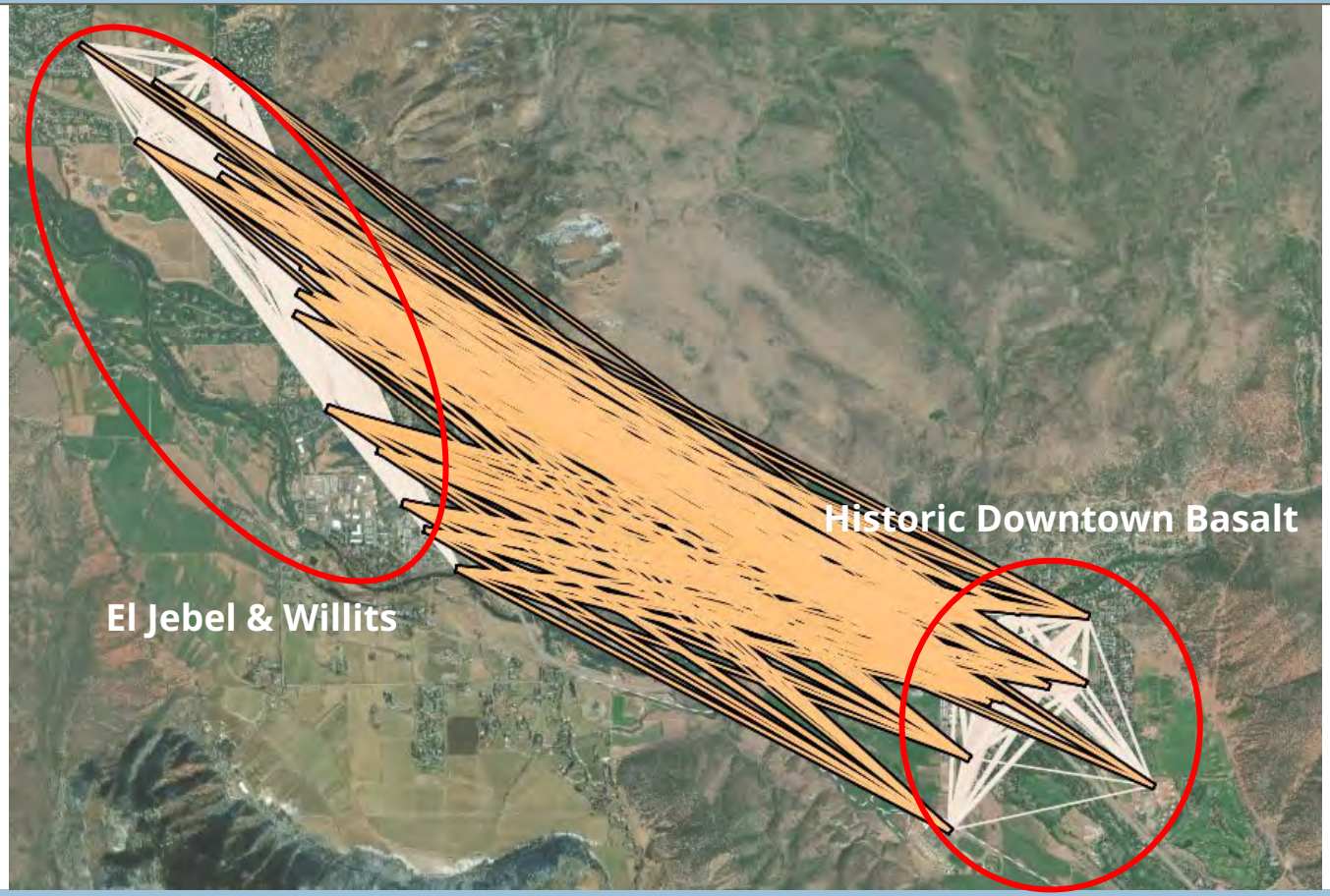
Mid-Valley: March 15 - December 1, 2023

- **4 new stations in Eagle County**
  - High density housing + equity focused stations
  - El Jebel Mobile Home, Willits Lane, Blue Lake
- **Rides: 50,724**
  - **117% growth over 2022**
- **Unique riders: 2,559**
- **Average rides per day: 194**
- **Average ride time: 8.18 minutes**
- **Peak ride time: 3PM - 6PM**
- **Top three routes:**
  - BHS | Basalt Vista – Basalt BRT Downvalley
  - Sopris View Apartments – El Jebel BRT Upvalley
  - School St | Devon Ct – Basalt BRT Downvalley
- **% of rides on e-bikes: 61%**

Mid-Valley: Pre E-Bike Ridership (2016 - 2020)



E-bikes: Bridging the Gap (2021 - 2023)

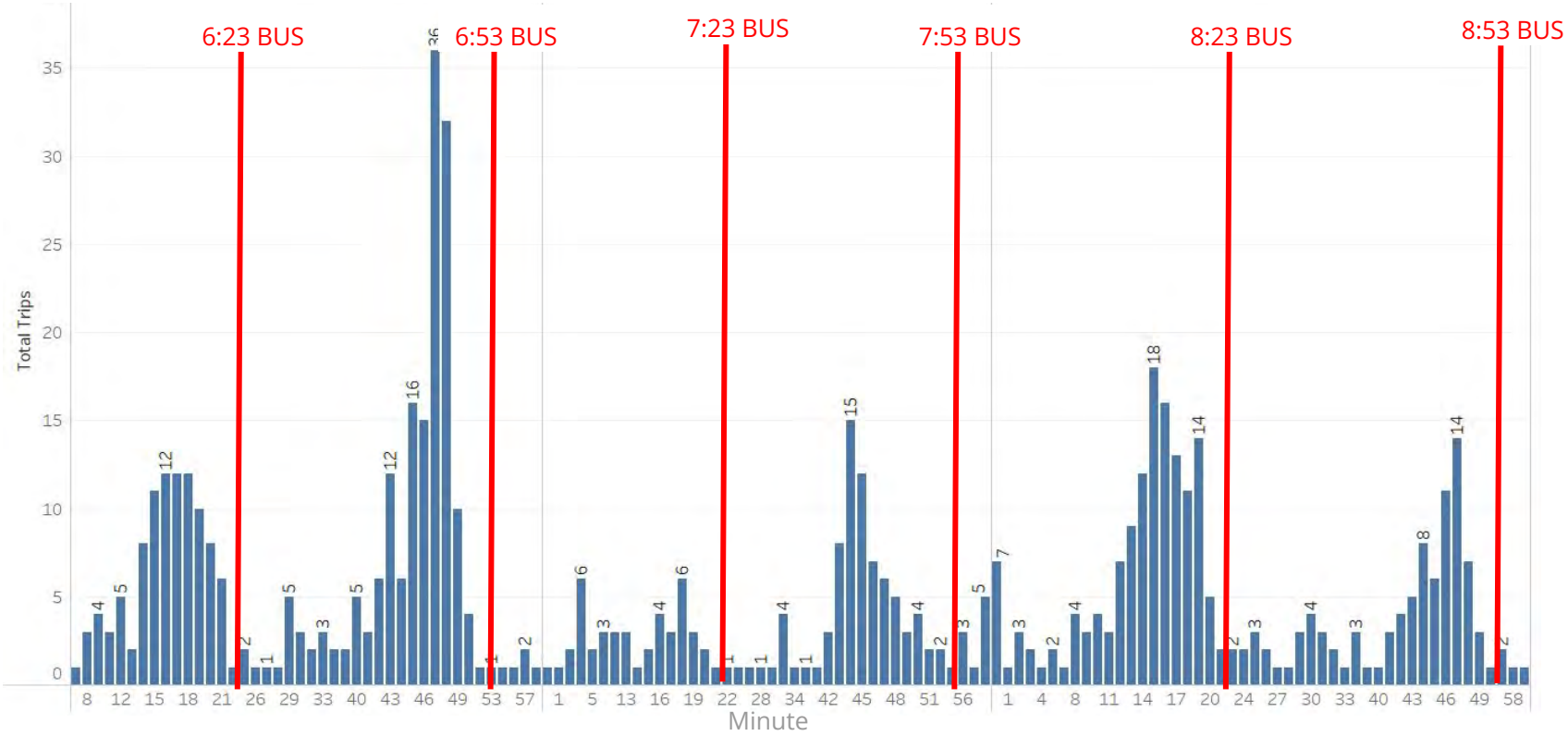


Snowmass: May 15 - November 1, 2023

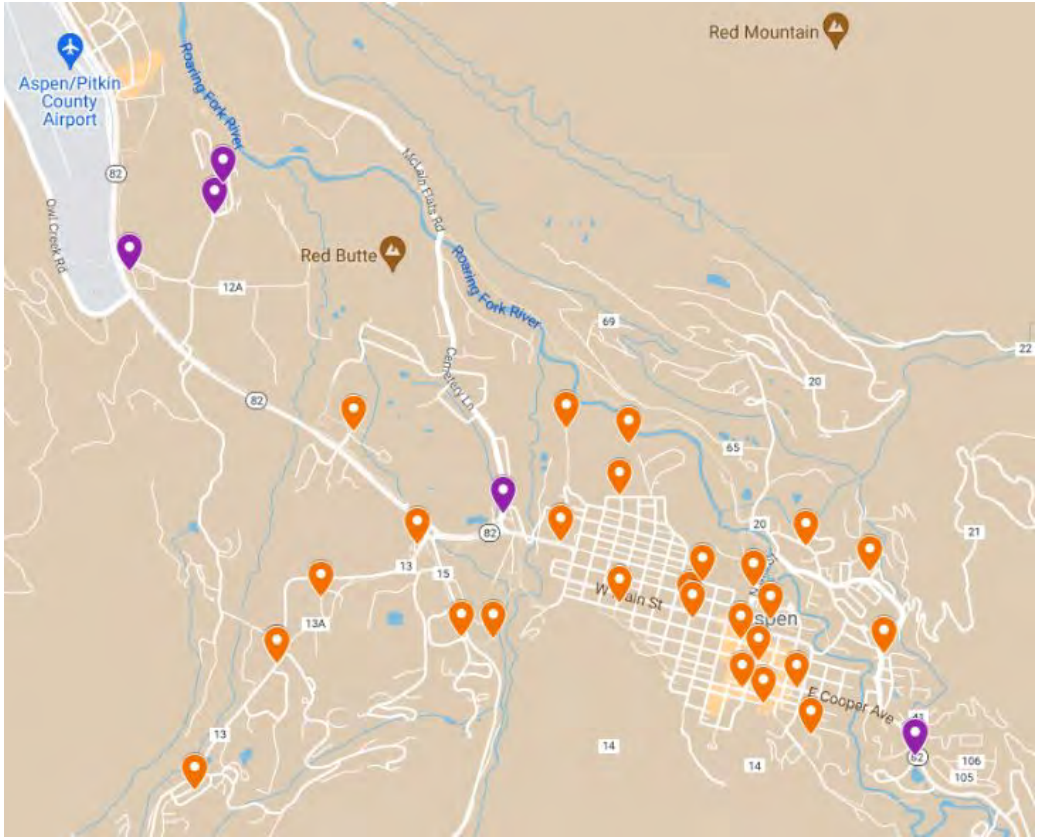
- **Rides: 4,717**
  - 153% growth over 2022
- **Unique riders: 269**
- **Average rides per day: 26**
- **Average ride time: 5.28 minutes**
- **Peak ride times:**
  - **6 - 8AM & 4 - 6PM**

Snowmass: First -and-Last Mile Transit

Morning Rides from Club Commons to Rodeo Lot | Town Park Station



Aspen: May 1 - November 1, 2023



- **5 new stations**
  - Burlingame
  - Buttermilk BRT DV
  - Cemetery Lane
  - East Aspen Trail
  - Ute Avenue

Aspen: Serving the Western Urban Growth Boundary

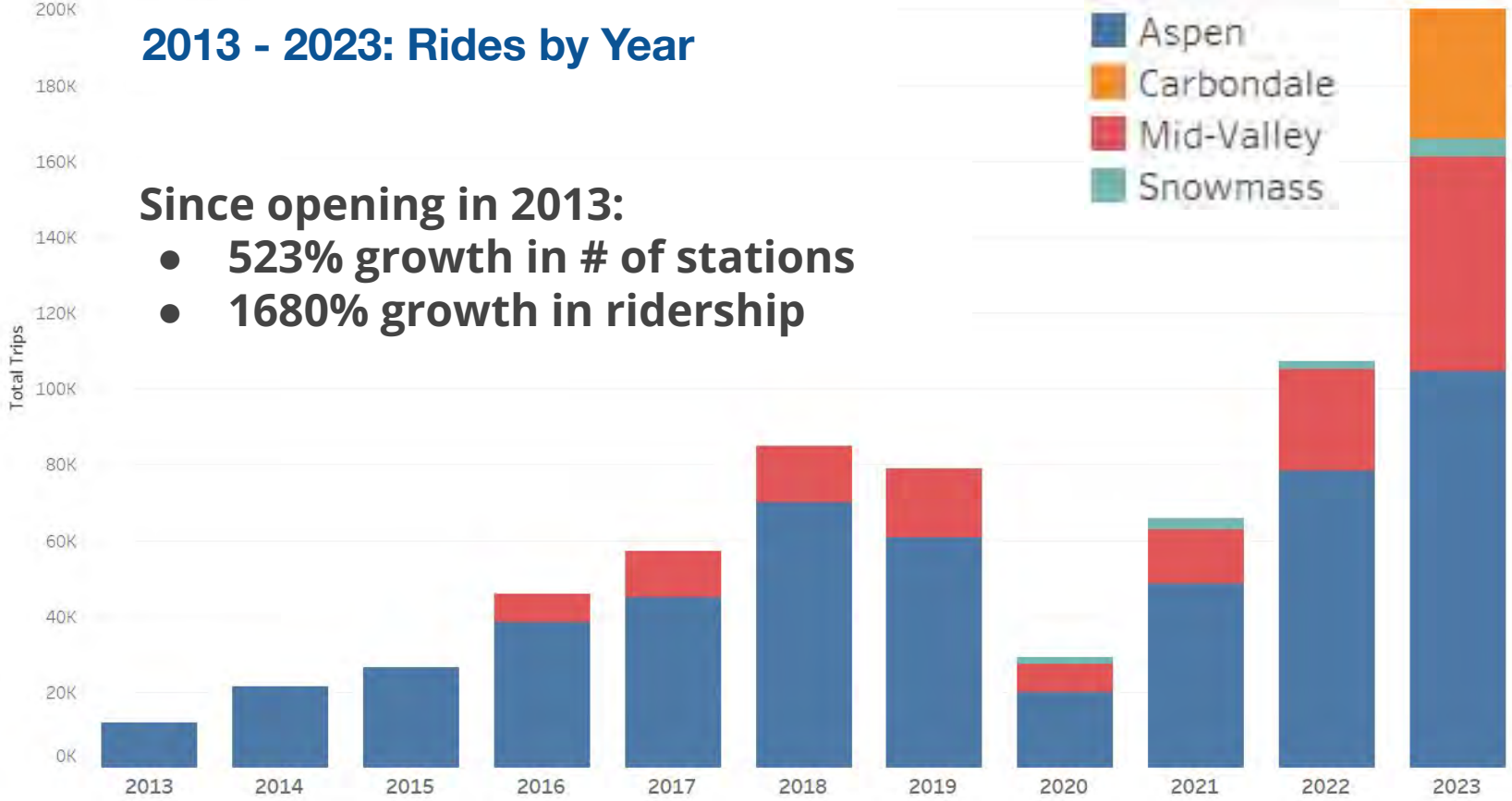
- **Rides: 93,694**
  - 41% growth over 2022
- **Unique riders: 6,621**
- **Average rides per day: 521**
- **Average ride time: 9.20 minutes**
- **Peak ride time: 3 - 6PM**
- **Top three routes:**
  - 8th | Hallam– Aspen Meadows
  - Hunter Creek – Hopkins | Mill
  - Marolt Housing – Hopkins | Mill
- **% of rides on e-bikes: 63%**

2023: More Service = More Ridership

2013 - 2023: Rides by Year

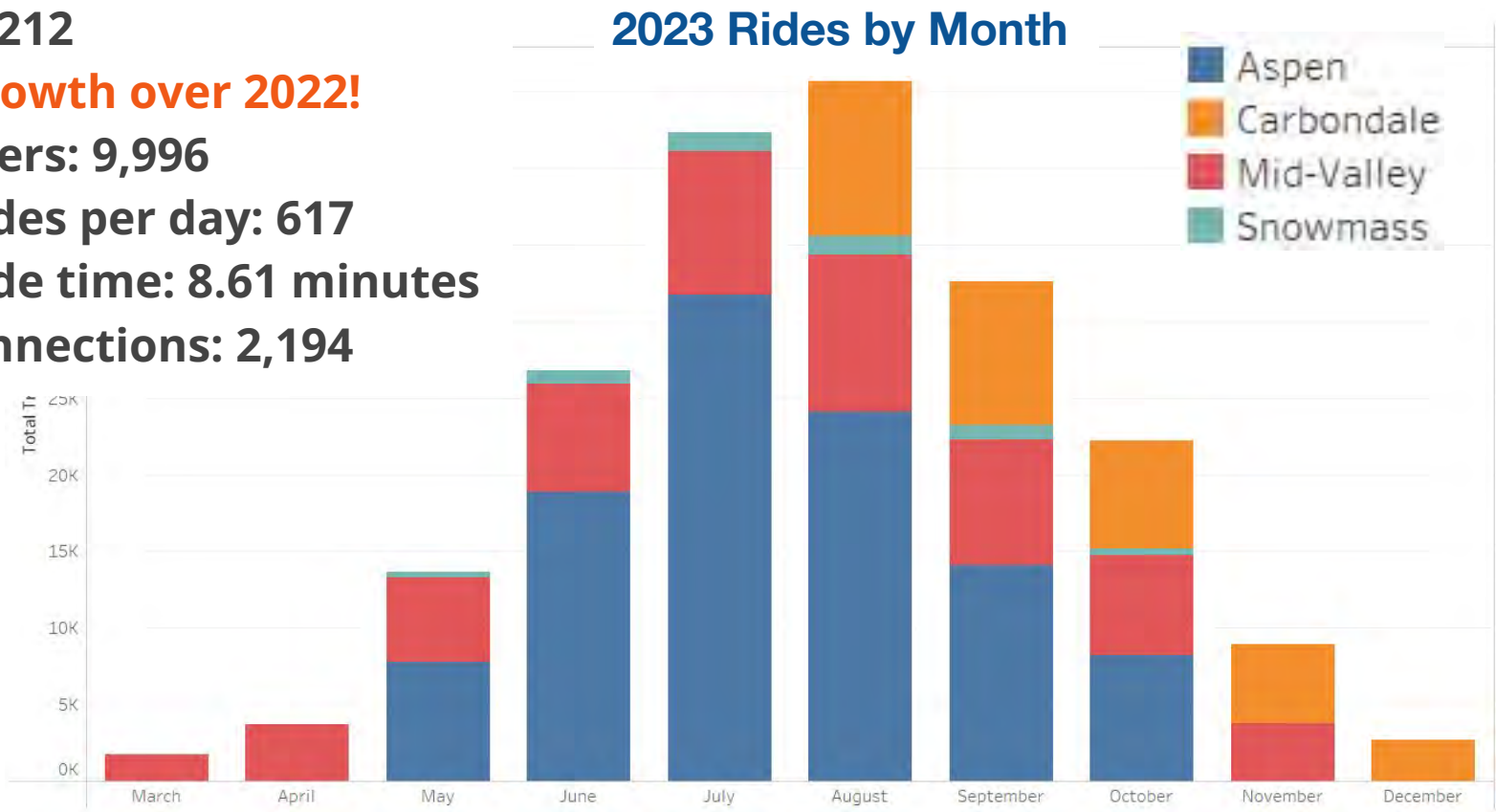
Since opening in 2013:

- **523% growth in # of stations**
- **1680% growth in ridership**



2023: Record Ridership

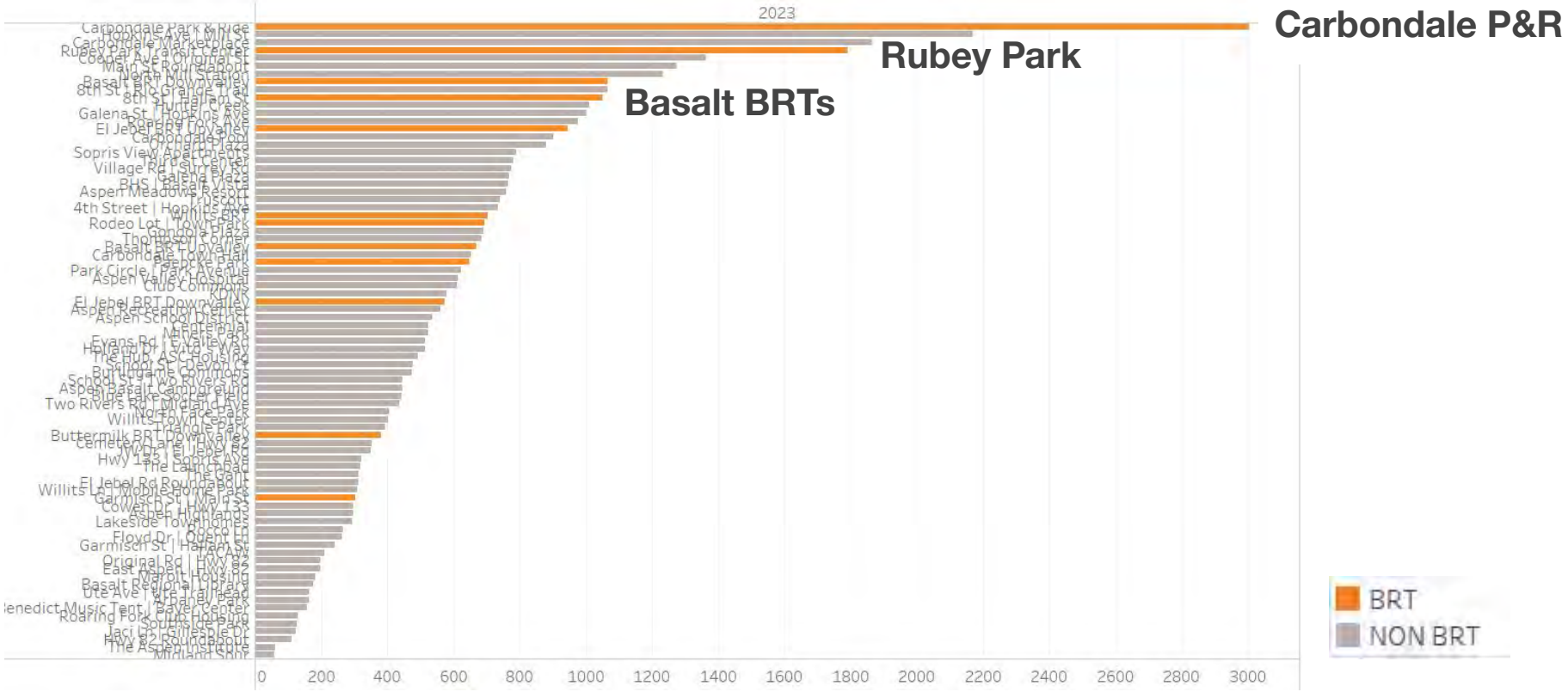
- Rides: 180,212
  - 96% growth over 2022!
- Unique riders: 9,996
- Average rides per day: 617
- Average ride time: 8.61 minutes
- Unique connections: 2,194



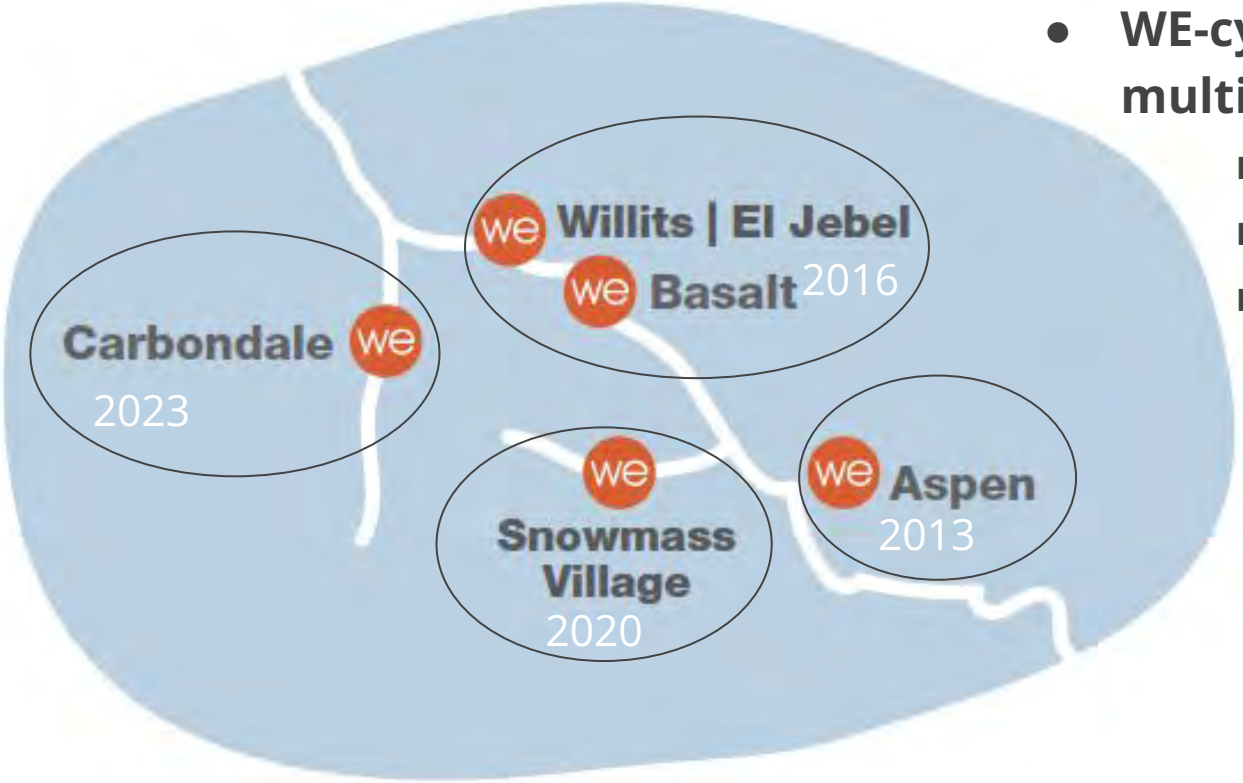
Transit Nexus

- **Checkouts + Returns to BRT WE-cycle Stations**
  - 40,372 - checkouts
    - 22.40% of rides
  - 41,971- returns
    - 23.29% of rides

WE-cycle Returns to Stations System-wide



Regional Ridership



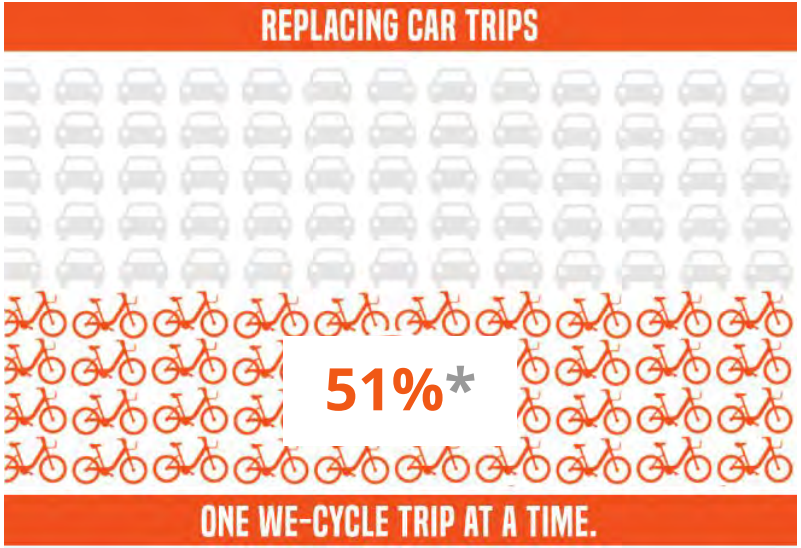
- **WE-cyclers using service in multiple systems valley-wide**
  - 1091 rode in 2 systems
  - 207 rode in 3 systems
  - 16 rode in 4 systems

WE-cycle: Part of the Multi-Modal Experience

- **Use WE-cycle in combination with:**
  - 36% - RFTA
  - 7% - Downtowner/Basalt Connect
  - 7% - Carpool
- **WE-cycle is part of commute to/from work or school:**
  - 77%
    - 40% - never used a bicycle to commute to/from work school before signing up for WE-cycle

Per 2023 WE-cycle Rider Survey

Why WE-cyclers Ride (and Don't)



*** % of WE-cycle trips replacing car trips, per 2023 Rider Survey.**

- **Why I ride WE-cycle:**
  - 51% - to avoid driving a car
  - 35% - for one way travel flexibility
  - 34% - to save time
- **Most frequent reasons why I don't WE-cycle:**
  - 37% - weather
  - 32% - there is not a station close enough to my starting point or to my destination
  - 30% - I walk
  - 30% - I ride my own bike

Per 2023 WE-cycle Rider Survey

WE-cycle is …

convenient
awesome
great
easy
fun
free
reliable
community
freedom
sustainable
bike
faster
efficient
green
innovative
resource
lifesaver
friendly
wonderful
access
progressive
accessible
service
option
available
obvious
amenity
micromobility
rider
asset
like
yay
glad
smart
happy
rita
eco
terrific
enjoyable
pratical
cool
practico
flexible
hooray
cheerful
libertad

FREE Helmet Giveaway

Gratitude in the Words of WE-cyclers

"WE-cycle gives me a breath of fresh air, beautiful views, and saves me from adding to the combustion engine traffic along Highway 82."

Ben

"WE-cycle gives me a sense of community and an understanding that we are all part of something bigger than ourselves."

Christy

"Usar bicicletas WE-cycle es divertido para mi, también me ayuda para llegar a mi trabajo."

Samuel

2024 Season Preview…

- **88 stations**
  - 12 e-stations
- **456 bikes**
  - 201 bikes
  - 255 e-bikes

2024 Regional Initiatives

- Info Beacons
- Helmets
- Safe Riding Messaging
- Advocate for Bike/Ped Infrastructure

2024 Pitkin County Expansion

- **6 stations**
  - 82 docking points
- **35 e-bikes**
- Transit-oriented connectivity
  - Serving RFTA bus stop
  - To/from Aspen
  - Complementary to existing services
  - Not intended for:
    - Park & Ride
- Central locations
  - Serve as many uses as possible from central station locations

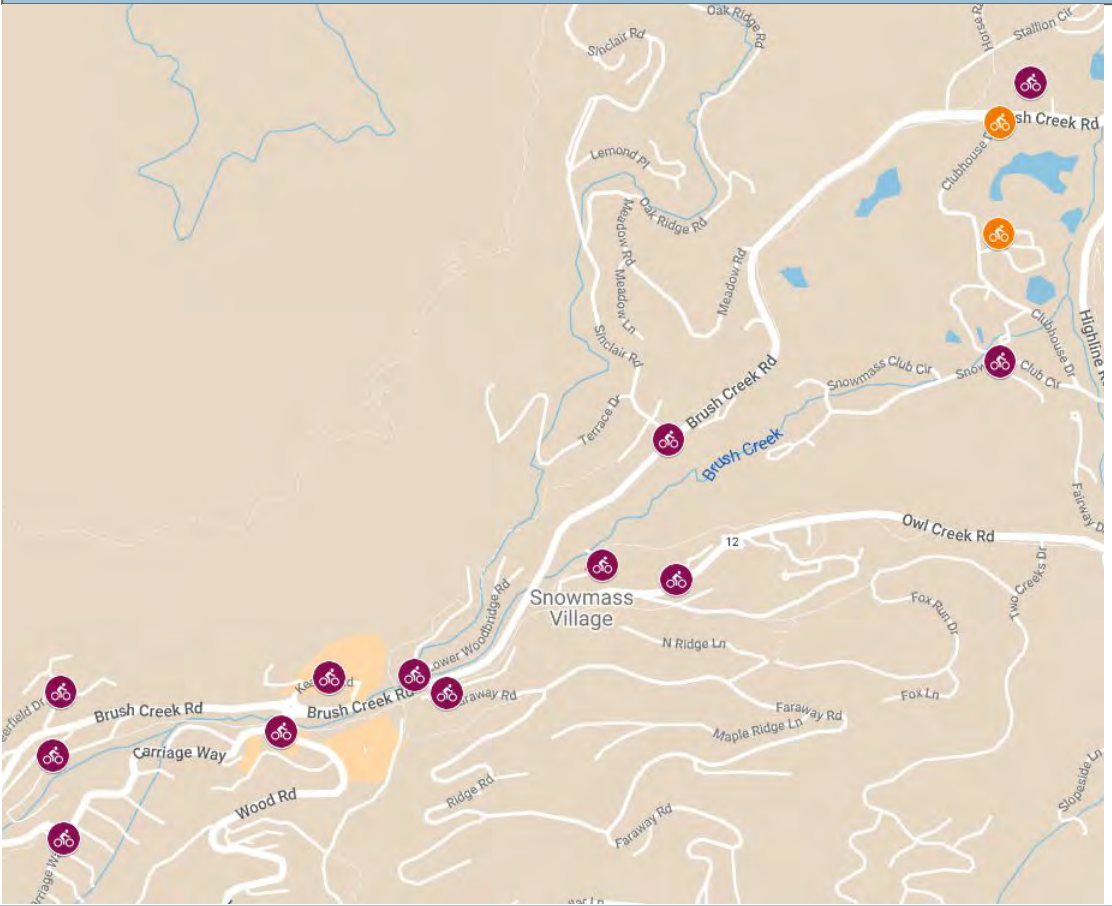
2024 Pitkin County Expansion

BRT

2024 City of Aspen Expansion

- **New Station at Burlingame Phase Three**
- **Serving as First/Last Mile Connection**
  - Strong ridership between Burlingame to/from Buttermilk BRT

Planning of Snowmass Village Expansion



- **14 stations**
- **80 e-bikes**
- Transit-oriented connectivity
  - Transit for underserved/no service neighborhoods
  - First- and-last mile connection to RFTA/Local bus stops
  - 24/7, 6 months per year service
  - Rider initiated schedule/timing
  - Reduce transportation generated carbon emissions

Planning of Glenwood Springs System

- **Educate + Align**
- **Plan**
- **Complete priority bike/ped infrastructure projects**

bicycling infrastructure – Implement more complete, safe Glenwood Springs bicycling network, before using city funds for bike-share expansion or simultaneous to bike-share expansion. *See attached outline of recommended priority bicycling infrastructure investments.*

- **Anticipated 2026 launch**

Thank You Partners!

RFTA
ROARING FORK TRANSPORTATION AUTHORITY

CITY OF ASPEN

TOWN OF BASALT 1901

TOWN OF CARBONDALE ESTABLISHED 1887

EAGLE COUNTY

CITY OF GLENWOOD SPRINGS COLORADO

PITKIN COUNTY

SNOWMASS VILLAGE

Aspen Snowmass Sotheby's INTERNATIONAL REALTY

ASPEN VALLEY HOSPITAL

THE STEADMAN CLINIC AND STEADMAN PHILIPPON RESEARCH INSTITUTE

+ 25 Season Sponsors

Thank you WE-cycle Team!

- 8 Full-time Year-Round
- 2 Part-time Year-Round
- 12 - 14 Seasonal
- “You ROCK!” - 2023 Rider