

WE-cycle Announces Launch for May 2013

Bike Vendor Selected and Fundraising Efforts in Motion

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WE-cycle puts Aspen on the map as the first North American mountain town to launch a fully-automated bike share program

Aspen, Colo. (December 6, 2012) – WE-cycle, a nonprofit dedicated to bringing bike sharing to Aspen and the Roaring Fork Valley, is pleased to announce the **launch of its fully-automated community bike sharing program for May of 2013**. The state-of-the-art bike sharing system will feature **100 bikes available at 10 stations throughout town, ready to ride May through October**. Aspen residents, commuters and visitors will use the bikes for quick, easy, point-to-point trips. The new bike share transit system complements and expands Aspen's existing transportation options with a healthy, convenient and cost-effective alternative to fossil fuel consumptive vehicles.

Bike share is distinctly different from bike rental in that bikes are to be used for short, 30-minute trips,

inviting riders to **join, ride, return and repeat**. Daily or season passes can be purchased with a credit card at a station or online. More information about how the program will work and the bike sharing movement is available at www.we-cycle.org. **Bike sharing is not bike rental. Users will be directed to local bike shops for extended bike use.**

"Bike sharing is intended to replace short car trips with short bike trips. A pleasant ride across town is fun and fast, while at the same time it reduces traffic congestion and parking gridlock," notes WE-cycle Director, Mirte Mallory. "We are optimistic about the many positive impacts of bike sharing in Aspen!"

What is bike sharing?

Bike sharing is a pedal-powered transportation system that combines the convenience and flexibility of a bicycle with the accessibility of public transit. Intended for short, quick, point-to-point trips, bike sharing is an innovative approach to urban mobility, a concept rapidly expanding around the globe. **Bike sharing programs have exploded worldwide from 60 in 2007 to nearly 450 today with an estimated global fleet size to be around 236,000 bikes.**



A PBSC station in Aspen during WE-cycle's Bike Sharing Demonstration in August, 2010.

Bike Sharing Technology Selected

WE-cycle has accomplished another important step in its implementation and **selected Public Bike System Company (PBSC)** to supply the stations, bikes and operating software for the program. Aspen City Council confirmed this vendor on October 22, 2012. New York City, Chicago, and Portland, Oregon, have also recently chosen this vendor for their own bike share programs set to launch in 2013. PBSC systems are successfully running in Washington DC, Boston, Minneapolis, Chattanooga, Montreal, Canada, and London, England, among others. WE-cycle will join Colorado's bike sharing momentum as successfully established by Denver and Boulder B-cycle. Denver and Aspen look forward to partnering and reciprocating benefits for their bike sharing members.

Public/Private Partnership

The WE-cycle system will be purchased through donations and public/private partnership investments to date. WE-cycle has already **secured two-thirds of its Start-Up Funds**. The City of Aspen and Pitkin County are committed to the bike sharing concept and have supported WE-cycle in allocating Federal Congestion Mitigation and Air Quality Funds, including their local matches, to help purchase stations. **Current Founding Partners include The Aspen Institute, Aspen Meadows Resort, Aspen Skiing Company, Aspen Valley Hospital, City of Aspen, TheMyersRobertsCollective, The Nick DeWolf Foundation, Pitkin County, and the Roaring Fork Transportation Authority (RFTA)**. "WE-cycle is a great way to decrease traffic, provide an enjoyable amenity for our residents and visitors, and contribute to a healthy community as a result. We're pleased to be a part of this healthy effort," said Dave Ressler, CEO at Aspen Valley Hospital and WE-cycle Founding Partner. Once established, WE-cycle operations will be supported by membership fees, passes, trip fees and annual sponsorship.

Community fundraising efforts are underway to achieve Start-Up Fund goals by January 1st and set WE-cycle in motion. To that end, **WE-cycle is kicking off its Adopt-a-Bike Campaign**, where individuals can name a WE-cycle bike for a period of five years. Interested donors can adopt their own WE-cycle(s) right on the organization's website.

Why bike sharing in Aspen?

"Bike sharing is aligned with the Aspen spirit: an enthusiastic bike culture and a community committed to health and to the environment," notes Mallory. "It becomes a lifestyle. Very few people can use biking for all of their trips and so bike sharing becomes an option or combination of the many transit choices in our valley — bus, bike, walk, car share, shuttle, personal car." With bike sharing, a well-maintained bike is available for spontaneous and necessary rides: zipping to a meeting, running an errand, going to lunch, picking something up across town. Together, Aspen residents, commuters and visitors can collectively pedal towards the Canary Initiative's Community Goal to reduce Aspen's carbon footprint to 30% below 2004 levels by 2020 and to 80% below by 2050. **Two of the greatest deterrents to Aspen's quality of life, according to the 2010 Aspen Area Community Plan surveys, are traffic congestion and degraded air quality.**

For more information, images or interviews, please contact Mirte Mallory at mirte@we-cycle.org or call 970.205.9222.

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Founded in 2010, WE-cycle is an Aspen-based 501(c)(3) nonprofit dedicated to bringing bike sharing to Aspen and the Roaring Fork Valley. Funded through a public/private partnership, WE-cycle's generous Founding Partners include: The Aspen Institute, Aspen Meadows Resort, the Aspen Skiing Company, the Aspen Valley Hospital, the City of Aspen, TheMyersRobertsCollective, The Nick DeWolf Foundation, Pitkin County, and the Roaring Fork Transportation Authority (RFTA). More about the bike sharing movement and WE-cycle operations and sponsorship opportunities can be found at www.we-cycle.org.

