

we CYCLE
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news

Meet the WE-cycle!

*North America's first mountain town
bike share program is ready to roll;*

Aspen | Snowmass Sotheby's announced as Title Sponsor

System goes live June 5th

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*Meet the WE-cycle: bike design incorporates reflective transit sharrows on the downtube,
plus additional messaging on baskets and chainstays for sponsors and individual donors.*

Aspen, Colo. (May 30, 2013) – WE-cycle announces it is ready to roll out its bike share transit system in Aspen on **Wednesday, June 5th**, complete with 100 bikes and 13 stations, making Aspen the first North American mountain town to launch such a program. With 26 bike share programs currently in the U.S., WE-cycle is pleased to pioneer bike sharing in a small, rural community. This historic event is coming to fruition after three years of outreach, public meetings, stakeholder input and local financial support from Founding Partners, donors and sponsors. WE-cycle stations will be installed around town May 30th - 31st followed by pre-launch testing to make sure all components are operational before go time.

Riding a wave of bike share momentum, WE-cycle's launch follows other successful Colorado-based programs in Denver and Boulder, and dovetails with local biking enthusiasm. The City of Aspen recently completed bike sharrow and bike lane striping, and it is designated as a Silver Bike Friendly Community by the League of American Bicyclists. More about the WE-cycle system, including a [station map](#), is available at we-cycle.org.

Meet the WE-cycle

As the mobile heart and soul of the program, **WE-cycle bikes have been custom crafted just for the Aspen community.** The bikes feature a sophisticated slate gray-colored body, in honor of Aspen's silver mining heritage, with white graphics and black handlebars and basket. The 3-speed bike is built for durability and ease of use: it's upright, comfortable and distinct. It features a front basket to carry groceries and bags and includes a map to help riders find stations. The bike has an adjustable seat to accommodate most heights. If riding at night, the front and rear pedal-powered lights illuminate both the bike and the road—they even stay lit 90 seconds after pedaling stops. The WE-cycle also comes with a built-in cable lock for riders who need to stop in-between stations. Reflective sharrows (prominent bike transit symbols such as the ones on Aspen's streets) appear upward along the downtube, while donor inscriptions from WE-cycle's [adopt-a-bike campaign](#) dress the chainstays, and sponsor messages display on handlebars and baskets. The skirtguard reveals the iconic deep blue branding of **Aspen | Snowmass Sotheby's, WE-cycle's official Title Sponsor.**

"Imagine a town with more bikes and fewer cars! Aspen | Snowmass Sotheby's wants to help make that happen," says Ernie Fyrwald, partner of the real estate firm committed to bike sharing in Aspen and to preserving town's natural beauty.

Aspen | Snowmass Sotheby's joins WE-cycle's [Founding Partners](#) and generous donors and business sponsors in putting WE-cycle in motion. (Founding Partners include The Aspen Institute, Aspen Meadows Resort, Aspen Skiing Company, Aspen Valley Hospital, City of Aspen, Genshaft Cramer LLC, The MyersRoberts Collective, The Nick DeWolf Foundation, Pitkin County and Roaring Fork Transportation Authority.) "WE-cycle's launch is truly the culmination of WE, a community collaborating to establish a valuable asset for all to enjoy. It is thanks to tremendous community support that everyone will have access to a bike for quick in-town needs. Think of WE-cycle as a townie bike for everyone!" notes Mirte Mallory, WE cycle's co-founder and director.



Prefabricated, solar-powered WE-cycle stations will be installed throughout Aspen on May 30th and 31st, a first step before testing the system prior to launch on June 5th.

Bike Ride and Celebration Planned for Kickoff



The historic debut of North America's first mountain town self-service bike share program will take place at **Paepcke Park at 5:00 pm on June 5th**. See website for details on how to RSVP.

How will WE-cycle work?

WE-cycle is a community bike share system that combines the convenience and flexibility of a bicycle with the accessibility of public transit, providing an affordable option for getting around town. The steps are simple: **JOIN. RIDE. RETURN. REPEAT.**

JOIN: Riders must first purchase a pass, both daily and season passes are available.

RIDE: Riders can check out a WE-cycle at any station and pedal to a destination.

RETURN: Bikes must be checked in to any station in less than 30 minutes to avoid trip fees.

REPEAT: Riders may make as many trips as they wish for the duration of their pass period.

Aspen locals, visitors, commuters and businesses can use the bikes for quick, point-to-point trips. WE-cycle is not bike rental, but a complement to Aspen's existing transportation options.

How much does WE-cycle cost?

The cost of using WE-cycle is composed of pass fees plus trip fees.

Pass fees: 24-hour, 3-day and 7-day passes (\$7, \$15 and \$25, respectively) can be purchased with a credit card at any station. Season passes are available online at www.we-cycle.org/signup as well as offered at a discounted rate for ACRA members. Through June 6th, early season pass purchasers or **WE-cycle V.I.B.s** (very important bikers) enjoy a **reduced price of \$50 and a free WE-cycle t-shirt**.

WE-cycle created the ByPass, an all access card designed for 3-day and 7-day passholders to "bypass" the kiosk and go straight to the bike dock to check out a bike. The ByPass is fast and allows visitors to ride around town like a local without having to stop or wait at the kiosk for a ride code. ByPasses can be purchased at the Wheeler Opera House Box Office at select hotels or online.

All passes enable users to take as many 30-minute rides as they wish throughout the duration of the pass period.

Trip fees: Riders will incur trip fees if they ride longer than 30 minutes. A \$2 trip fee will be charged for rides lasting 30-45 minutes. A \$5 trip fee for EACH 15-minute period after 45 minutes will be charged. To avoid trip fees, a rider must return his/her bike to a station within 30 minutes.



More information about [how the program will work](#), [pricing](#) and the [bike sharing movement](#) is available at we-cycle.org.

WE-cycle FAQs

Below are a few frequently asked questions regarding WE-cycle and bike sharing in general.

Q. What if I want to ride all day?

A. Visit one of Aspen's [local bike shops](#)! WE-cycle is designed for short trips not to exceed 30 minutes. WE-cycle's fee structure was designed in partnership with bike shops to discourage rides exceeding 30 minutes. For touring bikes, family-friendly bikes and mountain bikes, rent a bike from a local bike shop.

Q. Can I ride yet?

A. WE-cycles will be available to ride after the system launch on June 5th. Season passholders who sign up before May 31st will have their keys sent to them ahead of time so they can be ready to ride on day one. To purchase a season pass, visit we-cycle.org/signup. Special pricing is available through June 6th—become a WE-cycle V.I.B. (very important biker) and receive a season pass for \$50 (regularly \$55), plus free WE-cycle t-shirt.

Q. How do I pay?

A. Credit or debit card at any WE-cycle station. ByPasses are available at the Wheeler Box Office. Season passes can only be bought online.

Q. How do I take the bike out of its dock?

A. Season passholders are issued handy WE-cycle keys that can be inserted into slots at each bike dock. Weekly or daily riders are given a ride code at the touch screen to enter into a keypad. When the key is inserted or the code is entered, a green light should illuminate. A rider can then remove the bike by lifting it from its seat with one hand, holding the handlebar with the other, then firmly pulling the bike out.

Q. How do I return the bike?

A. Push the front wheel into the dock and wait for the green light to illuminate. If it does, the trip has officially ended. If the light is yellow or red, try again.

Q. What if there are no available slots when I return the bike?

A. Riders can insert their pass keys or their credit or debit cards into the kiosk and select "Time Credit" on the touch screen. An extra 15 minutes will be added to the trip at no charge, allowing riders to return their bike to a nearby station. Select "See Nearby Stations" to find the closest station with an available bike dock. WE-cycle's free [CycleFinder App](#) (available for iPhone and Android) also makes it easy to determine real time bike and dock availability.

Q. What if I want to keep the bike?

A. If a bike is not returned within 24 hours, the system charges a rider's credit or debit card a fee of up to \$1,200.

Q. Are helmets required?

A. No, the City of Aspen does not require helmet use, however WE-cycle highly encourages wearing a helmet and obeying all traffic laws. Local businesses offer helmet discounts and rentals, plus other perks to WE-cycle riders upon presentation of a WE-cycle receipt or pass. Visit we-cycle.org/perks for more information.

Q. What if I have an accident involving my WE-cycle?

A. If someone is hurt, call 911. Call WE-cycle's Support Line immediately at 1-855-501-RIDE to report the accident, and a local representative will come to the scene.

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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, Aspen Skiing Company, Aspen Valley Hospital, City of Aspen, Genshaft Cramer LLC, The MyersRoberts Collective, The Nick DeWolf Foundation, Pitkin County and Roaring Fork Transportation Authority (RFTA). WE-cycle's Title Sponsor is Aspen | Snowmass Sotheby's. WE-cycle's media partners include The Aspen Times, Aspen Public Radio, Aspen Daily News and KSPN. More about the bike sharing movement and WE-cycle operations and sponsorship opportunities can be found at www.we-cycle.org.

