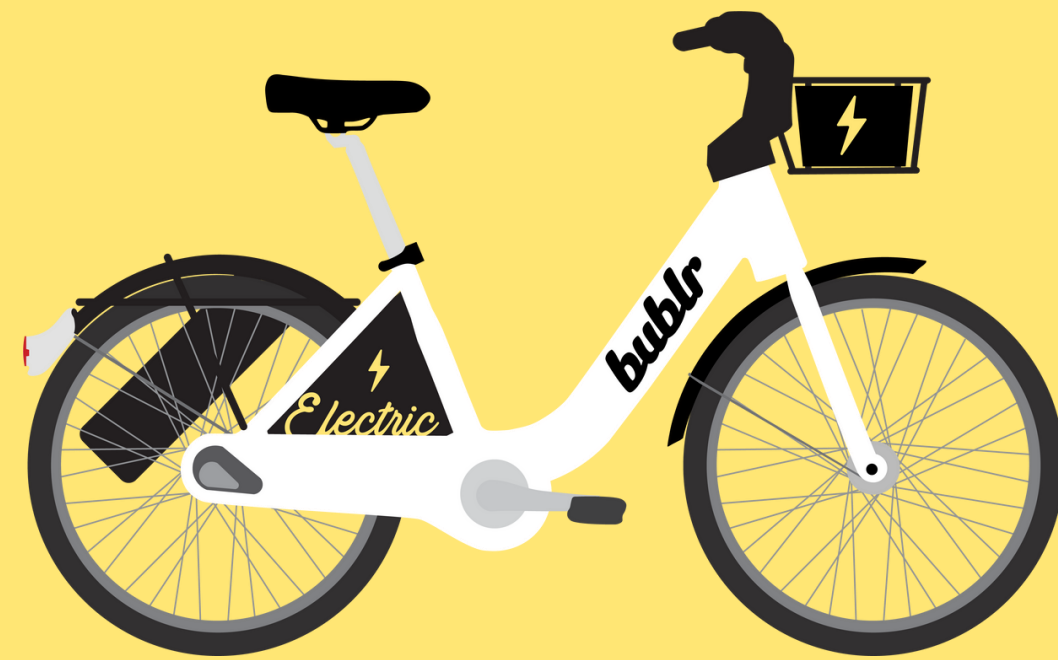




Executive Director
James Davis

Community Engagement Director
Aaron Arteaga

What is Bublr Bikes ?





Bublr Bikes is a Milwaukee based nonprofit bike share system.

- **Our Vision: Bicycles are an accessible,
convenient and integrated travel option for
everyone.**
 - **Our Mission: Bublr Bikes delivers a sustainable,
excellent bike share system for all**
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Equity For All

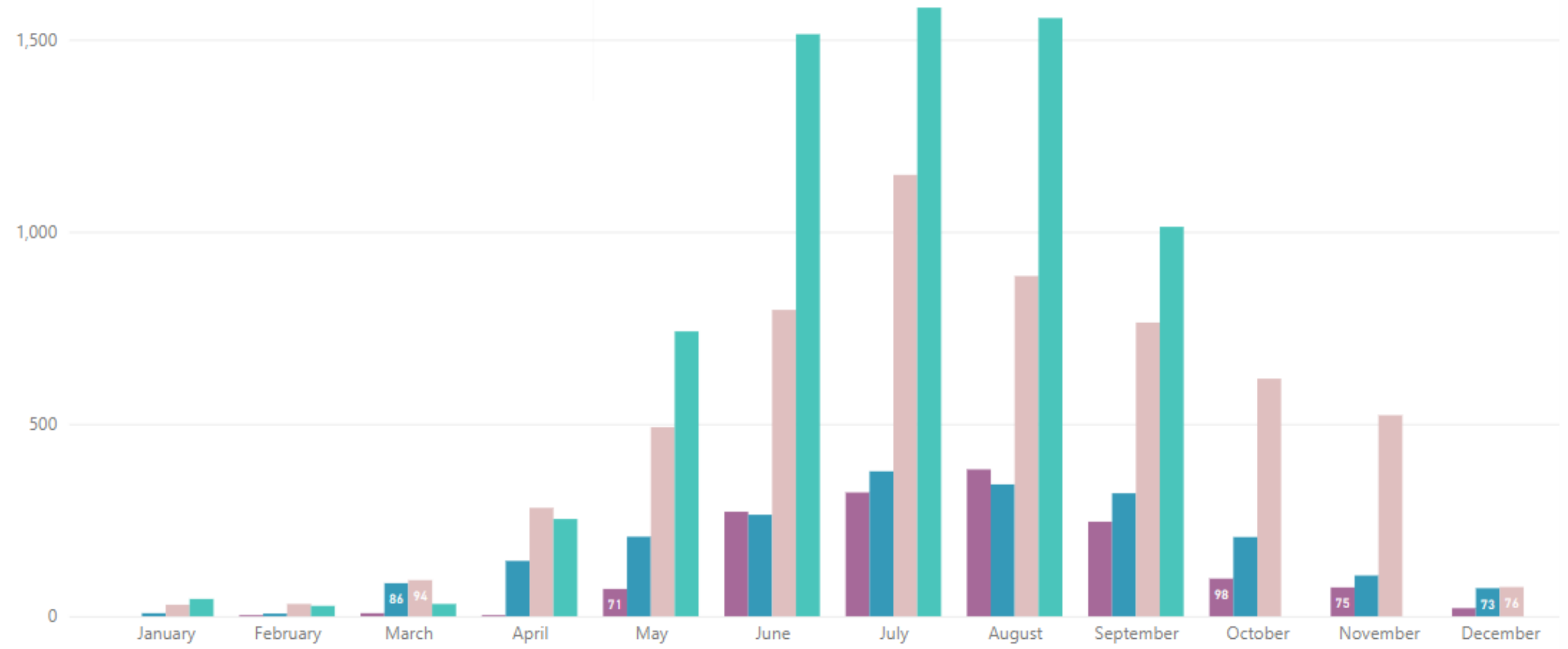
Bublr is committed to making Bublr a viable transportation option for the diverse range of people who live, work, and play in Milwaukee. This means providing free Bublr Access Passes to income-qualified individuals and offering a cash option for those unable to pay with a credit card.

“For all” also means supporting community engagement efforts to grow ridership while ensuring that Bublr’s users are representative of Milwaukee’s diversity.

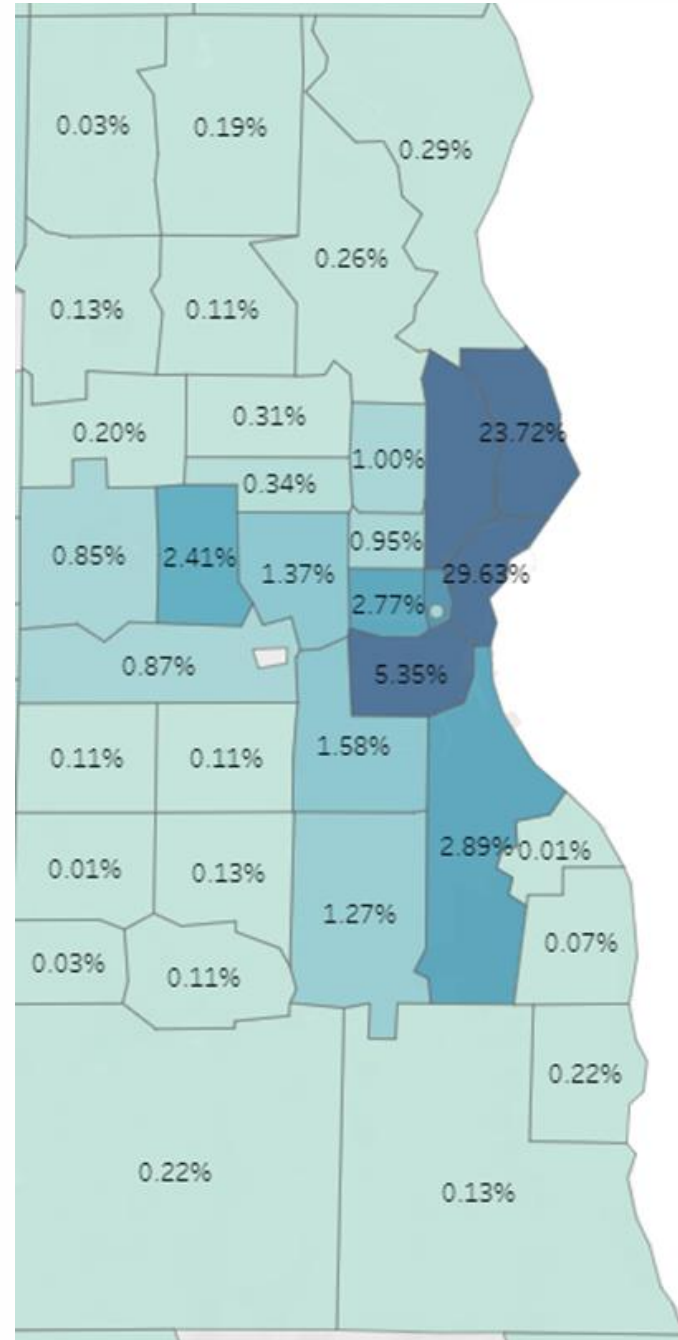


Rider Trips by Month and Year

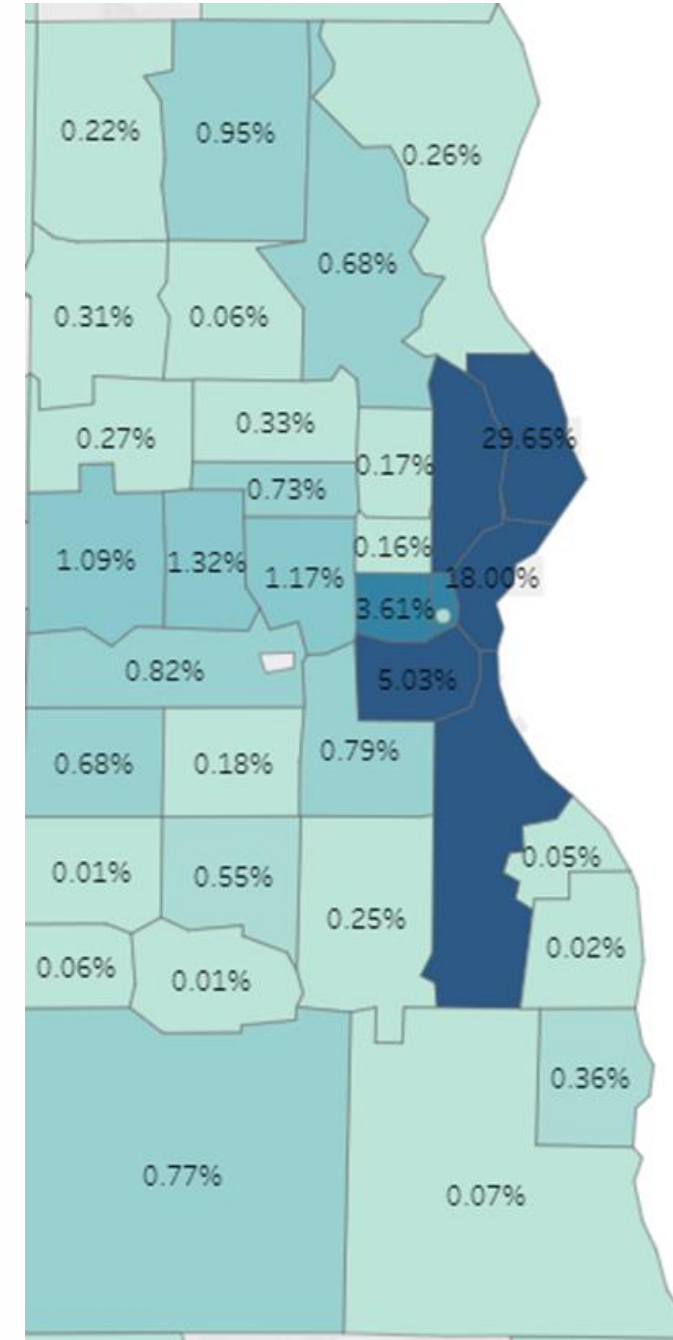
Year ● 2020 ● 2021 ● 2022 ● 2023



2022



2023



Savvy Cycling Classes

At Bublr's Savvy Cycling Classes you'll learn how to use the Bublr System and get tips for riding safely in the city. Bublr staff will explain and demonstrate how to check out a bike from the station using the kiosk, a fob, and the app. The classes are expected to last about 90 minutes and are FREE to attend. If you come to the class, you'll get a free bicycle helmet and a free 30-Day Bublr Pass.



Sustainability

Bublr Bikes values its triple bottom line, consisting of economic, environmental, and social functions. Each of these three values must be sustainable. In economic terms, Bublr Bikes must generate enough revenue between rider fees, sponsorships, and grants to properly fund operations, capital replacement, programming, and administration while maintaining a cash reserve to account for the seasonality of bike usage in Wisconsin.



Environment

Bublr Bikes believes in using bikeshare as an engine of environmental responsibility. Bikeshare is inherently a carbon-negative enterprise to the extent that bikeshare trips replace single-occupancy automobile trips. Bublr Bikes is committed to building on this great start with other operational policies and practices, including prioritizing the use of more efficient technologies, such as LED lighting, prioritizing recycling, and working to maximize balancing efficiency.



Access for all

In 2019 Bublr launched a pilot adaptive bike program with support from the City of Milwaukee, the City of Wauwatosa, The Ability Center, and the Anthem Foundation. This program integrates upright tricycles, hand-cycles, and side-by-side tricycles into the Bublr system to ensure that people with different abilities can still access the Bublr System. Since launch, people have taken more than 1,000 trips on the adaptive bicycles.



B3 Workforce Development Program



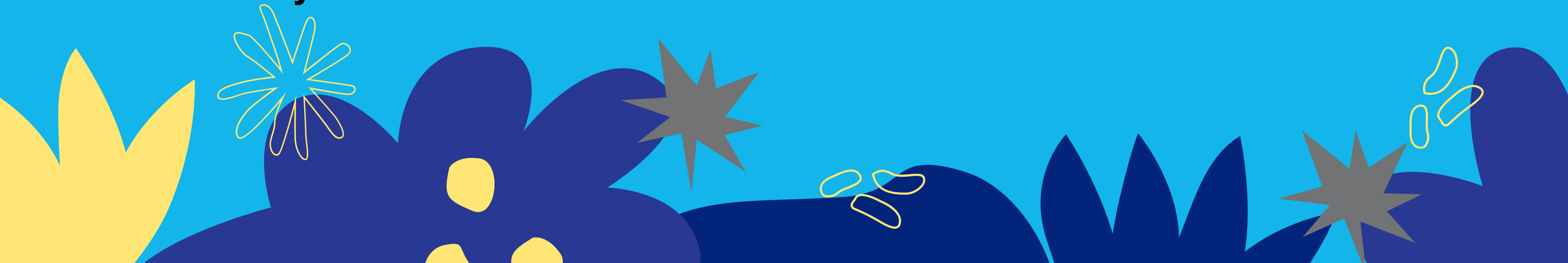
Bublr's B3 Workforce Development Program celebrated its 8th year in 2023.

This partnership with DreamBikes, the Boys & Girls Club, and MATC allows students to become certified bikeshare

mechanics while developing both technical and soft skills. Graduates of the program can apply to related trades programs at MATC and skip the entry waitlist. There have been over 60 graduates of the program since the program launched in 2016.

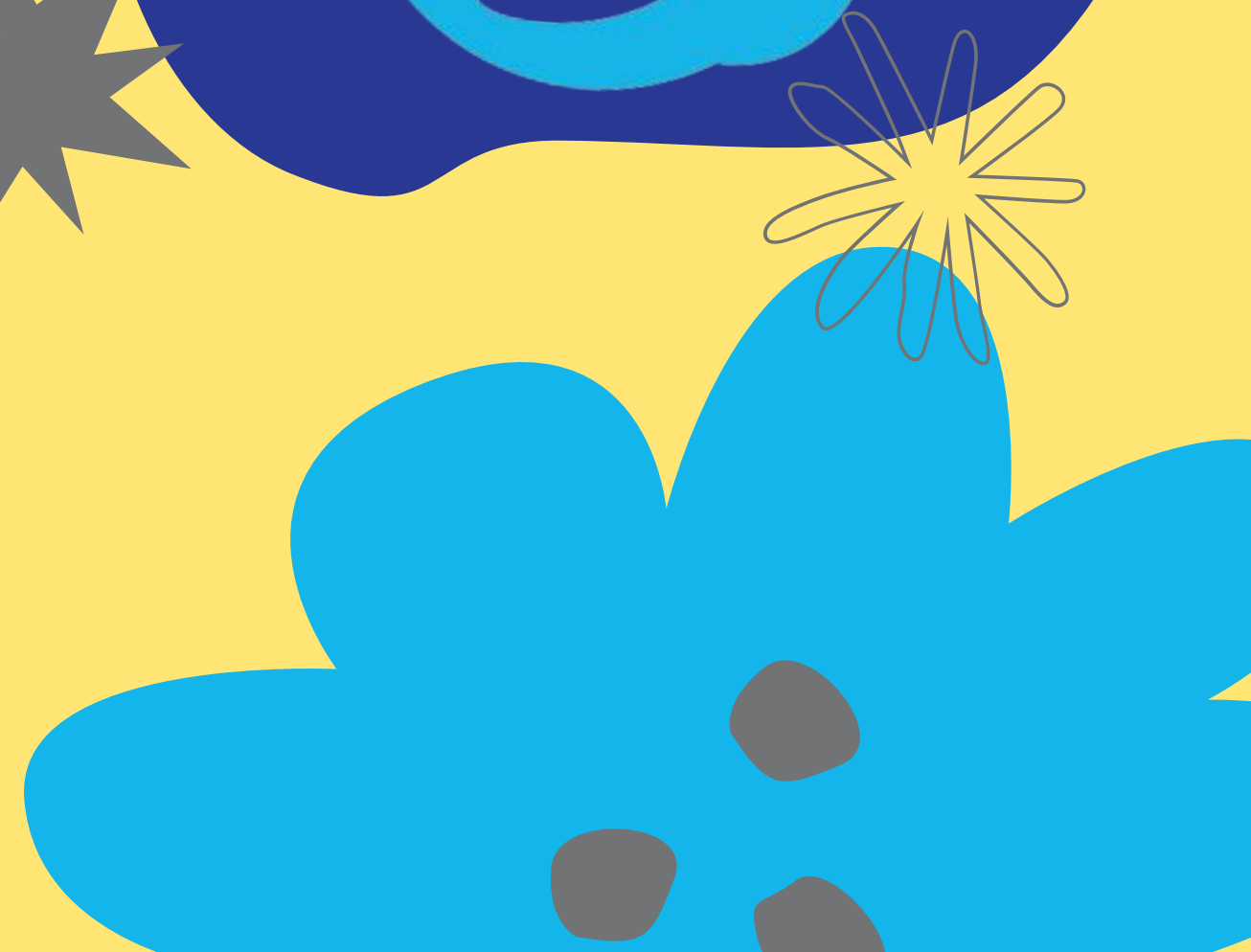
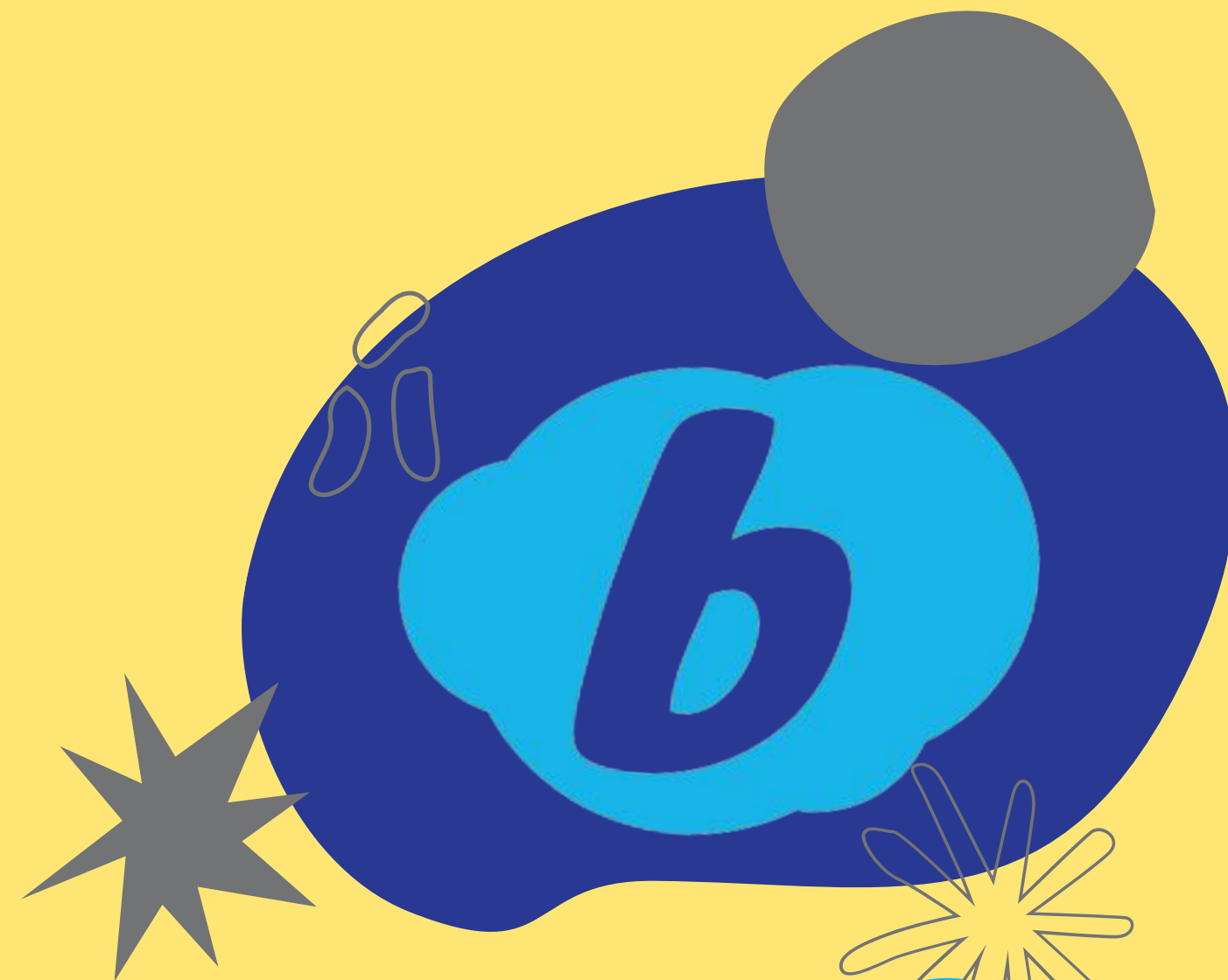
Distance and Equity

- Increases in the distance required to travel to needed locations are decreases in equity.
- Decreases in the distance required to travel to needed locations are increases in equity.
- Here's why: no matter how you travel, whether by foot, by wheelchair, by bike, by car, by fixed route transit, or by paratransit **increases in required travel distance take more time, more effort, and more money.**





- **On average 22% of all land in city centers is dedicated to parking.***
- **About 10 bikes can fit in a parking space.**
- **About 20 bikes can fit in the total space per car required for a parking lot or garage.**



Fox, D. and Martichoux, A., Paved paradise: Maps show how much of US cities are parking lots. *The Hill*. Aug. 21, 2023.
<https://thehill.com/changing-america/resilience/smart-cities/4162455-paved-paradise-maps-show-how-much-of-us-cities-are-parking-lots/>