



600 East Mason Street #101
Milwaukee, WI 53202

BublRBikes.com

December 8, 2014

Dear Honorable Mayor and Members of the Common Council:

On behalf of the Board of Directors for Midwest Bikeshare Inc., we are pleased to advance this letter of support for your efforts to bring a streetcar system to the City of Milwaukee.

As many of you know, Midwest BikeShare Inc. is the not-for-profit organization behind BublR Bikes, Milwaukee's own bike-share system. We launched a starter system of 10 stations in 2014 and we will continue to install extensions to the system over the next five years. We plan to install at least 100 stations and more than 1000 bikes. Our first year exceeded rider expectations, demonstrating that "if you build it", Milwaukee will embrace it. We are proud of the broad support the system has received, relying on funding commitments from the public, private and philanthropic sectors. BublR has benefited and would not be possible without the strong support provided from all of you at City Hall. BublR Bikes, after only a short first starter year, is already helping to transform Milwaukee.

We are pleased to see BublR Bikes referenced often in discussions around the streetcar. This makes sense. Both BublR Bikes and streetcar ridership work together as part of an interconnected multi-modal transportation system. We expect to tie our system expansion to streetcar routes, providing critical "first and last mile" connections for riders of both systems. These systems will reinforce each other, strengthening the viability and ridership for both. Together, BublR Bikes and the streetcar will continue to transform Milwaukee.


We also see parallels between our bikeshare systems' plan for growth and the streetcar plan. Like the streetcar, we have intentionally launched with a "starter" system. This was both a necessity and a strategy. With limited resources, we knew it was critical to get up and running with as much as we could. We leveraged available public funds, timely real estate developments, and leading philanthropic opportunities to create the perfect spark. This starter BublR Bikes system is now building a growing network of riders who are demanding more stations. This starter system has also allowed us to test and continually optimize operations so that we improve as we expand. Importantly, the starter system convinced people that this would really happen and is possible. This belief is now translating into additional financial commitments and enthusiasm for ridership which is allowing us to expand.

Finally, and importantly, we – like all of you – believe we need to advance investments in infrastructure in ways that benefit ALL of Milwaukee. We are committed to investing the time, research, resources and stations into all of our neighborhoods, including those with historically lower access. This equitable expansion is central to our plan. We believe it is also central to the

streetcar plan. We will remain supporters and advocates for not only the starter system, but for the extensions that are to come.

We offer you our enthusiastic support and hope you will advance the critical votes necessary to make the Milwaukee Streetcar a reality. We stand ready to be advocates, and allies for our interconnected transportation system.

Sincerely,

Handwritten signature of Kevin Hardman in black ink.

Kevin Hardman
Executive Director

Handwritten signature of Bruce Keyes in black ink.

Bruce Keyes
Board President