



July 13, 2016

Common Council
City of Milwaukee
200 E. Wells Street Room 205
Milwaukee WI 53202

Dear Members of the Common Council:

On behalf of Midwest Bikeshare, Inc. (d/b/a Bublr Bikes) (Bublr), we want to communicate our support of the work of Commissioner Rocky Marcoux and the Department of City Development (DCD). A few years ago, Bikeshare was new around the country. When the idea was first introduced to the Department of City Development, it was embraced and the earliest funding seeded under Commissioner Marcoux' leadership. Moreover, this was not seen as an initiative for downtown – it was for all the neighborhoods, and with the cooperation of DCD, the Department of Public Works and The Housing Authority of the City of Milwaukee we commissioned and have been implementing a Bublr Bikes Equity Plan to ensure that Bublr could successfully reach all parts and all citizens of Milwaukee.

Bublr Bikes is a non-profit organization formed in 2012 to bring bikeshare to our community. We have raised substantial private funds from businesses and foundations and the City has secured federal funding and contributed City dollars. Equally important, however, was the inclusion of bikeshare in new property developments. Bublr Bikes has really been a shining example of the way public-private partnerships work to make a better Milwaukee,

We have been fortunate to have such strong support from the City of Milwaukee – including the Common Council and the administration. DCD, in particular, has been instrumental in many of our successes over our first 3 years. For example, DCD has played a critical role in:

- Incorporating Bikeshare into the Land Use Planning process – initially as part of the Valley 2.0 plan and now in subsequent planning initiatives;
- Providing staff to assist with outreach and planning and facilitating inclusion of stations on City property and in rights of way;

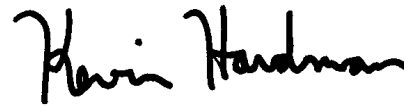
- Helping fund the initial deployment of stations as essential infrastructure included in several tax increment districts;
- Making the inclusion of stations a priority when discussing and planning new real estate developments, wherever stations may be appropriate;
- Supporting the initial cooperation agreement for the development of a Bikeshare program.

Commissioner Marcoux and DCD embraced and advanced the bikeshare initiative from the onset, and have truly helped make all of Milwaukee a more bike friendly community. With their encouragement and assistance, we have been able to initiate the reach into the neighborhoods and begun to realize our objective of having a bikeshare system that works for everyone. We support his reconfirmation and look forward to working with him for another four years as we continue expanding our system in the neighborhoods of Milwaukee.

Sincerely,



Bruce A. Keyes
President



Kevin Hardman
Executive Director

Cc: Commissioner Rocky Marcoux