

July 17, 2018

Alderman Robert J. Bauman
Chairman, Public Works Committee
City of Milwaukee
Room 205, City Hall
200 E Wells St
Milwaukee, WI 53202-3570

Re: Public Works Committee
Agenda Item #25
Dockless Bikesharing

Alderman Bauman:

I apologize for not being able to appear in person regarding the above matter. I am attending an important meeting regarding the Milwaukee Symphony project that conflicts with the time of the Public Works Committee meeting. I am very passionate about biking in Milwaukee and wanted to register my position regarding Agenda Item #25.

I am in support of the substitute ordinance as written, so that Milwaukee does not fall victim to the same dockless bike fiascos that have plagued other U.S. and International urban areas. While there may be upside to marrying dockless bike technology with the Bublr bike system, the approach of designing a pilot program and taking the time to properly understand how we can best extract value from this emerging technology is wise.

As a supporter of the Bublr bike system, I would prefer to see the community embrace it and nurture its sustained success before introducing multiple and perhaps temporary disruptive competitors. In many markets those competitors appear and then disappear. If they would do so in Milwaukee at this time Bublr could easily disappear with them.

I am not a board member or representative of Bublr Bikes. I am representing my personal viewpoint as a City of Milwaukee resident and avid bicyclist. I appreciate your personal interest in this matter and your leadership on the topic.

Sincerely,



Robert B. Monnat
Partner | COO