Legislation Details (With Text)

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File created:	7/6/2012	**In control:**	PUBLIC WORKS COMMITTEE
On agenda:		**Final action:**	7/24/2012
Effective date:			
Title:	Resolution directing City departments to assist and support efforts to establish and maintain bicycle facilities including bike-sharing programs and installations.		
Sponsors:	ALD. BAUMAN, ALD. KOVAC, ALD. MURPHY, ALD. ZIELINSKI		
Indexes:	BICYCLES, CYCLING		
Attachments:	1. LRB Bike-sharing Background Memo, 2. US Bike-Sharing Cities, 3. Hearing Notice List		

Date	Ver.	Action By	Action	Result	Tally
7/6/2012	0	COMMON COUNCIL	ASSIGNED TO		
7/9/2012	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
7/9/2012	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
7/9/2012	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
7/9/2012	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
7/9/2012	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
7/9/2012	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
7/10/2012	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
7/10/2012	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
7/10/2012	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
7/11/2012	0	PUBLIC WORKS COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	4:0
7/24/2012	0	COMMON COUNCIL	ADOPTED	Pass	14:1
8/1/2012	0	MAYOR	SIGNED		

120428
ORIGINAL

ALD. BAUMAN, KOVAC, MURPHY AND ZIELINSKI
Resolution directing City departments to assist and support efforts to establish and maintain bicycle facilities including bike-sharing programs and installations.
This resolution directs the Commissioner of Public Works and the Commissioner of City Development to collaborate with appropriate community and business organizations, including Midwest Bikeshare, Inc., in the implementation of a bike-sharing program with a projected start-up date in the spring of 2013.

The resolution directs the Commissioners to develop criteria for placement of bike-sharing installations and to pursue the participation and cooperation of developers, property owners,

businesses, business improvement districts and others to incorporate bike-sharing into the downtown business district and all possible neighborhoods.

The resolution also directs the Commissioners, with the cooperation of all other departments, to identify funding for bike-sharing installations and operations including grants and other revenue streams.

The resolution finally directs the Commissioners to provide an initial report to the Common Council on or before November 8, 2012, that includes information about planning and implementation and recommendations for any necessary legislation.
Whereas, Common Council Resolution File Number 100558, adopted September 21, 2010, approved the 2010 Bicycle Master Plan and Vision for 2020 entitled “Milwaukee by Bike”; and

Whereas, The Common Council has found that bicycling provides health benefits to City residents and contributes to an improved environment by reducing consumption of gasoline and other pollutants; and

Whereas, The Common Council further finds that transportation options including bicycling contribute to the sustainability and the economic and social development of neighborhoods; and

Whereas, More than 20 large cities in the United States - including the upper-Midwest cities of Madison, Chicago, Des Moines and Minneapolis - have implemented or begun implementing bicycle sharing programs which have been found to increase bicycle access in central business districts, reduce parking demands, promote tourism and increase bicycling activities even among experienced bicyclists; and

Whereas, Key objectives of the approved “Milwaukee by Bike” plan are:

1. Facilities Recommendation, Objective 3. Implement innovative facilities to increase bicycling participation.

2. Program Recommendations, Milwaukee Bicycle Program, Objective 2. Increase bicycle access in the central business district.

3. Program Recommendations, Milwaukee Bicycle Program, Objective 3. Pilot a bicycle sharing program.

4. Program Recommendations, Encouragement Programs, Objective 1. Support cost effective encouragement events, programs and organizations.

;and

Whereas, One of 3 business models has been used in other cities to establish and maintain bike-sharing programs: private sector models such as used in New York City and Miami Beach; public models that rely chiefly upon city, state and federal government such as used in Boston and the District of Columbia; and non-profit models such as used in Minneapolis and Denver that are led by private, community organizations in collaboration with public partners; and

Whereas, The Common Council finds that the model most likely to succeed in implementing a bike-

sharing program in the near term in the City will rely on private, non-profit leadership in close collaboration with City departments; and

Whereas, Midwest Bikeshare, Inc., is a Milwaukee-based nonprofit organization established by local bicycling advocates to promote, implement and maintain a bike-sharing program in the City; and

Whereas, Midwest Bikeshare, Inc. has approached Milwaukee area business, educational and civic organizations promoting plans for bike-sharing and soliciting partners and collaborators, and has demonstrated a temporary bike-sharing installation to civic and community leaders at sites within the City; and

Whereas, Midwest Bikeshare, Inc., presented preliminary plans to the Public Transportation Review board at its meeting of June 8, 2012, for implementing a bike-sharing program within the City beginning in spring of 2013; and

Whereas, Implementation of a Milwaukee bike-sharing program in 2013 will require wide cooperation and collaboration across many sectors including businesses, schools, civic institutions and various departments of the City to address:

1. Financial support for both establishing and maintaining bike-sharing installations at appropriate locations on private properties as well as within the public way.

2. Planning for site location including considerations of safety and accessibility.

3. Appropriate mechanisms to reduce risk and provide indemnification.

4. Attention to issues of appropriate signage and advertising both within the public way and on private property.

5. Programs for monitoring maintenance, operation and appearance of the proposed system and for evaluating the success and community benefits provided by system operation.

; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Commissioner of Public Works and the Commissioner of City Development are directed to collaborate with appropriate community and business organizations, including Midwest Bikeshare, Inc., in the implementation of a bike-sharing program with a projected start-up date in the spring of 2013, and consistent with this resolution to:

1. Establish criteria for placement of bike-sharing installations within the public way that includes appropriate spacing, appearance, and accessibility of installations, the placement and regulation of advertising on installations and on bicycles, the provision of necessary electrical power, and establish mechanisms for indemnification of the City.

2. Pursue the participation and cooperation of developers, property owners, businesses, business improvement districts and others to incorporate bike-sharing into the downtown business district and to all possible neighborhoods.

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3. With the cooperation of all other departments, identify funding for bike-sharing installations and operations including grants and other revenue streams.

; and, be it

Further Resolved, That the Commissioner of Public Works and the Commissioner of City Development provide an initial report to the Common Council on or before November 8, 2012, that include:

1. Information about planning and implementation progress for a City bike-sharing program, community commitments to the program, and recommendations for the appropriate respective roles of the City and private partners in future implementation.

2. Recommendations for legislation, if necessary, to implement a bike-sharing program or pilot program in 2013.

LRB139975-1
Richard L. Withers
7/5/2012

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