





The Value to the Village

- **STRATEGIC** Bublr Bikes is aligned with Village planning vision and its position as a bicycle-friendly community.
- **ECONOMIC IMPACT** Bublr Bikes will enhance ongoing and future economic investments.
- **USE BY RESIDENTS** Bublr Bikes will increase resident's transportation choices. Over 60% of Bublr users own their own bicycle. Shorewood residents with bicycles and those without will use Bublr to connect to other travel modes.
- **BRING VISITORS IN** Bublr's Shorewood network immediately connected to Milwaukee. Oakland corridor more accessible
- **HIGH LEVERAGE** Shorewood's investment leverages significant resources. Positions network for long-term success.

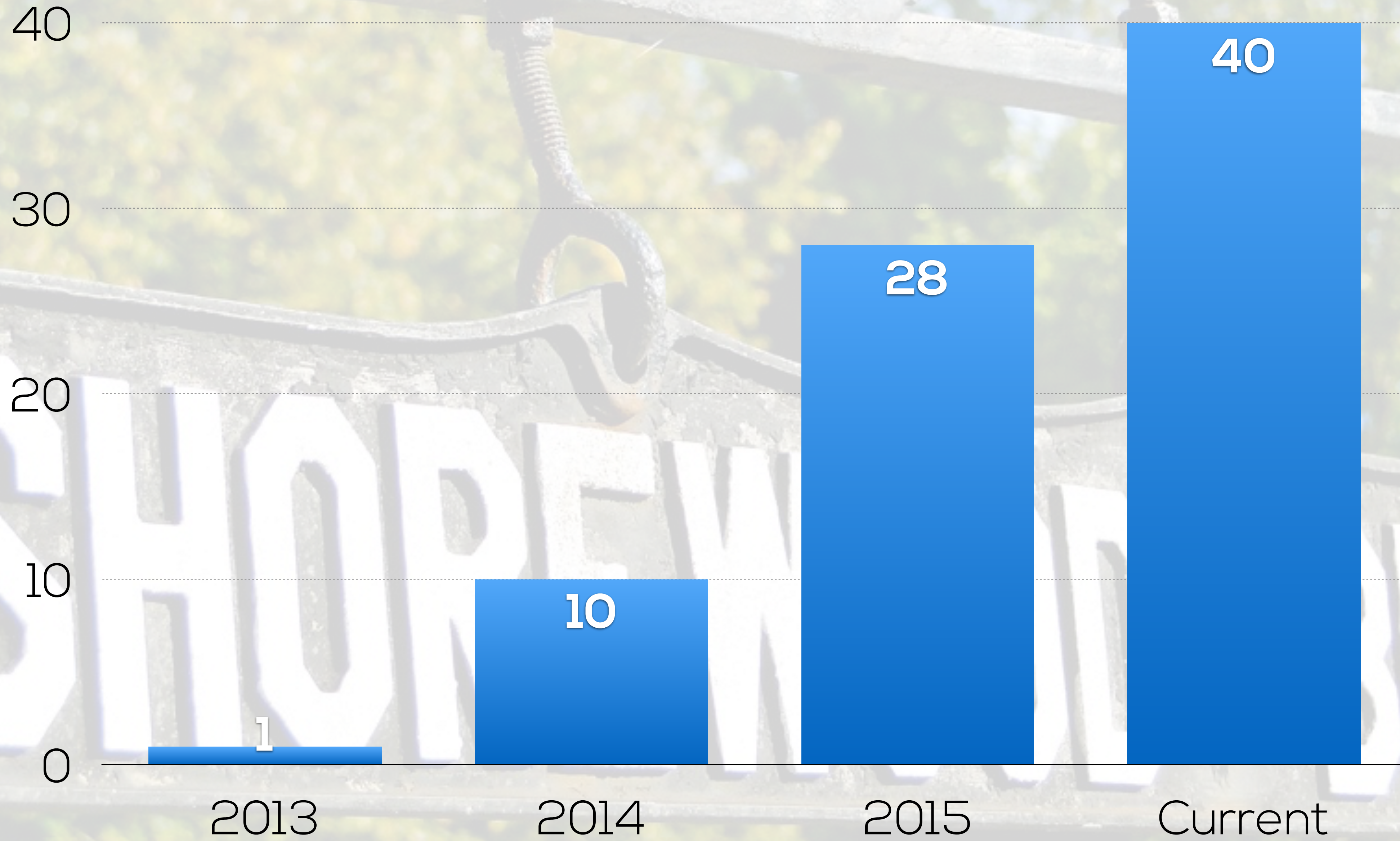
Automated, Short-Term, Bicycle Travel Option



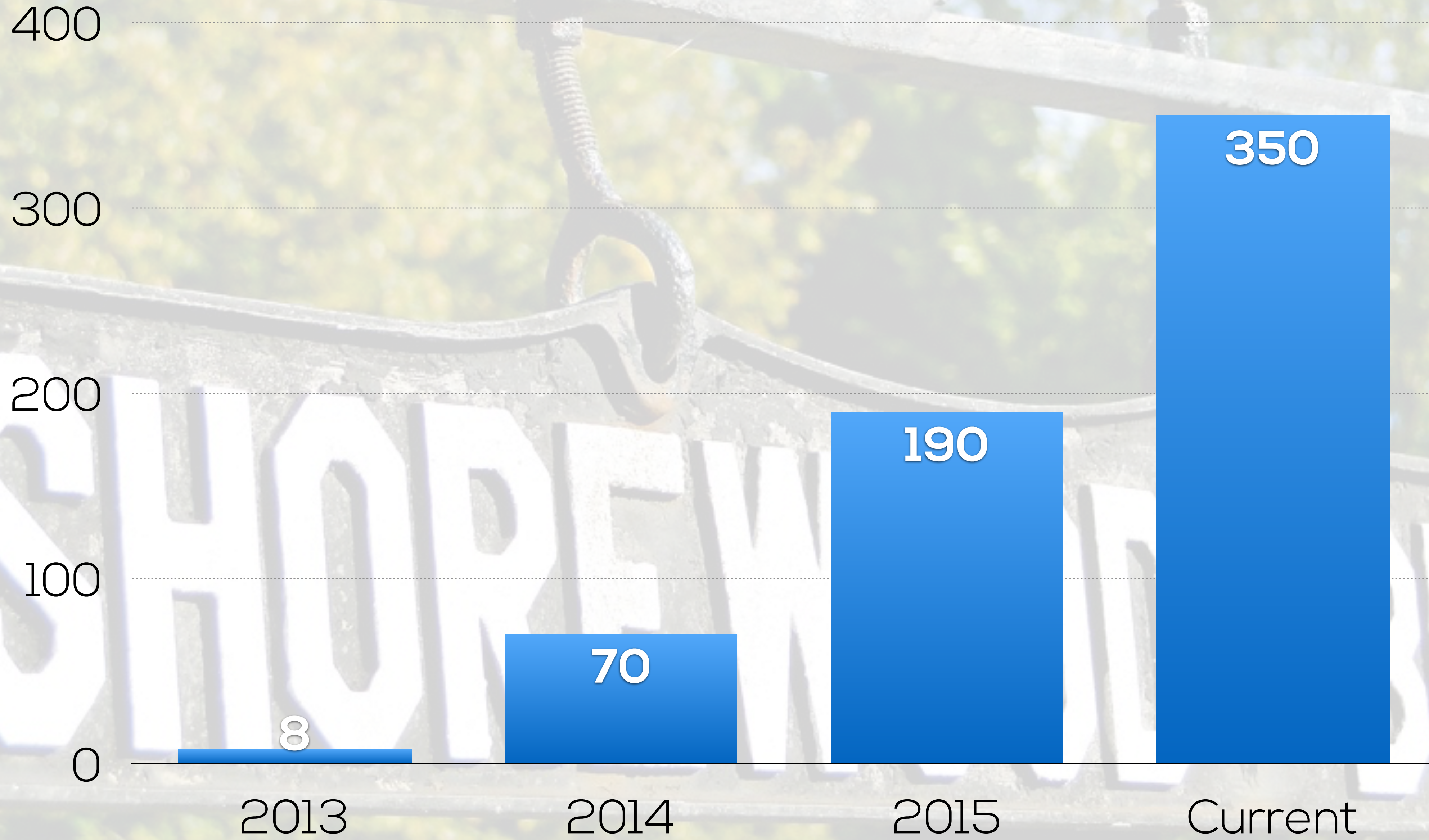
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SHOREWOOD BLIND.

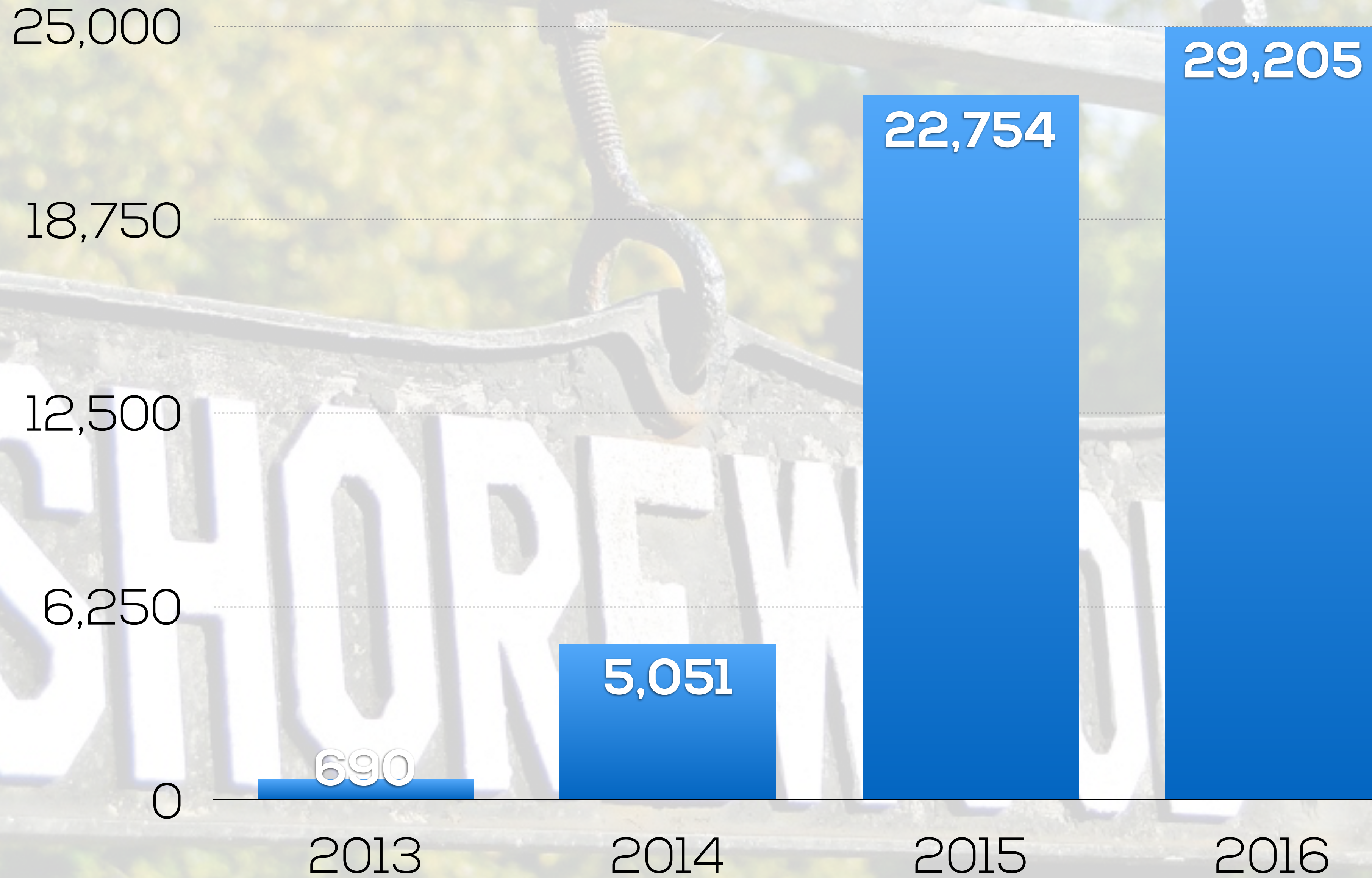
Total Stations



Bicycles



Trips



The background features a close-up of a bicycle's rear wheel and frame, overlaid with a semi-transparent grey filter. In the lower portion, a metal sign with raised, white letters reads "SHORTS AND BIKES".

Nearly
100 Stations
and over
700 Bikes
by 2017



Successful Bike Share: What We've Learned

- **MIXED-USE CORRIDORS** Stations along mixed-use corridors are crucial. Oakland and Capital are ideal.
- **NEAR RESIDENTIAL DENSITY** Stations should be closely positioned near residential density. Shorewood has the highest residential density in Wisconsin.
- **WALKING DISTANCE** Stations should be placed to create short, convenient walking distances for residents and visitors.
- **DENSITY OF DOCKS** Maximize the density of docks to maximize available bikes and bike parking.
- **SET STRONG FOUNDATION** Create the best beginning network when possible. Precious public resources used today will benefit Shorewood over next 5-10 years.

Shorewood Expansion

2016 Milwaukee Network





Existing Stations (40)



Planned 2016 Stations (12)



2017 Shorewood Expansion

-  TAP* Eligible Stations (9)
-  Unfunded Priority Sites (2) Ineligible for TAP



- Funding secured through WisDOT TAP (*Transportation Alternatives Program)
- Station density is crucial to network success by creating short walking distances and dock capacity
- With these 11 stations, ~85% of Shorewood residents will be less than a 4 block walk to a BublR Bike.



Current TAP Budget

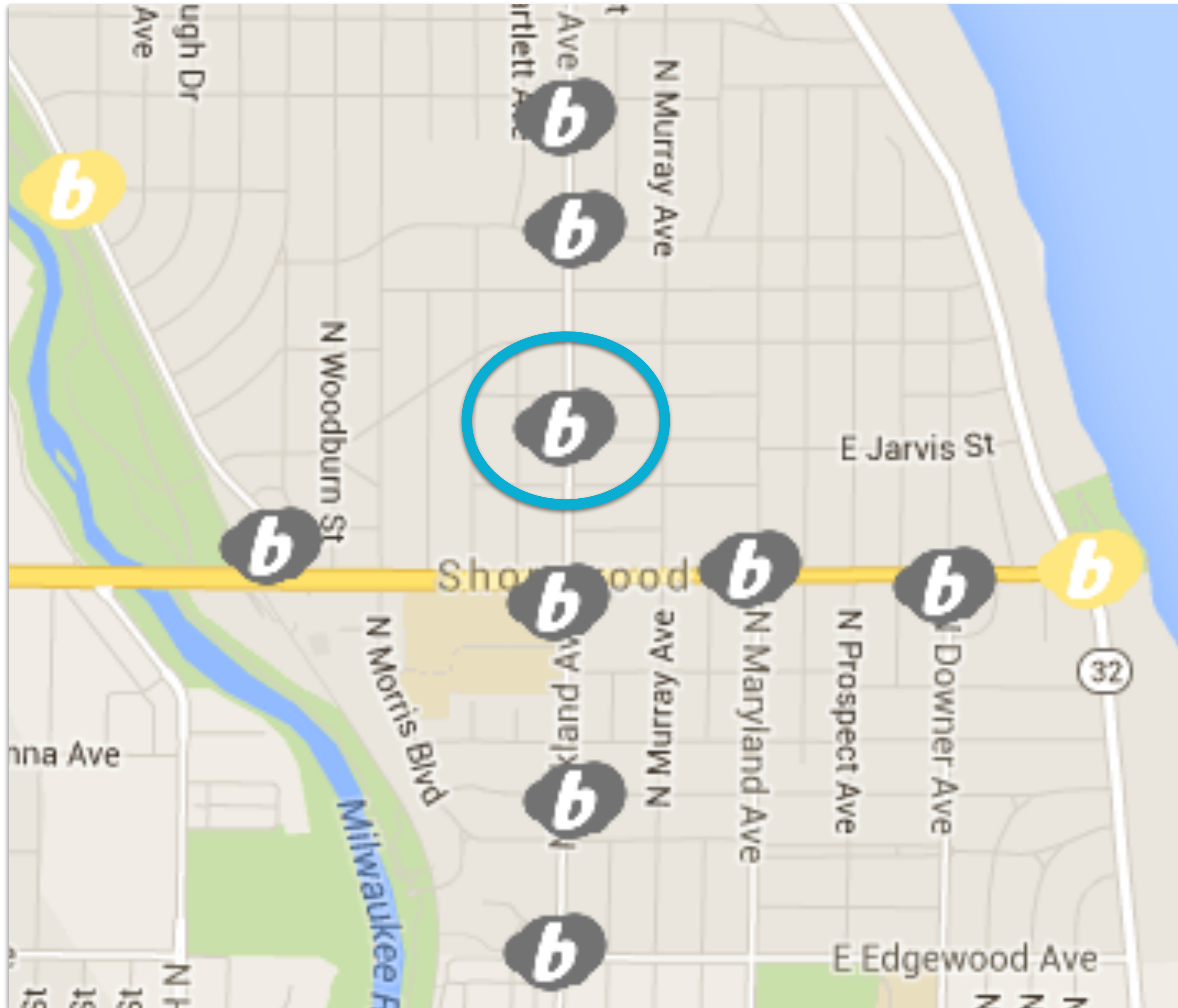
9 Stations, First 5 Years of Operations

	Capital	Operations*
TAP Funds	398,608	55%
Shorewood Capital Funds (TAP Match)	99,652	14%
Bublr Bikes raised (users & sponsorship)		225,000 31%
TOTAL	498,260	225,000 723,260
per station	55,362	25,000

* \$5,000/station/year



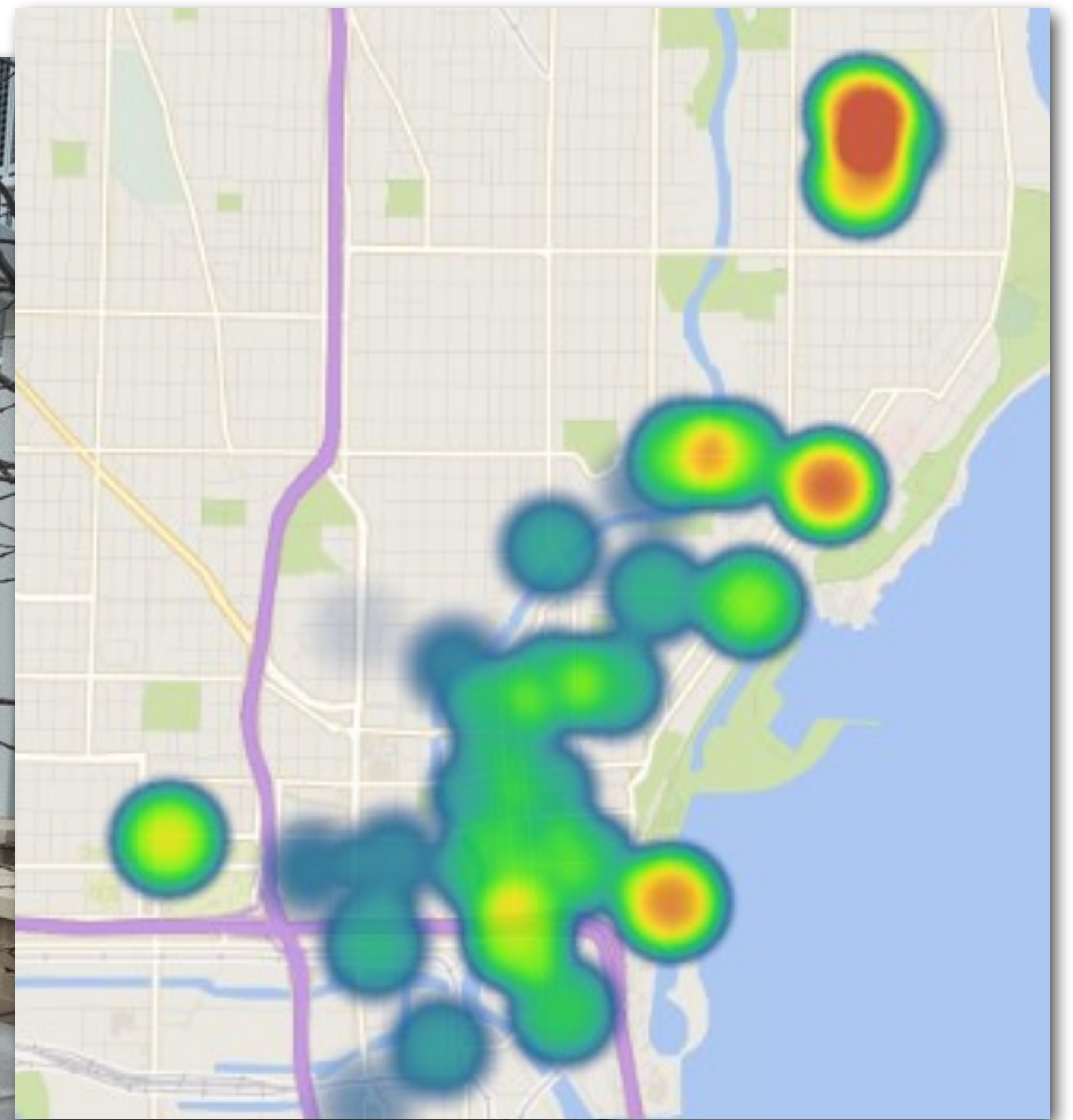
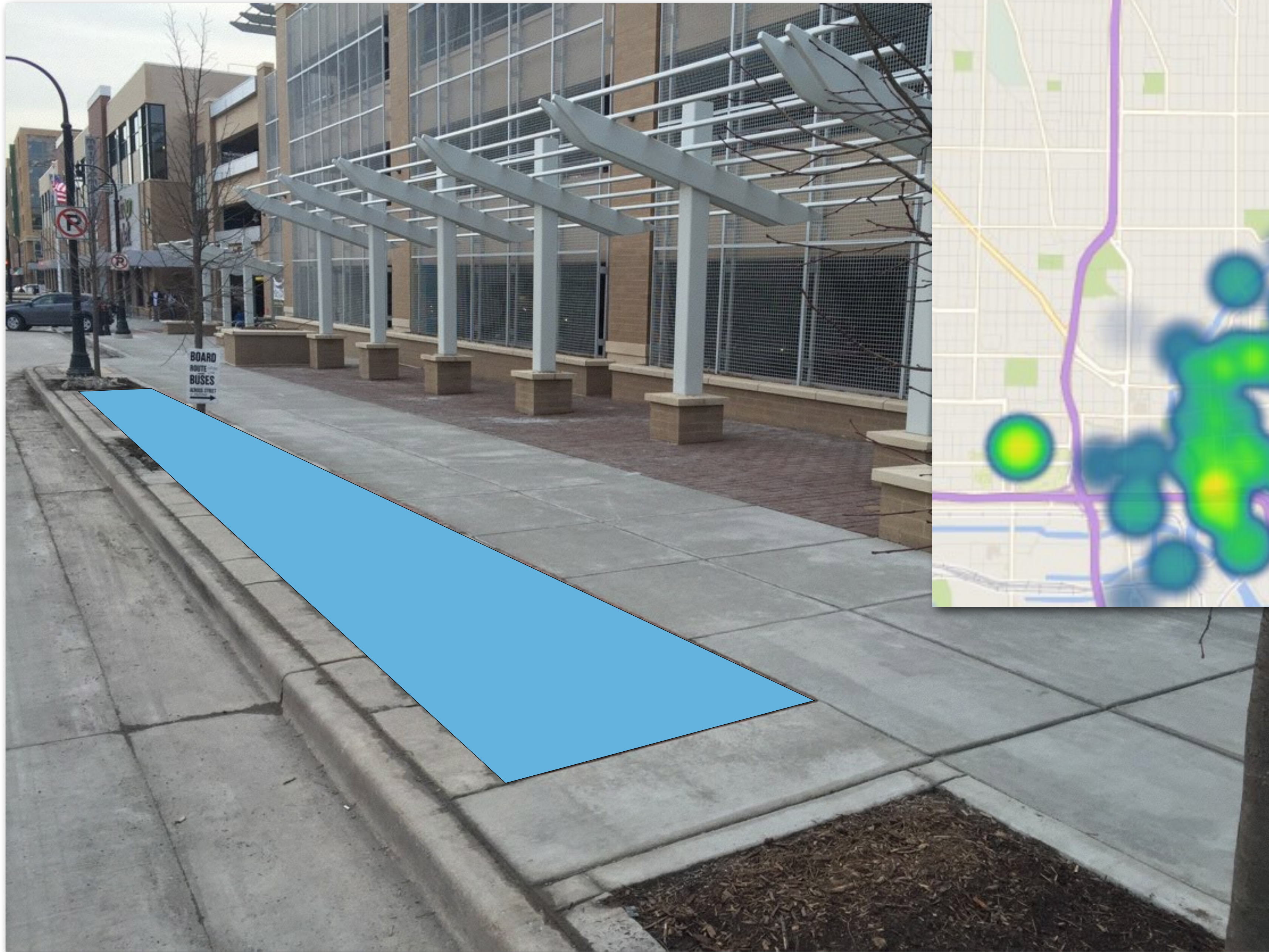
Proposal



- Bublr Bikes has pledged for \$20,000 matching funds from General Capital to install a station at the Metro Market in 2016.

Proposal

1. Shorewood matches \$20,000 General Capital pledge. Metro Market station is installed in 2016, 6-8 weeks after commitment.
2. In 2017, Bublr Bikes will move the Metro Market station to a TAP ineligible location. TAP-funded station installed at Metro Market.
3. Bublr Bikes seeks private support to install station at 2nd TAP ineligible site (station #11)



Proposed Shorewood Budget

11 Stations, First 5 Years of Operations

	Capital	Operations*	
TAP Funds	398,608		46%
Shorewood Capital Funds (TAP Match)	99,652		12%
Additional Shorewood Capital Funds	20,000		2%
General Capital	20,000		2%
Bublr Bikes raised (users & sponsorship)	50,000	275,000	38%
TOTAL	588,260	275,000	863,260
per station	53,478	25,000	

* \$5,000/station/year



Shorewood Leverage

	Shorewood	Others	TOTAL
TAP Funds		398,608	
Shorewood Capital Funds (TAP Match)	99,652		
Additional Shorewood Capital Funds	20,000		
General Capital		20,000	
Bubl'r Bikes raised (users & sponsorship)		345,000	
TOTAL	119,652	763,608	883,260
leverage	14%	86%	





Proposal

1. **Shorewood matches \$20,000 General Capital pledge.** Metro Market Station is installed in 2016, 6-8 weeks after commitment.
2. **In 2017, BublR Bikes will move the Metro Market station to a TAP ineligible location.** TAP-funded station installed at Metro Market.
3. **BublR Bikes seeks additional private support** to install station at 2nd TAP ineligible site (station #11)



Benefits

- **LAUNCH THIS YEAR** Kickstart BublR network. See immediate use.
- **PRIVATE SUPPORT** Realize private support. Use to leverage more private support.
- **MONITOR PROGRESS** Use progress to inform larger 2017 expansion.
- **SET FOUNDATION** Create best long-term foundation for Shorewood network.

Thank You