



ANNUAL REPORT '22

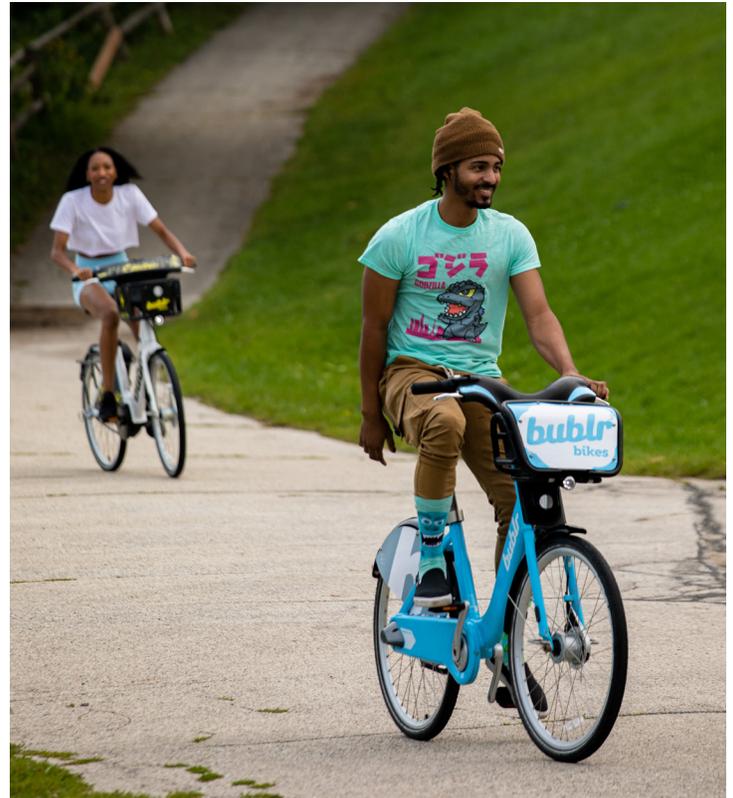


Greater Milwaukee's nonprofit bikeshare operator.

Bubl has over 100 stations located in Milwaukee, West Allis, and Wauwatosa. In 2022 Bubl was used by people from every zip code in Milwaukee County and from every state in the country. Bubl's mission is to deliver a sustainable, excellent bikeshare system for all.

2022 HIGHLIGHTS

2022 was a big year for Bubl with the long-awaited launch of electric assist bicycles and 16 new stations added to the system, expanding Bubl's service area. The "ebikes" were extremely popular with Bubl riders and were ridden eight times as often as the classic bike options. Bubl also saw ridership levels returning to pre-pandemic levels with 81,968 trips taken in 2022 which nearly doubled the number of trips taken in 2021!



COMING IN 2023

Bubl Bikes will continue to fulfill its mission of a sustainable and equitable bikeshare system in the Greater Milwaukee area in 2023. Bubl Bikes will be doubling the number of ebikes in the fleet as well as installing 20 new stations infilling areas that are currently under-served in Bubl's service area. Bubl Bikes' Savvy Cycling classes are also continuing through 2023, as well as, the Bubl Access Pass, a free Annual Pass open to any Milwaukee County Resident that receives foodshare, SSI, Medicare/Medicaid benefits or who live in Section 8/HACM housing.

SPOKES OF BUBLR

ENVIRONMENT

BublR helps keep our air clean and is an important part of any strategy to combat our climate catastrophe. Since launching in 2013, BublR has saved the equivalent of 453 tons of oil, reducing CO2 emissions by 1,018 tons and NOX emissions by 3 tons. A study from the Institute for Transportation and Development Policy concluded that in evaluating future sustainable transportation scenarios, the scenarios that include a robust bicycling component reduce emissions by an additional 11 percent. The study specifically calls out bikeshare programs as being an essential investment if cities are to achieve the levels of cycling necessary to realize the additional 11 percent reduction in carbon emissions.

HEALTH & WELLNESS

BublR strives to make Milwaukee County healthier. BublR provides an easy and convenient way for people to engage in physical activity. Regular physical activity can improve cardiovascular health, lower the risk of certain diseases, and improve mental health. Additionally, BublR helps everyone in Milwaukee County breathe a little easier by providing an emission-free mode of transportation. Air pollution is the worst environmental health hazard, leading to more than 6 million deaths globally each year. In addition to being linked to asthma, cancer, lung disease, and heart disease, there are recent studies showing that air pollution is an important cause of dementia and Alzheimer's disease. BublR also brings people together fostering a sense of community and leading to increased social interaction. Increased social interaction in turn is linked to improved mental health and well-being.

"Since launching in 2013, BublR has saved the equivalent of 453 tons of oil, reducing CO2 emissions by 1,018 tons and NOX emissions by 3 tons."

EQUITABLE ACCESS

BublR is committed to providing equitable access to bikeshare for as many people as possible. This means identifying and removing barriers to access. Three key barriers that BublR has identified are financial, information, and differing ability levels.

To address financial barriers, BublR's Access Pass program provides free passes to anyone in Milwaukee County who receives FoodShare, WIC, SSI, or is a resident of the Housing Authority of the City of Milwaukee. BublR has also worked with the Student Association at University of Wisconsin-Milwaukee to provide \$8 Annual Passes to any UWM students subsidized in part through the Green Fund.

To address information barriers, BublR began hosting Savvy Cycling Classes in 2020. Since 2020 BublR has hosted 26 Savvy Cycling Classes with 146 participants. At each class participants learn how to use the BublR System, check out a bike, and adjust the seat. From there, the participants learn best practices for riding safely in the city and take a short ride. All class participants receive a free bicycle helmet.

To better serve riders with different ability levels, in 2019 BublR introduced adaptive bikes into the system. BublR currently has both upright tricycles and side-by-side tricycles incorporated into the BublR fleet. The introduction of ebikes to the BublR fleet also helps serve a wider range of people.

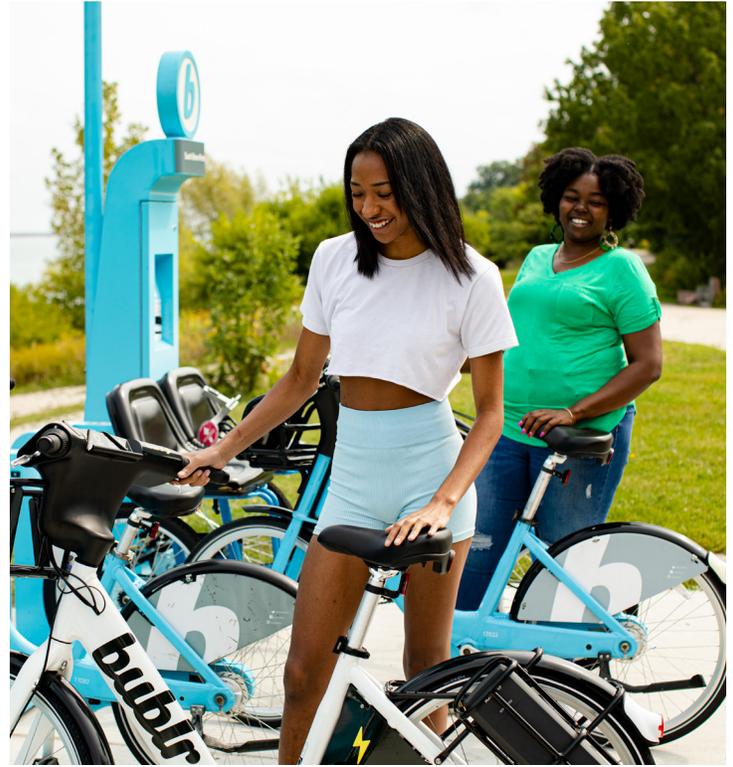
SPOKES OF BUBLR

ECONOMIC DEVELOPMENT

BublR is an important part of moving our region's economy forward in several ways. BublR's B3 Workforce development program is a six-month paid internship in collaboration with the Boys & Girls Club, DreamBikes, and Milwaukee Area Technical College. During the program, students learn all about bike maintenance and the career opportunities in the bike industry. At the end of the program students receive a certificate in bikeshare maintenance, a basic bike toolkit and preferred admittance into MATC's transportation trades programs. Since the program's start in 2016, 63 students have graduated from the program.

BublR supports local businesses by making it easier for people to access local shops, restaurants, and other businesses. Studies from Portland to New York show that while drivers spend more per trip at local shops and restaurants, cyclists spend more money overall at local businesses. The theme that emerged was that although cyclists spend less per trip, they come back more frequently end up spending more overall. Only one study separated out bikeshare users from other cyclists and it found that they spend the most!

BublR is also a huge boon to tourism. A study on bikeshare in Indianapolis concluded that bikeshare programs are a direct marketable tourism product and a boost to the overall destination image. Another study published in the *Cornell Hospitality Report* emphasized that access to a bikeshare system is becoming a big part of a tourist's experience of a city and an essential hotel amenity. Additionally, a study in the *Annals of Tourism* showed that access to bikeshare helps to spread tourism dollars more widely throughout a city.

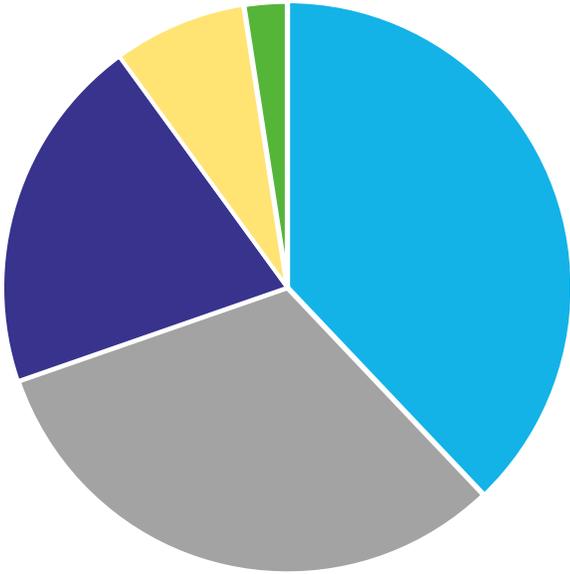


SAFER STREETS FOR ALL

Road deaths remain one of the most unrelenting public health failures of our time. In fact, road fatalities eliminate more productive years of life than any other disease, including cancer and heart disease combined. Anyone living in Milwaukee County today knows that reckless driving is on the rise. Bikes are an important part of the solution. Studies from across the US show that as more people bike, fewer people die. In Portland, when bicycles went from being used for 1.2% to 6% of trips the overall road fatality rate dropped 75%. In New York, a doubling in the number of trips completed by bike resulted in their traffic fatalities falling to the lowest number on record. BublR is a key part of getting more people on bikes and propelling a culture shift in Milwaukee County to make our streets safer for everyone.

FINANCIAL OVERVIEW

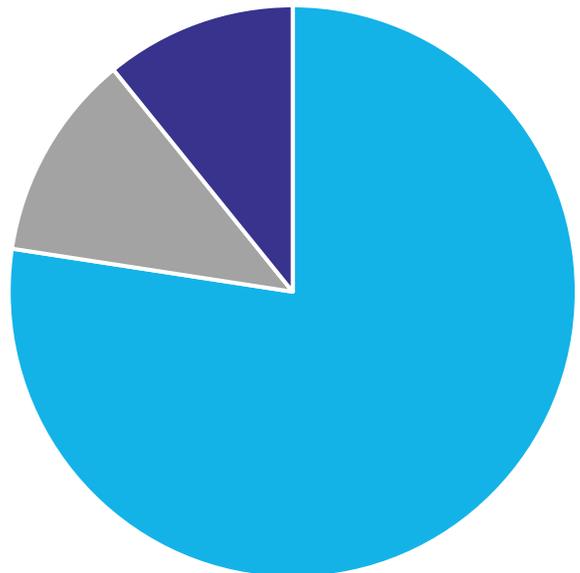
REVENUE



USER REVENUE	37.9%
GRANTS	31.8%
SPONSORSHIP	20.3%
DONATIONS	7.6%
OTHER	2.5%

EXPENSES

OPERATIONS & PROGRAMMING	77.4%
MANAGEMENT & ADMIN	11.7%
FUND DEVELOPMENT	10.9%



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PROGRAMMING SUPPORT

Savvy Cycling Supported by:

- Environmental Protection Agency

Adaptive Bikes Supported By:

- Greater Milwaukee Foundation
- Astor Street Foundation
- Greater Milwaukee Foundation - Kopmeier Family Fund

B3 Program Supported By:

- United Way of Greater Milwaukee & Waukesha County's Reducing Barriers to Employment Fund
- Fleckenstein Family Foundation

Bublr Access Pass Supported By:

- American Rescue Plan Act - through the Wisconsin Department of Administration Equitable Recovery Grant Program

UW-Milwaukee Student Discount Supported By:

- The Green Fund at University of Wisconsin Milwaukee

OPERATIONAL SUPPORT PROVIDED BY:

- Greater Milwaukee Foundation - Pat and Grace O'Brien Family Fund
- Green Bay Packers Foundation
- Wisconsin Alumni Research Foundation - Force For Positive Change
- City of Wauwatosa
- City of West Allis

SYSTEM SPONSORS

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- Milwaukee Parks Foundation
- Greater Milwaukee Committee
- WWBIC – Wisconsin Women's Initiative Corporation

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- City of Milwaukee

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None of our programming would be possible without their support

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- Milwaukee Area Technical College
- Milwaukee Bucks

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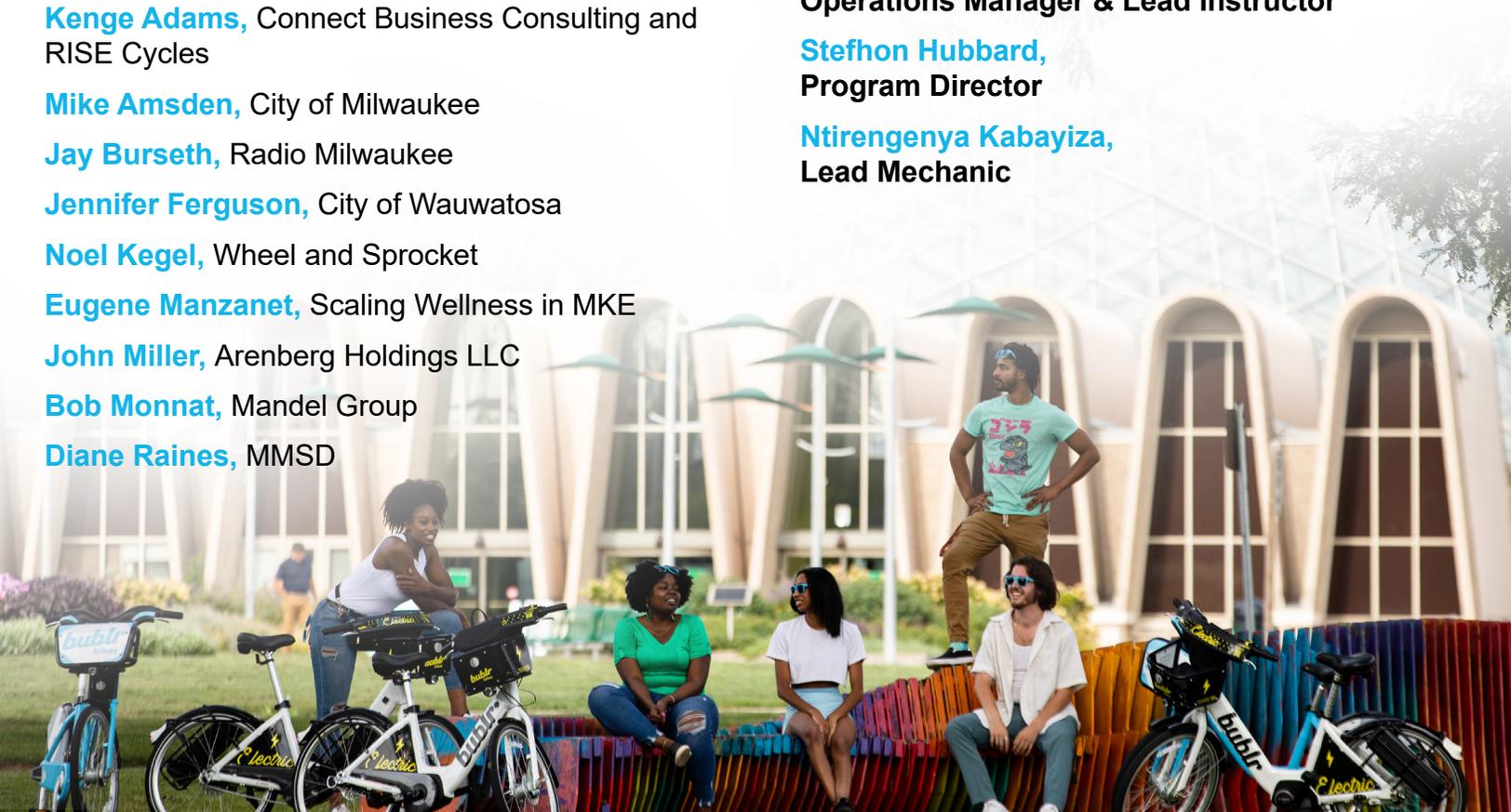
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