



# **Bubl Bikes and the City of Wauwatosa:**

Partnering in the  
Present,  
Investing in the  
Future

# What is Bublr Bikes?



**Midwest Bikeshare Inc:** Nonprofit organization founded in 2013 to introduce and expand bikeshare in the Milwaukee metropolitan area



Federally-registered 501(c)(3) and state-registered charitable organization



Fundamental goal: increasing access to highly affordable and dependable bicycle transportation



**Not** a for-profit organization and **not** intended as a revenue generator



Public-private partnership supported by municipal governments, corporate partners, and philanthropic donors

# How does the Bublr system work?

- **Docked bikeshare network of 160 stations** in Milwaukee, Wauwatosa, and West Allis
- Stations are composed of individual docks that interchangeably house, but do not charge, electric bikes and/or regular bikes.
- Bikes must be returned to docks, and Bublr staff balance the fleet on a daily basis and conduct field maintenance and recharging
- **App-based:** Users rent bikes using the BCycle mobile app or Transit App
- Equipment is procured from Bicycle Transit Systems (BTS), a nationwide bikeshare vendor, which also facilitates access to the Verizon wireless network (required for Bublr stations)
- Pricing: **\$0.25-0.35/minute, \$24/day, \$30/month, \$139.19/year**
- No-Cost Access: Access Pass and Veolia Eco-Pass
- System staff: seven full-time and seven part-time employees





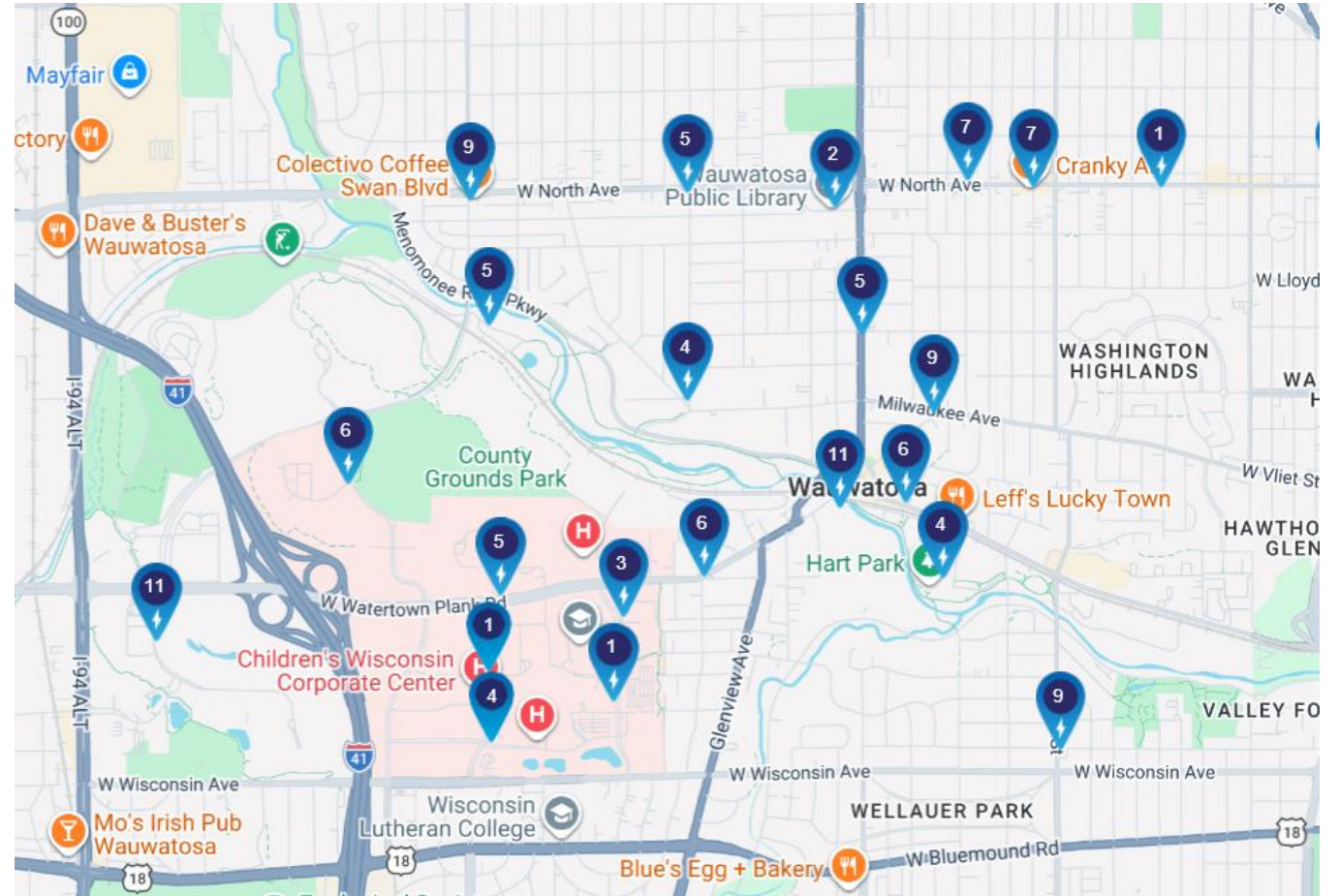
## How does Wauwatosa funding factor into Bublr's budget?

- **Annual system-wide budget:** varies annually, currently approximately **\$1.3 million** in projected revenue, approximately **\$1.0 million** in projected expenditures
- **Wauwatosa contribution:** \$54,000 for 2026 (approximately **4.2%** of total revenue)
- **What does funding support?**
  - Operations and maintenance of **22 seasonal stations** including **six** supported by the MRMC
  - Staff support – maintenance, fleet balancing, customer service

# What does Wauwatosa's Bublr system look like?

2025 Ridership: 2,463

Stations Available: 22



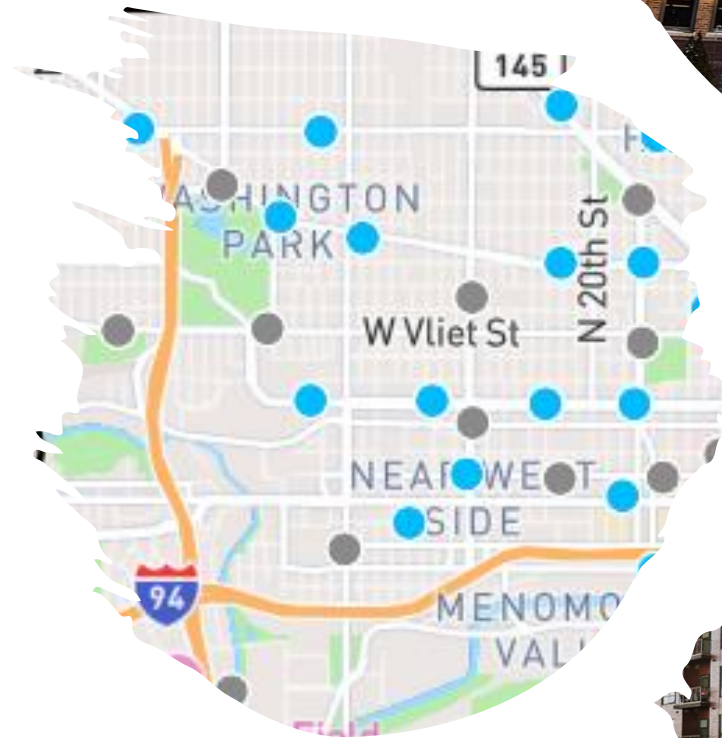
# What does Bublr's future look like?

- **Bublr is expanding and electrifying.** Driven largely by a federal grant limited to the City of Milwaukee, Bublr is growing from 160 stations at present to up to 226 by the end of 2027.
- **Accessibility and usability are increasing** with the addition of 800 e-bikes between 2025 and 2026.
- **Ridership is substantially increasing system-wide.**
  - From January 1 to June 10, 2025, **19,195** trips were taken via Bublr.
  - From January 1 to June 10, 2026, **25,300** trips were taken.
  - This marks a **31.8% increase even before the height of the active season.**
  - Annual trips usually total between 90,000 and 110,000 (these statistics do not take into account the June-September season which drives most ridership).
- **Wauwatosa's station network is a crucial component of Bublr's growth and expansion.**



# Wauwatosa's Partnership with Bublr

- **Opportunities**
  - Bublr 2.0 expansion
  - New partnerships – educational and business
  - Collaborations around residential and multipurpose development
- **Challenges**
  - Seasonality
  - Geography
  - Accessibility



# Recalibrating the Bublr-Wauwatosa Relationship

- **Bublr is ready to invest in the future by re-envisioning the services we provide in the City of Wauwatosa.**
  - “A tool, not a toy”
- **Increasing accessibility and utility**
  - Increasing the number of e-bikes in Wauwatosa
  - Expanding west of I-41
  - Partnering with the Wauwatosa School District
  - Expanding the Access Pass
- **Meeting financial needs while exploring new funding models**
  - Exploring TID-related funding options
  - Institutional partnership model
  - Internal cost-reduction measures



**Where do  
we go from  
here?**

**Commitment  
to ongoing  
dialogue and  
regular data-  
sharing**

**Continued City  
of Wauwatosa  
representation  
in Bublr  
governance**

**System and  
ridership  
growth in  
Wauwatosa**

**Flat funding  
model for 2027**

# Contact Us

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