



Wauwatosa, WI

Transportation Affairs Committee

Meeting Agenda

7725 W. North Avenue
Wauwatosa, WI 53213

Tuesday, June 16, 2026

6:30 PM

**Committee Room #1 and Zoom:
<https://servetosa.zoom.us/j/82091946645>,
Meeting ID: 820 9194 6645**

Regular Meeting

HYBRID MEETING INFORMATION

Members of the public may observe and participate in the meeting in-person or via Zoom at the link above. To access the Zoom meeting via phone, call 1-312-626-6799 and enter the Meeting ID.

CALL TO ORDER

ROLL CALL

TRANSPORTATION AFFAIRS COMMITTEE ITEMS

1. Presentation from the Engineering Division on the Year 2026 Neighborhood Traffic Calming Program and related Vehicle Registration Fee-funded activities [26-1072](#)
2. Bublr Bike Share Annual Update [26-1080](#)

ADJOURNMENT

NOTICE TO PERSONS WITH A DISABILITY

Persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (414) 479-8917 or send an email to tclerk@wauwatosa.net, with as much advance notice as possible.



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

File #: 26-1072

Agenda Date: 6/16/2026

Agenda #: 1.

Presentation from the Engineering Division on the Year 2026 Neighborhood Traffic Calming Program and related Vehicle Registration Fee-funded activities

Year 2026 Neighborhood Traffic Calming Program & Vehicle Registration Fee Activities

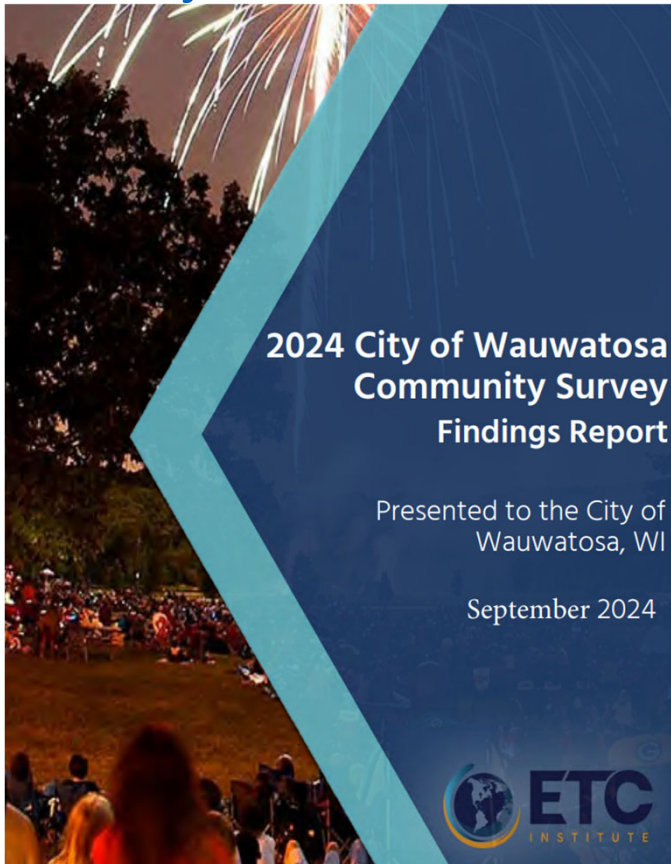
June 16, 2026

Michael May, PE, PTOE, RSP₁
Senior Civil Engineer - Traffic & Transportation



BACKGROUND| THE JOURNEY

2024 City of Wauwatosa Community Survey Key Findings



- Reckless driving a top concern
- Condition of major city streets, as well as flow of traffic and congestion management, are priorities for investment
- *“What would encourage you not to use a car for trips of 1 mile or less?”*
 - Traffic calming to slow speeds
 - Shortened crossing distances

VISION ZERO COMMITMENT | ZERO BY 2037

“NOW, THEREFORE, IT IS RESOLVED, that the City of Wauwatosa Common Council adopts a goal of eliminating traffic deaths and serious injuries by 2037”

– Resolution 25-2012, Adopted 10/28/2025



U.S. Department of Transportation
Safe System Approach

NEIGHBORHOOD TRAFFIC CALMING PROGRAM | WHERE WE ARE

All New Guidelines - June 2025!

- Simple 7-step process
- Explained in one page
- Data-driven rankings
- Easier to manage
- Equitable to all incomes
- Anyone can apply – visitors and staff too!
- 100% City funding = Results!



City of Wauwatosa
Neighborhood Traffic Calming Program

June 24, 2025

Department of Public Works
Engineering Division
7725 West North Avenue
Wauwatosa, Wisconsin 53213
(414) 479-8927
www.wauwatosa.net

NEIGHBORHOOD TRAFFIC CALMING PROGRAM | DATA COLLECTION

One of Three Thresholds Must Be Met

- 85th Percentile Speed Threshold
85th Percentile \geq Posted + 6 mph
- Excessive Speed Threshold
 $\geq 10\%$ of Measured Speeds \geq Posted + 10 mph
- Crash Experience Threshold
 ≥ 1 crash in previous three consecutive calendar years susceptible to correction

[Link: Community Maps – Crash Portal](#)



NEIGHBORHOOD TRAFFIC CALMING PROGRAM | RANKINGS

Priority Ranking Process

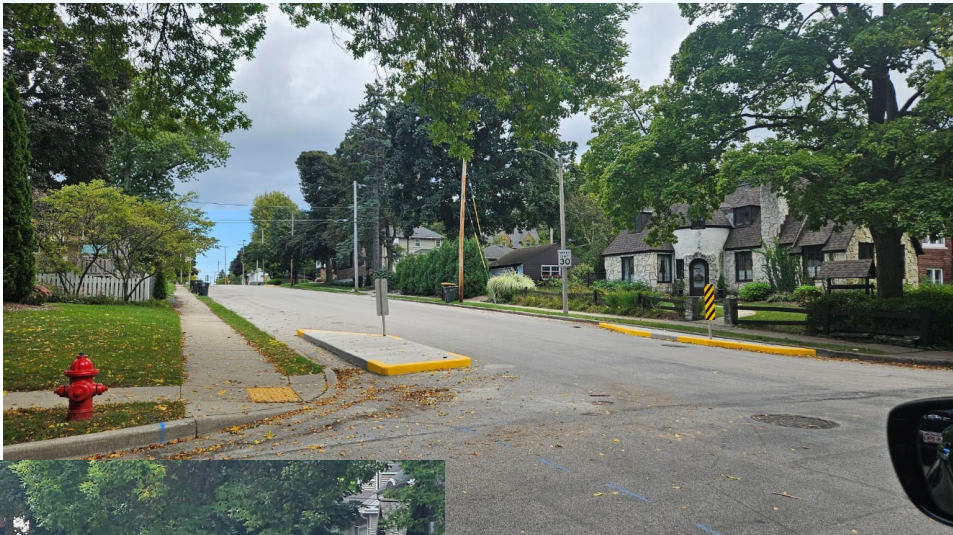
- 85th Percentile Speed
- Excessive Speeding
- Crashes
- Estimated Daily Traffic Volume
- Officially-Recognized Safe Routes to School (SRTS) Route
- Continuous Pedestrian Accommodation
- Officially-Recognized Greenway Route
- Within 500 feet of School and/or Active Park
- Time on Priority Ranking List
- Engineering Discretion *(An example of why such discretion may be used includes realizing a cost savings if the given application is combined with another nearby traffic calming project, sidewalk repair project, pavement repair project, etc.)*



YEAR 2025 PROJECTS| Grantosa & 94th (Neighborhood)



YEAR 2025 PROJECTS | Lloyd, 72nd & 73rd (Neighborhood)



YEAR 2025 PROJECTS| Ludington, Stickney & Jackson Park (Neighborhood)



YEAR 2025 PROJECTS| Center & 120th (Neighborhood)



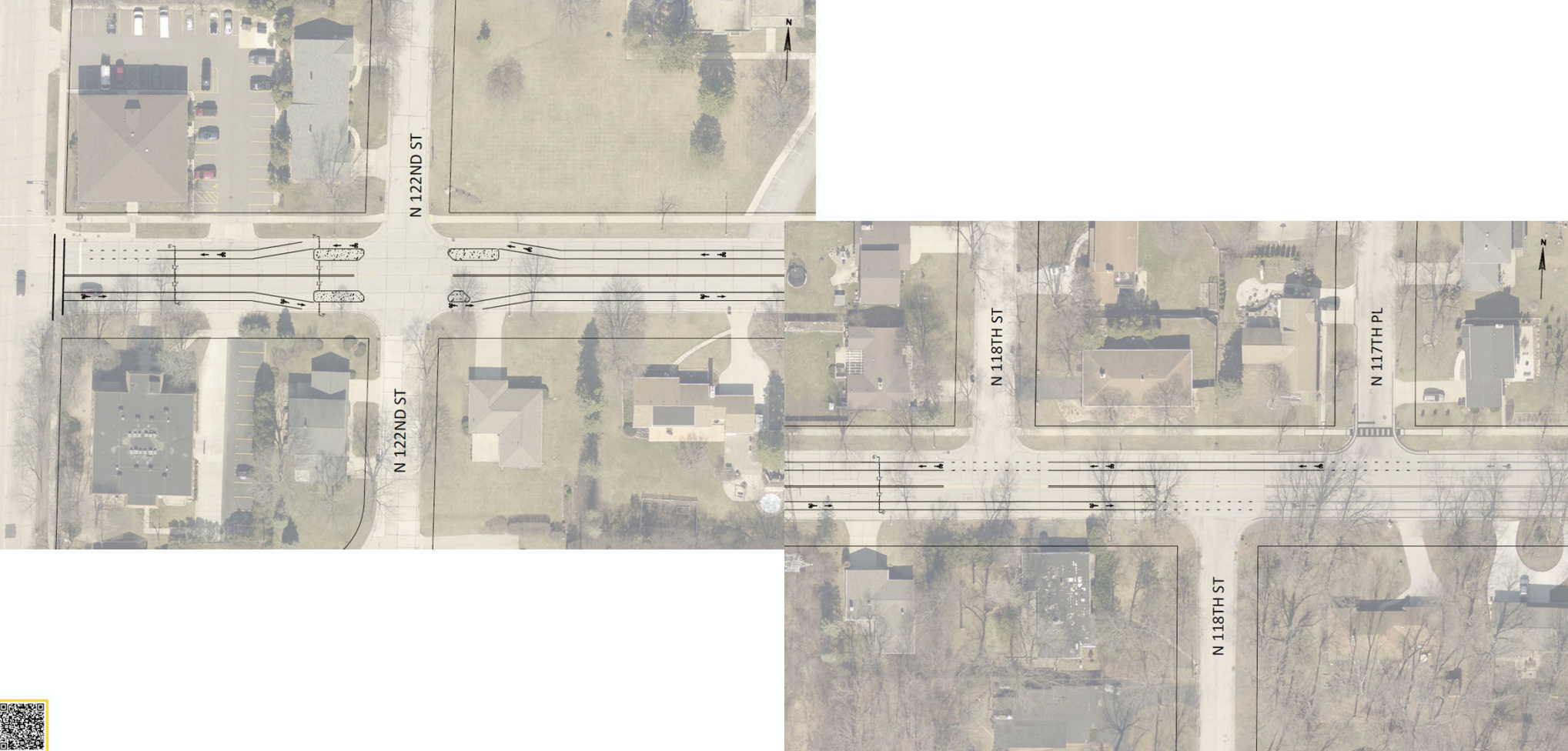
YEAR 2025 PROJECTS| Glenview & Portland (Arterial)



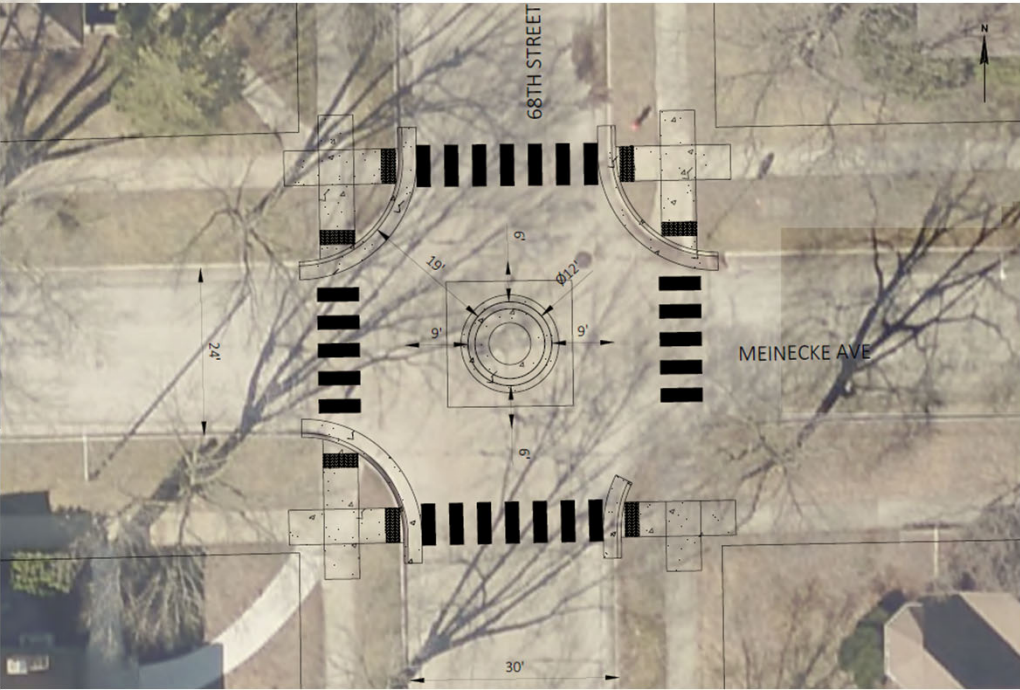
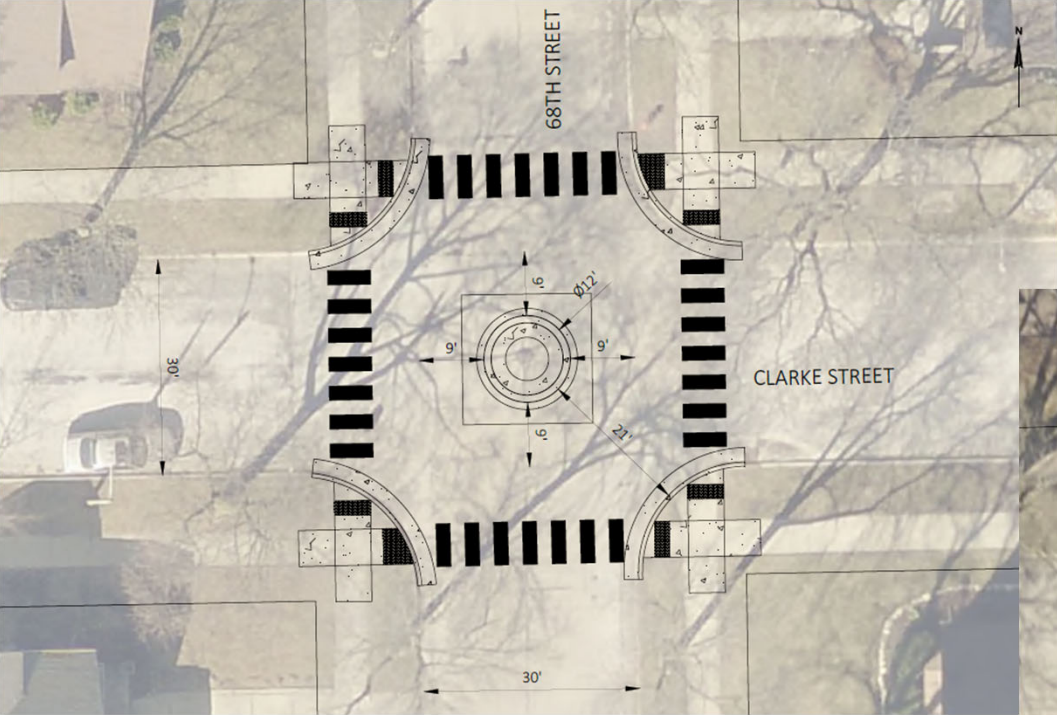
YEAR 2025 PROJECTS| Wauwatosa & Wright (Arterial)



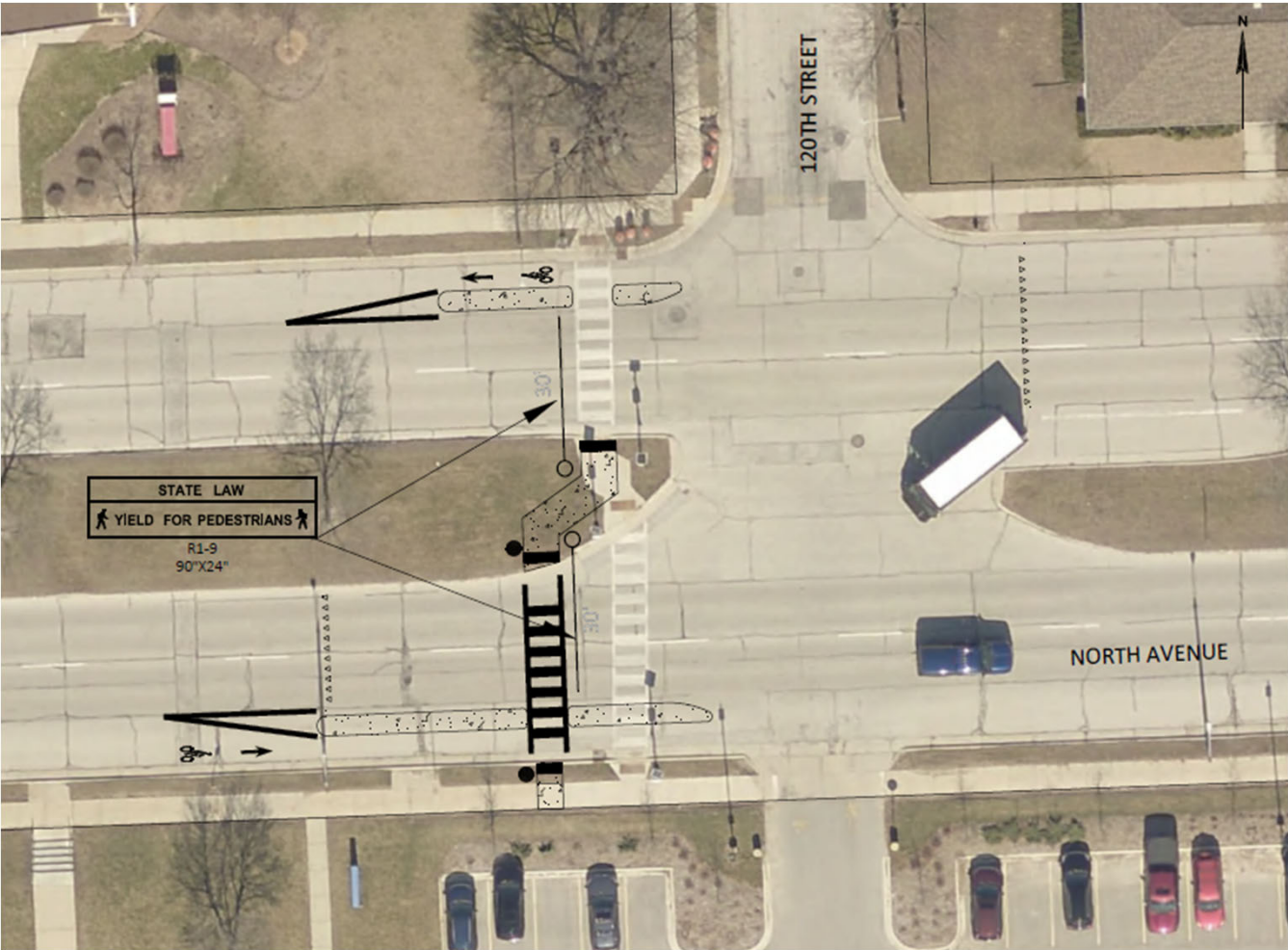
YEAR 2026 PROJECTS | Center Street, 118th to 124th (Neighborhood)



YEAR 2026/2027 PROJECTS | 68th Street, Meinecke & Clarke (Neighborhood)



***YEAR 2026 PROJECTS* | 120th & North (Arterial)**



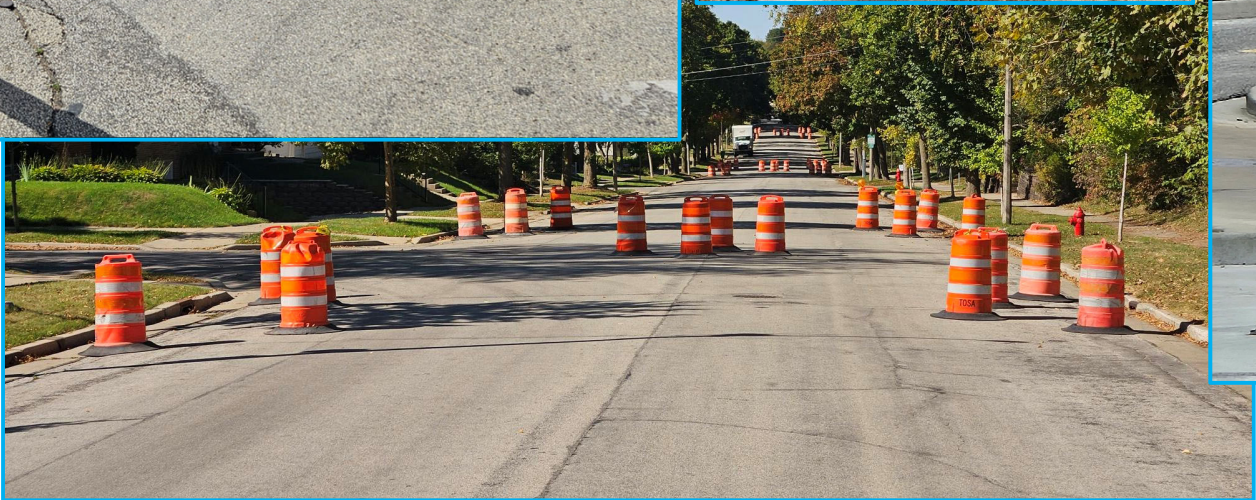
YEAR 2026 PROJECTS | State Street, 68th to East City Limit (Arterial)



YEAR 2026 PROJECTS | 72nd & Chestnut (Pavement Repair)



YEAR 2026 PROJECTS | Traffic Calming Toolbox (Neighborhood, Arterial)



VEHICLE REGISTRATION FEE| Budget Estimates

To be finalized before June 16 Presentation to TAC

	Year 2025 Activities*	Year 2026 Activities**	Year 2027 Activities (Tent.)***
Revenues	\$	\$	\$
(Expenditures)	\$	\$	\$
Remaining	\$	\$	\$

*Actuals to Date. 2025 is the first year of fee revenues (started in March) and project expenditures.

**Estimates based on conceptual design.

***68th Street and Wells Street construction in Year 2027. Year 2027 full activities to be determined in Spring 2027 and presented to the Transportation Affairs Committee May/June 2027.



Discussion



Michael May

From: nicolas curich <ncurich@gmail.com>
Sent: Thursday, June 11, 2026 11:46 AM
To: Michael May
Subject: [External] Traffic circle

I have lived on the corner of 68th and Clarke for almost 44 years. During that time, there have been a good number of accidents or near accidents that have occurred at that intersection. Therefore, I am in complete agreement with the placement of a traffic circle at that location as well as 68th and Meinicke. I look forward to its implementation and improvement in the traffic patterns of this intersection. Thank you for your attention to this matter.

Roberta Curich

Michael May

From: Mike S <mjstrelka@gmail.com>
Sent: Friday, June 12, 2026 10:03 AM
To: Michael May
Subject: [External] Traffic Calming

Hi Michael,

I am so happy and excited for the changes on Wells.

We live on 67th between Wells and Cedar. Has any research been completed, or is there any data about our street in this area?

We've lived here for a little over 3 years. One thing we've noticed is a significant amount of increased traffic during rush hour / walking to school time. Folks in a hurry tend to turn onto either 66th or 67th from Wells: or Maple Terrace or Cedar from 68th in an effort to bypass the lights at 68th and Wells / Wisconsin.

I recently submitted a request for a stop sign at 67th and Cedar (on Cedar east / west routes) to slow traffic down. I was also considering to additionally request speed humps on 67th / Maple Terrace to slow down or discourage traffic through the neighborhood bypass.

Is it possible to review this / include any of this in the 2027 project?

Mike Strelka

Sent from my iPhone

Michael May

From: Jocelyn Toney <jocelynetoney@gmail.com>
Sent: Friday, June 12, 2026 10:06 AM
To: Michael May
Cc: Ernst-Ulrich Franzen; Karli Pederson; Elizabeth Saunderson
Subject: Re: [External] Re: Traffic Calming - Wells Street

Hi Michael,

Thanks so much! We are so excited to see that things are moving forward. What an impact this will have on our neighborhood and community. Can you clarify if the Transportation Affairs Committee can deny this project moving forward? Do they have to approve it? What are the next steps after the committee meeting?

In addition, I have included a letter below to show support that can be shared with the committee.

Thank you!

Jocelyn

Dear Members of the Transportation Affairs Committee,

I am writing to express my strong support for the proposed traffic calming improvements on Wells Street between 68th Street and the East City Limit.

As a resident and parent of two young children, I experience firsthand how important it is that our neighborhood streets are safe and predictable. My children are often outside riding bikes, chasing balls, and playing—like many kids in our community, they are in constant motion and can be unpredictable. Wells Street, in particular, presents challenges because of its width. We frequently observe cars passing one another and traveling at speeds that feel unsafe, especially when parked cars limit visibility of small children near the roadway.

These conditions create real concern for families. When drivers exceed safe speeds or maneuver around one another, it becomes much harder for them to see children and react in time. Implementing traffic calming measures would make a

meaningful difference by encouraging more consistent, slower driving behavior, giving families greater peace of mind about the safety of their children and neighbors.

This corridor serves multiple important community functions—it is a designated safe route to school, a bicycle greenway, and a street adjacent to Jacobus Park. Given these roles, it is essential that Wells Street prioritizes safety for pedestrians, cyclists, and families. The data indicating that a significant portion of drivers exceed the posted 30 mph speed limit reinforces the need for proactive measures.

The proposed improvements—traffic circles at 60th and 67th Streets and raised crosswalks at 62nd and 65th Streets—are well-established and effective solutions for reducing speeds and improving visibility at crossings. These enhancements will help create a safer, more family-friendly environment for everyone who uses this street.

I also appreciate that this project is funded through the vehicle registration fee adopted in 2025, allowing for critical safety improvements without placing additional financial burden on residents.

Overall, this project reflects a thoughtful, data-driven response to resident concerns and aligns with the needs of families like mine who rely on safe neighborhood streets every day. I strongly encourage the committee to move forward with this project as planned.

Thank you for your consideration and for your continued efforts to improve safety in our community.

Sincerely,

Jocelyn Morin

Wells St Wauwatosa Resident

On Jun 9, 2026, at 2:24 PM, Michael May <mmay@wauwatosa.net> wrote:

Hi Karli,

Your timing is impeccable. We are mailing letters out today and tomorrow to residents along Wells Street to inform them that design will be completed this year for construction of traffic calming along Wells Street in 2027. We are looking at traffic circles at 60th and at 67th, and raised crosswalks at 62nd and at 65th in front of the Jacobus Park entrances.

The text of our letters is below. Please let us know if you have any additional questions.

Sincerely,
Mike

Dear Resident,

This letter is to inform you that Wells Street, from 68th Street to the East City Limit, has been selected for traffic calming improvements under the City's Neighborhood Traffic Calming Program. The project is planned to occur in Year 2027.

What is the traffic calming project?

Neighborhood traffic circles will be constructed at the Wells Street intersections with 60th Street and 67th Street. Raised crosswalks will be installed across Wells Street at 62nd Street and 65th Street. An example of a traffic circle and an example of a raised crosswalk are included at the end of this letter for visual purposes.

How is the traffic calming project funded?

The City adopted a vehicle registration fee in 2025 for the purpose of addressing reckless driving and pavement condition throughout the community. Vehicle registration fee revenues will be used to fund the project. No special assessments will be made as part of the traffic calming project.

Why traffic calming at this location?

Residents have requested traffic calming on Wells Street. The City adopted a Neighborhood Traffic Calming Program that prioritizes traffic calming request locations where high speeds and/or crashes are occurring. Wells Street has a posted speed limit of 30 mph, yet 85% of all drivers were measured to travel at 37 mph or less. Wells Street is also a designated safe route to school, a designated bicycle greenway, and adjacent to Jacobus Park.

When will the traffic calming project occur?

The Wells Street project is planned to undergo final design in 2026 and construction is planned to occur in 2027. Residents will be informed prior to construction.

How can I learn more?

The Engineering Division will present its traffic calming program to the Transportation Affairs Committee (TAC) on Tuesday, June 16th. Your feedback is appreciated and we welcome your attendance at the meeting where this matter will be discussed. If you are unable to attend the meeting or wish to instead share your opinion in writing, please feel free to share a letter or email me directly at mmay@wauwatosanet.net. Comments received before noon on the meeting day will be published and shared with the committee.

Transportation Affairs Committee Meeting

When: Tuesday, June 16; Time: Evening meeting time to be published*

Where: In-person Attendance at City Hall and Virtual (Zoom) Attendance options available*

*Please visit www.wauwatosanet.net/meetingportal after June 12th to view the meeting time, Zoom link, and detailed agenda.

Sincerely,

Michael May, PE, PTOE, RSP1
Senior Civil Engineer – Traffic & Transportation

Example Traffic Circle:

<image002.jpg>

Example Raised Crosswalk:

<image004.jpg>

Michael May, PE, PTOE, RSP1

Senior Civil Engineer – Traffic & Transportation

City of Wauwatosa

7725 W. North Avenue

Wauwatosa, WI 53213

General: 414-479-8900

Direct: 414-479-8930

mmay@wauwatosa.net

From: Ernst-Ulrich Franzen <efranzen@wauwatosa.net>

Sent: Tuesday, June 9, 2026 12:38 PM

To: Karli Pederson <pedersonk15@gmail.com>

Cc: Elizabeth Saunderson <esaunderson@wauwatosa.net>; Michael May <mmay@wauwatosa.net>;

Jocelyn Morin <jocelynetoney@gmail.com>

Subject: Re: [External] Re: Traffic Calming - Wells Street

Thanks for your email. I am unaware of any updates at the moment, but the engineering staff would know more than I do.

Ald. Ernst Franzen

3rd District

City of Wauwatosa

414-510-5575

On Jun 8, 2026, at 9:19 PM, Karli Pederson <pedersonk15@gmail.com> wrote:

Hi Liz & Ernie,

Reaching out to see if either of you can share an update on the status of the Wells Street traffic calming project. Also wondering if this will be on the agenda for any upcoming Common Council meetings or Committee meetings.

With the nicer weather, construction, and the start of Brewers season we've seen a notable increase in traffic on Wells St., including excessive speed. This continues to be of notable concern for the residents on the street and the many residents in the area that use Wells St. for walking, running, and biking.

We appreciate any updates and information you can share on this matter.

Best regards

Karli

Karli Pederson

Wauwatosa Resident

On Mon, Apr 27, 2026 at 7:05 PM PedersonK15 <pedersonk15@gmail.com> wrote:

Hi Liz,

Thank you for the previous email and updates. We appreciate the efforts being made for thoughtful planning and implementation to address these traffic and safety concerns.

I recognize May is quickly approaching and we've heard through the grapevine that there may be some updates on the Wells St. traffic calming plans. As we all spend more time outside as weather improves we are once again seeing some very concerning and reckless driving in our neighborhood.

Do you have any updates that you are able to share with us at this time?

Best regards,
Karli

Karli Pederson

On Mar 18, 2026, at 4:09 PM, Jocelyn Morin
<jocelynetoney@gmail.com> wrote:

Hi Liz,

Thank you for the update! I look forward to the next one in May!

Jocelyn

On Thu, Mar 12, 2026 at 3:57 PM Elizabeth Saunderson
<esaunderson@wauwatosa.net> wrote:

Good afternoon Jocelyn,

Thank you for reaching out regarding the Wells Street traffic calming request. In February, we did rank and prioritize all current neighborhood traffic calming requests for which we had data collected in 2023-2025, including Wells Street. We had included three sub-locations on Wells Street in the prioritization process – the 6000 block, 6200 block and 6400 block. Two of the three Wells Street segments ranked in the top 25% in the neighborhood traffic calming program. There are two requested locations on 68th Street (north of North Avenue) that did rank higher than all three Wells Street locations. We are hopeful that we can put in traffic calming measures on both 68th Street and Wells Street, but that will depend on the selected designs and available funding.

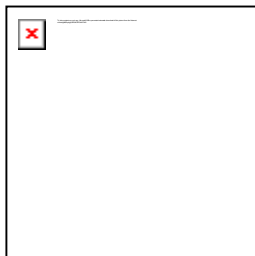
We are currently working on developing design concepts for Wells Street between 68th Street and the east city limits, along with at least one other high-ranking location in the program. At this point, we are planning for what we consider to be a “long-term” traffic calming project on Wells Street instead of a “quick-build” project. Quick-build projects may involve traffic calming measures like pin-on concrete curb extensions, such as those installed at the intersection of North Avenue & 90th Street or the 10200 block of Wisconsin Avenue. On Wells Street, we are hoping to install something a bit more substantial and more permanent.

While we are developing these design concepts we are also putting together cost estimates for these proposed projects. As we get closer to May, we should have a better idea of how much these proposed projects will cost and how much funding will be available for traffic calming. We also plan to present a traffic calming project priority list to the Transportation Affairs Committee at the May or June meeting. Residents and members of the public are welcome to attend these meetings, and more information can be found at our meeting portal: <https://wauwatosacitywi.legistar.com/Calendar.aspx>

I will plan to reach out to you around May with updates on Wells Street. In the meantime, if you have any questions, feel free to reach out.

Thank you,

Liz



Elizabeth Saunderson, PE

Civil Engineer - Multimodal Transportation
Public Works, Engineering Division
City of Wauwatosa



esaunderson@wauwatosa.net



(414) 479-8996



7725 W. North Ave, Wauwatosa, WI 53213



<http://www.wauwatosa.net>



From: Jocelyn Morin <jocelynetoney@gmail.com>
Sent: Monday, March 9, 2026 8:25 AM
To: Michael May <mmay@wauwatosa.net>
Cc: Elizabeth Saunderson <esaunderson@wauwatosa.net>;
PedersonK15 <PedersonK15@gmail.com>
Subject: [External] Re: Traffic Calming - Wells Street

Hi Liz,

I'm reaching out to see how the Feb meeting went and curious to see where Wells St falls on the list. I would like to be able to provide an update to my neighbors.

Thanks!
Jocelyn

On Wed, Feb 4, 2026 at 2:32 PM Jocelyn Toney
<jocelynetoney@gmail.com> wrote:

Hi Michael,

Thank you so much for this update on the timeline and introducing me to Liz. I appreciate all your help and support with answering questions and helping us make our street safe.

Liz, I look forward to hearing from you after your Feb meeting!

Thanks,
Jocelyn

On Feb 4, 2026, at 9:55 AM, Michael May
<mmay@wauwatosa.net> wrote:

Hi Jocelyn,

Thank you for your voicemail. Elizabeth Saunderson is now the primary contact for the traffic calming program. I copied Liz here.

That said, to answer your question, February is when we performing the ranking of traffic calming applications for the current year. We are in the process of doing that right now and will meet internally late in the month to review the rankings. We then prepare estimated costs and determine which can be constructed with the budget allocation we have. We will know by May which ones we can construct. If we know anything more certain beforehand regarding Wells we will certainly reach out. I do know Wells ranked well in 2025 – we just have to see how it sits now with the other applications received.

I hope this helps. Please feel free to reach out to Liz for updates. Don't hesitate to copy me too – happy to help!

Mike

Michael May, PE, PTOE, RSP1
Senior Civil Engineer – Traffic & Transportation

City of Wauwatosa

7725 W. North Avenue

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General: 414-479-8900

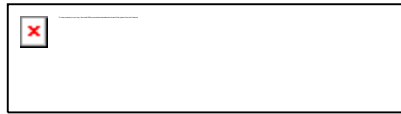
Direct: 414-479-8930

mmay@wauwatoso.net

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Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

File #: 26-1080

Agenda Date: 6/16/2026

Agenda #: 2.

Bublr Bike Share Annual Update



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



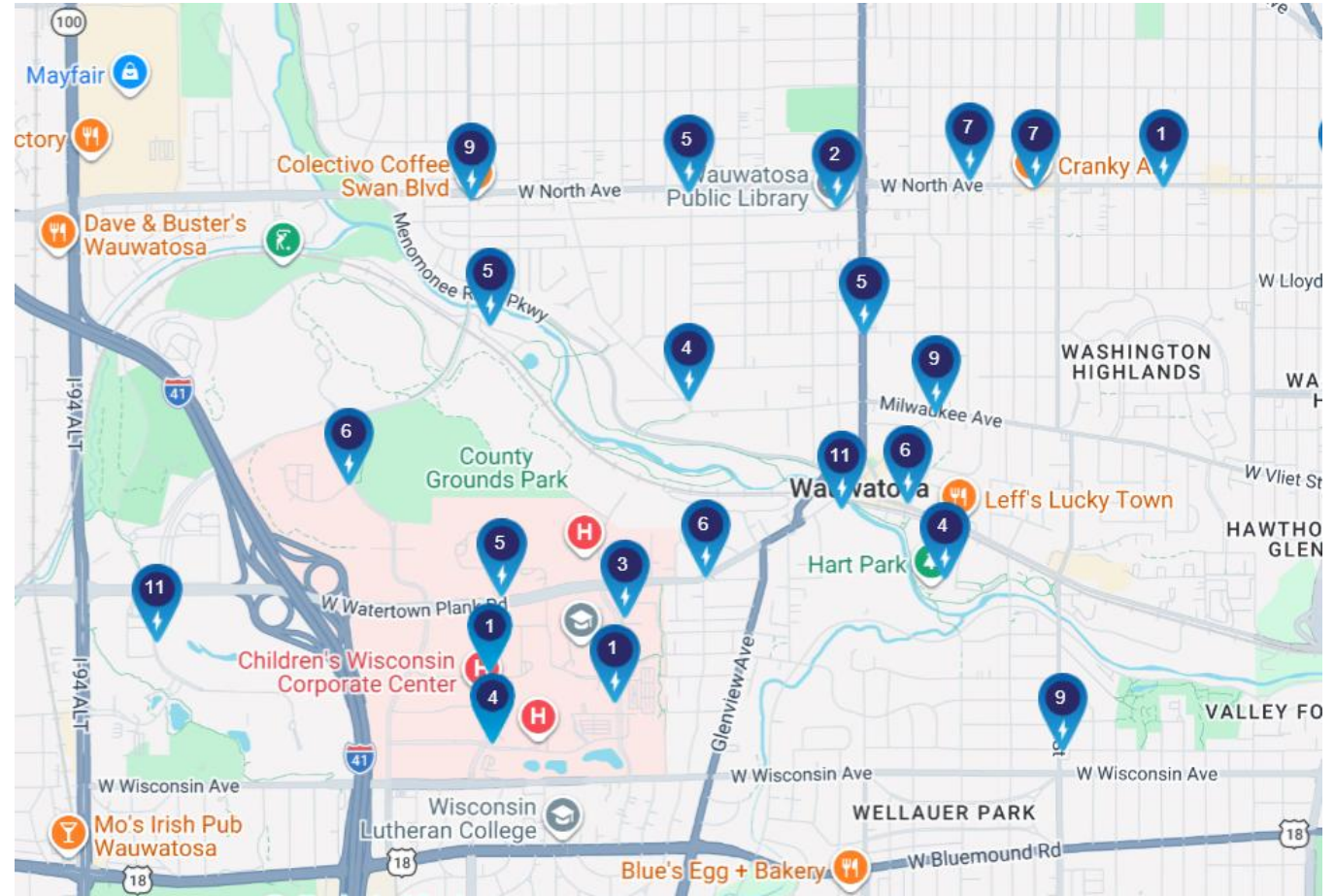
How does Wauwatosa funding factor into Bublr's budget?

- **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



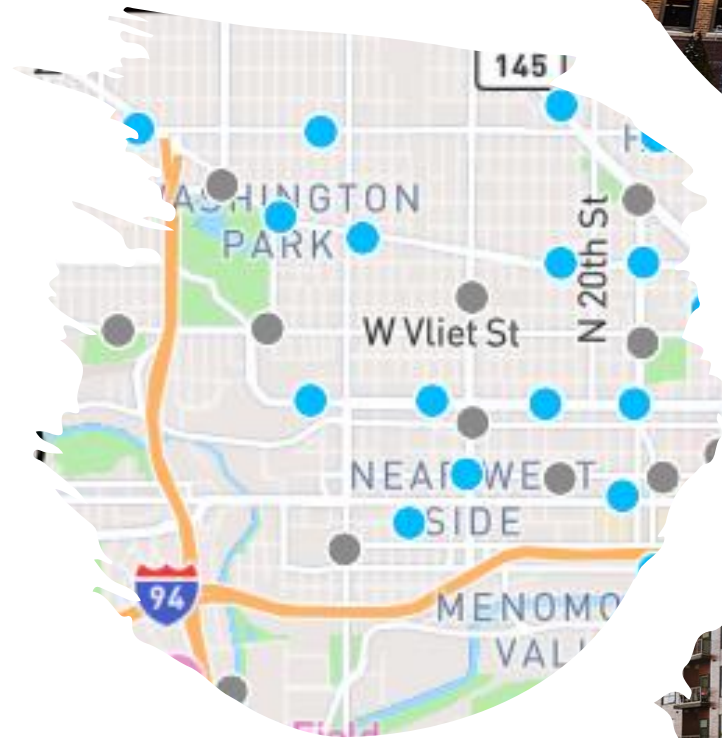
What does Bublr's future look like?

- **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

Ted Chisholm

Executive Director

ted@publrbikes.org

John Dereszynski

Station Director

john@publrbikes.org