



# Bublr Bikes Annual Report 2021



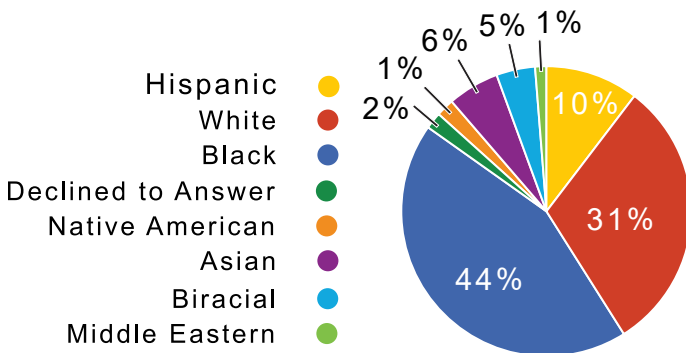


## PROGRAM HIGHLIGHTS

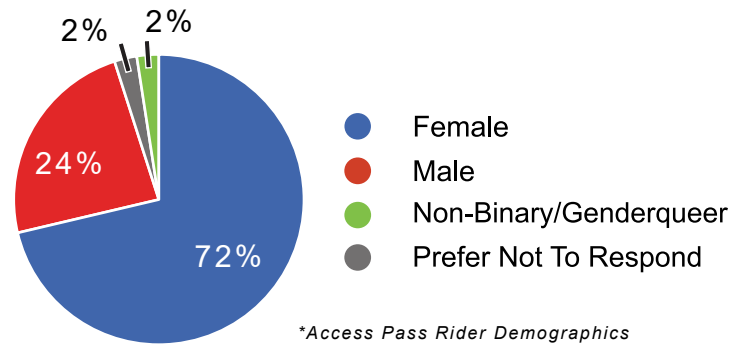
### ACCESS PASS

BublR started the Access Pass program in 2016 in collaboration with the Housing Authority of the City of Milwaukee (HACM). Thanks to a partnership with Anthem Blue Cross Blue Shield, BublR's Access Pass program was free in 2020 and 2021. In 2021, 475 unique riders took 2,082 trips via the Access Pass program.

### ETHNICITY



### GENDER



\*Access Pass Rider Demographics

### B3 PROGRAM

BublR's B3 Workforce Development Program is a collaboration with Boys & Girls Clubs and DreamBikes to give young adults in Milwaukee access to and opportunities in the transportation field. More than 50 students have graduated from the program since it launched in 2016. Three of BublR's ten employees are B3 graduates.

### ADAPTIVE BIKES

In the fall of 2019 BublR, Anthem Foundation, The Ability Center, and the Cities of Milwaukee and Wauwatosa partnered to introduce adaptive cycling equipment into the BublR Fleet. The initial launch had 17 bikes and included side-by-side tandems, upright tricycles, and hand-cycles. The following spring five more bikes were added to the fleet. BublR is the only bikeshare system in the country to have adaptive bikes integrated directly into the system, available for checkout right from the kiosk. Since starting the program in the fall of 2019, people have taken more than 600 trips on the adaptive bicycles.

### SAVVY CYCLING

Starting in the summer of 2020, BublR partnered with the Wisconsin Bicycle Federation to offer classes on how to use the BublR System and on how to safely cycle in the city. In 2021, BublR was able to expand the classes and offered 12 classes to 32 participants.



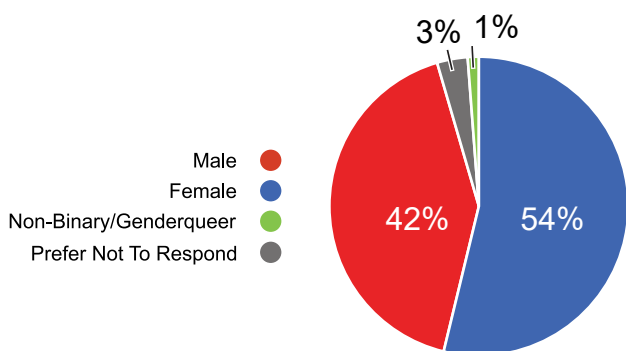
\*Savvy Cycling class led by Caressa Givens of the Wisconsin Bike Fed

## ENVIRONMENT

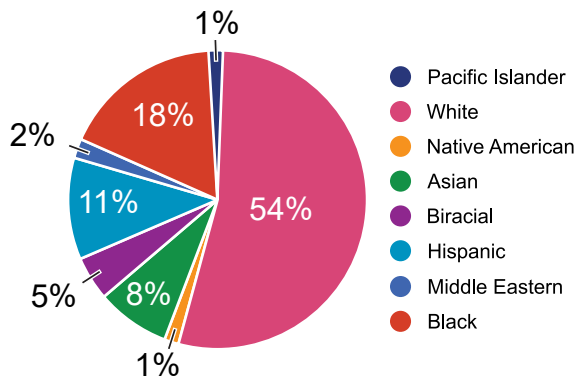
Getting more people on bikes is great for the environment, making our air cleaner and reducing greenhouse gas emissions. In 2021, Bublr trips kept 96 tons of CO2 from entering the atmosphere.

## RIDER DEMOGRAPHICS

### GENDER



### ETHNICITY



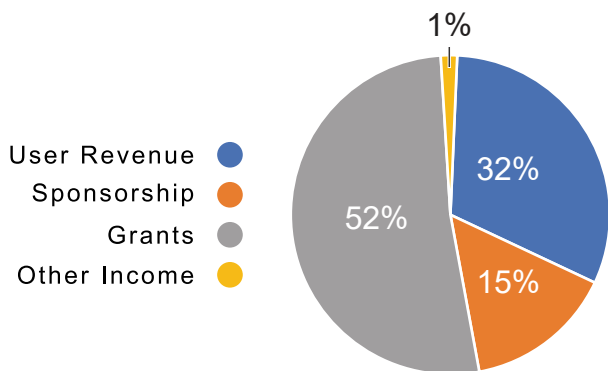
## METRICS

Bikeshare generates lots of data and in 2021, 15,893 unique users took 48,376 trips riding a total of 207,118 miles and spending a combined 4.8 years in the saddle!

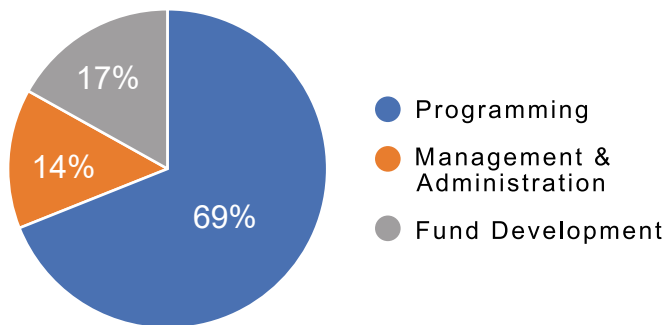
Bubl is used not only by locals but also by tourists from across the country and around the world. In 2021, 11,055 Bublr trips were taken by 4,909 unique users with zip codes more than 100 miles away from Milwaukee!

## FINANCIALS

### REVENUE



### EXPENSES



## EXCITING AND NEW IN 2022!

In 2022, the City of Milwaukee will install 26 additional stations, significantly expanding Bublr's footprint. Additionally, the long-awaited electric assist bicycles will be deployed throughout the system.

## RIDER TESTIMONIALS

**“I loved my first experience riding the bikes today! As a college student without a car in the city, these bikes are so efficient and fun!!”**

**“I’m visiting from Maryland and the bike share was a great way to see Milwaukee! It was so convenient with easy bike return options!”**

**“Bubl lets me get out to enjoy sunshine, exercise, and quality time with family.”**

**“Access to Bubl means fun times with my family.”**

**“Access to Bubl means I will get to ride a bike and get exercise and get from place to place.”**

## THANK YOU TO

**Anthem Blue Cross Blue Shield**

**Arenberg Holdings**

**Astor Street Foundation**

**Bird**

**Bob & Barb Monnat**

**Brewer’s Community Foundation**

**Bruce & Diane Keyes**

**City of Milwaukee**

**Elaine Burke**

**First-Ring Industrial Redevelopment Enterprise**

**Foley & Lardner LLP**

**Graef**

**Greater Milwaukee Foundation John and Brigid Miller Fund**

**Greater Milwaukee Foundation Kopmeier Family Fund**

**Greater Milwaukee Foundation Nonprofit Management Fund**

**Indeed Brewing Company**

**Mandel Group**

**MGIC**

**Middleton Milwaukee Investors LLC**

**PeopleForBikes Foundation Better Bike Share Partnership**

**Riverwest Law Firm**

**Roznowski Family**

**UW Credit Union**

**Versiti**

**Visit Milwaukee**

**Wheel & Sprocket**

Bubl, Milwaukee’s nonprofit bikeshare operator, is proud of our success in 2021 and looking forward to many exciting new things in 2022. As a nonprofit, Bubl is committed to our mission of delivering a sustainable, excellent bikeshare for all and have several program areas aimed at achieving this goal.