

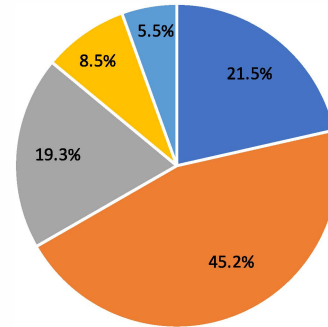
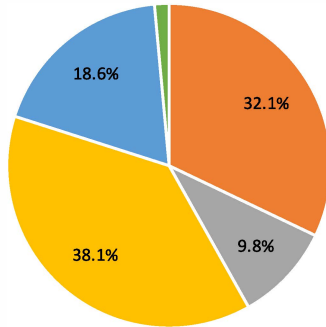
Bublr Bikes Annual Report 2020



Bublr is the Greater Milwaukee Area's **nonprofit** bikeshare operator. We have 84 stations located in three municipalities and serve the entire county. Our mission is to deliver a sustainable, excellent bikeshare system for all.

FINANCIALS

- User Revenue ■
- Advertising & Sponsorship ■
- Underwriting ■
- Donations ■
- Other ■



- Administration ■
- Bikeshare Operations ■
- Customer Service ■
- Insurance ■
- Other ■

SYSTEM STATS

Trips	44,237
Stations	84
Bikes	700

PROGRAM HIGHLIGHTS

FREE RIDE DAYS

Bublr had six free ride days providing **672** free rides including **480** free rides on the three Election Days in Milwaukee County.

ADAPTIVE BIKE PROGRAM

Bublr added a handcycle to the adaptive fleet and developed instructional signage for high use stations.

FREE 30-DAY PASSES

Bublr provided **1,827** Free 30-Day passes to Milwaukee County residents in June (thank you GMF) and September. Recipients took **4,916** trips!

ESSENTIAL WORKER DISCOUNT

Bublr provided **131**, \$5, 30-Day Passes to essential workers in months when they were not already free.

ACCESS PASS

Bublr provided **512** free and reduced cost Access Passes to income qualified individuals.

ESSENTIAL SERVICE

Bublr has stayed open as an essential service during the entire COVID-19 pandemic as a safe, social distanced way for people to get around, and get exercise.

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RIDER TESTIMONIALS

What does Bubl Bikes mean to you?

“Community. Bubl makes it possible to feel connected to local shops and active on the trails.”

“I love Bubl bikes! I ride mostly for recreation but also appreciate having Bubl to fill that last mile when riding the bus to my destination. Thanks for all you do!”

“Increased access to jobs, schooling, and recreational activities.”

“It will provide a way to combat depression and get outside and enjoy life.”

“It means the world to me. I cannot afford a gym membership, and this allows me the opportunity to exercise while enjoying nature.”

“A lot because I work third shift and eating is all over the place. It’s easier to get off and go to the Lake to ride for 30 minutes to an hour.”

COMING 2021!

In 2021 the City of Milwaukee is planning to install 26 additional stations, expanding the Bubl system on the near northwest, and southwest side of the city as well as providing some infill. The City of Milwaukee and Bubl, along with private funders are also working to bring electric assist bicycles into the Bubl system!

SPECIAL THANKS

City of Milwaukee
Barb & Bob Monnat
UW Credit Union
WE Energies
Anthem Blue Cross
Blue Shield
UWM Student Government

The Anonymous Fund at
GMF
Rockwell Automation
MGIC
Network Health
City of West Allis
Astor Street Foundation

Mandel Group
Foley & Lardner LLP
Visit Milwaukee
Wheel & Sprocket
Arenburg Holdings
Army ROTC
City of Wauwatosa