

Bike Share in West Allis - FAQs

1. How is the West Allis portion being funded?

The required local match of the grant will be 100% privately funded. A consultant is being paid for with \$20,000 in funds previously committed from the Community Improvement Foundation, and preliminary private and corporate pledges will bridge the remaining balance.

2. What is the cost of bringing Bike Share to West Allis?

The total cost of the 9 bike share stations and 90 bicycles in West Allis is estimated at **\$499,200 with \$399,360 funded by federal TAP funds** (80%) and the remaining **\$99,840** (20%) funded by local private commitments. The consultant will be paid for with dedicated funds from the Community Improvement Foundation.

The cost of hiring a consultant is estimated to be \$58,500 of which the **City's portion would be \$11,700** (20% of total cost). Therefore, if the City executes the bike share agreement and implements the system, the cost to the City is just \$11,700 in 2016 with the remaining balance for the total system of \$88,140 due in 2017.

- If the City executes a bike share agreement, but later decides not to implement the system, the City would be required to pay for the consultants design and WisDOT review costs (worst case of up to \$58,500)

3. Will the system work?

Home to a densely-packed population with a thriving social life, West Allis and its partnering cities (Wauwatosa, Shorewood and Milwaukee) represent the perfect environment for a successful bike share system. Our cities contain a network of restaurants, retail shopping, theaters, and beautiful parks, and Bike Share will help connect people to these places. The Institute for Transportation and Development Policy (ITDP), is a non-governmental non-profit organization that provides technical assistance to cities and local advocacy groups on a range of sustainable transportation and development issues. The organization has developed "[The Bike Share Planning Guide.](#)"

According to the ITDP (Institute for Transportation and Development Policy), many of the most successful systems share certain common features:

- a. Station Density and Coverage Area:** In West Allis an average spacing of approximately ¼ mile has been shown between stations which offers a convenient walking distance within the coverage area to a station. Lower station densities could reduce usage rates.

The West Allis station density is currently proposing 9 stations over about 1.5 square miles. The general coverage area boundary in West Allis is described as North City Limits along the Hank Aaron State Trail, to the west S. 84 St., to the south W. Burnham St. and to the east S. 60 St.

- The total residential population within the 1.5 square mile West Allis coverage area is about 9,500 people. The population of persons aged 15 years and older is about 7,600. There are about 6,000 persons per square mile within the defined coverage area.
- Bike Share will provide West Allis with capacity to provide 90 bikes to the system. Neighboring Wauwatosa is also planning another 100+ bikes. The existing Bike Share system in the City of Milwaukee (Bublr) already features over 100 bikes and is planned to grow over the next few years to 100 stations and 1,000 bikes throughout the Milwaukee area.
- Regionally Bike Share currently covers about 7 sq. miles. Shorewood is proposing an additional 1.5 sq miles, Wauwatosa 2 sq. miles and West Allis 1.5 sq. miles.

- b. Quality Bikes:** Similar regional Bike Share system bikes are durable, attractive and practical (with a lock and front basket to carry bags, packages or groceries). The bicycles are designed with specialized parts and sizes, which discourages theft and resale.

- c. **Easy-to-Use Stations:** The process of checking out a bicycle at Milwaukee Bike Share stations is simple. The payment and authorization technology utilized has an easy-to-use interface, a fully automated locking system and an “app-based” real-time monitoring of occupancy rates (to track whether more or fewer bikes are needed for each station).

4. How many bikes will be stationed in West Allis?

Ninety (90) bicycles are specified. The agreement with the chosen Bike Share operator will stipulate that they must rebalance the fleet of bikes among the overall bike share system, so that **no station is empty or full** for more than an agreed upon time.

5. Will the City be responsible for maintenance?

The negotiated agreement will stipulate that the Bike Share operator must maintain the bicycles and stations, in addition to rebalancing the fleet of bikes among the bike share stations. The operator will also repair any vandalism, damage or theft that occurs to stations or bicycles in the system.

6. Will the System be financially sustainable?

Operation of the Bike Share system has the ability to pay for itself, through a combination of memberships, usage fees, advertising, sponsorships, and philanthropic donations. The cost of the infrastructure will be an investment coming largely from federal grant made to provide residents with diverse transportation options.

The Cities of Milwaukee, West Allis, Wauwatosa and the Village of Shorewood are expected to enter into a **Multi-Jurisdictional Agreement for Revenue Sharing** to govern the collaboration between the municipalities similar to the agreements used in other cities nationwide like Boston, Washington DC and Chicago.

A **Board of Directors** is also expected to be set up with representatives from each municipality on the Board to collaborate together as Bike Share continues to grow in Milwaukee and surrounding suburbs in coming years. This Board will determine future usage fees which shall be uniform throughout the Bike Share system.

7. How does Milwaukee’s Bike Share system work?

1. Use your credit card to buy a Single Ride at a Bike Share Station
2. Ride!
3. Return your Bike Share bike to **any** Bike Share Station.
4. Repeat



- **Up to 4 bikes** may be checked out per credit card.
- You must be at least 14 years old to ride.
- Cable locks (coiled in the basket) are intended to lock up your BublR Bike for a short stop, like picking up a prescription at the pharmacy, for instance.

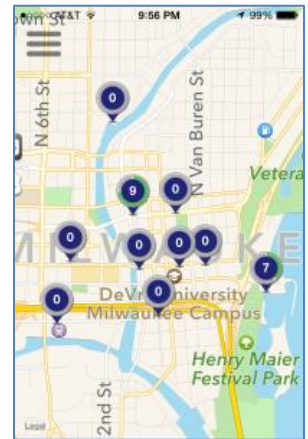
8. What is the cost of riding a Bike Share Bike on Milwaukee’s system?

- If you choose to be a regular, the Bike Share Pass is only \$15/month. The Bike Share Pass is the best choice for people who are serious about Bike Share Bikes.
 - **Bonus:** Your Bike Share Pass is good for unlimited 60-minute rides.
- You can also get a Bike Share Pass and “pay as you go” for \$2 a ride for 30 minutes.

- Or, if you just want to give Bike Share a try, you can buy a **Single Ride** for **\$3** per **30 minutes** at any Bike Share Station. It's the most reasonably-priced single ride offered by any bike share in the USA.

9. How does Milwaukee's Bike Share system provide information on which bikes are available, or if a station has docking space before arriving at my destination?

It's easy to find a Bike Share Bike anywhere in their network using an app. Just download the app, and it tells you how many bikes and open docks are at each station, making it easy to plan your trip. The app even maps a route (indicated with the blue line above) from your current location to the chosen station.



10. Why West Allis?

West Allis has been at the forefront of redevelopment over the past 20+ years, being locally and nationally recognized for our aggressive and successful accomplishments. This is most evident in the City's revitalized east-side industrial corridor, which started at the City's northern border and continues to evolve and increase opportunity within West Allis.

Bicycling is increasingly in demand by a young, mobile, "creative class" workforce that companies need in order to be competitive in the 21st Century global economy. Some businesses have expressed interest in bike share and are considering the presence of bike share and other bike facilities when making decisions about relocation and expansion. Generation Y is waiting longer to get a driver's license or going entirely car-free, so it's critical to give them other options for getting around.

While city dwellers look forward to stretching our legs as we re-discover the reasons we call this region home, Bike Share inspires people to consider the greater Milwaukee area as a destination for work and play, too. With the launch of a Bike Share system, we join great cities like Madison, Minneapolis, Chicago, Des Moines, Columbus, Washington, and New York City—among many others—in offering a necessary urban amenity.

11. Where will the stations be located?

Milwaukee's existing Bike share System has focused upon dense population sectors when selecting station locations throughout the Milwaukee area. Similarly, the proposed West Allis locations focus on prime locations in proximity to the following demand generators:

a. Major employment centers

The bicycle share coverage area includes many major employers that provide several thousand jobs locally.

- Major employers within the area include **Summit Place** (A-C Equipment, Brookdale, Childrens Community Health Plan, Toshiba, WA-WM Chamber of Commerce), **Renaissance Center** (Johnson Controls, Wheaton Franciscan, CSB 58, US Bank), WA-WM School District Administration Center and the City of West Allis (**City Hall and the Library**).

b. Commercial activity

The network of Bike Share stations surrounding business areas will multiply the number of people likely to "**stop and shop**." This opens up the possibility for people to discover places like Downtown West Allis, the adjacent West Allis Town Centre and the **Six Points** Neighborhood, in combination with several restaurants, bars, retail shopping, services in close proximity to housing and the **Farmers Market**.

- Increased Revenue - People riding bikes are buying local. A University of Minnesota study found that users of NiceRide in the Twin Cities make more trips to nearby businesses than before bike share was available.

- Bike share users especially frequent restaurants, coffee shops, bars, nightclubs, and grocery stores. The study estimates that NiceRide users spend an extra \$150,000 per year at businesses near bike share stations in the Twin Cities region.

c. Event Centers and Tourist attractions

By encouraging people to take trips they may not have otherwise taken, Bike Share helps people connect with businesses, events, and all that our great city has to offer.

- **Hampton Inn and Suites Hotel and Conference Center**, Wisconsin State Fair grounds and the Exposition Center host numerous annual events, and are in close proximity to the Pettit Ice Center and Wauwatosa.

d. Proximity to colleges and universities

Local educational institutions such as **MATC** generate an engaged population.

e. Integration with existing transit systems

When bike share is aligned in proximity to other modes of public transit it optimizes efficiency by reducing the distance one must walk from a bus stop to a bike share station.

The City has the advantage of being well connected to the **Milwaukee County Transit System (MCTS)**, which services all of Milwaukee County.

- A total of 11 different MCTS routes, including an express route to Downtown Milwaukee (S. 76 St.), operate within the City of West Allis.
- The **S. 70 St. and W. Greenfield Ave.** intersection (route 54 and 76) yields the **City's highest volume of bus ridership** in West Allis.

f. Existing bicycle infrastructure and a Walkable Community

West Allis features ease of access to existing bike trails and signed bicycle routes.

- The City is encouraging bicycling throughout the city by implementing painted bicycle lanes, sharrows and 16 miles of signed bicycle routes, per the adopted Bicycle and Pedestrian Plan.
- West Allis also shares frontage to the Hank Aaron state trail, which acts as a central spine connecting West Allis and Wauwatosa to Milwaukee. Additionally, the Milwaukee County Oak Leaf trail connects West Allis to Wauwatosa.

12. How does the proposed system operate during the winter?

Many Bike Share systems in the Upper Midwest have an operating season of March thru December, depending on the weather. However, Milwaukee's Bike Share system currently operations year round, and we would anticipate our operator to do the same in in West Allis similarly.

13. How will the return on a Bike Share system compare to other transportation investments?

Bike share systems represent a very effective use of resources. As city bike share programs sprout up in metropolitan areas nationwide and local governments attempt to tally the cost-benefit of such programs, analysts note that the "costs" of bike shares pale in comparison to the untold social and environmental costs of cars.

Transportation infrastructure for bicycles and pedestrians costs \$3,000 - \$1 million per mile traveled, with bicycle lanes on the low end of the range and bridges on the high end. By comparison, one mile of a four-lane urban freeway costs \$20 - \$80 million.

Bike-sharing is a model of cost-effectiveness both for users and cities. Using bike share to commute is cheaper than public transit for system members. It is also relatively inexpensive for a city to implement a well-run system that can actually be cash-positive instead of requiring large subsidies. The bottom line is bike share can often move more people at a lower cost and with many more positive benefits to health and environment than other modes.

From a **planning** standpoint, the reasons for implementing a bike share program also center on practical goals of increasing cycling, improving air quality and offering residents an opportunity for physical fitness, benefits that have been quantified. For example, Washington, D.C.'s 22,000 bike share members had reduced the number of miles driven (in cars) per year by nearly 4.4 million. And numerous studies have shown that spending twenty minutes every day on a bike has a significant positive impact on mental and physical health.

14. Why would I pay for bike sharing when I have bikes of my own in the garage?

For those times when you arrive somewhere by foot, on transit or in someone else's car and then want to pedal back home.

Those times when the folks you drove with want to leave earlier--or later—than you. Or they are headed in a different direction afterward.

Bike sharing is also handy when you ride your bike and then want to go somewhere else with a friend who didn't.

When travelling bike share provides a more cost effective and fun means of transportation than renting a car. It's a quick way to see the sights.

15. Will it be safe?

According to a Reuters article, since the first bike share program began in Tulsa, Oklahoma in 2007 there have been no fatalities recorded among users—despite the dire predictions of many.