



MEMORANDUM

To: Mayor Devine and Common Council

From: Steven J. Schaer, AICP
Manager of Planning and Zoning

Date: February 27, 2014

Re: Common Council/Administration and Finance Communication relative to the Wisconsin Department of Transportation inviting the City of West Allis to proceed with a formal matching grant application for the Transportation Alternatives Program (TAP) for a bicycle share program.

The City of West Allis has a unique opportunity for your consideration and has been invited to be part of a grant application process for a regional bicycle share system involving Milwaukee, Wauwatosa and Shorewood. Please review the information below as part of the communication item that will be included upon the March 4, 2014 Common Council agenda.

What is a bicycle sharing system? A bicycle sharing system is a service in which bicycles are made available for shared use to individuals on a very short term basis. The main purpose is transportation: bike share allows people to depart from point "A" and arrive at point "B" free from the worries of ownership. Very similar to a Redbox DVD rental system, where you can check a title out at one station and return it to another, all of it interconnected with wireless technology.

A bike share system allows riders to purchase a day pass (at about \$5), which gives them unlimited free rides of up to a half-hour in length (and additional length rides for slightly more), or an annual membership (at about \$65), which gives them slightly longer free checkout times. The short checkout times ensure a healthy circulation of bikes across the system. Riders desiring a longer ride simply need to stop at a station and check a bike in and out to reset the clock (and continue on their way for free), a practice known as dock-surfing.

Midwest Bike Share, Inc. is a non-profit corporation working to expand bike share to Wisconsin cities. The City of Milwaukee Common Council, Public Works Committee has committed over \$300,000 in local City match and will also utilize TIF and other grant and private sources toward the installation of about 25 kiosks and 250 Bike Share bicycles in this year beginning in



To view a short video and see other City's using bike share, use the following link:
<https://madison.bcycle.com/About/HowItWorks.aspx>

Downtown Milwaukee and moving outward into neighborhoods. There is currently one demonstration station/kiosk at Discovery World in Milwaukee.

Why West Allis? To build upon this momentum and our central location in the region, Midwest Bike Share is involving the inner ring suburbs of West Allis, Wauwatosa and Shorewood. The Wisconsin Department of Transportation has invited us along with these communities to submit a formal application as part of a T.A.P. (Transportation Alternatives Program) matching grant process.

Cost. The estimated cost of a local West Allis Bike Share is estimated to be about \$500,000 of which the City would be responsible for \$100,000 (a 20% local match). The City of West Allis would own the stations. About 9 bike stations and a total of 90 bicycles could be installed in 2015-16 at various locations like Downtown West Allis, State Fair, Summit Place, the Six Points Neighborhood and West Allis Memorial Hospital. The stations would be installed and maintained by Midwest Bike Share, and the local stations would be part of a larger metropolitan Milwaukee system that could include 200 stations and thousands of bicycles. The bikes are heavy duty models, and high technology underpins the system. Wauwatosa has received approval from their Budget and Finance Committee to proceed and their current plan is to utilize TIF and/or private funds for their local match (comparable to West Allis).

Private fundraising is possible source of local match. Corporate donors — especially those who want a station near their site — could make donations that might cover the City's \$100,000 outlay. Midwest Bike Share would be an ally with the City of Milwaukee, West Allis, Wauwatosa and Shorewood to explore such potential.

Next steps. While no decision is required at the upcoming March 4 meeting, I would only ask that we explore the opportunity together at this time. Mr. Kevin Hardman of Midwest Bicycle Share, Inc. will be available at the March 4, 2014 Common Council/Administration and Finance meeting to answer any questions.

Before a formal grant application would be submitted to WisDOT, I will request your authorization at the March 18 Council meeting, toward preparation of the formal grant application and acceptance of the grant, if awarded.

Thank you.