



You are invited to attend a
Public Involvement Meeting
For the City of Wauwatosa
Bike Share Project

**Monday,
November 16, 2015**

Open House:

6:00 pm — 8:00 pm

(you may attend any time during these hours)

Location:

Lower Civic Room

Wauwatosa City Hall

7725 West North Avenue

Please join us and provide your input on the City of Wauwatosa's proposal to implement a bike sharing system. This is the first of two bike share projects currently proposed in the City of Wauwatosa.

We are looking for your input regarding:

- Proposed station locations for the first phase of the project
- Your thoughts on the proposed bike share system

**The back of this flyer includes
more information on bike sharing.**

Questions? Please contact

Jennifer Ferguson at the City of Wauwatosa
at (414) 479-3522 or jferguson@wauwatosa.net



Notice: Any person who has a qualifying disability under the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible format, must contact Jen Ferguson forty-eight (48) hours before the meeting at (414) 479-3522 so that arrangements may be made to accommodate your request. Citizens who are deaf or hard of hearing and require an interpreter may request one by contacting Jen Ferguson at least three working days prior to the meeting via the Wisconsin telecommunications Relay System (dial 711).

WHAT IS BIKE SHARE?

Bike share is a flexible and convenient transportation and mobility option that allows users to have access to bicycles throughout a community. Bike share systems offer specially-designed, durable, and versatile bicycles that can be picked up and dropped off at any bike share station in the area. A bike share system can be accessed through low-cost subscriptions ranging from a few dollars for one-day to annual memberships that generally cost between \$60 to \$100. Bike share is different from bicycle rentals in that it encourages short trips and high turnover by using a fee structure that charges higher rates the longer a bicycle is kept out. While bicycle rental is good for long distance bicycling, bike share is perfect for running errands, visiting friends, or riding around town.

Bike Share Benefits

Mobility and Transportation

- Increases transportation options by providing first/last mile connections to transit, residences, and jobs centers.
- Reduces barriers to bicycling as a form of transportation by eliminating storage and maintenance costs.

Regional Connectivity

- The City of Milwaukee has an existing bike share system that will be expanding dramatically in coming years.
- The Cities of Wauwatosa and West Allis and the Village of Shorewood are in the early stages of planning for a system that will tie-in with the Milwaukee system in the future.

Economic

- 20 percent of bike share members in a recent Capital Bikeshare survey would not have made the trip to an area if bike share stations were not present.
- 87 percent of Capital Bikeshare members surveyed report saving money on weekly travel costs due to bike share membership.

Environmental

- Replaces trips taken previously by automobiles, reducing greenhouse gases.
- In 2014, Salt Lake City's GreenBike program's 46,242 trips directly removed 103,224 vehicle miles traveled from local roadways, preventing 130,000 lbs of carbon dioxide from entering the atmosphere.

Health

- Bike share represents an opportunity for people to incorporate active transportation into their daily lives and lower medical and health care costs.

Safety

- Along with the high visibility of bike share stations, the high volume of riders results in greater awareness of bicyclists by drivers.
- A study published in *Injury Prevention* in 2003 showed that the "likelihood of a person walking or bicycling being struck by a motorist varies inversely with the amount of walking and bicycling".

Approximate Implementation Costs

