

RESOLUTION NO. 2015-11

RESOLUTION DIRECTING VILLAGE DEPARTMENTS TO ASSIST AND SUPPORT EFFORTS TO ESTABLISH AND MAINTAIN BICYCLE FACILITIES INCLUDING BICYCLE-SHARING PROGRAMS AND INSTALLATIONS, VILLAGE OF SHOREWOOD, WISCONSIN

WHEREAS, the Village of Shorewood (“Village”) Board of Trustees has found that bicycling provides health benefits to village residents and contributes to an improved environment by reducing consumption of gasoline and other pollutants; and

WHEREAS, the Village Board further finds that transportation options including bicycling contribute to the sustainability and the economic and social development of neighborhoods; and

WHEREAS, more than 25 large cities in the United States – including the upper-Midwest cities of Madison, Chicago, Des Moines and Minneapolis – have implemented or begun implementing bicycle-sharing programs which have been found to increase bicycle access in central business districts, reduce parking demands, promote tourism and increase bicycling activities even among experienced bicyclists; and

WHEREAS, in Wisconsin, the neighboring City of Milwaukee already has a bicycle-sharing program, and other local communities, including Wauwatosa and West Allis, are in the process of instituting their own bicycle-sharing programs, with the goal that the programs be interconnected;

WHEREAS, bicycle-sharing programs are recommended as part of the 2015 Village Pedestrian and Bicycle Master Plan proposed by the Village Pedestrian & Bicycle Safety Committee, and also consistent with the existing Village Master Plan; and

WHEREAS, key objectives identified in the proposed Pedestrian and Bicycle Master Plan that are consistent with a bicycle-sharing program include:

1. improving infrastructure and planning efforts to serve multi-modal transportation;
2. creating a transportation culture where pedestrians, bicyclists, motorists and public transport users are all viewed as legitimate and respected users of the roadway network;
3. promoting bicycling, walking, and public transportation as affordable, reliable, convenient, environmentally friendly, and health conscious alternatives; and

WHEREAS, one of 3 business models has been used in other cities to establish and maintain bicycle-sharing programs: private sector models such as used in New York City and Miami Beach; public models that rely chiefly upon city, state and federal government such as used in Boston and the District of Columbia; and non-profit models such as used in Milwaukee,

Minneapolis and Denver that are led by private, community organizations in collaboration with public partners;

WHEREAS, the Village Board finds that the model most likely to succeed in implementing a bicycle-sharing program in the near term in the Village would rely on private, non-profit leadership in close collaboration with Village departments; and

WHEREAS, the Village has already applied for and been awarded a Transportation Alternative Program (“TAP”) grant to cover 80% of initial startup costs associated with acquiring bicycles and bicycle stations necessary to implement a bicycle-sharing program; and

WHEREAS, Midwest Bikeshare, Inc., d/b/a Bublr Bikes (“Bublr”) is a Milwaukee-based nonprofit organization established by local bicycling advocates to promote, implement and maintain a bicycle-sharing programs in Wisconsin; and

WHEREAS, Bublr has already begun a bicycle-sharing partnership with the City of Milwaukee, and is also in negotiations for similar partnerships with Wauwatosa, West Allis; and

WHEREAS, Bublr has also approached Shorewood-area businesses and educational and civic organizations for the purpose of soliciting partners and collaborators for a prospective bicycle-sharing program in the Village, and also has demonstrated a temporary bicycle-sharing installation to civic and community leaders at sites within the Village; and

WHEREAS, implementation of a Shorewood bicycle-sharing program in 2017 will require wide cooperation and collaboration across many sectors including businesses, schools, civic institutions and various departments of the Village to address:

1. Financial support for both establishing and maintaining bicycle-sharing installations at appropriate locations on private properties as well as within the public way.
2. Planning for site location including considerations of safety and accessibility.
3. Appropriate mechanisms to reduce risk and provide indemnification.
4. Attention to issues of appropriate signage and advertising both within the public way and on private property.
5. Programs for monitoring maintenance, operation and appearance of the proposed system and for evaluating the success and community benefits provided by system operations.

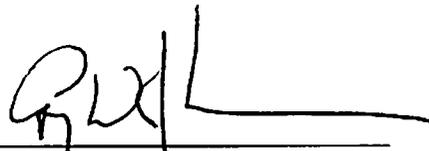
NOW, THEREFORE, BE IT RESOLVED by the Village Board of the Village of Shorewood that the Director of Public Works and the Director of Planning and Development are directed to collaborate with appropriate community and business organizations, including Bublr, in the implementation of a bicycle-sharing program with a projected start-up date in 2017, and consistent with this resolution to:

1. Establish criteria for placement of bicycle-sharing installations within the public way that includes appropriate spacing, appearance, and accessibility of installations, the placement and regulation of advertising on installations and on bicycles, the provision of necessary electrical power and communication systems, and establishment of mechanisms for indemnification of the Village.
2. Pursue the participation and cooperation of developers, property owners, businesses, business improvement districts and others to incorporate bicycle-sharing into the business district and to all possible neighborhoods.
3. With the cooperation of all other departments, identify funding for bicycle-sharing installations and operations including grants and other revenue streams.
4. Work with Bublr to establish a long term operating agreement for the Village Board's consideration that will govern the relationship between the Village and Bublr if the bicycle-sharing program becomes operational.

BE IT FURTHER RESOLVED THAT the Director of Public Works and the Director of Planning and Development provide an initial report to the Village Board on or before June 1, 2016, that include:

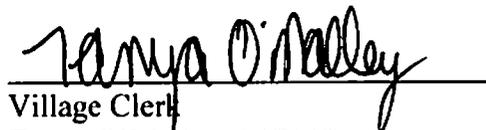
1. Information about planning and implementation progress for a Village bicycle-sharing program, community commitments to the program, and recommendations for the appropriate respective roles of the Village and private partners in future implementation.

Adopted this 21st day of September, 2015.



Village President
Guy Johnson

Attest:



Village Clerk
Tanya O'Malley, WCMC