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## FOR IMMEDIATE RELEASE

### **BublR Bikes Announces New Veolia Eco Pass Program to Expand Affordable, Sustainable Transportation Across Milwaukee**

- New Veolia Eco Pass program will provide no-cost and reduced-cost bikeshare access to hundreds of residents, removing financial barriers to sustainable transportation across Milwaukee and nearby communities.
- Partnership builds on BublR's commitment to equity, environmental stewardship, and community connectivity, supporting Milwaukee's growing network of safe, low-carbon mobility options.

**Milwaukee, WI** (May 6, 2026) – BublR Bikes, Milwaukee's nonprofit bikeshare system, today announced a sponsorship agreement with Veolia North America, the leading environmental services company in the United States, launching the Veolia Eco Pass program — a dedicated initiative designed to expand affordable bikeshare access for residents across Milwaukee and surrounding communities.

The Veolia Eco Pass program reflects BublR Bikes' ongoing commitment to environmental stewardship, climate-smart transportation, and equitable access to mobility. Through Veolia's sponsorship, hundreds of residents will receive no-cost bikeshare passes, helping remove financial barriers to transportation while supporting Milwaukee's growing network of safe, sustainable bikeways.

"This partnership represents the next chapter of our work with Veolia and our mission to ensure that bike share is accessible to everyone," said Ted Chisholm, Executive Director of BublR Bikes. "Veolia has a long history of serving the Milwaukee community, and the Veolia Eco Pass will connect residents to jobs, schools, healthcare, and daily essentials — while reinforcing that sustainable transportation must also be affordable and inclusive."

As part of the agreement, Veolia will serve as the naming sponsor of the Eco Pass program for the 2026–2027 program year. Veolia-branded passes will be distributed through a combination of community channels, including partnerships with community organizations, local service networks, affordable housing stakeholders, and community events. The sponsorship also includes Veolia branding across select electric-assist bikes and one new BublR station, providing ongoing connectivity throughout the region.

"Veolia is proud to continue to support solutions that strengthen communities while protecting the environment," said Ghassan Korban, Vice President of Large Projects for Veolia.

"Transportation plays a critical role in reducing emissions and improving quality of life. The Veolia Eco Pass program reflects our commitment to helping Milwaukee residents access reliable, cost-efficient ways to move through the city and beyond."



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The 2026 Eco Pass initiative builds upon Bubl Bikes' continued focus on equity-driven expansion, community engagement, and serving as a highly accessible transportation solution in Milwaukee, Wauwatosa, and West Allis. It also reflects Veolia's long-standing presence in Milwaukee and its work with the Milwaukee Metropolitan Sewerage District to advance innovative, environmentally sustainable infrastructure.

Bubl Bikes currently operates more than 100 stations in the metropolitan area and continues to grow its fleet and network density to meet rising demand, particularly for electric-assist bicycles. The Veolia Eco Pass program complements these efforts by ensuring cost is not a barrier to participation.

For more information about Bubl Bikes, station locations, and the Eco Pass program, visit [www.bublrbikes.org](http://www.bublrbikes.org).

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