

DRIFT CYCLE FUNDING ARPA FUNDING REQUEST DETAILS

Brief description of the use of funds you are suggesting:

La Crosse Neighborhoods, Inc. and the Bike Share Committee Bike desires to further align with and facilitate many of the stated goals and adopted plans of the; City of La Crosse Common Council, City of La Crosse BPAC, 2002 Confluence Comprehensive Plan, 2009 City and County of La Crosse Strategic Plan for Sustainability, 2012 Bicycle and Pedestrian Master Plan. Drift Bike Share emerged after years of community engagement, guided by a comprehensive bike share feasibility study, during the challenging times of the pandemic. Drift was successful in developing a public-private partnership and self-sustaining sponsorship model that secured funding for providing bike share services that coincided with locations of high need and demand.

Drift is already off to a great start and was able to be resilient during the pandemic by working through supply and operations shortages as well as delaying launch by one year. The program demonstrated success in its first season by providing 40 bikes at 8 stations from 5am to 10 pm daily from April to November which resulted in 2,068 total rides, 521 registered users, and 51 membership plans purchased. Users covered 6,617.6 miles, burned 263,876.8 calories, and reduced 5,997.2 pounds of CO2 versus private vehicle trips using Drift bikes.

Additional funds are requested at this time for **professional staff to provide greater customer and sponsor support services, insurance to maintain equipment on public property locations, and improvements to prevent theft and vandalism.** These investments are needed this year for our current network of bikes and stations providing safe, well-maintained, and high quality bikes to more users in our community. We believe this additional funding will set up year 3 and year 4 for continued growth and sustainability. Breakdown of funds request:

- Professional staff to provide greater customer and sponsor support services (\$25,000)
- General Liability Insurance for Drift Cycle non-profit as the operator responsible to maintain equipment on public property locations (\$18,025)
- Improvements to prevent theft and vandalism including community education, additional station/bike service, & locking upgrades (\$6,000)

Who will benefit from this use of these funds?

Residents, commuters, and visitors to La Crosse will benefit by having bike share become a more integral part of the public transportation network. Drift Bike Share non-profit was pioneered as a public-private partnership between local businesses and institutions who shared the City's and County's vision for La Crosse to provide a more affordable, accessible, and environmentally sustainable transportation alternative that contributes to the overall health and wellness of La Crosse.

How many people will be affected/served by this use of ARPA funds? 100,000+

Because bike share is a public resource for a wide range of ages and abilities, it provides many direct and indirect benefits to all residents, commuters, and visitors of La Crosse. Bike share has a multiplicative effect on the livability of our area and supports additional bicycle/pedestrian infrastructure improvements in the future. Additional funding would provide expansion to include a wider range of people in more areas of La Crosse, transforming the program from availability in a select few locations to serving the city-wide population and region within walkable and bikeable access.

Estimated amount of funds needed:

\$49,025

Is this a one-time expense?

Yes

Will there be ongoing costs for this recommended program/project?

The Drift Bike Share program is a self-sustaining budget model supported financially by the community mainly through business, organization, and institutional sponsors and minimally through user fees. Providing one-time funding for the significant, up-front expenses for growth, development, service, and equipment improvements would allow for sponsor and user fees to cover remaining costs related to the ongoing maintenance and annual program expenses.