

Resolution approving funding for the La Crosse Drift Bike Share Program.

RESOLUTION

WHEREAS, in Resolution #22-0259 the City Council authorized 10 million of ARPA Recovery Funds as "Lost Revenue" for the provision of general government services without needing to use the Treasury revenue loss formula; and

WHEREAS, La Crosse Drift Bike Share pioneered as a public-private partnership created the first bike share program in La Crosse in 2020 to provide a more affordable, accessible, and environmentally sustainable transportation alternative that contributes to the overall health and wellness of La Crosse; and

WHEREAS, residents, commuters, and visitors to La Crosse will benefit by having bike share become a more integral part of the public transportation network; and

WHEREAS, the program is funded through a collaboration of private partners, La Crosse County, City of La Crosse; and

WHEREAS, the bike share program requires further funding assistance 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; and

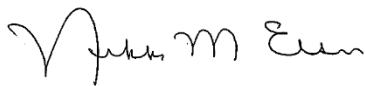
WHEREAS, providing one-time funding for the significant, up-front expenses for growth, development, service, and equipment improvements would allow for sponsor and user fees to cover remaining costs related to the ongoing maintenance and annual program expenses; and

WHEREAS, program operation sustainability will be evaluated in the future to determine additional funding needs as supported by the City of La Crosse; and

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that \$49,025 be appropriated from the uncommitted funds identified in resolution #22-0259.

BE IT FURTHER RESOLVED by the Common Council of the City of La Crosse that the Director of Finance, Director of Planning, Development and Assessment Department, and Director of Parks, Recreation, Forestry, and City Facilities are hereby authorized to effectuate this resolution.

I, Nikki M. Elsen, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse May 12, 2022.



*Nikki M. Elsen, WCMC, City Clerk
City of La Crosse, Wisconsin*