

March 17, 2022

To Whom It May Concern:

The Coulee Region Sierra Club supports Drift Bikes in La Crosse. One of our top issues is reducing greenhouse gas emissions that are causing global heating. Encouraging and helping people to find non-fossil fueled transportation options is extremely important. Right now, emissions from the transportation sector are the highest of any sector in our country. Any program or initiative that moves people to more sustainable, healthier transportation modes is crucial to this goal.

Bike share programs help more people choose to bike for errands, visits, and short trips, and they also encourage communities to develop safer bicycle infrastructure which benefits all bicycle riders. Especially if community support for bike share includes support for better protected bicycle infrastructure, more people of all ages and abilities, from children to tourists and parents to elders, will feel safe and comfortable choosing to use a bike rather than a car.

Bike share programs promote sustainable tourism by offering travelers affordable, fun, and sustainable ways to get around without needing a car. Having a bike share in our community, coupled with an Amtrak station and good public transit system is an opportunity to promote clean, green travel and tourism.

Those who experience biking through a bike share program will be more likely to use or try bicycles for transportation and recreation. Encouraging more people to venture into and appreciate the natural world is one of our club's foundational goals.

The Wisconsin Sierra Club's Transportation Equity team is focused on promoting public transit, walking and bicycling as transportation options both to combat climate change and to make life affordably accessible to all. Bike share programs integrate well with other "active transportation" modes of travel, increasing the likelihood that more people will choose to use all of them.

We find that bike share programs complement and support the Sierra Club's mission:

To explore, enjoy, and protect the wild places of the earth;

To practice and promote the responsible use of the earth's ecosystems and resources;

To educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives.

For all these reasons, the Coulee Region Sierra Club endorses Drift Bikes in La Crosse.

Sincerely,

Kathy Allen, president and Cathy Van Maren, vice president

Coulee Region Group, Wisconsin Sierra Club
SierraClub.org/Wisconsin/Coulee
crsierraclub@gmail.com
608-315-2693