

**La Crosse Bike Share Committee**  
**La Crosse Neighborhoods, Inc.**  
P. O. Box 1661  
La Crosse, WI 54602



May 4, 2022

To the City of La Crosse,

We are excited to share that we are sponsors for Drift Cycle! The brand-new bikes are well equipped, beautifully decaled, affordable rentals (with bells!) for our residents, commuters, and visitors to ride around La Crosse. The orange bike racks around town make them easy to find and the signs with maps are an educational, attractive addition to the city.

The community involvement has been phenomenal - from Western Technical College students creating our logo and branding to an ROTC group using the bikes for a group scavenger hunt; from supporting Bike-to-Work-Week with Downtown Mainstreet to participating in over 42 community events to date that promoted biking. It's happiness on a bike and it helps to lower emissions in the world!

We, as Drift sponsors, appreciate the City's consideration to provide American Rescue Act Plan (ARPA) funds for our program to help achieve the City and County's goals for accessible, sustainable, alternative transportation and contribute to community-wide efforts that improve wellness and bicycle pedestrian infrastructure. 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!

As we start our second year, we are proud of our growth as a volunteer-led bike program in public-private partnership with the City of La Crosse and La Crosse County. Drift wants to continue to enhance tourism and provide employees and residents in our city a chance to explore our beautiful area by bike. Sharing is caring, and in La Crosse we can do that with bike share. People who aren't "avid bikers" or aren't able to own a bicycle (or don't want to) can also benefit. We feel that having the choice to take a Drift cycle to "do the bank run", take a trip on our bike trails, or to connect from a ride on the bus, instead of driving, improves the livability and health of our area in many positive ways.

We are thankful for this opportunity and plan to use additional monies to enhance the growth of our Drift Cycle program to serve the greater population by providing professional staff, paying for insurance coverage for public use of the program, and supplying more frequent upkeep and repairs on the bikes and locks - all while doing it within our local community.

Pedal Positively,

Drift Cycle Sponsors:

- Beer by Bike Brigade
- Western Technical College
- Explore La Crosse
- Landmark by the Rivers
- Gundersen Health System
- City of La Crosse MTU
- La Crosse Area Development Corp.
- Downtown Mainstreet, Inc.
- UW La Crosse - Green Fund
- Courtyard by Marriott
- La Crosse Chamber of Commerce
- Wrench and Roll Bike Shop
- Optum Serve
- La Crosse County