



La Crosse MTU
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To Whom It May Concern:

The La Crosse Municipal Transit Utility and the Municipal Transit Board strongly support the La Crosse bike share program, Drift Bikes.

Bike share programs are an important tool in increasing public transit ridership. By helping bus riders get from the bus stop to their final destination, bike share can expand a riders' travel radius.

Bike share programs help encourage more commuters to take the bus rather than drive personal, often single occupant vehicles. By providing easy transportation for short midday trips, bike shares can help smooth the transition for new bus commuters and encourage more workers, especially those who may live in other communities, to choose the bus.

The MTU has taken a lead role in the city and county's ambitious carbon-zero goals, joining the international effort to address the climate crisis. Encouraging more people to use "active transportation" options--walking or wheeling, biking, taking the bus--reduces our greenhouse gas emissions. As our fleet transitions to electric vehicles, those emissions will be reduced even faster. If we can encourage more to ride by supporting and connecting bike share and public transit, we can have a bigger impact on our carbon reduction goals.

Our organization is aware of changing transportation trends. Many people are interested in less expensive, less polluting, safer, and more social modes of transportation. National transportation preference surveys show that non-car transportation options are primary considerations for many young adults, especially when they are considering a place to live. With our existing robust public transportation system, strengthening and expanding the bike share program can make our community more attractive to students, employers, and young professionals and entrepreneurs.

With so many aspects of a strong bike share that will benefit our community and help promote our goal of accessible, equitable, safe, clean, affordable transportation for everyone, the MTU and the MTU Board strongly supports Drift Bikes in our community.

Sincerely,

Adam Lorentz – MTU Director

Cathy Van Maren- MTU Board Member