



Administration

April 22, 2022

To Whom It May Concern:

As the Director of the Health Department serving La Crosse County, I wish to express my support for continued development and relaunch of Drift- La Crosse Bike Share in La Crosse County.

Availability of Drift Bike Share aligns with the 2022 Community Health Needs Assessment priority: Healthy Environments for housing, nutrition, and physical activity. The Drift Bike Share plan making the service available in multiple locations helps to normalize physical activity through biking for employment, recreation, local shopping, and other daily transportation needs.

Our department has implemented Safe Routes to School programing for over 10 years at 24 public elementary schools. Bike Share's availability can help to extend the reach of the Safe Routes to School program to middle and high school youth as well as parents and caregivers. It will be important for Drift Bike Share to be cost friendly and have ease of use to attract not just the community's tourism population but also community members seeking to meet daily transportation needs.

The City of La Crosse has implemented multiple strategies to promote bike and pedestrian accessibility and safety. Drift Bike Share is integral in normalizing the biking behavior among City and County residents which will help to promote awareness and safety practices.

Finally, the availability of Drift Bike Share in La Crosse County aligns with the Department's mission and vision, we take pride in endorsing this program for our communities.

Sincerely,

Audra Martine, MA
Health Director