



drift
cycle

Drift Cycle's
**End-of-Year
Story**



2023

2023 Sponsors



114 Programs, demos, & events throughout 2023



Rider Testimonial

Steve Geier
User

- Steve enjoys riding a Drift Cycle in the early morning.
- He likes to ride bikes along the trails.
- He'd love for them to be available later in the year.



Rider Testimonial

Krista Mayberry
UWL Student

- Krista loves taking drift cycles out with friends!
- “I like how Drift bikes are available throughout the city and they are a great way to have some fun outside!”



Rider Testimonial

David Nash

Gunderson Health Systems

- “I love grabbing a Drift bike during my lunch break and riding downtown. Usually head to a coffee shop but sometimes, on a gorgeous day, I'll head over the big blue bridge and bike around Pettibone”.



Sponsor Testimonial

Casey Meehan
Sustainability Institute

- “Drift is an affordable way for people to get around town. More bikes on the street makes people more aware of bikes. Plus, the more people that are willing to ride bikes in urban areas the more likely it will lead to policy changes in favor of biking”!



Our happy users!



Intern Testimonials: Spring 2023



Maddy

- Maddy enjoyed learning so much about non-profits, community outreach, and marketing.
- Her favorite memories are planning the spring launch, coordinating a volunteering event, and meeting many new people!
- Maddy felt sometimes that timeliness was a challenge in this internship but she enjoyed her experience overall.



Zach

- Zach enjoyed building strong relationships with Jake & Maddy and enjoyed taking on new challenges.
- His favorite memory with Drift Cycle is learning within a collaborative team environment!
- Balancing work and school was challenging at times for Zach and he wish he'd considered doing this in the summertime.



Intern Testimonials: Summer 2023

Austin

- Austin enjoyed that he had the freedom to express opinions and use his creativity to solve problems!
- His favorite memory with Drift Cycle is bonding with his team at trivia night in Winona.



Grace

- Grace is grateful to have gained hands-on marketing experience, collaborate with her team, and receive feedback on her performance.
- Her favorite memory is coordinating the Scavenger Hunt Event!



Stations with the Highest Number of Rides



UWL Student Union

2023 Rentals:

962



Riverside South

2023 Rentals:

619



Myrick Park

2023 Rentals:

535



La Crosse Events!

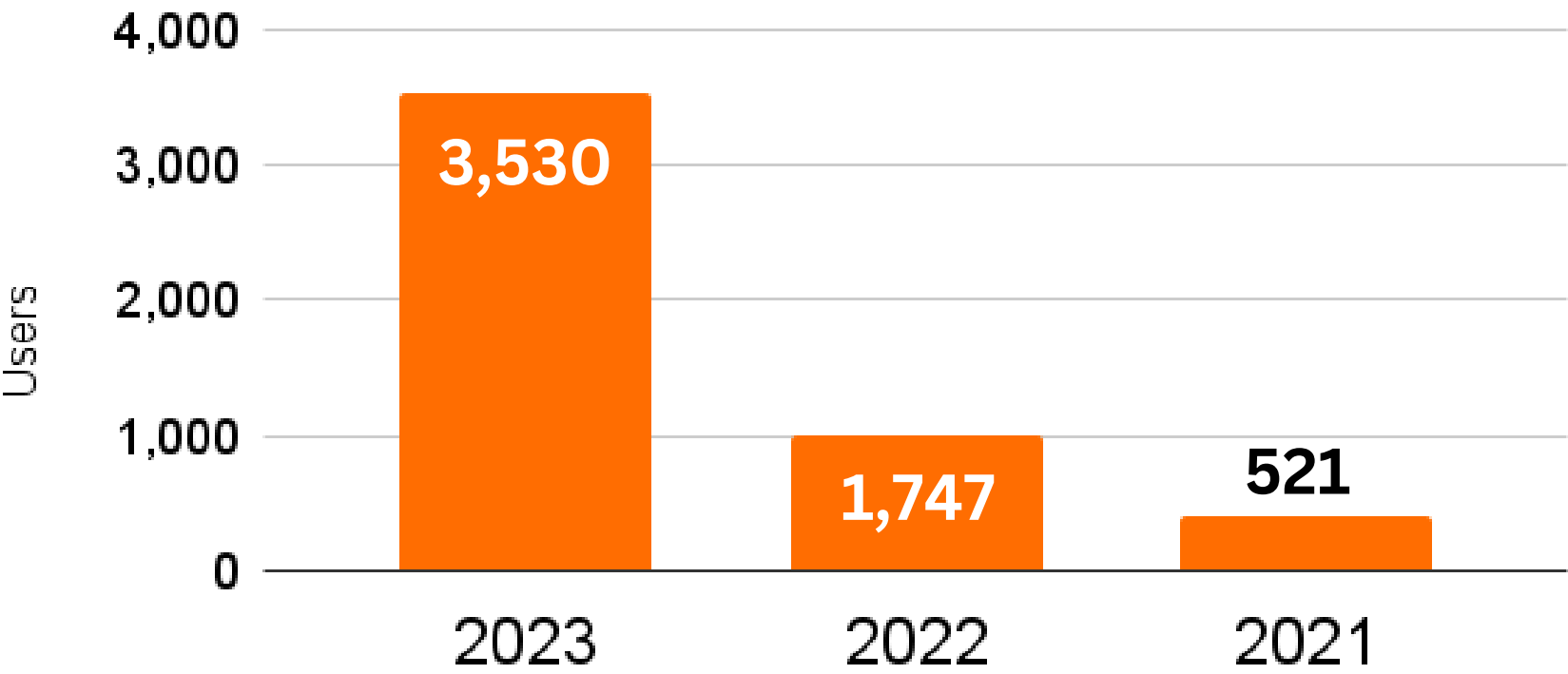


Statistics for 2023

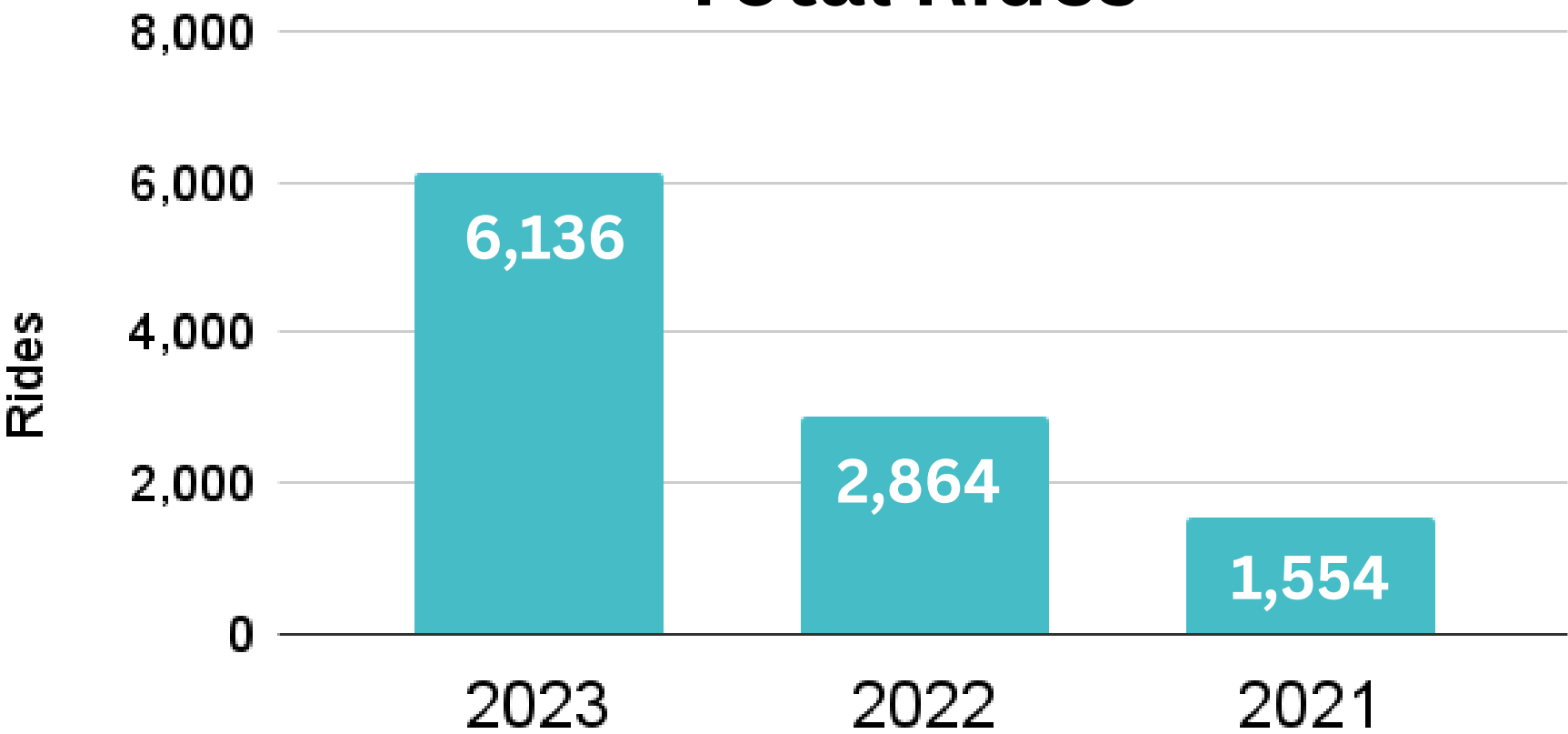
4.7/5 Star Rating



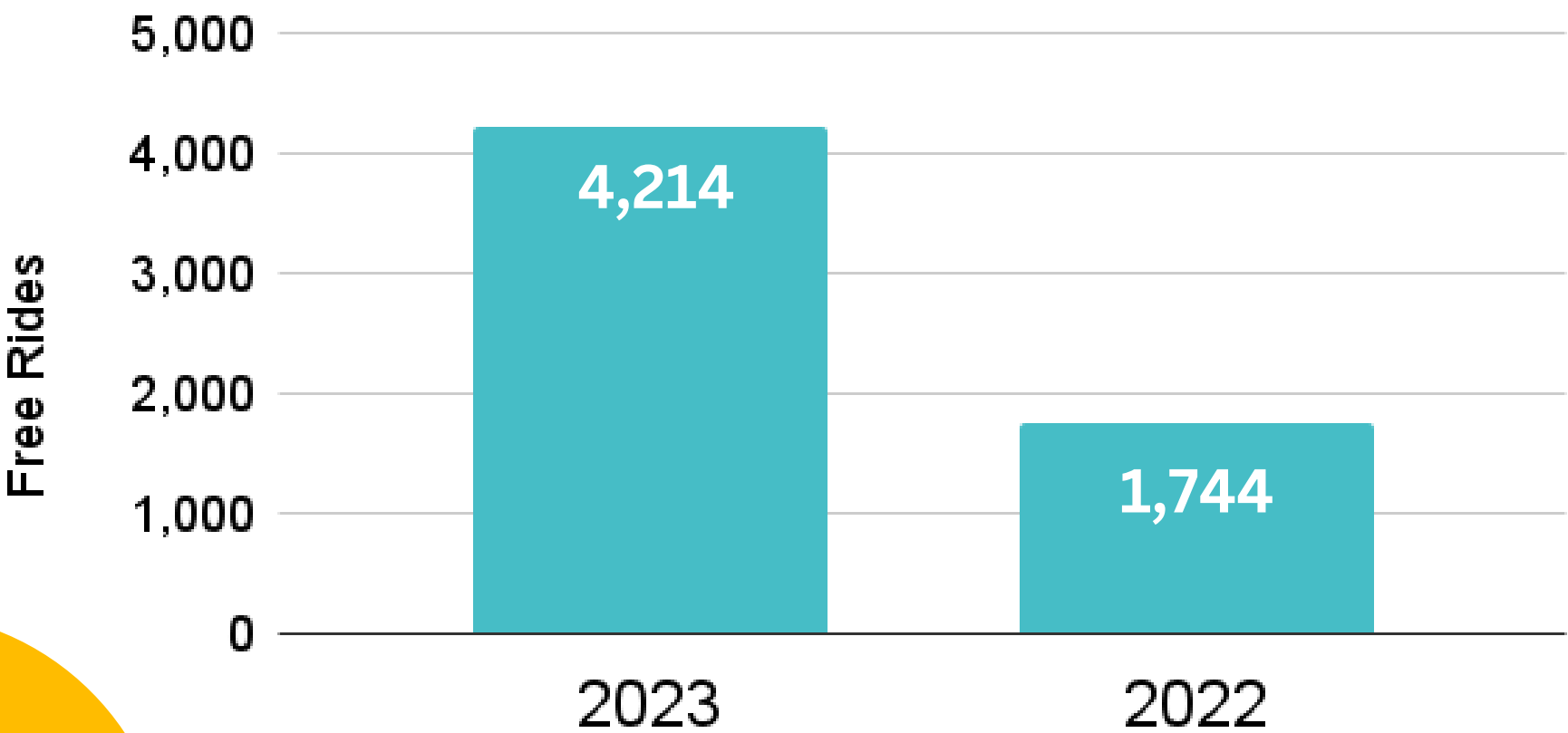
New Users



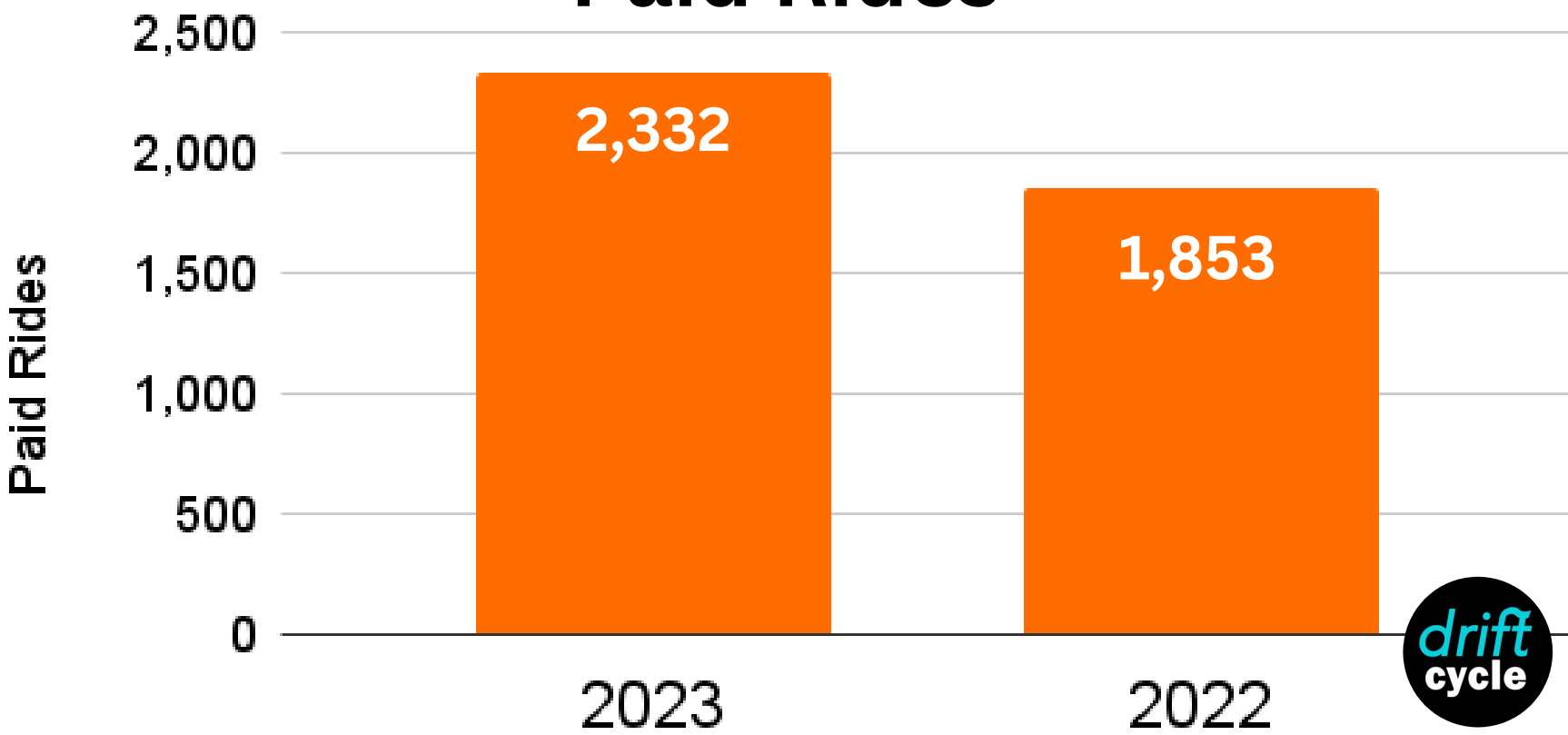
Total Rides



Free Rides

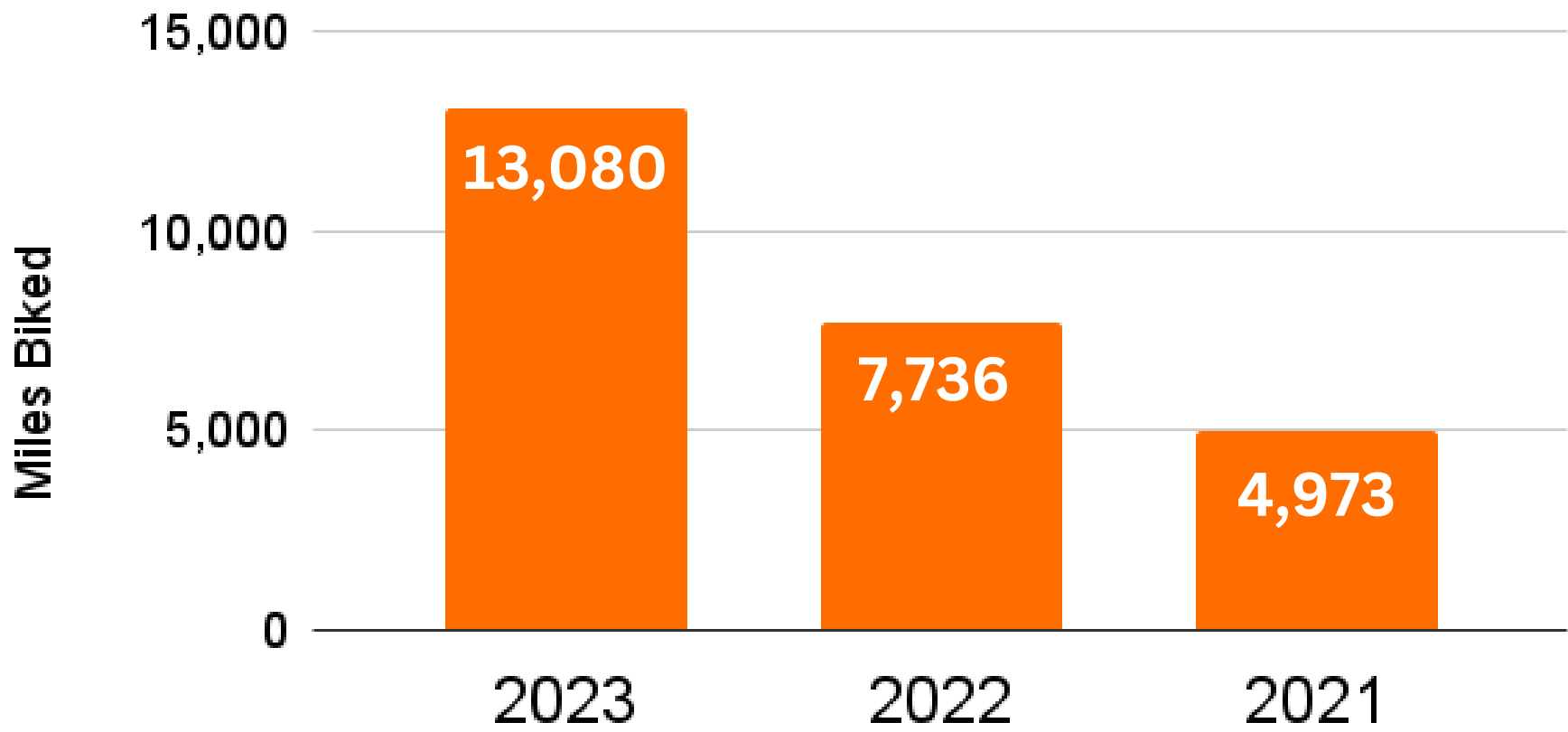


Paid Rides

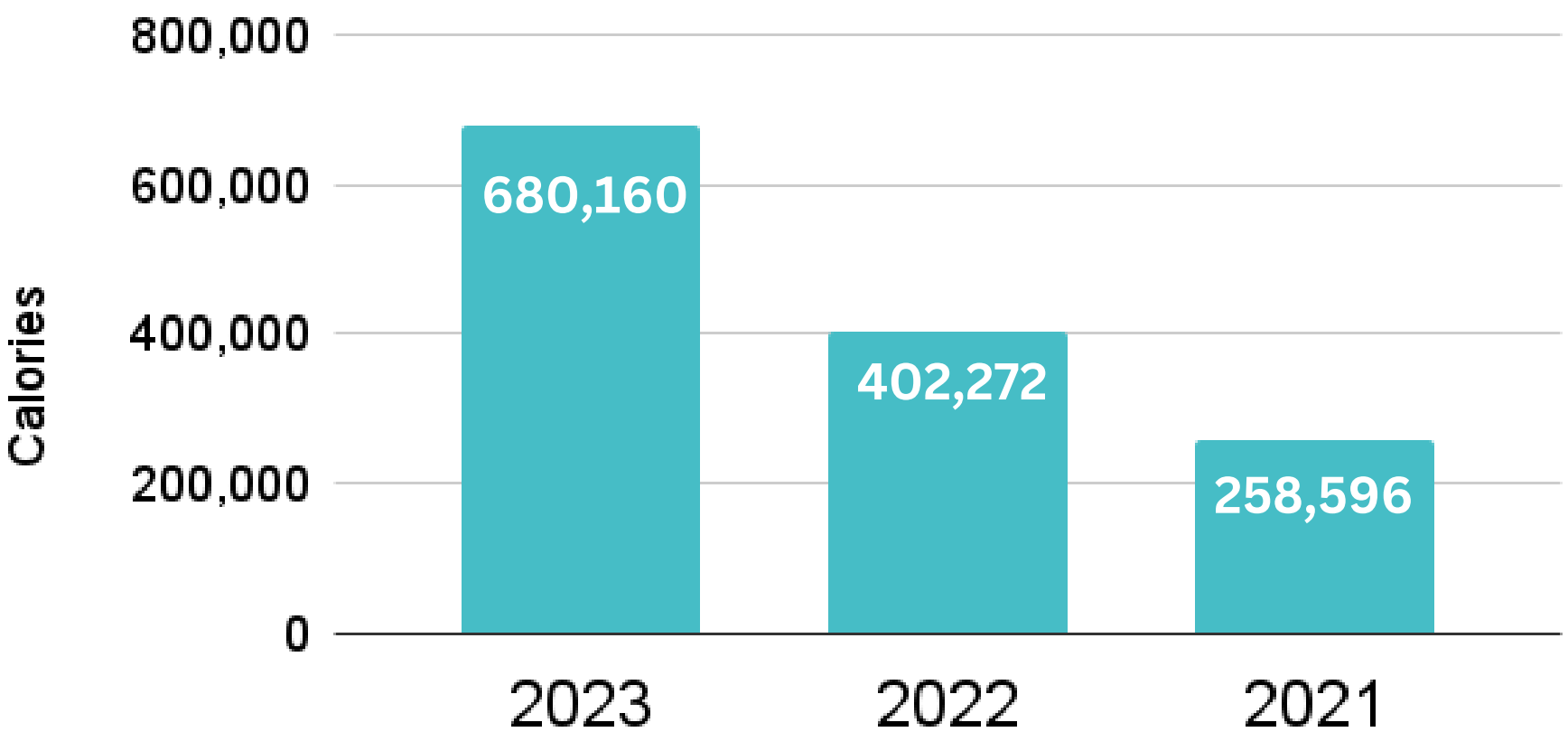


Statistics for 2023

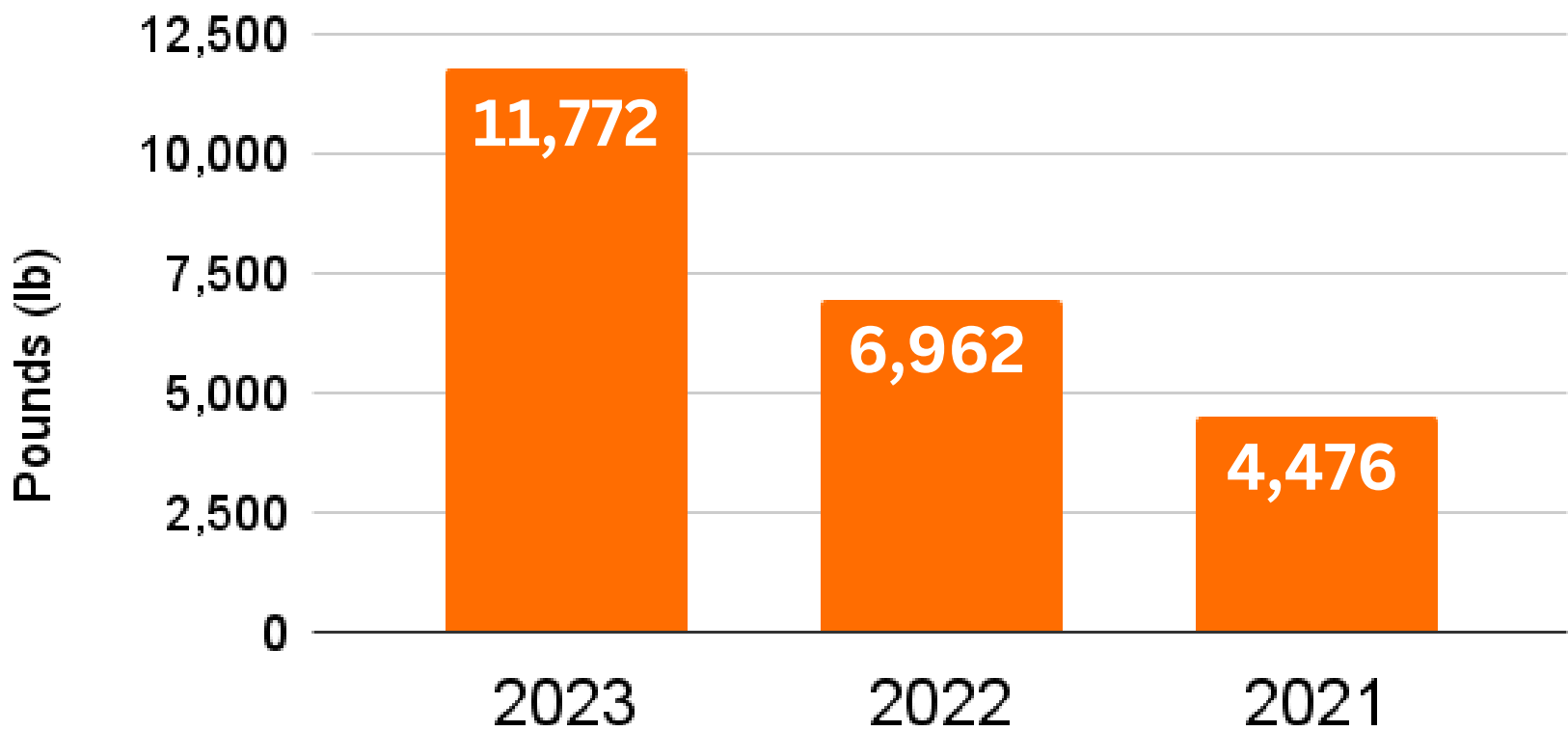
Miles Biked



Total Calories Burned



Total Carbon Offset



Social Media Metrics:

Instagram and Facebook

2023

Account Visits: 1,681

Posts Shared: 99 (72 in 2022)

Account Visits: 1,786

Posts Shared 104 (96 in 2022)



Near Future Plans!



Expand Sponsorship

In order to create more community involvement opportunities

More Memberships

Drift Cycle had exceeded rides year to year by a wide margin. We hope to do that again in 2024!

New Stations/Bikes

It is important that there are new station opportunities for every area in our community.

Host Additional Events

Increase our event numbers and attendance

Establish a Regional Network

To connect La Crosse, La Crescent, Holmen, West Salem, Onalaska and spreading out from there.

Future Expansion

Bringing Bike share to Northern La Crosse as well as La Crescent.

Grow Social Media

To diversify our content and better execute our brand personality across our pages.