

Resolution approving the City-Sponsored Bicycle-Sharing Program Operating Agreement between the City of La Crosse and Drift Share, Inc.

RESOLUTION

WHEREAS, the Common Council of La Crosse approved a Bicycle and Pedestrian Master Plan in 2024 which includes a benchmark to increase access and support the bike sharing program; and

WHEREAS, Drift Cycle first launched in 2021, leasing forty bikes and eight stations and has continued to expand service; and

WHEREAS, Drift Cycle is anticipating expansion to multiple north side locations and one additional location downtown with the addition of twenty-four bikes and five stations; and

WHEREAS, the City Planning, Development, and Assessment Department, in partnership with Drift Cycle, applied for a Transportation Alternatives Program grant via redistribution funds from the Wisconsin Department of Transportation in the amount of \$45,360 to fund 80% of the estimated cost for the Drift Cycle expansion project; and

WHEREAS, the Common Council approved Resolution 24-0858 which designated a funding source and approved the State/Municipal Agreement.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby approves the City-Sponsored Bicycle-Sharing Program Operating Agreement between the City of La Crosse and Drift Share, Inc.

BE IT FURTHER RESOLVED that the Mayor and City Clerk are authorized to execute said agreement.

BE IT FURTHER RESOLVED that the Directors of Finance and Planning and Development are hereby authorized and directed to take all necessary steps to implement this resolution.