



3/10/2022

To the City of La Crosse,

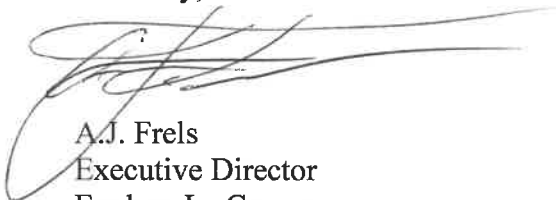
I am writing to you in support of the Drift Cycle program. Explore La Crosse has seen the Drift Cycle program become a key part of our community as an amenity to our residents and visitors. At Explore La Crosse, numerous visitors have shared stories with us about how much they appreciate the bikes and how the Drift Cycle program has enhanced their stay, making it easier and far more enjoyable to experience our region. With the success of the program, we certainly anticipate Drift Cycle to grow and become more popular over the years to come.

With support provided through the City of La Crosse from the American Rescue Act Plan, funds the Drift Cycle program would be able to enhance and continue providing this benefit to all residents, commuters, and visitors of La Crosse. Drift Cycle has a multiplicative effect on the livability of our area and supports additional bicycle/pedestrian infrastructure improvements in the future. Additional funding would provide expansion to include a wider range of people in more areas of La Crosse, transforming the program from availability in a select few locations to serving the city-wide population and region within walkable and bike able access.

As we know, visitors and residents travel from one community to another for their needs and experiences. Drift Cycle gives everyone another option on how to do just that, thus enhancing regional collaboration. History shows that traveling by bike is a different experience and lends itself to more stops and interaction with attractions, dining and shopping.

In closing, we know when someone is traveling they do not see boundaries when it comes to communities or even state lines. The Drift Cycle program is the type of application that will enhance a cohesive collaboration making it easier for visitors to navigate between our communities.

Sincerely,

A handwritten signature in black ink, appearing to read "A.J. Frels", with a long, sweeping horizontal line extending to the right.

A.J. Frels
Executive Director
Explore La Crosse