

drift cycle

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CYCLE LA CROSSE

*Economic Impact Analysis of a Better Bikeway Network
in La Crosse, WI*

PREPARED FOR:



PREPARED BY:



Building La Crosse's proposed bikeway network could provide positive economic benefits for the region. Over a 20-year period, the proposed bikeway network could provide residents with \$281 million to \$299 million in total economic benefits, including:



\$194-202 MILLION in HEALTH + SAFETY BENEFITS over 20 years



\$60-69 MILLION in TRANSIT + AIR QUALITY BENEFITS over 20 years



\$27 MILLION in ECONOMIC + PROPERTY BENEFITS over 20 years

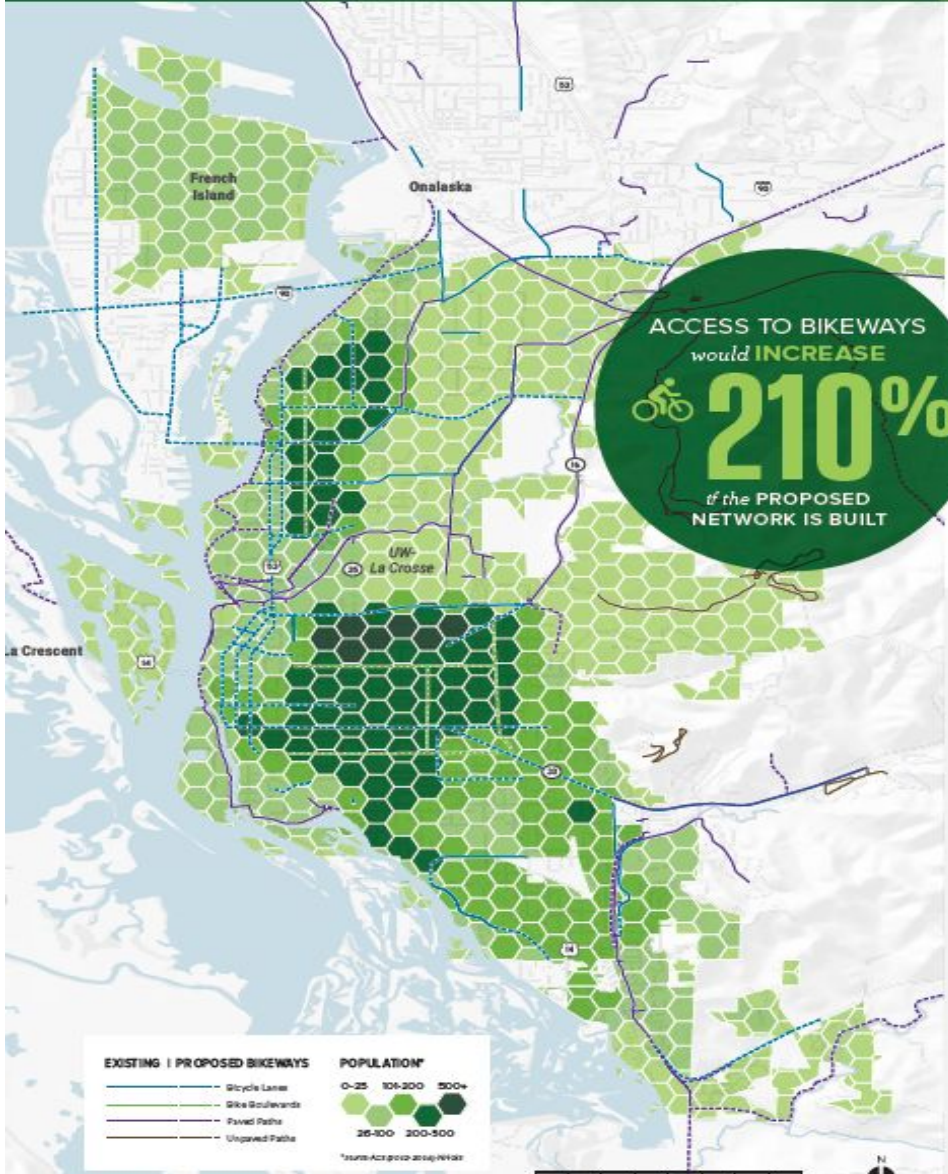
Building high-quality bicycle infrastructure impacts La Crosse's bottom line by helping reduce the cost of healthcare, preventing expensive collisions, creating more low-cost travel options, reducing air pollutants, and supporting local businesses. This economic impact analysis quantifies how La Crosse's existing bikeways benefit residents in the region and looks at how a fully built out bikeway network could further contribute to the local economy.

That said, even with extensive primary and secondary research included in this analysis, it is not possible to accurately forecast the exact impacts of all bicycle-related factors. Accordingly, some qualitative benefits of bicycling aren't included, and all estimated benefits are rounded and should be considered rough order of magnitude estimates instead of precise amounts.¹

[Bicycle Economic Impact Study LINKED HERE:](#)

If La Crosse builds its proposed bikeway network, it could see

\$2.7 MILLION in TRANSPORTATION + AIR QUALITY BENEFITS per year



NEEDS

HOUSEHOLD TRANSPORTATION COSTS

The typical La Crosse household spends approximately **\$11,355 PER YEAR ON TRANSPORTATION**

CAR/TRUCK OWNERSHIP COSTS

--- make up ---
3/4
TOTAL TRANSPORTATION COSTS (\$8,553)

By comparison
AVERAGE ANNUAL BICYCLE OWNERSHIP COSTS

--- approximately ---
\$350

ROADWAY MAINTENANCE COSTS

The City of La Crosse has **\$72.2 MILLION** IN INFRASTRUCTURE NEEDS
--- of which ---
69% IS MAINTENANCE

THE COMMUNITY SAVES 15¢ for every **1 MILE** TRIP THAT USES ANOTHER FORM OF TRANSPORTATION other than a motor vehicle

TRAFFIC CONGESTION COSTS

CONGESTION COSTS **ADD UP** OVER TIME
DELAYS COST RESIDENTS .06¢ per vehicle mile traveled

BENEFITS

\$1.7 MILLION in additional **HOUSEHOLD TRANSPORTATION COST SAVINGS**
That's enough for **300 WEEK-LONG TRIPS TO PARIS** OVER 20 YEARS



\$200,000 in **EMISSION MITIGATION COST SAVINGS**

That's enough to **PLANT 2,500 NEW TREES** OVER 20 YEARS



\$600,000 in **ROADWAY MAINTENANCE COST SAVINGS**

That's enough to fill **3,000 POTHOLES** OVER 20 YEARS



That's enough to see **42,000 MOVIES** at Rivoli Theatre over 20 years

\$0.2 MILLION IN CONGESTION COST SAVINGS





Bike Share Feasibility Study

La Crosse, Wisconsin

Zabrowski, Jack | Christen, Matthew | Buck, Jason | Miller, Jill

Acknowledgements

Bike-ability Field survey:

Atticus Jaramillo
Carolyn Dvorak
Chuck Lee
Erica Black
Jacob Sciammas
Lewis Kuhlman
Linda Lee
Matthew Christen
Tim Acklin

Literature Review:

Carolyn Dvorak
Dennis Rodenberg
Erica Black
Jill Miller
Lewis Kuhlman
Matthew Christen

Financial Contributors:

City of La Crosse
Gundersen Health System
La Crosse Area Planning Commission
Logistics Health Incorporated
Three Sixty Real Estate Solutions
Mayo Clinic Health System-La Crosse
YMCA of La Crosse

Pioneering Healthy Communities

Move More Committee:

Brenda Maxwell
Brenda Rooney
Carolyn Dvorak
Dennis Rodenberg
Erica Black
Joyce Misna
Linda Larson
Matthew Christen
Rebecca Lakowske
Susan Lundsten
Virginia Loehr

Heat Map creation and GIS analysis:

Jason Buck City of La Crosse

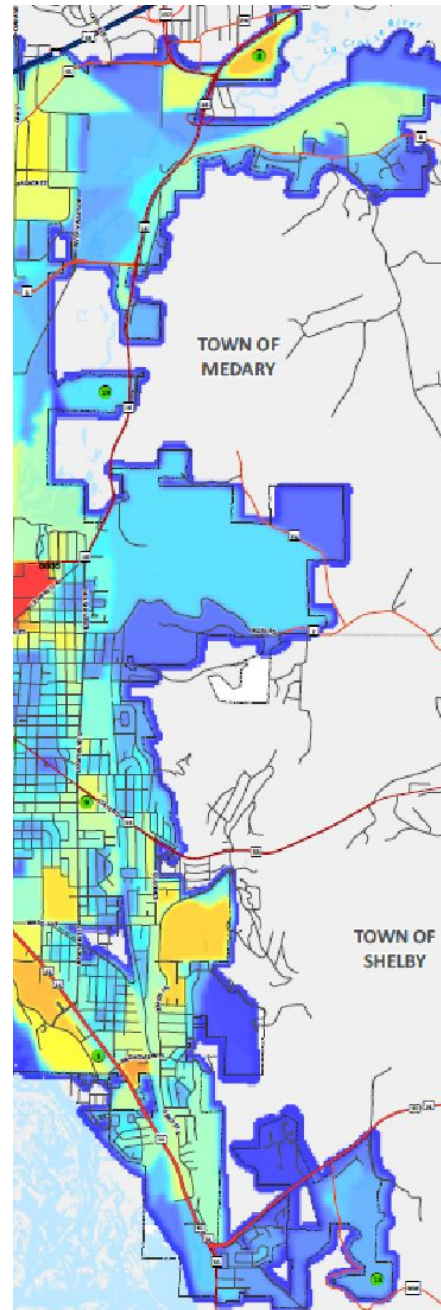
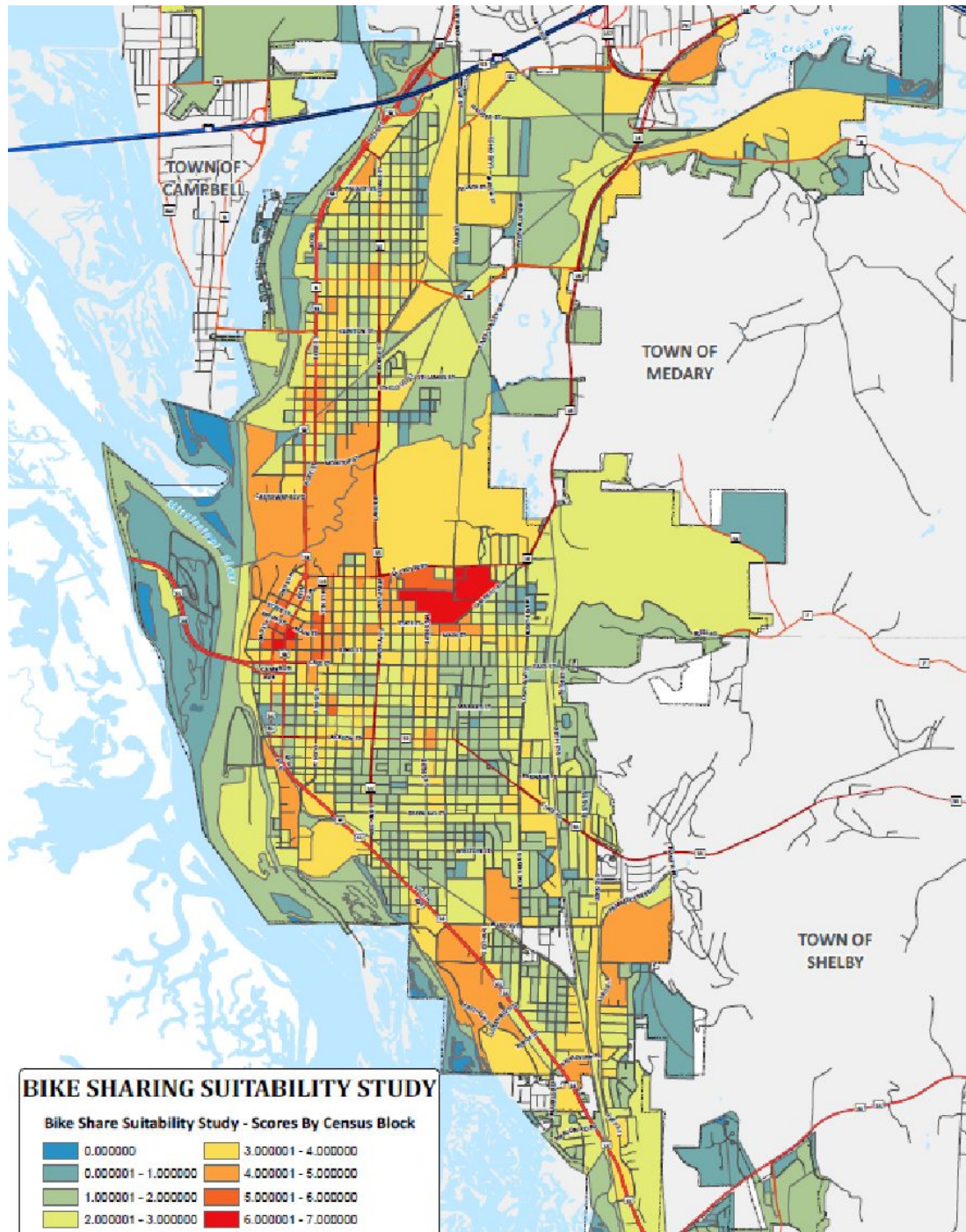
Bicycle and Pedestrian Crash Map:

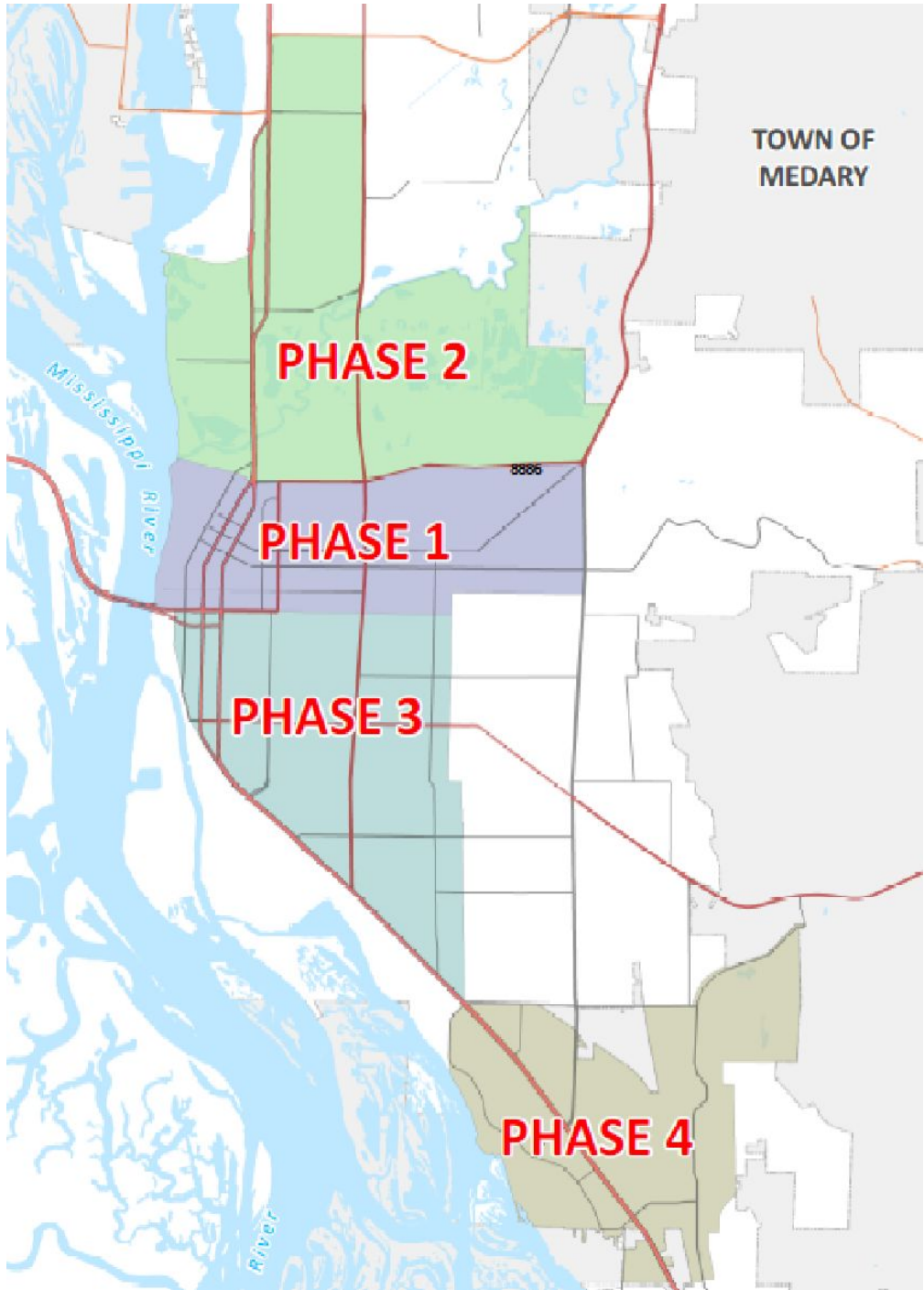
T.Y. Lin International

City of La Crosse Planning Department:

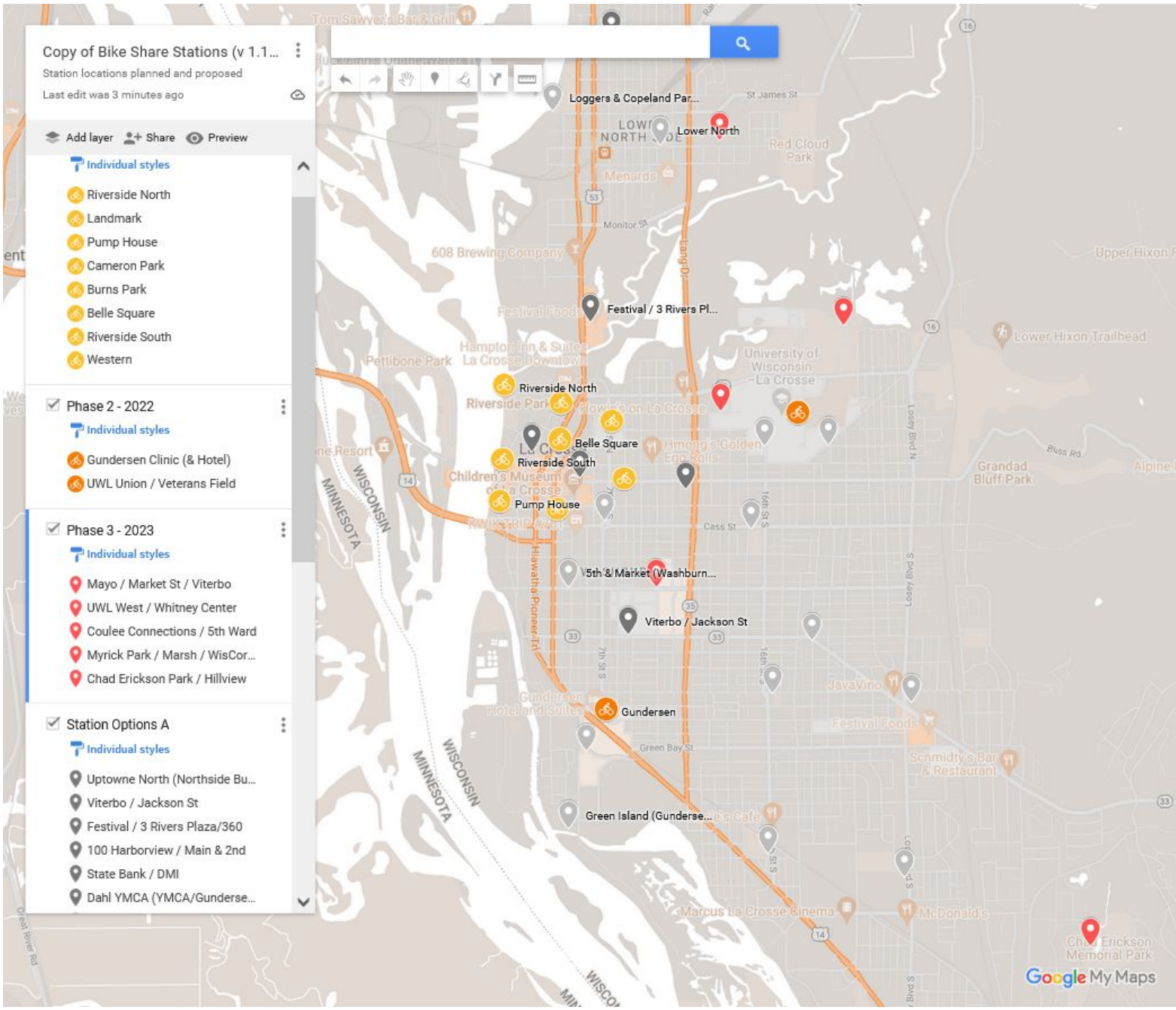
Amy Peterson
Jacob Larow
Larry Kirch
Lewis Kuhlman
Nathan Patros
Tim Acklin

[2015 La Crosse Bike Share Environmental Analysis LINKED HERE:](#)





+?????



Park Board Bike Share Stations (v...

Station locations planned and proposed

20 views

Last edit was 2 minutes ago

Add layer Share Preview

Station Options B

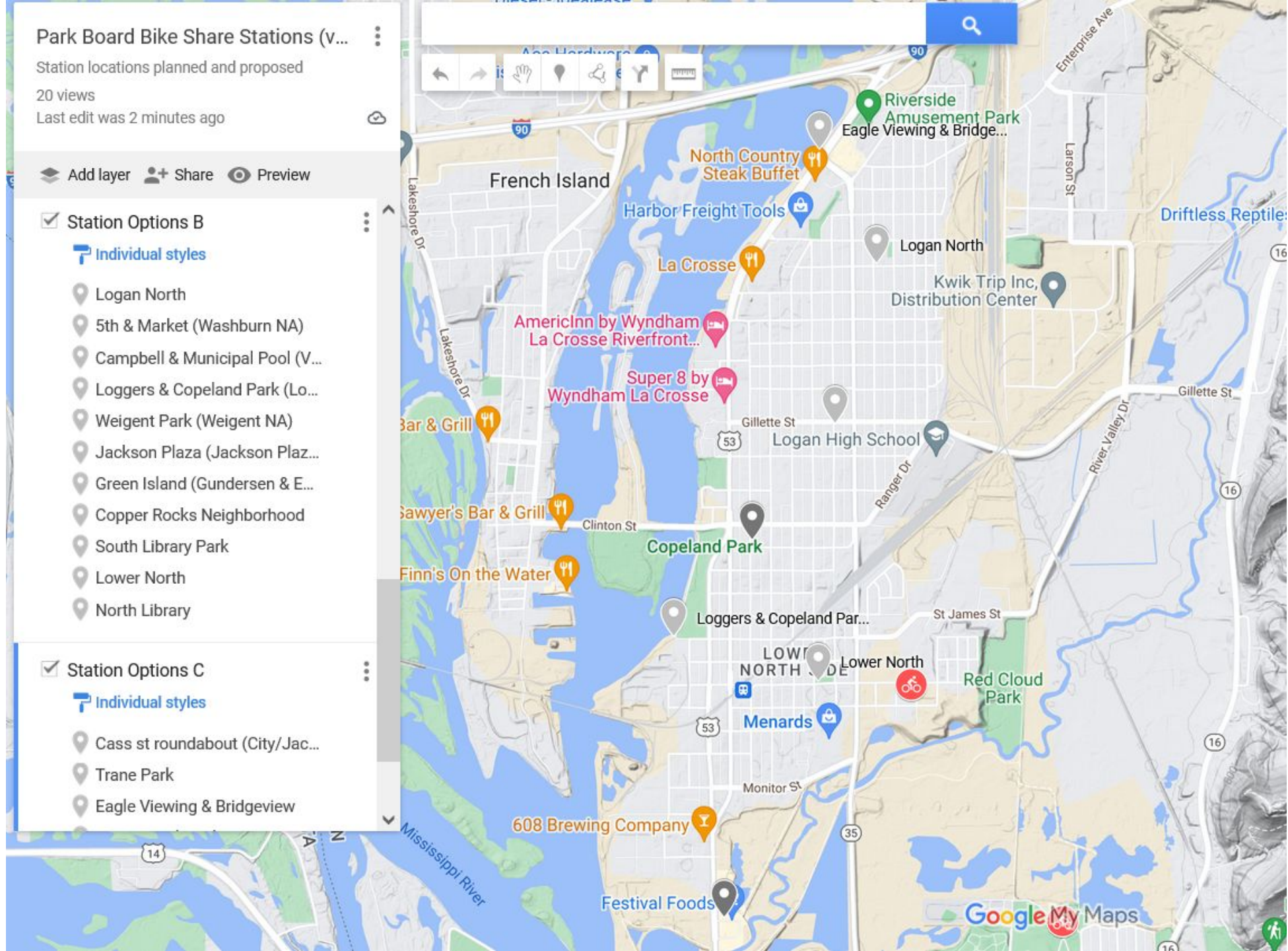
Individual styles

- Logan North
- 5th & Market (Washburn NA)
- Campbell & Municipal Pool (V...
- Loggers & Copeland Park (Lo...
- Weigent Park (Weigent NA)
- Jackson Plaza (Jackson Plaz...
- Green Island (Gundersen & E...
- Copper Rocks Neighborhood
- South Library Park
- Lower North
- North Library

Station Options C

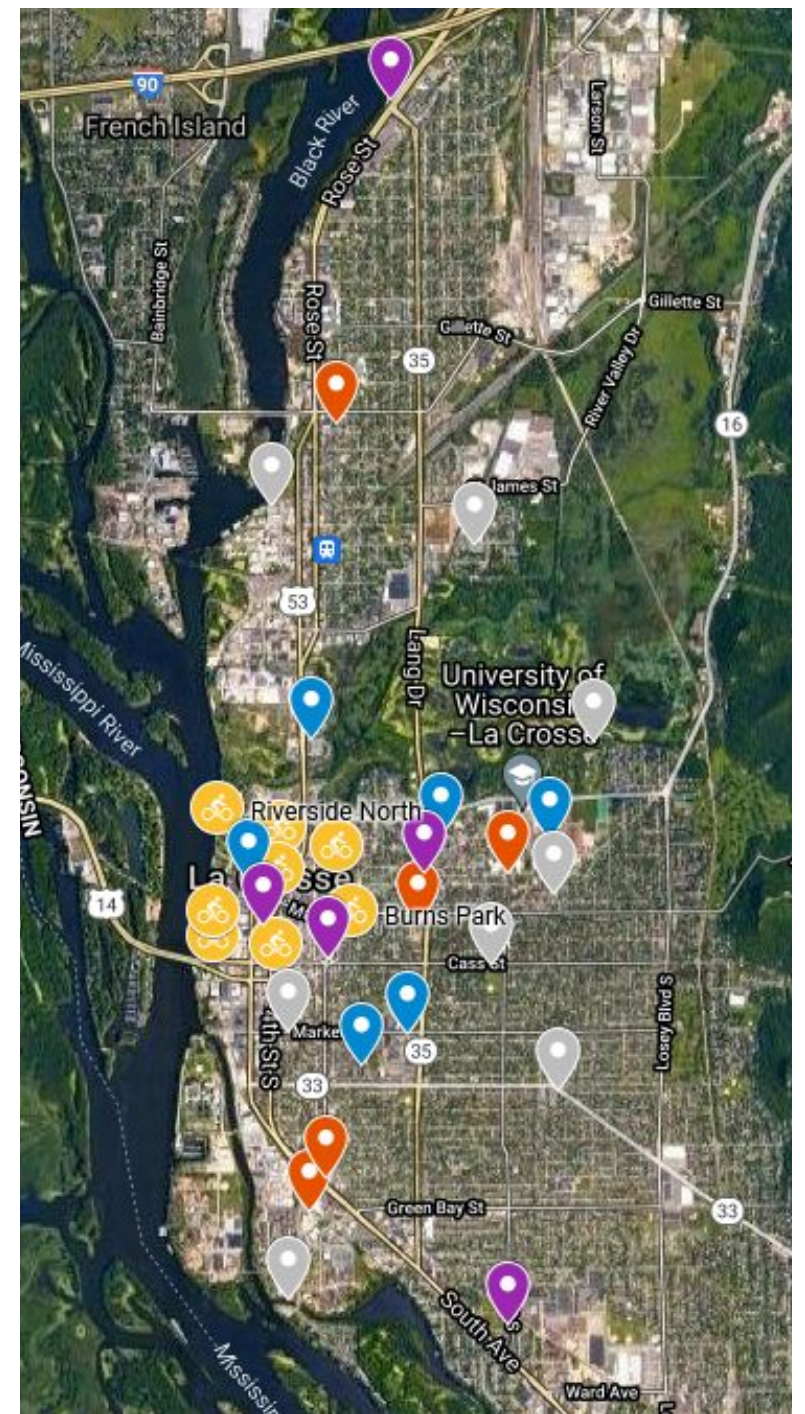
Individual styles

- Cass st roundabout (City/Jac...
- Trane Park
- Eagle Viewing & Bridgeview



Benefits of Bike Share for La Crosse:

- Contributing to **vibrancy** of the community
- Increased **flexibility** in transportation
- Reducing road **congestion**
- Decreasing **parking** competition
- Creating greater **safety** for people walking and biking by supporting the bicycle pedestrian network





BICYCLE-PEDESTRIAN ADVISORY COMMITTEE

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

November 12, 2019

To Whom it May Concern:

The City of La Crosse Bicycle-Pedestrian Advisory Committee (BPAC), expresses support for La Crosse Neighborhoods, Inc. efforts to develop a bike share program in La Crosse. The mission of the BPAC is to implement the 2012 Bicycle and Pedestrian Master Plan. This plan was organized around the Five Es of a bicycle friendly community; Engineering, Education, Encouragement, Enforcement and Evaluation. Implementation of a bike share program was established as a benchmark for the Encouragement category. The stated goal is to, "Increase access to existing bike sharing programs or consider developing a new one."

Implementation of bike share would further align with the City of La Crosse's sustainability goals. The 2009 City and County of La Crosse Strategic Plan for Sustainability, recommends "Exploring a partnership with an existing bike sharing program to reduce the amount of fossil fuels used by employees in order to get to and from work." In 2019 the City of La Crosse Common Council adopted Resolution 19-0471 which stated "Achieve municipality and community carbon neutrality by 2050 with incremental drawdown targets of 5% by 2020, 20% by 2025, 30% by 2030, 45% by 2035, 60% by 2040, 80% by 2045, and 100% by 2050. Encouraging bicycling and walking is a priority in the 2002 La Crosse Comprehensive Plan. The guiding principle of the Comprehensive Plan is "Smart Growth." Smart growth, "aims to accommodate development while protecting key resources, use land more efficiently, promote housing choice, reduce driving and promote walking bicycling and transit ridership."

Bike share aligns with and facilitates many of the stated goals and adopted plans of the; City of La Crosse Common Council, City of La Crosse BPAC, 2002 Confluence Comprehensive Plan, 2009 City and County of La Crosse Strategic Plan for Sustainability, and 2012 Bicycle and Pedestrian Master Plan.

It is for these stated reasons that the City of La Crosse Bicycle-Pedestrian Advisory Committee endorses the efforts of La Crosse Neighborhoods, Inc. to develop and implement a bike share program in the City of La Crosse.

Sincerely,

Bicycle-Pedestrian Advisory Committee

Jeff Fennie
Matt Gallager
Grace Janssen
Virginia Loehr
Jason Melby
Larry Sleznikow, Chair
Robert Young

10/25/2021

To the City of Onalaska,

Since I am unable to attend this evenings meeting, I am writing to you in support of the Drift Cycle program.

Over the past year Explore La Crosse has seen the Drift Cycle program grow to become welcomed and accepted as an amenity we offer to our visitors. This new program simply gives us one more tool in our toolbox to make our region more accessible for travelers to experience all we have to offer. The Explore La Crosse volunteers that work our welcome centers have seen interest and engagement in the program from not only visitors, but also local residents. With the success of the program, we certainly anticipate Drift Cycle to grow and become more popular over the years to come.

In addition to having such a program in place for people to use, we feel strongly that there is a great benefit as a regional collaboration. 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 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.

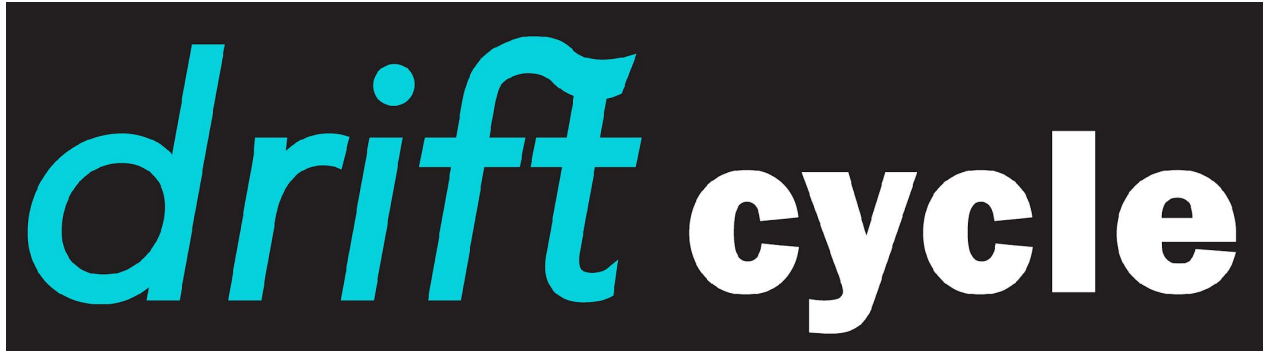
Sincerely,



A.J. Frels
Executive Director
Explore La Crosse



Frels



Drift Cycle is a La Crosse community biking share project and an integral part of the transportation network, offering an easy-to-use, affordable bike rental program for residents, commuters, and visitors that contributes to the health and vibrancy of the community.

Together the partners plan to encourage cycling through bike share, by hosting events, providing education, and improving access and safety. Drift welcomes additional partners and community members interested in joining our efforts to provide the benefits of bike share.

THANKS TO OUR PARTNERS & SPONSORS!:

2021 & 2022

- **LHI / OptumServe**

2022 & 2023

- **UWL - Green Fund (Student Union)**
- **Gundersen & Gundersen Suites/Hotel**

2021, 2022, & 2023

- **City of La Crosse - Parks & Recreation / Bicycle Pedestrian Committee**
- **Cleary Family - Courtyard by Marriott & Landmark by the Rivers**
- **Western Technical College**
- **Explore-LCCVB / LADCO / La Crosse Chamber / Downtown Mainstreet Inc.**
- **La Crosse MTU**

New in 2023

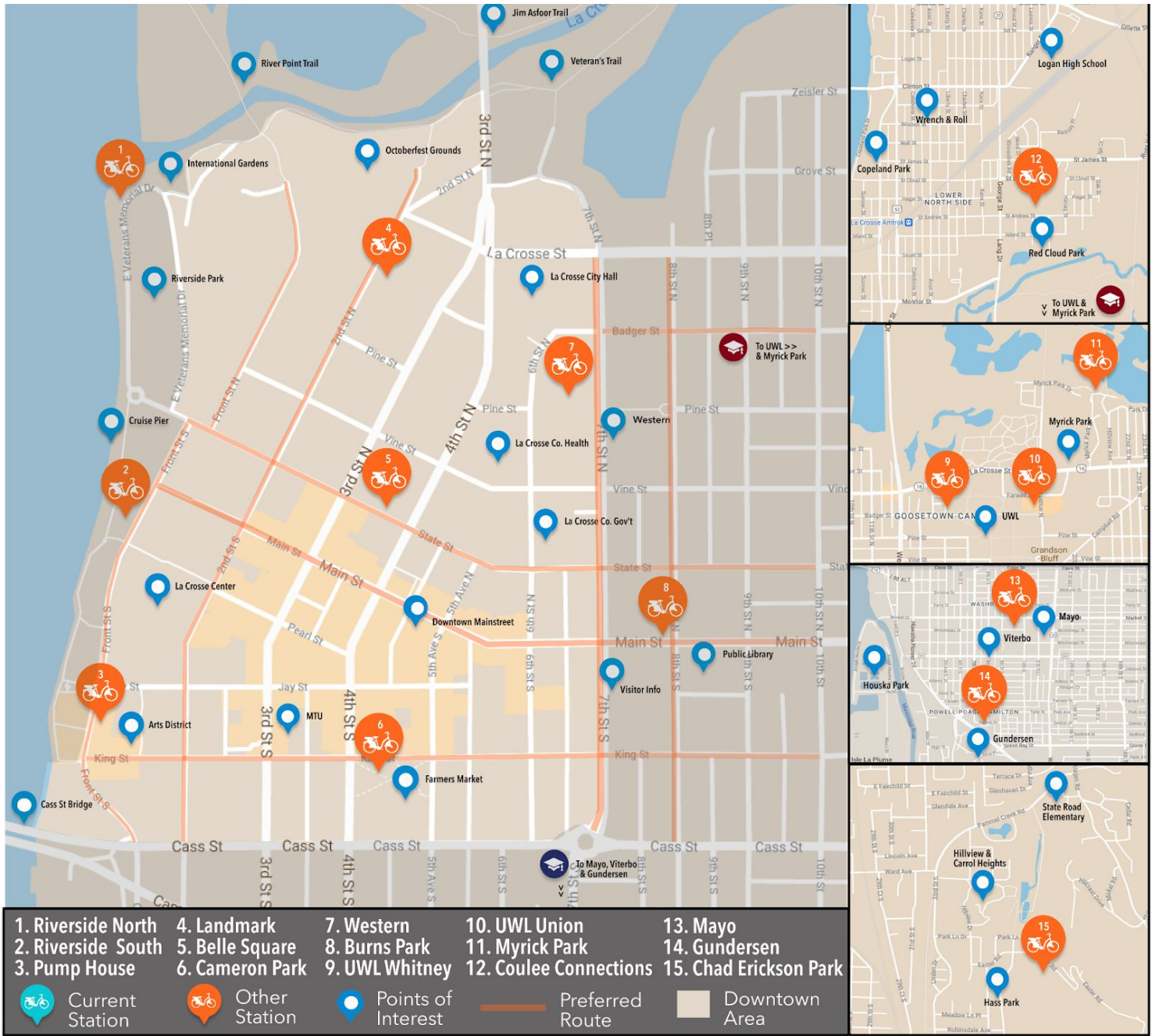
- **Weber Group - Belle Square/ViaroHealth, & Charmant**
- **La Crosse County / Aging & Disabilities Resource Center**
- **Chad Erickson Memorial**
- **Myrick Park (The Nature Place & Cleary Management)**
- **UWL - Green Fund (Whitney Center)**

2024? Hopes & Dreams In Process...

- **Viterbo**
- **Gundersen Health (Hospital side)**
- **Relocate Coulee Connections Station**
 - **North La Crosse - Caledonia Street**
 - **North La Crosse - Copeland / Loggers Field**









Coulee Connections / 5...

Myrick Park / Marsh / ...

Riverside North

Belle Square

UWL Union

Market St

Gundersen

Schmidty's Bar & Restaurant

Chad Erickson Park / H...



MAYO



UWL
Whitney
Center



Myrick
Park



Chad
Erickson
Park



Coulee
Connections



Western



Riverside
Park South

18

18 April - CRAP morning coffee ride with Drift Cycle Bikes

The Charmant Hotel, Bean Juice, Global Grounds

About Discussion

Details

15 people responded

Event by Cheeseburgers, Ride, Ales, and Pins La Crosse

The Charmant Hotel, Bean Juice, Global Grounds

Sunday, April 18, 2021 at 9 AM CDT – 12 PM CDT

Price: Free · Duration: 3 hr

Public · Anyone on or off Facebook

Start your Sunday with coffee and a short bike ride around town. We'll first meet at the Charmant Hotel for coffee. Then around 9:30, we'll head over to a Drift Cycle bike hub and... See More

Food

The Charmant Hotel, Bean Juice, Global Grounds
43.814787, -91.254064

Go With Friends See All

5 WENT 10 INTERESTED

Host

Cheeseburgers, Ride, Ales, and Pins La Crosse Community

Message

Tami and 4 friends



Drift Accomplishments To Date:

- Successful 3 years with 9 month seasons (Apr to Nov) thru a pandemic, shortages last year, becoming our own 501c3 and hiring our first full time Drift Manager - Tim Andersen!
- 114 Programs, demos, & events through 2023
- Amazing Growth
 - 1554 rides & 521 users = 2021
 - 2864 rides & 1747 users = 2022!
 - **6136 rides & 3530 users = 2023!**
 - 16 Partners & Sponsors = 2021
 - 22 Partners & Sponsors = 2021
 - **25 Partners & Sponsors = 2023!**
- 12,709 Miles*, 660,860+ Calories*, 11,437.9+ lbs of CO2* reduced (*app recorded)
- Sustainability Institute Award Nominee in 2022 & 2023!
- Continued support from:
 - City of La Crosse Police Dept
 - O'Flaherty Law Office
 - Wrench & Roll Collective

2023 Drift Accomplishments:

- Added 2 Trikes at Chad Erickson Park for aging and less able-bodied
- Transitioned operations to new owners and staff at Wrench & Roll Bike Shop
- Achieved 4.7 star rating (out of 5) from 1218 users!
- Increased programs and events by 72% as well as increased participation (events, tabling, social rides, orientations, demos, etc.). (42 program/events VS 22 program/events)
- Hosted first Community Scavenger Hunt using Drift Cycle
- Increased social media presence & audience
 - Spotlight posts for all 15 stations
 - 2x more posts on FB/Instagram
 - TikTok account added
 - Integrated new formats: drone video, interviews, & video shorts
 - New website!
- Added weekly Aging and Disability Resource Center Events in July

Drift Accomplishments:

Use Data 2023 vs 2022

- 102% more people registered - over twice as many!
- 114% more rides - over twice as many!
- 70% more miles
- 69% more total calories burned
- Total carbon offset this year was 1.7x higher than last year
- 4.7 Average VS 4.5 Average Star Rating (Majority still are 5 stars)
 - 1218 VS 856 responses
- 20% more rental revenue (\$5,032 VS \$4,187.50)
- 28% more membership plan earnings (\$918 VS \$714)
- 142% more FREE rentals (4,214 VS 1,744) - over twice as many!
- 26% more Paid rentals (2,332 VS 1,853)

Community and Sponsor Feedback:

- Eric L. (User) - “I love using Drift Cycle to unwind after a long work day, there’s a station near all of my work I can ride to my favorite landmarks in La Crosse”
- Bridgette (Member of the ADRC) - “The person I talked to always felt willing to help me figure out the app and one employee even escorted me on a ride around Erickson park”
- Harrison C. (User) - “I don’t live in La Crosse, but whenever I visit whenever I end up back here. I am happy to help a budding organization.”
- Steve G. - (User) - “Because of this program, me and my wife are back on bikes for the first time in 10 years.”
- Andrew E. (UW-La Crosse) - “I think the E-Bikes would bring attention to bike share in La Crosse and greatly improve excitement for our users.”
- Katie J. (Gundersen) - “I am greatly appreciative of the open communication we have with Drift Cycle.”
- Colin W. (Western Tech) - “Thank you for actively participating in the student events here at Western and for working to make our station a success”.

2023 Drift Cycle Data Analysis

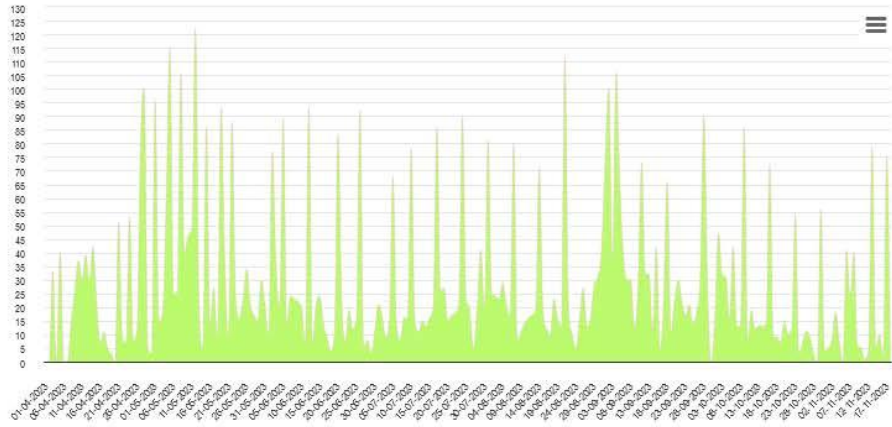
2023 YEAR TO DATE - APRIL 1 THRU NOV 8TH, 2023

Rentals

from : 04/01/2023

to : 11/18/2023

Last 7 Days

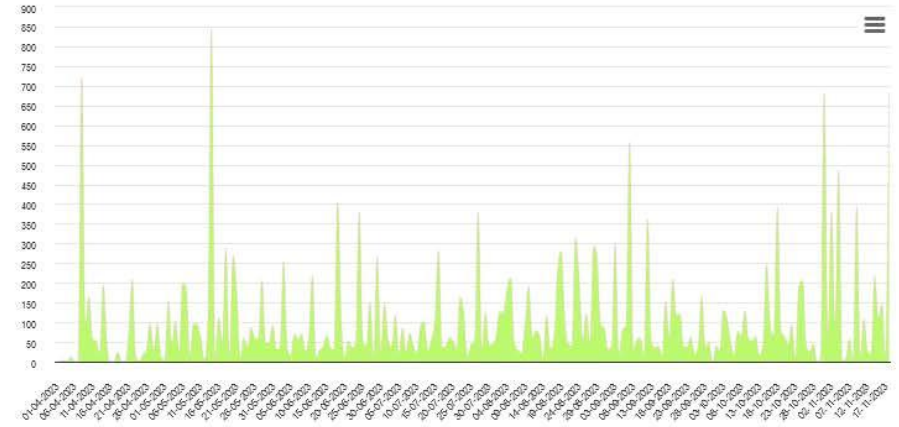


Average Rental Duration

from : 04/01/2023

to : 11/18/2023

Last 7 Days



Average Star Rating

from : 04/01/2023

to : 11/18/2023

4.7



1218 Total

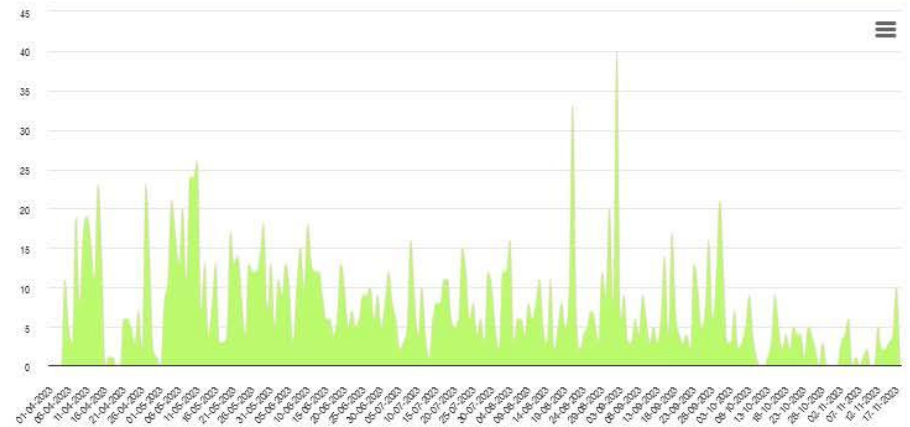


New Users

from : 04/01/2023

to : 11/18/2023

Last 7 Days

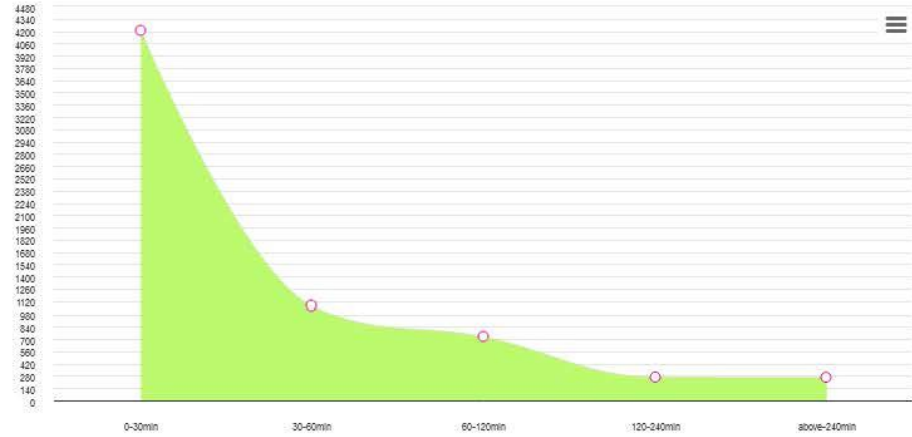


Ride Duration

from : 04/01/2023

to : 11/18/2023

Last 7 Days

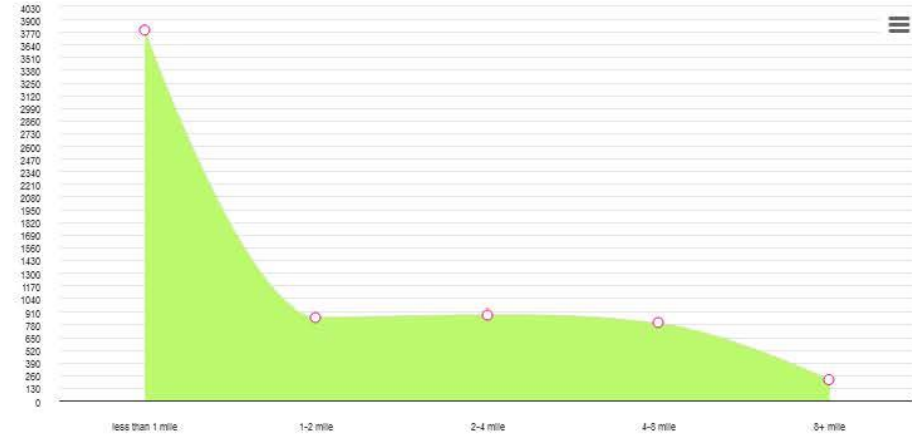


Ride Distance

from : 04/01/2023

to : 11/18/2023

Last 7 Days



Ride Time

from : 04/01/2023

to : 11/18/2023

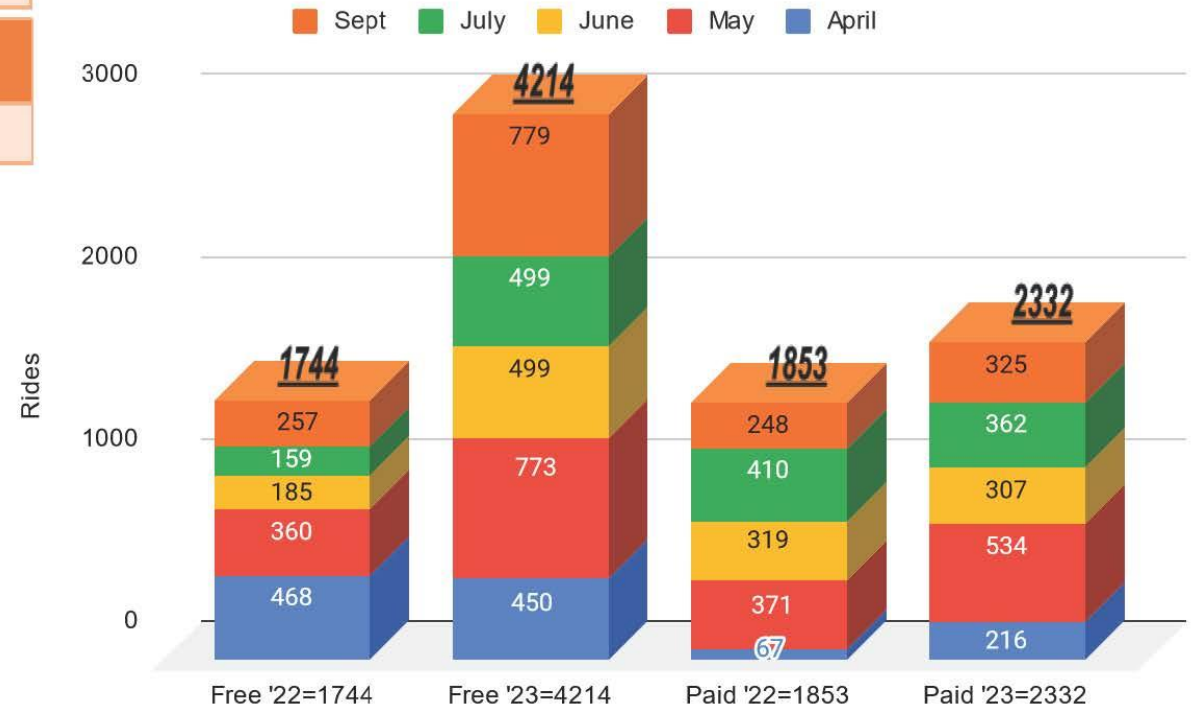
Last 7 Days



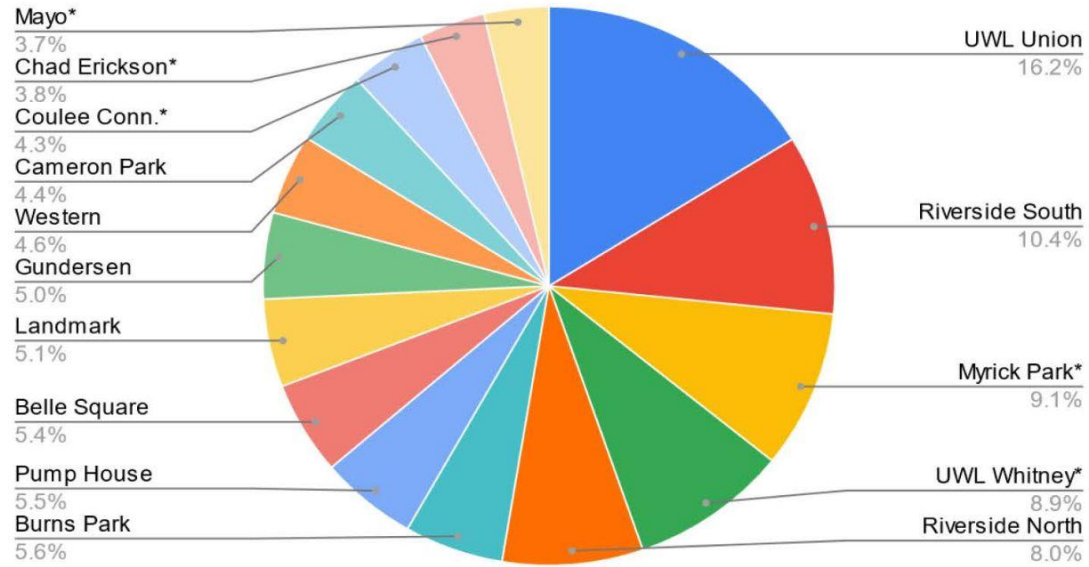
2023 VS 2022 YEAR TO DATE VS 2021

Total Registered Users	Total Rides	Total Rental Revenue
3,530 ('22=1,747; '21=521)	6,136 ('22=2,864; '21=1,554)	\$5,032 ('22=\$4,901.50; '21=\$3,228.83)
Total Calories Burned (~52cal/mile)	Avg Calories Per Ride	
680,160 ('22=402,272; '21=258,596)	130 ('22=140; '21=166)	
Total Miles	Avg Miles Per Ride	
13,080 ('22=7,736; '21=4,973)	2.5 ('22=2.7; '21=3.2)	
Total Carbon Offset <small>(.9 pounds of CO2 reduced per 1 mile private vehicle trips)</small>	Avg Carbon Offset Per Ride	
11,772 ('22=6,962.4; '21=4,475.5)	2.25 ('22=2.43; '21=2.9)	

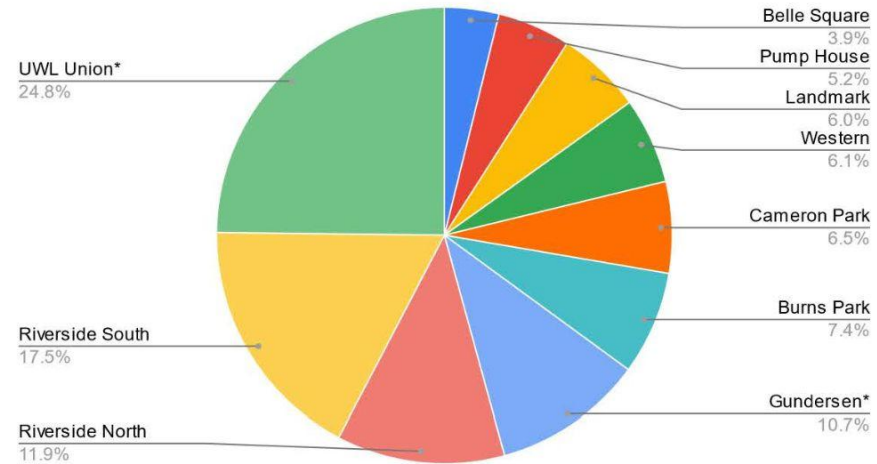
TOTAL FREE & PAID RIDES BY MONTH - 2022 VS 2023



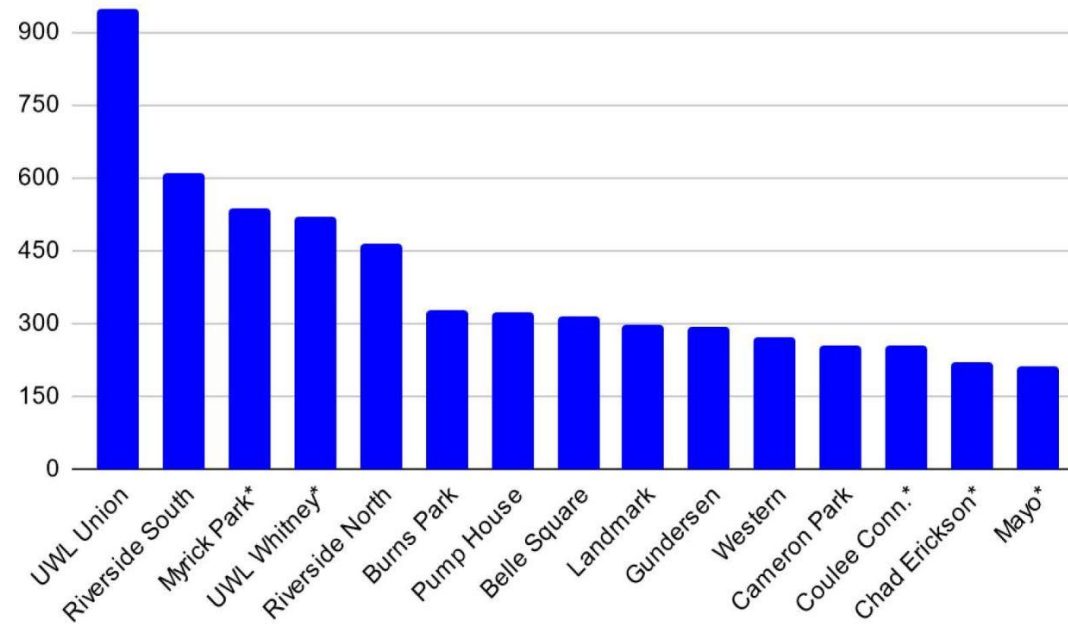
% of Visits Per Station 2023



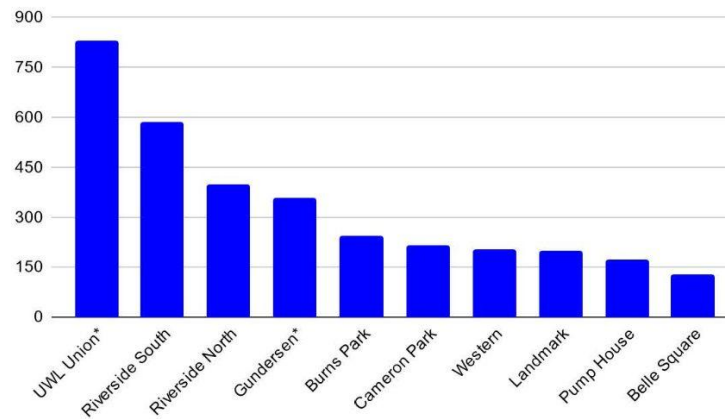
% of Visits Per Station 2022



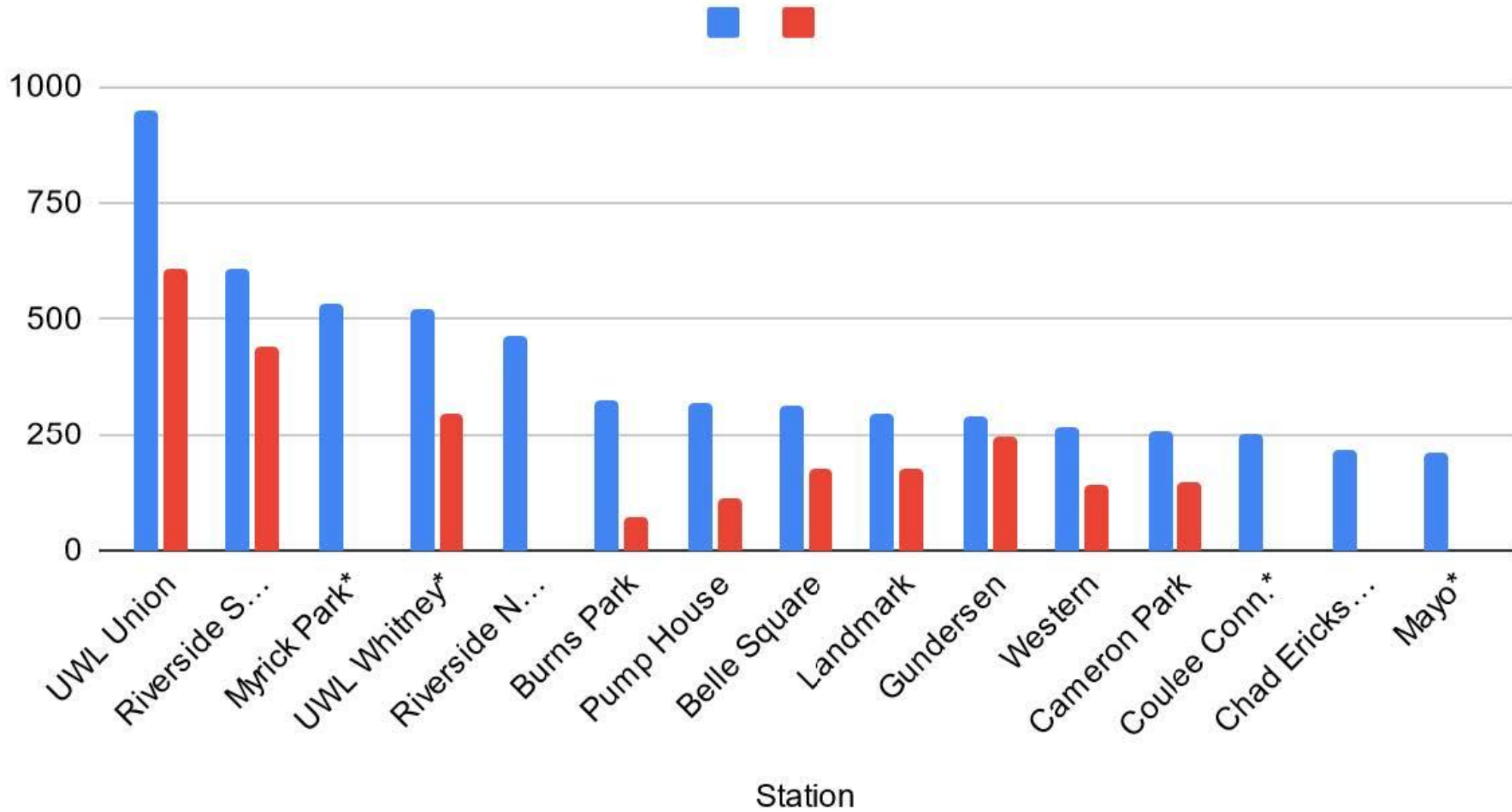
Number of Visits Per Station 2023 (*new)



Number of Visits Per Station 2022 (*new)



2023 Rides and 2022 Rides





drift cycle

La Crosse Community Bike Share

Launch

24!

APRIL 202~~2~~



drift cycle



WHAT IS DRIFT CYCLE?

Drift Cycle is a La Crosse community bike share project and an integral part of the transportation network, offering an easy-to-use, affordable bike rental program for residents, commuters, and visitors that contributes to the health and vibrancy of the community.

HOW DOES IT WORK?

- 1.
- 2.
- 3.
- 4.

Download the app from Apple or Google Play Store

Sign in & input payment information

Scan QR Code found at back of the bike seat

Enjoy your ride & return to the hub location below

WHAT DOES IT COST?

Walk-up to pay-per-ride for **\$1 per 30 minutes**

OR

Purchase a membership for **unlimited 30 minute rides**

Year: \$50 / Month: \$10 / Season: \$25



WHERE ARE THE BIKES?

drift cycle



First Ride **FREE** Promo Code:
57WLZ7

WHERE CAN I FIND MORE INFO?

lacrosseneighborhoods.org/drift

facebook.com/driftcycle

explore
LA CROSSE
com

LC
1855

LA CROSSE COUNTY
Public Health Services | Community Development



WHAT DOES IT COST?

Walk-up to pay-per-ride for
\$1 per 30 minutes

OR

Purchase a membership for
unlimited 30 minute rides

Sponsor Discount Pricing

2x Ride Length PAY-PER-RIDE \$1 / 60 MINUTES

50% OFF MEMBERSHIPS*

*unlimited 30min rides

\$25

Year

\$12.50

3 Month / Season

\$5

Month

drift cycle

The La Crosse Bike Share Program

\$1
per 30 minutes

\$10
monthly
memberships

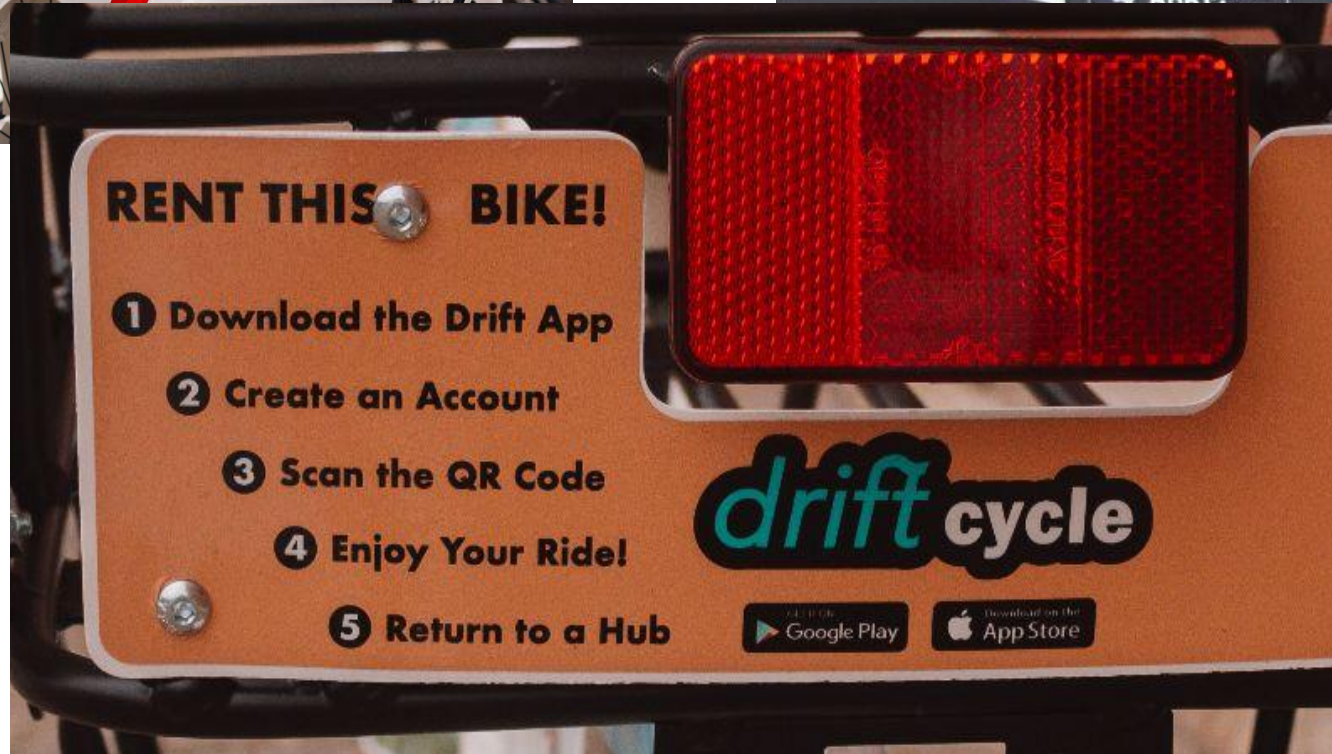
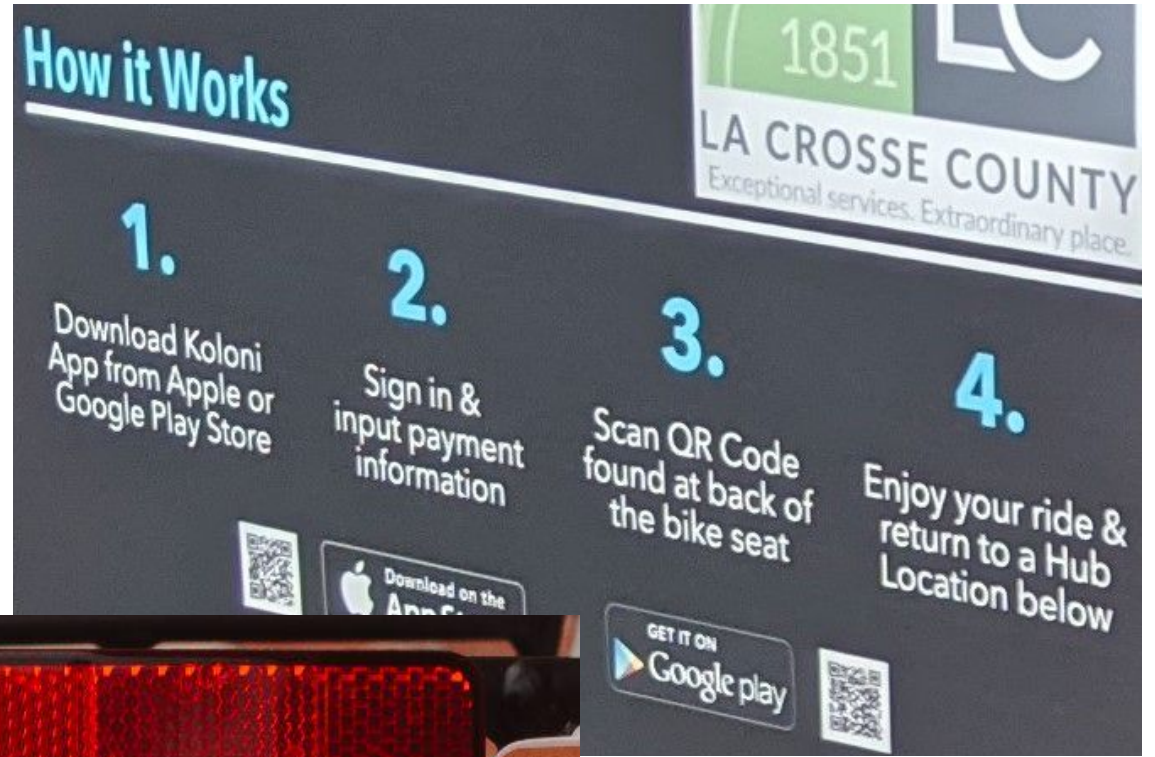
\$50
yearly
membership







LA CROSSE COUNTY
Supports Sustainability



QUESTIONS & IDEAS?

drift cycle

Contact Info:

- Jacob Sciammas, President – driftlaxpresident@gmail.com; 608-461-2060
- Tim Anderson, Manager - driftlax@gmail.com; 608-571-3791
- Drift Service - driftlaxservice@gmail.com; 608-492-3474
- Marketing Intern - driftlaxmarketing@gmail.com
- Programs Intern - driftlaxprograms@gmail.com

linktr.ee/driftcycle

Web: <https://driftlax.org>

Instagram: #DriftCycle

Facebook: <https://www.facebook.com/driftcycle>