



October 2, 2019

To Whom It May Concern:

As the Director of the Health Department serving La Crosse County, I wish to express my support for the bike share concept. Our department works to promote environmental change to improve opportunities for health. Offering bikes throughout our community in a strategic way is an environmental change that, in conjunction with education on safety, will provide an opportunity for healthy travel options.

Under the guidance of La Crosse Neighborhoods, Inc., the bike share program has developed over the past couple of years. At present, the direction is more clearly strategic and feasible. The Pace by Zagster Overview for La Crosse County identifies that “strong communities build strong bike shares,” which are a “visible commitment to sustainability, economic growth, public health, and innovation.” This certainly aligns with the mission and vision of the La Crosse County Health Department and will support our efforts to work collaboratively to promote health and wellbeing where our community members live, work, learn, and play.

The La Crosse County Health Department conducts a community health assessment every three years in cooperation with many community partners. This assessment guides activities and includes areas that connect to the benefits of the bike share program. Physical activity and mobility are critical aspects of a healthy lifestyle including mental and physical wellness, which can also be a protective factor against substance abuse.

It is for the connections of this program to our mission and the health priorities for La Crosse County that the Health Department endorses the bike share program for our communities.

Sincerely,

Jen Rombalski, MPH, RN
Health Director