



**DOWNTOWN  
MAINSTREET**

500 MAIN STREET  
LA CROSSE, WI 54601  
608.784.0440

LACROSSEDOWNTOWN.COM

October 18, 2017

**Dear Board of Public Works:**

Downtown Mainstreet has been working with the YMCA Move More Committee this past year to initiate a WALK YOUR CITY program in the City of La Crosse.

The Walk Your City initiative is meant to encourage people to walk short distances in downtown and the neighboring areas, without having to use their car. Each sign illustrates how far in minutes it may take to get from point A to point B. This initiative is a nationwide campaign that is being brought to many cities.

The signs would be placed on street corners throughout the downtown district. We have worked with a local sign company to design low cost signs that are more attractive than the plastic temporary signs shown on the Walk Your City website.

WALK YOUR CITY: <https://walkyourcity.org/>

We would like to request the Board of Public Works to allow the placement of 20-30 signs within the downtown district to demonstrate this initiative to the community.

Please find the attachments for the look of the sign, an actual example will be brought to the meeting, intersections to consider downtown, and a detailed list of these locations.

Sincerely,

Robin Moses  
Executive Director  
Downtown Mainstreet, Inc.