



**Sustainability**  
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La Crosse City Council Members,

I am writing in my role as the Sustainability Program Manager of the University of Wisconsin-La Crosse (UWL) to express my support for the 2024 Bicycle and Pedestrian Master Plan. As a member of a vibrant campus community with thousands of students and staff, I believe that UWL will greatly benefit from a refocused strategy aimed at improving bicycle and pedestrian infrastructure and mobility options in the City of La Crosse.

UWL has long supported and invested in pedestrian and bicycle infrastructure, and plans to continue this into the future, as is demonstrated by the goals and principles of the [2019 Campus Master Plan Update](#). This is coupled with our longstanding advocacy for enhanced pedestrian crossings, particularly at high stress and highly trafficked crossings. Despite the work done on-campus or in the areas directly adjacent, I recognize that without a comprehensive network for walking and bicycling, the university will not meet our own goals for improving the experience of those using active means to get to campus and around the city.

UWL draws students and staff from a wide variety of places, many of whom may not have experience navigating more complex city landscapes. The availability of safe, well-designed bicycle and pedestrian facilities can greatly improve comfort and confidence for these individuals, fostering a more welcoming and accessible environment for everyone.

The implementation of the recommendations in this plan will undoubtedly improve the connectivity of the bicycle and pedestrian network in La Crosse which will assist our campus community in getting between residences, the campus, places of work or recreation, and other desired destinations. Not only will this help meet climate goals, improve safety, relieve parking demand and traffic congestion, and the other objectives outlined in the plan, but I also believe that this will improve the livability of our city, which can help attract, retain, and invest UWL students and staff into this lovely community.

To reiterate, I am in full support of this plan, and look forward to seeing its implementation.

Sincerely,

A handwritten signature in black ink, appearing to read 'Andrew Ericson', written in a cursive style.

Andrew Ericson,

Sustainability Program Manager  
University of Wisconsin-La Crosse  
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