

Craig, Sondra

From: Alex O <alexandermobrien@gmail.com>
Sent: Wednesday, November 12, 2025 7:20 PM
To: ZZ Council Members
Subject: Bike lane proposal in Downtown La Crosse (with data)

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Greetings La Crosse Council members,

I am writing to express my support for the development of protected bicycle lanes on 3rd and 4th streets in downtown La Crosse. Rather than simply express my opinion on the matter, I am including links to empirical research that has been conducted on the economic impact of removing vehicle lanes in lieu of bicycle lanes in other municipalities.

It is my hope that the council bases the final decision on data, rather than the anecdotal viewpoints or opinions of members of our community. This decision should not be about who can shout the loudest, but rather, which decision is best for the economic impact of the businesses downtown, the safety of the community members who patronize the businesses downtown, and the sustainability of the infrastructure in which the city chooses to invest. Regardless of which direction the data point, failure to base such a large decision on anything but empirical data would constitute a dereliction of duty on the part of the council.

I urge the council to examine **empirical** literature on their own, but for the sake of expediency I've included descriptions and links below, including peer-reviewed empirical scientific studies, local qualitative and quantitative analyses on perception and impact, and numerous city case studies and analyses.

Sincerely,
Alex O'Brien
Market St.
La Crosse, WI

Volker (2001). — Peer-reviewed meta-analysis. Economic impacts on local businesses of investments in cycling infrastructure — systematic review and corridor-level analyses; conclusion: no evidence of widespread negative economic impacts, and many projects show neutral or positive outcomes for adjacent businesses. Summarizes multiple empirical designs and outcomes. nabsa.net

McCormick report — The Economics of a Road Diet (case study survey & empirical metrics) — case study of a road diet and bike lane addition (York Blvd) including merchant surveys and before/after indicators; main takeaway: merchants generally did not report harm, and objective indicators showed little negative effect. Combines survey data with objective metrics. https://nacto.org/wp-content/uploads/yorkblvd_mccormick.pdf

PeopleForBikes — “Study Finds Bike Lanes Can Provide Positive Economic Outcomes” (multi-city empirical analyses & city reports, 2020 summary) — compares corridor sales, employment, and wages before/after bike/ped/streetscape projects across several U.S. corridors; finds food service often benefits and that

increases occur even when motor vehicle lanes/parking were removed. Concrete city-level examples linked to city reports. <https://www.peopleforbikes.org/news/study-finds-bike-lanes-can-provide-positive-economic>

Business Insider — Bloomberg's 2015 roundup and Business Insider 2024 synthesizing multiple empirical municipal reports. <https://www.bloomberg.com/news/articles/2015-03-13/every-study-ever-conducted-on-the-impact-converting-street-parking-into-bike-lanes-has-on-businesses>

Bike League (League of American Bicyclists) — Protected Bike Lanes Mean Business (synthesis/report) — compiles city case studies and data showing increases in bicycle counts, retail visibility, and retail sales after protected lanes were installed. Links protected lanes to economic indicators. <https://bikeleague.org/wp-content/uploads/2023/03/protectedbikelanesmeanbusiness.pdf>