



GRAND RIVER • GREAT CITY
La Crosse • Wisconsin
PLANNING AND DEVELOPMENT

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



October 22, 2019

To Whom It May Concern:

This letter is to express support for bike share and La Crosse Neighborhoods, Inc. efforts to develop a program in La Crosse given the City's commitment to implementing the 2012 Bicycle and Pedestrian Master plan. This plan was organized around the Five E's 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 was 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 Bicycle and Pedestrian Advisory Committee, 2002 Confluence Comprehensive Plan, 2009 City and County of La Crosse Strategic Plan for Sustainability, 2012 Bicycle and Pedestrian Master Plan.

It is for these stated reasons that the City of La Crosse Department of Planning and Development endorses the efforts of La Crosse Neighborhoods, Inc. to develop and implement a bike share program in the City of La Crosse.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jason Gilman', written over a horizontal line.

Jason Gilman, AICP
Director of Planning and Development

C: Larry Sleznikow, Chairman of the Bicycle and Pedestrian Advisory Committee

JASON GILMAN, AICP, PLANNING & DEVELOPMENT DIRECTOR
TIM ACKLIN, AICP, SENIOR PLANNER
ANDREA SCHNICK, ECONOMIC DEVELOPMENT PLANNER
LEWIS KUHLMAN, AICP, ENVIRONMENTAL PLANNER
JACK ZABROWSKI, ASSOCIATE PLANNER
ASHLEY MARSHALL, CLERK STENO III

CAROLINE GREGERSON, COMMUNITY DEVELOPMENT ADMINISTRATOR
DAWN REINHART, NEIGHBORHOOD HOUSING DEVELOPMENT ASSOCIATE
TARA FITZGERALD, PROGRAM COORDINATOR
KEVIN CLEMENTS, HOUSING SPECIALIST
KEVIN CONROY, HOUSING REHABILITATION SPECIALIST