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To: ZZ Council Members
Subject: The future of downtown La Crosse

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Dear Council Members,

You're about to make a decision that will shape how La Crosse looks — and feels — for generations. So let's be clear about what's on the table:

Alternative 1: Protected bike lanes. A downtown that works for everyone — people on foot, on bikes, and yes, still in cars. It's vibrant. It's competitive. It's how thriving cities stay ahead.

Alternative 2: The status quo. Same traffic, same empty parking ramps, same missed opportunities while other cities race ahead.

Here's the truth: You're not being asked to give anything up. We have 3,000 surplus parking spaces. This isn't a war between cars and bikes. It's a choice between a downtown that evolves — and one that just coasts.

Protected bike lanes are no longer radical — they're common sense. They boost local business. They make streets safer. They connect neighborhoods. They make cities *work*.

La Crosse has the chance to lead instead of lag. To show we know what a real downtown looks like. To prove we're not just comfortable with where we are — we're excited about where we're going.

Vote for Alternative 1. Show La Crosse you get it.

Thank you,

Scott Rada