

Craig, Sondra

From: Adrienne Olson <adrienne.olson@gmail.com>
Sent: Monday, February 26, 2024 4:48 PM
To: ZZ Council Members
Cc: khawthorne@scenicbluffs.org
Subject: Letter of Support - REACH Center Rezoning
Attachments: lacrosse_county_alice_2023_.pdf

Some people who received this message don't often get email from adrienne.olson@gmail.com. [Learn why this is important](#)

*** **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. ***

Dear Council Members,

I am writing to state my support of the rezoning of the REACH Center located at 212 11th St. S., La Crosse, WI 54601.

Dental care is expensive and transportation is a barrier. According to the [2023 ALICE Report](#) (see La Crosse County pages, attached), 50% of City of La Crosse residents are not making ends meet. ALICE stands for Asset Limited, Income Constrained, Employed. ALICE households earn more than the Federal Poverty Level, but less than the basic cost of living for the county (this is called the ALICE Threshold). Households below the ALICE Threshold (ALICE households plus those in poverty) can't afford the essentials. To reiterate, one in two La Crosse households cannot afford life's basics, such as dental care. These are our neighbors – yes, *even in the REACH Center neighborhood* – colleagues, and friends.

Why we, as a community, would make life more difficult for people who already struggle so much, and those trying to help them, is hard to comprehend. I urge you to support these rezoning efforts.

Warm regards,

Adrienne

--

Adrienne Olson
1511 Adams St.
La Crosse, WI 54601
adrienne.olson@gmail.com

ALICE IN LA CROSSE COUNTY



2021 Point-in-Time Data

Population: 120,433 • **Number of Households:** 50,217 (4% change from 2019)

Median Household Income: \$60,382 (state average: \$67,125)

Labor Force Participation Rate: 66.6% (state average: 65.1%)

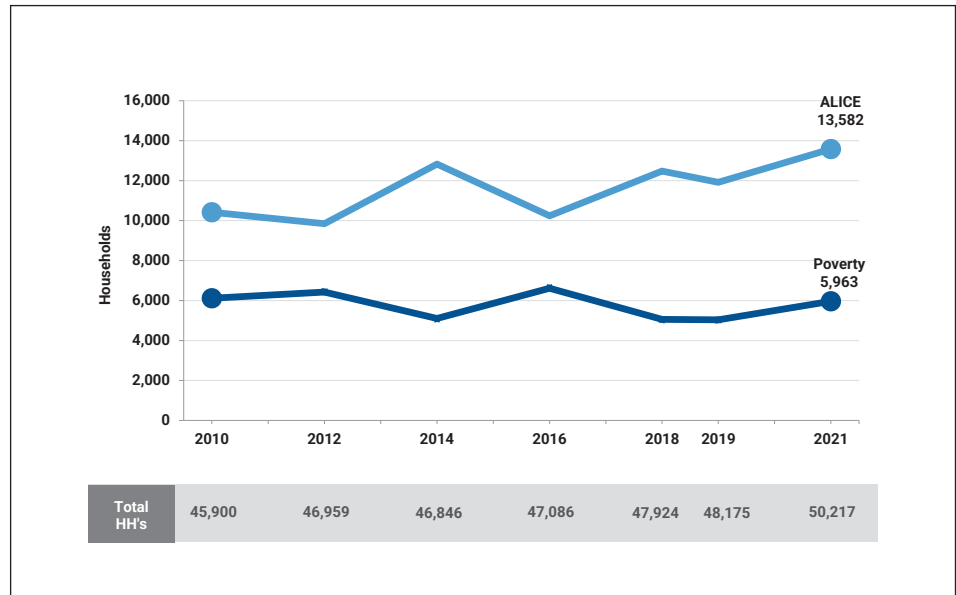
ALICE Households: 27% (state average: 23%) • **Households in Poverty:** 12% (state average: 11%)

Financial Hardship Changes Over Time

ALICE is an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed — households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Households below the ALICE Threshold — ALICE households plus those in poverty — can't afford the essentials.

As circumstances change, households may find themselves below or above the ALICE Threshold at different times. While the COVID-19 pandemic brought employment shifts, health struggles, and school/business closures in 2021, it also spurred unprecedented public assistance through pandemic relief measures. In 2019, 16,951 households in La Crosse County were below the ALICE Threshold; in 2021 this number changed to 19,545, (a 15% change).

Households by Income, La Crosse County, 2010–2021



Note: See an interactive version of this data at UnitedForALICE.org/Wisconsin

Sources: ALICE Threshold, 2010–2021; American Community Survey, 2010–2021

The Cost of Basics Outpaces Wages

The Household Survival Budget reflects the minimum cost to live and work in the modern economy and includes housing, child care, food, transportation, health care, a smartphone plan, and taxes. It does not include savings for emergencies or future goals like college or retirement. The Household Survival Budget is calculated at the county level and varies by household composition, as costs can vary greatly depending on location and household needs.

In 2021, household costs in La Crosse County were well above the Federal Poverty Level of \$12,880 for a single adult and \$26,500 for a family of four.

To see costs for different household compositions in La Crosse County, visit UnitedForALICE.org/Household-Budgets/Wisconsin

Household Survival Budget, La Crosse County, 2021

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs and Credits		
Housing – Rent	\$483	\$673
Housing – Utilities	\$154	\$292
Child Care	–	\$1,453
Food	\$439	\$1,196
Transportation	\$328	\$805
Health Care	\$240	\$759
Technology	\$75	\$110
Miscellaneous	\$172	\$529
Tax Payments	\$270	\$1,076
Tax Credits	\$0	-\$1,267
Monthly Total	\$2,161	\$5,626
ANNUAL TOTAL	\$25,932	\$67,512
Hourly Wage*	\$12.97	\$33.76

*Wage working full-time required to support this budget

For ALICE Survival Budget sources, visit UnitedForALICE.org/Methodology

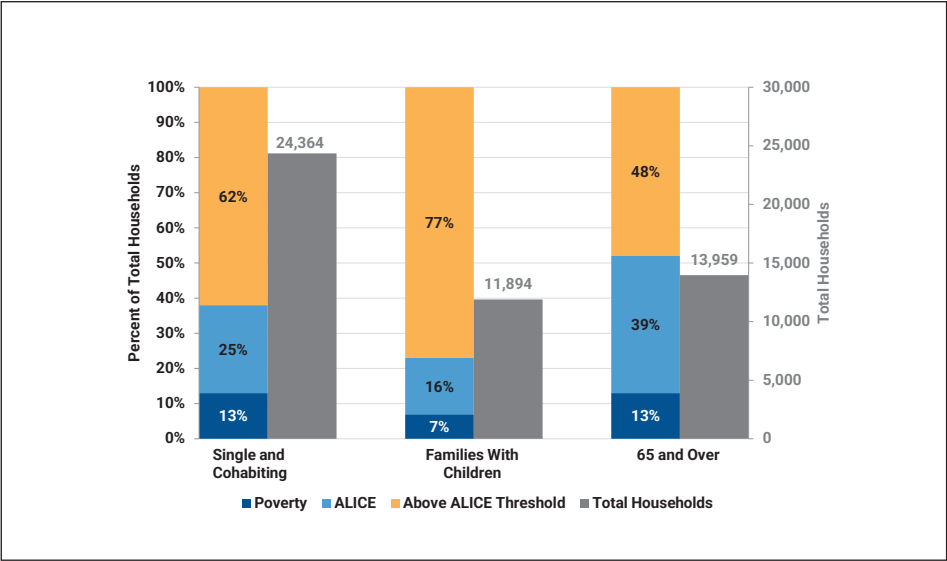
Financial Hardship is Not Evenly Distributed

Groups with the largest number of households below the ALICE Threshold tend to also be the largest demographic groups. However, when looking at the percentage of each group that is below the ALICE Threshold, some groups are more likely to be ALICE than others.

By addressing the disparities in financial hardship by county demographics, community members can move toward more equitable solutions.

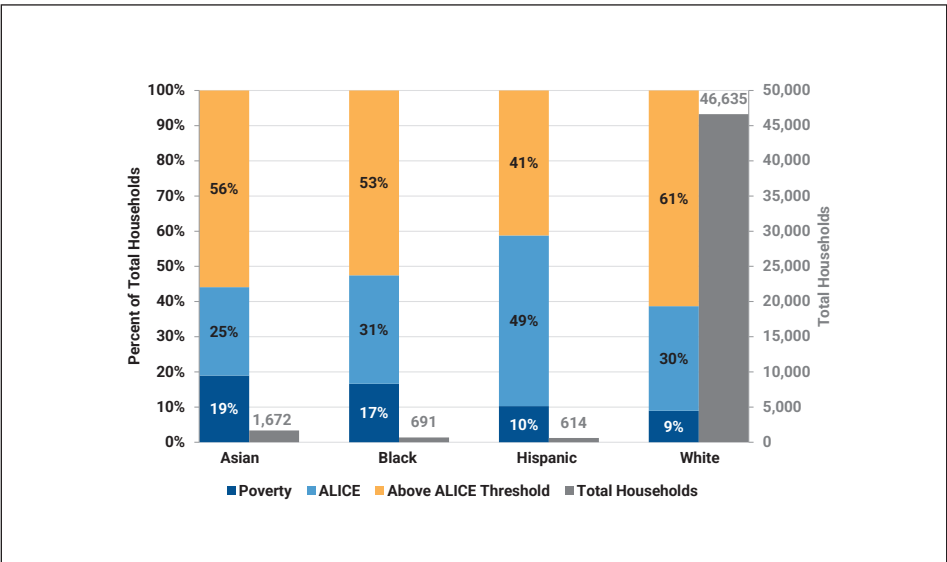
Visit UnitedForALICE.org/Wisconsin to view more national, state, and county data.

Household Financial Status by Household Type, La Crosse County, 2021



Source: ALICE Threshold, 2021; American Community Survey, 2021

Household Financial Status by Race/Ethnicity, La Crosse County, 2021



Note: All racial categories are for one race alone. Race and ethnicity are overlapping categories; the Asian and Black groups may include Hispanic households. The White group includes only White, non-Hispanic households. The Hispanic group may include households of any race.

Source: ALICE Threshold, 2021; American Community Survey, 2021

La Crosse County, 2021		
Town	Total Households	% ALICE & Poverty
Bangor village	548	36%
Bangor town	179	21%
Barre town	474	24%
Burns town	334	21%
Campbell town	1,960	44%
Farmington town	834	18%
Greenfield town	819	24%
Hamilton town	939	8%
Holland town	1,391	7%
Holmen village	4,232	28%
La Crosse city	22,117	50%
Medary town	641	15%
Onalaska city	8,389	27%
Onalaska town	2,215	18%
Rockland village	219	36%
Shelby town	2,044	21%
Washington town	234	27%
West Salem village	2,034	34%

Note: Municipal-level data on this page is 5-year averages for Census County Subdivisions. Totals will not match county-level numbers because data is not available for the smallest County Subdivisions, and county-level data is often 1-year estimates.