



City of La Crosse  
Neighborhood Revitalization Commission  
2017 Action Plan

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# Overarching Goals

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## 1) Encourage the development of neighborhood associations

Recommendation	Partner(s)	Range	Priority
Have tables/booths representing neighborhoods at community, NRC, and neighborhood events	NRC, neighborhoods	On-going	High
Develop a collection of success stories (focus on website, Facebook, marketing our neighborhoods, welcome letter, video testimonials) and case studies from each neighborhood and publicize in local media that will raise awareness and involvement in neighborhoods; make searchable on website	NRC, neighborhoods, local media outlets, NA leaders, LNDC	On-going	High
Develop a campaign on what it means to be a 'good neighbor' that will raise awareness and involvement in neighborhoods and produce a 'welcome letter' for new residents introducing them to their neighborhood -Barb, Liz, Carla, Amanda	NRC, neighborhoods, NA leaders, high schools, higher ed. institutions		Mid
Create website toolbox with templates of welcome letter, door hanger, best practices, success stories, case studies		On-going	
Video testimonials	Colleges, LNDC, VISTA, La Crosse Promise		
Educate neighborhood associations of resources City can offer – printing budget, templates, CIP Budget			
Monthly guest speakers – record presentations and make available online			

Training on volunteer recruitment and development, association development, by-laws, insurance, and fiscal agency	NRC, neighborhoods, Planning Dept., LNDC, NA leaders	On-going	High
Training with technology (e.g. nextdoor.com, website design, google services, municipal code, Legistar)	NRC, neighborhoods, NA leaders, Fire Safety and Building Inspections,	On-going	High

## 2) Collaborate with other groups

Recommendation	Partner(s)	Range	Priority
Summit with LNDC, NRC, JDC, etc to learn what each group is doing, consolidate goals and strategies, formalize communications			
Invite apartment owners to a meeting to discuss how we can help eachother			
Establish more formal communications with large institutions	NRC, neighborhoods, LNDC		Low
Incorporate educational sessions from other organizations into NRC meeting	NRC, LNDC, Fire Safety and Building Inspections, Planning Dept., developers	On-going	High
Establish and maintain database to act as a clearinghouse for community development data and information	NRC, LNDC, NA leaders, Planning Dept.		Mid

# Housing and Economic Development

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## 1) Seek new ways to encourage neighborhood development projects

Recommendation	Partner(s)	Range	Priority
Education and awareness of parking, land use, excess land			
Research project on unused capacity of space availability for incoming residents and opportunities for higher density	Colleges, VISTAs		
NRC reviews and recommends policies that affect neighborhood development such as land use, transportation, density, and parking minimums -Phil, Steve, Jennifer	NRC, local developers, Planning Dept.	Long range	High

## 2) Raise awareness of various, available housing and rehab programs as well as small business entrepreneurship

Recommendation	Partner(s)	Range	Priority
Building partnerships with realtors through invitations to NRC meetings and annual neighborhood conference -Robert, CDBG Staff	NRC, local realtors and real estate companies, LNDC	Short term	High
Assist in developing more focused and coordinated marketing strategy for these programs	NRC, housing providers, LNDC	Long term	Low

-Steve			
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### 3) Code Enforcement

Recommendation	Partner(s)	Range	Priority
Invite Building and Inspections staff to update NRC on performance measures data and process changes			
Invite Parks and Recreation staff to educate on weed control; NRC feels need to close loop hole in nuisance property doesn't include weed control complaints			
Revisit vacant and condemned homes topic			

### 4) Repurpose vacant structures

Recommendation	Partner(s)	Range	Priority
Research programs in other communities and develop a case study library -Phil, Nancy, Carla, Planning Staff	NRC, NA leaders, Planning Dept.	Long range	Low

### 2017 Guest Speaker Schedule (tentative)

January	
February	Kim Cable and/or Erin Healy – January Homeless Count and progress on ending homelessness
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	
To bring in:	<ul style="list-style-type: none"> <li>• Land use policy/density/unused capacity</li> <li>• CIP Neighborhood Process</li> <li>• Building and Inspections – performance measures data and process change; vacant and condemned homes topic</li> <li>• Parks and Rec – weed control</li> <li>• Neighborhood Association leaders relationship/liaison to city staff</li> <li>• Police</li> <li>• Fire</li> </ul>