



June 4, 2018

Report of the Neighborhood Revitalization Commission Subcommittee on Transportation Demand Management from the May 31, 2018 meeting.

Preferred priorities of the TDM Plan for the NRC to focus on:

Tactic	Type	Primary Responsibility
1. Evaluate and promote employer mortgage assistance programs which incentivize living close to work by collecting data, evaluating and disseminating it to area employers.	Education and Awareness/Promotion	Planning Staff
2. Develop a set of performance criteria and desired metrics for the use of public incentives like Tax Incremental Financing when it is used for transit oriented or neighborhood center infill or redevelopment	Policy/Advocacy	Economic Development
3. Look into and promote the WAZE system (Will Kratt will research the impacts and value)	Education and Awareness/Promotion	Will Kratt-Research/NRC
4. Take an active role in the vision for the overall parking system in the City of La Crosse	Policy/Advocacy	Parking Utility/NRC
5. Designate a staff person who can track TDM progress and data annually	Education and Awareness/Promotion	Associate Planner
6. Develop policy recommendations for density reform in the city for things like infill accessory dwelling units to promote more urban residential within access to services	Policy/Advocacy	NRC

JASON GILMAN, AICP, PLANNING & DEVELOPMENT DIRECTOR
TIM ACKLIN, AICP, SENIOR PLANNER - HERITAGE PRESERVATION
LEWIS KUHLMAN, AICP, ENVIRONMENTAL PLANNER
ANDREA SCHNICK, ECONOMIC DEVELOPMENT PLANNER
SARA OLSON, CLERK STENO

CAROLINE GREGERSON, COMMUNITY DEVELOPMENT ADMINISTRATOR
DAWN REINHART, NEIGHBORHOOD HOUSING DEVELOPMENT ASSOCIATE
TARA FITZGERALD, FEDERAL PROGRAMS ACCOUNTING TECHNICIAN
KEVIN CLEMENTS, HOUSING SPECIALIST
KEVIN CONROY, HOUSING REHABILITATION SPECIALIST