

CITY OF LA CROSSE
NEIGHBORHOOD REVITALIZATION
COMMISSION

2018 ACTION PLAN PRIORITIZATION



DRAFT VISION STATEMENT

**Positively Impact City-Wide
Neighborhood Policies, Serving as the
Link Between Neighborhood Associations
and Policymakers.**

SINGLE FAMILY CONVERSION PLAN

The four categories include recommendations that:

- (1) Encourage Single-Family home ownership
- (2) Require rental registration and inspection of all rental property
- (3) Improve code compliance and include inspection of all property in the City
- (4) Educates tenants, landlords, neighbors, Realtors, lenders, title companies and others on city codes, programs that improve neighborhood living

HOUSING TASK FORCE PLAN

The following list shows the top ten strategies (from those discussed in Section C of this report) that got attention in the survey of the Task Force:

1. Better Education and Enforcement of Existing Codes and Standards
2. Better Enforcement of Existing Laws
3. Reinvest La Crosse
4. La Crosse Neighborhood Partnership
5. Private Equity Group
6. Replacement Housing Program
7. Neighborhood Commissions
8. Guerilla Landscaping
9. Landlord and Rental Licensing
10. Community Reinvestment REIT

OVERARCHING GOALS-GENERAL PUBLIC RELATIONS AND POLICY

1) Hire volunteer marketing person/ intern			
Recommendation	Partner(s)	Range	Priority
Determine which NAs are interested and identify funding	Internship workgroup		
Prepare a workplan. Individuals would assist in marketing each neighborhood through various avenues to promote growth to the neighborhood and participation	Internship workgroup		
Contact Virebo/UWI for grant opportunities to fill the position	Planning Staff		
Look into the feasibility of a Jan. 2018 UWI marketing intern	Internship workgroup		

OVERARCHING GOALS-GENERAL PUBLIC RELATIONS AND POLICY

2) Provide marketing (engagement) assistance to neighborhoods (one small group rec. eliminating this item)			
Recommendation	Partner(s)	Range	Priority
Provide NRC documents to NA's	Neighborhood Association Leadership Group		
Identify target audience: who are we marketing to?			

OVERARCHING GOALS-GENERAL PUBLIC RELATIONS AND POLICY

3) Research and recommend parking and housing land use policy			
Recommendation	Partner(s)	Range	Priority
Create a stakeholder e-mail list that include landlords, realtors, apartment association	Policy workgroup		
Identify experts to advise the NRC	Policy workgroup		
Identify vision and goals, disseminate to NAC	Policy workgroup		
Policy statement: DWT wants to add housing			
Try incentive program such as Star Landlord program			

BUILDING SOCIAL CAPITAL

D. Organize/support neighborhood celebrations and social events			
Recommendation	Partner(s)	Range	Priority
Celebrate successes, identify methods and annually implement, offer things uncovered, feedback from NAs, proactive about positive	NRC		
Credit and identify V.M.B.s	NRC		
Encourage NA to continue aligning with national celebrations such as National Night Out	NRC		

BUILDING SOCIAL CAPITAL

2) Positively Influence Mayor's Expo

Recommendation	Partner(s)	Range	Priority
Develop Leadership training offerings	Neighborhood Association Leadership Group		
Seek activity/learning opportunity between NA leaders and residents, landlords, etc.	Move to landlords		
Assess and identify more non-educational programming	Will		
Get Apt. Assoc. to Expo			
Take a more active role in planning and implementing the event. Possibly nominate a member of NRC to sit on planning committee.	NRC		

BUILDING SOCIAL CAPITAL

4) Outreach to at risk populations in neighborhoods			
Recommendation	Partner(s)	Range	Priority
Celebrations with food and schools	Neighborhood Associations		
Start dialogues with community social workers	Delete-move to neighborhood associations		
NROs			

HOUSING AND ECONOMIC DEVELOPMENT

1) Provide updates of homeless coalition and add value/resources			
Recommendation	Partner(s)	Range	Priority
Receive update for new board on status of program			
Share success stories			

HOUSING AND ECONOMIC DEVELOPMENT

2) Market Point and Fix-Up programs/ReNew			
Recommendation	Partner(s)	Range	Priority
Include on NRC website	Planning		
Work to revise rules for reimbursement for Paint and Fix-Up program (RPH apact) and advertise the program	Move to marketing		
Most applicable is Paint and Fix-Up - create better awareness of available tools and resources	Move to marketing		

HOUSING AND ECONOMIC DEVELOPMENT

3) Parking, Land, Housing, Zoning Use Policy Action			
Recommendation	Partner(s)	Range	Priority
Draft policy statement: form vs. use based policy (mixed-use neighborhoods)	Move to overarching goals		
Review parking regarding 2 hour parking, free on street parking, parking benefit district, parking minimums			
Find a neighborhood to pilot parking benefit district	Ongoing		

CODE ENFORCEMENT AND PUBLIC HEALTH, SAFETY AND WELFARE POLICY

1) Policy influence on absentee landlords/housing quality			
Recommendation	Partner(s)	Range	Priority
Clarify on the law, definition of problem tools available	Move to number 3 housing policy		
Review current policies and identify what is not being enforced or is not enforceable - word commissioner position restricting, enforcing the order to correct, follow the "negative tone" of correction orders to promote better relations from the landlords/owners	Move to number 3 housing policy		

CODE ENFORCEMENT AND PUBLIC HEALTH, SAFETY AND WELFARE POLICY

2) Support expansion of NROs			
Recommendation	Partner(s)	Range	Priority
Feed update/status front NAC program	In progress, guest speaker only, delete		

CODE ENFORCEMENT AND PUBLIC HEALTH, SAFETY AND WELFARE POLICY

5) List resources for individuals – financial, food, insurance, substance abuse (one small group rec. eliminating this item)			
Recommendation	Partner(s)	Range	Priority
Training to NA in addition to available resources	Review County HUB resources		

OTHER

1) Neighborhood asset mapping and support			
Recommendation	Partner(s)	Range	Priority
Encourage NAs to participate in data gathering maybe in other NAs	Planning through Comprehensive Plan		

OTHER

2) Neighborhood leadership training			
Recommendation	Partner(s)	Range	Priority
Can't find here - maybe public document			
Leadership day for NA leaders - both new and refresh	Neighborhood Leadership Group		

OTHER

3) Promote mixed use neighborhoods			
Recommendation	Partner(s)	Range	Priority
Draft policy statement	Overlap merge		
Statement			

OTHER

5) Monitor officially recognized neighborhood associations and their neighborhood plans. NSC with planning			
Recommendation	Partner(s)	Range	Priority