

# Council Planning

Tuesday, June 11<sup>th</sup>  
2019



# Our Values

- 1. Make La Crosse an attractive, safe and vibrant place to live, work, shop and play through neighborhood revitalization, housing and economic development programs**
- 2. Address general health, safety and well-being of our citizens through partnerships with non-profits, the La Crosse School District and La Crosse County**
- 3. Enhance our regional attractiveness with fiscal discipline, reduce service duplication and establish effective partnerships**



# Regional center

| Name        | % Change in Daytime<br>Population (2006-2010) |
|-------------|---|
| Kenosha     | -8.1%   |
| Sheboygan   | 6.4%  |
| Janesville  | 7.6%  |
| Waukesha    | 8.7%  |
| Green Bay   | 13.7%   |
| Oshkosh     | 14.7%   |
| Appleton    | 14.9%   |
| Fond Du Lac | 15.4%   |
| Eau Claire  | 20.6%   |
| La Crosse   | 34.3%   |
| Wausau      | 38.3%   |

**daytime population =  
70,000**

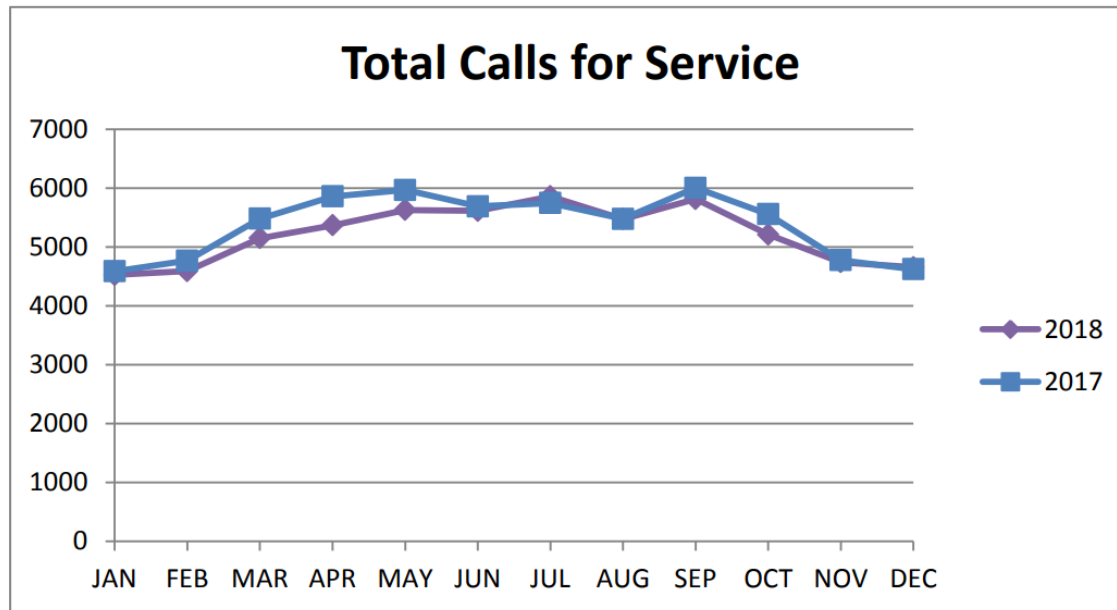


# 1. Neighborhood Revitalization



# Public safety

| CALLS FOR SERVICE |  | 2018 YE | 2017 YE |
|-------------------|--|---------|---------|
| TOTALS            |  | 62634   | 64524   |
| PERCENT CHANGE    |  | -2.9%   |         |



UCR Reportable Offenses:

2017 = 11,560

2018 = 11,515

-0.4%

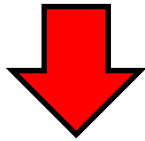


# Code enforcement

**Orders to correct:**

**2014 = 3,873**

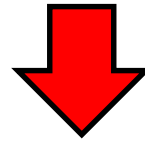
**2018 = 3,560**



**OTCs resolved:**

**3,292**

**3,184**



**Rate of compliance:**

**85.0%**

**89.4%**



# Neighborhood-driven CIPs



- **Lighting projects – Vine, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>**
- **Porous pavement**
- **Tree plantings**
- **RRFBs and speed indicator signs**
- **Sidewalks and pedestrian safety**
- **Bike racks**
- **Streetscaping**
- **Park improvements – Leuth, Weigent, Bluffside, Springbrook, Tower**
- **And more!**



# Parks



Lueth Park with new pump track



Trane all-abilities playground groundbreaking



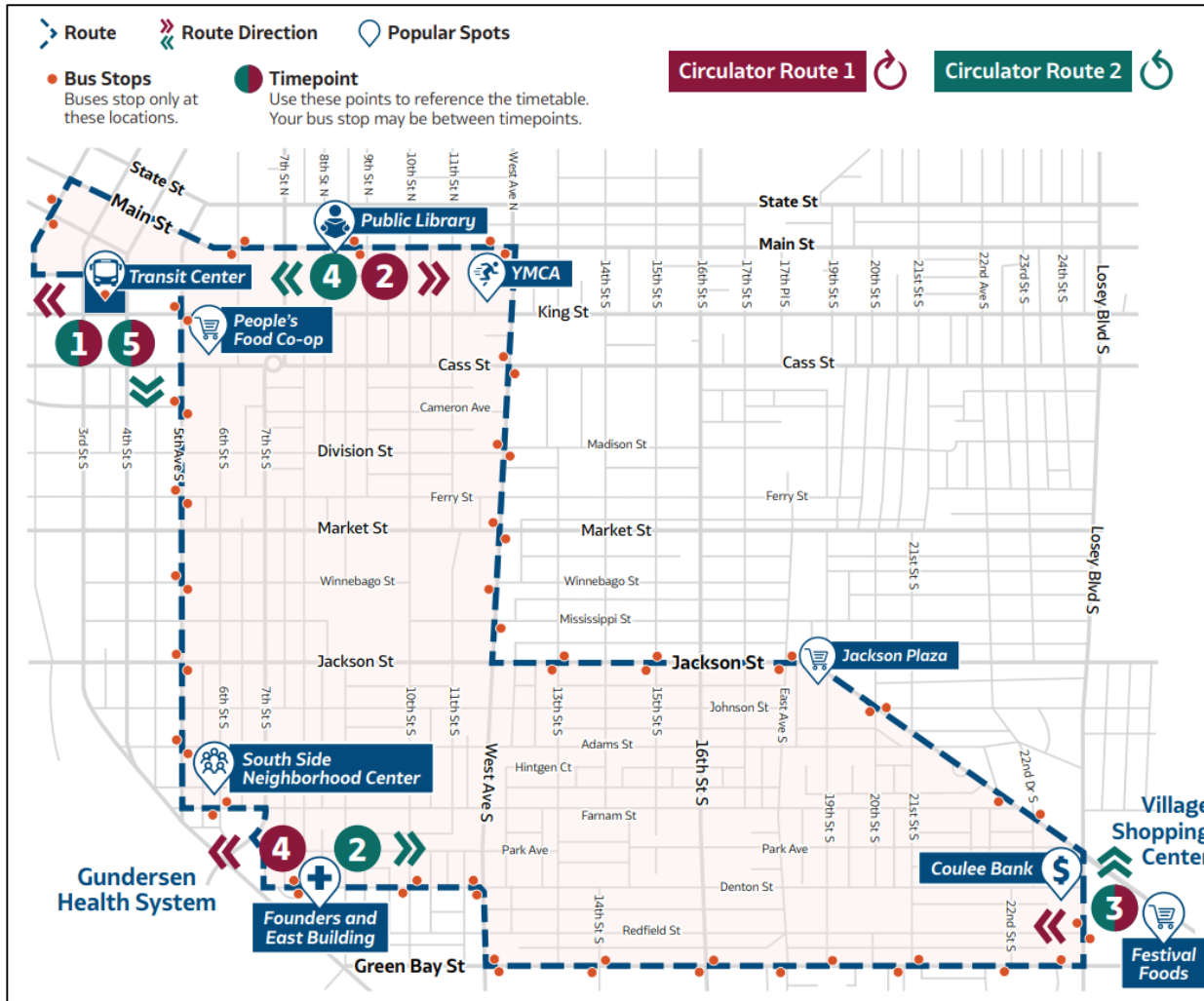
# Pop-up library



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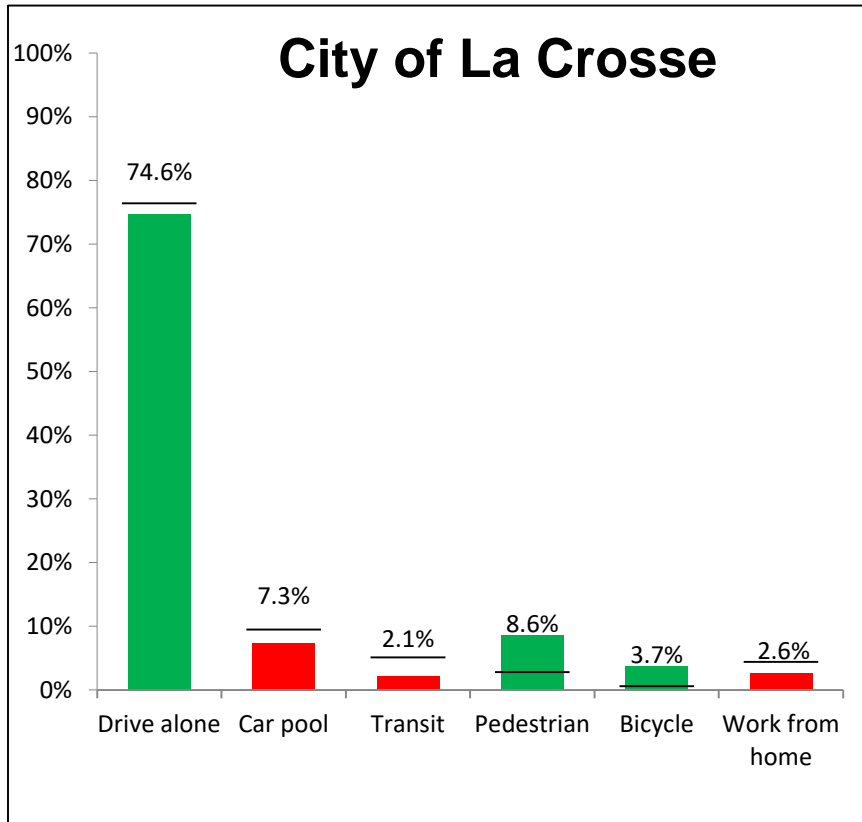
# MTU circulator & AVL



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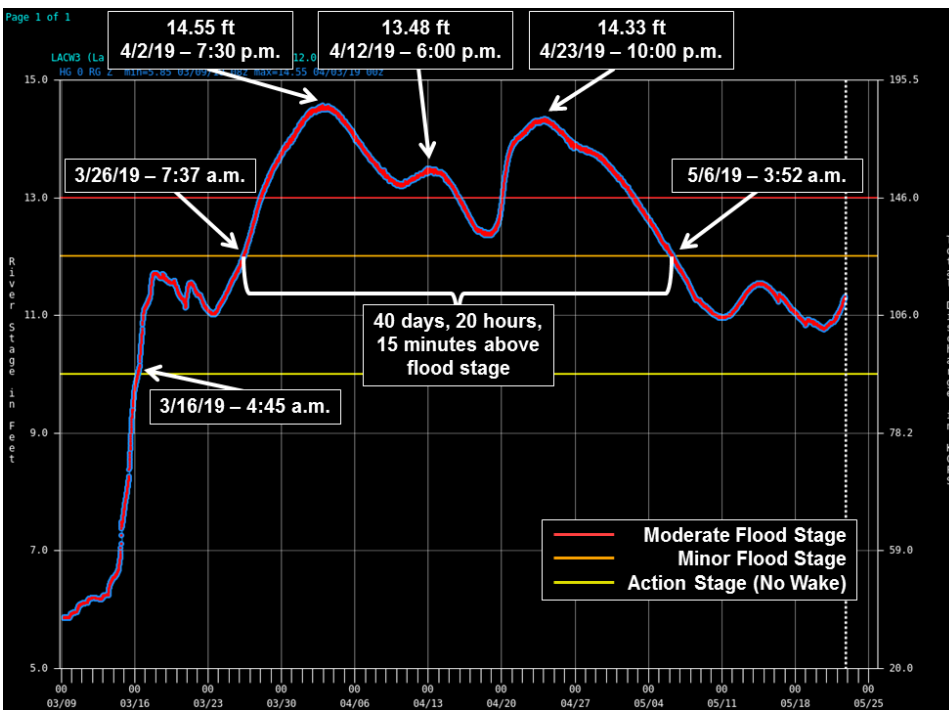
# Transportation vision & TDM



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# Floodplain relief

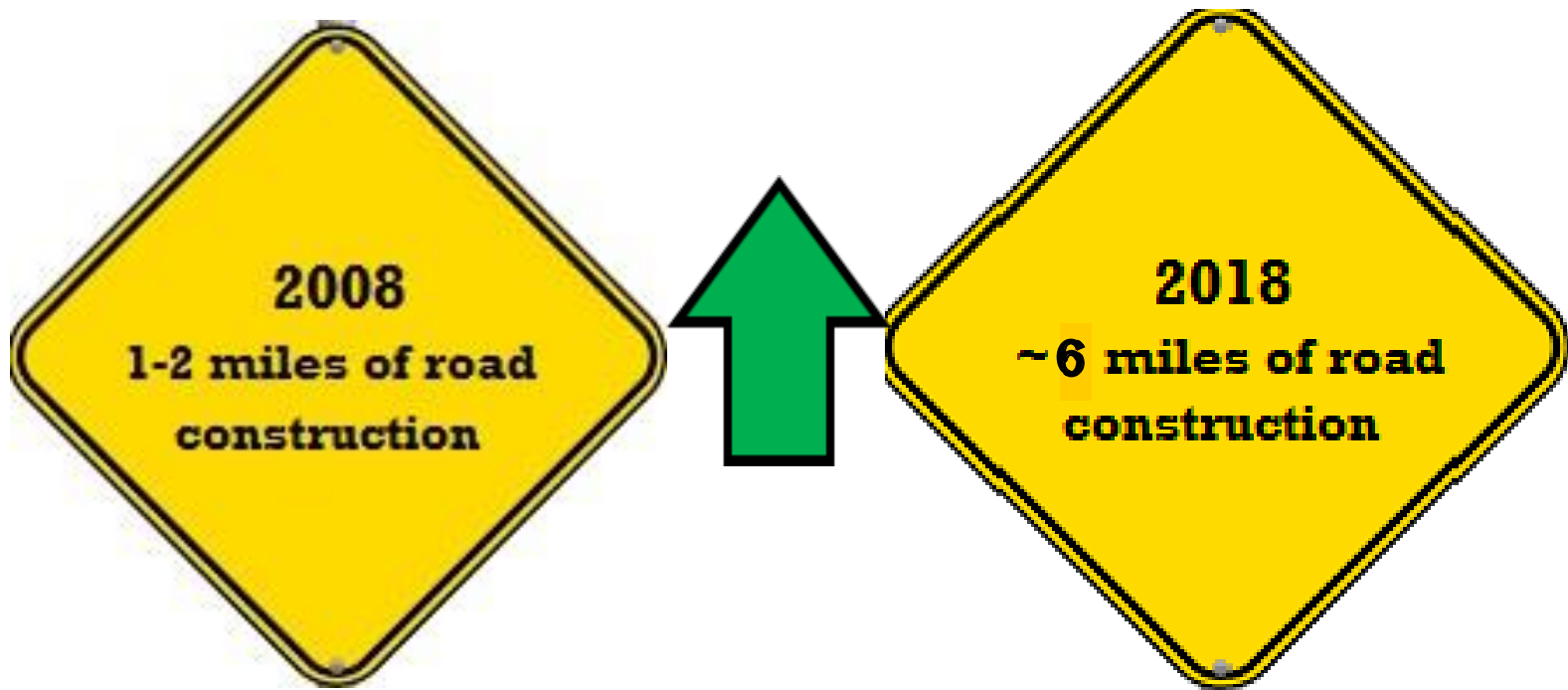


- Addressing FEMA CAV violations
- Ebner Coulee FIRM study
- Ebner Coulee ditch & box culvert enhancements
- \$3.6 million EDA grant for three Northside pumping stations
- Homeowner elevation certificates
- Floodplain relief program
- Floodplain housing replacement
- Pammel Creek repairs & maintenance





# Street repairs



# Housing programs

## Replacement housing:

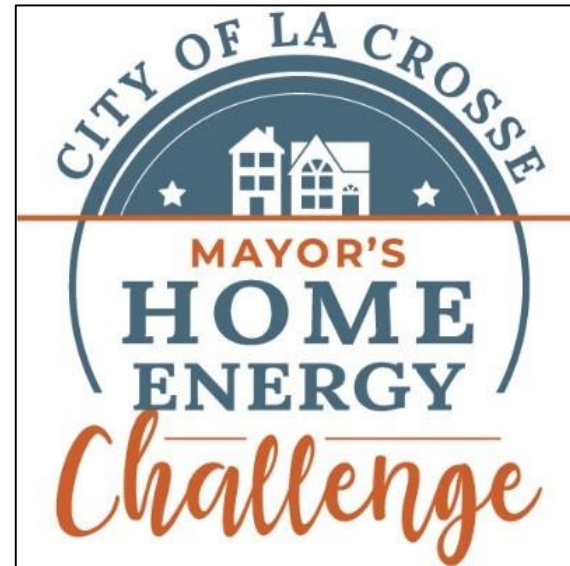
- 2014 – present: 60+ homes in redevelopment, built or sold
- Multiple partners engaged

## Housing rehabilitation:

- 1,200+ home rehabbed and 120 paint-up fix grants

## La Crosse Promise:

- Incentivizes home buying, revitalization and community education with scholarships



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# New affordable housing projects



Garden Terrace apartments & community center

50 units (1, 2 & 3 bedrooms)

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# Land use & development standards

- **Neighborhood revitalization commission:**
  - **Parking benefit district enabling ordinance**
  - **Neighborhood center overlay district**
  - **Working with UW-L on star landlord program**





# New developments



- **Dura-Tech expansion**
- **Campbell Road apartments**
- **Camp 20 apartments**
- **Waterview subdivision**
- **La Crosse Distillery**
- **Eagle Crest south addition**
- **11<sup>th</sup> & La Crosse Street apartments and commercial**
- **And many more!**

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# 2. Citizen Advancement

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# Compassion & inclusion



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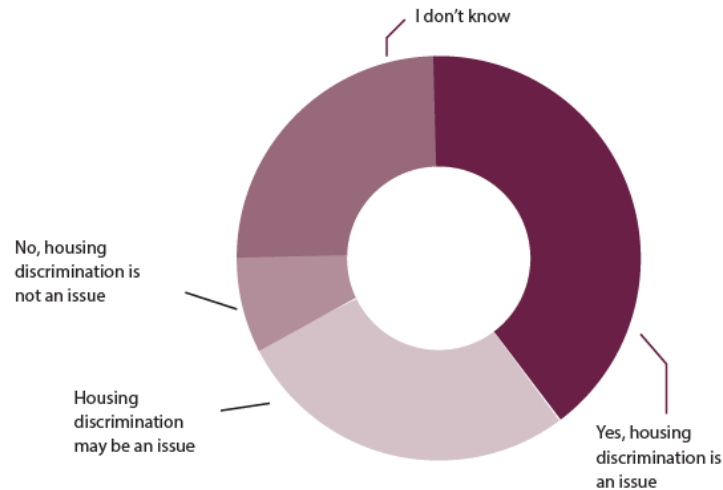
# HRC & community efforts

- **Update to 2016 strategic planning report and community listening sessions**
- **Government Alliance on Race & Equity (GARE) member – learning, networking and more**
- **Community effort – creating a healthier multicultural community**
- **2020 community book read – Debby Irving, “*Waking Up White*”**



# Promote fair housing & end homelessness

Participants' responses  
regarding whether they  
think housing discrimination  
is an issue in La Crosse and  
Monroe Counties:



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# Summer youth employment program

- **Mayor's summer crew**
  - modeled after CCC
    - Parks, trails, open space maintenance and enhancements
    - Assist homeowners with fix-up projects
- **Partnership with:**
  - WisCorps
  - Parks, Recreation & Forestry
  - Local businesses and non-profits



# Senior centers

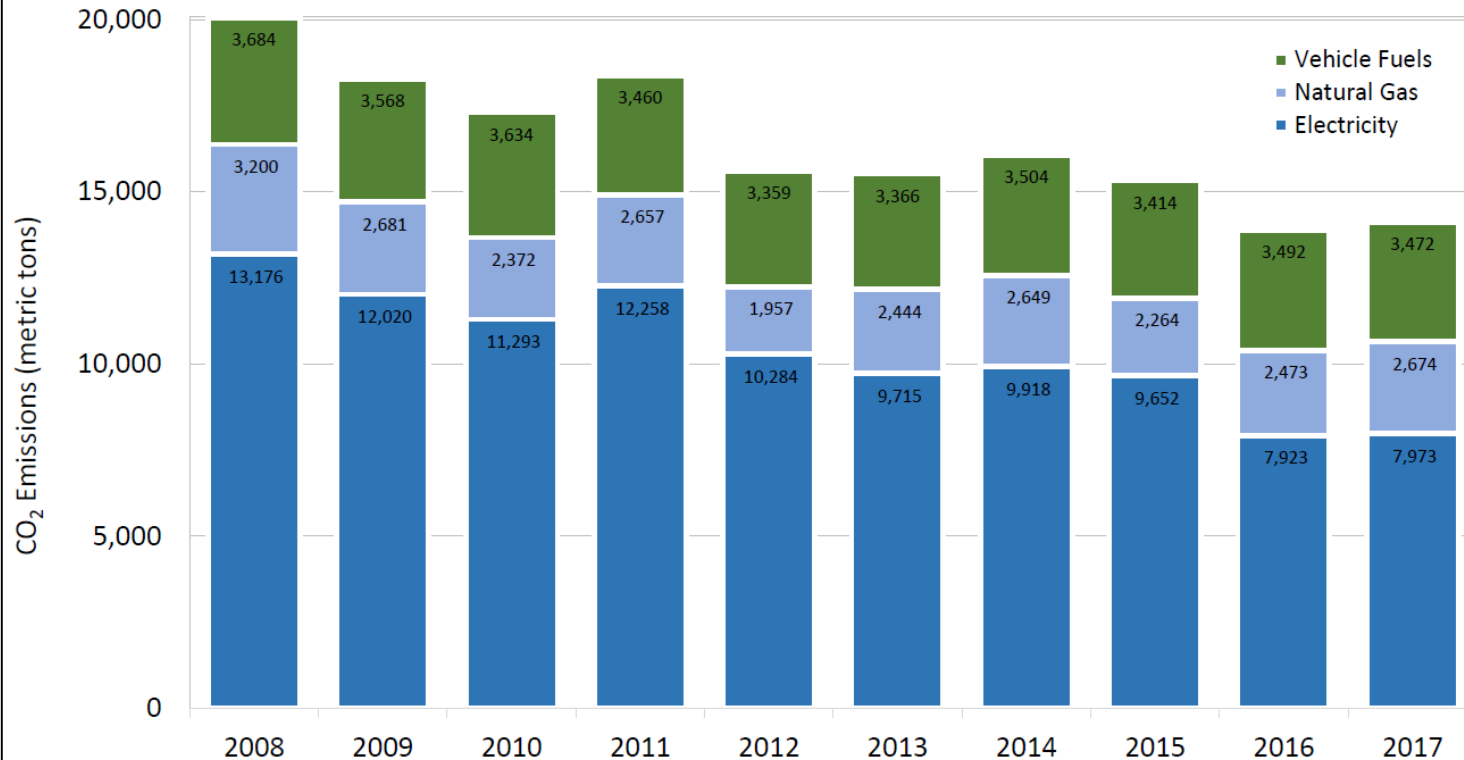


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# Sustainability & energy efficiency

Figure 10: City of La Crosse Government Annual CO<sub>2</sub> Emissions from Energy Usage





# Open space protection & restoration



**We have about 20,000 trees in public spaces**



**500,000 trees in our forest, marsh and conservancy lands**

**About 500,000 trees**

**Consume up to 24 million pounds of CO<sub>2</sub> per year**

**And produce about 130 million pounds of oxygen per year**

## **Blufflands Protection & La Crosse River Marsh programs**

- **La Crosse has acquired and protected 1,800 acres of Mississippi River blufflands**
- **La Crosse River marsh – large urban wetland about 1,100 acres in area**



# Community health improvement

Alliance to HEAL –  
address opioid crisis

Improve mental health –  
various community  
efforts

Great Rivers HUB –  
bridge gaps in social  
services

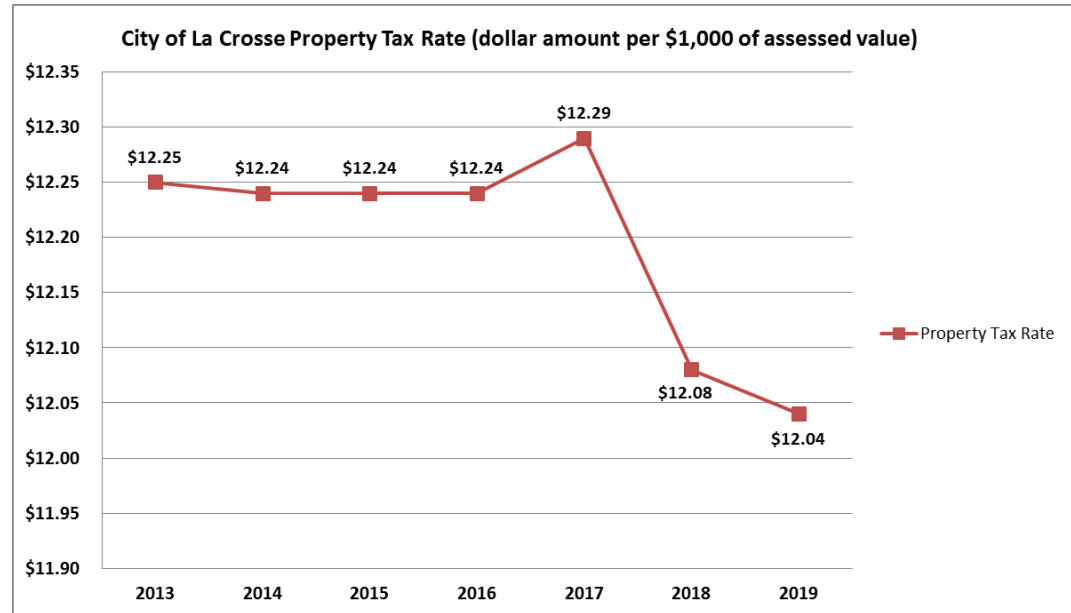


# 3. Regional Attractiveness



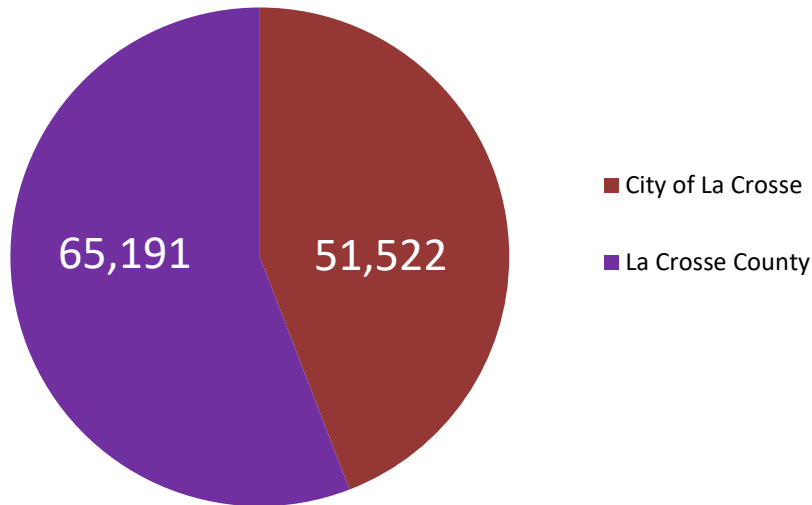
# Regional approach

- Fiscal discipline
- Organizational efficiency
- Enhanced customer service

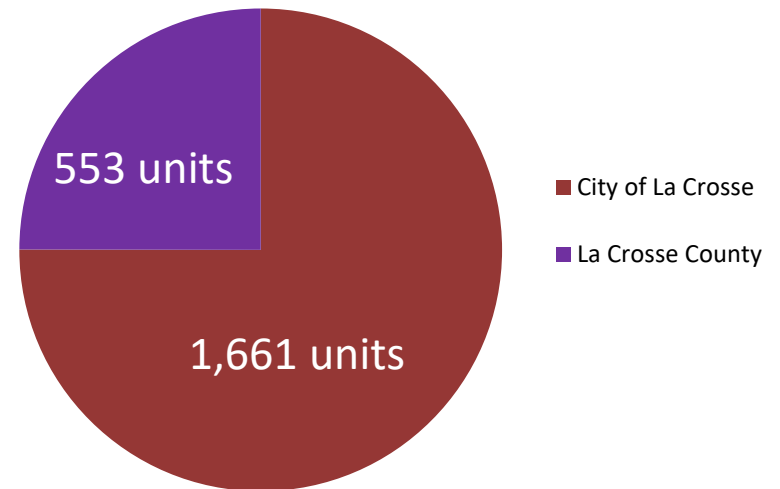


# Regional service challenges

## Population Comparison



## Affordable Housing Comparison



# Subsidize rural services & duplication

**Table 3. Calls for Service Responded to by La Crosse County Sheriff's Department by Year**

| Year | Total Calls | Within City of La Crosse | Percentage of County Total |
|------|-------------|--------------------------|----------------------------|
| 2012 | 20,821      | 4,500                    | 21.6%                      |
| 2013 | 21,720      | 4,111                    | 18.9%                      |
| 2014 | 24,730      | 4,233                    | 17.1%                      |

The City of La Crosse's portion of the county property tax levy was 34.8%, therefore contributing 17.7% in excess toward Sheriff Department



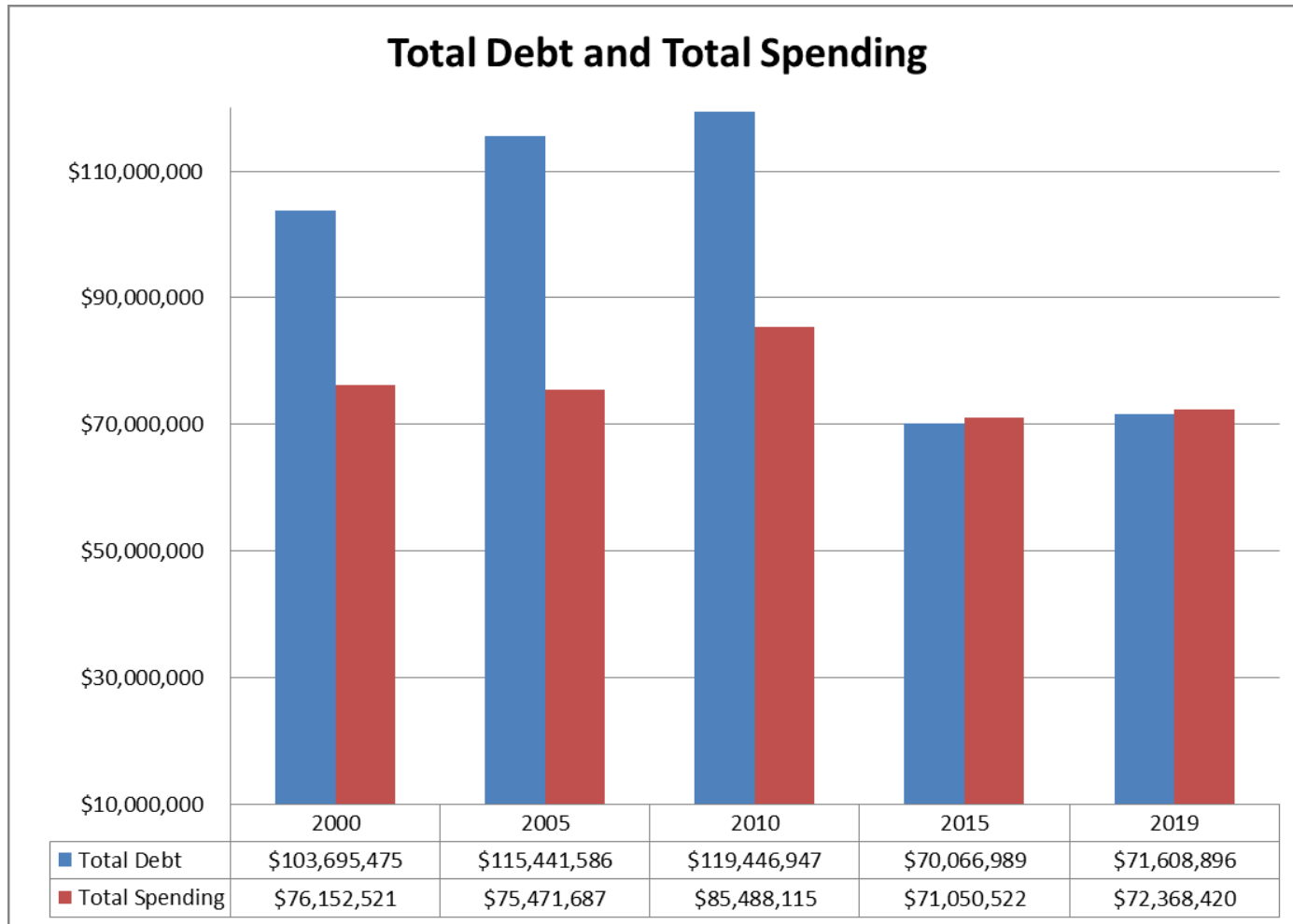
# City services benefits region

## CIRCULATION ACTIVITY by STAT GROUP (Jan 18-Dec 18)

| PCODE4                           | CHKOUTS | CHKINS  | RENEWALS | ITEMS CIRC | HOLDS  | TOTAL # | PERCENT |
|----------------------------------|---------|---------|----------|------------|--------|---------|---------|
| LA CROSSE - Bangor Township      | 346     | 176     | 54       | 400        | 15     | 591     | 0.0%    |
| LA CROSSE - Bangor Village *     | 775     | 450     | 206      | 981        | 54     | 1,485   | 0.1%    |
| LA CROSSE - Barre Township       | 2,735   | 2,225   | 1,170    | 3,905      | 38     | 6,168   | 0.5%    |
| LA CROSSE - Burns Township       | 221     | 148     | 23       | 244        | 35     | 427     | 0.0%    |
| LA CROSSE - Campbell Township *  | 10,939  | 9,182   | 3,088    | 14,027     | 781    | 23,990  | 1.8%    |
| LA CROSSE - FarmingtonTownship   | 1,421   | 1,026   | 727      | 2,148      | 50     | 3,224   | 0.2%    |
| LA CROSSE - Greenfield Township  | 9,761   | 9,199   | 3,441    | 13,202     | 324    | 22,725  | 1.7%    |
| LA CROSSE - Hamilton Township    | 2,340   | 1,771   | 820      | 3,160      | 45     | 4,976   | 0.4%    |
| LA CROSSE - Holland Township     | 2,107   | 1,504   | 860      | 2,967      | 65     | 4,536   | 0.3%    |
| LA CROSSE - Holmen Village *     | 7,996   | 5,501   | 3,437    | 11,433     | 457    | 17,391  | 1.3%    |
| LA CROSSE - La Crosse City *     | 398,761 | 393,650 | 131,716  | 530,477    | 18,330 | 942,458 | 70.3%   |
| LA CROSSE - Medary Township      | 5,724   | 5,521   | 1,636    | 7,360      | 130    | 13,011  | 1.0%    |
| LA CROSSE - Onalaska City *      | 20,351  | 14,391  | 7,318    | 27,669     | 573    | 42,633  | 3.2%    |
| LA CROSSE - Onalaska Township    | 8,741   | 6,540   | 3,470    | 12,211     | 322    | 19,073  | 1.4%    |
| LA CROSSE - Rockland Village     | 534     | 261     | 275      | 809        | 4      | 1,074   | 0.1%    |
| LA CROSSE - Shelby Township      | 34,833  | 34,879  | 16,196   | 51,029     | 1,380  | 87,288  | 6.5%    |
| LA CROSSE - Washington Township  | 2,783   | 2,783   | 1,154    | 3,937      | 78     | 6,798   | 0.5%    |
| LA CROSSE - West Salem Village * | 3,915   | 2,266   | 1,308    | 5,223      | 84     | 7,573   | 0.6%    |



# Fiscal discipline

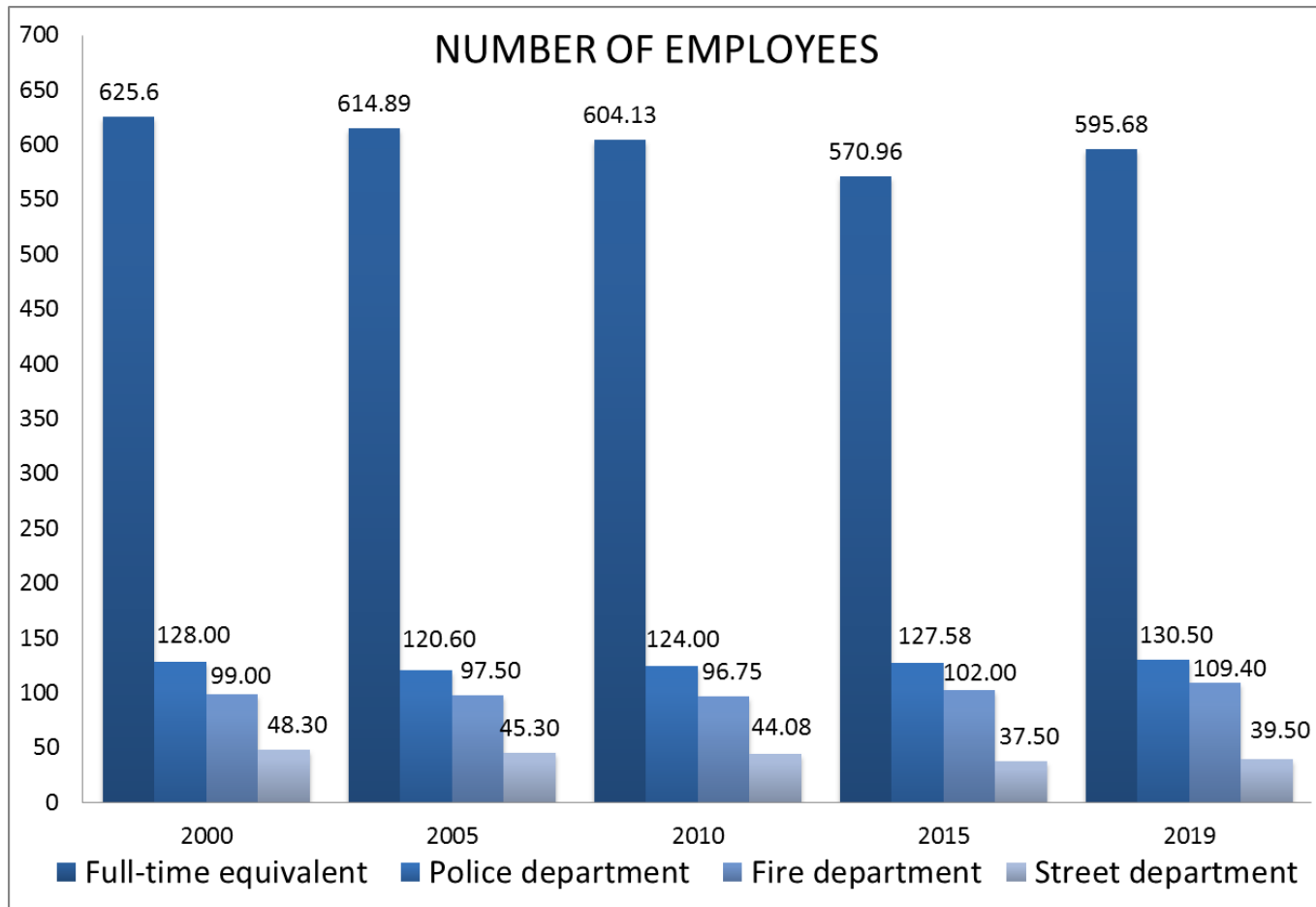


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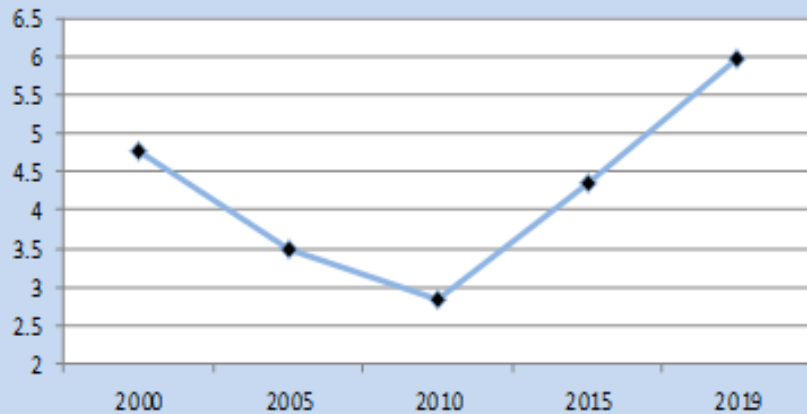


# Fiscal discipline & efficiency

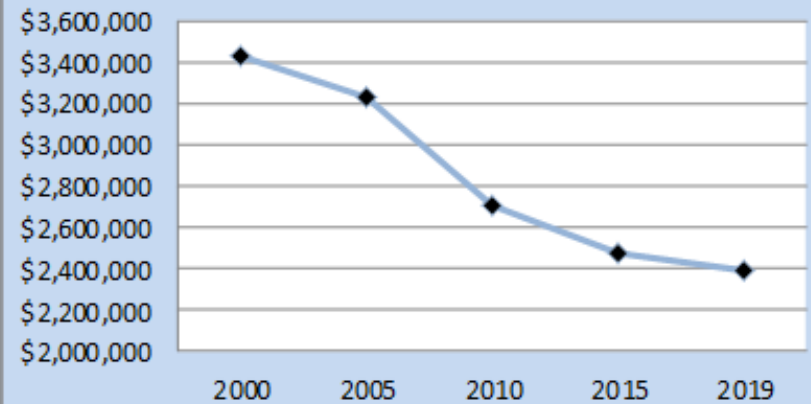


# Priorities

**Total Miles of Street Repairs**



**State Transportation Aids**



# Enhance customer service

## Citizen Resource Center

The Citizen Resource Center provides La Crosse residents with a centralized location for complaints, service and information requests. The CRC not only acts as a Help Desk for residents by answering routine questions and providing information on any number of issues, but it also logs in complaints and service requests, forwarding them to the appropriate department for action and resolution.



### [Search the Knowledgebase](#)

Access general information such as Garbage or Recycling policies, the process of obtaining a Building Permit, or how to obtain a Dog License, or log in to check a service request status.



### [Submit a Service Request](#)

Request for a service such as a pothole repair, missed garbage, streetlight out, or abandoned vehicle.



### [Self Help Portal](#)

Get quick answers for frequently asked questions regarding code violations, elections, garbage, taxes, and more.



### Download MyLAX on your Smartphone

Download the free [iPhone app](#) or download the [Android app](#)

- **Phone 789-CITY**
- **My LAX phone app**
- **Service request via website**
- **Staffing in lobby**
- **Payments via credit card and on-line**
- **And more!**



# Organizational improvements

- **MUNIS re-implementation with Bae Corp.**
- **Cash handling procedures with Wipfli LLP**
- **Payroll implementation**
- **Budget documents and transparency improvements**



# Regional partnerships

- **Cooperative boundary agreement – Shelby**
- **Fire equipment maintenance agreement – Holmen/Holland/Onalaska**
- **Fire services agreement – Medary**
- **Various sanitary sewer and water agreements**



# Special Projects

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# La Crosse Center



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# Riverside North, Riverside Park and levee study



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# Fire stations



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# Historic & cultural museum



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# Southside library & senior center



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# Special projects

- **Flood preparations and levee upgrades**
- **City hall safety assessment**
- **Facilities need more attention: Pump House, Fish Hatchery building, others**
- **U.S. Post Office, Former Kmart site, Bridgeview plaza, Valley View mall**



# Questions?

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