



## PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512 | F: (608) 789-7318

### Memorandum

**To:** Community Development Committee  
**From:** Caroline Gregerson  
**Date:** October 22, 2020  
**Re:** Analysis of Survey Results

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### Rank Ordered by Importance

#### *Most Important*

1. **Child care and after-school programs** (65% strongly agree) / 5% Disagree
2. **Short-term rental assistance for those who have lost income due to Covid-19.** (55% strongly agree/5% disagree)
3. **Small grants to local businesses** (55% strongly agree/5% disagree)

#### *Medium Importance*

4. **Emergency shelter services to the homeless/rental assistance to homeless** (35% strongly agree/20% agree/10% disagree/5% strongly disagree)
5. **We should support La Crosse County Health Department in contact tracing and testing** (35% strongly agree/25% agree/25% strongly disagree)

#### *Less Important*

6. **Rental assistance for people who are homeless** (30% strongly agree, 10% disagree)
7. **Winter recreational activities** (20% strongly agree/45% agree/20% disagree)
8. **Marketing campaign for buying local** (15% strongly agree/10% disagree)

### Comments from Council Members:

1. I support scenario 2, but without funds for La Crosse County Health Department. I do not believe we should support La Crosse County, they will receive other funds. The City has contributed too much money for homelessness. Small business support will help people keep their jobs.
2. I support Scenario 2 but move the County Funds to rental and homeless assistance.
3. Should focus on efforts like buildings and capital improvements with long-term impact.
4. small business relief = \$200K, homeless prevention = \$100K, emergency shelter = \$100K, child care = \$50K, contact tracing = \$50K

### Comments from City Committee Members:

1. Modify scenario #2 to eliminate Covid testing and Contact tracing. Re-allocate \$100,000 to child care services and \$100,000 to homeless services. Why should money be spent on contact tracing when

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TARA FITZGERALD, PROGRAM COORDINATOR

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positivity rates is higher than it would allow for contact tracing? Covid testing is important but disorganized and this shouldn't be funded by CDBG, it should be funded by the State.

2. Alternative scenario: Rental assistance and homeless prevention \$190,000, Emergency Shelter \$00,00, Shop Local \$50,000, After-School Care \$50,000, Contact Tracing and Covid-19 Testing \$100,000, Administration \$10,000.
3. Select a smaller group of whichever items are a higher priority, so one might concentrate on a focus of a few groups versus diluting among many.
4. Don't fund La Crosse County, they also receive their own CDBG allocation. Focus on biz asst, rental asst, and homeless asst.
5. A lions share should go to child care and after school programs. Something that we have a shortage of and the most need in the community. We should not fund a cent for homelessness, this is not a issue that the just the city should be looking at. It's a much bigger issue. 150,000- child care and after school programs 100,000- loss of income due to covid 200,000-small business grants 50,000- winter activities

# P L A N N I N G   A N D   D E V E L O P M E N T

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<b>Scenario 1 - no contact tracing</b>	<b>Amount</b>	<b>National Objective</b>	<b>Implementing Partner</b>
After School /School Age Programs (LMA areas)	\$ 75,000	LMI /LMA/ Urgent Need	YMCA, Boys and Girls Club, funded grantees
Short-term rental assistance or mortgage assistance	\$ 150,000	LMI	Fund managed by City
Small Business Grants (We are all in)	\$ 120,000	LMI/LMA	Coulecap/City/County collaborative
Contact Tracing	\$ -	LMI/Urgent Need	La Crosse County
Emergency Shelter Services (for family motel stays or day-time warming services)	\$ 130,000	Homeless	Salvation Army or Catholic Charities
Administration (may include winter rec/LTE hire)	\$ 28,961.97		
	<b>\$ 503,961.97</b>		

*Note: Small Business Grants funded at a less dollar amount because the City already funded \$35,000 to Minority and Women-Owned Business Small Grant Program.*

<b>Scenario 2-with contact tracing</b>	<b>Amount</b>
After School /School Age Programs (LMA areas) - YMCA, Boys and Girls Club, Child Care Centers	\$ 70,000
Short-term rental assistance or mortgage assistance	\$ 125,000
Small Business Grants (We are all in)	\$ 105,000
Contact Tracing	\$ 75,000
Emergency Shelter Services (motel stay or day-time services)	\$ 100,000
Administration (may include winter rec/LTE hire)	\$ 28,961.97
	<b>\$ 503,961.97</b>