



CITY OF LA CROSSE

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LEGISLATION STAFF REPORT FOR COUNCIL

File ID Caption

Staff/Department Responsible for Legislation

Tim Acklin/Planning, Development, and Assessment Department

Requestor of Legislation

Planning, Development, and Assessment Department
CM Larry Sleznikow

Location, if applicable

City-Wide

Summary/Purpose

Reallocation of funds from the City's Comprehensive Plan update process to the City's Bicycle and Pedestrian Master Plan update process in order to hire a local media firm to assist with community engagement and marketing.

Background

The Planning, Development, and Assessment Department hired a separate local media firm to assist with community engagement and marketing of the process to update the comprehensive plan of which community participation was considered very high when compared to past planning efforts, especially online and through social media. Following that success there is a desire to apply that strategy to the update of the Bicycle and Pedestrian Master Plan process.

Fiscal Impact

\$16,000 from existing Account #4833095-520050-18U04

Staff Recommendation

Approval