



Forward La Crosse: Comprehensive Plan Promotion Campaign Dates: April 22, 2022 - September 13, 2023

www.forwardlacrosse.org

Overview

Since its kickoff in April 22, 2022 the Comprehensive Plan Promotion (ie. Forward La Crosse) has been actively collecting community feedback from; focus groups, resident panels, online surveys, interviews, and other online and in person engagement opportunities and has seen significant participation in surveys comparable to similar size cities. See previous media on participation [here](#). The following document includes earned media, reach (in person/online), and paid media used in the promotion.

ForwardLacrosse.org

The main website has seen in excess of 11,000 users and 76,500 page views since the start of the campaign.

E-newsletters

To date, 60+ newsletters have been sent to an email list that has been steadily growing throughout the promotion of the Forward La Crosse campaign. Currently there are 5,069 subscribers, composed of local business owners, community organizations and nonprofits, local media and community survey respondents.

Regional Press Releases

12 regional [press releases](#) have been sent out and contributed to gaining the following earned media attention.

Earned Media

- WKBT: News8000.com - [La Crosse to plumb residents' ideas to update 'Confluence' Comprehensive Plan](#)



- WIZM 92.3FM 1410AM - [Forward La Crosse: Campaign launches for community feedback](#)
- FOX25/48 & WIProud - [City of La Crosse updating its comprehensive plan](#)
- La Crosse Tribune - [Community can participate in 'Forward La Crosse' campaign to update the city's comprehensive...](#)
- Wisconsin Public Radio - [Newsmakers, May 6, 2022](#)
- WXOW News 19 - ["Forward La Crosse" looking for community feedback](#)
- La Crosse Local Podcast - [270: Tim Acklin | Forward La Crosse](#)
- Wispolitics.com - [Forward La Crosse: Partners with La Crosse public library to maximize community feedback](#)
- Wispolitics.com - [City of La Crosse: Forward La Crosse public input campaign closing online input Friday July 29, 2022](#)
- WKBT: ["Forward La Crosse" committee wants to improve bike and pedestrian safety](#)
- WXOW: [City seeks help to shape La Crosse's bike-friendly future](#)
- Goat Cart Interviews: [Tim Acklin, Planning Administrator for the City of La Crosse](#)
- WXOW: [City of La Crosse looking to the future with comprehensive plan](#)

Organizational Media Inclusion

- The Greater La Crosse Area Diversity Council (Blog Post) - [Link](#)
- League of Women Voters of the La Crosse Area (FB) - [Link](#)
- La Crosse Area Chamber of Commerce - March/April e-news
- Downtown Mainstreet, Inc. - e-news

Printed/Screen/Online Locations

La Crosse Library

- Terminal available for public use to complete modules
- Print material available

City of La Crosse Website

- City Plan Page

La Crosse Municipal Transit

- Posters

La Crosse Municipal Airport

- QR code on monitors

Higher Education Promotion

Forward La Crosse information shared through the Viterbo University email system to faculty, staff, and students.

- Posted on the Viterbo interior staff-only board.
- The Racquet Press (UW-La Crosse) Banner Ads: 9,597 impressions



La Crosse Area Chamber of Commerce E-newsletter Ads

- Ran in four weekly newsletters - 1,600+ business leaders

Radio Advertising

Ad campaign that ran May 2 - May 6

- 21 :30-second commercials 6a-M on WIZM
- 21 :30-second commercials 6a-M on 95.7 The Rock
- 5 :30-second commercial ran BTA with above schedule on WIZM
- 5 :30-second commercial ran BTA with above schedule on Classic Hits
- Plus: VOTE at forwardlacrosse.org to scroll on RDS every time a commercial played
- **Total :30-second commercials = 52**

Note: RDS is Radio Data System and is the text that scrolls on your car's radio display.

Radio ad campaign that ran October 25 - December 31. Classic "Hitsmas" Sponsorship - 94.7

- 1 ad per hour of sponsorship Monday – Friday
- 3 sponsorship mentions each day identifying Forward La Crosse as that hour's music sponsor.

Print Advertising

La Crosse Tribune - Sunday, May 1 and Wednesday, May 4th

- Front of the Hometown section
- High impact strip ad (9.889" w x3" tall)

Direct Mail

- A campaign insert was included in the La Crosse 2022 Water Quality Report, which is sent to every La Crosse address.

Social Media Posting

The Forward La Crosse Facebook page reached 50,094 Facebook accounts, and 9,921 Instagram accounts and had a paid reach of 1,578,358*.

*May include multiple views of your ads by the same Accounts. This metric is estimated.

- 300+ social media posts and stories were published on Facebook, Twitter, and Instagram.



Social Media Advertising

161,900+ Impressions were served locally on Facebook and Instagram, resulting in 890+ clicks to the survey.

In-Stream Advertising Pre-Roll

238,500+ Impressions were served locally on Youtube.

Google Ads - Responsive Display Ads

1,000,000+ Impressions were served locally, resulting in 5,680+ clicks to the survey.

In Person Presentations/Discussions

Staff within the City of La Crosse Planning Department met with the following groups to discuss the Comprehensive Plan program and encourage participation. Meetings were announced through Facebook Events and posted on the online calendars of local media outlets (La Crosse Tribune, WKBT, etc), along with newsletter mentions and press releases.

- Hintgen Neighborhood Association
- Bluffside Neighborhood Association
- Downtown Neighborhood Association
- WisCorp EnviroWednesdays
- Washburn Neighborhood Association
- Logan-Northside Neighborhood Association
- Holy Trinity - Longfellow Neighborhood Association
- Grandview - Emerson Neighborhood Association
- Powel, Poage, Hamilton Neighborhood Association
- Weigant - Hogan Neighborhood Association
- North La Crosse Business Association
- Holy Trinity - Longfellow Neighborhood Association
- Public Input Session: Committee For Citizens with Disabilities
- Public Input Session: Southside Neighborhood Center
- Public Input Session: Black River Beach Neighborhood Center