



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Agenda - Final Council Planning Meeting

---

Tuesday, June 6, 2023

6:00 PM

Council Chambers  
400 La Crosse Street

---

The Council Planning meeting is open for in-person attendance and will also be conducted through video conferencing. The meeting can be viewed by visiting the Legislative Information Center (<https://cityoflacrosse.legistar.com/Calendar.aspx>) and clicking on the video link to the far right in the meeting list.

### Call to Order

### Roll Call

### Agenda Item:

[23-0611](#) City/County Homeless Strategy Update.

### Adjournment

*Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.*

#### *NOTICE TO PERSONS WITH A DISABILITY*

*Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to [ADAcityclerk@cityoflacrosse.org](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*

### Council Planning Members:

**Tamra Dickinson, Erin Goggin, Barb Janssen, Larry Sleznikow, Jenasea Hameister, Christine Kahlow, Mac Kiel, Mackenzie Mindel, Chris Woodard, Rebecca Schwarz, Jennifer Trost, Douglas Happel, Mark Neumann**



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 23-0611

---

**Agenda Date:** 6/6/2023

**Version:** 1

**Status:** Agenda Ready

**In Control:** Council Planning Meeting

**File Type:** Status Update

*Ending Homelessness in La Crosse*  
Update on City / County Discussions



June 6th, 2023

## *Ending Homelessness in La Crosse*



# Purpose of Tonight's Presentation

---

- Provide an **update** on City / County discussions on efforts to end homelessness
- Describe some **next steps** as we proceed differently in how we work together to address homelessness

# Homelessness in our Community

## Status

0	Shelter openings
288	Individuals and Families on the Coordinated Entry list
80	Total unsheltered population (estimate)

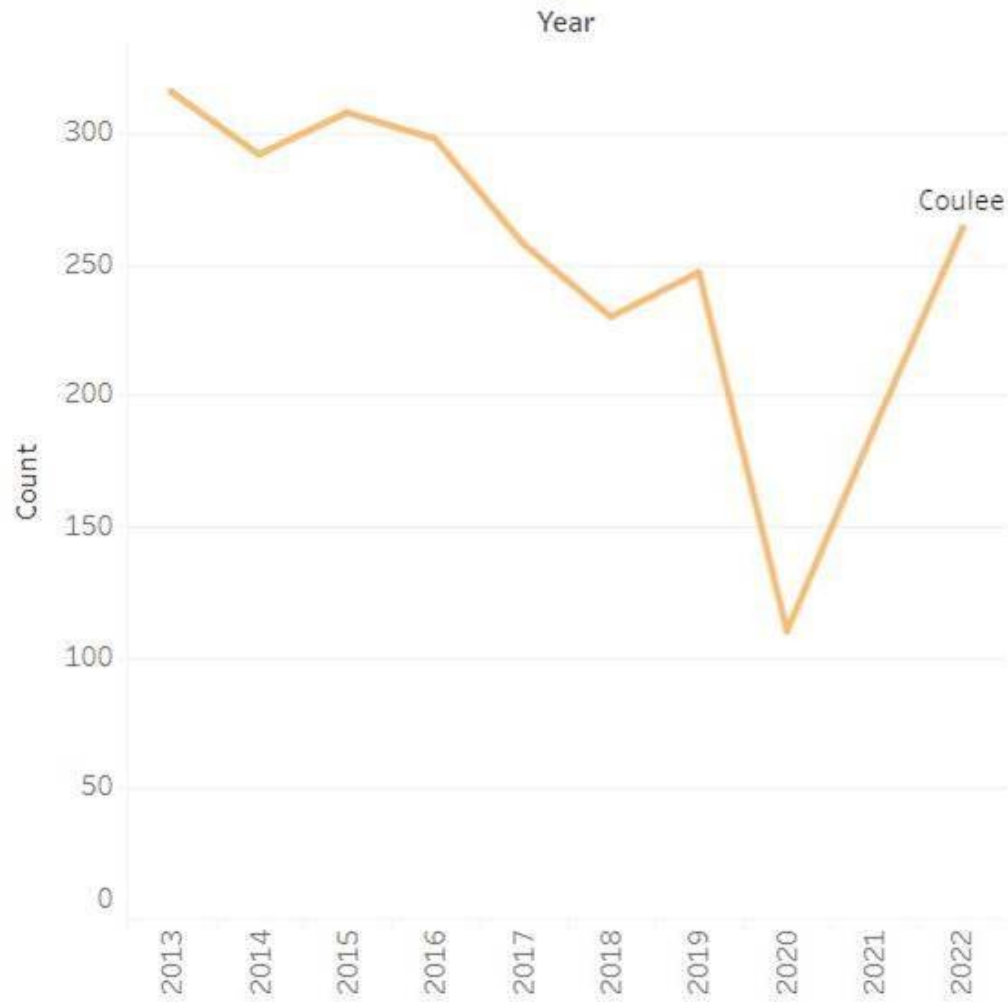
## Cost

Mounting Frustration	Public and downtown businesses
\$3.3 million	Estimated annual unrecognized community cost*

---

*\*Based on National Alliance to End Homelessness (\$35,578 per individual)*

# Point In Time Data



# I. Doing Better

- What's Missing from Current Efforts
- Unrealized Potential



# A. Effective Homeless Response

## System Components

### PREVENTION

Housing Assistance  
Affordable Housing Supply

### INFLOW

SERVICES:  
Outreach  
Case Management  
Wrap-Around Services

HOUSING CONTINUUM:  
Shelter  
Emergency  
Supportive Housing

### OUTFLOW

Permanent Housing

## Coordinated Elements

### UNIFIED PLAN

Approach  
Goals & Objectives

**La Crosse Gap**

Key Performance Indicators (KPIs)



## B. Potential of an Effective Homeless Response

### 1. Rockford, Illinois

- *In January of 2017, became the first community in the United States to end both chronic and veteran homelessness*

### 2. The Coulee Collaborative to End Homelessness (La Crosse)

- *In December of 2016, following a 100-day effort, housed all homeless veterans in the City of La Crosse*

### 3. Emergency Family Shelter Plan (La Crosse)

- *During this past winter (2022-23), coordinated a system response that provided emergency shelter, resource connections and / or case management to 86 families*

## II. Doing Different

- Historical Role
- Doing Different





## Ending Homelessness in La Crosse Doing Different

---

### A. **Historical role** of City / County in addressing homelessness

- Participants *and supporters of community-led efforts*
- Not the driver, *convener or plan administrator*
- A recent more active role in short-term emergency responses



## Ending Homelessness in La Crosse Doing Different

---

### B. **What's changing** going forward

- *The City of La Crosse and La Crosse County will be a unified, aligned and pro-active coordinator of local homeless response*
- *This transition will begin with the development of a 5-year Homelessness Response Plan covering the City of La Crosse*
- *Less effort and resources toward sporadic short-term "fixes" as the homeless response system becomes more stable and effective at delivering results*



## Ending Homelessness in La Crosse Doing Different

---

### C. **Why** the change

- Alignment is needed across multiple stakeholders and agencies for an effective homelessness response
- *A larger and more stable coordinating organization (“backbone”) is necessary to sustain a successful collective approach*
- *Increased investments by the City and County bring more responsibility to ensure funding is spent effectively*
- *Growing public demand for solutions*

# III. Next Steps





### A. Plan Development

1. Working together with housing agencies and other stakeholders to develop a five-year City / County plan (to be completed later this year)
2. Resourcing and financing plan that will include maximizing existing resources, financial asks to community foundations and leveraging new state and federal funding opportunities



## B. What to Expect as Part of a Plan

1. An aligned goal: achieve **“functional zero”**
2. Using a **“Housing First-Plus”** approach with highly coordinated:
  - Street outreach
  - Supportive Services
  - Case management
3. Exploring **city-held leases** to create additional capacity
4. **Funding** from the City / County supporting community housing agencies will be coordinated to support a unified plan
5. Improved use of **data** and **evidence-based approaches**





## Recap: Key Takeaways

---

- The City and County will be moving forward in a more aligned and out-front way in coordinating local homeless response efforts
- While ultimate impact will depend on a variety of factors, enhanced coordination will improve our community's homelessness response
- A 5-year plan will be completed later this year, with implementation expected in early 2024

Thank you!



*Ending Homelessness in La Crosse*

# Update on City / County Discussions



June 6th, 2023



# Purpose of Tonight's Presentation

---

- Provide an **update** on City / County discussions on efforts to end homelessness
- Describe some **next steps** as we proceed differently in how we work together to address homelessness

# Homelessness in our Community

## Status

- 0** Shelter openings
- 288** Individuals and Families on the Coordinated Entry list
- 80** Total unsheltered population (estimate)

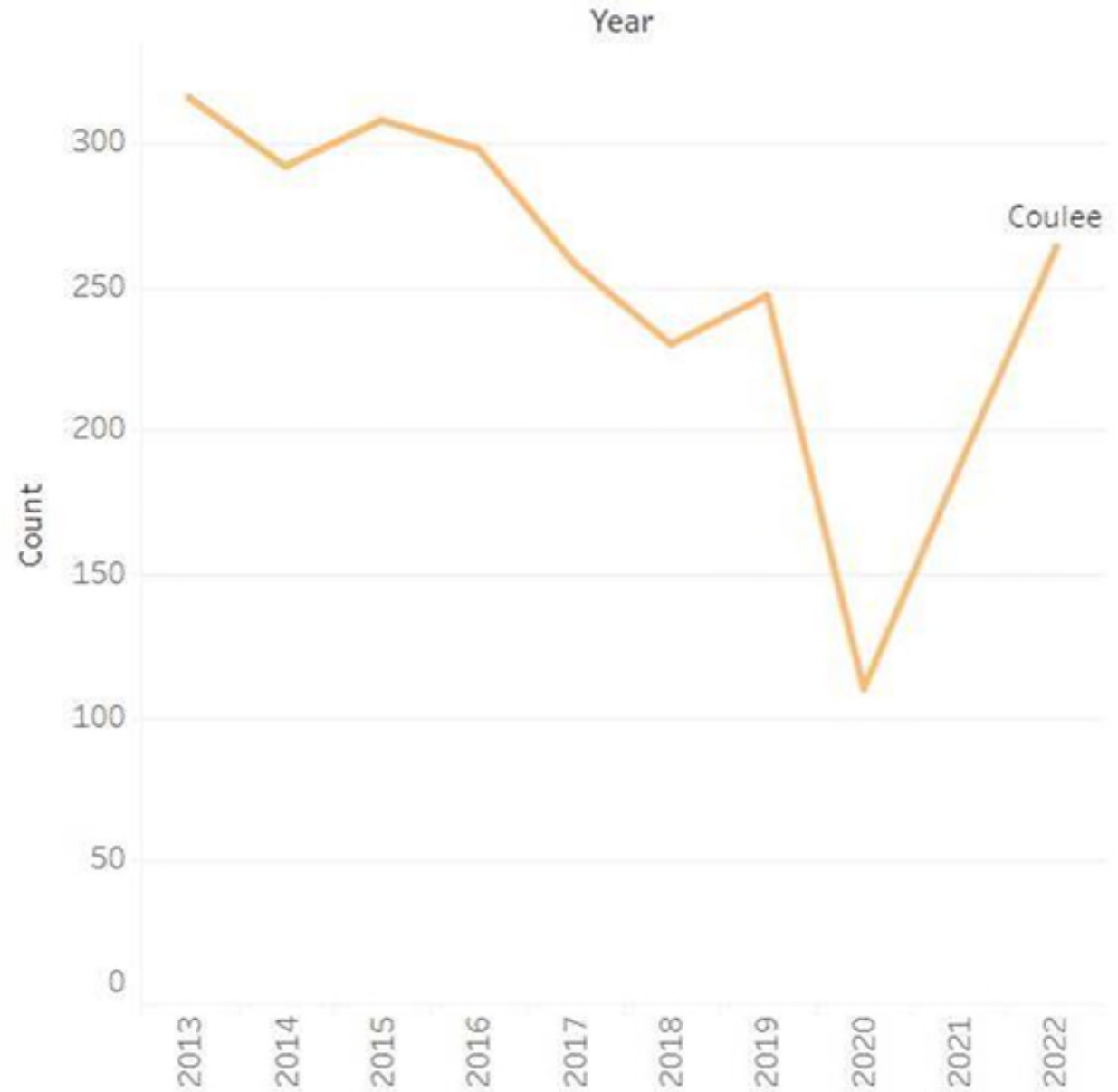
## Cost

- Mounting Frustration** Public and downtown businesses
- \$3.3 million** Estimated annual unrecognized community cost\*

---

\*Based on National Alliance to End Homelessness (\$35,578 per individual)

# *Point In Time Data*



# I. Doing Better

- *What's Missing from Current Efforts*
- *Unrealized Potential*



# A. Effective Homeless Response

## System Components

### PREVENTION

Housing Assistance  
Affordable Housing Supply

### INFLOW

SERVICES:  
Outreach  
Case Management  
Wrap-Around Services

HOUSING CONTINUUM:  
Shelter  
Emergency  
Supportive Housing

### OUTFLOW

Permanent Housing

## Coordinated Elements

### UNIFIED PLAN

Approach  
Goals & Objectives

**La Crosse Gap**

Key Performance Indicators (KPIs)



# B. Potential of an Effective Homeless Response

## 1. Rockford, Illinois

- *In January of 2017, became the first community in the United States to end both chronic and veteran homelessness*

## 2. The Coulee Collaborative to End Homelessness (La Crosse)

- *In December of 2016, following a 100-day effort, housed all homeless veterans in the City of La Crosse*

## 3. Emergency Family Shelter Plan (La Crosse)

- *During this past winter (2022-23), coordinated a system response that provided emergency shelter, resource connections and / or case management to 86 families*

## II. Doing Different

- *Historical Role*
- *Doing Different*





# Doing Different

## A. **Historical role** of City / County in addressing homelessness

- Participants and supporters of community-led efforts
- Not the driver, convener or plan administrator
- A recent more active role in short-term emergency responses



## B. *What's changing* going forward

- *The City of La Crosse and La Crosse County will be a unified, aligned and pro-active coordinator of local homeless response*
- *This transition will begin with the development of a 5-year Homelessness Response Plan covering the City of La Crosse*
- *Less effort and resources toward sporadic short-term “fixes” as the homeless response system becomes more stable and effective at delivering results*



## Ending Homelessness in La Crosse **Doing Different**

### C. **Why** the change

- **Alignment** is needed across multiple stakeholders and agencies for an effective homelessness response
- *A larger and more stable coordinating organization (“**backbone**”) is necessary to sustain a successful collective approach*
- *Increased investments by the City and County bring more **responsibility** to ensure funding is spent effectively*
- *Growing **public demand** for solutions*

# III. Next Steps





## A. Plan Development

1. *Working together with housing agencies and other stakeholders* to develop a five-year City / County plan (to be completed later this year)
2. *Resourcing and financing* plan that will include maximizing existing resources, financial asks to community foundations and leveraging new state and federal funding opportunities



## B. What to Expect as Part of a Plan

1. An aligned goal: achieve ***“functional zero”***
2. Using a ***“Housing First-Plus”*** approach with highly coordinated:
  - Street outreach
  - Supportive Services
  - Case management
3. Exploring ***city-held leases*** to create additional capacity
4. ***Funding*** from the City / County supporting community housing agencies will be coordinated to support a unified plan
5. Improved use of ***data*** and ***evidence-based approaches***





## **Recap: Key Takeaways**

---

- The City and County will be moving forward in a more aligned and out-front way in coordinating local homeless response efforts
- While ultimate impact will depend on a variety of factors, enhanced coordination will improve our community's homelessness response
- A 5-year plan will be completed later this year, with implementation expected in early 2024

*Thank you!*

