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## MEMORANDUM

**TO:** City of La Crosse Plan Commission  
City of La Crosse Planning Department

**FROM:** GRAEF  
Brianna Fiorillo, Planning Consultant

**DATE:** June 27, 2022

**SUBJECT:** Comprehensive Plan Update Community Engagement Website Update

### I. INTRODUCTION AND BACKGROUND

The GRAEF Team, serving as planning consultants to the City of La Crosse for the Comprehensive Plan Update project, is managing the online community engagement platform called “Social Pinpoint” to enable community members and organizations to provide feedback to guide the City’s vision for the next decade. This memo is intended to provide the Plan Commission and City Staff with an update on community engagement efforts.

### II. OVERVIEW OF COMMUNITY ENGAGEMENT MODULES & STATISTICS

Social Pinpoint currently offers the following modules to solicit community feedback, accessible via the “Forward La Crosse” project website (<https://forwardlacrosse.org/>):

- Community Survey: 1,016 responses
- Comment Map: 384 comments
- Voting Game: 207 responses
- Visual Preference Survey: 200 responses

All modules are accessible via Google Translate in over 100 languages and via text-to-speech for the visually impaired. A stand-alone community engagement session is available at the La Crosse public library with resources for using the internet and accessing the modules.

### III. COMMUNITY ENGAGEMENT TRENDS

The following figures are intended to provide an overview of community engagement trends over time and topics of high interest to the public to date. Figure 1 displays engagement trends over time. Spikes of engagement correlate with promotion from River Travel Media, the City’s media consultant for the project. Figure 2 displays a breakdown of popular categories from the comment map, and Figure 3 displays the most common words left by participants on the comment map.



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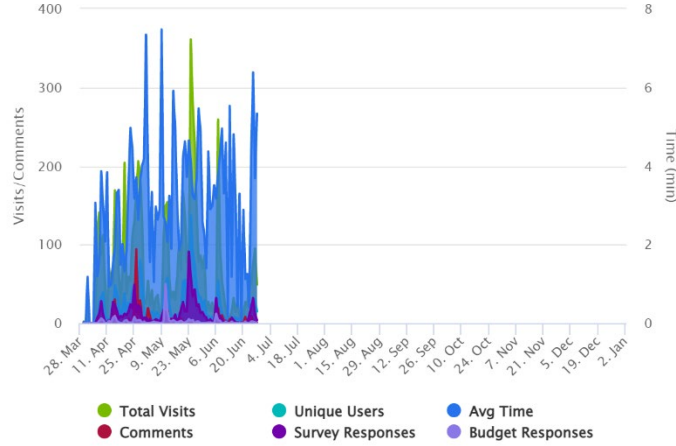


Figure 1: Community engagement trends over time by module type

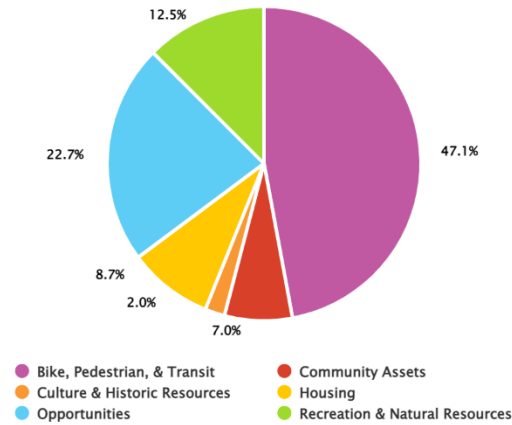


Figure 2: Comment map categories



Figure 3: Word cloud showing most popular words from the comment map (larger words are mentioned the most frequently)