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MEMORANDUM

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

FROM: GRAEF
Mary Kramer, Planning Consultant
Brianna Fiorillo, Planning Consultant

DATE: August 22, 2022

SUBJECT: Comprehensive Plan Project Community Engagement Update

I. INTRODUCTION AND BACKGROUND

The City of La Crosse Comprehensive Plan community engagement process began in April 2022 and is scheduled to continue through October 2022. The GRAEF Team continues to work with the City's Media Consultant, River Travel Media, to promote and initially analyze the online and hard-copy surveys, comment map, and prioritization game as well as opportunities for stakeholder input via hybrid and in-person meetings. As of the time of this memo, approximately half of the intended stakeholder sessions have been completed and more are scheduled or are in the process of being scheduled (see section VII).

This memo is intended to provide the Plan Commission and City Staff with an update on community engagement efforts and general trends.

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:** This survey asks respondents a series of questions about their views and preferences on various aspects of the community including quality of life, services, resources, recreation, housing, transportation, downtown amenities, and more. The survey also includes optional demographic questions.
 - 943 responses
- **Guiding Principles Survey:** This survey asks respondents to rank the previously established guiding principles in order of priority. The survey also includes an optional space for respondents to submit their own guiding principle.
 - 177 responses
- **Visual Preference Survey:** This survey asks respondents to react to different example images of various urban design elements including bike lanes, signage, multi-family housing, parks, and more.
 - 316 responses



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- **Comment Map:** The comment map allows respondents to drag and drop a themed “pin” onto a virtual map of the City. Respondents can leave comments, upload photos, and upvote/downvote other comments.
 - 566 comments
- **Voting Game:** The voting game asks respondents to allocate up to 5 virtual “votes” across 12 different categories that the City could prioritize in the Comprehensive Plan.

III. DIVERSITY OF SURVEY RESPONDENTS

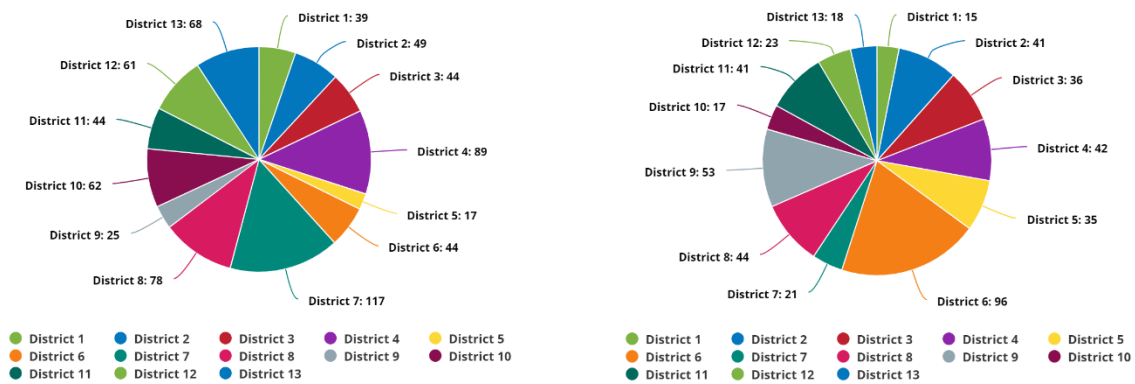


Figure 1 (left) shows the Council Districts where respondents live, and Figure 2 (right) shows the Council Districts where respondents work; updated 8-22-2022

IV. SURVEY RESPONSE COMPARISON

GRAEF created a comparison of comprehensive plan survey responses from other communities in Wisconsin. These communities also incorporated surveys during their comprehensive planning processes. Notably, these communities incorporated only one survey element, whereas La Crosse offers three (community survey, guiding principles survey, visual preference survey). For the purposes of this comparison, all survey responses for La Crosse are included. Since the last memo in August 2022, the response rate for La Crosse increased from 2.5% to 2.8%.

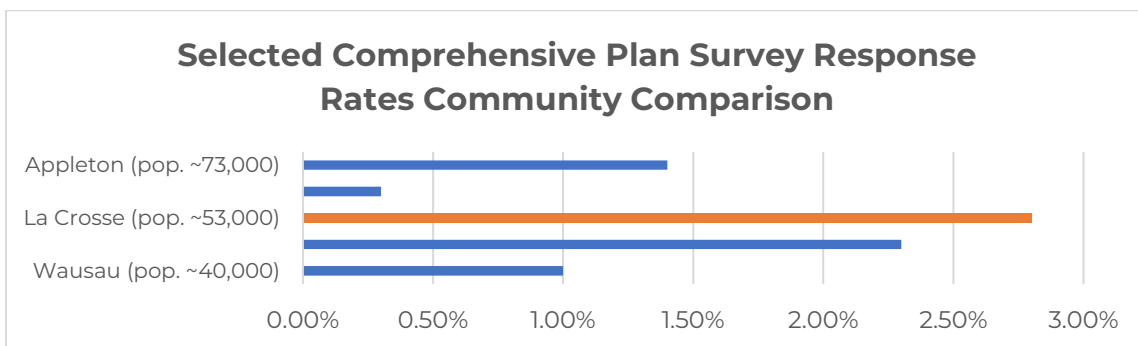


Figure 3: Selected Comprehensive Plan survey response rates; updated 8-22-2022



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V: GUIDING PRINCIPLES SURVEY TRENDS TO-DATE

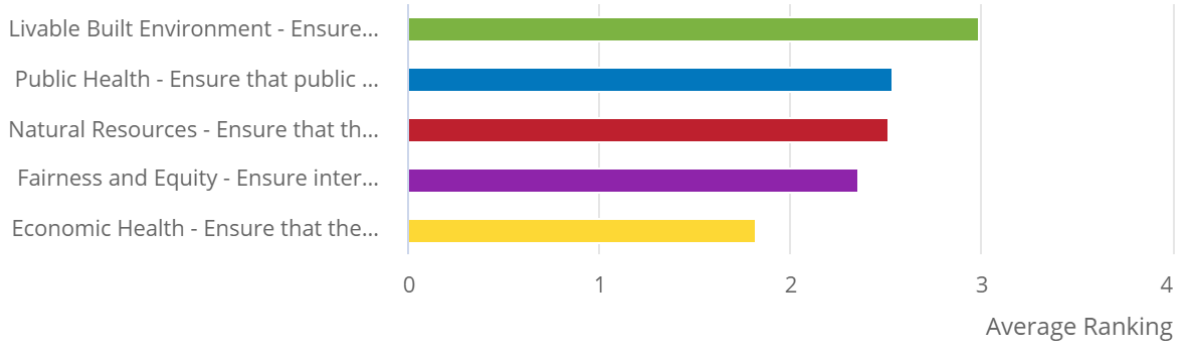


Figure 4: Guiding Principles Survey average ranking results; updated 8-22-2022

VI: COMMENT MAP & VOTING GAME TRENDS TO-DATE

The Comment Map offers six different themed “pins” for respondents to select. Responses continue to focus heavily on bike, pedestrian, and transit topics, as can be seen in Figure 4. Comments are relatively evenly distributed across the City, as can be seen in Figure 5.

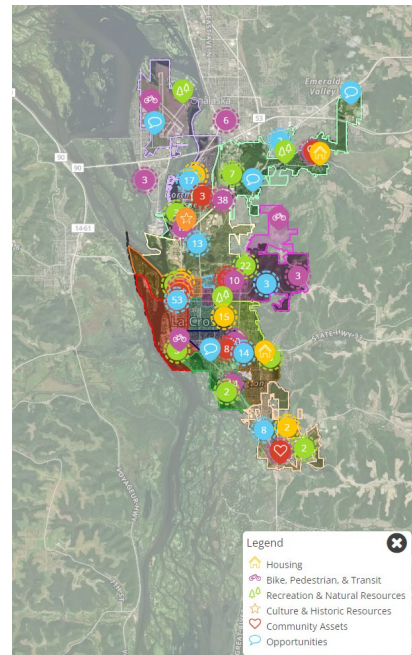
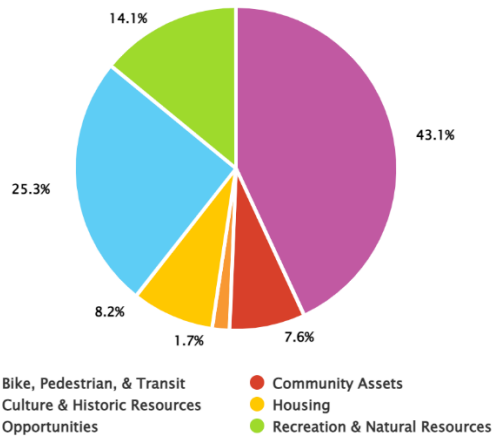


Figure 4-5: Breakdown of comment types on the community map and distribution of comment “pins” on the community map; updated 8-22-2022



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The Voting Game has received 316 responses. Among the 12 categories, the highest rated to-date include:

- High quality surface water and groundwater (194 votes)
- City-wide climate action (184 votes)
- Conserve open space and biodiversity (182 votes)

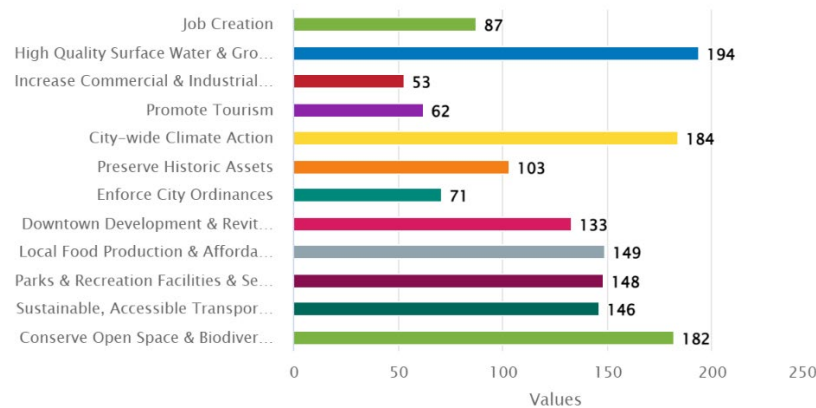


Figure 5: Distribution of priority categories from the Budget Game; updated 8-22-2022

VII: STAKEHOLDER SESSIONS

- Stakeholder Sessions Hosted To-Date:
 - City Departments/City Staff
 - Housing & Land Use
 - Transportation
 - Bike & Pedestrian (2 meetings)
 - Economic Development (one meeting completed, one-on-one interviews in progress)
 - Committee for Citizens with Disabilities
 - Historic Preservation
- Upcoming Stakeholder Sessions:
 - Airport
 - Neighborhood Associations
 - Higher Education Institutions
 - Healthcare Institutions
 - School District
 - Parks & Recreation
 - Open Space/Natural Resources
 - Waterways/Harbor
 - Aging/Older Adults