CITY OF LA CROSSE
CLIMATE ACTION PLAN

2026 COMMUNICATIONS PLAN

RESILIENT LA CROSSE: MOVING, POWERING, AND GROWING SUSTAINABLY

WHY COMMUNICATIONS MATTER

- CLIMATE GOALS REQUIRE BEHAVIOR CHANGE
- COMMUNICATIONS = PARTICIPATION + TRUST
- COST-EFFECTIVE WAY TO ACCELERATE PROGRESS

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PURPOSE AND OBJECTIVES

- INCREASE AWARENESS OF CLIMATE ACTION PLAN GOALS AND BENEFITS
- ENCOURAGE VOLUNTARY BEHAVIOR CHANGE ALIGNED WITH 2030 TARGETS
- BUILD TRUST THROUGH TRANSPARENCY AND PROGRESS REPORTING
- SUPPORT CITY DEPARTMENTS IN IMPLEMENTING CLIMATE-RELATED INITIATIVES
- ENSURE EQUITABLE ACCESS TO INFORMATION AND OPPORTUNITIES FOR PARTICIPATION

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2030 TARGETS SUPPORTED

- 20% ELECTRIC VEHICLE ADOPTION COMMUNITYWIDE
- INCREASED PUBLIC TRANSIT RIDERSHIP
- 30% ELECTRIFICATION OF MUNICIPAL FLEET
- RENEWABLE ELECTRICITY INCREASE FROM 0.24% TO 5%
- EXPANDED URBAN TREE CANOPY
- RECYCLING INCREASE FROM 12.8% TO 20%
- 6.5% REDUCTION IN COMMUNITY-WIDE WATER USE

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TARGET AUDIENCES

- RESIDENTS (HOMEOWNERS, RENTERS, STUDENTS)
- BUSINESSES AND INSTITUTIONS
- MUNICIPAL EMPLOYEES
- DEVELOPERS AND PROPERTY MANAGERS

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GUIDING PRINCIPLES

- **LOCAL RELEVANCE:** HIGHLIGHT COST SAVINGS, HEALTH BENEFITS, AND COMMUNITY RESILIENCE
- **EQUITY AND INCLUSION:** ENSURE MESSAGING REACHES RENTERS, LOW-INCOME HOUSEHOLDS, STUDENTS, AND UNDERSERVED NEIGHBORHOODS
- **CONSISTENCY:** USE CLEAR, REPEATED MESSAGING ACROSS DEPARTMENTS AND PLATFORMS
- **ACTIONABILITY:** TIE COMMUNICATIONS DIRECTLY TO SPECIFIC ACTIONS RESIDENTS AND BUSINESSES CAN TAKE
- **PARTNERSHIPS:** LEVERAGE TRUSTED MESSENGERS AND INSTITUTIONS

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CLIMATE ACTION PLAN

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KEY CAMPAIGNS

Campaign	Focus	Strategy
Drive Electric La Crosse	EV adoption	Promote EV benefits, incentives, charging infrastructure, and local success stories through a coordinated “Drive Electric La Crosse” campaign.
Ride La Crosse	Transit	Improve visibility, usability, and perception of transit through rider education, employer partnerships, and branding under a “Ride La Crosse” campaign.
Power La Crosse Renewably	Clean energy	Demonstrate leadership through branded vehicles, internal communications, and transparent reporting of cost and emissions savings.
Grow La Crosse	Trees	Educate residents and businesses on solar and green power options through a “Power La Crosse Renewably” campaign
WaterSmart La Crosse	Water conservation	Promote planting programs, neighborhood greening, and heat mitigation through a “Grow La Crosse” initiative.
Recycle La Crosse	Increase recycling rate	Improve clarity and consistency of recycling education with visual tools and renter-focused outreach.

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KEY APPROACHES

- FOCUS ON LOCAL BENEFITS: COST SAVINGS, HEALTH, RELIABILITY, AND RESILIENCE
- LEAD BY EXAMPLE THROUGH MUNICIPAL OPERATIONS
- USE SIMPLE, ACTION-ORIENTED MESSAGING
- PARTNER WITH UTILITIES, EMPLOYERS, SCHOOLS, AND COMMUNITY ORGANIZATIONS
- TRACK PROGRESS AND REPORT CONSISTENTLY

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COMMUNICATION CHANNELS

- SOCIAL MEDIA AND CAP WEBSITE
- UTILITY BILL INSERTS/E-BILLING
- LOCAL MEDIA AND PRESS RELEASES
- PUBLIC EVENTS AND WORKSHOPS
- PARTNERSHIPS WITH SCHOOLS, EMPLOYERS, AND NONPROFITS
- CITY WEBSITE

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IMPLEMENTATION ROLES

LEAD DEPARTMENT

- ENVIRONMENTAL PLANNER

SUPPORTING DEPARTMENTS

- PUBLIC WORKS
- TRANSIT
- UTILITIES
- PARKS
- FLEET
- COMMUNICATIONS

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DEPARTMENT-SPECIFIC IMPLEMENTATION

ENVIRONMENTAL PLANNER (LEAD)

- ☐ MAINTAIN CAP WEBSITE AND SOCIAL MEDIA CHANNELS
  (2-3 SOCIAL MEDIA POSTS PER WEEK AND 1 BLOG POST PER MONTH)
- ☐ PLAN AND FACILITATE EVENTS
- ☐ COORDINATE AND IMPLEMENT COMMUNICATIONS CALENDAR
- ☐ TRACK METRICS AND PREPARE PROGRESS REPORTS
- ☐ MANAGE CAMPAIGN BRANDING AND CONSISTENCY
- ☐ CONDUCT INTERDEPARTMENTAL COORDINATION

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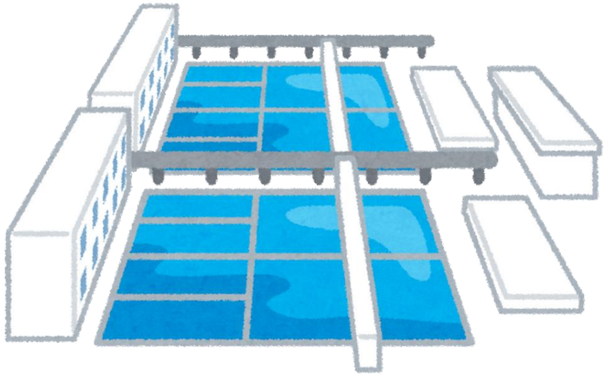
DEPARTMENT-SPECIFIC IMPLEMENTATION

PUBLIC WORKS / UTILITIES

- ☐ INTEGRATE WATER CONSERVATION MESSAGING INTO BILLING
- ☐ PROMOTE REBATES AND EFFICIENCY PROGRAMS
- ☐ PROVIDE SEASONAL CONSERVATION CONTENT
- ☐ SHARE WATER USE DATA ANNUALLY



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DEPARTMENT-SPECIFIC IMPLEMENTATION

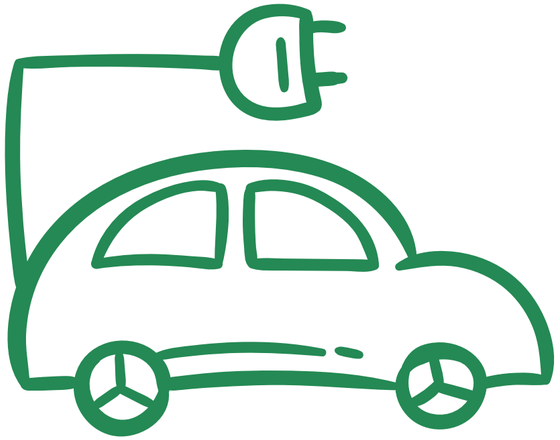
TRANSIT DEPARTMENT

- ☐ UPDATE ROUTE MAPS AND RIDER GUIDES
- ☐ SUPPORT RIDE LA CROSSE CAMPAIGN
- ☐ COORDINATE FREE-RIDE OR PROMO DAYS
- ☐ SHARE RIDERSHIP DATA FOR REPORTING

DEPARTMENT-SPECIFIC IMPLEMENTATION

FLEET MANAGEMENT

- ☐ IDENTIFY CURRENT ELECTRIC VEHICLES & VEHICLES ELIGIBLE FOR ELECTRIFICATION
- ☐ BRAND EV FLEET VEHICLES
- ☐ REPORT COST AND EMISSIONS SAVINGS



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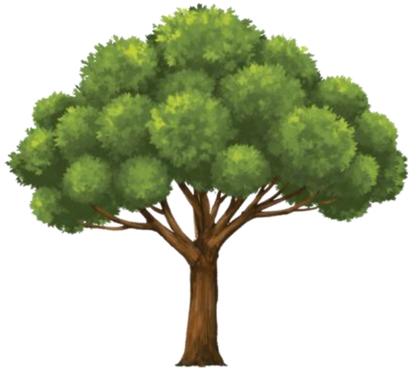
DEPARTMENT-SPECIFIC IMPLEMENTATION

PARKS & RECREATION

- ☐ PROMOTE TREE PLANTING PROGRAMS
- ☐ COORDINATE COMMUNITY PLANTING EVENTS
- ☐ TRACK TREE CANOPY METRICS
- ☐ TARGET OUTREACH IN LOW-CANOPY AREAS



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DEPARTMENT-SPECIFIC IMPLEMENTATION

SOLID WASTE / RECYCLING

- ☐ STANDARDIZE RECYCLING MESSAGING
- ☐ DISTRIBUTE VISUAL RECYCLING GUIDES
- ☐ COORDINATE WITH HAULERS AND PROPERTY MANAGERS
- ☐ TRACK PARTICIPATION RATES

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EVALUATION & REPORTING

- METRICS TRACKING
- CONSISTENT PROGRESS REPORTS
- ADJUSTMENTS BASED ON PERFORMANCE AND EQUITY OUTCOMES

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WHAT SUCCESS LOOKS LIKE

- HIGHER PARTICIPATION IN EV, TRANSIT, RECYCLING, AND CONSERVATION PROGRAMS
- INCREASED VISIBILITY OF CITY LEADERSHIP ON CLIMATE ACTION
- MEASURABLE PROGRESS TOWARD 2030 TARGETS
- STRONGER PUBLIC TRUST THROUGH TRANSPARENCY AND ACCOUNTABILITY

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THANK YOU

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