



**Cia Siab, Inc.**

Cia Siab, Inc.

1825 Sunset Ln., La Crosse, WI 54601 | email: [admin@ciasiabinc.org](mailto:admin@ciasiabinc.org)

Office: (608) 615 - 7117 | M-F 9:00 AM - 5:00 PM

24/7 WI Hmong Family Strengthening Helpline 1 (877) 740-4292

---

July 25, 2024

Council Members,

Please accept this letter of strong support for the proposed rezoning of 212 11th Street South, current location of the REACH Services and Resource Center (24-0951). Since its establishment in 2021 as a hub for multiple services designed to prevent and address housing insecurity in our community, the REACH Center has assisted hundreds of individuals with their immediate and long-term housing goals.

The REACH Center's current use as a centralized destination for anyone seeking homelessness prevention and intervention services should continue uninterrupted and their modest request to expand services should be evaluated based on the well-documented needs in our community and not on the opinions of a handful of neighbors. We trust that the council sees the REACH Center as an essential component of its Pathways Home plan.

Also worth noting are the potential improvements Traditional Neighborhood District zoning offers through upgrades to services and facilities that are not allowable under its current zoning. The addition of solar panels, which will reduce the building's carbon footprint and its monthly utility costs, is an example of sustainable forward thinking. It's the kind of institutional investment in climate neutrality that is encouraged in the city's Climate Action Plan.

It seems clear that approving this rezoning request is supported by multiple strategic priorities established by the city and should not be delayed.

Sincerely,

Xong Xiong, Ed.D.  
Executive Director

**Advocate . Support . Revitalize . Empower**

Building a Culturally Vibrant Hmoob Community.