

# CITY OF LA CROSSE CLIMATE ACTION PLAN



## City of La Crosse 2026 CAP Communication Plan

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# CAMPAIGN PURPOSE

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



# CAMPAIGN GOALS

## 2030 TARGETS SUPPORTED

- 1 **20% ELECTRIC VEHICLE ADOPTION COMMUNITYWIDE**
- 2 **30% ELECTRIFICATION OF MUNICIPAL FLEET**
- 3 **RENEWABLE ELECTRICITY INCREASE FROM 0.24% TO 5%**
- 4 **RECYCLING INCREASE FROM 12.8% TO 20%**
- 5 **INCREASED PUBLIC TRANSIT RIDERSHIP**
- 6 **EXPANDED URBAN TREE CANOPY**



# TARGET AUDIENCES

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- 1 RESIDENTS (HOMEOWNERS, RENTERS, STUDENTS)**
- 2 BUSINESSES AND INSTITUTIONS**
- 3 MUNICIPAL EMPLOYEES**
- 4 DEVELOPERS AND PROPERTY MANAGERS**



# KEY CAMPAIGNS

## Campaign

## Strategy

- 1 Drive Electric La Crosse**  
**Promote EV benefits, incentives, charging infrastructure, and local success stories through a coordinated “Drive Electric La Crosse” campaign. Demonstrate the city’s leadership through branded vehicles, internal communications, and transparent reporting of cost and emissions savings.**
- 2 Grow Solar La Crosse**  
**Educate residents and businesses on solar and green power options through a “Power La Crosse Renewably” campaign**
- 3 Recycle La Crosse**  
**Improve clarity and consistency of recycling education with visual tools and renter-focused outreach.**
- 4 WaterSmart La Crosse**  
**Encourage efficient indoor and outdoor water use through seasonal campaigns and utility partnerships.**
- 5 Ride La Crosse**  
**Improve visibility, usability, and perception of transit through rider education, employer partnerships, and branding under a “Ride La Crosse” campaign.**
- 6 Go Green La Crosse**  
**Promote planting programs, neighborhood greening, and heat mitigation through a “Grow La Crosse” initiative.**



# IMPLEMENTATION ROLES

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## **Department: Environmental Planner (lead)**

### **Campaign(s): All**

- Maintain Climate Action webpage and dashboard
- Coordinate annual communications calendar
- Track metrics and prepare annual progress report
- Manage campaign branding and consistency
- Convene interdepartmental coordination meetings

## **Department: Communications / Public Information Office**

### **Campaign(s): All**

- Ensure messaging is included across all city platforms
- Coordinate media outreach
- Support campaign launches
- Manage internal communications channels



# IMPLEMENTATION ROLES

## Department: Public Works / Utilities

### Campaign(s): WaterSmart La Crosse

- Integrate water conservation messaging into billing
- Promote rebates and efficiency programs
- Provide seasonal conservation content
- Share water use data annually

## Department: Parks & Recreation

### Campaign(s): Go Green La Crosse

- Promote tree planting programs
- Coordinate community planting events
- Track tree canopy metrics
- Target outreach in low-canopy areas

## Department: Solid Waste / Recycling

### Campaign(s): Recycle La Crosse

- Standardize recycling messaging
- Distribute visual recycling guides
- Coordinate with haulers and property managers
- Track contamination and diversion rates

## Department: Transit Department

### Campaign(s): Ride La Crosse

- Update route maps and rider guides
- Support Ride La Crosse campaign
- Coordinate free-ride or promo days
- Share ridership data for reporting

## Department: Fleet Management

### Campaign(s): Drive Electric La Crosse

- Identify vehicles eligible for electrification
- Brand EV fleet vehicles
- Train operators on EV use
- Report cost and emissions savings



# BRANDING

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## PURPOSE

The City of La Crosse is committed to making climate-smart choices accessible, affordable, and beneficial for everyone—today and for future generations.

## MISSION



The Climate Action Plan brand exists to inspire residents, businesses, and institutions in La Crosse to take practical, collective action that protects local natural resources, strengthens the community, and prepares the city for a sustainable future.

## VISION




The brand emphasizes progress, shared responsibility, and local pride, positioning climate action as something that improves daily life—not an abstract or distant issue.

# BRANDING







## PRIMARY COLORS

	
<b>Green</b> <b>#068542</b> 95 / 0 / 50 / 48	<b>Blue</b> <b>#106efd</b> 16 / 110 / 253 93 / 56 / 0 / 0

## SECONDARY COLORS

		
<b>Blue</b> <b>#83e3de</b> 131 / 227 / 222 42 / 0 / 2 / 11	<b>Green</b> <b>#37c563</b> 55 / 197 / 99 72 / 0 / 50 / 23	<b>White</b> <b>#fff801d</b> 255 / 128 / 29 0 / 50 / 89 / 0

## FONTS

	Montserrat	42 pt
	Montserrat	32 pt
	Aptos	36 pt
	Roboto	20 pt
	Aptos	24 pt
	Roboto	16 pt



# BRANDING

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## VOICE

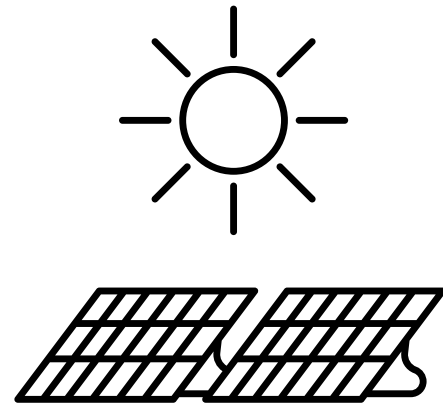
- INCLUSIVE (“WE,” “OUR COMMUNITY”)
- ENCOURAGING, NOT DIRECTIVE
- PLAIN LANGUAGE, NOT JARGON

## tone

- POSITIVE AND EMPOWERING
- PRACTICAL AND SOLUTION-FOCUSED
- CALM AND CONFIDENT (NOT ALARMIST)

# BRANDING

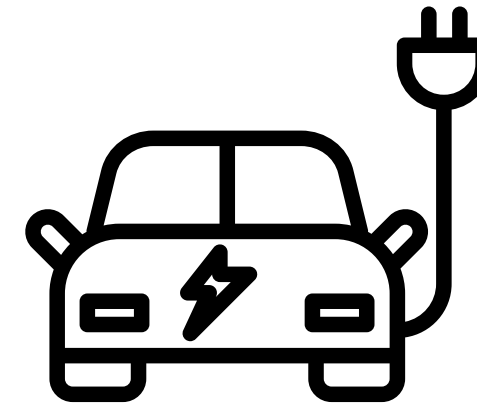
## ICONS



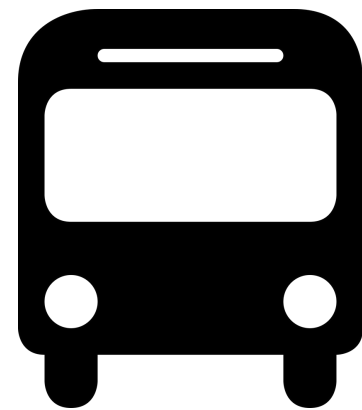
GROW SOLAR LA CROSSE



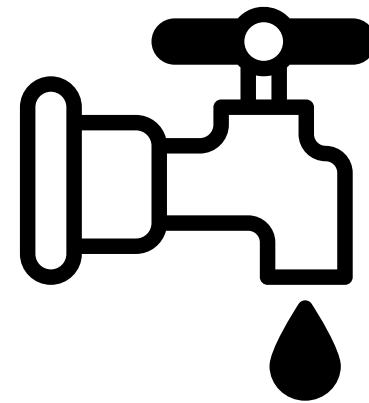
GO GREEN LA CROSSE



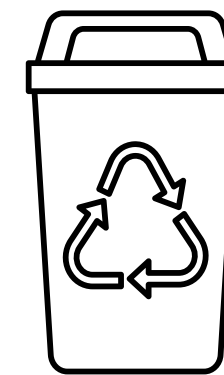
DRIVE ELECTRIC LA CROSSE



RIDE LA CROSSE



WATERSMART LA CROSSE



RECYCLE LA CROSSE



# BRANDING

**SOCIAL MEDIA POSTS WILL CONSISTENTLY INCLUDE ELEMENTS AND THEMES, KEEPING IN LINE WITH OUR FOCUS INITIATIVE FOR 2026.**



**2026 CAP Focus #3  
Grow Solar La Crosse**

Focus on Energy is increasing rebates for Solar PV projects in 2026!

These increases will help Focus provide continuing support for Wisconsin homeowners who want to pursue renewable energy, as federal tax credits for solar installation expire.

1. Simply number the focus campaigns and do not use the section identifiers like BE 4-5 that are in the CAP.
  - Focus #1 Drive Electric La Crosse
  - Focus #2 Grow Solar La Crosse
  - Focus #3 Recycle La Crosse
  - Focus #4 WaterSmart La Crosse
  - Focus #5 Ride La Crosse
  - Focus #6 Go Green La Crosse
2. Always include the 2026 CAP Campaign Logo
3. Keep the colors in each post consistent with the branding colors in the logo



# MARKETING CALENDAR

## CONTENTS

### 1. **Two posts per month for each of the 6 focus strategies**

Populate calendar 1 month in advance with graphics and copy.

- Focus #1 Drive Electric La Crosse
- Focus #2 Grow Solar La Crosse
- Focus #3 Recycle La Crosse
- Focus #4 WaterSmart La Crosse
- Focus #5 Ride La Crosse
- Focus #6 Go Green La Crosse

### 2. **Press Releases as needed**

### 3. **One Blog post per month**

### 4. **Events**



# MARKETING CALENDAR

## SAMPLE CALENDAR VIEW

The screenshot shows a marketing calendar interface for January 2026. The top navigation bar includes 'Analytics', 'Inbox', 'Planning', 'SmartLinks', 'Ads', and 'Upgrade to Premium'. Below the navigation, there are tabs for 'Calendar', 'List', 'Autolists', and 'Deleted posts'. A notification bar states: "You have posted 0 out of your 20 available posts in your plan this month. Upgrade your plan to increase the limit." Below this is a search bar and a date selector set to "This month" (Jan 2026). The calendar grid shows dates from Sunday 28 to Saturday 31. Draft posts are visible on several dates:

- Monday, Jan 26: Draft "Grow Solar La Crosse - WLGCC Campaign Content Target: Everyone" at 12:21 PM.
- Wednesday, Jan 21: Draft "Grow Solar La Crosse - FOE Rebates Target: Everyone" at 12:30 PM.
- Thursday, Jan 22: Draft "Drive Electric La Crosse - EV Workshop Testimonial Target: Municipal..." at 12:17 PM.
- Friday, Jan 23: Draft "Grow Solar La Crosse - OEI Solar Incentive Update Target: Everyone" at 12:19 PM.
- Saturday, Jan 24: Draft "Drive Electric La Crosse - EV Workshop Testimonial Target: Municipal..." at 12:17 PM.

## SAMPLE LIST VIEW

The screenshot shows a marketing list view for January 2026. The top navigation bar is identical to the calendar view. Below the navigation, there are tabs for 'Calendar', 'List', 'Autolists', and 'Deleted posts'. A notification bar states: "You have posted 0 out of your 20 available posts in your plan this month. Upgrade your plan to increase the limit." Below this is a search bar and a date selector set to "Jan 1, 2026 - Jan 31, 2026". The list view displays a table of draft posts:

Date	Post content	Networks	Status
Jan 26, 2026 12:21 PM	Grow Solar La Crosse - WLGCC Campaign Content Target: Everyone	Facebook	Draft
Jan 24, 2026 12:19 PM	Grow Solar La Crosse - OEI Solar Incentive Update Target: Everyone	Facebook	Draft
Jan 23, 2026 12:17 PM	Drive Electric La Crosse - EV Workshop Testimonial Target: Municipal Employees/Businesses	Facebook	Draft
Jan 21, 2026 12:30 PM	Grow Solar La Crosse - FOE Rebates Target: Everyone	Facebook	Draft