La Crosse Comprehensive Plan Update

What is the Comprehensive Plan update?

La Crosse’s current Comprehensive plan, Confluence, was adopted in 2002. This update will be an action plan for the future of La Crosse that drives decision making and investment toward a \_\_\_\_to be determined by you\_\_\_ (e.g. healthier, more equitable, sustainable) city.

Comprehensive Elements (required by Wis Statute 66.1001):

* Issues and Opportunities
* Housing
* Transportation
* Economic Development
* Intergovernmental Cooperation
* Land Use
* Utilities, and Community Facilities
* Agricultural, Natural and Cultural Resources
* Implementation

In the Fall of 2021 we will launch **(title TBD buy marketing partnership**), a public engagement initiative to receive input to develop the Comprehensive Plan update. Through this initiative residents will help answer the questions:

* How can we make housing more affordable?
* How can we improve the quality of life or make La Crosse a more desirable place to live?
* What do you value or love about La Crosse?
* What can we do to improve our racial equity?
* Other questions generated by the City Plan Commission, Resident Panels, community feedback, interviews, etc…

Are you in?

A project like this takes collaboration – you input will shape La Crosse’s future. Emerging from the shadow of COVID-19 we are trying out new techniques to engage residents; multi-media marketing, social media, resident panels, interviews, focus groups and online media platforms. [www.­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.com](http://www._____________________.com) our website is your place to check for project updates and ways to share your voice.

**Guiding Principles:**

We will use these to refresh issues; goals and actions:

Possible options; Equity, Health, Sustainability, Resiliency, Adaptability, others to be determined by the City Plan Commission or Comprehensive Plan Steering Committee.

**Phase of the Project and Timeline**

Phase 1. Where are we headed - **Summer/Fall 2021**

 Open Data Portal for community engagement

 Have we identified the issues relevant to our community?

 Data and Issues are correlated to assist in goals and strategies?

Phase 2. How will we get there? - **Spring 2022**

 How can we achieve the goals identified?

Phase 3. What is First? - **Summer/Fall 2022**

How should we prioritize these actions?

Phase 4. Plan Review and Approval - **Spring 2023**

Review by City boards, committees and commissions.

Final Approval by Common Council.