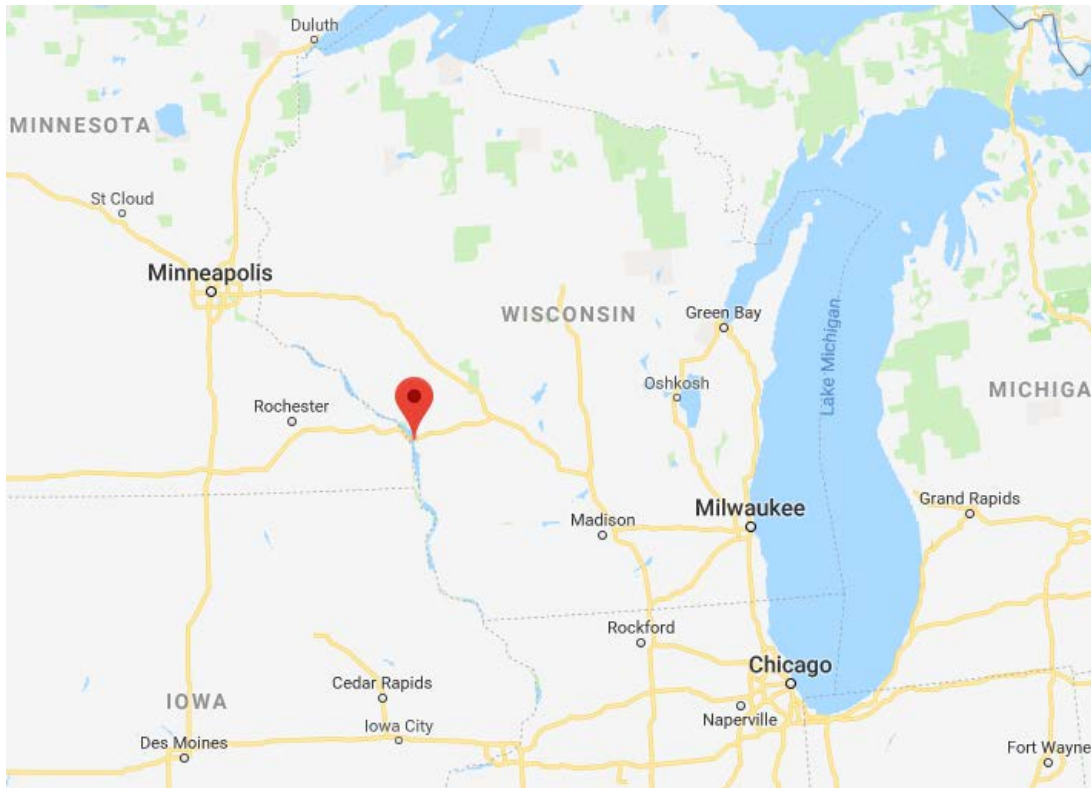


La Crosse, Wisconsin

Caroline Gregerson

Community Development Administrator

About La Crosse



HUD Allocation for 2020:

\$881,561 (CDBG)

\$310,213 (HOME)

CDBG Program Income \$587,384

Entitlement grantee since 1978

Wisconsin's largest West Coast City, est. 1856

City between Bluffs and the Mississippi River

Employers: Health Care, Universities,

Manufacturing

What were La Crosse activities prior to 2013?

- Housing Rehabilitation, Small Business Loans, Affordable Homeownership (priority)
- Building maintenance for a Senior Center that the City no longer wanted responsibility for
- Creating an ADA compliant bathroom in an Arts Center
- Funding allocations that were based on what someone had be funded the year prior
- No new applicants

Missing

- Accountability for our Consolidated Planning Goals
- Projects that created affordable housing opportunities for renters
- A funding formula based on goals



From this: addressing ongoing maintenance issues in city-owned buildings



To this: 32 affordable apartments

Consolidated Planning- Whose needs?

- Needs typically represented in surveys, public hearings, neighborhood association meetings
 - Homeowners
 - White
 - Retired
- To truly identify needs, we wanted to target these groups:
 - Single mothers
 - People of color
 - People with disabilities
 - Renters

Best practice: Do your own citizen engagement.
Find interns or VISTA volunteer to help.



Strategies to hear new voices

- **Where will these groups be anyways?**
 - School open houses and new family orientation
 - City of La Crosse Parks and Recreation “Field of Screams”
 - Door-to-door surveying in our target neighborhoods (included service day with college students)
- **Single Mom Focus Groups**
 - Brought together by school social workers
 - Offered gift cards and pizza, child care
- **Other methods to engage citizens**
 - Neighborhood association meetings
 - Resident meetings at the public housing authority (with snacks)
 - Press release
 - Facebook advertising



Result: 1895 residents took the survey, 18 public meetings with 235 participants

Needs identified in Consolidated Plan

- Lack of affordable rental housing
- Lack of quality housing
- Concern for large homeless population
- Disrepair of roads
- Declining number of families living the City of La Crosse
- Scarcity of licensed child care services and mental health care services



Set targeted, specific goals

Goals and Performance Metrics (Over 5-years)

- 1. Increase the safety and maintenance of homes through code enforcement**
400 housing units are better maintained, improved, or cease to have illegal activity occurring.
- 2. Repair aging housing infrastructure, both rental and owner-occupied**
80 units of homeowner housing rehabbed to meet housing quality standards (HQS).
25 units of rental housing meet HQS standards.
30 rental units have all lead hazards abated (funded through State Grant).
50 homes make energy efficiency improvements (funded through City/Focus/Xcel/Weatherization).
- 3. Increase the number of quality and affordable owner-occupied homes in target neighborhoods.**
20 units of homeowner housing added or significantly rehabbed, of which 100% are energy efficient.
20 extremely blighted and unsafe homes are demolished or acquired for rehabilitation.
4 homes re-built out of the flood plain.
- 4. Build mixed-income, affordable, multi-family housing, with set-aside units for homeless individuals**
150 units of rental housing built or significantly rehabbed (high priority 30%, 50% AMI).
35 long-term units for people transitioning out of homelessness added (30% AMI).
- 5. Rebuild public infrastructure to improve livability for families in Neighborhood Revitalization Strategy Areas.**
4 projects completed (example: Hamilton Elementary, Street Lighting, Burns Park).
- 6. Expand access to licensed child care or early learning opportunities for LMI persons**
25 spots for licensed child care are created or retained.
- 7. Support businesses that create economic opportunity in LMI neighborhoods with an emphasis on food access.**
50 businesses receive technical assistance, 100 jobs created, launch public food market
- 8. Prevent and end homelessness in La Crosse**
3000 people receive overnight shelter, 500 people assisted in obtaining permanent housing,
500 households provided assistance to prevent them from becoming homeless
- 9. Alleviate poverty and increase self-reliance (focus on mental health, substance abuse, health care, domestic violence, and youth services).**

- [Executive summary for policy makers, media](#)
- <https://www.cityoflacrosse.org/home/showdocument?id=2303>
- 2021 Action Plan [Executive Summary](#)
- Write a press release ! [Sample here.](#)



Strategies for achieving goals

- Work with partners and departments year-round to get projects developed
- Fund only activities outlined in your goals
- Highest ranked projects funded
- Separate funding buckets for high priority goals
- **Ideas for funding affordable multi-family housing**
 - Invited low-income housing tax credit developers to La Crosse
 - Create a CDBG loan pool fund to cover CDBG eligible costs for multi-family construction
 - Projects take a long time- pledge future funds or funds over 2 years
 - Consider City directly acquiring the property



Garden Terrace Multi-Family Housing project

CAPER: Report on goals annually

5-YEAR GOALS	5-YEAR OUTCOMES	Results to Date (2019-2020)	2019 Actual	Percentage of Goal Met
Neighborhood Revitalization				
1. Increase safety and maintenance of homes through code enforcement	5000 housing units make repairs as a result of code enforcement	4536	212	91%
2. Repair aging housing infrastructure	75 units of homeowner housing rehabilitated	74	14	99%
	25 rental units rehabilitated	20	0	80%
3. Demolish dilapidated housing structures and replace with new, affordable housing	30 units of homeowner housing added	48	6	192%
	30 buildings demolished	25	3	
4. Improve livability, attractiveness, and safety through public infrastructure	2 priority neighborhood plan projects implemented (e.g. green spaces, street-scaping, parks)	2	1	100%
	Street lighting added in census tract 4 or 9, or 2 corridors	2	0	200%
5. Increase storm water captured through green infrastructure	1 green infrastructure project	0	0	0
Affordable Housing				
6. Increase mixed-income, affordable rental housing for low-income families, minorities, and persons with disabilities	200 units of affordable rental housing added	89	50	45%
	35 units for persons transitioning out of homelessness added	21	15	60%
Economic Development				
7. Increase economic opportunities for LMI persons	100 FTE jobs created	106	38	106%
8. Support neighborhood-based businesses	2 businesses assisted	135	53	4100%
Anti-Poverty Services				
9. Prevent and end homelessness in la Crosse	3000 homelesspersons receive overnight shelter	5631	490	188%
	100 homeless persons housed in permanent housing.	373	166	132%
	75 households assisted in obtaining or keeping housing	690	241	599%
10. Alleviate poverty and increase self-reliance	25,000 LMI persons assisted	17,791.00	1936	63%

- [Performance Metrics](#)
- Create my own spreadsheet
- [Executive Summary for policy makers](#)



Minority Women-Owned Business Grant

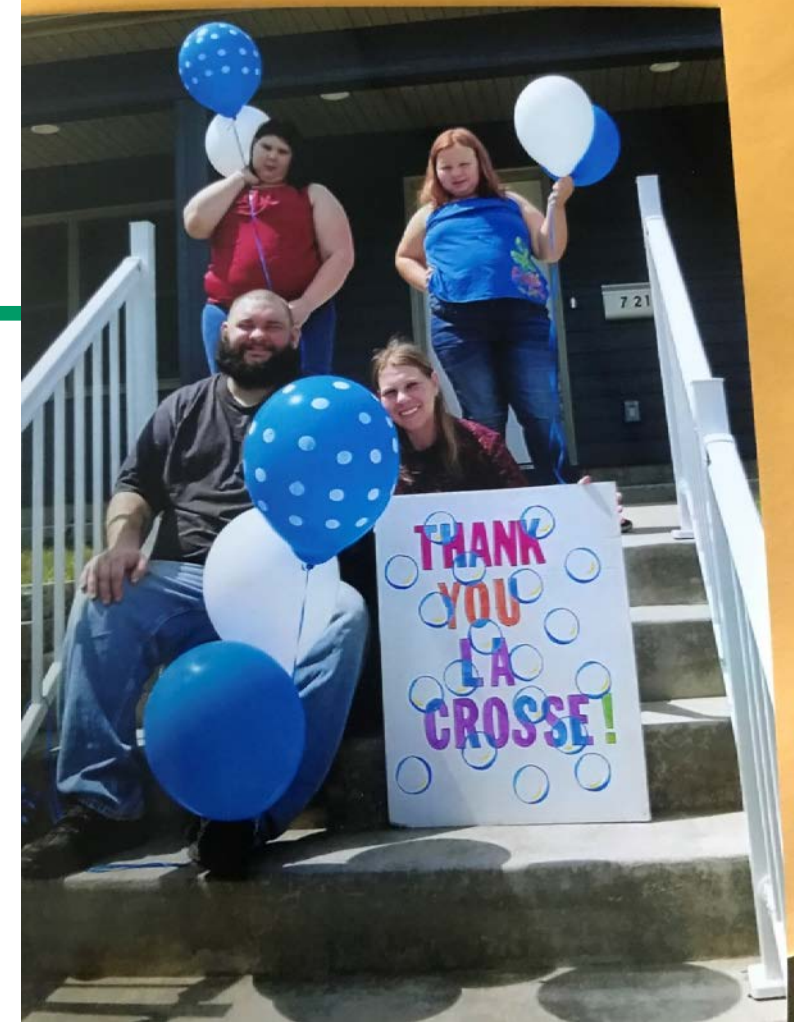
CAPER Slideshow

[Linked here](#)



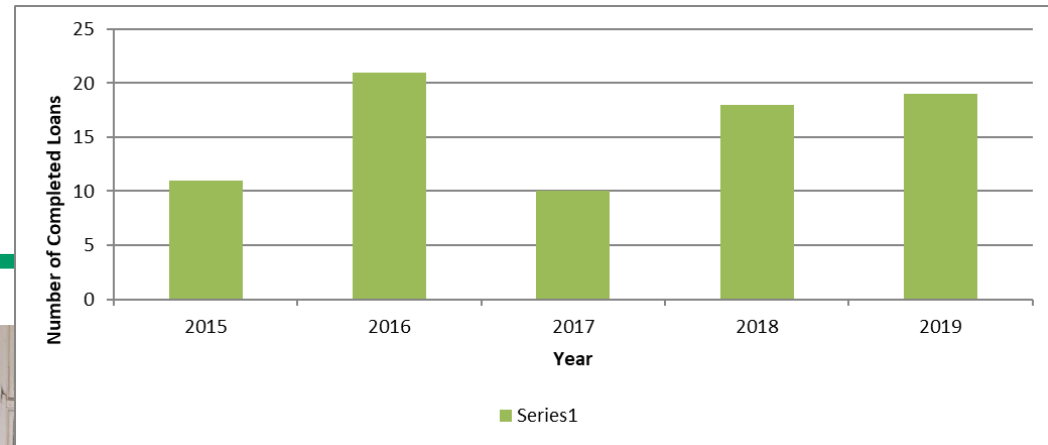
Garden Terrace Multi-Family Project

“ I grew up on the Northside. Every time a new Veteran moves in, I help them get furniture in their apartment and have helped others get food from the Kane Street Garden. I love the community here.” – Tony



CDBG/HOME-funded Replacement Housing
“3 months ago, they found the listing for 721 Charles Street. A dream, that again, would change their lives. They are now proud homeowners, having gone from homelessness, to renters, to homeowners. Thank you to everyone that has played a part in this journey. “Thank you is not big enough”.“

CAPER Slideshow



CDBG Housing Rehabilitation Loan

“Without this program, it is possible we would have lost our home.” – Terry and Tamra Schlintz

(727 Monitor St)

(Had a collapsed wall in their basement due to flooding. This program allowed them to fill in their basement and move their appliances).

Thank you staff (and families)



Kevin Conroy and family



Kevin Clements



Isabelle, Conrad, Frances



Tara, Boone, Ryan



Erin Duffer



Branson, Dawn, Makayla