

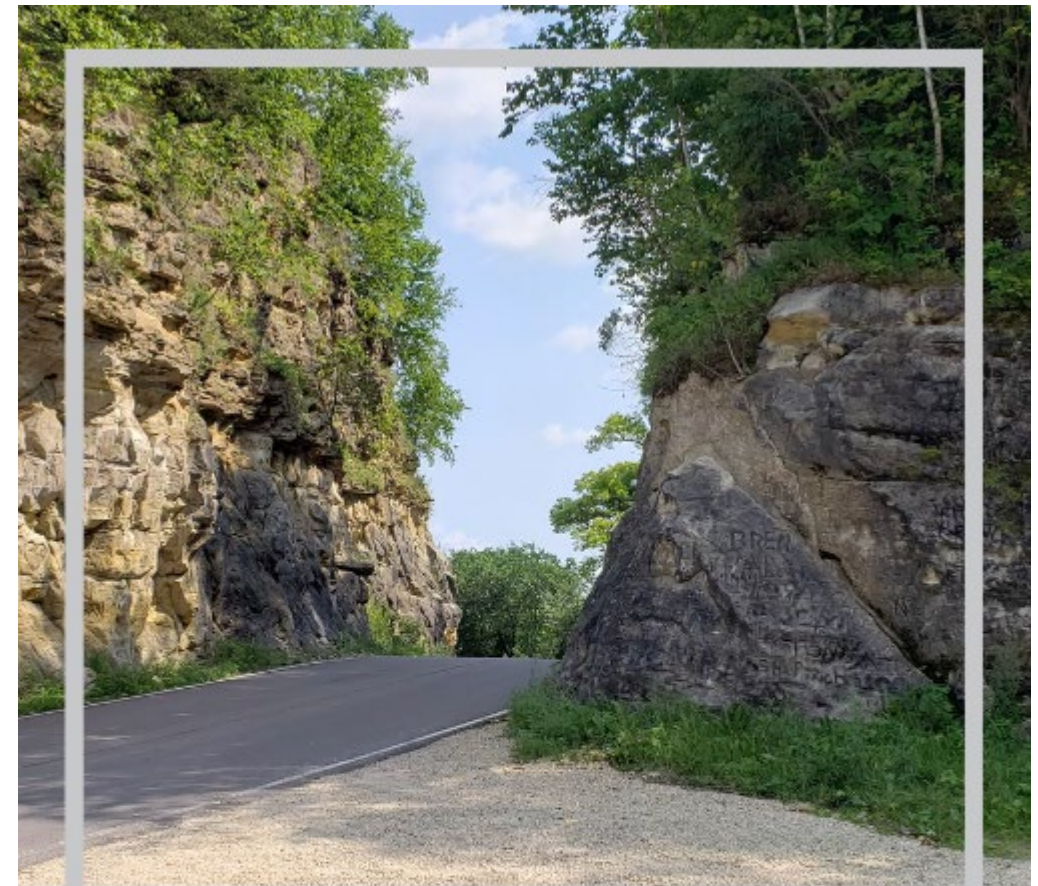


**LA CROSSE COUNTY**  
Exceptional services. Extraordinary place.

**Q1 2026**  
**Strategic Plan Update**  
Jan 5, 2026

# How We Got Here

- **August 2024:** Board adopted La Crosse County's first Strategic Plan
- The **five-year** plan includes seven vision statements with **outcome measures** and four strategic directions.
- This update highlights **plan integration** and progress to date.



**Strategic Plan 2024 - 2029**



**LA CROSSE COUNTY**  
Exceptional services. Extraordinary place.

# Economic Growth and Vitality

---

“Our thriving economy creates opportunities supported by talented people in a community with thoughtful growth”

## Outcome Measure:

Increase workforce population into La Crosse County by a total of 5% by 2029 (*in progress*).

**Baseline:** Net migration to the County in 2023.

## Actions:

- **Economic Development Plan** presented to the board in 2025; implementation begins in 2026, including a new committee, and grant programs.



# Economic Growth and Vitality

---

**“Our thriving economy creates opportunities supported by talented people in a community with thoughtful growth”**

## Supporting Initiatives:

- **Airport Investment:** \$250k helped secure Allegiant Airlines.
- **\$50K in small business grant funding** in 2025 (\$20k county programs, \$30k to MRRPC).
- **Xetek expansion** to Holmen (+20 jobs, more to come)
- **Performance Food Group** expansion to West Salem.
- **7 Rivers Regional Housing Consortium** formed.



# Engaged and Empowered Employees

---

“Our highly-engaged team members feel connected to our vision and see their future at La Crosse County”

## Outcome Measure:

Wages at or above market rate by 2029 (*in progress*).

## Actions:

- Comprehensive wage review nearing completion.
- Proposal to the Board in first quarter.



# Engaged and Empowered Employees

“Our highly-engaged team members feel connected to our vision and see their future at La Crosse County”

## Supporting Initiatives:

- **Leadership and Cultural Competencies** introduced to all staff.
- **Executive and Leadership Development Curriculum** launched.
- **Focus** on retention, succession planning, growth culture.



# Environmental Stewardship

---

“Our county is carbon neutral, and our natural environment is accessible and protected”

## Outcome Measure:

50% reduction of County facilities and fleet carbon footprint by 2029 (*in progress*).

## Actions:

- **Solar panels** installed at the Health and Human Services Building and Hillview in 2025; both will be operational in 2026 (more detail).
- **Fleet analysis** completed.
- Justification now required when *not* purchasing hybrid/EV.



# Environmental Stewardship

---

“Our county is carbon neutral, and our natural environment is accessible and protected”

## Supporting Initiatives:

- \$250k approved for **Climate Action Plan in 2026.**
- **Bostwick Creek Phase II conservation project** continue.
- **Tree planting, prairie restoration and beach water monitoring.**



# Healthy Infrastructure

---

“Our intentional and sustainable infrastructure management ensures comprehensive access and safety”

## Outcome Measure:

99% of County residents have access to reliable high-speed internet by 2029 (*in progress*).

## Actions:

- Three **broadband expansion** projects expected to move forward in 2026.
- Includes over **3,000 rural locations** in the towns of Barre, Burns, Farmington, Greenfield, Hamilton and Onalaska.



# Healthy Infrastructure

---

“Our intentional and sustainable infrastructure management ensures comprehensive access and safety”

## Supporting Initiatives:

- **\$13.9 million** highway construction program for 2026.
- **\$425k** in 2026 for **Parks infrastructure** improvements.
- **Jail renovation** planning underway.
- **\$2.9 million** landfill cell construction begins spring 2026.



# Inclusive Community

“Every member belongs and feels connected in our diverse community”

## Outcome Measure:

100% of the community is satisfied with access to County services by 2029 (in progress).

## Actions:

- Partnering with UWL to to develop and launch a **comprehensive community survey** focused on accessibility and service satisfaction in 2026.



# Inclusive Community

“Every member belongs and feels connected in our diverse community”

## Supporting Initiatives:

- **Human Services Budget:** \$70 million supporting: Mental health & substance use treatment, Economic Support, ADRC, family & children services.
- **Health Department:** WIC, lead testing, vaccinations for the uninsured, Well Woman program.



# Robust Support Network

*“Our community has access to resources we need to thrive”*

## Outcome Measure:

Complete "Pathways Home," a collaborative plan to address homelessness, by 2029 (in progress).

## Actions:

- **260 individuals housed** since launch of Pathways Home, with a 90% housing retention rate.
- **Park Lane studios opened** (10 bridge housing units).



# Robust Support Network

*“Our community has access to resources we need to thrive”*

## Supporting Initiatives:

- **10-year opioid response plan** launches in 2026 with \$689k for treatment, housing, and services.
- **\$350k deflection grant:**
  - New social worker
  - Goal to engage 50 in 2026
- **Intergenerational daycare & 39 bed Community Based Residential Facility** opening at Hillview.



# Sustainable and Affordable Housing

---

“In our community, everyone has access to an affordable home”

## Outcome Measure:

Complete housing study by 2026 (on track).

## Actions:

- Countywide **housing study** nearing completion, expected to come to board in the second quarter.



# Sustainable and Affordable Housing

---

“In our community, everyone has access to an affordable home”

## Supporting Initiatives:

- \$400,000 allocated for **Neighborhood Revitalization** funding in 2026.
- **County Farm RFI launch** expected in the first quarter of 2026.

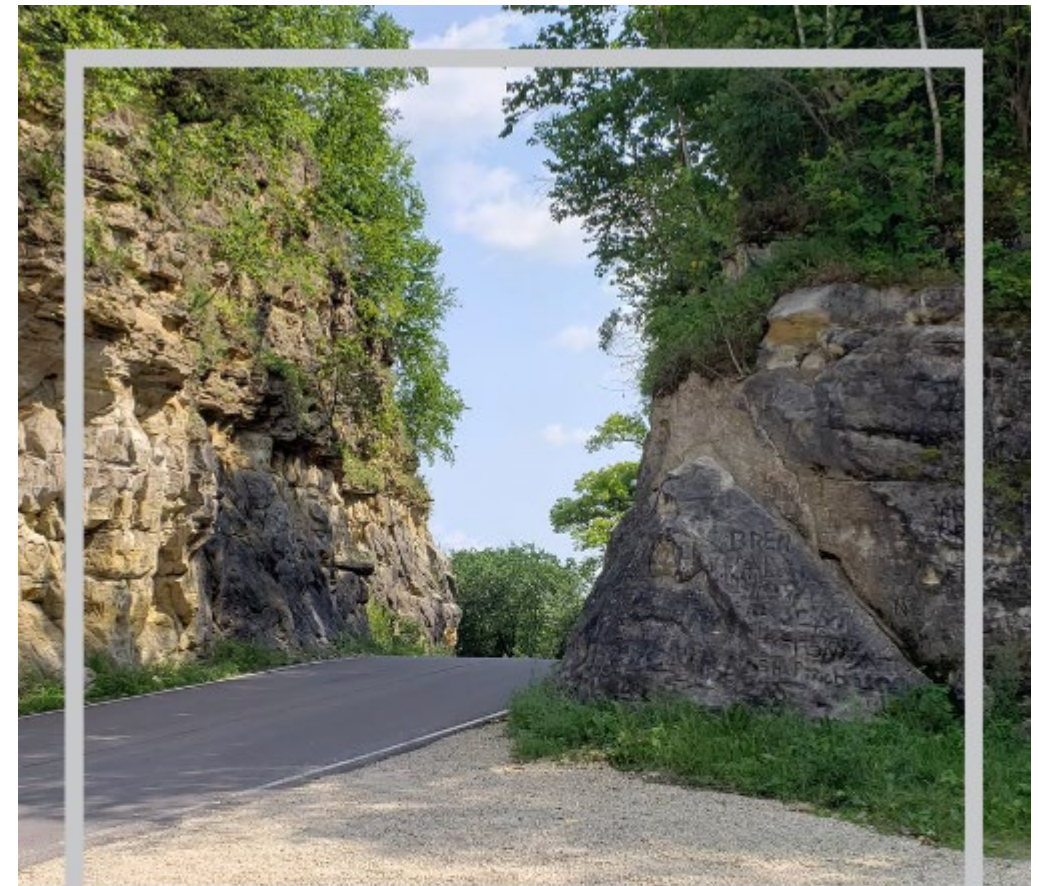


# Strategic Directions

---

Four **strategic directions** guide County work, resource allocation and decision-making.

- Continuous Improvement
- Data Driven Decision Making
- Exceptional Communication
- Invest in Staff and Grow Future Leaders



**Strategic Plan 2024 - 2029**



**LA CROSSE COUNTY**  
Exceptional services. Extraordinary place.

# Key Takeaways

---

- The **Strategic Plan** is a core part of how we work.
- It helps us stay focused, aligned, and accountable.
- Updates will continue to be shared with the Board and public.
- Learn more at:  
**[lacrossecounty.org/plans](https://lacrossecounty.org/plans)**

