



Vision Statements

- Meeting or Exceeding Outcome Measure
- Working Toward Outcome Measure

Economic Growth and Vitality

New economic development plan presented to board in March.



Up to \$250k in airport funding approved.



Outcome Measure:

5%

workforce population increase into La Crosse County by 2029.

Healthy Infrastructure

\$14.1 million

highway construction program for 2025 launched that will reconstruct 11.1 miles of county roads.



Added Broadband Specialist position to support BEAD (Broadband Equity, Access, and Deployment) applications by providers.



Outcome Measure:

99% of County residents have access to reliable high speed internet by 2029.

Engaged and Empowered Employees



Leadership and Cultural Competencies designed and developed and are now being embedded across the organization at every level.



Vendor selected and has started work on comprehensive wage review to be finished ahead of 2026 budget.



Outcome Measure:

Wages at or above market rate for all positions by 2029.

Inclusive Community

Economic Support, Veterans Services, ADRC and Library staff regularly attend outreach events to meet community members where they are.

Our Human Services Department connected 21,300 people to Medicaid and/or FoodShare in 2024.



Outcome Measure:

100% of the community is satisfied with access to County services by 2029.

Robust Support Network

Pathways Home specialized unit at Human Services has been established and staffed. The new Pathways Home system has now housed

133 households

Specialized housing plan will be released in June.



Hillview project is on track and on budget for early 2026 launch and will expand county's support network in various ways (transitional housing, intergenerational center, dementia crisis stabilization unit).

Outcome Measure:

Complete "Pathways Home," a collaborative plan to address homelessness, by 2029.

Environmental Stewardship

Climate Action Plan to be presented to board in May.



Bostwick Creek Phase II is underway, with \$600,000 in state funding for conservation projects.

Outcome Measure:

50%

reduction of County facilities and fleet carbon footprint by 2029.

Sustainable & Affordable Housing

Vendor selected and has begun work on countywide housing study.



Thriving Families program has 12 units of housing available for families experiencing or at-risk of homelessness, working alongside Human Services staff.

County Farm appraisal underway to inform next steps for possible housing development.

Outcome Measure:

Complete housing study by 2026.

Strategic Directions

Continuous Improvement

- Launched internal Artificial Intelligence (AI) committee, to gather data/research best practices.
- Improving employee onboarding/recruitment through new Dayforce Human Resources software.

Data-Driven Decision Making

- Pathways Home public data dashboard launched.
- Planning underway for jail space and operations analysis.

Invest in Staff and Grow Future Leaders

- Board approved 3% across the board raise effective Jan. 1 for the third consecutive year.
- Executive and Leadership Development Curriculum created for county leaders to learn and grow.

Exceptional Communication

- Administrator and Associate Administrator conducting departmental listening sessions with employees, creating opportunities for two-way communication.
- County Connection newsletters communicate programs and goals (1,100 average readership).