

TWENTY-MONTH UPDATE:

Pathways Home.

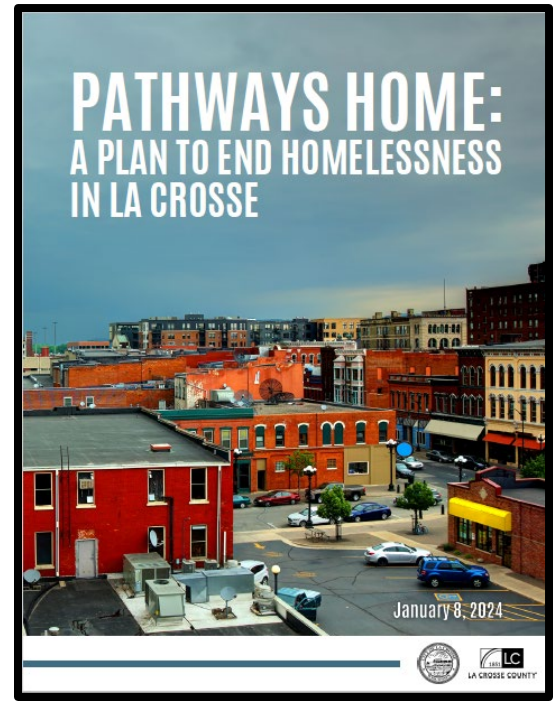
Building a system to end the City of La Crosse's homelessness crisis



City of La Crosse Common Council & La Crosse County Board
September 11th, 2025

Pathways Home Summary

- ***Five-year plan*** to end homelessness as we know it in the City of La Crosse that launched in January of 2024
- The initiative is ***led by the City of La Crosse and La Crosse County*** and includes a comprehensive and collaborative effort involving many community stakeholders



We are not in this work alone!!!

Catholic Charities

City of La Crosse Fire Dept

City of La Crosse Police Dept

Couleecap

Coulee Tenants United

emplify HEALTH

Family & Children's Center

First Free Church

Great Rivers 211

Independent Living Resources

Karuna

La Crosse County Health Dept

La Crosse County Veterans
Services

La Crosse County Zoning,
Planning & Information

Landlord

Legal Action

Lived Experience Individuals

Lutheran Social Services

Mayo Clinic Health System

Next Chapter

New Horizons

New Beginnings Christian
Fellowship

RHYMES

Salvation Army

School District of La Crosse

State of Wisconsin Balance of
State Continuum of Care

Viterbo University

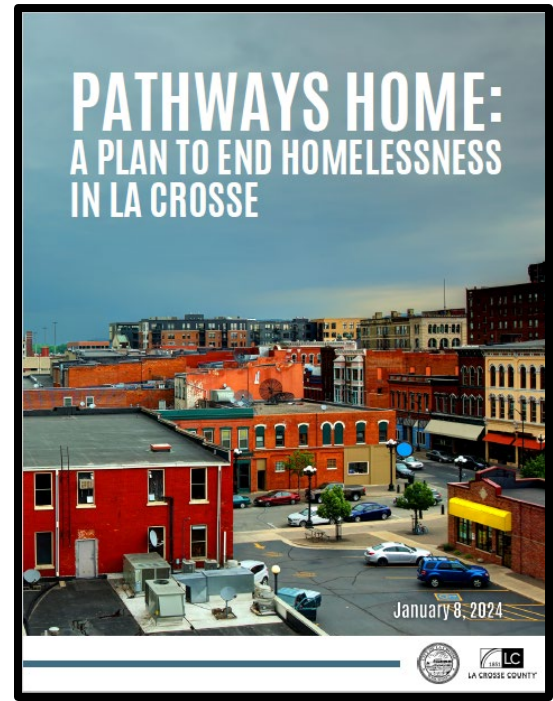
Vivent Health

YMCA

YWCA

Pathways Home Summary

- ***Five-year plan*** to end homelessness as we know it in the City of La Crosse that launched in January of 2024
- The initiative is ***led by the City of La Crosse and La Crosse County*** and includes a comprehensive and collaborative effort involving many community stakeholders
- The partnership between the City and County is ***co-equal*** with a focus on ***sustainability***



Nature of the City / County Partnership

Co-Equal Partners



County

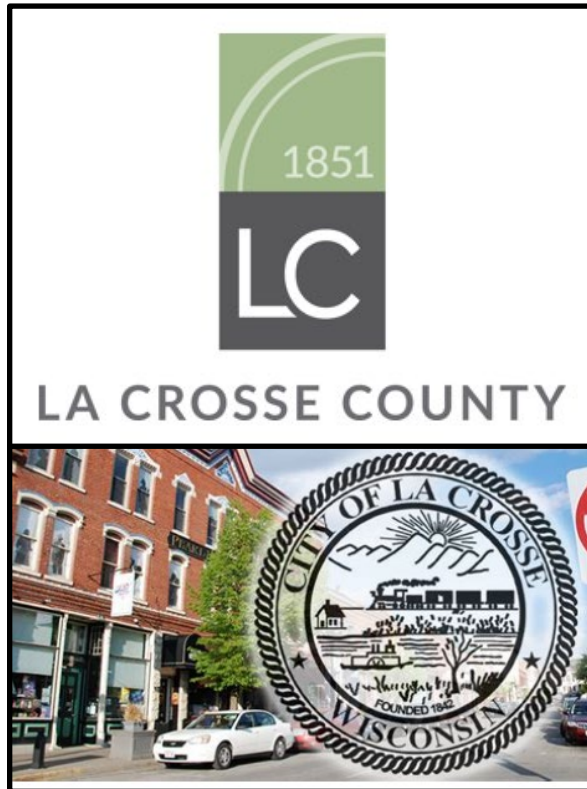
- Project management of plan Implementation
- System coordination to ensure maximization of community case management & wraparound services



City

- System coordination for efficient outreach and shelter / housing connections
- System coordination to ensure maximization of shelter & housing capacity

City & County Partnership *in action*



Project Leadership

- Jim Drees (County) – Project Manager
- Brian Sampson (City) – Services Coordinator

Executive Team

- County Administrator, Mayor & Elected Leadership (Monthly)

Action Team

- County Human Services, City Planning, Police & Fire Depts (Weekly)

PATHWAYS HOME: A PLAN TO END HOMELESSNESS IN LA CROSSE



January 8, 2024



Concrete Goals:

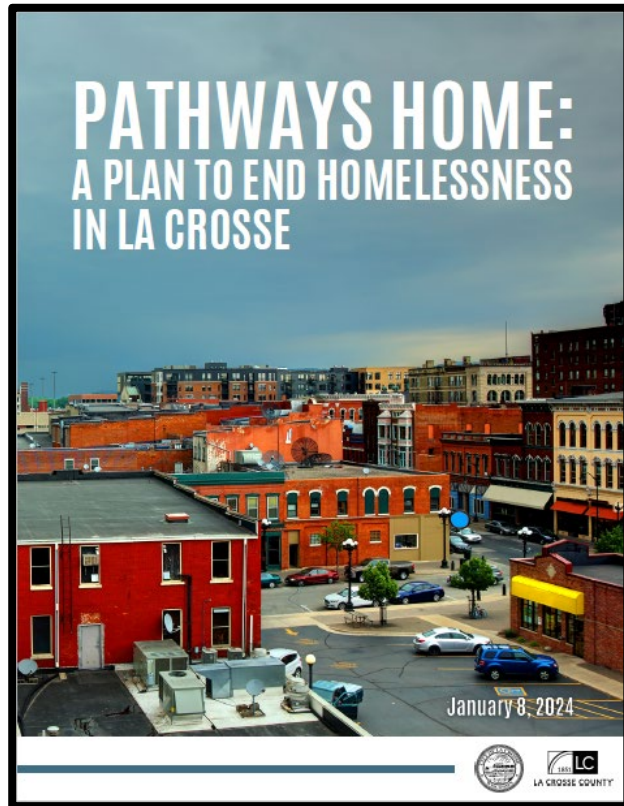
- Zero individuals living on the street
- Homelessness functional zero

Key Elements:

- Local government coordination
- Resource & policy alignment
- Shift to indoor service orientation
 - Outdoor living is not an option
 - Laws on the books are enforced
 - Local resources preserved for local residents



Lines of Effort (LOEs):



#1

BUILD THE SYSTEM

Getting the community's resources moving in the same direction so they are maximized & measure & share results

#2

CREATE CAPACITY

Filling key capacity gaps, such as in housing and case management

#3

IGNITE CARING CONNECTIONS

Harnessing the power of purpose, relationships, love and belonging

#4

END THE CAMPS
(Enforce Laws on the Books)

Restoring community norms related to outdoor living when everyone has a shelter or housing option



IMPLEMENTATION PHASES



PHASE #1 (2024)

BUILD THE SYSTEM

- *All the community's resources are working together to support individuals obtain and keep housing*

PHASE #2 (2025)

END THE CRISIS (Create Shelter & Housing Capacity)

- *End outdoor living by assuring everyone has an option for either shelter or housing*

PHASE #3 (2026-2028)

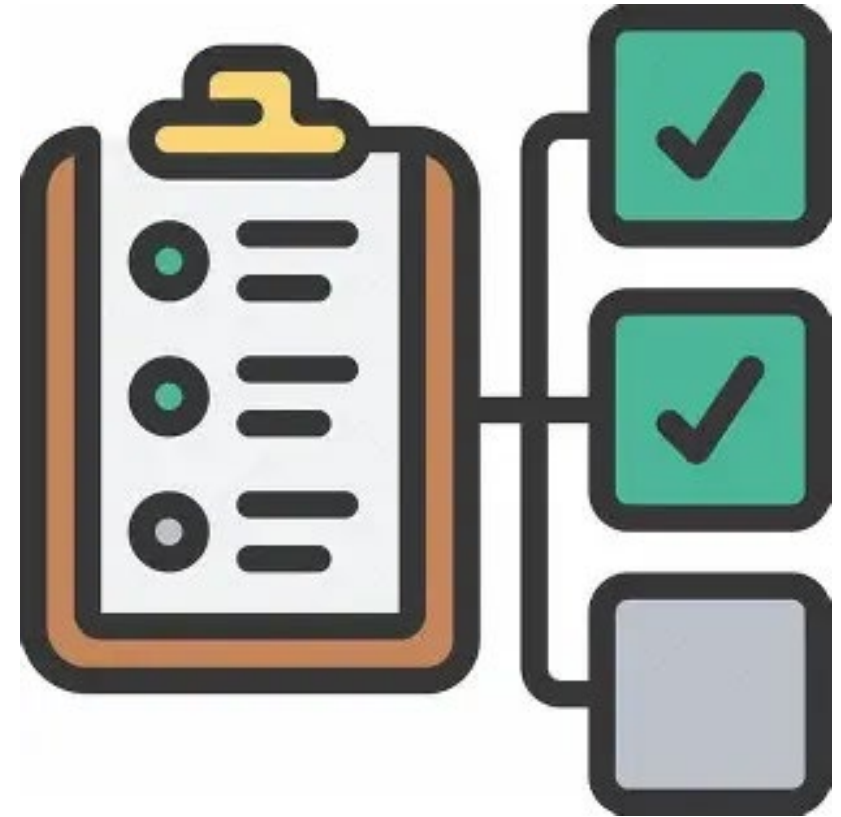
SUSTAIN THE GAINS

- *Complete and sustain the shift to serving people indoors by continuing to increase housing capacity while strengthening prevention and diligently enforcing community norms*



*Pathways
Home*

I. Status of Project Deliverables





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Home

Year #1 Deliverables

ACHEIVED

2024 *Build the System*

1. Hire Project Manager
2. Create By Name List





Using Data to Build the System

Total Homeless Population City of La Crosse as of 8/1/2025

216

Total Unsheltered (July PIT)

73

Total in Temporary Shelter

58

Current Living Arrangement Unknown

85

Last Had Housing in La Crosse County

90%

Total Housed Since June 2024

198

Pathways to Housing List—Population Characterization

• Housing:

Single Adult	85%
Households with Children	13%
Households without Children	3%

85% are single adults

• Level of support/case management required:

No Case Management	4%
Light Case Management (Monthly Check-Ins)	29%
Moderate Case Management (Several Times Per Week)	41%
Intensive Case Management (Daily Support)	23%
24/7 Onsite Staffing (Residential or Hospital Settings)	3%

64% need moderate to intensive case mgt

• Other Considerations:

Need subsidized rent	99%
Have a disability	33%
Have transportation	21%
Have pets	5%

1/3 have a disability

99% need subsidized rent

Currently only half of the P2H list has an identified case manager or housing navigator



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Year #1 Deliverables

ACHEIVED

2024 *Build the System*



1. Hire Project Manager
2. Create By Name List
3. Implement Community Case Conferencing
4. Develop Faith Outreach Plan
5. Launch Specialized Behavioral Health Unit



Filling critical system gaps

Specialized Behavioral Health Unit

STAFFING

- Six social workers complimented three peer support specialists

ACTIVITIES

- Case management through Comprehensive Community Services (for eligible & enrolled individuals)
- Supplementing the community's capacity for housing navigation
- Supplementing the community's capacity for mobile outreach

ALIGNMENT

- Exists within a community network of related services that are increasingly functioning as integrated system (i.e., Community Support Program (CSP), Permanent Supportive Housing (PHS) case management)



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Year #1 Deliverables

ACHEIVED

2024 *Build the System*



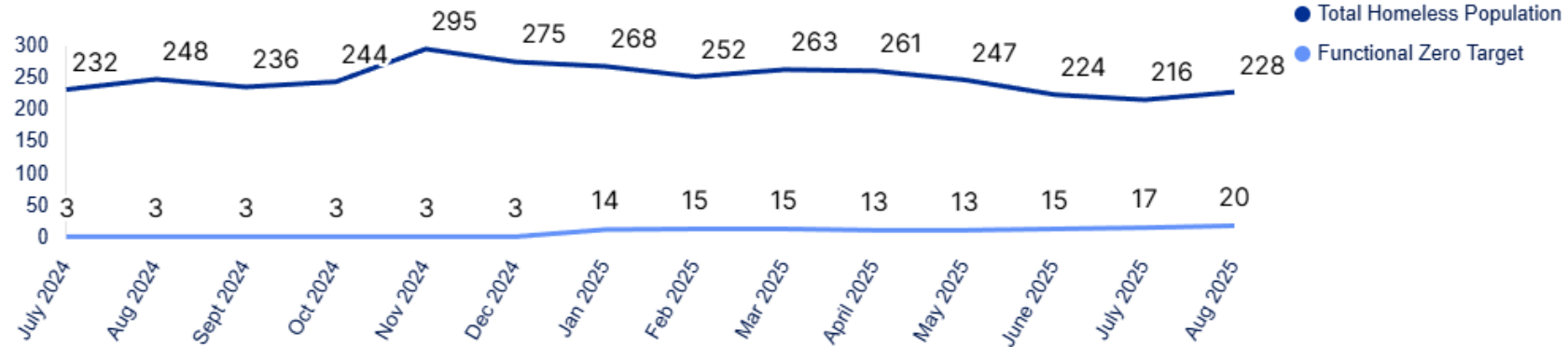
1. Hire Project Manager
2. Create By Name List
3. Implement Community Case Conferencing
4. Develop Faith Outreach Plan
5. Launch Specialized Behavioral Health Unit
6. Deploy Dynamic Data Dashboard



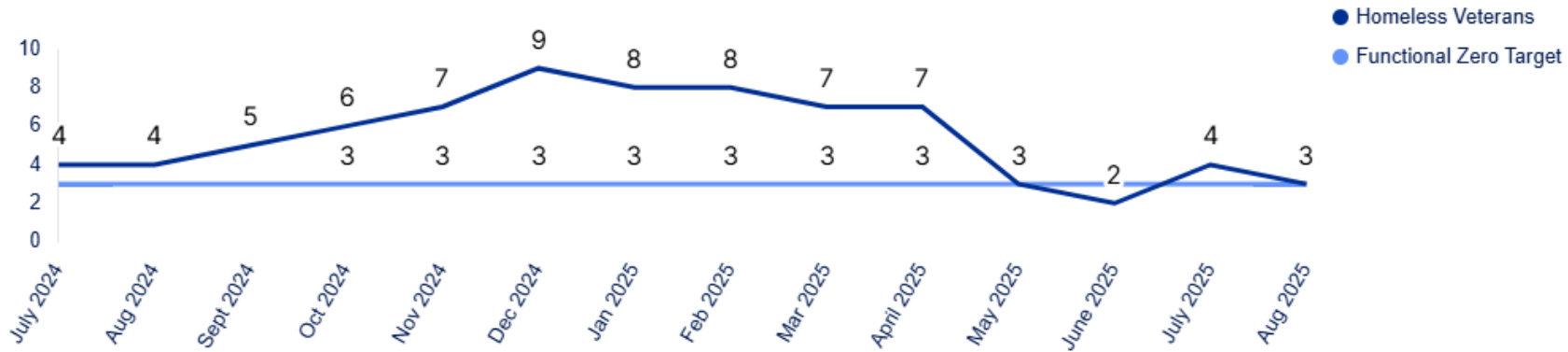
Monthly Dashboard

<https://lacrossecounty.org/pathwayshome>

Pathways Total Homeless Count



Pathways Homeless Veteran Count

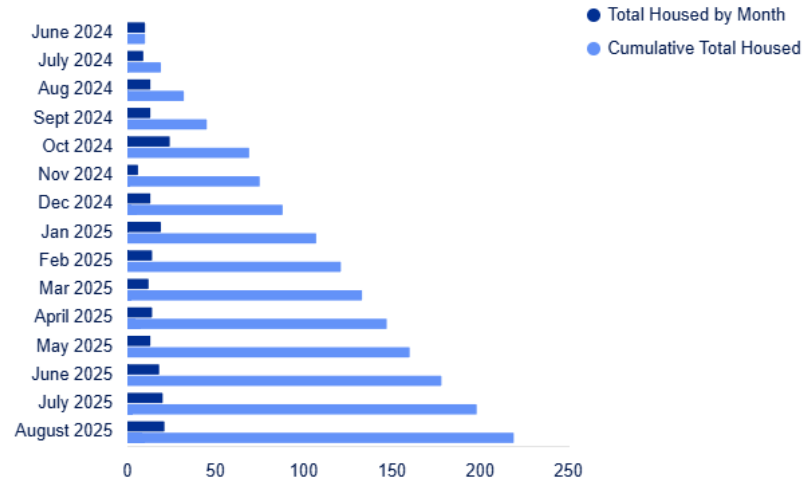




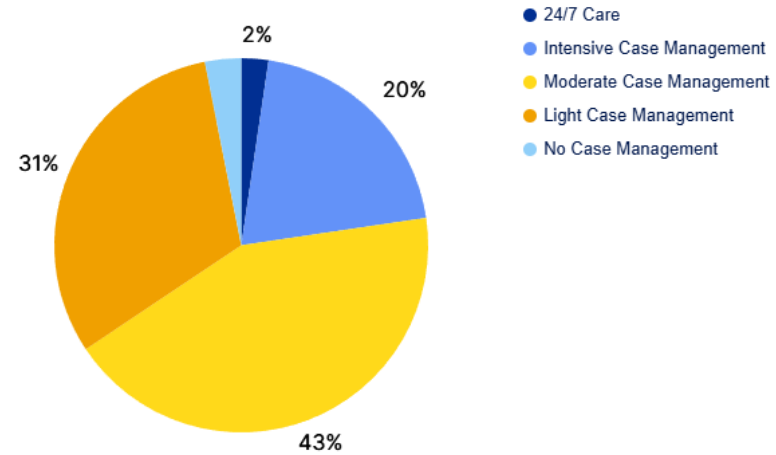
Monthly Dashboard

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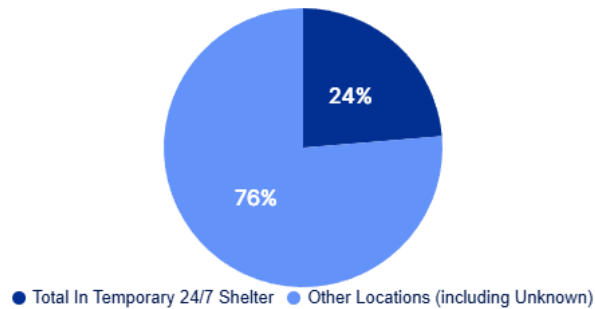
Pathways Households Placed in Housing



Level of Case Management Required (Aug 2025)



Current Living Situation (Aug 2025)



Last Had Housing in La Crosse County





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Year #2 Deliverables

2025

Create Shelter & Housing Capacity

(End the Crisis)



Three Strategies

STRATEGY #1

Pathways-Held Leases

STRATEGY #2

Agency-Purchased Properties

(i.e., La Crosse County Thriving Families program)

STRATEGY #2

New Development

(i.e., The Collective)



Pathways
Home

Year #2 Deliverables

ACHEIVED

2025

Create Shelter & Housing Capacity

(End the Crisis)



1. Begin Expanding Housing Capacity



Pathways
Home

Filling critical system gaps

Specialized Housing “In Process”*

Intensive Units

Housing with
24/7 Support



Light / Moderate Units

Housing with
Calibrated Case Mgt



<u>Project</u>	<u>Beds</u>	<u>Available</u>
1. Hillview <i>Park Lane Studios</i>	10	Late 2025
2. Karuna	12	2026

<u>Project</u>	<u>Apts</u>	<u>Available</u>
1. Cinnaire <i>The Collective on Fourth</i>	13	Now
2. CouleeCap	12-16	2026
3. Pathways-Held Leases	5	Late 2025

*Necessary funding has already been allocated



Pathways Home

Filling critical system gaps

Specialized Housing "In Process"*

Intensive Units



Housing with

Light / Moderate Units



Housing with

The La Crosse County Administrator's 2026 Budget Request Includes **\$200,000** to housing supports as part of the La Crosse County Opioid Settlement Plan

- 1. Hi
- 2. Ka

available
Now
2026

Leases

*Necessary funding has already been allocated



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Home

Year #2 Deliverables

ACHEIVED

2025

Create Shelter & Housing Capacity

(End the Crisis)



1. Begin Expanding Housing Capacity
2. Support & Evolve Prevention Services



Partnership with the REACH CENTER

Funding & Intent

In alignment with the Pathways Home plan to shore up prevention services, La Crosse County has started **\$300K investment** in the REACH CENTER

REACH Services

- Housing & Navigation
- Tenant-Landlord Resource Office
- Housing Stability Program
- Behavioral Health



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Home

Year #2 Deliverables

ACHEIVED

2025

Create Shelter & Housing Capacity

(End the Crisis)



1. Begin Expanding Housing Capacity
2. Support & Evolve Prevention Services
- ADD ON** Deploy More Housing Navigation & Assertive Case Management



Filing critical system gaps

Housing Navigation

- The Pathways Team Acted quickly to leverage the opportunity under a *new Medicaid benefit (1915i)* to expand local capacity for housing navigation services
- La Crosse County Human Services is utilizing 1915i revenue to make *staff* available to provide community housing navigation
- Pathways leadership is coordinating with *community partners* who are also working to leverage this new funding source



Filing critical system gaps

Assertive Case Mgt

- La Crosse County secured a **\$350,000** grant through the Wisconsin Department of Justice that supports a ***case manger, housing and wraparound supports*** for chronically homeless individuals cycling through the justice system

Note: Having a local partnership and plan is making us more competitive for grants like this!



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Year #2 Deliverables

ACHEIVED

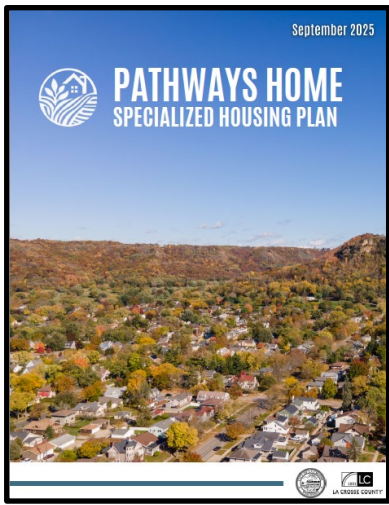
2025

Create Shelter & Housing Capacity

(End the Crisis)



1. Begin Expanding Housing Capacity
2. Support & Evolve Prevention Services
- ADD ON** Deploy More Housing Navigation Services (include deflection)
3. Identify Long-Term Housing Needs



Filling critical system gaps

Specialized Housing Plan

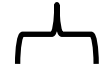
[\[Link to Plan\]](#)



Intensive
Units

In Process

(20)



Total
Needed

80

*Over 1/4 already
in process!*



Light /
Moderate
Units



In Process

(94)

354



*Pathways
Home*

II. Next “On Deck”





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Home

Year #2 Deliverables

“ON DECK”

2025

Create Shelter & Housing Capacity

(End the Crisis)



4. Encourage Community Investments



LA CROSSE AREA
COMMUNITY
FOUNDATION

Collaboration with La Crosse Area Community Foundation



Collaborating to end La Crosse's
homelessness crisis **for good**



- Soon a community fund will be launched, hosted by the La Crosse Area Community Foundation
- The funds will support investments in specialized housing that are aligned with the Pathways Home plan

MORE TO COME!



Pathways
Home

Year #2 Deliverables

“ON DECK”

2025

Create Shelter & Housing Capacity

(End the Crisis)



4. Encourage Community Investments
5. Surge Shelter Capacity



SURGE

Shelter Capacity

Partnership with the SALVATION ARMY

- We are working towards an agreement to add **additional beds** at the Salvation Army shelter for this winter
- The additional capacity and coordination of other options will **significantly expand options** for shelter, housing & services



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III. Community Status & Outcomes





Community Status & Outcomes

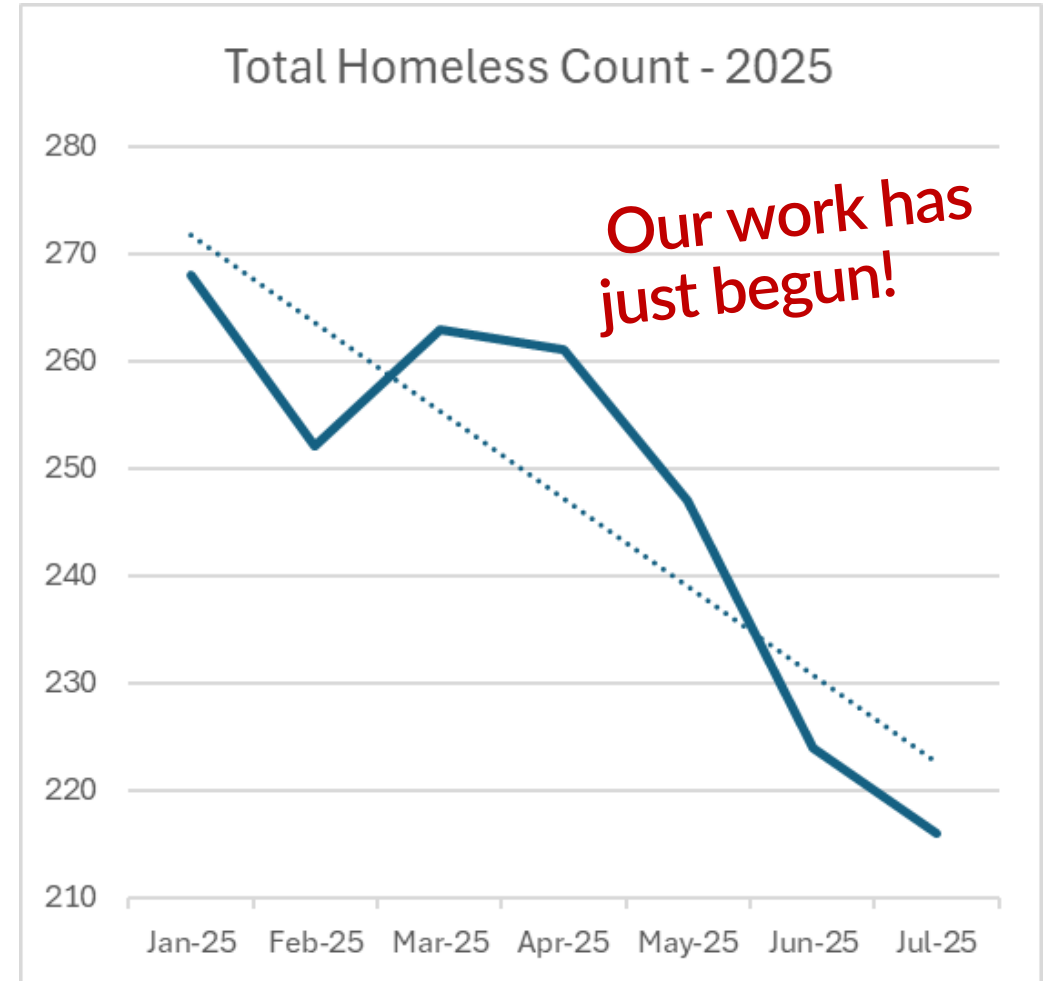
Noteworthy

2024-25 Was the First winter in several years with no encampments

200+ individuals housed

More people housed than entering homelessness so far in 2025

Negative inflow achieved!





The Pathways Home Website has:

- Plan Information:
- Written Monthly Updates:
- Continuously Updated Data:

PROJECT ACTIVITIES			
PRE-IMPLEMENTATION (Jul - Dec 2023)	YEAR#1 2024	YEAR#2 2025	YEARS#3-5 2026-28
“Create the Plan”	“Build the System”	“End the Crisis”	“Sustain the Gains”
<input checked="" type="checkbox"/> Gather Input <input checked="" type="checkbox"/> Research <input checked="" type="checkbox"/> Prepared Key Investments	<input checked="" type="checkbox"/> By-Name List <input checked="" type="checkbox"/> Coordinated Processes <input checked="" type="checkbox"/> Case Mgt	<input type="checkbox"/> Specialized Housing <input type="checkbox"/> Surge Shelter <input type="checkbox"/> Prevention Strengthening	<input type="checkbox"/> Complete the Shift <input type="checkbox"/> Learn & Adjust <input type="checkbox"/> Systematize

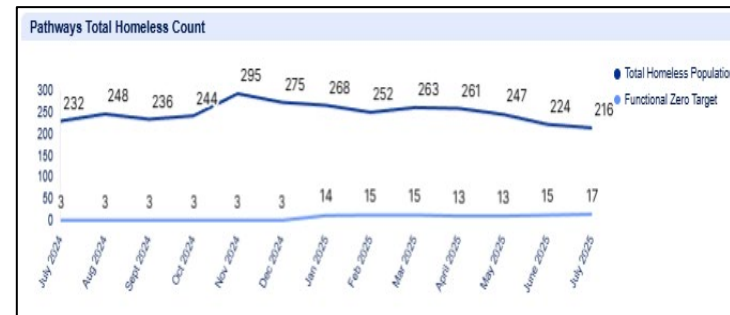
August 2025 Update

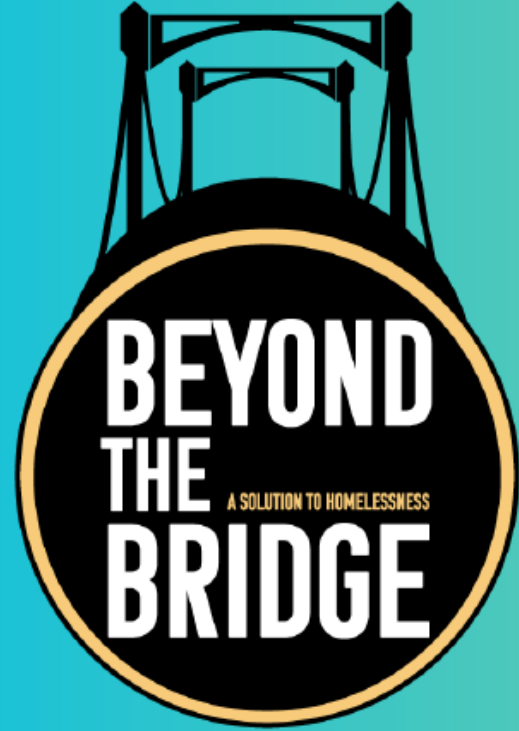
The La Crosse City Council has approved the launch of the Pathways Held lease program—a powerful step toward expanding housing access. Under this resolution, the City can enter into direct leases with landlords, creating options for individuals whose housing histories have made traditional public or private housing inaccessible. A generous \$100,000 donation from Mayo Clinic will fund a pilot of five leased units. We are actively seeking a property management partner to help administer and grow this program.

La Crosse County received a \$350,000 grant from the Wisconsin Department of Justice to start a Community Response deflection initiative. This program embeds a dedicated social worker within our justice response system to work closely with law enforcement, offering case management and immediate housing support to help divert individuals from entering the justice system.

On July 24, the local coalition hosted a Project Homeless Connect event, bringing together 40+ area agencies. This event helped individuals experiencing homelessness make direct connections to vital resources and support through our coordinated response network. They also received a hot meal. Thanks to all who organized and supported this event.

We're also seeing tangible outcomes from our housing partnership at The Collective on 4th and Jackson. So far, six individuals have moved into HUD-designated units, and two more from our Pathways to Housing list.





THE SOLUTION TO HOMELESSNESS IN LA CROSSE IS WITHIN OUR REACH

BEYOND THE BRIDGE

A SOLUTION TO HOMELESSNESS



A BIGGER VISION FILMS

FREE DOCUMENTARY SCREENING AND PANEL DISCUSSION WITH THE FILMMAKERS

Free event. Ticket required.



Filmmaker Tim Hashko, James Mathy, La Crosse native and Housing Administrator for Milwaukee County, and Filmmaker Don Sawyer





*Pathways
Home*

Thank You!

***If you have questions or want
more information, please
contact Brian Sampson (City)
or Jim Drees (County)***

Follow the progress at:

Pathways Home website:

<https://lacrossecounty.org/pathwayshome>

La Crosse County newsletter:

