

**Strategic Goal Setting  
for  
La Crosse Area Planning Committee Board  
January 19, 2011**

**Funding Sources (4)**

- Increase grant applications & funding. (2)
- Offer more funding to small municipalities.
- Would like to encourage the state to look at raising its level of transportation revenue and funding.
- Adjust all plans for increase in gas costs. Ref: planning & programming, La Crosse MTU.
- Public private partnership.

**Other Area-Wide Planning (4)**

- Explore alternative MPO collaboration potential other than transportation. Public safety, public works, etc.
- Land use planning.
- Water quality analysis, Sewer Service Agreement updated to reflect current community make up.

**Public Relations & Communications (4)**

**(Includes internal & external, and Legislative Communications)**

- More input from the LAPC members on the projects we should participate in.
- Strength, Weaknesses, Opportunities, Threats analysis on projects, organization.
- Regular updates on projects.
- Who decides what projects we fund?
- Actually see fulfillment of our projected goals.
- More communication with committees, boards, and public.
- Active roles with our state and federal representative or legislature.

**Mobility (2)**

- Improve our transportation infrastructure.
- Free flowing people movement throughout region.
- Free flowing raw & finished goods to and from region.
- Get policy/roles on how much other modes of transportation needed and where.
- Explore alternative modes of public transportation, i.e. metro rail.
- Consider and evaluate transportation projects and needs from a regional basis rather than municipality by municipality.