

An aerial photograph of a suburban neighborhood. In the foreground, there are rows of houses with various roof colors (grey, brown, red) and green lawns. A road with a white car is visible. The middle ground is filled with dense green trees. In the background, there are rolling green hills under a cloudy sky. A semi-transparent blue banner is overlaid across the middle of the image, containing the main text.

Connecting community, housing, and sustainability

Kahya Fox – Executive Director

our vision

**a Coulee Region with
ample, quality housing
options and healthy,
sustainable communities
for all.**

at Habitat, building
affordable homes goes
hand in hand with
caring for the
environment.

we want to create vibrant
communities that people
want to live in.

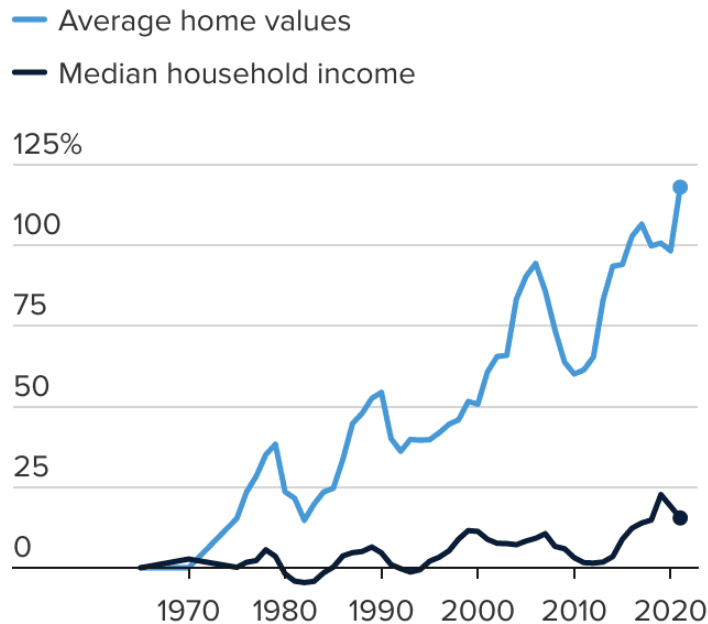


Habitat for Humanity of the Greater La Crosse Region

- Established in 1992
- Serving La Crosse, Trempealeau, Monroe, and Vernon counties in Wisconsin and Houston County, Minnesota
- Provided over 80 homes to first-time, low-income homebuyers



Growth in U.S. home values outpaces that of incomes

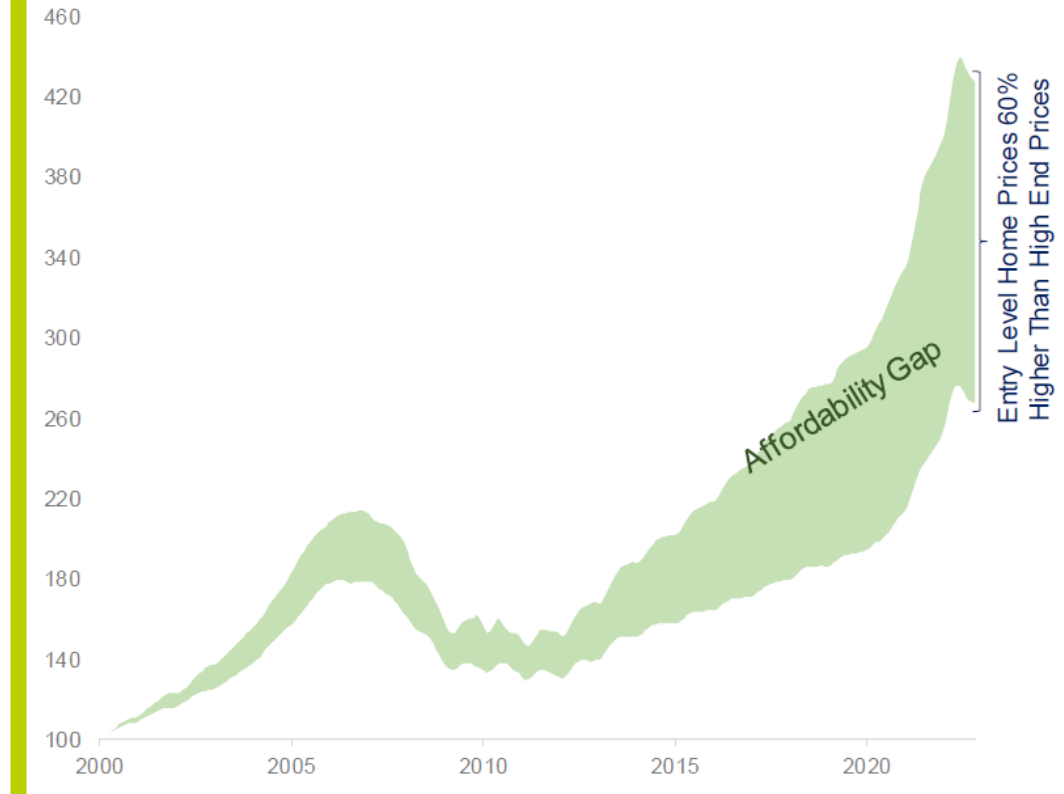


Source: Real Estate Witch analysis of U.S. Census Bureau data



Affordability Gap Rapidly Rising

Cumulative Gap Between Entry-Level and High-End Home Prices – Home Price Index Level

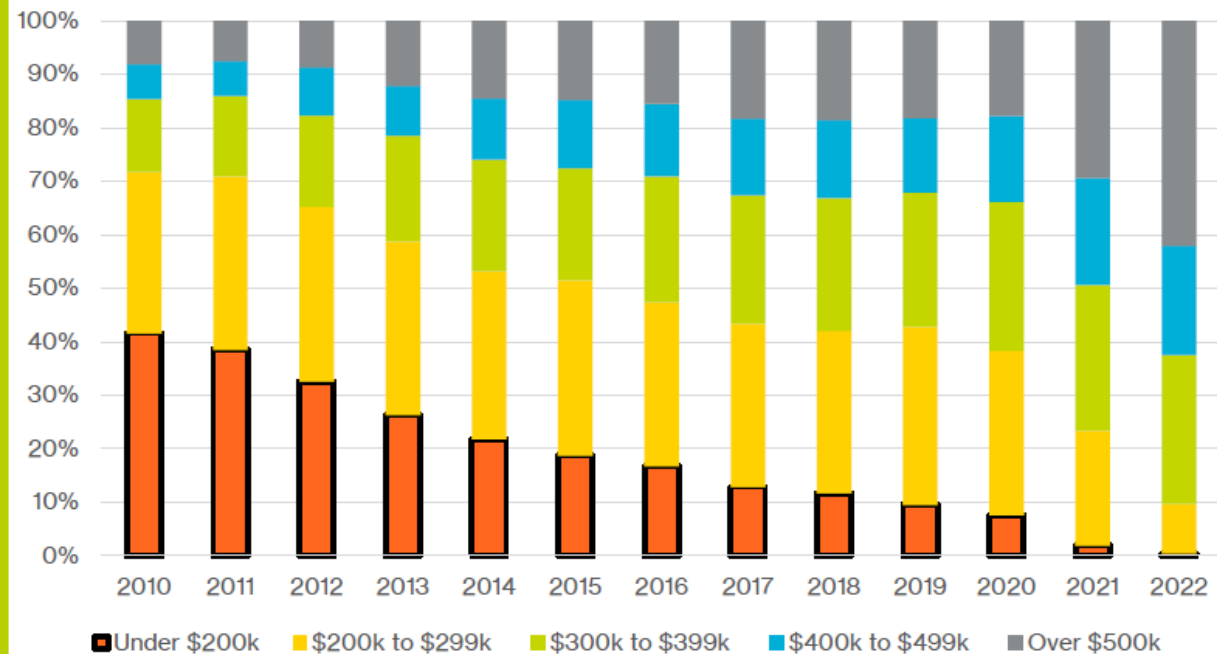


setting the stage: affordability

1,996

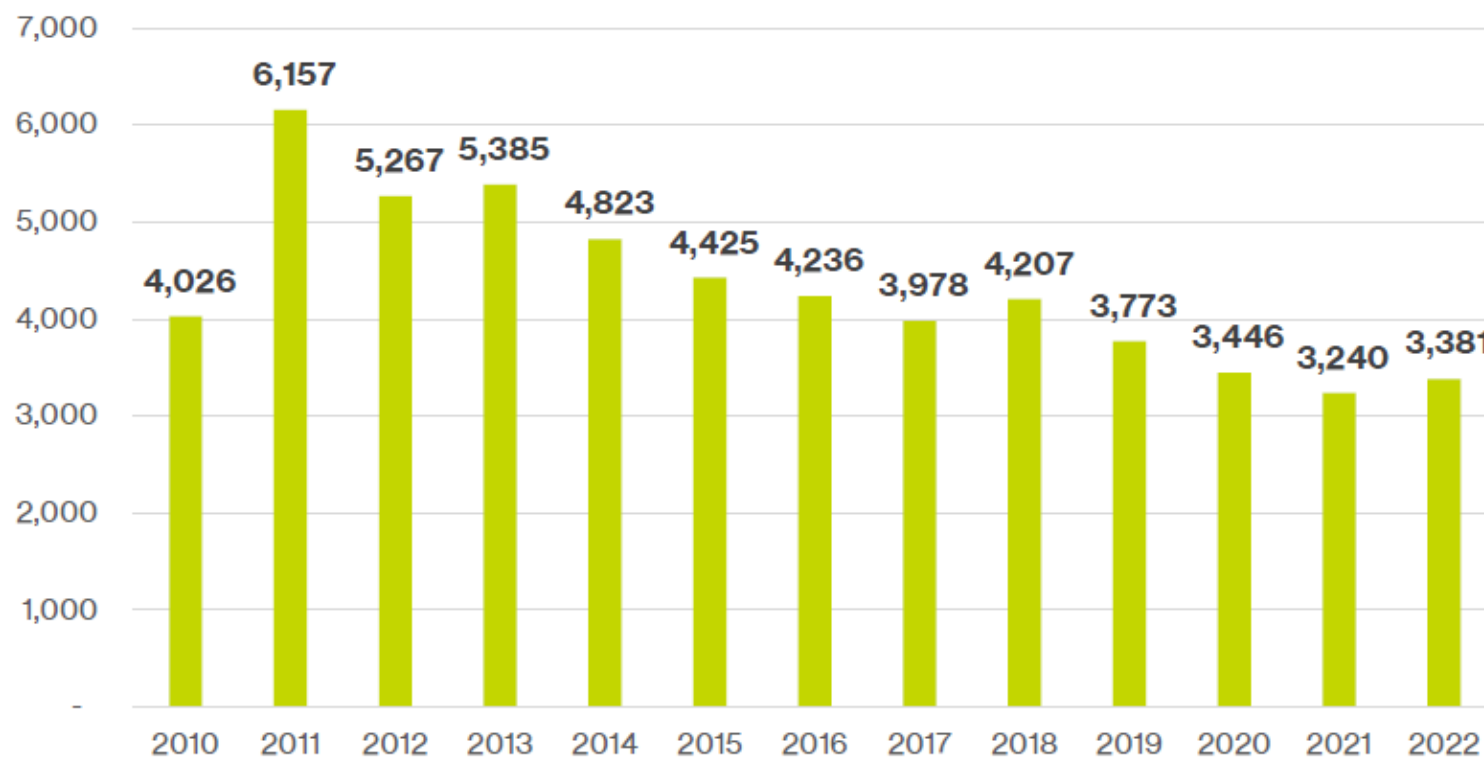
households are
priced out of the
home-buying
market for every
\$1,000
increase in the
median new
home price.

Share of New Homes Sold by Price (U.S.)¹



setting the stage: affordability

HFHI U.S. Affiliate Historical Production²



setting the stage: affordability



In 2019, only 6% of homes on the market in WI were entry level, down from 34% in 1980.



More than 2/3 of homes in La Crosse are 75+ years old, many of which are rentals.



One in three households in La Crosse spends more than 30% of their gross income on housing

setting the stage: affordability

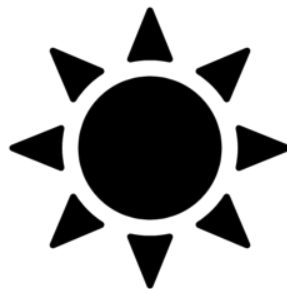
setting the stage: sustainability

From 1980 through 2018, La Crosse experienced:

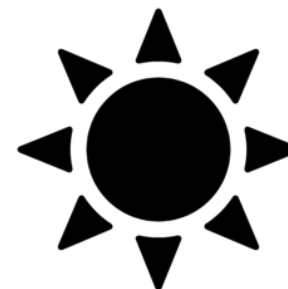
4.3% increase in
annual precipitation
34% increase in
heavy precipitation



1.62 degree
increase in
annual average
temperature



2 additional days
>95 degrees
8 fewer days
<32 degrees



Source: La Crosse Climate Action plan

setting the stage: sustainability

La Crosse's Future Climate

By 2050, La Crosse's climate can be expected to be:



+4-5°F

warmer average annual temperature than now.



+15% higher

Annual average rainfall than now



+15-20 more days

annually with a high temperature over 95°F.



+30% more

Heavy precipitation events annually



+69% more

air conditioning demand and energy needed than now.



+20 days longer

Growing, allergy, and mosquito season



Source: La Crosse Climate Action plan



Habitat for Humanity®

of the Greater La Crosse Region

Providing families with a place to call *home*.

housing and carbon footprint in Wisconsin

- Homes are responsible for about 25% of all emissions
- Average single-family homes are responsible for 18 tons of carbon emissions per year
- 2/3 of residential emissions come from electrical usage
- Single-family, owner-occupied homes account for ¾ of all emissions
- Homes have gotten 25% more efficient but 25% bigger – offsetting the impacts



housing and carbon footprint - general

- **600 million tons** of construction and demolition debris were generated in the United States in 2018 - more than twice the amount of generated municipal solid waste - of which 60% ends up in landfills.
- Landfills negatively affect biodiversity, groundwater pollution, and the health of surrounding communities. **Prioritizing reuse minimizes the amount of material that is landfilled.**
- Reuse limits extraction of virgin materials, which is energy- and water-intensive, and puts pressure on wildlife habitats. **Material reuse is an important tool in combating climate change impacts of the construction industry.**

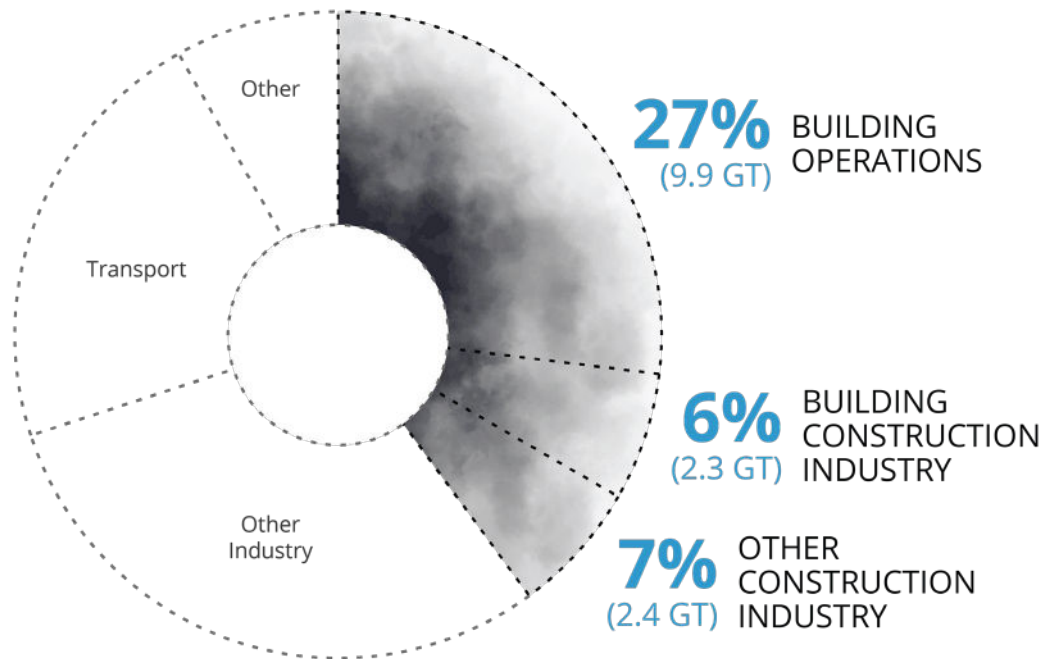


Source: <https://www.buildreuse.org/about-deconstruction>

<https://www.epa.gov/smm/sustainable-management-construction-and-demolition-materials#benefitsreducing>

setting the stage: built environment sustainability

Annual Global CO₂ Emissions



© Architecture 2030. All Rights Reserved. Data Source: IEA (2022), Buildings, IEA, Paris

Building Construction Industry and Other Construction Industry represent emissions from concrete, steel, and aluminum for buildings and infrastructure respectively.

setting the stage: built environment sustainability



A building can only be considered truly sustainable if it remains in use for long enough to justify the resources invested in its creation.

– Frank Mahan & Van Kluytenaar, SOM

LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



our sustainability initiatives

Looking ahead, Habitat is playing an active role in protecting our natural resources and creating a healthy community. Our partnerships focus on stormwater mitigation, sustainable landscaping, agriculture related soil health and water quality, and neighborhood revitalization.



our sustainability initiatives



As a **community organization** that builds and preserves **affordable homes**, our work must creatively adapt to today's challenges.

*Low-income families face disproportionately **high energy burdens** but are systemically left out due to **financial constraints** and **lack of access**.*

Sustainability Department

Habitat's environmental impact

- Renewable energy
- Waste reduction
- Stormwater mitigation
- Native landscaping

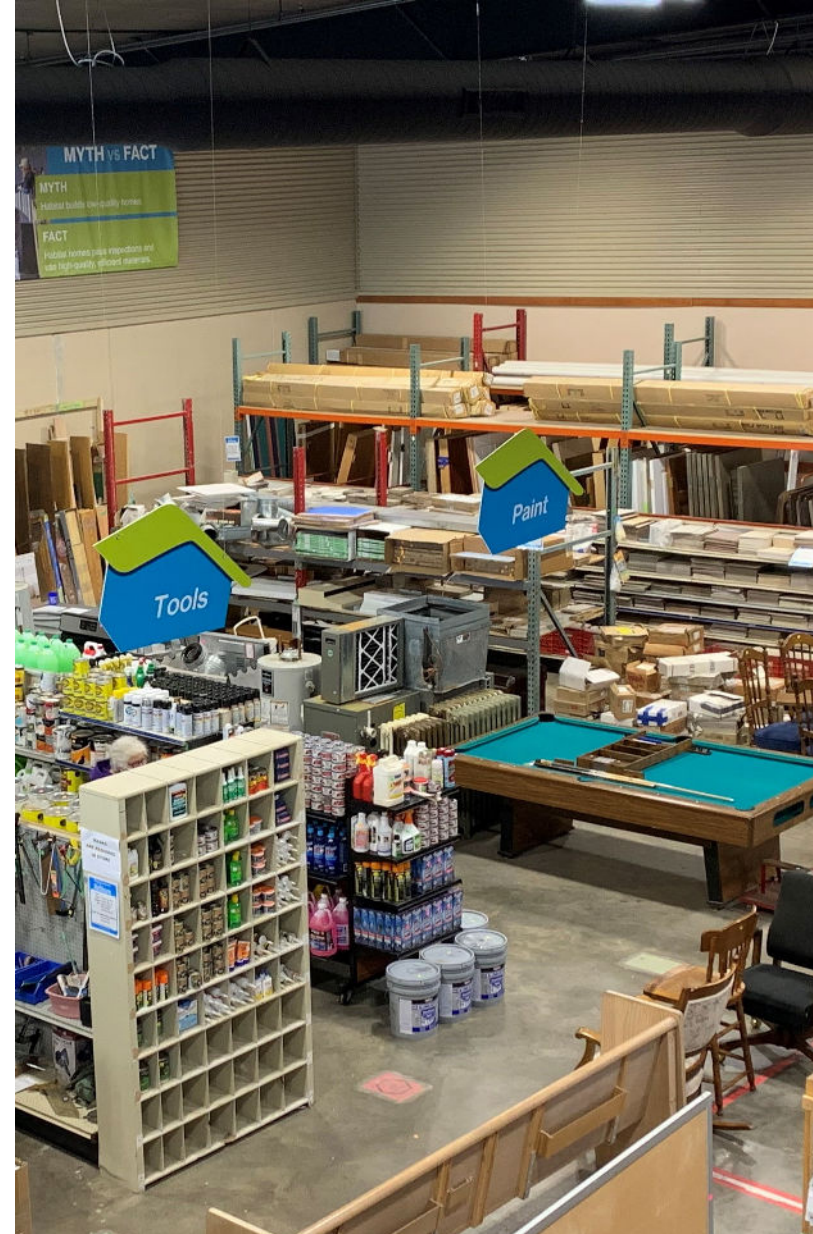
Community partnerships

- Focus on health land, water, and communities
- Strengthen cross-sector collaborations

reuse + material diversion

ReStore

- As of 2023, the ReStore has diverted over **9 million pounds** of material from the landfill
- The ReStore model extends the lifecycle of usable materials and reduces the number of new items placed into the market
- ReStore operates a recycling room to maximize reuse potential



reuse + material diversion

ReStore Property

Stormwater Learning Site

- Rain gardens
- Native plants
- Educational signage
- Tours and classes

Electrification of Building

- LED lightbulbs
- Solar array – we run on the sun!



reuse + material diversion

ReClaim

- ReClaim crews carefully remove materials from buildings that are about to be demolished or renovated
- Materials are sold at the ReStore or used in Habitat homes
- The ReClaim approach saves property owners money and disrupts traditional make-take-dispose approach
- ReClaim projects have salvaged antiques and historic materials, capturing local heritage and stories



reuse + material diversion

ReClaim outcomes:

- Make reuse more common + accessible
- Provide quality reused materials to our community at low cost

| Year | Pounds diverted |
|--------------|-----------------|
| 2018 | 6,242 |
| 2019 | 10,151 |
| 2020 | 25,555 |
| 2021 | 88,864 |
| 2022 | 181,655 |
| 2023 | 229,169 |
| 2024 | 116,622 |
| TOTAL | 658,258 |



home construction

High quality, energy efficient homes

- We rehab, not just build new
- We use donated and salvaged material in our homes
- All homes are Focus on Energy certified
- We pass on savings to our homeowners
- Built first solar home in Arcadia
- Building 10 units of solar housing in Hillsboro



Hillsboro CrossMod

- Chassis but with permanent foundation
- Porch and attached garage
- Energy efficiency upgrades
- Site-built appraisals
- Base price \$108,000

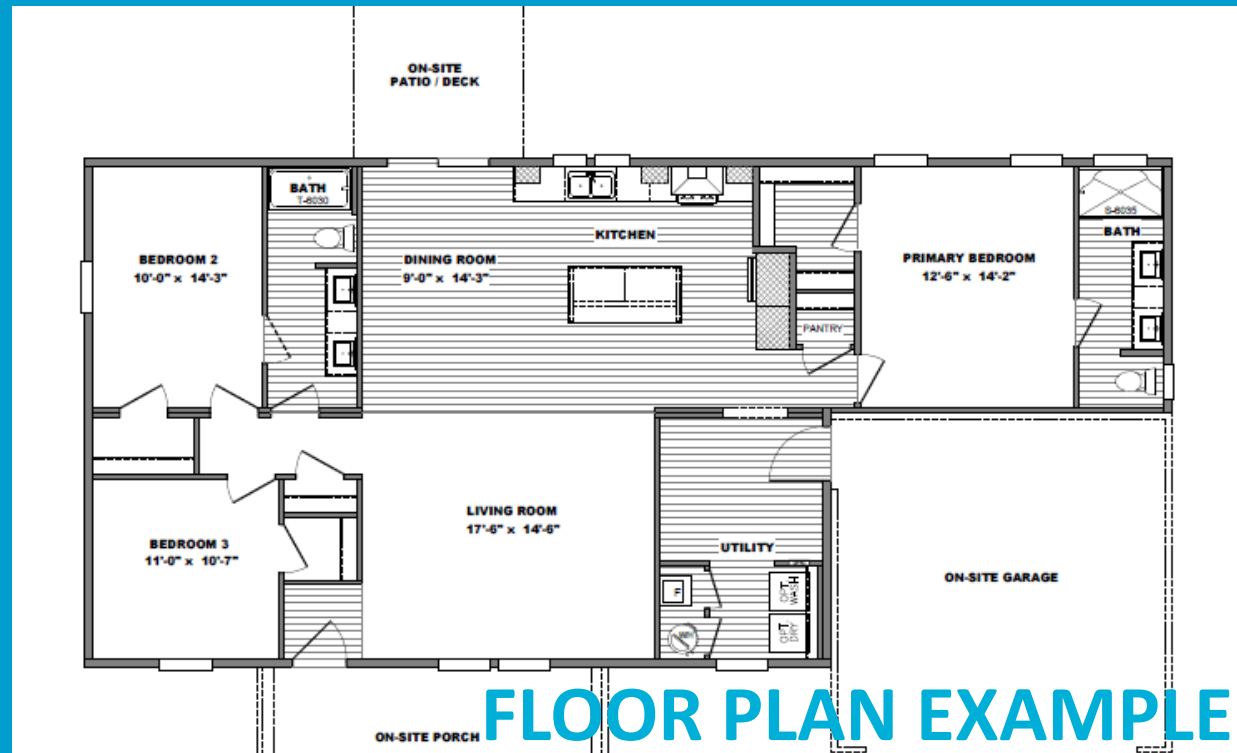


factory-built housing

Hillsboro CrossMod

10 new homes

- 3 Habitat for Humanity homes (60% AMI)
- 3 First-time Homeowners (80% AMI)
- 4 Market-rate homes (120% AMI)



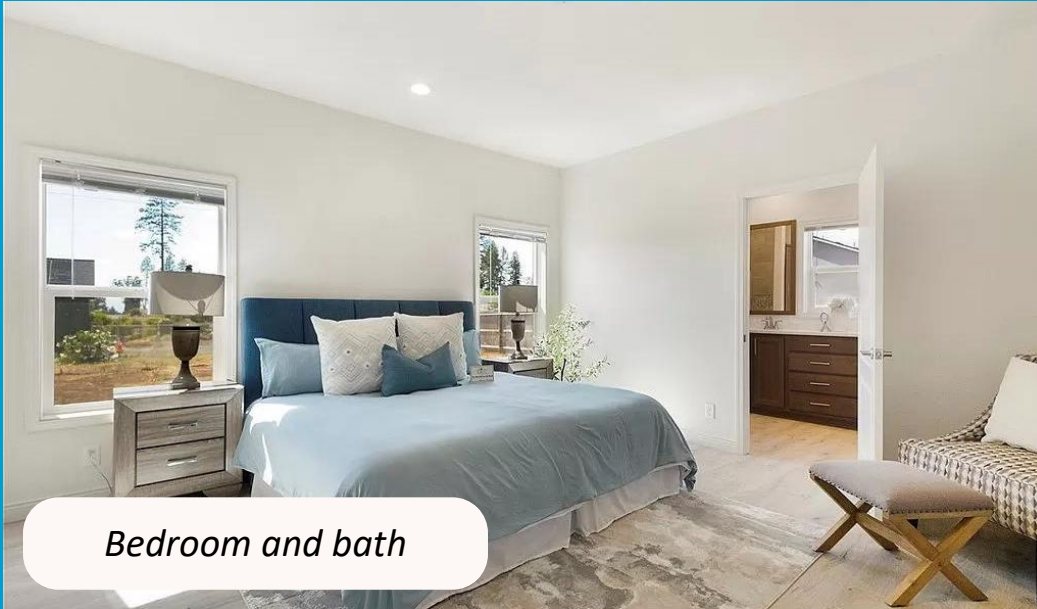


Living Room & Kitchen

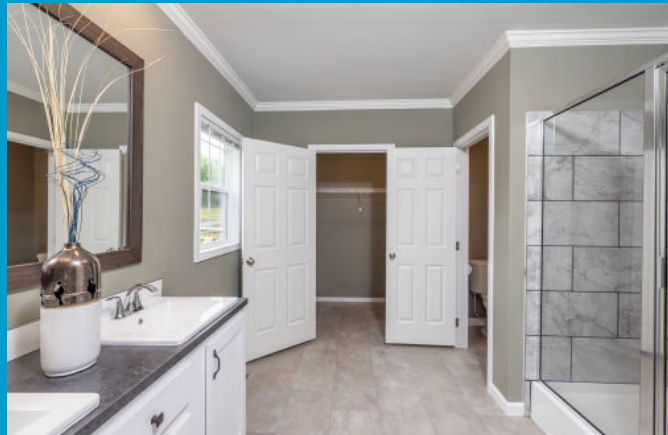
INTERIOR DESIGN



INTERIOR DESIGN



Bedroom and bath



CrossMod™

Crossover + Modern



BENEFITS

Fits into community
Increased property values
Increased tax-base

Addresses growing housing needs
Provides housing access to range of incomes
Workforce housing opportunities

the belmont



Providing families with a place to call *home*.

the aspen



Clayton
design

the kenneland



the hawthorne



Benefits of Modular Construction



It's Faster



It's More Cost Effective



It's Greener

La Crosse Area Waters

A community education initiative supported by the La Crosse Urban Stormwater Group.

We educate, advocate, and collaborate to preserve the health of our local waterways.

Our outreach and education includes:

- Stormwater Learning Sites
- Soak It Up! award winners
- Featured properties
- Signage network



Fishers & Farmers Partnership

- FFP is one of 20 National Fish Habitat Partnerships supported by U.S. Fish & Wildlife Services.
- Habitat provides co-coordination and leads all communication for this group.
- We support farmers, landowners and local partners working together to protect soil and reduce nutrient runoff to streams of the Upper Mississippi River Basin
 - Funding
 - Programming
 - Group Connection
 - Resources



ReNew the Block

A re-launch of Habitat's ReNEW program (Revitalizing Neighborhood Empowerment With La Crosse Neighborhoods)

- Designed to tightly focus revitalization strategies on a single city block
- Bold, innovative, and replicable
- Put the City of La Crosse in the National spotlight



ReNew the Block

Elements of ReNew the Block:

- Critical home repair
- Urban agriculture
- Stormwater mitigation
- Education

ReNew^{the} Block



ReNew the Block

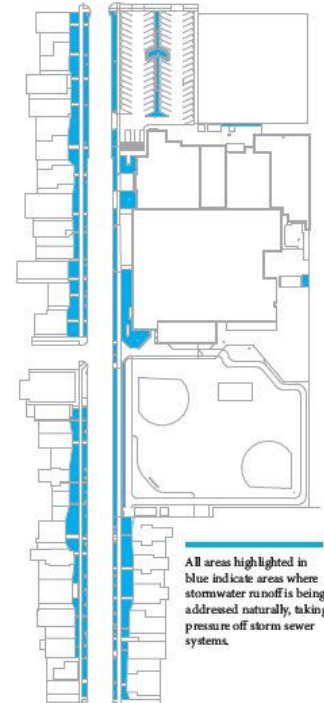


Overall Site Plan

*Drawing not to scale

Stormwater Mitigation

Stormwater runoff is the leading cause of water pollution from urban environments. This design implements multiple Best Management Practices (BMPs) including berms, swales, permeable pavers, curb cuts, and over 20,000 square feet of rain gardens filled with native pollinator plants. Using this Green Infrastructure approach, allows us to direct, capture, and absorb polluted runoff, before it reaches local waterways.



All areas highlighted in blue indicate areas where stormwater runoff is being addressed naturally, taking pressure off storm sewer systems.



Habitat for Humanity
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La Crosse Region



ReNew the Block

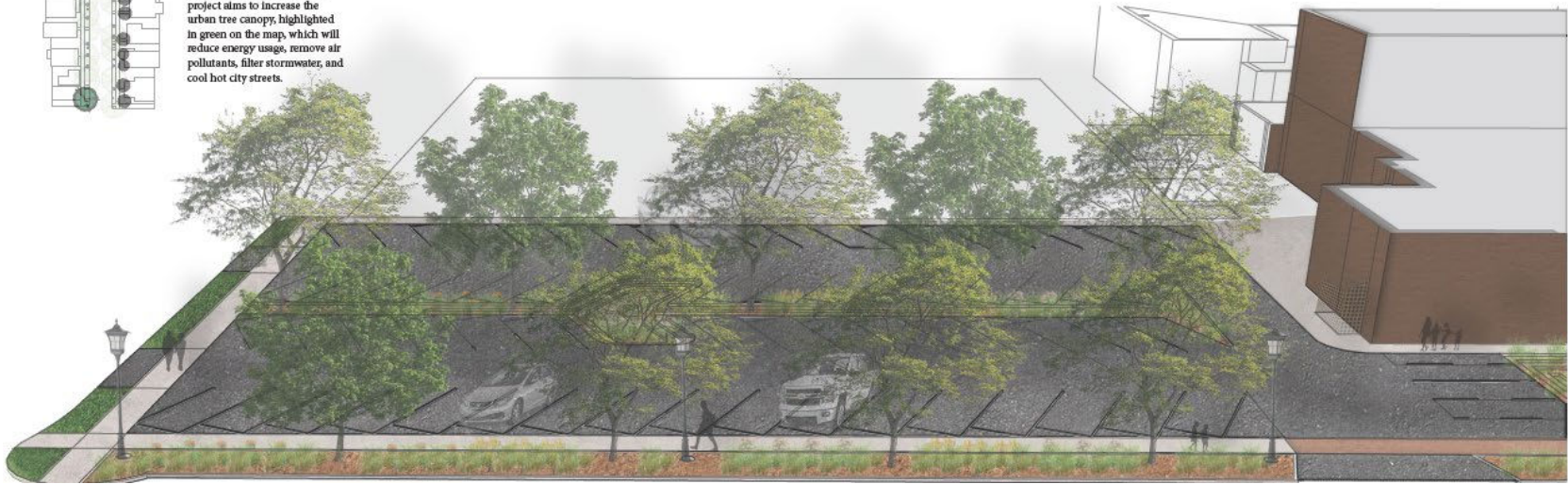
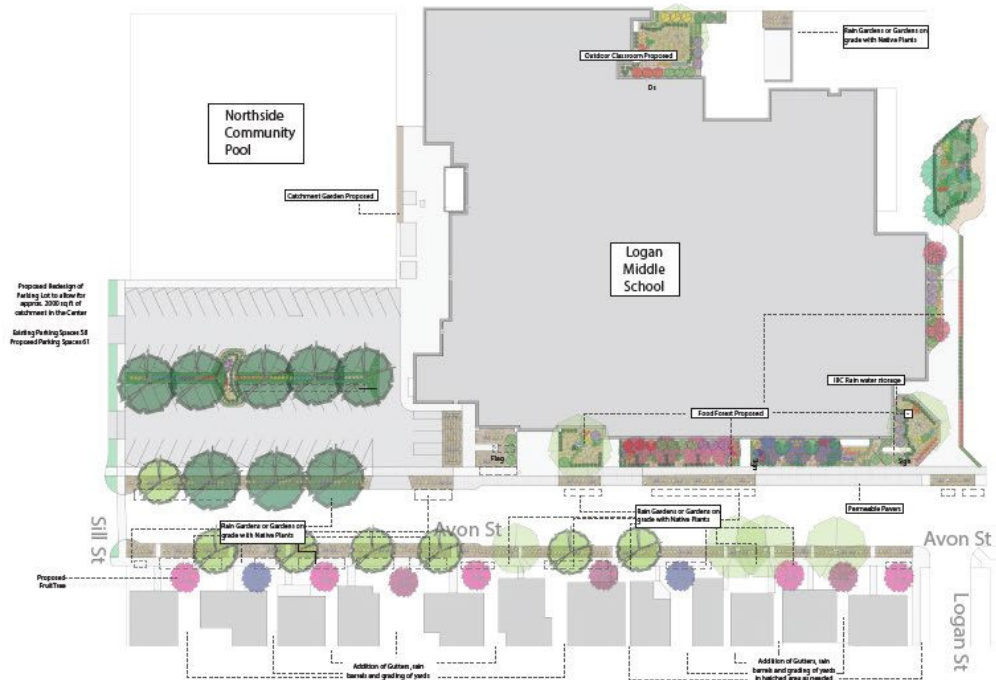


With the addition of 34 fruit trees and 26 shade trees, this project aims to increase the urban tree canopy, highlighted in green on the map, which will reduce energy usage, remove air pollutants, filter stormwater, and cool hot city streets.

Urban Agriculture

This project targets green space expansion in an area with vulnerable populations and those lacking access to nature. The implementation of native forbs and trees will expand the urban tree canopy and create pocket parks to lower the heat island effect experienced in this neighborhood.

Proposed Redesign of
Parking Lot to Allow for
approx. 2000 sq ft of
catchment in the Center
of the Block
of the Parking Space
of the Parking Space



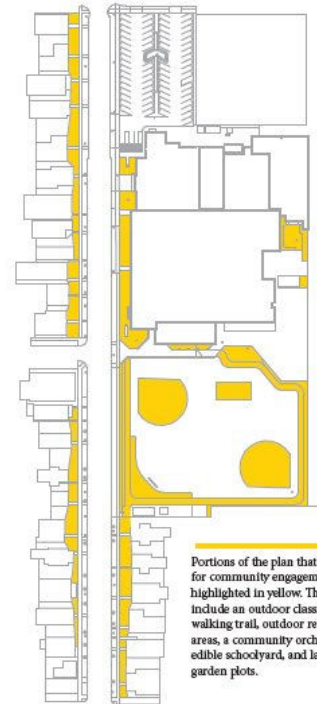
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ReNew the Block

Community Involvement

Strong communities are an important source of social connection and a sense of belonging. The inclusion of walking trails, community gardens, ag and garden curriculums, educational workshops, and a public food forest, allows us to foster that sense of community and provide educational opportunities for current and future generations.



Portions of the plan that are noted for community engagement are highlighted in yellow. These areas include an outdoor classroom, walking trail, outdoor reading areas, a community orchard, an edible schoolyard, and large edible garden plots.



ReNew the Block



Critical home repairs, on 29 private properties, are highlighted in orange, will focus on emergency repairs, aging in place, accessibility, code violations and exterior upgrades.



Critical Home Repair

Where you live strongly impacts your economic mobility, well-being, and health. The neighborhood you grow up in can better predict your future health, wealth, educational attainment, and life-expectancy than any other factor. Through purposeful, sustainable home repairs, we are providing safer places to live, to a marginalized neighborhood.



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Looking to the future

Solutions

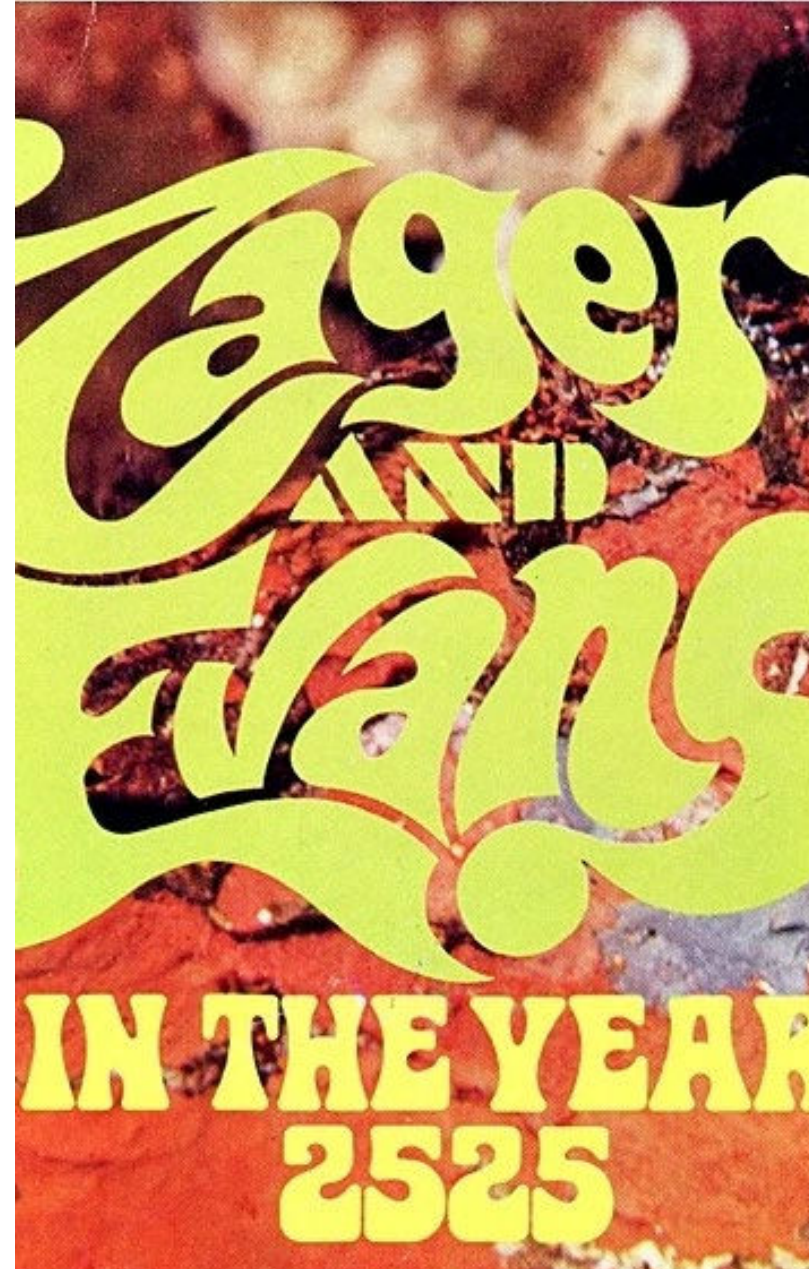
- Community partnerships
- Innovative solutions
- Low-income incentives
- Find supporters
- Non-profit/public collaborations



Looking to the future

In the year 2034

- Bridge gap in affordability in sustainable housing construction
- Reimagine our communities
- Strengthen municipal partnerships
- Create an educated populace
- Develop a more circular economy



thank you!



Contact us

3181 Berlin Drive, La Crosse, WI 54601
608-785-2373

Kahya Fox
Kahya@habitatlacrosse.org

