

REQUEST FOR EXPRESSIONS OF INTEREST

BICYCLE and PEDESTRIAN MASTER PLAN



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1 Executive Summary

The City of La Crosse and the Bicycle and Pedestrian Advisory Committee (BPAC) are soliciting Requests for Expressions of Interest (RFEI) from organizations to update the City's Bicycle and Pedestrian Master Plan. The objective of the plan is to prepare a comprehensive update of the Bicycle/Pedestrian (Bike/Ped) Master Plan including a detailed strategic implementation program that lists specific prioritized actions. A safe and efficient bike/ped network is key for achieving the city's transportation, traffic, and sustainability initiatives.

This RFEI is a preliminary step in updating the Master Plan to gather information and determine the best process to move forward, identify bike/ped infrastructure best practices, and determine the likely range of consulting costs associated with the project for budgeting purposes.

La Crosse is looking for solutions that encompass our community's core values:

Vibrant	A vital 24/7/365 downtown district
Entrepreneurial	Regional hub for jobs, innovation and business growth
Livable	Emerging livable neighborhood with amenities
Connected	Walkable, bikeable, transit oriented, and intuitive neighborhoods
Welcoming	Safe, inclusive, diverse and resilient transportation network
Active	Activated riverfront, public spaces and districts

The City of La Crosse and BPAC have a goal of updating the master plan, originally commissioned and approved by the city in 2012, in the following areas:

- 1) Newly identified and prioritized short/near term projects.** Some of this work from the 2012 plan has already been implemented under the coordination and collaboration between the City of La Crosse, the City's Bike/Ped Advisory Committee, and Wisconsin Department of Transportation.
- 2) Revised and re-prioritized mid/long term projects.** Many of these projects from the 2012 plan are uncompleted, and the scope or best practices of these projects has changed over time.
- 3) Update designs based on new national best practices and design guidance.** Bicycling and pedestrian infrastructure has evolved nationwide since 2012. The city of La Crosse adopted the use of the National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide, Urban Street Design Guide, and Transit Street Design Guide in 2016 as approved alternate sources of design criteria for transportation projects. The 2012 plan should be revised to include those design guides, along with new guidance from the Federal Highway Administration (FHWA), including changes to the Manual on Uniform Traffic Control Devices (MUTCD), reflecting current knowledge of bike/ped infrastructure, technology and research findings.
- 4) Changes in state-level funding and transportation policy.** Since the original plan, state budgets and transportation policies have changed significantly, especially regarding Complete Streets policies and funding options.
- 5) Coordination with new city projects.** Major transportation plans for the La Crosse region have changed the planning landscape since 2012, including a newly created City of La Crosse

Streets and Highways Transportation Vision, and the still-uncompleted WISDOT Coulee Region Transportation Plan.

- 6) Address emerging concerns.** Emerging concerns, including nationwide trends in bicycle and pedestrian crash rates that are increasingly evident in our region, and new attention to transportation equity goals, and best-practice plans from the nation and the world.

The City of La Crosse may ask respondents to this RFEI to elaborate on information in their written response.

2 Potential Partners/Audience

City of La Crosse Common Council and Departments, Board of Park Commissioners, City Plan Commission, Downtown Mainstreet, Inc, Wisconsin DOT, Wisconsin DNR, La Crosse Area Development Corporation, La Crosse County Convention and Visitors Bureau, La Crosse Area Chamber of Commerce, Outdoor Recreation Alliance, 7 Rivers Alliance, any La Crosse Neighborhood Coalitions, Economic Development Commission, Neighborhood Revitalization Commission, area developers, businesses and industries within city limits, and the general public.

3 Site Details

The Bicycle and Pedestrian Master Plan planning area includes the City of La Crosse, with consideration to connections into neighboring cities and towns, such as Onalaska, Holmen, West Salem, Campbell, Shelby, Medary, Holland, La Crescent, even as far as Winona.

4 Submission Requirements

The City of La Crosse and the Bike/Ped Advisory Committee are interested in gaining insight into best practices for planning, executing, and updating a Bike/Ped Master Plan. The city is seeking a highly qualified firm/team to accomplish this task. Interested parties are asked to submit information which includes but is not limited to the following.

- Contact information for key assigned staff people
- Qualification statement highlighting experience with projects of similar size and complexity
- Suggested preliminary framework/components for project by phase and task, including but not limited to:
 - Plan for public engagement and listening sessions
 - Evaluation of existing environmental conditions (e.g., integration with existing City plans and policies, analysis of crash data, accessibility to existing share-use trails systems, identification of barriers to mobility, recommendations to encourage pedestrian traffic, etc.)
- Questions relative to the project parameters
- Approximate price range for this type of work by phase and task.
- Suggested timeline
- Availability for a firm/team briefing

5 Inquiries and Response Submissions

Interested qualified parties should submit information for this request, addressing the items in Section 4.0. Respondents are asked to supply this information in a succinct manner. Unnecessarily elaborate documents, marketing materials, or sales presentations are not desired. All inquiries and final submissions should be sent electronically to to:

Jack Zabrowski, Associate Planner
zabrowskij@cityoflacrosse.org
City of La Crosse Planning Department
400 La Crosse Street
La Crosse, Wisconsin 54601
Telephone (608) 789-8676

All proposals must be received **no later than 5:00 p.m. on August 1, 2021** and sent to **zabrowskij@cityoflacrosse.org**.

The City of La Crosse is not liable for any costs incurred in replying to this RFEI.

6 Evaluation Process

The City of La Crosse and BPAC will develop a short list of development teams from which to solicit proposals based upon the following information ascertained from the RFEI submittal:

- **Qualifications and Experience of Firm:** particularly those who demonstrate they are qualified to construct a master plan for a complete and growing bicycle and pedestrian network.
- **Team Capacity:** those who best demonstrate their creative capacity to develop the Bicycle and Pedestrian Master Plan.
- **Reputation:** those who have a track record of successful public private partnerships built upon trust, integrity, and a desire to achieve a visionary project that is a win-win for the firm and the City.

7 Timeline

The City of La Crosse Department of Planning and Development and BPAC have developed the following schematic timeline. This timeline is a current estimate of the phases and tasks to be completed in 2021 and 2022. This timeline may be adjusted pending the evaluation and negotiation with the selected firm.

TASK	2021						
	June	July	Aug	Sept	Oct	Nov	Dec
Project Scoping and Definition							
Prospective Consultant Engagement							
Discussion- RFEI Distribution							
Prepare and Refine RFP							
Project Management Team Review							
Issue RFP							

Review Proposals/Interviews							
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TASK	2022				
	Jan	Feb	Mar	April	May
Selection of Consultant					
Contract Review and Approvals					
Project Starts					
Master Planning Process					
Project Completed					

8 Due Diligence

Prior to submitting a response, respondents are encouraged to review any and all publicly available sources of information regarding transportation in La Crosse, the site and the existing Bicycle and Pedestrian Master Plan. The following plans are available on the City of La Crosse website (cityoflacrosse.org) or the La Crosse Area Planning Committee website (lacrossecounty.org/metropolitan-planning-organization/).

- LAPC: Beyond Coulee Vision 2040 (Metropolitan Transportation Plan), 2020
- City of La Crosse Safe Routes to Schools Plan, 2020
- The City of La Crosse, Wisconsin, Parking Study, 1997, 2011, 2014, 2020
- City of La Crosse Public Market Feasibility Study, 2019
- South Ave Multimodal Assessment, 2018
- Hwy 53 Corridor Master Plan, 2018
- Downtown Retail Market Analysis, 2017
- LAPC "Bicycle Pedestrian Safety Study, 2011-2015," 2017
- Riverside North Charrette Master Plan Report, 2014
- City of La Crosse Streets and Highways Transportation Vision, 2015
- Bicycle and Pedestrian Master Plan, 2012
- Port of La Crosse Harbor and Waterfront Plan, 2011
- La Crosse Sustainability Plan, 2009
- City Vision 2020 Master Plan, 2004
- Confluence: The La Crosse Comprehensive Plan, 2002
- Project Plans and Amendments for Tax Incremental Districts 6, 11, 12, and 17
- City Vision 2000 Historic Downtown La Crosse Wayfinding and Streetscape Guidelines, 1994
- Various neighborhood plans
 - <https://www.cityoflacrosse.org/your-government/departments/planning-economic-development/planning/city-plans>

Additionally, respondents are encouraged to review plans, studies, and data from other bicycle/pedestrian friendly cities around the world, who are at the forefront of the global understanding of urban transportation.

9 Reservation of Rights

The City of La Crosse and BPAC reserve the right to:

- Cancel or withdraw the RFEI prior to or after the submission deadline
- Modify or issue clarifications to the RFEI prior to the submission deadline
- Reject any submission it deems incomplete or unresponsive to the submission requirements
- Consider a submission that is in non-compliance with the submission requirements
- Reject all submissions that are submitted under the RFEI
- Modify the deadline for submissions or other actions
- Reissue the RFEI, a modified RFEI, or a new RFEI, RFP or RFP whether or not any submissions have been received in response to the initial RFEI issuance.

Notice of Modification. The City of La Crosse and BPAC may post on the City's official website (cityoflacrosse.org) notices or information regarding cancellations, withdrawals, modifications to deadlines, and other modifications to this RFEI. Teams/Firms shall have the obligation to check the website for any such notices and information, and the City and BPAC shall have no duty or obligation to provide direct notices to developers.

Ownership and Use of Submissions. All submissions shall be the property of the City of La Crosse and they may use any and all ideas in any submission, whether the submission is selected or rejected.

Further Efforts. The City of La Crosse and BPAC may request that teams/firms clarify their submissions and/or submit additional information pertaining to their submissions. They may request best and final submissions from any team/firm and/or request an oral presentation.

Non-Binding. The selection by the City of La Crosse and BPAC indicates only an intent to continue with the selection process and/or negotiate the selection does not constitute a commitment to execute a final agreement or contract.

Non-Liability. By participating in the RFEI process, the team/firm agrees to hold BPAC and the City of La Crosse and its officers, employees, agents, representatives, and consultants harmless from all claims, liabilities, and costs related to all aspects of this solicitation.