

NOTICE OF INTENT  
REQUEST FOR PROPOSALS



**PLANNING CONSULTANT SERVICES  
FOR THE DEVELOPMENT OF**

**City of La Crosse**

**Bicycle & Pedestrian Master Plan Update**



**CITY OF LA CROSSE PLANNING DEPARTMENT  
400 LA CROSSE STREET  
LA CROSSE, WISCONSIN, 54601**

All proposals must be received **no later than 5:00 p.m. Friday, January 6<sup>th</sup>, 2023**

## **BACKGROUND INFORMATION**

### **Project Description:**

The purpose of this request is to update the City's 2012 Bicycle & Pedestrian Master Plan that will vastly improve the bicycle and pedestrian transportation network throughout the City of La Crosse and surrounding region, and maintain or improve its established by the League of American Bicyclists.

### **Potential Partners/Audience:**

La Crosse Area Planning Committee (LAPC) and its Bike-Ped Committee (CTAT), Onalaska Safe Biking Association, Driftless Region Bicycle Coalition, Velo Club, City of La Crosse Common Council and Departments, Board of Park Commissioners, City Plan Commission, Redevelopment Authority, Wisconsin DOT, Wisconsin DNR, County Health Department, Wisconsin Great River Road Committee, Downtown Mainstreet, Inc. (DMI), North La Crosse Business Association (NLBA), League of American Bicyclists, YMCA's Pioneering Healthier Communities, Safe Routes to School, UW-L and County Aging Unit - Aging-Friendly Communities efforts, Myrick Hixon Eco-Park, Human Powered Trails, local industries, local bike trail user groups, and the general public.

## **RFP SCHEDULE**

January 6, 2023	All proposals due at 5:00 p.m., local time, at the office of the City of La Crosse Planning Department.
January 9-13	Staff Review – Apply Selection Criteria Matrix (attached) to Proposals (to determine if proposals meet minimum criteria)
January 9-20	Bicycle & Pedestrian Plan Steering Committee Scores RFPs and one Bicycle and/or Pedestrian Plan from each firm and selects up to three finalists for Consultant Interviews
February 6-17	Consultant Interviews and announcement of selection of firm by the Bicycle & Pedestrian Advisory Committee
March 2023	WisDOT approves consultant selection
March/April 2023	Consultant Drafts 3-party Contract
March/April 2023	WisDOT/City Review Contract (based on review and negotiations, the schedule after this point is subject to change)
May 2023	Contract introduced to the Common Council for action in June Common Council Cycle

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June 8	City Council approval of consultant and contract
June 13	Mayor’s Veto Period Ends and contract sent to WisDOT
June 2023	WisDOT finalizes Contract
July 1	Project Starts
March 2024	Consultant Completes Work Effort
April 2024	Council Adoption of Bicycle & Pedestrian Master Plan
April 2024	Contract Completion – Consultant Evaluation

**INQUIRIES AND RESPONSE SUBMISSIONS**

All inquiries and digital submission shall be directed to:

Tim Acklin, AICP  
Planning Administrator  
City of La Crosse Planning Department  
400 La Crosse Street  
La Crosse, Wisconsin 54601  
Telephone (608) 789-7391  
[acklint@cityoflacrosse.org](mailto:acklint@cityoflacrosse.org)

Only digital submittals will be permitted. All proposals must be received **no later than 5:00 p.m. Friday, January 6<sup>th</sup>, 2023** and submitted to [acklint@cityoflacrosse.org](mailto:acklint@cityoflacrosse.org). No amendments to proposals will be accepted after this time. The City of La Crosse reserves the right to accept or reject any or all proposals. The City of La Crosse is not liable for any costs incurred in replying to this RFP.

**INTRODUCTION**

The objective of this request is to prepare an update to the City’s 2012 Bicycle & Pedestrian Master Plan that includes a detailed strategic implementation program that lists specific prioritized actions. The Plan will consist of specific Policies (Goals, Measurable Objectives, and Implementable Policies), Projects, and Programs (three P’s and incorporating the six (6) E’s – Education, Encouragement, Enforcement, Engineering, Equity, and Evaluation). The implementation section of the Plan will contain a detailed, 5-year, prioritized work plan.

The Plan should focus on the planning, development, and management of existing and future bicycle, pedestrian, and multi-modal connections within the City of La Crosse. The consideration of trail and route connectivity within the City and the surrounding areas shall be included. The plan will promote bicycle and pedestrian travel to and from transit facilities, employment

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centers, shopping centers, educational institutions, community centers and parks. It will also include strategies to enhance the region’s bicycle and pedestrian transportation system.

The Plan will incorporate the most up-to-date approaches to a comprehensive system of bicycle and pedestrian transportation. The plan will not be about “accommodations” for bicyclists and pedestrians but rather a complete streets approach to multi-modal transportation. Bicycle and pedestrian mobility and safety should be stressed; increasing users and decreasing accidents are two major goals of the Plan. The education of users and enforcement of laws will also be stressed as an imperative. The Plan should not only provide a present-day outlook, but also a long-range vision for facilities including enhancements to existing sidewalks, trails, and roadways in an effort to create complete streets throughout the City of La Crosse. The Plan will also need to incorporate any relevant goals of the recently completed Safe Routes to School Plan, the Climate Action Plan, the ADA Transition Plan, and the Transportation Element of the City’s Comprehensive Plan.

**Section 1.0: *Qualifications***

Vendors shall prepare and submit a proposal in the following order:

**1.1 Letter of Interest** (not to exceed two pages)

**1.2 Table of Contents**

**1.3 Company Background**

**1.3.1** Type of Organization:

- a. Corporation proposing as a single entity for all services
- b. Corporation proposing as prime entity for all services with sub-consultant(s)
- c. Joint Venture
- d. Partnership
- e. Other

**1.3.2** Provide the length of time that the company has been in business and ownership history of prime and its sub-consultant(s) or joint venture partner(s). (If prime entity is a wholly-owned subsidiary of another corporation, please provide details)

**1.3.3** Provide the location of the principal office that will be responsible for implementing this contract

**1.3.4** Provide the location of other offices from which resources may be drawn

**1.3.5** Size, resources, and capabilities of responding entity:

- a. Organizational structure of business entity for this project:
  - Partners
  - Associates
  - Consultants
  - Subcontractors

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- Other participant(s) and title(s)
- Organizational hierarchy
- b. Services and professional disciplines provided in-house by prime responding entity

**1.3.6 Specialized Experience and Qualifications:**

- a. The lead consultant team shall have demonstrated expertise with bicycle and pedestrian plans for municipal city government clients. The Lead Consultant Firm as well as the Project Manager must have completed at least five bicycle and/or pedestrian plans, preferably within an urban context. The City is not looking for generalist engineering/planning firms for this project.
- b. Organization and Key Personnel
  - i. Identify primary contact (project manager) and any key personnel/staff and provide their experience, responsibilities, and qualifications.
  - ii. The primary contact (project manager) must have the bicycle and pedestrian planning experience as listed in 1.3.6 (a).

**1.3.7 Reference information from at least three entities that have been provided similar services and are preferably similar in size:**

- a. Client name
- b. Contact name and title
- c. Address and phone number

**Section 2.0: *Scope of Work***

Consulting firms shall describe their approach to provide the deliverables as described herein, including, but not limited to:

**2.1 Information Collection Phase**

**2.1.1** Analysis, evaluation, and synopsis of the existing trails, roadways, pedestrian facilities, and sidewalks that promote cycling and walking.

**2.1.2** A walkability assessment of the community, including identifying gaps in the pedestrian network, maintenance issues, safety issues, and considerations for year round use. This is not a “walkabout” or a “walking audit” or a “walking workshop,” this is an exhaustive analysis including a community workshop, volunteer training, and using a nationally recognized method of conducting a walkability assessment.

**2.1.3** Review and incorporation of existing plans including:

- “Confluence: the 2002 adopted Comprehensive Plan”
- Forward La Crosse: Updated Comprehensive Plan- (2023)
- City of La Crosse Safe Routes to School Plan (2021)
- 1976 Bicentennial Bike Plan
- La Crosse Area Planning Committee’s current bicycle and transportation plans.

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- Park and Open Space plans for the City
- County/City Strategic Plan for Sustainability
- Climate Action Plan (2022)
- 5-Year City of La Crosse Park and Recreation Strategic Plan
- La Crosse Highway 53 Master Plan
- Wisconsin DOT Highway Corridor Plans
- Great River Road Initiatives
- Any applicable DNR Plans
- Bluffland Protection Plan/Hixon Forest Plan
- City of La Crosse's ADA Transition Plan
- Any other relevant plans

**2.1.4** Evaluation of state, regional, and local bicycling data, including tourists and transients using protocols from other organizations.

**2.1.5** Analysis and evaluation of bicycle and pedestrian crash and fatality data within the City of La Crosse

**2.1.6** Review and incorporation of the League of American Bicyclists' Bicycle Friendly Community guidelines

**2.1.7** Review and incorporation of the Walk Friendly Community guidelines

**2.1.8** Identification of current and future bicycle parking and storage facilities and sites

**2.1.9** Identify and evaluate contemporary bicycle and pedestrian transportation engineering, signage, and pavement markings

**2.1.10** Analysis of potential community-wide ADA issues and ADA access points to trails and bikeways, and pedestrian facilities

**2.1.11** Analysis of approaches in the Upper Midwest and community commitment to increase the year round use of bicycle and pedestrian facilities

**2.1.12** Field Work—spend a minimum of one week walking and biking the area with members of the plan committee and volunteers to collect data and to get a feel for the existing facilities, take pictures, etc.

**2.1.13** Incorporate best practices involving environmental justice and reducing dependency on automobiles.

**2.2 Public Involvement Phase**

**2.2.1** To create a collaborative effort for the plan, the consultant must develop a public input program involving the stakeholders listed below:

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- Bicycling & Pedestrian Advisory Committee
- The general public and the walking/bicycling public
- Common Council
- City Plan Commission
- Business groups such as the North La Crosse Business Association, Downtown Mainstreet Inc., Bicycle Shops
- Board of Park Commissioners, Redevelopment Authority
- La Crosse Area Planning Committee & associated Bike-Ped Committee
- Driftless Region Bicycle Coalition and Bike to Work Group, Human Powered Trails, Onalaska Safe Bicycling Association, Velo Club, YMCA Pioneering Healthier Community's Move More Committee, La Crosse County Health Department Healthy Living Collaborative
- Myrick-Hixon Eco Park
- City & County Staff
- Wisconsin DNR, DOT
- Wisconsin Great River Road Commission
- City Park & Recreation Department
- Mississippi Valley Conservancy
- State Bike Board
- Aging and Disability Resource Center, La Crosse County Aging Unit, UW-L Gerontology Program., Committee for Citizens with Disabilities
- La Crosse Area Convention and Visitors Bureau
- Coulee Region Childhood Obesity Coalition
- Local Law Enforcement
- Safe Routes to School Coordinators
- Local School District Officials
- Hospital and University Officials
- Onalaska Safe Bicycling Association—Matthew Christianson

It is anticipated that multiple meetings/focus groups and field work may be held during a single consultant visit. Meetings will be coordinated by the City Staff, but they will be facilitated by the consultant team.

**2.2.2** Coordination responsibilities of City Staff will include:

- a. Securing most data and all existing planning documents
- b. GIS Mapping Layers
- c. Developing and mailing meeting notices
- d. Arranging meeting locations
- e. Advertising
- f. Creation of Webpage on City Website (will post all relevant information of the project)
- g. A list of relevant contacts

**2.2.3** There will be a total of three public informational meetings, one walkability assessment community workshop plus volunteer training session, plus two meetings

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for agency representatives and five meetings with the Plan Steering Committee. Individual stakeholder meetings may also be required. The local staff will be present at City meetings as part of the adoption process. The consultant will document the meetings through minutes/notes. Focus groups will be held in conjunction with the consultant visits. All consultant visits will include field work and project meetings so as to maximize the benefits of the consultant visits. The planning document will include a summary of public input and details of how the plan was changed to reflect public comment, or if the document was not changed, provide supportive reasoning (included in plan document as an Appendix).

- i. The first public involvement meeting will be in a “charrette” format over the course of an entire day and evening facilitated by the consultant team and local staff (agencies during the day, citizens in the early evening). The walkability assessment community workshop may be held on the day previous to the first public involvement meeting.
- ii. The second meeting will present the draft plan in an “open-house” format.
- iii. The third meeting will present the recommended plan in an “open-house” format.

**2.3 Plan Document Preparation Phase/Outcomes**

**2.3.1 Produce a City of La Crosse Bicycle & Pedestrian Master Plan:**

- a. Provide a Bicycle & Pedestrian Master Plan as outlined in the attached proposed table of contents.
- b. Provide a specific list of prioritized (based on TBD criteria) capital improvements (including cost estimates) needed to implement the proposed plan.
- c. Prepare an Implementation Chapter within the Plan that includes a 5-year action plan with prioritized actions, strategies, policies, programs, projects and suggested ordinance changes. The plan will contain measurable objectives. The Implementation Plan will include educational and promotional components that will complement the recommended physical improvements.
- d. Prepare a document that will maintain the City’s designation with the League of American Bicyclists and Walk Friendly Communities.
- e. Include graphics and maps depicting the proposed plan.

**2.3.2 The Bicycle & Pedestrian Master Plan shall address all transportation corridors linking economic uses, recreation, tourism, education, and neighborhoods to a safe and enjoyable working multi-modal transportation system, taking into account:**

- a. The natural environment (conformance with the County/City sustainability plan)
- b. Complete Streets for all age groups
- c. Consumer needs
- d. Business Requirements
- e. Neighborhood needs and aesthetics



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- f. Traffic calming activities as they conform with sustainability efforts
- g. Tourism needs

**2.3.3** Timeline: The consultant shall provide an estimated timeline showing milestone dates corresponding to expectations in sections 2.1 thru 2.3. The project completion date is April 30, 2024.

**Section 3.0 Draft and Final Report**

**3.1 City of La Crosse Bicycle & Pedestrian Master Plan**

- 3.1.1** The consultant shall prepare and submit one (1) digital copy of the DRAFT and FINAL PLAN documents which will be reviewed and approved by the Bicycle Pedestrian Plan Steering Committee, the Wisconsin DOT and the City of La Crosse.
- 3.1.2** All submissions shall become property of the City of La Crosse. All documents and exhibits shall also be provided in an electronic format—Microsoft Word, Excel, Adobe, and Publisher or “In Design” compatible.
- 3.2.3** The City will reproduce the Draft and Final Copies in sufficient amounts for meetings and hearings using the digital copies.

**Section 4.0 Contract Terms and Conditions**

**4.1** The City of La Crosse shall incorporate Standard Contract Terms and Conditions which are included as Attachment A.

**Section 5.0 Selection Process**

- 6.1** All proposals received in response to this RFP will be subject to an evaluation by the Bicycle & Pedestrian Advisory Committee who will acting as the steering committee for this project.
- 6.2** A limited number of firms (maximum of three) will be invited to interview in person and give a presentation of their proposal to the Committee, followed by a brief question and answer session.
- 6.3** A recommendation shall be forwarded to the City of La Crosse Common Council and Wisconsin DOT.
- 6.4** Evaluation Criteria for Submitted RFPs: **100 points possible**
  - 6.4.1** Quality of Proposal .....**20**
    - a. Completeness and thoroughness in addressing the scope

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b. Understanding of project goals  
c. Responsiveness to terms and conditions

**6.4.2** Consultant’s Approach to the Project’s Scope.....**25**  
a. Approach to the study analysis  
b. Quality and quantity of services to be performed

**6.4.3** Organization, Personnel, and Experience .....**45**  
a. Qualifications of personnel  
b. Specific experience of firm in Bicycle & Pedestrian Master Planning  
(firm must have documented experience in previously completing at least five bicycle and/or pedestrian master plans)  
c. Experience of individual team members in Bicycle and/or Pedestrian Master Planning and implementation  
d. An interdisciplinary team of bona-fide Certified Planners, Professional Engineers, Transportation Planners, & Park and Recreation Planners  
e. References from three former clients of Bicycle and/or Pedestrian Master Plan preparation

**6.4.4** Review and scoring of one previously adopted Bicycle and/or Pedestrian Master Plan (or one of each).....**10**

**Scoring Matrix for Interviews**

<b>Evaluation Criteria</b>	<b>Firm #1</b>	<b>Firm #2</b>	<b>Firm #3</b>	<b>Available Points</b>
<b>Quality of Proposal</b>				<b>15</b>
<b>Consultant’s Approach to Project’s Scope</b>				<b>15</b>
<b>Organization, Personnel, and Experience</b>				<b>45</b>
<b>Review and Score One Adopted Bicycle and/or Pedestrian Master Plan from Each Firm</b>				<b>15</b>
<b>TOTALS:</b>				<b>100</b>

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**Proposed Plan - Table of Contents**

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BICYCLE & PEDESTRIAN MASTER PLAN UPDATE 2024

**Executive Summary**

**Resolution of Adoption**

**Inventory and Analysis**

*Background and Existing Conditions*

Historical use of Bicycle and Pedestrian Transportation

City and La Crosse Area Planning Committee's Historical Activities and Plans

League of American Bicyclists and Walkable Communities Award Level Benchmarks

Recent Planning and Development Activity

*Existing Facilities*

City of La Crosse Trails/Routes

Surrounding Area Trails

Bicycle Parking and Storage

Safe Routes to School Efforts

Walkability Assessment

Complete Streets Initiatives

*Transportation and Recreation Trends*

National, State, Regional, and Local Commuter Cycling Data

National, State, Regional, and Local Recreational Cycling Data

Pavement Markings

Trail/Route Signage

Multi-Use Street and Trail Designs

*Summary of Significant Issues Impacting Bicycling and Walking as part of a Livable Community*

**Recommended Plan (Goals, Policies, Projects, Programs)**

*Education*

*Encouragement*

*Enforcement*

*Engineering*

*Equity*

*Evaluation*

*Bicycle & Pedestrian Master Plan (Graphics)*

*Implementation Plan (5-year Gold Bicycling Community Action Plan)*

Project (Facilities) List for Capital Budget

Financial Analysis

**Appendices**

*Appendix A—Design Standards*

*Appendix B—Comments*