



A PROPOSAL FOR

Comprehensive Plan

FOR THE CITY OF LA CROSSE



November 15, 2021

Lewis Kuhlman, Environmental Planner
400 La Crosse Street
La Crosse, WI 54601

Re: Proposal for La Crosse Comprehensive Plan

Dear Mr. Kuhlman,

On behalf of WSB, thank you for this opportunity to submit our qualifications for the preparation of the La Crosse Comprehensive Plan 2040. You may be unfamiliar with our firm. Allow me to introduce our company and myself.

Full Service Firm: WSB is a forward-thinking design firm specializing in community planning, civil engineering, transportation planning and design, economic development, land development, stormwater management, natural resource and environmental planning, sustainability, and public engagement. Our clients benefit from WSB's large and experienced talent pool to draw from at a moment's notice. We use technology to connect people, analyze data, and plan and design sustainable places and spaces that work with nature. Check out our website to see the breadth of our experience and variety of projects we lead.

Experienced Project Team: I am a professional planner with 13+ years of experience in both local government and the private sector. Prior to joining WSB this year, I was city planner with the City of River Falls where I led the planning department and managed special and long-range planning efforts. I still live in River Falls. Prior to that, I was a consultant where I specialized in comprehensive and long-planning, intergovernmental cooperation, and growth management for small and mid-sized communities in Wisconsin. The reason I mention this is that though WSB may be an unfamiliar name, as a firm we have 30+ years of experience in planning and engineering and my professional experience is firmly planted in Wisconsin.

We are excited by this unique opportunity to prepare the 2040 Comprehensive Plan for the forward-thinking and historic community of La Crosse. We enthusiastically submit this proposal for the La Crosse Comprehensive Plan project and look forward to hearing from you. Please contact me at 612-368-2018 or bhowe@wsbeng.com with any questions about our qualifications or availability.

Sincerely, WSB

Brandy Howe, AICP
Project Manager
Sr. Community Planner



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Firm Overview



Forge ahead.

WSB is a design and consulting firm specializing in engineering, community planning, environmental, and construction services. Together, our staff improves the way people engage with communities, transportation, infrastructure, energy and our environment. We offer services that seamlessly integrate planning, design and implementation.

We share a vision to connect your dreams for tomorrow to the needs of today—the future is ours for the making.

550+
STAFF

30+
SERVICE AREAS

15
OFFICES

5
STATES

Alternative Project Delivery | Biogas | Bridges & Structures | City Engineering | Community Planning | Constructability Review | Construction Materials Testing & Special Inspection | Contractor Modeling | Drinking Water | Economic Development | Environmental Compliance | Geohazard Risk Management | Geospatial | Geotechnical Engineering | GIS Services | Grants & Funding | Health & Safety Compliance | Intelligent Transportation Systems | Investigation & Remediation | Land Development | Landscape Architecture | Managed Services | Natural Resources | Pavement Management | Pipeline | Project Management & Construction Administration | Public Engagement | Public Works Management | Right of Way | Roadway Design | Smart Cities | Solar | Survey | Technology Solutions | Traffic Engineering | Transit Planning | Transportation Planning | Urban Design | Vibration Monitoring | Visualizations | Water Resources | Water Reuse | Wind

Understanding



The City of La Crosse is seeking a consultant team with robust resources and experience to prepare a creative and implementable comprehensive plan. The plan must be technically savvy and graphically pleasing, and it must meet local (§101-60, La Crosse Code) and state (§66.1001, Wis. Stats.) planning laws.

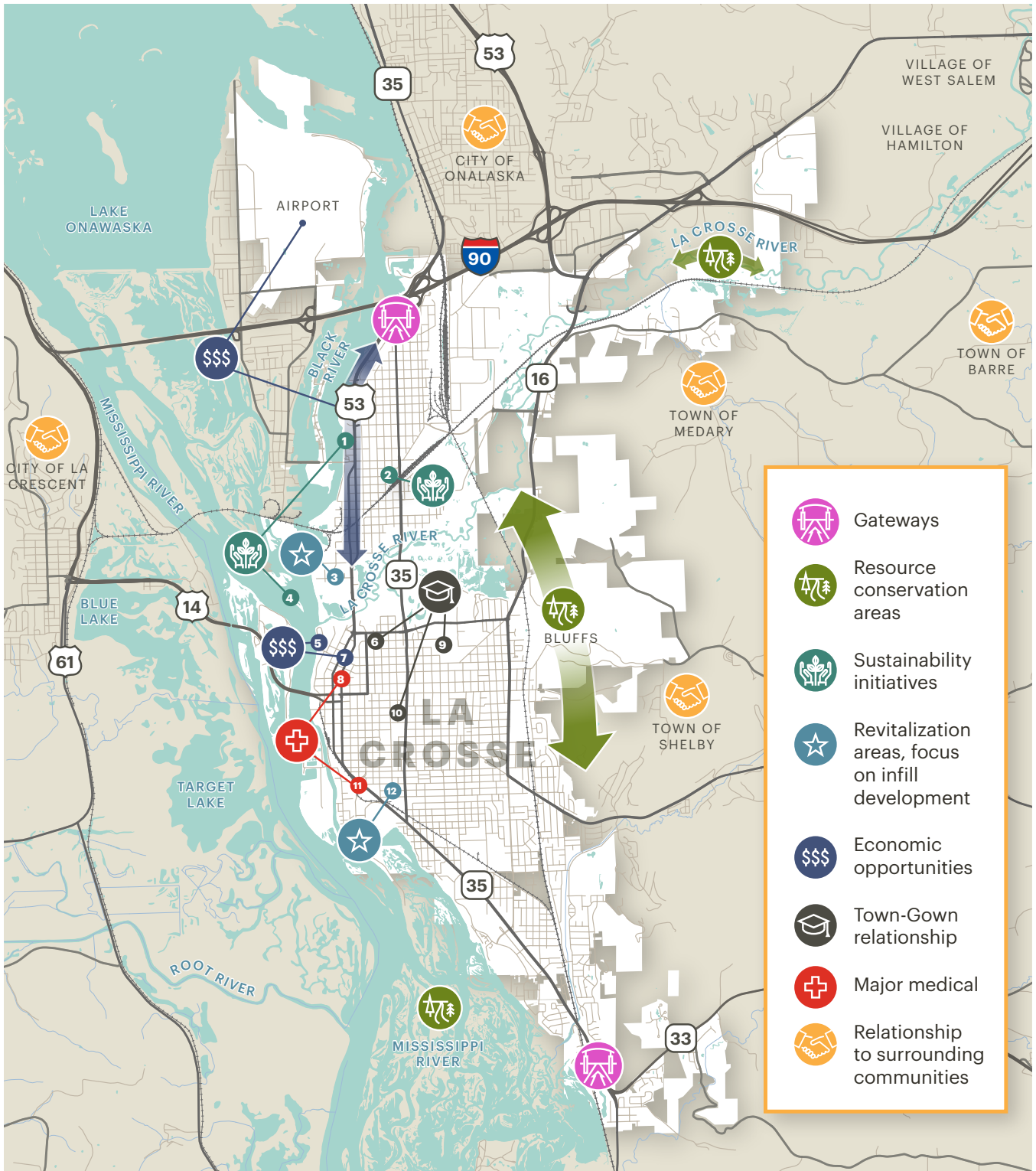
La Crosse is the seat of the most populous county on the west side of Wisconsin. La Crosse has a lot to offer—a lively downtown, a healthcare hub, parks and trail connections, the natural beauty of the Mississippi and La Crosse rivers, the life and energy of being a university town, and of course, Oktoberfest and the world's largest six-pack.

We know that in the past 20 years La Crosse has seen many changes. In that time the city faced the Great Recession and is now challenged by the global impacts of climate change and COVID-19. Like many communities in the Upper Midwest, La Crosse is confronting pressing issues like an aging population, homelessness, housing affordability and availability, changes in work and shopping behavior, and aging infrastructure. Environmental issues, such as PFAS contamination on French Island, impact the city but also neighbors downstream. Looking forward, La Crosse must also grapple with tough conversations about equity and social justice. This is a tough time in history, but the possibilities and opportunities to come are also exciting.

With your team, we will explore these issues while working with the community. Our job will be to listen intently so that we can develop a long-range plan that responds directly to the goals of the residents of La Crosse.



PROJECT AREA CONSIDERATIONS



- 1. Black River Beach Neighborhood Center 2. Kane Street Community Garden 3. Riverside North Redevelopment Area
- 4. Xcel Energy Waste to Energy facility 5. La Crosse Center 6. Western Technical College 7. Downtown 8. Mayo Clinic
- 9. UW-La Crosse 10. Viterbo University 11. Gunderson Lutheran Hospital 12. Powell-Poage-Hamilton Neighborhood

Scope of Services



Our scope of services is tailored specifically to the City of La Crosse. Our primary role as consultant is to assist staff with the engagement process and prepare and develop the comprehensive plan. Based on the RFP, we see this as a two-pronged project—community engagement and the comprehensive plan document. Our process and services are described in detail, below.



Community Engagement

Community input and visioning are core and critical elements of any comprehensive plan process. The City of La Crosse sincerely prioritizes frequent and intentional engagement to garner support and excitement as well as gain insight into community goals and objectives. We understand that the city will take the lead in public engagement and that our team would work with staff and its marketing consultant to prepare a comprehensive community engagement plan that is designed to reach residents, stakeholders, and visitors. This plan can include a combination of traditional engagement options and new ideas, described below.

The engagement Plan will outline the scope of services expected from the consultant, establish a schedule, and identify responsible parties. The overall community engagement budget will be determined based on this plan. We anticipate as part of the planning process that our team will, at a minimum, perform the following:

- Attend Steering Committee meetings throughout the project (in person or virtually).
- Attend public engagement activities and appropriate city commission meetings like the Plan Commission and City Council.
- Prepare meeting agendas, as requested, and other materials for use by the event/meeting facilitator.
- Prepare printed and/or digital materials for displays.
- Provide copy for use in flyers, media releases, and other communications.

Create an interactive project website using Social Pinpoint (described on page 5.)

Comprehensive Plan

In addition to community engagement, the comprehensive plan task list can be described with the following “buckets” – project management, Steering Committee, targeted engagement, background analysis, office hours, GIS data collection and mapping, plan development, and plan adoption. Each of these project components are described, below.

Project Management

Brandy Howe will be the project manager for the comprehensive plan and will facilitate and oversee all WSB tasks. Brandy will regularly meet with the city’s project team to provide status updates and discuss potential schedule risks and critical path considerations. Day-to-day quality control will be led by Brandy who will review all end-product deliverables.



Steering Committee

It is our understanding that the Steering Committee will guide the planning process, review draft materials, and make recommendations on each plan element. The Steering Committee will take a lead role in evaluating public feedback gained from engagement activities to understand the issues and opportunities facing La Crosse from the eyes of residents. Our team will work with the Steering Committee to match issues with implementation measures in the comprehensive plan.

In addition to a project kick-off meeting, we propose Steering Committee and other meetings throughout the project that correspond to the various comprehensive plan elements (see project schedule). We will assist city staff, as needed, by preparing agendas, presentation materials, and meeting summaries. We will take our direction from staff and the Steering Committee on adjustments to draft plan materials.



Targeted Engagement

We understand the Steering Committee has the lead role in the directing the comprehensive plan, however, we anticipate that the many city boards and committees will play a prominent role in the plan elements that pertain to them. At a minimum, we’d expect participation from the Plan Commission, Neighborhood Revitalization Commission, Park Board, Bicycle-Pedestrian Advisory Committee, and Heritage Preservation Commission. Input from others may be desired as well. Our team will work with the city in the preparation of the public engagement plan to determine which committees shall be tapped for targeted engagement and schedule those meetings in tandem with the overall project schedule.

Office Hours

A single day-long visit and remote work from the Twin Cities isn’t enough to know a place. During the project, Brandy Howe will hold office hours in the City of La Crosse to become acquainted with staff and the community. A physical presence in the city will allow us direct access to people and places. Anticipated office hours are indicated on the project schedule.

GIS Data Collection and Mapping

Our team will work with the city to prepare the necessary maps identified in the RFP. We will coordinate with the city's GIS team to develop a GIS database that builds on existing data to inform long-range visioning. All GIS databases and files created for this project will become the ownership of La Crosse.

WSB's experienced staff uses custom GIS applications to make information easier to access resulting in increased productivity for your organization. WSB staff has successfully implemented GIS solutions at the local, state, and federal level in areas as diverse as aviation engineering, wetland management, utility management, and city planning.

Background Analysis

The typical first step in any planning process is to complete a plan review and conduct an existing conditions analysis. This is how we begin to understand the community—what has been done in the past, what are the community priorities, what makes La Crosse tick? In this task, our team will analyze a range of information about existing conditions and the potential for the future of the City of La Crosse. This will be done by plan element (as defined by statute and the La Crosse code) and will emphasize key features and conditions that may influence or affect the planning process. We will not extensively document existing conditions other than what is necessary to comply with state standards—rather, we will incorporate by reference, where appropriate, such documentation as already exists in previous planning documents. The culmination of this effort will be an existing condition report, by plan element, that will include all new maps, graphics, diagrams, and tables and the following described elements. Our team will present this report to the Steering Committee for review and comment. It can be adopted as an appendix to the comprehensive plan.



La Crosse has a long track record of successful community planning. In addition to the 2002 comprehensive plan, we will review and evaluate previous plans to learn about the community and determine goals and future direction. These plans include:

- La Crosse Strategic Plan for Sustainability (2009)
- Harbor & Waterfront Plan (2011)
- Bicycle & Pedestrian Master Plan (2012)
- Gunderson Health Campus & Powell-Poage-Hamilton Neighborhood Plan (2013)
- Riverside North Charrette Master Plan (2014)
- Highway 53 Corridor Master Plan (2019)
- City Vision 2040 (2021)

Plan Development

Our team will prepare a comprehensive plan that is a high-level policy document that can be picked up daily by planning staff and routinely referenced by local officials. The final comprehensive plan will be concise and visually engaging with illustrations, diagrams, data tables, and appendices.

In addition to meeting statutory requirements, the plan will be:

- Visionary – imagine the future with a focus on community values and aspirations.
- Inclusive – consider all citizens and their disparate needs and points of view.
- Data-driven – evidence-based to develop the framework for long-range planning goals.
- Systems-based – acknowledge and address the interconnectedness of planning elements and the need to address issues in an integrated and cohesive manner.
- Clear and concise – easy to use, reference and update.
- Actionable – a realistic, phased implementation strategy.



Our team is familiar with the statutory requirements, including the new housing affordability report requirement, for comprehensive plans. We will ensure the comprehensive plan and background report are in full compliance with 66.1001, Wis. Stats.





The comprehensive plan will be composed of the following elements that will include illustrative maps, tables, and graphics. Over-arching themes of sustainability, equity, and resource protection will guide each element. Our team will prepare a draft of each element to be presented to the Steering Committee for their review and reaction. The full comprehensive plan will be a compilation of each revised element—this document will also be reviewed by the Steering Committee before review by Plan Commission and City Council.



ISSUES AND OPPORTUNITIES

Our team will complete a SWOT analysis and work with the Steering Committee to determine the issues and opportunities facing La Crosse. We will collect all required 2020 demographic and employment data and prepare population, housing, and employment forecasts to guide growth plans. This chapter will include a statement of vision for the community and a statement of overall objectives and goals of the comprehensive plan.

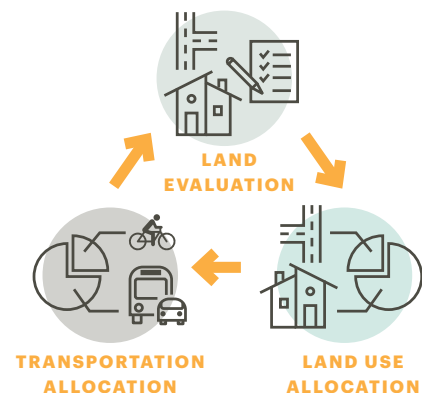


LAND USE AND CHARACTER AREAS

The land use element is critical. It guides decision-makers, property owners, developers, and other interested parties in decisions relating to the type, location, and density of future development in the community. It also serves as the foundation for any updates to the zoning ordinance and map, subdivision regulations, and other regulatory tools.

We will conduct an existing land use inventory of the city and immediate fringe based on categories described in the 2002 comprehensive plan. Our methodology will include field survey and review of aerial photographs, zoning maps, prior city land use maps, and tax assessor records. This information will be categorized in a land use table with estimates of acreage within each existing land use category.

Once the team has a firm understanding of “what is,” we’ll work with the community to determine where and how growth and development should happen—including the land within the 3-mile extraterritorial jurisdiction and in the airport area. With the Steering Committee’s input the WSB team will evaluate where density is appropriate and politically acceptable, where land should be preserved for environmental or agricultural purposes, and assess overlay and character areas to see if they should be modified.





HOUSING AND NEIGHBORHOODS

Housing is an important consideration for La Crosse now and into the future. Our team will collect the necessary data to assess the age, structural value, and occupancy characteristics of the existing housing stock. We will work with the city to obtain the data necessary to complete the housing affordability report required per 66.10013, Wis. Stats. This element will recognize existing policies and programs and lead to discussions about new methods and approaches to providing housing for persons of all income levels and of all age groups, and persons with special needs.



TRANSPORTATION

A balanced transportation system is necessary to ensure safe transportation of goods and people, meet community health and environmental goals, and support the local economy. Taking a multimodal approach, the team look at the connections between various transportation users including pedestrian, bicycle, vehicular, freight, air, transit, and train. In concert with staff and the Steering Committee, the team will identify opportunities to advance roadway and trail design which implements modern design, balances the transportation system, and looks to future changes in the way we move such as ride hailing, scooters, and autonomous vehicles. Recommendations for roadway designs which meet transportation, land use, community health, and design goals will be highlighted in this section of the Plan.



INFRASTRUCTURE

Development of a strong public infrastructure system will allow La Crosse to meet current and future resident and business needs. Our team will review existing plans and goals for public facilities, water, sanitary sewer, storm and surface water, electric, gas, phone, cable, internet, and mobile telecommunications. Growth areas identified in the land use element will inform infrastructure investment planning and forecasting for the city. In this step opportunities will be identified that can leverage efficiencies and joint collaborations and partnerships.



ECONOMIC DEVELOPMENT

Residential, commercial, and industrial demand analysis provides insight into future market conditions which will be translated into demands for commercial and industrial development, by both size and geographic location. The city's strengths and weaknesses concerning attracting and retaining businesses and industries will be assessed and the plan will designate an adequate number of sites for new businesses and industries. This element will also examine the location and possible reuse of environmentally contaminated sites for commercial or industrial uses. Our team is well-versed in creating organized, systematic, redevelopment programs, from setting goals and objectives to site investigation, program design, funding strategies, and final execution. Our team has worked on brownfield sites conducting investigation and clean-up as well as redevelopment of obsolete structures.



AGRICULTURE, NATURAL, AND CULTURAL RESOURCES

In this element topography, wetlands, water bodies, soils, productive agriculture areas, and wildlife will be considered. Ensuring that native landscapes are protected and preserved will be paramount in determining appropriate locations and patterns of new development. Based upon input from the Steering Committee and the community, objectives, policies, goals, maps will be compiled.



INTERGOVERNMENTAL COOPERATION

The adage, “the whole is greater than the sum of its parts,” speaks to the value of intergovernmental cooperation. La Crosse is an integral part of a broader region that includes neighboring and overlapping jurisdictions. Many issues that affect La Crosse also affect other governments in the region. By cooperating with each other, all units of government and overlapping jurisdictions can benefit. This element will include a compilation of objectives, policies, goals, maps, and programs for joint planning and decision making with other jurisdictions, including school districts, drainage districts, and adjacent cities, for siting and building public facilities and sharing public services. The relationship of the city to school districts, drainage districts, and adjacent cities, and to the region, the state, and other governmental units will be analyzed and existing or potential conflicts between the city and other governmental units identified. This element will also reference any cooperative boundary plans or intergovernmental agreements.



IMPLEMENTATION

The implementation element will include a compilation of programs and specific actions to be completed to implement the objectives, policies, programs identified in each of the plan elements. The chapter will include charts/matrixes to direct short, mid, and long-range actions and indicate implementation partners and potential funding mechanisms. The element will describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan and shall include a mechanism to measure the city’s progress toward achieving all aspects of the comprehensive plan. The element will include a process for updating the comprehensive plan in 10 years or less.

IMPLEMENTATION MATRIX

| GOAL | IMPLEMENTATION TOOLS | | | | | | | LEADERS & PARTNERS | PRIORITY LEVEL | | | COST | | | |
|--------|----------------------|----------|-------|----------|-----------|----------|-----------|---|----------------|--------|------|------|------|--------|----------|
| | PROJECTS | POLICIES | PLANS | PROGRAMS | PRACTICES | PARTNERS | PROMOTION | | LOW | MEDIUM | HIGH | \$ | \$\$ | \$\$\$ | \$\$\$\$ |
| GOAL 1 | X | | X | | | | X | L: CITY STAFF P: COMMUNITY MEMBERS | | X | | X | X | | |
| GOAL 2 | | X | | X | X | X | | L: PLANNING STAFF P: CHAMBER OF COMMERCE | X | | | | | X | |
| GOAL 3 | X | X | X | X | X | X | X | L: CIVIC GROUPS P: PARKS DEPARTMENT | | | X | | X | X | X |

Plan Adoption

At the conclusion of the project, we will attend, and be available to respond to any questions, the City Council meeting where the comprehensive plan is considered for adoption. Upon plan adoption our team will prepare the necessary documents to disseminate the adopted plan to neighboring and overlapping jurisdictions, as is required by state statutes. All final deliverables will be packaged and distributed to the city.



Comprehensive Plan Update | Executive Summary

Welcoming Village
We can support St. Anthony's population to increase and become more diverse.

Walkable & Connected City
St. Anthony contains a mix of uses and destinations, from housing to parks to employment centers.

Environmental Stewardship
St. Anthony has a history of innovative sustainability actions.

Mission: To be a progressive and

Vision:
Osseo is an accommodating, business friendly and connected city that promotes community vitality and housing diversity while supporting the safety and well-being of all who live, work, and visit here.

- Accommodating:** Osseo strives for spaces, places, and services that cater to people in all stages of life.
- Safety and Wellbeing:** Osseo is a safe and healthy community for all families and individuals who live, work and visit here.
- Connected:** Osseo supports excellent access to services and key destinations both inside and outside the city.
- Business Friendly:** Osseo encourages businesses to locate and flourish within the city.
- Housing Diversity:** Osseo supports a wide spectrum of housing types and options that meet the needs of the community at all stages and income levels.
- Community Vitality:** Osseo continues to be a lively community that attracts visitors and new residents and families.

EXAMPLE OF PREVIOUS COMPREHENSIVE PLAN EXECUTIVE SUMMARIES AND VISIONS.

Deliverables

- Social Pinpoint project website.
- Meeting agendas, as requested, and other materials for use by the event/meeting facilitator.
- Printed and/or digital materials for displays.
- Copy for use in flyers, media releases, and other communications.
- GIS – all spatial data and analysis will be produced and delivered to include ESRI GIS layers as appropriate.
- Existing Conditions Report (digital and hardcopy by request).
- Final Comprehensive Plan (digital and 3 printed/bound copies).

Proposed Timeline

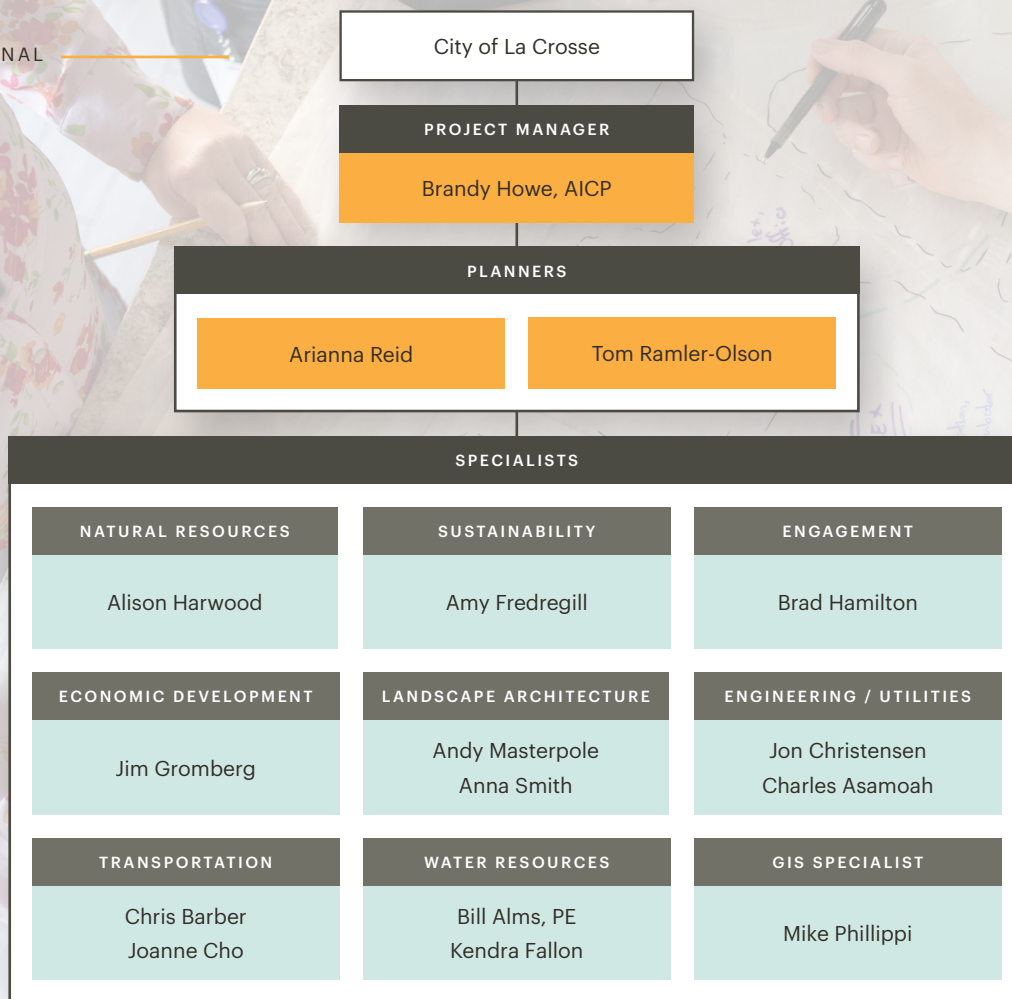


| TASK | 2021 | | | | | | | | | | | | 2022 | | | |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR |
| PROJECT MANAGEMENT | | | | | | | | | | | | | | | | |
| OFFICE HOURS | ● | | ● | | | ● | | ● | | ● | | ● | | ● | | |
| BACKGROUND ANALYSIS | | | | | | | | | | | | | | | | |
| Steering Committee Meeting #1: Project Kick-off / Issues and Opportunities | ● | | | | | | | | | | | | | | | |
| Policy and planning document review | ■ | | | | | | | | | | | | | | | |
| GIS data collection and base mapping | ■ | | | | | | | | | | | | | | | |
| Existing land use inventory and map | ■ | | | | | | | | | | | | | | | |
| Existing Conditions Report (by plan element per Wis Stats and City Code) | ■ | | | | | | | | | | | | | | | |
| Steering Committee Meeting #2: Review Existing Conditions Report | | | ● | | | | | | | | | | | | | |
| Revise Existing Conditions Report per Steering Committee direction | | | ■ | | | | | | | | | | | | | |
| PLAN DEVELOPMENT* | | | | | | | | | | | | | | | | |
| Issues and Opportunities | | | | ■ | | | | | | | | | | | | |
| Agricultural, Natural, and Cultural Resources | | | | ■ | | | | | | | | | | | | |
| Steering Committee Meeting #3: Agriculture, Natural, Cultural Resources | | | | | | ● | ■ | | | | | | | | | |
| Housing and Neighborhoods | | | | | | ■ | | | | | | | | | | |
| Targeted Engagement: Neighborhood Revitalization, Park Board, HPC | | | | | | | | ■ | | | | | | | | |
| Steering Committee Meeting #4: Housing and Neighborhoods | | | | | | | | ● | | | | | | | | |
| Economic Development | | | | | | | | ■ | | | | | | | | |
| Steering Committee Meeting #5: Economic Development | | | | | | | | | | ● | | | | | | |
| Transportation | | | | | | | | ■ | | | | | | | | |
| Infrastructure | | | | | | | | ■ | | | | | | | | |
| Targeted Engagement: Bike-Ped Advisory Committee | | | | | | | | | | ● | | | | | | |
| Steering Committee Meeting #6: Transportation and Infrastructure | | | | | | | | | | ● | | | | | | |
| Land Use and Character Areas | | | | | | | | | | ■ | | | | | | |
| Airport Land Use | | | | | | | | | | ■ | | | | | | |
| Targeted Engagement: Plan Commission | | | | | | | | | | | | ● | | | | |
| Steering Committee Meeting #7: Land Use, Airport, and Character Areas | | | | | | | | | | | | ● | | | | |
| Intergovernmental Cooperation | | | | | | | | | | | | ■ | | | | |
| Implementation | | | | | | | | | | | | ■ | | | | |
| Targeted Engagement: Intergovernmental Agencies/Organizations | | | | | | | | | | | | | ● | | | |
| Steering Committee Meeting #8: Intergovernmental Cooperation and Implementation | | | | | | | | | | | | | ● | | | |
| PLAN ADOPTION | | | | | | | | | | | | | | | | |
| Prepare final plan | | | | | | | | | | | | | | ■ | | |
| Plan Commission recommendation meeting | | | | | | | | | | | | | | | | ● |
| City Council adoption meeting | | | | | | | | | | | | | | | | ● |

Organization Profile and Qualifications



PROPOSED
ORGANIZATIONAL
STRUCTURE





Brandy Howe, AICP



PROJECT MANAGER

Brandy is a professional planner with over 13 years of public and private sector experience. Her work is focused on helping communities identify strategic, long-term solutions for their planning, growth, and economic development needs. Brandy specializes in municipal planning, development review, growth management, comprehensive and long-range planning, zoning, intergovernmental cooperation, and public engagement. Brandy advocates for sustainable community building that fosters efficient, balanced growth, and protects the natural environment.

SERVICE GROUP:
Community Planning & Economic Development

EDUCATION:
Master of Arts, Urban and Regional Planning, University of Iowa, 2008

Bachelor of Arts, Communication Studies, University of Iowa, 2002

MEMBERSHIPS + CERTIFICATIONS:
American Planning Association

American Planning Association, Wisconsin Chapter

American Institute of Certified Planners (AICP)

Member, City of Moline Plan Commission 2015-2016

Board Member, Quad City Bicycle Club, 12014-2016

*Work prior to WSB

City Planner, Community Development Department | River Falls, WI*

CLIENT: CITY OF RIVER FALLS

PROJECT DURATION: 2016 - 2021

While at River Falls, Brandy managed the development review team that shepherded many new developments and business expansions through the entitlement process. She was the staff liaison for the Plan Commission, prepared development agreements, and ensured projects followed local and state regulations. It is Brandy's philosophy that local codes and ordinances should provide the policy and regulatory guidance necessary to allow professional staff to guide projects in a smooth and efficient process. Elected and appointed officials should be brought in when a project cannot meet development standards and an exception is needed and warranted. For example, depending on the complexity of the project, approval may require negotiations or additional approvals. It is in these situations, not a standard project that meets code, when local officials should be brought in for decision making.

Urban Planner, Community & Economic Development | Rock Island, IL*

CLIENT: CITY OF ROCK ISLAND

PROJECT DURATION: 2013 - 2016

Brandy served as the city's liaison for numerous committees and organizations, led long-range planning projects, successfully secured grant funding, and managed the city's historic preservation program. While at Rock Island, Brandy authored the city's first comprehensive plan that promotes sustainability and establishes a clear vision for economic advancement and orderly development. Concurrently with the Rock Island comprehensive plan, she was the city's representative in the American Planning Association's effort to define national sustainability standards for comprehensive plans. Since plan adoption, several implementation activities have spun off from this project, including a downtown revitalization plan, city-wide historic resources plan, and a complete update to the city's zoning ordinance.

Associate Planner | Madison, WI*

FIRM NAME: VANDEWALLE & ASSOCIATES

PROJECT DURATION: 2008 - 2012

While at Vandewalle & Associates, Brandy was a member of the growth management team that led long-range planning efforts for small and mid-size client communities and counties. She was project manager and primary author for many comprehensive plans, assisted with the development of park and open space plans, farmland preservation plans, and other special area plans. Additionally, she also participated in intergovernmental efforts, TIF planning, as well as urban service area boundary projects.



Arianna Reid

PLANNER

With a background in public health and urban planning, Arianna brings a holistic perspective to any project. From concept design to project management, she aims to promote community health and economic development by connecting with the communities. Arianna has worked in diverse communities by performing research, data collection and report writing for project proposals and regional solicitation. She has also organized various community engagement activities that included one-on-one interviews with community members in the City of Brooklyn Center, qualitative surveys and open houses for the Rice Street Corridor in Saint Paul, MN with planners, engineers and the public. Additionally, Arianna has experience with updating comprehensive plans such as the Minneapolis 2040 Comprehensive Plan where she aided in incorporating health policies to promote health equity. By leveraging her communication skills, she excels at facilitating connections and building relationships with the public throughout the entire project implementation process. Arianna's passion for helping others is not only rooted in identifying their needs, but finding new innovative ways to use existing resources within the community she is working with.



Tom Ramler-Olson, AICP

PLANNER

Tom is a certified community planner with over eight years of professional experience that includes work in land use, urban design, zoning, and transportation. He has worked as both a public servant and private consultant helping communities across the country manage their growth and plan for their development. His broad experience includes award-winning work at levels of the state, metropolitan region, city, and neighborhood. With the aid of his architectural training and technical expertise, he enjoys helping communities visualize their goals and draft the policies and actions to achieve them.



Brad Hamilton

ENGAGEMENT

Brad has over 20 years of experience in strategic development, engagement, facilitation and relationship building. With the Minnesota Department of Transportation (MnDOT), he led the creation and strategic development of MnDOT's Liaison Services. Brad facilitated private and public partnerships with Fortune 500 companies for emerging technologies, managed several Agency programs, and worked to advance multiple MnDOT initiatives and define policy for Central Office and District stakeholders under the direction of the Commissioner, Deputy Commissioner and Senior Leadership. His experience includes program and project management, relationship building, facilitation, conflict resolution and engagement with policymakers, community leaders, diverse communities, and industry stakeholders. Brad's knowledge of the public and private side of projects gives him a unique ability to lead groups with opposing interests through successful collaborations and partnerships. He has completed the International Association of Public Participation's Foundations in Public Participation.



Alison Harwood

NATURAL RESOURCES

Alison has been a senior environmental scientist and certified wetland delineator for over 10 years. Alison has performed numerous wetland delineations across Minnesota using the 1987 Corps of Engineers delineation manual methods. Alison has led alternatives analyses in terms of wetland impact review, led wetland avoidance and minimization studies on numerous projects, and identified mitigation options when impacts are unavoidable. She is experienced in applying for and obtaining permitting required by the US Army Corps of Engineers Section 404, Wetland Conservation Act (WCA), DNR Public Water, Watershed District, and NPDES. Alison has completed Environmental Assessment Worksheets (EAWs) necessary to comply with Minnesota Environmental Policy Act (MEPA) requirements.



Amy Fredregill

SUSTAINABILITY

Having worked in the public, private and non-profit sectors in the Midwest and nationally, Fredregill is able to strategically meet the resiliency needs of communities, businesses and other stakeholders. By focusing on the business case for sustainability, her nearly 25 years of experience provides depth to advance solutions on complex energy, water, waste and other sustainability challenges. This background serves as the foundation to help clients explore energy solutions such as wind and solar, energy optimization, microgrids for resiliency, and electrification of fleets and public transit. Previously, Fredregill served as the Managing Director of the Sustainable Growth Coalition at Environmental Initiative (EI). The Coalition primarily represents large public sector institutions as well as global companies headquartered in the Upper Midwest that are leaders in corporate sustainability. Prior to EI, Fredregill was Xcel Energy's Manager of Resource Planning and Strategy for External and State Affairs at NSP-MN and the Executive Director of the Midwest Renewable Energy Tracking System. Amy is currently working to analyze sustainability related uses of a proposed city franchise fee.



Jim Gromberg, EDFP

ECONOMIC DEVELOPMENT

Jim has over 25 years of experience in economic development, including both redevelopment and greenfield development projects. In addition, Jim has worked with communities to acquire grant funding for several grants including rail infrastructure, water and sewer infrastructure, public facilities and small cities redevelopment grant implementation. Most recently, Jim was the State of Minnesota's Business Development Representative for the Twin Cities metro area, responsible for attracting new businesses to the state and assisting businesses in expanding their current locations. In addition, he managed Minnesota's Shovel Ready Certification Program, which prepares a community for projects that are interested in locating or expanding in their communities. Jim led the State's Data Center Attraction Program which also promotes Minnesota as a site for new data center development using tax credits and incentives.



Andy Masterpole, ASLA, LEED AP

LANDSCAPE ARCHITECTURE

Andy has extensive private development and public realm design experience including urban plazas, streetscapes, transit facilities, and parks. He strives to exceed clients' expectations while including stakeholder and public input and integrating sustainable site features such as green infrastructure and public art to create a unique sense of place. Andy's experience with ecological design, sustainable site practices, and land development ensure functional and aesthetic solutions when solving complex site challenges. His commitment to design integrity has resulted in numerous design and planning awards.



Anna Smith

LANDSCAPE ARCHITECTURE

Anna is a landscape architectural designer with a broad range of experience within the industry from residential design/installation to land development, public space design, and master planning. She has taken projects from conceptual design into construction documentation with a variety of graphic skills. Anna brings a fresh perspective to creating spaces that are inviting and unique.



Jon Christensen, PE

ENGINEERING/UTILITIES

Jon is a Professional Engineer with seven years of experience in water and wastewater engineering including: water supply systems, sanitary sewer collection systems and water and wastewater treatment facilities. He has completed over twenty-five comprehensive water supply and sanitary sewer plans, including computer modeling with WaterCAD, InfoWater, and SewerCAD software. Prior to joining WSB, Jon spent two years with an NGO in Honduras designing and constructing electricity-free sustainable drinking water treatment plants. At WSB, he works with growing and developed communities in the expansion and rehabilitation of their water and sewer infrastructure. He has experience in project planning, feasibility studies, computer modeling, design, bidding, construction administration and observation, operator training, and community engagement.



Charles Asamoah, PE

ENGINEERING/UTILITIES

Charles is a Project Manager in the Municipal Group with over 8 years of experience in civil engineering design, transportation design, and construction management. Prior to working at WSB, Charles was a Project Manager with the City of San Jose where he managed the design and construction of streets, sanitary sewer, and stormwater improvement projects. He is also experienced in the geometric and striping design of streets, pedestrian facilities, and bikeway facilities. His knowledge of project management has aided in the completion of projects on schedule and on the budget for clients.



Chris Barber, PE

TRANSPORTATION

Chris has over 15 years of experience on projects ranging from the entitlement, design, and construction of a 250 MW solar power plant and large, multi-phased residential subdivisions to single-lot site developments for residential and commercial applications. He is involved in all aspects of land development projects from feasibility and constraints analysis through project close out. Chris has served as the Project Engineer for municipal projects such as a demonstration low impact design parking lot, ADA-compliant bike/ pedestrian combined used trail, and a 2-mile roadway Complete Streets rehabilitation. As Project Engineer and Project Manager, Chris covers all stages of project delivery, with primary responsibilities including constraint and feasibility analysis, site layout review and coordination, collaboration with design team and stakeholders, utility and street design, value engineering, project budget and schedule management, and project closeout.



Joanne Cho

TRANSPORTATION

Joanne is a transportation planner with a dual master's degree in Civil Engineering and Urban and Regional Planning. Joanne has developed and designed public involvement plans, ADA compliant print and digital materials for various meeting types (virtual and in-person engagements), prepared mass mailing handouts, and delivered project updates to residents and stakeholders through websites, social media, and emails for past MCES sewer rehabilitation projects, highway design projects, and transit studies. Joanne's background in planning and engineering has been an asset on all projects as she is able to convey complex data and technical concepts to a wide range of audiences.



Bill Alms

WATER RESOURCES

Bill is a project manager in WSB's Water Resources Group with over 10 years of experience serving clients with their water resources engineering needs. Bill's experience includes planning, design, and construction management for a wide range of water resource projects. He has completed dozens lake outlet improvement projects across the state. He has experience with the critical elements of this project including stakeholder engagement and permitting agency coordination. His experience designing dozens of lake outlet and lift station intake project will benefit the county with a design that will function as intended with ownership and maintenance considerations at the forefront. He is also experienced in research and inspection of municipal storm water systems, hydrologic, hydraulic, and water quality modeling, watershed permitting submittals, and development plan reviews. He is a technical resource in watershed policy, planning, and capital improvement budgeting.



Kendra Fallon, PE

WATER RESOURCE ENGINEER

Kendra is a Project Engineer with over four years of water resources engineering experience. Kendra has design and technical experience with hydrologic and hydraulic modeling and water quality modeling, pond and stream restoration, and storm sewer and stormwater BMP design. Kendra also has experience partnering with communities to strategize, update and write local surface water management plans, interpreting and reviewing for City stormwater requirements, and writing state and local agency permit applications. She has experience working with a variety of software including HydroCAD, GIS, P8, XPSWMM, Civil 3D and all Microsoft Office programs to help meet and exceed clients' expectations.



Mike Phillippi

GIS SPECIALIST

Mike is a GIS Specialist with over 6 years of experience. He has provided GIS mapping services for both public and private sector clients. Mike is proficient in ArcGIS Software, ArcMap, ArcGIS Pro, ArcGIS Online, ESRI's Collector and Survey 123 applications. Under the ArcGIS Platform, he has extensive experience in Spatial Analysis, Mapping and Visualization, Imagery, and Remote Sensing. Mike has worked with numerous Client Development projects and Staff Augmentation that have helped within their communities. Mike has also been the lead on several projects that involved deploying and managing web mapping applications, teaching staff on how to use these applications and in the field training. Mike's other GIS support roles include working with external clients, GIS training, creating datasets and database management. His customer service driven approach makes him an valuable asset to the project team.

Grand Forks 2045 Land Use Plan

CLIENT: CITY OF GRAND FORKS AND GRAND FORKS/EAST GRAND FORKS MPO
CLIENT: GRAND FORKS, ND; EAST GRAND FORKS, MN
DURATION: AUG 2015 – NOV 2016

WSB was a consultant for development of the 2045 Grand Forks Land Use Plan. The Plan serves both the City and the Metropolitan Planning Organization (MPO) as a guide to future development and investment. It is based on a vision for the community that was developed with input from residents and local officials. The Plan sets forth not only a future land use plan, but also a series of goals and objectives to help the City and MPO reach the desired vision.

This Plan serves as an update to the 2040 Grand Forks Land Use Plan, consistent with the City policy adopted after the 2035 Plan to update the Land Use Plan every five years. This update includes new population and land use projections, as well as some unique areas of focus for the City.

This Plan will be used by both the City and MPO to guide development and investment in the community. In the near future, the Plan will inform the MPO's update to the region's Long Range Transportation Plan. For the City, there are several implementation actions, including revisions to the Land Development Code, that are guided by this Plan.

KEY WSB STAFF: HANNAH RYBAK

SUBCONSULTANT: CDG, NELSON NYGAARD

TOTAL COST: \$180,000 | **WSB COST:** \$94,000

REFERENCE: EARL HAUGEN |DIRECTOR | THE FORKS MPO | 218.399.3370 | EARL.HAUGEN@ THEFORKSMPO.ORG



LINK:

<https://www.grandforksgov.com/home/showdocument?id=15972>

2040 Comprehensive Plan

CLIENT: CITY OF BROOKLYN PARK
CLIENT: BROOKLYN PARK, MN
DURATION: JUN 2017 - MAY 2019

WSB was contracted to assist City staff with the 2040 Comprehensive Plan. Our role included working with staff to create and execute a robust public engagement plan that provided opportunities for participation among typically underrepresented groups.

THE PLAN WAS DEVELOPED IN COOPERATION FROM CITY STAFF AND OTHER ENGINEERING CONSULTANTS AND INCLUDED THE FOLLOWING ELEMENTS:

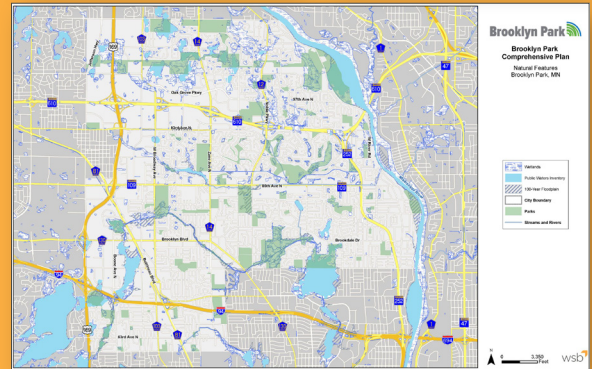
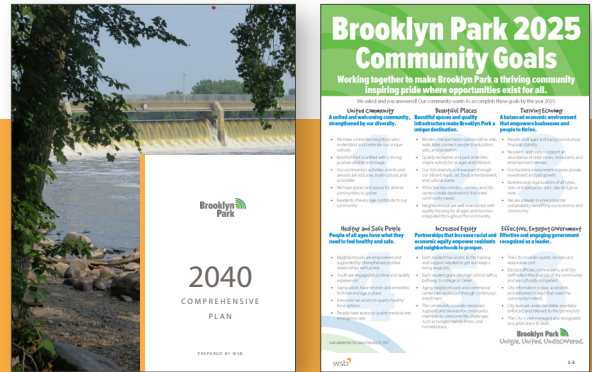
- Land Use
- Housing
- Economic Development
- Resilience
- Mississippi River Corridor Critical Area Plan
- Parks and Trails
- Implementation

A major component of the 2040 comprehensive plan update was to review and guide land uses around planned LRT transit stations for the Metropolitan Council Blue Line LRT extension. WSB Staff also identified opportunities for economic development along the future LRT line and major transportation corridors along Highway 169, 610, and 94.

KEY WSB STAFF: KRISTIN MOEN

COST: \$65,000

REFERENCE: CINDY SHERMAN | PLANNING DIRECTOR | CITY OF BROOKLYN PARK | 763.493.8051 | CINDY.SHERMAN@BROOKLYNPARK.ORG



WSB provided excellent leadership around the coordination, composition, and processing of Brooklyn Park’s Comprehensive Plan. Erin and her team kept the process on track and handled the communication between staff, multiple consultants, and the Metropolitan Council with ease. Erin presented the plan and modifications to the City Council and fielded difficult questions with professional expertise. WSB staff were always available to discuss issues or questions that arose during the process. I am very happy with the plan and the work of WSB that helped produce it.

-CINDY SHERMAN

Roseville 2040 Comprehensive Plan Update

CLIENT: CITY OF ROSEVILLE
LOCATION: ROSEVILLE, MN
DURATION: NOV 2016 - AUG 2019

ROSEVILLE 2040
our future together

HARMAR MALL

- CONNECTION FROM STREET TO MALL**
 Connection from Irving Avenue has deep to the Mall entrance and westward. There is a visual, safety, and security perspective by incorporating a covered walkway. This could be in the form of a elevated art, weather protection outdoor walkway. The walkway serves a visual element that defines an entry from Irving Avenue, provides shade in summer, and protection from rain, wind, and snow for pedestrians.
- POP-UP PARKING LOT**
CINEMA
 HarMar serves an excellent location to be an exciting completion and addition to very unique character. A use that is a film is located in other the outdoor or even weather parking lot could offer an opportunity for viewing activities that does not conflict with residents. A film is a creative active use in an outdoor space as well as address opportunities for retail and restaurant activities. Does not require a special kind of infrastructure.
- ACTIVE-USE SPACE**
 Local convenience markets, like the Run Market, Farmers markets, or community events could create an exciting for the street frontage of the HarMar Mall. For example, County Road 11 has large expanses of parking on both sides in front of Target and Wal-Mart. These areas could be designed as an event, providing street activity and mobility for new visitors to HarMar. There is also an opportunity to engage with the many diverse ethnic groups in the area to establish the look with art, activity, and vibrantly represent retail opportunities. The type of unique destination has the potential to draw people from other parts of the region.
- PLAZA SPACE**
 A plaza or public space could provide opportunities for public art, activities, and outdoor dining. This could be an additional housing opportunity and work in conjunction with other suggestions such as the drive or active use space to define HarMar mall as a unique destination.
- MIXED-USE BUILDINGS**
 As HarMar faces growing competition, it becomes important to create new opportunities for housing and variety of complementary uses to those typically found in the mall. A mix of potential can bring on County Road 11 or the parking lot to the south of Club Foods could be located next to the retail and residential development providing both additional occupancy and customers to the center as well as capitalizing on the walkability and access to nearby public transit connections.
- SOLAR PANELS/RENEWABLE ENERGY**
 HarMar Mall can improve its carbon footprint by installing solar panels. Opportunities provide elevated solar arrays over the large expanses of parking could benefit the business. By providing shade to outdoor and outdoor protection is viable. Minnesota is a national leader in this renewable energy and installing solar could bring cost savings in the mall and the city. This would also provide an opportunity for electric vehicle charging.
- TREES IN PARKING AREAS**
 Strategic tree planting wherever possible can provide both shade for parked cars and to enhance the urban feel. Instead of the large expanses of paved surfaces, the mall could be a mix of paved, trees, and enhancing the visual appeal of HarMar Mall.



Roseville is a nearly built-out, first-ring suburb located adjacent to both Minneapolis and St. Paul, with a 2014 population of 35,319. The focus of Roseville's Comprehensive Plan is redevelopment, economic development, and a wide spectrum of life-cycle housing opportunities. WSB was hired to complete the Land Use, Housing, Parks, Resilience, and Implementation portions and to work with city staff on the required infrastructure elements.

In addition, WSB completed an Economic Development Strategic Plan, which was identified as a priority to position the city for sustainable future growth. The most important component involved a robust community engagement plan to interact with as many people as often as possible throughout the process. Innovative strategies included a dedicated project website, pop-up engagement to reach people during existing community meetings and events, coordination with the Early Childhood and Family Education Program, and specific outreach through the city's Human Rights Commission to engage typically under-represented communities.

LINK:

<https://www.cityofroseville.com/3005/2040-Comprehensive-Plan-Update>

SUBCONSULTANT: LHB (PUBLIC ENGAGEMENT)

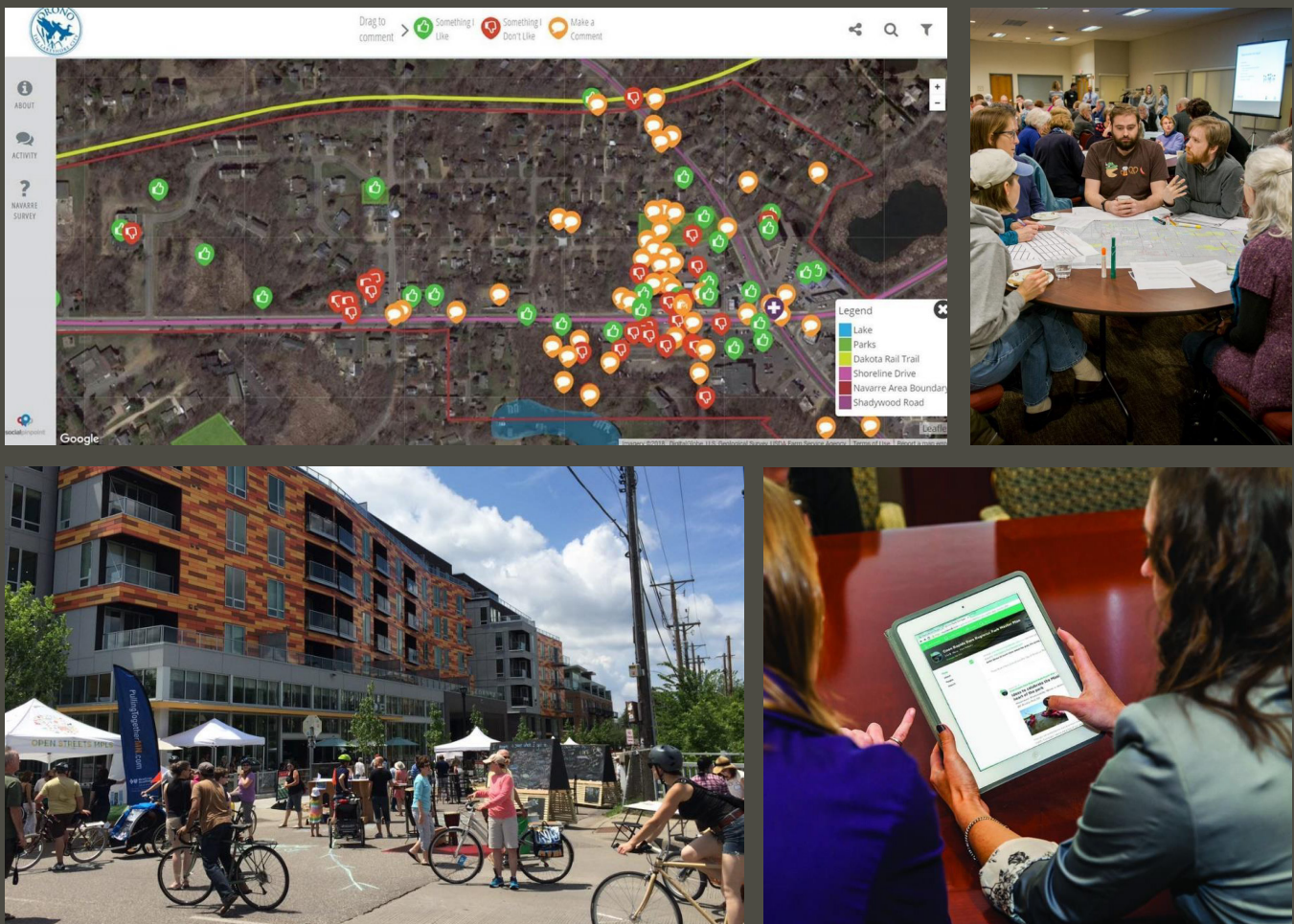
COST: \$140,000 (\$100,000 WSB PORTION)

REFERENCE: JANICE GUNDLACH | COMMUNITY DEVELOPMENT DIRECTOR | 651.792.7071 | JANICE.GUNDLACH@CITYOFROSEVILLE.COM



Public Engagement

WSB has the expertise to create engagement for residents and stakeholders that is intentional and inclusive for any public plan or project. We leverage in-person, virtual and hybrid (mix of both) engagement activities to provide diverse opportunities for education, feedback, and consent building. Our team will assure that all activities are accessible, well-defined and provide multiple options for participation.

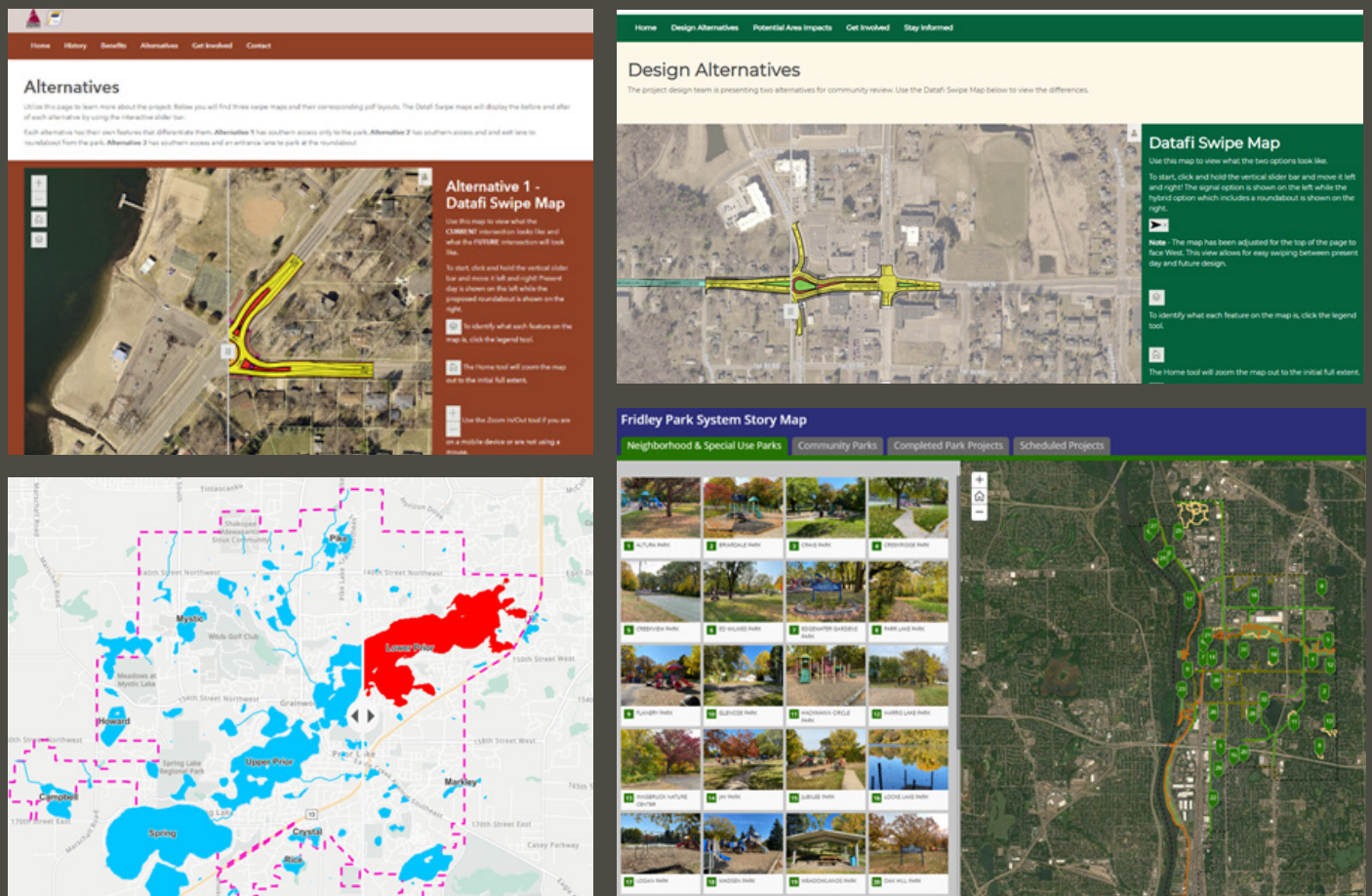


- Rethinking I-94: <https://www.dot.state.mn.us/I-94minneapolis-stpaul/>
- West St. Paul Butler Avenue Trail: <https://butlertrail-wsbeng.hub.arcgis.com/pages/get-involved>
- Ramsey County Victoria Street: <https://victoriastreet-wsbeng.hub.arcgis.com/>
- Burnsville Social PinPoint: <https://wsb.mysocialpinpoint.com/burnsville/#/>



GIS

WSB has extensive experience delivering innovative GIS applications. Our team uses the most updated technology to create GIS maps that are not only high quality but engage the audience. We can cater to our clients' specific desires to create interactive applications that deliver critical information in a innovative, effective manner. Some examples of our GIS work include story maps and ArcGIS Hubs for various clients and their specific projects. Click on the links below to sample some of the work our team can deliver:



- Anoka County CSAH 35 ArcGIS Hub - <https://anokacsa35-wsbeng.hub.arcgis.com/pages/alternatives>
- Wright County CSAH 19 ArcGIS Hub - <https://wrightcsah19-wsbeng.hub.arcgis.com/pages/design-alternatives>
- City of Prior Lake Stormwater Storymap - <https://storymaps.arcgis.com/stories/937e9b02c1e149df95719745b259d3e4>
- City of Fridley Parks Storymap - <https://wsbeng.maps.arcgis.com/apps/Shortlist/index.html?appid=3650ab1ea6784d666bcb5fad068898772>

Fee

| SCOPE OF WORK | PROJECT MANAGER BRANDY HOWE | PLANNING TOM RAMLER- OLSON | PLANNING ARIANNA REID | ENGAGEMENT BRAD HAMILTON | SUSTAINABILITY AMY FREDREGILL | GIS MIKE PHILIPPI | ED JIM GROMBERG | UTILITY JON CHRISTENSEN | UTILITY CHARLES ASMOAH | TRANSPORTATION CHRIS BARBER | TRANSPORTATION JOANNE CHO | NATURAL RESOURCES ALISON HARWOOD | WATER RESOURCES BILL ALMS | WATER RESOURCES KENDRA FALLON | LANDSCAPE ARCHITECTURE ANDY MASTERPOLE | LANDSCAPE ARCHITECTURE ANNA SMITH | GRAPHIC DESIGN RYAN DELWICHE | COST | |
|---|--------------------------------|----------------------------------|--------------------------|-----------------------------|----------------------------------|----------------------|--------------------|----------------------------|---------------------------|--------------------------------|------------------------------|--|---------------------------------|-------------------------------------|--|---|---------------------------------|-----------|---------|
| COMPREHENSIVE ENGAGEMENT PLAN | 4 | | | 10 | | | | | | | | | | | | | | | |
| PROJECT MANAGEMENT (ASSUME 8 HOURS PER MONTH) | | | | | | | | | | | | | | | | | | | |
| PROJECT MANAGEMENT | 128 | | | | | | | | | | | | | | | | | | |
| BACKGROUND ANALYSIS | | | | | | | | | | | | | | | | | | | |
| STEERING COMMITTEE MEETING #1: PROJECT KICK-OFF / ISSUES & OPPORTUNITIES | 4 | | 4 | | | | | | | | | | | | | | | | |
| POLICY AND PLANNING DOCUMENT REVIEW | | 8 | 8 | | | | | | | | | | | | | | | | |
| GIS DATA COLLECTION AND BASE MAPPING | 4 | | | | | 16 | | | | | | | | | | | | | |
| EXISTING LAND USE INVENTORY AND MAP | 4 | 8 | 16 | | | | | | | | | | | | | | | | |
| EXISTING CONDITIONS REPORT (BY PLAN ELEMENT PER WIS STATS & CITY CODE) | 4 | 8 | 20 | | | | | | | | | | | | | | 16 | | |
| STEERING COMMITTEE MEETING #2: REVIEW EXISTING CONDITIONS REPORT | 4 | | 4 | | | | | | | | | | | | | | | | |
| REVISE EXISTING CONDITIONS REPORT PER STEERING COMMITTEE DIRECTION | 4 | 8 | 4 | | | | | | | | | | | | | | | | |
| PLAN DEVELOPMENT | | | | | | | | | | | | | | | | | | | |
| ISSUES AND OPPORTUNITIES | 16 | 8 | 4 | | | | | | | | | | | | 2 | 6 | | | |
| AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES | 4 | 8 | 16 | | 2 | | | | | | | | 2 | 6 | | | | | |
| STEERING COMMITTEE MEETING #3: AGRICULTURE, NATURAL, CULTURAL RESOURCES | 4 | | 4 | | | | | | | | | 4 | | | | | | | |
| HOUSING AND NEIGHBORHOODS | 8 | 8 | 16 | | 2 | | 8 | | | | | | | | 2 | 6 | | | |
| TARGETED ENGAGEMENT: NEIGHBORHOOD REVITALIZATION, PARK BOARD, HPC | 4 | | 4 | | | | | | | | | | | | | | | | |
| STEERING COMMITTEE MEETING #4: HOUSING AND NEIGHBORHOODS | 4 | | 4 | | | | | | | | | | | | | | | | |
| ECONOMIC DEVELOPMENT | 8 | 8 | 4 | | | | 16 | | | | | | | | | | | | |
| STEERING COMMITTEE MEETING #5: ECONOMIC DEVELOPMENT | 4 | | 4 | | | | 4 | | | | | | | | | | | | |
| TRANSPORTATION | 8 | 8 | 8 | | 2 | 6 | | 6 | 6 | 6 | 6 | | | | 2 | 6 | | | |
| INFRASTRUCTURE | 8 | 8 | 8 | | 2 | 6 | | 6 | 6 | 6 | | | 2 | 2 | | | | | |
| TARGETED ENGAGEMENT: BIKE-PED ADVISORY COMMITTEE | 4 | | 4 | | | | | | | | 6 | | | | 2 | 6 | | | |
| STEERING COMMITTEE MEETING #5: TRANSPORTATION & INFRASTRUCTURE | 4 | | 4 | | | | | 6 | 6 | 6 | 6 | | | | | | | | |
| LAND USE AND CHARACTER AREAS | 16 | 8 | 16 | | 2 | 6 | | | | | | | | | | | | | |
| AIRPORT LAND USE | 8 | 8 | 8 | | | 2 | | | | 6 | | | | | | | | | |
| TARGETED ENGAGEMENT: PLAN COMMISSION | 4 | | 4 | | | | | | | | | | | | | | | | |
| STEERING COMMITTEE MEETING #6: LAND USE, AIRPORT, & CHARACTER AREAS | 4 | | 4 | | | | | | | | | | | | | | | | |
| INTERGOVERNMENTAL COOPERATION | 8 | 8 | 8 | | | 2 | | | | | | | | | | | | | |
| IMPLEMENTATION | 8 | 8 | 8 | | 2 | | 2 | | 2 | 2 | 2 | 2 | 2 | 2 | | | | | |
| TARGETED ENGAGEMENT: INTERGOVERNMENTAL AGENCIES/ORGANIZATIONS | 4 | | 4 | | | | | | | | | | | | | | | | |
| STEERING COMMITTEE MEETING #7: INTERGOVERNMENTAL COOPERATION & IMPLEMENTATION | 4 | | 4 | | | | | | | | | | | | | | | | |
| PLAN ADOPTION | | | | | | | | | | | | | | | | | | | |
| PREPARE FINAL PLAN | 16 | 8 | 16 | | | 2 | | | | | | | | | 2 | 16 | 16 | | |
| PLAN COMMISSION RECOMMENDATION MEETING | 4 | | 4 | | | | | | | | | | | | | | | | |
| CITY COUNCIL ADOPTION MEETING | 4 | | 4 | | | | | | | | | | | | | | | | |
| FINAL PLAN | 4 | | 4 | | | | | | | | | | | | | | | | |
| ENGAGEMENT | | | | | | | | | | | | | | | | | | | |
| SOCIAL POINT | | | | | | | | | | | | | | | | | | | \$5,000 |
| TOTAL HOURS | 312 | 120 | 220 | 10 | 12 | 40 | 30 | 18 | 20 | 26 | 20 | 6 | 6 | 10 | 10 | 40 | 32 | | |
| HOURLY RATES | \$146 | \$111 | \$71 | \$152 | \$197 | \$96 | \$152 | \$138 | \$145 | \$152 | \$109 | \$164 | \$164 | \$130 | \$164 | \$90 | \$85 | | |
| TOTAL COST | \$45,552 | \$13,320 | \$15,620 | \$1,520 | \$2,364 | \$3,840 | \$4,560 | \$2,484 | \$2,900 | \$3,952 | \$2,180 | \$984 | \$984 | \$1,300 | \$1,640 | \$3,600 | \$2,720 | \$111,800 | |
| TOTAL COST (WITH SOCIAL PINPOINT/WEBSITE) | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | \$116,800 | |

Engagement Options

| SCOPE OF WORK | COST |
|---|---------|
| ENGAGEMENT OPTIONS | |
| ADDITIONAL MEDIA RELEASES (UP TO 6 INCLUDED IN SCOPE OF WORK) | \$100 |
| ONLINE COMMUNITY SURVEY | \$1,500 |
| ADDITIONAL STAKEHOLDER MEETING (PER MEETING) | \$600 |
| OPEN HOUSE (PER VENT) | \$3,000 |
| POP-UP EVENT (PER EVENT) | \$3,000 |
| STUDENT ENGAGEMENT (PER EVENT) | \$3,000 |
| PODCAST / STORY-TELLING | \$1,500 |
| MEETING IN A BOX | \$1,500 |
| EDUCATIONAL "TECH TALK" (PER EVENT) | \$1,500 |
| TRIVIA NIGHT (1ST EVENT, ADDITIONAL HOURLY) | \$3,000 |
| WALKING TOUR (PER EVENT) | \$300 |