

Resolution accepting funding from the La Crosse Area Planning Committee and other local organizations and businesses for the preparation of a bicycle sharing feasibility study and appropriation of funds.

**AMENDED RESOLUTION**

**WHEREAS**, the City Planning and Development Department applied for \$10,000 in funding to the La Crosse Area Planning Committee as part of their local studies program for a Bicycle Sharing Feasibility Study and a Bicycle Boulevard Master Plan as part of implementing the recently adopted Bicycle Pedestrian Plan and was awarded \$5,000 with the understanding that the City could fund one or both studies as they saw fit; and

**WHEREAS**, local organizations and businesses have agreed to fund matching funds for the Bicycle Sharing Feasibility Study.

**NOW, THEREFORE, BE IT RESOLVED** by the Common Council of the City of La Crosse that it hereby accepts \$5,000 from the La Crosse Area Planning Committee in accordance with the attached letter from the LAPC and that the Board of Public Works is authorized to seek proposals and enter into a professional services agreement with a qualified vendor in accordance with the City's Standard Terms and Conditions for such planning studies and as specified in the attached local studies application to the LAPC and authorizes the President of the Board of Public Works to execute the agreement and also authorizes the Board of Public Works to administer the contract.

**BE IT FURTHER RESOLVED** that the City also accepts funding from the following organizations and businesses for this study in the amounts specified below:

Gundersen Lutheran Medical Center	-	\$1,000.00
Mayo Clinic Health Systems	-	\$1,000.00
YMCA	-	\$1,000.00
Logistics Health, Inc.	-	\$1,000.00
360 Real Estate	-	\$ <u>200.00</u>
La Crosse Area Convention and Visitors Bureau	-	\$ <u>500.00</u>
City of La Crosse Planning Department Operating	-	\$ <u>300.00</u>
Budget Salary Account	-	<del>\$1,000.00</del>

**BE IT FURTHER RESOLVED** the Board of Public Works, Director of Planning and Development and the Finance Director are hereby directed to take any and all steps necessary to carry out this resolution including establishing the necessary MUNIS accounts to accept funds and process payments

**BE IT FURTHER RESOLVED** that any funds received for this project be placed in the Planning Grant Fund and that funds expended for said project come from the Planning Grant Fund.

April 2, 2013

Larry Kirch  
Director of Planning  
City of La Crosse  
400 La Crosse Street  
La Crosse, WI 54601

Re: 2013 Local Studies Program

Dear Mr. Kirch,

At the March 20, 2013 the La Crosse Area Planning Committee awarded a local studies grant of up to \$5000 to the City of La Crosse for use in funding a Bike Boulevard and/or a Bike Sharing Study.

This funding may be used by the City of La Crosse to reimburse the costs of consultants hired to complete the studies. Please submit an invoice to the LAPC by the end of 2013.

Please contact me with for any questions you may have about this LAPC program and good luck with you studies!

Thank you,

A handwritten signature in black ink, appearing to read "Tom Faella", with a horizontal line extending to the right.

Tom Faella, Executive Director  
La Crosse Area Planning Committee

**MEMORANDUM**

DATE: FEBRUARY 3, 2013

TO: TOM FAELLA, PROJECT DIRECTOR, LAPC

FROM: LAWRENCE J. KIRCH, AICP, DIRECTOR OF PLANNING AND DEVELOPMENT

SUBJECT: *LAPC 2013 LOCAL STUDIES PROPOSALS*

---

The following is a funding request for the use of LAPC 2013 Local Studies funds. The request is to fund 1/2 of the cost of the study with the City obtaining grants from local businesses, tourism centers, medical health providers, and foundations. Included below is a description of the work to be completed, deliverables, and an estimate of cost.

**Study:** Bike Sharing Feasibility Study for Cities of La Crosse and Onalaska

**Study Area:** City of La Crosse/Onalaska

**Timeframe:** The study is expected to take 6-9 months from a notice to proceed from the LAPC and approval of the grant and contract with the City of La Crosse Common Council.

**Background:** Bike sharing programs are exploding all over the globe. First initiated in Europe, they are becoming more prevalent in North America. Most occur in large metro areas however there is one smaller community, Spartanburg, North Carolina (B-Cycle) that has successfully implemented a bike sharing program. There are bike sharing programs in Madison, Wisconsin (B-Cycle) and in Minneapolis, Minnesota (Nice-Ride).

**Scope:** *Task 1:* Review/refine scope of work and public participation plan.

Deliverable: revised project objectives, scope of work, budget, and schedule.

*Task 2:* Identify demand and density assessment. The evaluation should be supported by local data to the extent feasible. The study will include a density analysis and an assessment of potential strategies to effectively implement bike-sharing in areas with relatively low or moderate density.

Deliverable: Demand and Density Assessment Report \$3,000

**Task 3:** Location and site analysis- including density and population patterns, recommendation of size of program, integration with existing transit system, provide a summary of potential bike-sharing station sites which shall be represented graphically and accompanied by a list of specific sites and anticipated usage based on demand model.

Deliverable: Mapping/site feasibility assistance supported by the La Crosse City Planning Department. \$1,000

**Task 4:** Develop Capital Cost and Annual Operating Costs, funding sources/options.

Deliverable: Provide total initial costs and operational requirements of developing a pilot program and optional funding methods. \$3500.

**Task 5:** Prepare a final report and implementation plan. To include:

- Financial, health, environmental, and transportation benefits
- Comparison to comparable communities and which model looks to be the most likely in La Crosse
- Projections of realistic costs of startup and three year costs for capital and operating
- Forecasts of user demand, revenue sources, business model, potential sponsorship, advertising revenue, cash-flow analysis and sustainability considerations.
- Technical Analysis - How's it going to work? Performance standards and operations and maintenance plan.
- Initial marketing plan
- A detailed timeline for implementation

Deliverable: A final report summarizing the feasibility study findings.  
\$2,500

**Cost Estimate:** Based on discussions with national consulting firms who have done this work , an effort of 50-60 working hours is estimated, with a cost of \$10,000. Funding of \$5,000 is being requested and an additional \$5,000 will be raised from area businesses, health care institutions, tourism centers, the City and foundations.