

REQUEST FOR PROPOSALS
INSTRUCTIONS AND CONDITIONS
FOR AN
UPDATE TO THE BICYCLE & PEDESTRIAN MASTER
PLAN FOR THE
CITY OF LA CROSSE
CITY OF LA CROSSE
REQUEST FOR PROPOSALS

BACKGROUND INFORMATION -

This is a Request for Proposal (RFP), to prepare an update to the City of La Crosse's Bicycle & Pedestrian Master Plan, originally commissioned and approved by the city in 2012. The updated plan will support a revision and renewal of "key recommendations that will guide La Crosse in diversifying, strengthening, and improving the City to encourage walking and bicycling for transportation and recreation."

The existing plan needs to be updated in the following areas:

- 1) Newly identified and prioritized short/near term projects. The majority of this work in 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 (BPAC), and state DOT.
- 2) Revised and re-prioritized mid/long term projects. Many of these projects from the 2012 plan are uncompleted, but 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 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 MUTCD and FHWA 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, including nationwide trends in bicycle and pedestrian crash rates that are increasingly evident in our region, and new attention to transportation equity

goals.

The Bicycle & Pedestrian Master Plan update should be based on statements of actual need and perceived concerns; feedback from experienced riders and walkers, but also people who would become bicycle riders or pedestrians if policies and designs accommodated their concerns; audits of already-completed work; crash data analysis, lessons learned from implementation of the previous plan; current and projected demographics of the city; and current national best practices. The plan must be innovative and reach for a virtuous future that supports bicycling and walking transportation that replaces car trips and vehicle miles traveled. For these reasons, and because of the evident success and popularity of previous iterations, the Bicycle & Pedestrian Master Plan for the city of La Crosse should be updated to provide guidance for the next decade of bicycle and walking network improvements.

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All proposals are due by JULY 30th at 5:00 PM electronically to the attention of Jack Zabrowski at zabrowskij@cityoflacrosse.org

SCOPE OF SERVICES –

1. Public Engagement plan
 - a. Meeting 1- Kick off meeting with: BPAC, La Crosse city staff, and stakeholders that include community members and transportation authorities including the La Crosse Area Planning Committee and WISDOT.
 - b. Meeting 2 - Presentation of draft to stakeholders, using innovative, novel ways to gather public feedback that overcomes the limitations of public health concerns in the epidemic while including a diverse set of public voices, and integrate this feedback in the final draft.
 - c. Meetings 3, 4,5 - Present plan to Common Council, BPAC, and La Crosse Area Planning Committee. These presentations would be made when possible in conjunction with planned visits to La Crosse and we would not expect separate trips to be made for presentations. Virtual visits may suffice.

2. Evaluate existing environmental conditions.

Review current Bike/Ped Master Plan and evaluate gaps, omission, and failure to achieve previous goals. Make recommendations for updating existing conditions to include:

- a. Intersect, reference, and integrate with an updated city Safe Routes to School plan, Green Complete Streets ordinance and Vision Zero goal, as well as carbon neutrality commitments.
- b. Crash analysis as far back as data allows to identify any new problem areas
- c. Mapping of where different demographics live and barriers to their mobility
- d. Accessibility of schools, groceries, employment from nearby neighborhoods
- e. Multi use trails and bike lanes, on and off road
- f. Barriers to mobility (e.g. roads greater than 2 lanes, rivers, railroad tracks)
- g. Evaluating current policies, barriers and gaps in what has been previously described as the 5E's of bicycle and pedestrian planning
- h. Assess and recommend how cycling and walking efforts in La Crosse can encourage equity
- i. Survey completed neighborhood greenways (bicycle boulevards) and evaluate effectiveness and prospective connections or additions to future, planned greenways

3. Plan should be innovative

- a. Future focused; go beyond existing plans and conditions
- b. Realistic and feasible
- c. Include protected bike lanes radiating from schools and population centers
- d. Propose a lasting basic bicycle network
- d. Include proposed experimental /temporary project locations and study criteria to evaluate

4. Develop a plan that includes the following:

- a. Recommendations for current best practices for city policies to facilitate cycling and walking
- b. Develop updated engineering recommendations for Streets/Planning Departments
- c. Develop action plan for project completion/ implementation for short, middle and long range projects.
- d. Identify high priority project list
- e. Develop cost estimates for engineering/ infrastructure projects.
- f. Provide recommendations for responding to nationwide re-definition of the 5 E guidance, including the role of enforcement in equitable bicycle and pedestrian planning

TIMELINE -

APRIL 15, 2021..... RFP release

JULY 30, 2021..... All proposals due electronically at 5:00 p.m. local time at the City Planning Department. zabrowskij@cityoflacrosse.org

AUGUST 10, 2021..... Interviews and selection of firm.

SEPTEMBER 1, 2021.....Negotiations and contract finalization

OCTOBER 15, 2021..... Project kick-off initial Steering Committee

meeting. APRIL 30, 2022 All work must be completed and billed by May 31, 2021

FINAL REPORTS -

Upon the completion of the study the consultant shall prepare and submit ten (10) paper copies and an electronic version of the Final Report.

DEADLINE -

ALL WORK ON THIS PROJECT MUST BE COMPLETED AND BILLED BY MAY 31, 2021.

COSTS REPORTING -

The consultant shall provide time for project scheduling, staffing, coordination, billing, progress reports, etc., necessary for the consultant to expedite the project. The City of La Crosse are not liable for any costs incurred in replying to the RFP.

TYPE OF CONTRACT -

Any contract entered into as a result of this RFP shall be limited to an estimated ceiling cost. Any additional costs would be negotiated prior to continuing the study.

FUNDING -

This project is being funded through the City of La Crosse Capital

Improvements fund

RESPONSE PREPARATION -

All proposals shall address and include the following elements:

1) Business Organization -

- a. Give name and address of submitting organization; state in which incorporated or chiefly located;
- b. Indicate whether licensed to operate in Wisconsin;

- c. Identify prime contact in organization (email, telephone and fax numbers).
- d. Resume and references of primary staff members who will be working on the study.
- e. Please include a short summary as to why your firm is the most qualified to update a Bicycle and Pedestrian Master Plan.

2) Statement of Study -

- a. Illustrate your understanding of the study
- b. Involvement in past studies of similar size and scope. Please provide and/or attach electronic copies to your proposal submission or provide electronic links within the submission.
- c. Proposed work plan and timeline to accomplish the study
- d. Availability or lack of availability for selection interviews

3) Time Schedule -

- a. Indicate the date on which you would be able to initiate the study and the amount of time necessary to complete the study. Schedule should include benchmarks dates along the way.

Cost of Study -

- a. Indicate the anticipated expenditures appropriate to the Scope by the following categories:
- b. Labor Costs -
- c. By individual, hourly rate.
- d. Other Direct Costs -
- e. Itemize, such as rental of equipment, lab costs, printing, communications, etc.
- f. General Administrative Costs - Indicate base used and basis therefore, percentage and total.
- g. Total Estimated Cost of Study

INQUIRES AND RESPONSE SUBMISSIONS –

All inquiries and proposals shall be directed to:

Jack Zabrowski, Associate Planner

zabrowskij@cityoflacrosse.org

City of La Crosse Planning and Development Department

400 La Crosse St

La Crosse, Wisconsin 54601-3396

Telephone (608) 789-8676

All proposals must be received no later than 5:00 p.m., Friday, July 30, 2021. 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.

SELECTION PROCESS -

All proposals received in response to this RFP will be subject to an evaluation by the City of La Crosse and the Bicycle & Pedestrian Advisory Committee

1. Cost Estimate

2. General Quality of Proposal

- a. Completeness and thoroughness
- b. Understanding of the project
- c. Responsiveness to terms and conditions

3. Technical Approach
 - a. Approach to the study analysis
 - b. Quality of concept development
 - c. Quality and quantity of services to be performed
 - d. Strategy to complete the scope of services
4. Organization, Personnel and Experience
 - e. Qualifications of personnel
 - f. Experience of personnel
 - g. Experience of consultant
5. Ability to Complete Study on Schedule

MISCELLANEOUS PROVISIONS -

Reservation of Rights

The City of La Crosse reserves the right to:

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

Notice of Modification

The City may post planning notices or information regarding cancellations, withdrawals, modifications to deadlines, and other modifications to this RFP on its official website (www.cityoflacrosse.org/planning). Consultant shall have the obligation to check the website for any such notices and information and the City shall have no duty or obligation to provide direct notices to consultants.

Ownership and Use of Submissions

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

Further Efforts

The City of La Crosse may request that consultants clarify their submissions and/or submit additional information pertaining to their submissions. The City may request best and final submissions from any developer and/or request an oral presentation from any developer.

Non-Binding

The selection of a consultant indicates only intent to continue with the selection process and/or negotiate and the selection does not constitute a commitment to execute a final agreement or contract.

Non–Liability

By participating in the process, the consultant agrees to hold 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.