LA CROSSE, WI:

ILLUSTRATIONS FOR 2ND, 3RD, AND 4TH STREETS IN DOWNTOWN LA CROSSE

August 6, 2020

PREPARED BY:
Alta Planning + Design, Inc.

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alta
PLANNING + DESIGN

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August 6, 2020

City of La Crosse
Planning and Development
400 La Crosse Street
La Crosse, WI 54601

Re: Request for Proposals for Illustrations for 3rd and 4th Streets in Downtown La Crosse

Dear Members of the Selection Committee:

Alta Planning + Design (Alta) is pleased to submit our proposal for illustrations of 3rd and 4th Streets in Downtown La Crosse. Illustrations created during this effort will play an important role in the future of Downtown La Crosse. City staff will present illustrations and supporting materials to residents to convey opportunities for transforming 2nd, 3rd, and 4th Streets during the planned 2026 - 2028 repaving process.

We have assembled a team of experts to develop these important illustrations. Our staff bring a strong portfolio of graphic development work from around the country. The team is pleased to present this proposal, which includes sample illustrations in a variety of aesthetic styles. Our team's design capabilities are vast; we are happy to discuss our range of experience in more detail. As Project Manager, I bring experience in the La Crosse region and expertise managing creative active transportation projects. We are able to efficiently illustrate streetscape improvements because this is an integral part of our work as active transportation specialists. We help communities envision possibilities, and we understand the significant role graphics and illustrations play in communicating ideas amongst city, stakeholder and public audiences. Even at this conceptual level, our designs are grounded in engineering expertise and knowledge of local, state, and national best practices.

We have included an optional task with our bid amount. This alternate proposal would result in interactive illustrations to allow for deeper engagement within the City's Public Involvement Meeting (PIM) process. Interactive graphics would allow residents to explore possibilities for Downtown La Crosse and present their ideas to the City. An optional web-based data collection system would also allow the City to seamlessly collect and analyze public responses and share preferences with the Wisconsin Department of Transportation and other stakeholders.

We are excited for the opportunity to assist the City of La Crosse in its efforts to produce illustrations for these important projects. Please contact me at (612) 263-9111, direct; (847) 525-2308, cell; or kristenotoole@altaplanning.com to further discuss our qualifications.

Sincerely,

Kristen O'Toole, AICP
Project Manager, Alta Planning + Design, Inc.

Emily Duchon, ALSA, LEEP AP
Principal-in-Charge, Alta Planning + Design, Inc.

APPROACH

Alta Planning + Design understands the importance of accessible and user friendly online public involvement, especially during the COVID-19 pandemic. To this end, Alta is pleased to offer a proposal to develop four (4) right-of-way allocation illustrations to help residents visualize potential changes to 2nd, 3rd, and 4th Streets in downtown La Crosse.

The draft illustrations will be drawn from the roadway user's perspective to allow the viewer to easily understand differences between approaches to allocating roadway space. Illustrations will highlight changes to the walking and bicycling infrastructure that might be constructed on 2nd, 3rd, and 4th Streets in the near future.

Alta's depth of technical experience and broad range of graphic styles allows communities to develop illustrations that best fit their needs.

Task 1. Illustration Style Decision Making

Alta will hold one meeting via Zoom, or other compatible video conferencing software, to discuss the preferred aesthetic qualities and graphic style. The meeting is meant to include a small group of City and Alta staff and will be a maximum of two hours long. This meeting will discuss City design preferences for the illustrated barrier separated cycle track, bike lane, expanded sidewalks, street trees, rain gardens, and other elements to be depicted in the illustrations. For example, Alta and the City will discuss potential barrier options (e.g., planters, bollards) for the cycle track and furnishing / design options to integrate within the expanded pedestrian space (e.g., sidewalk cafes, curb extensions, green infrastructure).

The Wisconsin Department of Transportation (WisDOT) is a continued partner within this work. As such, Alta and the City will discuss any design considerations from the WisDOT perspective, beyond those outlined in the RFP.

Task 1 Deliverables:

» Graphic style preference meeting via Zoom

Task 2. Illustration Development and Refinement

Alta will use street design best practices and guidance from the City of La Crosse to develop one (1) draft and one (1) final illustration for each of the four right-of-way allocation options to be illustrated. Alta staff will provide a Google Street View image for City staff to take a high resolution photo to serve as a base image for draft and final illustrations. The approach will allow the team to efficiently collect appropriate imagery for the task. The following list shows the four illustrations outlined in the RFP:

- A two-way or one-way barrier separated cycle track on 2nd, 3rd, or 4th Streets.
- Single (one-way) bike lane on 3rd or 4th Streets requiring removal of parking from one side.
- Expanded sidewalks (25-30 feet) on 3rd and 4th Streets using space created when removing parking off both sides.
- A larger overhead plan view of a revised traffic pattern on 2nd, 3rd and 4th Streets, changing the one-way pairs of 3rd and 4th Streets back to two-way traffic to encourage commerce, long truck and bus movements, and bicycle-pedestrian safety and mobility.

Alta staff bring a deep knowledge of bicycle and pedestrian infrastructure design. This knowledge results in engaging and contextually accurate illustrations that showcase conceptual designs as detailed and realistic visions. This perspective will help the City of La Crosse save money over the long run, since we will only present concept drawings that could be constructed to meet best practice guidelines.

Task 2 Deliverables:

» Four (4) draft and four (4) final illustrations

Optional Task: Conversion to Interactive Illustrations

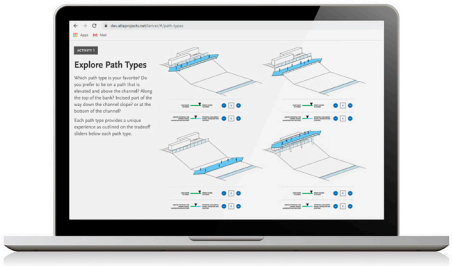
Alta can complete the following tasks for an additional fee.

OPTION A: INTERACTIVE ILLUSTRATIONS

In addition to the conventional illustrations described above, Alta proposes transforming up to four (4) of the static illustrations into "choose your own adventure" images that can be interacted with online. This approach would allow members of the public to toggle various design elements on and off to create their own preferred street design illustrations for the key locations specified in the RFP. For example, this could allow an individual to choose between a rain garden or a raised planter along the edge of a sidewalk, or to test out potential bikeway and sidewalk configurations. As an interactive tool, it would be an even more engaging and informative way for the public to develop their preferences. The City would host these graphics through the City website (i.e., web page established for public involvement meeting).

Option A Deliverables:

- Deliverables noted in the project approach, plus up to four (4) draft and final interactive illustrations



Interactive illustrations allow members of the public to toggle various design elements on and off to create their own preferred street design illustrations.

OPTION B: INTERACTIVE ILLUSTRATIONS WITH INTEGRATED DATA COLLECTION

In addition to the interactive illustrations described in Option A, Alta would integrate a web-based data collection system with the illustration. This approach would allow members of the public to toggle to their preferred design and then submit it as feedback. The resulting data tables of public input would be provided to the city in a simple spreadsheet format.

Option B Deliverables:

- Deliverables noted in the project approach and option A, plus integrated public input data collection and resulting public input data tables.

Please refer to page 11 for additional illustration samples

Alta helps communities envision possibilities and provide meaningful feedback on proposed streetscape improvements.

RESUMES

Kristen O'Toole, AICP

Project Manager

Kristen has worked with nearly 50 communities to achieve active transportation focused goals. Kristen is well-versed in managing a variety of project types including master plans, data collection and analysis, and education and encouragement campaigns. Building upon the lessons learned while she was a US Department of State Fulbright grant recipient in Denmark, Kristen dedicates her work to creating active communities that meet residents' needs.

EDUCATION

US Department of State, Fulbright Student to Denmark, Roskilde University, 2012-2013

BA, International Studies, concentration in Urban Planning for Social Justice, DePaul University, summa cum laude, 2012

AREAS OF EXPERTISE

Transportation planning

Master planning

Data collection and analysis

Education and encouragement

PROFESSIONAL REGISTRATIONS

American Institute of Certified Planners (#030984)

RELEVANT EXPERIENCE

CYCLE LA CROSSE: ECONOMIC IMPACT ANALYSIS OF A BETTER BIKEWAY NETWORK, LA CROSSE, WI

Alta worked with the City of La Crosse to develop an economic impact analysis of current and proposed bicycling infrastructure in La Crosse. The resulting study uses eye-catching graphics and compelling statistics. Kristen managed coordination between Alta's graphics team and mapping specialists to create the final products. Kristen filled the role of consultant team Project Manager to complete the project and present findings after the departure of the team's original project lead.

MET COUNCIL BETTER BUS STOPS, MN

Kristen was Project Manager for the development of the Metro Transit Transfer Point Wayfinding Guidebook. The Guidebook recommends signage to help transit riders more easily navigate transfer points. The project focuses on improving this experience for people with disabilities and people with limited English proficiency.

ELGIN-O'HARE REGIONAL BICYCLE AND PEDESTRIAN PLAN, IL

The Elgin-O'Hare Regional Bicycle and Pedestrian Plan identifies possible improvements for non-motorized access along and across the new Elgin-O'Hare Expressway. Ten communities, two counties, the Chicago Metropolitan Agency for Planning (CMAP), the Illinois Department of Transportation (IDOT), and numerous other agencies are planning solutions to improve on-street and off-street transportation options across the 70-square-mile area. As Lead Planner, Kristen led multiple tasks, including recommendation identification and existing conditions analysis mapping. Kristen also created materials for public engagement and facilitated in-person meetings.

RIVERDALE COMMUNITY AREA MULTIMODAL TRANSPORTATION PLAN, CHICAGO, IL

Kristen served as Assistant Project Manager for this project that supports access to public transit, jobs, and recreation. The plan focused on utilizing resident input to meaningfully influence the planning process. The plan acknowledges Community Area residents' prior engagement with other planning processes. As such, recommendations from these studies were analyzed and included within implementation steps for near-term, medium-term, and long-term construction timelines. Project cut sheets were developed for high priority projects to assist in making resident visions a reality.

Donny Donoghue

Senior Designer - Graphics Lead

Donny has over eight years of landscape architecture and planning experience on projects located across the country. Donny specializes in urban design guidelines, non-motorized transportation plans, streetscapes, trails, parks, mixed-use developments, and wayfinding strategies. Donny studied Landscape Architecture and Environmental Studies at the University of Wisconsin, went on to complete a Masters of Urban Planning in Washington, where he focused on interdisciplinary urban design and public space activation strategies. Donny is based in Alta's Minneapolis office and leads design and visualization projects across the country.

EDUCATION

Master of Urban Planning, Urban Design Certificate, University of Washington, 2016

BS, Landscape Architecture, Environmental Studies Certificate, University of Wisconsin, 2012

AREAS OF EXPERTISE

Graphic design

Visual communication

Spatial design

Digital rendering

RELEVANT EXPERIENCE

WEST PALM BEACH DATURA/EVERNIA CORRIDORS, FL

Donny facilitated a week long virtual charette intended to generate design concepts and visualizations for two downtown streets in the historic core of West Palm Beach. Donny managed an international team of designers and utilized feedback from the public and key project stakeholders to inform the design of shared streets, bike and pedestrian facilities, parklets, site amenities, and commercial frontages. Throughout the charette, Donny coordinated the production and presentation of the design concepts via live webstream for the public.

METRO LOS ANGELES RIVER PATH PROJECT, CA

Alta is co-leading the team selected by the Los Angeles County Metropolitan Transportation Authority (Metro) to design the landmark Los Angeles River Path project. As the visualization lead for the LA River Path, Donny contributed graphic support and led the development of pathway type animations that were used by Metro Marketing in a promotional video for this project. This $365M project—one of the largest active transportation trail projects in the country—will close an eight-mile gap in the path along the Los Angeles River (LA River) in downtown Los Angeles and Vernon.

RIVER PATH ACCESS PLAN, VERNON LOS ANGELES, CA

As Senior Designer, Donny provided graphic support and informed the design of three protected bikeways and four gateways that span the city and connect to the future LA River path. The project coalesces interests of the city's business, residential, and working communities with agencies and stakeholders for the LA River to provide nonmotorized connections between the City of Vernon and the LA River.

KALISPELL TRAIL AND COMPLETE STREET, MT

As Senior Designer, Donny facilitated an extensive "Deep-Dive" one-week public engagement charette to develop design concepts and gain input from the community. Donny worked with community members to brainstorm and illustrate options for an urban trail with economic redevelopment opportunities that honors the industrial history of Kalispell. The week-long charette included site tours and presentations of ideas that informed the final design.

Jimmy Shoemaker, AICP

Senior Planner

Jimmy has works on complex projects involving systemic safety analyses, cartography and graphics, corridor design, and Safe Routes to School. He enjoys working with members of the public, where he offers technical expertise while allowing stakeholders space to work together to reach consensus. Jimmy has been involved in bicycle and pedestrian planning across Minnesota, creating plans for communities in suburban, rural, and urban areas. Prior to Alta, Jimmy was a transportation planner for the San Francisco Municipal Transportation Agency. He worked on several innovative projects ranging from parking and transportation demand management to bicycle wayfinding and transit system sustainability.

EDUCATION

Master of Urban and Regional Planning, University of Minnesota, 2014

BS, Environmental Science, University of Iowa, 2009

AREAS OF EXPERTISE

Safety analysis

Corridor design

Cartography and graphics

Public and stakeholder engagement

PROFESSIONAL REGISTRATIONS

American Institute of Certified Planners (#282338)

RELEVANT EXPERIENCE

BICYCLE BOULEVARDS DESIGN, LAWRENCE, KS

Jimmy is working with the City of Lawrence to develop two of the city's first bicycle boulevards. He is responsible for community engagement, which will ensure the design and function of the bikeways will pose the best benefit to the public. The boulevards were identified in the city's Lawrence Bikes Plan. Alta worked closely with the city and community through engagement events and pop-up demonstrations to maximize comfort and efficiency along these routes, and gain further input and support.

MNDOT BICYCLE FACILITY DESIGN MANUAL, MN

As Senior Planner, Jimmy helped produce draft plans for this update to MnDOT's Bikeway Facility Design Manual. The current guide is a valued resource used by local and state staff; however, it does not reflect the current state of practice and innovation in bicycle facility design. MnDOT staff compiled ideas on content updates, and Alta is taking these ideas and developing a framework for the new guide. The team is working with MnDOT staff to refine a template that is easy to navigate and provides comprehensive and concise information.

BICYCLE FACILITY DESIGN GUIDELINES, ONTARIO

Jimmy is working with provincial and national engineers to update and create new guidelines for safe bikeway crossings for streets in Ontario. He is using existing guidance that informs his three dimensional renderings of safe and comfortable crossings for people biking. Alta's design work included the development of a comprehensive matrix of bike-facility options for potential incorporation along Provincial roadways, including shared lane markings, wide outside lanes, standard bike lanes, buffered bike lanes, and cycle tracks. The final report includes a recommendation for the most appropriate facility and an evaluation that helped to determine the recommendation.

NORTH DAKOTA ACTIVE TRANSPORTATION DEMONSTRATION PROJECTS, ND

As Project Planner, Jimmy aided in the development of designs for nine active transportation demonstration projects across North Dakota, and coordinated closely with local partners to select materials and gather volunteer support. This project was an outgrowth of Alta's work on ND Moves, the first statewide Active and Public Transportation Plan and served as an opportunity to widen community engagement by allowing residents to experience new infrastructure first-hand and provide feedback.

Colin Harris, PE

Senior Engineering Associate

Colin is a civil engineer and urban designer with over 17 years of experience developing specific recommendations for safety improvements in a variety of contexts including school zones, urban arterials, and roadways in small towns. Colin brings deep technical knowledge of facility selection and design as a professional engineer who has also worked as a local advocate to support bicycling and walking innovation in the region.

EDUCATION

BS, Civil Engineering, Brown University, 2003

AREAS OF EXPERTISE

Civil engineering

Safe Routes to School

Advocacy

PROFESSIONAL REGISTRATIONS

Professional Engineer: Minnesota (#47347), Washington (#44236); Wisconsin (#46232-6); North Dakota (#PE-27314)

Association of Pedestrian and Bicycle Professionals (APBP)

LEED Accredited Professional

RELEVANT EXPERIENCE

MNDOT BICYCLE FACILITY DESIGN MANUAL, MN

Colin was Project Manager of Alta's work with MnDOT to develop an updated Bikeway Facility Design Manual. MnDOT compiled ideas for updating the existing guide, and Alta used them to develop a framework that reflects the current state of practice and innovation in bicycle facility design. The new guide and a document that is easy to navigate and provides concise and comprehensive information.

ND MOVES: NORTH DAKOTA STATEWIDE ACTIVE TRANSPORTATION DEMONSTRATION PROJECTS

Colin led the planning, design, and implementation of active transportation demonstration projects across the state. These demonstration projects were intended to give the community an idea of the look and feel of recommended improvements, such as curb extensions, buffered bike lanes, and other improvements that increase safety, comfort, and connectivity for people walking and biking.

PORTLAND AVENUE BICYCLE GAP ANALYSIS, HENNEPIN COUNTY, MN

Colin was the Project Manager working with the County to conduct multimodal traffic and structural analyses and explore options for completing the bikeway gap on Portland Avenue crossing Highway 62. The gap had not previously been completed due to complexities including high traffic volumes, high turning movements onto Highway 62, and narrow width of the bridge spanning the highway. By working closely with stakeholders from the county, Minneapolis, and Richfield, Colin worked toward a design that supports safe and comfortable bicycling for people of all ages and abilities.

PROTECTED INTERSECTION WORKSHOP TRAINING, MINNEAPOLIS, MN

Colin helped develop and present a Protected Intersections for Bicyclists training for the City of Minneapolis. This workshop included discussion of history and regulatory context, key geometric design features, traffic operations, and lessons learned from other cities. The training facilitate discussions of opportunities to apply safety improvements to facility design in Minneapolis.

GRANDVIEW TRANSPORTATION STUDY, EDINA, MN

As Project Manager, Colin translated data and ideas into recommendations for improved bicycle and pedestrian facilities to encourage residents to use bicycles and walking as viable transportation options. Alta worked on a transportation plan for the Grandview District in Edina, identifying bicycle and pedestrian barriers and making recommendations for increasing active transportation opportunities. Using Alta's Level of Traffic Stress GIS model, the team identified that the majority of streets are not perceived as comfortable or safe by most users due to lack of bicycle and pedestrian facilities, traffic speed and volume, and street widths.

Zane Taylor

Web Developer

Zane is an accomplished web engineer with over a decade of experience in interactive design and development. He has created web sites, platforms, applications, and tools for a wide array of small businesses, non-profits, and public agencies, and specializes in user experience, interface development, and cross-platform digital strategy.

EDUCATION

BA, English, Missouri State University, 2010

AREAS OF EXPERTISE

User Experience Design

Web Application Development

Web Accessibility

Mobile Web Optimization

Interactive Mapping

Web Data Visualization

RELEVANT EXPERIENCE

LOWER RUSSIAN RIVER TRAIL FEASIBILITY STUDY, SONOMA COUNTY, CA

Zane developed the suite of web-based public engagement tools for the project. He provided a project hub website, an interactive engagement map for both existing conditions and prioritization input, and a document feedback application that collected public input on the draft plan that was produced by Alta.

METRO LA RIVER PATH PROJECT, LOS ANGELES, CA

This project will design and construct a bike path along an eight-mile stretch of the Los Angeles River from Elysian Valley through Downtown Los Angeles to the City of Vernon, closing the longest remaining continuous gap in the existing LA River Path. Zane produced a web tool in conjunction with in-person outreach meetings for community input to inform the design process. The web tool collected feedback on access, routes, and amenities for the path through survey questions, video, and an interactive map. The web tool informed users and collected feedback on access, routes, and amenities for the pathway using illustrations, video, custom interactive survey prompts, and interactive maps.

TUCSON MOBILITY MASTER PLAN, AZ

Alta is leading strategy and coordination of all analysis and engagement tasks for this project. Zane led the development of all digital public engagement tools in conjunction with Alta's brand and identity development for the project, including a project hub website and interactive engagement map, with a focus on accessibility enhancements to meet the city's equity and accessibility goals for outreach and engagement.

CONNECT AUBURN, AL

Zane led development of the web-based outreach tools for this bikeway and greenway planning project. This included a website hub for sharing plan details, events, and web / social media outreach as well as an interactive public input map designed to engage community members in the planning process.

TAHOE REGIONAL PLANNING AGENCY COMMUTE TAHOE WEBSITE AND BRANDING, CA

Alta worked with the Tahoe Regional Planning Agency to design and develop a 4-panel brochure and website to increase awareness of travel options to get to, through, and around Lake Tahoe. Alta provided content strategy, content development and copywriting, graphic design, and web development for the Linking Tahoe website. Zane developed a web-based commuter program onboarding and tracking system, integrated into TRPA's existing public Linking Tahoe website.

RELATED EXPERIENCE

The following images are a selection of Alta visualizations and respresent a range of graphic styles and techniques that could be used for 3rd and 4th Streets in La Crosse.

A photorealistic visualization to illustrate trail improvements and urban development for the Iron Horse Trail Feasibility Study in Northern California.

Iron Horse Trail Feasibility Study
Contra Costa County, CA
2018-2020

Alta produced 20 visualizations of Safe Routes to Schools improvements for Culver City, CA for use at public outreach events.

La Ballona Elementary Protected Bike Lane and Safe Routes to School Project
Culver City, CA
2017-2020

Alta developed a series of renderings to convey design intent for greenway and streetscape improvements in El Monte, CA.

El Monte Traffic Calming Parkway
El Monte, CA
2020-ongoing

Alta produced conceptual illustrations based on key stakeholder input for a specific plan in Bishop, CA

Bishop Downtown Specific Plan
Bishop, CA
2020-ongoing

A nostalgic and inspiring hand rendering of a proposed design for the Atlanta Beltline trail. Please note that our budget is specific to digital illustrations. However, alternate styles can be discussed with the project team.

Atlanta Beltline Trail
Atlanta, GA
2019-2020

Inspired by classic National Parks posters, Alta developed a series of custom visualizations for a rural trail corridor to generate enthusiasm for the project.

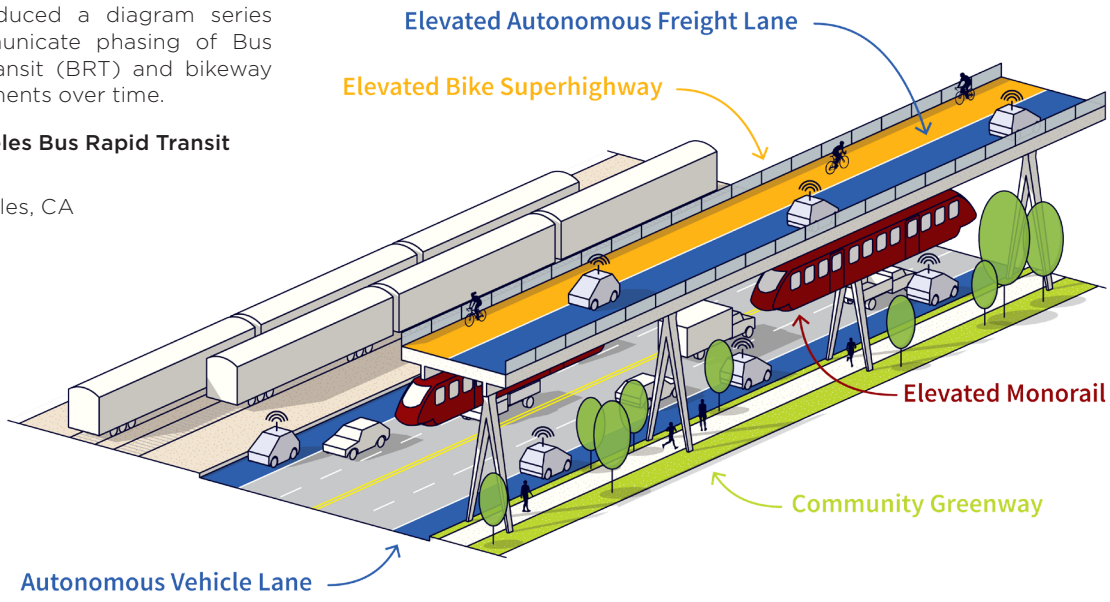
Olancha Cartago Corridor
Inyo County, CA
2018-2020

This conceptual aerial rendering illustrates multi-modal traffic patterns and proposed mobility hub elements.

Beverly Hills Mobility Hub
Beverly Hills, CA
2017-2018

Alta produced a diagram series to communicate phasing of Bus Rapid Transit (BRT) and bikeway improvements over time.

Los Angeles Bus Rapid Transit Visioning
Los Angeles, CA
2020



PROPOSED BUDGET

Alta has prepared a proposed fee breakdown by task below. We are flexible in developing an allocation of work effort and budget that best meets the needs of the City.

TASK	Alta Planning + Design					Task Hours	Total Task Fee
	Project Manager O'Toole	*Sr. Engineering Associate* Harris	*Sr. Designer* Donoghue	*Sr. Planner* Shoemaker	*Web Developer* Taylor		
*2020 Hourly Rate**	$106	$148	$116	$106	$138		
Task 1. Illustration Style Decision Making	4	0	4	2	0	10	$1,100
Task 2. Illustration Development and Refinement	2	4	64	10	0	80	$9,288
Staff Hours	6	4	68	12	0	90	**$10,388**
Reimbursable Expenses							**$100**
Project Total	$636	$592	$7,888	$1,272	$0		**$10,488**

Optional Task. Conversion to Interactive Illustrations							
Option A. Interactive Illustrations			12			12	**$1,392**
Option B: Interactive Illustrations with Integrated Data Collection			12		30	42	**$5,532**
Optional Task Reimbursable Expenses							**$100**

GENERAL NOTES:

* Hours and staff assignments can be adjusted by the consultant as needed to implement the tasks described during the course of the project.

* Hourly rates are for calendar year 2020, and will be adjusted if work is continued into subsequent year(s).