



PLANNING, DEVELOPMENT AND ASSESSMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

December 8, 2022

Dear Prospective Consulting Firm:

The City of La Crosse has received a Transportation Alternatives Program Grant from the Wisconsin Department of Transportation to update their 2012 Bicycle and Pedestrian Master Plan. Before we prepare a more formal Request for Proposals (RFP) to solicit a consulting firm we have prepared a Request for Expressions of Interest (RFEI) that we hope will assist us in determining the best process/scope of work to pursue, identify best practices, and determine cost.

The RFEI contains information on guidelines for submittal as well as the information needed for you to determine your interest in the project and assures an equitable process.

We hope you find our project of interest and if there are any questions during the submittal process please contact me at (608) 789-7391. We look forward to reviewing your proposals!

Sincerely,

Tim Acklin, AICP
Planning Administrator

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BRIAN SAMPSON, HOMELESS SERVICES COORDINATOR

**REQUEST FOR EXPRESSIONS OF INTEREST
PLANNING CONSULTANT SERVICES
FOR THE DEVELOPMENT OF**

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



CITY OF LA CROSSE PLANNING DEPARTMENT

400 LA CROSSE STREET

LA CROSSE, WISCONSIN, 54601

All proposals must be received no later than 5:00 p.m. Monday, January 2nd, 2023

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1 Executive Summary

The City of La Crosse and the Bicycle-Pedestrian Advisory Committee (BPAC) are soliciting Requests for Expressions of Interest (RFEI) from organizations to update the City’s Bicycle and Pedestrian Master Plan. The objective of the plan is to prepare a comprehensive update of the Bicycle and Pedestrian (Bike/Ped) Master Plan including a detailed strategic implementation program that lists specific prioritized actions. A safe and efficient bike/ped network is key for achieving the city’s transportation, traffic, and sustainability initiatives.

This RFEI is a preliminary step in updating the Master Plan to gather information and determine the best process to move forward, identify bike/ped infrastructure best practices, and determine the likely range of consulting costs associated with the project for budgeting purposes.

The City received a WisDOT Transportation Alternatives Program Grant to help fund the cost of this project.

La Crosse is looking for solutions that encompass our community’s core values:

Vibrant	A vital 24/7/365 downtown district
Entrepreneurial	Regional hub for jobs, innovation and business growth
Livable	Emerging livable neighborhoods with amenities
Connected	Walkable, bikeable, transit oriented, and intuitive neighborhoods
Welcoming	Safe, inclusive, diverse and resilient transportation network
Active	Activated riverfront, public spaces and districts

The City of La Crosse and BPAC have a goal of updating the master plan, originally commissioned and approved by the city in 2012, in the following areas:

- 1) Identify and prioritize new short/near term projects.** Some of this work from the 2012 plan has already been implemented under the coordination and collaboration between the City of La Crosse, the City’s Bicycle-Pedestrian Advisory Committee, and Wisconsin Department of Transportation.
- 2) Revise and re-prioritize mid/long term projects.** Many of these projects from the 2012 plan are incomplete and the scope or best practices of these projects have 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 National Association of City Transportation Officials (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 the Federal Highway Administration (FHWA), including changes to the Manual on Uniform Traffic Control Devices (MUTCD), reflecting current knowledge of bike/ped infrastructure, technology and research findings. Reference to the Public Right of Way and Accessibility Guidelines (PROWAG) are also required.

- 4) **Identify and incorporate 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) **Coordinate 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.** Emerging concerns, including nationwide trends in bicycle and pedestrian crash rates that are increasingly evident in our region, new attention to transportation accessibility and equity goals, and best-practice plans from the nation and the world.

The City of La Crosse may ask respondents to this RFEI to elaborate on information in their written response.

2 Potential Partners/Audience

City of La Crosse Common Council and Departments, Board of Park Commissioners, City Plan Commission, Downtown Mainstreet, Inc, Wisconsin DOT, Wisconsin DNR, La Crosse Area Development Corporation, La Crosse County Convention and Visitors Bureau, La Crosse Area Chamber of Commerce, Outdoor Recreation Alliance, 7 Rivers Alliance, La Crosse Area Planning Commission, La Crosse County, any La Crosse Neighborhood Coalitions, Economic Development Commission, Neighborhood Revitalization Commission, area developers, businesses and industries within city limits, and the general public.

3 Site Details

The Bicycle and Pedestrian Master Plan planning area includes the City of La Crosse, with consideration to connections into neighboring cities and towns, including Onalaska, Holmen, West Salem, Campbell, Shelby, Medary, Holland, La Crescent, even as far as Winona, MN.

4 Submission Requirements

The City of La Crosse and the Bicycle-Pedestrian Advisory Committee are interested in gaining insight into best practices for planning, executing, and updating a Bike/Ped Master Plan. The city is seeking a highly qualified firm/team to accomplish this task. Interested parties are asked to submit information which includes but is not limited to the following.

- Contact information for key assigned staff people
- Qualification statement highlighting experience with projects of similar size and complexity
- Questions relative to the project parameters
- Suggestions for inclusion of industry best practices or emerging trends
- Contact information for questions regarding this RFEI

5 Inquiries and Response Submissions

Interested qualified parties should submit information for this request, addressing the items in Section 4.0. Respondents are asked to supply this information in a succinct manner. Unnecessarily elaborate documents, marketing materials, or sales presentations are not desired. All inquiries and final submissions should be sent electronically to:

Tim Acklin, AICP
 Planning Administrator
 City of La Crosse Planning, Development, & Assessment Department
 400 La Crosse Street
 La Crosse, Wisconsin 54601
 Telephone (608) 789-7391
acklint@cityoflacrosse.org

All proposals must be received **no later than 5:00 p.m. on January 2, 2023 and sent to acklint@cityoflacrosse.org.**

The City of La Crosse is not liable for any costs incurred in replying to this RFEI.

6 Evaluation Process

The City of La Crosse and BPAC will develop a short list of development teams from which to solicit proposals based upon the following information ascertained from the RFEI submittal:

- **Qualifications and Experience of Firm:** particularly those who demonstrate they are qualified to construct a master plan for a complete and growing bicycle and pedestrian network. Must also be an approved firm by the Wisconsin Department of Transportation.
- **Team Capacity:** those who best demonstrate their creative capacity to develop the Bicycle and Pedestrian Master Plan.
- **Collaboration:** those who have a track record of successful public private partnerships built upon trust, integrity, and a desire to achieve a visionary project.

7 Timeline

The City of La Crosse Planning, Development, & Assessment Department and the Bicycle-Pedestrian Advisory Committee have developed the following schematic timeline. This timeline is a current estimate of the phases and tasks to be completed in 2023 and 2024. This timeline may be adjusted pending the evaluation and negotiation with the selected firm.

TASK	2022-23					
	Nov	Dec	Jan	Feb	Mar	Apr
Project Scoping and Definition						
Prospective Consultant Engagement						
Discussion- RFEI Distribution						
Refine and Issue RFP						

Project Management Team Review						
Review Proposals/Interviews						

TASK	2023				
	May	June	July	August	-
Selection of Consultant					
Contract Review and Approvals					
Project Starts					
Master Planning Process					
Project Completed					Apr '24

8 Due Diligence

Prior to submitting a response, respondents are encouraged to review any and all publicly available sources of information regarding transportation in La Crosse, the site and the existing Bicycle and Pedestrian Master Plan. The following plans are available on the City of La Crosse website (cityoflacrosse.org), the La Crosse Area Planning Committee website (lacrossecounty.org/metropolitan-planning-organization/), or by request.

- Forward La Crosse: Updated Comprehensive Plan, 2023
- LAPC: 2023-2026 Transportation Improvement Program, 2023
- Climate Action Plan, 2022-2023 (In Process)
- Imagine 2040 La Crosse Downtown Master Plan, 2021
- City of La Crosse Safe Routes to School Plan, 2021
- 5-Year City of La Crosse Park and Recreation Strategic Plan, 2021-2025
- La Crosse Major Highway Project Environmental Study (2022, In Process)
- LAPC: Beyond Coulee Vision 2040 (Metropolitan Transportation Plan), 2020
- The City of La Crosse, Wisconsin, Parking Study, 1997, 2011, 2014, 2020
- City of La Crosse Public Market Feasibility Study, 2019
- South Ave Multimodal Assessment, 2018
- La Crosse Highway 53 Corridor Master Plan, 2018
- Wisconsin DOT Highway Corridor Plans
- Great River Road Initiatives
- Current Bluffland Protection Plan/Hixon Forest Plan
- City of La Crosse's ADA Transition Plan (2022-2023, In Process)
- Downtown La Crosse Retail Market Analysis, 2017
- LAPC: 2011-2015 Bicycle Pedestrian Safety Study, 2017
- City of La Crosse Streets and Highways Transportation Vision, 2015
- Bicycle and Pedestrian Master Plan, 2012

- Port of La Crosse Harbor and Waterfront Plan, 2011
- County/City Strategic Plan for Sustainability, 2009
- Confluence: The La Crosse Comprehensive Plan, 2002
- City of La Crosse Traffic Calming Policy
- Various neighborhood plans

Additionally, respondents are encouraged to review plans, studies, and data from other bicycle/pedestrian friendly cities around the world, who are at the forefront of the global understanding of urban transportation.

9 Reservation of Rights

The City of La Crosse and BPAC reserve the right to:

- Cancel or withdraw the RFEI prior to or after the submission deadline
- Modify or issue clarifications to the RFEI prior to the submission deadline
- Reject any submission it deems incomplete or unresponsive to the submission requirements
- Consider a submission that is in non-compliance with the submission requirements
- Reject all submissions that are submitted under the RFEI
- Modify the deadline for submissions or other actions
- Reissue the RFEI whether or not any submissions have been received in response to the initial RFEI.

Notice of Modification. The City of La Crosse and BPAC may post on the City's official website (cityoflacrosse.org) notices or information regarding cancellations, withdrawals, modifications to deadlines, and other modifications to this RFEI. Teams/Firms shall have the obligation to check the website for any such notices and information, and the City and BPAC shall have no duty or obligation to provide direct notices to developers.

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

Further Efforts. The City of La Crosse and BPAC may request that teams/firms clarify their submissions and/or submit additional information pertaining to their submissions. They may request best and final submissions from any team/firm and/or request an oral presentation.

Non-Binding. The selection by the City of La Crosse and BPAC indicates only an intent to continue with the selection process and/or negotiate the selection does not constitute a commitment to execute a final agreement or contract.

Non-Liability. By participating in the RFEI process, the team/firm agrees to hold BPAC and 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.