

August 6, 2020

RE: Proposal for Professional Design and Illustrations

Dear Jack:

RDG Planning & Design is currently working with the City of La Crosse and Downtown Mainstreet, Inc. on the downtown plan. Our scope of services includes preparing preliminary concepts for the future of downtown's circulation, which includes exploring enhancements for 3rd and 4th Streets. Through this planning effort, we expect to prepare typical plan and section drawings of both streets. Also, we will be looking at other streets including Main Street and Pearl Street, building on the city's previous planning efforts. The concepts will show functional alternatives that were introduced through our public input process, including the potential conversion from one-way to two-way as mentioned in the RFP.

Included within the following pages are relevant past RDG planning, documentation, and implementations projects. In 2009, Wauwatosa's North Avenue (EastTosa) was completely rebuilt following our conceptual design for managing traffic flow while integrating bicycle lanes and customer parking. In 2016, we worked with WisDOT and the City of Waupaca to develop a streetscape plan through their downtown. In these efforts, and many others through the Midwest states, we worked in collaboration with the State Department of Transportation to complete bicycle and pedestrian plans for urban areas. All these efforts abide by NACTO, FHWA, and MUTCD standards, of course.

Ryan Peterson will be the overall point-of-contact for this initiative. He was the lead designer for streetscape improvements for 8th Street at Western Technical College and is now one of the lead designers for Imagine 2040. He will be supported by Marty Shukert, FAICP, who will be the principal designer of the functional concepts.

Our team would be pleased to advance the concepts prepared in our design studio to refined illustrations and provide supporting narrative of the advantages and disadvantage of each. We've included a portfolio of example renderings for your consideration.

Sincerely,

RDG Planning & Design



Cory Scott, AICP
Imagine 2040 Project Manager



Ryan Peterson, PLA, ASLA
Urban Designer and Landscape Architect
rpeterson@rdgusa.com



PROPOSED SERVICES AND ASSOCIATED FEES:

<u>TASK</u>	<u>FEE</u>	<u>NOTES</u>
1. Fieldwork:	\$0	Included in downtown plan.
2. Design Plan View Concept:	\$0 \$500	1 prototypical block included for each street, including 2 nd , 3 rd and 4 th Streets. Additional configuration beyond the preferred scenario.
3. Design Section View Concepts:	\$0 \$500	1 prototypical block included for each street, including 2 nd , 3 rd and 4 th Streets. Additional configuration beyond the preferred scenario.
4. Perspective Renderings:	\$4,000	Anticipated to be a prototypical view of 3 rd and 4 th street with an alternate configuration shown for both 4 total final renderings.
5. Overhead view of each ROW allocation options from La Crosse Street to Cass Street	\$0	Basic circulation system included in downtown plan. This excludes detailed allocation for each block.
Staff and Committee Meetings:	\$1,600	4 meetings at \$400 each. <ol style="list-style-type: none"> 1. Staff - Review alternatives prepared in Imagine 2040 design studio. 2. Committee – Review alternatives 3. Staff – Review refinements 4. Committee – Review refinements 5. Additional meetings at rate.
TOTAL:	\$6,600 To \$8,000	Final scope and fee to be negotiated.

EXCLUSIONS:

- **WiDOT meetings.** RDG can amend the scope of work under separate agreement, if necessary.
- **Public Engagement:** RDG will incorporate results in Imagine 2040 process.
- **Engineering:** Transportation, Stormwater, Electrical, Lighting, Civil design/engineering are all excluded.



RDG Planning & Design has become recognized as a regional leader in complete transportation planning and the growing field that relates the design of cities to transportation and community health. We have completed multi-modal recommendations in Wisconsin, Minnesota, Iowa, Illinois, North Dakota, South Dakota, Nebraska, Kansas, Missouri, Oklahoma, and Texas. Millions of dollars of implementation have resulted in these planning efforts.



Leawood Bike and Pedestrian Plan
LEAWOOD, KANSAS

Walking and biking are very much parts of life in Leawood with people of all ages and capabilities using active transportation modes. Leawood has the opportunity to integrate enjoyable, healthy, active transportation into the everyday lives of its citizens. This master plan, Self Propelled Leawood, was dedicated to making the city a place that encourages its citizens to use these healthy, low-impact, and intrinsically fun forms of transportation as a greater part of their routine lives. This plan proposed a program that knits the city's neighborhoods and major destinations together with a network of facilities that is safe, pleasant, and comfortable for all groups.



Topeka Bikeways Plan
TOPEKA, KANSAS

In 2013, the first phase of the system was funded by Kansas Department of Transportation with \$1.4 million. The Topeka Bikeways Master Plan incorporates bicycle transportation into Topeka's overall access network. While the plan addresses trails and other off-road pathways, its focus is a destination-based system largely utilizing and adapting city streets to create a functional, bicycle-friendly environment. The planning process is designed to maximize local expertise and community participation. To help gain public interest, a survey was conducted, attracting over 1,000 responses, that asked participants to evaluate their needs as system users and to rate their level of comfort with various bicycling environments.



Davenport GO: A Multi-Modal Enhancement Plan
DAVENPORT, IOWA

Davenport GO: A Multi-Modal Enhancement Plan is dedicated to encouraging its citizens to make healthy, low-impact, and intrinsically pleasant transportation a greater part of their routine lives. While most trips will continue to be made by car, the region's transportation system should offer choices, including the option to feel safe and comfortable using the healthy, sustainable, and socially satisfying means of mobility that the bicycle and walking offer. Davenport GO presents an "Ultimate System" with incremental steps that are detailed by route and probable cost. Some incremental steps are simple and cost effective to establish demand and mode split.



section graphics

GRAND FORKS, ND

The Downtown Plan was completed in 2019. RDG's designs for reconstructing the highway corridor through downtown have already been implemented.



FAYETTEVILLE, AR

The 71B Corridor Plan was completed in 2020. The process introduced the de-designation of Highway 71B through the city, a 6-mile corridor that includes contexts that range from downtown to suburban sprawl. The recommendations are moving forward and detailed street design is beginning in Fall 2020.



plan view graphics

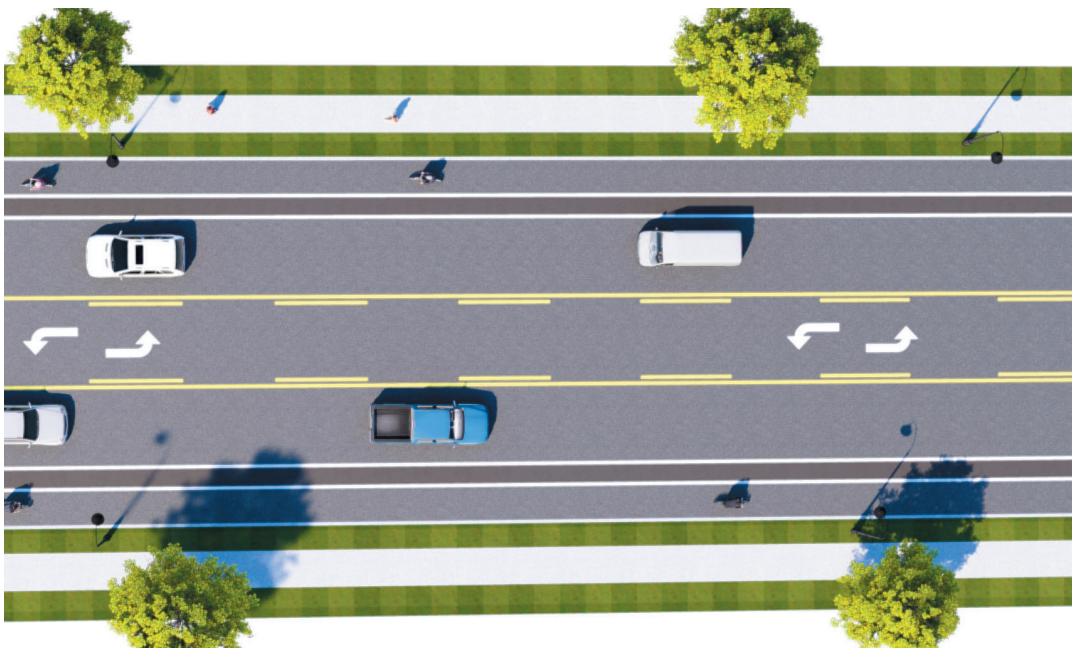
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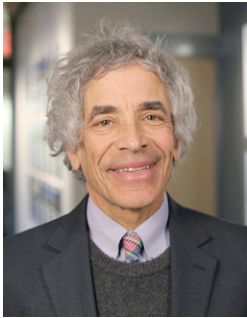


WAUWATOSA, WI

RDG has completed three plans for Wauwatosa's key commercial corridors, including the Village (Downtown) and EastTosa North Avenue. Both projects have been implemented and include lane re-allocation, bicycle lanes, pedestrian improvements, and customer parking. Renderings below show the most recent planning effort for MidTown in 2019. While the bicycle lanes have been implemented, the intersection enhancements are pending.



Martin H. Shukert, FAICP



PRINCIPAL PLANNER

Martin is a city planner/urban designer with over 40 years of experience. He served as Omaha's Planning and Community Development Director in the 1980s, leading major downtown/neighborhood reinvestment programs, writing comprehensive plan elements, developing/implementing the city's zoning ordinance, and beginning the process of trail development. Since 1989, he has continued his commitment to planning excellence and innovation in a variety of areas including transportation, transit and trails, downtown, housing, land use, redevelopment, corridor design; wayfinding, architecture, and more.

EDUCATION:

1974, University of California-Berkeley, Masters of Architecture

1971, Yale University, Bachelor in Division IV Studies (City Planning) Magna Cum Laude

REGISTRATIONS:

2004, Fellow of the American Institute of Certified Planners

1984, American Institute of Certified Planners

AFFILIATIONS:

Past Chair - Mayor's Bicycle and Pedestrian Advisory Committee

Past Executive Committee - Live Well Omaha Kids

Leadership Committee - Live Well Omaha

Certified Instructor - League of American Bicyclists

Board Member, 75 North Community Development Corporation

Board Member, Nebraska Bicycling Alliance

Trail Planning

- Keystone Trail - Omaha, NE (*Omaha's first trail - 1983*)
- Comprehensive Trails Plan - State of Nebraska (*1994, 2004*)
- Trail Plan - Blair, NE
- Trail Plan - Nebraska City, NE
- Trail Plan - Gillette, NE
- Trail Plan - Western Douglas County, NE
- Flint Hills (KS) Nature Trail Master Plan
- Community Transit Study - Des Moines, IA
- Trails and Transit Plan - Casper, WY
- Trails and Transit Plan - Gillette, WY
- Trail Plan - Sioux Falls, SD

Active Transportation

- Bike Omaha, NE
- Omaha Bicycle Commuter Map, NE
- Lewis and Clark Trail - Iowa DOT
- Iowa City Bicycle Plan, IA
- Davenport Multi-modal Plan, IA
- Sioux Falls Bicycle Connection Study, SD
- Grand Island Bike/Ped Plan, NE
- Bike Hays Plan, KS
- Leawood Bike/Ped Plan, KS
- Garden Plain Bike/Ped Plan, KS
- Goddard Plain Bike/Ped Plan, KS
- Activate Mason City, IA - Bike/Ped Plan
- Bikeways Master Plan - Topeka, KS
- Bicycle Master Plan - Barton County, KS
- Vermillion Bicycle Plan - SD
- Active Byways for the State of Kansas

Wayfinding and Community Graphics

- Des Moines Downtown, IA
- Clear Lake, IA
- Mason City, IA
- Scottsbluff-Gering, NE
- Nebraska City, NE
- Yankton, SD
- Bike Omaha System, NE

Urban Design, Town Center, and Corridor Plans

Nebraska

Alliance
 Fremont
 Grand Island
 Hastings
 Lincoln
 Kearney
 Nebraska City
 Omaha
 Papillion
 South Omaha

Iowa

Bettendorf
 Burlington
 Clear Lake
 Council Bluffs
 Marshalltown
 Mason City
 Oskaloosa
 Pella
 Perry
 Shenandoah

Illinois

Macomb
 Mount Vernon

Kansas

De Soto
 Fort Scott
 Hays
 Shawnee
 Topeka

Minnesota

Bemidji
 Detroit Lakes
 Park Rapids

Missouri

Excelsior Springs
 Saint Louis
 Trenton

South Dakota

Deadwood
 Rapid City

Wisconsin

De Pere
 Wauwatosa
 Waupaca

Wyoming

Buffalo
 Gillette
 Rawlins

CONTACT:

Martin H. Shukert, FAICP
 402.392.0133
 mshukert@rdgusa.com



Ryan Peterson, PLA, ASLA, LEED® AP



LANDSCAPE ARCHITECT

Ryan focuses on connecting people to place through ecological processes and the built environment. Ryan's experience includes the design of complete streets, parks, campus projects, green roof design, urban infill and green infrastructure design. His analysis of places to develop a site signage and wayfinding program that is both environmentally- and user-friendly capitalizes on another of Ryan's strengths - communication. Holding stakeholder workshops is a key methodology in receiving priceless program input and one Ryan practices successfully with his projects.

EDUCATION:

2006
Iowa State University,
Bachelor of Landscape
Architecture, Secondary Major
of Environmental Studies

REGISTRATIONS:

Iowa #570
Wisconsin #648-14

City of Davenport - *Main Street Landing Design Guidelines* - Davenport, Iowa

Figge Art Museum - *Riverfront Integrated Art Plan* - Davenport, Iowa

City of Grand Forks - *Downtown Plan* - Grand Forks, North Dakota

City of Casper - *Wayfinding and Signage Master Plan* - Casper, Wyoming

City of Waupaca - *Downtown Master Plan* - Waupaca, Wisconsin

City of Waupaca - *Wayfinding* - Waupaca, Wisconsin

City of Waupaca - *Main Street Redevelopment* - Waupaca, Wisconsin

City of Dubuque - *Millwork District Master Plan Update* - Dubuque, Iowa

Chaplain Schmitt Island - *Placemaking Plan and Design Standards, Signage* - Dubuque, Iowa

Chaplain Schmitt Island - *Veteran's Memorial* - Dubuque, Iowa

Iowa River Landing - *Low-Impact Development Master Plan* - Coralville, Iowa

Pella - *Signage and Wayfinding* - Pella, Iowa

Maquoketa - *Downtown Master Plan* - Maquoketa, Iowa

Dubuque Southwest Arterial - *Sustainable Project Administration, Low Impact Development* - Dubuque, Iowa

City of La Crosse - *Traffic Calming and Green Streets* - La Crosse, Wisconsin

Western Technical College - *Campus Master Plan & Design Guidelines* - La Crosse, Wisconsin

CONTACT:

Ryan Peterson, PLA, ASLA LEED® AP
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