

Resolution reallocating funds for the Bicycle and Pedestrian Master Plan Update for community engagement and marketing.

RESOLUTION

WHEREAS, the Common Council previously approved funding through the 2020-2024 & the 2022-2026 CIP Budgets to update the City's Comprehensive Plan; and

WHEREAS, funding was approved to be used to hire consultants to implement the community engagement and public participation component of the process, hire limited term employees to assist with editing and drafting of the comprehensive plan, hiring facilitators to solicit input from the community, printing, and other project related costs; and

WHEREAS, a local media firm was hired to assist with community engagement and marketing of the planning process; and

WHEREAS, the total amount of remaining funding allocated to this project is not required for its completion; and

WHEREAS, the Common Council accepted a WisDOT Transportation Alternatives Grant and approved funding in the 2023-2027 CIP Budget to update the Bicycle and Pedestrian Master Plan; and

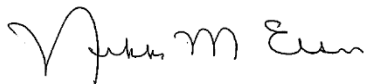
WHEREAS, there is a desire to have additional community engagement resources and marketing for the Bicycle and Pedestrian Master Plan process.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby approves the reallocation of \$16,000 from Account #4833095-520050-18U04 for community engagement and marketing services for the update of the Bicycle and Pedestrian Master Plan and for any other project related costs.

BE IT FURTHER RESOLVED that the Director of Planning, Development, & Assessment and the Director of Finance are hereby authorized to take any and all steps necessary in connection with this resolution.

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*I, Nikki M. Elsen, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on October 12, 2023.*



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*Nikki M. Elsen, WCMC, City Clerk  
City of La Crosse, Wisconsin*