

March 15, 2021

Andrea Trane

City of La Crosse

4th Floor City Hall

400 La Crosse Street

La Crosse, WI 54601

RE: Imagine 2040 La Crosse Downtown Plan
Contract Extension - RDG Planning & Design

Dear Ms. Trane and members of the Steering Committee:

RDG Planning & Design requests the contract be extended from March 31, 2020 to May 31, 2021.

The plan is progressing. The contract was initially extended from December 31 to March 31st. This change allowed for the steering committee to split into subcommittees to cover content in detail and have a more thorough discussion. While the publication was on track for the original timeline, RDG experienced changes in staffing and needed additional time to review open house displays with the PMT and steering committee. This extension allows for:

1. More time to promote the open house and create a window for 3-4 weeks for public input.
2. More time for RDG to be a guest presenter at different community activities, via Zoom.
3. More time to address any public comments from open house.
4. More time to author sections of the plan, and for steering committee to comment on the publication.
5. All things considering during a pandemic, 12-months is still a good schedule.

On behalf of the consultant team, we thank the steering committee for their continued commitment. We have been thoroughly impressed with the turnout at each meeting, which reflects your enthusiasm for seeing a stronger downtown.

Sincerely,



RDG Planning & Design



Cory Scott, AICP

Project Manager

