

August 6, 2020

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300+
EMPLOYEES

50+
WI-BASED PROFESSIONALS

ZWEIG GROUP
HOT FIRM LIST FOR 2020

TOP 500
2020 ENR FIRM

RE: PROFESSIONAL CONCEPTUAL ILLUSTRATIONS
+ PUBLIC INVOLVEMENT SERVICES PROPOSAL
FOR THE CITY OF LA CROSSE 3RD AND 4TH
STREETS — LA CROSSE, WISCONSIN

ISG

Jack,

With plans progressing for the repaving of 3rd and 4th Streets in downtown La Crosse, the community is undergoing exciting changes. In order to make this vision possible, ISG understands the City of La Crosse will need to develop conceptual illustrations of the public right-of-way, surrounding streets, and circulation of this area to engage the community in support of these efforts. As a full-service firm with industry expert transportation planners and engineers, landscape architects, visualization specialists, and marketers, ISG stands eager to serve as a trusted partner and advisor in this process.

PROJECT UNDERSTANDING

ISG understands that the City is proactively looking at how right-of-way could be reallocated as part of a future Wisconsin Department of Transportation pavement replacement project. This foresight is a smart and strategic move. The City wants to actively listen to the community's needs and wants for these important streets and then visually show the community what they've been hearing through easy-to-understand illustration.

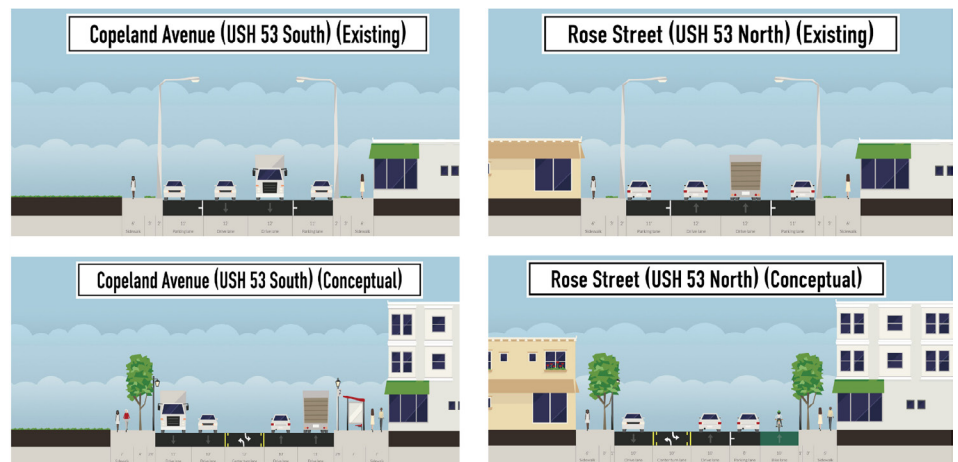
The RFP clearly lays out the scope for the City's desired services. ISG will listen to this direction and think critically for ways to present them and possibly further improve them. Preliminarily, the City would like to see options for:

1. A two-way or one-way barrier separated cycle track on 2nd, 3rd, or 4th Streets
2. Single (one-way) bike lane on 3rd or 4th Streets, requiring removal of parking from one side
3. Expanded sidewalks (25-30 feet) on 3rd and 4th Streets using space created when removing parking off both sides
4. 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.

PLANNING FOR CONTINUITY + CONNECTIONS

USH 53 Corridor Study

ISG was on the team that created the innovative USH 53 Corridor Study. That study looked at possibilities for what to do in the future regarding right-of-way on the one-way pair of Copeland Avenue and Rose Street. While it is a bit of a different situation, the same ideas and thought processes can apply. ISG starts by using this simple, but informative tool below to quickly and graphically run through several options. The team can then use this to inform how plan view and photo-realistic visualizations should look. The southern limit of this project was La Crosse Street; therefore, it is a natural connection to the work ISG has already done.



Pearl Street

In addition, ISG is currently working on the City of La Crosse for the design and construction of the Pearl Street Walkway and visionary concepts for the remaining two blocks of Pearl Street. It will be a process very similar to this—where ISG re-imagines what the Pearl Street right-of-way could be used for in the future. In addition, it could greatly inform this project's effort and create synergy and consistency.



BRIDGING THE GAP WITH WISDOT

ISG has great working, professional relationships with staff at both the City of La Crosse and WisDOT. The firm averages working on 10 WisDOT projects each year, and as shown above, works with the City on many important projects. The relationship with DOTs and cities can, at times, be adversarial. ISG applauds the City for proactively taking this step, as we often work with DOTs to bridge the gap and find common ground for safe, livable, and reliable streets. ISG encourages the use of NACTO standards and using many of the flexibilities now allowed by FHWA, especially in urban areas. We look forward to providing our services to make sure this is a successful outcome for everyone.

PUBLIC ENGAGEMENT TOOLBOX

In addition, ISG has a robust toolkit of supportive public engagement tools that can drive public interest and bring this project's vision to life for future consideration. ISG's goal is to help engage the community and garner ideas to help define a dynamic and effective conceptual illustration with supportive collateral tools. ISG's experts use still images, video plan production, and visualization/animation to showcase concepts and plan elements for community feedback. These interactive pieces can be used to build community consensus, which is especially beneficial for a large-scale community design effort.

In addition, ISG can provide an emphasis on awareness through dynamic outreach initiatives tailored to the community and its residents. ISG has identified the following materials that can help guide the City's efforts:

- **Visioning + Planning Session** – Schedule and deliverables can be decided upon by both parties in the initial visioning and planning session
- **Basic Visualization** – Still image rendering of the project and a before and after slider to show existing vs. proposed improvements in an interactive experience (utilizes drone imagery)
- **High Level Visualization** – Fly-through of the proposed space in video format to effectively communicate design from both a human perspective and birds-eye view to show how vehicles and pedestrians will interact with the environment
- **Drone** – Aerial footage to demonstrate project goals *Any voice over or custom stock footage would be passed through or purchased directly by the Owner
- **Press Release** – Share news and updates of the project and build awareness
- **Brochure** – A simple, informative guide of the project's goals
- **Email Blast** – Direct engagement to interested stakeholders about the project and opportunities to donate
- **Direct Mailer** – Targeted piece providing project updates
- **Event Planning Kit** – The essential marketing tools to jump-start a community engagement event



- **Landing Page** – An online guide to communicate project goals created using iFramed image with one click-able link on existing website or page created in the back end of the ISG domain with multiple link options

COMPENSATION

ISG is prepared to deliver the scope of services described within this proposal for compensation of **\$5,500**. Development of the public engagement tasks can begin immediately.



One (1) on-site meeting with staff and two (2) on-site (or virtual) meetings with the Bicycle and Pedestrian Advisory Committee has been factored into ISG's scope. Any other meetings that require a direct ISG presence would be billed at an hourly rate of \$65 per hour. Additionally, any other services above and beyond the agreed upon scope would be billed at the rates provided.



ISG's goal, like its services, is to be flexible to accommodate and support the needs of the City of La Crosse in the most efficient and strategic manner possible and ensure quality deliverables designed to result in a successful project. Thank you for the opportunity to contribute to this project's success by providing innovative marketing solutions, conceptual illustrations, and custom deliverables. We look forward to furthering the discussion.

Sincerely,

William A. Kratt

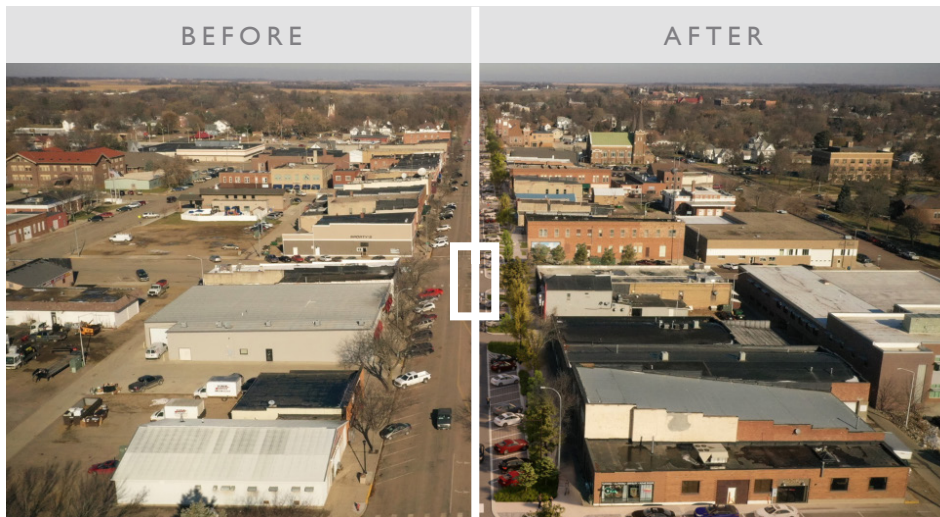
Will Kratt, PE, PTOE
Associate Principal and Practice Group Leader



*Enclosed: Proposed Visualization Services; Additional Visualization Services; and Public Engagement Deliverables Snapshot



Proposed Visualization Services



SLIDER/BIRDSEYE PERSPECTIVE

An effective way to directly show existing vs. proposed conditions. This option shows the design in a 3D environment to convey to viewers how pedestrians and vehicles share the space. ISG utilizes drone imagery to capture existing conditions and realistic renderings that gives a new vision to the space.



Check out ISG's Madison, SD - LAIC Downtown Master Plan Slider by scanning the QR Code!

bit.ly/3franHR



PLAN VIEW

The plan view visualization provides a 2D view of the environment to see how proposed design would fit into the context and surrounding streets. ISG labels adjacent streets, buildings, pedestrian crossings, amenities, points of interest, etc. to allow for ease of visualization.



STREET LEVEL VIEW



NON-DIMENSIONED SECTION VIEW

In addition to section views, street level views allow for understanding of the relationship the new designs have with the street, on-street parking, planting zones, pedestrian corridors, and building facades. In comparison, section view allows users to view sub-surface to visualize utility infrastructure and highlighted stormwater management systems.

Additional Visualization Services



DRONE

ISG's in-house drone technology can be used to help raise awareness of the projects. Using images collected during flyovers, ISG's certified drone pilots can capture footage to engage stakeholders and be shared with potential donors.

VIDEOGRAPHY + DRONE



Check out ISG Sample Videos by scanning the QR Code!

bit.ly/2NvCOvG



VIDEO ANIMATION



Check out ISG's Humboldt Downtown Revitalization Video by scanning the QR Code!

bit.ly/humboldt_downtown



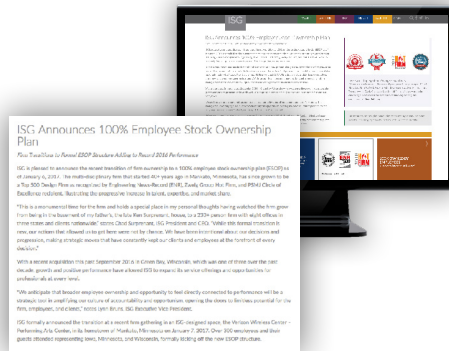
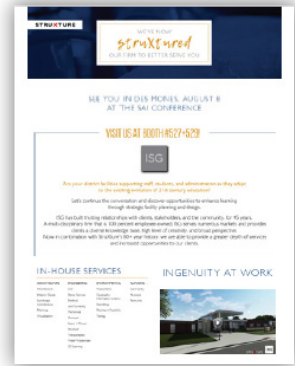
Public Engagement Deliverables Snapshot



LANDING PAGE



DIRECT MAILER



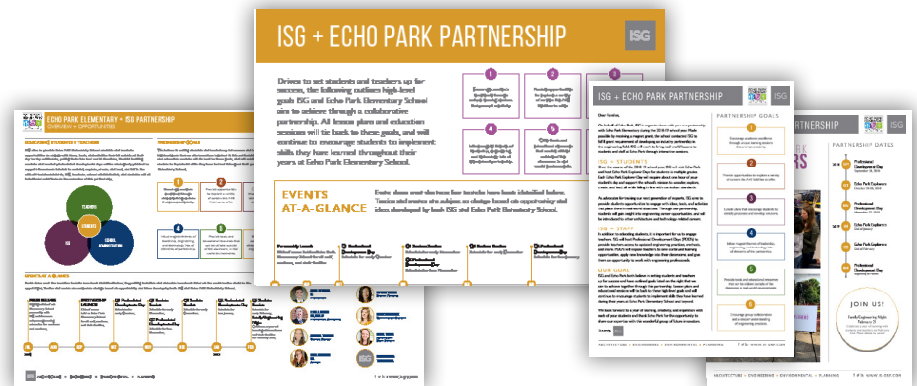
PRESS RELEASE



EMAIL BLAST



BROCHURE



EVENT PLANNING KIT