

Resolution appropriating \$25,000 to hire Toole Design Group for the creation of a City of La Crosse Transportation Vision to develop ideas and recommendations to address transportation needs in the City.

RESOLUTION

WHEREAS, the State of Wisconsin recently decided to update the transportation issues and needs from Interstate-90 to U.S. Highway 14-61, otherwise known as the Coulee Connections Transportation Study; and

WHEREAS, community dynamics, changes and trends since 1998 highlight the importance of conducting an updated examination of transportation issues and needs in La Crosse; and

WHEREAS, the creation of a City of La Crosse Transportation Vision to proactively guide transportation direction, plans, and designs within the City and that affect the City over the next five to fifty years is necessary.

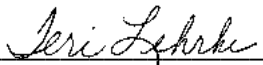
NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby appropriates \$25,000 from the Contingency Fund account to prepare a City of La Crosse Transportation Vision.

BE IT FURTHER RESOLVED that the Common Council of the City of La Crosse hereby selects Toole Design Group to prepare said transportation vision employing the process, deliverables, and schedule outlined in the attached proposal.

BE IT FURTHER RESOLVED that the Common Council of the City of La Crosse hereby directs the Public Works Director, City Engineer, and City Planner to coordinate the City of La Crosse Transportation Vision with Toole Design Group.

BE IT FURTHER RESOLVED that the Mayor and Finance Director are hereby authorized to take any and all steps necessary to effectuate this resolution.

I, Teri Lehrke, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on January 8, 2015.


Teri Lehrke, City Clerk
City of La Crosse, Wisconsin

The City of La Crosse Transportation Vision

The purpose of the Vision is to proactively guide transportation direction, policies, plans, and designs within the City and that affect the City over the next 5 to 50 years. The Vision will also build upon the work done to date with the complete streets ordinance, comprehensive plan work, environmental work, and the bicycle/pedestrian plan. The idea of the City Transportation Vision is to provide the City, State of Wisconsin DOT, La Crosse County, the La Crosse Area Planning Committee, and others positive directions in which to expend their energies in a manner that will advance transportation in the City socially, economically, and environmentally.

The Vision needs to provide high level direction, but with enough details so that:

- i) it is tangible and can be easily understood and articulated;
- ii) it can be fleshed out and staged in subsequent efforts as priorities emerge; and
- iii) its intentions are clear enough so that the Vision will not get redirected towards a future that was not intended by the community.

The Visioning Process

The process will include two to three-person visioning team, which will work with the City of La Crosse to conduct an interactive, multi-day visioning workshop. The purposes of this workshop are to:

- i) imagine the way the City ought to be like in 5, 20, and 50 years and encapsulate that in a “vision statement” and series of principles;
- ii) discuss livable transportation strategies with the City staff, key stakeholders, and the public to advance their social, economic, and environmental goals; and
- iii) illustrate the vision and strategies in a context-sensitive manner for the City. The intent will be to show the Vision as visually feasible and to annotate and augment the Vision with text as needed for clarity and completeness.

Workshop Preparation: Prior to the workshop, the consultant team will prepare base maps using existing GIS data and aerial images. The team will also review any previous studies or materials as the City believes are appropriate to further establish the understanding of the study area. The City will need to provide the team with all pertinent studies and plans and base data for the production of the base maps prior to the workshop. The team will be well-versed in other visioning exercises, outcomes, and approaches – both conventional and unconventional – used by other communities facing similar transportation challenges including national and international state-of-the-art solutions. Many of these might be considered as complete streets solutions.

To keep the costs of the workshop down, the City will carry out organizational responsibilities. The City will be responsible for providing a venue in a location that is convenient to the downtown where most people would find accessible. The space should be easy for people to find and adequately large enough to host the meetings and for the visioning team to do their work. Usually, a space about the size of a classroom works well. The City will also be

responsible to identify the stakeholders and public who they would like to participate, schedule the interviews/meetings, and make the invitations in accordance with the outline below.

The city in coordination with the TDG team shall determine if the process is large and highly publicized or more targeted and smaller.

Workshop: The project will occur during a multi-day workshop (sometimes referred to as a charrette). A schedule of workshop activities is as follows:

Day 1 (Monday): Discovery/Site Visit

The team will arrive as early as practicable on Day 1 and set up the workspace at the venue. The team will meet with the City for initial discussions, conduct a map review of the issues, review the project objectives, and then tour of the study area/city. The City will provide a staff person who is knowledgeable about the issues, to join the tour to provide the relevant background. For the remainder of the day, the visioning team will work at the venue. During the evening, the team will conduct its first public meeting to introduce the public to the effort and solicit feedback/input on the community's vision, issues, and concerns. This is also a good opportunity for a plenary session with a talk and then breakout sessions for more hands-on input.

Day 2 (Tuesday): Stakeholder Interviews

During Day 2, the team will conduct a series of stakeholder interviews at the venue, with each one starting on the hour at a table, with two interviews happening concurrently. These interviews are for key stakeholders involved with the long-term health and direction for the City, as identified by the City. Examples of key stakeholders are the WisDOT Planning Chief and/or Director for the Regional Office, the head of the Chamber of Commerce, the City Engineer, the Mayor, the City Planner, MPO director, the heads of environmental and neighborhood groups, the Mayor or planner from neighboring jurisdictions, the managers of the La Crosse Transit System and the Regional Airport, the pedestrian/bicycle coordinator (or person holding those responsibilities), large employers, etc. As an important side note, we feel strongly that WisDOT be a major stakeholder in this exercise because of the influence they have over major funding sources and the key highways they have responsibility for in the City.

As many as 15 interviews can occur in this timeframe. The power of the workshop venue is that all the maps, resources, and people are available, creating huge efficiencies and resulting in effective communications. Usually one or two City staff people attend the interviews for introduction purposes, clarifying issues, and informational purposes.

Day 3 (Wednesday): Develop Starter Ideas

On Day 3, the team will develop starter ideas to advance the Vision. What has worked well with other communities and will be used here is the use of "public office hours" for anyone who wishes to come in and share ideas, ask question, or just see what is going on. Later in the afternoon, the team should conduct a "pin-up" session for the City and anyone whom the City wishes to invite. Frequently, the City will invite some or all of the key stakeholders. The ideas, developed to date, will be presented informally and discussed.

Day 4 (Thursday): Finalize Ideas

Day 4 is “production day” during which the preliminary ideas and all the input are refined and incorporated into draft products. There are no meetings during the day on that day. However, the client team from the City should be able to pop in, at their discretion.

Day 5 (Friday): Present Ideas

We recommend that for the final day – preferably around lunch time – there will be a final public meeting during which the team presents its findings and the City Transportation Vision in a draft form. Part of that time will be for questions, answers, and discussion. The presentation and electronic copies of all the drawings and photographs, made during the workshop, will be provided to the client immediately after the presentation.

Deliverable

“Report graphic” and Memo.

A report graphic is highly detailed with a series of drawings and text boxes on a large sheet of paper. It would usually include a main diagram of the ideas/solutions for the City superimposed on an aerial map that would be accompanied by any necessary “zoom-ins”, annotations, vignettes, sketches, and support drawings as necessary to illustrate overall concepts. Text is minimal, but is included to convey parts of the process and ideas that can’t be illustrated easily. Report graphics lend themselves nicely to high level “visionary” type work. People can get a good overall idea of what is proposed within two minutes of looking at it or they can read it in more detail, in about 20 to 30 minutes, and get a lot of information. The report graphics are designed to be reproducible on 11x17 papers for viewing by hand or they can be enlarged into a poster-sized graphic to be viewed on walls. In that way, they can be posted in public places to educate, cause discussion, and build awareness. If some material does not lend itself to being placed in the report graphic, then it is placed into an accompanying memo.

Schedule

- 1) Notice to proceed is given by City.
- 2) City sends team briefing package. Arrangements made for workshop. 4 to 6 weeks
- 3) Workshop takes place. 1 week

Total: 7 weeks

A project like this would typically take about 5 to 7 weeks, following the notice to proceed. A report graphic and accompanying memo will be delivered at the end of the workshop.

Conclusion

The Toole Design Group is interested in conducting this work for the City. We hope our approach will generate continued discussion. TDG really looks forward to the prospect of helping the City stay ahead of events that will shape your City fundamentally.

Through this effort, the City will make an unambiguous statement as to where it stands on the issues, what is envisioned for the future, and a direction to follow in order to achieve the Vision.