



**MEMORANDUM OF UNDERSTANDING  
BETWEEN  
Outdoor Recreation Alliance of the 7 Rivers  
Region  
AND City of La Crosse Parks, Recreation, and  
Forestry Department**

This MEMORANDUM OF UNDERSTANDING is hereby made and entered into by and between the Outdoor Recreation Alliance of the 7 Rivers Region, hereinafter referred to as ORA Trails, and City of La Crosse Parks, Recreation, and Forestry Department, hereinafter referred to as City.

**PURPOSE:**

This MOU sets forth the understanding between ORA Trails and the City for the purpose of cooperating and defining the roles of each organization.

**OBJECTIVE:**

ORA Trails and the City have the mutual goal to expand upon the existing framework of cooperation in beneficial programs, projects, and recreational development activities already accomplished and planned by ORA Trails and the City. This MOU intended to act as a guide for future cooperation between ORA Trails and the City. This document may be amended by mutual agreement from time to time as the parties may desire. It is not intended to be a legally binding or enforceable document in any respect, and nothing hereinafter creates any legal obligations of any kind for ORA Trails and the City.

**INTRODUCTION:**

As a Department of the City of La Crosse, the Parks, Recreation and Forestry Department is dedicated to the management of parks owned by the City of La Crosse for the benefit of the community. The parks provide for a variety of uses and activities including outdoor recreation. Recognizing high public demand for diverse outdoor recreation and shared-use trails, as illustrated by increasing use on existing trails, events and public meetings. The City is interested in providing recreation and shared-use trails, in various locations throughout the city in both existing parks and potential new parks. The City recognizes high quality shared-use trails and other recreational facilities within the parks contribute to local and regional economies and quality of life, and through this MOU or subsequent agreements is committed to providing resources for accomplishment of mutually beneficial recreational projects or related activities.

ORA Trails is a 501(C)3 nonprofit dedicated to building happy, healthy, and resilient communities. ORA Trails represents a significant and growing segment of recreational participants in the La Crosse area and is the recognized leader in establishing recreational ethics, safety standards, volunteerism, and fostering appropriate land-use management. ORA Trails desires to use City managed properties for recreational purposes, and through this MOU or subsequent agreements is committed to providing support, volunteer labor and/or funds to the City for accomplishment of mutually beneficial recreational projects or related activities.

It has been identified that actively promoting public-private partnerships help encourage physical activity and public participation in facility maintenance and construction opportunities within properties



owned by the City. Both ORA Trails and the City share the common responsibility and interest of promoting, maintaining, and developing venues for recreation.

**STATEMENT OF MUTUAL GOALS:**

- Manage and maintain high-quality public trail systems and recreational opportunities
- Direct use to designated trails and discourage creation of unsustainable, rogue trails
- Enhance shared use recreation that reduces conflicts between different user groups
- Provide consistent public education and information, including meetings, events, and signage
- Enhance educational and training opportunities around shared use, trail maintenance, and sustainability by offering training courses, educational forums, and events
- Drive community growth by continuing to develop high-quality trail systems and recreational opportunities

**The Primary actions to accomplish these goals may include:**

**THE CITY IS COMMITTED TO:**

- Working with ORA Trails to identify appropriate partnership opportunities (trail projects, education programs, events, training, etc.) and to jointly pursue such projects in conjunction with the recreation in and around the City of La Crosse, contingent upon availability of funds and personnel.
- Encouraging continued participation between ORA Trails and City officials in the development of mutually beneficial work projects, educational activities, and community events.
- Cooperating in the closing and opening of trails and recreational facilities as necessary for weather related events, spring thaw, trail maintenance activities, and new construction.
- Continuing to make qualified existing City managed lands available for human powered, shared use trail recreation or community events, subject to City policies regarding park usage.
- Facilitating introductions between ORA Trails and other stewardship groups so that multiple groups can work together towards recreational opportunities that are safe, fun, and sustainable.
- Coordinating with ORA Trails, as applicable, when technical expertise or professional services are needed in: (1) maintaining existing trails and other outdoor recreation park amenities, (2) developing new trails or other outdoor recreation park amenities, or (3) developing park programs related to outdoor recreation.
- Working with ORA Trails regarding the grooming and maintenance of trails for winter related activities such as cross-country skiing, snowshoeing, and fat biking.
- Reviewing this agreement with ORA Trails as needed for the purpose of making revisions.

**ORA TRAILS IS COMMITTED TO:**

- Working with the City to identify appropriate partnership opportunities (trail projects, education programs, rock climbing, etc.) and jointly pursuing such projects in conjunction with the recreation community and the City, contingent upon availability of funds and personnel. See notes above in regards to specific projects outlined.
- Providing technical assistance and professional services for projects, educational activities, events taking place on the trails, and recreational opportunities, contingent upon availability of funds and personnel.
- Identifying and coordinating volunteer work projects and other efforts, to maintain designated trail systems and facilities and assisting with development of new opportunities.
- Encouraging its members to work with local City officials to discuss and identify opportunities for cooperative work on mutually beneficial projects or activities, when appropriate.
- Providing high quality training and instruction to crew leaders for the purpose of providing safe and effective leadership at volunteer events.
- Obtaining City approval prior to implementation of any construction, maintenance, educational or publication or distribution of any printed material regarding recreational uses on public lands.
- Continuing regular trail maintenance volunteer events at City facilities with existing trail networks.
- Including the City as a sponsor for community events, educational activities, and projects, as applicable.
- Providing assessments and documentation for rain and weather-related infrastructure damage.
- Assisting with new trail construction, followed by regular trail maintenance at City facilities newly opened or anticipated to be opened.
- Planning, updating, and assisting in installation of wayfinding and educational signage.
- Providing maintenance and oversight of the Lueth Park Bicycle Playground and Skatepark, as well as Upper Hixon Bike Park and Trailhead.
- Utilizing sustainable trail construction techniques on new trails.
- Providing and coordinating the labor and resources necessary to maintain and groom trails for winter activities such as cross-country skiing, snow shoeing, and fat biking.
- Seeking approval from the City prior to construction of any major new trail or major reroute of any existing trail.
- Reviewing this agreement with the City as needed for the purpose of making revisions.

**ORA TRAILS AND THE CITY ARE COMMITTED TO:**

- Mutually assisting each other in moving trail based projects forward
- Specific to 2023 into 2024, the following projects will be considered:
  - Create a safe alternative route for foot traffic only to bring users to desired overlooks quickly and gets people off of rogue or decommissioned trails, relieving traffic stress on Vista



- Bicentennial Trail improvements to create alternatives to descending direction bicycle traffic on vista.
  - Improved connection between Upper Farnam and Hwy 33
  - Improved connectivity between Northern Bluffland properties. Connecting County Rd B with Mathy Quarry Parking lot
- Working together to update land management plans and accomplish the community goals of improved connectivity, sustainability, safety, and user experience through the following projects and similar:
    - Connections between Juniper and Hass Tract
    - Upper Aspen to County FA Safety Corridor Connector
    - Connecting Dobson Tract to the Gateway Trail System
    - Connecting Dobson Tract to Ebner Coulee and nearby neighborhoods
    - Connecting Hixon and Northern Bluffland properties (Miller Bluff/Mathy Quarry) to neighborhoods near Highway 16.

**It is mutually agreed and understood by all parties:**

1. The cooperators will develop operating and maintenance plans, along with best practices for outdoor recreational facilities located within City Parks Land as part of this MOU, which will be reviewed and updated as needed.
2. The cooperators will jointly seek funding/grants to assist with all aspects of building, managing, and maintaining quality public trail systems and infrastructure.
3. NON-FUND OBLIGATING DOCUMENT This instrument is neither a fiscal nor a funds obligation document. Any endeavor or transfer of anything of value involving reimbursement or contribution of funds between the parties to this instrument will be handled through separate contracts or agreements subject to appropriation of funds by the governing body.
4. COMMENCEMENT/EXPIRATION DATE. This instrument is executed as of the date of last signature and is effective through May 1, 2024, at which time it will expire unless mutually extended by written agreement.
5. NON-AGENCY PROVISION. It is understood that the City and ORA Trails are independent parties and are not agents of each other.



**Designated Points of Contact and Signatures:**

**City of La Crosse Parks, Recreation, and Forestry Department**

X \_\_\_\_\_  
Jason Odegaard, Parks and Recreation Director  
Phone: 608-789-7593  
Email: [odegaardj@cityoflacrosse.org](mailto:odegaardj@cityoflacrosse.org)

\_\_\_\_\_  
Date

X \_\_\_\_\_  
Leah Miller, Outdoor Recreation Coordinator  
Phone: 608-789-8672  
Email: [millerle@cityoflacrosse.org](mailto:millerle@cityoflacrosse.org)

\_\_\_\_\_  
Date

**Outdoor Recreation Alliance of the 7-Rivers Region**

X \_\_\_\_\_  
Randi Pueschner, President  
Phone: 608-386-3446  
Email: [randi@smithsbikes.com](mailto:randi@smithsbikes.com)

\_\_\_\_\_  
Date

X \_\_\_\_\_  
Jed Olson, Executive Director  
Phone: 320-309-4980  
Email: [jed@oratrails.org](mailto:jed@oratrails.org)

\_\_\_\_\_  
Date