PROPOSAL TO PROVIDE
Transportation Planning Services

Prepared for:
Richland Center, WI
August 23, 2023

MSA

August 23, 2023

Jasen Glasbrenner, Director
Richland Center Economic Development
450 South Main Street
Richland Center, WI 53581

Re: Proposal to Provide Transportation Planning Services | Southeast USH 14 Corridor

Dear Jasen:

The City of Richland Center, City Utilities and MSA have enjoyed a long-standing relationship dating back to 1982. Over the years, the City has completed many important infrastructure projects such as the USH 14/Orange Street Bypass, North Industrial Park, Sextonville Road, Seminary and East Court Street Stormwater Improvements, Foundry Drive Extension, Southeast Reservoir and numerous local street improvements. MSA's philosophy is grounded in developing and maintaining long-term relationships through full-service delivery of planning, funding, survey, environmental and engineering support. Over the duration of our relationship, we've worked together to secure more than $8 million in grant funding for various projects throughout the community.

With the announcement of Richland Hospital's plan to construct a new facility on the southeast side of the City adjacent to USH 14, the City understands the growth opportunities and traffic challenges associated with the new hospital. The facility will likely spur the additional growth and development the City has been anticipating for several decades. The accelerated construction plan for the hospital facilities underscores the importance of the timeline for study of the USH 14 corridor.

As the City works to select a partner for the USH 14 Transportation Planning Study, we understand you desire a service provider with an established relationship with an understanding of the City's infrastructure, growth potential and needs. You also want a firm with a solid project approach while honoring the time constraints and financial position of the City. Given the expertise and reputation of MSA's mobility team and over three decades of institutional knowledge of the City, we believe MSA is the best choice for this foundational study.

MSA is prepared for and excited by the opportunity to continue serving the City of Richland Center as your partner through this study which will establish the vision for managing traffic as anticipated growth, development and re-development occurs along the USH 14 corridor from Peebles Drive to STH 58.

As you review the proposal, please feel free to contact Andy at (608) 355-8968 or azimmer@msa-ps.com or Eric at (608) 242-7779 or efrailing@msa-ps.com.

Sincerely,
MSA Professional Services, Inc.

Andy Zimmer, PE
Client Liaison | Public Works Team Leader

Eric Frailing, PE, PTOE
Project Manager

MSA PROFESSIONAL SERVICES, INC.

1702 Pankratz Street, Madison, WI 53704

Contact: Eric Frailing, PE, PTOE
Phone: (608) 242-7779
Email: efrailing@msa-ps.com
Website: www.msa-ps.com

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FIRM PROFILE

MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process. **It's more than a project. It's a commitment.**

MSA's roots reach back to 1919. Our firm consists of 400+ engineers, architects, planners, landscape architects, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high-quality, cost-effective solutions.

WE'RE PROUD TO BE 100%
EMPLOYEE-OWNED

400+
TEAM MEMBERS

17
OFFICE LOCATIONS

ENABLING PEOPLE TO **POSITIVELY IMPACT** THE LIVES OF OTHERS SINCE 1919

33
INDUSTRY AWARDS EARNED SINCE 2017

$625+ MILLION
GRANTS & LOW-INTEREST LOANS
We've helped our clients secure to help offset the cost of infrastructure projects

CLIENT EXPERIENCE

As part of our ongoing quality assurance program, we periodically request feedback from clients and project stakeholders to create better project outcomes for you.

These easy-to-complete surveys offer you the opportunity to comment on several areas of our performance throughout the duration of your project, which in turn helps us adapt our processes to your unique needs. Your feedback is specific to your project, and is returned directly to the people working with you. We pledge to respond to any issues you identify as the project proceeds.

To the right, you'll find the percentage of clients who say MSA met or exceeded their expectations based on the following categories.

98% ACCURACY

96% HELPFULNESS

98% RESPONSIVENESS

98 SCHEDULE

99% QUALITY

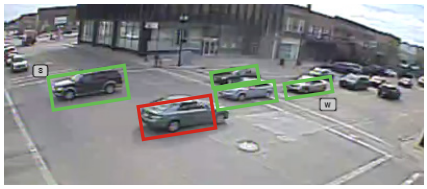
97% SCOPE & FEES

OUR TRANSPORTATION PLANNING TEAM

MSA has been providing transportation and traffic engineering and planning expertise to communities and state agencies for more than 60 years. Our staff of experts has grown to include more than 60 professionals across the Midwest. We have developed an internal Community of Practice (CoP) where our transportation and traffic staff meet and share project experiences, industry research, and develop technology to continuously improve our craft. CoPs allow us to stay on the cutting edge for our clients and provide a wide range of options and solutions to solve their related challenges. We look forward to continue to build our relationship with the City of Richland Center and share our knowledge and experience with you.

Keep your community moving safely and efficiently.

We understand that the big picture matters just as much as what the data is telling us. Our team considers environmental impacts, physical constraints, and other unique factors to ensure feasible and cost-effective designs. We apply innovative design practices to multimodal improvements and amenities and look for ways to integrate smart technology with existing infrastructure. And, MSA can take your community into the virtual world to help sway even your toughest critics, providing visual proof to help showcase the need and desired outcome of a project to obtain full support. Our team of specialists has the experience, perspective and techniques to solve today's traffic challenges—and help you plan for the future.



Data Collection

A critical first step to any project is quality data collection. Without reliable data, the effects and success of any project will be uncertain. Utilizing drones and advanced video-processing methods, we've become a trusted leader in data collection, as proven by our continuous selection for data collection master contracts with state DOTs since 2014. Whether a project calls for speed data, turning movement, average daily traffic (ADT) counts, or origin/destination data, we provide essential traffic data in a highly accurate and cost-effective way.

Traffic Planning

Our team has completed dozens of corridor plans and TIAs throughout the country. We recognize the changes that come with both specific site development and long range land use plans. We know the importance of assessing both existing and projected conditions, and making recommendations for improvements to keep things running smoothly. If a community is experiencing growth, we are also fully qualified to review their TIAs to ensure accurate analysis has been completed by the developer and that the community is being properly compensated for the impending impacts.

Traffic Analysis

MSA has analyzed hundreds of stop-controlled, signalized, roundabout and innovative intersections in a variety of stages: conceptual, traffic impact analysis, reconstruction and retiming. We also offer expertise in specialized vehicle accommodations, which takes the extra dimension and experience to ensure all vehicle types are handled safely. We take care of the documentation, analysis and agency coordination. Ultimately, the data can be translated into a wide range of visual models and quality design to suit any budget.

TRAFFIC | CORRIDOR STUDY PROJECT EXPERIENCE

MSA has a long history of working with communities on traffic/corridor study projects. Below is a listing of some of those projects.

PROJECT	LOCATION
Atwood Avenue Typical Section Study and Design	Madison, WI
Knowles Avenue Corridor Study	New Richmond, WI
Peach Avenue Corridor Study	Marshfield, WI
Elm Lawn Elementary School Safety and Traffic Study	Middleton, WI
Downtown Neenah Corridor Study	Neenah, WI
Rib Mountain Drive and Lilac Ave Corridor Study	Rib Mountain, WI
Reiner Road and O'Keeffe Avenue Safety and Traffic Study	Sun Prairie, WI
Downtown Alternative Traffic and Safety Study	Wisconsin Dells, WI
Verona Downtown Transportation and Corridor Study	Verona, WI
WIS 32 Corridor Study, WisDOT NE Region	De Pere, WI
USH 12 Corridor Study, WisDOT SW Region	Middleton, WI
WIS 27 Corridor Study, WisDOT SW Region	Sparta, WI
USH 12 Corridor Study, WisDOT SW Region	Dane County, WI
CTH C Corridor Study, Sun Prairie and Dane County	Sun Prairie, WI
West Ridgeway Avenue Corridor Traffic Study	Waterloo, IA
University Avenue Corridor Traffic Study	Windsor, IA

ORGANIZATIONAL CHART

Our team is staffed to handle the needs of your projects. We are a group of experienced transportation engineers and planners backed by more than 400 other technical specialists who are accustomed to working together on similar projects. Our familiarity with each other will enable us to meet your workload and timeline requirements. **We have chosen a team that reflects the needs for this project, including familiarity with similar-sized projects, and the expertise to explore all viable alternatives.**

Richland CENTER
HOMETOWN CHARM. NATURAL BEAUTY.

Andy Zimmer, PE
Client Liaison

Eric Frailing, PE, PTOE
Project Manager

Steve Tremlett, AICP, CNU-A
Urban Planner

Brian Huibregtse, PE, PTOE
Senior Transportation Engineer | QA/QC

Anne Holzem, PE, PTOE
Senior Traffic Engineer

Chad Wagner, PE, sUAS
Design Engineer
Data Collection

Eric Frailing, PE, PTOE
PROJECT MANAGER

Eric will serve as project manager for this project. He is a skilled traffic engineer with more than 16 years of experience in transportation planning and corridor studies. Eric is an expert in conventional and roundabout intersection design, traffic signal design, intersection control evaluations, safety and operational analysis, microsimulation modeling and project visualization. He is also MSA's expert in roadway sign and pavement marking design in both rural and urban environments. Eric has been involved in the design and microsimulation modeling of corridors throughout the Midwest.

Education
B.S. Civil Engineering, University of Wisconsin-Madison

Registration | Certification
Professional Engineer, WI, MN, IL
Professional Traffic Operations Engineer
WisDOT Qualified Roundabout Designer 1
WisDOT Certified TIA Preparer

Selected Project Experience
- Neenah Downtown Safety and Operations Study, Neenah, WI
- East Memorial Drive Corridor Study, Janesville, WI
- Cedar Falls Road Traffic Study, Menomonie, WI
- Downtown Broadway Corridor Pedestrian Modeling, Wisconsin Dells, WI
- On-Call Traffic Engineering, Sun Prairie, WI
- Riverview Expressway Retiming & On-Call Traffic Services, Wisconsin Rapids, WI

Andy Zimmer, PE
CLIENT LIAISON

Andy is a Team Leader and Project Manager who specializes in providing municipal engineering services. He has 30 years of civil/ municipal construction engineering and project management experience, and has worked in numerous south and central Wisconsin communities since 1990. Andy's background includes 22 years of design and construction services for municipal streets, sewer and water main extensions and rehabilitation, water reservoirs and wells, and stormwater systems. These projects include planning, estimating, coordination with funding programs, and fulfilling requirements of state and local governmental review agencies. His background also includes more than seven years of transportation and municipal construction estimating, contracting and project management. Andy has served his local community as an elected official on his local Town Board for more than 10 years.

Education
B.S. Civil Engineering, University of Wisconsin-Platteville

Registration
Professional Engineer, WI

Selected Project Experience
- Allison Park Water Main Pipe Bursting and Directional Drilling, Richland Center, WI
- Sewer Collection System Rehabilitation and Siphon Replacement, Kendall, WI
- Sextonville Road Reconstruction, Richland Center, WI

Steve Tremlett, AICP, CNU-A
URBAN PLANNER

With more than 15 years of consulting experience, Steve has taken on primary roles in community planning and design projects, commercial/residential development concept plans, bike/pedestrian plans, and the development of comprehensive plans and design standards. His architectural and planning background includes emphases in site planning, urban redevelopment, zoning administration and urban design using a variety of applications, including AutoCAD, Photoshop, InDesign, Illustrator, GIS, SketchUp, Lumion and Microsoft Office applications.

Education
M.S., Architecture & Urban Planning University of Wisconsin-Milwaukee
B.S., Architecture University of Wisconsin-Milwaukee

Certification
American Institute of Certified Planners (AICP)
Congress of New Urbanism - Accredited

Selected Project Experience
- Downtown Vision and Strategic Plan, La Crescent, MN
- Bluffland Trails Plan, La Crescent, MN
- Downtown Transportation and Corridor Study, Verona, WI
- North Main St. Corridor Plan, Fond du Lac, WI
- Arsenal Gateway Revitalization Plan, Rock Island, IL
- Anton Drive Redevelopment Plan, Fitchburg, WI
- Downtown Plan, Barron, WI
- Highway 82 Corridor Plan, Mauston, WI

Brian Huibregtse, PE, PTOE

SENIOR TRANSPORTATION ENGINEER
QA/QC

Brian's expertise includes project management and design engineering for transportation and traffic projects. Project experience includes urban design, corridor studies, traffic signal design, intersection control evaluations, and public involvement. His corridor study experience has included downtown studies, residential and commercial areas for municipalities and state DOTs. Brian has analyzed hundreds of intersections and designed more than 50 new traffic signals across the Midwest that feature the latest in design and technology.

Education

B.S. Civil Engineering, University of Wisconsin-Madison

Registration

Professional Engineer, WI, MN
Professional Traffic Operations Engineer
WisDOT Qualified Roundabout Designer 1
WisDOT Certified TIA Preparer

Selected Project Experience

- West Ridgeway Corridor Study, Waterloo, IA
- Knowles Avenue Corridor Study, New Richmond, WI
- WIS 32 Corridor Study, De Pere, WI
- Downtown Study, Wisconsin Dells, WI
- Downtown Study, Neenah, WI
- W. Milwaukee St., River St. to Center Ave., Janesville, WI
- W. Milwaukee St. Bridge, Janesville, WI
- Riverview Expressway Traffic Study, Wisconsin Rapids, WI
- WIS 76 Intersection Control Survey, Winnebago County, WI

Anne Holzem, PE, PTOE

SENIOR TRAFFIC ENGINEER

Anne has more than 15 years of traffic and transportation engineering experience. Throughout her career, she has worked for both public and private entities on both design and traffic related projects. He experience ranges from to traffic and safety analysis to transportation research to roadway design. Anne's primary focus on the project will be to assist with traffic operations and concept design out on the corridor.

Education

M.S., Civil Engineering
North Carolina University

B.S., Civil Engineering
University of Wisconsin - Platteville

Registration

Professional Engineer, WI, MN
Professional Traffic Operations Engineer

Selected Project Experience

- BTO Convenience Store Trip Generation Study, Madison WI
- CTH V & CTH DL Speed and Safety Study, Sauk County WI
- Crash Safety Study, Rice Lake, WI*
- CTH F Reconstruction from CTH O to 352nd Avenue, Kenosha County, WI*

**Denotes experience prior to MSA.*

Chad Wagner, PE, sUAS

DESIGN ENGINEER
DATA COLLECTION

Chad is experienced in several areas of traffic engineering studies and designs including traffic impact analyses for a variety of developments, corridor studies, traffic signal layouts, intersection operational analysis, intersection safety analysis, sight distance evaluations and school site evaluations. He is also experienced in rural and urban design and intersection geometric layouts. Past projects involvement has also included agency coordination, encroachment identification with field documentation, sign inventory, speed studies, and intersection control evaluations. In addition, Chad has also led numerous traffic data collection project efforts for MSA.

Education

B.S., Civil Engineering
University of Wisconsin - Madison

Registration | Certifications

Professional Engineer, WI
sUAS - Small Unmanned Aircraft System

Additional Project Experience

- Downtown Traffic Study, Neenah, WI
- Riverview Expressway Traffic Study, Wisconsin Rapids, WI
- Sauk Street Corridor Study Lodi, WI
- US 51 & Cottage Grove Road Signal Upgrade (2 signals), Madison, WI
- CTH N & School Road Signal Design, Cottage Grove, WI
- O'Keeffe Avenue & Reiner Road Signal Design, Sun Prairie, WI

**Denotes experience prior to MSA.*

KNOWLES AVENUE CORRIDOR STUDY

NEW RICHMOND, WI

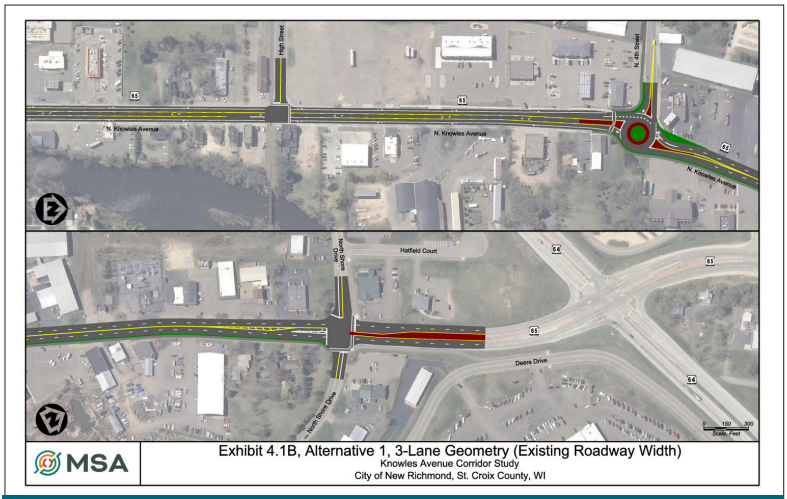
MSA was selected by the City of New Richmond to complete a corridor study of Knowles Avenue in their commercial corridor and downtown district. The corridor is a connecting highway on WIS 65—approximately 2.4 miles between the North Shore Drive and Richmond Way intersection. The City has been experiencing changes in the traffic volumes and behavior due to redevelopment and community growth, as well as the recently opened STH 64 bypass and new St. Croix River crossing. MSA completed traffic counts at nine key study intersections to review existing vehicle, pedestrian, and bicycle volumes and current travel behaviors. With the collected volume data, the corridor study analyzed the existing conditions and identified opportunities to improve traffic flow, enhance multi-modal facilities, manage safety and access, and maintain parking. An access consolidation assessment was completed to reduce conflicts on the corridor.

Consideration for future development was taken into account and both the corridor itself and specific intersections were reviewed for future capacity needs. Ultimately, a total of two alternatives were determined as part of the study that met the operational and safety needs of the corridor. Alternatives included a four-lane to three-lane conversion, on-street bike lanes, signal timing enhancements, traffic calming measures, enhanced pedestrian crossings, and roundabout-controlled intersections. Concept exhibits, a report, and an opinion of probable cost were prepared documenting the different alternatives and typical sections. Using the New Richmond 2018 Bicycle and Pedestrian Master Plan and the St. Croix County Trail Plan, additional recommendations for future trail connectivity were provided for the City's consideration. Three specific locations of concern and correct unique lane configurations.

REFERENCE INFORMATION

Noah Wiedenfeld, City Administrator
City of New Richmond
156 East First Street | New Richmond, WI 54017
(715) 243-0422 | nwiedenfeld@newrichmondwi.gov

Existing Knowles Avenue Corridor (Downtown)



Knowles Avenue Alternative Exhibit

Knowles Avenue & 1st Street (Unique Intersection)

WEST RIDGEWAY AVENUE CORRIDOR STUDY

WATERLOO, IA

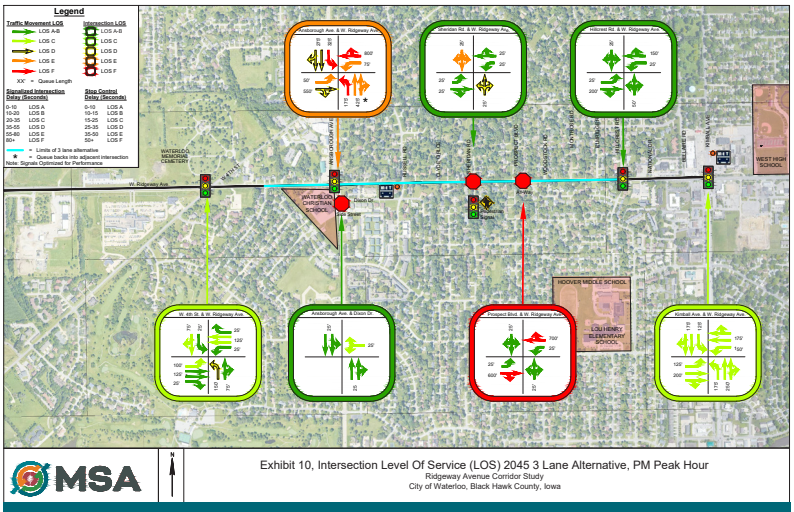
The City hired MSA to conduct a corridor study of West Ridgeway Avenue between US 63/Sergeant Road and Kimball Avenue. The following objectives were completed for the study.

- Collected pedestrian and turning movement counts, along with Average Daily Traffic data, at primary intersections throughout corridor.
- Evaluated traffic operations and capacity under existing and forecasted future conditions for both the existing four-lane section and a potential conversion to three lanes.
- Provided recommendation of improvements that address intersection operations and public perception surrounding safety and access.
- Provided alternatives for improved connectivity, comfort, and safety for pedestrians and bikers.
- Assessed access locations and crash history that resulted in recommendations to improve safety for the different modes of traffic on the corridor.

Other parts of the corridor study have enabled the City to be proactive with storm sewer, utilities, right-of-way needs, and economic development issues.

Also included was engagement with the public to discuss corridor alternatives and allow local residents an opportunity to provide feedback. During that process, priorities such as walk-ability and sidewalk connections were identified and included in the final report that was presented and later approved by the City Council.

The corridor study provided the City the opportunity to apply for additional TSIP funds through Iowa DOT to assist in the cost to convert the existing four lanes into the recommended a three-lane section.

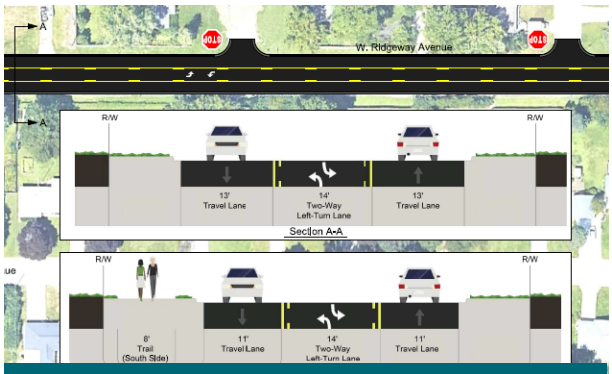


Operational Analysis Exhibit

REFERENCE INFORMATION

Mohammad Elahi, City Traffic Engineer
City of Waterloo
715 Mulberry Street | Waterloo, IA 50703
(319) 291-4440 | mohammad.elahi@waterloo-ia.org

West Ridgeway Avenue Existing Corridor



Typical Section Alternative

WIS 19 CORRIDOR STUDY

DANE COUNTY, WI

MSA was part of a project team selected to address the rapidly changing WIS 19 corridor across northern Dane County. Significant development pressure along the corridor and growing traffic needs in the Madison area have created a need to preserve the corridor for mobility to the degree possible. Additionally, geometric and operational improvements may be necessary to enhance the safety of the corridor. MSA completed traffic data collection at 36 intersections utilizing six (6) different Miovision Cameras. MSA completed the counts within a short three-week period due to upcoming construction along the corridor and pending summer break for adjacent school districts. MSA was also responsible for processing and summarizing an additional nine intersections that were provided by others. MSA analyzed existing and future traffic conditions along the corridor. Encroachment information and structure and drainage data was also collected using GIS equipment. The final plan included recommendations for improving safety and operations along the corridor, cost estimates for improvements, and a prioritized schedule for budgeting future needs on WIS 19.

Reference Information: Brandon Lamers, WisDOT Project Manager, (608) 246-3852, Brandon.Lamers@dot.wi.gov

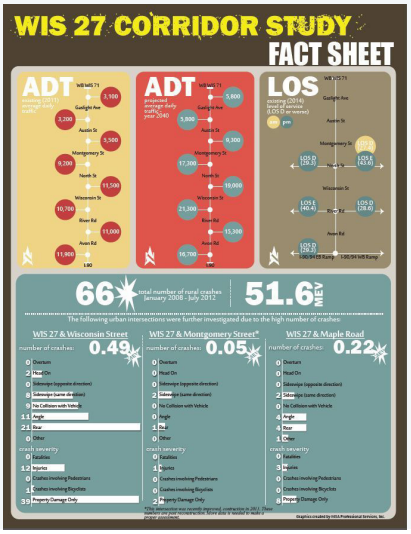
WIS 27 CORRIDOR STUDY

SPARTA, WI

MSA assisted the Wisconsin Department of Transportation's La Crosse office with a corridor preservation study of WIS 27 from Interstate 90 north to WIS 71 West. The corridor runs the entire length of the City of Sparta, before travelling through the Towns of Sparta and Little Falls. The study included traffic data collection, GIS mapping of access locations, and desktop and windshield scans of environmental conditions including HazMat sites, Archaeological and Historical properties, Section 4(f) and 6(f) properties, wetland, and other environmental concerns. The study also included a safety assessment, which included crash history reports and analysis, operational analysis, access management recommendations, and an engineering review of the existing geometries along the corridor, including the need for horizontal or vertical alignment improvements and consideration of passing lanes. The project included coordination with the local officials as well as public involvement and coordination. The final report includes recommendations and strategies for improving safety and mobility along the corridor, cost estimates for improvements, and timing and phasing of the improvements.

Reference Information:

Paul Valenti, WisDOT Project Manager, (608) 785-9053, paul.valenti@dot.wi.gov



WIS 32 CORRIDOR STUDY

DE PERE, WI

MSA was selected by the WisDOT and the City of De Pere to complete a corridor study of WIS 32 in downtown West De Pere. The study includes data collection to review traffic volumes and forecast travel patterns for different roadway configurations along the corridor. The current one-way pair configuration of WIS 32 on Main Avenue and Reid Street is being reviewed to improve operations and to handle the anticipated increases in traffic. Additionally, a review of the existing typical section was completed to determine the appropriate cross section through a section of roadway that includes a railroad overpass structure. Widening of the existing cross section will require a review of the railroad structure length and different structure alternatives. An ICE report was prepared for the Main Avenue and Eighth Street intersection including investigating a roundabout and revised traffic signal alternative. MSA coordinated with the Northeast region, City of De Pere, St. Norbert College, a stakeholder group, and local businesses in analyzing the alternatives. Exhibits and reports will be prepared documenting the different alternatives and cross sections considered. An environmental report will be prepared including the different alternatives and an analysis of the impacts. Preliminary design was completed to establish impacts of the design alternatives for the environmental report.

Reference Information: Bryan Lipke, WisDOT Project Manger, (920) 492-5703, Bryan.Lipke@dot.wi.gov

DOWNTOWN MOBILITY AND DEVELOPMENT PLAN

VERONA, WI

The City of Verona has undergone major changes in the past 20 years. USH 18/151, which used to run through the heart of Verona, now bypasses the City to the south. Meanwhile, the relocation of a major regional employer, Epic Systems, to the city has caused an explosion in the population. From 1990 to 2010, the City doubled in size from 5,000 to 10,000 residents. The population boom has brought a corresponding traffic boom. The primary intersection in Verona, Business 18/151 (Verona Avenue) and CTH M (Main Street), routinely fails during rush hour. The City sought an engineering firm to redesign the Business 18/151 and CTH M intersection, as well as several other intersections in the downtown.

REFERENCE INFORMATION

Adam Sayre, Director of Planning and Development
City of Verona
111 Lincoln Street | | Verona, WI 53593
(608) 848-9941 | adam.sayre@ci.verona.wi.us

At the same time that Verona looks at redesigning key intersections in the downtown, the City would also like to explore economic development options. Many of the commercial buildings in downtown Verona are highway-oriented, dating back to when USH 18/151 ran through town. In addition to traffic engineering, the City would like to redevelop the downtown business district to more closely match the current market demands. This includes creating a master plan, identifying parcels for redevelopment (including real estate acquisition estimates), creating a parking plan and designing streetscape improvements.

With a project that is equal parts traffic engineering and urban planning, MSA was in the unique position of being able to provide nearly all of the requested services in-house. Since completing the planning process, the City has moved forward with streetscaping on Main Street and has built a public parking lot that helps to support existing businesses and improves the marketability for the proposed higher-density mixed-use developments suggested in the plan.

Verona Avenue Reconstruction Vision

Main Street Reconstruction Vision

WILSON DRIVE CONCEPT PLANNING

SHOREWOOD, WI

Wilson Drive is a minor arterial on the west side of Shorewood, running between Capitol Drive to the Village limits. In October 2016, MSA was commissioned to work with the Wilson Drive Steering Committee (WDSC) to explore four pre-determined road width scenarios to assist the WDSC in making a recommendation to Village Board. MSA attended and facilitated discussions at two WDSC meetings using Sketchup 3D models to illustrate potential outcomes for all four scenarios. From feedback provided by the WDSC, MSA prepared an advisory plan documenting the process and listing the potential strengths and weaknesses of each road design, including bike and pedestrian safety, aesthetics, construction cost, maintenance and potential funding opportunities. The outcome of this plan helped the WDSC narrow the road design scenarios to two options so engineering and design services underway to complete road reconstruction could commence.

REFERENCE INFORMATION

Bart Griepentrog, AICP, Planning Director
Village of Shorewood
3930 N. Murray Avenue | Shorewood, WI 53211
(414) 847-2647 | | bgriepentrog@villageofshorewood.org

PROJECT UNDERSTANDING

MSA feels it is important to develop specific project approaches for every project due to their uniqueness. Corridor studies like this one require experience in a number of engineering disciplines. Disciplines such as urban planning, traffic analysis, and safety assessments are fields where MSA's experience shines through. We will utilize our past experience with these types of projects to successfully complete the project on time, on budget and in conformance with the City's expectations. The City's desire to plan for the future, in conjunction with the proposed new hospital and expanded housing and commercial development on the eastern end of US 14, require careful consideration in order to help shape a safe and efficient transportation infrastructure that adapts as development changes. MSA also realizes that the City has a targeted timeline in order to meet the needs of projects along the corridor that are already under planning and design. Therefore, MSA plans to apply the greatest focus on the areas of the corridor most impacted by development and infrastructure work that is in progress.

While the RFP does not expect much involvement with the Wisconsin Department of Transportation (WisDOT) since the portion of US 14 under consideration is part of WisDOT's Connecting Highway System, MSA understands that coordination with WisDOT is necessary in order to ensure no time is wasted on making plans that WisDOT will not deem acceptable. MSA has a long and successful history of project coordination with staff from the WisDOT Southwest Region, both from a traffic engineering and planning standpoint, all the way through design and construction. MSA's strong working relationships with WisDOT key stakeholders will improve efficiencies when discussing the level involvement for operational, safety, and land development needs. MSA staff have worked with these stakeholders on many occasions for traffic impact analysis (TIA) and safety improvement projects.

PROJECT APPROACH

In reviewing the RFP, identified objectives/needs, meeting with City staff, and making visits to the site, the MSA team has identified the following unique approach to addressing them as the project moves forward:

STAGED METHOD

Discussions with City indicated the strongest future development focus is in a few specific areas along the US 14:

- Near Peebles Drive, near the old industrial park
- Starlight Drive and the Richland Square retail development
- County O to Jelland Drive, the site of the proposed hospital and potential residential future development

The last 10 years of finalized WisDOT crash data will be requested for the entire corridor study limits. This data will be utilized to establish "hot spots" to help guide and focus on the areas that may need the most attention, helping prioritize improvements from cost and speed of implementation perspectives.

Based on discussions with City staff, not all areas of the US 14 corridor necessarily need the same level of review and analysis. MSA proposes triaging the corridor, tailoring analysis efforts to areas of the corridor based on the perceived level of importance. Importance is based on geographical constraints and known development timelines. We have broken the targeted areas of the corridor into the following levels of analysis:

Level 1

MSA plans to focus the most in-depth portion of the analysis on the eastern end, which is home to the future hospital and most significant redevelopment, with the shortest development timeline. In conjunction with the ongoing hospital TIA, MSA plans to analyze current and projected intersection operations at the US 14 intersections with Jelland Drive, Pleasant Valley Drive, and County O. If available, MSA would reuse trip generation assumptions being utilized as part of the hospital TIA. If that data is not available, MSA would generate similar trip generation based on proposed development size and industry standard trip forecasting methods. Analysis will focus on the amount of delay and vehicle queuing based on the results of industry-standard methods. Combined with projected traffic growth from known and projected development, MSA plans to determine what system improvements may be necessary to accommodate the planned growth within 20 years. MSA will review historical traffic data and consult with WisDOT staff for appropriate background growth rates for the corridor. MSA will also utilize the City's latest comprehensive plan to incorporate additional traffic that would be created by other future development. The City has expressed concern with turning movements at existing access points along the US 14

corridor. As part of the operational analysis, MSA will review the potential of implementing frontage or backage roads between County O and Jelland Drive. If any alternatives are feasible, MSA will discuss access alternatives for the City to use in review and coordination with the hospital site development. Any frontage or backage road exhibits will be conceptual level only. Formal design of a frontage or backage road would require operational analysis to be completed to determine lane assignments and sizes at intersections and is not included as part of this scope.

Level 2

This level of the study will focus on the Richland Square property as the City noted that there has been varying levels of interest expressed for redevelopment around the property. Since redevelopment plans are not as firm in this location, MSA proposes to complete a higher-level analysis of US 14 corridor adjacent to this property. Topography, recreational trail, and water resources limit the amount of infrastructure options that are reasonable in this area. The study would focus on existing safety issues, residual capacity of the existing intersection, and provide feedback as part of the final report for improvements access management and multimodal accommodations. The intent is for the information to help frame a future TIA to be completed once redevelopment plans are established. This will help keep long-term costs down, by providing a framework for future focus, as well as prevent rework, as infrastructure improvement needs can vary significantly depending on the type of land uses and redevelopment that is proposed.

Level 3

The area surrounding Peebles Drive and Foundry Drive is the most constrained portion of the study corridor, between limits imposed by topography and existing development. This portion of the study would focus on potential safety and multimodal improvements, given the proximity to the Pine River Trail. The study would look for ways to improve connectivity, while seeking to improve user safety, both from a trail user perspective and vehicular traffic.

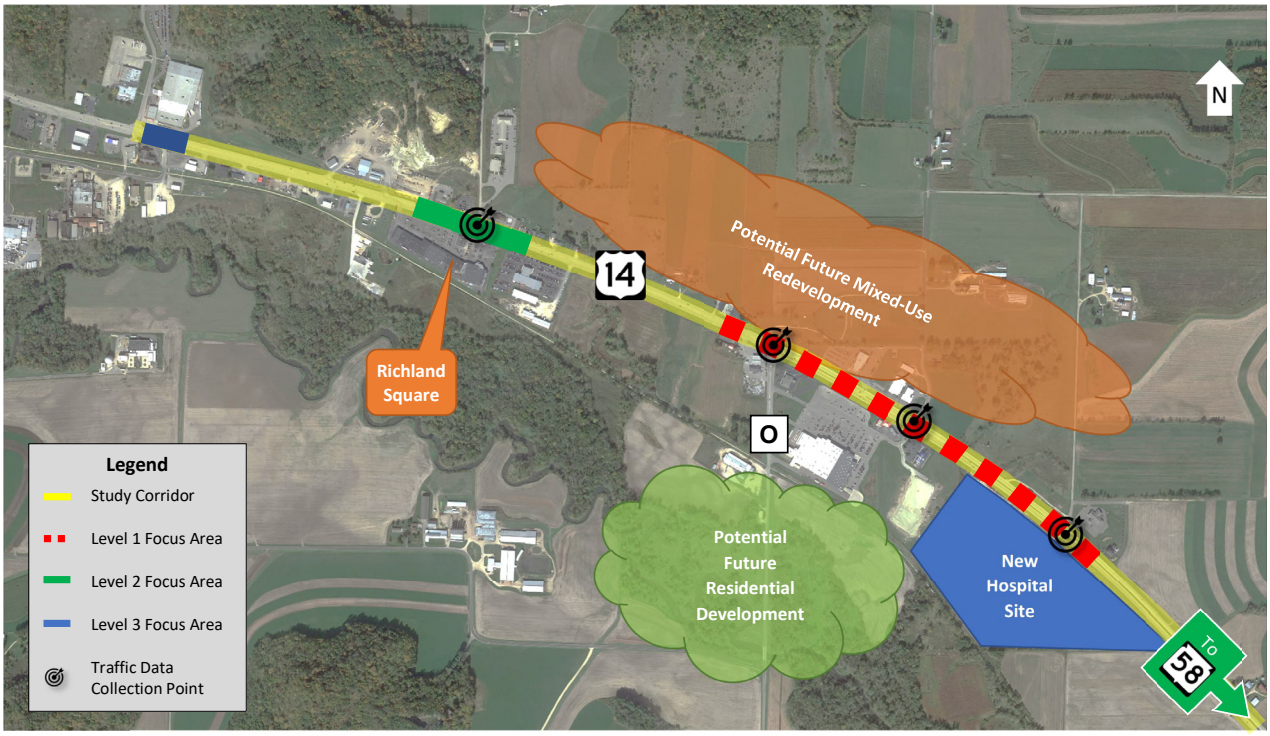
The intended result of the complete study is to help guide the City in implementing improvements along the corridor as development timelines and funding permits.

TRAFFIC DATA COLLECTION

Turning movement counts will be collected during the AM and PM weekday and Saturday peak hours for the intersections of:

- US 14 at Starlight Lane
- US 14 at County O
- US 14 at Pleasant View Drive
- US 14 at Jelland Drive

While only peak hour traffic data would be processed, a full 14 hours of data would be recorded at no additional charge to the City in case additional data is needed for the purpose of traffic signal warrants. Costs associated with additional data processing and warrant analysis would be on an if-authorized basis. Additionally, 24-hour traffic counts will be collected for US 14 at County O, to help establish daily traffic along US 14.



EXHIBITS

A corridor-wide exhibit will be developed that shows the location and severity of crashes along the study corridor. Exhibits will be developed for up to three transportation concepts which could include new frontage or backage roadways, driveway consolidations, or intersection improvements. Focus for any intersection improvements will be centered around the County O to Jelland Drive portion of the US 14 corridor. Exhibits will be based on the most recent aerial imagery available. Construction-level survey or design is not included.

MEETINGS AND FINAL DELIVERABLES

Communication between the MSA team and City staff will be critical for a successful project. MSA will schedule meetings with the City at major milestones (kick-off, 50%, and 90%/draft report review) to ensure the City's goals are being met by the study in addition to helping frame the draft report and concepts. It is assumed all progress meetings will be virtual. To assist in planning and analysis, MSA will coordinate with WisDOT regarding any state-level project programming and operational or safety concerns along the corridor.

A report will be prepared to document issues and alternatives for the corridor. A preferred alternative will be provided based on the safety benefits, pros/cons and feedback. Data included in the study to support the findings will include the operational analysis, safety assessments and a summary of any public feedback received.

MSA will submit one draft electronic copy of the corridor study to the City of Richland Center for review. Once comments have been received and addressed, one electronic copy of the final study and an associated PowerPoint presentation will be provided to the City.

QUALITY CONTROL

Quality Assurance/Quality Control (QA/QC) is a top priority at MSA. MSA has an established QA/QC policy that includes third party reviewers to provide an independent review of all deliverables. MSA will apply this QA/QC Policy to provide the City of Richland center with the most accurate deliverables. This step includes ensuring concepts and alternatives are in compliance with applicable standards. QA/QC begins with each team member embracing the practices and methods that promote meeting the expectations of our clients, enhancing MSA's reputation for quality work and the efficient, accurate completion of our projects. It is truly part of MSA's culture.

COMMUNITY ENGAGEMENT (ADDITIONAL SERVICES)

While the RFP did not specifically target community listening sessions, MSA has found that community engagement can be helpful in the production and public acceptance of a successful corridor study project. While comments from City staff are important, they may not always reflect all the concerns of the key stakeholders: the surrounding businesses, residents, and the community at large. As an additional service, if-authorized, MSA can help facilitate a public listening session, where stakeholders and residents can see the initial data that has been gathered and provide input on issues they would like to see addressed. If these services are desired, the scheduling of a meeting may extend the study timeline into early 2024 in order to work around the fall hunting season and numerous holidays. Comments received would be utilized to help guide the decisions made as part of the corridor study and would be summarized and included as part of the final report.

SCHEDULE

MSA understands how vital the time line is to the City. With several other ongoing projects within the study area, it is important to complete this corridor analysis by the end of 2023 to help keep the other projects on track.

- **Within a week of receiving a signed contract:** A project kickoff meeting will be scheduled between the City and MSA.
- **Data collection will occur within three weeks of receipt of a signed contract.** Exact data collection timing will be weather-dependent.
- Following the data collection, **video data will be processed, and 20-year forecasts will be developed.**
- **Late October:** Progress meeting with the City and MSA staff.
- **Early December:** A draft final report will be submitted to City. A meeting with the City will be scheduled to discuss any report comments.
- **December 29, 2023:** The final report and deliverables will be submitted to the City.

Cost Estimate to Provide Transportation Planning Services City of Richland Center, WI									
	Staff	Project Manager	Principal	Senior Engineer	Engineer	Urban Planner	Field Tech	Total Hours	Total Fee
Task No.	Task Description	Estimated Hours	Estimated Hours	Estimated Hours	Estimated Hours	Estimated Hours	Estimated Hours		
001	1. Field Work / Crash Analysis	**3**	**0**	**11**	**8**	**0**	**8**	**30**	$4,140.00
	A. Data Collection	1		2	2		8	13	$1,560.00
	B. Crash Analysis	1		8	4			13	$1,980.00
	C. Forecasting	1		1	2			4	$600.00
002	2: Level 1 Analysis	**4**	**1**	**26**	**34**	**8**	**0**	**73**	$10,620.00
	A. Operational Analysis	2		12	12			26	$3,840.00
	B. Future Year Projections			6	6	4		16	$2,300.00
	C. Conceptual Alternatives	2	1	8	16	4		31	$4,480.00
003	3: Level 2 Analysis	**3**	**0**	**20**	**14**	**2**	**0**	**39**	$5,840.00
	A. Richland Square Review	2		8	6			16	$2,420.00
	B. Improvement Assessment	1		12	8	2		23	$3,420.00
004	4: Level 3 Analysis	**2**	**0**	**12**	**8**	**2**	**0**	**24**	$3,600.00
	A. Peebles Dr & Foundry Dr Review	1		4	2			7	$1,080.00
	B. Improvement Assessment	1		8	6	2		17	$2,520.00
005	5: Final Documentation	**12**	**3**	**33**	**20**	**0**	**0**	**44**	$6,660.00
	A. Summary Report	2	1	16	8			27	$4,160.00
	B. Exhibits	1		8	8			17	$2,500.00
006	6: Meetings & Administration	**9**	**2**	**9**	**4**	**0**	**0**	**24**	$3,980.00
	A. City Coordination (kick-off, 50%, 90%)	6	2	6	2			16	$2,700.00
	B. WisDOT Discussion	2		2	2			6	$940.00
	C. Contract Administration	1		1				2	$340.00
	REIMBURSABLE								$1,075.00
	Mileage (Data Collection)								**$170.00**
	Misc Printing								**$100.00**
	Traffic Count Processing								**$805.00**
Totals		**33**	**6**	**111**	**88**	**10**	**8**	**234**	**$35,915.00**

IT'S MORE THAN A PROJECT. IT'S A COMMITMENT.

TRANSPORTATION PLANNING SERVICES | RICHLAND CENTER, WI | AUGUST 23, 2023

MSA

www.msa-ps.com