



LISTEN. LEARN. COLLABORATE. CONTRIBUTE.  
*Building Consensus Through Communication.*



# City of Whitewater **Public Safety Referendum**

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Bid Number: 20241017  
11.06.2024

# Letter of Transmittal

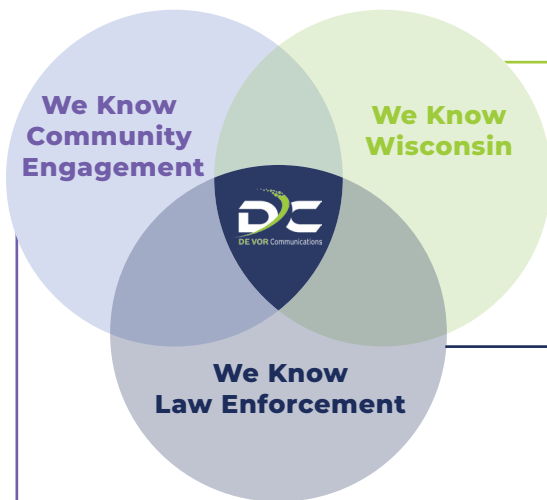


Dan Meyer  
Chief of Police | Whitewater Police Department  
Via Email: [dmeyer@whitewater-wi.gov](mailto:dmeyer@whitewater-wi.gov)

Dear Chief Dan Meyer,

Thank you for the opportunity to present this proposal to the City of Whitewater Police Department for the communication consultant for public safety referendum. De Vor Communications has teamed up with Probolsky Research, a traditional market research and polling firm that conducts studies across government, business, non-profit, election, and association sectors.

**De Vor Communications, LLC** is a full-service public involvement communications firm, renowned for its high-quality public outreach and information programs. We excel in managing complex projects and addressing client challenges through innovative public involvement and community outreach services that go beyond traditional methods such as distributing flyers and facilitating public meetings. As a single female-owned Disadvantaged Business Enterprise (DBE), De Vor is committed to excellence and innovation.



## Local Knowledge

Our team's extensive experience throughout Wisconsin has given us a profound understanding of the state's diverse communities and regional characteristics. We are proficient in simplifying complex information, promoting community engagement, and building transparency and trust through multimedia resources. This deep familiarity with Wisconsin's municipalities allows us to adopt a community-focused approach that resonates with a wide range of voter perspectives.

## Diverse Experience

Our staff brings decades of expertise in communications, education, and public safety. The De Vor team's commitment to clarity and precision makes complex topics accessible and understandable, ensuring that critical messages are conveyed accurately and efficiently. With a 24-year retired law enforcement officer on our team, we bring intimate knowledge of the City of Whitewater's needs for this referendum, enhancing our ability to address public safety concerns effectively.

## Cultivated Strategy

De Vor Communications brings a strong foundation in community engagement, leveraging proactive strategies and tailored outreach to inform and involve the public at key stages of any project. Our methods, including targeted public involvement plans, multilingual materials, digital content, and interactive community meetings, have proven successful across Wisconsin. For the City of Whitewater's referendum, De Vor's approach of combining clear accessible messaging with diverse engagement methods will foster understanding, establish trust, and empower the electorate to make an informed decision.

Effectively conveying the need for additional staffing in the Whitewater Police Department involves identifying the segments of the electorate most likely to vote and employing a variety of communication strategies. We recognize that not everyone consumes information in the same way. In our approach we utilize multiple communication tools to ensure our messaging reaches, engages and educates the entire community.

**Ensure diverse representation** by designing engagement efforts that reach all community segments, including those historically underrepresented groups.

- **Engage the Community:** Foster meaningful interactions with the community to gather input and feedback on the referendum.
- **Document Feedback:** Collect and analyze data to craft impactful messaging.

**Best practices** are to ensure the community engagement process is effective and inclusive and we will adhere to the following best practices:

- **Transparency:** Clearly communicate the goals, processes, and outcomes of the engagement activities.
- **Inclusivity:** Ensure diverse representation by designing engagement efforts that reach all community segments, including those historically underrepresented groups.
- **Accessibility:** Make engagement activities accessible to all, considering factors such as location, timing, and language.
- **Respect and Empathy:** Listen to and respect all community voices, valuing their input and perspectives.

**Our team will work closely** with the City of Whitewater staff to compile information and the development of marketing materials. De Vor Communications takes full advantage of modern communication strategies to effectively convey the developed message to the electorate.

- **Public Involvement Meetings:** These sessions offer in-person and virtual interaction, allowing the electorate to ask questions, review data, and hear directly from City and Law Enforcement staff.

# Letter of Transmittal



- **Print / Traditional Media:** We are experts in traditional print media and direct mail, allowing us to help you efficiently leverage a full array of communication channels to engage voters.
- **Social Media:** Conveying the message via numerous social media outlets is essential to encouraging community engagement. Utilizing platforms such as Facebook, Instagram, X (formerly twitter) and LinkedIn will maximize our success in reaching the community with our message.
- **Door-to-door Outreach:** Based on survey demographics, our team will distribute flyers in areas with community engagement potential.

## Our team's background is what sets us apart.

Our Senior Communication and Outreach Specialist, Eric Miller, brings a wealth of experience as a former Chief of Police, providing him with deep insights into police department operations. His unique background, coupled with his current role in public communications, allows him to effectively translate data on public safety concerns into clear, impactful messages for voters. Our team excels at engaging with local community members, interpreting complex data, and transforming it into easily understandable communication pieces.

Please don't hesitate to contact Cynthia De Vor via email at [Cynthia@devorpr.com](mailto:Cynthia@devorpr.com) or by phone at (262) 899-9231 should you have any questions or need additional information.

Cynthia L. De Vor | Owner

A handwritten signature in blue ink that reads 'Cynthia L. De Vor'.

De Vor Communications, LLC

**Probolsky Research LLC** specializes in market and opinion research. We are a woman and Latina-owned firm; we are multi-lingual. Probolsky Research is a Certified California Small Business Enterprise (ID 1758330).

Probolsky Research conducts research in government, business, non-profit, election, and association practice areas. We are traditional market researchers and pollsters who are constantly innovating, without compromising on quality.

Probolsky Research understands community and municipal needs: We have acted as pollster and strategic advisor for hundreds of local, county, and statewide government agencies. We have conducted more than 1,400 surveys and 400 focus groups for government clients.

Our active engagement in the American Association of Public Opinion Research ensures that we have the latest perspectives on best research practices.

### Election Experience

Once we are engaged, there are many other data points we will analyze, not the least of which is turnout history. We cannot take a formulaic approach to understanding the experience of the likely voter. A "poll" may not give us all the data you need to understand voter sentiments. We need to get to the root of voter opinions and the emotional drivers that will move them. This is one of the reasons that our team of communication, data, economic, and public policy experts is uniquely qualified among research firms. And it is a hugely important part of our ability to understand community feelings about priorities and tax tolerance.

Probolsky Research understands revenue measures and local government taxation and has been conducting voter research on revenue measures for more than 27 years.

Probolsky Research has acted as pollster and strategic advisor on hundreds of local, county, and statewide campaigns and ballot measures. Our firm has successfully passed ballot measures. We know how to win, and we bring our unique set of expertise to this project. Our research has provided guidance to our clients on tax measures for general taxes, utility user taxes, transportation, streets and roads, education, libraries, parks and open space, community facilities, public safety, transient occupancy taxes, landscape lighting districts, fire and paramedic services, healthcare, and hospitals.

We also have the advantage of having been on the opposing side of new revenue measures and succeeding. No other public agency research firm has this kind of unique background. This helps us to better understand, test, and overcome opposition messaging and strategy. We advise our government clients considering revenue measures to address four key areas:

- Funds are being well managed today.
- The need for new funds has been justified, or the new revenues will rectify an imbalance.
- Grants and cost containment have been pursued.
- Oversight will ensure that the new revenue will be spent as promised.

We always recommend asking the tough questions. Testing the messages of those who oppose a revenue measure or generally take issue with the City's leadership will help the City better understand the impact of the opposition and how best to communicate with these voters.



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## Cynthia De Vor

*Owner*

Cynthia began her career in public relations at a renowned PR firm in Chicago, IL. She relocated to Wisconsin in 1995, where she contributed her expertise to a building developer and several prominent public relations and public involvement firms. Eventually, she established her own communications practice, which officially launched in May 2016. The firm specializes in delivering top-tier public outreach and information programs for multi-modal transportation, design, construction, and development projects, catering to both private and public sector clients.

### Professional Awards and Affiliations

- 2020** – MARKETPLACE Governor’s Rising Start Award
- 2016** – Received WisDOT’s Exemplary Service Award for Succession Planning
- 2016** – Certified DBE
- 2015** – Received WisDOT’s Outstanding Performance and Service Award

(phone) 262-899-9231  
(email) [Cynthia@devorpr.com](mailto:Cynthia@devorpr.com)

Ms. De Vor boasts an impressive career spanning over 30 years in communications, public relations, marketing, and event planning. Her expertise includes 15 years of leadership in public involvement campaigns for government and private sector projects. She excels in planning, preparing, and implementing internal and external communication strategies and focuses on effectively conveying project information to diverse audiences.

While managing impactful public outreach campaigns, whether through print materials, electronic channels, or community events, Ms. De Vor ensures that project updates reach stakeholders. As the main point of contact, she collaborates closely with all affected stakeholders. Her goal is to not only listen to stakeholders’ concerns, but to also address them proactively. Ms. De Vor’s work revolves around informing and educating the public about project initiatives and she believes in transparent communication and empowering stakeholders.

Cynthia possesses extensive knowledge of the public involvement process and has a proven track record of developing and implementing successful public involvement plans for major and high-profile projects.



## Eric Miller

*Senior Communication and Outreach Specialist*

Eric served in law enforcement for 24 years, including nine years as a lieutenant and one year as Chief of Police/Director of Public Safety. Eric has a master’s degree in criminal justice management from Columbia Southern University, and he is a 2017 graduate of the FBI National Academy.

Eric’s experience in law enforcement includes intense public outreach with various stakeholders, including individual citizens, community organizations, and other government officials, to inform and teach. Additionally, with multiple management roles, he worked on the planning and public information on local transportation projects.

Eric Miller is currently working on WisDOT projects serving as the Public Involvement Traffic Technical Specialist for De Vor Communications. Taking time to listen, understand, and identify solutions is a goal that is regularly met for Eric. He recognizes the importance of keeping stakeholders informed no matter their role or background and strives to identify issues before they become problematic.

Eric has been an instructor in various topics, helped create and run a citizen police academy, was a field training officer, and worked with schools and businesses on active threat prevention and response. He also has extensive grant management and media relations experience.

### Education

Columbia Southern University  
M.S. Program – May 2020  
Major: Criminal Justice Administration

Mount Senario College  
B.S. Program – May 1997  
Major: Criminal Justice

(phone) 262-933-0467  
(email) [Eric@devorpr.com](mailto:Eric@devorpr.com)



## Jessica Sherman

### *Senior Communication and Outreach Specialist*

Jessica started her career in public education serving in high needs populations and low-income schools. She has dedicated her career to making a positive impact on the lives of students facing significant challenges. Her professional background reflects a deep understanding of the unique needs and circumstances of these populations. Her expertise extends beyond academic instruction, as she has collaborated closely with families, community organizations, and support services to provide comprehensive support to populations facing additional barriers to success.

The firm's focus is to provide high quality public outreach and information programs for multi-modal transportation, design, construction and development projects for both the private and public sectors. De Vor Communications, LLC is a certified Disadvantaged Business Enterprise (DBE).

Jessica Sherman is a highly qualified professional with a strong background in stakeholder engagement and extensive experience in the field of education. She holds a bachelor's degree from the University of Wisconsin-Green Bay. With over 12 years of experience in education, Jessica has developed a deep understanding of effective communication. Her expertise lies in finding creative approaches to deliver information, ensuring that it is easily accessible and comprehensible to diverse audiences.

#### **Education**

UW-Green Bay  
B.S. Program - May 2020  
Major: History  
Emphasis: Education

(phone) 920-915-2398

(email) [Jessica@devorpr.com](mailto:Jessica@devorpr.com)



## Mackenzie Katch

### *Multimedia Designer and Marketing Lead*

Mackenzie is a seasoned multimedia designer with two years of professional experience in creating both print and digital graphics for diverse public audiences. She holds a Bachelor's degree in Graphic Design from the University of Wisconsin-Whitewater and an Associate degree in Applied Arts from Madison Area Technical College.

Ms. Katch specializes in creating engaging graphics and icons for both websites and print materials, significantly enhancing visual communication efforts. She is responsible for maintaining and updating webpages for various projects, ensuring that content remains current and accessible. Additionally, Mackenzie designs branding and marketing materials for events, contributing to increased visibility and outreach.

Mackenzie is adept at maintaining accessibility standards and developing materials for public information dissemination. She possesses a robust understanding of color theory and excels in designing assets such as branding systems, icons, illustrations, and other visual elements that align with appropriate branding, target audiences, and consistent messaging. Her portfolio of print materials includes invitations, project updates, handouts, and displays. Additionally, she has proficiency in using Webflow to develop project websites.

#### **Education**

Madison College  
A.A. Program - May 2018  
Graphic Design

UW - Whitewater  
B.A. Program - December 2022  
Major: Art  
Emphasis: Graphic Design

(phone) 920-220-0305

(email) [Mackenzie@devorpr.com](mailto:Mackenzie@devorpr.com)

## Probolsky Research Resumes



All Probolsky Research team members are cross-trained, and every member of our team will be intimately familiar with the City's project details. This ensures continuity, timeliness, and quality of work product. We conduct objective research and provide impartial analysis. This following resumes listed includes the Probolsky Research team that will be assigned to this project.



### **Desiree Probolsky**

*Chief Executive Officer*

Desiree has had more than a decade of branding, market research, public policy, and strategy development experience. She works with Probolsky Research's broad client base spanning business, government, and non-profit sectors. She oversees all staff and contract compliance. A credentialed English teacher and former legislative staffer for the California State Senate, Desiree earned her MBA from the University of California, Irvine, and her undergraduate degree at California State University, Fullerton.



### **Adam Probolsky**

*President and Project Manager*

Adam is a 30-year veteran of polling and strategic advising who can explain complex research methodologies and findings to any audience. He has worked on thousands of national, state, and local research projects for governments, corporations, large institutions, and non-profits. He manages all aspects of Probolsky Research's projects including staff management and operations. Adam earned a Master's degree in Data Analytics and Visualization from the Maryland Institute College of Art and has been highly involved in the community. He has served as both a planning and finance commissioner for the City of Irvine, Waste Management Commissioner for Orange County, and College Foundation President for Irvine Valley College.



### **Michael McLaughlin**

*Research Director*

Michael has nearly a decade of experience in academic and public opinion research. He previously worked as an elections and economics researcher at Lehigh University. Michael is involved with all Probolsky Research projects, managing development of research instruments, geospatial mapping, sample construction, data analysis, and reporting. He received a BA in Economics from East Stroudsburg University, an MA in Economics from the University of Detroit Mercy, and an MA in Political Science from Lehigh University.



### **Joshua Emeneger**

*Senior Research Analyst*

Josh is an experienced researcher with more than eight years of conducting quantitative and qualitative research, largely in the public policy space. For Probolsky Research projects he is responsible for the development of research instruments, recruiting of samples, fielding, and reporting. He specializes in questionnaire design. He received a BA in Political Science from the University of Texas, Austin, and an MA in International Relations from the University of Chicago.



## Alyce Basil, Ph. D.

*Managing Researcher*

Alyce has more than eight years of experience conducting research in a variety of projects including media, policy, and market research. Her work has been published in peer-reviewed journals and she has presented her work at national and regional conferences across the U.S. At Probolsky Research, she is responsible for instrument development, data analysis, focus group moderation and analysis, and reporting. She received a BS in Business Administration from Nichols College, an MA in Communication from Bryant University, and a Ph.D. in Communication from the University of Connecticut.



## Marga Bugnot

*Research Assistant*

Marga has over six years of research experience, specializing in quantitative surveys for market research and a background in B2B research. At Probolsky Research, she plays a role in supporting Senior Research Analysts with various research tasks. She received her BA in Advertising and Public Relations from the Polytechnic University of the Philippines.



## Rose Regio

*Research Assistant*

Rose has over eight years of experience in quantitative research and has worked with a diverse range of clients, primarily in the field of public policy. She specializes in data and analytics. At Probolsky Research, she provides assistance to senior researchers in conducting various aspects of the research projects. She received a BS in Statistics from the University of Philippines, Diliman.



## Shalom Veffer

*Technology Director*

Shalom manages Probolsky Research's technological aspects of projects. He develops and maintains our research technologies and creates messaging content, motion graphics, presentation graphics, printed materials, and videos for our clients. With more than a decade of experience creating compelling graphics and video, Shalom has also been the driving force behind Probolsky Research's new research technologies, including our Field Focus Groups™.



## Alton Smith

*Diversity Officer*

Alton is a disabled Marine Corps. Veteran who began his career in communications and later in health care. He received a certification in Diversity, Equity, and Inclusion from the University of South Florida. Alton previously served as a Calvary Baptist Church board member where he oversaw a group men's home and as a board member of the Community of Faith, a 501c3 non-profit that fed the homeless and helped place them in housing. At Probolsky Research he is involved in ensuring our research process is inclusive and culturally relevant.



# Diversity Statement



At our core, we are an organization that celebrates diversity and have always attracted a broad of employees that reflect America. Our diverse team includes African Americans, Asian-Americans, Latino-Americans, and Native Americans. We are Latina and woman owned.

We believe this diversity affords our organization the best context for conducting research among diverse populations. Being inclusive of the ways people differ is the best way to ensure that all peoples are represented in our research. This means speaking to people in their preferred languages and in the mode that is most comfortable for them.

Our best tools for ensuring inclusion of all peoples are our multi-lingual, multi-mode methodological approach. This means that we always include Spanish as an option for our surveys and consider including other languages in consultation with each client. This also means that we speak to respondents on their terms, for example, on the telephone or online. Further, we segment these conversations to best suit the lifestyle of respondents, allowing them to speak to us on their landlines or mobile phones, or respond online from an email or text message invitation or through mail. Additionally, our online survey software is Section 508 compliant (U.S. Rehabilitation Act), which means that people with disabilities including visual and other physical impairments can participate. Other research modes are available as necessary and include mail, door-to-door canvassing, and location-based.

Accessibility and inclusion in research are vital and our methodological approach reflects this. We take our research a step further, however, by ensuring that the specific questions we ask use inclusive language, reflect an accurate lived experience of your constituency, and ensures that respondents feel like their voice will not only be heard, but truly matters. It is our collective goal to not only yield quality data for the City to use, but to also instill a sense of empowerment and a feeling of being acknowledged and recognized for their opinions and experiences in your survey respondents. We want your respondents to feel as though they are taking an active role in improving their community by participating in this survey and that their words will be taken seriously.

## Client Service Philosophy

**We believe in regular and open communication and a collaborative working relationship.** We welcome the opportunity to meet and develop presentations as directed. We know that staff is busy, so we limit the need for staff time and make ourselves available on your schedule.

We provide a truly individualized method for our research. We do not believe in a one-size-fits-all approach. This means that we provide custom research projects to meet the City's individual needs. We work collaboratively with you to get the most out of your research with a personalized approach that will exceed your expectations and provide a tailored experience that larger firms do not provide. All our work will be custom to the City of Whitewater while also receiving the benefit of our reservoir of comparative data.



### LISTEN

Our proactive strategies and customized communication initiatives are designed to effectively engage the public.



### DESIGN

We develop graphic elements that ensure each project document reflects the communication strategy and resonates with stakeholders.



### COLLABORATE

We work with clients to provide an array of innovative and cost-effective outreach methods designed for multiple agencies.

# Scope of Services



## 1. Outreach Plan Development

- **Collaborate with the City of Whitewater and the Police Department:** Develop a comprehensive outreach plan and schedule.
- **Identify Audience Groups:** Segment the community into target audience groups.
- **Define Themes and Marketing Platforms:** Establish key themes and select appropriate marketing platforms for outreach.

## 2. Marketing Material Creation

- **Digital and Print Materials:** Design and produce presentations, pamphlets, postcards, and other materials.
- **Distribution Channels:** Door-to-door outreach, kiosks, eblasts, and direct mailers for distribution.

## 3. Community Engagement

- **Information Sessions:** Organize both in-person and virtual community information sessions.
- **Q&A Sessions:** Facilitate Q&A sessions, potentially through social media, in collaboration with the police department.

## 4. Social Media Utilization

- **Leverage Existing Platforms:** City of Whitewater, Whitewater Police, and advocacy groups' social media platforms.
- **Content Distribution:** Share posts and infographics to emphasize voter participation and the benefits of increased police staffing.

## 5. Community Survey

- **Survey Development:** Create and promote a survey to gather community opinions on police staffing and services.
- **Survey Analysis:** Compile and analyze survey results and prepare a report to share with City staff.

## 6. Social Media Monitoring

- **Engagement Checks:** Conduct daily social media monitoring and engagement checks leading up to the election.

## 7. Team Meetings

- **City Staff Meetings:** Hold regular meetings with City staff to review progress and address any issues.

## 8. Post-Election Wrap-Up

- **Assessment Meeting:** Conduct a wrap-up meeting following the election to evaluate the campaign.

### Probolsky Research's Services include:

- Telephone surveys
- Mail surveys
- Online surveys
- Multi-mode surveys
- Individual in-depth interviews (IDIs)
- Focus groups
- Field Focus Groups™
- Community meetings
- Engagement
- Community Discussion Boards



*The key approach will be identifying our likely voters and giving them the necessary information – statistics, outcomes, and cost – to make an informed decision.*

# De Vor Communications Related Projects & References



## I-94 North/South

### Description

De Vor Communications led the public involvement efforts for the final design and construction phases of the I-94 North-South Freeway project in Kenosha, Racine and Milwaukee counties.

The project improved safety, reduced congestion, and modernized a crucial 35-mile corridor which included adding lanes, replacing deteriorating structures, relocating exit ramps, and included aesthetic and noise-reducing features. It also reconstructed the frontage roads along the interstate and 17 interchanges, including adding a new interchange within the project corridor.

The improvements to this corridor benefited 28,500 businesses, 595,000 jobs, and 1.3 million residents within the project limits, necessitating extensive outreach efforts. Effective public outreach was essential to ensure that all affected parties were informed and could provide input, helping to minimize disruptions and enhance the overall success of the project.

### Outcomes

The primary objective of the outreach effort was to ensure that residential and business communities and the traveling public were consistently informed about the project's progress. De Vor Communications was instrumental in developing all the outreach and communications for this project.

- Developed all content and graphic outreach communication pieces throughout the project.
- Weekly eblasts to over 9,000 recipients throughout the project.
- Hosted over 450 public, individual, business, residential, and local and elected official meetings throughout the project.
- Provided media briefings for bi-weekly news broadcasts for three years.

### Budget

\$1,000,000

### Related Links

[I-94 North-South Project Complete!](#)

### Types of Service

- Public involvement strategy and plan
- Stakeholder database development and management
- Graphic design of educational outreach materials
- Business outreach and coordination
- Local and elected officials meetings
- Community workshops and forums
- Press releases and media relations

### Reference

#### David Nguyen, P.E.

WisDOT Project Development Chief  
141 NW Barstow St.  
Waukesha, WI 53188  
(262) 548-6725  
[David.Nguyen@dot.wi.gov](mailto:David.Nguyen@dot.wi.gov)

## I-39/90/94

### Description

As part of the I-39/90/94 study, an environmental justice analysis was conducted to assess whether the study could lead to disproportionately high and adverse impacts on minority or low-income populations. De Vor engaged with businesses, special interest groups, and local governments within the corridor to ensure their voices were heard. The public outreach effort aimed to enhance community involvement and encourage affected or interested parties to share their ideas, expectations, and concerns regarding the study.

### Outcomes

De Vor's efforts resulted in a comprehensive stakeholder list of 38,000 contacts, including over 62 community and neighborhood associations along the 63-mile corridor. The team worked closely with first responder organizations in Dane, Columbia, and Sauk counties, coordinating outreach sessions with the project team.

Additional meetings were held with the Wisconsin State Patrol and Dells-Delton first responders to introduce the project and its objectives to local law enforcement and fire/EMS teams. These sessions, which included a project overview and open Q&A, provided valuable input as the project transitioned from the environmental to the design phase.

### Budget

\$320,000

### Types of Service

- Public involvement plan development
- Public hearings
- Stakeholder database development and management
- Press releases and media relations
- Feedback collection
- Direct mailings

### Reference

#### Frank Pritzlaff

WisDOT Project Manager (Retired)  
2101 Wright Street  
Madison, WI 53704  
(414) 209-2911  
[FPritzlaff@mitchellairport.com](mailto:FPritzlaff@mitchellairport.com)

# De Vor Communications Related Projects & References



## US 51 (North/South)

### Description

The Wisconsin Department of Transportation (WisDOT) hired De Vor Communications as a subconsultant to lead public involvement and community outreach efforts and initiatives on two separate roadway segments of US 51 (Stoughton Road) Study project(s) in Madison, WI. The Study projects combined encompassed 11 miles of roadway to study and assess how best to accommodate traffic volumes with a focus on safety issues that affect travel along Stoughton Road.

### Outcomes

Our team dedicated significant efforts to effectively engage underrepresented and underserved neighborhoods and stakeholders, ensuring their voices were heard and their feedback was solicited. By employing targeted outreach strategies, we built trust and fostered open communication within these communities. Our approach included:

- Community Meetings and Workshops
- Partnerships with Local Organizations
- Multilingual Resources
- Digital Engagement
- Surveys and Feedback Forms

These focused efforts enabled us to understand the unique needs and perspectives of underrepresented and underserved neighborhoods, ensuring that their input shaped our initiatives during the Study, leading to more equitable outcomes on the Study project.

### Budget

\$340,000

### Types of Service

- Surveys and polls with feedback collection
- Environmental justice networking
- Grassroots networking
- Stakeholder database development and management
- Public involvement meetings and hearings
- Local and elected officials' meetings
- Direct Mailings

### Reference

#### Frank Pritzlaff

WisDOT Project Manager (Retired)  
2101 Wright Street  
Madison, WI 53704  
(414) 209-2911  
[FPritzlaff@mitchellairport.com](mailto:FPritzlaff@mitchellairport.com)

## City of Milwaukee Projects

### Description

Over the past two years, the De Vor Communications team has successfully led public engagement and educational outreach for 14 major road and bridge reconstruction projects across Milwaukee. Each project was designed to enhance public safety, improve infrastructure, and create safer, more accessible travel for all users, especially within Milwaukee's diverse neighborhoods.

Our outreach approach prioritized open and clear communication, ensuring that project goals, processes, and anticipated outcomes were conveyed effectively across multiple platforms. A key focus was to engage residents from all segments of the community, especially those in underrepresented and underserved neighborhoods. We tailored our strategies to make participation as accessible as possible, selecting convenient locations, offering flexible scheduling, and providing multilingual resources to ensure everyone felt welcome and informed.

### Outcomes

- Increased public understanding and support through individual stakeholder meetings.
- Diverse community involvement ensuring voices from all segments of the community were included in project discussions.

### Budget

\$1,000,000

### Types of Service

- Community engagement meetings
- Public involvement meetings
- Door-to-door outreach
- Local business coordination
- Graphic design of educational materials
- Web content creation and management
- Social media management

### Reference

#### David Tapia, P.E.

City of Milwaukee Major Projects  
Manager  
841 N. Broadway, Room 902  
Milwaukee, WI 53202  
(414) 286-2453  
[dtapia@milwaukee.gov](mailto:dtapia@milwaukee.gov)

# Probolsky Research Related Projects & References



## City of Rochester Hills (Michigan)

We conducted a statistically valid survey among City of Rochester Hills voters to help policymakers better understand community sentiments and be responsive to the community's needs and communication preferences. The survey will be used as a management tool for the City to benchmark and improve. We included trend analysis (for applicable questions) on all reporting for the City of Rochester Hills, tracking how results have changed over time.

**Survey Links:** [Results Presentation](#) | [Report on Results](#)

### Reference

#### **Nathan Mueller**

Strategy & Communications Senior Advisor

1000 Rochester Hills Drive

Rochester, MI 48309

(248) 841-2542

[muellern@rochesterhills.org](mailto:muellern@rochesterhills.org)

## Great Parks of Hamilton County (Ohio)

For several years, we have conducted statistically valid multi-mode surveys in Hamilton County to determine perspectives on the parks system and educational program offerings of Great Parks of Hamilton County. We provide Great Parks of Hamilton County with trend analysis data tracking on how sentiments have changed over the course of several years.

**Survey Links:** [Results Presentation](#) | [Report on Results](#)

### Reference

#### **Rachel Doellman**

Chief of Marketing & Brand Strategy

10245 Winton Road

Cincinnati, OH 45231

(513) 245-2062

[rdoellman@greatparks.org](mailto:rdoellman@greatparks.org)

## Dakota County (Minnesota)

We conducted several research projects related to waste, recycling, and reuse among residents. This included surveys and focus groups to help the County to understand awareness and perceptions of local recycling programs, improve communication and drive behavioral change. Our research for Dakota County helped County officials gain a greater understanding of how residents view the recycling and reuse programs currently in place and what the county can do to grow future participation.

**Survey Links:** [Results Presentation](#) | [Report on Results](#)

### Reference

#### **Renee Burman**

Senior Environmental Specialist

14955 Galaxie Avenue

Apple Valley, MN 55124

(952) 891-7042

[renee.burman@co.dakota.mn.us](mailto:renee.burman@co.dakota.mn.us)

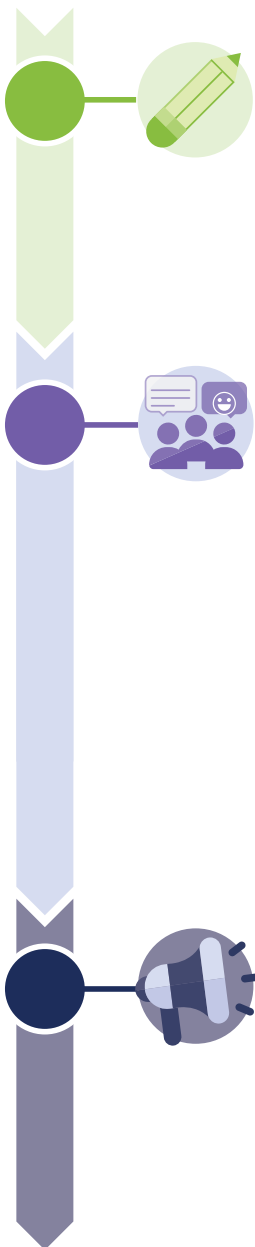
# Probolsky Research Government Client List



Probolsky Research has extensive experience conducting surveys for government agencies. Below is a partial list of these clients.

- Alameda County Water District
- Arlington County, VA
- Borrego Springs Fire Protection District
- California Coastal Conservancy
- Chittenden County Regional Planning Commission, VT
- City and Borough of Juneau, AK
- City of Agoura Hills
- City of Arvada, CO
- City of Beaverton, OR
- City of Boulder, CO
- City of Burbank
- City of College Park, MD
- City of Coos Bay, OR
- City of Dixon
- City of Dunwoody, GA
- City of Edgewater, CO
- City of El Segundo
- City of Encinitas
- City of Escondido
- City of Falls Church, VA
- City of Fontana
- City of Gresham, OR
- City of Grover Beach
- City of Half Moon Bay
- City of Hampton, VA
- City of Huntington Beach
- City of Indian Wells
- City of Laguna Beach
- City of Modesto
- City of Napa
- City of Newport Beach
- City of Pomona
- City of Rancho Cucamonga
- City of Rochester Hills, MI
- City of San Dimas
- City of San Fernando
- City of San Clemente
- City of Santa Ana
- City of Stanton
- City of Twentynine Palms
- Clean Water Services, OR
- Coachella Valley Association of Governments
- Coachella Valley Water District
- Colorado Dept. of Local Affairs, Div. of Housing
- Costa Mesa Sanitary District
- Contra Costa Water District
- Dakota County, MN
- Delta Vector Control District
- Deschutes County Health Services, OR
- Desert Healthcare District
- Desert Water Agency
- Dublin San Ramon Services District
- Early Learning Coalition of Hillsborough County, FL
- El Dorado Irrigation District
- Mountain View Municipal Utility District
- Eastern Municipal Water District
- Elsinore Valley Municipal Water District
- Great Parks of Hamilton County, OH
- Irvine Ranch Water District
- Kaweah Delta Healthcare District
- Kern County
- Los Angeles County
- Macomb County, MI
- Maryland Department of Health
- Metropolitan Water District of Southern California
- Midway City Sanitary District
- Mission Springs Water District
- Missouri Department of Transportation
- Monongalia County Solid Waste Authority, WV
- Nevada Department of Transportation
- North Central Texas Council of Governments
- North Texas Tollway Authority
- Orange County Sanitation District
- Orange County Water District
- Ottawa County, MI
- Paramount Unified School District
- Pittsburgh Water and Sewer Authority, PA
- Richland County, SC
- Riverside Public Utilities
- San Bernardino County Employee's Retirement Association
- Santa Clara Valley Water District
- Santa Cruz County
- Santa Margarita Water District
- Sea Isle City, NJ
- Suffolk County Water Authority, NY
- Truckee Donner Public Utility District
- Town of Atherton
- Town of Avon, CO
- Town of Bluffton, SC
- Town of Greenwich, CT
- Town of Scituate, MA
- Town of Westerly Public Schools, RI
- Virginia Outdoors Foundation
- West Virginia Department of Agriculture

# Proposed Schedule



## Phase 1

### *Preparation and Initial Planning 11/25/24 to 12/31/24*

- Kick off meeting
- Review data already collected and identify key points to be included in materials
- Develop detailed outreach strategy with the City (audience groups, themes, platforms)
- Create digital and print marketing materials (with check-ins to track progress)

## Phase 2

### *Community Engagement, Education and Outreach 1/1/25 to 3/15/25*

- Community information sessions: In-person or Virtual (will include presentation)
- Press release to initiate media coverage
- Direct Mail campaign (using Every Door Direct or other strategies)
- Eblast campaign
- Social media outreach
- Outreach Survey development and distribution – assess reach, engagement, and impact of efforts at mid-way point – promote survey through direct mail, social media, and community events (environmental justice (EJ) and college)
- Weekly check-ins on survey response rates and results with promotion adjustments to ensure engagement and representation

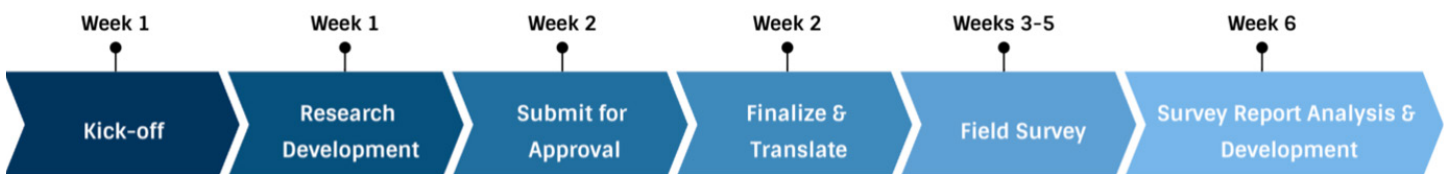
## Phase 3

### *Campaign for the Win 3/16/25 to 3/31/25*

- Final community information session / Q&A Session
- Social media – Develop and post a series of infographics and informative posts
- Active social media monitoring
- Repurpose social media in eblast, mailer or text as needed
- Daily engagement checks to address community concerns prior to the April 1, 2025 election

## Survey Schedule

Probolsky Research has a simplified process that delivers accurate and actionable results. We can meet any timeline provided by the City of Whitewater. We can start our work for the City immediately. Below is an example timeline that can be easily modified.



### Process

- Kick-off meeting
- Collect & analyze background information
- Write survey questionnaire
- Send draft for review & edits
- Submit for approval
- Make requested edits
- Finalize survey
- Translate
- Field survey
- Deliver reporting
- Present results as requested
- Ongoing consulting

# Proposed Cost



Milestones	
25% - Preparation and Initial Planning (11/25/24 – 12/31/24)	\$10,136
50% - Community Engagement and Outreach (1/1/25 – 3/15/25)	\$33,661
25% - Campaign for the Win (3/16/25 – 4/1/25)	\$5,906
<b>Total</b>	<b>\$49,703</b>
<b>**Optional Voter Survey (not included in total)</b>	<b>\$15,000</b>

Voter Survey Breakdown			
Number of Questions/Time	Universe	Number of Respondents	Margin of Error
To Be Determined	City of Whitewater likely voters	300	+/-5.8%
Languages: English, Spanish, and other languages as requested			
Level of Confidence: 95%			
Modes: Online (email and text-to-web) and Telephone (landline and mobile phones)			

## Time and Material Work

De Vor Communications would apply the following rates and related fees for services for any work authorized outside of the Fixed-Fee Proposed Deliverables.

	Hourly	Anticipated Hours
Principal	\$144.00	10
Senior Communications Specialist	\$133.00	115
Senior Multimedia Designer	\$123.00	164
Senior Graphic Designer	\$113.00	25
Communications Specialist	\$93.00	24
Content Quality Specialist	\$93.00	30

## Invoicing

### Invoicing & Payment Terms

Work will be invoiced at the end of each month in which the work is done. All payment terms are net 30 days.

### Travel & Material Costs

Service, travel and material costs will be included in monthly invoices. Typical fees will include, but are not limited to travel, print, and mailings.





Proposal: City of Whitewater Public Safety Referendum

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# Optional Survey Information

# Optional Survey Information



## Research Approach

### Project Initiation

We begin every research project by understanding how our client got to this moment in time. We are aware that the central objective of this initiative is to evaluate the feasibility of exceeding the state levy limit for the purpose of adding law enforcement staffing to allow the Whitewater Police Department to meet the growing demand for service. We have already reviewed past survey reports, voter demographics, and other relevant data.

You cannot overwhelm us with background information and data. We expect to pour through staff reports, financial reports, past polling, news clips, and social media posts talking about the City. We believe this is an essential part of providing best practice approaches to the City. There is nothing peripheral about our work. We are passionate about helping local agencies improve their connection with their constituents.

### Goals

Specifically, we will:

- **Collaborate** with Whitewater’s staff to develop objectives, goals, and a comprehensive survey to meet strategic goals
- **Develop** an appropriate sampling technique and methodology that will ensure a representative, statistically valid sample of likely Whitewater voters – ensuring a demographic and geographic representation that allows for statistically meaningful comparisons between different groups of voters with tailored insights based on these differences
- **Analyze** data using a variety of statistical techniques that identifies gaps and establishes a comprehensive data story with key takeaways and cross tabulations
- **Consult** with Whitewater’s staff and outside communication consultants to for effective outreach and education informed by poll results

### Voter Turnout Modeling

Knowing what questions to ask is only one aspect of determining voter opinions. Modeling for turnout presents a uniquely challenging task. Developing a turnout model requires careful examination of voter history in the City of Whitewater and a review of the factors impacting turnout in specific future elections (e.g., April 2025).

Key to our accuracy is that we do not rely solely on asking voters how likely they are to vote in an upcoming election. While this seems like the obvious way to determine the likelihood of participation, it does not capture true turnout. The reason: voters don’t like to admit failing in their duty to fulfill the social contract of voting. Respondents claim they are more likely to participate than they are – especially if they are younger or newer Americans. By understanding these differences and getting turnout right, we will know the relative importance of key messages, targetable voting blocs (and how receptive they are to alternative messaging) and will be able to direct outreach resources accordingly.

## Research Design

We begin every research project by meeting with the City’s staff to develop the questions the research needs to answer. We undergo extensive review of primary and secondary data sources including past research, comparable studies, staff reports, financial reports, news clips and articles, social media posts and any other relevant data to inform our research.

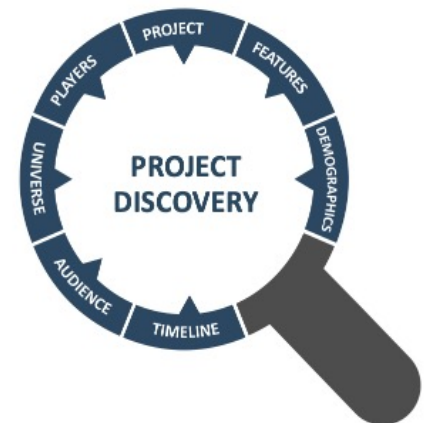
Through this approach, we develop the necessary historical context to inform and identify collaboratively with the City’s objectives, goals, and priorities for the community survey.

Using the information gleaned from meetings, conference calls, past research, background information provided by staff, and our own open-source preliminary research, we will make recommendations for the number of questions, suggested content and questions, and duration of survey to maximize engagement results.

**We are always available to our clients.** We will continually keep the City informed of progress with meetings and updates. While we recommend a weekly call to ensure the project is on track, we will accommodate any meeting or call schedule staff requests. At least one project team member will be available 24/7 for urgent matters.

Following meetings or conference calls in which we discuss proposed modifications, we will incorporate agreed-upon changes. We recognize that this may require several rounds of revisions. Once we produce the final draft, we will submit the questionnaire for final approval before the survey is translated and fielded.

Once the questionnaire has been finalized, we professionally translate the questionnaire into the languages decided on, create phonetic pronunciations of names for telephone responses, and establish proportions to match voter demographics and geographic location within the



# Optional Survey Information



City, and program the proportions, along with the survey, into our software utilized for telephone and online responses.

After programming, the survey is tested for logic and presentation. Once this initial testing has been completed, we conduct a soft launch, also known as a pre-test, of the survey and collect 20 completed interviews. Once the pre-test collection period is complete, our team meets to go over the results and address any problem areas that come to light, adjusting the survey as necessary.

We conduct quality control checks on a regular basis throughout the survey process. We check for correct skip patterns, randomization and rotation, and completeness of responses. We also actively monitor to ensure that respondents will match the demographic make-up of City voters.

## Conduct Research

### Statistically Valid Multi-mode, Multi-lingual Survey Approach

We use a multi-mode methodology, meaning that we will conduct the survey by telephone using our live U.S.-based professional interviewers and online via our secure digital platform.

This multi-mode approach maximizes the accuracy and reach of the research, increases participation rates, and minimizes response bias.

Conducting research in the language most comfortable to respondents is critical in obtaining accurate results in a statistically valid survey and is one of the best ways to alleviate language barriers. Participants can choose their preferred language at the onset of their survey experience.

### Tracking Survey

Tracking surveys augment the initial research, helping the City maintain a firm grasp on how voters are receiving public outreach messages and allows for adjustments to targeting as the election approaches. They are an important element of the overall research and outreach strategy.

Tracking surveys are conducted with the same methodology as the initial survey but would include a smaller number of questions. We recommend tracking surveys in two instances:

- If there is an extended period of time (six months or more) between the initial survey and the moment the City must decide whether to place a measure on the ballot. This is to provide guidance to policymakers on any changes to voter sentiment and test the efficacy of outreach efforts in the gap time.
- If there will be a robust City outreach and education effort or considerable community opposition, a tracking poll conducted approximately six weeks before the election can be used to guide additional outreach or understand the messages that are and are not getting through to the voters and how to best discount any misinformation.

### Sample Size

A sample size of 300 voters is robust and will yield a +/-5.8% margin of error at a 95% level of confidence. The statistically representative, random sample will allow for statistically reliable comparisons among all subgroups of the City's population (e.g., by demographic and geographic variables).

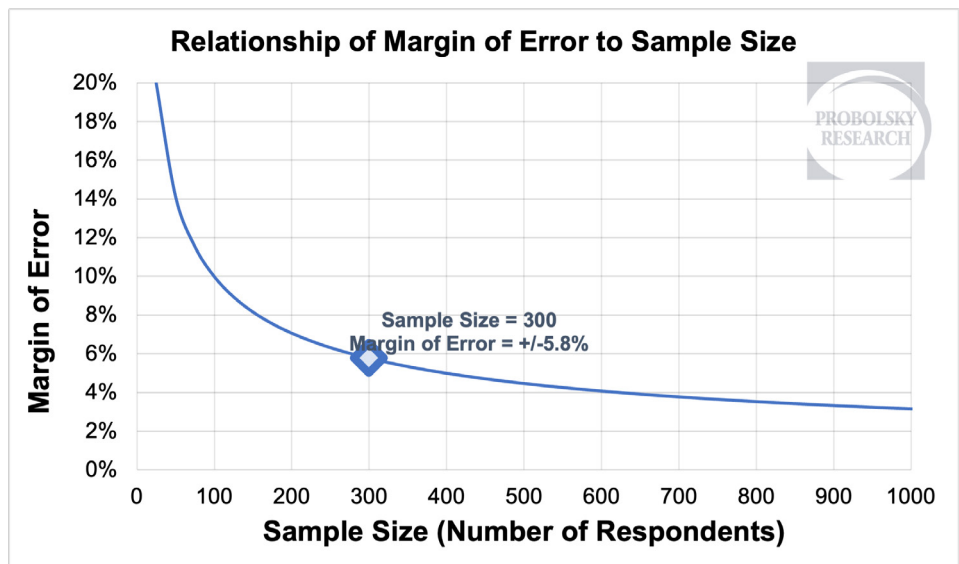
### Sample Stratification

The statistically valid sample file of City of Whitewater likely voters will be secured by Probolsky Research, at our expense, from consumer and government databases that includes addresses, emails, and phone numbers and is inclusive of all voters, both demographically and geographically.

Unique to Probolsky Research: We match the demographics of City of Whitewater likely voters. This means we capture real responses of the right number of each gender, age group, ethnicity, etc.

### Analysis and Reporting

Once our data collection phase is complete, we begin a process of comprehensive data analysis and reporting to deliver accurate, thorough, and actionable data insights to the City.



# Optional Survey Information



## Data Analysis

We complete comprehensive statistical analyses of the research results, utilizing software programs, including IBM SPSS and R to conduct statistical testing, such as multiple regression analysis. Both qualitative and quantitative data will be analyzed in a scientifically valid manner. This helps us discover and present statistically significant results – beyond the broad opinions – and understand the specific factors that contribute to attitudes and beliefs of voters. Such analyses are crucial in identifying gaps in public perception and awareness. Once we have run all analyses on results, cross tabulations are developed, graphics are generated, and other elements of the report are prepared.

## Verbatim Responses to Open-Ended Questions

For open-ended questions, we code the responses into categories. Once these categorizations have been quantified, we take our analysis a step further. We analyze the tone and word choices and overlay demographic data for each response. This demographic overlay will provide the City with a thorough understanding of the opinions by age, ethnicity, gender, home type, income, language, etc. when reading their comments. Here is an example:

**Female, 40-49, White/Caucasian, English, \$75,000- \$149,000, Homeowner**

**Question: What is the top issue facing your community?**

**Answer: Activities for teens**

*Example of a verbatim response with demographic overlay*

## Reporting

Our reporting is comprehensive and immediately usable by decision makers. Our reporting includes:

1. Draft survey summary findings in PowerPoint presentation format – focused on actionable and usable data results, graphics, benchmarking data and crosstabulations
2. Report on results, including survey background and results, methodological description, questionnaire results, survey top lines (displaying the aggregate percentages of responses to each question), cross-tabulations based on key demographic information, open-ended question responses with demographic overlay, analysis, conclusions, and recommendations
3. Results sent via PDF and hard copy (if requested)
4. Presentations to the key staff and other audiences as directed
5. In-person meetings, presentations, conference calls, and ongoing consulting

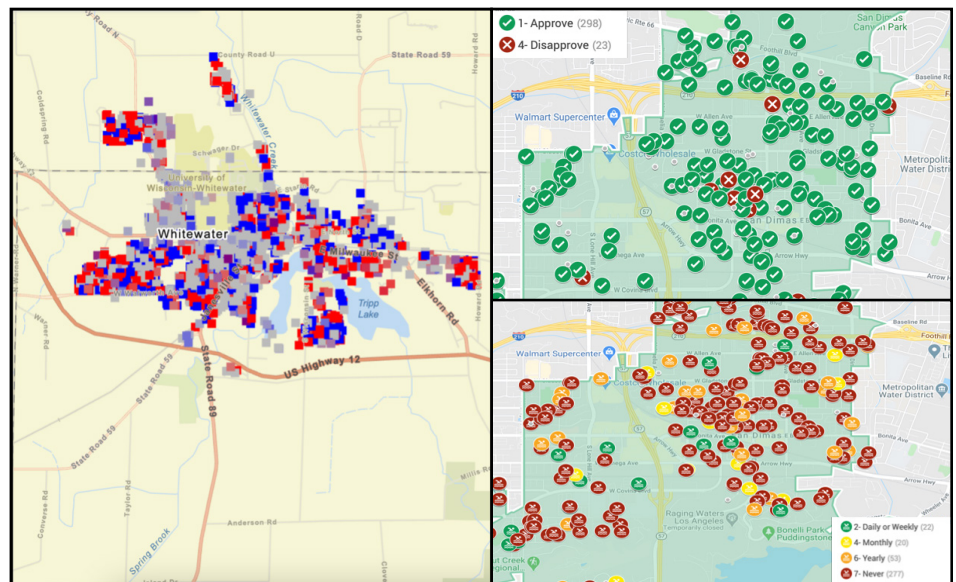
## Presentation and Ongoing Consulting

After completing our reports, we will send our deliverables for feedback and approval. We will incorporate requested changes before finalizing and making presentations to other stakeholders as directed. We are available to present findings virtually or in-person.

We welcome the chance to work with De Vor Communications and any of the City's consultants to ensure the results of our research are fully maximized. Our strategy recommendations will be informed by the results of our research.

## Geospatial Mapping

Geospatial mapping of results is included. We will map survey respondents and their responses to different questions geographically. Our method ensures that individual respondents cannot be identified.



EXAMPLE: City of Whitewater voters mapped (left). Respondents mapped by geography and response to questions (San Dimas, CA- right).



Proposal: City of Whitewater Public Safety Referendum

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# Sample Works

# → Study Purpose, Needs and Evaluation Criteria

## Study Purpose

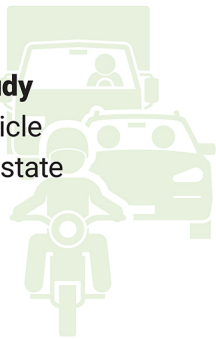
The I-39/90/94 Corridor Study will address existing and future **traffic** demands, **safety** issues, aging and outdated corridor **infrastructure**, and corridor **resiliency**.



## Corridor Needs

### Traffic

The **volumes of traffic along the study corridor are increasing**, causing vehicle congestion and backups on the Interstate and decreasing travel time reliability.



### Safety

Crash rates along the study corridor, especially at interchanges, **exceed the statewide average crash rate**. Congestion and geometric/design deficiencies contribute to crashes.



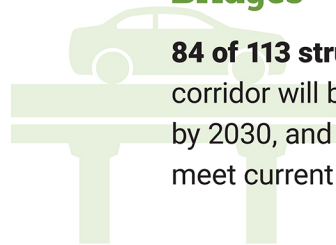
### Pavement

Pavement maintenance projects are anticipated in 26 of the next 30 years somewhere in the study corridor, which presents ongoing travel delay and congestion for daily **commercial and recreational traffic**.

Eventually, full pavement replacement is more cost effective than more repair. Emergency pavement projects also occur which disrupts regular maintenance and construction schedules.

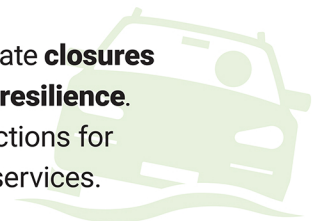
### Bridges

**84 of 113 structures** in the study corridor will be over 50 years old by 2030, and many bridges do not meet current design standards.



### Flooding

Flood events causing Interstate **closures since 2008 impact corridor resilience**. Closures disrupt vital connections for commerce and emergency services.



## Evaluation Criteria

WisDOT's recommended preferred alternative was determined by how well it met purpose and need factors; environmental impacts; feedback from the **public, municipalities, and agencies**; and **projected cost**.





## I-39/90/94 Corridor Study Public Hearing

# → YOU'RE INVITED!



The Wisconsin Department of Transportation (WisDOT) invites you to attend a public hearing for the 67-mile I-39/90/94 Corridor Study in Dane, Columbia, Sauk and Juneau counties between Madison and Wisconsin Dells. **There will be three opportunities** to attend the public hearing: a virtual meeting online and two in-person.

### VIRTUAL HEARING



**MONDAY,**

JULY 29, 2024

**from** 5 to 7 p.m.

**Join the hearing online:**

[www.tinyurl.com/  
InterstateVirtualPH](http://www.tinyurl.com/InterstateVirtualPH)

**by telephone (audio only):**

608-571-2209

**Conference ID:** 588 603 889#

### IN-PERSON HEARING #1



**TUESDAY,**

JULY 30, 2024

**from** 4 to 7 p.m.



**LOCATION:**

Madison College  
Truax Building  
Conference Room D1630  
1701 Wright Street  
Madison, WI 53704

### IN-PERSON HEARING #2



**THURSDAY,**

AUGUST 1, 2024

**from** 4 to 7 p.m.



**LOCATION:**

Wisconsin Dells  
High School  
HH Bennett Hall and Cafeteria  
1501 Brew Farm Road  
Wisconsin Dells, WI 53965

Please visit WisDOT's study website at [tinyurl.com/InterstateStudyPI](http://tinyurl.com/InterstateStudyPI) to read the Draft Environmental Impact Statement (DEIS). The DEIS can also be found at:

- » WisDOT Southwest Region Office
- » Madison Central Library
- » Madison Hawthorne Library
- » Madison Pinney Library
- » DeForest Area Public Library
- » Portage Public Library
- » Kilbourn Public Library
- » Sun Prairie Public Library



If you have any questions, or if you are unable to attend one of the scheduled hearings and would like to give your testimony or find out more about the study, you may contact David Schmidt, WisDOT Project Manager at **608-246-3867** or send an email to [David2.Schmidt@dot.wi.gov](mailto:David2.Schmidt@dot.wi.gov).

*All hearing facilities are ADA-compliant and wheelchair-accessible. People who are deaf or hard of hearing may request an interpreter by contacting the Wisconsin Telecommunications Relay System (dial 711) at least seven working days prior to the hearing date. If you require a Spanish- or Hmong-speaking interpreter at the hearing, please contact WisDOT Project Manager **David Schmidt** at least seven days prior to the hearing date.*



U.S. Department of Transportation  
**Federal Highway Administration**

Wisconsin Department of Transportation  
Southwest Region – Madison Office  
2101 Wright St.  
Madison, WI 53704-2583

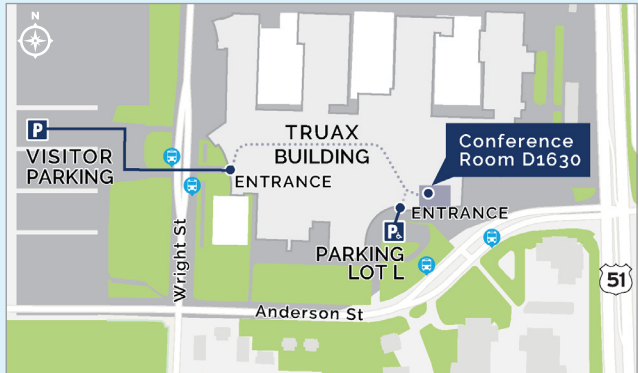
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PRESORTED  
US POSTAGE PAID  
MADISON WI  
PERMIT NO 1369

## You're Invited!

### I-39/90/94 Corridor Study Public Hearings

*(See reverse side for hearing details.)*

#### MADISON COLLEGE LOCATION

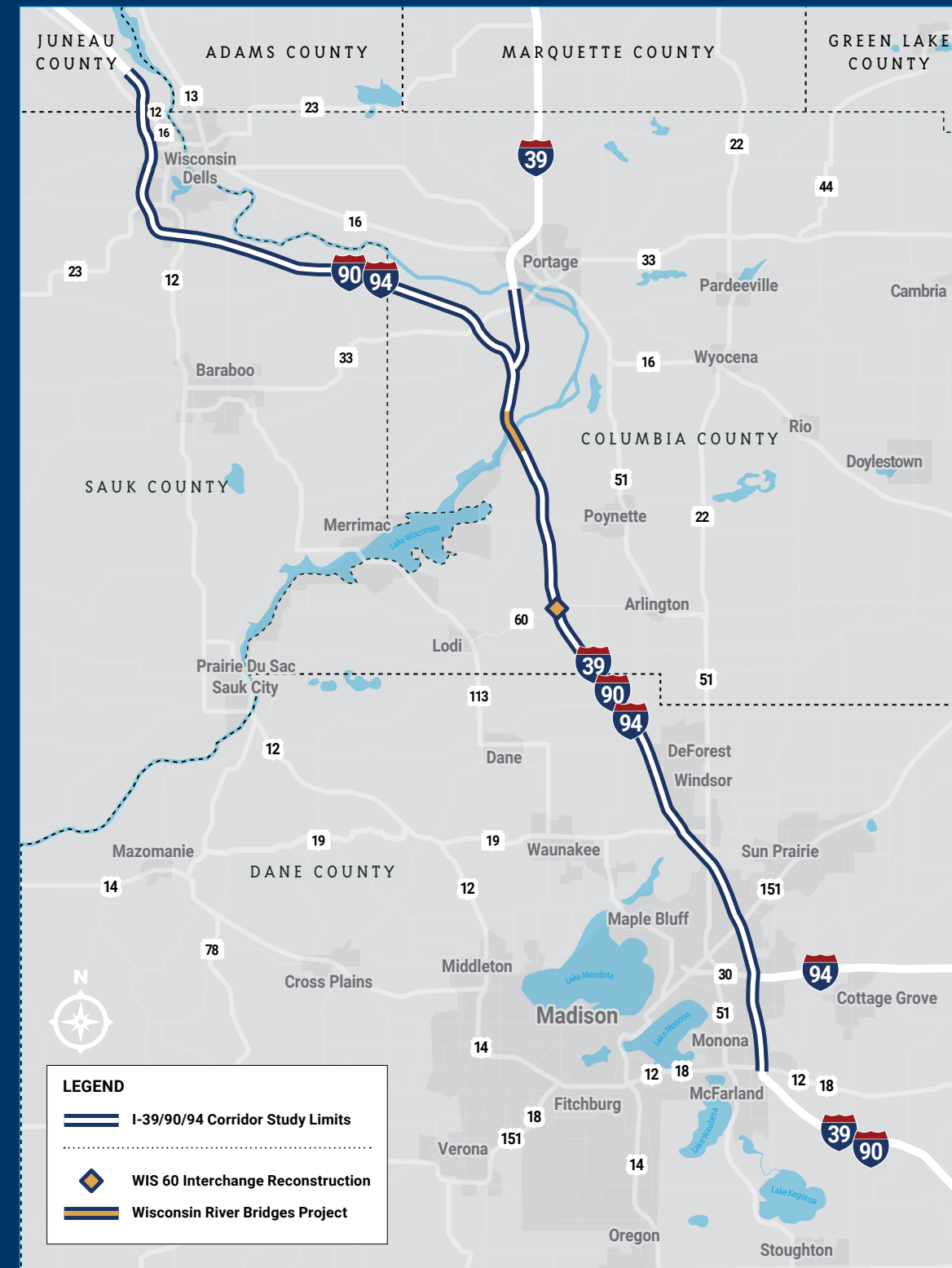


Free parking available in Lot L (recommended) and in the Visitor Lot.





## → About the I-39/90/94 Corridor Study Area



The I-39/90/94 study limits are from US 12/18 in Madison to US 12/WIS 16 in Wisconsin Dells. The study will also evaluate I-39 from its split with I-90/94 near Portage to Levee Road.

This new study will be limited to on- and near-alignment alternatives, which means this new study will not consider any bypass alternatives that old studies may have presented.

A short portion of the corridor includes the Wisconsin River Bridge Project (shown in gold on the map at left), which has been studied and will be reconstructed between 2024 and 2027.

### → Did You Know?

Where I-39, I-90, and I-94 run concurrently – from where I-39/90 merges with I-94 in eastern Madison to where I-39 splits from I-90/94 – is the longest stretch of three concurrent Interstates in America!

The Wisconsin Department of Transportation (WisDOT) welcomes you to tonight's meeting to introduce the Interstate 39/90/94 Corridor Study in Dane, Columbia, Sauk and Juneau counties from US 12/18 in Madison to US 12/WIS 16 in Wisconsin Dells.

This meeting will be held in an open-house format, with a presentation that will loop continuously. At your own pace, please view the exhibits, watch the presentation and talk with study team members, who are here to answer questions, provide information and explain the study process.

### → We Welcome Your Input!

Your feedback assists WisDOT in developing the I-39/90/94 Corridor Study purpose and need and improvement alternatives. You may provide comments in the following four ways:

- 1 Comment forms are available at tonight's meeting to submit written comments. You may return your form to a study team member.
- 2 You may also return the paper comment form via U.S. mail by **Oct. 15, 2022**, to the address printed on the form.
- 3 You may provide comments via the study website at [bit.ly/InterstateStudyPI](https://bit.ly/InterstateStudyPI). Scroll down to **Comment now** link.
- 4 Email your comments to study Project Manager Frank Pritzlaff at [DOTSWRInterstateStudy@dot.wi.gov](mailto:DOTSWRInterstateStudy@dot.wi.gov) or call (608) 246-3803.

### Public Meeting Dates and Locations

**TUESDAY, SEPTEMBER 13, 2022**  
from 4 to 7 p.m.

**Location:**  
Yahara Elementary School (Gymnasium)  
234 N. Lexington Parkway  
DeForest, WI 53532

**WEDNESDAY, SEPTEMBER 14, 2022**  
from 4 to 7 p.m.

**Location:**  
Clarion Hotel & Suites (Wintergreen Conference Center)  
60 N. Gasser Road  
Wisconsin Dells, WI 53965



## → Study Purpose and Corridor Needs

The I-39/90/94 Corridor Study will focus on safety issues, existing and future traffic demands, and aging and outdated corridor infrastructure.

With your input, WisDOT will refine the study's purpose and need during the scoping process, which is anticipated in winter 2022/2023.

### Corridor Needs

The I-39/90/94 study corridor acts as a gateway from major population centers like Chicago,

I-39/90/94 is a critical route for recreational travel and freight transport, and it is a corridor vital to the economic health of the region and state of Wisconsin.

Minneapolis and Milwaukee to outdoor recreation and tourist destinations in central and north-central Wisconsin.

The corridor, which includes 15 interchanges and 67 miles of roadway, is a primary long-haul trucking route. Trucks make up

23% of the daily traffic about midway along the corridor, and 18% of all truck freight in Wisconsin per year – totaling about \$106 billion worth of goods – travels the I-39/90/94 corridor.

The factors below contribute to the need for this environmental study.

**SAFETY**

Twelve of the 15 interchanges have poor to extreme crash rates, which typically are related to congestion and outdated roadway designs.

**TRAFFIC**

The volumes of traffic along the study corridor are increasing, causing vehicle congestion and backups on the Interstate and decreasing travel time reliability.

**BRIDGES**

If this study doesn't move forward as a project, WisDOT anticipates that 86 structures would require replacement or significant deck work over the next 30 years.

**INTERCHANGES**

The 67-mile study corridor includes 15 interchanges, each of which WisDOT will evaluate for safety concerns and their ability to accommodate existing and future traffic demands.

**PAVEMENT**

If this study doesn't move forward as a project, WisDOT anticipates the corridor would need 16 pavement rehabilitation, maintenance or replacement projects over the next 30 years.

**FLOODING**

This study will analyze historical flood events and develop mitigation alternatives for future flood events. Since 2008, two flooding events caused closures along the corridor, impacting vital emergency services and commerce connections.

## → What's Next for the Study?

For the remainder of 2022, WisDOT will continue the following tasks:

- Collecting study data
- Developing a formal study purpose and need statement
- Developing transportation alternatives for the study corridor
- Engaging with stakeholders

**Your input is important!** WisDOT will use the feedback received from these meetings to refine the study purpose and need, and develop improvement alternatives to present at future public meetings.

**Subscribe for Email Study Updates**

To receive study updates and notices of future meetings via email, please visit the study website at [bit.ly/InterstateStudyPIM](https://bit.ly/InterstateStudyPIM) and click on the **Sign up now** link.

You may also request to be added to the study email distribution list by emailing I-39/90/94 Study Project Manager Frank Pritzlaff at [DOTSWRInterstateStudy@dot.wi.gov](mailto:DOTSWRInterstateStudy@dot.wi.gov).

## Study Schedule

### 2022 (May-December)

- » Data collection
- » Develop study purpose and need
- » Develop alternatives
- » Public involvement activities begin

### 2023

- » Develop alternatives
- » Begin environmental impact analysis
- » Ongoing public involvement activities

### 2024

- » Finalize environmental impact analysis
- » Public hearing
- » Complete environmental document
- » Ongoing public involvement activities

The materials presented tonight will be available on online after the meeting. View study information, submit comments and sign up for email updates by scanning the QR code below with your smartphone:



## → Contact Information

If you have questions or would like additional information following the public meeting, you may contact the study team members listed below.

### Frank Pritzlaff, P.E.

I-39/90/94 Corridor Study  
Project Manager  
(608) 246-3803

[DOTSWRInterstateStudy@dot.wi.gov](mailto:DOTSWRInterstateStudy@dot.wi.gov)

### Michael Bie

Southwest Regional  
Communications Manager  
(608) 246-7928

[Michael.Bie@dot.wi.gov](mailto:Michael.Bie@dot.wi.gov)





# US 51 (Stoughton Road) South Study 2023 USER SURVEY

The Wisconsin Department of Transportation (WisDOT) is conducting a study along US 51 (Stoughton Road) from Voges Road/Terminal Drive in McFarland to WIS 30 in Madison. This survey is to gather information about people living along or near the US 51 (Stoughton Road) South Study corridor and how they utilize the roadway. Please take a moment to answer the questions below and return the survey in the provided postage-paid envelope. **All responses will remain anonymous.** If you have questions or concerns about the US 51 (Stoughton Road) South Study or this survey, please contact WisDOT Project Manager Jeff Berens by email at [Jeff.Berens@dot.wi.gov](mailto:Jeff.Berens@dot.wi.gov) or call (608) 245-2656.

## 1. What type of roadway should US 51 be in the future?

- |   |  |
|---|--|
| <input type="checkbox"/> Low speed urban arterial (like Monona Drive) | <input type="checkbox"/> Moderate speed urban arterial (like East Washington Avenue) |
| <input type="checkbox"/> High speed expressway (like current US 51)   | <input type="checkbox"/> High speed freeway (like the Beltline)                      |

## 2. How often do people in your household travel on Stoughton Road? (Select all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> All the time (4+ times per week)   | <input type="checkbox"/> Sometimes (1-3 times per week)      |
| <input type="checkbox"/> Rarely (less than 1 time per week) | <input type="checkbox"/> Never (I do not use Stoughton Road) |

## 3. If you travel on Stoughton Road, where are you likely to visit on a regular basis? (Select as many answers as needed.)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Place of worship | <input type="checkbox"/> School                             | <input type="checkbox"/> Place of work |
| <input type="checkbox"/> Library          | <input type="checkbox"/> Restaurant                         | <input type="checkbox"/> Recreation    |
| <input type="checkbox"/> Parks            | <input type="checkbox"/> Shopping                           | <input type="checkbox"/> Other         |
| <input type="checkbox"/> Health care      | <input type="checkbox"/> Wellness Center (Gyms, Spas, etc.) |  |

## 4. Do you travel along any of these side roads to enter, exit or cross Stoughton Road? (Select as many answers as needed.)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Voges Road/Terminal Drive | <input type="checkbox"/> Buckeye Road       | <input type="checkbox"/> Portland Parkway Pedestrian Bridge |
| <input type="checkbox"/> US 12/18                  | <input type="checkbox"/> Pflaum Road        | <input type="checkbox"/> Milwaukee Street                   |
| <input type="checkbox"/> East Broadway Road        | <input type="checkbox"/> Cottage Grove Road | <input type="checkbox"/> WIS 30                             |

## 5. How do people in your household usually travel along Stoughton Road? (Select as many answers as needed.)

- |   |                               |   |
|---|-------------------------------|---|
| <input type="checkbox"/> Car                | <input type="checkbox"/> Walk | <input type="checkbox"/> Paratransit (for those with disabilities)    |
| <input type="checkbox"/> Carpool or vanpool | <input type="checkbox"/> Bike | <input type="checkbox"/> Internet rideshare service (i.e., Lyft/Uber) |
| <input type="checkbox"/> Bus                |                               |   |

## 6. What is your home zip code?

Answer: \_\_\_\_\_



# US 51 (Stoughton Road) South Study 2023 USER SURVEY

7. What is your work zip code?

Answer: \_\_\_\_\_

8. How many people are in your household \_\_\_\_\_ and what are their ages? (Check all that apply)

Under 18    18-29    30-44    45-64    65+

9. How many people in your household live with a disability?

0    1    2    3    4+

10. What is the race or ethnicity of the people living in your household? Please check multiple boxes for different household members, as needed. (Select as many answers as needed.)

American Indian/Alaskan Native    Asian  
 African American/Black    Hispanic or Latino  
 Native Hawaiian or Other Pacific Islander    White/Caucasian  
 More than one race    Other

11. What is the estimated combined annual household income from all sources (before taxes)?

Less than \$15,000    \$15,000 to \$25,000    \$25,000 to \$50,000  
 \$50,000 to \$100,000    Over \$100,000    Prefer not to say

12. What language do you feel most comfortable speaking?

Answer: \_\_\_\_\_



Would you like to receive project updates? If so, please provide your email address below:

Answer: \_\_\_\_\_



Do you have concerns or suggestions related to transportation (driving, biking, walking or using transit)? For example, are there areas where crossing Stoughton Road is difficult or areas you think need improvements?

Answer: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



# US 51 Sur (Stoughton Road) 2023 ENCUESTA DEL ESTUDIO

El Departamento de Transporte de Wisconsin (WisDOT) está realizando un estudio de la US 51 (Stoughton Road) desde Voges Street/Terminal Drive en McFarland hasta WIS 30 en Madison. Esta encuesta recogerá información sobre las personas que viven a lo largo o cerca del corredor del Estudio de la US 51 Sur (Stoughton Road) y cómo usan la carretera. Por favor pase un momento responder las siguientes preguntas y devuelva la encuesta con el sobre con franqueo pagado. **Todas las respuestas permanecerán anónimas.** Si tiene preguntas sobre la US 51 Sur (Stoughton Road) Encuesta del Estudio o sobre esta encuesta, comuníquese con el Gerente de Proyecto de WisDOT, Jeff Berens, en [Jeff.Berens@dot.wi.gov](mailto:Jeff.Berens@dot.wi.gov) o llame al (608) 245-2656.

## 1. ¿Qué tipo de carretera debería ser US 51 en el futuro?

- |   |  |
|---|--|
| <input type="checkbox"/> Arteria urbana de baja velocidad (como Monona Drive) | <input type="checkbox"/> Arterial urbana de velocidad moderada (como East Washington Avenue) |
| <input type="checkbox"/> Expressway de alta velocidad (como US 51 actual)     | <input type="checkbox"/> Autopista de alta velocidad (como el Beltline)                      |

## 2. ¿Con qué frecuencia las personas de su hogar viajan por Stoughton Road? (Seleccione todas las que correspondan.)

- |   |   |
|---|---|
| <input type="checkbox"/> Todo el tiempo (4+ veces por semana)       | <input type="checkbox"/> A veces (1-3 veces por semana) |
| <input type="checkbox"/> Casi nunca (al menos que 1 vez por semana) | <input type="checkbox"/> Nunca (No uso Stoughton Road)  |

## 3. Si viaja por Stoughton Road, ¿dónde es probable que visite regularmente? (Seleccione tantas respuestas como sea necesario.)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> El lugar de adoración | <input type="checkbox"/> Las escuelas                                     | <input type="checkbox"/> El lugar de trabajo |
| <input type="checkbox"/> Las bibliotecas       | <input type="checkbox"/> Los Restaurantes                                 | <input type="checkbox"/> Recreación          |
| <input type="checkbox"/> Los parques           | <input type="checkbox"/> Las Compras                                      | <input type="checkbox"/> Otro                |
| <input type="checkbox"/> La atención médica    | <input type="checkbox"/> Los centros de Bienestar (Gimnasios, Spas, etc.) |  |

## 4. ¿Viaja por alguno de estos caminos laterales para entrar, salir o cruzar Stoughton Road? (Seleccione tantas respuestas como sea necesario.)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Voges Road/Terminal Drive | <input type="checkbox"/> Pflaum Road        | <input type="checkbox"/> Puente peatonal de Portland Parkway |
| <input type="checkbox"/> US 12/18                  | <input type="checkbox"/> Buckeye Road       | <input type="checkbox"/> Milwaukee Street                    |
| <input type="checkbox"/> East Broadway Road        | <input type="checkbox"/> Cottage Grove Road | <input type="checkbox"/> WIS 30                              |

## 5. ¿Cómo suelen viajar las personas de su hogar por Stoughton Road? (Seleccione tantas respuestas como sea necesario.)

- |  |                                    |  |
|--|------------------------------------|--|
| <input type="checkbox"/> Coche           | <input type="checkbox"/> Camino    | <input type="checkbox"/> Paratransito  |
| <input type="checkbox"/> Compartir coche | <input type="checkbox"/> Bicicleta | <input type="checkbox"/> Servicio de viajes compartidos por Internet (i.e., Lyft/Uber) |
| <input type="checkbox"/> Autobús         |                                    |  |

## 6. ¿Cual es su código postal de casa?

Respuesta: \_\_\_\_\_



# US 51 Sur(Stoughton Road) 2023 ENCUESTA DEL ESTUDIO

7. ¿Cual es su código postal de trabajo?

Respuesta: \_\_\_\_\_

8. ¿Cuántas personas hay en su hogar? \_\_\_\_\_ ¿Y cuáles son sus edades? (Marque todo lo que corresponda)

Menor de 18     18-29     30-44     45-64     65+

9. ¿Cuántas personas en su hogar viven con una discapacidad?

0     1     2     3     4+

10. ¿Cuál es la raza o etnia de las personas que viven en su hogar? Marque varias casillas para diferentes miembros del hogar, según sea necesario. (Seleccione tantas respuestas como sea necesario).

- |   |   |
|---|---|
| <input type="checkbox"/> Indio Americano / Nativo de Alaska         | <input type="checkbox"/> Asiático           |
| <input type="checkbox"/> Afroamericano / Negro                      | <input type="checkbox"/> Hispano o Latino   |
| <input type="checkbox"/> Nativo Hawaiano o Otro Isleño del Pacífico | <input type="checkbox"/> Blanco / Caucásico |
| <input type="checkbox"/> Mas de una raza                            | <input type="checkbox"/> Otro               |

11. ¿Cuál es el ingreso familiar anual combinado estimado de todas las fuentes (antes de impuestos)?

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Menos que \$15,000    | <input type="checkbox"/> \$15,000 to \$25,000 | <input type="checkbox"/> \$25,000 to \$50,000 |
| <input type="checkbox"/> \$50,000 to \$100,000 | <input type="checkbox"/> Más que \$100,000    | <input type="checkbox"/> No prefiero decir    |

12. ¿Qué idioma se siente más cómodo hablando?

Respuesta: \_\_\_\_\_



¿Le gustaría recibir actualizaciones del proyecto? En caso afirmativo, proporcione su dirección de correo electrónico a continuación:

Respuesta: \_\_\_\_\_



¿Tiene inquietudes o sugerencias relacionadas con el transporte (conducir, andar en bicicleta, caminar o usar el transporte público)? Por ejemplo, ¿hay áreas donde cruzar Stoughton Road es difícil o áreas que cree que necesitan mejoras?

Respuesta: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# US 51 (Stoughton Road) North Study Public Meeting

DECEMBER 2023


**WE WELCOME YOUR INPUT!**  
Your feedback will assist WisDOT in developing improvement alternatives.

- You may provide comments via the study website at [tinyurl.com/US51NorthStudy](https://tinyurl.com/US51NorthStudy). Scroll down the webpage to the **Comment now** link.
- Comment forms are available at tonight's meeting. You may also return the paper comment form in the provided postage-paid envelope via U.S. mail by **January 21, 2024**.
- Take the online survey: [tinyurl.com/US51Survey](https://tinyurl.com/US51Survey)
- Email your comments to US 51 (Stoughton Road) North Study Project Manager Jeff Berens at [Jeff.Berens@dot.wi.gov](mailto:Jeff.Berens@dot.wi.gov) or call (608) 245-2656.

**SUBSCRIBE FOR EMAIL UPDATES**  
Please visit: [tinyurl.com/US51NorthStudy](https://tinyurl.com/US51NorthStudy) and click the **Sign up now** link to get study updates delivered to your inbox! You may also request to be added to the distribution list by contacting Project Manager Jeff Berens at [Jeff.Berens@dot.wi.gov](mailto:Jeff.Berens@dot.wi.gov) or (608) 245-2656.

The Wisconsin Department of Transportation (WisDOT) welcomes you to tonight's meeting for the US 51 (Stoughton Road) North Study.

This meeting will present the Study Purpose and Need and alternative concepts developed throughout the corridor. Please review exhibits and talk with study team members, who are here to answer questions and explain the study process.

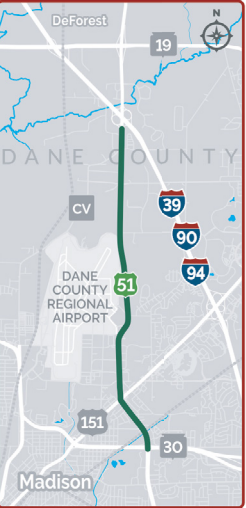
**TONIGHT'S MEETING**  
 **MONDAY, DECEMBER 18, 2023**  
 from 6 to 8 p.m.  
 Madison College - Truax Building  
 1701 Wright Street  
 Madison, WI 53704

### About the Study

The US 51 (Stoughton Road) North Study will evaluate 5.5 miles of Stoughton Road from the WIS 30 interchange in Madison to the I-39/90/94 interchange in the town of Burke. This study will develop and evaluate options to address safety, congestion, and infrastructure issues on the corridor.

### Study Purpose and Corridor Needs

The purpose of the study is to accommodate existing and future travel demand with a focus on safety issues that affect travel on Stoughton Road.

<p><b>Safety</b></p> <p><b>579</b> TOTAL CRASHES</p> <p><b>2</b> FATAL CRASHES</p> <p><b>12</b> SERIOUS INJURY CRASHES</p> <p><b>FOUR</b> SEGMENT CRASH RATES EXCEED STATEWIDE AVERAGES</p> <p><small>CRASH DATA FROM 2017-2021</small></p> <p><b>2</b> UNMARKED MID-BLOCK PEDESTRIAN CROSSING LOCATIONS</p> <p><b>US 51 IDENTIFIED AS A HIGH STRESS CORRIDOR FOR BICYCLISTS</b></p>	<p><b>Travel Demand and Traffic Operations</b></p> <p><b>POOR OPERATIONS:</b></p> <p><b>6</b> INTERSECTIONS EXISTING YEAR 2022</p> <p><b>9</b> INTERSECTIONS FUTURE YEAR 2050</p> <p><small>*WORST PEAK HOUR MOVEMENT</small></p> <p><b>Pavement</b></p> <p><b>TWO</b> LOCATIONS OF PAVEMENT CONDITIONS AT OR NEARING THE THRESHOLD FOR REPLACEMENT</p>	<p><b>Roadway Geometric Deficiencies</b></p> <p><b>X</b> LARGE SKEW ANGLE AT US 51 AND US 151</p> <p><b>1</b> SUBSTANDARD CURVES BETWEEN PIERSTORFF ST AND RIEDER RD</p> <p><b>7</b> AREAS WITH HORIZONTAL ALIGNMENT DEFICIENCIES</p> <p><b>18</b> AREAS WITH VERTICAL ALIGNMENT DEFICIENCIES</p> <p><b>7</b> AREAS WITH STOPPING SIGHT DISTANCE DEFICIENCIES</p> <p><b>10</b> AREAS WITH CROSS SECTION DEFICIENCIES</p>	
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### Study Limits



### What's Next for the Study?


For the remainder of 2023 into 2024, WisDOT will continue with the following tasks:

- Develop and refine detailed alternatives
- Identify a recommended alternative
- Continue public involvement activities

### LOOKING AHEAD

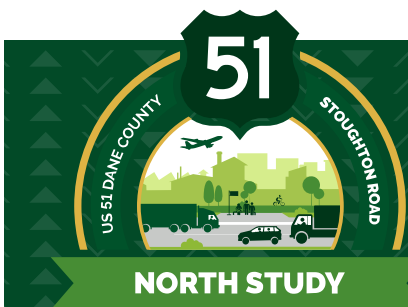
<p><b>2023</b></p> <ul style="list-style-type: none"> <li>▶ Refine detailed transportation alternatives</li> </ul>
<p><b>2024</b></p> <ul style="list-style-type: none"> <li>▶ Identify recommended alternative</li> <li>▶ Public meeting #3</li> <li>▶ Publish environmental document for review</li> <li>▶ Host public hearing environmental document</li> </ul>
<p><b>2025</b></p> <ul style="list-style-type: none"> <li>▶ Study Completion</li> </ul>

**GET INVOLVED: SUBSCRIBE, COMMENT, REVIEW ONLINE**  
View study information, **submit comments** and sign up for **email updates** at [tinyurl.com/US51NorthStudy](https://tinyurl.com/US51NorthStudy) or scan the QR code at right with your smartphone.



**Contact Information**

<p>If you have questions or would like additional information after tonight's meeting, you may contact the study team members listed.</p>	<p><b>Jeff Berens, P.E.</b>  <i>US 51 (Stoughton Road) North Study Project Manager</i>   (608) 245-2656   <a href="mailto:Jeff.Berens@dot.wi.gov">Jeff.Berens@dot.wi.gov</a></p>	<p><b>Michael Bie</b>  <i>WisDOT Southwest Region Communication Manager</i>   (608) 246-7928   <a href="mailto:Michael.Bie@dot.wi.gov">Michael.Bie@dot.wi.gov</a></p>
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# El Estudio del Norte de US 51 (Stoughton Road) Reunión de Pública

DICIEMBRE 2023

## QUE REMOS SU ENTRADA!

Sus comentarios ayudarán a WisDOT a desarrollar alternativas de mejora.

1. Puede proporcionar comentarios a través del sitio web del estudio en [tinyurl.com/US51NorthStudy](https://tinyurl.com/US51NorthStudy). Desplácese hacia abajo en la página web hasta el enlace **Comentar ahora**.
2. Los formularios de comentarios están disponibles en la reunión de esta noche. También puede devolver el formulario de comentarios en papel en el sobre con franqueo pagado proporcionado por correo postal de EE. UU. antes del **21 de Enero de 2024**.
3. Realice la encuesta en línea: [tinyurl.com/US51Survey2](https://tinyurl.com/US51Survey2)
4. Envíe sus comentarios por correo electrónico al gerente de proyectos de WisDOT, Jeff Berens, a [Jeff.Berens@dot.wi.gov](mailto:Jeff.Berens@dot.wi.gov) o llame a (608) 245-2656.

## REGÍSTRATE PARA RECIBIR ACTUALIZACIONES POR CORREO ELECTRÓNICO

Visite: [tinyurl.com/US51NorthStudy](https://tinyurl.com/US51NorthStudy) y haga clic en el enlace **Regístrate ahora** para recibir actualizaciones del estudio. También puede solicitar que lo agreguen a la lista de distribución comunicándose con el Gerente de Proyecto en [Jeff.Berens@dot.wi.gov](mailto:Jeff.Berens@dot.wi.gov) o llamando al (608) 245-2656.

El Departamento de Transporte de Wisconsin (WisDOT) le da la bienvenida a la reunión de esta noche para el Estudio del Norte de US 51 (Stoughton Road).

La reunión presentará el Propósito y la Necesidad del Estudio y recopilará comentarios sobre conceptos alternativos desarrollados a lo largo del corredor. Revise las exhibiciones y hable con los miembros del equipo de estudio, quienes están aquí para responder preguntas y explicar el proceso de estudio.

## LA REUNIÓN DE ESTA NOCHE

**LUNES, 18 DE DICIEMBRE, 2023**  
de 6 a 8 p.m.

**Madison College - Edificio Truax**  
1701 Wright Street  
Madison, WI 53704

## Sobre el Estudio

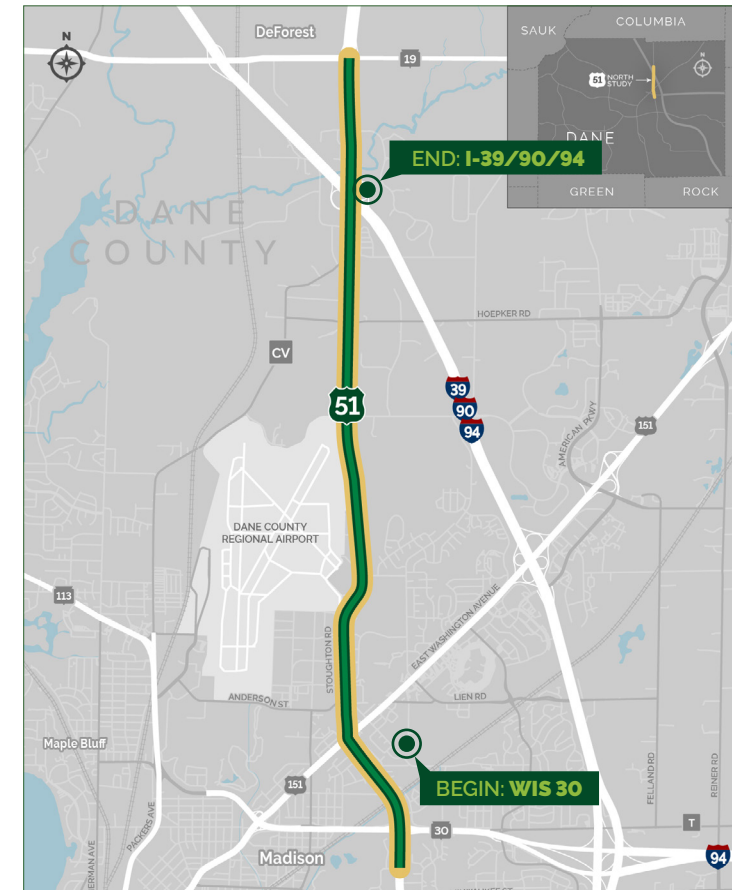
El Estudio del Norte de US 51 (Stoughton Road) evaluará 5,5 millas de Stoughton Road desde el intercambio WIS 30 en Madison hasta el intercambio I-39/90/94 en la ciudad de Burke. El estudio desarrollará y evaluará opciones para abordar problemas de seguridad, congestión e infraestructura en el corredor.

## Objetivo del Estudio y Necesidades del Corredor

El propósito del estudio es adaptarse a la demanda de viajes existente y futura centrándose en las cuestiones de seguridad que afectan los viajes en Stoughton Road.

<p><b>Seguridad</b></p> <p><b>579</b> ACCIDENTES TOTALES</p> <p><b>2</b> ACCIDENTES FATALES</p> <p><b>12</b> ACCIDENTES CON HERIDAS SERIAS</p> <p>LAS TASAS DE ACCIDENTES DE CUATRO SEGMENTOS SUPERAN LOS PROMEDIOS ESTATALES</p> <p><small>DATOS DE ACCIDENTES DE 2017-2021</small></p> <p><b>2</b> UBICACIONES DE CRUCES DE PEATONALES SIN MARCAR A MEDIA CUADRA</p> <p><b>US 51 IDENTIFICADO COMO CORREDOR DE ALTO ESTRÉS PARA BICICLISTAS</b></p>	<p><b>Demanda de viajes y operaciones de tráfico</b></p> <p><b>MALAS OPERACIONES</b></p> <p><b>6</b> INTERSECCIONES EXISTENTES 2022</p> <p><b>9</b> INTERSECCIONES FUTURO 2050</p> <p><small>*PEOR HORA PICO MOVIMIENOT</small></p> <p><b>ACERA</b></p> <p>DOS UBICACIONES CON CONDICIONES DEL PAVIMENTO EN O CERCA DEL UMBRAL DE REEMPLAZO</p>	<p><b>Calzada Geométrica Deficiencias</b></p> <p><b>GRAN ÁNGULO DE INCLINACIÓN EN US 51 Y US 151</b></p> <p><b>CURVAS SUBESTÁNDAR ENTRE PIERSTORFF ST Y RIEDER RD</b></p> <p><b>7</b> ZONAS CON HORIZONTAL DEFICIENCIAS DE ALINEACIÓN</p> <p><b>18</b> ZONAS CON VERTICALES DEFICIENCIAS DE ALINEACIÓN</p> <p><b>7</b> ZONAS CON PARADA DISTANCIA DE VISIÓN DEFICIENCIAS</p> <p><b>10</b> AREAS CON CRUZ DEFICIENCIAS DE LA SECCIÓN</p>	
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## Límites del Estudio



## ¿Qué Sigue para el Estudio?

Durante el resto de 2023 y hasta 2024, WisDOT continuará con las siguientes tareas:

- Desarrollar y perfeccionar alternativas detalladas
- Identificar una alternativa recomendada
- Continuar con las actividades de participación pública

## MIRANDO HACIA ADELANTE

### 2023

- ▶ Refinar las alternativas de transporte detalladas

### 2024

- ▶ Identificar la alternativa recomendada
- ▶ Reunión pública #3
- ▶ Publicar documento ambiental para revisión
- ▶ Organizar audiencia pública
- ▶ Finalizar documento ambiental

### 2025

- ▶ Finalización del estudio

## PARTICIPE: SUSCRÍBASE, COMENTE, REVISE EN LÍNEA

Vea información del estudio, envíe comentarios y regístrese para recibir actualizaciones por correo electrónico en [tinyurl.com/US51NorthStudy](https://tinyurl.com/US51NorthStudy) o escanee el código QR a la derecha con su teléfono inteligente.



## Información del Contacto

Si tiene preguntas o desea información adicional después de la reunión de esta noche, puede comunicarse con los miembros del equipo de estudio que se enumeran a continuación.

### Jeff Berens, P.E.

Gerente de Proyecto, El Estudio del Norte de US 51 (Stoughton Road)

(608) 245-2656

[Jeff.Berens@dot.wi.gov](mailto:Jeff.Berens@dot.wi.gov)

### Michael Bie

Gerente de Comunicaciones de la Región Suroeste de WisDOT

(608) 246-7928

[Michael.Bie@dot.wi.gov](mailto:Michael.Bie@dot.wi.gov)





# SNOW REMOVAL & MOWING RESPONSIBILITIES



As the City of Milwaukee works to enhance green spaces and improve infrastructure for pedestrians and cyclists, we understand that there may be some uncertainty regarding maintenance responsibilities. We would like to clarify that these responsibilities have not changed and are outlined as follows:

## Snow Removal

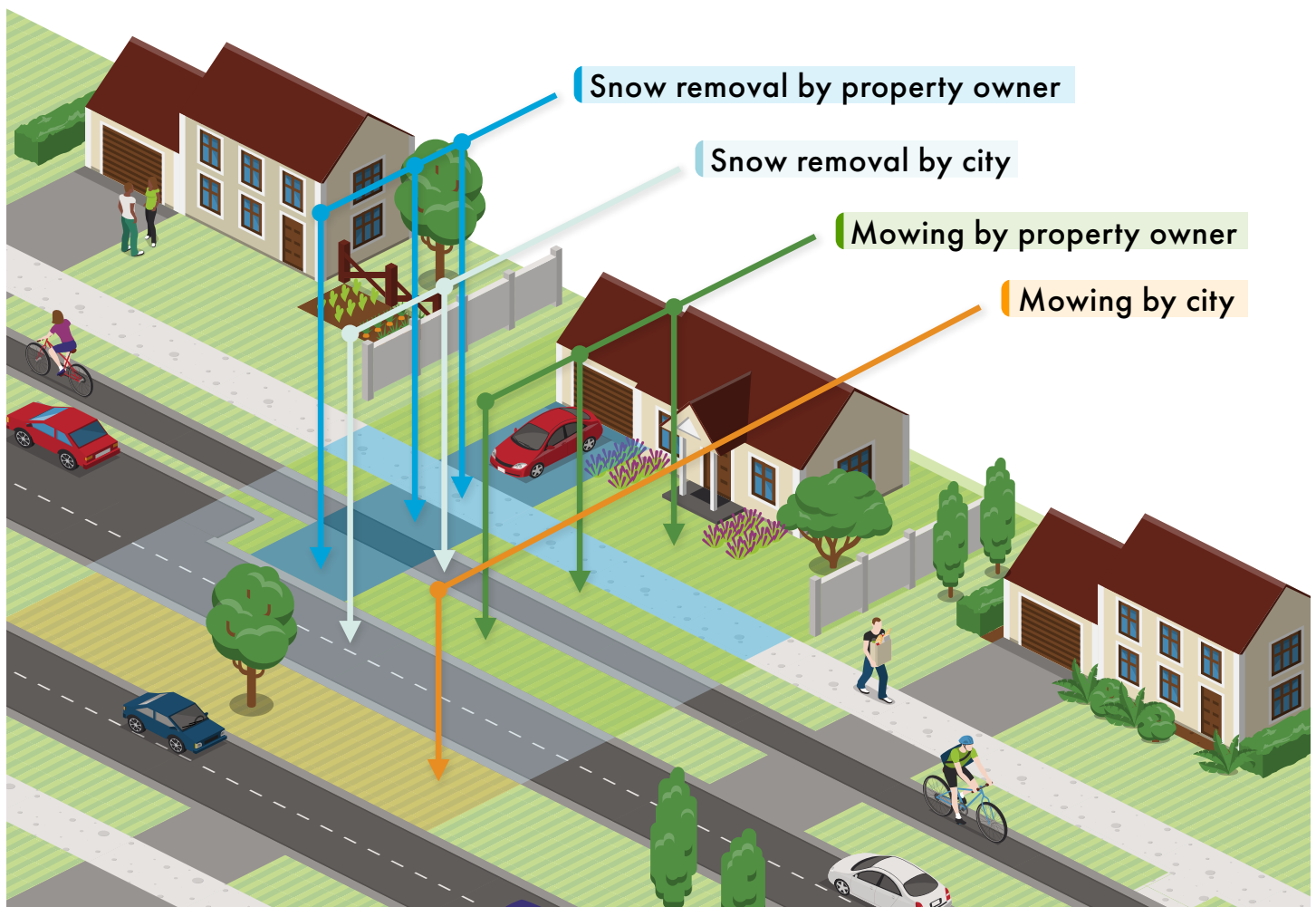
- The City of Milwaukee is responsible for clearing snow in the bike lanes.
- The property owner is responsible for clearing snow on the sidewalk.

Sidewalks are required to be shoveled within 24 hours after a snow event has concluded.

## Mowing

- The property owner is responsible for mowing the terrace – the area of grass between the curb and sidewalk.

Grass must be mowed regularly as to not exceed seven inches in height.



# CONSTRUCTION FORECAST



The Wisconsin Department of Transportation (WisDOT), in partnership with the City of Milwaukee, is reconstructing WIS 32 (North Lake Drive) between East Newberry Boulevard and East Edgewood Avenue. The following work is scheduled to take place between East Kenwood Boulevard and East Edgewood Avenue over the next two weeks.

## Week of October 14, 2024:

Crews are scheduled to complete the gravel installation between the new pavement and driveways on the west side of Lake Drive.

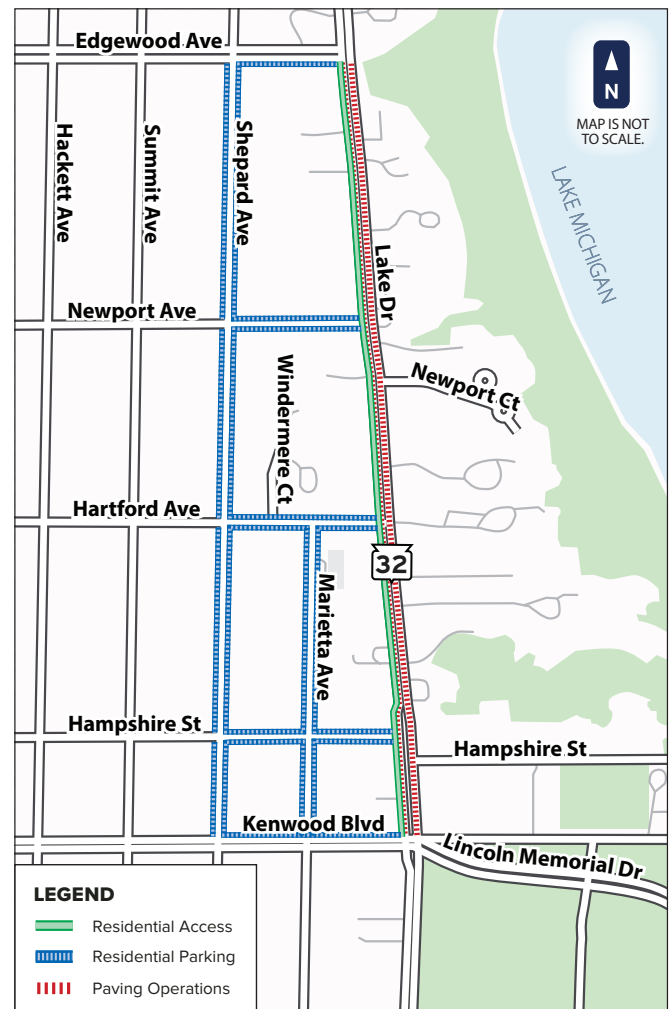
**NOTE:** Residents on the west side of N. Lake Drive may resume using their driveways after crews install a gravel transition from the new pavement to their existing driveway.

Concrete paving of the northbound outside lane is scheduled to start **Friday, October 18, 2024.**

- There will be no residential access to driveways on the east side of N. Lake Drive starting Wednesday October 16
- During paving operations, one southbound lane on the west side of N. Lake Drive is scheduled to remain open for residential access
- E. Hampshire Street and E. Newport Court east of Lake Drive will remain open with single-lane access

Expansion-joint sawing will start upon completion of paving operations.

- This work may continue overnight
- Noise is associated with this work; crews will take steps to minimize it



*All work is weather dependent and subject to change.*

## Week of October 21, 2024:

Crews are scheduled to begin concrete paving of the northbound bike lane and driveway transitions from the roadway to existing driveways.

- Driveways on the east side of N. Lake Drive will continue to be inaccessible to residents

**NOTE:** Residents on the east side of Lake Drive may resume using their driveways after the concrete cures and crews remove the cones blocking the driveways.

### Construction Terminology

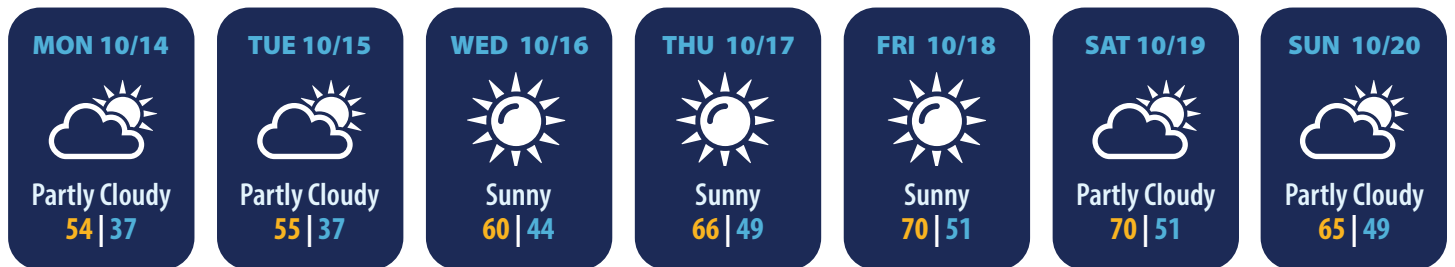
<b>Temporary Approaches:</b>	Compacted aggregate between the driveway and roadway
<b>Expansion Joint:</b>	Gap cut to allow pavement expansion and contraction
<b>Final Grade:</b>	Compacted fine gravel that serves as the base for the new roadway pavement
<b>Roadway Excavation:</b>	Removal and disposal of existing roadway
<b>Storm Sewer:</b>	Gutters and underground piping for storm water runoff



### Lake Drive Residents:

- Residents must call Milwaukee Parking Information at 414-286-3850, Option 5 for overnight parking permission
- Daytime parking time limits will not be enforced for N. Lake Drive residents through October 31, 2024 in the areas shown on the map on page 1
- Residential access west of N. Lake Drive will be maintained
- Garbage and recycling services for N. Lake Drive residents will be maintained

### Weekly Weather Forecast



### Sign Up for Updates

Visit the project website and subscribe for updates.



[milwaukee.gov/lakedrive](https://milwaukee.gov/lakedrive)

### Project Contact

#### Public Involvement Team

phone **262-933-0467** email [mkeprojects@devorpr.com](mailto:mkeprojects@devorpr.com)

The project team thanks you for your patience and cooperation throughout this project!



## WEST WALNUT STREET RECONSTRUCTION PROJECT

# You're Invited! Resident and Business Meeting



**The City of Milwaukee**, in partnership with the Wisconsin Department of Transportation (WisDOT), invites you to attend an important meeting regarding the West Walnut Street reconstruction project on **Thursday, March 9, 2023, from 3 to 5 p.m** at the **House of Peace, Brother Booker Room** (1702 W. Walnut St.).



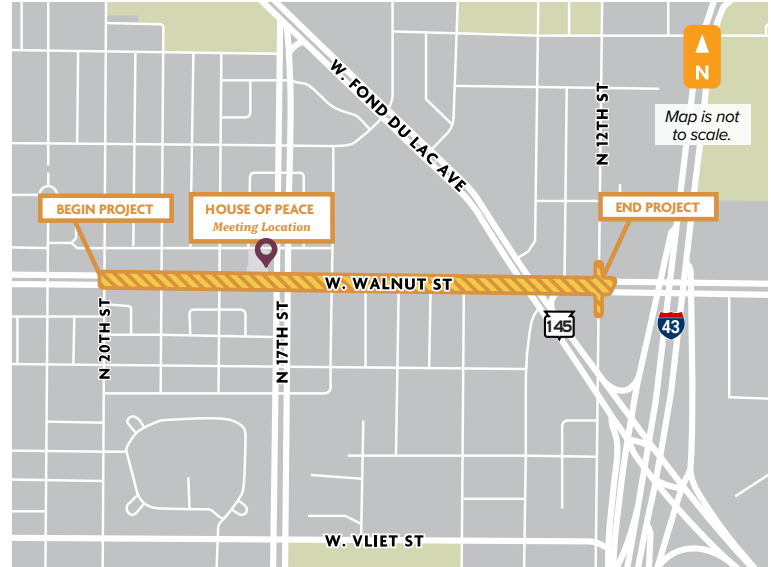
**Thursday,**  
**MARCH 9, 2023**  
You may attend  
any time between  
**3 and 5 p.m.**



**Location:**  
House of Peace  
1702 W. Walnut St  
Brother Booker  
Room



**Stay up to Date:**  
Visit  
**[tinyurl.com/  
WestWalnut](https://tinyurl.com/WestWalnut)**



Businesses and residents are encouraged to attend the meeting and ask questions about construction activities during this project. Project staff will be on hand to answer questions.



### Whom to Contact

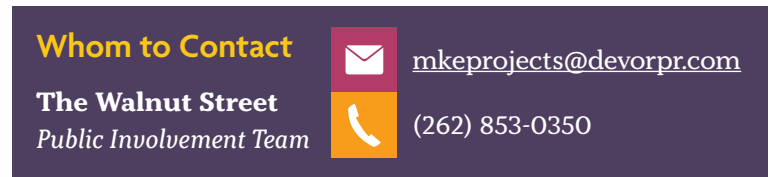
The Walnut Street  
Public Involvement Team

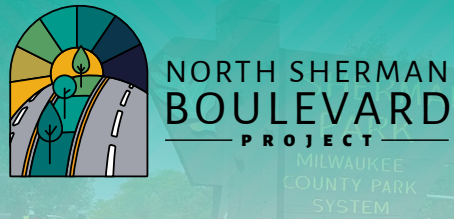


[mkeprojects@devopr.com](mailto:mkeprojects@devopr.com)



(262) 853-0350





# North Sherman Boulevard Project PUBLIC INVOLVEMENT MEETING WELCOME

West North Avenue to West Capitol Drive

Wednesday, January 31, 2024



## MEETING PURPOSE

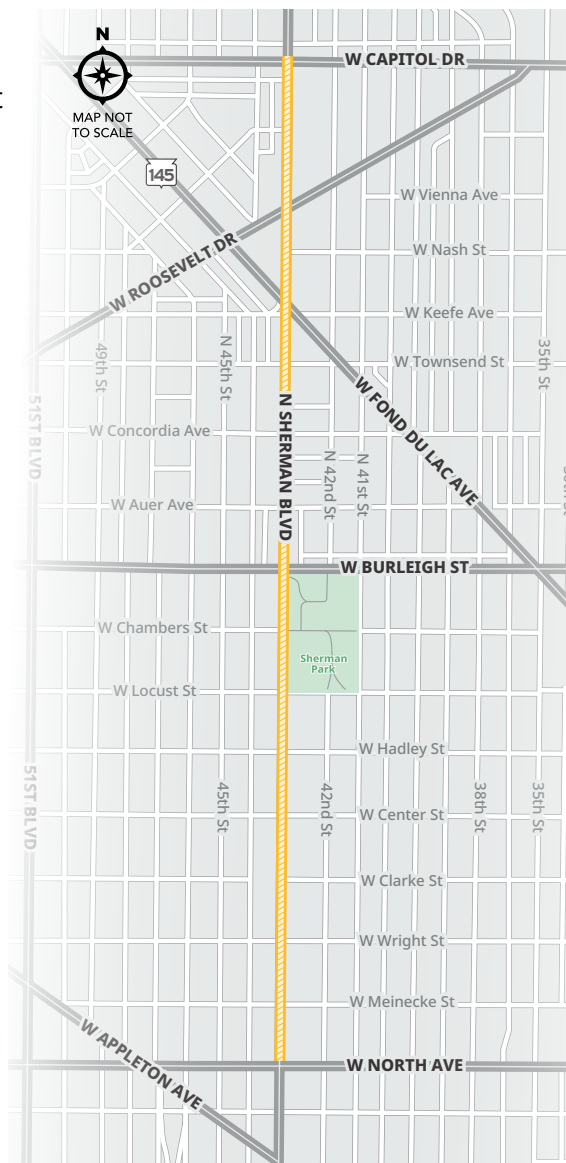
The City of Milwaukee, in partnership with the Wisconsin Department of Transportation (WisDOT), is proposing to improve North Sherman Boulevard, between West North Avenue and West Capitol Drive. The complete reconstruction aims to provide long-term improvements to the pavement, safety and operations of the roadway. The project team has been evaluating the roadway through traffic, safety and crash analysis. This meeting is an opportunity for people living, working, and traveling along North Sherman Boulevard to learn about the potential alternatives and other proposed improvements.

## » WE NEED YOUR INPUT!

Your thoughts and comments are important. Feedback received will assist the project team in deciding on improvement alternatives presented at this meeting. You are encouraged to fill out a comment form and return to the project team by mail prior to **March 1, 2024**.

Here are some examples of input we are seeking from you:

- 1 What do you like about the proposed alternatives?
- 2 What do you dislike about the proposed alternatives?
- 3 Which alternatives do you prefer, or not prefer? Why?
- 4 Are there improvements that you'd like to see that aren't being shown?
- 5 What are the most important improvements you'd like to see on North Sherman Boulevard?



## POTENTIAL IMPROVEMENTS

The proposed alternatives identify solutions to make North Sherman Boulevard safer and more enjoyable for bicyclists, pedestrians and drivers. Feedback gathered at this meeting will be used to decide on the potential improvements.

### We encourage you to provide feedback!

Three options to submit comments and feedback:

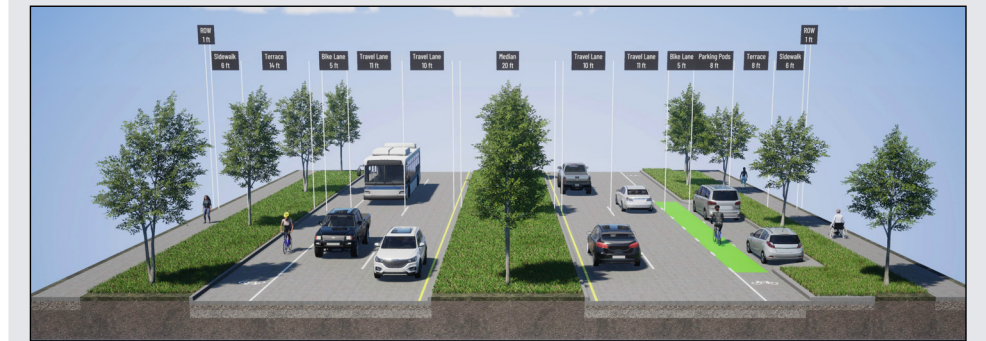
- 1 **Leave your comment form with the project staff**  
Fill out a comment form at the public involvement meeting today and leave it with a project team member.
- 2 **Use our website or email us**  
The comment form will be available on the project website: [improveshermanblvd.com](https://improveshermanblvd.com), prior to this meeting.  
Comments may also be submitted via email to: [shermanblvd@milwaukee.gov](mailto:shermanblvd@milwaukee.gov)
- 3 **Visit Social Pinpoint**



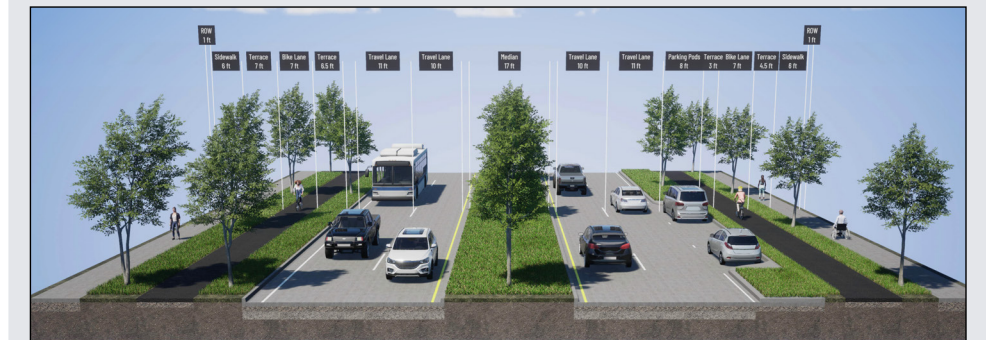
Visit our Social Pinpoint site and take the online survey about the potential alternatives shown at the meeting.

[engagemke.com/shermanboulevard](https://engagemke.com/shermanboulevard)

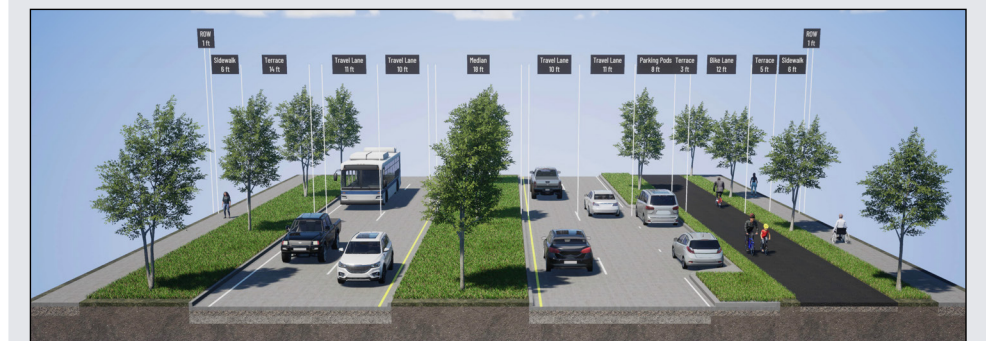
### Alternative 1: Replace-in-Kind



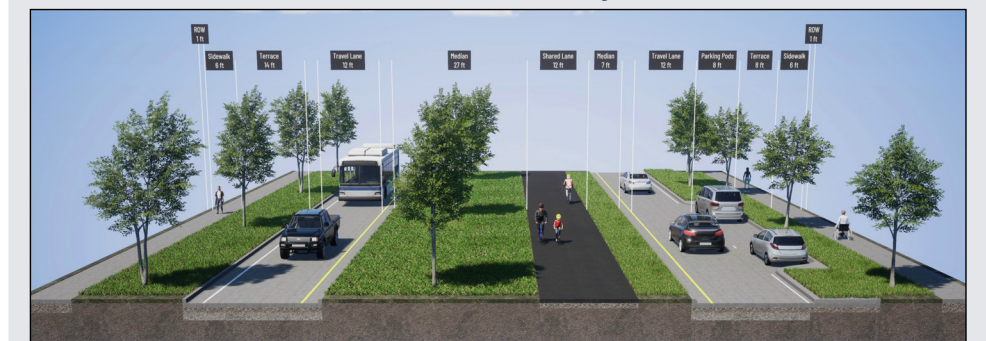
### Alternative 2: One-Way Raised Protected Bike Lane



### Alternative 3: Two-Way Raised Protected Bike Lane



### Alternative 4: Linear Park with Two-Way Multi-Use Path



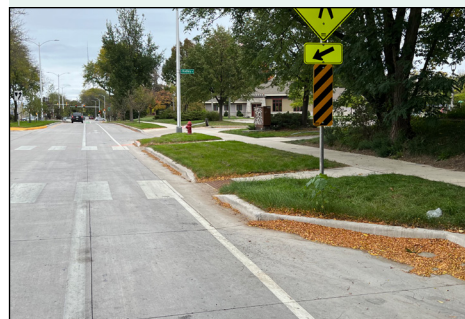
## DEFINITIONS & EXAMPLES

The following photos and definitions highlight a few potential improvements we can make to North Sherman Boulevard, addressing various aspects to enhance safety, efficiency, and overall functionality.



### Bioswales

Landscape features designed to manage stormwater runoff in a sustainable way. They are planted with vegetation that helps absorb and filter rainwater.  
*Image sourced from nacto.org*



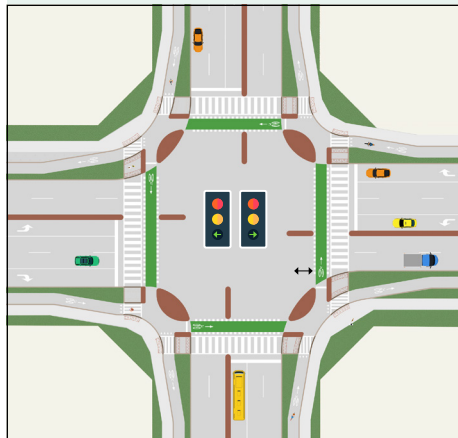
### Curb extension

Extensions of the curb into the street to shorten pedestrian crossings and provide a physical barrier to help calm traffic.



### In-median pedestrian and bicycle lane

Designated pathway located in the center or median of the roadway.



### Fully-protected intersections

Intersection with physical barriers and signal timing to enhance the safety for pedestrians and cyclists.  
*Image sourced from Ontario Traffic Council*



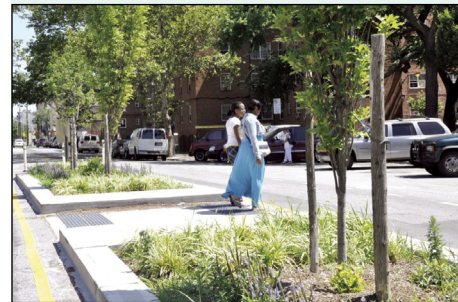
### Parking pods

Small groups of designated parking spaces intended to provide opportunities for parking and delivery access.



### Raised pedestrian crosswalk

Elevated sections of a roadway used to enhance pedestrian safety by encouraging drivers to reduce their speed when approaching and crossing the designated pedestrian area.  
*Image sourced from nacto.org*



### Pedestrian refuge

Designated areas, in the middle of the roadway or at intersections, where pedestrians can safely stop and wait while crossing traffic.  
*Image sourced from nacto.org*



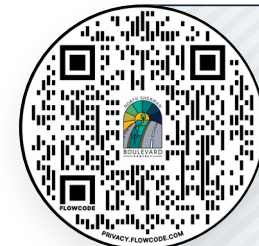
### Separated bike lanes

Pathway or lanes along the roadway that are physically separated from motorized vehicle traffic by curbs, bollards, or planters. These types of lanes provide a safer and more protected space for cyclists to ride.

## GET INVOLVED!

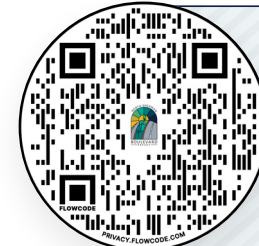
The project team encourages community members and business owners to get involved by sharing your thoughts on the design on North Sherman Boulevard. We need to hear from you soon, as the project team will be deciding on a preferred alternative in the next couple months.

### Join the Email List



If you would like to receive project updates and notices of future meetings via email, please use the QR code to sign up on the project website.  
[improveshermanblvd.com](http://improveshermanblvd.com)

### Visit Social Pinpoint to leave feedback



Visit our Social Pinpoint site and tell us what you think about the upcoming improvements.  
[engagemke.com/shermanboulevard](http://engagemke.com/shermanboulevard)

### Whom To Contact

Public Involvement Team

phone  
(262) 853-0350

email  
[shermanblvd@milwaukee.gov](mailto:shermanblvd@milwaukee.gov)

## Project Schedule

### 2024

- January 31, 2024  
**Public Involvement Meeting #2**
- Spring 2024  
**Public Involvement Meeting #3**
- June 2024  
**Environmental Documentation**
- Summer 2024  
**Preliminary Design Submittal**

### 2025

- Spring 2025  
**Public Involvement Meeting #4**
- May 2025  
**Utility Work Plans**
- Fall 2025  
**Final P.S. & E.**

### 2026

- Spring 2026  
**Construction**



# » LISBON AVENUE NEWSLETTER

WEST LISBON AVENUE FROM NORTH 100TH STREET TO WEST BURLEIGH STREET



# » ROUNDABOUTS

The City of Milwaukee, in partnership with the Wisconsin Department of Transportation (WisDOT), has decided to construct single-lane roundabouts at the intersections of 92nd Street and 84th Street along West Lisbon Avenue. The project team evaluated traffic signals or roundabouts at these locations and considered a variety of factors. The single-lane roundabouts were selected for their ability to improve safety and address multimodal needs, and based on public input.



## PROJECT GOALS

The project is planned to provide long-term improvements to the pavement, safety, and operations of the West Lisbon Avenue roadway for motorists, pedestrians, and bicyclists.

## LOOKING AHEAD

### Public Involvement Meeting Coming Early 2024

- » This is the fourth and final public meeting for the West Lisbon Avenue project. Please join the team to discuss preliminary plans, construction staging, and access changes.
- » Information on the selection of roundabouts will be available as well as guides for navigating them.
- » The project team will also gather public input on design specifics.



### » RESOURCES DURING CONSTRUCTION

The City of Milwaukee's Support for Business Program guidebook will direct you to the tools and services available to you through the DPW Support for Business Program.

To view the guidebook, visit [UpdatedSFBParticipantGuidebook2.pdf \(milwaukee.gov\)](#)

### » Check out our website

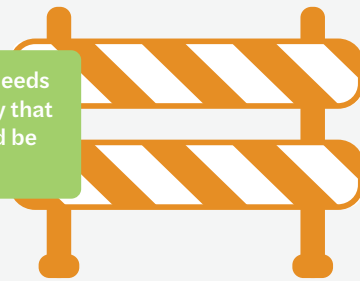
Scan the QR code or use the link below for more information or to check out Frequently Asked Questions!

[lisbonavenue.org](http://lisbonavenue.org)



### » New Social Pinpoint Survey

Are there any specific needs or uses at your property that the project team should be aware of?

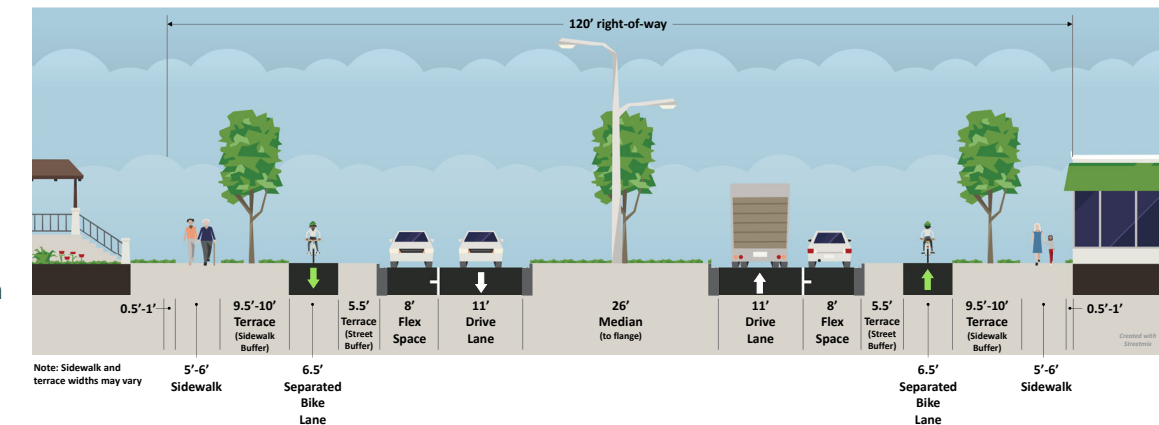


Take the newest survey on Social Pinpoint to let the project team know if you have any questions or concerns leading up to construction beginning in 2025.

[engagemke.com/lisbonave](http://engagemke.com/lisbonave)

## PROPOSED STREET DESIGN

West Lisbon Avenue is proposed to be reconfigured to a 2-lane roadway (1 lane in each direction) and separated bike lanes at sidewalk level. Sidewalk will be replaced, and sidewalk will be added along the area next to the Holy Cross Cemetery. Flex space for parking and other uses will be included. Other safety improvements include curb extensions (bumpouts), pedestrian refuges, high visibility crosswalks, raised pedestrian/bicycle crossings, and steel monotube traffic signal poles at 76th Street and Burleigh Street. Plantings and stormwater bioswales are also anticipated to be included.



Note: Flex Space can be for various uses such as parking including ADA accessible spaces, curb extensions, food trucks, deliveries, emergency stopping

## SAFETY

Roundabouts would help slow vehicle speeds, which in turn would reduce severe and fatal crashes.

## MULTIMODAL NEEDS

A roundabout has the ability to provide shorter crossings for pedestrians and separated bike lanes for cyclists.

## PUBLIC INPUT

Public input was mixed between support for the roundabouts and signals, with slightly more support for the roundabouts.

## SCHEDULE

The project is on schedule for construction in 2025 and 2026. Utility work will take place in fall of 2024, prior to the street reconstruction.

TASKS	2024				2025				2026				2027			
	JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC	JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC
Public Involvement Meetings	★															
Utility Workplans																
Utility Relocations																
Final Plans and Specifications																
Construction																
Restorations (as needed)																

## WisDOT Resources on Roundabouts

For information about driving in roundabouts, visit [wisconsin.gov/Pages/safety/safety-eng/roundabouts/works.aspx](http://wisconsin.gov/Pages/safety/safety-eng/roundabouts/works.aspx)

## WHOM TO CONTACT

**Alyssa Tapia** 262-853-0350 [mkeprojects@devorpr.com](mailto:mkeprojects@devorpr.com)

The public involvement team is here to help with any questions or concerns you may have prior to construction.