

7
27.



City of West Allis

Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
-------------	-------	--------

R-2008-0052 Resolution In Committee

Resolution approving a Sole Source professional consulting services contract with the Bicycle Federation of Wisconsin in the amount of \$20,000 to prepare a Bicycle and Pedestrian Master Plan Proposal for the City of West Allis.

Introduced: 3/4/2008

Controlling Body: Administration & Finance Committee

Sponsor(s): Martin J. Weigel

COMMITTEE RECOMMENDATION

Adopt as amended

ACTION DATE:
MAR 18 2008

MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
		Barczak				✓
		Czaplewski	✓			
		Dobrowski				
		Kopplin				
	✓	Lajsic	✓			
		Narlock				
		Reinke	✓			
		Sengstock				
		Vitale				
	✓	Weigel	✓			
TOTAL			4			1

SIGNATURE OF COMMITTEE MEMBER

[Handwritten Signature]

Chair

Vice-Chair

Member

COMMON COUNCIL ACTION

ADOPT *as amended*

ACTION DATE:
MAR 18 2008

MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
		Barczak				✓
✓		Czaplewski	✓			
	✓	Dobrowski	✓			
		Kopplin	✓			
		Lajsic	✓			
		Narlock	✓			
		Reinke	✓			
		Sengstock	✓			
		Vitale	✓			
		Weigel	✓			
TOTAL			9			1



City of West Allis

7525 W. Greenfield Ave.
West Allis, WI 53214

Resolution

File Number: R-2008-0052

Final Action:

Sponsor(s): Martin J. Weigel

Resolution approving a Sole Source professional consulting services contract with the Bicycle Federation of Wisconsin in the amount of \$20,000 to prepare a Bicycle and Pedestrian Master Plan Proposal for the City of West Allis.

WHEREAS, the West Allis-West Milwaukee School District currently has a contract with the Bicycle Federation of Wisconsin in the amount of \$6,480.00; and,

WHEREAS, the City of West Allis has received funding from the State Department of Transportation and Federal Government toward the engineering, design and construction of the Cross-Town Connector Trail across West Allis. The West Allis Bicycle and Pedestrian Master Plan will serve to guide existing projects to ensure they are designed to meet the local needs of the City as well as develop future projects and programs; and,

WHEREAS, the City of West Allis needs to retain the services of a planning consultant firm to evaluate and prepare a comprehensive system of on-street and off-street bikeways connected to key destinations, major employers, other state and local trails, redevelopment areas, neighborhoods and schools. The Comprehensive Bicycle and Pedestrian Plan will be utilized to guide future land use and planning decisions relative to the following: short and long-term infrastructure and facility plans, including proposed zoo interchange, safe routes to school and work, improving air quality and reducing dependency upon automobiles, recreational benefits and a means of promoting education and sustaining a livable urban community; and,

WHEREAS, it is, therefore, necessary to enter into a sole source professional services contract with the Bicycle Federation of Wisconsin for the preparation of a Bicycle and Pedestrian Master Plan for the City of West Allis.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis as follows:

1. That the proposal, hereby attached and made a part hereof, is hereby approved.
2. That the City Attorney be and is hereby authorized to make such non-substantive changes, modifications, additions and deletions to and from the various provisions of the contract, including any and all attachments, exhibits, addendums and amendments, as may be necessary and proper to

correct inconsistencies, eliminate ambiguity and otherwise clarify and supplement said provisions to preserve and maintain the general intent thereof, and to prepare and deliver such other and further documents as may be reasonably necessary to complete the transactions contemplated therein.

BE IT FURTHER RESOLVED that the Director of Development is authorized, on behalf of the City, to execute the aforesaid contract documents.

BE IT FURTHER RESOLVED that the sum of \$20,000 be and is hereby appropriated from the Special Projects Account and Contingency Fund to pay the contract project cost that is associated with the Bicycle and Pedestrian Master Plan.

cc: Department of Development
Chris Phinney, Grants Accounting Specialist

Dev-R496-3-4-08-bjb

ADOPTED _____

Paul M. Ziehler, City Admin. Officer, Clerk/Treas.

APPROVED _____

Jeannette Bell, Mayor



City of West Allis

7525 W. Greenfield Ave.
West Allis, WI 53214

Resolution

File Number: R-2008-0052

Final Action: 3/18/2008

Sponsor(s): Martin J. Weigel

Resolution approving a Sole Source professional consulting services contract with the Bicycle Federation of Wisconsin in the amount of \$20,000 to prepare a Bicycle and Pedestrian Master Plan Proposal for the City of West Allis.

WHEREAS, the West Allis-West Milwaukee School District currently has a contract with the Bicycle Federation of Wisconsin in the amount of \$6,480.00; and,

WHEREAS, the City of West Allis has received funding from the State Department of Transportation and Federal Government toward the engineering, design and construction of the Cross-Town Connector Trail across West Allis. The West Allis Bicycle and Pedestrian Master Plan will serve to guide existing projects to ensure they are designed to meet the local needs of the City as well as develop future projects and programs; and,

WHEREAS, the City of West Allis needs to retain the services of a planning consultant firm to evaluate and prepare a comprehensive system of on-street and off-street bikeways connected to key destinations, major employers, other state and local trails, redevelopment areas, neighborhoods and schools. The Comprehensive Bicycle and Pedestrian Plan will be utilized to guide future land use and planning decisions relative to the following: short and long-term infrastructure and facility plans, including proposed zoo interchange, safe routes to school and work, improving air quality and reducing dependency upon automobiles, recreational benefits and a means of promoting education and sustaining a livable urban community; and,

WHEREAS, it is, therefore, necessary to enter into a sole source professional services contract with the Bicycle Federation of Wisconsin for the preparation of a Bicycle and Pedestrian Master Plan for the City of West Allis.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis as follows:

1. That the proposal, hereby attached and made a part hereof, is hereby approved.
2. That the City Attorney be and is hereby authorized to make such non-substantive changes, modifications, additions and deletions to and from the various provisions of the contract, including any and all attachments, exhibits, addendums and amendments, as may be necessary and proper to

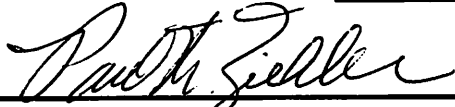
correct inconsistencies, eliminate ambiguity and otherwise clarify and supplement said provisions to preserve and maintain the general intent thereof, and to prepare and deliver such other and further documents as may be reasonably necessary to complete the transactions contemplated therein.

BE IT FURTHER RESOLVED that the Director of Development is authorized, on behalf of the City, to execute the aforesaid contract documents.

cc: Department of Development
Chris Phinney, Grants Accounting Specialist

Dev-R496-3-4-08-bjb

ADOPTED AS AMENDED 03/18/2008



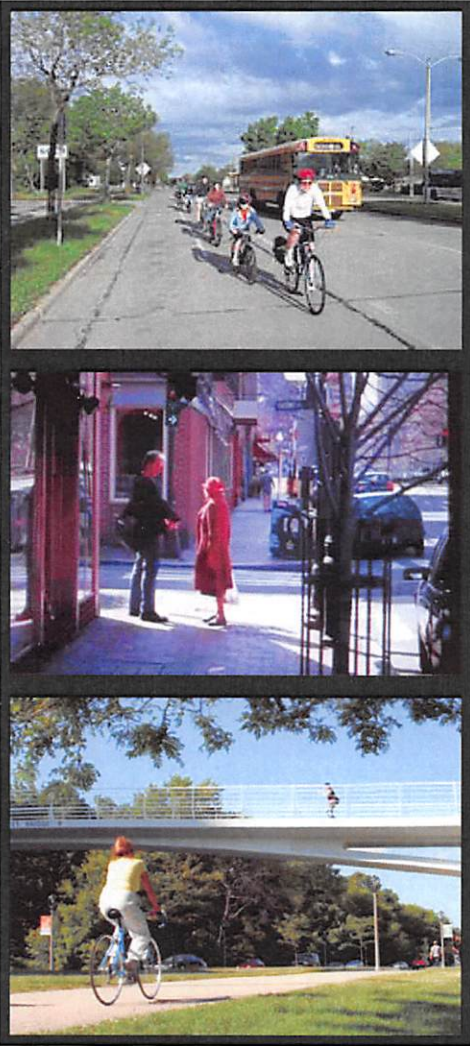
Paul M. Ziehler, City Admin. Officer, Clerk/Treas.

APPROVED AS AMENDED 3-20-08



Jeannette Bell, Mayor

City of West Allis Bicycle and Pedestrian Master Plan Proposal



Over the past several years, Milwaukee County communities have achieved substantial gains in the area of bicycle and pedestrian transportation. Bicycle and pedestrian planning is a key component of this success. These communities, such as West Allis, recognize that pathways, on-street bikeways, sidewalks, and parks and green space are critical components of a livable urban community. For West Allis, a complete bikeway and walkway system can offer numerous benefits from air and water quality improvements, reduced dependency on automobiles, stronger community and neighborhood identity, recreation opportunities, and improved public health. A comprehensive system of on-street and off-street bikeways connected to key destinations will also serve pedestrians and help harness redevelopment and outside funding opportunities for the City of West Allis. Further, key state multiuse trail projects that run through West Allis are already being planned (such as the Hank Aaron State Trail Extension and the West Allis Cross Town Connector). The West Allis Bicycle and Pedestrian Master Plan can serve to guide these existing projects to ensure that they are designed to meet the local needs of the city as well as develop future projects and programs. Through short and long-term infrastructure and policy solutions, a Bicycle and Pedestrian Master Plan will help West Allis's decision makers achieve desired bicycle and pedestrian mode share goals.

To create an effective Bicycle and Pedestrian Master Plan for the City of West Allis the Bicycle Federation of WI (BFW) proposes to:

- **Inventory and Evaluate** the existing Bikeway Network – both on and off street
- **Inventory and Evaluate** the existing sidewalk and crosswalk ordinances and design standards
- **Enhance and Expand the City's Bikeway and Pedestrian Network**
- Recommend "**State-of-the-Art**" **Bicycle and Pedestrian Facilities** suited for West Allis
- Recommend **Bicycle Parking** and other end-of-trip facilities such as change facilities, lockers and showers
- **Improve Connectivity**, including pedestrian and bicycle access to transit, future trail corridors and key destinations
- Work to **Integrate any New Bikeways** into the update of the Milwaukee by Bike Map
- Recommend **Education and Outreach** strategies to reach pedestrians, cyclists and motorists
- Provide **Design Standards** that meet all national and

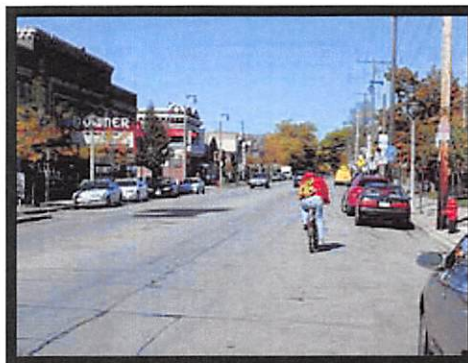


local laws

- Recommend **Health and Wellness** marketing strategies
- **Enhance Safety** through infrastructure and law enforcement countermeasures
- **Analyze Spending**, both current and recommend levels for pedestrian and bicycle facilities, programs and maintenance
- Recommend **Funding Sources**
- Serve the needs of all West Allis's **Diverse Neighborhoods**

The Bicycle Federation of Wisconsin combines local knowledge with extensive planning expertise. The BFW is a statewide membership-based nonprofit bicycle education and advocacy organization that also does bicycle planning and mapping consulting. Our mission, to Make Wisconsin a Better Place to Bicycle, embraces the basic vision behind the organization; that bicycling is a viable, healthy and environmentally sustainable means of transportation, recreation and sport. We promote bicycling as an integral part of a balanced transportation system, a healthy and fun lifestyle, and a prosperous economy.

The Bicycle Federation has been making Southeast Wisconsin a better place to walk and bicycle for almost a decade through successful and diverse efforts. Projects from the Milwaukee office range from Education (Safe Routes to School education and planning work which supports both walking and biking) and Encouragement (Bike To Work Week, Bike-In Movie Series, Bike Racks on Buses Campaign) to Enforcement (coordinated with Milwaukee Police Department on school zone law enforcement) and Engineering/Facilities (Off-Street Bikeways Study, Milwaukee By Bike Map). The BFW is currently working on 3 Bicycle Plans for communities across the state and has completed many bicycle planning projects for the City of Milwaukee including the Bike Lane Design Guide, The Off-Street Bikeways Study, and the Bicycle Parking Plan. In addition BFW was recently awarded the contract to update the City of Milwaukee Bicycle Master Plan.



Project Approach

Our approach will build upon any previous bicycle planning efforts undertaken by the City of West Allis and bring them up to date and augment them with national best practices, resulting in a high-quality product focused on implementation.

Prior to undertaking any project, we gain a thorough understanding of the project's context and issues, as well as the client's goals and objectives. We assign a project team with the strongest relevant project experience to complete the project at hand. We will develop a detailed work plan for the client's approval that includes all tasks to be completed, deliverables, project schedule, and project budget. The BFW team's approach to the project includes the following proposed tasks:

Task 1: Comprehensive Public Outreach Strategy (40 hours)

The BFW Team will work with staff to form a Bicycle and Pedestrian Plan Steering Committee, conduct a series of public meetings for this project, and ensure that participants reflect the diversity of West Allis's population and many neighborhoods. At a minimum, the Steering

Committee should consist of representatives from the West Allis Public Works Department, Parks and Recreation, Police and Fire Departments, members of the bicycling public, neighborhood representatives and local school districts. Public members of the committee such as those from the bicycle community and schools will be solicited through BFW's local network and via public and school events. BFW will meet with the Steering Committee as needed to review progress and receive input on the draft and final report. Our strategy also integrates an online and print survey as well as Citywide and local neighborhood public workshops.

Task 2: Existing Conditions (50 hours)

Building on the previous planning efforts, BFW will review all previous pedestrian and bicycle planning documents as well as other relevant plans and policies. Combined with field surveys of the City, BFW will capture a snapshot of existing facilities, policies and planning. To ensure the project can be completed efficiently, the BFW team will rely on our staff's intimate familiarity with the City to update and evaluate the existing inventory of bikeway facilities. We will collect all GIS based information available from the City. We understand a key product of the background data collection is to identify bicycle deficiencies based upon existing and planned roadway conditions, including assessing opportunities for crossing major barriers. Reviewing local roadway standards and future roadway plans, combined with fieldwork, will be an extensive component of this phase of the master planning effort.



Task 3: Needs Analysis (60 hours)

Drawing on innovative national best practices, the BFW will gather and analyze data on existing bicycle usage and collisions as well as providing estimates and a benefit analysis of future usage and improvements. The BFW will determine key pedestrian and bicycle destinations and routes and make recommendations for improvements in these areas ensure that the proposed system meets the needs of all ages and abilities from every community and in every neighborhood. The pedestrian analysis will focus on commercial districts, school zones, and policy recommendations. The BFW will also integrate the results of the Safe Routes to School audits into the Bicycle and Pedestrian Plan.

Task 4: Develop Design Guidelines (30 hours)

Based on existing design guidelines at the City and State level, BFW will draw on national and international best practices to recommend changes and improvements to local design guidelines of pedestrian and bicycle facilities. BFW staff members have experience with state of the art bicycle facilities in Milwaukee and throughout the country.

Task 5: Recommendations (55 hours)

Drawing on the Existing Conditions data collection and guided by the Needs Analysis and Design Guidelines efforts, BFW will recommend pedestrian and bicycle facilities (on-street, off-street, signage and parking) and other roadway improvements, as well as programs (education, encouragement and enforcement) and policies. These recommendations will be presented in written and map form. Along with recommendations for specific programs,

BFW has unique experience in program implementation in the State of Wisconsin and has the ability to tailor them to the specific demographics of West Allis.

Task 6: Implementation Plan (60 hours)

This critical plan element will evaluate current spending and maintenance as well as make recommendations for future spending in the form of detailed cost estimates. To be as accurate as possible, cost estimates will be based on recently completed projects in the area to accurately reflect local labor and construction costs. Included in this task will be a summarized review of all possible federal and state funding sources with contacts.

Task 7: Deliver Draft and Final Report Documents (80 hours)

BFW will deliver high-quality draft and final reports using illustrative graphics and effective GIS-based mapping to communicate the vision for West Allis's bicycle and pedestrian network. Quality control staff will ensure the highest standards for report text and formatting. The final report will include the following:

<p>Chapter 1 - Introduction</p> <ul style="list-style-type: none"> • Purpose of Plan • Plan Scope • Summary of Public Input • Methodology used <p>Chapter 2 –The Importance and Relevance of Bicycling and Active Transportation</p> <ul style="list-style-type: none"> • Social, Environmental, and Health Benefits • Transportation benefits • Economic Impact <p>Chapter 3 – Existing Policies and Plans Related to Bicycling and Walking</p> <ul style="list-style-type: none"> • Federal • State • County • Local • Recommended policy for the provision of walking and biking facilities <p>Chapter 4 – Education and Safety</p> <ul style="list-style-type: none"> • Wisconsin Bicycle Laws • Bicycle and Motorist Education • Encouragement Activities and Policies and Publicity Materials • Enforcement 	<p>Chapter 5 – Goals and Performance Measures</p> <ul style="list-style-type: none"> • Set goals and objectives for overall vision • Recommended actions • Measures of Performance <p>Chapter 6 – Recommended Facility Plan</p> <ul style="list-style-type: none"> • Recommended On-Street Facilities (bicycle) • Recommended Off-Street Facilities (multi-use) • Map of proposed Bicycle Network • Construction and Maintenance Costs • Design Guidelines and Signage • Funding Sources <p>Chapter 7 – Conclusion</p> <ul style="list-style-type: none"> • Priority of Construction • Concluding Vision <p>Appendix</p> <ul style="list-style-type: none"> • Additional Resources • Public Input Meeting Notes • Pavement Marking Cost Estimate • Bicycle Taskforce By-Law Example • Summary of Wisconsin Bicycle Laws
---	---

The cost for the tasks and deliverables outlined above is **\$\$17,334**. The final report will be delivered no later than 5 months after contract signing. This fee includes all labor, travel, and printing costs.

City of West Allis Bicycle and Pedestrian Master Plan Costs			
Labor	Rate	Unit of Measure	Cost
Project Manager	\$60/hour	100 Hours	\$6,000
Planner 1	\$40/hour	150 Hours	\$6,000
Planner 2	\$40/hour	125 Hours	\$5,000
Expenses			
Travel	\$0.40/mile	60 miles	\$24
Large Scale Maps	\$10/map	6 maps	\$60
Bound Final Reports	\$25	10 reports	\$250
Total			\$17,334

Organizational Capabilities

The Bicycle Federation of Wisconsin offers a unique blend of planning and technical knowledge that will result in an effective plan focused on implementation. Our staff have specialized expertise in bicycle facilities and needs analysis, traffic calming, access to transit and non-motorized data collection/analysis.

The project will be led out of BFW's Milwaukee office, with Executive Director Jack Hirt serving as project manager. He will be responsible for project tasks, deliverables, and meeting the project schedule. Throughout the process, BFW's project manager will be in regular contact with City of West Allis staff to keep them apprised of the project effort and to seek their input at key decision points. In addition, BFW will produce detailed meeting minutes that summarize the discussion items and will include a list of follow-up tasks and the responsible party for each task.

Bicycle Federation of Wisconsin Staff Profiles

Jack Hirt MS, Executive Director, will serve as the Project Manager. Jack has managed four bicycle plan projects, authored the Crash Mapping Study, co-authored the Off-Street Bikeways Study and Bicycle Parking Plan for the City of Milwaukee, and created the City of Milwaukee Bicycle Map. He has extensive Geographic Information Systems experience and is an avid bicycle racer and a Certified League Cycling Instructor.

Greg Rybarczyk MS, Lead Planner, will focus on bicycle planning, cartography, and GIS analysis. Greg is pursuing a PhD in Geography at the University of Wisconsin of Milwaukee (UWM), where his current research entails bicycle forecasting methodologies using GIS. For the last 4 years his research has focused on bicycle issues such as bicycle crash prediction, bicycle crash typology, and predicting bicycle traffic based on urban morphology. Greg has presented on bicycle related topics at the conferences of both the Association of Pedestrian and Bicycle Professionals and Association of American Geographers.

Jessica Wineberg BA, Project Coordinator, manages the BFW Safe Routes to School program and has coauthored several bicycle planning documents. She has presented on

SRTS at national and state conferences. This fall, she is subconsulting with the Wisconsin Department of Transportation to complete community based Walking and Biking Audits with municipalities, including West Allis, that were awarded Safe Routes to School Planning grants. Jessica has worked on planning projects for the City of Milwaukee and co-authored the Milwaukee Off-Street Study, the Milwaukee Bicycle Parking Plan, and the Village of Marshall Bicycle Plan. Jessica is a League of American Bicyclists Certified Instructor, a Teaching Safe Bicycling Instructor for the Wisconsin Department of Transportation, and a member of the Association of Pedestrian and Bicycle Professionals.

Summary

With numerous bicycle and pedestrian planning projects completed and underway, the BFW offers West Allis experience, expertise, and local knowledge for the creation of the Bicycle and Pedestrian Plan. In addition to extensive planning experience the BFW brings an unsurpassed amount of local bicycling knowledge. For the proposed price of \$17,334 the City of West Allis will get a high level, thorough, and implementation-ready plan to guide and encourage investment in bicycling and walking projects and programs. Deliverables include 10 final reports, the report and all GIS files in digital format, and a series of large scale color maps of recommended facility locations.



Our staff and members are bicyclists who ride in and around West Allis on a daily basis. From firsthand experience we know the needs of active transportation users and the process for creating a plan that will make West Allis a more pedestrian and bicycle friendly community. The Bicycle Federation of Wisconsin is THE organization that addresses the needs of cyclists everyday, we have the unique ability to easily access invaluable public input for the planning process through our local network of members. Through our Safe Routes to School work, which will also bring us to West Allis, and trail advocacy we are also very familiar with pedestrian planning and design. The BFW wants to see all of Wisconsin, including West Allis, become an even better place to walk and bike. We look forward to continuing to work with the City of West Allis in the quest to become more bicycle and pedestrian friendly.

References

Brennan Kane
Deputy Director of Planning
Village of Mount Pleasant
6126 Durand Ave
Mount Pleasant, WI 53406
(262) 554-8750
bkane@mtpleasantwi.gov

Gretchen Schuldt
Budget Specialist
Milwaukee Public Schools
5225 W. Vliet St.
Milwaukee, 53208
(414) 475-8712
schuldtg@milwaukee.k12.wi.us

Dave Schlabowske
City of Milwaukee Bicycle
and Pedestrian Coordinator
841 N. Broadway
Milwaukee, WI 53202
(414) 286-3144
dschla@mpw.net