

PROPOSAL FOR:
CITY OF MEQUON AND VILLAGE OF THIENSVILLE
**JOINT BIKE & PEDESTRIAN WAY
COMMISSION MASTER PLAN**
CONSULTANT SERVICES
APRIL 11, 2024



**VANDEWALLE &
ASSOCIATES INC.**

raSmith
CREATIVITY BEYOND ENGINEERING

Milwaukee Office: 247 Freshwater Way, Milwaukee, WI 53204 | P: 414.988.8631
Madison Office: 120 E. Lakeside St. Madison, WI 53715 | P: 608.255.3988 F: 608.255.0814 | vandewalle.com
Primary Contact: Meredith Perks, Project Manager | Email: mperks@vandewalle.com
Brian Munson, Principal-in-Charge | Email: bmunson@vandewalle.com

TABLE OF CONTENTS

Letter of Interest	1
Approach to Work	2
Project Understanding	2
Scope of Services	5
Timeline	8
Qualifications	9
Vandewalle & Associates Firm Profile	9
raSmith Firm Profile	10
Areas of Expertise & Key Differentiators	11
Project Experience	14
Vandewalle & Associates Experience and References	15
raSmith Experience	19
Key Personnel	22
Project Team	22
Project Team Resumes	23



CONTACT INFORMATION

Project Manager

Meredith Perks | mperks@vandewalle.com

Principal-in-Charge

Brian Munson | bmunson@vandewalle.com

Madison Office:

120 E. Lakeside Street
Madison, WI 53715
(608) 255-3988 Phone
(608) 255-0814 Fax

Milwaukee Office:

247 W Freshwater Way
Milwaukee, WI 53204
(414) 988-8654
www.vandewalle.com

LETTER OF INTEREST



**VANDEWALLE &
ASSOCIATES INC.**
Madison . Milwaukee

Kristen Lundeen, Director of Public Works/City Engineer
City of Mequon
11333 N Cedarburg Road | Mequon, WI 53092

RE: Development of the Joint Mequon-Thiensville Bike and Pedestrian Way Commission Master Plan

Dear Ms. Lundeen:

On behalf of the Vandewalle & Associates team, we are excited to submit the attached proposal for developing an updated Joint Mequon-Thiensville Bike & Pedestrian Way Commission Master Plan. Our firm has been advancing innovative, best-practice transportation planning and policy implementation to improve bicycle and pedestrian safety since our founding more than 40 years ago. As detailed in our proposal, we have extensive experience assisting communities in Wisconsin and throughout the Midwest to pursue safer, more accessible, and more complete streets that balance the needs of vehicular traffic with those of pedestrians and bicyclists. In doing so, we help to create exciting and dynamic environments that encourage active transportation, increase opportunities for community connection and interaction, and expand access to important amenities, services, and institutions for all residents.

Our team, led by Vandewalle & Associates with our partners raSmith, understands the importance that the built environment and transportation system have on creating equitable, accessible, safe, efficient, and sustainable transportation options within communities. Access to safe and reliable active transportation options increases public safety, positively impacts public health, and allows for better access to education, employment, essential goods and services, and community amenities, creating healthier outcomes for all.

There is no one-size-fits-all solution to the existing transportation issues that many communities face. Our team's recommended approach, detailed in this proposal, reflects this complexity by leveraging both quantitative data and qualitative findings. Our team also brings local knowledge, experience, and commitment with offices in Milwaukee (Vandewalle & Associates) and Cedarburg (raSmith) as well as existing relationships with the City of Mequon and the Village of Thiensville. Vandewalle & Associates has recently been hired as the Village of Thiensville's consultant planners while raSmith has worked on a number of transportation and infrastructure projects in the City of Mequon. We also have extensive knowledge of WisDOT and TAP grant processes, which will ensure a successful planning process.

We are thrilled at the prospect of putting our knowledge and expertise to work with the Mequon-Thiensville Joint Commission on the development of its updated Bike and Pedestrian Way Master Plan. Our experienced team is ready to bring its multi-faceted skillset to bear in applying innovative best practice models that have been successfully implemented in communities around the state to the outcomes of this planning process. Our plan will help Mequon and Thiensville better understand its existing transportation context, assets, and challenges, adapt to the communities' changing needs and conditions, and identify key connections to improve the bicycle and pedestrian system to help deliver a network of complete streets to the entire community. We hope our proposal clearly demonstrates how our team and approach qualifies us for this project. We look forward to further discussing our approach and proposal with you. Please do not hesitate to contact me if you have any questions or need more information.

Sincerely,

Meredith Perks
Associate Planner | Project Manager

Brian Munson
Principal Designer | Principal-in-Charge

PROJECT APPROACH & UNDERSTANDING

Vandewalle & Associates and its engineering partner raSmith (the Project Team) recognize the critical importance that transportation system design has on communities. The built environment dictates how people travel, has a significant impact on public safety, and influences public health in profound ways. Providing better, more accessible, and more equitable bicycle and pedestrian infrastructure promotes public health and active lifestyles, increases opportunities for social interaction, better contributes to the creation of a sense of place, reduces greenhouse gas emissions, and provides cheaper transportation alternatives than cars.

Though the benefits of active transportation are numerous, we recognize the challenges faced by communities across the state to provide a variety of appropriate bicycle and pedestrian improvements to meet the needs of residents, especially those most vulnerable like seniors, youth, the disabled, and low-income residents. The factors that influence how people choose to travel are complex and require practical analysis, proactive planning, and innovative tactics to address. This is true in communities like Mequon and Thiensville which have residential neighborhoods, downtown and commercial districts, a scenic lakefront and riverside, outdoor recreation areas, and a regional active transportation asset in the Interurban Trail. That is why our Project Team's approach to the development of the Joint Mequon-Thiensville Bicycle and Pedestrian Way Master Plan (Master Plan) is to pair data-driven analysis and targeted stakeholder input, public outreach, and engineering expertise with a variety of creative, innovative, and informed solutions that offer Mequon and Thiensville a clear plan forward for critical infrastructure and policy improvements that can advance the Joint-Commission's commitment to complete streets that support all users and promote safe and healthy travel.

The aim of the Master Plan will be to identify key gaps in the on- and off-street bicycle and pedestrian system to provide residents and visitors with a more complete and interconnected bicycle and pedestrian network, including key connections and crossing improvements to the Interurban Trail. The Master Plan will also address inequities in the ADA accessibility of pedestrian and bicycle infrastructure in the system and make recommendations for safe and efficient crossings of community barriers like the railroad as well as major regional roadways that currently dissect the community and can keep residents from safely accessing important destinations. Key policies will be reviewed to ensure municipal staff and decision makers have the appropriate tools to implement the Master Plan and achieve the Joint-Commission's goals.



Monona Yahara Commons Redevelopment Concept

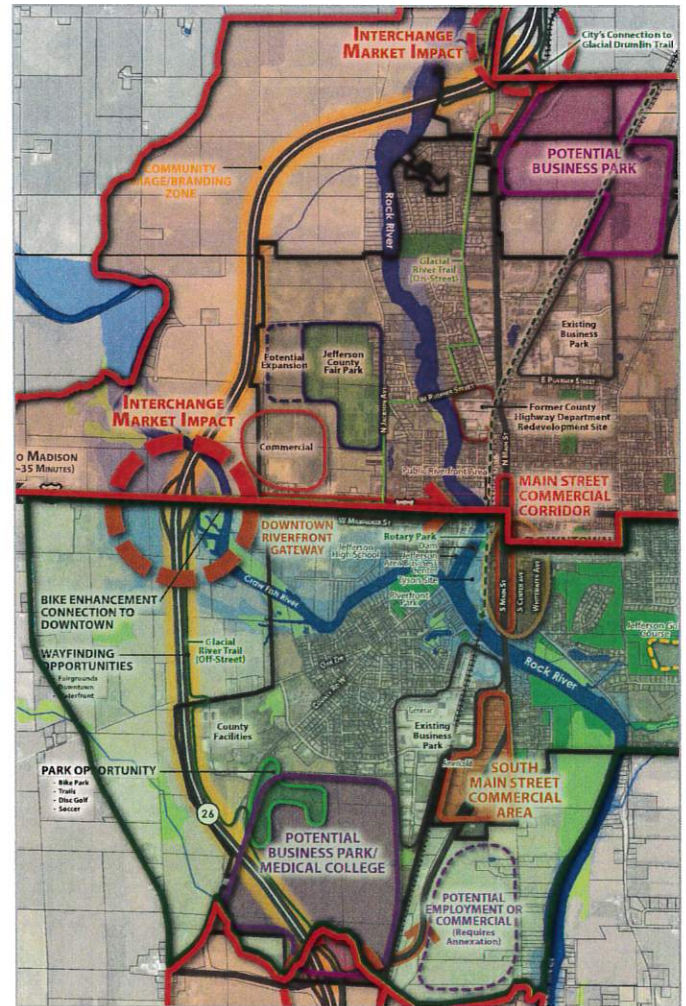


Viroqua Downtown Traffic Study

PROJECT APPROACH & UNDERSTANDING

As part of the Master Plan development, a detailed, data-driven approach will be taken in the upfront analysis phase of the project. This analysis includes collecting, analyzing, and summarizing relevant data as identified in the Request for Proposal (RFP), and mapping this information to identify trends and existing conditions through geospatial analysis. This data investigation will be paired with the inventory and analysis of existing infrastructure and a review of relevant plans as detailed in the RFP to help us identify key opportunities to strategically strengthen the quality and safety of the region's bicycle and pedestrian infrastructure. The data analysis will not only culminate in base maps of the current Mequon-Thiensville transportation system but also in a Community Opportunity and Needs Assessment that will identify key gaps in the network and guide recommendation development later in the Plan.

The Joint-Commission will play a critical role in the update to the Master Plan. Our quantitative and qualitative approach leverages the combination of local knowledge, desires, and needs with data analysis and our team's professional expertise to form context-sensitive, impactful strategies and recommendations based on best practices to establish a more integrated, accessible, and complete active transportation network in Mequon and Thiensville.



Jefferson Opportunity Analysis

PROJECT APPROACH & UNDERSTANDING

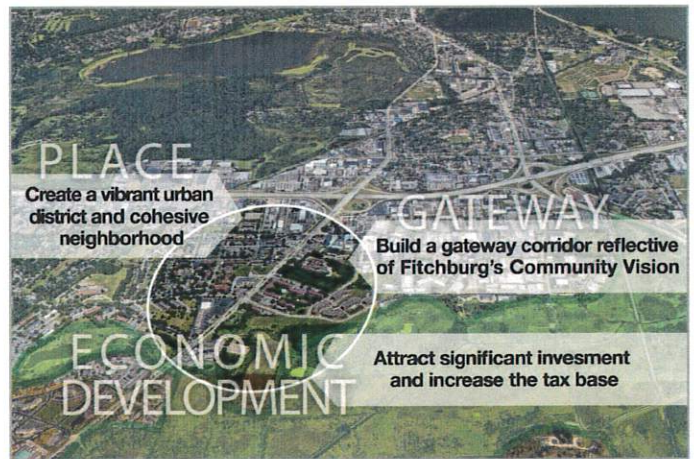
Our Team

Our firm has worked with municipal staff, elected officials, and the public on a multitude of projects over the past 20 years including bicycle and pedestrian planning, planning for active transportation in comprehensive plans, downtown and corridor redevelopment, ordinance rewrites to promote active transportation, pollution reduction analyses, school district enrollment data analysis, and more. We regularly tackle planning, policy analysis, and the creation of real-world strategies to promote active transportation and improve bicycle and pedestrian safety through policy recommendations and infrastructure design, and suggested traffic calming treatments.

Our proposed team for assisting the the Joint-Commission with this exciting project brings together the transportation planning expertise and community knowledge of Vandewalle & Associates paired with the technical transportation engineering and WisDOT TAP Grant experience of raSmith. raSmith is actively working with the Mequon Department of Public Works and has a long history of municipal service in the civil and transportation engineering spheres. Our firms have a mutual commitment to high professional standards, expertise in our fields, and commitment to realizing the client's vision. Our team brings expertise and experience in transportation planning, civil engineering, streetscape design, real estate market dynamics, large scale land use analysis, community engagement, implementation strategies, and TAP Grant planning and implementation. More information on our previous work experience and the tools we bring to the development of the Master Plan are highlighted further in the proposal.



Business District Existing Conditions Graphic



North Fish Hatchery Road Vision Objectives



Public Open House

SCOPE OF SERVICES

In coordination with the Joint-Commission and Staff, the Vandewalle & Associates team will create a final scope of work that accomplishes all tasks and outcomes outlined in the RFP provided, including existing plan review, data analysis, base mapping, Joint-Commission and public engagement, updating the existing plan, and developing route alternatives and design treatments. Specific Work Elements and associated key tasks have been outlined below. The estimated timeframe for this work effort is nine (9) months. A specific workplan, deliverables, and project schedule will be negotiated with the Owners following consultant selection.

Work Element 1: Inventory of Existing Conditions & Community Opportunity & Needs Assessment

The Project Team will ground the Master Plan update in an understanding and analysis of the existing bike and pedestrian way characteristics and conditions as well as a review and analysis of existing plans, policies, regulations, and other relevant documents. As part of this work effort the Project Team will conduct a Community Assessment that highlights the needs within the current system and identifies opportunities for future improvements.

Key Tasks:

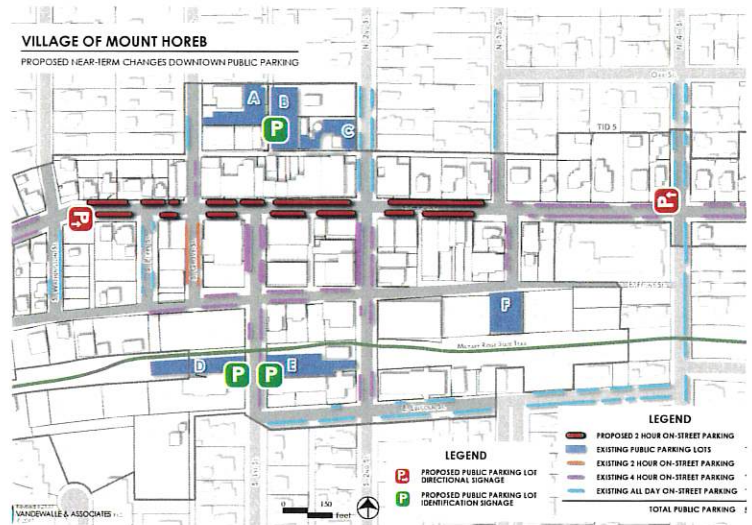
- Inventory Roadway & Bike/Pedestrian Way Characteristics & Conditions
- Map Existing Conditions
- Existing Plan, Policy, & Document Review
- Community Opportunity & Needs Assessment

Work Element 2: Data Collection & Public Input

To further support the Master Plan and its recommendations, the Project Team will collect quantitative and qualitative data, including bike and pedestrian volume, crash and safety data, and level of service for the City and Village's key roadways and bike and pedestrian ways. We will also utilize input from the public by reviewing past surveying efforts and developing new survey questions relevant to the Master Plan update, specifically.

Key Tasks:

- Bike & Pedestrian Volume Data Collection & Analysis
- Public Input Review & Survey Question Development
- Public Input Survey or Interactive Survey Map
- Develop Data Maps (Crash Data, Traffic Volume, Level of Service)



Mount Horeb Downtown Parking Analysis

SCOPE OF SERVICES

Work Element 3: Update Vision, Goals, & Objectives

The Project Team will work with the Joint-Commission and staff through a facilitated worksession to share data and existing conditions analysis and collect input from the Joint-Commission as key stakeholders to update the Master Plan's vision, goals, and objectives. This work will serve as a guide to the development of the Master Plan's policies, recommendations, and treatment designs.

Key Tasks:

- Joint Mequon-Thiensville Bike & Pedestrian Way Commission Input Worksession
- Update Existing Plan Vision, Goals, and Objectives

Work Element 4: Bike & Pedestrian Way Master Plan Development

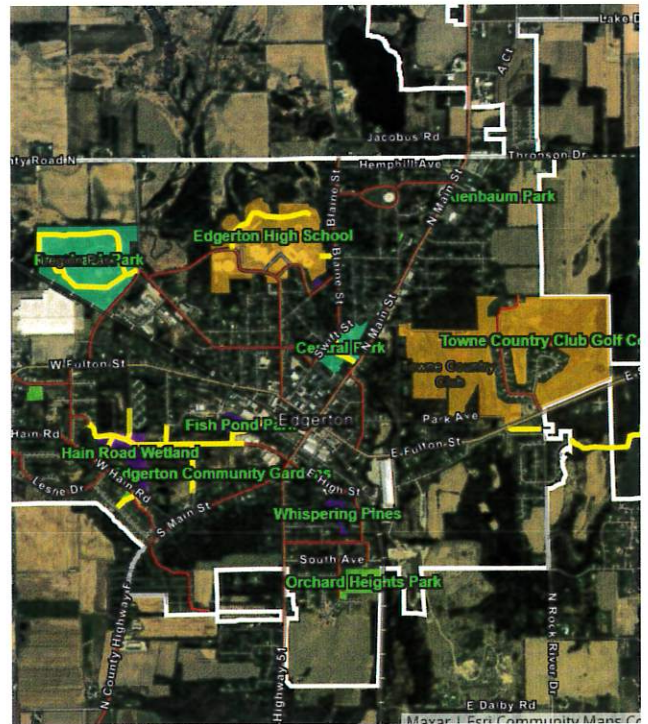
Using the outcomes of the previous work efforts, the Project Team will update the Bicycle and Pedestrian Way Master Plan, including elements listed in the RFP and meeting the standards of the Wisconsin DOT's Bicycle Planning Guidance Document. The document will be clear, accessible, streamlined, and highly graphic, incorporating maps and graphics to communicate important information. This document will be user-friendly and useful to multiple audiences, including the Joint-Commission, municipal staff, and the general public.

Key Tasks:

- Evaluate, Identify & Map Bicycle Travel Corridors
- Safety Evaluation & Safety Component Development
- Operation & Maintenance Cost & Funding Analysis
- Impact Fee Evaluation
- Master Plan Document Development (Up to 3 Drafts)
- Draft Plan Public Meetings (Up to 2)
- Final Plan Evaluation
- Prioritized Project List/Implementation Plan
- Final Adopted Plan Delivery & Distribution



*Viroqua Downtown Traffic Study
Eye Level Perspective*



*City of Edgerton Interactive Park Map
(ESRI Map)*

SCOPE OF SERVICES

Work Element 5: Route Alternative & Design Treatments

The Project Team will utilize its bicycle and pedestrian planning and design expertise to evaluate the active transportation network, including regional trail connections, to identify route alternatives that provide a safe and interconnected network for users. The Project Team will recommend appropriate facility types and design alternatives as well as evaluate the wayfinding and signage system to ensure that the Mequon-Thiensville bicycle and pedestrian networks meet the communities' goals and vision.

Key Tasks:

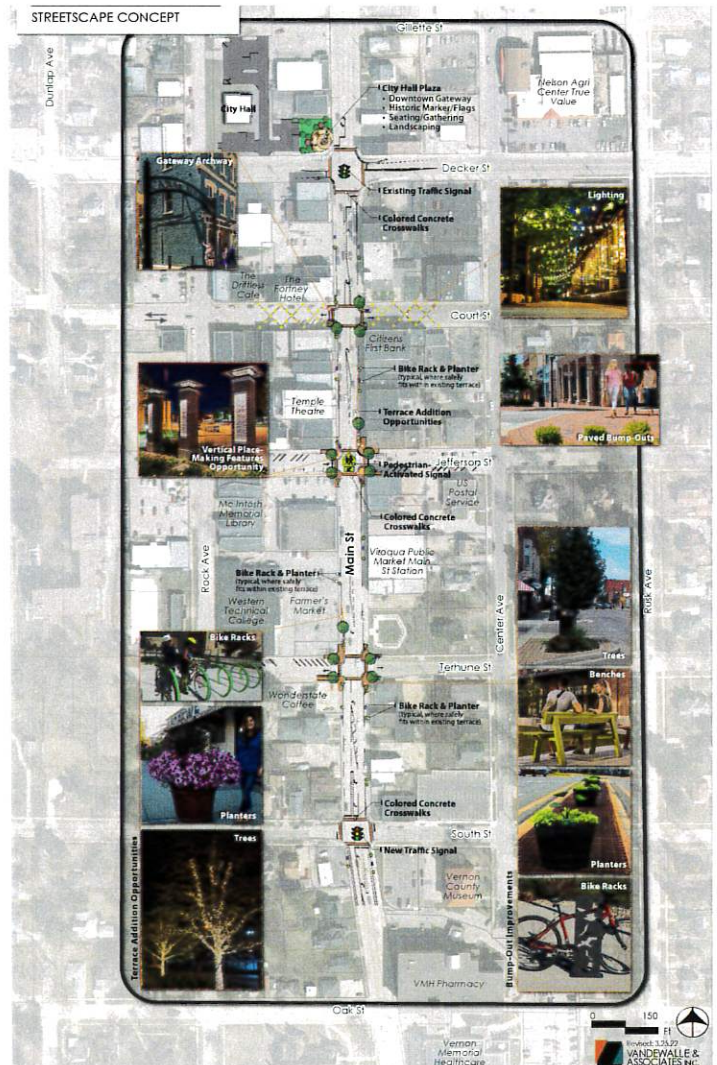
- Identify Route Alternatives
- Recommend Appropriate Facility Types & Design Treatments
- Recommend Roadway Improvements for Bicycle & Pedestrian Usage
- Wayfinding & Signage Evaluation & Recommendations

Work Element 6: Project Coordination & Communication

Communication and project management are critical to a project being completed efficiently and effectively. Project coordination and communication will be led by the Project Team to ensure that the Master Plan and its elements are being developed in accordance with the negotiated scope, schedule, and cost estimate.

Key Tasks:

- Project Kick-Off with Joint Bike & Pedestrian Way Commission
- Project Team Bike Tour & Site Visit
- Attend Commission Meetings as Identified
- Ongoing Staff and/or Commission Coordination



**Viroqua Downtown Traffic Study
Streetscape Concepts**

TIMELINE

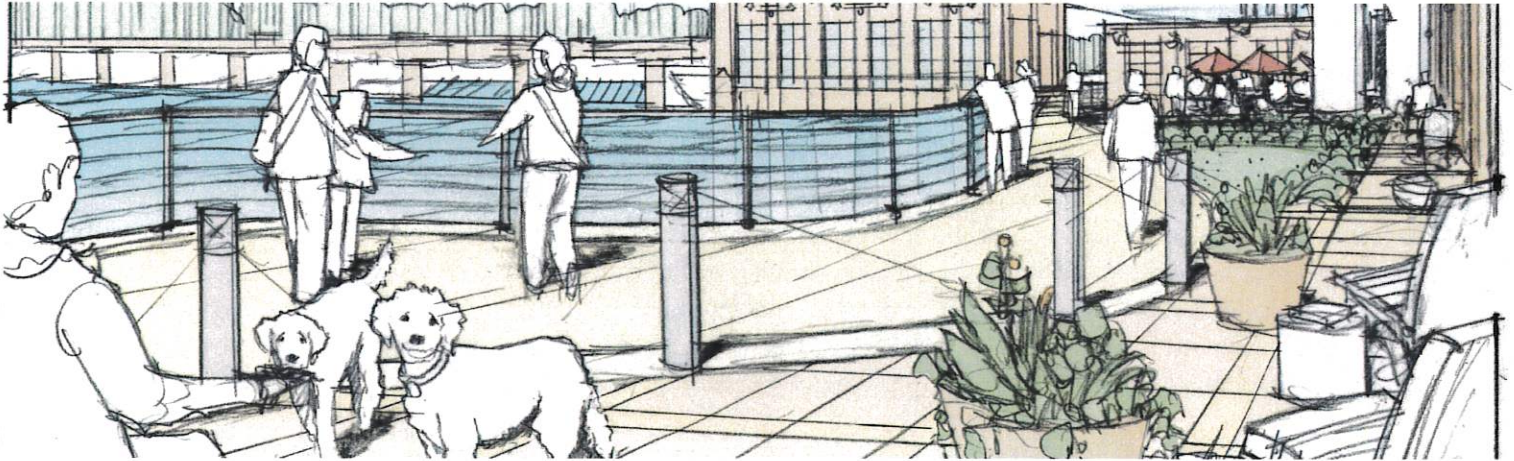
Vandewalle & Associates is focused on providing the Mequon-Thiensville Joint Commission with a project that provides excellent value and clear direction. This will be accomplished through expert project management and reliance on municipal staff to complete certain tasks as described in the RFP.

Timeline. Our team is prepared to meet the capacity needs of this project. We will bring the collective capabilities of our multidisciplinary team to bear to advance this project expeditiously. All members of our Project Team are available and have capacity to complete this project in the proposed 9-month timeframe as negotiated with Joint-Commission following award selection.

	2024						2025		
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Work Element One: Inventory of Existing Conditions & Community Opportunity & Needs Assessment	Active	Active	Active	Completed	Completed	Completed	Completed	Completed	Completed
Work Element Two: Data Collection & Public Input	Active	Active	Active	Completed	Completed	Completed	Completed	Completed	Completed
Work Element Three: Update Vision, Goals, & Objectives	Completed	Completed	Completed	Active	Active	Completed	Completed	Completed	Completed
Work Element Four: Bike & Pedestrian Way Master Plan Development	Completed	Completed	Completed	Active	Active	Active	Active	Active	Active
Work Element Five: Route Alternative & Design Treatments	Completed	Completed	Completed	Completed	Active	Active	Active	Completed	Completed
Work Element Six: Project Coordination & Communication	Active	Active	Active	Active	Active	Active	Active	Active	Active

Scope and Fee. Vandewalle & Associates will work with Joint-Commission staff to finalize a scope of work that can accomplish the Joint-Commission's desired outcomes as outlined in the RFP and a fee for these services and work products.

FIRM PROFILE: VANDEWALLE & ASSOCIATES



QUALIFICATIONS

VANDEWALLE & ASSOCIATES: WHO WE ARE TOP-LEVEL TEAMS TURNING ASSETS INTO ECONOMIC OPPORTUNITIES, TRANSFORMATIONAL PROJECTS, AND IMPACTFUL SOLUTIONS

Vandewalle & Associates is a collection of passionate professionals with expertise in disciplines that converge to best impact change and make places work better for people.

Tools we use:

- Corridor planning
- Bicycle and pedestrian planning
- Streetscape design
- Community planning
- Economic strategy
- TIF planning and assistance
- Development financial analysis
- Market analysis & multi-layered asset analysis
- Redevelopment
- Design and architecture
- Marketing
- Project & community branding
- Real estate expertise
- Public-private partnerships
- Graphic storytelling
- Multilingual community outreach

Established in 1976, V&A has been a Midwest leader in place-based analysis, economic strategies, visioning, planning, and implementation for more than four decades. We work in partnership with our clients to identify core, place-based opportunities and translate them into strategic plans and innovative projects.

The Vandewalle & Associates team is guided by one purpose: to impact lives and bring positive change by rebuilding communities and retooling economies to foster inclusion and equity, better living experiences, new jobs, and higher quality of life. We are driven to find new and better ways to uncover new opportunities, making more of each place's assets and resources than was thought possible.



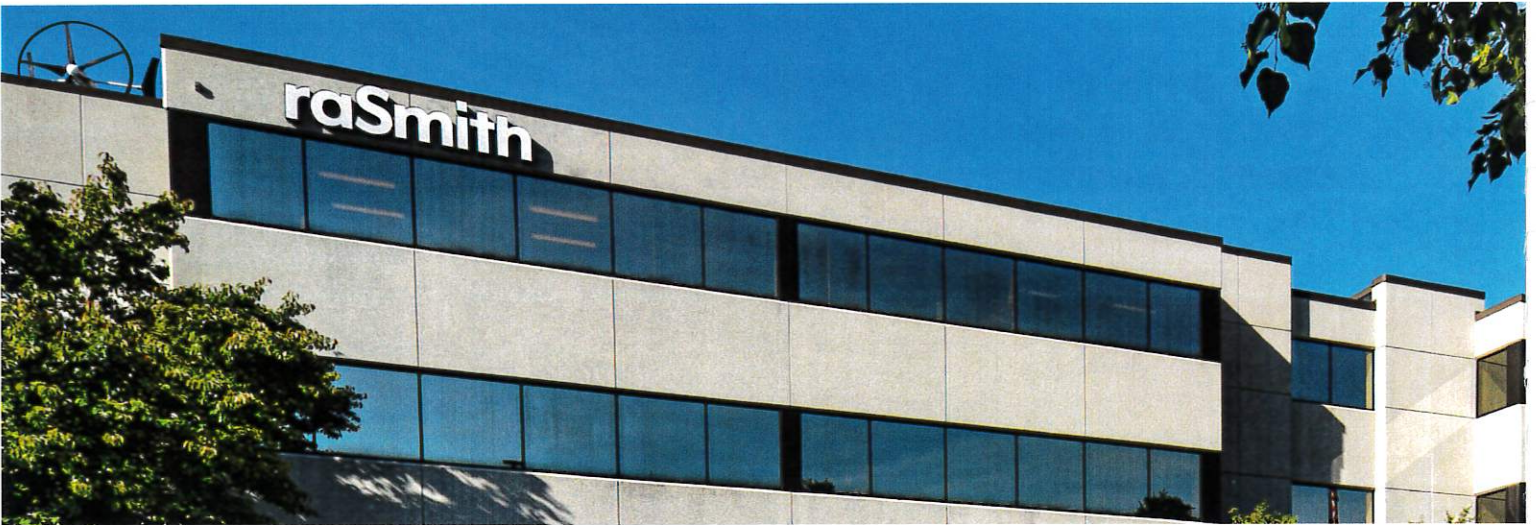
2 offices
40+ years



FIRM PROFILE: RASMITH

CORPORATE OVERVIEW

raSmith is a multi-disciplinary consulting firm comprising civil engineers, structural engineers, traffic engineers, land surveyors, development managers, landscape architects, and ecologists. Our services are focused on our public and private sector clients' needs in design and construction including site design, structural engineering, municipal engineering, transportation and traffic, surveying, construction services, and geographic information systems (GIS). We work on projects nationwide from our seven locations. Richard A. Smith, M.S., P.E., founded raSmith in 1978. Richard A. Smith Jr., P.E., (Ricky) leads the firm as president. The firm currently employs a staff of 220.



Our Services

[Cold-Formed Steel Engineering](#)

[Construction Inspection/Management](#)

[Development Management](#)

[Ecological](#)

[GIS \(Geographic Information Systems\)](#)

[Grant Writing](#)

[Hydrographic Surveying](#)

[Land Surveying](#)

[Landscape Architecture](#)

[LiDAR \(3D Laser Scanning\)](#)

[Municipal Engineering](#)

[Site Design](#)

[Structural Engineering](#)

[Traffic Engineering](#)

[Transportation Engineering](#)

[UAS \(Unmanned Aircraft Systems\)](#)

[Water Resources](#)

[Water/Wastewater Engineering](#)

Locations

Wisconsin:

Brookfield

Appleton

Cedarburg

Madison

Milwaukee

Illinois:

Naperville

California:

Irvine

raSmith

CREATIVITY BEYOND ENGINEERING

AREAS OF EXPERTISE

Bicycle and Pedestrian Planning



Bicycle and pedestrian planning is an intrinsic part of a community's future health and vitality. Bicycling and walking provide not only important alternatives to the car, helping to alleviate congestion on roadways and decrease pollution, but are key assets in its residents' health and enjoyment of the community. Vandewalle & Associates' integration of bicycle and pedestrian planning into a broader planning framework helps communities leverage community character, transportation, and bicycle and pedestrian assets towards the creation of a stronger future. Our plans contain practical implementation steps, including policy recommendations, illustrated design guidelines, short-and long range safety improvements, phasing recommendations, and cost estimates.

METHODS FOR COMMUNICATION & ENGAGEMENT

Our experience in both traditional and virtual public engagement techniques allows us to create a public engagement strategy that best fits Mequon and Thiensville's desired stakeholder engagement process:

Online Public Engagement. Vandewalle & Associates regularly utilizes virtual online-based engagement strategies to reach a larger and more diverse population. We have increased, refined, and improved our virtual engagement options, including:

- Online surveys through SurveyMonkey or Polco ([example](#))
- PowerPoint presentations recorded with full audio and the option to auto advance, which can be distributed electronically
- Interactive map-based online surveys ([example](#))
- Interactive online workshops/visual preference surveys ([virtual polling](#))
- Idea Boards posted on the client website to generate feedback on key topics in an interactive format ([example](#))
- Broadcast announcements through an email blast

Client Communication and Project Management.

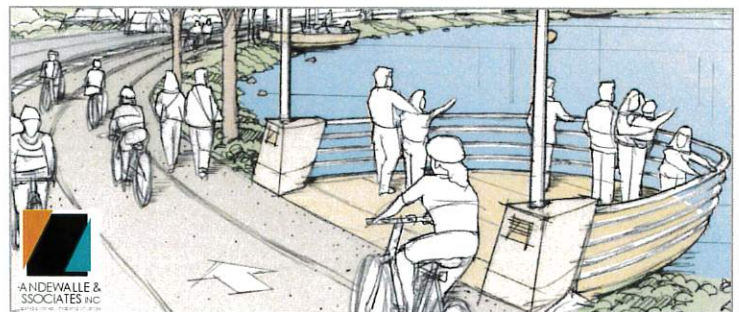
Many of the techniques and strategies outlined will also be utilized to gather input from the Mequon-Thiensville Joint Commission Staff and a dedicated Project Team and Bicycle and Pedestrian Plan Committee will be created to oversee the development of the Plan. We recommend regular, primarily virtual staff Project Team coordination meetings, the outcomes of which will facilitate meaningful discussion and reach intended outcomes with the Committee. We will work with the staff project team to determine the best meeting approach and are willing to deploy any tools needed.

Visualization and Storytelling



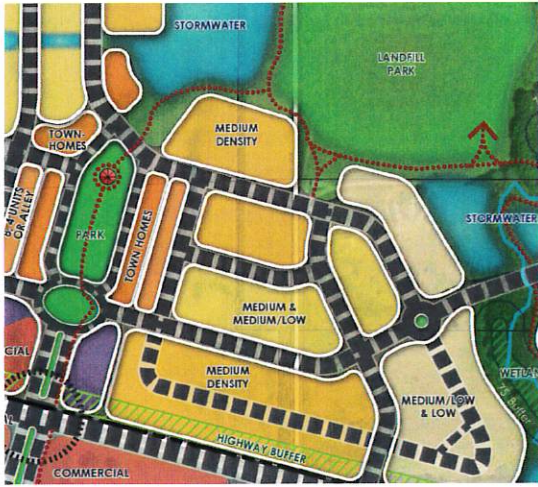
We endeavor to craft and achieve a living vision for Mequon's and Thiensville's transportation system by leading communities through a visioning and opportunity identification process that is as exciting as it is inclusive and engaging. Building both on the input and the data gathered and analyzed throughout the process, we create a compelling vision for the project that works seamlessly with the development of goals, objectives, and policies. The result is a Plan and recommendations that can be used to drive future implementation and move the community towards building on and realizing its environmental, public health, economic justice, and safety goals.

We create graphics that "speak volumes." They inform, explain, excite, and inspire. These include layered and informative maps, creative technical drawings (i.e., sectional perspectives and cross-sections) that explain how things work and how things serve people, diagrams that tell a story, and thoughtful blends of words and graphics to make ideas real, immediate, relevant, and clear. Using various tools of digital software to model and create informational graphics plus the creative human touch of hand-drawn illustrations—informed by decades of urban design, transportation design and engineering, graphic design, and information graphic experience—we create solutions and deliverables creatively and quickly as well as thoughtfully. The end goal is to foster understanding, and advance ideas.



AREAS OF EXPERTISE

Plan Implementation



Vandewalle & Associates prides itself in plan realization, not just document production. Our success in the field has been our ability to balance creative and visionary planning with pragmatic attention to project execution. Our projects are designed to be 'market driven' and based on an in-depth understanding of the local economic as well as physical landscape. All of the plans the firm produces, whether a comprehensive plan, zoning code, or a bicycle and pedestrian plan, are action-oriented documents intended to provide elected officials and community stakeholders with the tools and roadmap they need to achieve their vision. These working documents often lay out specific steps to be taken to implement projects and suggest strategic prioritization of projects and redevelopment sites to ensure they serve as catalysts for community progress.

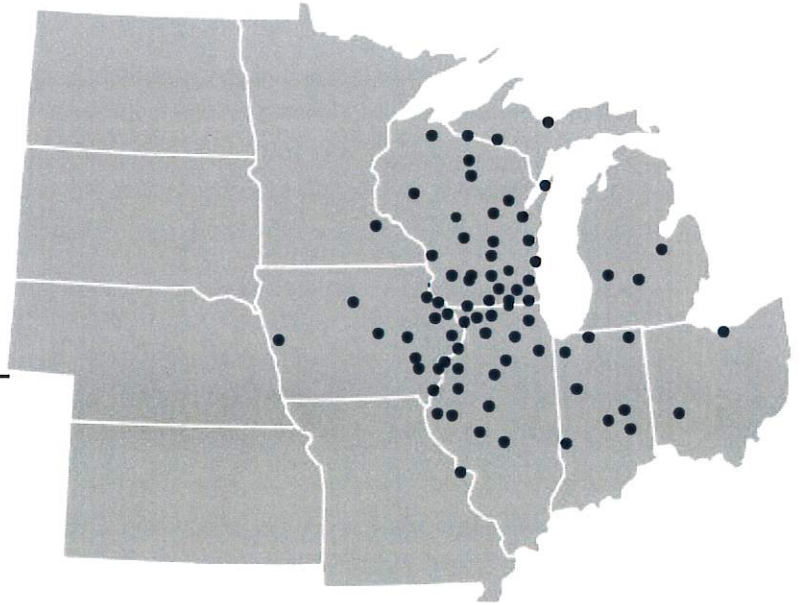
GIS Planning and Analysis



Vandewalle & Associates and raSmith specialize in geospatial analysis and cartographic production. The GIS team at Vandewalle & Associates works closely with local, state, and national geospatial leaders to ensure we provide our clients with the most comprehensive and current GIS data and imagery. The GIS team is skilled in the geo-coding of place-based locations and data, the analysis and acquisition of aerial imagery, and many other tasks. These skills are utilized to analyze key transportation safety data, neighborhood walkability, school redistricting, land use, and economic and market trends. Our regional expertise and rich dataset make us uniquely capable of serving your data analysis needs. Analysts on the GIS team accurately produce geospatial mapping products at the regional, state, county, and city level. We place great pride in our graphic products and have the ability to produce quality maps of many varieties including those depicted existing conditions and future transportation recommendations.

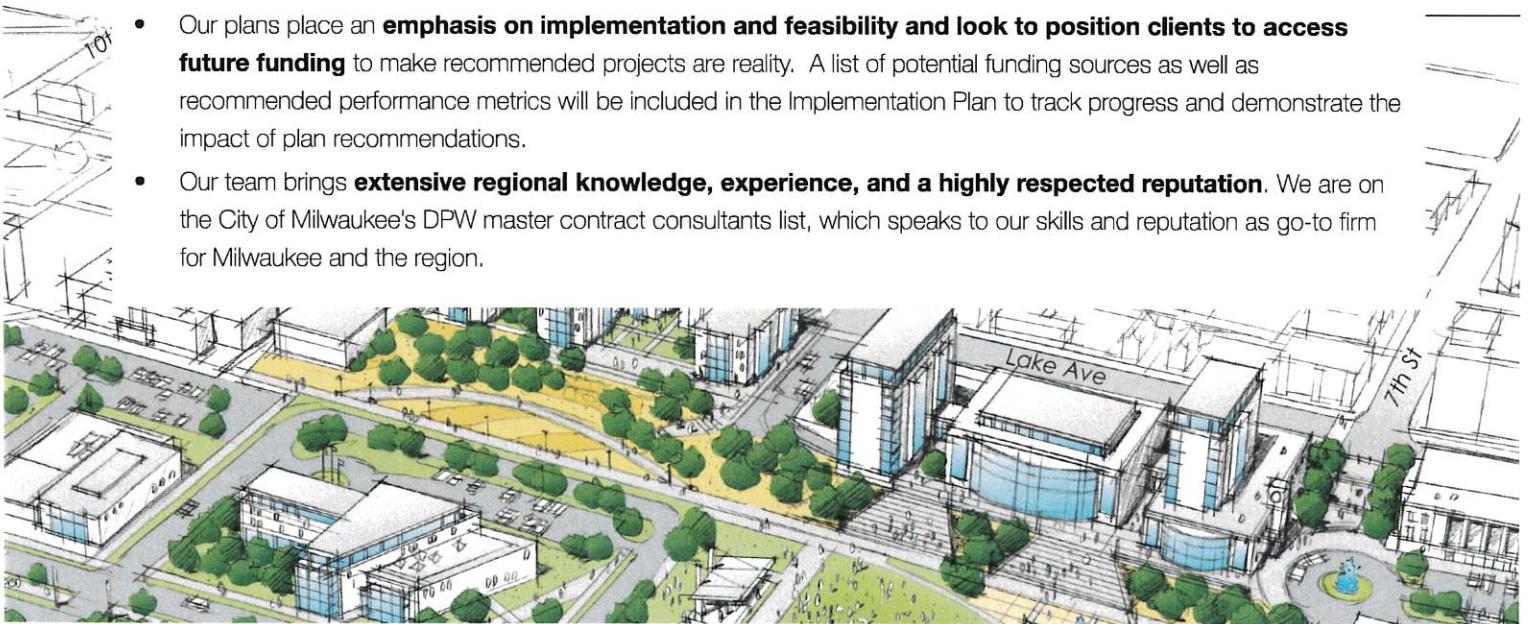
OUR KEY DIFFERENTIATORS

THE VANDEWALLE & ASSOCIATES TEAM HAS THE EXPERIENCE AND EXPERTISE TO DELIVER THE HIGH-QUALITY, IMPLEMENTATION-ORIENTED BICYCLE AND PEDESTRIAN PLAN OUTLINED IN THE RFP.



In addition to our understanding and knowledge of Mequon and Thiensville and our expertise in key fields, both of which are described in this proposal, there are key differentiators that distinguish us from any other teams pursuing this opportunity:

- We are urban planners and engineers with an **eye on the bigger picture**, we look at future growth areas and economic and funding realities regardless of the type of project. We understand that bicycle and pedestrian planning goes beyond the infrastructure and presents opportunities for tourism and economic development as well as quality of life drivers for residents.
- We know the **value of the Ozaukee Interurban Trail as a recreation, transportation, economic asset**. We have worked in Glendale, Brown Deer, Shorewood, and throughout the Milwaukee north shore area as well on multi-use trail design in Kenosha County and understand the significance of interconnected regional trails like the Oak Leaf, Zipline, and Interurban Trails, and the importance of providing high-quality on and off-street connections and signage to the Trail on Mequon and Thiensville's key segments.
- The **V&A-raSmith team has decades of experience** working on complex and high-profile planning and engineering projects, including on numerous TAP Grant projects. raSmith is currently working on a TAP grant funded Milwaukee County Pedestrian and Bicycle Crossing Assessment, reviewing safety and operations at 20 different crossing locations county-wide and recommending improvements for future projects. Vandewalle & Associates has also written and implemented numerous TAP grants, including in Lake Geneva, Viroqua, and Fort Atkinson.
- Our plans place an **emphasis on implementation and feasibility and look to position clients to access future funding** to make recommended projects are reality. A list of potential funding sources as well as recommended performance metrics will be included in the Implementation Plan to track progress and demonstrate the impact of plan recommendations.
- Our team brings **extensive regional knowledge, experience, and a highly respected reputation**. We are on the City of Milwaukee's DPW master contract consultants list, which speaks to our skills and reputation as go-to firm for Milwaukee and the region.



VANDEWALLE EXPERIENCE

Given Vandewalle & Associates' deep experience and longstanding tradition of working in northeast Wisconsin and other communities throughout the Midwest, we have a strong working knowledge and understanding of the region's issues and opportunities. Our firm's combination of in-house planning, economic development, transportation, housing, land use, and design expertise, decades of experience in similar downtown-focused projects, and familiarity with the area will let us hit the ground running in Mequon-Thiensville to create an action-oriented plan to revitalize downtown.

In addition to planning and strategy development, many of our plans have been implemented, often through a combination of commitment and leadership by our client communities coupled with strong guidance by Vandewalle & Associates. Our firm has the ability and proven track record to implement plans and catalyze change in communities. To learn more firsthand, please refer to our client references below or view our project examples on the following pages.

Example Report: Our sample project plan, **Connecting Glendale 2020 - Bicycle and Pedestrian Plan**, is available to view and download at the following link:

https://www.dropbox.com/scl/fi/k7n8fkzqjncc1uuqejnp5/Connecting-Glendale-2020_Bicycle-and-Pedestrian-Plan_Adopted-2.22.21.pdf?rlkey=yt32ykgudhd2zmi1af8jmm2f&dl=0

V&A Client References:

Bike and Pedestrian Plan – Glendale, WI

John Fellows, Community Development Director | City of Glendale | (414) 228-1703 | J.Fellows@glendalewi.gov

Rachel Safstrom, Administrative Services Director | Village of Bayside | (414) 206-3913 | rsafstrom@baysidewi.gov

Bike and Pedestrian Plan – Lake Geneva, WI

Mayor Charlene Klein | City of Lake Geneva | 262.215.3563 | mayor@cityoflakegeneva.com

South Street Trail – Lake Geneva, WI

Dave Nord, City Administrator | City of Lake Geneva | 262.248.3673 | cityadmin@cityoflakegeneva.com

Main Street Pedestrian Safety and Placemaking Improvements – Viroqua, WI

Nathan Torres, City Administrator | City of Viroqua | (608) 637-7154 | ntorres@viroqua-wisconsin.com

raSmith Client References:

WIS 20 Traffic, Pedestrian, & Bicycle Study – Waterford, WI

Janet Cannon, Project Manager | WisDOT SE Region | (262) 347-5323 | janet.cannon@dot.wi.gov

68th Street Pedestrian & Bike Design – Wauwatosa, WI

Mike Steiner, Assistant City Engineer | City of Wauwatosa | (414) 479-8974 | msteiner@wauwatosa.net

Cedarburg Road Improvements – Mequon, WI

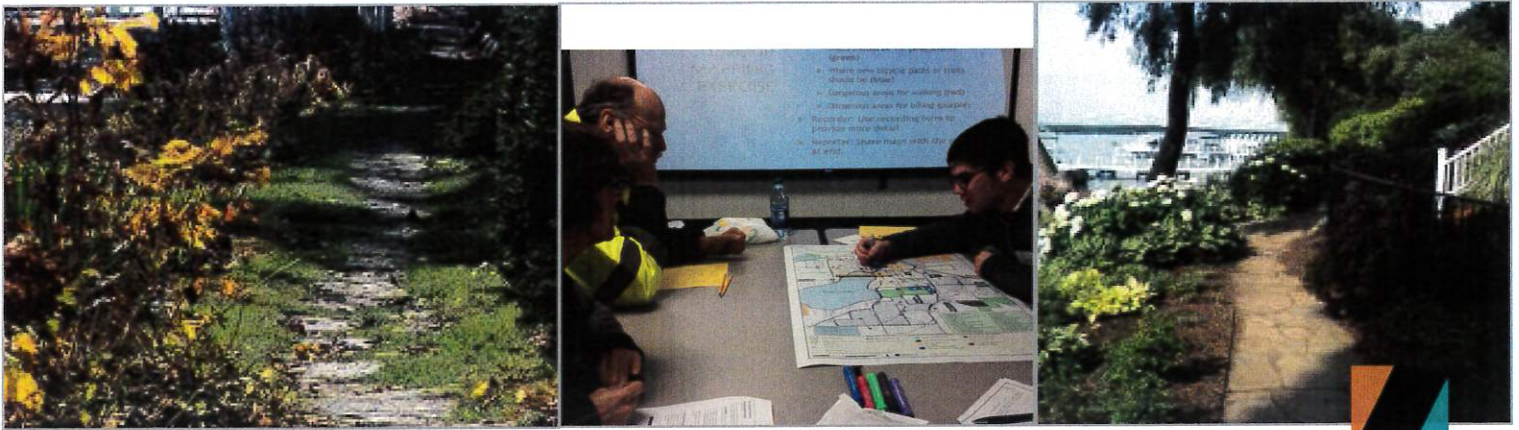
Kristen Lundeen, Director of Public Works/City Engineer | City of Mequon | (262) 236-2938 | klundeen@ci.mequon.wi.us

Bicycle and Pedestrian Plan - Glendale, WI

NEED: Vandewalle & Associates worked with the City of Glendale to update its Comprehensive Master Plan in 2020. A major recommendation and priority to emerge from the planning process was the need for a bicycle and pedestrian plan. Public input from the Comprehensive Planning process identified safety improvements for bicyclists and pedestrians as important for the future quality of life. Glendale has a number of special regional assets, including the Oak Leaf Trail, but is in need of a local bicycle and pedestrian network that connects residents to these assets and addresses some of the major infrastructure barriers that limit connectivity in the City.

ROLE: Following Vandewalle & Associates work with the Comprehensive Master Plan update; we used our familiarity with the community to hit the ground running with local leaders and the public to identify key issues for the bicycle and pedestrian plan. Vandewalle & Associates employed a number of public engagement strategies in this process, including virtual meetings and an interactive digital map for collecting public input. Although Glendale is fortunate to have access to a strong regional infrastructure network, Interstate 43 and other roadways like Silver Spring Drive and North Port Washington Road present challenges to connectivity within the City and can have a segregating effect. The City's bicycle and pedestrian plan makes recommendations to address these barriers and increase connectivity across the community. Recommendations include on- and off-street bicycle facilities, intersection improvements, pedestrian paths and sidewalks, and new trail access points. The plan also recommends the development of a unified signage and wayfinding program in the City, suggesting Glendale work with regional partners like Milwaukee County Parks to have consistent, destination-focused signage. Bicycle and pedestrian improvements represent a substantial economic development opportunity in Glendale, with increased foot traffic for local businesses and increased attraction to regional visitors. The Glendale Bicycle and Pedestrian Plan is currently underway is expected to be adopted in January 2021. The Plan:

- Inventoried existing conditions in the bicycle and pedestrian network in Glendale, identifying network gaps and areas of need
- Mapped numerous layers of information to understand and present the current transportation network, including local destinations and assets, road classifications, average daily traffic counts, and bicycle/pedestrian and vehicle accidents
- Recommendations for network facilities, including detailed recommendations for key road segments
- Recommendations for programmatic updates to support implementation of the bicycle and pedestrian network, including implementation as an economic development strategy
- Mapped the comprehensive bicycle and pedestrian network recommendations
- Implementation framework with short- and long-term priorities, funding sources, and potential cost

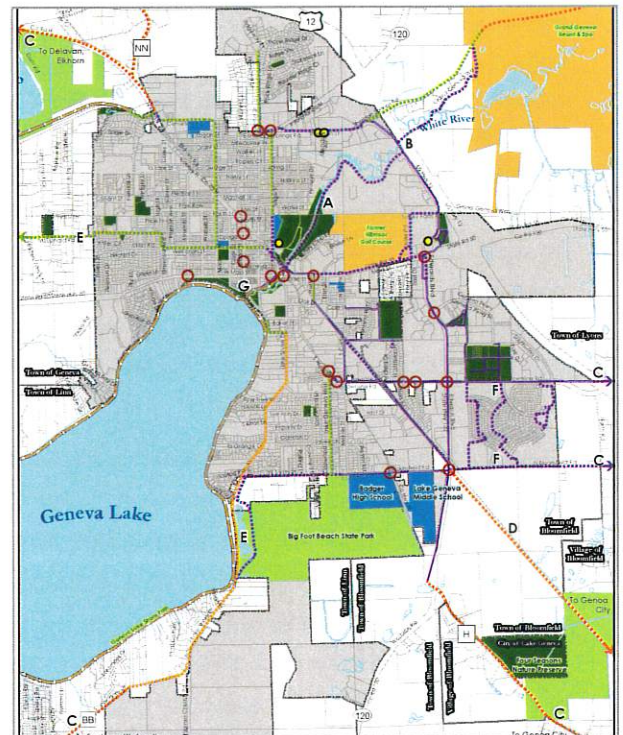


Bicycle and Pedestrian Plan - Lake Geneva, WI

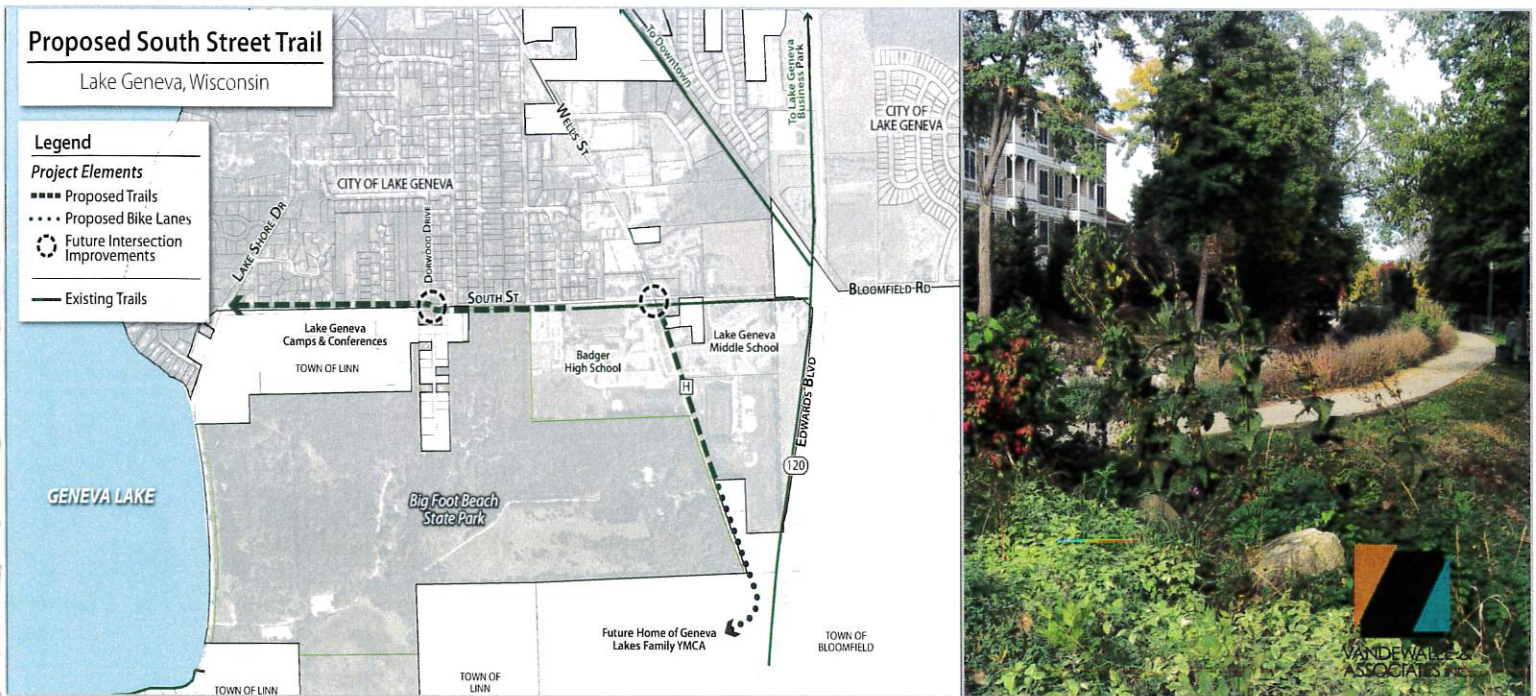
NEED: Lake Geneva The popularity of Lake Geneva for tourism and recreation generates higher traffic volumes, concentrates parking congestion, and increases conflicts for bicyclists and pedestrians – especially in the downtown during peak season. The City recognized that a well-developed bicycle and pedestrian network is important because it enhances livability and safety for those navigating Lake Geneva, while reducing vehicle traffic and parking demand. The City sought a plan that addressed these issues and also recognized the necessity of providing quality bicycle and pedestrian infrastructure for Lake Geneva residents who do not drive, including seniors, school children, and people without access to a personal vehicle.

ROLE: In 2018, Brian Munson and Jackie Mich developed the City of Lake Geneva Bicycle and Pedestrian Plan, which identified short-term and long-term recommendations to complete the City's bicycle and pedestrian network. As part of the planning process, Vandewalle & Associates led several public engagement efforts to fully engage the community, including a Bicycle and Pedestrian Vision Workshop, Online Community Survey, Draft Plan Open House, and Public Hearing. The Plan:

- Described the importance of bicycle and pedestrian planning
- Invented existing bicycle and pedestrian facilities
- Established four bicycle and pedestrian goals that included (1) building a robust bicycle and pedestrian network for Lake Geneva residents and tourists, (2) connecting the City to regional designations, (3) expanding the sidewalk network, and (4) encouraging bicycle tourism as an economic development tool.
- Recommended opportunities to improve the regional trail network, local bicycle and pedestrian connections, problematic intersections, and gaps in the sidewalk network.
- Identified short-term recommendations focused on immediate safety concerns and longer-term recommendations focused on recreation tourism and economic development.
- Identified the need and community benefits associated with a potential off-street, multi-use path along South Street connecting Geneva Lake, Badger High School, Big Foot Beach State Park, and the new Geneva Lakes YMCA. The identification of this trail led to a WisDOT TAP grant application and successful \$835,000 award in 2020 to construct the South Street Trail.



Lake Geneva Planned Facilities Map



South Street Trail - Lake Geneva, WI

NEED: Recognizing the need to improve and expand bicycle and pedestrian facilities for City residents, the City of Lake Geneva applied for a Transportation Alternatives Program (TAP) grant to fund the South Street Trail, a project envisioned in the City's Bicycle and Pedestrian Plan. The proposed South Street Trail will provide many benefits to Lake Geneva residents, especially those who do not drive such as seniors, school children, and people without access to a personal vehicle. Upon completion, the trail will.

- Connect several vital community destinations located directly along the trail route, including Big Foot Beach State Park, Lake Geneva Youth Camp, Badger High School, Lake Geneva Middle School, the future Geneva Lakes Family YMCA site, residential neighborhoods, Geneva Meadows Apartments, and several places of worship.
- Add bicycle lanes to connect to the new YMCA. The trail would particularly benefit the 39% of nearby residents who are considered to be low-income by HUD.
- Construct a new off-street trail on CTH H between Badger High School and the Middle School.
- Complete gaps in the existing trail network
- Link to two existing off-street trails
- Install intersection improvements at two intersections near the school campus
- Occur in coordination with the City's plans to install a signalized intersection at South Street and STH 120, currently in the planning stages

ROLE: Vandewalle & Associates served as lead grant-writer for the project, based on their knowledge of the community, familiarity with WisDOT guidelines, and deep grant writing experience. Since this project was awarded \$835,000 in TAP grant funding in September 2020, Vandewalle & Associates has been assisting with project management and implementation to help move this project forward from concept to reality.



Main Street Pedestrian Safety and Placemaking Improvements - Viroqua, WI

Need: City received a state grant to make pedestrian safety improvements on Main Street in the heart of the downtown that also serves as a busy state highway. Viroqua is top tourist destination in Wisconsin's Driftless region, boasting several local food, crafts, and arts establishments.

Role: Vandewalle's role was to identify current and future redevelopment sites, parking needs, and circulation patterns as a basis for evaluating various improvement alternatives prepared by Strand Associates Engineers. In addition, we prepared goals and concepts for beautifying and further activating Main and other downtown streets. We conducted direct outreach to downtown merchants and property owners as well as hosting two well-attended, virtual public meetings in the midst of the pandemic.

As part of the plan process, we prepared streetscape enhancement goals and concepts based on existing community/downtown assets and the City's rich history; elements included street furniture, planters, trees, public art, and enhanced lighting; enhanced sidewalks and crosswalk paving/markings and signals; wayfinding and informational kiosks; and activity areas for outdoor dining, gathering and small performances.



Based on our impact analysis and public input, the City Council unanimously approved one of the alternatives, which also was accepted by the state DOT and is currently under final design with construction scheduled for 2024.



WIS 20 Traffic, Pedestrian, & Bicycle Study

Waterford, WI

raSmith was retained by WisDOT to design a two-mile segment of WIS 20 in Waterford. WIS 20 is a two-lane, undivided urban arterial with on-street parking in the downtown area. As part of the design project, raSmith completed a traffic study and conducted a comprehensive pedestrian and bicycle evaluation. Specific to the pedestrian and bicycle evaluation, counts were collected on a spring day to document mid-block and intersection crossings along the corridor. The project team also met with Village officials and representatives from the four schools located along WIS 20.

raSmith recommended Rectangular Rapid Flashing Beacons (RRFBs) near two schools and the public library to increase the safety of their pedestrian crossings. Other pedestrian enhancements such as curb bump-outs, updated sidewalk and multi-use path, ADA-compliant curb ramps, and updated pedestrian signal equipment were installed throughout the corridor.

Client

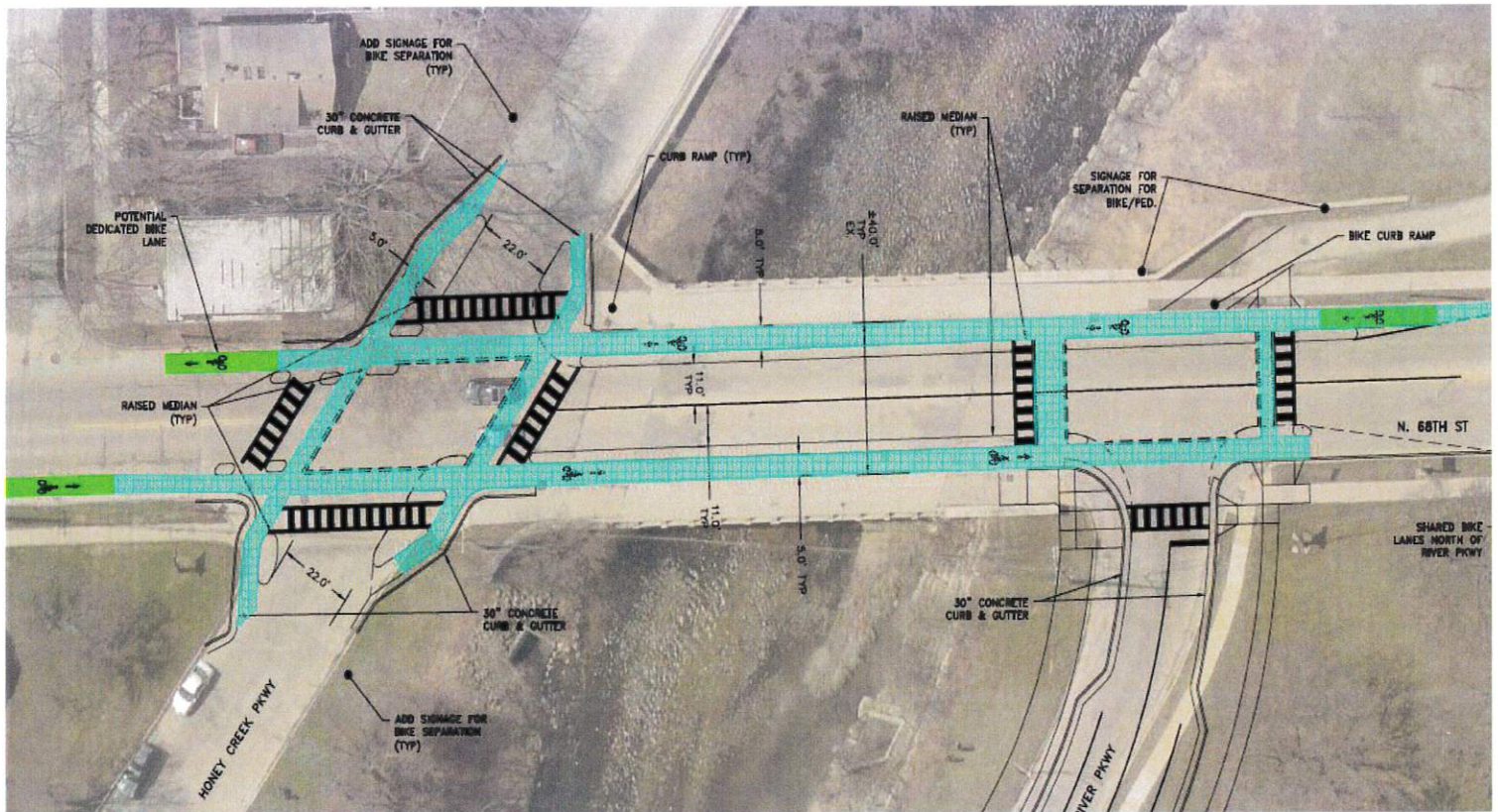
Wisconsin Department of Transportation SE Region

Project Team

Pat Hawley, P.E., PTOE, RSP
 John Bruggeman, P.E., PTOE
 John Elkin, P.E.
 Rachel DeSombre, P.E.
 Andrew Axt, P.E.
 Andy Utic, P.E.

raSmith

CREATIVITY BEYOND ENGINEERING



68th Street (Honey Creek Parkway to River Parkway) Pedestrian & Bike Design

Wauwatosa, WI

raSmith prepared conceptual intersection designs at the N. 68th Street intersections with Honey Creek Parkway and River Parkway to help the City plan for future pedestrian and bicycle facilities and improve connectivity with the Milwaukee County Oak Leaf Trail. This effort was completed in conjunction with the N. 68th Street roadway reconstruction design from Wisconsin Avenue to Honey Creek Parkway, which incorporated a new typical section that included an on-street bike lane and ADA-compliant curb ramp designs (constructed in 2022).

Pedestrian and bicycle activity is prevalent along the existing Milwaukee County Oak Leaf Trail (Honey Creek Parkway) and within Hart Park. River Parkway is an area planned for future development, and the City anticipates an increase in pedestrian and bicycle demand. Pedestrian and bicycle facilities along 68th Street are currently limited to sidewalks and curb ramps, and no dedicated pedestrian and bicycle facilities are present along Honey Creek Parkway.

raSmith collected traffic count data, conducted field visits, and developed recommendations to make it a more pedestrian and bicycle-friendly environment. Specific recommendations included green bike markings, contraflow bike lanes, corner and pedestrian islands, curb bump-outs, protected lanes, and improved pedestrian signing. These conceptual designs provide the City with a pedestrian and bicycle-friendly plan for a future reconstruction project along N. 68th Street.

Client

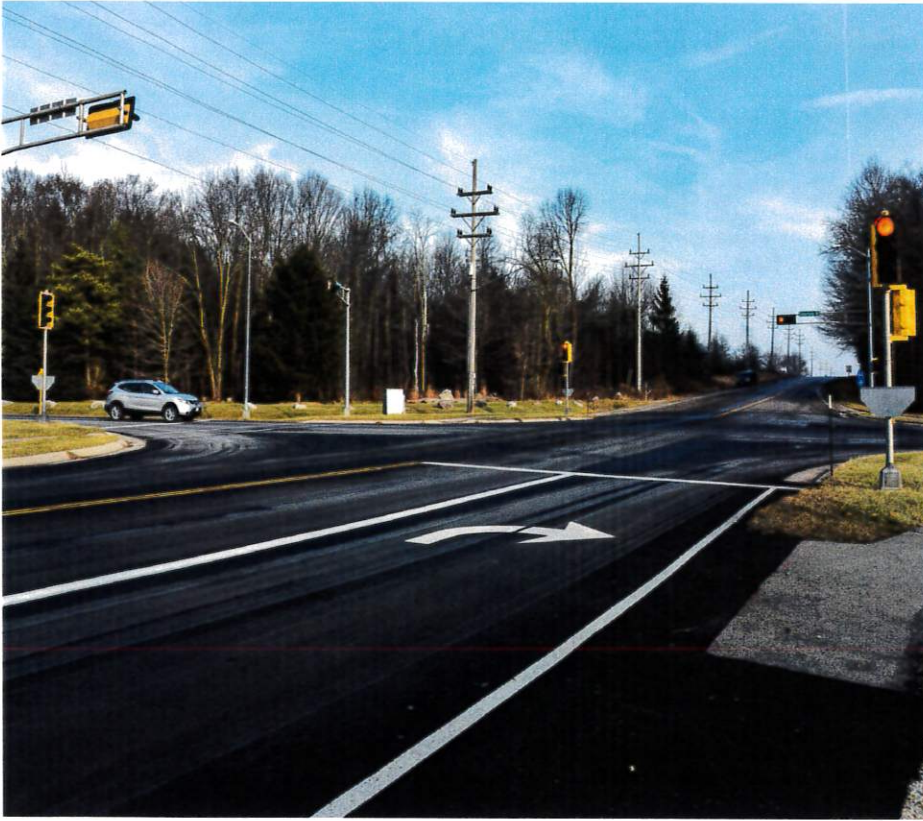
City of Wauwatosa

Project Team

John Bruggeman, P.E., PTOE

raSmith

CREATIVITY BEYOND ENGINEERING



Cedarburg Road Improvements

Mequon, WI

This project included the preparation of plans and specifications for the resurfacing of 2.31 miles of Cedarburg Road from Concord Place to the City of Cedarburg corporate limits (approximately 380 feet south of Concord Street). The project included milling the existing asphalt surface, paving a 1.25-inch-thick leveling course of new asphalt, installing GlasGrid fiberglass reinforcement mesh, and paving a 2.25-inch-thick asphalt pavement layer.

In addition to the roadway resurfacing work, at the beam guard located on the west side of Cedarburg Road just south of the Canadian National Railroad, existing end sections were removed and replaced with energy-absorbing terminals that conform to current design standards. A minor amount of grading was required for the proposed energy-absorbing terminal replacement.

To improve safety at the Canadian National Railroad, 100-foot-long non-traversable concrete medians were constructed to prevent vehicles from driving around the crossing gates. The addition of the concrete medians required a minor widening of Cedarburg Road.

The project also included the replacement of a deteriorated concrete box culvert under Cedarburg Road just north of the Canadian National Railroad. All improvements were designed to minimize excavation and impacts to adjacent wetlands and limit the need for permitting.

Client

City of Mequon

Project Team

Rachel DeSombre, P.E.
Andrew Axt, P.E.

raSmith

CREATIVITY BEYOND ENGINEERING

PROJECT ROLES & MANAGEMENT

Our team's approach to overall management and integration of all activities in our workplan is guided through the designation of a project manager to oversee all aspects of the project - within the consultant team and directly with the client. We pride ourselves on our ability to provide cost-effective, just-in-time solutions that are responsive to constantly evolving project needs and deadlines, which may arise at a moment's notice. All Project Team members will be available and have the capacity to complete the project.

KEY PERSONNEL

PROJECT MANAGEMENT

MEREDITH PERKS



ROLE: Project Manager, Client Communication, and Document Author

BRIAN MUNSON



ROLE: Principal-in-Charge, Development Expertise, Quality Control

VANDEWALLE & ASSOCIATES

JACKIE MICH



ROLE: Policy Review

ELIAS VARELDZIS



ROLE: Public Engagement

DAN ECKBERG



ROLE: GIS Data Analysis

ELONA BARTNICK



ROLE: Graphic Development and Coordination

NICOLE ANDERSON



ROLE: Project Assistant, Communications

SUSAN HANSEN



ROLE: Communications, Website, Graphic Design

RASMITH

TROY HARTJES



ROLE: raSmith Project Manager

JOHN BRUGGEMAN



ROLE: Transportation/ Municipal Engineer



PROJECT TEAM

Brian Munson leads the Neighborhood Design, Project Facilitation, and Bicycle/Pedestrian Planning initiatives for Vandewalle & Associates. Focused on building strong sustainable communities, this team specializes in creating vibrant and unique projects from concept through construction. Brian has led multi-disciplinary design teams on projects ranging from mixed-use infill/redevelopment projects to large-scale traditional neighborhoods and small-scale village downtowns to community wide bicycle & pedestrian networks. These projects feature a unique blend of land uses, residential options, open spaces, and people focused environments; all of which, are combined to create projects that are grounded in sustainable smart growth principles that balance community character with development potential and enhanced mobility.

Brian's experience in neighborhood design, entitlement and implementation enables him to facilitate the creation of a wide range of diverse projects from greenfield sites to Main Street. He is currently engaged in the implementation and project management of The Grandview Commons Neighborhood and Smith's Crossing on behalf of Veridian Homes, a 2016 National Housing Quality Award Gold Standard developer. Brian is leading the Gateway Master Residential Development Plan for the City of Eau Claire and recently completed the Downtown Area Master Plan for the City of Stevens Point. He is also involved with implementing several redevelopment projects within Madison, Wisconsin, Cedar Falls, Iowa, and Seattle, Washington with challenges ranging from brownfields and levees to multi-jurisdictional review and approvals.



Brian Munson
Principal Planner
Vandewalle & Associates
bmunson@vandewalle.com

EDUCATION

- B.S. Landscape Architecture
University of Wisconsin -
Madison, Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Associate, American Society of
Landscape Architects
- Member, Congress for New
Urbanism
- Licensed Realtor

PROJECT TEAM



Meredith Perks is an Associate Planner at Vandewalle & Associates. As part of our Milwaukee team, she brings a unique combination of professional experience along with an avid interest in planning, public service, local community and economic development, downtown redevelopment, active transportation plans, and a deep love of her city.

Meredith works on Comprehensive Plans with clients across Southeast Wisconsin and beyond, including the Village of West Milwaukee, City of Glendale, City of Jefferson, and City of Sturgeon Bay, Hancock County, IN, as well as the implementation of the City of Jefferson's Downtown and Economic Recovery Plans. Meredith led the development of the Glendale Bicycle and Pedestrian Plan as a direct implementation effort of the city's Comprehensive Plan, which she also led. Meredith also leads numerous longterm economic and urban revitalization implementation projects in the Waterloo, Iowa.

Having worked in the past as Regional Director for Senator Joe Donnelly, Meredith traveled to communities across Indiana and learned about their unique assets and character as well as the innovative approaches they were taking to face their challenges. These interactions provided valuable perspective on the constraints that communities of all sizes experience. At Vandewalle & Associates, Meredith aims to assist Midwest communities like these in overcoming such barriers. Meredith is excited by the opportunities Midwest communities have to grow and reinvent themselves using the tools of effective planning that can prepare their economies, residents, and institutions for the future. Active transportation is a particular passion for Meredith; she has worked on Complete Streets research projects in Chicago, reviewing policies and their connections to public health and equity. She also worked with the Chicago Department of Transportation Bike Program in the implementation of their Streets for Cycling Plan 2020. Her work included bike facility mapping, data analysis, and public engagement and communication.

Applying her experience with community outreach and public speaking, Meredith is skilled at effectively facilitating an inclusive planning process that is meaningful to a wide range of stakeholders and clients, including elected officials, non-profit advocacy groups, and community residents. She is excited by opportunities to engage with communities in a variety of innovative ways that foster communication, dialogue, and understanding. She has proven herself to be an active and engaged listener who can consider diverse viewpoints while developing targeted alternatives to address interrelated economic development, land use, and transportation priorities.



Meredith Perks
Associate Planner
Vandewalle & Associates
mperks@vandewalle.com

EDUCATION

- M.U.P.P. Urban Planning and Policy
University of Illinois at Chicago -
Chicago, IL
- B.A. Political Science
The Hesburgh Program
of Public Service
University of Notre Dame -
Notre Dame, IN

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Planning
Association, National, Wisconsin,
and Chicago Chapters
- Member, Women in Planning &
Development – Chicago
- Phi Kappa Phi Honor Society
- Leadership South Bend Mishawaka
Emerging Leaders Program

PROJECT TEAM



Jackie Mich is the Lead Associate Planner with Vandewalle & Associates; she brings her experience in project management, park and open space planning, Spanish, transportation planning, comprehensive planning, zoning, local government planning, and redevelopment implementation. Jackie has led or authored more than 14 ten-year Comprehensive Plan updates in her ten years with the firm. Jackie completed a Bicycle and Pedestrian Plan for the City of Lake Geneva and has led park and open space plans in Sun Prairie, Slinger, Fontana, Delavan, and Cross Plains. She also played a strong role in the development of the City of Glendale Bicycle and Pedestrian Plan. She also served as project manager for park master planning projects for several of these clients.

A Wauwatosa native, Jackie also works on redevelopment and implementation projects in the Greater Milwaukee area. She brings her project management skills to implementation projects in the Village of Slinger; and to ongoing efforts in Washington County, including the Washington County Brownfield Site Remediation Program and Washington County Next Generation Housing initiative. She also serves as the on-call city planner for the City of Lake Geneva and the City of Delavan.

Jackie also has worked on a number of complex projects as part of the consultant team on the Madison Beltline Planning and Environmental Linkages Corridor Study, the Highway 51 EIS, and Stoughton Road EIS. Her work in transportation planning also has included visioning and public participation efforts in support of Madison in Motion: The Sustainable Madison Transportation Master Plan.

Prior to joining Vandewalle & Associates, Jackie worked at the Midtown Greenway Coalition. The Midtown Greenway is a 5.5-mile long former railroad corridor in south Minneapolis which runs through some of the most diverse neighborhoods in the City, home to significant populations of Somali and Latino residents. There, she gained immeasurable experience with engaging with diverse communities around bicycling and transportation, and encouraging local residents to ride bicycles and use the Greenway. Jackie also worked as a Green Building Intern for the University of Wisconsin-Extension, and she researched the economic impacts of interpretive centers as a graduate student in the University of Wisconsin's Department.



Jackie Mich, AICP
Lead Associate Planner
Vandewalle & Associates
jmich@vandewalle.com

EDUCATION

- M.S. Urban and Regional Planning
University of Wisconsin - Madison, Wisconsin
- B.A. History / Spanish
University of Wisconsin - Madison, Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Member, American Planning Association (APA) & Wisconsin Chapter (APA-WI)
- Excellence in Planning Award for "Village of Oregon Sign Code" – APA-WI Chapter, 2017
- American Institute of Certified Planners Outstanding Planning Student Award (2013)
- American Planning Association-Wisconsin Chapter Scholarship (2011-2013)

PROJECT TEAM



Elias Vareldzis is an Assistant Planner with Vandewalle & Associates, working to provide research, analysis, and other project assistance to a variety of community planning projects stemming from the Milwaukee-office team.

Environmental issues are an area of keen interest for Elias. Prior to joining the company, Elias worked as Assistant Planner and Floodplain Manager for the City of Glendale, Wisconsin. There he gained valuable experience in planning and design review, preparing reports, and providing subject area expertise and recommendations to community stakeholders. He also honed his public engagement skills by assisting residents and developers in understanding and navigating local, state, and federal floodplain regulations in ways that both ensured safety from flood damage while minimizing environmental impacts. Elias has experience in navigating the complex relationships between public and private sector partners and regulatory policy systems, coordinating and implementing federal grant and regulatory programs, administering local zoning ordinances, site selection, and implementing land use planning at the local level.

Since joining V&A, Elias has completed several Park and Open Space Plan updates, two full Comprehensive Plan updates, supported ongoing planning services in client communities, assisted on multiple small area and downtown revitalization plans, redevelopment, and implementation planning efforts, among other projects. He has a strong interest in creative placemaking, infill redevelopment projects and neighborhood area planning, sustainability and equity in planning and design, local and regional economic development, and bicycle and pedestrian planning.

Elias is passionate about the potential of planning to help communities identify and recognize their unique assets, values, and characteristics through authentic, equitable, and inclusive community engagement practices. Working with community members and colleagues, Elias aims to use planning as a tool to create collaborative and innovative solutions that meet the needs and desires of the local population and help communities grow and reinvent themselves in response to the challenges they are facing today.



Elias Vareldzis
Assistant Planner
Vandewalle & Associates
Phone: 414.988.8631
evareldzis@vandewalle.com

EDUCATION

- M.U.P. Urban Planning
University of Wisconsin -
Milwaukee, WI
School of Architecture & Urban
Planning
- B.S. Cum Laude
History / Middle/Secondary
Education
Minor: Political Science
Marquette University - Milwaukee,
WI

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Planning
Association
- Volunteer, Milwaukee Habitat for
Humanity
- Volunteer, River Revitalization
Foundation

PROJECT TEAM



Dan Eckberg is a GIS Planner whose primary responsibilities include map creation and spatial data acquisition, organization, manipulation, and analysis.

Dan utilizes extensive experience with ESRI's ArcDesktop GIS software, including Python scripting, to apply cartographic techniques to a range of planning projects. These include conducting and writing a formal analysis of potential Fire Station sites for the City of Watertown, mapping Environmental Justice populations and developing novel approaches for ensuring NEPA compliance for WisDOT highway studies, evaluating bike trail routes for the Village of Oregon, analyzing demographics of food deserts in Freeport, IL, geo-coding survey results for city development projects, designing and creating a database of possible Brownfield sites for the City of Janesville, managing Urban Service Area applications, producing numerous Comprehensive Plan maps, and preparing Official Zoning Maps for nearly a dozen Wisconsin communities.

Dan has also worked on several large-scale highway corridor impact analysis studies with Vandewalle & Associates. These include the US 14 project in Rock County, the Wis 23 project in Fond du Lac County, the Wis 29 project in Marathon County, the US 51 project in Dane County, and the US 41 Interstate conversion between Green Bay and Milwaukee. Dan's work on these projects has focused on preparing mosaics of local and regional maps from a broad variety of sources into corridor-wide maps which compile data depicting soils, natural resources, existing land use and adopted land use plans from towns, villages, cities, counties, and regional and federal agencies. These maps are the focus of the Expert Panel analysis of highway alternatives for the Indirect and Cumulative Effects portion of the DEIS and EIS phases of WisDOT's analysis under NEPA and WEPA.

Dan is a licensed commercial Unmanned Aircraft System (drone) pilot registered with the FAA and is able to provide clients with high quality aerial video footage.

Previously Dan held an internship with U-PLAN, a community planning group for the Frogtown/Rondo neighborhood of St. Paul, MN where he helped design a traffic impact analysis for the neighborhood using the CommunityViz extension of ArcGIS.



Dan Eckberg, AICP
GIS Planner
Vandewalle & Associates
Phone: 414.988.8631
eckberg@vandewalle.com

EDUCATION

- B.A. Geography (City Systems)
Minor - Geographic Information Systems
University of Minnesota -
Minneapolis, Minnesota

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners

AWARDS AND RECOGNITION

- Excellence in Planning Award,
"Madison Metropolitan School District Enrollment Projections: 2017-2037 - APA-WI Chapter, 2017
- Guest Lecturer (Applications of GIS in Planning) – University of Wisconsin-Madison, 2012



PROJECT TEAM

Elona Bartnick is an Associate Urban Designer involved in a broad range of projects at Vandewalle & Associates. She is skilled in the areas of site analysis, site planning and design, neighborhood design, landscape architecture, and graphic communication. These skills are utilized and communicated through computer graphics, CAD design, SketchUp modeling, GIS analysis, and hand illustration.

In her time at Vandewalle & Associates, Elona has contributed to a diverse range of projects, including assisting in land and development plans for mixed-use and traditional neighborhood projects. She has worked on a number of redevelopment and downtown master plans identifying areas that would benefit from reinvestment and revitalization and developing guidelines and site design for future redevelopment. Her involvement in comprehensive plan development includes creating regional and local asset and opportunity analysis, future growth or redevelopment scenarios and site designs, and additional graphics specific to each plan. Elona's landscape architecture experience focuses on design and construction documents for hardscape and planting plans for parks, streetscapes, naturalized areas, roadway planting schemes, riverfronts, and urban design elements.

Projects that Elona has been and continues to be involved in include: Grandview Commons Neighborhood in Madison, Wisconsin; Fitchburg Technology Campus in Fitchburg, Wisconsin; Brookfield, Wisconsin and Lake Geneva, Wisconsin Comprehensive Plans; Marshfield Zoning Ordinance; Harwood Heights, Illinois Streetscape; Ripon, Wisconsin Downtown Master Plan; Thrive-Madison Region and Quad Cities Region Assets and Opportunities Analysis; and Middleton, Racine, and Sturgeon Bay, Wisconsin; and Waterloo, Iowa Redevelopment and Implementation.



Elona Bartnick:
Lead Associate Designer
Vandewalle & Associates
Phone: 608.255.3988
ebartnick@vandewalle.com

EDUCATION

- B.S. Landscape Architecture
University of Wisconsin -
Madison, Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Associate, American Society of
Landscape Architects National
and State Chapters

PROJECT TEAM



Nicole Anderson is an experienced administrative professional and communications specialist at Vandewalle & Associates. She has been with the firm for more than two decades. Nicole also has a keen eye for detail and has proven herself an unmatched asset in project assistance and communications. She specializes in formatting and production of outgoing documents, presentations, public engagement keypad polling, and surveys.

She has assisted in the facilitation and summary of more than 40 on-line community surveys, including administration, formatting, editing, distribution, coding, and other administrative assignments, using SurveyMonkey, in addition to multiple paper-only surveys, for such clients as the cities of Glendale, Sturgeon Bay, Shorewood, Brookfield, Delavan, Janesville, Jefferson, Lake Geneva, Manitowoc, Sun Prairie, Waterloo, and Watertown; the villages of Maple Bluff, Johnson Creek, McFarland, Mount Horeb, Oregon, Orland Park, and Paddock Lake; the counties of Boone and Shawano; and the Wisconsin DOT.

Nicole provides intensive multitasking capabilities and a commitment to getting things done. Challenges are her specialty and she understands the value of building the loyalty and trust of staff and clients alike. Anticipating the needs of principals and team members, Nicole resolves operational and administrative issues before they arise. A Madison-area native, Nicole enjoys seeing the impact that planning and economic development can have on her community.



Nicole Anderson
Project Assistant /
Communications Specialist
Vandewalle & Associates
Phone: 608.255.3988
nranderson@vandewalle.com

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Society of Administrative Professionals

PROJECT TEAM



Susan Hansen is a marketing communications specialist, focused on development of communication materials and concepts. Her responsibilities at Vandewalle & Associates include finding marketing solutions for Vandewalle & Associates and its clients; and directing, designing and producing creative documents and marketing materials.

Susan has more than fifteen years of advertising agency experience as copywriter, designer, and creative director. She has worked to create selling concepts, marketing platforms, design, and copy tone for a wide range of clients. Susan has developed print materials, as well as materials for radio, television, and video. Her related background in landscape architecture further aids in the clear presentation of place-based concepts and their differing relevance to a variety of users.

Over the years at Vandewalle, Susan has been involved with countless marketing communications pieces including: Madison Healthy City Initiative; Capitol East District; Deforest Marketing; Uptown Fitchburg; Racine RootWorks and Machinery Row vision development; Rifle River Town/Energy Village Opportunity Analysis; Milwaukee 7; Janesville Towne Square; Oscar Mayer Special Area Plan; Alliant Energy Center Destination District; and StartingBlock Madison.

Susan specializes in unique and easy-to-read infographics and vision graphics that can help take audiences through complex processes and bring new concepts to life. Particularly inspired by the process of transformation in art and communication, she continually experiments with new media including everything from paint, to animation, to audio and video.



Susan Hansen
Principal, Marketing
Communications
Vandewalle & Associates
shansen@vandewalle.com

EDUCATION

- B.A. Journalism
University of Wisconsin - Madison,
Wisconsin
- Minor studies in graphic design
University of Wisconsin - Madison and
Milwaukee
- Studies in Professional Landscape
Architecture
University of Wisconsin - Madison,
Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Phi Beta Kappa
- Winner of American Advertising Federation Addy gold, silver, and mention (Madison, Milwaukee, and Fox Valley regions) for print ad campaigns, and several Telly Awards for broadcast

PROJECT TEAM

Troy has nearly 20 years of experience in municipal public works projects. Troy's extensive project experience includes: urban and rural roadway rehabilitation and construction; sanitary sewer and water main system design; stormwater conveyance systems; water and sewer system planning; stormwater management; stormwater utilities; comprehensive drainage plans; and residential subdivision site design.

Troy has experience helping municipal clients prepare: capital improvement budgets; construction specifications; bid documents; public reports and assessment schedules; CMOM reports; NR 216 compliance reports; development reviews; and WISLR road rating updates. Troy also obtained agency approvals from WDNR, MMSD and WisDOT. Additionally, Troy helped these municipalities obtain federal and state loans and grants.

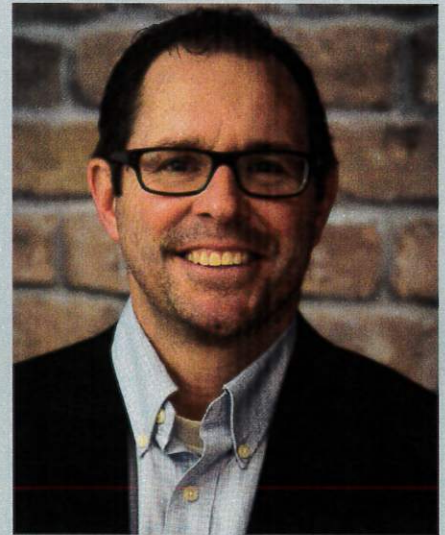
PROJECT EXPERIENCE

Village of Wauwatosa Redevelopment, Wauwatosa, WI: Provided project management for planning and conceptual designs for Village of Wauwatosa redevelopment. Planning for historic district within the Village included planning and streetscape concepts for residential areas, parks, specialty retail, and restaurants. Detailed conceptual planning with traffic modeling and movements analyzed, pedestrian and transit facilities reviewed, and wayfinding with a desire to provide safe and efficient traffic movements for pedestrians, bicycles, and motor vehicles.

Root River Parkway Reconstruction, Greendale, WI: Provided civil engineering services to support this reconstruction project. Because the Root River Parkway extends through the Milwaukee County Park system and is adjacent to the Whitnall Beer Garden, design considerations were given to both vehicular and pedestrian travel while designing the roadway and parking lot. The road was widened to allow for additional parking and bicycle travel.

Menomonee River Parkway Renewal, Milwaukee County, WI: Provided project management from concept to final construction and served as technical lead for the revitalization of the four-mile Menomonee River Parkway, from the north terminus to the Village of Wauwatosa. Parkway was in dire need of a transformation, as the original intent of a scenic and pedestrian roadway had become more of a commuter route.

East Trunk Relief Sewer, City of Mequon, WI: The East Trunk Relief Sewer (ETS) project consists of approximately 8,500 feet of 48-inch sanitary sewer and 3,500 feet of 24-inch sanitary sewer, mostly installed by trenchless technology (micro-tunneling). Once completed, the project will provide relief from basement backups for many residents within Mequon. Design included the analysis of a route alignment, modeling of the sewer system, all design and contract documents for the project, and all permitting including Union Pacific Railroad, Wisconsin Department of Transportation, Ozaukee County, Milwaukee Metropolitan Sewer District, and Wisconsin DNR.



Troy T. Hartjes, P.E.
Senior Project Manager, raSmith
 troy.hartjes@rasmith.com

EDUCATION

- B.S. Civil Engineering, Transportation and Municipal Emphasis, University of Wisconsin-Milwaukee, 1995

PROFESSIONAL REGISTRATIONS

- Professional Engineer: WI

PROFESSIONAL AFFILIATIONS

- American Society of Civil Engineers
 American Council of Engineering Companies
- American Public Works Association

AWARDS

- American Young Leader, ACEC, 2006

PRESENTATIONS

- Association of Metropolitan Milwaukee Area (AMMA) Public Work
- Administrators & Engineers, Fall 2013, Fall 2012
- Institute of Traffic Engineers, Regional Conference, 2019, 2006

PROJECT TEAM

John has 20 years of transportation engineering experience. His expertise includes traffic signal design, traffic impact studies, and traffic analysis. John oversees raSmith's traffic signal design efforts, which has included over 100 traffic signal designs in the last five years. He has managed intersection improvement and traffic signal retiming projects, including WisDOT Highway Safety Improvement Program (HSIP), WisDOT permit projects, and municipal projects.

Additionally, John is actively involved in the transportation engineering profession, providing technical conference presentations, serving on the ITE Wisconsin Section executive board, and teaching transportation engineering courses at Marquette University.

PROJECT EXPERIENCE

- 68th Street (Honey Creek Parkway to River Parkway) Pedestrian & Bike Design, Wauwatosa, WI
- Broad Street Pedestrian Improvements, Greendale, WI
- West Allis Pedestrian Evaluation, West Allis, WI
- WIS 175 Pedestrian Improvements, Village of Slinger, WI
- County V Traffic Analysis, Milwaukee County, WI
- County OO Traffic Analysis, Milwaukee County, WI
- County BB Traffic Analysis, Milwaukee County, WI
- S. 92nd Street Corridor Retiming, City of West Allis, WI
- County O (County ES to County I), Waukesha County, WI
- La Crosse Traffic Counts and Fiber Optic Testing, City of La Crosse, WI
- 92nd and Lapham Intersection Improvement Analysis, City of West Allis, WI
- 116th and Washington Intersection Analysis, City of West Allis, WI
- County CE Corridor Study, Outagamie County, WI
- West Milwaukee Commuter Route Study, Village of West Milwaukee, WI
- City of St. Francis Quiet Zone Traffic Counts, St. Francis, WI
- Village of Salem Lakes Quiet Zone Study, Salem Lakes, WI
- State Street Quiet Zone Analysis, City of Wauwatosa, WI
- Howard Avenue Signal Retiming, City of St. Francis, WI
- State Street Signal Retiming, City of Wauwatosa, WI
- Sunny Slope Road & Howard Ave Intersection Analysis, City of New Berlin, WI

AWARDS

- 2018 - ITE Distinguished Service Award
- 2012 - ITE Young Consultants Award
- 2009 - ITE Martin Bruening Technical Paper Award
- 2007 - ITE Harvey Shebesta Scholarship



John Bruggeman, P.E., PTOE
Traffic Engineer, raSmith
 john.bruggeman@rasmith.com

EDUCATION

- M.S. Engineering & Urban Planning, University of Wisconsin-Milwaukee, 2009
- B.S. Civil Engineering, Marquette University, 2004

PROFESSIONAL REGISTRATIONS

- Professional Engineer: WI, 2008; IL, 2016
- Professional Traffic Engineer: CA, 2015
- Professional Traffic Operations Engineer: 2010

PROFESSIONAL AFFILIATIONS

- Institute of Transportation Engineers (ITE) Midwestern District
- Martin Bruening Award Committee, 2007-2008
- Harvey Shebesta Award Committee, 2012-present
- American Council of Engineering Companies (ACEC) Future Leaders Institute, 2011-2012
- Transportation Research Board (TRB) International Roundabout Conference Presenter, 2011