
Work Task 1: Refined Scope and Project Management Plan

Task 1.2.4.1.1 Meet to Refine Scope & Identify Product Deliverables

The Consultant will meet with the Project Staff to Refine the Project Scope, Work Program, Schedule and Budget Allocations to best meet the project objectives.

Proposed Completion Date: Month 1

Task 1.2.4.1.3 Monthly Progress Reports

To keep the County and local officials apprised of progress, the Consultant will provide written progress reports every month throughout the process.

Proposed Completion Date: Ongoing through Month 12

Task 1.2.4.1.4 County, MPO, TCSP Updates

The Consultant will make up to six presentations to update the County, MPO, TCSP, and other agencies as invited and directed by the NMPAC, with time for questions and answers.

Proposed Completion Date: Ongoing through Month 12

Task 1.2.4.1.5 Miscellaneous Project Management

This task entails any miscellaneous project management needed to keep the project on schedule. Activities include phone calls, technical memos, email correspondence, meeting preparation and follow-up, clerical support, project coordination with County staff and local governments, etc.

Proposed Completion Date: Ongoing through Month 12

Work Task Two: Public Participation Plan

The County and local governments will be expected to make all arrangements for meetings, locations, notices complying with the Open Meeting Laws, room set up, and refreshments, etc.

Task 1.2.4.2.1 Corridor Vision Forums

The Consultant will organize, lead, and record comments during three intensive, half-day Corridor Vision Forums to stimulate ideas from residents, property owners, and other interested groups and individuals in the Study Area.

The Consultant will work with the NMPAC and local governments to develop a large and diverse list of invitees for the Corridor Vision Forums, and develop publicity to achieve general public participation. The Consultant will prepare a presentation packet for Corridor Vision Forum participants, including key maps, an agenda, worksheets, and instructions. The County will be responsible for all printing and distribution of that packet.

The Consultant will summarize the results from the Corridor Vision Forums and present the summaries at a monthly meeting with the NMPAC and to local governments in the area.

Proposed Completion Date: Month 3

Task 1.2.4.2.2 Meetings with NMPAC and Individual Communities

The Consultant will prepare, lead, and attend the following joint meetings of the NMPAC and the communities in the Planning Area:

- Task 1.2.4.2.2.1** Mtg 1: NMPAC Kick-off Meeting
- Task 1.2.4.2.2.2** Mtg 2: Group Community Meeting to Introduce Team and Project
- Task 1.2.4.2.2.3** Mtg 3: Group Community Meeting to Introduce Roadway Types, Community Character, and Growth Management Tools
- Task 1.2.4.2.2.4** Mtg 4: Individual Community Meetings to discuss pop. projections, adopted plans, and long-range growth patterns (1 meeting with each community - Burke, DeForest, Madison, Middleton, Springfield, Vienna, Waunakee, Westport, and Windsor)
- Task 1.2.4.2.2.5** Mtg 5: Joint NMPAC/Community Meeting to Discuss reaction to Preliminary Concepts, Adopted Plans & Open House
- Task 1.2.4.2.2.6** Mtg 6: Joint NMPAC/Community Meeting to Distribute & Present Draft Allocation Maps and Growth Management Tools
- Task 1.2.4.2.2.7** Mtg 7: Joint NMPAC /Community Meeting to Discuss Forum Results and Select 3 Alternatives to Model
- Task 1.2.4.2.2.8** Mtg 8: NMPAC Meeting to Select 3 Alternatives & Discuss Methodology for Modeling
- Task 1.2.4.2.2.9** Mtg 9: Joint NMPAC/Community Meeting to Discuss Draft Land Use & Transportation Network Alternatives
- Task 1.2.4.2.2.10** Mtg 10: Individual Community Meetings to Discuss Draft Land Use and Transportation Network Alternatives (1 meeting with each community - Burke, Madison, Middleton, Springfield, Waunakee, Westport, and Windsor)
- Task 1.2.4.2.2.11** Mtg 11: Joint NMPAC/Community Meeting to Present Preliminary Modeling results
- Task 1.2.4.2.2.12** Mtg 12: Joint NMPAC/Community Meeting to Discuss Implementation Alternatives & Preliminary Identification of Final Recommendation
- Task 1.2.4.2.2.13** Mtg 13: Joint NMPAC/Community Meeting to Recommend Selected Alternative
- Task 1.2.4.2.2.14** Mtg 14: Joint NMPAC/Community Meeting to Discuss Draft Report
- Task 1.2.4.2.2.15** Mtg 15: Joint NMPAC/Community Meeting to Refine Report
- Task 1.2.4.2.2.16** Mtg 16: Final NMPAC Meeting to Adopt Final Report

The Consultant will be available for additional meetings as necessary based on the hourly rate of the personnel required for the meeting.

Proposed Completion Date: Ongoing through Month 12

Task 1.2.4.2.3 Quarterly Article for Newsletter/Web Page

The Consultant will prepare four quarterly plan update newsletters. (All plan documents and notices will also be supplied in digital format to the County for inclusion on the Web page.) The County will be responsible for distribution of the newsletter and maintenance of the Web page.

Proposed Completion Date: Quarterly through Month 12

Task 1.2.4.2.4 Open Houses for Presenting Study Approach and General Alternatives

The Consultant will organize, lead, and record comments during three two- and one-half hour General Alternatives Open Houses to stimulate ideas from residents, property owners, and other interested groups and individuals in the Study Area.

Proposed Completion Date: Month 4

Task 1.2.4.2.5 Open Houses for Presenting Refined Alternatives Results

The Consultant will organize, lead, and record comments during three two- and one-half hour General Alternatives Open Houses to stimulate ideas from residents, property owners, and other interested groups and individuals in the Study Area.

Proposed Completion Date: Month 10

Task 1.2.4.2.6 Open Houses for Presenting the Draft Project Recommendations for the Selected Alternative and Implementation Package

The Consultant will organize, lead, and record comments during three two- and one-half hour Open Houses to present the Draft Project Recommendations for the Selected Alternative and Implementation Package.

Proposed Completion Date: Month 12

Work Task 3: Identification of Needs, Goals, and Criteria for Choosing Scenarios and Making Plan and Policy Recommendations

Task 1.2.4.3.1 Questionnaires and Meeting to Identify Needs, Goals, and Criteria

The Consultant will provide questionnaires to, and lead a scoping meeting with, Project Administrators, NMPAC, TCSP Oversight Committee, Municipalities, School Districts, Sanitary Districts, County, MPO, DCRPC, and other agencies.

Proposed Completion Date: Month 3

Task 1.2.4.3.2 Develop Statement of Needs, Goals, and Criteria

Based on information received in Task 1.2.4.3.1, the Consultant will prepare a draft statement of needs, goals and criteria for recommendations. The Consultant will meet with project Administrators to review the statement before presentation to the NMPAC at a monthly meeting. The Consultant will work with the NMPAC to refine and finalize the statement of needs, goals, and criteria.

Proposed Completion Date: Month 4

Work Task 4: Development and Evaluation of Preliminary Potential Scenarios, Plans, and Policy Recommendations

Task 1.2.4.4.1 Map Compilation and Base Map Production

The Consultant will compile digital mapping data from the County, Cities, Villages, and Towns in the project area, and other State and Federal sources, as necessary, to produce maps for the individual plan elements.

Proposed Completion Date: Month 2

Task 1.2.4.4.2 Existing Natural Features Map Preparation

The Consultant will use the data compiled in Task 1.2.4.4.1 to prepare an Existing Natural Features Map. Field work to identify key natural areas will be provided as necessary.

Proposed Completion Date: Month 2

Task 1.2.4.4.3 Land Use Inventory and Existing Land Use Map Preparation

The Consultant will coordinate and conduct an existing land use inventory for the project area. This will involve working with County staff to develop an appropriate approach to conduct the inventory. The Consultant will work with the County on the appropriate land use categories to be used.

With the data collected through the land use inventory, the Consultant will prepare a color project-area ArcView map of existing land use. The NMPAC staff and each local government will be given a copy of the existing land use map for review. One set of revisions will be made to the existing land use map before it is presented for public review.

Proposed Completion Date: Month 2.

Task 1.2.4.4.4 Existing Visual Resources and Community Character Analysis Map Preparation

The Consultant team, consisting of landscape architects, architects, and landscape planners, will conduct a windshield survey of the general planning area to identify key visual and community character areas. The Consultant will analyze the ecological and vernacular landscape pattern, settlement pattern, viewsheds, historic and cultural resources, and other key features. Photographs and graphics will be used to depict the character of these areas.

With the data collected in this task, the Consultant will prepare a project-area Existing Visual Resource and Community Character Map. The NMPAC staff and each local government will be given a copy of the map for review. One set of revisions will be made to the map before it is included presented for public review.

Proposed Completion Date: Month 2

Task 1.2.4.4.5 Prepare Population and Land Use Projection Scenarios

The Consultant, with assistance from the NMPAC, will develop at least three different projection scenarios for population and general land use demand within the planning timeframe. The Consultant will use generally accepted methodologies to make these projections, and will seek suggestions and confirmation by Dane County Planning Department Staff. The Consultant will employ data from the Year 2000 Census.

Proposed Completion Date: Month 3

Task 1.2.4.4.6 Determine Development Type Allocations

Based on the land use demand projections prepared in Task 1.2.4.4.5, the Consultant will work with the NMPAC to determine the allocation of development by detailed land use category. These categories will be identical to those used for the existing land use inventory in Task 1.2.4.4.3. The Consultant will use generally accepted methodologies to make these projections, and will seek suggestions and confirmation by Dane County Planning Department Staff.

Proposed Completion Date: Month 3

Task 1.2.4.4.7 Review of Existing Community Plans and Ordinances

The Consultant will review and summarize:

- ◆ Existing County-prepared plans, including the 1997 Dane County Land Use and Transportation Plan, the 1998 Design Dane! planning initiative, the 2000 Farms and Neighborhoods planning initiative, the First

Annual Report of the Dane County Agricultural Advisory Council, the USH 12 Local Planning Assistance Project, the USH 12 Dane County Fund Project, Transport 2020, the County Zoning and Land Division Ordinances, and other relevant plans. Working with County staff, the Consultant will also evaluate compliance with existing plans and document where and how the County's development has departed from their recommendations.

- ◆ Existing town and city comprehensive plans, land use plans, or ordinances prepared by or for each local unit of government in general project area. In particular, an overlay map depicting the location of existing land use plan recommendations for various communities will be prepared.
- ◆ Existing state and regional plans and studies prepared as they affect the growth and development in the North Mendota Parkway corridor, including relevant plans and studies from the WisDNR, WisDOT, and other state and federal agencies.

The County will assist the Consultant in obtaining copies of all relevant plans and studies.

Proposed Completion Date: Month 3

Task 1.2.4.4.8 Prepare Transportation Scenarios

In developing transportation scenarios, the Consultant will focus on the conceptual level. The Consultant will develop/refine up to six different transportation scenarios for evaluation. These transportation scenarios could include the following roadway types for different corridor segments:

- ◆ No-Build
- ◆ Enhanced local and regional road network
- ◆ Parkway
- ◆ Expressway
- ◆ Freeway

The project team will locate a corridor location that minimize impacts, accomplishes project objectives, and is responsive to public discussion. The corridor location will be feasible and take into account geographic constraints. Using a consistent band right-of-way width, we will then quantify impacts to uplands, wetlands, and other resource areas. The project team will also estimate probable construction costs.

Proposed Completion Date: Month 6

Task 1.2.4.4.9 Prepare Initial Growth Pattern Scenarios

The Consultant will prepare long-term growth pattern scenarios for the project area. These may include the following scenarios for each transportation corridor option:

- ◆ Current Trends
- ◆ Farmland or Open Space Preservation
- ◆ Compact Existing Centers Development
- ◆ Compact Locate-to-Access Development
- ◆ Dispersed Development

The Consultant will identify likely areas of general development based on the combination of adopted plans, urban service areas, sanitary sewer districts and zoning.

The Consultant will refine the development alternative maps, assigning the amount, mix and location of development based on the population and land use demand projections and the selected development allocations, transportation scenarios, and growth pattern scenarios.

Proposed Completion Date: Month 5 for Initial Scenarios; Month 6 for Refined Scenarios

Work Element Five: Evaluation of Selected Set of Potential Scenario, Plan, and Policy Recommendations

Task 1.2.4.5.1 Prepare Impact Analysis of Selected Transportation and Development Location Alternatives

The Consultant will prepare quantitative and qualitative impacts of each of the transportation and development location alternatives. The impact studies may include but not be limited to:

- ◆ Population, dwelling units, and estimated timing of build-out;
- ◆ Number of acres and quality of land preserved vs. land developed;
- ◆ Impacts on farming, including agricultural production, soil quality of land developed/preserved, the general economic and physical viability of the development pattern for farming;
- ◆ Satisfaction of recreational open space needs;
- ◆ Environmental impacts;
- ◆ Impacts from generated traffic to the existing road network;
- ◆ Additional community facilities and services needed;
- ◆ Potential for new tax base generation, as well as municipal competition for this additional tax base;
- ◆ Differential tax base/service impacts including local community tax/service impacts, regional tax/service impacts.

The Consultant will also assess the affects to the character of the corridor using visual tools, including birds-eye renderings, photographs, drawings, and conceptual neighborhood development plans.

The transportation modeling will focus on two effects: transportation demand and traffic operations. The Consultant will summarize this technical information in a non-technical format that helps the public understand the consequences of their decisions.

For the demand portion, the Consultant will work with MAMPO staff to refine and subdivide Traffic Analysis Zones (TAZ's) of the existing MPO demand model with updated trip generation for the different land use scenarios. For the operations portion of the equation, the Consultant will develop a CORSIM and/or Synchro model of critical connection points on the arterial using traffic data obtained from the demand modeling. For more rural sections of the Parkway, the Consultant will use HCS to determine service levels of corridor segments.

The Consultant will assess the influence of other transportation options, such as TDM, enhanced transit, and other area wide transportation initiatives into both the demand and operations modeling. The Consultant will perform a qualitative, rather than quantitative, review of these option's affect on the transportation and land use scenarios.

The Consultant will summarize the technical information and communicate the broad transportation effects to non-technical users and decision-makers. The Consultant will also illustrate these affects using the animation from the operations modeling. Technical detail from the models will be available for review, but the Consultant will focus on the general effect of the transportation/land use alternatives to strategic intersections and roadway segments.

Proposed Completion Date: Month 9

Work Task Six: Evaluation and Selection of Final Recommendations

Task 1.2.4.6.1 Develop Implementation Strategies

The Consultant will evaluate and propose detailed implementation strategies. The Consultant will work closely with the NMPAC in these efforts.

The Consultant will also research other innovative plan implementation tools, such as transfer or purchase of development rights, capital budgeting and planning, concurrency requirements, design guidelines, overlay zoning unique to the corridor jurisdictions, landscaping requirements, identification of grants, and intergovernmental cooperation.

Proposed Completion Date: Month 11

Task 1.2.4.6.2 Prepare Draft Report #1

The Consultant will prepare the draft report including the following elements:

- ◆ Description of the process and contents of a recommended general multi-jurisdictional land use and transportation plan for the study area, including recommended development staging and local plan updates, in keeping with the requirements of the state's "Smart Growth" planning law;
- ◆ Description of recommended policies, programs, local ordinances, and other measures needed to implement a recommended plan;
- ◆ Description of analysis of NMPAC's recommendations with respect to their merits and impacts as they address selected goals and criteria from Task 1.2.4.3.2;
- ◆ Description, including a timeline, of the actions to be taken by towns, villages, cities, the County, the MPO and other public entities to implement a plan and other recommendations;
- ◆ Tables, maps, and other graphical information as appropriate; and
- ◆ Earlier consultant reports or summaries of those reports as may be needed to understand NMPAC's selection process and recommendations.

Before the public meetings at which the report is presented, the Consultant will refine the report based on input from the NMPAC.

Proposed Completion Date: Month 11

Task 1.2.4.6.3 Final Report

The Consultant will revise the first draft of the report based on meeting with and comments from the NMPAC. The Consultant will prepare and submit one camera-ready copy of the final report document and all necessary maps, graphics, etc. in Microsoft Word Format. The Consultant will also provide a copy of all display/review maps in hard copy and digital format. The County will be responsible for the printing and distribution of the Report.

Proposed Completion Date: Month 12

Task 1.2.4.6.4 Presentation of Final Report

The Consultant will be available for not less than five presentations of the final report during the six month process following completion of the project.

Proposed Completion Date: Month 13