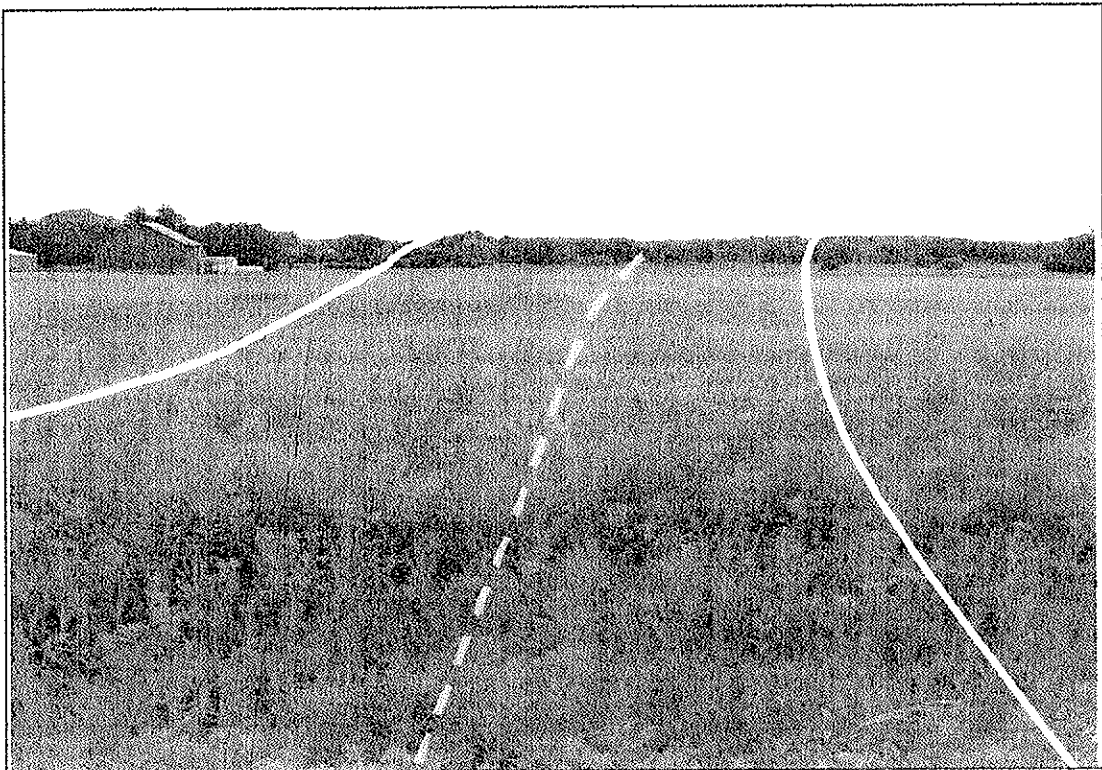


VALUE PLANNING STUDY

WISCONSIN DEPARTMENT OF TRANSPORTATION - DISTRICT 3

STH-15 Corridor Plan Greenville to New London



Final Report

July 2003

RSR

"the value solutions team"

Robinson, Stafford & Rude, Inc.

Final
Value Planning Study Report

For

STH-15 Corridor Plan
Fond du Lac to Plymouth

July 2003

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SECTION 1

EXECUTIVE SUMMARY

This report presents the results of a Value Planning (VP) study conducted by Robinson, Stafford & Rude, Inc. (RSR) on the corridor planning of a segment of STH-15 for the Wisconsin Department of Transportation - District 3 (WisDOT). The project was reviewed at conceptual planning.

PROJECT DESCRIPTION

The proposed project is an 11-mile segment of STH 15 between Greenville and New London. The existing two-lane highway is to be upgraded to a four-lane facility and may, or may not, pass through the Village of Hortonville. The selection of the new highway corridor is the subject of this value planning study.

VALUE PLANNING PROCEDURE

The VP process used to review this project is an organized, multidisciplinary process designed to find alternative ways to achieve the project's necessary and desired functions. With this process, the VP team identifies the essential project functions and possible alternative ways to achieve them, then selects the best two or three combinations of alternatives and develops them into workable solutions for achieving the overall project goals.

The 40-hour workshop took place from July 14 - 18, 2003. The study used a six-step Value Methodology Job Plan specifically aimed at achieving a solution, or more than one solution, to the corridor plan being studied. This Job Plan is consistent with the established standard value methodology of SAVE International.

Cost was not an influencing factor in the evaluation and analysis efforts by the value team. The recommendations in this report are based on the selection of the best functional solution for a roadway corridor that will benefit those using this segment of highway as a connecting link to other regions, and to those local residents using the highway for local access and commerce.

Value planning builds consensus for projects by bringing together the owner, roadway corridor users, the designer, and regulatory agencies. Key players who know the most about the project participated in a facilitated workshop environment with the common goal of achieving a project that truly works.

WORKSHOP RESULTS

The workshop focused on identifying the basic or required functions for the new corridor. From these functions the value team brainstormed 131 creative ideas for potential inclusion in the project corridor. The best of these ideas are then configured, by the value team, into project planning alternatives.

Failed Alternatives

In the course of their work, the value team concluded that two corridor alternatives “failed” to meet the required functions for a successful project. These alternatives are:

- Stay on existing alignment and make improvements to increase the capacity to the maximum.
- Leave local traffic on Main Street through Hortonville and develop a new local road just south of the existing Main Street/STH 15 corridor. This alternate is also referred to as the central business district reliever route.

Detailed discussions explaining the reasons for why these alternatives fail to meet the projects basic functional requirement are contained in Section 5 – Workshop Findings.

Recommended Alternatives

The value team configured four recommended alternative corridor alignments for the project. Each of these alternatives meets the basic functional requirements for the project. These alternatives are discussed in detail in Section 6 – Recommended Alternatives.

- **Railroad Reliever Route** – this route picks up at Douglas Street to CTH “JJ,” along the north side of the railroad tracks. This is a 4-lane, mid-speed, limited access through route.
- **North Corridor** – this route picks up just north of North Road and curves along the north side of Hortonville and returns to the Highway 15 north of Cross Road.
- **Near South Corridor** – this route skirts around the south side of Hortonville and the Industrial Park.
- **Far South Corridor** – this route swings around the south side Hortonville in a longer arc from Givens Road to Julius Road and provides for grade separations at several local roads.

Preferred Alternative

The value team also developed a list of decision criteria they feel should be used in selecting the preferred corridor alternative. Applying these decision criteria, the value team selected their preferred alternatives for the project. They identified both south corridor routes as their preference for the new highway corridor. The results of their evaluations are almost identical for the two south corridors, so when asked for their recommended route, they still listed both south routes¹. Others may choose another alternate as their preference. The details of their evaluation are discussed in Section 6 – Recommended Alternatives.

¹ It should be noted that the vote used to pole the value team should not be interpreted as an “accurate selection.” This was only an “opinion” vote that indicated their preferences given the information at hand and all within a very limited time frame.

It should also be noted that these corridor alternatives are recommendations only. The final responsibility for acceptance rests with WisDOT as they proceed forward with public meetings and project design.

General Recommendations

In addition to the planning alternates in the previous section, the team identified several general recommendations that can be applied individually to any of the new corridor alternates. These should be considered as stand-alone recommendations that will improve the performance of whichever alternate corridor route is selected. These recommendations are discussed in Section 7 – General Recommendations.