



1



2

PROJECT MANAGER



Shelby Ferguson

INTERVIEW TEAM



Chris Rolling, P.E.
Local Principal-in-Charge



Kyle McLaughlin, AICP
Multimodal
Transportation & Safety
Support



Lizzy Cavitt, EI
Community Facilities &
Infrastructure



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3

BLAIR, NE
Why Plan Now?

- Regional employment powerhouse
- Untapped residential and commercial potential
- Ready to align growth with identity

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Google Earth

4

2

Understanding Blair's Needs

STRENGTHS

Jobs, Industry, Highways, Access

OPPORTUNITIES

Housing, Downtown Activity,
Daily Life Amenities



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6

3



Topics of Interest

Developable Land & Floodplain Resilience

The Downtown Reroute & Bypass

Multimodal Connectivity

Equitable Housing

Resource Recovery

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FROM VISION TO ACTION

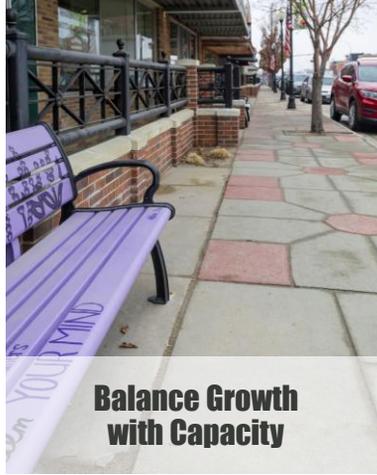
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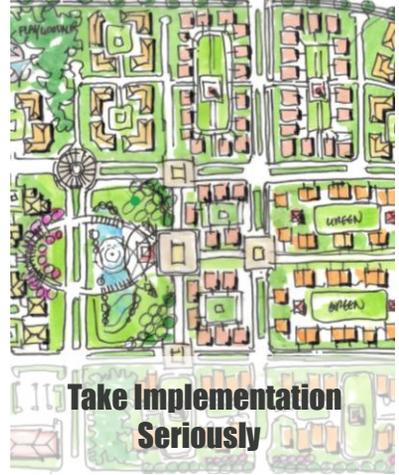
It's not what we do. It's HOW we do it.



Put People First



Balance Growth with Capacity



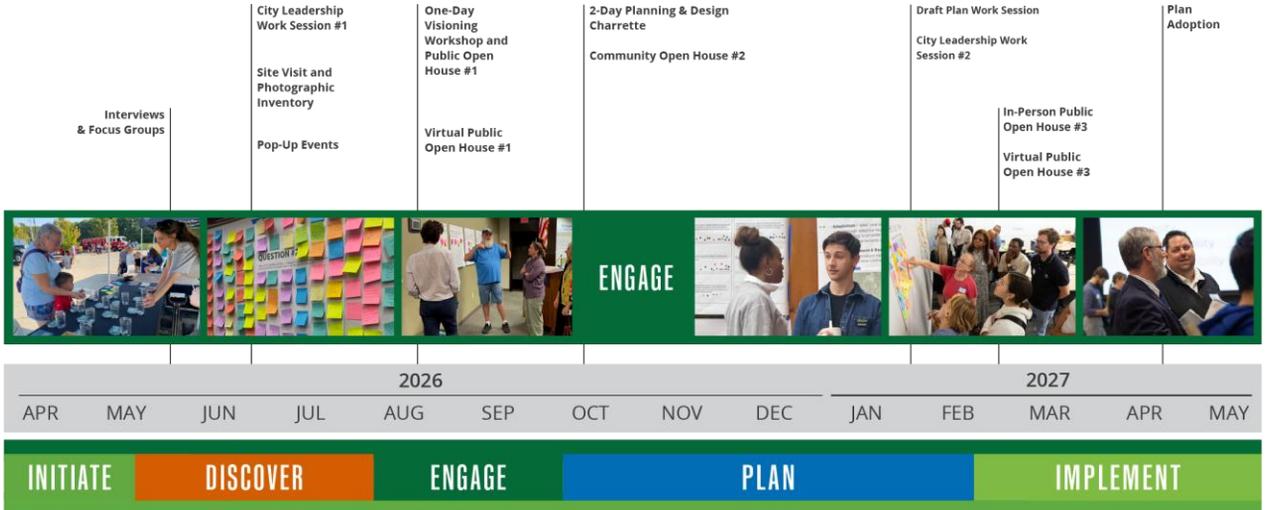
Take Implementation Seriously

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9

It's not what we do. It's HOW we do it.



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10

5



The Heart of Our Planning Process

We are *skilled public engagement specialists*.

We ensure engagement is *personal and accessible*.

We don't shy away from difficult or challenging conversations. In fact, **we welcome them into the process.**



Layered, Targeted, and Adaptive



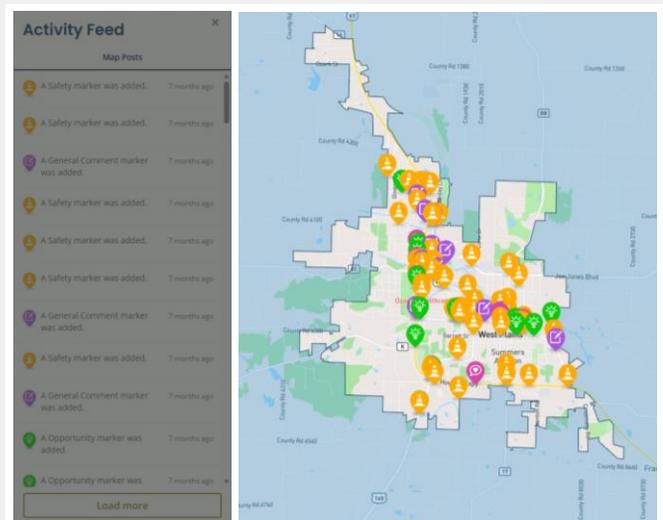
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13

Social Pinpoint

COMMUNITY MAP ACTIVITY

Use this map to leave markers showing opportunities, concerns, general comments, or special features in West Plains. Think about where you like to go in West Plains, how you usually travel, and what would make it a better experience. Do you love to bike or walk? Maybe you'd like to walk your kids to school but are nervous about crossings. Let us know what you think!



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14

Learn how you can get involved in the West Plains Safety Action Plan!

Share your transportation-related safety concerns and ideas using the tools on this site to improve your transportation network. Alongside safety and collision data, your input will help guide recommendations for transportation safety improvements in West Plains.

Project Overview

The City of West Plains is developing the **West Plains Safety Action Plan (WPSAP)** to identify strategic safety improvements to West Plains' transportation network. The **WPSAP** will include action steps and recommendations to reduce crashes and serious injuries when traveling in West Plains.

+ [What is a Safety Action Plan?](#)

+ [Learn more about Safe Streets and Roads for All \(SS4A\)](#)



How Can I Help?

The project team will need your help throughout the process developing the **West Plains Safety Action Plan**

1. Tell us your thoughts on getting around in the community on the map below.
2. Attend an event- see Upcoming Events
3. Share your story, ideas, drawings, and dreams for West Plains on the [Story Board](#)

A big thanks to everyone who contributed to the community survey and map! We'll use this information to better understand how the community gets around West Plains to incorporate into the safety plan.

Stay tuned for event details on this page, follow the City of West Plains, and share events with your neighbors and family.

Timeline

✓ Project Kick-Off

Winter 2024

The initial phase will begin with a State of the System Analysis, which will include a review of existing plans, policies, and crash data.

✓ Visioning and Safety Analysis

Winter 2025

The project team will work with City staff and technical stakeholders to identify the key features and concerns of West Plains' transportation network. This will assist the project team in developing the vision, goals, and actions for the WPSAP.

✓ Draft Plan Development

Spring - Summer 2025

The project team will begin drafting the implementation matrix of the WPSAP, including recommendations for roadway improvements, transportation projects, policies, and programs. The public will also have the opportunity to review the goals, strategies, and the Measures of Effectiveness (MOEs).

✓ Final Plan Development

Summer 2025

The final plan phase will focus on further refining the WPSAP's content by asking City leaders, technical stakeholders, the community to review the plan in its entirety. After this review, the WPSAP will be sent to the West Plains City Council for approval.

+ Implementation

Fall 2025 - Ongoing

Although the project will be completed, the process will continue as the goals and strategies are implemented from the WPSAP.



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WHAT THE HECK IS A CHARRETTE?

We use the term charrette to summarize the intensive, creative, and collaborative work sessions that bring together planners, landscape architects, economic develop specialists, engineers, and members of the public to work together to create ideas in the moment.

A CHARRETTE IS:



A **multi-day** workshop



An **open** and **transparent** process where all are welcome



A **collaboration** between people with different backgrounds and skill sets



A fusion of topics, ideas, and realities that create a **holistic** plan



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“We were not expecting the flexibility and ability of staff to cope with the unknowns of the process the way they did.”

— Doug Allmon, Community Development Director
Shawnee Comprehensive Plan, Shawnee, KS



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From Pressure to Possibility

PEOPLE

PROJECTS

POLICIES

PROGRAMS

PARTNERSHIPS

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19



Understanding the Market

- Market driven approach
- Current and future real estate trends
- Long-term need for housing, retail, office, and industrial
- Stakeholder interviews

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20



10

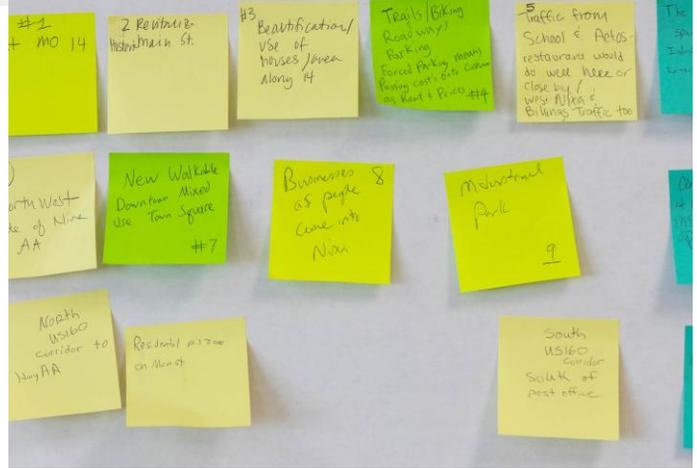
Economic & Market Analysis

- Economic development
- Existing and potential corridors/districts
- Balanced housing
- Quality of life, livability, and economic sustainability

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21

BRANT ECONOMY QUESTION #1
 What parts of the city are not currently used in the best possible way when you consider the local economy? Use the PINK where and sticky notes to tell us why and how that might be



22

“ Olsson produced a planning document that not only **looks beautiful and reflects a robust public process**, but which is **also fully implementable**. In the end, I am certain **we found the ideal partner** for this important project.”

“ This is a plan we will **be able to use on day-to-day basis**. [Olsson] spent a lot of time getting to know us and **learning what we wanted out of plan.**”

“ I'm very impressed with the document overall— content, visually and breadth.”

“ Our citizens complimented us as to how **well thought-out and effective** the engagement process was... Our new plan is **clear with specific recommendations to lay the groundwork** for our future growth and development.”

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23



Multidisciplinary Advantage

INFRASTRUCTURE IS THE BACKBONE OF THE PLAN

- Water, sewer, stormwater
- Transportation and safety
- Energy and resilience
- Capital alignment

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24

12



BELLEVUE, NE

Comprehensive Plan & Long-Range Transportation Plan

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25



WEST PLAINS, MO

West Plains Comprehensive Plan



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26

FORT COLLINS, CO
**Master Transportation
Planning Services**



27

At the End of the Day...



You'll have a **consensus-built, vision-aligned guidebook**
for the future of your community!



28

Why Olsson?

Blair deserves a planning approach as refined and intentional as the city itself.



29

"Planning is where passion meets purpose, I look forward to bringing Blair's community vision into reality through guiding balanced, strategic growth that strengthens today and sustains tomorrow."

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30

ORGANIZATIONAL CHART



PROJECT MANAGER & PUBLIC ENGAGEMENT
SHELBY FERGUSON



LOCAL PRINCIPAL-IN-CHARGE & MULTIMODAL TRANSPORTATION & SAFETY
CHRIS ROLLING, P.E.



ABBY NEWSHAM, AICP
Land Use & Urban Design



LIZZY CAVITT, EI
Community Facilities & Infrastructure



CODY PERATT, PLA, MLA
Downtown Streetscape & Placemaking



KAYLA MEYER, PLA, ASLA
Parks, Recreation, & Trails



ZOE BROWN, AICP
Community Planner



ERIC FUSELIER, PWS, ENV SP
Energy, Sustainability, & Resilience



KYLE McLAUGHLIN, AICP
Multimodal Transportation & Safety Support



JEREMY STRETZ, P.E., PTOE, RSP
Downtown Parking



JEREMIAH CONNEALY, P.E.
Downtown Parking Support



GABBY HOGAN
Public Engagement Support



JENNA FRIESEN
Geospatial Analysis



ERIC LANDER
Economics & Market Canyon Research Southwest



JIM DEVINE
Housing Canyon Research Southwest



ROBERT HEACOCK
Statistically Valid Survey ETC Institute



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Questions for Blair

- How will you know you've chosen the right partner for your Comprehensive Plan?
- How will you define success for this Comprehensive Plan?
- What groups or voices do you feel have been underrepresented in past planning efforts?
- What types of development are you most excited about (or concerned about) in the next 5-10 years?
- Is there anything you wish past planning teams had asked or understood better about Blair?



33

WHY CHOOSE OLSSON?



Integrated multidisciplinary team



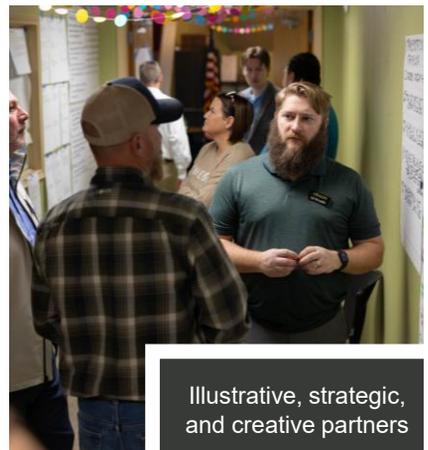
Emphasis on placemaking



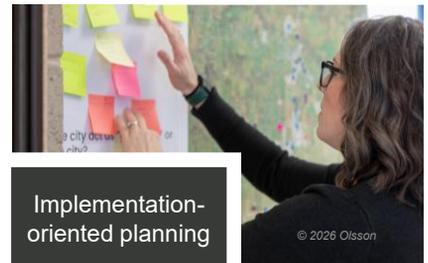
Customized market study



Engagement that excites



Illustrative, strategic, and creative partners



Implementation-oriented planning

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34