

Vendor Focus

Featuring: MSA Professional Services, Inc. (MSA)

MSA Professional Services, Inc. (MSA) is a 100% employee-owned firm of engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. We excel at helping clients identify grant and funding sources then delivering high-quality, cost-effective solutions.



and developments. And, we partner with you to assure all your needs are met, today and well into the future.

Our Team's Funding Expertise

Navigating funding programs is a cornerstone of our service delivery model. Transportation, water, sewer, parks and recreation and other types of community improvement projects are expensive. Yet, these projects are necessary, either to meet the requirements of a regulatory agency or to provide the quality of life your residents want and deserve. Finding ways to improve your community's infrastructure without putting an undue financial burden on your constituents can be a precarious balancing act. Your community is counting on you to deliver the greatest value for the dollars you have, and that's where MSA can assist. We've helped our client communities secure more than



Firm Background | How We Help

What began as a rural land surveying firm in Baraboo, Wisconsin, in 1919 has grown into a network of nearly 400 professionals. With 17 offices across the Upper Midwest, including 10 offices right here in Wisconsin, we offer prompt, local service and a deep bench of expertise.

Whether you need sound advice, or you're looking for a team of experts ready to bring smart solutions to the table and see your initiative through from start to finish, MSA is here to help. We plan, engineer, improve and maintain resilient and efficient infrastructure solutions and projects that serve as the foundation of successful communities



CTH H in Waushara County, Wisconsin. This WisDOT STP-Rural pavement replacement project involved approximately 4.0 miles of pulverizing and overlaying the existing asphalt pavement. Steep embankments were also addressed through grading and the addition of beam guard while minimizing impacts to adjacent sensitive resources.

\$500 million in grants and low-interest loans, and we're ready to put that expertise to work for you.

Positioning Your Community for Funding

The Bipartisan Infrastructure Law (BIL) brings new opportunity. BIL dollars are targeted for repairing bridges and roads, advancing public transit, increasing access to broadband, boosting the resilience of public water systems, securing efficient energy sources, replacing lead service lines, fortifying port infrastructure, mitigating disasters or preserving public lands and natural resources.

With FY22 appropriations in place, local leaders should act now to review existing state program opportunities and requirements. Balancing known opportunities like WisDOT Local Program funding – STP-Urban/Rural/Local, Local Bridge, TAP and CMAQ – with other potential opportunities like Wisconsin DNR Environmental Loans Section assistance – such as the Clean Water Fund Program and Safe Drinking Water Loan Program – puts you in the best position for highest potential grant and loan capture by matching projects to the optimal funding source. Quick turn-around times are anticipated across the board.

“Our team has been providing federal aid project assistance to Wisconsin communities for over 40 years,” commented Kevin Ruhland, PE, vice president and Mobility service line lead. “We’re very excited to see BIL funding roll out, bringing

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with it the ability to fund much-needed and desired infrastructure improvements. We look forward to partnering with local leaders across the state to bring their visions to reality and deliver safe, realistic and cost-conscious solutions.”

It's never too late to start preparing for funding to bring your projects from vision to reality. Here's how:

- 1. Review community needs and community planning documents.** This might include capital improvement plans, comprehensive plans, strategic or master plans and budget projections. If a capital improvement plan is not already in place, this is an opportunity to develop, at minimum, an interim document to help define goals and prioritize funding pursuits.
- 2. Take an honest assessment of the condition of infrastructure systems.** Consult the data. Studies, system investigations and a review of materials and maintenance data is critical in ascertaining what and when community



Trillium Lane Multi-use Trail in Rib Mountain, Wisconsin. MSA provided trail design and construction administration services for the creation of a new north-south connector trail. The trail joins together existing trails/bike routes, boosts circulation and provides a safer route through the area. Construction was funded through a WisDOT Transportation Alternatives Program (TAP) grant.

infrastructure needs replacing. If a GIS-based asset management system is in place, leverage it accordingly. GIS makes it easy to collect, assess and track the condition of infrastructure in real time. If no GIS database exists, the MSA team can help you explore funding opportunities to bring a new system online.

- 3. **Prioritize needs.** Think about projects previously considered unachievable due to lack of funding or support. This is a monumental opportunity to make investments in large, impactful projects. Outside of structural needs, be sure to include work needed to meet compliance with the new EPA Lead and Copper Rule, network infrastructure to provide broadband access, and progressive clean energy projects such as electric vehicle and alternative fuel charging stations.
- 4. **Be shovel ready.** Past experience dictates that

shovel-ready projects — those where planning, engineering design and permitting have been done in advance — tend to receive funding priority. Additionally, designing to federal standards can help best position for current and future funding opportunities. For some BIL projects, construction will need to commence this summer. Time is of the essence.

“Funding is always competitive. Local leaders who shift their focus and envision where projects overlap may have a higher rate of funding success,” shared Rob Uphoff, PE, senior vice president and Public Works service line lead. “Creativity and flexibility allow you to identify the most strategic way to phase your projects, and it provides that critical roadmap for the next five, 10 and 15 years.”

Looking for more information? Let’s start a conversation. You can get in touch at www.msa-ps.com or (800) 362-4505.



Dolphin Road over Mill Creek Bridge in Monroe County, Wisconsin. MSA was hired to design a replacement structure through the Local Bridge Program. The new structure is a single-span flat concrete slab bridge with a slight skew to better align with Mill Creek. Right-of-way impacts were avoided, which saved money for the Township.

About the Authors

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Kevin Ruhland, PE, serves as vice president and Mobility service line lead at MSA Professional Services, Inc. (MSA), where he has been involved in MSA’s full breadth of transportation projects, including roadways, bridges, airports, traffic and roundabouts, construction management and real estate acquisition. Contact Kevin at kruhland@msa-ps.com.