



# AGENDA

## GOAL 3 ALLIANCE

### Board Members:

Andrew Queenan • Breese Stam • Dave Riley • Dustin Corr • Hank Kelley • Jim Botts • Johannah Jelks • Kara Peltier • Kristin Bennett • Max Dillivan • Meegan Joyce • Nikos Monoyios • Ryan Kilpatrick • SuLin Kotowicz • Trey Conner •

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January 29, 2019

2:00p – 3:30p

29 Pearl Street, NW Suite #1

1. Call to Order
2. Approval of October 2019 Minutes (2:05p)
3. Project Updates (Miller) (2:10p)
  - a) Zicla Transit Platform
  - b) Van Andel Arena plaza renovation and transit shelters
  - c) Disability Advocates of Kent County Accessibility Charrette
4. Wayfinding RFP Review (Miller) (2:25p)
5. Goal 3 Overview and FY2021 Priority and Strategy Discussion (Group Discussion) (2:30p)
6. Public Comment (3:20p)
7. Alliance Member Discussion (3:21)
8. Adjournment (3:30p)

Next Meeting: February 26, 2020





## Goal 3 Alliance

October 30, 2019

1. Call to order: Mr. Monoyios called the meeting to order at 3:01 pm
2. Members Present: Andrew Queenan, Meegan Joyce, Kristin Bennett, Nikos Monoyios, Kara Peltier, Breese Stam, SuLin Kotowicz, Dustin Corr, Johannah Jelks, Hank Kelley and Max Dillivan

Members Absent: David Riley, Jim Botts, Trey Conner, and Ryan Kilpatrick

Others Present: Mark Miller, Marion Bonneaux, Annamarie Buller, Melvin Eledge and Amanda Sloan (DGRI Staff)

3. Approval of Minutes- August 28, 2019  
Andrew Queenan, supported by Maxwell Dillivan, moved for approval of August 28, 2019 Meeting Minutes as presented. None opposed. Motion passed.
4. Streetspace Assessment  
Mr. Eledge introduced himself as the Operations Manager at Downtown Grand Rapids, Inc. and stated as part of his work he has been developing a mechanism to grade the cleanliness of the sidewalks throughout the Downtown Improvement District. The DID Streetspace Assessment project seeks to measure stakeholder perception of the DID's impact on cleaning, beautification, and right of way maintenance. This data will help us identify where we are performing well, where we need to make improvements, and additional opportunities to enhance the downtown streetscape. Mr. Eledge stated we recruited volunteers (DGRI board members, downtown residents, business and property owners) to conduct on-site assessments of key corridors. Volunteers were asked to identify the presence of litter, cigarette butts, and graffiti, as well as determine infrastructure/amenities/greenspace and public right of way conditions.

The first corridor assessed was Ionia Ave from Fulton to Oaks with an average rating between Good and Moderate conditions. The presence of weeds and cigarette butts were the two most prevalent issues within this (and most every) corridor assessment. He presented photographs of some of the highlights that included dead trees, cracks in the sidewalks, graffiti and overgrown weeds. The assessment results along Monroe Center (from Monroe to Division Ave.) presented a similar rating with bulky items (construction debris) being a noticeable issue. Cigarette butts were visible everywhere (despite the presence of collection urns) but the consensus overall was that the ambassadors were doing a great job taking care of the space. The next corridor assessed was Ottawa Ave (Michigan to Pearl) which noted a lack of amenities and greenspace but kept very clean. There were found to be multiple tripping hazards on the sidewalks due to missing bricks, tree grates, and insufficiently patched cement. On Bridge Street (from Scribner to Seward), volunteers found the area generally clean and well-kept but noted a lack of greenspace. The amenities present are a good start, but more are needed to provide a welcoming feel. The underpass was found to be very unwelcoming and contained a substantial amount of pigeon excrement on the sidewalk. S. Division Ave (from Fulton to Oakes) resulted in the poorest average score, though volunteers noted the overall feel was better than anticipated. The area was abundant in cigarette butts and weeds. Also, many sidewalks and crosswalks were found to be in dire need of repair.

Mr. Eledge presented the overall average scores, noting the total average to be between Good and Moderate. He stated we certainly do need to make improvements, specifically in regard to cigarette collection and weeds. Going forward, Mr. Eledge stated he will share these observations with the Ambassadors which will start the process of examining and redefining priorities with that team and establish appropriate targets. He noted, not all of the issues observed are the duty or responsibility of Block By Block, so he will be providing relevant data to the City as well. Mr. Eledge stated he is pleased to have this baseline data and will continue assessments quarterly.

Mr. Monoyios asked for clarification as to who is financially responsible for addressing these issues. Mr. Eledge stated DGRI is having ongoing conversations with the City to determine who is responsibility for maintenance and hopes to have this hashed out by year end. He stated once we determine the maintenance responsibilities that fall to DGRI, we can further distinguish between public realm (Goal 5) and mobility (Goal 3) projects and maintenance. Mr. Miller stated moving forward this data will help inform decisions for future investment projects, specifically streetspace amenities. Mr. Stam reminded the group that broken sidewalks, missing bricks and other safety hazards should be reported to 3-1-1. Ms. Bennett agreed and stated the City has had consistent issues with Traffic Control leaving signage and cones in areas, creating hazards. She also suggested sending packaged inspections, as opposed to providing one example at a time, may be a more efficient way to rectify issues.

5. Fiscal Year 2019 Quarter Point Check In

Mr. Miller provided a list of completed and proposed capital improvement projects in the city as well as an overlay map of the DDA, DID, and MNTIFA boundaries, marking the location of these projects. Responding to the past suggestion that we review current City projects for potential enhancement or collaboration opportunities, Mr. Miller then provided an updated budget for Goal 3 with actual and expected expenditures. To date, we have invested \$130,000 of our \$2,395,000 appropriation. Mr. Monoyios asked if there were items listed on the City's project priority plan that DGRI may be able to contribute to and suggested we review this document for opportunities as we consider future budgets. Mr. Miller agreed we should seek a better understanding of investment opportunities, but otherwise do triage to the issues we come across through our streetspace assessments. He stated if there are upcoming projects that we can enhance we simply need to be aware of DID boundaries for maintenance. He noted within the Newberry Street reconstruction, DGRI invested in amenities (trash receptacles) and only after they were installed came the realization they reside outside of DID Clean Team boundaries and would not be maintained. Mr. Stam stated both the Ottawa and Mason projects have been bid and there is not a lot more on the horizon within the DDA boundaries. Mr. Miller suggested the Ottawa/Ionia study may be an area of involvement for this group. Ms. Bennett stated potential projects under Bicycle Friendly Improvements should be discussed for prioritization in the near future. She stated the City is also designing a micro mobility plan (implementing a bike share program) and this group may want to collaborate on that project. Mr. Miller agreed. Mr. Stam suggested creating a capital project to address a specific issue (or two) over a broad area all at once.

Mr. Miller stated there is a proposed apartment development on the east corner of Godfrey and Market for construction starting in 2020, so the street reconstruction project may be of interest to them. Mr. Stam stated major storm and sanitary sewers are being installed in that area and an easement to the river will be created. Ms. Bennett stated under the Bike Plan, Godfrey is delegated for separate bike lanes and Market will have painted buffer bike lanes installed, though signage for the river trail connectivity is needed to bring awareness of that amenity.

6. Project Updates

Mr. Miller stated the Michigan/Bridge Street crossings are nearly complete. Planters are yet to be placed on the median as a vertical element. Mr. Joyce pointed out the median precludes a left hand turn into the convention center. Ms. Bennett stated there is access to that parking ramp off of Lyon (though that will be restricted during Lyon Square construction). Mr. Miller stated the Van Andel Plaza project is going through the LUDS process right now. The plan is

to bid at the end of year for construction in the spring (to be completed by fall of 2020). Mr. Miller stated the Fulton Street transit bulb was held up in customs for a few weeks in NY but will potentially be installed in a few weeks.

7. Alliance Member Discussion

Ms. Jelks asked about the job opening at Mobile GR. Ms. Bennett stated she wasn't fully informed but believes the position is related to communications.

Ms. Bennett stated there is additional study work being done on the Ottawa/Ionia project which was pushed back to allow for public comment. She stated the charrette process has been scheduled for December 9-12<sup>th</sup> with public participation on Monday at the library and Tuesday evening at DGRI. Design Team will continue work on Wednesday, and on Thursday, the consultant team will interpret the data collected and present a detailed report. Mr. Stam stated DGRI started this concept with GR Forward and we have adopted the plan engaging the public before moving forward with a final concept idea. Ms. Bennett referred to this process as "Engagement Plus" because it affects so many businesses within the downtown corridor and noted we have foundations (bike corridor, improve image) but no preconceived plans for this project. Mr. Miller stated an email will be sent to the board with additional information on this process. A website for the project will be created. MDOT, The Rapid, residential and commercial tenants and other special interests will all be invited to participate.

8. Staff Updates

Mr. Miller stated HR&A has been hired to create a governance model on the river restoration project. This is a process that will go into January involving many stakeholders to determine responsible parties for maintenance of infrastructure before development can take place.

9. Next Meeting – January 2020

10. Public Comment

None

11. Adjournment

Mr. Miller adjourned the meeting at 4:32pm

Minutes taken by:

Amanda Sloan

Administrative Assistant

Downtown Grand Rapids Inc.



**DOWNTOWN**  
GRAND RAPIDS INC.

REQUEST FOR PROPOSAL

# DOWNTOWN WAYFINDING PROGRAM

**[DRAFT]**

Deadline: March 7<sup>th</sup>, 2020

Deliver to:

Downtown Grand Rapids Inc.

Attn: Melvin Eledge Jr.

[Meledge@downtowngr.org](mailto:Meledge@downtowngr.org)

29 Pearl St. Suite 1

Grand Rapids, MI 49504

## BACKGROUND

Downtown Grand Rapids Inc. (DGRI) and the City of Grand Rapids (specifically Mobile GR) is requesting proposals for consulting services to develop a wayfinding program for Downtown Grand Rapids.

DGRI is the organization responsible for city building and place-management in the urban core of Grand Rapids, Michigan, the state's second largest city. Established in 2013, DGRI serves as the singular management entity for the combined operations of the Downtown Development Authority (DDA), the Downtown Improvement District (DID), and the Monroe North Tax Increment Finance Authority. More details can be found at [www.downtowngr.org](http://www.downtowngr.org).

Mobile GR and Parking Services is the City department responsible for providing residents, workers, and visitors with 21<sup>st</sup> century mobility. The department manages the city's parking system and works to broaden and strengthen transportation options so that people can choose to walk, bike, use transit, carpool or drive alone.

DGRI's work is directed by the GR Forward master plan which was developed through one of the most inclusive public engagement efforts in the city's history. GR Forward clearly defines the community's priorities for the next generation of growth in Downtown. Specifically, the Plan recommends improving Downtown navigation and wayfinding with its Goal 3 (Implement a 21<sup>st</sup> Century Mobility Strategy) by:

- Conducting a survey of all existing formal and informal wayfinding systems in the Downtown (*including Walk Your City, Michigan Street wayfinding, GR Tag Tour, etc*);
- Evaluate the success of existing wayfinding programs in Downtown;
- Choose the most successful system and explore expansion; and
- Consider integration of an app to assist with wayfinding Downtown

## SCOPE

The Downtown Wayfinding Program seeks professional consulting services to develop a master wayfinding signage plan complete with analysis, system design, documentation, specifications and implementation for various forms of signage. The plan should define the types and design of signs, where they should be used, where they should be located, what they should look like, and what kind of information they include.

The Program should consider all modes of transportation and outline a phased implementation strategy for the project. The Downtown Wayfinding Program goals include:

1. Increase visitors and resident's awareness of Downtown.
2. Allow easy deciphering of directions to increase a person's ability to traverse the Downtown.
3. Incorporate inclusive and universal design into the entire wayfinding program and system so that wayfinding can be used by a wide range of diverse users including children, non-English

speakers, persons with vision impairment or low vision, and people using assistive mobility devices.

4. Welcome and guide the traveling public from gateways into Downtown as well as to and from key destinations and points of interest such as entertainment amenities, colleges & universities, convention center, Medical Mile, museums, parks, and the Grand River.
5. Coordinate Downtown wayfinding with existing adjacent non-city wayfinding. Examples include Medical Mile and adjacent college & university campuses.
6. Develop design standards for wayfinding that are reflective of the City of Grand Rapids' identity while considering the recently completed guidelines from the River For All Plan that describe wayfinding along the planned river trail system. DGRI's Streetspace Guidelines should also be used as basis for the wayfinding design and signage to ensure compatibility with the recommended streetscape elements.
7. Define and brand Downtown and Downtown districts.
8. Anticipate future development in each area, changes in traffic patterns, new attractions, and increased pedestrian and bike traffic.
9. To the extent that makes sense, all wayfinding installations should be able to be easily updated by either DGRI or City staff to keep content relevant and up to date.

The Downtown Wayfinding Program should consider the following types of wayfinding signage:

### **Pedestrian Signage**

Signage designed for use by pedestrians for both directional wayfinding as well as destination wayfinding in order to orient people on foot within the Downtown fabric. Signage should incorporate a variety of installations (kiosks, primary signage, secondary signage etc.) and should consider, evaluate, and potentially integrate and enhance the use of micro-installations such as the existing Walk Your City program.

### **Vehicular Gateway Signage**

Signage designed for vehicular traffic should be directional as well as destination wayfinding; limiting destination identification to significant civic, entertainment and cultural institutions, and to Downtown parking. These signs should function primarily as tools allowing traffic to easily navigate the downtown and should serve the secondary purposes of acting as a "gateway feature" that allows motorists to be able to distinguish they've entered Downtown and to introduce visitors to the Downtown's wayfinding system.

### **Skywalk Wayfinding**

Signage should be designed for pedestrian usage within the Downtown skywalk to provide clear wayfinding throughout the skywalk, highlighting the destinations along the route (places the skywalk passes through) as well as highlighting the skywalk exit points and destinations at those exits. In addition to standard signage, skywalk wayfinding should consider the inclusion of digital wayfinding elements such as kiosks, interactive screens and other similar elements. The



consultant should also make housing and design recommendations consistent with the other elements of the wayfinding system. Refer to Attachment B for existing skywalk system.

### **River and River Trail Wayfinding**

Signage for the City's river trail network (both current and future) and key streets and pedestrian-ways that interface and cross at river trail locations within Downtown. These signs and navigation aides should function primarily as tools to orient people on foot or on bikes to the Grand River and provide access cues to the river trail from Downtown.

### **Parking and Mobility Signage**

Signage should be designed for both vehicular and pedestrian use and should provide consistency in branding and navigation within the Downtown. Parking and mobility signage should interface with the other wayfinding sign types in this RFP (pedestrian, vehicular, skywalk, river, and digital) to provide an easy to use interface for downtown users. Additionally, mobility signage should also consider bike and transit navigation within the Downtown.

### **21<sup>st</sup> Century Wayfinding**

The project should include recommendations and designs for 21<sup>st</sup> century wayfinding elements to potentially integrate into the Downtown Wayfinding Program as either pilots or phased-in permanent elements. Examples include apps or digital kiosks. In the case of digital kiosks, the consultant should make recommendations for strategic placement and provide housing design for the installations that is consistent with the rest of the wayfinding program.

## **PROJECT AREA**

The Downtown Wayfinding Program is limited to the DDA boundary, which is included as Attachment A. For reference, the DDA boundary is 1.7 square miles and is approximately bounded on the north by Leonard Street, on the west by Seward Avenue, on the east by Lafayette Avenue, and on the south by Wealthy Street (boundary extends south of Wealthy to Logan and the railroad tracks at various locations).

## **BUDGET**

Applicants should prepare the budget based on implementing the scope of services; cost is one of the items that will be used to evaluate the proposals.

## **SERVICES REQUESTED**

The selected consultant will work with a committee of individuals from DGRI, Mobile GR, Experience Grand Rapids, the Convention/Arena Authority, and other potential stakeholders. DGRI staff will be the primary point of contact and will manage the project. The contract will be facilitated and paid through DGRI. Services should include, but are not limited to, the following:

### **Task 1: Analysis**

- Document and evaluate existing Downtown wayfinding, including existing adjacent university, college, and institutional signage, City parking facility signage, and transit signage.
- Review and evaluate existing Downtown district designations and determine whether these need to be retained, modified, expanded, and/or abandoned.
- Review existing documents including GR Forward, River For All Guidelines, and DGRI Streetspace Guidelines (links provided at end of RFP).

### **Task 2: System Design**

- Design signage concepts
- Develop full sign type array
- Prepare Opinion of Probable Costs (OPC)

### **Task 3: Documentation**

- Prepare sign location plan and sign message schedule
- Verify site and location
- Refine OPC and develop phasing plan
- Prepare bid package

### **Task 4: Implementation**

- Assist with bid process
- Review shop drawings, color samples, proofs, etc.
- Consult with fabricator(s)
- Conduct final inspection and prepare punch list
- Develop wayfinding and signage reference manual

*Task 4 includes the fabrication and installation of an initial phase of the project. Submitting firms should NOT include the fabrication or installation as those tasks will be secured through a bidding process and delivered by a contractor selected through that bidding process with the help of the wayfinding consultant as part of Task 4. Submitting firms should include implementation tasks to support this bidding, fabrication and installation as outlined in Task 4 above.*

## **SUBMISSION REQUIREMENTS**

Inquiries regarding any aspect of this request for proposal should be emailed to Melvin Eledge Jr at [meledge@downtowngr.org](mailto:meledge@downtowngr.org). Telephone calls or other methods of communication will not be accepted.

Potential consultants must submit information in sufficient detail to enable the review committee to give consideration to the proposal. Proposals must be in 8½" x 11" format and no longer than 12 pages (front

and back) in length. The 12 page limit is all proposal pages including resumes and front and back covers. At a minimum, the following should be included:

- Cover letter that provides overview of project understanding and project team composition.
- Project team composition and qualifications that identify all persons that will be actively involved on the project and their roles in the Downtown Wayfinding Program. Identify the project manager. Detail the qualifications, skills, background and relevant experience of the project team.
- Project experience that includes three (3) examples of similar projects produced in the last five years for similar urban areas. For each of these projects, include project references who can verify the capability of the potential consultant to complete the scope of work.
- A proposed technical approach that outlines the process to complete the tasks as identified in this RFP. Include the number of in-person meetings that are proposed for each task of the project and any other virtual meetings or engagement sessions that are proposed.
- Project schedule that includes a start-to-finish timeline to complete the project. Include milestone dates, major tasks, and deliverables.
- Project fee that includes a detailed breakdown of costs by task and an overall project cost. Costs should be fixed-fee. Also include a fee for additional in-person meetings (on a per meeting basis).

## PROJECT EVALUATION

The following criteria will be used in the consideration of proposals:

- Previous experience designing and implementing similar urban wayfinding programs
- Project understanding and approach
- Proposed project schedule
- Budget; overall cost in detail
- Quality, clarity, and completeness of the submittal

## PROJECT TIMELINE

DGRI reserves the right to request additional information from any or all potential consultants as necessary to clarify that which is contained in the proposals. Further DGRI reserves the right to negotiate with a consultant on terms of its proposal. DGRI also reserves the right to reject all proposals or to accept proposals in part.

- RFQ Issued – February 3<sup>rd</sup>, 2020
- Responses Due – March 7<sup>th</sup> by end of Business Day (4:00pm Eastern Time)
- Interviews – The week of March 17<sup>th</sup>, as needed
- Notice of Selection – April 3<sup>rd</sup>, 2020
- Program Start Date – July 1<sup>st</sup>, 2020

## PROPOSAL SUBMISSION

Proposals must be received in full at Downtown Grand Rapids Inc offices no later than **4:00pm Eastern Time on March 7, 2019**. Proposal not received by the deadline will not be considered.

Digital submissions in PDF format are preferred and should be emailed to Melvin Eledge Jr at [meledge@downtowngr.org](mailto:meledge@downtowngr.org).

Hard copy submittals, if used, may be mailed or delivered to:  
 Downtown Grand Rapids Inc  
 29 Pearl Street NW  
 Suite 1  
 Grand Rapids, MI 49503  
 Attention: Melvin Eledge

If submitting a hard copy, please include a digital file in the form of a PDF with the submittal.

Once submitted, the proposals become the property of DGRI and will not be returned.

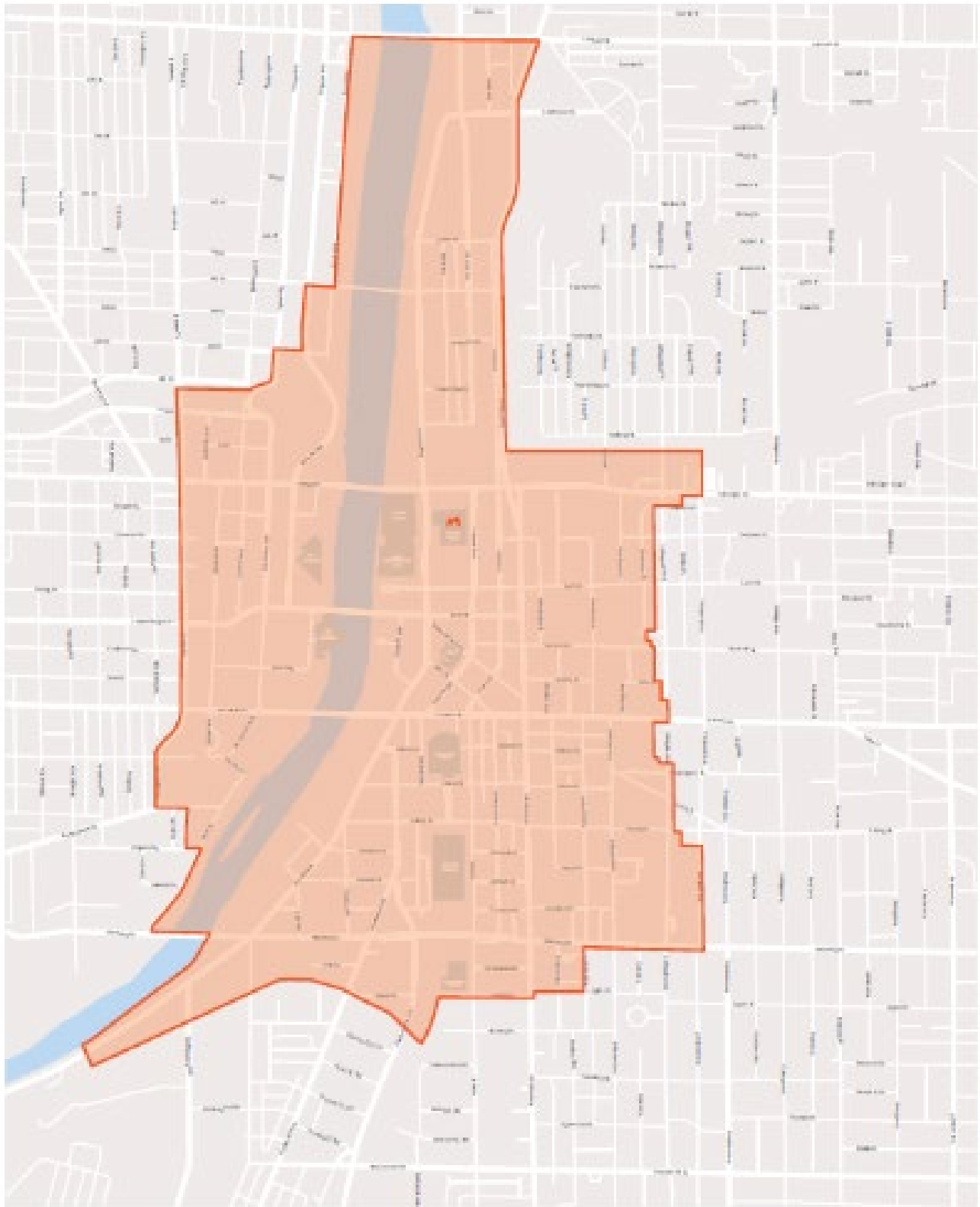
## REFERENCE MATERIAL

**GR Forward:** <https://downtowngr.org/our-work/projects/gr-forward> (specifically the section on implementing a 21<sup>st</sup> century mobility strategy)

**River For All Guidelines:** <http://riverforall.com/> and at this Dropbox location:  
[https://www.dropbox.com/s/ij6obm5dhbhz9a6/2018-11-09\\_Design%20Guidelines\\_PRINT.pdf?dl=0](https://www.dropbox.com/s/ij6obm5dhbhz9a6/2018-11-09_Design%20Guidelines_PRINT.pdf?dl=0)  
 (wayfinding guidelines begin on page 61 of PDF)

**Street Space Guidelines:** <https://s3.amazonaws.com/downtowngr.org/general/Downtown-Streetspace-Guidelines-2019-07-26-web-page-view.pdf?mtime=20190730091659>

## ATTACHMENT A



**DDA**

DOWNTOWN DEVELOPMENT DISTRICT

DDA BOUNDARY LINES



ATTACHMENT B



<b>Goal 3: 21st Century Mobility</b>	<b>Fund</b>	<b>FY20 Appropriation</b>	<b>Invested</b>	<b>Remaining</b>
Transportation Demand Mnmt Program	NTI	\$50,000	\$0	\$50,000
Accessibility and Mobility Repairs	LTI	\$75,000	\$46,004	\$28,996
Bicycle Friendly Improvements: Bike Lane	LTI	\$125,000	\$9,183	\$115,817
Bicycle Friendly Improvements: Bike Parking	MNTIFA	\$50,000	\$0	\$50,000
DASH North Shuttles Lease	LTI	\$120,000	\$120,000	\$0
Transit Improvements: DASH North Shuttles Lease	MNTIFA	\$80,000	\$0	\$80,000
Transit Improvements: DASH Infrastructure	MNTIFA	\$50,000	\$0	\$50,000
Transportation Demand Mnmt Program: DASH	NTI	\$150,000	\$15,000	\$135,000
Michigan Ottawa Gateway	LTI	\$50,000	\$0	\$50,000
New Downtown Circulator Infrastructure	LTI	\$475,000	\$0	\$475,000
*Streetscape Improvements: Division Avenue Lighting	LTI	\$115,000	\$0	\$115,000
Streetscape Improvements: Division Avenue Reconstruction	LTI	\$310,000	\$0	\$310,000
Streetscape Improvements: River Trail Crossing(s)	LTI	\$150,000	\$106,690	\$43,310
Streetscape Improvements: Fulton Bus Stop	LTI	\$75,000	\$72,450	\$2,550
Streetscape Improvements: Ped Counters	LTI	\$20,000	\$15,278	\$4,722
Mason / Ottawa Reconstruction: Mason	MNTIFA	\$200,000	\$0	\$200,000
Mason / Ottawa Reconstruction: Ottawa	MNTIFA	\$50,000	\$0	\$50,000
Newberry Street Reconstruction	MNTIFA	\$50,000	\$0	\$50,000
Wayfinding System Improvements	LTI	\$200,000	\$640	\$199,360
		<b>\$2,395,000</b>	<b>\$385,245</b>	<b>\$2,009,755</b>