

# VIRTUAL MEETING INSTRUCTIONS



## GOAL 3 ALLIANCE

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Hello,

As many of you know, recent restrictions and mandates have been issued in an effort to reduce the spread of COVID-19. For this reason, and for the safety and wellbeing of our members and employees, we would like to continue to move GR Forward through virtual meetings.

We have decided to use Microsoft Teams for video/phone conferencing for all upcoming board and alliance meetings. Teams has many exciting features including screen sharing, recording, live captions, file sharing, and more. Below are instructions on how to access your upcoming virtual meeting.



### MICROSOFT TEAMS

#### How to Join the Meeting:

1. It is recommended to download the App (but not necessary):
  - a. [Apple Devices](#).
  - b. [Android Devices](#).
2. When you click the following link, it will prompt you to choose: Launch App, Download App, or Join by the web. [Click here to join the virtual meeting.](#)
3. Allow access to your mic and camera (this is very important for you to join the conversation).
4. Prior to joining the meeting, it will require you type your name. Make sure your mic and audio are on and click join.

#### Virtual Meeting Etiquette:

- Test the app and all technology (including camera/video, Wi-Fi, and audio) before the meeting.
- Always have a contingency plan, you may want to download the app to a second device.
- Mute your microphone when you're not speaking.
- Start a comment by saying your name. Not everyone may recognize your voice. This practice also facilitates the work of the person who is taking minutes.
- Be aware of your surroundings: make sure your background is professional and work appropriate.

If you have any questions or need further assistance, please email me at [mmcdaniel@downtowngr.org](mailto:mmcdaniel@downtowngr.org). Thank you!

Best,  
Mandy



Mandy McDaniel  
Administrative Assistant  
Downtown Grand Rapids Inc.

29 Pearl NW, Suite 1  
Grand Rapids, MI 49503  
P: 616 . 719 . 4610



# 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 •

April 29, 2019

2:00p – 3:30p

Microsoft Virtual Teams Meeting

- |    |  |                           |
|----|--|---------------------------|
| 1. | Call to Order, advice on virtual meeting                 | Monoyios / Mandy McDaniel |
| 2. | Approval of October 2019 Minutes                         | Monoyios                  |
| 3. | Discussion: Pedestrian Safety Enhancements Jefferson Ave | Miller                    |
| 4. | Discussion: Wayfinding RFP                               | Miller                    |
|    | a) Review and Steering Committee volunteers              |                           |
| 5. | FY2021 Budget and Goal 3 project engagement              | Miller                    |
|    | a) TOD Division/Wealthy                                  | Monoyios                  |
|    | b) Bicycle Friendly Improvements                         | Bennett                   |
|    | c) Mobility Education + Initiatives                      | Miller                    |
|    | d) Monroe Center Alley                                   | Miller                    |
| 6. | Project Updates  | Miller                    |
|    | a) Van Andel Arena plaza renovation                      |                           |
| 7. | Public Comment   |                           |
| 8. | Alliance Member Discussion                               |                           |
| 9. | Adjournment  | Monoyios                  |

Next Meeting: May 27, 2020



DOWNTOWN  
GRAND RAPIDS INC.



## Goal 3 Alliance

January 29, 2020

1. Call to order: Mr. Monoyios called the meeting to order at 2:04 pm
2. Members Present: Andrew Queenan, Meegan Joyce, Kristin Bennett, Nikos Monoyios, Kara Peltier, Breese Stam, SuLin Kotowicz, Dustin Corr, Johannah Jelks, Trey Conner, Hank Kelley and Max Dillivan

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

Others Present: Mark Miller, Marion Bonneaux, Melvin Eledge and Mandy McDaniel (DGRI Staff)

3. Approval of Minutes- October 30, 2019  
Andrew Queenan, supported by Meegan Joyce moved for approval of October 30, 2019 Meeting Minutes as presented. None opposed. Motion passed.
4. Project Updates (Miller)
  - a) Zicla Transit Platform  
Mr. Miller began by presenting photos of the new zicla bus pad that was recently installed. The next step is to begin surveying and receiving feedback from those in the area. Ms. Joyce asked if we could make sure we receive operator feedback as well. Ms. Kelley stated that she received an email from a local business owner thanking the City for the zicla and how it improved their store front. Mr. Monoyios inquired when can we have any identification of capital maintenance and repairs? Mr. Miler stated the DDA bought it but the DID maintains it and there is an operating budget. Our ambassadors are good about maintaining those things. We believe we will be able to continue with our current operating budget. The ambassadors have many priorities but run into lag time from snow cleanup. Ms. Joyce asked what the zicla's lights life expectancy is? Ms. Kelley stated that the manufacture said 5 years. Mr. Monoyios asked if there is a drain or water flow? Mr.

Miller stated that there is a drainage flow. Mx. Kelley asked if any board members have used it? Mr. Miller mentioned many people are using it but mostly standing right now since the benches are cold this time of year. Ms. Kotowicz asked if there is a shade issue? Mr. Miller stated that an infrastructure for it would mean we need platform. It may be something to review with next year's budget.

b) Van Andel Arena Plaza Renovation and Transit Shelters

Mr. Miller reviewed the areas that will be constructed. The contractor chosen is Pioneer, who's bid came in at about 1.8/1.9 mil. We're confident that they researched everything needed for this project. Construction is expected to begin in April and end sometime in September. As part of the project, there will also be new transit installed on Ottawa and on Fulton. The base bid includes these new transit shelters. There is an option to do an enhanced shelter that would cost about 35k of the budget. A discussion will need to take place with the DDA. Mr. Miller asked if any members have any thoughts or questions regarding the proposed enhanced shelters? Mx. Kelley inquired on the costs and asked for clarification. Mr. Miller stated that standard shelter is included; we would pay an extra \$17 for each enhanced shelter. Mr. Queenan stated that he likes the idea and his initial thought about branding; a fluent transit user may not recognize the enhanced shelters. Mr. Monoyios mentioned maybe there is only some enhancement features added? If there isn't any indication of the transit, it could be confusing. Ms. Joyce stated that she agrees there should be some branding but is supportive of the enhanced transit shelter. Ms. Kotowicz asked if there would be electricity. Mr. Miller stated no since we do not have electricity within our other, but there is an outlet to charge your phone. Mr. Miller explained that Concept Lakeshore Furnishings was significantly less with costs and had an ideal timeline. Our partners at Van Andel seemed more interested in the enhanced shelters. A discussion can take place with the design team to alternate and come up with a few different designs to match the branding. **The reconfiguration of the street is its own zone for snow melt and each section can be controlled separately.** In addition, Mr. Monoyios suggested researching lighting that indicates real time arrival, incorporate color coding, and an audio push button for the visually impaired. Mr. Miller asked Mx. Kelley to send any information to him regarding the costs for color coding. Mx. Kelley mentioned it could be regular size, but we want to make sure it serves all 5 stops at Fulton. Mr. Monoyios asked if it can be widened and asked if some of this information will be ready for next month's meeting? Mr. Miller said he won't have the drafts in by next month, but we have a tight window for construction. Mr. Monoyios asked if any members were opposed; no one was. Mr. Stam asked if there was a possibility of incorporating real time data for the entire route. Ms. Kelley stated are feeds there, but we would have to tap into the feed. Other conceptual ideas from Mx. Kelley suggested a push button for heat and Mr. Queenan suggested solar power for power needs. Mr. Miller stated that he would

keep board members up to date regarding the budget, although this is normally a Goal 5 alliance project, it does apply to this alliance as well.

\*Ms. Joyce – discussed micro-transit.

c) **Disability Advocates of Kent County Accessibility Charrette**

Mr. Miller stated that we have consultants working with disability advocates. People were brought in for test pilots to mobile around the city. A presentation was also presented to our DDA board. There will be more steps to see how we process our environment. Mr. Monoyios requested Mr. Miller to send the presentation.

5. Wayfinding RFP Review

Mr. Miller stated that the current wayfinding system is 20 years old. The team is in the process of putting together a Request for Proposal (RFP) which would include pedestrian signage, skywalk wayfinding, river and rivertrail wayfinding, etc. The goal is to integrate better, using 21<sup>st</sup> century technology, such as interactive kiosks. Mr. Miller encouraged everyone to read the RFP in the agenda. Ms. Joyce requested that the signage is not only ADA compliant but state “per the ADA” somewhere on the devices as well. Mr. Miller stated that the goal is to make it simple for those who are not English speaking or visual impaired. Mr. Monoyios asked if we can piggyback real-time arrival signs or tap into electrical conduits? Mr. Miller stated we can get into details once the consultants are on board. In many cases we have vast systems that we do not want to interfere with. Mr. Monoyios suggested that there are technologies that tie into adjacent buildings and it could be less of an infrastructure issue. Mr. Miler stated that they will try to incorporate this and to please submit any additional comments regarding the RFP by Monday (02/03).

6. Goal 3 Overview and FY2021 Priority and Strategy Discussion (Group Discussion)

Mr. Monoyios requested board members to suggest any high-level ideas, keeping GR forward in mind, as far as observations of downtown Grand Rapids. He asked what monetary improvements we can be excited to present to the city? Suggestions from board members included adding solar panels to parking areas, both public and private, and convert Monroe and Ottawa back to a walking or shared road. Mr. Monoyios discussed the issue of traffic flow and how congested the inner core of the city is. Some ideas to help eliminate the issue are partnering with Spectrum Health to keep more vehicles outside the core of the city, encouraging carpooling, and possibly an incentive program for businesses. Mr. Quennan suggested teaming up with Grand Valley State University’s Laker line. Mx. Kelley stated that there are some transits built within the Laker line but thought we should make sure there is enough marketing regarding these resources. Ms. Jelks suggested a mixer to hear ideas from other individuals. Mr. Miller requested a proposal from Ms. Jelks stating what the Mixer would entail of. Mr. Monoyios requested Board members to continue brainstorming ideas that we

can be excited to advocate for. We want other communities to be inspired by Downtown Grand Rapids.

7. Public Comment

8. Alliance Member Discussion

9. Staff Updates

Mr. Miller introduced Mandy McDaniel as the new Administrative Assistant at DGRI.

10. Next Meeting – February 26, 2020

11. Adjournment

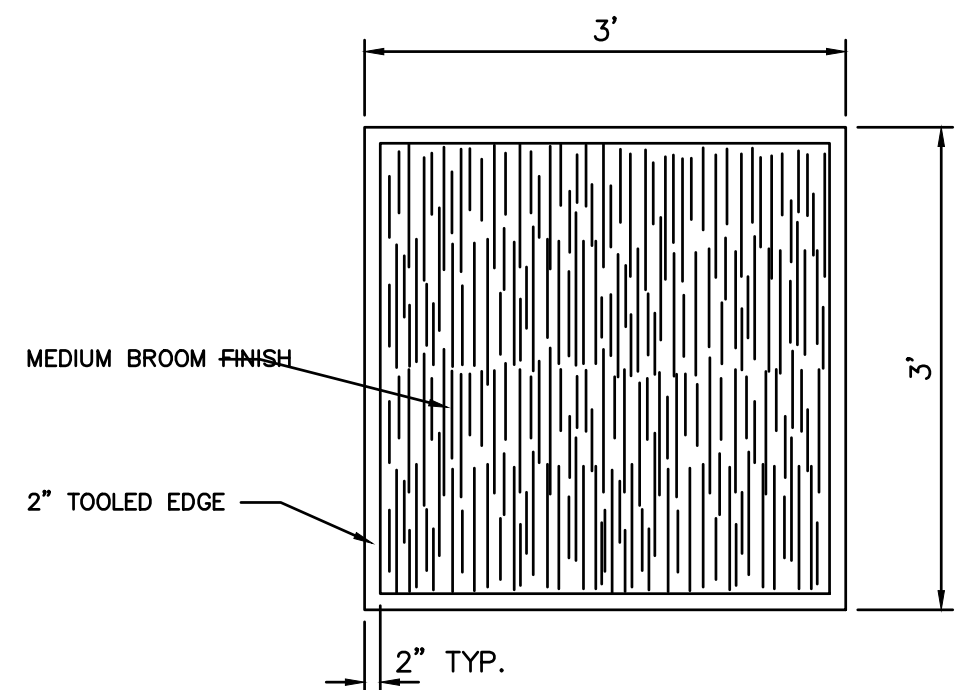
Mr. Monoyios adjourned the meeting at 3:32pm

Minutes taken by:

Mandy McDaniel

Administrative Assistant

Downtown Grand Rapids Inc.

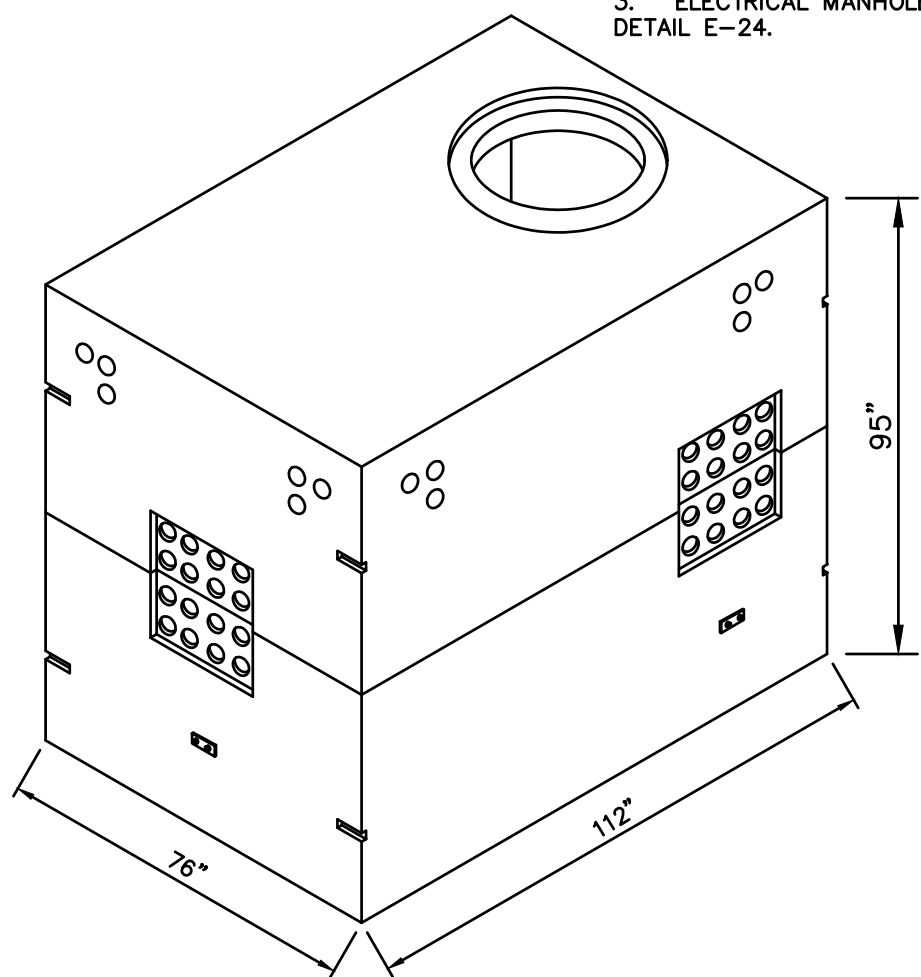


### CONCRETE SIDEWALK SCORING PATTERN

THIS IS THE SCORING PATTERN FOR THE 3'X3' SQUARES TO BE REMOVED ON THE WEST SIDE OF JEFFERSON. THIS PATTERN IS TO BE REPLACED IN KIND.

#### NOTES:

1. PRECAST CONCRETE ELECTRICAL MANHOLE 5'-6" WIDE x 8'-6" LONG x 7'-0" HIGH CASTING NO. 10-112T TYPE "J" BY HARTFORD CONCRETE PRODUCTS, OR APPROVED EQUAL.
2. PRECAST CONCRETE ADJUSTING RINGS WITH STEP, STEP TO BE ORIENTED PARALLEL AND ADJACENT TO NEAR WALL OF MANHOLE.
3. ELECTRICAL MANHOLE CASTING AS PER DETAIL E-24.



#### REQUIRED HARDWARE:

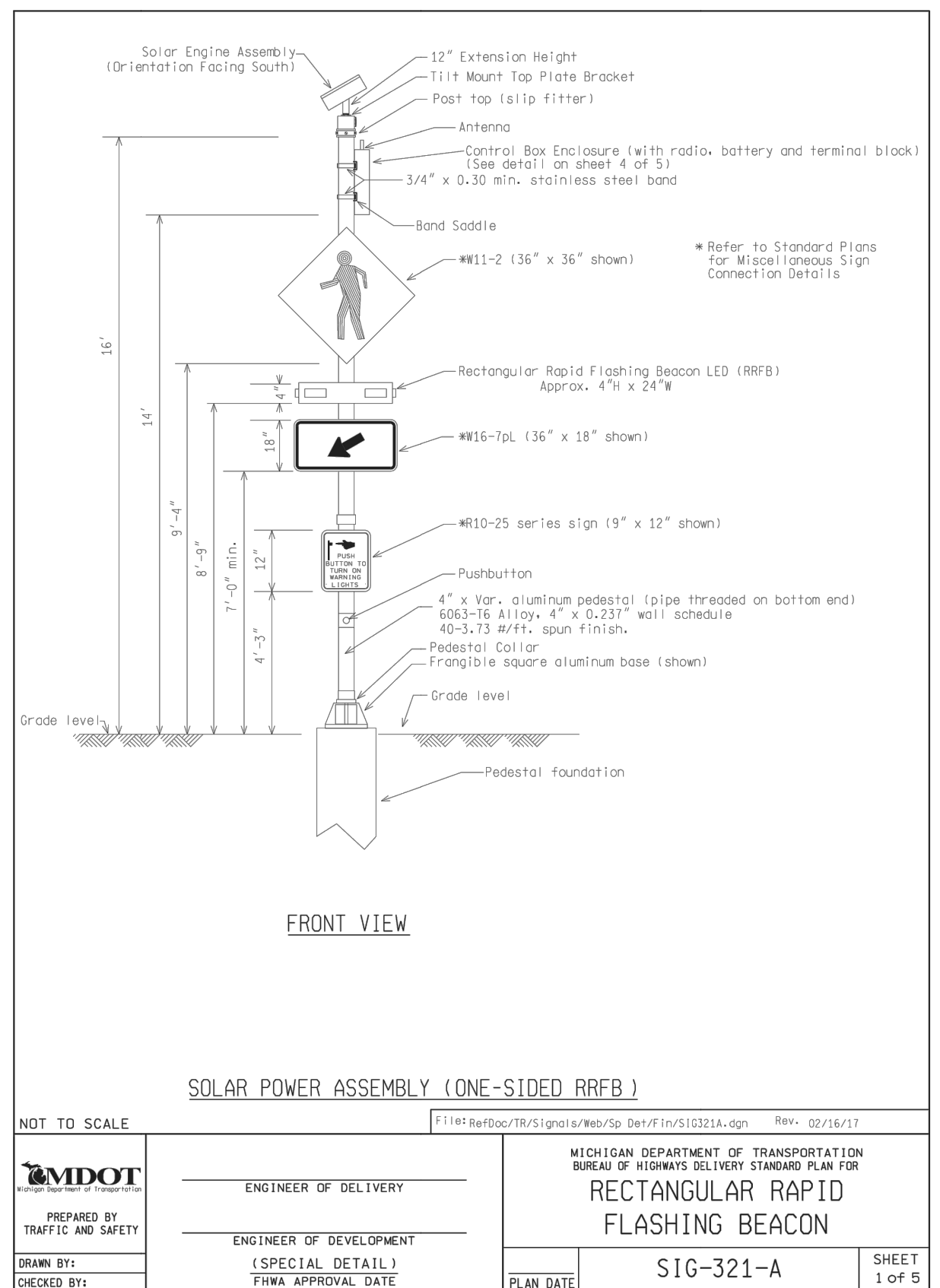
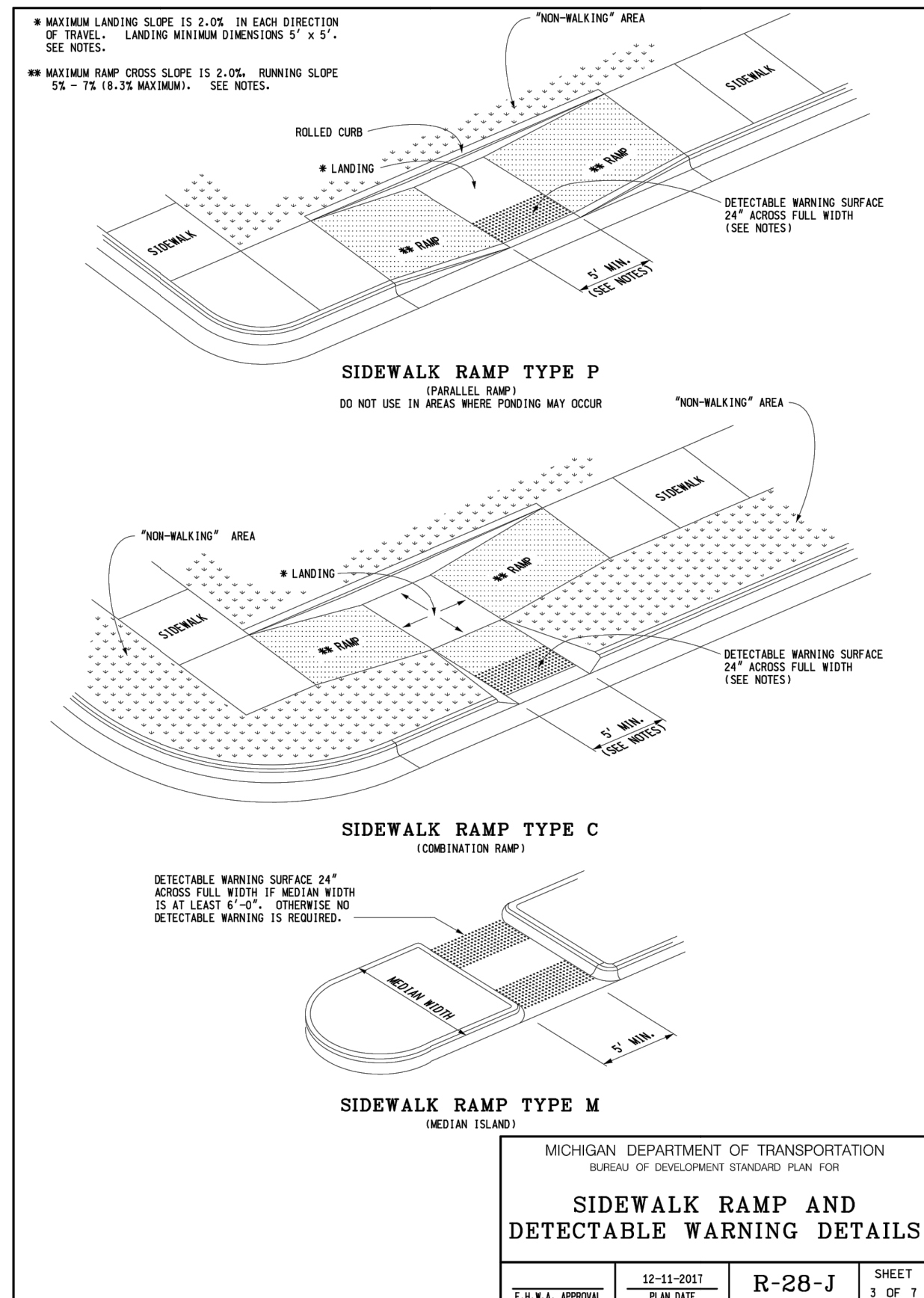
DESCRIPTION	QUANTITY
6" GRADE RING WITH STEP (HARTFORD #12-000, OR EQUAL)	1 EACH
12" GRADE RING WITH STEP (HARTFORD #12-001, OR EQUAL)	4 EACH
CABLE PULL-IN IRONS (HARTFORD #23-001, OR EQUAL)	1 EACH
HOCK LADDER (PER SPECIFICATION)	96 EACH
HEX BOLT (HARTFORD #1015, OR EQUAL)	50 EACH
14" CABLE RACK ARM (UNDERGROUND DEVICES #RA14, OR EQUAL)	42 EACH
36" CABLE RACK STANCHION (UNDERGROUND DEVICES #CR36, OR EQUAL)	

### E-25A ELECTRICAL MANHOLE

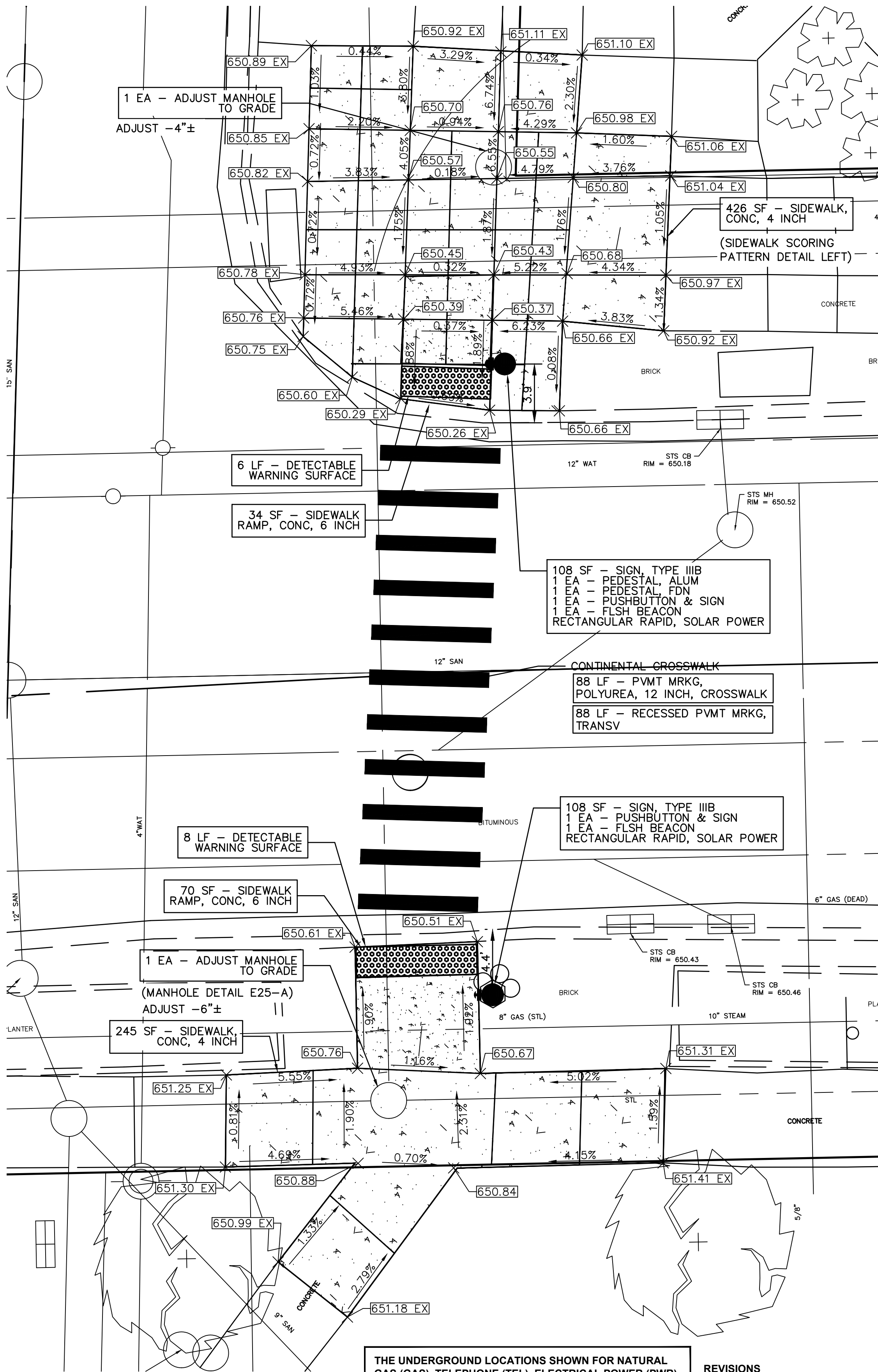
N.T.S.

THIS IS A DETAIL OF THE ELECTRICAL MANHOLE ON THE EAST SIDE OF JEFFERSON. (2) - 12" GRADE RINGS WITH STEPS WERE PLACED ON THE TOP OF THIS STRUCTURE PER AS-BUILT ELECTRICAL DRAWINGS. IT IS ANTICIPATED AS PART OF THIS PROJECT TO REMOVE (1) 12" GRADE RING AND REPLACE IT WITH (1) 6" GRADE RING WITH STEP TO MEET NEW SURFACE GRADE.

THIS WORK TO BE COMPLETED PER PAY ITEM "ADJUST MANHOLE OF VALVE CHAMBER CASTING TO GRADE".



FIELD - CHECK THICKNESS OF CONCRETE SIDEWALK. AS-BUILT PLANS INDICATE SIDEWALK ON THIS SIDE OF JEFFERSON MAY BE 6-INCH.



THE UNDERGROUND LOCATIONS SHOWN FOR NATURAL GAS (GAS), TELEPHONE (TEL), ELECTRICAL POWER (PWR), CABLE TV (CTV) AND FIBER OPTIC LINES (FIBER) ARE APPROXIMATE. THE CITY OF GRAND RAPIDS ASSUMES NO RESPONSIBILITY FOR THEIR ACCURATE REPRESENTATION IN THIS DRAWING. MISS DIG MUST BE CONTACTED PRIOR TO CONSTRUCTION TO LOCATE THESE UTILITIES.

#### REVISIONS

NO.	DATE	DESCRIPTION

NORTH

SCALES  
PLAN 1"=5'

#### PAVEMENT MARKING & SIGNAGE GENERAL NOTES

1. CONTRACTOR TO CONTACT TRAFFIC SAFETY DEPT. AT 616-456-3066 TO VERIFY PLACEMENT OF PAVEMENT MARKINGS, BEFORE BEGINNING THIS WORK.
2. MATCH EXISTING PAVEMENT MARKINGS BEYOND PROJECT LIMITS.
3. OUTSIDE LANE DIMENSIONS ARE SHOWN FROM FACE OF CURB TO CENTER OF PAVEMENT STRIPING.
4. PLACE THERMOPLASTIC PAVEMENT MARKINGS ON HMA PAVEMENT AND COLD PLASTIC PAVEMENT MARKINGS ON CONCRETE PAVEMENT.
5. REMOVE CURING COMPOUND FROM CONCRETE PAVEMENT PRIOR TO PLACING COLD PLASTIC PAVEMENT MARKING. PAID FOR AS "REM CURING COMPOUND, FOR LONGIT MRKG, 4 INCH" OR "REM CURING COMPOUND, FOR LONGIT MRKG, 6 INCH" OR "REM CURING COMPOUND, FOR LONGIT MRKG, 12 INCH" OR "REM CURING COMPOUND, FOR SPEC MRKG" AS APPROPRIATE.
6. PERMANENT SIGNING IS TO BE INSTALLED BY CITY OF GRAND RAPIDS TRAFFIC SAFETY DEPARTMENT CREWS. PERMANENT SIGNS ARE SHOWN ON THIS DRAWING FOR INFORMATION ONLY.

#### RECONSTRUCTION GENERAL NOTES

1. TRANSITION CURB AND GUTTER FROM PROPOSED WIDTH TO EXISTING WIDTH OVER 5'-10" WHERE NECESSARY. MATCH EXISTING AND PROPOSED GUTTER PAN GRADES TO AVOID STANDING WATER AS REQUIRED BY ENGINEER.
2. THE CONTRACTOR WILL REMOVE AND REPLACE ADDITIONAL SIDEWALK (IN POOR CONDITION OR TO ACHIEVE ADA COMPLIANCE FOR CROSS SLOPE) WHERE REQUIRED BY THE ENGINEER. THE QUANTITIES IN THE BID ITEMS FOR "REMOVE CONCRETE SIDEWALK", "4\"/>

### RECONSTRUCTION LEGEND

	PLACE 6" CONCRETE SIDEWALK RAMP PER MDOT SPECIAL RAMP DETAIL R-28-J (DETAIL LEFT), INCLUDING RESTORATION. EXCEPT WHERE NOTED OTHERWISE OR AS OTHERWISE REQUIRED BY ENGINEER.
	DETECTABLE WARNING SURFACE TO BE PAID FOR AS "CAST IRON DETECTABLE WARNING PLATE", FIRST STONE OF SIDEWALK RAMP TO BE 6" THICK (PAID FOR AS "6\"/>
	PLACE 4" CONCRETE SIDEWALK, INCLUDING RESTORATION
	MINIMUM PUSHBUTTON LANDING / TURNING SPACE / RESTING AREA (MINIMUM OF 5'X5' 2% SLOPE IN ALL DIRECTIONS)

### SITE LAYOUT / DETAILS

SURVEYED BY: JOHN WILES, P.S.  
LAND SURVEYOR  
ENGINEERING DEPT  
CITY OF GRAND RAPIDS  
Cell 616 262 4623  
fax 616 456 4450

DESIGNED BY:

**progressive** ae  
1811 4 Mile Road, NE  
Grand Rapids, MI 49505-2442  
616 361 2854 VOICE  
616 361 1493 FAX  
www.ProgressiveAE.com

City of Grand Rapids  
Public Services  
Engineering Department

**RECTANGULAR RAPID FLASH BEACON  
ON  
JEFFERSON ST  
AT MAPLE STREET**

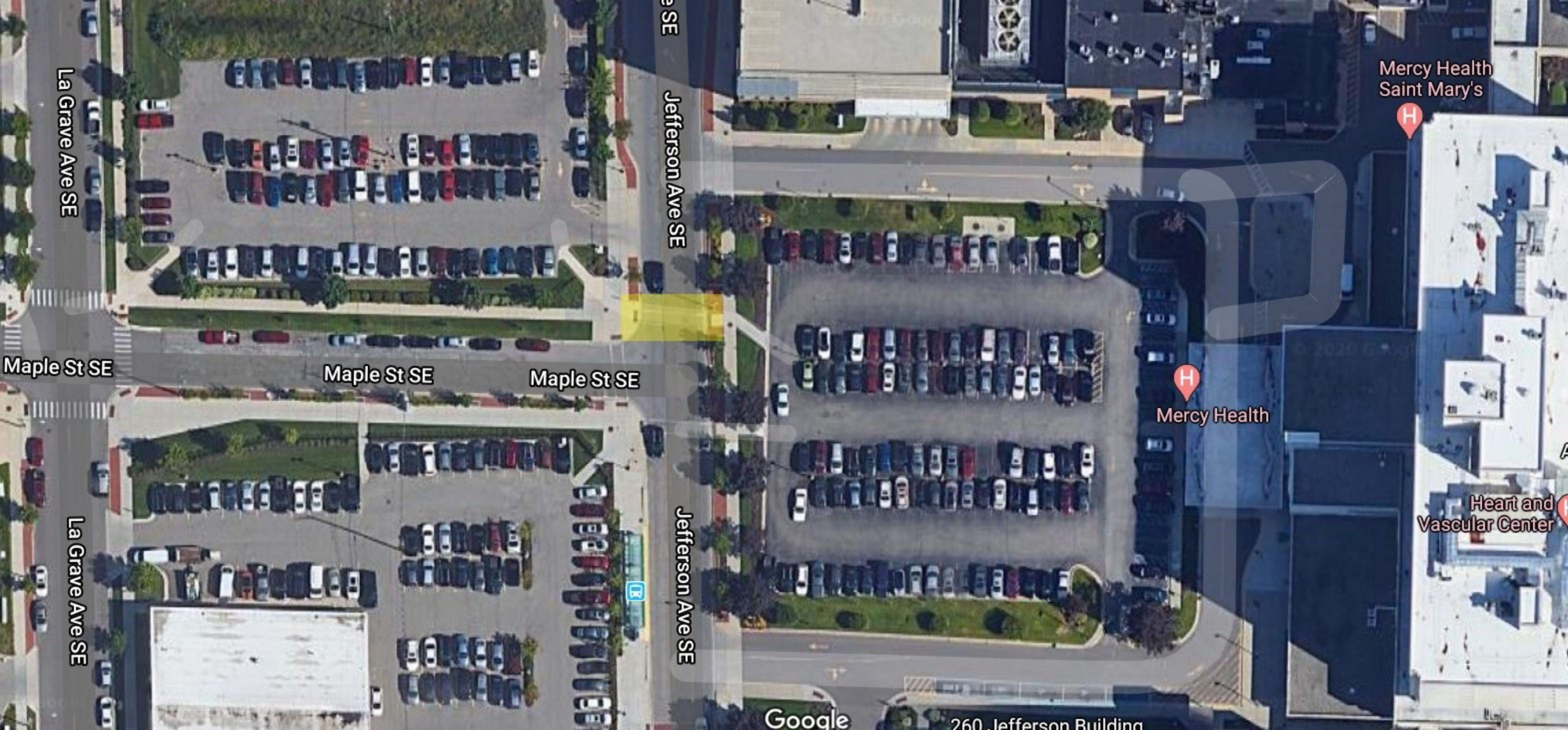
Drawn by RWD  
Check:Field  
Check:Office

GPF No.

Sheet No.

3 of 3





La Grave Ave SE

Jefferson Ave SE

Jefferson Ave SE

Mercy Health  
Saint Mary's



Maple St SE

Maple St SE

Maple St SE



Mercy Health

La Grave Ave SE

Jefferson Ave SE

Heart and  
Vascular Center

Google

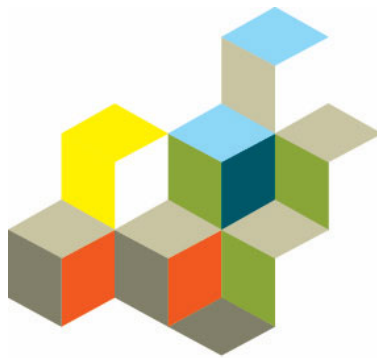
260 Jefferson Building





Example of similar installation using RRFB (Rectangular Rapid Flash Beacon) at Mary Free Bed





**DOWNTOWN**  
GRAND RAPIDS INC.

# REQUEST FOR PROPOSAL

# DOWNTOWN WAYFINDING PROGRAM

Deadline: May 20, 2020, 4:00pm (Eastern Time)

Submit digital PDF proposals to:  
Downtown Grand Rapids Inc.  
Attn: Melvin Eledge Jr.  
[meledge@downtowngr.org](mailto:meledge@downtowngr.org)

## BACKGROUND

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

DGRI, in partnership with the City of Grand Rapids, 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 (MNTIFA). 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 options. The department manages the city's public parking system (metered on-street parking, off-street garages, and metered and no-cost public parking lots), all traffic related signage, and works to broaden and strengthen transportation options so that people can choose to walk, bicycle, use transit, carpool, ride share, 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*);
- Evaluating the success of existing wayfinding programs in Downtown;
- Choosing the most successful system and exploring expansion; and
- Consider leveraging technology and/or internet to assist with wayfinding in an efficient, effective, and ever-changing way.

## 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 and encourage visitor and resident discovery and exploration of Downtown.
2. Allow easy deciphering of directions to increase a person's ability to traverse the Downtown, while managing information overload and sign clutter.
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, and persons with disabilities, including those with (but not limited to) vision, hearing, and/or cognitive impairment. As a reference, Spanish is the language with the largest number of speakers in Grand Rapids other than English.
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, adjacent medical campuses, museums, parks, and the Grand River.
5. Coordinate Downtown wayfinding with existing adjacent non-city wayfinding. Examples include Medical Mile, adjacent college & university campuses, and the proposed regional bikeway/trail wayfinding that is scoped by the West Michigan Trails and Greenways Coalition.
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 identify Downtown and Downtown districts.
8. Anticipate future development in each area, changes in traffic patterns, new attractions, and increased pedestrian, bicycle, and micromobility vehicle traffic.
9. To the extent that makes sense, all wayfinding installations should be able to be easily updated by either DGRI and/or City staff to keep content relevant and up to date. The project scope should include recommendations that clarify roles and responsibilities for managing wayfinding signage content and information.
10. Condense sign clutter to contribute to beautifying Downtown Streetspaces and limit sidewalk obstructions.

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. Attention should be given to accessibility for people with various kinds of ability and non-English speakers.

### **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 people to easily navigate the downtown and should serve the secondary purposes of acting as a “gateway feature” that allows visitors to be able to distinguish that they have 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 entry and exit points and destinations at those connection points. 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 Grand Rapids skywalk is used significantly by out-of-town visitors staying in hotels and going to Van Andel Arena and DeVos Place. These users are often confused by where they parked and which way to turn within the skywalk. The consultant should also make system design recommendations consistent with the other elements of the proposed wayfinding system. Refer to Attachment B for existing skywalk system diagram/map.

### **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 aids should function primarily as tools to orient people on foot, on bicycles, or on other micromobility vehicles to the Grand River while providing access cues to the river trail from Downtown. *Grand Rapids is currently undertaking a massive river revitalization project that will restore the rapids to the river. This restoration, and the City’s River for All Plan and Guidelines (link included at end of RFP) should be considered when developing river wayfinding elements.*

### **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.

Mobility (specifically bicycle related) signage should consider coordination with the proposed regional bikeway/trail wayfinding that is scoped by the West Michigan Trails and Greenways Coalition.

Parking signage within this scope should address where parking is located and wayfinding - not rates and availability. While this project scope includes only Downtown parking signage, transferability to near neighborhoods for consistency of the system should be a consideration in the development of the signage.

Bicycle parking that may be co-located in public parking facilities along with potential micromobility stations/hubs should be considered as part of the parking and mobility signage type.

Additionally, mobility signage should consider bicycle and transit navigation within the Downtown as well as identification signage for bicycle parking.

### **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. An example includes digital kiosks. Technology tools that support persons with disabilities should also be considered. 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.

## **SERVICES REQUESTED**

The selected consultant will work with a steering committee of individuals from DGRI, Mobile GR, City of Grand Rapids Planning, Experience Grand Rapids, the Convention/Arena Authority, Disability Advocates of Kent County, 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**

- Evaluate existing Downtown wayfinding, including existing adjacent university, college, and institutional signage, City parking facility signage, and transit signage.
  - ❖ Determine if existing downtown wayfinding locations are appropriate for future installs or if new locations should be recommended.
  - ❖ Evaluate how existing adjacent university, institutional, parking, transit and other non-Downtown wayfinding signage can be better linked with a new Downtown wayfinding program.
- 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, DGRI Streetspace Guidelines, and other related City documents (links provided at end of RFP).

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

- Design signage concepts
- Develop full sign type array
- Prepare Opinion of Probable Costs (OPC)
- Prepare preliminary Asset Management Plan (AMP) that includes estimated operation and maintenance costs.

### **Task 3: Documentation**

- Prepare sign location plan and sign message schedule
- Verify site and location
- Refine OPC and develop phasing plan
- Refine AMP and include a refined final estimate of operation and maintenance costs of the proposed system.
- Recommend and define roles and responsibilities for managing wayfinding signage content and information amongst City staff and DGRI.
- 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

*\*Submitting firms should include separate line item fees for each of five (5) items associated with Task 4 Implementation. Task 4 will not be part of the scope represented in this RFP but may be added to the project by DGRI (in whole or in part) depending on the outcomes of the first 3 phases, the costs associated with implementation, and the extent of implementation. Fees for Task 4 should assume the consultant's*

*services to implement the entire wayfinding project. Other tasks typically associated with consultant services associated with implementation may also be recommended and priced in Task 4.*

*Submitting firms should NOT include the fabrication or installation of any wayfinding signs as those services will be secured through a bidding process (after completion of Task 3) and delivered by a contractor selected through that bidding process.*

## 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).

## PROJECT BUDGET

Applicants should prepare the budget based on implementing the scope of services; professional fees are one of the items that will be used to evaluate the proposals. *DGRI does not publish project budgets in RFPs.*

## PROJECT TIMELINE

The project timeframe assumes that this type of work can be done, post Covid-19 shutdowns and that stay at home orders will be relaxed by July 1, 2020.

- April 22, 2020: RFP Issued
- May 6, 2020: Deadline to submit RFP Questions/Clarifications (by 4:00pm Eastern Time)
- May 13, 2020: DGRI response to Questions: (by 4:00pm Eastern Time)
- **Proposals Due: May 20, 2020 (4:00pm Eastern Time)**
- Notice of Selection: June 10, 2020
- Project Start Date: no later than July 1, 2020
- Completion of Task 3 (and ready to issue bid package for initial phase): October 14, 2020\*

*\*Assumes an approximately 4-month (15-week) project timeframe. Respondents are welcome to propose alternate recommendations of a timeline based on their experience.*

## PROPOSAL SUBMISSION REQUIREMENTS

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.

Proposal shall be submitted digitally in PDF format to [meledge@downtowngr.org](mailto:meledge@downtowngr.org). No paper or hard copy submittals are required.

Proposal submission shall be no longer than 12 PDF pages. The 12-page limit includes all proposal pages including resumes and any cover and end page. Size shall be 8½" x 11" in portrait orientation.

Proposal submission shall include, at minimum:

- Summary of project understanding.
- Firm overview for lead consultant and any subconsultants proposed to work on project.
- 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.
- A description of experience in completing work of this type, including three (3) examples of similar projects in an urban context. Include project references.
- A proposed technical approach that outlines the process to complete the tasks as identified in this RFP. Include the number meetings (in person and/or virtual) that are proposed for each task of the project and any other virtual meetings or engagement sessions that are proposed. **For the purposes of this proposal, assume that stay at home restrictions will be relaxed by the anticipated project start date.**
- Project schedule that includes a start-to-finish timeline to complete the project. Include milestone dates, major tasks, and deliverables.
- Professional fee to complete the work as described. Fees shall include all tasks and staffing necessary to complete the project as outlined above and within your submitted proposal. All reimbursable expenses shall be included in this fee.



## REGISTRATION

Interested consultants are encouraged to send an email to Melvin Eledge ([meledge@downtowngr.org](mailto:meledge@downtowngr.org)) to register their intent to respond to this RFP. All firms expressing interest will be added to an email distribution list and will be notified if additional information related to the RFP becomes available. Firms failing to register in this manner may not receive all information relevant to the preparation of their proposals.

## RFP QUESTIONS

Inquiries and questions regarding any aspect of this request for proposal should be emailed to Melvin Eledge at [meledge@downtowngr.org](mailto:meledge@downtowngr.org). Telephone calls or other methods of communication will not be accepted. Questions may be submitted up until 5pm Wednesday, May 6, 2020. Responses will be sent to all registered participants no later than 5pm on Wednesday, May 13, 2020.

## PROPOSAL EVALUATION CRITERIA

The following criteria will be used in the consideration of proposals, with the relative weight of each of those criteria listed in parenthesis:

- Previous experience designing and implementing similar urban wayfinding programs (2)
- Project understanding and approach to achieving objectives (3)
- Proposed project schedule (1)
- Strength and diversity of project team (1.5)
- Thoroughness, clarity, and conciseness of the submittal (1)
- Professional fee; overall cost in detail (1.5)

## 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>

**City of Grand Rapids Vital Streets Plan and Design Guidelines, documents at this homepage:** <https://www.grandrapidsmi.gov/Government/Programs-and-Initiatives/Vital-Streets-Program>

City of Grand Rapids Bicycle Action Plan, document at this homepage:

<https://www.grandrapidsmi.gov/Government/Programs-and-Initiatives/Bicycle-Action-Plan>

The Rapid (transit authority) Align Plan:

[https://www.ridetherapid.org/assets/files/o8/aligntis\\_finalreport\\_wlocationsheets\\_8-8-18.pdf](https://www.ridetherapid.org/assets/files/o8/aligntis_finalreport_wlocationsheets_8-8-18.pdf)

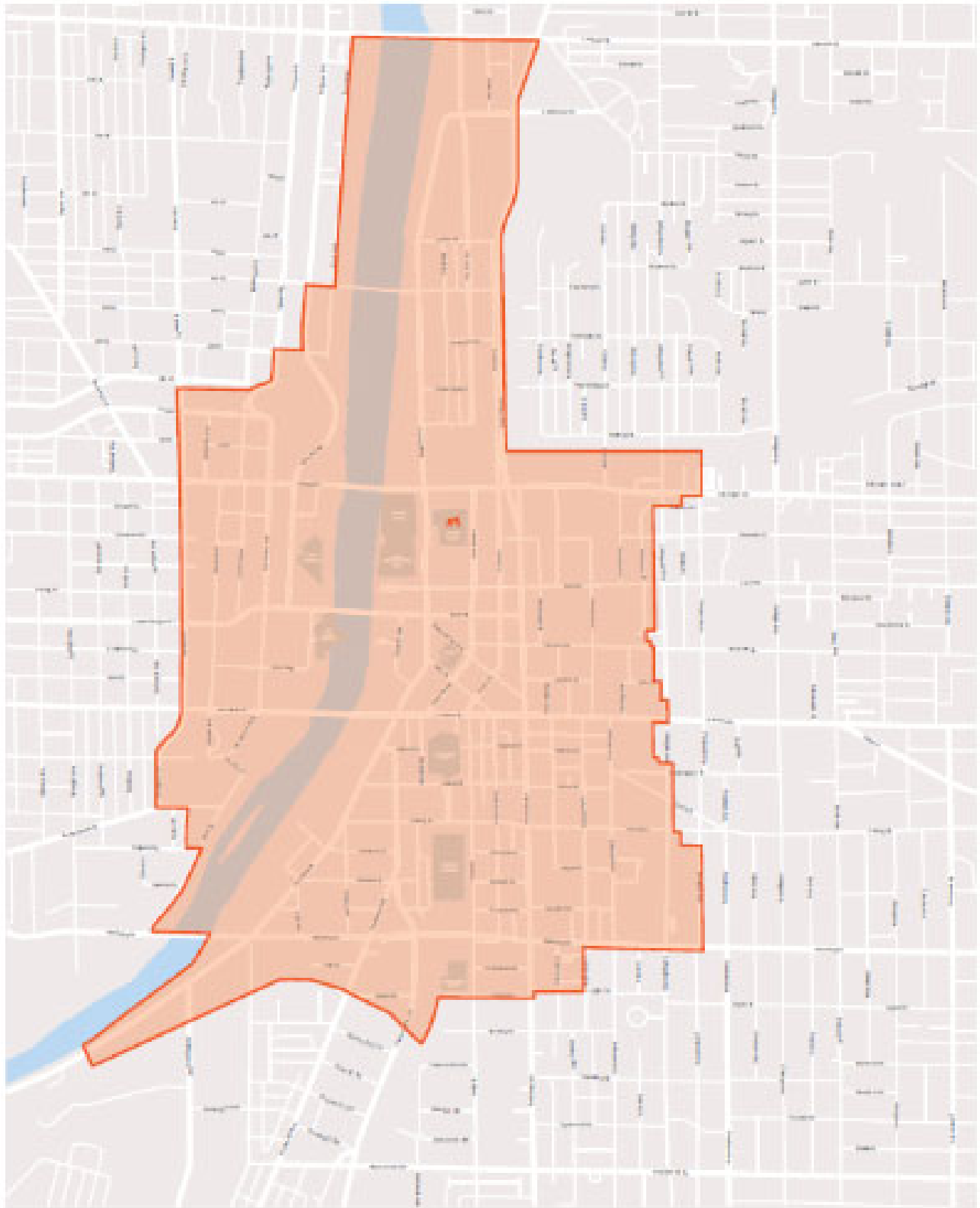
City of Grand Rapids Age Friendly Communities Work:

<https://www.grandrapidsmi.gov/Government/Programs-and-Initiatives/Age-Friendly-Grand-Rapids>

Other pertinent documents that should be referenced for this project include:

- The federal and Michigan Manual on Uniform Traffic Control Devices (MUTCD), specifically Section 2D.50 Community Wayfinding Signs
- Disability Advocates of Kent County Inclusive Design and Prototyping Project (currently underway)
- Americans' with Disability Act (ADA)
- AIGA Sign Symbology: <https://www.aiga.org/symbol-signs>

## ATTACHMENT A



## ATTACHMENT B



GOAL 3: 21st CENTURY MOBILITY		Fund	PM	Support	FY21 Appropriation
DDA	DASH Lease	NTI	N/A		\$150,000
	<b>NTI TOTAL APPROPRIATIONS</b>				<b>\$150,000</b>
	DASH North Shuttle Services	LTI	N/A		\$175,000
	New Downtown Circulator Infrastructure	LTI	MM	ME	\$400,000
	Bicycle Friendly Improvements: Infrastructure	LTI	MM		\$125,000
	Accessibility & Mobilty Repairs: Inclusive Design Prototypes / Collaborative Impact	LTI	MM		\$150,000
	Streetscape Improvements: Division - Fulton to Wealthy	LTI	MM		\$340,000
	Wayfinding Improvements: System Implementation	LTI	MM	ME	\$200,000
	<b>SUBTOTAL: LTI APPROPRIATIONS</b>				<b>\$1,390,000</b>
	Streetscape Improvements: Division and Wealthy TOD pilot and improvements	LTI	MM		\$50,000
	Streetscape Improvements: Mobility education and initiatives	LTI	MM		\$20,000
	Streetscape Improvements: Pedestrian Crossing Enhancements	LTI	MM		\$200,000
	Streetscape Improvements: Pedestrian Improvements to Monroe Center Alley	LTI	MM		\$350,000
	Streetscape Improvements: River Trail Crossing (Fulton Street)	LTI	MM		\$200,000
	Streetscape Improvements: Ottawa resurfacing (Michigan to Fulton)	LTI	MM		\$300,000
	Streetscape Improvements: Downtown Streetspace Furnishings	LTI	ME	MM	\$200,000
	Streetscape Improvements: Ped Counters	LTI	ME		\$20,000
	<b>SUBTOTAL: LTI STREETScape IMPROVEMENTS</b>				<b>\$1,340,000</b>
	<b>LTI TOTAL APPROPRIATIONS</b>				<b>\$2,730,000</b>
	<b>TOTAL DDA APPROPRIATIONS, GOAL 3</b>				<b>\$2,880,000</b>
MNTIFA					
	Accessibility and Streetscape Improvements	MNTIFA	MM	ME	\$50,000
	Bicycle Infrastructure Improvements	MNTIFA	MM	ME	\$50,000
	Mason/Ottawa Reconstruction (Ottawa, Newberry-Mason/Wallbridge-Coldbrook)	MNTIFA	MM		\$250,000
	Women's Way Alley Improvements & Activation	MNTIFA	KVD	MC	\$25,000
	Transit Improvements: DASH North Shuttle Lease	MNTIFA	N/A		\$100,000
	Transit Improvements: DASH Infrastructure	MNTIFA	N/A		\$50,000
	<b>TOTAL MNTIFA APPROPRIATIONS, GOAL 3</b>				<b>\$525,000</b>
<b>TOTAL GOAL 3 APPROPRIATIONS, FY21</b>					<b>\$3,405,000</b>