



REQUEST FOR PROPOSAL

CORTEX WAYFINDING PROGRAM

Deadline: July 19, 2024, 4:00 p.m. (Central Time)

Register intent to respond by emailing:

Cortex Innovation District

info@cortexstl.org

and receive access to additional information

Submit digital PDF proposals to:

Cortex Innovation District, VP for District Experience

Attn: Leslie Heusted, lheusted@cortexstl.org



BACKGROUND

Cortex Innovation District located in the Central West End neighborhood of St. Louis, Missouri is requesting proposals for consulting services to develop a wayfinding program.

Founded in 2002, Cortex is a 501(c)(3) nonprofit that oversees the development of the Cortex Innovation District, a 200-acre urban hub of innovation and entrepreneurship located in St. Louis, Missouri. The Cortex District is a vibrant space serving as an inclusive economic engine for St. Louis. Cortex creates equitable economic impacts by leveraging high-quality facilities, developing programs that build knowledge and networks, and convening strategic partnerships that attract and support emerging and established companies.

Cortex is responsible for District infrastructure, parking services and traffic (pedestrian, auto, metro and public) in, out and through the District. More details can be found at www.cortexstl.org.

SCOPE

Cortex 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 Cortex Wayfinding Program should consider all modes of transportation and outline a phased implementation strategy for the project. Cortex Innovation District wayfinding goals include:

1. Develop design standards for wayfinding for the Cortex Innovation District.
2. Identify the exterior boarder of the Cortex Innovation District to motor and pedestrian traffic.

3. Increase and encourage tenant, visitor and resident discovery and exploration of Cortex.
4. Allow easy deciphering of directions to increase a person's ability to enter and traverse the District, while managing information overload and condensing existing sign clutter.
5. 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 St. Louis other than English.
6. Welcome and guide the traveling public once entering the District as well as to and from key destinations and points of interest such as neighborhoods, entertainment amenities, colleges & universities, medical campuses, museums, and parks adjacent to the District.
7. Coordinate District wayfinding with existing adjacent non-city wayfinding. Examples include Washington University Medical Campus, adjacent college & university campuses, the proposed regional bikeway/trail wayfinding that is scoped by the Great Rivers Greenway, public transportation and BJC Hospital.
8. Anticipate future development in each area, changes in traffic patterns, new buildings, and increased pedestrian, bicycle, and micromobility vehicle traffic.
9. To the extent that it makes sense, all wayfinding installations should be able to be easily updated by Cortex 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.

The Cortex 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 District footprint. Signage should incorporate a variety of installations (kiosks, primary signage, secondary signage, etc.) and should consider, evaluate, and potentially integrate micro-installations that eventually could be used to offer a self-guided tour and information for visitors. Attention should be given to accessibility for people with various kinds of ability, as well as to non-English speakers. Designating pedestrian zones and pathways helps create safer and more pleasant walking experiences. Clearly marked crossings, pedestrian-friendly intersections, and well-defined pathways contribute to efficient navigation.

Vehicular Gateway Signage (ATTACHMENT B)

Signage designed for vehicular traffic should be directional as well as destination wayfinding; limiting destination identification to buildings internal to the District, parking access and public

transportation. These signs should function primarily as tools allowing people to easily navigate through the District and should allow visitors to be able to distinguish that they have entered District and can park and navigate to their final destination seamlessly.

Parking and Mobility Signage

Signage should be designed for both vehicular and pedestrian use and should provide consistency in branding and navigation within the District. Parking and mobility signage should interface with the other wayfinding sign types in this RFP (pedestrian, vehicular, digital) to provide an easy-to-use interface for District navigation.

Mobility (specifically bicycle related) signage should consider coordination with the proposed regional bikeway/trail wayfinding that is offered by the Great Rivers Greenway, specifically with the Brickline and upcoming Tower Grove Connector.

Parking signage within this scope should address where parking is located and wayfinding, including distinguishing visitor parking from tenant parking. Bicycle parking and EV charging stations that may be co-located in District parking facilities along with potential micromobility stations/hubs should be considered as part of the parking and mobility signage type.

Public Transportation Integration

Seamlessly integrating public transportation information into the wayfinding system is essential for a comprehensive urban navigation experience. This should include the existing Cortex Metro Station and could include transit maps and schedules.

Color and Visual Identity

Developing a consistent color scheme and visual identity helps users easily identify elements of the wayfinding system. Colors should be aligned with current Cortex Branding.

Street Furniture and Infrastructure Aligned with Streetscape Standards

Street furniture such as benches, bike racks, planters and trashcans as well as street paint, can be suggested to function as wayfinding elements.

Community Engagement

Involving the community in the wayfinding planning process is welcomed as part of the process and ensures that the system meets the needs and preferences of tenants. Public workshops, surveys, and open forums could gather valuable insights.

Maintenance and Updates

Regular maintenance and updates are necessary to ensure that the wayfinding system remains accurate and effective. Elements like signage, maps, and digital displays should be designed with the intent of being regularly inspected and repaired if needed.

SERVICES REQUESTED

The selected consultant will work with a committee of individuals from Cortex, property managers, St. Louis region stakeholders and partners (which could include but will not be limited to representation

from Great Rivers Greenway, Citizens for Modern Transit, Metro St. Louis and bordering institutions and neighborhoods) who see themselves as stakeholders in the District. Cortex staff will be the primary point of contact and will manage the project. The contract will be facilitated and paid through Cortex. Services should include, but are not limited to, the Task 1 of the following listed program:

Submitting firms should include a budget for Phase 1. Phase 2- 4 will not be part of the scope represented in this RFP but may be added as later phases to the project by Cortex (in whole or in part) depending on the outcomes of the first phase, the costs associated with implementation, and the extent of implementation. Later tasks will be developed in future budget plans and requested through separate RFP processes. Fees for Phase 4 should assume the consultant's services to implement the entire wayfinding project. Other phases typically associated with consultant services associated with implementation may also be recommended and priced in Phase 4.

Phase 1: Analysis

- Evaluate existing District wayfinding, including existing adjacent university, college, and institutional signage, parking facility signage, and transit signage.
 - Determine if existing District 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-District wayfinding signage can be better linked with a new District wayfinding program.
- Review and evaluate existing District designations and determine whether these need to be retained, modified, expanded, and/or abandoned.
 - Review existing and related project documentation (some links provided at end of RFP and additional materials can be accessed after registration).
- Prepare a Current Site Assessment & Masterplan
- Create a prioritization of wayfinding and district branding element gaps and needs
- Budget ranges for Phase 2-3
- Anticipated fee range: \$20,000-\$30,000

Phase 2: System Design

- Design signage concepts
- Develop full sign type array including considerations for proper ground staking and construction of sign infrastructure that will withstand the amount of wind shear experienced in certain areas.
- Work with local vendors to prepare Opinion of Probable Costs (OPC), minimum (2) vendor prices per item
- Prepare preliminary Asset Management Plan (AMP) that includes estimated operation and maintenance costs
- Anticipated fee range suggested during Phase 1

Phase 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 systems.
- Recommend and define roles and responsibilities for managing wayfinding signage content and information amongst Cortex staff.
- Prepare bid package
- Anticipated fee range suggested during Phase 1

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

REGISTRATION

Interested consultants are encouraged to send an email to Cortex Innovation District (info@cortexstl.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 given access to additional references and 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.

PROJECT AREA (ATTACHMENT A)

The Cortex Wayfinding Program is limited to the Cortex footprint. For reference, the 200-acre Cortex footprint is approximately bounded on the north by Forest Park Ave/Laclede Ave, on the west by Newstead/Taylor Streets, on the east by Vandeventer Avenue, and on the south by Clayton Avenue (boundary extends south to Interstate 64/40).

PROJECT BUDGET

Applicants should prepare the budget based on implementing the scope of services outlined in Phase 1; professional fees are one of the items used to evaluate the proposals. Cost estimates will be considered as “not to exceed” quotations, except to the extent that the assumed scope is changed by mutual agreement in writing. If Consultant has discounted rates for nonprofit entities such as Cortex, then please provide such rates.

PROJECT TIMELINE

June 18, 2024: RFP Issued

June 28, 2024: Deadline to submit RFP Questions/Clarifications (by 4:00pm Central Time)

July 12, 2024: Cortex response to Questions: (by 4:00pm Central Time)

Proposals Due: July 19, 2024 (4:00pm Central Time)

Notice of Selection: August 1, 2024

Project Start Date: no later than August 15, 2024

Completion of Phase 1: September 30, 2024*

**Assumes an approximately 6-week project timeframe. Respondents are welcome to propose alternate recommendations of a timeline based on their experience.*

PROPOSAL SUBMISSION REQUIREMENTS

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

Proposal shall be submitted digitally in PDF format to heusted@cortexstl.org. No paper or hard copy submittals are required.

Proposal submission shall be no longer than 10 PDF pages. The 10-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 who will be actively involved on the project and their roles in the Cortex 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) proposed for each project task and any other virtual meetings or engagement sessions proposed.
- 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.

RFP QUESTIONS

Inquiries and questions regarding any aspect of this request for proposal should be emailed to info@cortexstl.org. Telephone calls or other methods of communication will not be accepted. Questions may be submitted up until 4pm Wednesday, June 12, 2024. Responses will be sent to all registered participants by 5pm on Wednesday, June 19, 2024.

PROPOSAL EVALUATION CRITERIA

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

- Previous experience designing and implementing similar urban wayfinding programs

- Project understanding and approach to achieving objectives
- Proposed project schedule
- Strength and diversity of project team
- Thoroughness, clarity, and conciseness of the submittal
- Professional fee; overall cost in detail

REFERENCE MATERIAL

[Bicycling Routes and Maps in St. Louis \(stlouis-mo.gov\)](http://stlouis-mo.gov)

[Planning Department \(stlouis-mo.gov\)](http://stlouis-mo.gov)

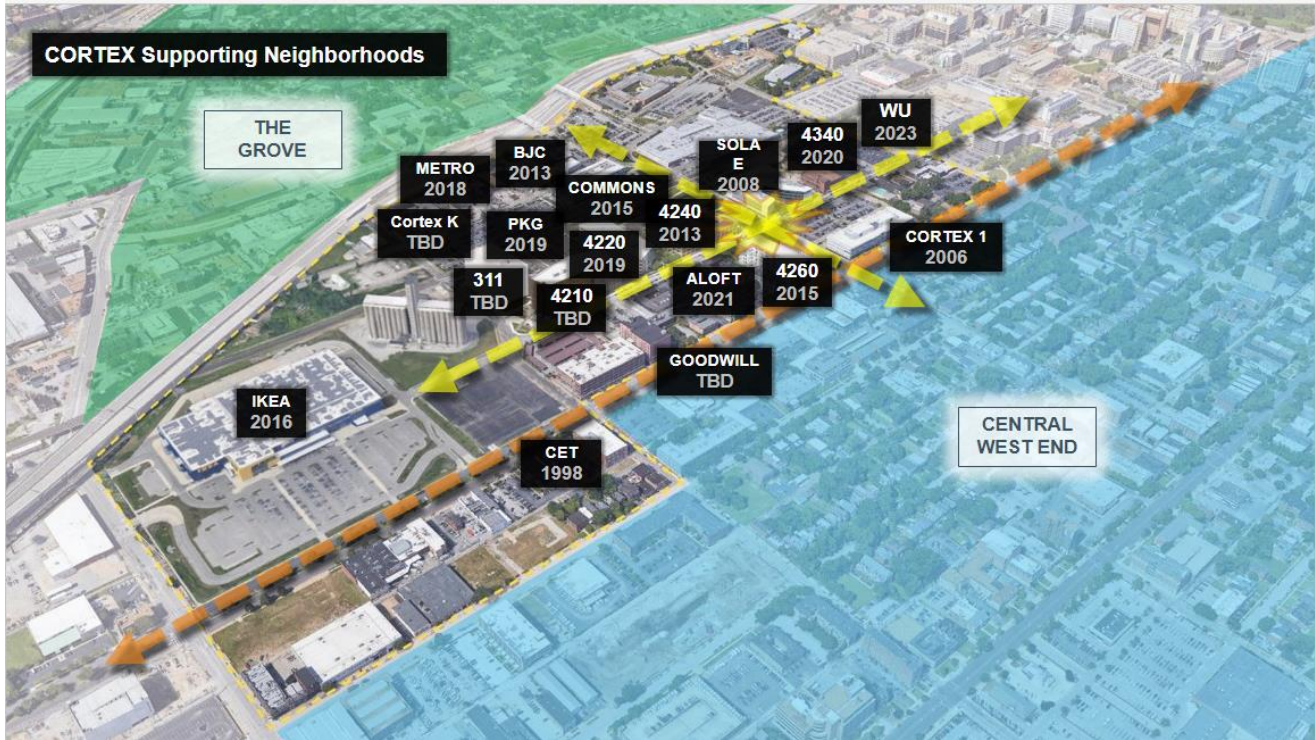
[Apply for a Public Improvement Permit \(stlouis-mo.gov\)](http://stlouis-mo.gov)

[Public-Improvement-Application-Checklist-12-27-2022.pdf \(stlouis-mo.gov\)](http://stlouis-mo.gov)

Upon Registration, access will be granted to the following resources:

1. Cortex RFP Streetscape- 2012
2. District Perimeter Map
3. Cortex Streetscape Project Plans
4. GRG Wayfinding Guidelines
5. Graffito 2018 Report and Action Steps
6. Framework Master Plan Documentation
7. Orange Garage Signage Sheet

ATTACHMENT A



ATTACHMENT B



Access gateway nodes around the campus