

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

Request for Proposal

The Magnificent Mile[®] Association
Wayfinding System Request for Proposals

The Magnificent Mile[®] Association

THEMAGNIFICENTMILEASSOCIATION.COM

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About The Magnificent Mile®

The Magnificent Mile® encompasses the 13-block stretch of North Michigan Avenue that runs from the banks of the Chicago River to Oak Street. See Exhibit A for a map of the SSA.

The Magnificent Mile® is a spectacular showcase of style, flavor, entertainment, and fun. With more than 460 stores, 275 restaurants, 60 hotels, and unique entertainments and attractions packed and stacked along its length, The Magnificent Mile® has an indulgence for every passion and every pocket.

Project Overview

The Magnificent Mile® Association is requesting proposals for consulting services to develop a wayfinding system for Michigan Avenue from the Chicago River to Oak Street (also known as The Magnificent Mile®). The system will orient visitors to the district, provide information about historic locations and points of interest, and enhance the overall experience on Michigan Avenue.

Wayfinding System

The goal of the wayfinding system will highlight points of interest, share information about historic locations, and improve the experience on North Michigan Avenue. The wayfinding system must consider longevity and be able to accommodate future changes. The wayfinding system will be used to:

- Visually delineate and welcome visitors to North Michigan Avenue;
- Orient visitors to major directional landmarks (For example, the Chicago River to the South, Oak Street Beach to the North); and
- Allow for easy deciphering of points of interest, destinations, and directions for both English and non-English speakers, while maintaining a design standard reflective of The Magnificent Mile's® identity.

Scope of Work

The Magnificent Mile® Association seeks professional consulting services to develop a wayfinding system complete with analysis, brand design, system design, documentation, and specifications for various forms of signage. The plan should define the types and design of signs, where they should be located, what they should look like, and what kind of information they include. The work will begin upon awarding the contract and is expected to proceed in phases with the final deliverable complete no later than November 1, 2024.

The scope of work is expected to include five (5) tasks, generally described below, but respondents can propose an alternate approach. Respondents should lay out a timeframe that aligns with the tasks identified below:

Task 1: Analysis

- Inventory existing wayfinding, public art, historic markers, honorary markers, private signage, and adjacent systems (example: Medical District, Oak Street)
- Evaluate the ability of existing signage to be compatible with the new wayfinding system
- Issue a report with photographs identifying recommendations for handling existing signage

Task 2: Develop the Brand

- Develop signage brand design standards for The Magnificent Mile® Association to use going forward. This will include templates for materials, dimensions, color palettes, fonts, font sizes, mounting platform standards, etc.

Task 3: System Design

- Develop full sign type array
- Upon approval of design standards, the consultant will provide specifications to the level of detail that can be directly given to a manufacturer for physical fabrication and installation
- Prepare Opinion of Probable Costs (OPC)
- Prepare preliminary Asset Management Plan (AMP) that includes estimated operation and maintenance costs

Task 4: Documentation

- Prepare sign location plan and sign message schedule
- Verify installation locations
- Refine OPC and develop phasing plan
- Refine AMP and include a refined final estimate of operation and maintenance costs of the proposed system

Task 5: Implementation

- Provide guidance on the 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

Proposal Submission

Please inform us of your intent to bid in order to receive updates or clarification prior to the deadline. Proposals must be submitted digitally in PDF format to The Magnificent Mile® Association no later than 5 p.m. on ___, 2024. Please email your proposal to Katrina Balog, at kbalog@themagnificentmile.com and include “The Magnificent Mile® Wayfinding System” in the subject line.

Proposals should demonstrate the qualifications, experience, service level, cost of services, competence, and capacity to satisfactorily implement the Scope of Work outlined in this RFP. Proposals must include the following information:

1. **Project Understanding and Approach:** Describe the proposer’s understanding of the goals and objectives of the project, as well as their approach and philosophy regarding the project.
2. **Firm Profile:** Include a firm overview for the lead consultant and any subconsultants proposed to work on project.
3. **Key Personnel Resumes.** Include resumes and the primary role and responsibility of each team member. Clearly designate the project manager for this project.
4. **Scope and Timeline:** Create a proposed scope and timeline for the project. The final deliverable must be complete no later than December 6, 2024.
5. **Specific Project Experience:** Provide up to three (3) examples of similar projects.
6. **References:** Include three (3) references for similar projects completed within the past seven (7) years. Include the reference name, telephone number, and email address.
7. **Compensation/Fees:** Provide a complete, detailed breakdown of costs by task to complete the work as outlined in this Request for Proposal. Project fees are not to exceed \$100,000, including direct expenses. Include all staffing necessary to complete the project as outlined above and any additional recommendations submitted in your proposal. All reimbursable direct expenses should be included in the total project fee.

Inquiries

Questions or clarification requests regarding the RFP or Project should be directed in writing to: Katrina Balog at kbalog@themagnificentmile.com by {Add deadline}.

Proposal Evaluation

It is the intent and desire of The Magnificent Mile® Association to identify, through this RFP process, the team and proposal that provides the best value for this project. Responses will be evaluated and ranked based on the criteria enumerated below. The Magnificent Mile® Association may conduct a round of interviews with shortlisted firms to finalize the selection process.

The following proposal evaluation criteria will be used in consideration of responses:

- Previous relevant experience
- Project understanding and approach
- Strength of team's qualifications
- Cost
- Project schedule

Key Dates

- RFP Issued: June 27, 2024
- Deadline for questions/clarifications: 5 pm on July 8, 2024
- Answers to questions/clarification sent to respondents: July 10, 2024
- **Proposals Due: 5 pm on July 17, 2024**
- Shortlisted Candidates Notified (if needed): July 24, 2024
- Candidate Interviews (if needed): July 31, 2024
- Notice of Selection: no later than August 2, 2024

Insurance

The selected proposer will be required to procure and maintain, at their own expense, the following insurance coverage:

1. Commercial general liability and contractual liability on an occurrence basis with the following limits of coverage: bodily injury, property damage and personal injury, One Million Dollars (\$1,000,000) each occurrence/Two Million Dollars (\$2,000,000) general aggregate.

2. Professional Liability/Errors & Omissions of at least One Million Dollars (\$1,000,000) each occurrence/Two Million Dollars (\$2,000,000) aggregate (If applicable).
3. Workers compensation insurance as required by law and including employer's liability insurance. Statutory disability benefits insurance as may be required by law.
4. Comprehensive Automobile Liability coverage on owned, hired, leased, or Non-owned autos with limits not less than One Million Dollars (\$1,000,000) combined for each accident because of bodily injury sickness, or disease, sustained by any person, caused by accident, and arising out of the ownership, maintenance or use of any automobile for damage because of injury to or destruction of property, including the loss of use thereof, caused by accident and arising out of the ownership, maintenance or use of any automobile.
5. Commercial umbrella coverage of Five Million Dollars (\$5,000,000).

The Magnificent Mile® Association Wayfinding RFP
Questions and Answers
July 10, 2024

1. Are there any regulatory or permit requirements that the new signage system needs to comply with? What about accessibility?

Any element placed in the public way would need a Grant of Privilege permit. Depending on the proposal, there may be other permits required. The Magnificent Mile® Association (TMMA) will be responsible for applying for and paying for any required permits.

The proposed designs should be fully accessible. Keep in mind Michigan Avenue has a high percentage of foreign tourists, so the wayfinding system should consider non-English speakers in the design.

2. Is there a plan for gathering visitor feedback on the usability and effectiveness of the new signage?

Bidders are encouraged to propose a process that best suits the project. Suggesting ways of gathering feedback through surveys, a steering committee or other means is welcome.

3. Are there any anticipated changes or expansions to The Magnificent Mile in the foreseeable future that the wayfinding system should accommodate?

There has been some thinking around a new vision for Michigan Avenue. [Here is a recent article about one such vision.](#) However, changes at this scale would take years to refine, fund and construct. The wayfinding system is on a much shorter timeframe and should not anticipate major changes to the look of Michigan Avenue.

4. Are there any specific milestones or deadlines that need to be met throughout the project duration?

The Magnificent Mile® Association would like to have the wayfinding plan completed by November of 2024.

5. Which stakeholders (e.g., local businesses, property owners, city officials) are/might be/should be involved in this project?

The Special Service Area (SSA) 76 Commission will be involved. Bidders should propose a process for engaging other stakeholders including TMMA members, property owners and others.

6. What are the expectations regarding maintenance of the new wayfinding system? Who will be responsible for ongoing upkeep?

Bidders should include maintenance requirements in the Asset Management Plan. TMMA will be responsible for repairs and upkeep.

7. How long is the Association expecting the new wayfinding system to remain relevant and functional without major updates?

TMMA expects the wayfinding system to remain functional for several years without major updates.

8. Would we have freedom to choose vendors/fabricators?

The fabricators do not need to be identified as part of the proposal, but we would look to the design team to help guide the fabrication by

recommending vendors, reviewing drawings, answering technical questions, etc.

9. Can you clarify the difference between the requested Design Guide + Reference Manual -- is one for the internal team and one for fabricators?

The Brand Design Standards will include the brand elements such as templates for materials, dimensions, color palettes, fonts, font sizes, mounting platform standards, etc. The Signage Reference Manual will have information on the final installed signs, locations, maintenance requirements, fabricator(s), etc. The Signage Reference Manual is meant to assist TMMA in ongoing maintenance and updates to the signage program.

10. For team member resumes -- is a short bio + link to projects they've worked on acceptable? Or would you prefer full resumes?

Either format is acceptable.

11. Does the 100k compensation/fees do not exceed amount include the fabricator's production and installation fees?

Correct, the \$100,000 is a design fee, not fabrication or installation fee.

12. Are there any samples of current signage that this system would be replacing?

There are one or two historic markers at either end of the Avenue, however, there is not an existing system in place that this new plan will be replacing.

