



RideKC
STREETCAR™

REQUEST FOR QUALIFICATIONS

Pedestrian Signage & Wayfinding Program

KC Streetcar Authority & Project Partners

Issuance Date: September 13, 2024

Due Date: October 9, 2024

Introduction

The Kansas City Streetcar Authority (KCSA) (the “Client”) and project partners are seeking qualifications from interested firms or teams of firms with the appropriate environmental graphics design and implementation expertise and experience to support the planning and design for a pedestrian signage and wayfinding system (the “Project”).

Interested consultant firms or teams (the “Consultant”) are encouraged to submit qualifications that exhibit their experience developing wayfinding systems in similarly situated transit cities, districts, and transit routes. Successful firms or teams will include a local curator, designer, or artist.

Please reference Attachment A, located at the end of this document, for the complete Scope of Work.

Background

The KC Streetcar enhances urban mobility and reconnects Kansas City for the next generation. The downtown streetcar system, which began service in 2016, has already proven successful in stimulating economic growth and increasing connectivity, and completing more than 14 million passenger trips during that time. The ongoing expansion plan aims to extend the current line, further integrating key neighborhoods and regional attractions into a cohesive transit spine directly linking to RideKC bus routes from around the region.

The two current streetcar extensions under construction focus on extending the existing 2.2-mile downtown route both north and south. The Main Street extension will stretch south along Main Street, reaching the Country Club Plaza, a renowned shopping and dining district, in addition to the University of Missouri-Kansas City (UMKC) campus. The Riverfront extension will extend the streetcar north along Grand Boulevard to Berkley Riverfront Park, stretching approximately .75 miles. Both extensions will grow the system to approximately 6.5 miles, connecting link vital areas such as the Berkley Riverfront, the River Market, Downtown, Midtown, Westport, the Arts District, the Country Club Plaza, and UMKC.

The expanded KC Streetcar system will address several key objectives. Firstly, it aims to improve accessibility, making it easier for residents and visitors to navigate between major destinations and job centers. By connecting high-density areas and attracting foot traffic, the streetcar is also expected to bolster local businesses and encourage further economic investment along the route. The streetcar expansions include additional infrastructure improvements such as upgraded sidewalks, mobility lanes, and enhanced pedestrian crossings, contributing to a more vibrant and walkable urban environment.

Overall, the expanded KC Streetcar represents a strategic effort to advance Kansas City’s transit system, drive economic development, and create a more connected and accessible Kansas City. Streetcar stop area signage directing passengers to new and existing destinations will be critical to help residents and visitors explore this expanded alignment and all the destinations our city has to offer.

While the 2026 FIFA World Cup is a key deadline for the project, any wayfinding enhancements identified and designed should have lasting utility for users and adjacent neighborhoods.

Project Sponsors

This project is sponsored with the support of key project partners including but not limited to the following: the City of Kansas City, Missouri, Visit KC, KC Area Transportation Authority (KCATA), Plaza District Council, Downtown Community Improvement District (CID), River Market Community Improvement District (CID), Midtown Community Improvement District (CID), and the Crossroads Community Association.

KCSA will be the project manager for this effort, and KCSA will work collaboratively with project partners and the selected Consultant to deliver the project.

Consultant Selection Schedule

RFQ Release Date	September 13, 2024
Questions Due	September 25, 2024
Responses to Questions	September 27, 2024
Submittals Due	October 9, 2024
Interviews (if necessary)	Week of October 21, 2024
Consultant Selection	Week of October 28, 2024
Contract Negotiation & Finalization	Week of October 28, 2024
Notice to Proceed	Week of November 20, 2024

Questions

Direct any questions in writing to info@kcstreetcar.org by September 25, 2024, at 2:00 p.m. CDT using the subject line "Pedestrian Wayfinding RFQ Questions." Answers to questions will be made available to all respondents via email by September 27, 2024.

Submittal Requirements

Respondents should submit a digital proposal in PDF format via email to info@kcstreetcar.org with the subject line: Pedestrian Wayfinding RFQ, by October 9, 2024 at 3:00 p.m. CDT. Submittals received after this time and date will not be considered.

Submittal Items

Submittals must include the following items to be considered complete and responsive to this Request for Qualifications:

- 1.** One-page cover letter summarizing the proposing team's interest in the Project and identifying the contact information of the project manager/key contact.
- 2.** Company Profile(s)/Description. Provide a description of the team in as much detail as necessary to demonstrate the team's qualifications and ability to carry out the scope of services as requested in this RFQ. Include a company profile/description for the prime and any sub-consultants that may be used for this effort.
- 3.** Names and résumés (including an email address) of a principal, the project manager/key contact (if different) and key staff members who will work on the Project. An organizational chart of the team (including sub-consultants) should also be submitted.
- 4.** Names of any sub-consultants (including key personnel and résumés) and a summary of their scope of services.
- 5.** A statement of project approach that addresses how the consultant will accomplish the identified scope of work.
- 6.** A proposed schedule that shows how the consultant will be able to complete the project by the March 1, 2026 deadline. This should include key milestones and a schedule for deliverables after Notice to Proceed. Please identify any risks that could prevent the completion of the project by the deadline, and an explanation of how these risks will be managed by the consultant.
- 7.** For the consultant and any sub-consultants: description of a maximum of three (3) similar or related projects successfully completed within the last five years including references with names and contact information. In each description, please describe the role of the firm in the project, as well as the roles played by any of the project team members who will be part of this effort.
- 8.** A letter(s) from the Consultant or any sub-consultant(s) identifying the firm's DBE status (as applicable) and percentage of work proposed to be conducted for the Project.

Submissions should be concise and limited to no more than 20 single-sided pages (not including the cover or the DBE status letter(s)). An appendix of no more than ten (10) double-sided pages may also be provided with materials highlighting previous work and resumes.

Acceptance of Qualifications

KCSA reserves and holds without any liability on the part of KCSA the following rights and options:

- To select a consultant to perform the scope of work described in this request
- To reject any and/or all submittals or portions of submittals
- To accept submittals in any order or combination
- To reject a subconsultant
- To re-advertise if deemed necessary
- To interview candidates prior to making a selection
- To issue subsequent Requests for Qualifications
- To not negotiate or contract for the services
- To approve, disapprove, modify or cancel all work to be undertaken Request for Qualifications

Selection Procedures

The selection process is based on the qualifications of the Consultant to complete the scope of work on time, within budget, and comprehensively. It is KCSA's intent to select directly from information gained from the submittal review. However, KCSA reserves the right to call references provided in the submittal and to require interviews with firms included on a short list. If necessary, a short list of firms will be interviewed during the week of October 14th, 2024 (anticipated).

KCSA will use the following criteria in evaluating submittals. The list below is not shown in any prioritized order:

- Effective and substantive experience of the firm – **25%**
- Abilities, relative experience, and capacity of professional personnel and subconsultants. Proposers must present sufficient and competent staff, the capacity to complete work in a timely manner, and appropriate personnel assignments to administer projects. Team diversity and the inclusion of members of the local creative community are valued. – **25%**
- Demonstrated understanding and insight related to project scope, as well as experience design unique wayfinding concepts and modifying existing wayfinding systems. – **30%**
- Commitment to complete work on a timely basis – **10%**
- Responsiveness to the RFQ and submittal presentation – **10%**

Contract Negotiations

KCSA will negotiate the terms of a contract with the consultant(s) submitting the top-ranked response(s) or another ranked choice, should negotiations with the top-ranked firm fail.

KCSA will not reimburse any costs incurred prior to a formal notice to proceed should a contract award result from this solicitation. Submittal costs in conjunction with this RFQ shall be borne by the submitting firm.

Equal Opportunity Statement

KCSA is an equal opportunity employer and will select a consultant without regard to age, disability, religion, creed or belief, political affiliation, race, sex or ethnicity.

Attachment A
KC Streetcar Pedestrian Signage & Wayfinding Program
Strategy/Planning Phase
Scope of Work

Project Overview

KCSA seeks Consultant support to study, develop, and deploy a pedestrian signage and wayfinding system in support of the expanded KC Streetcar route (see Attachment B- Streetcar Route Map), in a manner potentially expandable to adjacent transit connections, neighborhoods, and key destinations. The study area is primarily the expanded KC Streetcar route, including key nodes of connectivity along the route (KCATA bus transfer locations, etc.) with options to include key regional attractions within walking distance from the route.

A wayfinding system is a comprehensive suite of tools designed to guide people through the built environment and enhance their understanding and experience of the space. Wayfinding improves the visitor experience and is an important element in connecting people to key destinations.

The study conclusions should result in a conceptual design brief and implementation plan that communicates a messaging strategy and hierarchy, as well as a plan for priority signage locations and cost estimates, prioritizing the streetcar route as an initial implementation phase. Schematic design intent documentation should also be provided for all recommended signage types (including upgrades on any existing signage, if applicable). Design should focus on maintainable and vandalism resistant solutions and be advanced enough to develop a statement of probable cost and a detailed implementation phasing plan.

OPTIONAL FUTURE DESIGN PHASE (Not included in initial strategy/planning phase Scope of Work): Completion of final way-finding design, mapping, engineering, and fabrications documentation, along with the preparation of bid documents may be added to the awarded contract, upon agreement of terms by all parties. Teams with capability to support these activities and advance this initiative to the construction phase will receive priority consideration.

All elements recommended should be able to be delivered prior to the summer of 2026 and the FIFA World Cup.

The Client will collaborate with the Consultant to develop a final scope of work; however, the anticipated services are expected to include the following tasks and deliverables.

Task 1–Stakeholder and Public Engagement

Stakeholder and public engagement are critical to the success of this project.

Stakeholder Engagement

An eight-to-ten-member project management committee of project funders will guide the

development of this project. The committee will meet three to five times during the project to review various stages of work. The steering committee will include, at a minimum, representatives from KCSA, the City of Kansas City, Visit KC, KCATA, Plaza District Council, Downtown CID, River Market CID, Midtown CID.

In addition to the steering committee, feedback from the major attractions and venues should be included. Effective and efficient tactics should be utilized to capture the depth and breadth of perspective (e.g. surveys, focus groups, workshops, etc.)

Task 1 Deliverables:

- Stakeholder Engagement Summary
- Materials for stakeholder and public engagement
- Content suitable for project webpages and social media

Task 2 – Existing Conditions Assessment

Task 2 will develop an understanding of any current signage and wayfinding system and previously recommended changes and enhancements.

Existing Plans & Documentation

The Consultant should review documents, plans, and physical signage pertaining to the existing signage and wayfinding systems on or adjacent to the KC Streetcar route (downtown and expanded routes).

Best Practices

The Consultant should survey and document best practices in district wayfinding. A special emphasis should be given to corridor and transit line applications.

Task 2 Deliverables:

- Existing Conditions Summary Presentation
- Best Practices Summary Memo

Task 3 – Recommendations & Design Intent

With a full understanding of the existing conditions, issues, and opportunities, the Consultant shall develop a recommended pedestrian signage and wayfinding system for the expanded streetcar route. The plan should include new wayfinding elements with an emphasis on pedestrians. The recommendations should work together to deliver a comprehensive and modernized signage and wayfinding system that meets the needs of visitors and residents. The plan should identify a strategy or hierarchy for messaging and locations to meet the system goals.

The Consultant shall also develop a document detailing the conceptual design intent and design guidelines for implementation. The conceptual design intent should also include identification of parameters for removal, replacement, and the addition of new elements (i.e. visibility, siting

requirements, etc.).

The Consultant shall consider possibilities and related recommendations for a supportive digital platform that houses related data, mapping assets, and way-finding information desired for remote access and/or language transition services.

Task 3 Deliverables:

- Wayfinding Plan
- Conceptual Design Brief
- Digital Platform Recommendations

Task 4 – Schematic Design

The Consultant shall develop schematic designs for all recommended sign types sufficient to illustrate the design intent of each element. They shall also include sign locations, content by sign, and estimated costs for fabrication and installation.

Task 4 Deliverables:

- Schematic Design Brief
- Implementation Phasing Plan
- Opinion of Probable Cost Memo

Task 5 – Pedestrian Signage/Wayfinding Plan

The Consultant shall compile and communicate the results of the process, relevant findings, and recommendations into a final report. This should include appendices with detailed design documentation.

Task 5 Deliverables:

- Final formatted, illustrated easy-to-read study summary document.
- Report deliverables shall be PDF format including, any appendices, concept plans, and typical sections. No hard copies are required.
- Electronic files in their original formats with supporting graphics and GIS or other data files (Excel, CAD, etc.) are required.

Attachment A- KC Streetcar Route Map

