To: Dr. Charles Johns
Board of Education

From: Dr. Kim Ptak
Mr. Casey Wright

Date: Monday, April 12, 2021

Re: Glenbrook South Signage and Wayfinding Bids

Recommendation

It is recommended that the Board of Education approve a bid from APCO for interior signage and wayfinding at Glenbrook South for $210,345 and from Poblocki for exterior signage at Glenbrook South for $24,506, for a total amount of $234,851.

Background

As part of the District's ongoing safety and security initiatives, building and district level leadership has been working with various stakeholders to review and improve the existing signage and wayfinding at Glenbrook South. The primary goals of this project were to:

- Create a building numbering system that creates a logical flow throughout the building;
- Develop a cohesive, aesthetically appropriate, and unified wayfinding system that will help individuals navigate effectively into and throughout Glenbrook South;
- Utilize signage that is timeless in its aesthetic, works with existing architectural elements, and can be easily, and inexpensively, updated and maintained;
- Bring signage into compliance with building code, ADA, and life safety requirements;
- Reduce the number of building fire zones and incorporate the fire zone colors into the signage to identify each zone; and
- Use universal symbols on signage to help improve the wayfinding experience.

The current building numbering and wayfinding system has been pieced together over the years and, as a result, many complexities exist:

- The current room numbering system has room numbers that are out of sequence;
- Room number assignments transition from 100s to 600s to 500s to 300s to 700s when moving through the building;
- Rooms in the 200 and 400 series are located on the second floor;
- Seven different fire zones have been established with assigned colors for use by first responders; these colors are not consistently identified in the current wayfinding system and signage,
- The main exterior entrances are referred to by the exterior door letters, which are not intuitive to visitors (e.g., Entrance S or OO); and
- Signage is currently not compliant with ADA requirements (e.g., braille typography).

To address these complexities, the district partnered with Cardosi Kiper Design Group (CKDG). CKDG is a Chicago-based company specializing in signage and wayfinding for many educational and health organizations, including Northwestern Hospital, University of Chicago Medical Center, University of Notre Dame, Oakton Community College, and Evanston Township High School. Throughout the past 14 months, CKDG worked with numerous stakeholders to assess all current signage, create a meaningful

numbering system, identify logical areas for wayfinding, and review design concepts for signage. Stakeholders included Glenview police and fire leaders and first responders, teachers, administrators, students, and community members.

As a result of the stakeholder group efforts and CKDG's support, the following next steps were developed:

1. Renumber the building using a four-digit numbering system.
    a. Split the first floor into five zones: 1100s, 1200s, 1300s, 1400s, and 1500s.
    b. The second floor falls above the 1100 and 1300 series and would be numbered in the 2100 and 2300 series allowing for vertical stacking.
    c. See images 1.0 and 1.1.
2. Reduce from seven to five fire zones (red, blue, purple, green, grey). See images 1.0 and 1.1 below.
3. Design, purchase and install new signage for all rooms in the building.
    a. All signage will follow a consistent design, including typeface, size, and braille typography.
    b. Signage will incorporate fire zone colors to enable the classification system to become part of the school's overall operations.
    c. Each room will have an interior room identifier sign directly above the door identifying the room number and fire zone color.
    d. See images 2.0 and 2.1.
4. Implement meaningful wayfinding (directional) signage on the overheads above the fire doors in all main hallways.
    a. This will reduce the need for multiple signs at congested decision points and naturally decrease clutter by presenting a consistent design and organized information.
    b. See images 3.0 and 3.1.
5. Incorporate directional signage with "you are here" maps in critical locations.
    a. See image 4.0.
6. Use the color of the corresponding fire zone on all exterior door signage (e.g., doors A - VV).
    a. See image 5.0.
7. Identify the three main entrances and parking lots as the North Entrance/North Parking Lot, West Entrance/West Parking Lot, and Main Entrance/South Parking Lot.
    a. See image 5.0.

Image 1.0
New Building Renumbering System w/Five Fire Zones - First Floor

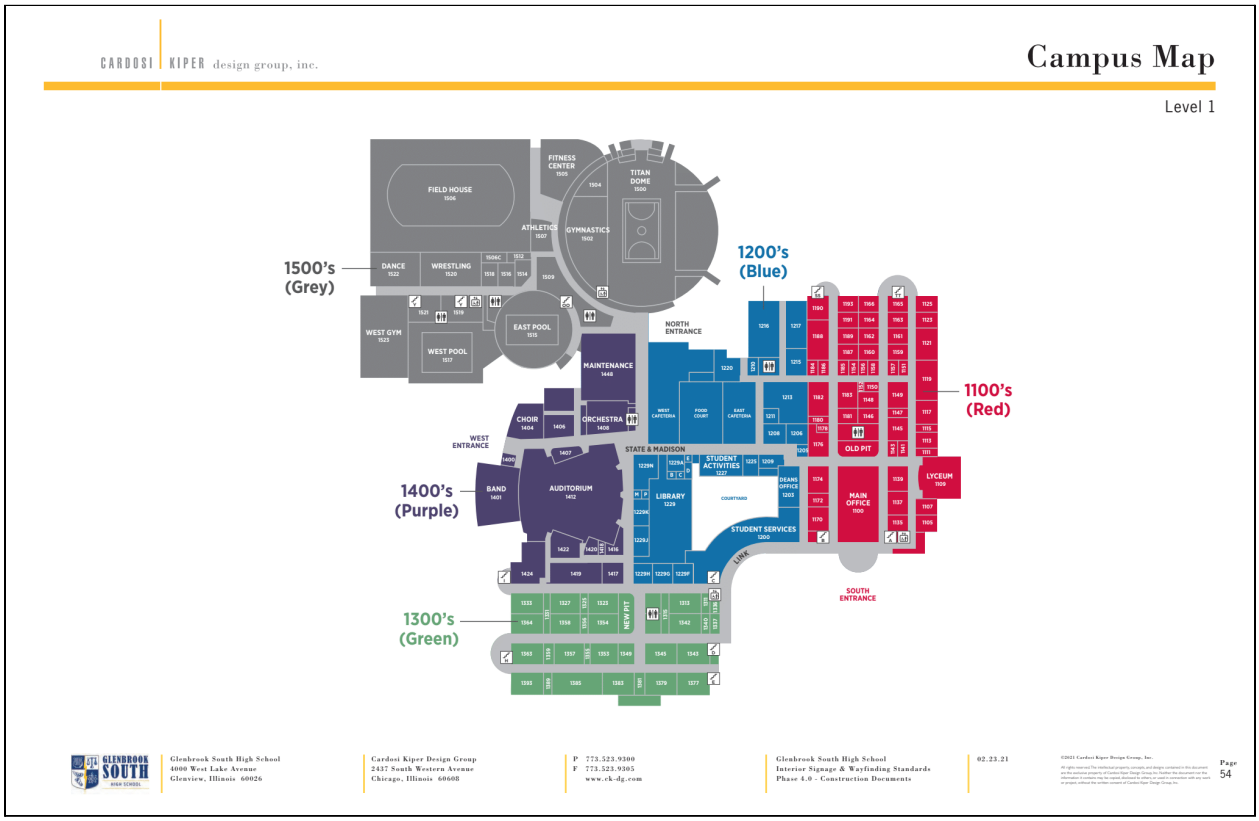


Image 1.1
New Building Renumbering System w/Five Fire Zones - Second Floor

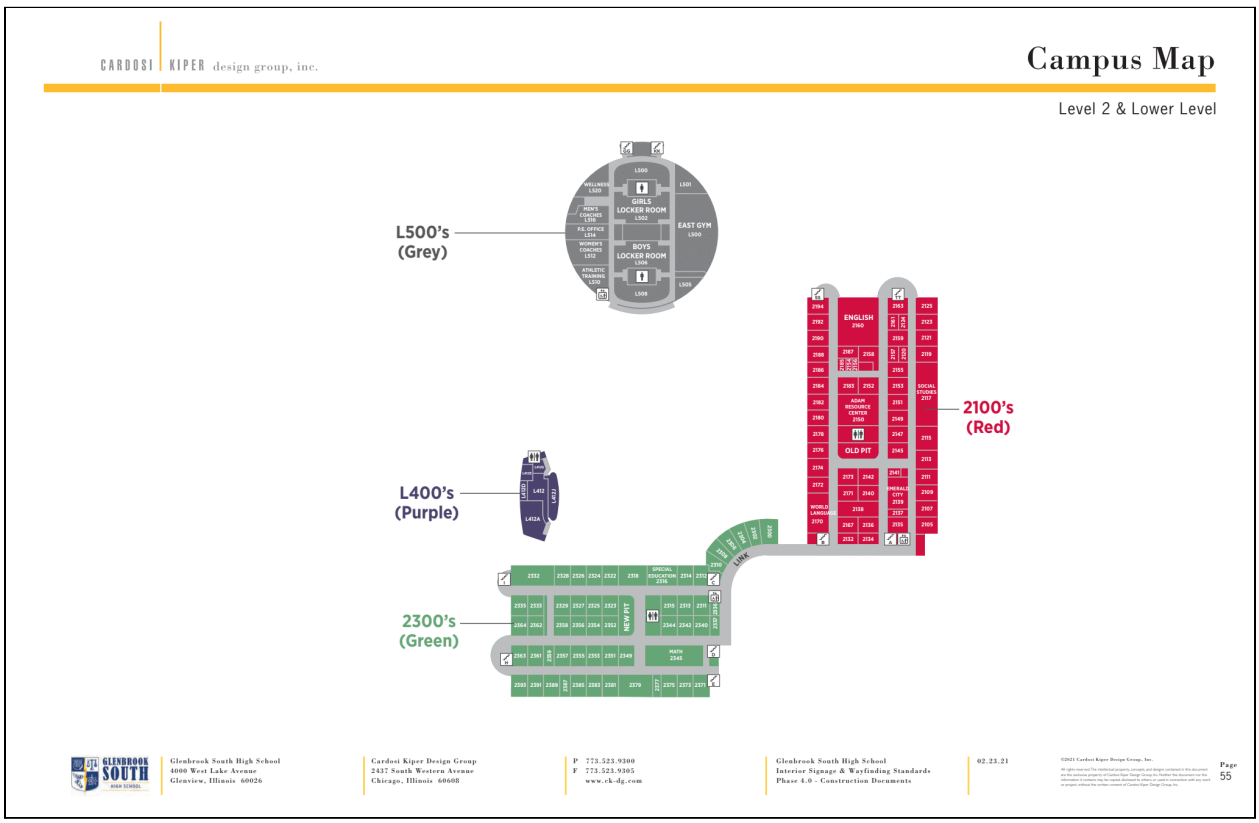


Image 2.0
Interior Sign Type Overview

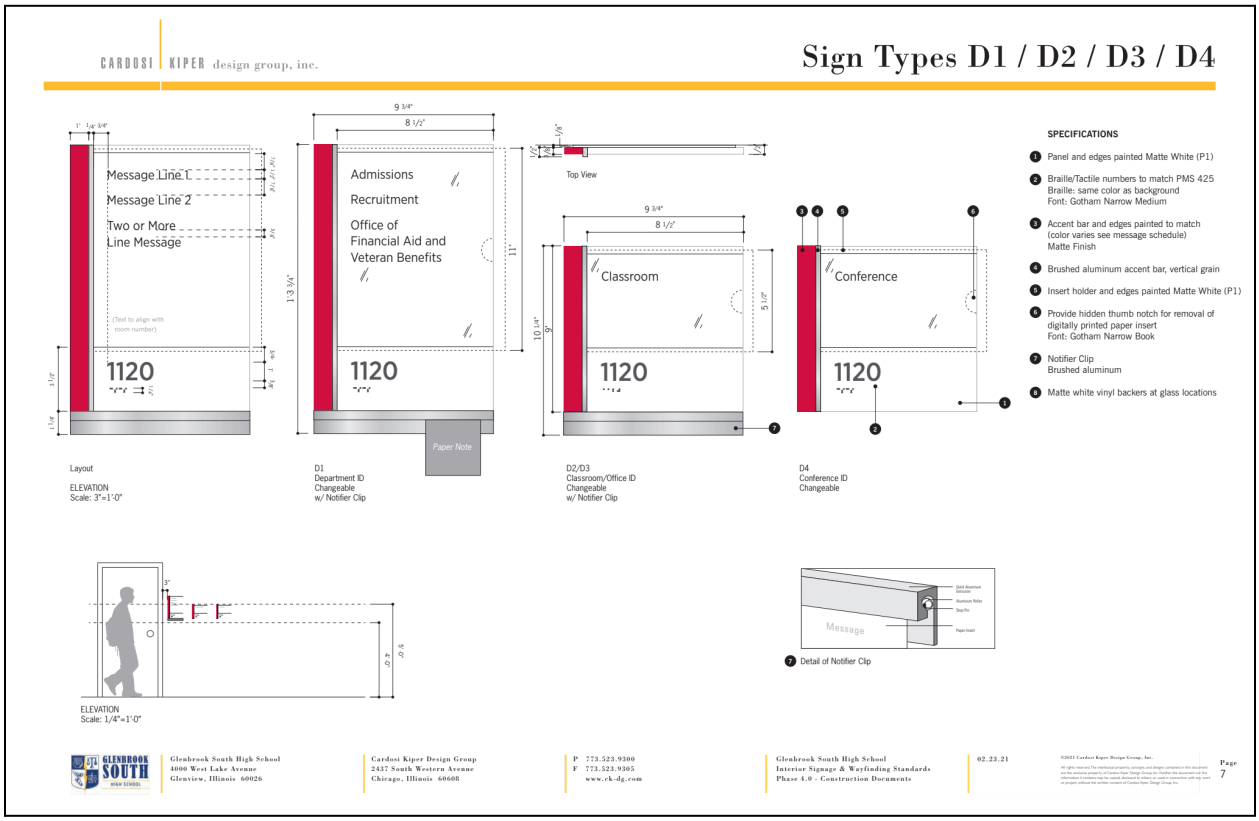


Image 2.1
Interior Sign Type Overview

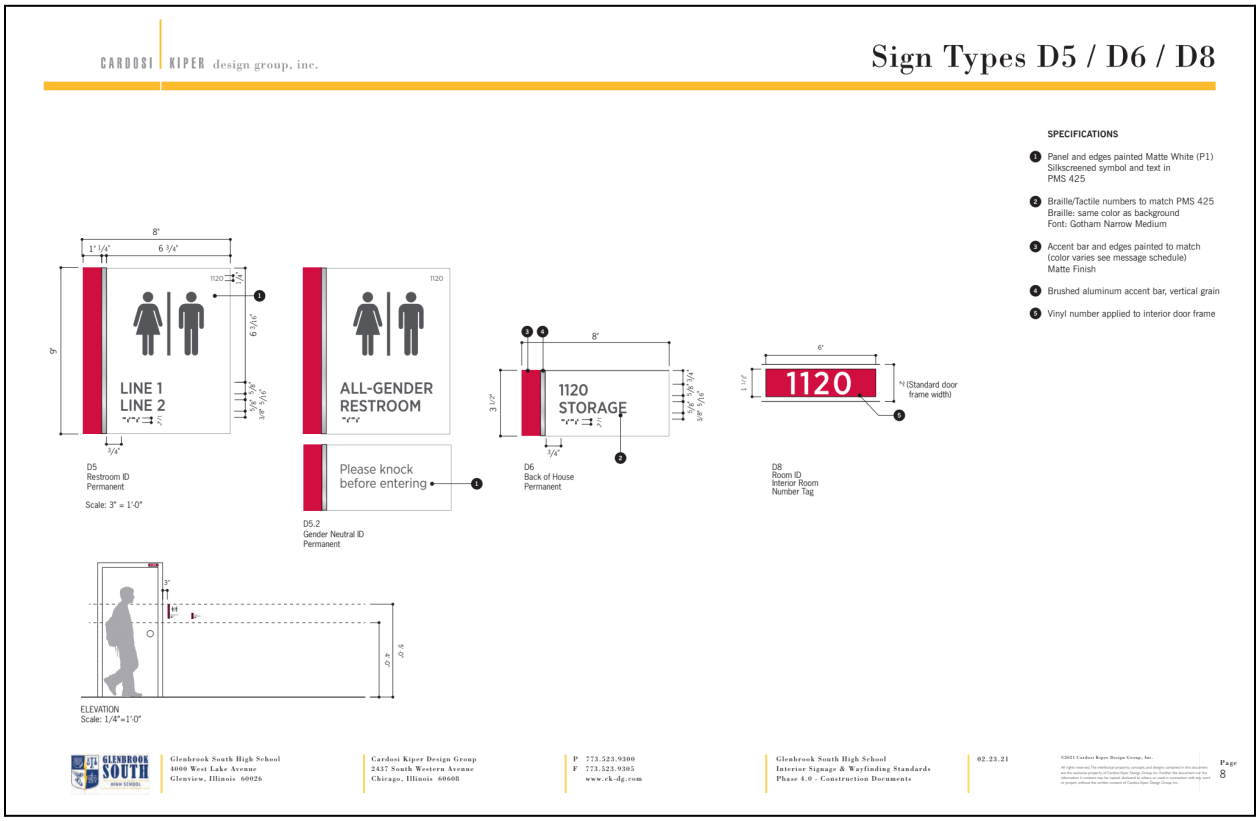


Image 3.0
Interior Wayfinding

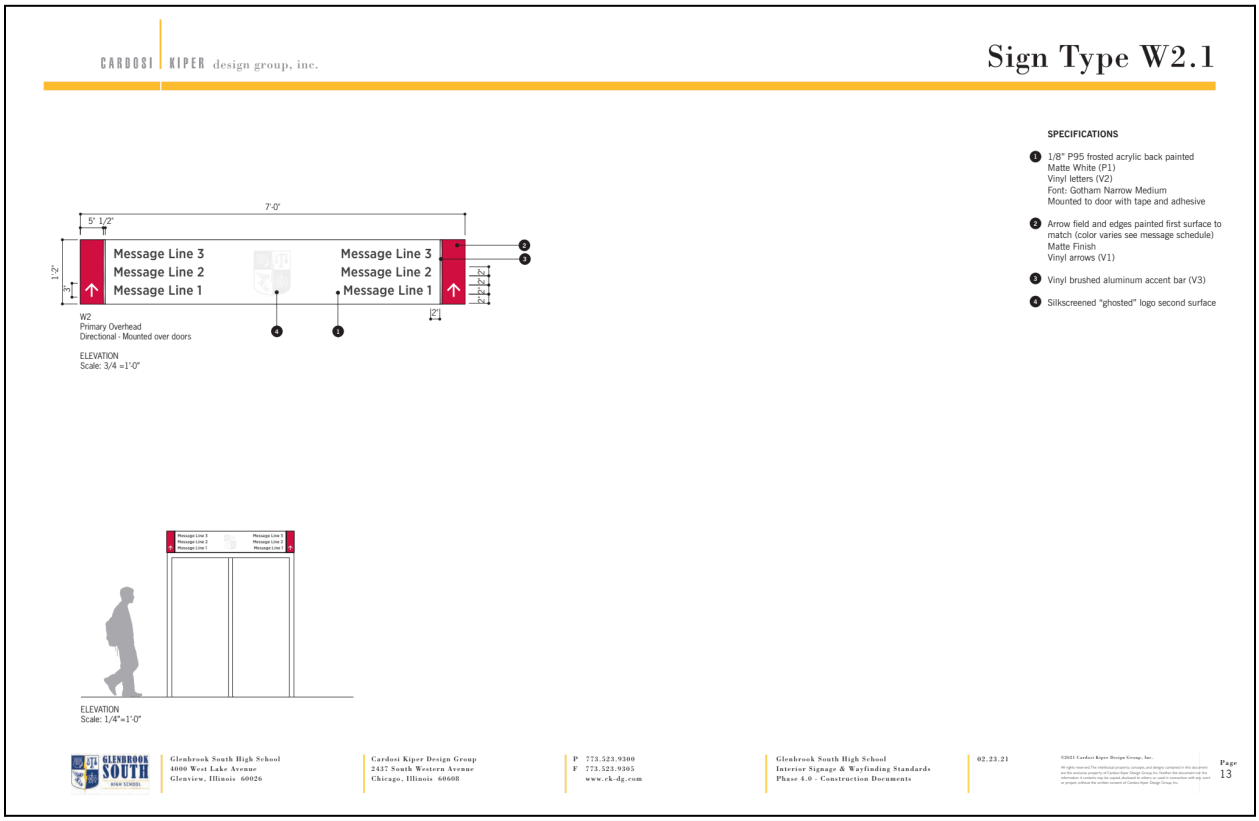


Image 3.1
Interior Wayfinding



Image 4.0
Directional Signage w/Maps

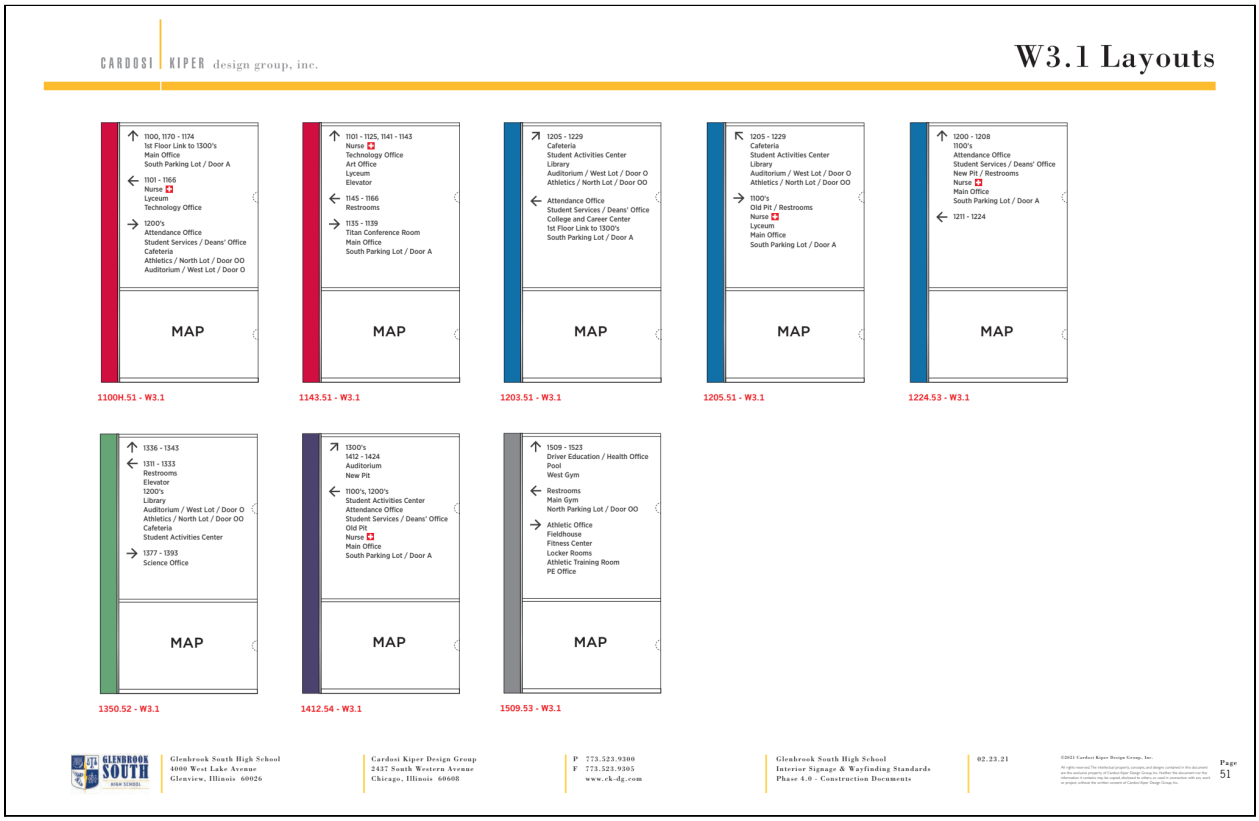
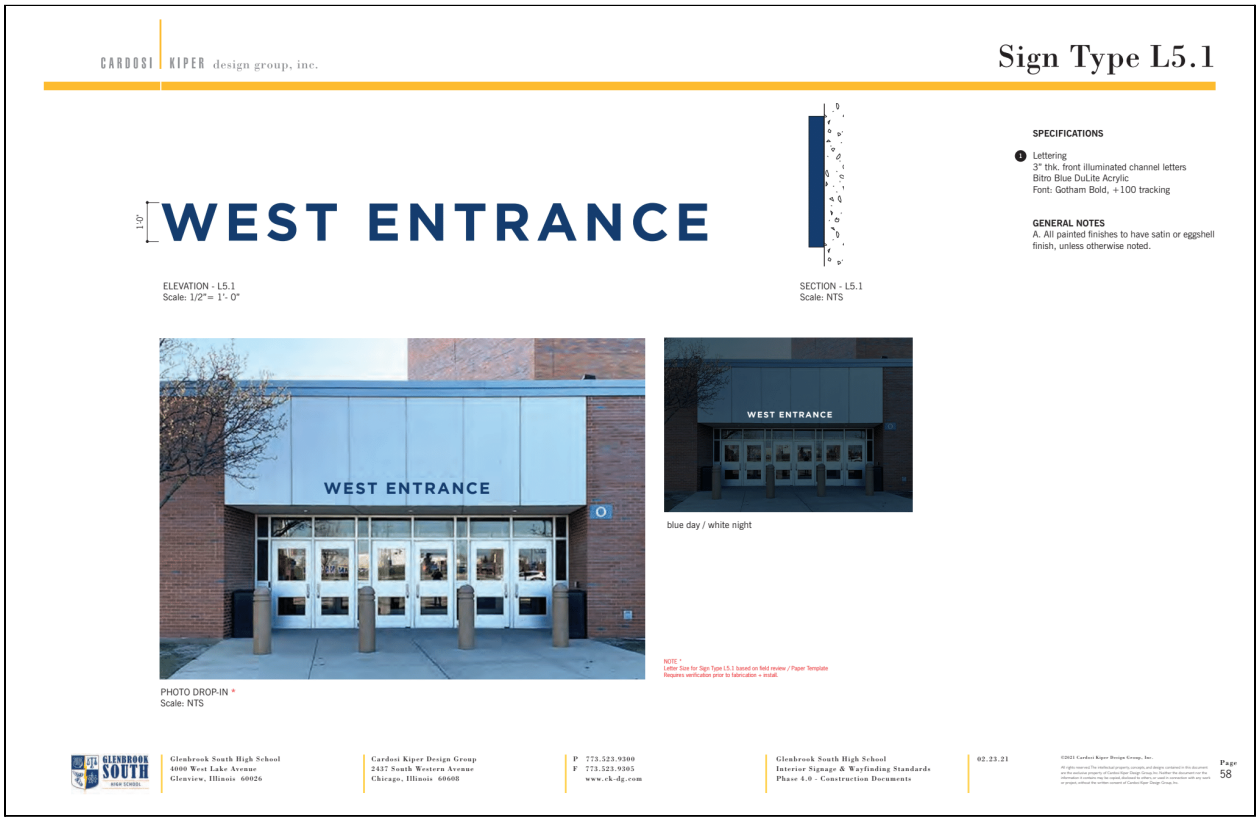


Image 5.0
Exterior Entrance Signage and Door Lettering



With the assistance of CKDG, detailed bid specifications were developed and sent to eight vendors. Dr. Ptak and Mr. Wright coordinated a pre-bid walk-through conducted on Tuesday, March 23, 2021. Bids were due on Thursday, April 1, 2021, and subsequently opened. Six bids were received and are summarized in Table 1.

Table 1
Bid Summary

	Interior Signage/Wayfinding	**Exterior Signage**
APCO	**$210,345**	n/a
Poblocki	$221,138	**$24,506**
Cornelius	$225,451.51	$32,702.33
Alegra	$229,909	$30,691
Printwell	$269,091	$26,565
Boardwalk	$337,522	$41,506

At this time, the administration recommends that the Board of Education approve bids from APCO for interior signage and wayfinding at Glenbrook South for $210,345 and Poblocki for exterior signage at Glenbrook South for $24,506, for a total amount of $234,851. The funding for these projects was previously budgeted as part of the 2020-21 fiscal year as part of the school district's safety and security program.

Sign installation will occur between June and August 2021, and all operating systems utilizing room numbers will require updating. These systems include:

- Buildings and Grounds
    - Building Automation System
    - Door Access Control System
    - Facility Management System (e.g., Room Reservations)
    - Mass Notification System (e.g., Fire Alarm)
- Technology Services
    - Closed-Circuit Camera System
    - Network Infrastructure
    - PowerSchool Scheduling System
    - Telephone System and E-911 Integration
- Safety and Security
    - Emergency Operations Plan

The Buildings and Grounds, Technology Services, and school leadership teams have worked together to develop a plan to update all the necessary fields across multiple systems as part of this process. This updating process will also allow us to perform essential data integrity checks and ensure that our systems reflect updated naming conventions for consistency. The majority of these updates will be performed by school district personnel, while some systems may require assistance from external vendors (e.g., mass notification system, building automation system). Expenses for any external services will be absorbed by the school operating budget.