

Department of Port Control

Ordinance: 1252-2025

Council Summary

The Department of Port Control is requesting authority to enter into one or more professional service contracts to provide wayfinding services, for a period of One year, with a one-year option to renew, exercisable by the Director of Port Control.

Background/Purpose:

The goal of the Ticketing Wayfinding Project is to make quick but meaningful improvements to how people move through the ticketing lobby. By adding clearer, more visible, and better-placed signs and information, CLE can help passengers find their way faster, cut down on crowding, and make the path from the front doors to check-in and security smoother.

This initiative is about making the building we have work better for the next several years until larger changes come. These updates will make the passenger experience less stressful, help pre-security processes run smoothly, and demonstrate CLE's commitment to keeping travel easy and welcoming during this in-between stage.

Scope of Work:

The Ticketing Wayfinding Project will look at what's working, what's not, and what updates we need to make the ticketing lobby (and parts of the secure side) run more smoothly. The work will include:

1. Audit & Assessment

- Take a full look at current signage, passenger flow, and crowding in the ticketing hall.
- Check secure-side areas too, in case there are any urgent fixes needed.
- Capture everything with photos, maps, and notes on problem spots.

2. Recommendations

- Suggest what new signs are needed, both static (overhead, wall, floor, etc.) and digital (monitors, displays).
- Prioritize updates based on what will make the biggest difference the fastest.
- Make sure recommendations follow best practices so signs are clear, visible, and easy for everyone to use.

3. Cost Estimates

- Provide cost ranges for materials, installation, and upkeep.
- Call out any ongoing costs tied to digital signage.

4. Timeline

- Lay out a step-by-step timeline, including quick fixes that can be done right away.
- Show how larger updates can be phased in over time, keeping in mind the 7–8 year window before redevelopment.

5. Deliverables

- An audit report that covers both ticketing and secure-side.
- A clear signage plan with static and digital recommendations.
- Cost ranges and budget options.
- A timeline that shows quick wins and longer-term updates.

Justification:

CLE must keep its current terminal building functioning well for the next 7–8 years, but the ticketing lobby is already a major pain point due to crowding, confusing layouts, and inadequate signage – especially during our busy morning hours. These issues slow down passengers, create stress, and put extra strain on staff, airline and security operations. They also lead to continued negative scores and sentiment when it comes to customer experience. A focused wayfinding project including a full audit, updated static and digital signage, and a phased rollout, offers a cost-effective way to improve passenger flow, reduce bottlenecks, and enhance customer experience without major construction. This approach will help make the building work smarter during the interim years while demonstrating CLE’s commitment to a smoother, more welcoming travel experience

Anticipated Cost:

\$250,000

Term:

One year, with a one-year option to renew, exercisable by the Director of Port Control.