Downtown Davenport Pedestrian Wayfinding System RFP

Addendum No. 1 Responses to Respondent Questions

This addendum provides clarifications and responses to questions received regarding the Downtown Davenport Pedestrian Wayfinding System RFP. Where multiple respondents submitted questions addressing similar topics, DDP has consolidated those questions for clarity.

This addendum forms part of the RFP and should be considered in the preparation of proposals.

1. Project Area and Riverfront

Q: What constitutes the 52-block Downtown Davenport project area? Does the scope include the riverfront?

The project study area is the 52-block Downtown Davenport SSMID district identified in the district map provided by DDP: https://www.downtowndavenport.com/assets/images/gallery/SSMID_map.jpg

The riverfront itself is managed separately and is not anticipated to be part of the physical pedestrian wayfinding system developed through this project. However, riverfront-adjacent areas and connections to the riverfront, including River Drive and key pedestrian routes between downtown and riverfront destinations, should be considered as part of the overall wayfinding analysis.

The selected consultant should evaluate these connections and recommend appropriate wayfinding locations within the project area that help pedestrians navigate to and from the riverfront.

2. Existing Pedestrian Wayfinding and Signage Inventory

Q: What pedestrian wayfinding currently exists downtown? Are existing sign inventories, drawings or sign location plans available, and is an inventory of existing conditions expected of the consultant?

Downtown Davenport does not currently have a comprehensive pedestrian wayfinding system. Various existing signs and streetscape elements are present throughout the district but they do not constitute a coordinated pedestrian wayfinding program.

As part of the discovery and field assessment process, the selected consultant should document existing signage and infrastructure relevant to the proposed pedestrian wayfinding system and identify any existing elements that should be retained, removed, replaced, coordinated with or potentially reused.

DDP will provide relevant existing background information and documentation; however, respondents should not assume that DDP has a complete existing-sign inventory or comprehensive documentation of current conditions.

3. Pedestrian vs. Vehicular Wayfinding

Q: Does the project include vehicular wayfinding or require an assessment of existing vehicular signage?

No. The scope of this project is pedestrian wayfinding. DDP is not requesting an inventory, assessment or redesign of the City's vehicular wayfinding system.

The selected consultant should consider vehicular arrival points, public parking and garages, and the transition from vehicle to pedestrian travel where relevant to the effectiveness of the pedestrian wayfinding system.

If any proposed elements have implications for vehicular traffic control or fall within applicable MUTCD requirements, DDP and the selected consultant will coordinate with the City early in the planning and design process.

At this time, DDP and the City are not aware of any planned City or Iowa DOT vehicular wayfinding/signage projects within the project area that would require coordination with this project.

4. Parking, Garage, Gateway and Specialty Signage

Q: Does the scope include garage entrance signage, Downtown Davenport gateway/identification signage, interpretive signage or other placemaking/specialty signage?

DDP is interested in incorporating Downtown Davenport identification and placemaking elements into the overall pedestrian wayfinding system where appropriate. This may include district identification, identification of key public spaces or destinations, or other specialty signage that reinforces Downtown Davenport's identity and contributes to the pedestrian experience.

DDP has not predetermined the specific sign types, locations or quantity of these elements and is looking to the selected consultant to recommend how they should be incorporated into the overall sign family and wayfinding strategy.

Gateway signage is an area DDP is interested in exploring; however, broader gateway signage should be considered in coordination with regional partners and is not a required design deliverable of this pedestrian wayfinding scope. The selected consultant may identify potential gateway opportunities or considerations that emerge through the wayfinding analysis, but DDP anticipates further regional discussion and alignment before advancing a broader gateway signage program.

Interpretive elements, cultural storytelling and identification of significant downtown landmarks may be considered where they naturally complement the wayfinding and placemaking system. However, development of a comprehensive historical or interpretive signage program, including extensive historical research or content development, is not anticipated as part of the base scope. DDP can provide or help identify existing historical and destination resources where relevant.

The project should address pedestrian navigation to and from public parking areas and garages; however, redesign of vehicular garage entrance signage is not anticipated as part of the base scope.

At this time, the City has not identified any planned gateway, garage, parking or related signage initiatives that would require coordination with this project.

5. Existing Data, Studies and Background Information

Q: What information does DDP currently have regarding pedestrian movement, visitor behavior, known wayfinding challenges, prior studies, surveys or other existing conditions?

DDP will make relevant existing background information available to the selected consultant where available. DDP has access to Placer.ai and can provide relevant visitation and visitor-behavior data from that platform; however, DDP does not currently conduct comprehensive pedestrian counts or systematically track pedestrian movement within the district.

DDP also does not maintain a formal inventory of visitor wayfinding complaints specific to this project.

The selected consultant should not assume that detailed pedestrian movement or foot-traffic data will be provided and should recommend the appropriate methods for evaluating pedestrian routes, destinations, decision points and wayfinding needs as part of the project.

DDP can provide local knowledge and available information regarding visitor activity, downtown destinations, major events, parking, development activity and other factors relevant to understanding pedestrian movement within the district.

6. Base Mapping, Downtown Map and Brand Standards

Q: Will base mapping, GIS/CAD files and Downtown Davenport brand standards be available? Does the consultant need to design a new downtown map for potential map-based wayfinding elements?

DDP has an existing downtown base map and works with an established designer for its mapping needs. Respondents do not need to include development of a new downtown marketing/visitor map in their base scope.

If map-based elements are recommended as part of the pedestrian wayfinding system, the selected consultant should identify the appropriate wayfinding content, information hierarchy, orientation and functional requirements and coordinate with DDP and its mapping resource as needed.

DDP will provide the selected consultant with its established Downtown Davenport place brand standards and available brand assets.

The City can provide available GIS shapefiles for the downtown project area. DDP will coordinate with the City to make relevant mapping data available to the selected consultant.

7. City Coordination, Right-of-Way and Permitting

Q: What permitting or right-of-way requirements will apply to signs installed on public sidewalks? Will City staff participate in the project and field assessment?

DDP anticipates coordinating closely with the City of Davenport throughout the project, particularly regarding proposed sign locations within the public right-of-way, infrastructure considerations and implementation.

If DDP owns signage installed within the public right-of-way, DDP and the City anticipate establishing an agreement addressing placement, maintenance responsibilities, accommodation of future construction or right-of-way work, and other applicable conditions. The agreement would be subject to the City's applicable approval process.

Wall-mounted signage may be subject to Downtown Design Review Board review depending on the location and application. Signage located within the public right-of-way would not require Design Review Board approval.

Appropriate City staff, including right-of-way management staff, will be available to participate in the consultant's field assessment and review of proposed sign locations.

DDP and the selected consultant will coordinate with the City early in the planning and design process to identify applicable requirements before sign locations and designs are finalized.

8. Consultant and Implementation Budget

Q: Is there a target budget or funding source for consultant services or Phase 1 fabrication and installation?

DDP has not established a prescribed consultant fee or implementation budget for this RFP. Respondents should provide competitive fees for the professional services described in the RFP.

DDP anticipates phased implementation of the wayfinding system. Funding for the complete buildout of all future phases has not been predetermined or committed. Planning-level cost estimates developed through this project will help DDP understand the investment required for the complete system and establish priorities and funding for individual implementation phases.

Respondents should not design toward a predetermined Phase 1 fabrication budget. Rather, DDP is interested in understanding the appropriate system, recommended priorities and associated implementation costs.

9. Project Schedule, Field Assessment and Initial Implementation

Q: How flexible is the anticipated project schedule? Could the field assessment occur earlier than March? Has the May 31 fabrication timeline been validated with a fabricator?

The schedule is primarily driven by DDP's desire to have a limited number of high-priority pedestrian wayfinding signs installed by mid-July 2027, ahead of major summer activity downtown. This initial

implementation may consist of only a limited number of strategically important placements, including locations supporting Main Street Landing and other priority pedestrian routes and destinations.

DDP has not yet engaged a fabricator or established fabrication lead times. DDP is open to consultant recommendations for an adjusted or extended schedule for development and implementation of the complete system if additional time would result in a stronger overall outcome, provided the initial high-priority installation goal can reasonably be accommodated. Respondents are encouraged to recommend the sequencing, procurement schedule and implementation approach they believe will best achieve these goals.

10. Phase 4 Implementation Support and Punch List

Q: Does the Phase 4 fabrication/installation review and punch-list inspection apply only to the initial implementation phase?

Yes. For purposes of the base proposal, respondents may assume that Phase 4 fabrication and installation support, including the punch-list inspection, will apply to the initial implementation phase.

Implementation support for future phases may be separately authorized as those phases move forward.

11. Fabrication Contract and Responsibilities

Q: Is the selected consultant expected to fabricate and install the signage, or will fabrication and installation be separately procured? Who will hold the fabrication and installation contract?

The selected wayfinding consultant is not expected to provide sign fabrication or installation as part of the base professional services contract. The consultant will assist with preparation of fabrication bid documents, procurement, fabrication review and implementation coordination as described in the RFP.

DDP anticipates that fabrication and installation will be separately procured from a qualified sign fabricator/installer. DDP is currently anticipated to hold the fabrication/installation contract and own the resulting signage; however, final contracting and ownership arrangements will be determined in coordination with the City as the project advances.

If DDP owns signage installed within the public right-of-way, DDP and the City anticipate establishing an agreement addressing placement, maintenance responsibilities and other applicable conditions. Any required agreement would be subject to the City's applicable approval process.

12. RFP Dates and Deadlines

Q: The RFP contains conflicting dates. Which dates should respondents use?

The dates identified in Section 10, Anticipated Schedule, are the correct dates and supersede conflicting dates appearing elsewhere in the RFP.

The applicable procurement schedule is:

- Questions due: Friday, October 30, 2026
- Responses/addendum issued: Wednesday, November 4, 2026
- Proposals due: Friday, November 13, 2026
- Virtual interviews, if needed: November 30–December 2, 2026
- Consultant selection: Early December 2026

DDP apologizes for any confusion created by the conflicting dates on the cover page.

13. Consultant Location, On-Site Presence and Travel

Q: Are respondents required to be locally based? What level of on-site presence is anticipated, and how should travel expenses be addressed?

Respondents are not required to be based in Davenport or the Quad Cities. DDP welcomes proposals from qualified firms regardless of location.

DDP does not anticipate that the selected consultant will need to maintain a continuous or weekly on-site presence. The project will require meaningful engagement with DDP, City staff, downtown stakeholders and other partners, and respondents should propose the combination of in-person and virtual engagement they believe is appropriate to successfully complete the work. On-site presence is expected at key points in the project, including field assessment and other activities where in-person participation would meaningfully benefit the project.

Respondents should identify anticipated travel and reimbursable expenses in their fee proposal. DDP prefers that anticipated travel costs be included within the proposed project fee or clearly identified as a not-to-exceed reimbursable amount. Additional travel expenses would require prior authorization by DDP.

14. Consultant Eligibility, Teaming Arrangements and Comparable Experience

Q: May an international firm serve as the prime consultant in partnership with a U.S.- or Iowa-based specialist? May comparable project experience be demonstrated across the proposed consultant team rather than solely by the prime consultant?

DDP does not require the prime consultant to be based in Iowa or the United States. DDP is open to proposals from consultant teams and partnerships that collectively demonstrate the qualifications, experience and implementation capabilities necessary to successfully complete the project. The selected consultant will be responsible for satisfying any applicable legal, insurance and contractual requirements necessary to enter into an agreement with DDP.

DDP will consider the relevant experience and qualifications of the proposed team as a whole. Proposals should clearly identify the prime consultant, roles and responsibilities of all team members, relevant comparable experience and the party responsible for each major component of the work.

15. Insurance and Contractual Requirements

Q: What insurance, licensing and other contractual requirements will apply to the professional services agreement and/or fabrication work?

Applicable insurance, licensing and contractual requirements will be established as part of the professional services agreement with the selected consultant. Fabrication and installation will be separately procured, and applicable contractor requirements will be established as part of that procurement process.

16. Map-Based Wayfinding Elements / Kiosks

Q: Should respondents include design of a new downtown map for pedestrian kiosks or other map-based wayfinding elements?

No. DDP has an existing downtown base map and an established designer for its mapping needs. Respondents do not need to include development of a new downtown area map in their base proposal.

DDP has not predetermined that kiosks or another specific map-based sign type will be included in the final system. The selected consultant should recommend the appropriate sign types based on the wayfinding analysis.

If map-based elements are recommended, the selected consultant should identify the functional requirements, appropriate content, information hierarchy and orientation necessary for those elements and coordinate with DDP and its mapping designer on development of the map itself.