REQUEST FOR PROPOSALS

Downtown Davenport
Pedestrian Wayfinding System

Downtown Davenport Partnership (DDP)
Davenport, Iowa

RFP Issued	Monday, October 19
Questions Due	Monday, October 26
Proposals Due	Friday, November 13
Interviews, if needed	November 16-20
Anticipated Selection	Week of November 30

Proposal contact:

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1. Invitation & Project Overview

The Downtown Davenport Partnership (DDP) is seeking proposals from qualified wayfinding, environmental graphic design, urban design and/or related consulting firms to develop a comprehensive pedestrian wayfinding system for Downtown Davenport, Iowa.

The selected consultant will evaluate DDP's full 52-block district, with the physical pedestrian wayfinding system anticipated to be concentrated within the downtown core. The final geographic extent, priority pedestrian routes and sign locations will be determined through the consultant's analysis.

Downtown Davenport has a significant and immediate need for a cohesive pedestrian wayfinding system that helps residents and visitors navigate between destinations, public spaces, parking, attractions, businesses and other downtown amenities. DDP is seeking a consultant that can lead the project from analysis and planning through design, documentation, fabrication procurement and implementation support.

DDP expects to be an active partner and source of local knowledge throughout the process; however, consultant leadership and project management are important to the success of this project. Respondents should clearly describe the information, decisions, staff time and coordination required from DDP and other local partners at each phase.

While this project is focused specifically on the needs and identity of Downtown Davenport, DDP recognizes that elements of the resulting approach may have potential applicability to future wayfinding efforts elsewhere in the Quad Cities region. Where appropriate, the consultant may consider future adaptability without compromising the primary focus on Downtown Davenport.

2. Project Goals

- Create an intuitive, cohesive and visually identifiable pedestrian wayfinding system for Downtown Davenport.
- Improve connections among key downtown destinations, attractions, public spaces, parking areas, businesses and districts.
- Develop a system that is welcoming and useful to first-time visitors while remaining practical for residents and regular downtown users.
- Reflect Downtown Davenport's established place brand and visual identity while translating that identity appropriately into a functional, durable and accessible pedestrian wayfinding system.
- Establish a flexible sign family that can accommodate future destinations, district growth and changing information.
- Ensure the system is feasible to fabricate, install, maintain and update.
- Develop reliable implementation costs and a practical path from design through fabrication and installation.

3. Project Area & Context

The project study area encompasses the full 52-block Downtown Davenport district. The selected consultant will evaluate the district as a whole to understand pedestrian movement, key destinations, gateways, parking, public spaces, priority routes and decision points. Based on this analysis, the consultant will recommend the appropriate geographic extent, concentration and location of the physical pedestrian wayfinding system. DDP anticipates that signage will be concentrated within the downtown core but does not wish to predetermine the final system boundaries or sign locations.

The consultant should also consider how the pedestrian wayfinding system relates to existing downtown identity, streetscape elements, public parking, gateways, district branding, visitor information and other existing or planned signage.

4. Scope of Services

DDP anticipates the following scope. Respondents may recommend refinements based on their experience but proposals should address each phase so that DDP can compare approaches and costs.

- **Phase 1 — Discovery, Analysis & Wayfinding Strategy**

Conduct a virtual project kickoff and comprehensive review of available project materials.

Conduct an on-site field assessment at an appropriate point in the discovery and analysis process, anticipated for early March 2027.

Review Downtown Davenport's established place brand and brand standards, existing plans, signage, streetscape elements, visitor information and relevant background materials provided by DDP.

Recommend and facilitate an appropriate level of stakeholder engagement to inform destination priorities, visitor needs, pedestrian routes and wayfinding challenges. Respondents should describe their recommended engagement approach and anticipated coordination required from DDP.

Confirm project goals, audiences, system boundaries, priority routes and decision points.

Develop a destination hierarchy and methodology for determining which destinations appear on which signs.

Recommend sign types and general quantities needed for an effective pedestrian system.

Develop a preliminary sign location plan in coordination with DDP and relevant City staff.

Identify major implementation considerations, constraints and information needed from DDP, the City or other parties.

- **Phase 2 — Sign System & Graphic Design**

Develop at least two initial design concepts for the pedestrian wayfinding system.

Demonstrate form, scale, typography, color, mapping and graphic approach across representative sign types.

Develop a wayfinding design system that is complementary to and informed by Downtown Davenport's established place brand while prioritizing legibility, accessibility, navigation, durability and long-term functionality.

Present concepts to DDP and facilitate selection of a preferred direction.

Refine the selected concept through an agreed-upon review process.

Apply the approved design direction to the full recommended sign family, including map kiosks and pedestrian directional signs and any additional sign types recommended by the consultant.

Address accessibility, readability, durability, maintenance and consistency with the downtown environment.

- **Phase 3 — Documentation, Messaging & Cost Estimating**

Develop a recommended phased implementation strategy recognizing that DDP intends to implement the wayfinding system over multiple phases. The strategy should prioritize improvements based on pedestrian need, visitor impact, key destinations and routes, system functionality and logical sequencing. Each implementation phase should function effectively on its own while contributing to the complete long-term wayfinding system.

Prepare a final sign location plan and sign message schedule suitable for implementation.

Prepare bid-ready design-intent drawings and specifications, including dimensions, typography/letter heights, materials, colors and general mounting methods.

Develop planning-level fabrication and installation cost estimates for the complete recommended system and for each recommended implementation phase.

Identify any work requiring additional engineering, architectural services, utility investigation, permitting or site-specific construction documentation.

Provide DDP with editable/final project files and documentation necessary to maintain and update the system.

- **Phase 4 — Fabrication Procurement & Implementation Support**

Assist DDP in developing and issuing a fabrication/installation bid package or procurement documents.

Participate in a pre-bid meeting and respond to bidder questions, including addenda as needed.

Evaluate bids/submittals and provide a written bid analysis and recommendation information to DDP.

Review fabricator shop drawings, color/material samples, sign-face layouts and messaging for conformance with the approved design intent.

Respond to design-related questions during fabrication and monitor progress.

Provide implementation support during installation, including at least one on-site review and a punch list of items requiring correction.

Clearly identify responsibilities retained by DDP, the City of Davenport and/or the selected fabricator.

5. Desired Deliverables

- Existing-conditions / wayfinding analysis and recommended system strategy
- Destination hierarchy and messaging methodology
- Recommended sign type array
- Sign location plan
- Two or more initial visual design concepts
- Final approved design system
- Sign message schedule
- Phased implementation strategy, including recommended priorities, sequencing and planning-level costs by phase
- Bid-ready design-intent drawings and specifications
- Planning-level fabrication and installation cost estimate
- Fabrication/installation bid package and bid analysis
- Review of shop drawings and pre-fabrication submittals
- Installation review and punch list
- Final digital project files, system standards and guidance for future maintenance, messaging updates and system expansion

6. DDP & Partner Participation

DDP will provide available background information, local destination knowledge, stakeholder coordination and timely review/approval of project milestones. City of Davenport, Visit Quad Cities staff and other partners may participate as appropriate.

Because internal staff capacity is limited, DDP is specifically seeking a consultant capable of organizing and leading the technical wayfinding process. Each proposal must include a simple responsibility matrix identifying the consultant, DDP, City and fabricator/contractor responsibilities and the anticipated DDP staff inputs for each project phase.

7. Proposal Requirements

- Firm overview and primary project contact.
- Relevant experience with downtown, district, campus, tourism or pedestrian wayfinding systems of comparable scale.
- Examples of at least three relevant completed projects, including images and client references.

- Proposed project team, roles and relevant qualifications.
- Description of the firm's project approach and how it will manage the process from discovery through implementation.
- Proposed schedule, including major milestones and anticipated duration.
- Detailed fee proposal by project phase, with professional fees and reimbursable expenses shown separately.
- Description of optional/additional services and hourly rates, where applicable.
- Responsibility matrix and estimated DDP/local partner staff involvement by phase.
- Description of assumptions, exclusions and services that would require a third party such as an architect, engineer, surveyor or fabricator.

8. Budget & Fee Structure

DDP is requesting competitive fee proposals and has not established a required consultant fee for this RFP. Fees should be presented by phase so DDP can understand the cost of each stage and, if necessary, authorize work incrementally. Respondents should distinguish consulting/design fees from the future cost of sign fabrication, installation, engineering, permitting and other implementation expenses. DDP recognizes that implementation may occur over multiple phases and is seeking an approach that allows the complete system to be planned cohesively while individual phases are implemented as funding and priorities allow.

9. Evaluation & Selection

DDP intends to select the firm offering the strongest overall combination of relevant experience, approach, project leadership, implementation expertise and value. Cost will be considered but will not be the sole determining factor.

Implementation Goal: DDP's goal is to complete fabrication of the first recommended implementation phase by May 31, 2027, with installation occurring in June and July 2027. Respondents should propose a project schedule capable of supporting this target and identify any critical decision dates, procurement lead times or other considerations necessary to meet the implementation schedule.

Evaluation Criterion	Weight
Relevant wayfinding experience & quality of comparable work	25%
Project approach, understanding of project needs & quality of proposed process	25%
Project leadership, implementation support & ability to minimize burden on DDP staff	20%
Qualifications & availability of proposed team	10%
Fee, value & clarity of cost structure	10%
Schedule & ability to meet implementation timeline	10%

DDP may conduct virtual interviews with one or more finalist firms before making a final selection. DDP reserves the right to request clarification, negotiate scope and fees with the preferred respondent, reject any or all proposals, or discontinue the selection process.

10. Anticipated Schedule

Milestone	Target
RFP issued	Monday, Oct. 19
Questions due	Friday, Oct. 30
Responses to questions issued	Wednesday, Nov. 4
Proposals due	Friday, Nov. 13
Virtual interviews, if needed	Nov. 30 – Dec. 2
Consultant selected	Early December
Project virtual kickoff	December
Analysis, stakeholder work + preliminary locations	Jan – Feb. 2027
Design development	Feb - March
On-site field assessment	Early March
Final Wayfinding Plan + phased implementation strategy	Late March / Early April
Phase 1 bid ready documentation	Early April
Fabricator procurement/selection	April
Fabrication	April - May
Fabrication complete	By May 31
Phase 1 installation	June-July 2027

11. Submission Instructions

Submit one electronic PDF proposal to aespey@quadcitieschamber.com by 6PM CT on Friday, November 13, 2026. Proposals should be concise and are encouraged not to exceed 20 pages, excluding resumes, relevant work samples and appendices.

Questions regarding this RFP should be submitted in writing to Alisha Espey at aespey@quadcitieschamber.com by Friday, October 30, 2026. DDP may distribute responses to substantive questions to all known respondents.

12. Terms & Conditions

All costs associated with preparing a proposal are the responsibility of the respondent.

DDP is not obligated to select the lowest-cost proposal or to award a contract as a result of this RFP.

Final scope, schedule, deliverables and compensation will be established through a mutually executed professional services agreement.

The selected consultant must identify any conflicts of interest and comply with applicable local requirements.

DDP may modify the anticipated scope or schedule during contract negotiations to align the project with available funding and implementation priorities.