



FOR IMMEDIATE RELEASE

DLBA RELEASES RFP FOR FABRICATION AND INSTALLATION OF PEDESTRIAN WAYFINDING SIGNS IN DOWNTOWN LONG BEACH

The installation of 12 new wayfinding signs continues DLBA's efforts to improve pedestrian connectivity and foster continued economic growth in Downtown.

LONG BEACH, Calif. (August 14, 2018) – The Downtown Long Beach Alliance (DLBA) has released a Request For Proposals (RFP) for the fabrication and installation of 12 pedestrian wayfinding signs in Downtown Long Beach. The 12 wayfinding signs are part of the first phase of a pedestrian walking information system that will meaningfully increase the pedestrian understanding of Downtown Long Beach and visually establish a unified district identity.

Over the past two years, DLBA has partnered with the City of Long Beach on a comprehensive wayfinding program to create a world-class, coherent and coordinated wayfinding sign program for city gateways, pedestrians, parking, and coastal access.

The DLBA has established the following objectives for the Downtown Long Beach Pedestrian Wayfinding System:

- Assist visitors with navigating Downtown and enhance the visitor experience.
- Establish a unified identity for Downtown Long Beach.
- Improve pedestrian connectivity within Downtown, particularly between the Downtown Core and the Waterfront, and the East Village and Downtown Core.

“We are excited to begin implementation of the Downtown pedestrian wayfinding signage project’s initial phase of 12 direction signs. The 6.5 foot freestanding signs are designed to quickly orient pedestrians to DTLB and include innovative ‘heads up’ maps that provide the walking time to key destinations,” shared Sean Warner DLBA Placemaking Manager. “This project furthers DLBA’s efforts to improve the pedestrian experience for visitors, residents, and workers.”

The deadline to submit responses to the RFP is Monday, September 17, 2018 at 5PM PST. Any requests for information or clarification of this RFP must be submitted in writing via email to Sean Warner at

seanw@dlba.org by 5:00 PM on August 24, 2018. No oral inquiries will be answered. Companies that would like to receive responses to all questions and any other addenda that may be released should email their interest to Sean Warner at seanw@dlba.org prior to August 24, 2018.

To read the full RFP, click [here](#) or visit www.downtownlongbeach.org to review the Vendor and RFP section.

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About DLBA: The Downtown Long Beach Alliance is a 501(c)6 non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org.

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