



# PORT OF OAKLAND

## Request for Proposal

The Port of Oakland is soliciting proposals from qualified consultants to provide **Consulting Services for Terminal Wayfinding and Signage Standards, (RFP No. 23-24/24)** for the Port of Oakland, to be delivered online via Liquid Files to the Purchasing Department, (Attention: Nickulaus Sioson). **Proposals will be accepted until 11:00 a.m. on May 10, 2024.**

A **Non-Mandatory Pre-Proposal Meeting and Site Visit** will be held on:

**April 15, 2024 at 1:00 P.M. (Pacific Time)**

Oakland International Airport  
1 Airport Drive, Oakland CA 94621  
(T1 – Airport Offices) Conf Room - M102 Lake Merritt

Please RSVP to **Nickulaus Sioson** ([nsioson@portokaland.com](mailto:nsioson@portokaland.com)) and submit one of the following identifications by April 10, 2024 to attend the **Optional Site Visit**.

- state- or federal-government Driver’s License or passport (unexpired)
- If ID says “federal limits apply” or similar (e.g., CA DL that is not Real ID compliant), a second form of ID (e.g., passport, birth certificate or SS card) is required. If SS card, please block-out all digits except the last 4 numbers before transmitting)

Please note you must carry state- or federal-government unexpired photo identification (ID) on your person at all times while being escorted at the Airport. If you have any questions, Please refer to the Port of Oakland website:

<https://www.oaklandairport.com/airport-security/being-escorted-at-the-airport/>

The purpose of this RFP is to seek qualified firms to submit proposals to provide Consulting Services for a Sign Standards Update. The Port intends to select one consultant to conduct a comprehensive review and analysis of the airport’s current terminal wayfinding and signage standards, provide recommendations, and to prepare an updated Terminal Wayfinding and Sign Standards.

The airport seeks to engage a consultant for a comprehensive evaluation of the current terminal signage and wayfinding program. The goal is to identify best practices employed by airports of comparable size and offer policy guidance for enhancing the overall signage and wayfinding program and standards from the first curb to across Terminal 1 and Terminal 2. The consultant will assess optimal signage placement and size; signage mounting standards; and propose specific measures to minimize visual clutter throughout the airport.

Copies of the RFP may be obtained at the Port of Oakland – Purchasing Department, 530 Water Street, Oakland, CA 94607, (510) 627-1140 , Office Hours: 9:00 a.m. to 4:00 p.m., or by visiting the Port of Oakland’s main website at <http://www.portofoakland.com/>, then clicking on “Bids/RFPs” from the banner on the top of the page, and then scrolling down to download the RFP.

**RFP Release Date:** March 20, 2024

**Publication Date:** March 22, 2024 (Oakland Tribune)