

# Infrastructure Project Opportunity Timeline

Infrastructure projects take many years to develop before they go to an RFP or bid. During that period, there are many well understood steps that take place within the utility or municipality. In the past, business development professionals had to rely on industry connections, trade shows, networking, site visits, sales channels, and travels to track intelligence on an opportunity during its early stages.

Now, Citylitics offers a digital way to track this intelligence and arm business development managers in infrastructure markets with insights to secure opportunities long before the RFP.

To better visualize all phases of a typical capital project, we've created the timeline below, highlighting the most common steps in a project, the average time to RFP, and what types of companies would benefit from targeting cities, utilities, and other public entities at each phase.



**These signals represent early stage issues or potential projects that are still theoretical,** as entities have not committed to any capital projects, and funding challenges may deprioritize these needs depending on severity.

**Time to RFP:**  
5-10 years

**Ideal for:**

- Engineers or consultants interested in being involved as soon as possible for master planning, feasibility studies, or pre-design



**These signals indicate an entity is serious about a potential project and willing to invest money into exploring it further.**

Typically some sort of engineering firm is involved at this stage, which is a deterrent to some engineers and a beneficial teaming opportunity to others.

**Time to RFP:**  
2-5 years

**Ideal for:**

- Engineers interested in getting involved with the final design
- Engineers interested in partnering with other engineers on pre or final design
- Vendors with a novel / unique solution best introduced during the early design phase



**These signals indicate a project has been approved and initiated.**

As engineer(s) develop the full design, rich details on these projects often become available on municipal sites on preferred technology and existing conditions that can position vendors to respond with targeted introductions.

**Time to RFP:**  
1-3 years

**Ideal for:**

- Vendors interested in responding to an RFP



While these signals are too late for traditional engineers and vendors, projects out to bid or under construction may provide monitoring or operation and maintenance opportunities.

**Time to RFP:**  
0 years

**Ideal for:**

- Outsourcing firms providing expertise for new systems
- Monitoring specialists that can help the entities manage their new capital



These signals indicate work associated with operating or maintaining existing infrastructure.

**Time to RFP:**  
0 years

**Ideal for:**

- Outsourcing firms providing expertise for new systems
- Monitoring specialists that can help the entities manage their new capital
- Consultants interested in asset management initiatives

