



FY18 Neighborhood Enhancement RFP Overview & Process

Overview

In an effort to meet the needs and requests from the downtown neighborhoods regarding targeted services, the Downtown San Diego Partnership Clean and Safe posted a Request for Proposals (RFP) for the implementation of a Neighborhood Enhancement Program. The RFP requested that respondents addressing the following minimum scope of services in their proposals:

- Branding & Marketing
- Economic Development
- Activation of Public Spaces
- Beautification/Placemaking

Process

The RFP timeline is outlined below. All proposals were reviewed by staff for completeness and responsiveness. Two candidates were qualified to move forward.

- **Number of proposals submitted: 2**
- **Number of candidates shortlisted: 2**

Date	Action
March 14	Establish Neighborhood Enhancement RFP Selection Committee
April 3	RFP distributed and posted <ul style="list-style-type: none"> ○ Post on DSDP website ○ Post on RFP websites (RFPdatabase.com) ○ Post on IDA and CDA website ○ Post on Government Advertising Division, ○ Post on the Daily Journal Corporation ○ Post on CA Newspaper Service Bureau
May 1 (12pm)	Proposals due
May 2 - 18	Shortlist candidate interviews with Neighborhood Enhancement RFP Selection Committee
June 13	Clean & Safe Board of Directors
June 20	DSDP PBID/BID Executive Committee
June 27	DSDP PBID/BID Board of Directors
June 27 - 30	Notify selected contractor



FY18 Neighborhood Enhancement RFP Analysis of Proposals

SCOPE	POP/ARCH, LLC	Humphrey Consulting
Professional Experience	<ul style="list-style-type: none"> • DSDP Mobile Parklet Design Challenge • Rob Nelson Memorial Parklet • The Headquarters at Seaport District • Little Italy Parklet Design • Team of 3 	<ul style="list-style-type: none"> • DSDP Clean and Safe Program – Executive Director • DSDP - District Director and BID Executive Director • Former CDA and DPMG Board Member • IDA Conference Presenter • Team of 1
Approach	<ul style="list-style-type: none"> • Step 1 – Preliminary Planning <ul style="list-style-type: none"> ○ Clarify goals and objectives ○ Meet Stakeholders ○ Inform public • Step 2 – Site Research and Analysis <ul style="list-style-type: none"> ○ Analysis of Site Areas <ul style="list-style-type: none"> ▪ Identify opportunities ▪ Identify top 5 areas of improvement ○ Strategy <ul style="list-style-type: none"> ▪ Branding/Marketing ▪ Placemaking and Beautification ▪ Open Space and Maintenance ▪ Economic Development • Step 3 – Create Implementation Strategy <ul style="list-style-type: none"> ○ Three Phase Implementation to include Branding Campaign. ○ Distribute, Inform and Educate Public and Media of the approach • Step 4 – Implementation of N.E.P. <ul style="list-style-type: none"> ○ Implement strategies in development phase ○ Track and Record Improvements ○ Collaborate with residents, institutions and volunteers through incentives 	<ul style="list-style-type: none"> • Step 1 – Research <ul style="list-style-type: none"> ○ Identify assets, obstacles and opportunities ○ Neighborhood Survey ○ Review Existing Resources • Step 2 – Development <ul style="list-style-type: none"> ○ Working stakeholders establish priorities ○ Vision of two components – Place Branding and Placemaking • Step 3 – Implementation <ul style="list-style-type: none"> ○ Place Branding <ul style="list-style-type: none"> ▪ Marketing ▪ Communication ▪ Partnering ○ Placemaking <ul style="list-style-type: none"> ▪ Events ▪ Beautification ▪ Economic Development ▪ Long Term – capital improvement, infrastructure, mix of uses • Step 4 – Evaluation <ul style="list-style-type: none"> ○ Data Tracking ○ Best Practices ○ Expansion and Funding



FY18 Neighborhood Enhancement RFP Analysis of Proposals

References	<ul style="list-style-type: none"> • Elizabeth Studebaker – City of San Diego • Sunny Lee – EVA • Brian Schoenfisch – City of San Diego Planning • Chris Larson – DSD City of San Diego • Mike Burnett – Foundation for Form • Adriana Cuellar – CRO Studio 	<ul style="list-style-type: none"> • Jennifer Davies – UCSD Extension • Julie Dubik – HG Consulting • Vicki Granowitz – North Park Community • David Graham – City of San Diego • John Lambeth – Civitas • Brad Richter – Civic San Diego • Asst. Chief Chuck Kaye – SDPD
COST	POP/ARCH, LLC	Humphrey Consulting
	Step 1: Goal Setting and Public Outreach \$16,875	Step 1: Research
	Step 2: Site Research and Analysis \$39,375	Step 2: Development
	Step 3: Strategy Development and Implementation \$56,250	Step 3: Implementation
	Step 4: NEP Implementation \$37,000	Step 4: Evaluation
Total:	\$149,500	\$138,000
*Additional:	<i>Reimbursable Expenses for printing, plotting and related infographic work and postage at cost plus 15% administration.</i>	<i>A startup fee of 10% of project cost, \$13,800 shall be due and payable upon execution of an agreement for services. DSDP will be responsible for all costs and expenses in addition to the professional fees.</i>