



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



# FY18 Neighborhood Enhancement RFP Analysis of Proposals

<b>References</b>	<ul style="list-style-type: none"> <li>• Elizabeth Studebaker – City of San Diego</li> <li>• Sunny Lee – EVA</li> <li>• Brian Schoenfisch – City of San Diego Planning</li> <li>• Chris Larson – DSD City of San Diego</li> <li>• Mike Burnett – Foundation for Form</li> <li>• Adriana Cuellar – CRO Studio</li> </ul>	<ul style="list-style-type: none"> <li>• Jennifer Davies – UCSD Extension</li> <li>• Julie Dubik – HG Consulting</li> <li>• Vicki Granowitz – North Park Community</li> <li>• David Graham – City of San Diego</li> <li>• John Lambeth – Civitas</li> <li>• Brad Richter – Civic San Diego</li> <li>• Asst. Chief Chuck Kaye – SDPD</li> </ul>
<b>COST</b>	<b>POP/ARCH, LLC</b>	<b>Humphrey Consulting</b>
	Step 1: Goal Setting and Public Outreach <b>\$16,875</b>	Step 1: Research
	Step 2: Site Research and Analysis <b>\$39,375</b>	Step 2: Development
	Step 3: Strategy Development and Implementation <b>\$56,250</b>	Step 3: Implementation
	Step 4: NEP Implementation <b>\$37,000</b>	Step 4: Evaluation
<b>Total:</b>	<b>\$149,500</b>	<b>\$138,000</b>
<b>*Additional:</b>	<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>