

D O W N T O W N
SAN DIEGO
P A R T N E R S H I P

REQUEST FOR PROPOSAL
FOR 2021 DEMOGRAPHIC STUDY

APRIL 20, 2021
Updated April 28, 2021

RFP Distribution:	April 20, 2021
Deadline for Submittal of Questions:	May 7, 2021
Proposal Submission Deadline:	May 14, 2021
Final Selection/Notifications:	May 21, 2021



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About the Downtown San Diego Partnership (DSDP)

The Downtown San Diego Partnership (DSDP) serves as the leading advocate for the economic vitality and growth of Downtown San Diego. We are a member-based, nonprofit organization with nearly 300 members, representing a variety of business sectors including real estate, technology, banking, law, defense, insurance, communications, energy, and tourism. Our members are committed to creating a vital and vibrant urban center that benefits the entire San Diego region. DSDP also operates the Clean and Safe (C&S) program, which aims to promote economic vitality through social welfare, bring about civic betterment, and further the common good and general welfare of the Downtown San Diego community within 275 blocks for Downtown San Diego. Clean and Safe effectively provides maintenance and safety services, including beautification efforts and a comprehensive homeless outreach program on behalf of property owners.

Mission: An economically prosperous and culturally vibrant Downtown

Our Core Values

- Deliver excellent service
- Be fun and open-minded with a quirky sense of creativity
- Pursue growth & learning
- Build honest relationships and communication
- Nurture a safe work environment
- Strive for inclusiveness and diversity

Partnership Priorities for 2021

1. Reenergize Downtown San Diego's Economy: Attract investment, create and identify resources, and lead recovery planning for the benefit of Downtown businesses, stakeholders and residents.
2. Health, Safety and Housing: Enhance the public's health and safety through public services, while advocating for resources and commitments to better assist our unsheltered population.



3. Champion and Nurture a Downtown Experience for All: Expand our organizational impact to better tell the story of a welcoming Downtown through effective marketing, placemaking, programs, and services.
4. Organizational Excellence and Prioritizing Equity: Prioritize internal activities that will continue to build a strong foundation and a lens of equity and social justice upon which the Downtown Partnership can pursue its external goals.

Overview

San Diego's Downtown is ready for reinvention. For better and for worse, the COVID-19 pandemic changed how we live, work, and recreate while revealing room for improvement to our urban planning and accelerating technology advancements. The pandemic has drastically shifted economic expectations across the nation and in San Diego's Downtown as entire pillar industries including hospitality and tourism ground to a halt following emergency stay-at-home orders.

As we begin to emerge on the other side of the pandemic with more and more people becoming vaccinated, San Diego's Downtown needs a roadmap to understand the resulting market impacts and trends, assess growth opportunities and adjust strategies to better achieve results and accomplish the goal of creating an economically prosperous and culturally vibrant urban core.

Purpose

The purpose of this study is to provide benchmark statistics on who lives, works, and plays in our urban core while also delivering insights into emerging trends to visualize how Downtown will continue to recover and grow into the future as we understand the impacts of the COVID-19 pandemic on Downtown San Diego. This study should provide long- and short-term opportunities for DSDP to foster smart growth, aid in the speedy recovery of Downtown, and incorporate the regional vision to tackle the housing, homelessness, and climate crises.

In 2020, DSDP researched to see what those who are investing in commercial real estate think about Downtown and to find out what makes them want to invest or relocate here. This research served as the foundation for the [Create the Future](#) website. Once gathered, this information was transformed into a forward-facing platform using a liquid galaxy known as the Innovation Center to connect those same audiences of decision-makers and investors to our premium tool to market Downtown.

To tell an accurate and compelling story of Downtown, the demographics and psychographics of this community need to be updated regularly. The information provided by the 2021 Demographic study will fuel the technology and marketing capabilities of the Innovation Center with a data-driven narrative to put San Diego's best foot forward in attracting new tenants and



investment, retaining existing businesses and tenants, and assisting in a speedy recovery for Downtown.

Downtown San Diego is most accurately defined by the Downtown Community Planning Area (CPA), historically known as Centre City, roughly 1,450 acres, or 2.3 square miles.

Goals

- I. Identify key demographics of who lives, works and plays in Downtown San Diego
- II. Create attractive incentives for the cultivation of tech, biotech, life sciences, and blue tech industries
- III. Identify emerging market trends and industries in Downtown
- IV. Identify current and future community priorities, desired projects and goals based on resident and business input while measuring public opinion and success of ongoing projects
- V. Identify ways to further grow business opportunities in each neighborhood, district, and zone, including promise and opportunity zone areas of Downtown
- VI. Identify COVID-19 impacts on Downtown San Diego's economy

Budget

	Budget	Timeframe
Research & Analysis with Final Report	Subject to Master Service Agreement between DSDP and Vendor	June to Winter 2021 (Option to extend)

Scope of Work

Deadline for submission: May 14, 2021

Project kick-off date: June 1, 2021

Proposal submissions: Email to rrybczyk@downtownsandiego.org

As a tool to fully understand the economic environment, this research is meant to aid in the recovery of Downtown as well as assist in identifying opportunities to continue the district's efforts to create an activated living, work, and play environment. The scope of this project is to provide a comprehensive overview of Downtown's demographic, socio-economic, and economic characteristics, as well as inform tenant attraction, retention, and tech, biotech, life sciences, and blue tech cultivation.



This report should include characteristics, and to the extent possible, historic and projected trends, and regional comparisons. The research will be limited to the economic activity, psychographics, and trends of Downtown, including the following neighborhoods: Civic Core, Columbia, Marina, East Village, Cortez, Convention Center, Gaslamp and surrounding neighborhoods including Little Italy. In order to maintain thorough, updated data through this proposal, a contract will be generated for one year with the option to renew for up to three years.

While participation may come from outside of these neighborhoods, the focus topic of the research will be on impacts to Downtown. The study should include, but not be limited to, the following:

- Population by age/sex/ethnicity/neighborhood
- Projected population growth
- Households by income category
- Educational attainment
- Psychographic information of the population (i.e. spending trends, where people shop, how many residents have dogs, etc.)
- Residential, retail, commercial, and office occupancy

The study should identify impacts and trends to the following areas of interest as they relate to Downtown:

- Residential
- Business / Commercial / Office
- Government
- Tourism
- Hospitality
- Development
- Finance
- Technology / Life Sciences / Bio Tech. / Blue Tech.
- Mobility / Transportation
- Sustainability
- Homelessness
- Equity & Inclusion
- COVID-19 Recovery

Request for Proposal

The Downtown San Diego Partnership has issued a request for professional services for the 2021 Demographic Study of Downtown San Diego. This Request for Proposal (RFP) represents the requirements for an open and competitive process. Proposals are due by May 14, 2021, no later than 4 p.m., PST, and should be emailed to Rebecca Rybczyk at rrybczyk@downtownsandiego.org with the subject line: "Downtown 2021 Demographic Study Proposal" along with the organization's name.



Any proposals received after this date and time will not be considered. An official agent or representative of the company submitting the proposal must be the signatory. All submitted proposals will get an email to confirm your proposal was received. If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal.

Additionally, costs included in proposals must include any outsourced or contracted work. Any proposals that call for outsourcing or contracting work must include a name and description of the subcontracting organizations. Costs must be itemized to include an explanation of all fees and costs. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the DSDP legal counsel and will include scope, budget, schedule, and other necessary items pertaining to the project.

Proposal Requirements

The proposal should include the following:

- Cover page and table of contents
- Cover letter
- Description of experience implementing similar projects with visuals, if possible
- References from clients involved in similar projects
- Anticipated resources you will assign to this project – all team members, role, title, experience – and resumes of key staff that will be assigned to the project
- Project management approach with DSDP team sponsor groups
- An overall approach to the project, including tasks, deliverables and timeline for completion of the final product
- Budget with itemized costs; include hourly rates for key staff
- Description of the final project to be delivered including visuals and other materials

Please provide your proposal electronically so that we may share it with the selection committee through email. It should be in a format with an easily readable font, and, if needed, can be printed on 8.5” x 11” paper. Do your best to keep the proposal concise –a 30-page recommendation.

Timeline

Advertise RFP	April 20, 2021
Deadline to Submit Questions	May 7, 2021
Submittals Due By 4 P.M. PST	May 14, 2021
Evaluation of Proposals	May 17-20, 2021

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Selection Notifications	May 21, 2021
Complete Contract Negotiations	May 28, 2021
Work Begins on or Before	June 1, 2021

**Note: All dates are tentative and subject to change.*

Questions

Questions and requests for clarification related to the definition or interpretation of this RFP may be submitted in writing before May 7, 2021, to the Downtown San Diego Partnership Economic Development and Government Affairs Manager Rebecca Rybczyk at rrybczyk@downtownsandiego.org and all questions with their answers will be posted on our website at DowntownSanDiego.org.

Evaluation and Consideration

The Selection Committee will evaluate all proposals based on the following criteria:

Qualifications: Is the organization/firm and the assigned staff appropriate for this project? Have short descriptions of the qualifications and experience been submitted for all staff (and potential sub-contractors) that will be working on the project?

Project Leader: Is the skillset and accomplishments of the project leader a good fit?

Past Accomplishments: What are examples of similar work successfully completed by the organization/firm?

Approach: How does the proposal suit the character and dynamics of the Downtown San Diego Partnership's needs and goals?

Organization: How will the project be organized from commencement to completion?

Value: Is the proposed final product worth the cost and is there an indication of how design elements in a similar project the organization/firm completed have been phased in over time once more funding was available?

Terms and Conditions

By submitting a bid or proposal in response to this Request for Proposal, you agree to the following:



- No legal or other obligation will arise between DSDP and you related to this RFP process or the Engagement unless we choose to execute a contract with you.
- DSDP reserves the right to amend this RFP, start another selection process, enter negotiations with a person who hasn't been invited to respond to this RFP, or cancel the RFP or engagement at any time.
- You may not make any public statement in relation to the RFP process or engagement, your proposal, or any contract negotiation process without DSDP's prior written consent.
- You are responsible for all costs of preparing and submitting your proposal and responding to additional inquiries from DSDP.
- Services shall be provided as an independent contractor to DSDP with no employee benefits.
- DSDP cannot guarantee crediting the agency in its marketing, printed materials, or any other customer-facing part of DSDP's business.
- Before the commencement date, the contractor shall furnish the Partnership with a certificate(s) of insurance and the endorsements, executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth by DSDP. The contractor agrees to provide to the City and its respective elected officials, officers, employees, agents, and representatives the same protection as afforded to the Partnership.
- The Partnership retains the right to reject all submittals. Selection is also dependent upon the negotiation of a mutually acceptable contract with the successful respondent. Each submittal shall be valid for not less than ninety (90) days from the date of receipt. Any contracts awarded as a result of this request will be effective June 1, 2021, for a period of twelve (12 months).

Public Disclosure

As a general rule, all documents received by the Downtown San Diego Partnership in connection with the PBID are considered public records and will be made available for public inspection and copying upon request. If you consider any documents submitted with your response to be proprietary or otherwise confidential, please submit a written request for a determination of whether the documents can be withheld from public disclosure no more than ten (10) days prior to the due date of your response. If you do not obtain a determination of confidentiality prior to the submittal deadline, any document(s) submitted will be subject to public disclosure.



Insurance

The firm(s) selected to perform the work described in this RFP will be required to provide: Liability Insurance. The Contractor shall maintain throughout the period of this contract Commercial General Liability (CGL) and commercial umbrella insurance (if applicable to meet minimum limit requirement) with a limit of not less than \$1 million (\$1,000,000) per occurrence with \$2 million (\$2,000,000) in general aggregate. CGL insurance shall be written on the most current version of ISO occurrence form CG 00 01 or a substitute form providing equivalent coverage, and shall cover liability arising from premises, operations, independent contractors, products/complete operations, personal injury and advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract). Any endorsements that restrict coverage will be submitted to CLEAN AND SAFE for review. CLEAN AND SAFE and the City of San Diego and its respective elected officials, officers, employees, agents and representatives shall be included as an insured under the CGL, using ISO additional insured endorsement CG 2010 11/85 or a substitute providing equivalent coverage acceptable to CLEAN AND SAFE, and under the commercial umbrella, if any. This insurance shall apply as primary insurance with respect to any other insurance self-insurance programs afforded to CLEAN AND SAFE. The contractor waives all rights against CLEAN AND SAFE and the City of San Diego and its respective elected officials, officers, employees, for recovery of damages to the extent these damages are covered by the commercial general liability or commercial umbrella liability insurance maintained pursuant to this Section.

Other Insurance: The contractor shall maintain business auto liability and commercial umbrella liability insurance (if applicable to meet minimum requirement) with a limit of not less than \$1 million (\$1,000,000) combined single limit (CSL). Such insurance shall cover liability arising out of any auto (including owned, hired, and non-owned autos). Business auto coverage shall be written on ISO form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage equivalent to that provided in the 1990 and later editions of CA 00 01. Contractor waives all rights against CLEAN AND SAFE and its agents, officers, directors and employees for recovery of damages to the extent these damages are covered by the business auto liability or commercial umbrella liability insurance obtained pursuant to this Section.

Worker's Compensation Insurance. The contractor shall maintain worker's compensation and employer's liability insurance. The Employer's Liability Limits shall not be less than \$1 million (\$1,000,000) each accident for bodily injury by accident or \$1 million (\$1,000,000) each employee for bodily injury by disease. Contractor waives all rights against CLEAN AND SAFE and the City of San Diego and their respective elected officials, officers, employees, agents and representatives for recovery of damages to the extent these damages are covered by the worker's compensation and employer's liability insurance obtained pursuant to this Section. Contractor shall provide the CLEAN AND SAFE with a waiver of right to recover from others



endorsement, Workers Comp Form WC 04 03 06 (Ed. 4-84), or its equivalent.

Insurance Companies. All insurance companies providing coverage shall be licensed to do business in the State of California, and have a minimum rating published by A.M. Best & Company of A-VII or better.

Indemnity and Hold Harmless

All services in connection with this Agreement shall be at the risk of Contractor, exclusively. To the fullest extent allowed by law, Contractor shall indemnify, defend (with legal counsel reasonably satisfactory to CLEAN AND SAFE and the Clean and Safe Program) and hold harmless the Indemnitees (defined below) from and against any and all Claims (as defined below). Contractor's obligation to defend and indemnify shall be triggered by the assertion of a Claim against any Indemnitee and shall apply whether or not the Contractor or any of the Contractor parties was negligent or otherwise at fault and whether or not the Claim has any merit. However, Contractor shall not be obligated under this Agreement to indemnify any Indemnitee for any Claims arising from the sole negligence or willful misconduct of that Indemnitee. The contractor's obligation shall also include Claims based on duties, obligations, or liabilities imposed on the Indemnites by statute, ordinance, regulation, or other law. The indemnification obligation hereunder shall not be limited in any way by any limitation on the amount or type of damages, compensation, or benefits payable by or for Contractor or any Contractor Parties under works' or workman's compensation acts, disability benefit acts or other employee benefit acts. For purposes of this Section, (a) a "Claim" is any claim, demand, obligation, cause of action, damage, loss, liability, mechanic's lien, cost or expense (including, without limitation, attorney's fees and costs and other litigation, mediation, or judicial reference expenses) whether based on tort, contract, or equitable principles, in any way rising from or in any way connected with the performance or nonperformance of this Agreement by Contractor's or its employees, agents, independent contractors, suppliers, subcontractors, officers, directors, shareholders, representatives, affiliates, successors or assigns (collectively, "Contractor Parties"), and (b) the "Indemnites" are CLEAN AND SAFE and the City of San Diego and their respective elected officials, officers, employees, agents and representatives, its members, managers, shareholder, and affiliates, successors and assigns of all such parties.

The firm(s) selected to perform the work described in this RFP will be required to provide evidence of personal injury, bodily injury, and property damage insurance with a combined single limit of not less than one million dollars (\$1,000,000.00) per occurrence, subject to an annual aggregate of two million dollars (\$2,000,000.00) for general liability, completed operations, and personal injury, other than bodily injury, insuring against all liability of the City of San Diego, Downtown San Diego Partnership, its members, Board of Directors, and its authorized representatives, arising out of or in connection with, the performance of work under this contract with the Downtown San Diego Partnership.



Equal Opportunity Program Requirements

The City of San Diego and the Downtown San Diego Partnership are strongly committed to equal opportunity in the solicitation of professional service consultants. To assure that consultants doing business with, or receiving funds from the City of San Diego, and the Downtown San Diego Partnership are equal opportunity contractors and employers, Respondents shall comply with requirements of San Diego Ordinance No. 18173, section 27.2701 through 22.2708.

DSDP Vendors will not discriminate in hiring and employment practices on grounds of race, religion, age, nationality, social or ethnic origin, sexual orientation, gender, gender identity or expression, marital status, pregnancy, political affiliation, or disability.