



Request for Proposals
Pedestrian and Visitor Data Collection
April 4, 2022

San Diego, California
Downtown San Diego Partnership

Submittals Due by 5:00 PM PST on Friday, May 6, 2022

Contact:
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Overview

The Downtown San Diego Partnership Clean & Safe Program is seeking proposals for a data collection tool that will provide reliable and timely data related to pedestrian foot traffic and dwell time, as well as insights into visitors, workers and residents engaging with the public realm (our sidewalks, parks, and open spaces) within the Clean & Safe Program boundary in Downtown San Diego.

About Downtown San Diego Partnership Clean & Safe Program

The Downtown San Diego Partnership (DSDP) is the owners association responsible for the Downtown Property and Business Improvement District (PBID), also known as the DSDP Clean & Safe Program (C&S Program). The PBID is a special benefit assessment district proposed to improve and convey special benefits to properties within 275 blocks in Downtown San Diego. The PBID boundary is generally located south and west of Interstate 5 and includes the neighborhoods of City Center, Columbia, Cortez, East Village, Gaslamp Quarter, and Marina. The C&S Program provides enhanced maintenance and public safety services above and beyond those offered by the City of San Diego. For more information, please visit our website at www.downtownsandiego.org.

Project Objectives

We seek to obtain a better understanding of who is engaging with Downtown's public realm, and how and where those people spend their time. This information will allow the C&S Program to better identify the type and location of public space activation and beautification projects that are appropriate for specific areas of Downtown. Specifically, we are seeking answers to the following questions:

- How many members of the public are visiting specific neighborhoods in Downtown and what is the purpose of their visit?
- What is the duration of time residents, workers, and visitors spend engaging in activities or with establishments in Downtown?
- Which areas and destinations are most frequented, and which are less frequented?
- Where do patrons and employees originate from, and which neighborhoods are they visiting?
- What are the demographic characteristics of residents and members of the public that frequent neighborhoods throughout Downtown?

Deliverables

- A data analytics platform that includes the following:
 - Ability to measure, track, and benchmark pedestrian foot traffic and dwell times at multiple locations within each of Downtown's six neighborhoods.
 - Ability to identify the demographic characteristics of those engaging with Downtown's public realm.
 - User-friendly interface that allows for viewing and analysis of current and historical data, as well as the ability to create tables and reports.
 - Robust customer support.

Timeline

- RFP release Monday, April 4, 2022
- RFP submission deadline – Friday, May 6, 2022 at 5:00PM PST
- Vendor Selection – May 2022

Submission Requirements

1. Experience
 - Company overview
 - Identify five recent projects/clients.
 - Corporate brochures and other promotional material (not required)
2. Proposed Scope of Work (How will you furnish requested deliverables?)
3. Proposed Budget
 - July 1, 2022 – June 30, 2023

Selection Criteria

The Contractor will be selected based on the following criteria:

- Similar project experience
- Strength of project team
- Project understanding
- Ability to meet objectives
- Clarity and completeness of responses
- Proposed budget

Response Submissions

Please provide your response electronically. 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 response concise.

Responses are due by Friday, May 6, 2022 no later than 5:00 PM PST, and should be emailed to **info@improvedtsd.org** with the Subject line: "Response -Data Collection RFP" then your firm's name.

Questions about the RFP are due by 5:00 PM PST on April 15, 2022. All questions and answers will be posted to our website at <https://downtownsandiego.org/clean-and-safe/rfqrfp/> on or before April 22, 2022. Submit all questions by email to info@improvedtsd.org with the Subject line: "Question- Data Collection RFP."

EXHIBIT A: CLEAN & SAFE BOUNDARY MAP

