

REQUEST FOR PROPOSAL
FOR
CONSULTANT SERVICES FOR DISTRICT RENEWAL
OF THE
DOWNTOWN SAN JOSE PBID

PROPOSAL DUE DATE:

August 31, 2020

TIME: Before 5 p.m. PST

Attention: Chloe Shipp, Operations Manager
28 North First Street #1000
San Jose, CA 95113
cshipp@sjdowntown.com

Overview:

The San Jose Downtown Property-Based Improvement District (PBID or District) is a special benefit assessment district that conveys special benefits to the properties located within the district boundaries. It is issuing this Request For Proposal (RFP) in order to solicit proposals from qualified firms to provide consultant services to manage the renewal process of the PBID and possible expansion of the district boundaries and its services, with consultant services starting January 2021. The renewed District will begin services on July 1, 2022.

Proposals are due by 5 p.m. PST on August 31, 2020 and should be submitted to the PBID in care of the San Jose Downtown Association (SJDA), the organization contracted by the PBID to manage District operations.

Definitions (General):

- City: The City of San Jose, a municipal corporation of the State of California.
- San Jose Downtown Association (SJDA): A 501(c)6 non-profit membership based organization founded in 1986. SJDA represents business and property owners working to enhance the vitality and livability of downtown San Jose. SJDA has been managing the PBID since its inception in 2007, via a management agreement.
- San Jose Downtown Property Owners Association (SJDPOA): A 501(c)6 non-profit membership based organization founded in 2007 with an independent Board of Directors that oversees all District programming and services.
- Operations Manager: SJDA staff member who will be the primary contact for the Contractor with respect to services provided to the District, per this RFP.
- Contractor: Company that is to be selected for the services described in this RFP and who will enter into an agreement described therein.
- District: The service area that encompasses the San Jose PBID Benefit Zones, including both the Premium and Basic service areas. A map of the current district boundaries is attached as Exhibit 1.
- Current Benefit Zones: Two benefit zones are proposed with two different levels of service. The deployment and frequency of clean and safe services in the premium zone will be approximately double the deployment and frequency of clean and safe services in the basic zone. The benefit zones are delineated as follows:
 - Premium Service Area encompasses the core of the downtown PBID and is bounded roughly by St. John to the north, Almaden to the west, First and Reed Streets to the south and 4th Street to the east.
 - Basic Service Area includes the remainder of the downtown PBID and generally includes the perimeter to the district to the west and north.
- Clean and Safe: Enhanced cleaning services for the public right of way include graffiti and trash removal, pressure washing, mechanical sweeping and the removal of biohazards. Safety services include safety escorts, providing directions, serving as the “eyes and ears” of the district, reporting cleaning and property issues to the appropriate contact, connecting individuals experiencing homelessness within the district to service providers and portering services.
- Business Development: Services aimed to assist property owners in recruitment and retention of tenants, including efforts to fill storefronts, attract diverse retail and employers to occupy office space, and permit assistance.

- Street Life: Beautification improvements to the build environment that make downtown more visually attractive and support placemaking efforts, enhanced landscaping, murals, street furniture, lighting, decorations and banners.
- Enhanced Maintenance: Specialized maintenance needs that may arise, such as light/signal pole painting; curb painting; tree grate repair, and periodic tree trimming of district street trees.
- Secondary Employment Unit (SEU): Off-duty San Jose Police Department officers performing private security functions, including, loitering abatement, communicating with business and property owners on security and safety best practices and answering calls for service related to nuisance crimes.
- District Event Support: The District is home to many special events throughout the year. District programs and staff provide varied degrees of support to these events annual, ranging from pre-event cleaning of the public right-of-way to coordinating services around event dates. Any special service requests from event producers are routed to the appropriate District staff member(s) for consideration and possible coo

Proposal:

- SJDA will accept proposals based on the scope of services (Appendix A) included in this packet. Proposals submitted must be for consulting services to manage the renewal process of the PBID, along with potential expansion of the District. The District is also considering strategic planning and restructuring of District staffing and is seeking guidance on tools, technology and protocols for data driven analysis of district assets, demographics and programs. Such services will be separately described and priced.
- It is essential that the Proposal clearly define and demonstrate how the services to be provided will be accomplished. Please include as much detail as applicable and specific examples of how your firm has planned and executed processes related to district renewal and expansion, evaluated existing service delivery and programs, and strategic planning. In addition, please provide your expectations of how the PBID is involved in the renewal process.
- Proposers must describe what processes and activities they intend to use while managing the renewal and possible expansion of the District. Proposals should include methodologies used to determine special benefits currently provided by the District and future benefits.
- The District reserves the right to make reasonable changes in the general scope of work of the contract. Any such changes will be directed by SJDA.

Please submit four (4) printed copies of the proposal, including one un-bound copy, and one electronic copy.

Proposals must be accompanied by a summary sheet addressing the following items in numerical order (please number responses).

1. Contractor's name and address.
2. Name of parent company (if any).
3. Number of years in business.
4. Total compensation for services.
5. Audited or Reviewed Financial Statements for previous two (2) years.
6. Three business references.
7. Description of Contractor's experience (both in San Jose and outside the region). Please include:
 - Name of contracting agency or business, duration of contract, scope of work and value of contract.
 - Profile of experience with District renewal.
 - Profile of experience with strategic planning for special benefit districts.
8. Brief resume of persons proposed to be assigned to this project (primarily managerial or supervisory roles).
9. Implementation plan providing detail on timely and cost-effective roll out of contractor services beginning January 2021.
10. Overarching Contractor service philosophy and delivery approach and explanation of why contractor is uniquely qualified over all other proposers to deliver the services requested in this RFP.
11. Description of additional innovative services or analysis that would benefit the District that are not explicitly stated in this RFP or currently being performed.

Proposals should be sent to:

Downtown San Jose PBID
San Jose Downtown Association
Attention: Chloe Shipp, Operations Manager
28 North First St, #1000
San Jose, CA 95113

Proposals must be received at the office of the San Jose Downtown Association at the above address no later than 5 p.m. PST on August 31, 2020.

Term:

Upon selection, Contractor must execute a formal agreement with the term of the resulting contract running from January 1, 2021 to June 30, 2022. The SJDA reserves the right to negotiate for upgrades to services at any point during the contract term upon mutual agreement with the Contractor. Agreement between Contractor and the SJDA for District services may be terminated by the SJDA at anytime during the term of the agreement with 30-days written notice to Contractor.

Evaluation Criteria / Process:

Contractor must understand the mission of the District and have a proposal that addresses the unique characteristics and challenges of the District at present and in the future. Suggestions for changes and improvements to the services that District provides that, in the Contractor's opinion,

would better achieve the District goals of being the cleanest, safest, friendliest and most inviting downtown are welcome and expected.

The SJDA and representatives of the San Jose Downtown Property Owners' Association will evaluate each proposal pursuant to this RFP on the following criteria:

1. Demonstrated experience and capability of Contractor, its management, and employees leading district renewal and expansion efforts. Contractor should also detail their methods for strategic planning, communications with property owners and other stakeholders.
2. Demonstrated ability to comply with local and State standards around district expansion and renewal.
3. Demonstrated ability of Contractor, through a detailed implementation and operations plan, to assume all contract responsibilities and to perform the scope of services outlined in this RFP, including being fully operational in January 2021.
4. Responsiveness to RFP in terms of proposing district innovations, improvements to existing services and strategic planning efforts.
5. Overall cost for the provision of services and its individual sub-elements. Respondents must include a completed cost sheet by category.
6. Response of business references and contractor track record in the industry.

Please be advised that the SJDA reserves the right to reject any and all proposals, or portions thereof.

Up to three (3) finalists may be invited to interview with the PBID Renewal Contractor selection committee. These interviews will be conducted in September 2020. Notification of the award of the contract is expected no later than November 2, 2020.

Should a proposer find a discrepancy in or an omission from this RFP or should be in doubt as to any meaning therein, the proposer shall at once notify SJDA in writing, who will send written instruction to all who received the RFP. Any such notice from a potential proposer must be received by SJDA by August 31, 2020. SJDA will not be responsible for any oral instructions.

Timeline:

RFP Released	June 30
Deadline for questions	August 14
Proposal / Responses due	August 31, 5 p.m.
Finalist (s) invited for interview no later than	September 8
Selection committee interview	Approx. September 28-30
Notify contractor no later than	November 2
Begin new contract	January 4, 2020

APPENDIX A

SCOPE OF SERVICES

The scope of services for this RFP is broken into four sections, Appendix A.1 covering the requirements for strategic planning for the District, Appendix A.2 covering requirements for the renewal of the District, Appendix A.3 covering the expansion of District boundaries and services and Appendix A.4 covering supplementary consultant services.

As shown in Exhibit 1, there are two border areas on the map, one separating the Premium and Basic Service Areas, and one separating the District itself from the surrounding area. In both cases, the sides of the streets that fall on the outer side of the borders are to be treated as either Basic or non-service areas. Examples: (1) The south side of St. John Street is in the Premium Service Area while the north side is in the Basic Service Area. (2) The west side of 6th Street is in the District while the east side is not.

A.1 Strategic Planning

The District is facing significant potential change, both in a post-COVID-19 world and from significant levels of proposed development within the District boundaries and adjacent to the District. The District is seeking strategic planning services that will strengthen the organization's ability to provide services in a changing district. Respondents should detail their approach to strategic planning prior to a district renewal, including mechanisms for staff and stakeholder involvement.

A.2 Renewal of District

The current District expires December 31, 2022 and the Board of Directors is looking to renew the District six months earlier, with services beginning July 1, 2022 to align with the District's fiscal year.

Respondents should detail processes, work experience, methodologies and techniques. Additionally, respondents should detail their knowledge of state and local laws governing the renewal of property based improvement districts.

A.3 Expansion of District Boundaries and Services

Areas adjacent to the District are poised for significant redevelopment. City staff, property owners and civic stakeholders are laying the groundwork for these neighborhoods to connect into the downtown core. Analysis is needed to determine if the District can and should incorporate these developing neighborhoods into the District's boundaries.

Respondents should detail processes, work experience, methodologies and techniques. Additionally, respondents should detail their knowledge of state and local laws governing the expansion of property based improvement districts.

A.4 Additional Supplementary Consultant Services

The coronavirus pandemic has identified significant gaps in the District's emergency planning, a challenge seen within assessment districts nationwide. Proposers to this RFP are invited to make recommendations on emergency preparedness for the District's services.

Additionally, the District is seeking guidance on tools, technology and protocols for data driven analysis of district assets, demographics and programs during the District's term and beyond. Recommendations on protocols, tools and technology of this kind are welcome. Please provide examples from other districts and describe the implementation measures and best practices for on-going management.

EXHIBIT 1

MAP OF DISTRICT

