

# **Downtown Albany Demographic Study**

## **Request for Proposals (RFP)**

### **Due Wednesday, March 11, 2020**

The Downtown Albany Business Improvement District, hereinafter referred to as “BID”, is seeking a firm to perform a BID District Demographic Study. The purpose of this study is to examine the current population and demographics in the BID District and understand the economic impact of the new residents, employees and visitors coming to the District.

#### **Introduction**

In recent years downtown Albany has seen more than \$300 million in commercial development and a dramatic increase in vibrancy and foot traffic. There is currently \$174 million under construction and another \$93 million in the pipeline. This investment includes hundreds of new market-rate apartments in the city’s urban core, the recent opening of the 80,000-square-foot Albany Capital Center, a new hotel currently under construction, and large co-working spaces being added to our office landscape.

The goal of this initiative is to better understand Albany’s newest neighborhood – who is living, working and visiting here now and how does that compare to ten years ago? What is their buying power and spending habits? Where are they coming from, what is their age, etc.? This information will be used to promote the recent growth, attract future development and new retailers and office users, identify and better understand trends taking place in Downtown, and develop a 5-year strategic plan.

#### **General Information**

##### **A. Instructions and Notifications to Consultants**

1. **TERMS:** All proposals must be in accordance with the terms of this RFP.
2. **ASSOCIATED PROPOSAL COSTS:** All costs associated with developing or submitting documents in response to this request and/or providing oral or written clarification of its content shall be borne by the respondent. The BID assumes no responsibility for these costs.
3. **PRICING:** All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
4. **MISDIRECTED REPONSES:** Responses misdirected to other locations or which are otherwise not received by the BID by the established due date and at the established location for any cause will be determined to be late and may not be considered.
5. **INCOMPLETE SUBMISSIONS:** Respondents are advised to review all sections of the RFP carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejections of the proposal.
6. **OWNERSHIP AND USE OF SUBMISSIONS:** The BID shall be entitled to retain and use for the Project without compensation to any party responding to the RFP any additional information submitted, including but not limited to any concept, element or idea disclosed in, or evident from, the submissions or which may be revealed during any meetings or interviews with respondents.
7. **ALTERNATE APPROACHES:** Alternate approaches and/or methodologies to accomplish the desired or intended results of this project are encouraged. Proposals which depart from or materially alter the terms, requirements, or scope of work defined by the RFP may be rejected as being non-responsive.

8. CLARIFICATIONS:

- a. All inquiries with respect to this RFP shall be directed to Georgette Steffens, Executive Director, via e-mail at [gsteffens@downtownalbany.org](mailto:gsteffens@downtownalbany.org).
- b. Replies to inquiries or clarifications will be posted on the BID's website at [www.downtownalbany.org](http://www.downtownalbany.org). Questions received less than four (4) business days prior to the date of submission of proposals will not be answered. Only questions answered in writing will be binding. Oral or other interpretations or clarifications will be without legal effect.

9. REJECTIONS: The BID reserves the right to reject any and all proposals.

Note: This is a Request for Proposals (RFP), not an invitation for Bid – responses will be evaluated on the basis of the relative merits of the proposal, in addition to price. All respondents are advised to review all sections of the RFP and to follow instructions carefully as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

B. Type of Contract

Any resulting contract for Professional Services will be a lump sum contract between the firm furnishing the professional services and the BID.

C. Project Area

The area of study is the BID District—50 blocks covering the city's historic central business district and small portions of the South End and Mansion Hill. The Downtown Albany Map (included in RFP packet) illustrates the study area.

Within these boundaries lies over four million square feet of commercial office space; many large State office buildings; new co-working spaces; 600+ apartments; Albany's arts and entertainment district; 70 high-rated dining establishments and coffee shops; 60+ retail and retail related businesses; five hotels, with a sixth under construction; the new convention center; three public parking structures; parks and recreation facilities; and access to the Hudson River.

D. Commencement and Prosecution of the Work

The work to be accomplished under any resulting Contract for Professional Services shall commence upon a notice to proceed. Substantial work shall be completed by June 1, 2020 for the BID to be able to present the study results at the Organization's Annual Meeting scheduled for Thursday, June 18, 2020.

**Scope of Work**

A demographic consulting firm, through its own expert analysis will study the size, composition and changes within the BID District. The categories of groups studied will be Downtown residents, employees, conventioners, and visitors. Information to be gathered includes, but is not limited to:

- Age
- Gender
- Marital status
- Household size
- Income
- Employment status

- Occupation
- Commuting
- Transportation
- Ethnicity
- Where they are coming from to live, work or visit
- Living habits
- Education
- Spending habits
- Transportation
- Study current and proposed Downtown development
- Vacancy rates
- Trends in urban living, tourism, co-working, office space
- Economic impact of residents
- Economic impact of employees
- Economic impact of visitors
- Cost estimates to execute the project
- A timeline for the completion of the project
- Visuals/Infographics to highlight results of the Study
- Study results in report form

The completed Demographic Study will incorporate best practices and is expected to include detailed strategies that achieve the goals outlined in this RFP. The Study will be an inspiring document that will position Downtown’s future as the ideal, sustainable urban center—a strong economic hub; a vibrant living neighborhood; and a modern, dynamic destination.

It is anticipated that the process of creating the Demographic Study will be guided by the input of a diverse steering committee, the members of which will be selected by the BID for their expertise.

The final document will be used to promote the recent growth, attract future development and new retailers and office users, identify and better understand trends taking place in Downtown, and develop a 5-year strategic plan. Visual depictions and/or infographics created as part of the study will be used as marketing tools on the BID’s website and social media channels, for commercial real estate brokers and property owners, and in a presentation at the BID’s Annual Meeting on June 18, 2020.

### **Qualifications**

The firm of choice must have portfolio projects of similar scope demonstrating innovative approaches. It is expected that the breadth and depth desired for this plan will require a dynamic, innovative team capable of providing a quick turnaround of the full demographic report.

### **Submission Requirements**

All responses to the RFP shall include the following information:

- Cover letter expressing interest, signed by the owner, officer, or authorized agent of the firm or organization, acknowledging and accepting the terms and conditions of the RFP, and tendering an offer to the BID. The letter must contain a commitment to provide both the services described and delivery within the allotted time.

- Description of the firm’s qualifications for the demographic study and report, including relevant experience with similar projects for each firm on the team. A minimum of three (3) similar projects is required.
- Resumes and profiles for the firm’s principals, and brief history of firm, including year of establishment.
- Brief biographical profiles and contact information for specific staff members who are anticipated to be assigned to the project by the firm, their role in the project, and a detailed resume listing their individual work experience in this role on similar projects.
- General description of recommended approaches, processes, and deliverables for the demographic study.
- A proposal of deliverables, including an itemized budget and timeline for demographic study, report, visuals, and other elements or phases recommended by the firm.
- A minimum of three (3) professional references for the firm from other entities that enlisted the firm to complete similar projects completed within the last three (3) years.

All information submitted becomes property of the Downtown Albany BID. The BID reserves the right to issue supplemental information or guidelines relating to the RFP, as well as make modifications to the RFP during the proposal preparation period. Once submitted, the consultant team (including specific staff assigned to the project) may not be changed without written notice to and consent of the BID. All costs incurred in the preparation of the submittal and participation in the selection process is the sole responsibility of the consultant team.

To the fullest extent permitted by law, the consultant, its agents and assigns shall defend, indemnify, and save harmless the Downtown Albany Business Improvement District, its officers, employees and agents, and strategic partners from and against all claims, actions, causes of action, injuries, damages, losses, liabilities, and expenses (including, without limitation, reasonable attorney’s fees and court costs) or other liabilities of any kind and character which arise out of or result from work under this engagement, other than claims for the BID’s own negligence. This indemnification shall survive the expiration or earlier termination of this engagement.

Respondents should submit one (1) digital copy (PDF), one (1) printed original and five (5) printed copies of the submittal by **2:00 p.m., Wednesday, March 11, 2020** to:

Georgette Steffens  
 Executive Director  
 Downtown Albany Business Improvement District  
 21 Lodge Street, 1st Floor  
 Albany NY 12207  
[gsteffens@downtownalbany.org](mailto:gsteffens@downtownalbany.org)

**Criteria for Submittal and Selection**

Respondents are responsible for reviewing and certifying compliance with the BID’s conditions of submittal.

Evaluation & Selection Process Respondents to the RFP will be evaluated based upon:

- Firm’s experience and capacity – 20%

- Similar project experience - with both detailed plan development and plan implementation – 20%
- The qualifications and experience of the specific staff assigned to the project – 10%
- Project approach and methodology - creative and innovative, using strategic and effective approaches that yield timely results – 20%
- Demonstrated understanding of the project and awareness of the project area – 10%
- Contract cost – 20%

The top-rated respondents to the Request for Proposals will be invited to Albany for interviews. Notification for these respondents is tentatively scheduled for March 14, 2020. The interviews are tentatively scheduled for March 17 & 18, 2020. The interviews will be conducted by a selection team comprised of representatives from the BID Board and Stakeholders.

Following the interviews, one team will be selected to negotiate a final contract for services. The final scope of work with specified deliverables may be modified through negotiation of the final contract. Final contract approval by the BID Board is tentatively scheduled for March 23, 2020.