

## Higher Education Area Market Study

# RFP Questions and Answers

June 17, 2011

**This study is just one part of the Small Area Plan. Can you discuss the relationship and timing of this study with the other components and any needs to coordinate with other consultants?**

In addition to the market study, the Small Area Plan will include demographic, transportation, land use, and environmental characteristics. This research will be conducted by City staff and will be happening concurrently with the market study. City staff will also work with stakeholder committees and the public in identifying goals, strategies, and implementation steps for the plan. No coordination with other consultants will be needed.

**Will the City be assisting in physically hosting the focus group sessions and identifying the participants or will the consultant be expected to identify participants and arrange for locations for hosting the focus groups?**

The City can assist with logistics such as meeting locations and publicizing the focus groups. We will be looking for input from the consultant regarding the appropriate make-up of the focus groups and number of people needed. Any costs such as room rental fees and refreshments should be part of the proposal.

**Are there any meetings anticipated beyond the three site visits, such as attending multiple board and commission approval meetings?**

Beyond the three site visits, no additional meetings are required. One of the three site visits may include a media event. Consultants may propose additional meetings if relevant to their project approach.

**Is the intent of the commercial piece of the market study predominantly retail focused or are you also looking for subcategories such as hospitality, office, medical office, etc.?**

The commercial component should look broadly at a many categories including retail, office, and other businesses and services. There may be businesses other than retail that provide services to college students, and including additional subcategories will allow us to look at the commercial areas in the study area in context with the broader market picture. We also anticipate further breakdown of the retail category by type (such as specialty shops, restaurants, and convenience), size (such as "baby box" and big box), and/or local vs. national.

**What information is already available in GIS format to support the study (assessed values, lot area, building area, parcels, etc.)?**

The City maintains GIS information such as parcels (lot area can be calculated from parcels), land use, and zoning. In addition, assessor's data including property values can be imported into GIS. The assessor's office also has data for building area, although this data

is complex and would require some calculations to make it useful. The City will share this data with the consultant. For data that the City may not have (such as MLS data), we will assist in identifying other potential sources.

**What is the expected involvement/cooperation from the administration of the educational institutions?**

Both colleges have indicated interest in this planning process and have representation on our stakeholder committee.

**Who was this RFP sent to locally and nationally? I understand that in addition to that distribution list, you have also posted this RFP on the city's Website and the American Planning Association Website.**

The RFP was sent to several companies, as well as being posted on the city's web site and the American Planning Association web site.

**Given the strategic value of retail field observations and focus groups during or just before the holiday shopping season, will you consider adjusting the project schedule to accommodate this?**

The project schedule is geared so that focus groups can take place after students return in the fall. We aim to finish the Small Area Plan by the end of 2011, so anticipate the market study completion to be in October.

**Will the colleges and university provide updated information regarding on-campus housing plans/demographics, enrollment projections, and off-campus living patterns, including summer statistics? Will they work with us to conduct a web-based survey of current/prospective students/parents?**

The colleges have shared data with the City in the past and will be participants in this plan through their involvement on the stakeholder committee. One thing to note is that student address data is limited, as students often report their "home" address to the college rather than the address where they reside during the school year. At this point we are unable to determine what assistance they could provide relating to a web-based survey; this could be an optional item in the proposal.