

REQUEST FOR PROPOSAL | HDMD / RFP- 240412

ADDENDUM 01

Planning Firm as Consultant for the
Placemaking & Connectivity Action Plan for the
Houston Downtown Management District (HDMD)

RFP ISSUE DATE: Friday, April 12, 2024

ADDENDUM 01 ISSUE DATE: Thursday, May 02, 2024

PROPOSAL DUE: **Monday, May 13, 2024, 2:00 P.M. CDT**

ADDENDUM 01

Question (received April 16, 2024 / 11:26 AM):

I want to make sure I understand clearly the meaning of the paragraph under the heading Consultant Qualification. It seems to be saying that you will not be accepting any proposals from Architects, Landscape Architects, or any other category of firm that falls under Chapter 2254. Is that correct? If so, would such professionals (e.g. Landscape Architects) be allowed to be on a team as a subcontractor rather than being in the prime position?

Answer:

The "CONSULTANT QUALIFICATION" statement in the RFP clarifies that this project is a planning project, one that will employ planning skills and services. While the RFP does not preclude those with specific licensing or certifications from applying, it does not seek, nor require, any specific professional licensing but looks for those with proven experience in planning to fulfill the requirements laid out in the RFP.

Question (received April 22, 2024 / 1:29 PM):

On page 13, under Consultant Qualification, the RFP states "With regard to the urban planning and design services sought by HDMD from RFP 240412, HDMD is not seeking and will not evaluate or select (1) the services of a professional engineer, architect or landscape architect, as defined by State law; or (2) any other professional service as defined by the Texas Professional Services Procurement Act, Chapter 2254, Texas Government Code ("Services"). All deliverables called for under the RFP shall be limited to conceptual planning documents that do not require the Services stated above." Our firm provides in-house planning, urban design, and landscape architecture services. Would the fact that we offer landscape services disqualify us from submitting a proposal?

Answer:

The "CONSULTANT QUALIFICATION" statement in the RFP clarifies that this project is a planning project, one that will employ planning skills and services. While the RFP does not preclude those with specific licensing or certifications from applying, it does not seek, nor require, any specific professional licensing but looks for those with proven experience in planning to fulfill the requirements laid out in the RFP.

Question (received April 22, 2024 / 1:29 PM):

On page 12, under the Diversity Commitment section, the RFP states “Anticipated to be sole-prime Proposal, M/WDBE firms registered with the City of Houston receive favorable evaluation.” Can you please clarify the meaning of “sole-prime”? Does this imply that joint ventures are not permitted to submit, but a firm may include subconsultant team members? Or should no subconsultant information be included as part of the submittal?

Answer:

This language refers to anticipated, not required, team composition. We welcome joint ventures to apply as well. There are no restrictions around team composition for this RFP. However, because we anticipate sole proposers, this shaped our approach to setting a M/WDBE % goal (see next response).

Question (received April 22, 2024 / 1:29 PM):

On page 12, under the Diversity Commitment section, the RFP states “The annual and cumulative goal for the Downtown District is to award 25% of the total fees for all vendors to M/WDBE companies or firms.” Is there a M/WDBE goal for this specific RFP? If so, what is the percentage? Additionally, if subconsultants are permitted, would their certifications count toward the team's M/WDBE goal?

Answer:

While we don't have a % M/WDBE goal for this RFP, Proposers should note that M/WDBE participation is reviewed and does carry a 10% weight in the evaluation scoring. If Proposals include joint ventures (e.g., primary and sub-consultants), those subconsultant's M/WDBE certifications will be evaluated as part of the 10% weight in the evaluation scoring.

Question (received April 29, 2024 / 11:55 AM):

Are the letters of reference included in the total 20-page limit?

Answer:

Yes.

Question (received April 29, 2024 / 11:55 AM):

Are resumes included in the total 20-page limit?

Answer:

Yes.

Question (received April 29, 2024 / 11:55 AM):

For project references, is the intention for the hyperlinks to link to separate documents that detail the specifics? Which means the cutsheets will not be counted within the 20-page limit?

Answer:

Correct. This allows proposers the opportunity to provide a summary of their experience within the proposal but elaborate on said projects via hyperlink. Typically, the hyperlinked page is a link to the respective project's final report or project page hosted on their website.

Addendum 01 is inclusive of all questions submitted by potential proposers at the time of posting. Any additional questions submitted by the query due date, Friday, May 03, 2024, at 2:00 P.M. CDT will be addressed via additional Addendum.

Within the advertisement and RFP, two different dates were listed for the Pre-submittal Conference. Conferences were held for both dates via Zoom. Combined Meeting Minutes, presentation, and Attendance Roster from the April 23, 2024 and April 26, 2024 Pre-submittal Conferences are attached as part of Addendum 01.

PRE-SUBMITTAL CONFERENCE MEETING MINUTES

Downtown Houston Placemaking & Connectivity Action Plan Houston Downtown Management District Via Zoom

**Tuesday, April 23, 2024, 2:00 PM CT
Friday, April 26, 2024, 12:00 PM CT**

- I. Introductions & Attendance Roster Instructions
 - A. 2-page attendance roster attached.

- II. Project Overview Presentation – attached.
 - A. Placemaking & Connectivity Examples in Downtown Houston
 - a. Currently leading programmatic efforts and vision at and adjacent to Trebly Park and Market Square Park.
 - b. Both in the past and presently, the organization has curated large-scale public art with partner organizations.
 - c. In support of connectivity, the organization has a history of investment in bayou trails and permanent/event-specific wayfinding.
 - B. Purpose of this Request
 - a. Downtown is not hurting for visitors, but rather a cohesive experience.
 - b. The action plan is a tool to organize and guide connectivity between Downtown activity nodes and define a thoughtful rollout of smaller, strategic interventions.
 - C. National Examples
 - D. Recent Studies
 - a. All referenced within the RFP.
 - b. North Houston Highway Improvement Project – Civic Opportunities Masterplan (2019): Pavement to places project. Introducing a public benefit through cap parks and other interventions in surplus land opportunities made available through TXDOT’s highway project.
 - E. 2024 Efforts
 - a. Complimentary engagement efforts being led by the organization.

- III. Overview of HDMD / RFP-240412
 - A. Proposals Due: Monday, May 13, 2024, 2:00 P.M. CDT via email per RFP guidelines
 - B. Action Plan Overview
 - a. Analysis of placemaking and connectivity opportunities between major nodes of activity and the pedestrian sheds and
 - b. Actionable, site-specific recommendations for public realm improvements, enhanced or new programming, and coordinated investment.
 - C. Funding

- a. Houston Downtown Management District is the funding entity of the action plan and is eligible to fund priority projects and opportunities identified through the Action Plan
 - b. Downtown Redevelopment Authority is eligible to fund priority projects and opportunities identified through the Placemaking & Connectivity Action Plan that fall within their boundary.
- D. Project Content
- a. Action plan should address connection and walkability through the strengths of Downtown, learning from past lessons.
 - b. Deliverable should be a multi-year plan that convenes partnering organizations.
- E. Scope of Services
- a. Contract Time – 6 months.
 - b. Each and every street within the project area does not need to be addressed and proposed. There should be an emphasized effort on connectivity between activity nodes and their pedestrian sheds.
- F. Engagement and Collaboration
- G. Focus Areas
- a. These areas are not intended to be exhaustive and may evolve during the Action Plan development process. Proposers are encouraged to make recommendations to the areas defined through their proposal.
- H. Final Deliverables
- I. Advertisement
- J. RFP Timeline and Project Milestones
- K. Evaluation and Selection Criteria
- a. Budget is undisclosed. Fee to be proposed by submitters and to be negotiated through selection process.
 - b. M/WDBE utilization – see query response per Addendum 01.
- L. Queries
- a. Final queries due: Friday, May 3, 2024 at 2:00 PM CDT
- M. Consultant Qualification
- a. The "CONSULTANT QUALIFICATION" statement in the RFP clarifies that this project is a planning project, one that will employ planning skills and services. While the RFP does not preclude those with specific licensing or certifications from applying, it does not seek, nor require, any specific professional licensing but looks for those with proven experience in planning to fulfill the requirements laid out in the RFP.

IV. Questions and Answers:

Q. *What do you see as the optimal balance of engaging targeted stakeholders vs engaging the broader community?*

A. The bulk of engagement will be focused on stakeholders, staff and leadership of organizations similar to Downtown District who are actively leading placemaking and connectivity projects. While we do also anticipate public workshops that invite opportunities for feedback and engagement, this is primarily a synthesis and prioritization exercise calling for action and establishing shared-vision amongst partnering organizations.

Q. *As part of the final deliverables, can you provide clarity on what you're expecting with estimated costs given that this is such a high-level, strategic effort?*

A. The Downtown District will share their existing budgets for placemaking & connectivity work with the selected consultant. Cost estimation is expected to be high-level. Consultants will not be expecting to go out and get bids.

Q. *Can you elaborate on your DBE requirements and aspirations?*

A. While we don't have a % M/WDBE goal for this RFP, Proposers should note that M/WDBE participation is reviewed and does carry a 10% weight in the evaluation scoring. The reason why we don't have an explicit % requirement is because we anticipate sole-prime proposals. We are open to joint venture proposals. If Proposals include joint ventures (e.g., primary, and sub-consultants), those subconsultant's M/WDBE certifications will be evaluated as part of the 10% weight in the evaluation scoring.

Q. *Can you please explain again the sole-prime intent?*

A. The sole-prime intent is meant to be language that helps to explain why we don't have a percentage goal. Within sole-prime language, the word "anticipated" is not a restriction or a requirement.

Q. *Can you speak to your expectations of organizational capacity that may come out of the recommendations?*

A. Our organization is partially comprised of a management district (BID). We care for and maintain the public right of way across Downtown e.g., landscaping, pavers, cleaning, wayfinding, outreach to our unhoused communities in coordination with the City, and managing and maintaining two parks, Trebly Park and Market Square Park. We are amply equipped to maintain and care for Downtown in addition to programming. We have dedicated teams for Operations, Capital Projects, and Engagement & Marketing. Our organization's head of events will be an active participant in shaping and implementation of the action plan. Throughout the process, we will help navigate and clarify the capacity of our partners.

Q. *Placemaking tends to include approaches that emphasis the use of tactical urbanism and other lighter, quicker, affordable actions. What does the District see as an optimal balance of more tactical or temporary placemaking efforts vs capital projects?*

A. We are intending multi-year thinking. For example, shade structures could be a recommendation that comes through the process that is implemented through a phased approach. Year One: Pilot. Year Two: Adaptation of the organization's capital budget to implement a robust deployment using lessons learned in the more tactical intervention. We are excited about the idea of lighter, quicker, cheaper and see a lot of potential for iterative outcomes coming from this work.

V. Adjourn

Pre-Submittal Conference Attendance Roster

Downtown Houston Placemaking & Connectivity Action Plan

Tuesday | April 23, 2024 | 2:00 PM

	Company/Organization	Name	Title	Address	Phone Number	Email
1	Asakura Robinson	Amanda Wheelless	Marketing Director	2500 Summer St #3228, Houston, TX 77007	903.746.4615	Amanda@asakurarobinson.com
2	Asakura Robinson	Emily Pun	Marketing Coordinator	2500 Summer St #3228, Houston, TX 77007	832.646.2252	Emily@asakurarobinson.com
3	Asakura Robinson	Diego Degenhart		2500 Summer St #3228, Houston, TX 77007		
4	Asakura Robinson	Tamara Fou	Associate Planner	2500 Summer Street Suite 3228	713.325.0847	tamara@asakurarobinson.com
5	Gehl	Anna Muessig	Team Director	395 Hudson St Floor 8, New York, NY 10014	612.710.6095	anna@gehlpeople.com
6	Gehl	Brett Merriam	Project Manager	395 Hudson St Floor 8, New York, NY 10014	214.766.5381	brett@gehlpeople.com
7	GSMArchitects, Inc	Petra Salameh	Designer	3815 Montrose Blvd, Suite 210, Houston, TX 77006	346.352.9778	Petra@gsmarchitects.net
8	GSMA, Inc.	Stephanie Pedigo	Principal	3815 Montrose Blvd, Suite 210, Houston, TX 77006	713.419.7334	stephanie@gsmarchitects.net
9	Huitt-Zollars	Madeleine Pelzel	Planner	11001 Fannin St #4040, Houston, TX 77002	713.622.1180	mpelzel@huitt-zollars.com
10	Olsson Studio	Emily Deeker	Landscape Architecture Group Leader	601 P Street, Lincoln, NE	402.303.3019	edeeker@olsson.com
11	Olsson Studio	Vivian Fung, AICP	Senior Community Planner	5700 Tennyson Pkwy, Plano, TX 75024	512.667.3932	vfung@olsson.com
12	Outside Voices	Leah Chambers	Founder + Principal		407.493.1921	leah@outsidevoicesco.com
13	Phil Myrick LLC	Phil Myrick		214 Bedford Rd Pleasantville, NY 10570		phil@philmyrick.com
14	PMG Project Management Group, LLC	Vladimir Naranjo		7040 Empire Central Dr. Houston, TX 77040	281.802.0746	VladimirNaranjo@PMGUnited.com
15	Public Sphere Projects	Philip Barash	Partner	Headquartered in St. Louis, practicing nationally	313.671.4855	Philip@PublicSphereProjects.com
16	RIOS	Haoran Liu	Studio Director	1711 E. Cesar Chavez St, Suite B, Austin, TX 78702	323.785.1864	Haoran@rios.com
17	RIOS	Miyuki Blois	Marketing Coordinator	1711 E. Cesar Chavez St, Suite B, Austin, TX 78702	323.410.5714	miyuki@rios.com
18	Sasaki	Kadyn Thorpe	Marketing Coordinator	414 14th Street, Suite 250, Denver, Colorado 80202	720.210.9468	kthorpe@sasaki.com
19	SITELAB urban studio	Abby Granberry	Associate	660 Mission Street, Suite 200 San Francisco, CA 94105	408.334.9429	agranbery@sitelaburbanstuido.com
20	SITELAB urban studio	Madison Jackson	Marketing Coordinator	660 Mission Street, Suite 200 San Francisco, CA 94105	415.852.6940	mjackson@sitelaburbanstudio.com
21	SITELAB urban studio	Stella Kim	Associate	660 Mission Street, Suite 200, San Francisco, CA 94105	415.852.6940	skim@sitelaburbanstudio.com
22	SWA Group	Bri Blatchley	Marketing Manager	712 Main Street, 6th Floor Houston, Texas 77002	832.325.6839	bblatchley@swagroup.com
23	SWA Group	Natalia Beard		712 Main Street, 6th Floor Houston, Texas 77002		
24	SWA Group	Scott McCready		712 Main Street, 6th Floor Houston, Texas 77002		
25	TEI Planning & Design	Geoff Carleton	Sr Principal	712 Main St, #950 Houston TX 77002	713.884.9055	Geoff.carleton@teiconnects.com
26	TJKM Transportation	Aldo Fritz, AICP	Director of Business Development	1114 Lost Creek Blvd #125 Austin, Tx 78746	512.200.3114	afritz@tjkm.com
27		I. Taylor				
28		Ranjan				
29		Ryan Nguyen				
	Downtown District	Cassie Hoeprich	Director of Planning & Economic Development	1221 McKinney St., Suite 4250, Houston, TX 77010	713.650.1470	cassie.hoeprich@downtownhouston.org
	Downtown District	Brett DeBord	Director of Operations & Capital Projects	1221 McKinney St., Suite 4250, Houston, TX 77010	713.650.1470	brett.debord@downtownhouston.org
	Downtown District	Allen Douglas	Chief Operating Officer & General Counsel, CHI, Inc.	1221 McKinney St., Suite 4250, Houston, TX 77010	713.650.1470	allen.douglas@downtownhouston.org
	Downtown District	Jacque Gonzalez-Garcia	Planning & Design Manager	1221 McKinney St., Suite 4250, Houston, TX 77010	713.650.1470	jacque.gonzalez@downtownhouston.org

Pre-Submittal Conference Attendance Roster

Downtown Houston Placemaking & Connectivity Action Plan

Friday | April 26, 2024 | 12:00 PM

	Company/Organization	Name	Title	Address	Phone Number	Email
1	TBG Partners	Julie Mastervich	Associate / Proposal Specialist	1333 W Loop S, Suite 1450, Houston, TX 77027	713-439-0027	julie.mastervich@tbgpartners.com
	Downtown District	Brett DeBord	Director of Operations & Capital Projects	1221 McKinney St., Suite 4250, Houston, TX 77010	713.650.1470	brett.debord@downtownhouston.org
	Downtown District	Jacque Gonzalez-Garcia	Planning & Design Manager	1221 McKinney St., Suite 4250, Houston, TX 77010	713.650.1470	jacque.gonzalez@downtownhouston.org
	Downtown District	Diana Garfias	Accounting Coordinator	1221 McKinney St., Suite 4250, Houston, TX 77010	713.650.1470	diana.garfias@downtownhouston.org

PRE-SUBMITTAL CONFERENCE

DOWNTOWN HOUSTON PLACEMAKING & CONNECTIVITY ACTION PLAN

April 23, 2024
April 26, 2024



**DOWNTOWN
HOUSTON+**

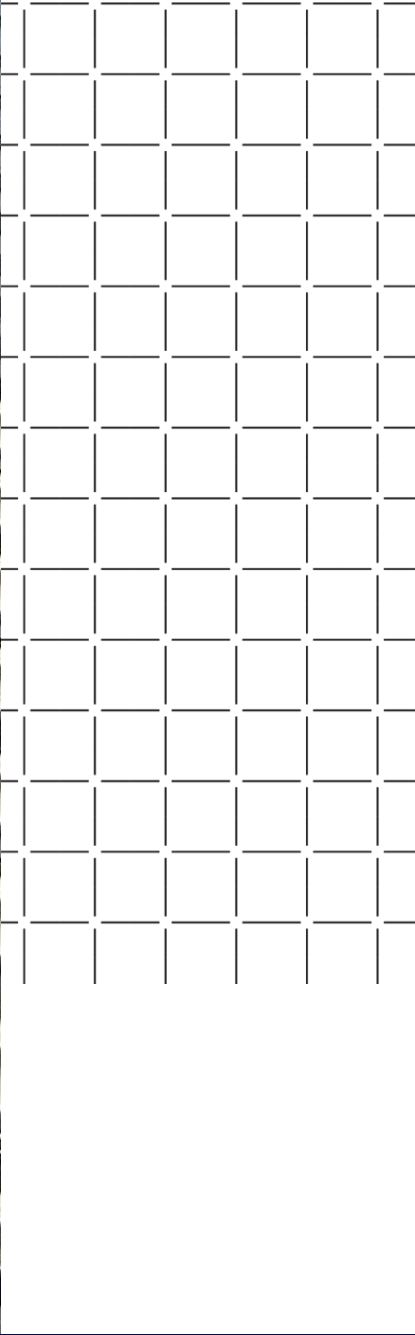
AGENDA

- ✓ Placemaking & Connectivity
Examples in Downtown
Houston
- ✓ National Examples of
“Public Realm Action Plans”
- ✓ Recent Studies & Planning
- ✓ 2024 Efforts
- ✓ RFP Overview

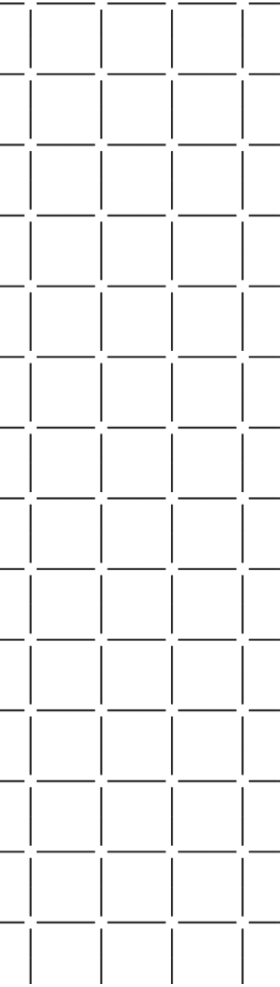


EXAMPLES OF PLACEMAKING + CONNECTIVITY IN DOWNTOWN HOUSTON









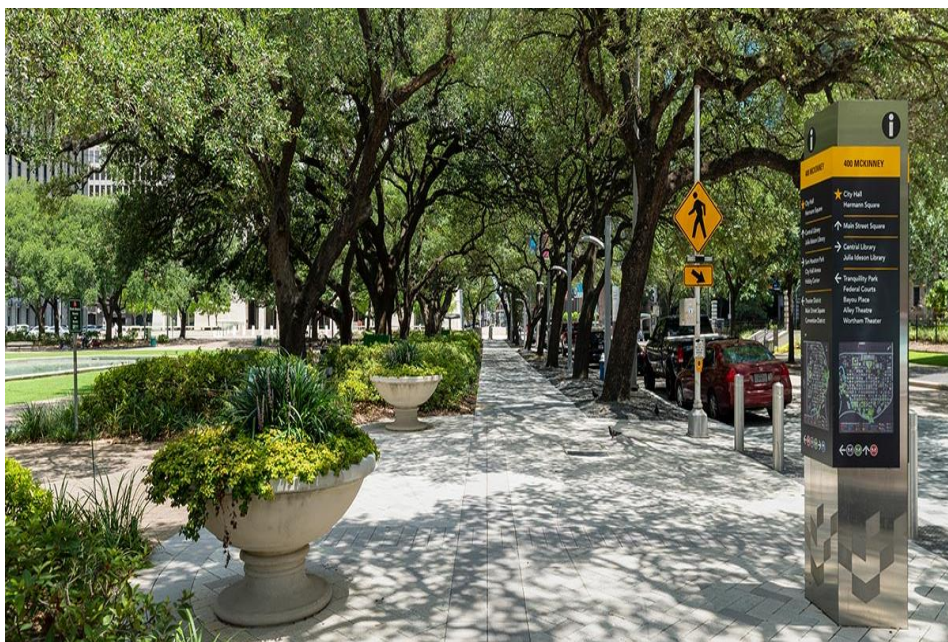
BRAVERY CHEF HALL
 409 TRAVIS ST STE A | HOUSTON, TX 77002
 @BRAVERYSCHIEFHALL



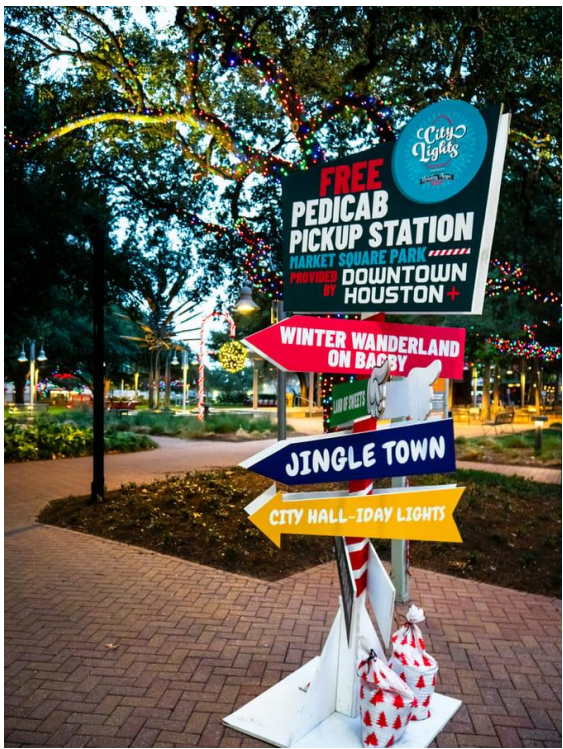
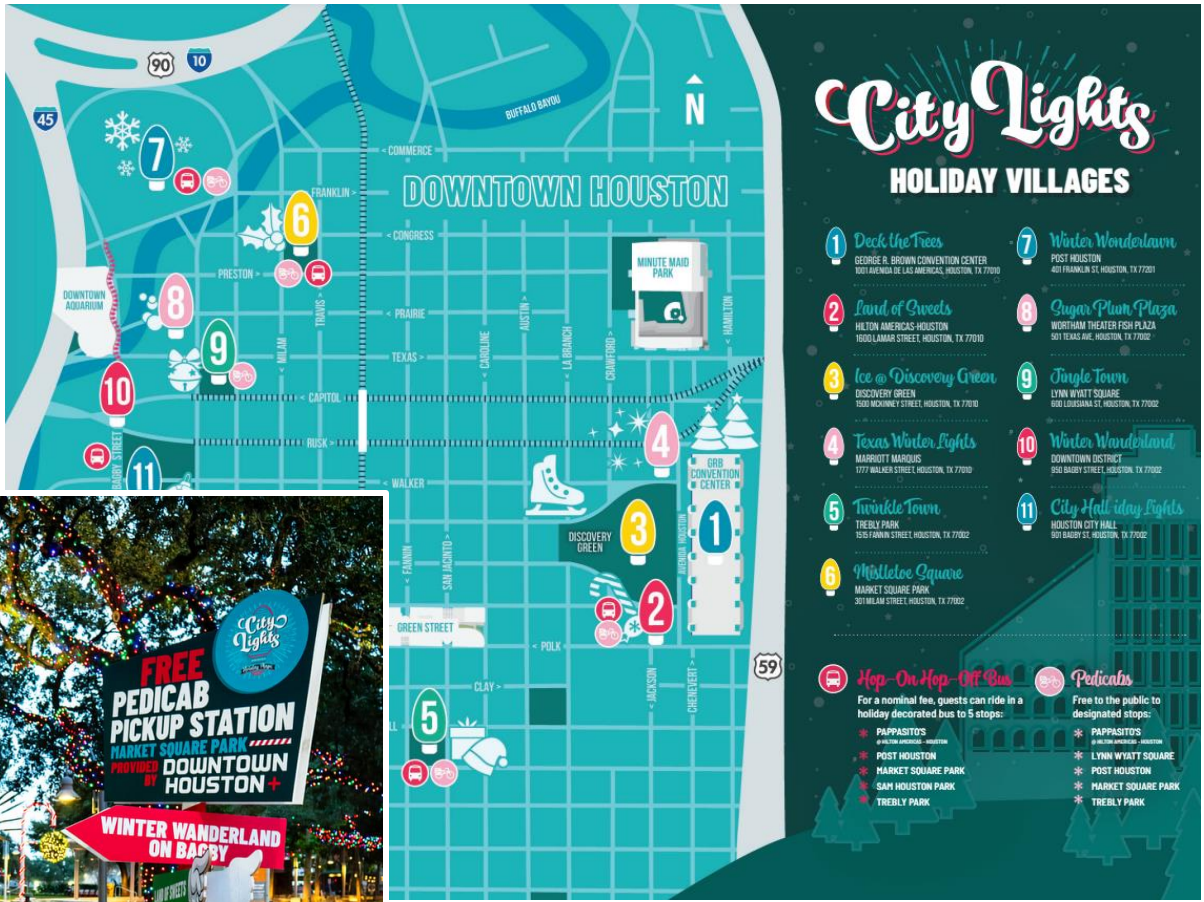
**2024
 LUNAR NIGHT MARKET
 YEAR OF THE DRAGON**

FEBRUARY 10, 2024 | 9PM - 1AM
 LION DANCING PERFORMANCE
 SPECIAL MENUS // STREET FOOD // LNY INSPIRED
 COCKTAILS // LIVE DJ // CHERRY BLOSSOM
 WISHING TREE // CASINO GAMES // TRADITIONAL
 GAMES // RAFFLES & PRIZES // NIGHT MARKET
 VENDORS AND MORE!!
 CLICK LINK IN BIO TO APPLY AS A VENDOR.

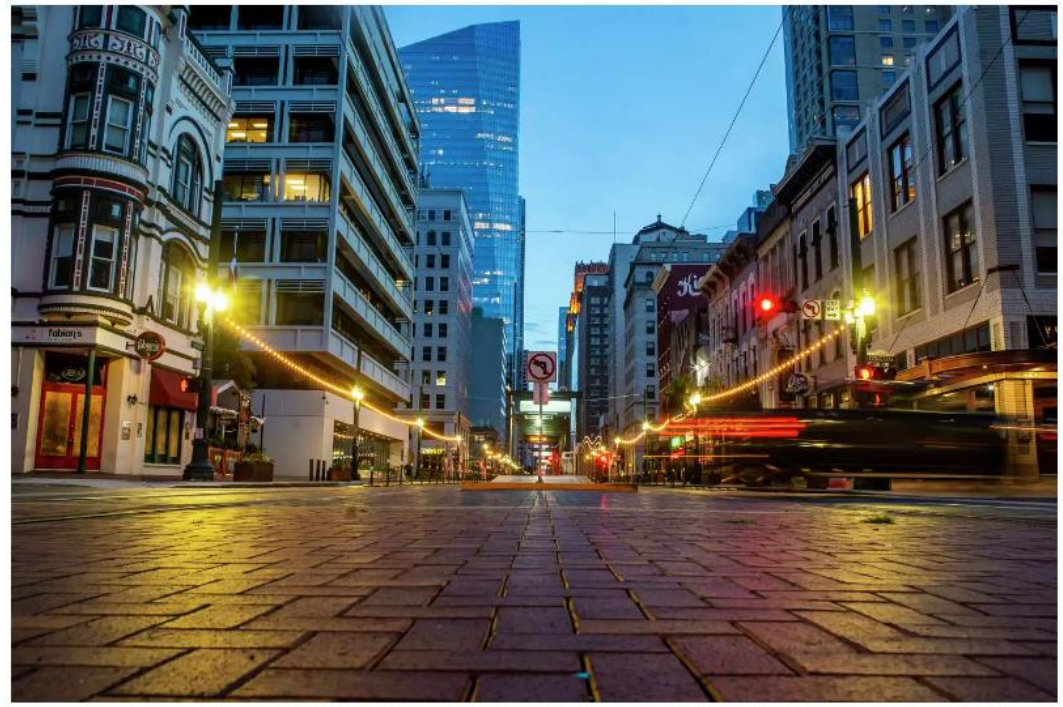








RESTAURANTS & BARS
National Championship: Best Houston restaurants, bars on the rail line to NRG



Downtown Houston, especially businesses along the MetroRail red line, will be hopping during the 2023 NCAA Men's Final Four tournament weekend. Thousands of visitors are expected to use the light rail to get from downtown and Midtown hotels to NRG Stadium where the tournament will be held.
 Mark Mulligan/Staff photographer

By **Greg Morago, Sonia Garcia** Updated Jan 5, 2024 11:03 a.m.

Gift Article [Facebook] [Twitter] [Email]

College sports fans near and far have arrived or will soon arrive in Houston for the biggest day in college football. Downtown is sure

“Despite Houston’s enduring image as a downtown office park where every project strives to be bigger and glitzier than anything that came before, the city is now focusing on creating lively new public spaces [...] and, most surprising of all, doing it by working at a smaller, human scale.”

SUPER BOWL LI

Downtown Houston Has Undergone a Dramatic Transformation Since the Last Super Bowl


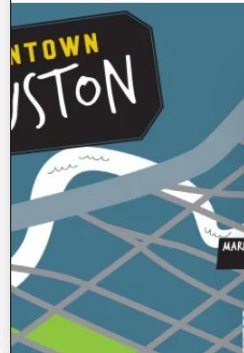
The last time the Big Game came to town, downtown offered tourists a bunch of nightclubs... and not much else. What a difference a decade makes.

By Sarah Rufca Nielsen • January 26, 2017

Houston is North America’s Placemaking Capital






AUG 2, 2011

PPS CITYWIDE CAMPAIGNS, PPS PROJECT EXPERIENCE, DOWNTOWNS & DISTRICTS



Downtown Houston Emerges as a Destination

by Realty News Report • February 15, 2024

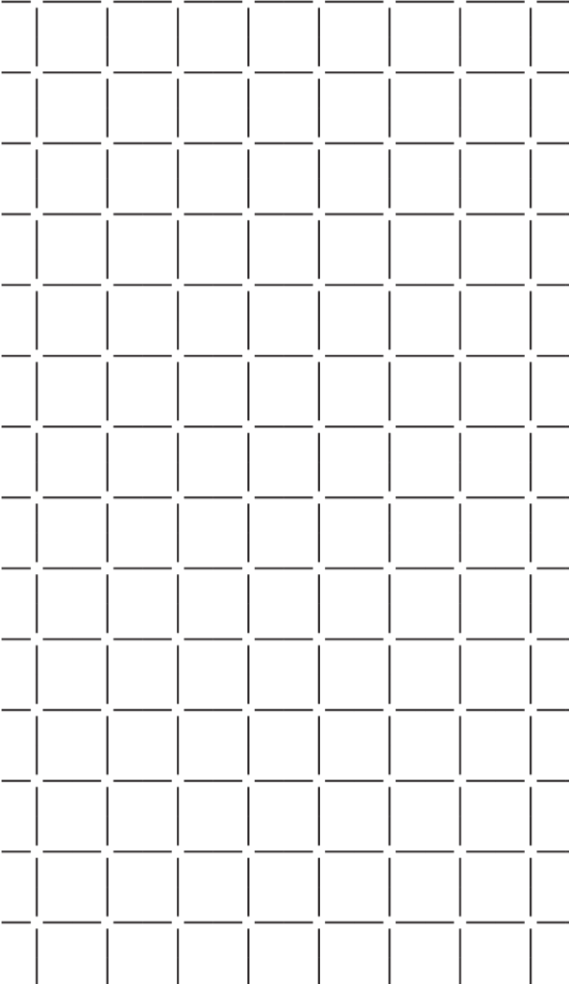
SHARE 0     

HOUSTON – (Realty News Report) – Downtown Houston has become a vibrant destination, drawing a sizable increase in visitors in the post-Covid years, according to a new report from Downtown Houston Plus.

WHAT IS A PLACEMAKING + CONNECTIVITY ACTION PLAN?

- A phased, multi-year plan for action: public realm investments, support programming investments, partner alignment
- The next phase of implementing findings from key studies
- A tool to align DTH+ teams: Planning, Economic Development, Engagement, Operations and Capital Projects
- A tool to prioritize HDMD and DRA budgets as well as Central Houston Civic Investment grant pursual
- **A shared public realm vision to achieve vibrancy across Downtown**

EXISTING NODES OF ACTIVITY



Chattanooga Innovation District PUBLIC REALM ACTION PLAN

Gehl — Making Cities for People

Public Space Framework Plan in 5 Big Moves

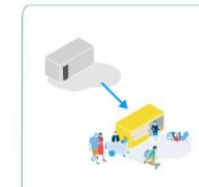
- 01 Establish East-West Connections
- 02 Define a Multi-Modal Link
- 03 Create a Continuous Retail Experience
- 04 Activate Open Spaces for Everyday Use
- 05 Nurture a Neighborhood Network



Gehl — Making Cities for People

04 - ACTIVATE OPEN SPACES FOR EVERYDAY USE

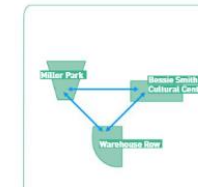
How we will get it done



Activate the edges around public space



Increase comfort for everyday activity



Leverage the network of open spaces

Gehl — Making Cities for People

Chattanooga Innovation District

97

Chattanooga Innovation District

<https://www.chattanoogastudio.com/publicrealmactionplan>



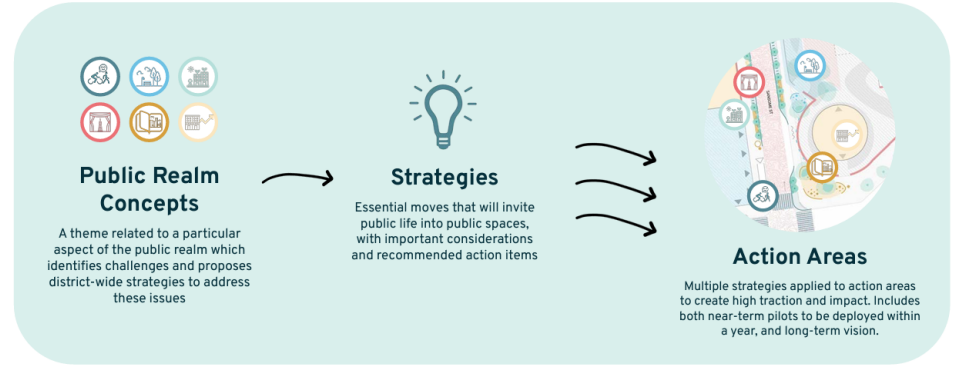
DOWNTOWN SF

Public Realm Action Plan







July 2022

<https://downtownsf.org/about/projects-initiatives/public-realm-action-plan>

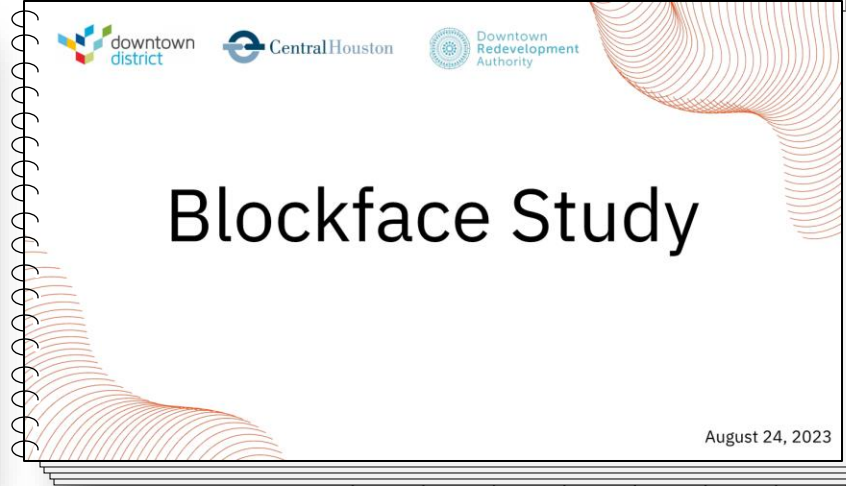
Plan Elements



Public Realm Concepts

- | | |
|---|---|
| <p><i>Focused on Physical:</i></p> <ul style="list-style-type: none">  <p>Pedestrian Paradise
Expands pedestrian space through reclaiming the curb, opening streets, and building better connections</p>  <p>Rediscover Public Open Spaces
Brings new energy and interest to public open spaces through light touch to long term improvements + programming</p>  <p>Let's Green
Campaigns for Downtown to maximize trees and plantings in its streets and open spaces</p> | <p><i>Focused on Programmatic:</i></p> <ul style="list-style-type: none">  <p>Downtown as a Stage
Increases vibrancy in Downtown by making it a memorable experience through intentional curation of arts and events</p>  <p>Continue Downtown's Story
Strengthens while encourages evolving Downtown's identity through placemaking, wayfinding, and recalling its rich cultural history</p>  <p>Re-energize from the Ground Up
Reactivates the ground floor through targeted revamps and incentive programs</p> |
|---|---|

RECENT STUDIES AND PLANNING



PARTNERS AND DOWNTOWN INITIATIVES

- HDMD/DRA/CHI Board of Directors
- The City of Houston
- Houston Parks Board
- Buffalo Bayou Partnership
- Discovery Green
- Houston First
- Theater District
- Heritage Society
- University of Houston Downtown
- Residents
- Street-level businesses
- Area workers



Theater District Placemaking Plan Recommendation: Interactive Music Installations

COMPLEMENTARY 2024 OUTREACH EFFORTS

- More Space: Main Street 2.0 Detailed Design + Engineering
- Downtown District Special Events Strategy
- EaDo Cap: Community Engagement + Conceptual Design
- 2024 SWA Summer Student Program: HOUSTON IS SO HOT RIGHT NOW
- Pedestrian Lighting Pilot Projects

