October 28, 2014

Request for Proposals
Downtown Perception Survey & Research

Proposal Deadline: Tuesday, November 25, 2014, by 5:00 PM

Contact:
Economic Development & Research
Downtown STL, Inc.
720 Olive Street, Suite 450
St. Louis, MO 63101
(314) 436-6500
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Request for Proposal
Downtown St. Louis Perception Survey & Research

I. SUMMARY

Downtown STL, Inc. (DSI), a public-private partnership focused on economic development, growth and place-making in downtown St. Louis (Downtown), is seeking proposals from qualified consultants to conduct a regional survey and analysis of brand perception of Downtown. Survey results are intended to help DSI better understand perceptions and opinions of the St. Louis MSA population about Downtown. The survey shall also help identify the barriers and opportunities for growth of Downtown’s residential population, employment, business establishments and local visitors.

Downtown St. Louis is the economic and geographic center for the 2.8 million population in the MSA. Over the past decade, Downtown has witnessed a growing residential population and a stable employment base, and has been one of the region’s primary destinations for entertainment, recreation and tourism. With an ambitious goal of doubling the residential population by 2020 and increasing the number of Downtown employees by 20%, it is critical that we have a clear understanding of the perception of Downtown as a destination to live, work and play. Downtown is defined per the map on page 5 of this RFP. For more information on Downtown or DSI, please visit www.downtownstl.org.

II. ANTICIPATED SCOPE OF WORK

A) Develop and conduct Downtown brand perception survey.

The consultant shall conduct a statistically valid survey to assess the perception of Downtown. The survey shall aim to provide DSI a measure of how Downtown is perceived by the people of the St. Louis MSA as a potential destination for living, working, shopping, entertainment and recreation. The survey is intended to help DSI understand preferences, requirements, and concerns of various socio-economic and demographic segments of the population in the region as they choose a location to live, work, or play. Specifically, the survey shall identify:

- Factors of relative strengths and weaknesses of Downtown as compared to its peer areas in the region, from the perspective of a potential Downtown resident, business/employer, employee, and the local visitor. For this RFP, the local visitor shall be defined as someone who lives within St. Louis MSA but outside the Downtown and may be visiting Downtown for shopping, dining, events, sports, or other related activities.

- Opportunities and barriers to growth in total number of residents, jobs, and local visitors in Downtown.

The study area for the survey will be the St. Louis MSA and the study area should be segmented as: 1) St. Louis City, 2) St. Louis County, 3) rest of the St. Louis MSA. Additionally, as discussed earlier, survey shall be structured in a way to help identify and interpret differences in perceptions, preferences and concerns across various socio-economic and demographic segments of the above-stated target population.
B) **Results Summary**

Prepare and submit a report describing the results and key findings from the survey.

C) **Comparative analysis of this survey with the 2008 survey**

DSI had conducted a similar survey in 2008. The results of that survey will be shared with the consultant selected for this project. The consultant may follow the survey design or instruments from the previous survey of 2008 if deemed appropriate. However, the consultant will be free to design and conduct a survey, as deemed appropriate for the objectives outlined in this RFP and in discussion with DSI staff. The consultant will be expected to review the results from the previous survey and provide a comparative analysis of the 2008 and the current survey.

D) **Conclusions and recommendations**

Based on the survey analyses, the consultant will prepare and present their conclusions on prevailing perception of Downtown among the overall St. Louis MSA population as well as its various socio-economic and demographic segments. Based on the survey findings, the consultant may also present broad recommendations regarding potential avenues that can be explored and addressed for opportunities and barriers to growth in the residential, employment, and local visitor base.

III. **DELIVERABLES**

A) **Survey Instrument**

The consultant will develop the survey instrument and seek approval from DSI prior to conducting the survey. The consultant will submit a print and an electronic copy of the survey instrument which will then be the exclusive property of DSI. After approval from DSI, the consultant will conduct and complete the survey within the timeline as mutually agreed by the consultant and DSI at the time of survey instrument approval.

B) **Survey Data**

The consultant will also provide the raw survey data to DSI. This raw survey data will become the property of DSI and DSI will be free to use it at any time, and for any purpose consistent with the mission of DSI, without any additional compensation beyond the work contract pursuant to this RFP.

C) **Results**

The consultant will provide a report summarizing the results of the survey and key findings for every downtown use case discussed earlier along with relevant socio-economic and demographic categories of the users.
D) Conclusions and Recommendations

The consultant will prepare and present a written report with analysis of current survey results as well as comparative analysis with 2008 survey. Additionally, based on the survey results and analyses, the consultant will also prepare and present a report with final conclusions and summary of findings from the survey and related analyses. The consultant may also present broad recommendations for potential avenues that can be explored and addressed for opportunities and barriers to growth in residential, employment, and local visitor base.

IV. BUDGET

As per DSI policy, a specific budget for this RFP is not included here. However, the budgeted amount for this RFP is modest and consultants should prepare project work and cost estimates accordingly for their proposals.

V. QUALIFICATIONS

The consultant should have, at a minimum, the following experience.

- Experience in conducting survey/research projects similar in scope and objectives as this RFP.
  AND
- Research and advisory experience in the following subject areas:
  o Urban development
  o Consumer perception and behavior research
  o Demand estimation and segmentation
  o Market analysis

VI. PROPOSAL REQUIREMENTS

A) Cover Letter

B) Firm Information

- Company Information
- Project Team and Resume
- Subcontractor Information (team and resume), if applicable
- Relevant Experience
- Sample of Work
- References

C) Survey Design

- Proposed Methodology and justification
- Statement of statistical validity for the proposed method
D) Cost
- Detailed cost estimate for the full project
- Hourly rates/Billing structure used to prepare proposed cost estimate

E) Additional Information (Optional)
In a separate section of the proposal, please include any additional information that you think is relevant to this RFP and will be helpful to DSI in evaluating your proposal.

VII. PROJECT TIMELINE

- Proposal Deadline: Tuesday, November 25, 2014 by 5:00 PM
  DSI should receive full proposal submittals in its office no later than 5:00 PM on Tuesday, November 25, 2014. Any late submissions will not be considered for this RFP. DSI does not assume any responsibility for returning the late submitted proposals.

- Consultant Selection: By December 15, 2014 (Tentative)
  DSI will shortlist candidates for an interview currently scheduled to be held in early December. DSI intends to select the consultant for this work by December 15, 2014 and will then negotiate contract terms and conditions for the final work contract.

- Survey Results and Recommendations: March 16, 2015 (Tentative)
  DSI is aiming to have the project start date to be no later than January 2, 2015, and expects about 2.5 months of project duration, i.e. from the project start date to final deliverables.

VIII. PROPOSAL SUBMISSION

Three paper copies and one electronic copy (USB Drive or CD/ DVD) mailed or delivered to:
Downtown STL, Inc.
Attention: Economic Development & Research
720 Olive Street, Suite 450
St. Louis, MO  63101

Questions can be emailed to: research@downtownstl.org

Issuance of this RFP does not commit DSI to award any contract, to pay any costs incurred in preparation and/or submission of a proposal, or to procure or contract for services or supplies. All proposals submitted shall become the property of DSI. DSI reserves the right to reject any or all responses to this RFP, to re-advertise for new RFP responses, or to award contract to any party it deems best. The project related timeline mentioned above is tentative and DSI reserves the right to modify / delay the project timelines, in part or full, as and when it deems necessary.