

# Downtown Houston Request for Proposals Pedestrian Counting

## **Project Overview:**

Central Houston, Inc. (CHI), the Houston Downtown Management District (HDMD) and the Downtown Redevelopment Authority (DRA) are seeking a qualified firm with experience in providing pedestrian counting solutions to business improvement districts and local governments. Downtown Houston is a rapidly changing urban center that is home to major industries, innovation and becoming one of the world's most dynamic mixed-use neighborhoods. CHI, HDMD, & DRA seek to track this growth through the gathering of pedestrian count data across a variety of real estate assets.

## **Organizational Overview:**

CHI is a 501(c)6 nonprofit corporation formed in 1983 that has led or assisted in countless efforts that have reimagined, reshaped, catalyzed, and improved Downtown Houston. CHI has historically convened business, real estate, non-profit, and governmental agencies, and philanthropic leaders together to advance strategic planning, investments, and other community-building initiatives. CHI serves as the administrator to both HDMD and the DRA.

The HDMD is a locally applied, state created public entity, that has been in operation since 1996. The HDMD implements a special assessment on real estate within Downtown Houston and operates under the direction of a 30-member board of directors. CHI has provided the staff and administration to HDMD since its inception. The HDMD was renewed most recently in 2020 for a term of 5 years.

The DRA, comprised of a 9-member board of directors appointed by the taxing entities, manages Tax Increment Reinvestment Zone (TIRZ) #3. A TIRZ is a public, local government tool created by the City of Houston which captures incremental increases in property tax value generated over time within a defined geographic area. Since 2014, CHI has provided the staff and administration to the DRA via a contract with the City of Houston. TIRZ #3 is currently authorized through 2043.

CHI and its affiliate organizations and Boards of Directors have adopted the following Vision and Mission:

### **Vision:**

At the intersection of global commerce and local culture, Downtown is Houston's heart of opportunity, excitement, and joy.

**Mission:**

Champion and enhance Downtown Houston as a connected and thriving place for everyone.

**Project Scope:**

The selected firm will work with the Research Manager, the Economic Development Manager, and the Director of Economic Development. The selected firm will provide:

- Assistance in selecting locations to measure pedestrian activity. We are looking for a set of locations that will cover activity across residential, office, retail, and greenspace assets. Additionally, we are looking for a pedestrian counting scheme that can provide accurate information towards the following objectives:
  - o Pedestrian right-of-way improvements
  - o Pedestrian safety
  - o Market intelligence for retailers and real estate stakeholders
  - o Multimodal traffic management
  - o Impact assessment of events planned by CHI or policy interventions undertaken by CHI
- Technology that measures pedestrian activity. This technology must be of high accuracy so that we can report on pedestrian activity with a high degree of confidence to our stakeholders.
- Assistance installing technology, if necessary.

**Budget:** \$45,000.

**Instructions:**

Please submit a single electronic PDF file submission via email to Varun Cidambi at [varun.cidambi@centralhouston.org](mailto:varun.cidambi@centralhouston.org) to consist of the following:

- Title Page: includes company name, address, phone number, email address, and primary contact person
- Proposal Submission Requirements:
  - o Firm description, including a summation of relevant firm experience in providing pedestrian counting solutions to similar organizations.
  - o Description of technology, including the methodology by which the data is collected and the platform in which the data is aggregated.
  - o Budget, including a per-unit cost on the data collection instrument.

- 2-3 references, including name and contact information, from clients for similar projects.

**Evaluation:**

The criteria used in the evaluation of the proposals will include, but not be limited to, the following:

- Technology used to measure pedestrian activity, including considerations of accuracy and ability to easily scale (30%)
- Pricing structure (30%)
- Experience working with business improvement districts and local governments to implement similar pedestrian counting schemes (20%)
- References (10%)
- Participation of Disadvantaged Business Enterprises (DBE), defined as minority or woman-owned business enterprises (MWBE) (10%). Proof of DBE or MWBE status, such as certification by the City of Houston, may be required.

**RFP Award Timeline:**

Notice to Distribute: March 31<sup>th</sup>

RFP Distribution: March 31<sup>th</sup>

Deadline for Questions: April 17<sup>rd</sup>

Questions Compiled and Published Online: April 21<sup>st</sup>

Submittal Deadline: April 28<sup>th</sup> at 5pm

Evaluation of Proposals: May 1<sup>st</sup> – 4<sup>th</sup>

Firm Selection: May 5<sup>st</sup>