



DOWNTOWN DENVER
PARTNERSHIP, INC.

REQUEST FOR PROPOSAL

IMMEDIATE AND LONG-TERM SURVEY DEVELOPMENT

UNDERSTANDING VISITORS OF THE 16th STREET MALL AND DOWNTOWN DENVER

ISSUE DATE: JANUARY 4, 2010
CLOSING DATE: JANUARY 21, 2011
CLOSING TIME: 4:00 P.M. MST

Contact

Cole E. Judge
Downtown Research Assistant
Downtown Denver Partnership, Inc.
511 16th Street, Suite 200, Denver, CO 80202
(303) 534-6161
cjudge@downtowndenver.com

ISSUING ENTITY

This Request for Proposals (RFP) is issued by the Downtown Denver Partnership (DDP), 511 16th Street, Suite 200, Denver, CO 80202 Telephone: (303) 534-6161. Web site: www.downtowndenver.com. E-mail: cjudge@downtowndenver.com.

The Downtown Denver Partnership, Inc. brings together Downtown Denver businesses and property owners, helping to provide a collective voice that inspires the success of Downtown Denver commerce. The DDP provides vital information necessary for businesses to succeed, as well as access to decision makers. The DDP also advocates for businesses, commercial property owners, and the 110,000 employees in Downtown Denver.

PURPOSE

The Downtown Denver Partnership is seeking a qualified professional research organization to construct, disseminate, and analyze two surveys for all visitors including shoppers, residents, tourists, and employees along the 16th Street Mall to help DDP with the branding of the new 16th Street Marketplace and to provide DDP with information about the characteristics and perceptions of Mall visitors so that they and Downtown Denver in general may be better served.

SUMMARY

The Downtown Denver Partnership is accepting proposals to:

- Create a data collection tool such as an intercept survey for both the immediate and long-term;
- Recommend a method of survey administration;
- Recommend the best time of year, day of the week, time of day, and location(s) to conduct the survey;
- Execute the survey;
- Analyze the results and present in a report.

The survey will capture the perceptions of users on the 16th Street Mall and in Downtown Denver along with why, when, and how often they visit. The selected firm will contract with the DDP and will work closely with DDP staff and its partners to create the survey and the most appropriate survey methodology.

BACKGROUND AND ANALYSIS

The 16th Street Marketplace is a project that will be defined as the collection of outdoor shopping and dining opportunities on the 16th Street Mall between Broadway and Wynkoop Street that are connected by a mix of new-to-market concepts and traditional favorites for the workers, residents, and visitors to both the 16th Street Mall and Downtown.

DDP aims to create physical branding elements for the Marketplace, such as a logo, banners, vendor chairs/umbrellas, vendor uniform, prospective vendor brochure, web pages, social media tools, vacant window art, Marketplace merchandise, wayfinder signs, mall color palette, Mall buses, escalators and stair signage, construction signs, and chalk art. Such branding elements should provide:

- a sense of excitement for something new and fresh
- a mantra that prospective vendors can grasp and buy in to
- a sense of arrival and destination to a place for shoppers and diners
- a uniform look and feel for businesses that are part of the Marketplace.

Branding elements should appeal to the various consumer segments of the Marketplace: the resident, the tourist, the employee, and the shopper.

To create branding elements, DDP first must survey the general public on the emotional connections and experiences they have and would like to have with the 16th Street Mall. The goal is to use the feedback to create a tone for the brand elements reflecting how people feel about 16th Street and what they need to feel in order to shop at the Marketplace.

This entails creating, distributing, and analyzing an intercept survey of visitors to the Mall to discover their feelings and perceptions.

Beyond branding, DDP wants to understand the motivations and perceptions of those visiting the 16th Street Mall and Downtown Denver and how these motivations and perceptions change over time. This information will allow DDP to better plan for Downtown Denver and its visitors.

The survey will be administered on a regular basis over a period of time. The successful firm will recommend times of year (and day) to administer the survey. The goal is to capture the characteristics, motivations, and perceptions of people visiting the 16th Street Mall and Downtown Denver. We want to know their basic demographics, mode of transportation, why they are visiting, what they do on their trip, how long they stay, what retail establishments they visit, how much money they spend, how they feel about safety, and other relevant characteristics. Such longitudinal data will let DDP know who is visiting Downtown Denver, how they perceive their experience, and what perceptions change or stay the same over time. This will allow DDP to market more effectively and address any concerns that visitors may have.

OBJECTIVES

There are two objectives for this project.

1. To create an ongoing intercept survey that allows DDP to understand who is visiting Downtown- when, why, and how so that DDP can plan for a better Downtown Denver experience.
2. To discover what the visitors to the 16th Street Mall think and feel about it so that the DDP can create a brand for the 16th Street Marketplace.

The first round of surveys should encompass both objectives, while future surveys will focus on the first objective of understanding visitor characteristics.

The selected firm will advise and collaborate with DDP about what variables to collect. Based on DDP's experience and what will be needed to accomplish the projects' objectives, DDP feels it is necessary to: collect samples along the Mall and in surrounding areas in Downtown; have a balanced sample between men and women, representing a demographic diversity; have samples from weekdays and weekends, on regular days and on days with conventions/sporting events, on different times throughout the day; and to provide some type of incentive to survey participants.

DDP is looking to the research firm for their professional opinion on what variables to include and when to conduct the survey.

	Immediate Survey for Branding of 16th Street Marketplace	Longitudinal Surveys to Understand Visitor Characteristics and Perceptions
Goal	Discover what the visitors to the 16 th Street Mall think and feel about it so that DDP can create a brand for the 16 th Street Marketplace which feels accurate to the consumer in the present and indicative of how the Marketplace should be perceived in the future.	The longer-term goal of the study is to discover trends among the visitors to Downtown and to compare findings over time so that DDP can understand who is visiting Downtown and why.
Goal Details	Uncover the emotional connections and experiences visitors of the 16 th Street Mall have and would like/expect to have. The objective is to use the feedback to create a tone for the brand elements reflecting how people feel about 16 th Street, and what they need to feel in order to shop at the future Marketplace.	Create an ongoing intercept survey of visitors to collect information such as demographics, perception of safety, mode of transportation taken Downtown, what visitors plan to spend their money on and what they have done in their visit. Most survey questions will remain the same from year to year to establish trends over time.

Potential Survey Questions	When would you bring your family to the 16th Street Mall? What time of year are you most likely to visit the Mall? What are the top three things you do when you visit the Mall? What other places (local/national/ international) remind you of the 16th Street Mall? What places does the Mall remind you of? What elements do you feel are missing from the Mall? How safe do you feel on the Mall? <i>Sample selection question:</i> Rank the top three of the following elements that remind you of the 16th Street Mall. Choose from: D&F Clocktower, diamond-shaped sidewalk pattern, horse drawn carriages, outdoor cafes/patios, holiday lights, etc. <i>Sample food question:</i> Rank the top three food items you would buy if available on the Mall. Choose from: Ethnic food, Ice cream, Gelato, Crepes, Coffee, Breakfast foods, etc. <i>Sample merchandise question:</i> Rank the top three merchandise items you would buy if available on the Mall. Choose from: men's/women's clothing, newspaper/magazine, jewelry and accessories, purses/wallets, fresh flowers, etc.	How did you get here today? What have you spent your money on? What do you plan to spend your money on? What have you done during this visit? What are you going to do next time you come Downtown? How safe do you feel Downtown? If applicable, when is the last time you had an unsafe experience? Why do you feel safe/unsafe? <i>The survey will try to gage the perception of safety measured against the reality of their safety experiences through probing questions</i> The survey will attempt to capture information that compares Downtown Denver to other downtowns. (i.e. What can you do in Downtown Denver that you cannot do anywhere else?) The survey will provide an overall picture of strengths, weakness, and opportunities for the Downtown.
-----------------------------------	--	--

DELIVERABLES

- A survey tool for the short-term, as well as one for the long-term.
- The short-term survey, while serving its unique purpose, will also include as many questions as applicable that are in the long-term survey.
- A survey methodology.
- Execution of the survey (or more applicable measurement tool).
- Raw data.
- Basic analysis of the survey.
- Report analyzing the survey results and interpretation for marketing.

BUDGET, COSTS, AND OWNERSHIP

Applicants should include an itemized budget list of their services. The budget for this project, before accounting for incentives for survey participants, is approximately \$15,000.

DDP is not liable for any cost incurred by entities prior to executing a contract purchase order.

All materials submitted regarding this RFP become the property of DDP and will not be returned to the consultant team unless specifically requested and agreed to by DDP.

Any and all products of work performed under contract with DDP in both digital and hard copy form are the property of DDP and may not be sold or distributed by the vendor without permission.

PROPOSAL PROCESS OVERVIEW

This is an open competitive process. A successful response to this RFP will have:

- Demonstrated proficiency, experience and expertise as a researcher;
- Immediate and long-term plans and strategies for this research project;
- A plan for implementation;
- A working style and approach that is compatible with the DDP's need for both short and long term studies.

The purpose of this RFP is to provide a fair evaluation for all candidates, and to provide the candidates with the evaluation criteria against which they will be judged. Proposals are due at the DDP offices **by January 21st, 2011 4:00 p.m. MST**. Evaluation, interview, selection and contracting will start on January 25th. Selection will occur by February 4th with work to start shortly thereafter. The project should be completed by early Spring 2011, unless the recommendations indicate another time of year would be more appropriate.

In the interests of environmental conservation, DDP will only accept electronic submissions. An acceptable electronic submission will consist of one PDF of the proposal which can be created in whatever authoring program desired (MS Word, PowerPoint, Quark, etc.).

All PDF proposals must be delivered electronically to the DDP offices by 4:00 p.m. MST on January 21st. Proposals received after that time will not be considered. The PDF may be delivered as an email attachment to cjudge@downtowndenver.com. DDP will send applicants an email confirming timely receipt of all proposals.

Q & A

DDP will publish an anonymous Question and Answer sheet from all candidates for interested parties submitting proposals. As stated in the Timeline, questions must be submitted by Friday, January 14, 2011.

Questions submitted after the above date are not guaranteed a response. The submitted questions with answers will be published on January 19, 2011 and distributed to interested applicants. To receive a Q & A copy, please contact Cole E. Judge at cjudge@downtowndenver.com by January 19, 2011.

TIMELINE

- RFP Submission Deadline: January 21, 2011 4:00 p.m. MST
- Questions Due (to be included in Q & A document): January 14, 2011.
Note that responses to questions cannot be guaranteed after this date.
- Question and Answer Document shared with applicants: January 19, 2011
- Firm Selection: February 4, 2011
- Survey Language Complete: February 18, 2011
- Survey Methodology Complete: February 18, 2011
- Survey Implementation/Collection: Spring 2011 (Date based on recommendations)
- Report Completed: TBA (Based on dates of survey implementation)

DDP reserves the right to modify the terms, timeline and deliverables of this RFP and the work it prescribes at any time.

SUBMISSION REQUIREMENTS (CONTINUED ON PAGE 8)

The submitted proposal should be in PDF form and include:

- Contact Information
- List of Qualifications
- Explanation of Interest in this Project
- Reiteration of Statement of Purpose for this Project

- Research Methodology, including proposed times of day, days of the week, and specific dates to collect data
- Potential Survey Questions/Survey Tool
- Reasoning behind Methodology and Survey Tool
- Proposed Timeline
- Proposed Budget: Itemized list of Services
- References

SELECTION PROCESS AND EVALUATION CRITERIA

Interested firms should provide complete information regarding qualifications, specifically directed at experience in developing and administering surveys.

Evaluation of responses to this RFP will be based on, in no specific order:

- Project Understanding
- Interest
- Qualifications
- Ability to complete work within timeframe(s)
- Ability to demonstrate quality research within a constrained budget and timeline

CONTRACT TERMS

DDP will negotiate contract terms and final pricing upon selection. All contracts are subject to review by the DDP's legal counsel. A project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, deliverables, timeline and other necessary items. The DDP will own the survey results, analysis, and report.

CONTACT

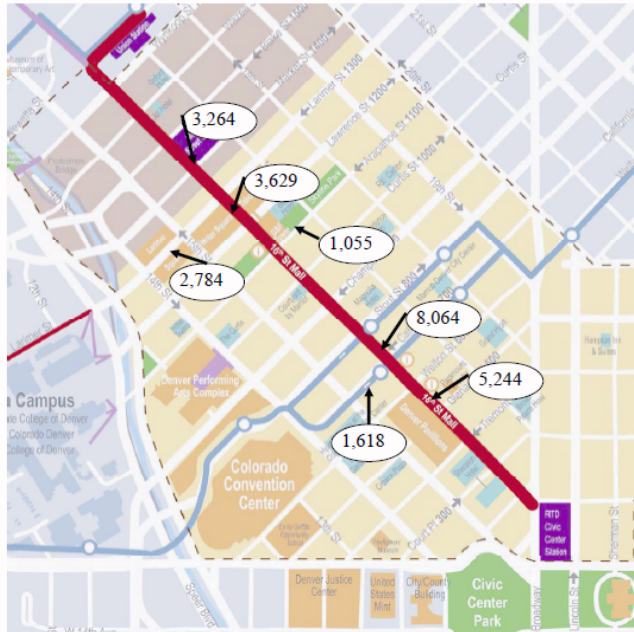
For inquiries, contact Cole E. Judge at cjudge@downtowndenver.com. For submittals, send to cjudge@downtowndenver.com. In the interest of fairness, no telephone inquiries will be accepted.

ADDENDUM OF RESOURCES

1. Pedestrian Count Data
2. Previous DDP Surveys

1. Pedestrian Count Data, Winter 2010

Winter 2010 Pedestrian Counts Total Weekday Counts (midday & evening)



Compiled by the Downtown Denver Partnership, Inc. and the Downtown Denver Business Improvement District



Pedestrian counts are conducted at strategic locations during the peak midday hours and the evening rush hour.

The data is also available on www.ExperienceDowntownDenver.com

Historical and specialized reports are available by request.

For more information contact:
Malia Campbell
511 16th Street Ste 200
Denver, CO. 80203
303-534-6161
mcampbell@downtowndenver.com
www.downtowndenver.com

Winter 2010 Pedestrian Counts Total Weekday Midday Counts (11:30-1:30)



Compiled by the Downtown Denver Partnership, Inc. and the Downtown Denver Business Improvement District



Pedestrian counts are conducted at strategic locations during the midday peak hours and the evening rush hours.

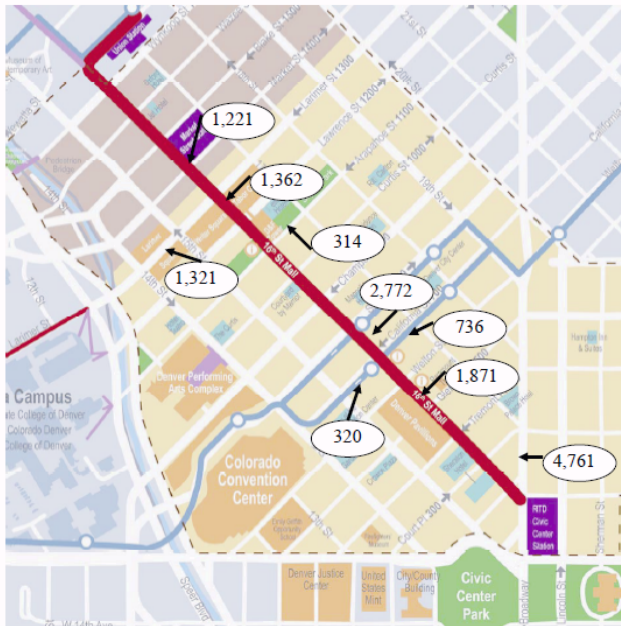
The data is also available on www.ExperienceDowntownDenver.com

Historical and specialized reports are available by request.

For more information contact:
Malia Campbell
511 16th Street Ste 200
Denver, CO. 80203
303-534-6161
mcampbell@downtowndenver.com
www.downtowndenver.com

Winter 2010 Pedestrian Counts

Total Weekday Evening Counts (5:00 pm -7:00 pm)



Compiled by the Downtown Denver Partnership, Inc. and the Downtown Denver Business Improvement District



Pedestrian counts are conducted at strategic locations during the midday peak hours and the evening rush hours.

The data is also available on www.ExperienceDowntownDenver.com

Historical and specialized reports are available by request.

Contact:
Malia Campbell
Economic Development Coordinator
511 16th Street Ste 200
Denver, CO. 80203
303-534-6161
malia@downtowndenver.com
www.downtowndenver.com

Winter 2010 Pedestrian Counts

Average Hourly Weekday Counts (midday & evening)



Compiled by the Downtown Denver Partnership, Inc. and the Downtown Denver Business Improvement District



Pedestrian counts are conducted at strategic locations during the peak midday hours and the evening rush hour.

The data is also available on www.ExperienceDowntownDenver.com

Historical and specialized reports are available by request.

For more information contact:
Malia Campbell
511 16th Street Ste 200
Denver, CO. 80203
303-534-6161
mcampbell@downtowndenver.com
www.downtowndenver.com

2. Previous Survey Questions

1999 Downtown Denver Pedestrian Intercept Study- Interviews

- Interviewed three groups: visitors, workers, and entertainment seekers
- What they like and dislike about Downtown Denver
- What are the important characteristics of a downtown and how Denver performs on those measures
- What Downtown Denver can do to better meet the needs of each of these consumer groups
- Interviewed at 16th and Curtis, 15th and California, 17th and California, The Denver Pavillions, 18th and Blake, Tabor Center, Writer Square, Larimer Square
- Visitors: demographics, where visitors are coming from, reason for visit, length of stay, downtown accommodations, had they acquired information on Downtown Denver, what visitors do downtown, downtown attractions
- Workers: demographics, where workers are commuting from, mode of transportation, what activities engaged in downtown, make special trips, bringing families downtown, recall of advertising, recent purchases downtown and at other shopping areas
- Entertainment Seekers: demographics, where coming from, mode of transportation, what they do downtown, why did you come downtown today, bringing family downtown, recent purchases downtown and other areas
- All groups: Rate what is important in a downtown, how Downtown Denver is doing on each, safety concerns, parking concerns, what people like and dislike about Downtown Denver,

1996 Downtown Visitation and Advertising Awareness Survey

- Visited Downtown Denver in last 12 months for reasons other than work, business, or school
- Reasons for Downtown Denver visits other than work, business or school: sporting events, shopping, eating out, plays-theater-concerts, bars-nightclubs-dancing, special events
- Average visits per month to Downtown Denver
- Number of overall visits to Downtown Denver per month

- Number of visits to Downtown per non-summer month
- Number of visits to Downtown Denver per summer month
- Advertising Recall and did it influence/would it influence visit
- Likelihood of visiting Downtown Denver with more information about: inexpensive or free parking, parking availability to final destination, traffic flow, on-street parking, garage parking, RTD light rail service, RTD bus service to Downtown

1991 Downtown Denver: Intercept Survey

- Live in Denver Metro area?
- Main purpose of trip
- Shopping as a trip purpose
- Dining and Entertainment as trip purpose
- Shopping items
- Shopping frequency
- Bought anything to eat or drink today?
- Downtown workers shopping on lunch break or after work
- Downtown shopping locations
- Shopping expenditures
- Shopping satisfaction
- Needed shopping improvements
- Stores wanted
- Key demographics (zip code, people in household, children in household, employed, occupation, age group, household income, sex, ethnicity, group composition, day and time of interview, either Thursday or Saturday, AM or PM, location)