

REQUEST FOR PROPOSAL
FOR
CONSULTANT SERVICES FOR COMPREHENSIVE LIGHTING PLAN
OF THE
DOWNTOWN SAN JOSE PBID

PROPOSAL DUE DATE:

April 25, 2022

TIME: Before 5 p.m. PST

Attention: Sarah Billings, Street Life Manager
28 North First Street #1000
San Jose, CA 95113
sbillings@sjdowntown.com

Overview:

The San Jose Downtown Property-Based Improvement District (PBID or District) is a special benefit assessment district that conveys special benefits to the properties located within the district boundaries. It is issuing this Request For Proposal (RFP) in order to solicit proposals from qualified firms to provide consultant services for a comprehensive downtown lighting network within the District. This includes: projections, static lighting, programmable, flexible lighting, temporary, mobile. Focus on innovative solutions, low - high cost projects that can be plug and play, or more extensive.

Proposals are due by 5 p.m. PST on April 25, 2022 and should be submitted to the PBID in care of the San Jose Downtown Association (SJDA), the organization contracted by the PBID to manage District operations.

Definitions (General):

- City: The City of San Jose, a municipal corporation of the State of California.
- San Jose Downtown Association (SJDA): A 501(c)6 non-profit membership based organization founded in 1986. SJDA represents business and property owners working to enhance the vitality and livability of downtown San Jose. SJDA has been managing the PBID since its inception in 2007, via a management agreement.
- San Jose Downtown Property Owners Association (SJDPOA): A 501(c)6 non-profit membership based organization founded in 2007 with an independent Board of Directors that oversees all District programming and services.
- Street Life Manager: SJDA staff member who will be the primary contact for the Contractor with respect to services provided to the District, per this RFP.
- Contractor: Company that is to be selected for the services described in this RFP and who will enter into an agreement described therein. Not limited to a single entity, can be grouping single source or qualified group.
- District: The service area that encompasses the San Jose PBID. A map of the current district boundaries is attached as A.1.
- Street Life: Beautification improvements to the build environment that make downtown more visually attractive and support placemaking efforts, enhanced landscaping, murals, street furniture, lighting, decorations and banners.

Proposal:

- SJDA will accept proposals based on the scope of services included in this packet (A.2). Proposals submitted must be for consulting services for a comprehensive downtown lighting network within the District. The District is also seeking guidance on tools, technology and protocols for lighting services such as programmable network technology and other lighting services.

- It is essential that the Proposal clearly define and demonstrate how the services to be provided will be accomplished. Please include as much detail as applicable and specific examples of how your firm has planned and executed processes related to lighting systems and services, evaluating existing systems, and strategic lighting planning.
- Proposers must describe what processes and activities they intend to use while managing the lighting network plan. Proposals should include methodologies used to determine lighting placements, lighting design, and lighting hardware choices.
- The District reserves the right to make reasonable changes in the general scope of work of the contract. Any such changes will be directed by SJDA.

Please submit four (4) printed copies of the proposal, and one electronic copy.

Proposals must be accompanied by a summary sheet addressing the following items in numerical order (please number responses).

1. Contractor's name and address.
2. Name of parent company (if any).
3. Number of years in business.
4. Total compensation for services. SJDPOA has budgeted \$45,000 for these services. Proposals for more than allocated budget will be considered with demonstrated need for additional funding.
5. Three business references.
6. Description of Contractor's experience (both in San Jose and outside the region). Please include:
 - Name of contracting agency or business, duration of contract, scope of work and value of contract.
 - Profile of experience with Lighting Consultant Services
 - Profile of experience with strategic planning for lighting networks
7. Brief resume of persons proposed to be assigned to this project (primarily managerial or supervisory roles).
8. Implementation plan providing detail on timely and cost-effective roll out of contractor services beginning July 2022.
9. Overarching Contractor service philosophy and delivery approach and explanation of why contractor is uniquely qualified over all other proposers to deliver the services requested in this RFP.
10. Description of additional innovative services or analysis that would benefit the District that are not explicitly stated in this RFP or currently being performed.

Proposals should be sent to:

Downtown San Jose PBID
 San Jose Downtown Association
 Attention: Sarah Billings, Street Life Manager
 28 North First St, #1000
 San Jose, CA 95113

Proposals must be received at the office of the San Jose Downtown Association at the above address no later than 5 p.m. PST on April 25, 2022.

Term:

Upon selection, Contractor must execute a formal agreement with the term of the resulting contract running from July 1, 2022 to December 31, 2022. The SJDA reserves the right to negotiate for upgrades to services at any point during the contract term upon mutual agreement with the Contractor. Agreement between Contractor and the SJDA for District services may be terminated by the SJDA at anytime during the term of the agreement with 30-days written notice to Contractor.

Evaluation Criteria / Process:

Contractor must understand the mission of the District and have a proposal that addresses the unique characteristics and challenges of the District at present and in the future. Suggestions for changes and improvements to the lighting plan, in the Contractor's opinion, would better achieve the District goals of being the cleanest, safest, friendliest and most inviting downtown are welcome and expected.

The SJDA and representatives of the San Jose Downtown Property Owners' Association will evaluate each proposal pursuant to this RFP on the following criteria:

1. Demonstrated experience and capability of Contractor, its management, and employees leading lighting consulting services. Contractor should also detail their methods for strategic lighting planning, long term placement planning including ongoing maintenance of lighting hardware and software, and identifying potential power sources.
2. Demonstrated ability to comply with local and State standards around district lighting and energy efficiency requirements.
3. Demonstrated ability of Contractor, through a detailed implementation and operations plan, to assume all contract responsibilities and to perform the scope of services outlined in this RFP, including being fully operational in July 2022.
4. Responsiveness to RFP in terms of proposing lighting innovations, improvements to the existing lighting network and strategic planning efforts for future network installations.
5. Overall cost for the provision of services and its individual sub-elements. Respondents must include a completed cost sheet by category.
6. Response of business references and contractor track record in the industry.

Please be advised that the SJDA reserves the right to reject any and all proposals, or portions thereof.

Up to three (3) finalists may be invited to interview with the Lighting Consultant selection committee. These interviews will be conducted in May 2022. Notification of the award of the contract is expected no later than June 3, 2022.

Should a proposer find a discrepancy in or an omission from this RFP or should be in doubt as to any meaning therein, the proposer shall at once notify SJDA in writing, who will send written instruction to all who received the RFP. Any such notice from a potential proposer must be received by SJDA by April 4, 2022. SJDA will not be responsible for any oral instructions.

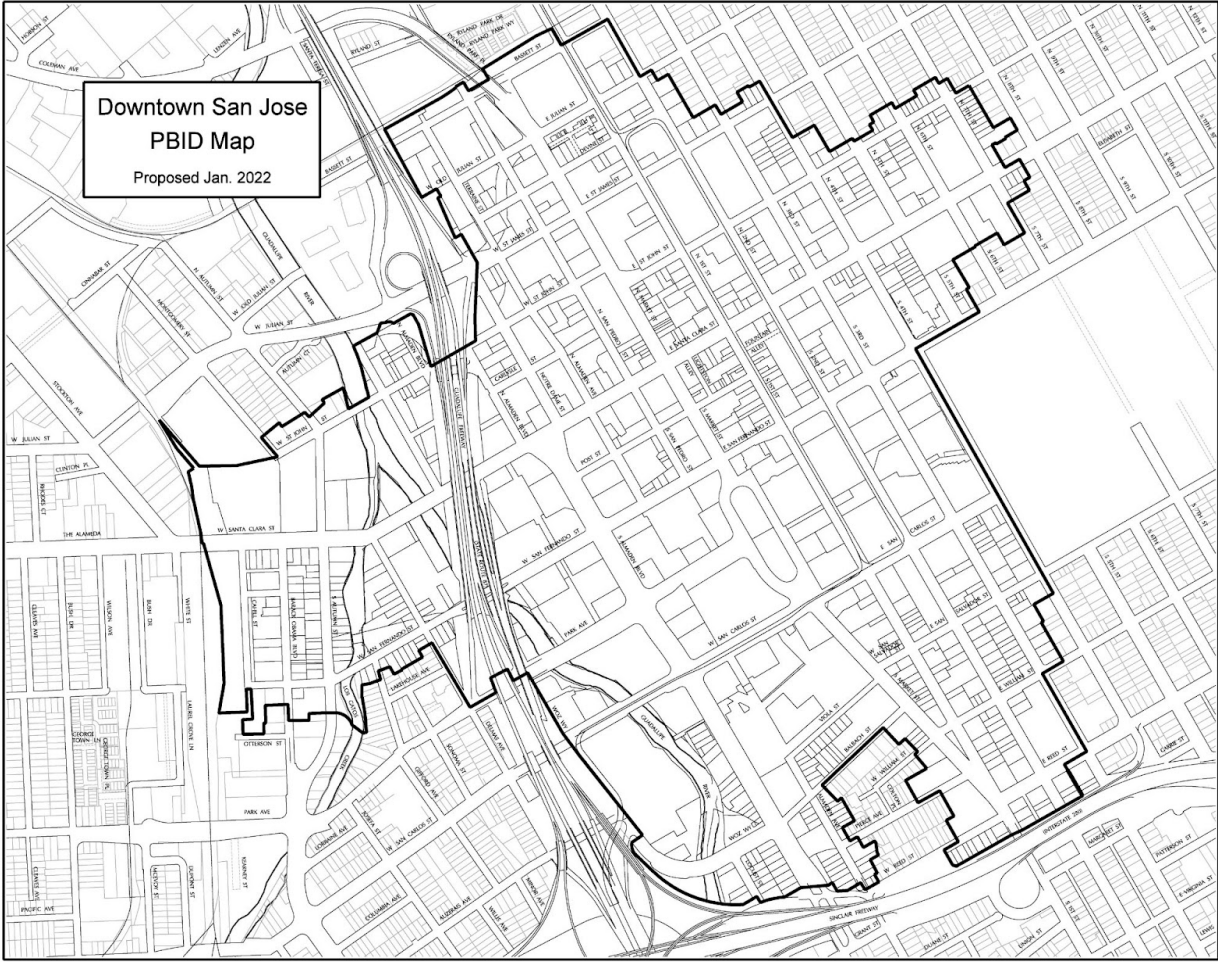
Timeline:

RFP Released	March 16
Deadline for questions	April 4
Proposal / Responses due	April 25
Finalist (s) invited for interview no later than	May 6
Selection committee interview	May 23-27
Notify contractor no later than	June 3
Begin new contract	July 1

APPENDIX A

District Map

A.1



A.2 Scope of Services

Strategic Planning

The District is seeking guidance on tools, technology and protocols for lighting placement and design. Recommendations on protocols, tools and technology of this kind are welcome. Please provide examples from other districts and describe the implementation measures and best practices for on-going management of both hardware and software, as well as problem solving of potential issues that may arise.

Community Input

The District is seeking to better understand and serve its Members with a comprehensive lighting plan. Please provide examples of ways to involve community members and District members in the aspects of lighting design and placement to better optimize the lighting plan. Examples could include lighting color design, special event involvement, and/or local culture integration.

Data and Measurement

In an effort to make data driven and informed decision making a priority, SJDA is seeking to quantify and measure the impacts our programming and efforts have on Members and the general public. Please provide examples of ways to measure the impact that enhanced lighting has on areas such as safety, engagement, and/or pedestrian traffic.