

# **Request For Proposals**

## **For**

### **DowntownDC Employment Study**

#### **Purpose:**

The DowntownDC Business Improvement District (BID) seeks an in-depth analysis of employment in the Downtown DC area.

#### **Background:**

The DowntownDC BID is a private, non-profit organization that provides capital improvements, resources, and research to keep the BID area clean, safe, economically, environmentally strong, and accessible. The mission of the BID is to be a catalyst, facilitator, and thought leader in diversifying the economy, promoting public/private partnerships, and enhancing the DowntownDC experience for all.

The Downtown DC area encompasses 138 blocks, stretching from the White House to Union Station and the National Mall to Massachusetts Avenue. Specifically, these boundaries are 16th Street NW and the White House grounds to the west, North Capitol Street NW to the east, Constitution Avenue and Louisiana Avenue NW to the south, and Massachusetts Avenue NW to the north (including the area surrounding the Walter E. Washington Convention Center). See attached map – Attachment A.

#### **Project Overview:**

The DowntownDC BID last contracted in 2012 an employment study in 2012 with the Center For Regional Analysis at George Mason University. See Attachment B for hyper link to the document. The BID has updated that report each year with its own data sources. Now, the BID would like to have a new employment study conducted by a third-party economic development research firm. The overall goal of the new DowntownDC BID Employment Study are to understand (1) the size and make-up of Downtown DC employment and (2) the contribution of the Downtown DC area to the District of Columbia and region's total employment.

#### **Scope of Work/Deliverables:**

The DowntownDC BID seeks an in-depth employment study of Downtown DC. This effort requires a methodical approach of multiple data sources, a clear and logical methodology and interviews with major employers to understand Downtown DC's workforce;

##### *TASK 1 – Project Kick-Off:*

The selected team will initiate a kickoff meeting with the DowntownDC BID to review the study goals, scope of work, and timeline

##### *TASK 2 – Workforce Analysis, Existing Conditions Documentation, and Past Study Review*

The selected team will be required to perform an employment study that provides an in-depth estimate of current employment of Downtown DC in 2021, a historical estimate of Downtown DC employment from

2010-2021, an estimate of the number of jobs in a variety of income ranges, a list of the largest employers per industry sectors, and conduct a minimum of 20 interviews with Downtown DC's largest or fastest growing employers.

It is recommended for the selected firm to use various resources, such as third-party sources, well-crafted employer surveys, and employer interviews. It is highly recommended for the selected firm to provide relevant regional, national, and international comparisons within the employment study. A well-defined methodology to this research will be an important consideration in the selection of firm for this study.

*TASK 3 – Study Draft Report:*

The selected team will present the DowntownDC BID with an outline for the Downtown DC's Employment Study.

The selected firm will then draft a Downtown DC Employment Study. The draft report will include a detailed description of data sources, an explanation of the study's methodology and major assumptions.

*TASK 4 – Study Final Report:*

The DowntownDC BID will review the final draft report and provide comments.

The selected team will then produce a final Downtown DC Employment Study report.

**Proposal Requirements:**

Responses to this request for proposals are due by **5:30 p.m. October 21, 2021**. Submissions received late will be rejected. Interested firms may submit RFP questions up to COB on October 11, 2021, and responses will be provided to all interested firms by COB on October 14, 2021.

Each firm submitting a proposal will mark the submission subject line with "RFP for Downtown DC's Employment Study)." The submittal shall include the items below.

- A. Letter explaining how your work and qualifications are particularly well suited to this project
- B. A brief biography of the firm(s)
- C. Summary of proposed team structure and staff roles for this engagement that highlights day-to-day project management staff
- D. Three to five examples of related work that demonstrate the capacity to fulfill the purpose of this project
- E. Clear description of proposed methodology for estimating DowntownDC employment, anticipated major assumptions and list of 20 potential interviews. Of particular interest is how a selected firm may be able to work with the U.S. Office of Personnel Management to understand the federal workforce in the DowntownDC BID area.
- F. The proposal, project timeline, and budget (including detail on the cost of data sources and personnel costs)
- G. Resumes of project team members (not to exceed two pages per team member)
- H. Three client references for similar employment study projects led by the proposed team or team members completed within the past three years

Please submit proposals and questions electronically to **Alex Cline** at [alexander@downtowndc.org](mailto:alexander@downtowndc.org)

**Selection Criteria:**

- A. All proposals will be reviewed and evaluated by DowntownDC BID and ranked based on the quality of response to each of the following criteria: **(The maximum number of points is 100)**
- B. Project Methodology and Approach **(30 Points)** – The clarity and thoroughness of the proposed methodology, data sources, research approach, and the firm’s ability to articulate and respond to the objectives and scope of work.
- C. Expertise **(25 Points)** – Qualifications and diversity of the proposed team members, including responsibilities and skills of each team member.
- D. Experience **(25 Points)** – Experience and demonstrated success in performing proposed work.
- E. Project Cost Summary **(10 Points)** – Thoroughness and clarity of the estimate.
- F. Timeline and Schedule **(10 Points)** – Ability to meet project timeline while meeting project goals.

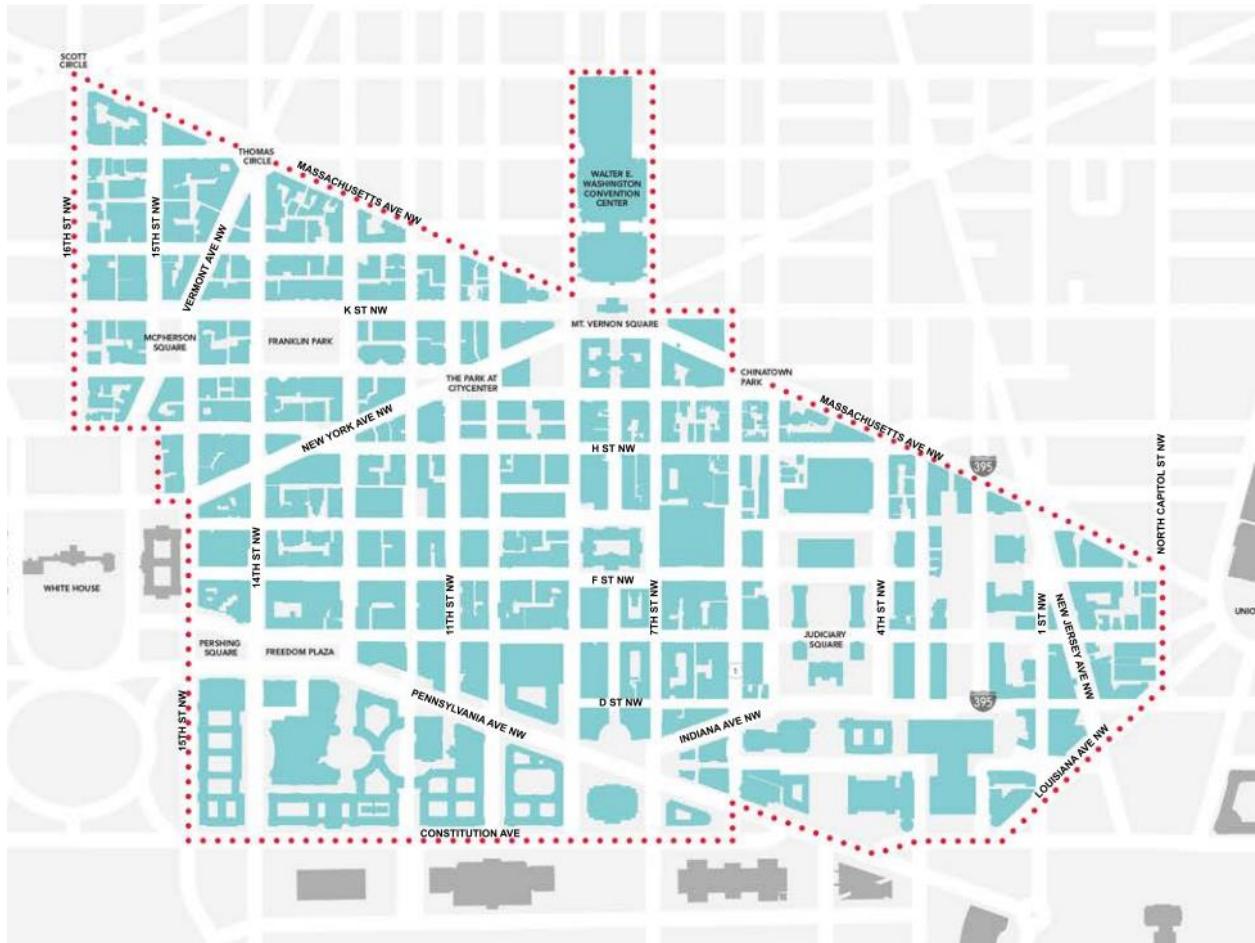
**Timeline Estimate**

RFP Released:	October 1, 2021
Deadline for Questions to the RFP:	October 11, 2021
Answers to Questions Shared with Applicants:	October 14, 2021
Proposals Due:	October 21, 2021
Notification of Finalists Selected for Interview:	October 28, 2021
Interviews of Finalists:	November 1, 2021
Selected Team Notified:	November 8, 2021
Kick-off Meeting Held:	November 15, 2021
Final Report Submitted and Presentation:	January 15, 2021
Final Report Update After Annual “Truing’ of BLS 2021 Data	March 25, 2022

**Vendor Diversity:**

The DowntownDC BID is committed to maintaining a diverse supplier and vendor base and building relationships with suppliers and vendors that reflect the diversity of the District of Columbia, DowntownDC BID, its clients, and its communities. Vendors must demonstrate that ownership/leadership and personnel working on this engagement reflect the DowntownDC BID's diversity objectives especially racial and gender diversity.

## Attachment A: BID Boundaries



[Click here](#) for a DowntownDC BID boundary map.

## Attachment B

The 2012 DowntownDC BID Employment Study by the Center For Regional Analysis at George Mason University can be viewed and downloaded here: [2012 DowntownDC BID Employment Study](#)