



Request for Proposals

Downtown Fresno Partnership PBID Renewal, Management Plan, and Engineers Report

Contact Info

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Introduction

The Downtown Association of Fresno, dba Downtown Fresno Partnership (DFP), seeks the services of a consulting team with experience in Property Based Improvement Districts (PBID) formation and renewal, and production of an updated management plan and engineers report in accordance with California law.

The selected consulting team will be expected to use a multi-disciplinary approach that combines local knowledge and leadership with world-class expertise. The consultant will work closely with the DFP's staff to establish all steps during the renewal process including framework, timeline, public outreach, and deliverables.

Background

The Downtown Fresno PBID (DFPBID) was created at the request of property owners in 2010. Services began in 2011, and have already provided visible, valuable benefits to Downtown properties, at a frequency and intensity that could not be matched by City services. By dividing downtown in to three distinct service zones, the DFPBID ensures that services are provided when- and where- they are needed. These extra services help make downtown clean, safe, and prosperous. Since the DFPBID's inception, downtown has seen levels of safety, cleanliness, and economic activity not experienced in decades.

DFP, which manages the DFPBID, has provided a variety of services during the past decade ranging from clean and safe programs, economic development programs, landscaping services, events programming, securing grant funding for key projects including a TIGER grant for Fulton Street reconstruction, and much more.

Without the DFPBID, none of these vital services and improvements would be provided to Downtown. This renewal is essential to the continued growth of downtown for the benefit of the property owners.

Reference Materials

2016-2022. Management Plan & Engineers Report
DFP Bylaws
DFPBID Resolution
DFPBID Agreement

Project Overview

Objective

The selected qualified professional consultant team will:

- Evaluate current market conditions and forecast future conditions in relation to anticipate needs to of the organization for the next 6 years
- Review current assets including property database, and assist in necessary steps to make sure DFP has the best available information for communication with stakeholders
- Determine how the PBID should be strategically positioned to address current opportunities and challenges
- Evaluate program priorities for downtown that will strengthen downtown and determine the best approach in the form of the new district management plan
- Engage stakeholders in a participatory process to evaluate and prepare/ advise committee for the petition drive to renew the PBID
- Coordinate efforts to bring PBID renewal through planning stages and to ballot process and City Council hearings.

Project Approach & Scope of Work

The selected consultant team will be expected to build support for PBID renewal through direct engagement with board members, stakeholders, and appropriate government officials. This should include working with a renewal steering committee, community meetings, one-on-one meetings, direct mailings, etc. The team will also be expected to evaluate urgent baseline service agreements with the City of Fresno, organizations strategic plans, etc. and help determine if updates should be made. Final deliverables should include legal review and documentation, drafting of District Management Plan and Engineers Report, support and direction for stakeholder ballot/ petition drive, and participation in public hearings for City Council approval.

Proposal Requirements

Considered consultant teams will include in their proposals:

- Scope of Services, timeline and the process that will be utilized to assist DFP renew the DFPBID with consideration for possible boundary expansion, including, but not limited to:
 - Property owners database update
 - Consensus building/ education
 - Management District Plan Development
 - Engineers report and assessment methodology
 - Petition drive preparation
 - Petition campaign
 - Ballot process
 - City Council public hearings participation
- At least three references and their contact information
- Estimate of proposed scope of services including items listed above and other additional services

Submission Deadline:

Responses are due by Monday, May 18, 2020 at 5pm PST.