

May 12, 2008

Downtown San Jose Property Based Improvement District

Responses to questions regarding the Streetscape Beautification Plan

1. What is the role of the City of San Jose in this project?

A. The City will have input in the beautification project as a major property owner downtown, through its PBID board representative, and in its permitting authority.

2. What is the role of the San Jose Redevelopment Agency?

A. The Redevelopment Agency is also a major property owner with board representation. The PBID's beautification efforts will be coordinated with current and proposed RDA plans to create a consistent look throughout downtown.

3. Is this effort fully funded?

A. The FY 08-09 capital improvement/beautification portion of the district budget is \$300,000. Depending on the scope and size of the plan proposed by the selected consultant(s) the effort may or may not be fully funded in this fiscal year. The PBID is authorized for five years with a potential \$1.5 million for beautification projects.

4. What is the estimated budget range for Streetscape Beautification Plan Design Services?

A. The design services are part of the capital/beautification line item (see question #3).

5. What is the construction budget for the two demonstration sites?

A. The construction budget for the two demonstration sites will be determined once the improvement beautification plan is finalized.

6. Is the scope of work intended to include future implementation projects other than the two demonstration sites?

A. Possibly. This will depend on the scope and size of the proposal submitted by the selected consultant(s).

7. Would a list of hourly rates sufficiently address item #3, page 1 of the RFQ, (since there is no fee estimate requested as part of our response), or do you require other information?

A. A list of hourly rates will suffice only if a projected timeline is included.

8. Are there any RFQ evaluation points awarded for; office location, small business certification/MBE/WBE?

A. Per the RFQ, the PBID selection committee will consider a potential bidder's office location and proposed organizational structure for quick and efficient response to PBID requests.

9. Will the plan explore major physical changes to the street infrastructure, such as widening sidewalks, changing on-street parking configurations, or enhancing sidewalks and crosswalks with decorative pavement or pavers?

A. Possibly. There is potential to leverage funding from sources other than district assessments.

10. Is the PBID interested in comprehensive public and stakeholder outreach program to gain public input and add value to the plan components?

A. Appropriate stakeholder outreach will be conducted once the beautification improvement plan has been identified. Additional public input will be sought after the implementation of the demonstration site.

11. How will this plan relate to the City of San Jose Downtown Streetscape Master Plan and the Downtown Signage Master Plan?

A. All potential consultants are advised to review the Downtown Streetscape Master Plan and the Downtown Signage Master Plan, which can be viewed at: www.sjredevelopment.org/publications.htm. The PBID beautification improvement plan should compliment and potentially augment all current and documented beautification projects for the core.

12. How much money does the PBID have budgeted to prepare the plan?

A. The design services are part of the capital/beautification line item (see question #3).

13. Does the PBID have a target date for completing the plan?

A. The implementation of at least one demonstration site showcasing the beautification improvement plan should be completed as soon as possible. It will be up to the selected consultant(s) to provide a project timeline based on the proposed size and scope of the plan.

14. What level of coordination will be required between the consultant team and the City of San Jose, the San Jose Redevelopment Agency and the Valley Transportation Authority?

A. The San Jose Downtown Association, as the management entity for the PBID, will be the primary liaison with all governmental agencies. The level of coordination required between the consultant team and the City of San Jose, Redevelopment Agency and Valley Transportation Authority (VTA) will depend on the final scope and location of the beautification improvement plan and the terms of the consultant's agreement with the PBID. Any beautification that occurs in the public right-of-way or on City, Agency or VTA property will require approval from the appropriate governing entity.

15. What is the process and who are the Agencies that will be involved in the decision making of this project.

A. The Property Owners' Association board of directors is the decision making body. The PBID's Capital Improvement/Beautification committee will make recommendations to the board. Consultants determined by the committee to be the most qualified, will be selected for interviews.

16. How much community participation do you anticipate?

- A. Appropriate stakeholder outreach will be conducted once the beautification improvement plan has been identified. Additional public input will be sought after the implementation of the demonstration site.

17. What is your overall schedule and expected outcome for this project?

- A. By state law, the PBID has a five-year life; renewals for subsequent terms must go through the petition process. The schedule should allow time for the creation of a beautification plan and the implementation of the demonstration project during the first year. Public evaluation of the demonstration project will take place in the following year, which may include changes and adjustments to the beautification plan. The last three years will be used to implement the beautification plan throughout the rest of the PBID. It is the goal of the beautification project to enhance commercial activity and attract customers and residents and dramatically improve the physical appearance of downtown San Jose.

18. What is the relationship between the SJDA and the City of San Jose? Is it part of the City or a separate entity?

- A. The San Jose Downtown Association is a non-profit membership based organization founded in 1986. SJDA represent business and property owners working to enhance the vitality and livability of downtown San Jose. SJDA has been selected by the City Council to manage the PBID and Downtown Business Improvement District, and also does other fee for service contracts with the City and Redevelopment Agency.

19. Does a streetscape master plan exist, or is that part of the envisioned scope of work for the project?

- A. Yes, a Downtown Streetscape Master Plan exists and it can be viewed at www.sjredevelopment.org/publications.htm. The PBID beautification improvement plan should compliment and potentially augment current and documented beautification efforts in the core.

20. Has a scope of work been established?

- A. The scope of this project shall include the creation of an improvement plan and a recommendation of no more than two sites within the district where a demonstration of the improvement plan can be created as part of the initial implementation of the improvement plan. This RFQ was developed to provide respondents with the liberty to make creative recommendations based on their experience and knowledge.

21. Is there an idea at this time as to what sort of improvements are envisioned? Are “hardscape” construction projects (like walkways or plazas), structures (like bus stop shelters), or drainage utility improvements being considered?

- A. Due to limited budget resources, hardscape construction projects are not currently envisioned to be part of the beautification improvement plan.

22. In the RFQ, under “Statement of Qualification Submission Guidelines,” item #3 asks us to describe our firm’s fee structure. Please clarify this item; is a fee quotation being requested, or are you asking about the fee structure relative to the phases of the design work?

- A. A fee quotation is being requested for the creation of the plan in item #3. Estimated project costs should also be included in responses to this RFQ.

23. Can you explain what is meant by “festoon lighting?”

- A. Festoon lighting refers to decorative lighting designed to enhance the aesthetics of downtown. Examples of festoon lighting include tree lights, lights strung across streets or sidewalks, lighting that outlines the silhouette of a building, etc.

24. What is meant by Zone A and Zone B on the map? Are both zones included in the streetscape beautification plan?

- A. The PBID is divided into two zones, a premium service zone (A) and a basic service zone (B), with respect to the deployment of clean and safe services in the district. Improvements in both zones should be addressed in the streetscape beautification plan.

25. Do you see including any façade improvements as part of the plan, or just streetscape/landscape improvements?

- A. Streetscape/landscape improvements only.

26. Do you see any sidewalk/drainage/civil engineering improvements?

- A. Currently, there are no current plans for sidewalks/drainage/civil engineering improvements.