



REQUEST FOR PROPOSALS (RFP) FOR A REAL ESTATE ECONOMIC MARKET ANALYSIS

RESPONSES TO QUESTIONS

1. Is there an identified budget amount for this project?

There is no predetermined budget. Proposals will be evaluated based on the scope of services offered, as well as the proposed cost.

2. Is there an anticipated timeline for completion of the project?

The proposal should recommend a schedule based on the proposed approach and the consultants' experience working on similar studies. Final timeline will then be confirmed in collaboration with staff and the consultant.

3. The Scope of Services includes one-on-one meetings with Council members, three to four updates at City Council meetings and outreach with key stakeholders. Of these outreach tasks, which of these are expected to be in-person and which are anticipated to be virtual meetings?

We prefer meetings to be in-person, especially with the City Council. However, we anticipate some outreach meetings to be hybrid.

4. Does the City have a budget in mind for this project?

There is no predetermined budget. Proposals will be evaluated based on the scope of services offered, as well as the proposed cost.

5. Can you provide more detail into what you expect from the community/resident engagement piece? How in-depth of an engagement effort is the City picturing?

We expect to hear from the community what services/businesses are missing, what they would like to see, what economic development means to them and barriers they see.

6. What scale of budget do you have available for this project?

There is no predetermined budget. Proposals will be evaluated based on the scope of services offered, as well as the proposed cost.

7. We understand that you want to conduct outreach with key stakeholders - are you also looking to hold a broader community meeting / town hall with residents as part of this process?

Yes, to a town Hall meeting to engage residents.

8. Is there a not-to-exceed budget or budget range that the City can share to help align the consultant's proposed scope and level of effort?
9. Does the City prefer virtual engagement, in-person engagement, or a hybrid approach for project meetings and community outreach?

We prefer meetings to be in-person, especially with City Council. However, we anticipate some outreach meetings to be hybrid.

10. Will the City assist with outreach logistics, such as providing contact lists, making introductions, scheduling meetings, securing venues, or arranging translation and interpretation services for stakeholders and the public?

Yes, our Communications team will assist, but the consultant should provide all the material, including any print material for outreach.

11. What is the defined geography for the "baseline inventory"? Should it include parcel-level data within Foster City only, or extend to nearby jurisdictions? What level of detail (e.g., building and parcel attributes, tenant rosters, age, and condition) and data format (e.g., GIS geodatabase, Excel, or maps) does the City expect?

The City seeks to understand the overall picture within the context of Foster City's geographic location. However, parcel-level data is not expected beyond Foster City's boundaries. The level of detail should be determined based on consultant's professional expertise and judgement. The City also defers to the consultant on the preferred data format, with the expectation that it be user-friendly and easily represented visually.

12. Are site-specific opportunities, such as reuse or redevelopment concepts for priority parcels or corridors, expected beyond the citywide findings?

The scope of work should be limited to the City limits.

13. Does the analysis include residential and housing demand, pipeline, and affordability components,

It should.

14. Are you able to elaborate on the City's evaluation criteria and weighting of evaluation scoring for the criteria outlined in Section H?

Criteria	Point
Quality of proposal and responses to specific questions included in this RFP	15
Experience preparing similar economic development strategic plans for cities in California	15
References (5 points for each reference)	15
Ability and experience of team members assigned to work on the project	20
Reasonableness of fees and cost proposal	10
Timeline	10
Interview	15
Total	10

15. Does the city have any factors impacting the schedule and timing for deliverables? Or does the City have input into the expected project schedule needs?

We expect the project to be completed in a reasonable timeframe.

16. Can you describe the motivating factors behind this work and/or the intended use or audience? Will it be used for strategic planning or program development?

The intent is to have strong baseline data that will inform our future economic development strategy.