



Request for Proposals - Repositioning the Golden Triangle: Sub-Area Plans

Questions and Answers

1. Is there a timeline expected for physical delivery of each scope deliverable?

The BID expects to have sub-area plans complete by the end of this fiscal year (September 2025) to inform the District's budget cycle for the following fiscal year.

2. Has the BID considered longer timelines for full realization and could you share what that may be?

The BID recognizes that neighborhood transformation is a multiyear effort that will take place over decades. At the same time, we are looking for sub-area plans that help achieve quick successes in the near term.

3. Has the Golden Triangle BID identified impact metrics already in place?

We would like the consultant team to propose impact metrics that are feasible to track. Metrics of interest include: investment volume in the BID, leases signed by new tenants (office and retail), development projects announced, development projects started, visitation trends, foot traffic volume, etc.

4. How would you fund this for future scopes of work? Would it be anticipated that selected buildings/blocks be procured through building owners or go out for funding with the District or other means?

The BID has a limited amount of funding to support follow-on scopes of work. The District has identified Downtown DC as a top priority, and is committed to its revitalization. The District currently has resources available specifically to support redevelopment projects downtown, including the Housing in Downtown program and the Office to Anything program.

5. Have you already identified participating building owners (or had vested interest) that would be willing to participate in engagement? Can you share those already engaged?

The BID will assist the selected consultant team with outreach for stakeholder engagement throughout the plan development process. The BID is in regular communication with building owners in the neighborhood around redevelopment opportunities and will provide the consultant team with necessary context and background around these opportunities as part of the planning process, while maintaining needed confidentiality.

6. Do you have a list of target universities or other "innovation" typologies that you have already identified or engaged?

The BID has engaged with several innovation platforms that offer a range of programming and services, including incubators and accelerators. The BID will share this information as part of the background data provided to the selected consultant team. For universities, the BID is

supporting the District's efforts to engage and attract universities. We also anticipate the consultant team providing recommendations on universities that would be a good fit to have a satellite facility/campus in the BID.

7. We understand some level of high-level stakeholder engagement is anticipated for this scope of work. How much community engagement do you seek for this part of the planning process?

The BID does not anticipate broad public engagement as part of this planning process. There was extensive stakeholder and community engagement undertaken as part of the Downtown Action Plan development in 2023-2024. For this repositioning strategy, stakeholder engagement will focus on target groups, including District staff and designated private sector stakeholders.

8. For the RFP response, are you seeking a project budget broken into staff time and hours, or do fees by tasks suffice?

Fee by task is sufficient.

9. Is there a timeline that the Golden Triangle BID would prefer for this project and/or are there any organizational or citywide milestones that you are benchmarking this project timeline against?

See response to Question #1.

10. What existing data does Golden Triangle BID intend to provide? ("pre-existing data from client team" referenced in Phase 1 Existing Conditions, page 2 of RFP)

The BID has data on existing properties within the neighborhood, including ownership information, market data from CoStar, and foot traffic data from Placer.AI. The BID also maintains a database of all ground-floor retail spaces in the BID. Additionally, the BID will share interim deliverables from the recently completed Downtown Action Plan, which includes economic, demographic, and market trends.

11. Will data underlying CBRE's analysis of downtown housing capacity be provided?

The District will make a concerted effort to share the data underlying the CBRE study with the consultant team. However, as the information is still under internal review, please operate under the assumption that the data is not available. Please propose a workflow, analytic tasks, and associated pricing that do not assume access to the CBRE study data.

12. Are BID board members who own property in the BID committed to participating in interviews? Is the BID willing to help facilitate outreach to other property owners/stakeholders to facilitate interviews if needed?

Yes. BID Board members have been briefed on the upcoming repositioning strategy plan development process. The BID will facilitate introductions and support outreach needed for

successful stakeholder engagement. We anticipate convening major owners and Board members throughout the plan development process.

13. Does the BID or grantor have a desired timeline for deliverables?

See response to Question #1.

14. What would make the repositioning plan a success in the short term? Long term?

Overall, the BID is focused on having an actionable strategy, not just a plan that lays out a vision. In the short term, the BID wants the repositioning strategy to inform outreach and messaging to investors, to help excite and attract outside investment to downtown development opportunities. The BID also wants to see projects come to market quickly in the short term. In the long term, the repositioning strategy will be successful in guiding neighborhood transformation, including private sector investment in redevelopment projects and public sector funding for public space and public realm improvements.

15. Does the BID have any milestone meetings, events, deadlines, etc. in the next 6-12 months that should be incorporated into our project plan or could influence the timeline for the project?

The BID has its annual meeting in July and a Board Meeting in the fall, and expects the consultant team to present updates at these meetings.

16. What does the BID envision the role of stakeholder groups in the creation of the plan?

District stakeholders (DMPED, OP, etc.) will be consulted throughout the plan development process to ensure alignment around economic development priorities. Private sector stakeholders, including major owners and BID Board members, will be consulted throughout the plan development process to help shape recommendations.

17. Please clarify the anchor opportunity analysis study — is this a publicly available document, something that would be provided by GTBID, or does this refer to analysis that would be completed as part of this scope.

The anchor opportunity study will be provided to the selected consultant team by the GT BID. It is not a publicly available document.

18. Please confirm that "opportunity clusters" are specific properties/blocks that GTBID has identified for redevelopment, and not the opportunity nodes from the DAP.

Correct, the GT BID has identified opportunity clusters for redevelopment based on building age and vacancy. These are distinct from the opportunity nodes identified in the DAP, which are larger in scale and span the broader Downtown DC geography.