



DowntownRaleigh
Alliance

Pedestrian Study

Request For Proposals

August 13, 2010

Project Scope

The Downtown Raleigh Alliance (DRA), with participation and partial funding by the City of Raleigh, seek professional consultant services to conduct a pedestrian study in designated zones of the Central Business District, Glenwood South, and Warehouse Districts in downtown Raleigh, NC.

The study should be comprised of basic pedestrian counts of daytime (Core Business District) and evening (Glenwood South and Warehouse Districts) pedestrian movements in specific locations. This multi-purpose study aims to provide non-directional volume totals as baseline data to be used (a) as a marketing tool for retail recruitment; (b) pedestrian planning; and (c) basic metric comparisons and analysis for a minimum of two comparably sized downtown districts of U.S. cities.

The consultant must provide study design methodology for counts at mid-block points (parallel-to-street not street-crossing).

Primary Targeted Count Locations (please reference enclosed map):

- I. Core Business District – Note daytime study (see section B below)
 - (a) Fayetteville Street (each side midblock between Morgan Street and City Plaza)
 - (b) Salisbury Street (each side midblock between Morgan and Davie streets)
 - (c) Wilmington Street (each side midblock between Morgan and Davie streets)
 - (d) Hargett Street (each side midblock between McDowell and Blount streets)
 - (e) Martin Street (each side midblock between McDowell and Person streets)
 - (f) Davie Street (each side midblock between McDowell and Person streets)
 - (g) Blount Street (each side midblock between Morgan and Davie streets)
 - (h) McDowell Street (each side midblock between Morgan and Davie streets)

- II. Glenwood South District – Note evening study (see section B below)
 - (a) Glenwood Avenue (each side midblock between Johnson and Jones streets)
 - (b) Jones Street (each side midblock between Glenwood Avenue and West St., near rail crossing and parking deck)

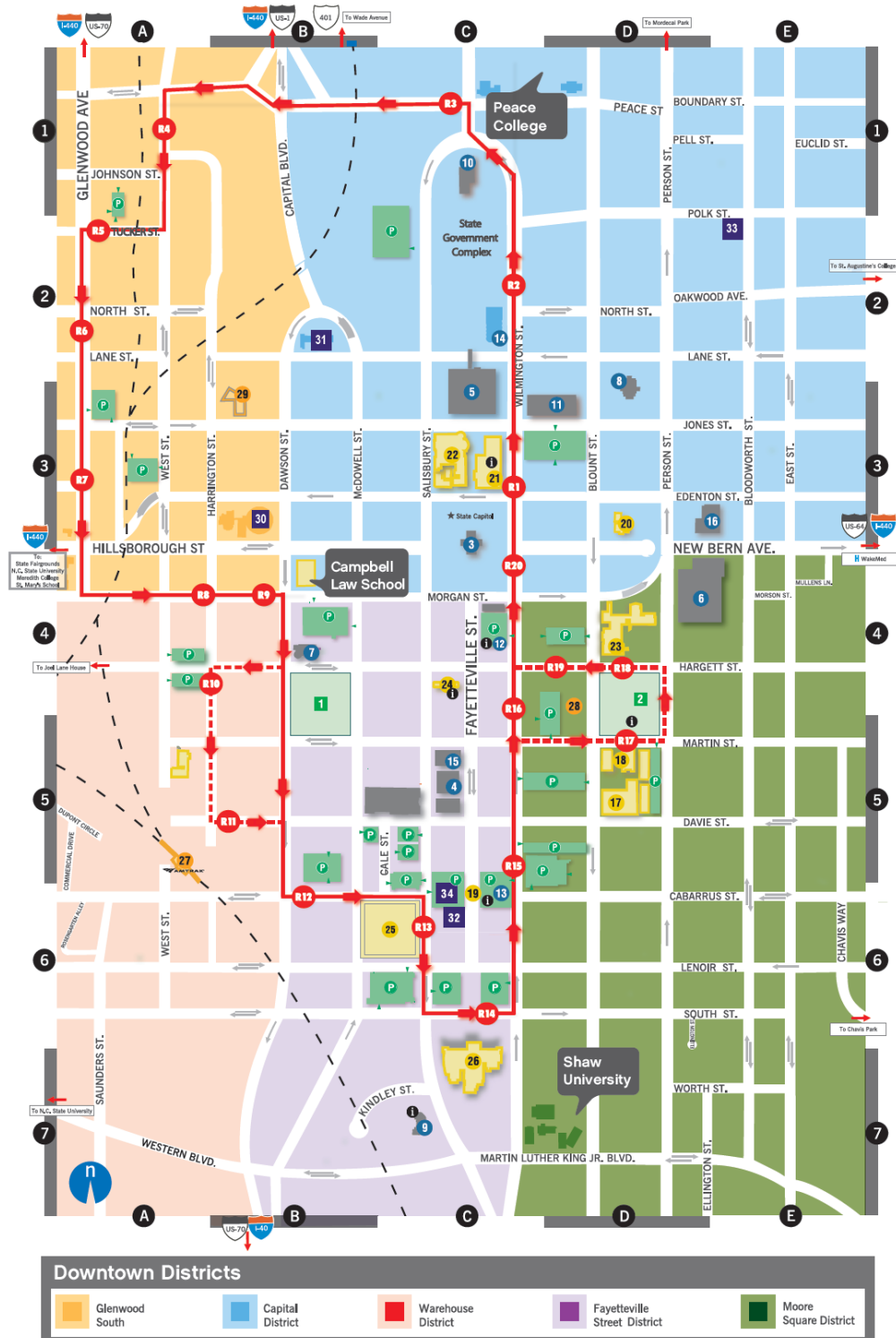
- III. Warehouse District – Note evening study (see section B below)
 - (a) Davie Street (each side midblock between Harrington and Dawson streets)
 - (b) Martin Street (each side midblock between Harrington and Dawson streets)

Considerations:

- (A) A final, electronic, matrix-style written report should be completed and submitted to DRA within one month of count completion, to include 15-minute interval breakdowns at all locations, and geocode points.
- (B) On-site count time options (consultant should make recommendations):
 - 1) Core Business District: One full, midweek daytime (7am-6pm); or
 - 2) Three peak, midweek daytime sessions (7-9am, 11am-2pm, 4-6pm);
 - 3) Glenwood South and Warehouse District locations: One evening/night (Thursday, Friday, or Saturday, 8pm-2:30am)
- (C) Consultant should provide basic metric comparisons of a minimum of two downtown districts in comparably sized U.S. cities. A basic analysis should help identify (a) typical pedestrian volumes of successful retail streets; and (b) what the proper relationship(s) are between pedestrian volumes and sidewalk widths.
- (D) Staffing options:
 - 1) The consultant will recruit and train workers, provide counter devices, and monitor all on-site tabulations;
 - 2) The consultant will recommend how many workers are needed per count location, DRA recruits workers and the consultant trains, provides counter devices, and monitors all on-site tabulations;
- (E) Budget:
 - 1) Consultant will indicate proposed cost of services based on considerations above.
- (F) Consultant may make recommendations that could enhance this scope of services.
- (G) RFP Process:
 - 1) Questions regarding this project scope should be emailed to paulreimel@downtownraleigh.org
 - 2) In response to this project scope interested parties should submit 5 (five) hard copies of a written proposal (10 pages maximum) and 1 (one) electronic version of the entire package in pdf format to paulreimel@downtownraleigh.org, by 5:00pm, Friday September 3, 2010, to:

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Map: Downtown Raleigh



(Note: the red line with numerical indicators refers to the R LINE bus route)