

**Chinatown District Management Association, Inc.
(aka Chinatown BID)**

**Community Database
and
Survey Tool Development**

Invitation to Submit Proposal

March 16, 2013

Chinatown BID Community Database and Survey Tool Development

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1. Background and Objective

New York Chinatown, one of the two largest Chinatowns in the United States, dates back to the 1870's with Chinese settlers in the Five Points slums. Today's Chinatown has expanded to more than two square miles beyond Allen Street on the east side, Broadway as the west border, Kenmore and Delancey Streets to its north and Madison Street at the south edge. The economic, demographic, architecture, living condition, business, life style, visitor and employment opportunity have evolved tremendously over the years.

There are general statistics regarding changes in types of businesses, population, traffic, visitors and other financial figures. However, detail level data is unavailable to provide a clearer and more precise picture of transformations in occupancy, vacancy, merchants and businesses.

Chinatown's prosperity has been on a continuous decline in the past two decades contributed by the offshoring of garment production in the 1990's, economic downfall subsequent to 9/11 followed by the country's recession after 2009. While there is recognition of this serious problem, there are no solid data supporting and measuring the magnitude of the issue. In order to identify the needs of the community and determine short as well as long term targets for business improvements, it is crucial to have complete and accurate information for proper analysis and benchmarking.

As such, the Chinatown Business Improvement District is eager to establish a comprehensive database to capture essential data in order to track current as well as future makeup of the community. The database, functioning as the backbone, will enable the BID to report trends, tally changes, measure progress and strategize enhancement plans.

In addition to the database, the BID is also seeking a survey tool to help its members input data efficiently. Once the data is recorded, a reporting system is also required to turn the data into meaningful information to help the BID, the city and community leaders define and steer improvement programs.

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2. Scope of Project

2.1. Core Database

2.1.1. A database is to be established to store and upload required data.

2.1.1.1. Record buildings, units, business entities, occupancy, owners, assessment and other necessary data for reporting.

2.1.1.2. Upload data from other sources (i.e. Department of Finance) for data consolidation or comparison purposes.

2.1.2. The database should utilize a common/popular platform and must be able to handle high volume of data.

2.1.3. The database platform must not carry a substantial one-time and/or on-going license and maintenance cost.

2.1.4. A user front-end is to be developed for manual entry of data.

2.2. Survey Tool

2.2.1. An automated survey tool is to be developed for capturing required data in the database.

2.2.2. The tool should utilize a device which maximizes mobility for on-site surveys.

2.2.3. The tool must be intuitive and efficient in order to curtail survey time.

2.2.4. The tool must be able to directly record survey results into the database or have functions to upload data from the mobile device(s) to the core database.

2.2.5. The recommended mobile device for the survey tool must be commercially available and should not become obsolete within 2 years after implementation.

2.3. Reporting System

2.3.1. Web-based reports are to be developed based on report formats and metrics defined by the BID.

2.3.2. A set of pre-defined reports are expected to be developed.

2.3.3. A reporting portal is to be developed with an intuitive user interface for quick retrieval of reports.

2.3.4. A tool to publish reports in pre-defined formats is to be developed to extract snapshots of data.

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3. Submission

The BID is seeking a written proposal in response to this invitation. Following the review of submissions, the technology firm may be invited to a final presentation meeting prior to final firm selection.

Each firm's submission should outline at a minimum the following:

3.1. Background and Qualifications

3.1.1. Background and History of Firm

Each firm is expected to provide a detailed document, including but not limited to: nature of business, number of years in business, growth, primary clientele, location(s) of firm, focus of work, shifts or changes in business, current size of the firm...etc.

3.1.2. Principals and Staff

Each firm is expected to provide bios or resumes of the principal(s) of the firm, including education, professional affiliation, awards and other important information describing their qualifications. In addition, backgrounds of staff members expected to work on the Chinatown BID project should also be provided.

3.2. Proposal

3.2.1. Scope of Service

Each firm is also required to clearly define the scope and intended coverage of their respective services for the development of database, survey tool and reporting system.

3.2.2. Fees

Fee structure must be specified in each firm's proposal in order for board members to compare the costs of professional services of each firm. Each firm shall submit fee structure and provide breakdown at each critical phase of the project.

3.3. Timeframe and Capacity

Each firm is to confirm the estimated project timeframe and provide feedback on any logical amendments, based on the firm's professional experience. Each firm is also required to provide confirmation of their current capacity to carry out the services required by the BID within the estimated timeframe.

3.4. Conflicts of Interest

Each firm is required to identify and disclose any possible conflicts of interest.

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3.5. Additional Information

Board members may request additional information from a firm should the information included in the proposal be inadequate for board members to evaluate and compare against other firms.

4. Engagement

4.1. Selection of Firm

Members of the Board will review each submission, compare the approach and scope of work as well as the strength and weakness of each firm in order to determine the most appropriate firm to carry out the project.

4.2. Contract

The selected firm will be engaged directly by the BID under contract to perform development and project management work. The firm will be expected to confirm acceptance of terms and conditions of the contract.

4.3. Deliverables.

The contracted firm is expected to deliver the work based on the approved proposal within the agreed time frame. Any work beyond the original scope is to be reviewed and approved separately. Delivery of such additional work shall follow the schedule established in the separate agreement.

5. Confidentiality

Information supplied to the invited technology firms, in this document and via interviews, for preparation of submission is confidential to the Chinatown BID. Technology firms that are invited for making a submission shall acknowledge this obligation and the relevant information shall not be distributed or disclosed in written and verbal form by the firm.

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6. Delivery of Proposals

The Chinatown BID looks forward to receiving the invited firms' submissions by 23:59 on Friday, June 07, 2013.

Submission can be delivered by post, courier or messenger to:

**Chinatown BID
60 St James Pl.
New York, NY 10038**

Additional (optional) softcopy in PDF format may be sent to rfp@chinatownbid.org