



**Request for Proposal  
22-22**

**for**

**City of Evanston Business District Strategy and Implementation Plan**

**ADDENDUM No. 2**

**March 10, 2022**

Any and all changes to the Request for Proposal are valid only if they are included by written addendum to all potential respondents, which will be emailed prior to the proposal due date. Each respondent must acknowledge receipt of any addenda by indicating in its proposal. Each respondent, by acknowledging receipt of addenda, is responsible for the contents of the addenda and any changes to the bid therein. Failure to acknowledge receipt of addenda may cause the submittal to be rejected. If any language or figures contained in this addendum are in conflict with the original document, this addendum shall prevail.

This addendum consists of the following:

1. Addendum No. 2 is attached and consists of a total of three (3) pages including this cover sheet.

Please contact me at 847-866-2935 or [jostman@cityofevanston.org](mailto:jostman@cityofevanston.org) with any further questions or comments [jostman@cityofevanston.org](mailto:jostman@cityofevanston.org).

Sincerely,

Jillian Ostman  
Purchasing Specialist



**RFP No. 22-22**

**City of Evanston Business District Strategy and Implementation Plan**

**Addendum No. 2**

**March 10, 2022**

This addendum forms a part of the RFP Documents for RFP # **22-22** and modifies these documents. This addendum consists of the following:

**General:**

A recording link of the Non-Mandatory Pre-Proposal Meeting held of March 8, 2022 is attached.

[https://us06web.zoom.us/rec/share/0dYdNTs187pQSxsYGtMRH\\_Kr1zORUUUnJVI9MQqVfgxZCAj9LRBN23h-ENJ9\\_Nxdo.qIrlBOIo6jJcXI9Q](https://us06web.zoom.us/rec/share/0dYdNTs187pQSxsYGtMRH_Kr1zORUUUnJVI9MQqVfgxZCAj9LRBN23h-ENJ9_Nxdo.qIrlBOIo6jJcXI9Q)

**Scope of Services:**

The scope of services has been expanded to include the following:

**Identify placemaking, branding, and physical improvement opportunities**

There is a sense that people want experiences - not just goods and services. Each of the City's business districts has attempted branding and placemaking activities including events, banners, and signage. A successful proposal will include a review and critique of existing strategies, as well as recommendations for improvements. This could include event recommendations, ways to better activate public space, and/or changes to the city code pertaining to signage including wayfinding, district identity markers, storefront signage (window or building mounted) blade signs, sandwich boards, and awnings. Review of public infrastructure including garbage cans, bike racks, and seating is also encouraged.

The price/cost form has been updated to reflect the new scope:

### PRICE/COSTS FORM

| TASK   | COST |
|--|------|
| Existing Conditions Assessment   | \$   |
| Customer Profiles  | \$   |
| Review of City codes, regulation, and policies                         | \$   |
| Needs Assessment / Community Engagement                                | \$   |
| Site Visits and Stakeholder Meetings                                   | \$   |
| Market Gap Analysis  | \$   |
| Identify placemaking, branding, and physical improvement opportunities | \$   |
| Recommended Improvements / Final Report                                | \$   |
| Total  | \$   |

**Note: Acknowledgment of this Addendum is required in the Submittal.**