

**ARLINGTON COUNTY, VIRGINIA  
OFFICE OF THE PURCHASING AGENT**

**REQUEST FOR PROPOSALS NO. 24-AED-RFP-484**

**ADDENDUM NO. 1**

Arlington County's Request for Proposals No. 24-AED-RFP-484 for Consulting Services for Innovation District Study is amended as follows:

- 1. Reference Section II. Information For Offerors, 2. Questions and Addend, paragraph 3: Change to:**

**QUESTIONS REGARDING THE ORIGINAL SOLICITATION MUST BE SUBMITTED BY [JANUARY 4, 2024](#), AT 5:00 P.M. EASTERN STANDARD TIME TO BE CONSIDERED. ALL QUESTIONS RECEIVED BY THE QUESTION DEADLINE WILL BE RESPONDED TO WITHIN VENDOR REGISTRY AND POSTED FOR ALL OFFERORS. THE SYSTEM WILL NOT ACCEPT ANY QUESTIONS AFTER THIS DATE AND TIME.**

- 2. Reference Section V. Proposal Requirements, 7. Proposal Submittal Elements, E. References: Change to:**

Provide contact information for three entities for which your firm provided consulting services for innovation district studies or [related studies, including target industry analysis, organizational assessment services, economic development improvement district analysis, etc.](#), in the past five years. [References related to innovation district studies are preferred.](#) At a minimum, provide the information listed below. **Do not include Arlington County references.**

- i. Contract/project name
- ii. Detailed project scope
- iii. Name of the organization for which the contract or job was performed.
- iv. The dollar value of the contract or project
- v. Dates of the contract or project
- vi. Name, title, telephone number, address, and email address of the contract representative for the organization for which the contract or project was performed.

**The following clarifications are made as a result of vendor inquiries:**

1. Can the RFP be extended by 2 weeks? The availability to deliver a well written response is a challenge due to the holidays, therefore we would need a two-week extension to put forward a quality proposal.  
[Answer: The current Proposal due date will remain as is.](#)
2. Can the project be delivered virtually?  
[Answer: Some stakeholder engagement should occur in person, although the specifics of in-person versus virtual engagement should be recommended by the consultant and finalized in conjunction with Arlington Economic Development.](#)
3. What is the expected completion date or the expected duration of the project?  
[Answer: Please reference Section V. PROPOSAL REQUIREMENTS, 7. PROPOSAL SUBMITTAL ELEMENTS, D. PROJECT KNOWLEDGE, UNDERSTANDING, DELIVERY APPROACH, AND METHODOLOGY, the offeror shall include "a detailed description of processes, methods, and timeline for the work proposed."](#)

4. What is the anticipated start date?  
Answer: The County anticipates starting the project once the contract is awarded.
5. Is there a projected budget allocated for this project?  
Answer: The County does not disclose its budget. Offerors should propose their costs based on the scope of work.
6. GHD North American resources are spread across the US and Canada, with additional subject matter expertise and experience in our global talent pool. Are resources outside of NA allowed to work on the project?  
Answer: Yes, resources outside of North America are allowed to work on the project as long as they meet the criteria of the RFP.
7. Is there a template or formatting guidelines for submission? This can include page limits, preference for presentation vs. word document, and as well accessibility guidelines.  
Answer: Please reference Section V. PROPOSAL REQUIREMENTS, 2. PROPOSAL SUBMISSION and 7. PROPOSAL SUBMITTAL ELEMENTS.
8. What specific strategic objectives does the community aim to achieve through the establishment of an innovation district beyond what's mentioned in the RFP?  
Answer: Section IV Scope of Services provides several desired benefits. Additionally, the innovation district should create an environment that boosts startup activity and becomes the economic engine for Alexandria and Arlington.
9. What key stakeholders, both public and private, are expected to be engaged for this project? • Have any specific metrics or indicators been identified to measure the success and impact of the innovation district?  
Answer: Please reference the RFP Section II. INTRODUCTION TO REQUEST FOR PROPOSAL NO. 24-AED-RFP-484 for key stakeholders. Reference Section IV. SCOPE OF SERVICES: 1. C Economic Impact Analysis. The awarded consultant should recommend additional metrics.
10. We understand that the County actively works to procure woman-owned and minority-owned businesses. Does the County have specific goals for what percentage of the fee for this effort should go to those types of enterprises?  
Answer: No, the County does not require specific goals for what percentage of the fee for this effort should go to those types of enterprises.
11. Is there a goal that would define the success of this project, e.g. National Landing is a top 5 or 10 Innovation District?  
Answer: While the County believes National Landing can be the leading innovation district in the U.S. for the technology verticals that it will cover, there is no defined goal at this stage. We welcome input from the consultant on a realistic goal based on the assets within National Landing.
12. Are you looking for alternative strategies such as a go slow patch versus a go big path  
Answer: The County understands that the eventual strategy will depend on funding availability and partner engagement; therefore, we are open to alternative strategies that consider both a "slow" and "go big" path. With that said, we intend to create a leading innovation district in a reasonable amount of time.
13. Should the consultant consider any funding constraints on the implementation plan (what can we do for \$10 M, or what will take to be top 5), or timeline constraints/goals (3,5 or 10 years)?

Answer: Given the County does not have clarity on potential funding sources or funding amounts, we do not have specific funding limitations in mind. We would be interested in understanding the potential impact related to different funding amounts and reasonable timelines for those impacts to occur.

14. How important is minority participation?

Answer: The County supports and welcomes minority participation. However, minority participation is not a requirement for this solicitation and will not be evaluated.

15. Two deadlines for Questions Regarding the Original Solicitation were stated on page 4 of the RFP (December 29 @5pm & January 4 @5pm). Will a clarification addendum be issued?

Answer: An addendum will be forthcoming. However, the Question Deadline is January 4, 2024, at 5:00 p.m. Eastern Standard Time.

16. Must the three required references (Section E, page 14) be limited to consulting services for innovative district studies alone? Can they be expanded to market analysis, organizational assessment services, economic development, improvement district analyses, etc.

Answer: References will be accepted for consulting services provided to related studies, including target industry analysis, organizational assessment services, economic development improvement district analysis, etc. References related to innovation district studies are preferred. An addendum is forthcoming to reflect this change.

17. When can Offerors expect answers to submitted questions. Will answers be issued as an addendum?

Answer: The County will respond to all questions within a 24-48 business hr. timeframe. Questions may be responded to via Vendor Registry or an addendum.

18. Will the County's project team/representative be in position to assist in facilitating communications with 3rd party organizations/stakeholders around the collection of sensitive data.

Answer: The County's project team may be available to assist in obtaining data and reports from 3rd-party organizations, specifically colleges and universities, business improvement districts, local jurisdictions, and property owners.

19. What are the peer innovation clusters/districts in North America that National Landing looks to as models?

Answer: Potential peer innovation clusters/districts include Cambridge (Kendall Square), Seattle (South Lake Union), St Louis (Cortex), Raleigh-Durham (Research Triangle), and Atlanta (Midtown).

20. What was the impetus for this Study at this time?

Answer: There has been interest in creating an innovation district since the announcement of Amazon HQ2 and the Virginia Tech Innovation Campus; this study is the agreed-upon next step in that process.

21. What is the preferred date for a final deliverable?

Answer: There is no preferred date for the final deliverable. The schedule will be determined between AED and the consultant.

22. Has a committee been formed for this project? Who is represented on that committee?

Answer: No Committee has been formed. Arlington Economic Development will solely oversee this study, while the Alexandria Economic Development Partnership and National Landing Business Improvement District will be consulted throughout the project.

23. Will data from previous studies (e.g., the National Landing Market Impact Study) be made available to the consultant?

Answer: Data from previous studies will be available to the consultant.

24. Is there existing buy-in from regional companies and academic institutions to support the formation of the district?

Answer: There is initial buy-in from a select number of companies and academic institutions, although we expect this study and follow-up engagement will generate increased support for the formation of the district.

25. Do you expect a comprehensive workforce/labor market study to be part of the ecosystem analysis?

Answer: No. A comprehensive workforce/labor market study is not required and will not be part of the ecosystem analysis.

26. Does the County envision committees of subject matter experts to guide the development of strategic roadmaps for each prioritized technology vertical?

Answer: Following the scoping study, the County and partners in the innovation district will determine the development of strategic roadmaps for each prioritized technology vertical.

27. Will the county be available to support stakeholder engagement activities, i.e. contacts, scheduling, venues, etc.

Answer: Yes, the County will be available to support stakeholder engagement activities, i.e., contacts, scheduling, venues, etc.

The balance of the solicitation remains unchanged.

Arlington County, Virginia

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**RETURN THIS PAGE, FULLY COMPLETED AND SIGNED, WITH YOUR PROPOSAL:**  
**OFFEROR ACKNOWLEDGES RECEIPT OF ADDENDUM NUMBER 1.**

**FIRM NAME:**

**AUTHORIZED  
SIGNATURE:**

**DATE:**