

REQUEST FOR PROPOSALS

Economic Analysis and Land Use Scenario Planning
Downtown Austin Alliance
Proposals Due By: January 16, 2026

INTRODUCTION

The Austin DMO, Inc. d/b/a Downtown Austin Alliance (DAA) in Austin, Travis County, Texas requests the submission of responses to the following Request for Proposals (RFP) from qualified firms to conduct an integrated land use scenario planning effort grounded in robust economic research and market analysis for Downtown Austin. The purpose of this effort is to equip downtown stakeholders—including the City of Austin, community partners, and private-sector leaders—with clear, data-driven insights to support policy development, messaging, and decision-making as the City undertakes the Central City District Plan update.

The Downtown Austin Alliance is a partnership of downtown property owners, individuals, and businesses in Austin, Texas devoted to creating, preserving and enhancing the vibe, value and vitality of downtown Austin – for everyone. The Downtown Austin Alliance manages the Downtown Public Improvement District (PID), which was formed in 1993 and has been subsequently reauthorized several times. The Downtown Austin Alliance leads and participates in a broad range of programs and initiatives that advance our collective vision for downtown Austin, including several transformative infrastructure projects.

More information on the Downtown Austin Alliance can be found at downtownaustin.com, including our current [vision and strategic plan for downtown](#).

ANTICIPATED SCOPE OF WORK

The consultant will conduct economic research and analysis to develop baseline conditions for downtown Austin and to test scenarios that explore a range of futures for downtown Austin. Deliverables must be visually compelling, technically sound, and easily understood by a wide range of stakeholders. More details on the desired scope are provided below.

1. **Assess the economic impacts of downtown Austin** to the city and region to develop a baseline conditions report, including an assessment and summary of downtown’s contributions to property tax revenues, sales and hotel tax revenues, and special assessments, including PID(s) and TIRZ.
2. **Economic & Market Analysis**
 - Conduct a forward-looking economic assessment that identifies demand drivers, constraints, and opportunities for downtown over the next 10-20 years including:
 - Housing supply/demand
 - Office, retail, hospitality, and entertainment market trends
 - Emerging market sectors
 - Transportation and infrastructure projects

3. Land Use Scenario Planning for Downtown Austin

- Utilize a land use database and scenario planning tool such as UrbanFootprint, Envision Tomorrow, or ArcGIS Urban to develop a planning tool for downtown Austin.
- Capture existing land uses and parcel-level characteristics
- Scenario variables should include:
 - Baseline conditions, including full build-out of major infrastructure projects (e.g. I-35, Cap and Stitch, Project Connect, Convention Center)
 - Land use mix and density
 - Housing production and affordability strategies
 - Office, cultural, and innovation space needs
 - Transportation and mobility investments
 - Public realm improvements
 - Regulatory changes (e.g., zoning, incentives, public-private tools)
- Scenario impact indicators should include:
 - Economic outcomes, including property tax revenue
 - Land utilization and density
 - Infrastructure demand

4. Synthesize Findings and Key Insights

- In collaboration with DAA staff, compare scenarios and communicate tradeoffs of existing and potential policy decisions.
- Produce materials for messaging key insights. Deliverables should include a detailed summary report describing research methodology and findings, as well as an easy-to-understand executive summary and PowerPoint presentation that will be presented to local community leaders and policy makers (key audiences).

Deliverables should also include high-resolution JPG and/or PDF files of charts and graphics that can be seamlessly used by DAA in presentations and other collateral materials.

Scope of work and budget should anticipate client and limited stakeholder engagement. Likewise, initial meetings to determine the appropriate boundaries and sub-areas of study and economic indicators should be factored into the proposal.

DESIRED OUTCOMES

1. Understand Current Conditions – Document existing land use, development patterns, market conditions, and economic drivers shaping downtown Austin.
2. Evaluate Market and Economic Outlook – Provide a clear understanding of near-term and long-term market demand for housing, office, retail, hospitality, cultural uses, and employment.
3. Test Alternative Futures – Test policy choices, land use programs, growth assumptions, and market conditions could shape downtown's physical form, economic vitality, and

community outcomes.

4. Support Policy and Messaging – Produce scenario findings that help guide strategic decisions and support accessible storytelling for diverse audiences.

ANTICIPATED SCHEDULE

RFP Release: December 19, 2025

Proposals Due: January 16, 2026

Interviews (if deemed necessary, can be remote): Week of January 26, 2026

Selection and Contract: Week of February 2, 2026

Kickoff: Week of February 9, 2026

Anticipated Completion: March 27, 2026

SUBMITTAL INSTRUCTIONS

Please include the following components in the RFP Submittal.

- Letter of interest. Include basic background of firm(s), such as name, address, phone number and URL. Letter of interest should state any intent to perform as a WBE/MBE/DBE firm and/or describe commitment to inclusive practices.
- References. Include contact information of three similar clients and highlight successful implementation results, where applicable. Feature charts or graphics where relevant.
- Brief biographies of key personnel and team qualifications that will be assigned to the project. Indicate roles and identify the project manager.
- Proposed approach, budget, and schedule. Include a clear methodology to meet anticipated needs, a proposed schedule identifying key milestones and meetings including time frames for client onboarding, and a detailed cost proposal.

SELECTION & AWARD

Firms/teams will be evaluated by a panel of DAA staff and external partners, utilizing a scoring matrix based on the following parameters and weighting:

- A. Experience with similar projects: proven experience providing economic analysis services for complex urban communities or downtowns (30%)
- B. Qualifications of the firm(s): demonstrated ability to execute a wide range of economic analysis services for similar organizations with multiple audiences and priorities. (20%)
- C. Professional qualifications of the staff assigned to the project: based on expertise and experience working with clients similar in size/scope, including experience of identified project manager and team members. (20%)
- D. Proposed approach, schedule, and cost proposal: responsive to the scope and desired outcomes, as outlined. (20%)
- E. Firm references: References including the names and contact information for three (3) references for clients for which you have recently provided similar services. (10%)

DEADLINE TO SUBMIT

Please submit responses electronically by January 16, 2026.

CONTACT / SUBMIT TO

Applicants may submit a completed proposal in PDF format to:
Hannah Rangel, VP, Built Environment
hello@downtownaustin.com
Subject: Economic Analysis and Land Use Scenario Planning

DISCLAIMERS

ANTIDISCRIMINATION STATEMENT

The Downtown Austin Alliance does not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), sexual orientation, military status, or disability.

MINORITY OWNED, WOMEN OWNED AND DISADVANTAGED BUSINESS ENTERPRISES

MBEs/WBEs/DBEs are encouraged to participate as prime contractors, subcontractors, or joint ventures. A list of currently certified MBEs, WBEs, and DBEs in various professional fields is available on the City of Austin [Finance Online website](#). The Downtown Austin Alliance does not maintain a separate list of certified firms.

Vendors are not required to be a certified MBE/WBE/DBE with the City of Austin to be considered for this project opportunity.

RESERVATION OF RIGHTS

The Downtown Austin Alliance with its partners reserves the right to reject any and all proposals received in response to this RFP and reserves the right to short list respondents and base final selection rankings on personal interviews.

Fees provided for in contracts or agreements shall be reasonable. The Downtown Austin Alliance with its partners shall consider fees to be reasonable if they are not in excess of those ordinarily charged by the profession as a whole for similar work. Downtown Austin Alliance with its partners will negotiate for procurement of professional services, whereby competitors' qualifications are evaluated, and the most qualified competitor is selected, subject to negotiations of fair and reasonable compensation.

Downtown Austin Alliance with its partners is not obligated to award a contract solely based on this request or to otherwise pay for information solicited.