



Questions & Answers – All Questions Received by the Deadline of 07/28/2025

1. Will language translation be required for this engagement? Are the languages other than Spanish required? Is the consultant expected to procure translation services or will BEDCO?

A: Spanish translation would suffice. No other languages required. Ideally, the consultant would procure translation services.

2. Will BEDCO assist with the distribution of meeting notifications?

A: Yes.

3. Could you provide some clarification for the Market Assessment Report? The RFP states that the "report will be acquired through coordination with PDC." Does that mean that PDC will provide the frameworks for the report or the actual data?

A: *See answer to Question #4

4. Could you provide some clarification for the Image Development Report? Is the "standard perceptual question survey" already designed or would the consultant be expected to design the survey?

A: Both the requirement for the prospective community, in submitting the ultimate application for Main Street Designation, to provide a Market Assessment and Image Development Report is taken from the "Main Street Matters Program Designations" guidelines found here: <https://dced.pa.gov/programs/main-street-matters/>). Please see P. 11, Item #8, specifically, for further detail.

For the "standard perceptual question survey" as part of the Image Development Report, ideally, the consultant would be expected to design the appropriate survey(s).

Further clarification on the above can be also provided by reaching out to the Pennsylvania Downtown Center (PDC), as necessary.

5. The "Main Streets Matters Program Designation Guidelines" include some additional elements than are cited in the scope of the RFP (For example - Historic Preservation

and "Demonstrate the area is in need of revitalization to include, as applicable, the reporting of crime, poverty, unemployment, deteriorated/dilapidated housing stock, blighted buildings, a blight declaration in accordance with the Housing and Redevelopment Assistance Law and Urban Renewal Law, reduced homeownership rates, or other similar criteria."). Should the consultant limit its proposal to the specific scope in the RFP or include additional elements it sees fit from the broader main street designation guidelines?

A: A prospective firm can include additional elements as it sees fit. BEDCO had included elements in the RFP that it recognized it would need the most support with from the awarded firm, such as the development of a Five-Year Strategy. For example, the requirements of:

- **"A resolution from the subject municipality indicating support for the designation request..." will likely be easily attainable by BEDCO staff in tandem with this Planning Process.**

AND

- **"Identification of the organization responsible for daily oversight and administration of the designation program..." already exists, should it be determined through the planning process, that the SouthSide Arts District (SSAD) continue to remain as a program of BEDCO. SSAD already possesses a Manager and Assistant Manager.**

As it pertains to planning & zoning, a portion of the *current* footprint of the SouthSide Arts District is in the Southside Historic Conservation District (HCC). More information about this designation can be found on the City's website here:

<https://www.bethlehem-pa.gov/Community-Economic-Development/Planning-Zoning/Historic-and-conservation-Districts>

South Bethlehem – particularly the nearby former Bethlehem Steel site – has a rich history to the City and region, and we would expect a selected firm to be able to leverage this vibrant history in planning for the District.

6. **Would you prefer in-person or virtual engagement throughout this project?**

A: In-person participation is preferred for the kick-off and larger community engagement sessions or workshops. However, a hybrid or fully virtual format is acceptable for other meetings such as status updates and certain stakeholder discussions. SSAD/BEDCO acknowledge the importance of flexibility, and providing virtual options ensures broader accessibility—particularly for individuals facing

scheduling conflicts, health concerns, disabilities, or transportation barriers. This approach is especially valuable for small business owners with unpredictable schedules and community members who may be unable to attend in person.

7. Do you envision the consultant or client team leading the public-facing design of flyers and social media posts related to engagement sessions or surveys?

A: We envision the consultant leading or developing a strategic framework for the marketing and outreach campaign tied to this planning effort. While SSAD/BEDCO will likely handle the production of materials - such as flyers and social media posts - we expect to collaborate with the selected firm on messaging and content development. Most importantly, we will rely on the consultant's expertise to guide outreach strategies and recommend the most effective ways to engage key audiences at each stage of the planning process.

8. Do prior business or property/building inventories exist, or would these need to be newly crafted?

A: SSAD has an existing baseline business and property listing; however, updates are needed. This planning process will likely require a thorough review and update of the list(s), using the current information as a starting point to capture recent changes in tenancy, ownership, or property use. BEDCO will also support this effort by providing relevant resources to help facilitate the update process.