PASADENA ECONOMIC DEVELOPMENT CORPORATION
Pasadena, Texas
REQUEST FOR QUALIFICATIONS (RFQ) 26-025
Downtown Pasadena Vision & Master Plan
Issue Date: August 26, 2026
Responses Due: September 14, 2026, 4:00 p.m. Central

1. Introduction and Intent

The Pasadena Economic Development Corporation (PEDC), a Texas Type B Economic Development Corporation invites qualified multidisciplinary planning and urban design firms, or teams of firms, to submit Statements of Qualifications (SOQs) for preparation of the Downtown Pasadena Vision and Master Plan (the Plan).

Pasadena does not have a traditional downtown or a single established central business district. PEDC has identified a preliminary planning area organized around key corridors, public investments, redevelopment opportunities, and catalyst project locations that may collectively support the creation of a recognizable downtown. The selected consultant will be expected to test and refine this premise, not simply accept predetermined boundaries and develop a market-informed, community-supported, and implementable framework for where and how Downtown Pasadena should emerge.

The assignment requires more than a conventional land use study. PEDC seeks a team capable of integrating economic development, urban design, market analysis, transportation and mobility, public realm design, community engagement, branding and identity, development feasibility, and implementation planning.

Central question: Where can a viable, authentic, and connected Downtown Pasadena take shape, and what coordinated public and private actions are necessary to make that vision real?

The final Plan must be visually compelling, technically sound, financially grounded, phased, and useful as a day-to-day decision-making tool for PEDC, the City of Pasadena, property owners, developers, institutional partners, and the broader community.

2. Background and Strategic Context

The City of Pasadena, TX is the second largest city in the Houston MSA (Metropolitan Statistical Area) and serves as a major center for petrochemicals, manufacturing, logistics, education, healthcare, hospitality, tourism and commerce along the Gulf Coast. Its strategic location near Port Houston, an extensive transportation network, highly skilled workforce, and strong industrial base have positioned Pasadena as an important contributor to the regional economy. The city is also substantially built out, increasing the importance of redevelopment, reinvestment, and more efficient use of existing land and infrastructure.

The PEDC has undertaken a series of strategic planning initiatives designed to guide the City's long-term economic development efforts including the following (available at www.pasadenaedc.com).

The **2018 Pasadena Economic Development Strategic Plan** established a vision focused on business attraction and retention, redevelopment, infrastructure investment, placemaking, tourism, and enhancing the overall competitiveness of the community. The plan recognized that creating attractive destinations, improving community identity, and supporting redevelopment would be essential to Pasadena's long-term success.

Building upon that foundation, the **2023 Strategic Plan Five-Year Update** reaffirmed these priorities while placing greater emphasis on redevelopment, mixed-use development, quality of place, tourism, entrepreneurship, innovation, and catalyst projects. The update acknowledged Pasadena's continued evolution and the importance of creating destinations that support both economic growth and community life.

These strategic planning efforts, together with previous planning initiatives such as the 2020 Houston-Galveston Area Council's (H-GAC) Livable Centers Study and ongoing corridor improvement efforts, provide the policy foundation for the Downtown Pasadena Vision & Master Plan.

2.1 Strategic Drivers

- Pasadena's image and lack of a recognizable civic or commercial center remain barriers to business, visitor, and investment attraction.
- Vacant land is increasingly limited, making redevelopment and reinvestment essential to future tax-base and population growth.
- PEDC's 2023 Strategic Plan Update calls for bold investments in ambitious catalyst developments and specifically prioritizes mixed-use, housing, beautification, the historic district, mall redevelopment, and the Convention Center.
- The city needs a coordinated framework capable of connecting individual projects and corridors into a coherent place rather than advancing isolated investments.
- The Plan must translate broad strategic goals into geographically specific actions, capital priorities, development opportunities, policy recommendations, partnerships, and implementation responsibilities.

2.2 Existing and Emerging Assets

- Public and institutional anchors, including City and PEDC facilities, educational assets, parks, cultural resources, and community-serving destinations.
- Existing commercial corridors and locally owned businesses that contribute to Pasadena's identity and economic base.
- Catalyst sites with the potential to support redevelopment, mixed-use investment, public gathering spaces, employment, dining, retail, arts, culture, and entertainment.
- Prior and ongoing investments in streetscape, wayfinding, trails, beautification, corridor enhancement, and infrastructure.
- Pasadena's diverse population, Hispanic heritage, industrial history, entrepreneurial base, and regional accessibility.

2.3 Relationship to Other Planning Efforts

- The selected consultant shall review and coordinate the Plan with relevant adopted plans, studies, capital projects, and active initiatives.
- The consultant shall identify where prior recommendations remain applicable, where conditions have changed, and where conflicts or implementation gaps exist.
- The Plan must avoid duplicating completed work, including existing wayfinding and corridor-planning efforts, while recommending how such work should be incorporated into the downtown framework.

3. Project Purpose, Vision, and Goals

3.1 Project Purpose

The purpose of this RFQ is to retain a qualified consultant team to determine the most viable location, structure, identity, and implementation pathway for Downtown Pasadena. PEDC has identified a preliminary study area; however, the selected consultant must validate, modify, or refine those assumptions through research, market analysis, stakeholder engagement, and physical planning.

3.2 Preliminary Vision

Create an authentic, vibrant, connected, and economically resilient Downtown Pasadena that serves as a recognizable civic and community gathering place; supports private investment and local business growth; expands opportunities for, culture, dining, entertainment, and employment; and reflects Pasadena's history, diversity, and future.

3.3 Project Goals

- **Define Downtown Pasadena:** Identify and justify the appropriate downtown core, boundaries, transition areas, corridors, districts, and potential catalyst sites.
- **Create a Sense of Place:** Establish a distinct identity and physical character that feels authentic to Pasadena rather than replicating another community.
- **Connect Existing Investments:** Link public facilities, corridors, parks, institutions, neighborhoods, businesses, and catalyst projects through a coherent land use, mobility, and public realm framework.
- **Catalyze Private Investment:** Identify market-supported development opportunities and strategic public actions that can reduce risk and encourage reinvestment.
- **Support Mixed-Use:** Evaluate opportunities for retail, dining, hospitality, office, civic, cultural, entertainment, and employment uses in an integrated setting.
- **Improve Mobility and Access:** Create a safe, legible, multimodal network that addresses walking, biking, transit, vehicular circulation, parking, freight considerations, accessibility, and connectivity.
- **Strengthen Community Identity:** Celebrate Pasadena's history, neighborhoods, cultural diversity, industry, local businesses, public art, and community traditions.
- **Deliver an Actionable Plan:** Establish priorities, responsible parties, projected costs, funding and partnership options, regulatory actions, performance measures, and phased implementation.

3.4 Desired Outcomes

- A clearly defined and broadly understood downtown geography and identity.
- A realistic development framework rooted in market demand, site conditions, ownership patterns, infrastructure, and implementation capacity.
- A prioritized set of early wins and catalytic actions that can demonstrate momentum within the first one to three years.

- A long-term framework that can guide public capital investment, private development review, partnership development, and future policy decisions.
- An implementation program that assigns responsibility, measures progress, and can be updated as conditions change.

4. Preliminary Study Area

The PEDC will provide a preliminary study area map (Exhibit A). The preliminary boundary is intended to focus the consultant's analysis but shall not predetermine the final recommended downtown geography.

The selected consultant shall evaluate the preliminary study area using objective criteria, including development potential, ownership and parcel patterns, market opportunity, existing and planned public investment, infrastructure capacity, mobility, visibility, community identity, connectivity, redevelopment feasibility, and the ability to support a concentrated and recognizable center.

The Plan may recommend a layered geography consisting of:

- A primary downtown core where the greatest concentration of activity and investment should occur.
- Character districts or subareas with distinct roles, uses, and development forms.
- Priority corridors and gateways that connect downtown to surrounding neighborhoods and destinations.
- Transition areas where development intensity and character should respond to adjacent neighborhoods or industrial uses.
- Catalyst sites that may be inside or outside the final core but are essential to the downtown strategy.

5. Scope of Services

The following scope establishes PEDC's expectations for the submittal. Respondents may recommend refinements based on demonstrated experience, provided that the proposed approach fully addresses the project purpose, goals, and required outcomes.

5.1 Project Initiation and Management

- Conduct a kickoff meeting with PEDC and designated City representatives to confirm objectives, roles, decision-making protocols, schedule, communications, data needs, engagement expectations, and deliverable formats.
- Prepare a detailed project management plan, work plan, schedule, engagement plan, quality-control plan, and document request list.
- Establish a recurring coordination schedule with the project management team and provide concise written progress reports, decision logs, action items, and updated schedules.
- Identify key assumptions, risks, dependencies, and decisions requiring owner direction throughout the project.

5.2 Existing Conditions, Data, and Policy Review

- Review all available adopted plans, studies, policies, ordinances, capital projects, economic development initiatives, market data, infrastructure information, and prior engagement findings relevant to the study area.
- Compile and map existing land use, zoning and development regulations, parcel and ownership patterns, public ownership, assessed values, development activity, vacancies, building conditions, historic and cultural resources, floodplain and drainage constraints,

utilities, environmental considerations, transportation, parking, sidewalks, bicycle facilities, transit, public spaces, and community assets.
- Assess demographic, workforce, retail, hospitality, office, civic, entertainment, and employment trends relevant to downtown development.
- Identify constraints and opportunities affecting redevelopment feasibility, including parcel fragmentation, access, infrastructure, code requirements, parking standards, setbacks, drainage, and approval processes.
- Prepare an Existing Conditions and Opportunity Assessment with clear findings rather than a data-only inventory.

5.3 Downtown Location and Boundary Analysis

- Develop and apply transparent criteria for evaluating the preliminary study area and potential downtown locations.
- Analyze alternative downtown configurations and explain the advantages, disadvantages, dependencies, and implementation implications of each.
- Recommend a preferred downtown core, supporting districts or character areas, corridors, gateways, transition areas, and catalyst sites.
- Document the rationale for the recommended geography and identify conditions under which the boundary may evolve over time.

5.4 Market and Economic Development Analysis

- Conduct a market assessment proportionate to the project, addressing realistic demand and development potential for retail, food and beverage, hospitality, office, entertainment, civic, cultural, institutional, and mixed-use development.
- Identify target users, customer segments, development typologies, approximate supportable scale, sequencing considerations, and market gaps.
- Evaluate the role of local businesses, entrepreneurship, small-scale development, and culturally relevant businesses in creating an authentic downtown economy.
- Identify catalyst development opportunities and the public actions necessary to improve feasibility or attract private investment.
- Recommend economic development tools, partnerships, incentives, district mechanisms, or financing approaches that may support implementation, while distinguishing between tools that are immediately available and those requiring further legal, financial, or policy evaluation.
- Establish measurable economic and community outcomes, such as investment, redevelopment activity, business formation, sales tax generation, occupancy, visitation, and public-space use.

5.5 Community and Stakeholder Engagement

The selected consultant shall facilitate a stakeholder engagement process that includes a minimum of:

- **Stakeholder Meeting No. 1 – Visioning Workshop**
  - Project introduction.
  - Existing conditions review.
  - Opportunities and challenges identification.

- **Stakeholder Meeting No. 2 – Draft Master Plan Review**
  - Presentation of draft concepts.
  - Stakeholder feedback.
  - Refinement recommendations.

- **Stakeholder Meeting No. 3 – Final Plan Presentation**
  - Presentation of final recommendations.
  - Implementation priorities.
  - Adoption discussion.

Consultants may propose additional engagement activities as part of their approach.

5.6 Vision, Identity, and Guiding Principles

- Facilitate development of a clear downtown vision and a concise set of guiding principles that can be used to evaluate future public and private decisions.
- Define the desired experience, identity, character, and role of Downtown Pasadena within the city and region.
- Identify opportunities to celebrate Pasadena's history, culture, diversity, industrial and working class heritage, public art, local businesses, and community traditions.
- Develop a preliminary identity and branding framework sufficient to guide place naming, gateways, signage, public art, storytelling, and future branding work. The plan should coordinate with, not duplicate existing citywide wayfinding plans.

5.7 Land Use and Development Framework

- Prepare a preferred land use and development framework for the downtown core and supporting districts.
- Recommend the appropriate mix, location, intensity, and form of uses, including retail, dining, hospitality, office, civic, institutional, entertainment, recreation, arts and culture, public space, and employment uses.
- Identify development and redevelopment opportunity sites and illustrate potential building placement, scale, frontage, block structure, parking approach, and relationship to public space.
- Address compatibility and transitions between higher intensity downtown development and surrounding neighborhoods, industrial areas, institutions, and existing businesses.
- Recommend regulatory, zoning, design, entitlement, or development process changes needed to support the preferred framework.

5.8 Urban Design, Public Realm, and Placemaking

- Develop a public realm framework that creates a connected network of streets, sidewalks, plazas, parks, trails, greenways, civic spaces, gathering places, and event locations.
- Recommend streetscape character, shade, landscaping, lighting, seating, materials, public art, gateways, signage, green infrastructure, and other place-defining elements.
- Identify a hierarchy of public spaces and clarify how each could support daily use, programmed events, festivals, markets, performances, and community gatherings.
- Develop conceptual design guidance for priority streets, intersections, gateways, public spaces, and catalyst locations.
- Address comfort and usability in the Gulf Coast climate, including heat, shade, stormwater, flooding, maintenance, and year-round activity.

5.9 Mobility, Access, and Parking

- Assess pedestrian, bicycle, transit, vehicular, freight, emergency access, and accessibility conditions within and connecting to the study area.
- Recommend a connected street and pathway network that improves safety, legibility, access, and circulation while supporting desired development patterns.

- Evaluate parking supply, utilization, requirements, shared parking, district parking, curb management, event demand, and phased parking strategies.
- Identify priority mobility improvements and coordinate recommendations with existing transportation, trail, streetscape, and wayfinding plans.
- Address first and last mile connections to major destinations, neighborhoods, employers, and regional transportation routes.

5.10 Catalyst Projects and Concept Plans

- Identify and prioritize a limited number of catalyst projects capable of changing market perception, demonstrating momentum, attracting follow on investment, or connecting existing assets.
- Prepare illustrative concept plans and visualizations for selected catalyst sites, corridors, gateways, and public spaces. Concepts shall be detailed enough to communicate intent, approximate scale, development relationships, public improvements, and phasing, but are not expected to constitute construction documents.
- For each catalyst project, identify purpose, ownership considerations, partners, prerequisites, estimated order of magnitude cost, potential funding or delivery approach, implementation steps, and timing.
- Include a balanced portfolio of near term public realm improvements, redevelopment opportunities, policy actions, programming, and longer-term transformational projects.

5.11 Infrastructure, Resilience, and Development Readiness

- Evaluate available information regarding drainage, flood risk, utilities, roadway capacity, broadband, and other infrastructure relevant to the preferred downtown framework.
- Identify infrastructure limitations, additional studies, and capital improvements necessary to support desired development.
- Incorporate resilience, stormwater management, heat mitigation, emergency access, long-term maintenance, and lifecycle considerations into recommendations.
- Distinguish between confirmed infrastructure conditions and matters requiring future engineering or technical analysis.

5.12 Implementation and Action Plan

- Prepare a phased implementation program organized by immediate actions, short term actions, medium term actions, and long term initiatives.
- Identify responsible and supporting parties, dependencies, decision points, policy actions, partnerships, preliminary cost ranges, and potential funding or financing sources.
- Prioritize recommendations using clear criteria such as impact, feasibility, urgency, market readiness, cost, community support, and ability to catalyze private investment.
- Prepare a public investment framework and preliminary capital improvement priorities.
- Recommend organizational structure, governance, partnership, or district management approaches for long term implementation and programming.
- Create measurable performance indicators and a monitoring framework for reporting progress and updating the Plan.
- Identify an initial set of actions PEDC and the City can begin before final adoption or within the first 12 months following completion.

5.13 Final Plan and Adoption Support

- Integrate technical findings, engagement results, preferred concepts, design guidance, and implementation actions into a concise, visually compelling final Plan.
- Prepare executive level presentations and materials for PEDC leadership, the PEDC Board, City leadership, City Council, and the public.

- Present the draft and final Plan at meetings identified in the approved work plan and respond to comments.
- Provide final editable source files, GIS data, graphics, presentations, engagement summaries, and all other project materials in formats acceptable to PEDC.

6. Required Deliverables

At a minimum, the selected consultant shall provide the following. Respondents may recommend additional deliverables or refinements that improve usability and implementation.

Deliverable	**Minimum Content**
Project Management Plan	Detailed work plan, schedule, engagement plan, meeting cadence, data needs, decision structure, and quality-control approach.
Existing Conditions and Opportunity Assessment	Maps, analysis, market findings, development constraints, assets, opportunities, and key planning implications.
Downtown Location and Boundary Alternatives	Evaluation criteria, alternative geographies, comparative analysis, and recommended downtown framework.
Community and Stakeholder Engagement Summary	Engagement activities, participation, findings, areas of consensus, unresolved issues, and influence on the Plan.
Technical Deliverables	Market and Economic Development analysis, comparable downtown analysis, concept alternatives
Planning Deliverables	Land use and development framework, character districts, opportunity sites, mobility, parking, public realm and placemaking strategy, development opportunity map
Economic Development Deliverables	Downtown recruitment strategy, target industry and tenant matrix, retail site assessment and strategy
Draft Downtown Pasadena Vision and Master Plan	Complete draft suitable for public and decision-maker review.
Implementation and Action Plan	Prioritized actions, sequencing, responsibilities, cost ranges, funding and partnership options, metrics, and first year work program.
Final Plan and Executive Summary	Final adopted format document, concise executive summary, presentation deck, and public facing summary materials.
Digital and Editable Files	Accessible PDF, editable document and presentation files, GIS shapefiles or geodatabases, graphics, engagement data, and native source files.

6.1 Deliverable Standards

- Deliverables must be concise, graphic-rich, accessible, and written for both technical and nontechnical audiences.
- Maps and graphics must be legible at common print sizes and suitable for public presentations.
- Recommendations must clearly distinguish adopted direction, consultant recommendations, conceptual ideas, assumptions, and items requiring additional study.
- Cost estimates shall be order of magnitude planning estimates with assumptions and exclusions clearly stated.
- All final materials shall become the property of PEDC and must be provided without proprietary restrictions that would prevent future public use or modification.

7. Project Administration and Engagement

7.1 Owner and Project Management

- PEDC will serve as the contracting entity and project manager. The selected consultant will coordinate with a project management team that may include representatives from PEDC, City Administration, Planning, Public Works, Engineering, Parks, Communications, Convention Center operations, and other departments or partners as appropriate.
- The consultant shall not rely on broad, unstructured owner conferences as a substitute for disciplined project management. Meetings shall have clear purposes, agendas, materials, decisions, and documented action items.

7.2 Anticipated Engagement Structure

Respondents should propose an engagement program appropriate to the work. For budgeting and approach purposes, teams should anticipate a combination of the following, subject to refinement during contract negotiations:

- Project management team meetings at regular intervals.
- Interviews with City and PEDC leadership, property owners, developers, institutions, businesses, and community stakeholders.
- Targeted focus groups or roundtables addressing development, mobility, local business, arts and culture, youth, and community identity.
- At least two major public workshops or charrette-style events at meaningful project milestones.
- Bilingual and accessible engagement tools, including digital participation opportunities.
- Presentations to the PEDC Board and City Council or other public bodies as directed by PEDC.

7.3 Consultant Team Expectations

The selected team should demonstrate integrated expertise in the following areas:

- Downtown, district, corridor, redevelopment, or urban-center planning in communities without a traditional downtown.
- Urban design, placemaking, public realm design, and visual communication.
- Economic development, real estate market analysis, development feasibility, and implementation.
- Land use, zoning, development standards, and redevelopment policy.
- Mobility, parking, pedestrian and bicycle planning, and accessibility.
- Community engagement in diverse and bilingual communities.
- Infrastructure, resilience, drainage, and Gulf Coast development conditions.
- Branding, identity, cultural planning, public art, and destination development, as appropriate.

8. Anticipated Project Schedule

PEDC anticipates an approximately **8 month** planning process following notice to proceed. Respondents shall provide a proposed schedule that demonstrates the sequence, duration, dependencies, engagement points, decision milestones, and deliverables necessary to complete the assignment efficiently.

The following schedule is preliminary and subject to modification at PEDC's sole discretion:

	Anticipated Date
RFQ issued	August 26, 2026
Deadline for written questions	September 4, 2026
SOQs due	By 4:00 p.m CST on September 14, 2026
Shortlist & Interviews (if necessary)	September 24 – October 1, 2026
Consultant selection and notice of intent to award (negotiations begin)	October 2 – October 9, 2026
Contract approval and notice to proceed	October 22, 2026
Project kickoff	October 29, 2026
Target completion of Final Plan	June 30, 2027

- **All questions must be submitted in writing to the Purchasing Department, Attn: Karen Wallace at 1149 Ellsworth Dr., Ste. 400, Pasadena, TX 77506, emailed to kwallace@pasadenatx.gov or faxed to (713) 920-7938. If required, written addendum will be issued within four (4) business days to respondents that have received this RFQ as well as posted on the City of Pasadena website, the Pasadena EDC website, and DemandStar.com.**

9. Submittal Requirements

Interested firms should submit a concise SOQ that includes the following components in the order listed below. Marketing material that does not directly demonstrate the respondent's qualifications for this assignment should be limited. Submittals should not exceed 25 pages excluding covers.

i. Cover Letter

- Brief statement of interest
- Summary of understanding of the project and commitment to the anticipated schedule.
- Acknowledge receipt of addenda (if applicable).

ii. Firm Qualifications and Availability

- Describe the firm's relevant capabilities, organizational structure, current workload, availability, quality-control practices, and ability to meet the anticipated schedule
- Identify any potential conflicts with other major commitments and how those will be managed

iii. Project Team

- Organizational chart of the prime firm and any subconsultants.

- Identify project manager and key team members, with description of roles and responsibilities.
- Clearly identify subconsultants and which firm will be responsible for each discipline.

iv. Relevant Experience

- Provide no more than [five] similar previous project(s) completed in the past 10 years.
- Emphasize projects involving creation or definition of a downtown, redevelopment districts, catalyst planning, market-supported implementation, diverse community engagement, and comparable municipal or economic development contexts.

v. Project Approach and Understanding

- Narrative describing the firm's understanding of Pasadena's unique challenge and opportunity.
- Proposed approach to key scope elements, including existing conditions and market analysis; community and stakeholder engagement; framework and master planning; and implementation and feasibility.
- Provide methods for testing the preliminary study area and approach to converting recommendations into implementation.

vi. Schedule and Management

- Proposed high-level schedule and key milestones, demonstrating an ability to meet the anticipated completion within 8 months.
- Description of project management approach, quality control, and communication with staff, including how the team will coordinate across disciplines and maintain schedule.

vii. References

- Provide references for at least [three] of the comparable projects completed in the past 10 years, including client name, contact, email, phone, project description, dates, and key team members involved.

viii. Suggested Page Limit

- PEDC has established a maximum of [25] single-sided pages, excluding front and back covers, and any dividers. Resumes should be concise and focused on the work proposed.

9.10 RFQ Submittal Envelope

Proposal must be placed in a sealed envelope that is completely and properly identified with the name of the firm, RFQ number, due date and time. The sealed envelope must include the original printed RFQ and a digital copy on a USB drive. It is the firm's responsibility to have the RFQ correctly marked, addressed, and delivered to: **City Secretary Office; 1149 Ellsworth Drive, Pasadena, TX 77506 by 4:00 p.m. CST on September 8, 2026.**

10. Evaluation and Scoring Rubric

The PEDC will appoint a selection committee to perform the evaluation. The committee will conduct a comprehensive, fair, and impartial evaluation of all submittals received in response to this RFQ according to the criteria set forth in the Evaluation Criteria shown on page xx. Each submittal will be analyzed to determine overall responsiveness and qualifications under the RFQ. The selection committee may select all, some or none, of the Respondents for interviews. The PEDC may also request additional information from Respondents at any time prior to final approval of a selected Respondent. Fees shall not be included in the SOQ unless expressly requested in the final solicitation.

PEDC intends to negotiate scope and compensation with the highest-ranked firm following selection, consistent with applicable procurement requirements.

- Firms shortlisted for interviews or the firm selected for this project will be notified directly by the City of Pasadena's Purchasing Manager.
- At the conclusion of the selection process, each firm will be evaluated to determine the best qualified firm for the project. The PEDC will enter negotiations with the selected firm and execute a contract upon completion of negotiation of fees and contract terms pending final approval.
- If the PEDC is unsuccessful in negotiating a contract with the best-qualified firm, the PEDC may then negotiate with the second or third most qualified firm until a contract is executed or may decide to terminate the selection process.
- Final approval of a selected Respondent is subject to the approval of the Board of Directors of the PEDC.

Evaluation Criteria
The selection committee, in their deliberations, will consider the following:

Criterion	Points
Qualifications and Availability	20
Proposed Staff	20
Comparable Project Experience	20
Project Understanding and Approach	20
Proposed Schedule and Timeline	20
TOTAL	**100**

11. General Terms and Conditions

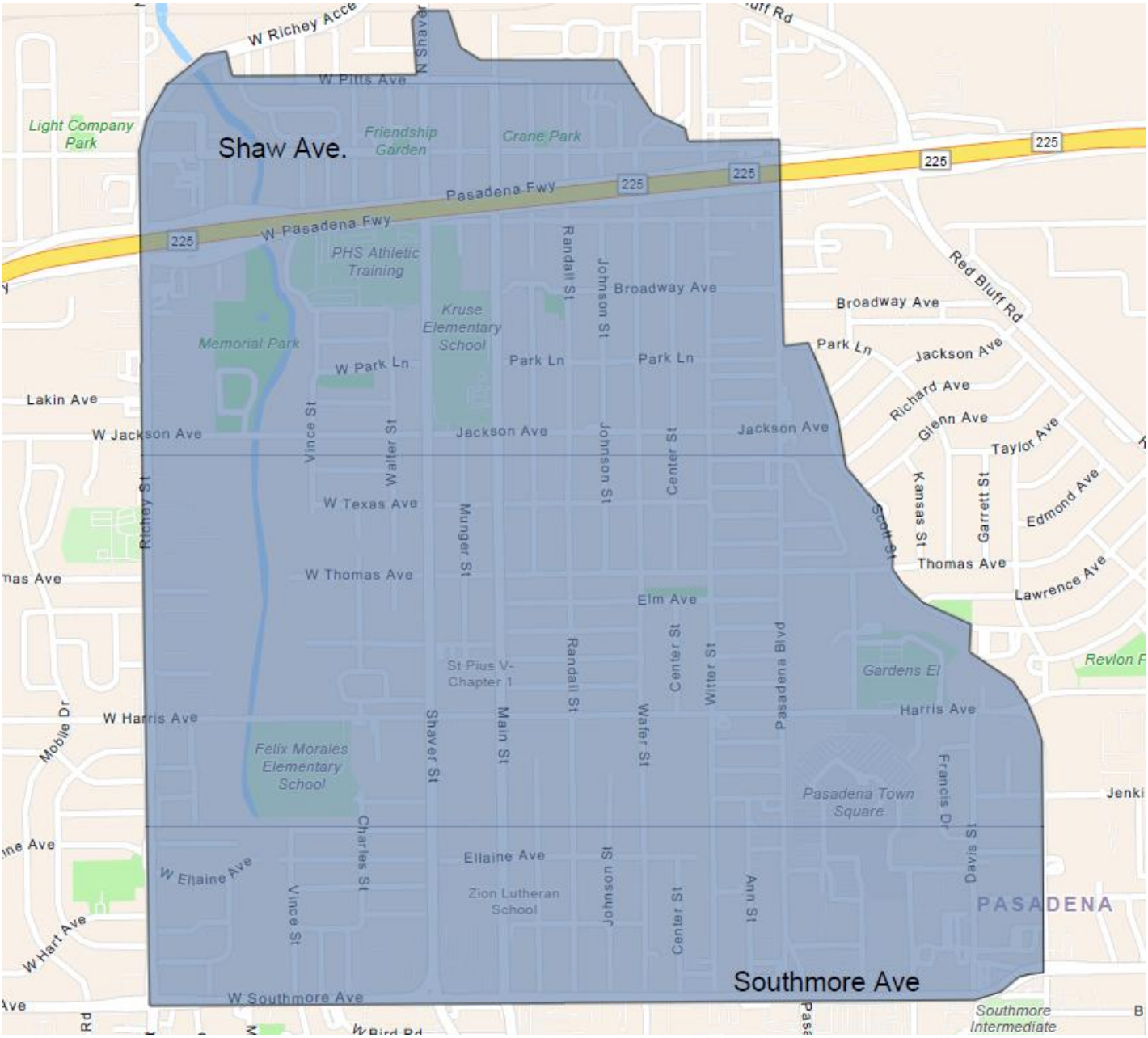
Right to Reject or Modify
PEDC reserves the right to reject any or all submissions, waive informalities or irregularities, request clarification, modify the schedule or scope, cancel or reissue the solicitation, or take any action deemed in PEDC's best interest, subject to applicable law.

No Obligation
Issuance of this RFQ does not commit PEDC to award a contract or reimburse any costs incurred in preparing a response, participating in interviews, or negotiating an agreement.

Public Information
Submissions may be subject to disclosure under the Texas Public Information Act. Respondents are responsible for clearly identifying information they believe is confidential and stating the legal basis for withholding it; PEDC cannot guarantee confidentiality.

Conflicts and Communications
Respondents shall disclose actual or potential conflicts of interest and comply with applicable ethics, lobbying, and vendor disclosure requirements. Unauthorized communications regarding the solicitation may result in disqualification.

Accuracy of Information
Material misrepresentation regarding qualifications, personnel, availability, experience, or ability to perform may result in rejection, termination of negotiations, or cancellation of an agreement.

EXHIBIT A
Downtown Pasadena Vision & Master Plan - Preliminary Study Area

The preliminary study area encompasses the central portion of Pasadena and includes the city's historic core, established neighborhoods, commercial corridors, civic and institutional assets, and key redevelopment opportunity sites. The area has been identified to capture locations that may collectively support the creation of a recognizable downtown area and should be considered a planning boundary rather than a fixed downtown boundary. The selected consultant will evaluate the study area and may recommend refinements based on market conditions, land use patterns, connectivity, redevelopment potential, infrastructure, and stakeholder input.