

**Warwick Station Development District (WSDD)**  
**Pre-proposal Conference**  
Thursday, November 8, 2012  
Rhode Island Economic Development Corporation  
315 Iron Horse Way, Providence, RI  
10 a.m. – 11 a.m.

**Agency Representative Attending the Conference**

Steve Devine, RI Dept. of Transportation (RIDoT)  
Pattie Goldstein, RI Airport Corporation (RIAC)  
Bill DePasquale, City of Warwick  
Dan Geagen, City of Warwick  
Judy Chong, RI Economic Development Corporation (RIEDC)  
John Riendeau, RIEDC

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John Riendeau welcomed everyone then commenced to walk through a PowerPoint presentation depicting the Warwick Station Development District (WSDD) Master Plan established by the City of Warwick for the area.

Bill DePasquale stated the goal with the WSDD is to create a new mixed use city center that has access to multi modal transportation and 39 miles of ocean shorefront, where it is possible to live, work and play. This is to be a walk able, sustainable and connected environment – a people oriented development. The City has established a Master Plan, Zoning Regulations and a Design Manual for the WSDD.

Steve Devine noted that the RI Department of Transportation has been involved with initial design of the area since 1989. MBTA service has been available to Providence since 1988 and currently has 20 stops; with expanded stops to Warwick and Wickford, with a future goal to tie into Kingston (URI), and eventually to Westerly.

Pattie Goldstein noted the importance of this project to TF Green Airport and noted that the Airport was the 37<sup>th</sup> largest MSA in the country.

Judy Chong said that it is important to note that we do not have state ownership of the property. Community outreach is extremely important, as the brand identity is established.

**Questions & Answers**

**Question 1:** Will there be multiple marketing strategies/marketing material packages (i.e.; for investors, residents, businesses, builders)?

A: Yes, and examples include printed materials, website and other media forms. (Per John Riendeau)

**Question 2:** Will it be targeted to different audiences or will it be "one size fits all"?

A: It's up to the respondent and the market analysis to determine the audience. (Per John Riendeau)

**Question 3:** Is there existing economic data available for use in Task 1?

A: Yes, there is a slightly dated market analysis from the WSDD Master Plan. Please see attached PDFs entitled "2002 Market Analysis" and "2010 WSDD Economics Update". (Per Bill DePasquale)

The EDC has individual community economic profiles available at [www.riedc.com](http://www.riedc.com) (Per John Riendeau)

**Question 4:** Are you looking for design elements?

A: Initial concept development, proposed implementation plan and proposed budget are being sought for this part of the RFP. (Per Judy Chong.) We are also looking to implement the marketing plan concurrent with the tasks requested. (Per John Riendeau)

**Question 5:** Is there a proposed budget range?

A: The funds are from a federal highway grant, with in-kind support from the participating agencies. The total grant is \$400,000. The RFP does not specify how the budget should be structured; proposals should look at the project holistically and allocate resources as necessary per task. Proposals should identify what we should be doing with the WSDD and how to best allocate the funds. (Per John Riendeau.) Analysis, brand development and creation, and implementation should be taken into account when developing the budget. Budget should be somewhat balanced to allow for implementation funds (Task 3). (Per Judy Chong)

**Question 6:** Can physical elements be included that might consist/exist in a multi modal community?

A: Yes, all modes should be considered in maximizing development and in creating a unique sense of place within the WSDD area.

**Question 7:** Are TV and radio media options?

A: The preference is to narrowcast rather than broadcast; this will target more specific areas. (Per Judy Chong)

**Question 8:** Are there plans for an Amtrak stop?

A: It is a possibility; an additional track would need to be added at a significant cost. Frequency and variety of travel are pertinent and important. (Per Steve Devine)

**Question 9:** Are there origin and destination studies for the airport – does PVD pull from Mass and CT?

A: RIAC does have we have quarterly USDOT reports on our top O&D markets, and will make them available. Also, the Airport does draw customers from MA and CT. (per Pattie Goldstein)

**Question 10:** Q: What is the suggested implementation time frame for the marketing plan?

A: Task 1 and Task 2 have clear deadlines; Task 3, the formal marketing plan needs to be completed by March 31, 2013, and its implementation will continue through the year depending on funding. (Per John Riendeau)

### **Final Comments**

Questions and answers will be posted daily until November 15, 2012. All questions can be addressed to John Riendeau at [jriendeau@riedc.com](mailto:jriendeau@riedc.com)