



## REQUEST FOR QUALIFICATIONS CAMPUS MASTER PLAN UPDATE – MOBILITY AND WAYFINDING

San Francisco State University (SF State) Department of Physical Planning and Development is requesting qualification statements from creative and forward-thinking multidisciplinary transportation planning, design, and engineering firms to develop a **mobility plan and wayfinding system as part of an overall campus master plan update**. The mobility plan will support the physical master plan, which will define the organization of the campus.

SF State will lead the overall campus master plan update effort. Unlike the more typical process where a university engages a single master plan consultant to deliver all aspects of the plan, SF State will engage individual consultants with specific expertise to address the various elements of the plan. Each consultant's effort will be focused both in subject matter and time. SF State will coordinate consultants' ongoing work and integrate their final products into the campus master plan update report.

The campus master plan update will contain the following elements:

- Physical Campus Plan
- Mobility and Wayfinding
- Infrastructure and Utilities
- Housing Strategic Plan
- Other Framework Plans (sustainability, landscape, security and risk management, etc.)

## BACKGROUND

San Francisco State University is part of the California State University (CSU) system, the largest four-year public university system in the United States. Located in southwest San Francisco, SF State is the only four-year public university in the city. For more about SF State, see sources at the end of this RFQ.

### 2007 Campus Master Plan

SF State last completed a physical master plan in 2007—before the economic downturn. The plan was ambitious and, with the exception of the J. Paul Leonard Library renovation and expansion completed in 2012 and the Mashouf Wellness Center slated for completion in spring 2017, the level of new construction called for in the plan was not realized. Two projects envisioned in the master plan—the first phase of a Creative Arts replacement building and a residential mixed-use development on Holloway Avenue—are currently in design.

The transportation strategy underlying the 2007 campus master plan—adding no net new parking and using transportation demand management (TDM) to reduce drive-alone commute trips—has been successfully implemented, as documented in regular transportation surveys, most recently April 2016. TDM will continue to be the strategy of the campus master plan update.

Other changes since the previous plan include a new president and cabinet, a new strategic plan, a new climate action plan, and a deepening housing shortage with the result that many students have moved further from the campus and face long commutes. The policy context has shifted as San Francisco's economic growth has resulted in a stressed housing market. Colleges and universities in the city are being called upon to house more students and affiliates in order to free up rental units for the general population. Lastly, the CSU Capital Outlay process has changed, and there is a new economic model for funding capital projects. Across the CSU system, campuses are looking for innovative approaches to finance and deliver new housing and academic buildings.

### **Strategic Plan**

SF State completed a strategic plan in 2014. Emerging from the University's long-standing commitments to teaching, learning, and social justice, the new strategic plan is anchored by five core University values: Courage, Life of the Mind, Equity, Community, and Resilience. The plan highlights aspirations and objectives within each of the core values and offers initiatives. Under the core value of Resilience, an objective of the plan is that "SF State will be a champion and advocate at the regional level in the areas of affordable housing, transportation, and economic development on behalf of students and SF State employees. An initiative of the plan is to "Update the physical master plan to maximize affordable student and employee housing."

### **Sustainability and Resilience**

As a signatory to the College and University Presidents' Climate Commitment, SF State has developed a comprehensive greenhouse gas inventory and Climate Action Plan. We have engaged consultants to evaluate green ratings systems for new campus buildings and landscapes and to provide a sustainability framework for all new projects. With the CSU Sustainability Policy as a guide, SF State seeks to be a worldwide leader of sustainability among urban public universities. Resilience is integral to the academic mission and to the physical campus.

### **Campus Master Plan Update – Physical Plan Focus (by others)**

The planning approach will build upon the guiding principles in the 2007 campus master plan. The update will focus on housing and new development initiatives influenced by substantial changes in the market and financial opportunities and constraints since the last plan was written. The University plans to double the number of students currently living on campus, from 4,000 to over 8,000 residents by 2021. Brailsford & Dunlavey is currently evaluating market demand. The plan will take into account new information about proposed development at Parkmerced, expansion of Stonestown Galleria, and improvements to the Muni M line ([sfmta.com/projects-planning/projects/muni-subway-expansion-project](http://sfmta.com/projects-planning/projects/muni-subway-expansion-project)).

### **Campus Master Plan Update – Mobility and Wayfinding Focus (this contract)**

The University plans to construct housing and academic buildings in the coming years. Each of these facilities will have an impact on the mobility systems of the campus, including transit access, pedestrian movement, bicycle travel, vehicular travel, parking strategies, and emergency vehicle access. These projects must be understood within the context of the larger campus, and interventions must take into account the university's commitment to equity and inclusive access and design.

To support the use of these systems, the campus will implement a signage and wayfinding system. The wayfinding plan will identify signage and information needs and provide recommendations for the eventual design and implementation of a wayfinding and information system for the campus.

## SCOPE OF SERVICES

### Mobility Plan

1. Analyze existing conditions and key influences. Provide photo documentation of existing conditions, field observations, stakeholder interviews, and video documentation of primary routes.
2. Conduct a review of existing campus, and relevant city/county, plans and practices. Compile and analyze available data, supplementing with new field review and data collection as needed.
3. Develop a mobility plan that defines improvements to:
  - Access to public transit
  - Pedestrian arrival, circulation, accessibility, and safety
  - Bicycle arrival, circulation, safety, and storage
  - Short- and long-term street improvements and realignments, within the campus and on surrounding city streets
  - Parking distribution campus wide, including accessible parking zones
4. Update SF State's transportation demand management (TDM) plan.
5. Provide and set priorities for proposed improvements. Forecast expenditures.
6. Build consensus within the campus community. Make education and outreach a visible component of the plan.
7. Coordinate all work with new physical plan.
8. Produce interim graphics and final graphics and narrative that will become part of the campus master plan update report.

### Wayfinding System

1. Analyze existing conditions and key influences. Provide photo documentation of existing conditions, field observations, stakeholder interviews, and video documentation of primary routes.
2. Develop a needs analysis, overall wayfinding approach, sign type descriptions, message schedule, and location criteria.
3. Develop a wayfinding system that includes signage and environmental graphics.
4. Design a new campus map and provide graphic files and specifications for reproduction.
5. Produce interim graphics and final graphics and narrative that will become part of the campus master plan update report.

## ANTICIPATED SCHEDULE

Issue Request for Qualifications (RFQ)	<i>February 9, 2017</i>
Submit qualifications	<i>February 23, 2017, 1:00 PM</i>
Shortlist firms	<i>February 27, 2017</i>
Interview shortlisted firms	<i>March 13-17, 2017 (TBD)</i>
Develop Scope and Fee	
Award contract	<i>April 3, 2017</i>
Start mobility plan	<i>April 5, 2017</i>
Analysis and Preliminary Concepts	<i>Spring / Summer 2017</i>
Refine plan / develop project description / coordinate with other consultants	<i>Summer 2017</i>
Complete draft plan graphics and narrative	<i>Fall 2017</i>
As SF State authors the campus master plan update, prepare edits to graphics, etc.	<i>January 2018</i>

## QUALIFICATIONS SUBMITTAL

Qualifications Statement – two (2) bound hard copies and a PDF on a USB drive to include:

- Cover letter signed by the firm's principal that outlines your understanding of the work to be accomplished and why your firm should be selected and includes a statement confirming that you have reviewed and are in agreement with all the requirements of the attached CSU Rider A - Agreement General Provisions, in the event that your firm is selected.
- Brief description of the firm's history and abilities.\*
- Firm's approach to mobility planning and wayfinding and examples of similar projects.
- List of key professionals proposed for the project, their résumés, and percentage of time they will be servicing this project.\*
- Billing rates of staff for additional services.
- Three client references.
- A general statement of financial condition of the firm. SF State reserves the right to request that the consultant provide an annual operating statement, income tax form or other reasonable comprehensive evidence of financial condition.

\*If subconsultant firms are part of the team, include relevant information for them.

**The qualifications statement must be received by February 23, 2017 at 1:00 PM** in order to be considered for this work. The University assumes no responsibility for delay in delivery of the proposal either by the United States Post Office or other delivery service used by the consultant.

All respondents will be notified of the results by EMAIL, so please provide accurate contact information.

Please direct all materials to:

San Francisco State University  
Physical Planning and Development / Planning and Design  
1600 Holloway Avenue, Corp Yard 202  
San Francisco, CA 94132

Attention: Wendy Bloom, director of campus and capital planning

In advance of the due date, please contact Jill Anthes at [janthes@sfsu.edu](mailto:janthes@sfsu.edu) if you have questions.

#### RESOURCES

- SF State Facts <http://puboff.sfsu.edu/sfsufact/archive/1516>
- 2007 Campus Master Plan <http://www.sfsu.com/masterplan.org/>
- 2014 Strategic Plan <http://planning.sfsu.edu/>
- Parkmerced <http://sf-planning.org/parkmerced-project>

#### ATTACHMENTS

- Study Area Map
- CSU Service Agreement and Rider A