



UNIVERSITY OF
SOUTH CAROLINA

**Transportation Master Plan
H27-N289-PD**

Amended 09-18-13

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A. Introduction

The University of South Carolina at Columbia (USC) Department of Vehicle Management and Parking Services currently has approximately 15,150 spaces in 10 garages and surface parking. For the Fall 2012 semester, there were approximately 31,000 student enrolled on the Columbia campus, 1600 fulltime faculty, with modest growth expected in all areas. The campus consists of approximately 450 acres set in a capitol city setting. Other considerations during the planning process should include the 2010 Campus Master Plan, Innovista Master Plan, and President's Climate Commitment to reduce carbon emissions on campus, Genesis 2015 and campus sustainability initiatives.

B. Project Description

The University of South Carolina – Vehicle Management and Parking Services is seeking the services of a qualified consultant/consulting team to develop a comprehensive Transportation Master Plan, hereafter called “The Master Plan”. The Master Plan must be integrated with and support the University’s Campus Master Plan and Innovista Master Plan. The plan must clearly outline the recommendations that will guide decision making over the next 10 calendar years.

The consultant should review and prescribe transportation and parking solutions that will integrate within the University’s urban environment. The Master Plan should be a living document capable of adapting to changing needs and conditions. The plan should include visual representations of the conclusions and recommendations as well as scheduling and implementation plans utilizing the information within this document. The plan should be user friendly, allowing minor updates to be performed by the USC Transportation administration with minimal input from the design team.

C. Master Planning Structure and Schedule

The Master Plan must be completed per the project schedule. The Master Plan and all deliverables will be provided to the University by the **negotiated date**. The consultant must utilize the phasing process below in order to developer their responses to this proposal and document their recommendations as stated below:

Phase I – Programmatic Vision- Process Expectations:

Explore with USC Transportation administration emerging trends and concepts in university transportation with regards to urbanity, clarity, pleasurable experience, and frequency. Evaluate current student, faculty, staff and service vehicle access parking. Take into account institutional enrollment goals and hiring of faculty and staff positions. Offeror is expected to make recommendations in the area of human resources organizational management for VMPS. Develop core area fiscal plan for allocation of parking based on location and demand. Offeror is expected to lead the facilitation of the strategic planning process with senior USC management, key staff and stakeholders and facilitate a comprehensive visioning process that will set the

foundation of University Transportation for the next 10 years. Offeror will be expected to work with VMPS staff to ensure fiscal plan is complementary with improvements and initiatives. Integrate University Transportation plan with the University's Campus Master Plan and Innovista Master Plan already established.

The successful consultant must provide the university with the deliverables as outlined in this RFP.

Develop an ideal parking and transportation model which might include faculty and staff to student ratio and spaces needed for planned growth and development; Traffic Demand Management component needed to create a University variance for parking.

Create a visioning process that will set the foundation of University Transportation Master Plan for the next 10 years with project timeline that includes paving projects, improving parking space assignments, intersection calming, traffic safety education, and increased transit services.

The consultant will provide a review of existing surface and parking structures with the following considerations:

- Suitability for intended users
- Physical condition
- Overall code and accessibility compliance
- Renovation/expansion potential
- Sustainable design objectives

Deliverables:

Identify phased sustainable initiative recommendations.

Phase II – Traffic Study

The consultant should conduct and catalog local inventory of municipal parking facility units in the area including providing an assessment of the current public on street parking and parking garages, as well as current parking demand in the area surrounding the University. The consultant is expected to conduct focus group analysis and customer surveys to assess the culture surrounding parking and transportation on campus. Focus groups and surveys should include faculty, staff and students at USC. Surveys must be conducted with a varying group of students including commuters, on campus, non-traditional, and graduate students to insure the overall student body population is reached.

Traffic Study Manual:

- Bicycle facilities existing on and off campus – master plan conditions
- Traffic intersection analysis – calming strategies

- Capacity Analysis - proposed parking facilities, projected parking demand, parking management strategies
- Traffic modeling – existing, campus access and circulation, campus loading and service
- Trip generation
- Internal Capture (Public Private Partnership)
- Radius impact/project influence
- Background traffic
- Intersection Calming
- Traffic Safety Education
- Monitoring program – existing TDM strategies (accurate), Master Plan TDM Program (future)
- Inter-jurisdictional cooperation
- Assessment of Parking Facilities (USC & RTA/Private)
- Assessment of transit facilities – existing (USC & RTA), Master Plan improvements (USC & RTA)

Phase III – Implementation Plan

Process Expectations:

Establish project cost parameters for various scenarios, including phasing plans and explore alternative financing options, including privatization

Determine University bonding capacity and explore alternative financing options, including privatization.

The selected planner should provide an analysis of the University’s financial plan for transportation and parking. This analysis should include a report that justifies and forecasts costs for the next 10 years of the plan. The report should include allocation and prioritization of projects on an annual basis.

Deliverables:

New construction and renovation schedules

Projected costs for suggested upgrades/renovations

Greene Street bridge strategy/implementation

This Master Plan will coordinate with the traffic study, and will identify phasing sequence approaches where appropriate. Construction costs and total project costs will be projected for each principal project. Since budgetary realities over time will be difficult to identify/determine pin down, the plans for modernization and new construction will be scheduled/sequenced. By discerning the expectation, Consultant will work with the University Staff to develop cost estimates based on known industry benchmarks, coupled with local knowledge, and arrive at an agreed costs basis that will be used to forecast cost ranges associated with the different modernizations and new construction projects.

Key Issues:

There are several items that must be addressed in The Master Plan and the consultant should state considerations and detailed solutions for each item listed below:

1. Complete renovation of retained garages
2. State of the art safety and security features
3. ADA standards
4. Expanded amenities – study lounges, computer labs, bike lockers, storage space
5. Affordability of parking
6. Integrating sustainable practice
7. “Smart Campus” electronic strategies
8. Linkage between the Five Year Capital Plan, Campus Master Plan and Innovista Master Plan to determine long range goals
9. Ensure bus routes are consistent with class schedules and student housing and determine if additional stops are required
10. Linkage between USC transportation system and Central Midlands Regional Transit Authority with Transportation Hub adjacent to passenger rail system and air transportation
11. Maintain and improve upon current bicycle and pedestrian traffic movement
12. Identify laydown areas, parking and fencing for new construction and renovation projects
13. Review revenue plan and charges for space in garages and surface parking
14. Extensive TDM development and implementation plan
15. When the Master Plan is turned over to the University by the Contractor, the University then owns the Master Plan and has the right to use and edit the document as it sees fit.

Presentation of Findings

A selection committee review all proposals received under this solicitation and will shortlist all firms deemed qualified to provide a presentation of technical proposals. A presentation of findings regarding peer Institutions and facilities; this analysis should consider the following key metrics:

Amount of parking available on campus based on current and future populations
Provide timeline strategies based upon conducted analysis

Optional: The University may decide to implement phase IV at a late date, each firm should address this section in addition to the other phases.

Phase IV – Transportation Institute

Process Expectations:

Explore multimodal transportation facility capable of providing access to campus through various forms of travel to include automobile, rail and air transportation with distribution throughout campus via parking, shuttle service and bicycle/pedestrian friendly lanes.

Deliverables:

Recommendations to implement transportation demand management
Existing TDM strategies
Master Plan TDM Program
Monitoring Program

D. Required Qualification Information to be provided in the submittals

1. **Letter of interest.** A letter introducing your company, stating your interest in the project and summarizing your submittal.
2. **Corporate Overview.** Provide an overview of your company and its general experience in master planning specifically your overall experience in traffic and parking planning. State any specific qualifications that the company has related to a project of similar size and scope.
3. **Experience on Similar Projects and Prior Performance.** Consultants must have executed at least 2 transportation master plans for a university or similar institution in the last 5 years. Provide a complete listing in chronological order (with most recent listed first) of relevant projects that your firm is currently engaged in, or has completed, over the past ten years (not to exceed ten projects). For each project, a general project description must be provided along with the following information submitted in the format prescribed:
 - a. Title of project;
 - b. Owner of project with a representative's name, phone number and email address;
 - c. Location of project;
 - d. Use(s) of facilities;
 - e. For each project listed, submit 1-2 pages of photographs of the completed project or if the project has not been constructed, architectural renderings of the project.
4. **Financial Stability.** The following information must be provided to establish the financial strength of the company:
 - a. Provide information from the Company's primary financial institutions addressing the creditworthiness of the Company.

- b. Include a detailed, narrative statement explaining how offeror has available the appropriate financial, material, equipment, facility, and personal resources and expertise, or firm commitments to obtain them, necessary to meet all contractual requirements of this solicitation.
- 5. **Recent Past References.** Provide the names, titles, phone numbers, e-mail addresses must be provided for customer references. These references must be from owners for which projects have been completed within the last five years.
- 6. **Management of Company.** Resumes of leadership, and top two tiers of company management as well as resumes and relevant experience of any members of the Company's Team. Provide a project organizational chart that shows the overall management structure that will be utilized to provide the professional services required to deliver the entire scope of the project. These resumes must list all experience over the past ten years that these individuals have in development projects, and must also include any law suits, legal claims or litigation in which they have been named individually or that resulted from a project in which they served on the project team or played a management role in project oversight.
- 7. **Proposal of services for the University-**Provide a brief synopsis of solutions and proposal for the University of South Carolina campus regarding transportation and parking utilizing vision and past experiences.

8. SF 330-Required qualifications form must be submitted with the proposal.

E. Submittal Format

Proposals shall be printed on letter-size paper and assembled in a 3" Binder with front and back pockets.

Number each side of a printed page consecutively, including the Letter of Interest, brochures, licenses, resumes, supplemental information, etc. The covers, table of contents and divider sheets do not count as printed pages, provided no additional information is included on those pages. Provide the number of copies specified in the advertisement.

The front cover must clearly identify the Project Name, Project Number, and the Date of Submission and the Name of Proposer (Firm).

Separate and identify each criterion response by use of a divider sheet with an integral tab identified as follows:

Tab 1	Letter of Interest	(two pages)
Tab 2	Table of Contents	(one page)
Tab 3	Corporate Overview	(four pages)
Tab 4	Experience on similar projects and prior performance	(forty pages)
Tab 5	Financial Stability	(twenty pages)
Tab 6	Recent Past References	(two pages)
Tab 7	Management of Company	(fifteen pages)
Tab 8	Proposal of services for the University	(twenty pages)
Tab 9	SF330	(pages vary)

F. University Submittal due date

Firms responding to this RFQ shall address any questions to the Procurement Officer. No communication about this project will be allowed directly with anyone employed by the University other than the Procurement Officer.

Michelle Adams
 Procurement Manager
 743 Greene Street
 Columbia, SC 29208
 Tel: (803) 777-0981
 Fax: 803 777-7334
 Email: mdadams@fmc.sc.edu

Submittals are due by **October 11, 2013**, and shall be received at the address above.

G. Ranking Criteria

- Information provided by interested Firms will be reviewed and ranked on the following criteria which are listed in order of relative importance:
 - Experience on similar projects
 - Financial stability
 - Recent past references and prior performance
 - Management of Company
 - Proposal of ideas specific for the university
- The University may elect to communicate with you after statements of qualifications are opened to resolve ambiguities or other questions about either your statement of qualifications or the scope of the RFQ. If the University has communications with

any Firm, it will afford all Firms a like opportunity to respond, where appropriate. All such communications will be documented in writing and included with the statement of qualifications. Communications may not be used to revise the RFQ.

3. The University, at its sole discretion, may elect to conduct interviews of Firms responding to this RFQ. If the University elects to interview, it will interview all Firms responding to the RFP.
4. While it is the intent of the statement of qualifications to assist the University in determining the most qualified offerors prior to soliciting proposals, neither the fact of pre-qualification, nor any pre-qualification rating, will preclude the University from a post-proposal consideration and determination of whether a pre-qualified offeror meets the State's standards for responsibility.

The University desires to contract with those firms whose recent experience clearly demonstrates their superior abilities of the firm and its personnel to perform the work required by this project. When a criterion defines a specific number of items (e.g., number of projects) to be listed or described, then only that number of items shall be provided.

It is acknowledged that:

If any information provided by the applicant is found to be, in the opinion of the Selection Committee or the State of South Carolina, substantially unreliable, this application may be rejected.

The Selection Committee may reject all applicants and may stop the selection process at any time.

The award of any contract will be made on the University's evaluation of information provided herein, including the results of the reference checks."

Notarized signature of Corporate Executive or equivalent with authority to bind the firm to its submission.