



Request for Proposals (RFP): Moscone Center Pedestrian Corridor Plan  
Q&A from October 21, 2024 Information Session  
Published October 22, 2024

**Q: What will be the composition of the RFP selection panel?**

**A:** The panel will include representatives from the Yerba Buena Partnership staff and Public Spaces Committee, the Moscone Center, the Union Square Alliance, and SF Travel.

**Q: What will be the role of Union Square in the project?**

**A:** Union Square Alliance or a representative will serve on the selection committee and will also participate in the engagement process as a key stakeholder.

**Q: Have funding sources been identified for the implementation of the final plan?**

**A:** The Moscone Center is an asset owned by the City and County of San Francisco. We believe some City funding may be available in the next budget cycle to support initial improvements. While the exact funding level will be dependent on various factors such as the nature of the proposed work, initial city funding of a few million dollars may be available. Other funding opportunities may be available through leveraging existing public and private projects and initiatives.

**Q: Is there a retail plan to fill vacancies along the corridor?**

**A:** We believe there is opportunity to influence retail investment and activations, both short and long term, with the development and implementation of this Moscone Center Pedestrian Corridor Plan. There has been an expansion of Vacant to Vibrant locations nearby, on Powell Street. Additionally, the Yerba Buena Partnership has some grant funding available for their Art All Around initiative- a program that activates empty storefronts with temporary art installations.

**Q: What is the schedule and timeline?**

**A:** The Yerba Buena Partnership plans to award the contract in January 2025. We are deferring to the expertise of the responding firms to present a realistic timeline for the development of the Plan. Implementation timeline will likely be associated with the City's budget cycle. For additional context- the Mayor's Office begins [budget development](#) for the coming fiscal year with department submissions due in February and a proposed Mayor's Budget released at the end of May. It is not expected that this plan will be completed in February, but we hope that the early planning work and discussions can help better inform funding estimates for consideration in the city budget process.



**Q: Are there SFMTA plans for 4<sup>th</sup> Street?**

**A:** SFMTA completed a transit improvement project in 2019. The Yerba Buena/Moscone subway station opened in 2023 on 4<sup>th</sup> Street. We are not aware of any other projects in the pipeline for 4<sup>th</sup> Street, however there are projects planned for some of the cross streets, including Market and Howard.

**Q: Are there “no-go” zones or recommendations that should not be considered in the Plan?**

**A:** We are looking for a project that will primarily have a short and medium term implementation timeline. Innovation and creativity should not be stifled, but should be balanced with practicality.

**Q: Are there key stakeholders outside of the three listed in the presentation?**

**A:** The three groups listed will be the primary stakeholders, and will be able to connect the awarded firm to other community members and stakeholder groups within their respective neighborhoods for the stakeholder engagement portion of the project.

**Q: Are there formatting requirements/limitations?**

**A:** There are no limitations or requirements outside of the proposal in a pdf format.

**October 21, 2024**

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Sign In Sheet

<b>Name</b>	<b>Organization</b>
Willet Moss	CMG
Ty Jones-Powell	SurfaceDesign
Marcel Wilson	Bionic
Hogan Epelberg	SCAPE
Kate Hayes	SCAPE
Andrea Wong	SOM
Sarah Estephan	Gehl Studio
Sarah Moos Thompson (online)	Bionic