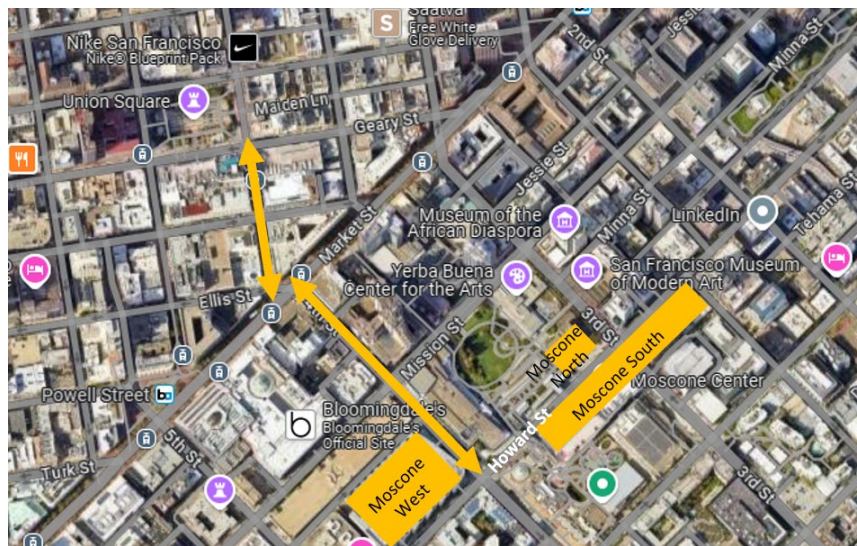


Request for Proposals (RFP): Moscone Center Pedestrian Corridor Plan

Introduction

The Yerba Buena Partnership is seeking proposals from qualified consultants, design or urban planning firms, or placemaking firms to create a comprehensive Moscone Center Pedestrian Corridor Plan, to focus on the geographic area of 4th Street from Howard to Market streets, and Stockton Street from Market to Geary streets. This plan will build on previous efforts, including the Yerba Buena Street Life Plan, the SoMa Pilipinas Community Master Plan, and other relevant planning documents affecting the Yerba Buena and Union Square neighborhoods. The aim of the Moscone Center Pedestrian Corridor Plan is to create a clear connection from Union Square, through Yerba Buena, to the Moscone Convention Center with an accessible, visually-appealing, and walkable public realm experience that enhances the pedestrian experience, supports ongoing activations and events, and increases foot traffic to stimulate economic activity and support retail and other businesses along the corridor.



Scope of Work

The selected firm will be responsible for the following tasks:

1. Project Initiation & Review of Existing Plans:

- Conduct an initial project kickoff meeting with the Yerba Buena Partnership and key stakeholders.
- Review existing documents, including but not limited to:
 - o Yerba Buena Community Benefit District Street Life Plan(s)
 - o SoMa Pilipinas Community Master Plan
 - o Any other relevant neighborhood or citywide plans

2. Community & Stakeholder Engagement:

- Develop and implement an engagement strategy that ensures meaningful input from the community, including local residents, businesses, community organizations, and other stakeholders.
- Facilitate workshops, focus groups, and public meetings to gather input on key public realm improvements and priorities.
- Prepare and circulate surveys (online and in-person) to capture a broad spectrum of feedback.

3. Site Analysis & Public Realm Assessment:

- Conduct a thorough analysis of the existing conditions in the area, focusing on streetscapes, public spaces, mobility patterns, infrastructure, and the pedestrian experience.
- Identify opportunities for placemaking, tactical urbanism, greening, public art, wayfinding, and pedestrian amenities.



4. Development of Moscone Center Pedestrian Corridor Plan:

- Outline a clear, actionable vision and schematic design for the route from Union Square, through Yerba Buena, to the Moscone Convention Center. Develop strategies to enhance pedestrian safety, increase open spaces, improve streetscapes, and promote cultural and community vitality in alignment with existing neighborhood identities.
- Identify specific projects, initiatives, or interventions, along with their conceptual designs, estimated costs, and potential funding sources.
- Propose improvements that enhance pedestrian connectivity, mobility, and accessibility.

5. Implementation Strategy:

- Provide a phased implementation strategy, including timelines, key milestones, responsible parties, and funding mechanisms.
- Develop a plan for ongoing maintenance and management of public realm improvements, including partnerships between public and private entities where applicable.

6. Final Report & Presentation:

- Produce a comprehensive final report that summarizes findings, community input, and recommended actions, including renderings, diagrams, maps, and other visual aids.
- Present the final Moscone Center Pedestrian Corridor Plan to the Yerba Buena Partnership and key stakeholders and community members.

Deliverables

1. **Project Work Plan:** A detailed work plan and timeline submitted within two weeks of contract signing.
2. **Stakeholder Engagement Plan:** An outreach and engagement strategy with a schedule of key events and methods of participation.
3. **Summary of Existing Plans:** A consolidated report summarizing relevant findings from the Yerba Buena Street Life Plan(s), SoMa Pilipinas Master Plan, and other applicable plans.
4. **Moscone Center Pedestrian Corridor Plan (Draft and Final):**
 - Draft plan submitted for review by Yerba Buena Partnership and key stakeholders.
 - Final plan incorporating feedback, including visual renderings, diagrams, and a phased implementation strategy.
5. **Presentation Materials:** PowerPoint or other presentation formats summarizing key recommendations, strategies, and implementation actions for community and board presentations.

Proposal Requirements

Firms responding to this RFP should submit a proposal including the following:

1. **Firm Overview:** A brief description of the firm, including relevant experience, especially in urban design, public realm planning, and placemaking.
2. **Key Personnel:** Resumes or biographies of the key team members who will be assigned to this project, detailing their specific experience in similar projects.
3. **Approach to Scope of Work:** A detailed narrative of how the firm plans to approach the scope of work, including strategies for stakeholder engagement, public realm analysis, and the creation of an actionable plan.
4. **Schedule and Timeline:** A project schedule, including key milestones and anticipated deliverables.
5. **Budget Proposal:** A fee proposal that outlines the total project cost, including a breakdown of costs by task, team member, and any reimbursable expenses. "Not to exceed" cost for the project is \$150,000.
6. **Relevant Experience:** Examples of at least three previous similar projects, including descriptions of the work, client, and outcomes. Visual examples (renderings, diagrams, etc.) are encouraged.
7. **References:** Contact information for at least three references from similar projects.



Evaluation Criteria

Proposals will be evaluated on the following criteria:

1. **Experience and Expertise:** Demonstrated experience in urban design, public realm planning, and placemaking projects, particularly in the context of San Francisco or similar urban environments.
2. **Approach and Methodology:** Thoughtful and clear approach to the scope of work and stakeholder engagement.
3. **Community Engagement Strategy:** Experience and creativity in engaging diverse community stakeholders in the planning process.
4. **Project Team:** Qualifications and experience of key personnel who will be involved in the project.
5. **Budget and Schedule:** Feasibility of the proposed budget and timeline, and ability to complete the work within the proposed schedule.
6. **Innovation and Vision:** The ability to present innovative, yet feasible ideas to enhance the public realm and pedestrian experience along the corridor.

Submission Deadline

All proposals must be submitted no later than **Thursday, November 21 by 5:00 pm PST**. Proposals should be submitted electronically in PDF format to constance@yerbabuena.org with the subject line "RFP – Moscone Center Pedestrian Corridor Plan."

Information Session

The Yerba Buena Partnership will host a hybrid information session. Please RSVP to constance@yerbabuena.org.

Monday, October 21

10:00 am to 11:00am

In person participation: [Yerba Buena Gardens Community Room](#)

Online participation: Online participation information will be shared in response to RSVP

Questions & Clarifications

Questions regarding this RFP should be directed to Constance Cavallas constance@yerbabuena.org, and by Friday, October 25. Responses to all inquiries will be shared with all firms that have expressed interest in submitting a proposal, and posted at ybcbd.org.

About the Yerba Buena Partnership

(Formally known as the Yerba Buena Community Benefit District - YBCBD)

The Yerba Buena Partnership is a community-based nonprofit organization working to improve the quality of life in the Yerba Buena neighborhood, encompassing roughly Second to Fifth and Market to Perry streets. The organization began implementing programs in 2009, such as a Community Guides program, SFPD bike patrol officer program, graffiti removal, street and sidewalk cleaning, neighborhood marketing, public art projects and other improvement efforts. Learn more at www.YerbaBuena.org.