# Request for Proposal – Campus Master Planning Consultant

<table>
<thead>
<tr>
<th>Institution</th>
<th>Western Carolina University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institution URL for Additional Information about this Project (Optional)</td>
<td><a href="http://masterplanning.wcu.edu">http://masterplanning.wcu.edu</a> <a href="http://strategicplan.wcu.edu">http://strategicplan.wcu.edu</a></td>
</tr>
<tr>
<td>Project Name</td>
<td>Campus Master Planning</td>
</tr>
<tr>
<td>Type of Services</td>
<td>Professional Campus Planner/Designer</td>
</tr>
<tr>
<td>Project Manager</td>
<td>Dr. Sam Miller, Dr. Melissa Wargo and Joe Walker</td>
</tr>
<tr>
<td>Phone Number</td>
<td>(828)227-7147, 3082, 7441</td>
</tr>
<tr>
<td>Contact Email</td>
<td><a href="mailto:sam.miller@wcu.edu">sam.miller@wcu.edu</a>, <a href="mailto:wargo@wcu.edu">wargo@wcu.edu</a>, <a href="mailto:jwalker@wcu.edu">jwalker@wcu.edu</a></td>
</tr>
<tr>
<td>Closing Date</td>
<td>November 30, 2012</td>
</tr>
<tr>
<td>Project Budget</td>
<td>$400,000 (initial funding)</td>
</tr>
</tbody>
</table>
| Project Description | Western Carolina University is seeking proposals from qualified Professional Campus Planner/Designer Services for the development of a comprehensive master plan to include the following: 

- a comprehensive facility condition assessment for existing buildings and infrastructure (utilities, information technology, roads, etc.)
- a campus sustainability plan that aligns with the UNC Sustainability Policy
- an assessment and prioritization of core infrastructure needs in light of emerging technologies
- an assessment and prioritization of new building needs
- a prioritized plan for addressing repair and renovation needs
- incorporation of green space throughout the campus
- a plan to consolidate like parts of individual units/colleges where possible
- a campus parking and transportation plan that facilitates access to education sites and includes investment in multimodal options such as bike lanes, greenways, etc.
- a process for allocating and budgeting space as a core resource to maximize space utilization
- a plan to ensure the integration of campus development with the community surrounding the University

The scope of work, amount of funds to be utilized and work schedule will be determined in the consultation with the selected designer during program development. |
Submit Letters of Interest and Current SF-254 TO:

Dr. Sam Miller and Dr. Melissa Wargo
Western Carolina University
HFR 450
Cullowhee, NC 28723

In order to offer architectural or engineering services in response to this solicitation, the proposer must be licensed in the State of North Carolina.

NOTE: Please submit FIVE (5) copies of your proposal.

Proposals should address the following:

- Specialized or appropriate expertise in comprehensive master planning.
- Past performance on similar projects.
- Adequate staff and proposed design or consultant team for the project including preferred partners with specialized expertise.
- Current workload and State projects awarded.
- Proposed design approach for the project including design team and consultants.
- Recent experience with project costs and schedules.
- Construction administration capabilities.
- Proximity to and familiarity with the WCU Campus, Cullowhee, NC, and WNC.
- Record of successfully completed projects without major legal or technical problems.
- Proposed schedule and timeline information.
- Other factors that may be appropriate for the project.

Additional Information about the Master Planning Process at Western Carolina can be found below including:

I. Timeline
II. Process
III. Steering Committee
IV. Task Forces
## Western Carolina University
### Campus Master Planning Timeline
#### September 2012 to December 2013

<table>
<thead>
<tr>
<th>PLANNING PHASE</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Aug</td>
<td>Sep</td>
</tr>
<tr>
<td>Phase I</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Form and Charge Steering Committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop RFP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planning Preparation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Form and Charge Task Forces</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Initial Campus/Community Forums</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Consultant Selection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BOT Update</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase II</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task Force Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facility Condition Assessment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campus Focus Groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BOT Update</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phase III</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consultant Report and Draft Plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present Prelim Plan to BOT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campus and Community Presentation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Revisions to Plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present Final Plan to BOT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BOT Approval/Endorsement</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Phase I (Complete by December 2012)
- Form Steering Committee – Sep 2012
- Planning Preparation – Oct 2012
  - Campus Tours – Sept 2012 – Nov 2012
  - SCUP Meeting – October 22-24
- Develop RFP – Oct 2012
- Campus/Community Forums – Nov 2012
- Form and Charge Task Forces – Oct 2012
- Select Design Consultant – Nov 2012-Jan 2013
- BOT Update – Dec 2012

### Phase II (Complete by May 2013)
- Task Forces at Work – Nov 2012 - April 2013
- Facility Condition Assessment – Oct 2012 – Mar 2013
- Campus Focus Groups - Feb-May 2013
- BOT Update – Jun 2013

### Phase III (Complete by November 2013)
- Consultant Report/Preliminary Plan – Sep 2013
- Present Preliminary Plan to BOT – Sep 2013
- Campus/Community Presentation – Sep 2013
- Present Final Plan for BOT Review - Nov 2013
- BOT Approval – Dec 2013
Western Carolina University
Campus Master Planning Steering Committee

Dr. Sam Miller, vice chancellor for student affairs -- co-chair

Dr. Melissa Canady Wargo, assistant vice chancellor, planning & effectiveness – co-chair

Mr. Craig Fowler, chief information officer
Mr. Robert Edwards, vice chancellor for administration and finance
Dr. Darrell Parker, dean, College of Business
Mr. Joe Walker, associate vice chancellor for facilities management
Mr. Gerald Green, director, Jackson County Planning Department
Dr. Mark Lord, interim associate provost
Dr. Kim Ruebel, associate dean, College of Education and Allied Professions
Dr. Maurice Phipps, professor, parks and recreation management

Dr. Peg Connolly, associate professor, recreational therapy
Mr. Larry Hammer, university registrar
Dr. Roger Hartley, associate professor, political science and public affairs
Ms. Shawna Young, director, student affairs outreach and assessment
Ms. Alecia Page, president, Student Government Association
Mr. Benjamin Ward, Graduate Student Association

Campus Master Planning Task Forces

- Assessing Building/Facility Needs & Space Utilization
- Enhancing Parking & Transportation
- Improving Technology Infrastructure
- Creating a Sustainable Campus
- Ensuring Safety & Security
- Integrating Community and Preserving Campus Heritage
Assessing Building/Facility Needs and Space Utilization

Assessing new building and facility needs as well as analyzing current space utilization will be critical to campus master planning efforts. This task force will deal with prioritizing needs for new buildings and outdoor facilities, recommendations for repair and renovation of existing buildings, other outdoors facilities and core infrastructure needs (sewers, electricity, etc.), and recommendations on space utilization and allocation standards/policies. Questions and areas that your task force will be asked to consider include:

- What are the long term space needs for each college and major division? Priority rankings of space.
- How will changes in instructional technology and pedagogy affect long-term space needs?
- What buildings would be the best candidates for major renovation and/or adaptation (original/new design) and which are best candidates for demolition?
- How do we address the need for non-structure facilities like athletic fields, preserved green space for educational purposes and outdoor recreation, etc.
- How do we ensure maximum utilization of space? How do we allocate space (instructional and office) equitably? What guidelines should we apply to ensure WCU is assigning and using space effectively?
- What are the short and long term core infrastructure needs of the campus such as sewers, water, electricity, etc.?

Enhancing Transportation and Parking

As the WCU campus expands, both in the campus core and on the Millennial Campus, transportation and parking needs will be paramount. To that end, this task force would deal with issues such as perimeter vs. interior parking, sidewalks, circulation, bike lanes, Cat Tran routes, etc. Questions and areas that your task force will be asked to consider include:

- What is the appropriate balance between perimeter and core parking?
- What should be the strategy for parking in the core -- deck or surface? Impact on fees?
- What strategies should be employed to reduce the number of vehicles on campus?
- What vehicular access is necessary in the core?
- What accommodations should we make for alternative fuel source vehicles (e.g., charging stations)?
- How does the university ensure that pedestrian traffic is encouraged and accommodated?
- How should the University manage and accommodate non-vehicular traffic such as bicycles?
- What transportation options should be provided for students, faculty, and staff?
- What transportation options should be considered between east and west campus?
- How should we link campus transportation systems with community and alternative systems?
Improving Technology Infrastructure

Our campus in the future will be more than bricks and mortar and, in that future, technology will be a critical concern. WCU must deal with the trends in instructional technology and with the increasing demand on its overall technology infrastructure. This group will deal with issues such as IT infrastructure, instructional delivery, emerging technologies for energy efficiency, etc. Questions and areas that your task force will be asked to consider include:

- How do we go about ensuring that current and future technology needs are addressed?
- What emerging trends in instructional delivery can/can’t be accommodated by current technology?
- As the number and sophistication of personal technology devices increase, how can the University ensure it can accommodate demand?
- What impact will pedagogical changes have on technology needs?
- How can the University leverage shared or collaborative technologies/services to address campus needs and maximize ROI?
- How does the University take advantage of advancements in energy technology to control costs and improve sustainability?
- What consideration do we need to give to ‘portability’ of technology?

Creating a Sustainable Campus

A sustainable campus is one that is focused on stewardship of resources as well as one that recognizes and preserves the notion that the entire campus, including undeveloped areas such as woods and waterways, serve as academic laboratories. This group will deals with issues such as energy and conservation, the environment, building and campus design, materials management, green space preservation, etc. Questions and areas that your task force will be asked to consider include:

- How do we balance growth of the campus populations, expansion of facilities, and sustainability?
- How can the campus buildings and grounds be used to champion sustainability?
- How do you protect and preserve campus green space, woods, and waterways for use as academic laboratories and outdoor recreation?
- What campus design standards need to be adopted to address sustainability?
- How does the University develop and monitor partnerships with vendors and contractors that meet and promote campus goals for sustainability?
- What types of partnerships can be created to serve the students, faculty, and staff as well the communities of WNC and the State of North Carolina?
Integrating Community and Preserving Campus Heritage

WCU recognizes that the Cullowhee Valley has a vibrant community and a rich and significant cultural heritage and history. This task force will review issues related to WCU’s campus and the future development of Cullowhee, integration of adjacent businesses/property, preservation of cultural heritage sites on campus, community partnerships, etc. Questions and areas that your task force will be asked to consider include:

- What are the important considerations for encouraging partnerships for the provision of facilities and services to campus?
- How can the master plan foster increased University-community partnerships to support future campus growth?
- What steps can the University take to ensure that cultural heritage sites on campus are preserved and maintained?
- How can the University best support the future development of Cullowhee and the communities surrounding the campus?
- How do we preserve and enhance the surrounding communities?

Ensuring Safety and Security

The future development of the WCU campus must strive to incorporate best practices in campus safety and security in future plans. Accordingly, this group will address emergency preparedness, emergency response communications, business continuity, IT disaster recovery, coordination with external agencies, safety technologies and policies, etc. Questions and areas that your task force will be asked to consider include:

- How can the University best incorporate issues of safety and security in planning for new buildings or renovation of existing buildings?
- What equipment and technology resources are necessary to secure the campus and ensure business continuity and disaster recovery?
- What will be the impact of steps taken to ensure safety and security on campus employees, students, and visitors?
- What physical security design standards should be included in new building plans and in renovation and repair plans?
- How should WCU partner with external agencies to ensure campus safety and security?
- How will the physical layout of the campus affect communication response systems and coordination?
- How should the University balance access to space and equipment in buildings and the need to mitigate risk?