

Coastal Carolina University

Mobility Study – Proposed Scope of Work

As part of ongoing efforts to enhance campus mobility and accessibility, Coastal Carolina University (University) seeks the expertise and guidance of a qualified consultant to conduct a comprehensive multimodal mobility study.

A. Background and Objectives

To ensure the seamless flow of people and vehicles on and around campus, the University recognizes the need for a comprehensive mobility study that will address the following key objectives:

1. Assess the Current Mobility Infrastructure: Evaluate the existing mobility infrastructure and systems, which should efficiently accommodate the daily academic activities, cultural events, recruitment efforts, athletic events, and other large gatherings. This includes pedestrian walkways, bike lanes, roadways, parking facilities, and public transportation options.
2. Analyze Traffic Patterns: Examine the traffic patterns and transportation needs during various activities and special events to identify peak demand periods, congestion points, and opportunities to enhance traffic management.
3. Optimize Accessibility and Safety: Ensure that campus facilities are accessible and safe for all, in compliance with ADA standards, regardless of the size and nature of the event. This involves improving facilities and traffic flow during larger events to avoid disruption to the normal academic operations.
4. Promote Sustainability: Explore sustainable transportation options, such as electric shuttles, bicycle-sharing programs, and other eco-friendly solutions, which can accommodate both the daily campus routines and the surges in transportation demands during major events.
5. Develop a Comprehensive Mobility Plan: Create a Mobility Plan that outlines strategies and projects aimed at enhancing mobility, reducing congestion, improving safety, and fostering sustainability, all while considering the unique challenges posed by the University's diverse range of activities and events.

B. Utilization of University Planning Documents

The Mobility Study Consultant is required to utilize the University's key planning documents as guiding references during the study and when formulating the study's results and recommendations. These documents include, but are not necessarily limited to, the following:

- University Master Plan: The consultant shall align the mobility study with the goals and vision set forth in Coastal Carolina University's Master Plan, ensuring that mobility improvements are consistent with the long-term development and infrastructure plans of the institution.
- University Strategic Plan: The consultant shall consider the objectives and strategies outlined in Coastal Carolina University's Strategic Plan, using them as a framework to support the University's strategic goals in the context of mobility and accessibility.
- Sustainability and Climate Master Plan: The study shall be conducted with a strong focus on sustainability and climate-conscious principles, in accordance with Coastal Carolina University's Sustainability and Climate Master Plan. The consultant shall identify and recommend measures that contribute to the University's sustainability target for climate neutrality by 2030.
- Bicycle Master Plan: In the case of bicycle-related mobility, the consultant shall adhere to the principles and objectives defined in Coastal Carolina University's Bike Master Plan,

ensuring that bicycle infrastructure and facilities are in line with the bike-friendly initiatives outlined in the plan.

C. Requirements

The selected consultant will be required to perform the following tasks which include, but are not necessarily limited to:

- **Data Collection:** Collect data on current transportation infrastructure, traffic flow, parking utilization, and pedestrian movement, considering the diversity of day-to-day campus operations and the demands of special events.
- **Stakeholder Engagement:** Conduct interviews and surveys with key stakeholders, including students, faculty, staff, local community members, and attendees of cultural events, recruitment initiatives, and athletic contests. The study should consider the University's partnership with Horry-Georgetown Technical College as part of the mobility solutions throughout the study but only as a partnership and the MOU between the two agencies allows.
- **Traffic Analysis:** Analyze traffic patterns during peak hours, major events, and various campus operations, identifying bottlenecks and congestion points, and ensuring the flow accommodates both the routine academic mission and larger gatherings.
- **Accessibility Assessment:** Evaluate campus accessibility for individuals with disabilities, including attendees during special events, and recommend improvements. The review of interior building accessibility and safety should be assessed as part of mobility pathways when traveling across and throughout campus.
- **Sustainable Mobility Solutions:** Propose innovative, sustainable transportation options, such as electric shuttles, bicycle-sharing programs, and other eco-friendly solutions, tailored to meet both daily academic needs and the demands of significant gatherings.
- **Wayfinding:** Evaluate the University's wayfinding systems and provide recommendations to enhance the navigation experience for all campus community members, whether they are familiar with the University or new to the campus. Interior building wayfinding signage should be factored into the wayfinding assessment in order to provide consistency and cohesiveness throughout the campus. Conceptual sign design is part of wayfinding assessment.
- **Mobility Plan Development:** Create a comprehensive Mobility Plan that outlines short-term and long-term strategies to improve campus mobility, reduce congestion, enhance safety, and promote sustainability. This plan should consider the various modes of transportation used by the campus community during their day-to-day activities and for attendance at large events.
- **Cost Estimation:** Provide cost estimates for recommended projects and initiatives.
- **Implementation Roadmap:** Develop a phased implementation roadmap, including prioritization and timelines.

1. Parking During Academic Classes

In conjunction with the overall mobility study, the selected consultant shall conduct a specific assessment of parking arrangements and demand during the academic year to ensure the efficient utilization of parking facilities for students, faculty, and staff. This assessment will encompass:

- **Parking Demand Analysis:** Evaluate the 24/7 demand for parking spaces with an awareness of peak academic class hours, considering the schedules and patterns of classes, as well as the distribution of parking permits and parking lots.
- **Parking Facility Efficiency:** Assess the efficiency of existing parking facilities in terms of space allocation, utilization rates, and the proximity of parking options to academic buildings.

- **Alternative Transportation Promotion:** Recommend strategies for promoting alternative transportation options, such as carpooling, public transit, and biking, to reduce the reliance on personal vehicles for commuting to and from classes.
- **Parking Technology Integration:** Explore and propose the integration of technology solutions, such as real-time parking availability monitoring systems, mobile apps, and digital wayfinding, to enhance the overall parking experience and optimize space utilization.
- **Accessibility and Safety:** Ensure that parking facilities meet accessibility standards and safety requirements, especially during class changeover times, and recommend any necessary enhancements.
- **Green Initiatives:** Suggest sustainability measures related to parking, such as the installation of electric vehicle charging stations, the promotion of eco-friendly vehicle choices, and the incorporation of green spaces within parking areas.
- **Cost-Efficient Solutions:** Provide cost-efficient recommendations for optimizing parking facilities and services during academic class hours, with a focus on maximizing available resources.

2. Residential Parking and Mobility

Recognizing the unique needs of first and second-year students required to reside in University Housing per the University's two year live-on requirement, the selected consultant shall conduct a focused assessment of residential parking and mobility solutions. This assessment will encompass:

- **Parking Demand Analysis:** Analyze the parking demands specific to first and second-year students living on campus, considering their class schedules, extracurricular activities, and transportation needs.
- **Parking Allocation:** Evaluate the allocation and distribution of parking permits for residential students and propose any necessary adjustments to ensure equitable access.
- **Alternative Mobility Options:** Recommend and promote alternative mobility options for residential students, such as carpooling programs, shuttle services, and pedestrian-friendly pathways connecting housing areas to academic buildings and common facilities.
- **Traffic Flow:** Assess the traffic flow within residential areas to identify any congestion points, safety concerns, and opportunities for improved traffic management.
- **Sustainability Measures:** Propose sustainability measures related to residential parking and mobility, including incentives for eco-friendly transportation choices, bike storage facilities, and electric vehicle charging infrastructure.
- **Accessibility and Safety:** Ensure that parking facilities and mobility options within residential areas meet accessibility standards and safety requirements.
- **Community Engagement:** Engage with resident students, residential advisors, and housing management to gather input and feedback regarding parking and mobility preferences, challenges, and solutions.
- **Cost-Efficient Solutions:** Provide cost-efficient recommendations for optimizing residential parking and mobility services while meeting the unique needs of first and second-year students living on campus.

3. Event Parking and Mobility

- **Traffic Management During Events:** Analyzing the traffic management strategies and parking arrangements during major events to identify areas of improvement. This includes assessing the efficiency of entry and exit procedures, traffic flow, and the utilization of auxiliary parking spaces.

- **Parking Capacity Assessment:** Evaluating the adequacy of existing parking facilities during events, considering the anticipated surge in demand, and providing recommendations for optimizing parking capacity.
- **Alternative Transportation Options:** Exploring and recommending alternative transportation options for event attendees, such as shuttle services, rideshare pick-up and drop-off zones, and bike-sharing programs, to reduce the reliance on personal vehicles during events.
- **Accessibility During Events:** Ensuring that parking facilities and transportation options during events meet accessibility standards for individuals with disabilities and proposing any necessary enhancements.
- **Traffic Control Plans:** Developing and recommending event-specific traffic control plans that minimize congestion, ensure public safety, and improve the overall event experience for attendees.
- **Community Impact Assessment:** Assessing the impact of event-related parking and traffic on the surrounding community and proposing strategies to mitigate any adverse effects.

4. Wayfinding

- **Signage and Information Availability:** Review the adequacy, visibility, and clarity of existing signage and information displays across the campus, including directional signs, building identification, and maps.
- **Digital Wayfinding:** Assess the effectiveness of digital wayfinding tools, such as mobile apps and online resources, in aiding the campus community in navigating the campus efficiently.
- **Wayfinding Technology:** Evaluate the potential use of technology, such as interactive kiosks or augmented reality applications, to enhance the navigation experience on campus.
- **Welcome and Arrival Experience:** Analyze the effectiveness of welcoming signage and directions at entry points and transportation hubs, ensuring clear paths for first-time visitors to reach key destinations.
- **Simplified Campus Maps:** Develop easily understandable and visually appealing campus maps for newcomers and those familiar with campus, highlighting key landmarks, parking areas, academic buildings, and popular points of interest.
- **Universal Design:** Ensure that wayfinding recommendations comply with universal design principles, accommodating individuals with disabilities and diverse backgrounds.
- **Wayfinding Consistency:** Recommend standardized design elements and signage formats to maintain a consistent and recognizable wayfinding system across campus.
- **Digital and Physical Integration:** Suggest ways to harmonize digital and physical wayfinding systems to create a seamless navigation experience.

5. Campus Greenway Connection

- **Greenway Planning:** Develop a comprehensive plan for creating greenway connections that seamlessly integrate with the existing campus infrastructure. These greenways should encourage pedestrian and bicycle traffic while preserving and enhancing the natural environment.
- **Route Design:** Identify potential routes and pathways that link the campus to nearby parks, trails, and community areas. Considerations should be given to factors such as safety, accessibility, and scenic beauty.

- **Landscape Enhancements:** Recommend landscape improvements, such as the planting of native vegetation, the establishment of rest areas, and the installation of signage, that promote the greenway experience and ecological sustainability.
- **Pedestrian and Bicycle Facilities:** Assess and propose the construction or enhancement of pedestrian and bicycle facilities, including sidewalks, bike lanes, multimodal pathways, and crossings, to ensure safe and convenient passage to and from the campus.
- **Community Engagement:** Facilitate community engagement sessions to gather input and insights from local residents, stakeholders, and environmental organizations to ensure that the greenway plan aligns with community needs and values.
- **Sustainability Integration:** Integrate sustainable practices such as stormwater management, energy-efficient lighting, and waste reduction strategies into the greenway design to minimize environmental impact.

6. Guidance on Rules, Regulations, and Policies

- **Policy Review:** Conduct a thorough review of the university's existing traffic, parking, and transportation policies, regulations, and guidelines, with a focus on their alignment with the mobility goals and the specific needs of various campus stakeholders including, but not limited to, the public safety, athletics, and transportation departments.
- **Identification of Gaps:** Identify gaps or areas where existing policies may need to be revised, updated, or supplemented to accommodate the recommendations of the Mobility Plan, including those addressing parking, accessibility, sustainable transportation, and wayfinding.
- **Regulatory Considerations:** Assess any regulatory requirements from local, state, and federal authorities that may affect transportation and mobility operations on campus, ensuring compliance with relevant laws and regulations.
- **Stakeholder Engagement:** Engage with representatives from student organizations, faculty and staff committees, transportation services, and relevant administrative bodies to gather input and insights regarding transportation policies and regulations.
- **Policy Development:** Develop clear and well-defined policies and regulations that support the Mobility Plan's recommendations and objectives. These should cover areas such as parking permits, parking fees, shuttle services, bicycle usage, electronic mobility devices, golf carts, accessibility standards, wayfinding guidelines, and event-related traffic management.
- **Communication Strategy:** Suggest a communication strategy to effectively disseminate and educate the campus community about the newly formulated or updated policies and regulations. This strategy should include methods for reaching students, faculty, staff, and visitors.
- **Enforcement Mechanisms:** Recommend strategies for the effective enforcement of the new policies and regulations, including methods for addressing violations and ensuring compliance.
- **Review and Feedback Mechanism:** Propose a system for ongoing review and feedback collection to adapt policies and regulations as needed to address changing mobility needs, emerging technologies, and evolving best practices.