Subject: Resolution No. 970424-B7
Authorization to contract with Reineck & Reineck to design new maps to better serve all CCSF students, and particularly those with disabilities at a total cost not to exceed $8,827.

Presidents and Members

Since its establishment in 1972 as a subsidiary of Rufus Graphics, the firm has received national and international recognition for the design of special purpose maps. Reineck & Reineck is the only designer in San Francisco specializing in 3-D maps. Clients include City of San Francisco, San Francisco Convention and Visitors Bureau, San Francisco Muni, San Francisco International Airport, AC Transit, BART, San Francisco State University, University of California campuses at San Francisco and Berkeley, and Yosemite National Park.

The project will include the following two maps:

1) a new birds-eye view map of the main campus, which clearly delineates the campus buildings in 3-D form and highlights specific information such as student parking areas, public transportation routes, handicap access directions in compliance with the Americans with Disabilities Act, etc;

2) a new map of the city of San Francisco with accompanying schematic 3-D illustrations of each of the 12 off-campus City College sites.

Both maps will require preliminary design work based on researching aerial photography; preparation of four-color process digital artwork for the main campus as well as off-campus sites on the schematic map of San Francisco; and production of final film consisting of embedded files for each map for usage in campus publications, signage and parking maps. This is a collaborative project between the Office of Public Information and the College’s Graphic Communications Program. The work is scheduled for completion by June 30, 1997.

04/24/97 - B7 page 1
The following resolution is recommended for adoption:

RESOLVED: That the Board of Trustees authorize a contract with Reineck & Reineck to design new maps to better serve all CCSF students, and particularly those with disabilities, at a total cost not to exceed $8,827.

FURTHER BE IT RESOLVED: That the Chancellor, Chief Operating Officer and/or their designee are hereby authorized to execute such a contract on behalf of the San Francisco Community College District.

Recommended for adoption:

Del M. Anderson
Chancellor

Originator: Martha Lucey