First Impressions Count
_A Campus Partnership_

APPA 2018 Annual Conference & Exhibition

University of California, San Francisco – Facilities Services
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University of California, San Francisco
_A Brief Overview_

- Campus and Health System – two main campus locations at Parnassus Heights and Mission Bay
- 8 million square feet, and growing
- 24,140 faculty, researchers, staff
- 3,300 students
- 410 Facilities Services employees
- $90M annual operating budget w/utilities
- $28M annual deferred maintenance and renewal budget
- UCSF Health has separate facilities team
The Immediate Challenge

• Parnassus Heights Campus is looking outdated when compared to the newer Mission Bay Campus
• 50-100 year old buildings on the Parnassus Heights Campus
• Facilities Services was successful in advocating for three new programs: Deferred Maintenance Program (FIN/Facility Investment Needs), 25 Year Renewal Program, and 15 Year Renewal Program
• Campus leadership wanted to see some immediate investments to demonstrate a commitment to campus renewal
• Most efforts would take 3-15 years to realize desired outcomes
• Facilities Services wanted to be a part of the solution, but we didn’t know exactly what we wanted to do yet

The Immediate Solutions

• Started an immediate effort to partner with the Dean’s Offices regularly to find out their challenges and suggestions
• Started highlighting even the smallest efforts through a communications campaign
• Assigned Facility Managers to every building – an old idea but one that had suffered during budget cuts many years ago
• Decided to hold a campus-wide contest and engage students, faculty, and staff
First Annual UCSF First Impressions Contest

Launched in January 2017

First Annual “First Impressions Contest”

**Getting Started**

- Campus-wide contest launched in January 2017
- Campus-wide promotions
- Initial entry period lasted 6 weeks
- Received 50 entries from a broad audience
- Kept the rules simple:
  - Send an email explaining the proposed project with 2-5 pictures attached, or send a two-minute video to the Assistant Vice Chancellor, Facilities Services
  - Entries would be judged on their impact in enhancing first impressions of the campus environment within the funds allotted (ease of delivery)
  - Only campus space was eligible (not UCSF Health System)
Help beautify the UCSF campus

Do you know of an area that needs sprucing up? Let us know!

Facilities Services’ First Impressions Contest is back by popular demand. To enter, simply:

1. Snap 1-3 pictures of the area or record a video of the area with your smart phone.
2. Write a brief statement about how fixing up this area will enhance campus life at UCSF.
3. Submit to:
   Facilities Services
   Jon Darmofal
   Entries due by March 2, 2018, and winners will be announced in April.

The First Impressions contest aims to beautify the campus, to create a positive image. It is OF appropriate. The contest is open to all staff and students. The top three winners will receive prizes, and the winning entries will be displayed on the campus website. Entries should include photos or videos of areas on campus that need improvement. The contest is open to all staff and students. The top three winners will receive prizes, and the winning entries will be displayed on the campus website. Entries should include photos or videos of areas on campus that need improvement.
First Annual “First Impressions Contest”

*The Results*

- Campus-wide contest launched in January 2017
- 12 project winners:
  - School of Nursing Mezzanine, Faculty Alumni House Landscape, Irving Street Campus Entrance, Flight Attendant Medical Research Institute Patio, Rock Hall Conference Rooms, Medical Center Way Enhancements, Rutter Center Lobby, Cardiovascular Clinic Entrance, School of Nursing Stairwell, Millberry Union Restrooms
- $120K funded towards projects (12 x $10,000)
- Funds must be spent with Facilities Services
- Facility Managers handled projects in their respective areas
- Project work began in July 2017 and all remaining projects to be completed within one year or sooner

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Example of a Contest Entry #1
Second Annual “First Impressions Contest”

*Let’s Do It Again*

- Project was considered successful the first time around
- Campus-wide contest launched again in January 2018
- What Changed?
  1. Support from campus leadership was broad
  2. Invited to make presentations to various faculty and student groups
  3. Campus funded the program ($120,000)
  4. Invited campus officials to be a part of the judging and awards
  5. Campus leadership participated in check ceremonies
  6. Confidence grew that Facilities Services could deliver small, quick win projects to help improve the campus environment

Benefits of the Program

- Contributions to campus environment
- Visibility of the facilities department
- Facilities seen as a “community building” department
- Improved communication directly to facilities staff
- Reduction in complaints to higher level campus officials
- Communications campaign can be used with varying audiences; tailor messages to constituent groups
- Demonstrate ability to deliver quick projects on time and on budget
Regular Project Tracking & Reporting

<table>
<thead>
<tr>
<th>Winner</th>
<th>Site</th>
<th>Project Title</th>
<th>Description</th>
<th>Submitter</th>
<th>Media</th>
<th>Requires Coordination</th>
<th>Final Disposition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission Bay Wayfinding</td>
<td>Wayfinding signage at Mission Bay is faded and outdated. New buildings need to be added. Current maps are faded beyond recognition in some cases.</td>
<td>Cristina Morrison</td>
<td>Video &amp; Pictures</td>
<td>Campus Planning</td>
<td>Referred to Campus Planning</td>
<td>Yes (co-winner)</td>
<td></td>
</tr>
<tr>
<td>School of Nursing</td>
<td>Stairwells</td>
<td>Beautify and spruce up the emergency stairwells in the SON to increase usage and promote wellness.</td>
<td>Shira Winter</td>
<td>Pictures</td>
<td>PM assigned</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School of Nursing</td>
<td>Window Washing</td>
<td>Clean the windows at the SON. Cleanliness may be impacted by current CSB construction.</td>
<td>Lisa Thompson</td>
<td>Pictures</td>
<td>Requested FY18 WW Funding</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>EH&amp;S Building Entrance Areas</td>
<td>Fix uneven pavement and spruce up the entrance areas to improve use and collaboration.</td>
<td>Kelsey Chen</td>
<td>Video</td>
<td>Mostly, just EH&amp;S staff, but also people walking on Medical Center Way</td>
<td>PM assigned</td>
<td>Is this building being closed or renovated in the near future?</td>
<td></td>
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<tr>
<td>Faculty/Alumni House Landscape and Street Corner Appearance</td>
<td>Spruce up the campus entry point at the FAH with enhanced landscape and spruce up the entry points; power wash the building where needed.</td>
<td>Louis Gutierrez</td>
<td>Pictures</td>
<td>Campus entryway point and visitors to FAH area</td>
<td>PM assigned</td>
<td>Is this building being closed or renovated in the near future?</td>
<td></td>
</tr>
<tr>
<td>Parnassus N-Judah Stop and Irving Street Campus Entry Point at MU Garage</td>
<td>Awning is deteriorated and needs replacing and entry way is rusted and outdated; needs sprucing up.</td>
<td>Peter Turnbaugh</td>
<td>Video</td>
<td>All visitors to UCSF through MU Garage entry point</td>
<td>Parking &amp; Transportation PM assigned</td>
<td>Does Parking/transportation have plans for the area or new awning on order?</td>
<td></td>
</tr>
</tbody>
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Before & After Example #1
Before & After Example #2

Before & After Example #3
Community Reaction
Challenges & Lessons Learned

- Infrastructure in place to respond to entries
- Facility or project managers ready to deliver projects and keep scope in check
- Communications program is key, including marketing look and feel
- Be ready to receive input that is outside your area of responsibility