Recreation and University Unions Task Force

November 29, 2022
Agenda
NOVEMBER 29, 2022

1. Existing Conditions & Preliminary Analysis
2. Survey and Demand Analysis
3. Initial Findings
Preliminary Analysis

UNIVERSITY UNION

› UU less than half the size of the average peer union
  - -33% variance in Union GSF per student

› UU is deficient in all categories except for lounge space

› Largest space deficiencies (by ASF):
  - Administrative Offices
  - Conference / Meeting Rooms
  - Ballroom Facilities

Peers Included in Analysis: SDSU, CSUSM, CSUN, Cal, UC San Diego, UCR
Preliminary Analysis
UNIVERSITY UNION – SPACE ALLOCATION

Peer Unions
- Group 1: Food Service (12%)
- Group 2: Ballroom Facilities (9%)
- Group 3: Conference/Meeting Rooms (8%)
- Group 4: Bookstore (6%)
- Group 5: Additional Retail Services (4%)
- Group 6: Theater/Auditorium (3%)
- Group 7: Recreation/Entertainment (6%)
- Group 8: Lounge Space (4%)
- Group 9: Academic Related (6%)
- Group 10: Student Organizations (7%)
- Group 11: Administrative Offices (11%)
- Group 12: Multicultural Centers (13%)
- Group 13: Special/Misc. Components (9%)

Average ASF = 132,886

University Union
- Group 1: Food Service (36%)
- Group 2: Ballroom Facilities (11%)
- Group 3: Conference/Meeting Rooms (13%)
- Group 4: Bookstore (10%)
- Group 5: Additional Retail Services (4%)
- Group 6: Theater/Auditorium (9%)
- Group 7: Recreation/Entertainment (9%)
- Group 8: Lounge Space (7%)
- Group 9: Academic Related (4%)
- Group 10: Student Organizations (13%)
- Group 11: Administrative Offices (11%)
- Group 12: Multicultural Centers (13%)

ASF = 49,353

Top Three Functional Areas (by ASF):
- Bookstore (28%)
- Food Service (12%)
- Administrative Offices (11%)
## Preliminary Analysis

**RECREATION AND WELLNESS CENTER**

### Largest ASF deficiencies:
- Dedicated Athletics Department Space
- Weight Training / Fitness Rooms
- Gymnasium

### RAW is smaller than the average peer recreation center

<table>
<thead>
<tr>
<th></th>
<th>Recreation &amp; Wellness Center</th>
<th>Average Peer Rec Center</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total ASF</strong></td>
<td>37,391</td>
<td>90,209</td>
<td>-59%</td>
</tr>
<tr>
<td><strong>ASF Per Student</strong></td>
<td>2.73</td>
<td>3.72</td>
<td>-27%</td>
</tr>
<tr>
<td><strong>Total Enrollment</strong></td>
<td>13,693</td>
<td>24,246</td>
<td>-44%</td>
</tr>
</tbody>
</table>

*Peers Included in Analysis: Cal Poly Pomona, CSU Fullerton, Cal State Long Beach, CSUN, SJSU*
Preliminary Analysis

RECREATION AND WELLNESS CENTER – SPACE ALLOCATION

**Peer Rec Centers**
- **Administrative**
- **Athletics**
- **Academics / Conference**
- **Indoor Recreation**
- **Outdoor Recreation**
- **Pool / Aquatics**
- **Wellness Facilities**
- **Gymnasium / Track**
- **Fitness / MPR**
- **Miscellaneous**

**Average ASF = 90,209**

**Recreation and Wellness Center**
- **Administrative**
- **Athletics**
- **Academics / Conference**
- **Indoor Recreation**
- **Outdoor Recreation**
- **Pool / Aquatics**
- **Wellness Facilities**
- **Gymnasium / Track**
- **Fitness / MPR**
- **Miscellaneous**

**ASF = 37,391**

Peers Included in Analysis: Cal Poly Pomona, CSU Fullerton, Cal State Long Beach, CSUN, SJSU. Miscellaneous includes Lobby/entrance, equipment and general storage, laundry, locker-room, and other spaces.
Survey and Demand Analysis
SURVEY OVERVIEW & DEMOGRAPHICS

Survey Overview

- Survey Open November 3rd – 18th
- Total respondents: 1,469
- Total completed surveys: 825
- Total Survey Analysis Population (removing duplicated and invalid NetID responses): 1,339
  - Response rate – 9.8%
  - Margin of error – 3%

Survey Demographics

- 57% First generation students
- 37% Low income (Pell Grant eligible)
- 36% Latinx, 26% Asian

- Over-representation:
  - + 14 pp\(^1\) full-time (88% in survey)
  - + 5 pp\(^1\) on campus (12% in survey)

\(^1\)pp = percentage points
Survey and Demand Analysis

PRELIMINARY SURVEY FINDINGS

How Should East Bay Prioritize Improving the UU / RAW?

› Why should improvement be a **high** priority?
  – Benefit on campus community
  – Personal interest in improvement in programs & services

› Why should improvement be a **low** priority?
  – East bay has more pressing issues
  – Not sure how it will impact me (e.g., financially) or look like

› Average Student UU Use:
  – Frequency: 2 - 4 times per week (29%)
  – Time: 11am - 1pm (35%)
  – Duration: 5-30 minutes (45%)

› Average Student RAW Use:
  – Frequency: Never (38%)
  – Time: 4pm – 6pm (29%)
  – Duration: 31 - 60 minutes (37%)

1′pp = percentage points
### Survey and Demand Analysis

#### UNIVERSITY UNION DEMAND & SPACE RECONCILIATION

<table>
<thead>
<tr>
<th>Activity</th>
<th>Depth</th>
<th>Breadth</th>
<th>Peak Demand (SF)¹</th>
<th>Existing Space (SF)</th>
<th>Difference (SF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Quiet Study Lounge</td>
<td>49%</td>
<td>83%</td>
<td>12,200</td>
<td>0</td>
<td>(12,200)</td>
</tr>
<tr>
<td>2 Food area - lunch</td>
<td>44%</td>
<td>84%</td>
<td>14,800</td>
<td>17,842²</td>
<td>3,042</td>
</tr>
<tr>
<td>3 Coffeehouse</td>
<td>40%</td>
<td>77%</td>
<td>8,900</td>
<td>0</td>
<td>(8,900)</td>
</tr>
<tr>
<td>4 Outdoor social spaces</td>
<td>40%</td>
<td>86%</td>
<td>12,400</td>
<td>0</td>
<td>(12,400)</td>
</tr>
<tr>
<td>5 Convenience store/small grocery store</td>
<td>39%</td>
<td>83%</td>
<td>12,600</td>
<td>1,205</td>
<td>(11,395)</td>
</tr>
<tr>
<td>6 Commuter lounge</td>
<td>37%</td>
<td>61%</td>
<td>7,100</td>
<td>0</td>
<td>(7,100)</td>
</tr>
<tr>
<td>7 Small Group Study Rooms (6-8)</td>
<td>33%</td>
<td>74%</td>
<td>4,400</td>
<td>0</td>
<td>(4,400)</td>
</tr>
<tr>
<td>8 Napping area</td>
<td>29%</td>
<td>52%</td>
<td>9,400</td>
<td>0</td>
<td>(9,400)</td>
</tr>
<tr>
<td>9 Lounges/social gathering areas</td>
<td>28%</td>
<td>77%</td>
<td>7,600</td>
<td>4,705</td>
<td>(2,895)</td>
</tr>
<tr>
<td>10 Food area - breakfast</td>
<td>27%</td>
<td>64%</td>
<td>7,700</td>
<td>0</td>
<td>(7,700)</td>
</tr>
<tr>
<td>11 Food area - dinner</td>
<td>27%</td>
<td>61%</td>
<td>6,600</td>
<td>0</td>
<td>(6,600)</td>
</tr>
<tr>
<td>12 Copy/print area</td>
<td>21%</td>
<td>66%</td>
<td>3,500</td>
<td>0</td>
<td>(3,500)</td>
</tr>
<tr>
<td>13 E-Sports Gaming Lounge</td>
<td>15%</td>
<td>51%</td>
<td>5,700</td>
<td>1,959</td>
<td>(3,741)</td>
</tr>
</tbody>
</table>

› **Depth** = Frequency of use
  - Represents the % of students engaging in an activity 2+ times per week

› **Breadth** = Span of use
  - Represents the % of students that would in some capacity engage in an activity

› **Excess demand** seen across all activity categories
  - NOTE: Space reconciliation is not specifically discounted based on prioritization

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¹Peak demand includes 5% discount factor
²17,842 SF represents total dining and food service space
³Data unavailable at the time of analysis
Survey and Demand Analysis

RECREATION AND WELLNESS DEMAND

<table>
<thead>
<tr>
<th>Activity</th>
<th>Depth</th>
<th>Breadth</th>
<th>Peak Demand</th>
<th>Units</th>
<th>Existing Space</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Free Weights</td>
<td>48%</td>
<td>75%</td>
<td>11,800</td>
<td>SF</td>
<td>3,542^1</td>
<td>(8,258)</td>
</tr>
<tr>
<td>2 Cardiovascular Equipment</td>
<td>47%</td>
<td>80%</td>
<td>10,600</td>
<td>SF</td>
<td>3,542^1</td>
<td>(7,058)</td>
</tr>
<tr>
<td>3 Weight Machines</td>
<td>44%</td>
<td>73%</td>
<td>10,300</td>
<td>SF</td>
<td>3,542^1</td>
<td>(6,758)</td>
</tr>
<tr>
<td>4 Meditative Space</td>
<td>22%</td>
<td>46%</td>
<td>4,800</td>
<td>SF</td>
<td>292</td>
<td>(4,508)</td>
</tr>
<tr>
<td>5 Mind, Body Instructional Classes</td>
<td>22%</td>
<td>48%</td>
<td>6,900</td>
<td>SF</td>
<td>1,990^2</td>
<td>(4,910)</td>
</tr>
<tr>
<td>6 Aquatics</td>
<td>20%</td>
<td>41%</td>
<td>7,000</td>
<td>SF</td>
<td>0</td>
<td>(7,000)</td>
</tr>
<tr>
<td>7 Group Fitness</td>
<td>17%</td>
<td>41%</td>
<td>6,900</td>
<td>SF</td>
<td>1,990^2</td>
<td>(4,910)</td>
</tr>
<tr>
<td>8 Functional Training (CrossFit)</td>
<td>15%</td>
<td>38%</td>
<td>9,800</td>
<td>SF</td>
<td>0</td>
<td>(9,800)</td>
</tr>
<tr>
<td>9 Rock Climbing / Bouldering Wall</td>
<td>13%</td>
<td>33%</td>
<td>44</td>
<td>anchors</td>
<td>0</td>
<td>(44)</td>
</tr>
<tr>
<td>10 Intramural Fields</td>
<td>11%</td>
<td>27%</td>
<td>3,800</td>
<td>SF</td>
<td>0</td>
<td>(3,800)</td>
</tr>
<tr>
<td>11 Indoor Basketball</td>
<td>9%</td>
<td>28%</td>
<td>6</td>
<td>courts</td>
<td>2</td>
<td>(4)</td>
</tr>
<tr>
<td>12 Outdoor Soccer / Futsal</td>
<td>9%</td>
<td>19%</td>
<td>4</td>
<td>courts</td>
<td>0</td>
<td>(4)</td>
</tr>
<tr>
<td>13 Indoor Soccer / Futsal</td>
<td>7%</td>
<td>19%</td>
<td>4</td>
<td>courts</td>
<td>0</td>
<td>(4)</td>
</tr>
<tr>
<td>14 Indoor Volleyball</td>
<td>7%</td>
<td>27%</td>
<td>7</td>
<td>courts</td>
<td>0</td>
<td>(7)</td>
</tr>
<tr>
<td>15 Outdoor Basketball</td>
<td>6%</td>
<td>21%</td>
<td>5</td>
<td>courts</td>
<td>0</td>
<td>(5)</td>
</tr>
<tr>
<td>16 Outdoor Volleyball</td>
<td>5%</td>
<td>21%</td>
<td>8</td>
<td>courts</td>
<td>0</td>
<td>(8)</td>
</tr>
</tbody>
</table>

Demand reflects a **commuter-dominant** population
- Students prioritize time efficiency and activities that do not impact their schedule

Top activities (by depth) are related to cross-training:
- Free weights
- Cardiovascular equipment
- Weight machines

Demand does **not reflect** need for **programmed activities** (e.g. intramurals)

1 Equal division of space for cross-training activities due to current mixed-use.
2 Equal division of space for MPR activities due to current mixed-use.
Survey and Demand Analysis

SPACE USAGE BY TIME OF DAY

› Peak demand is in the middle of the day for both facilities
  – Union: 11am - 1 pm
  – Recreation: 12pm - 1pm, 4pm – 6pm

› Projected space usage across tested activities does not identify a need to extend hours of operation
Initial Findings --UU

SURVEY RESPONSES, STUDENT FOCUS GROUPS, STAKEHOLDER MEETINGS

› Spaces must be designed to be flexible and multi-purpose
  – Essential campus-wide program & event needs (i.e. orientation)
  – Explore possibilities of space functionality transitioning and various times of day to accommodate peak demand
    ▪ Ex. Dining seating space in high demand for lunch could be re-set to provide programing space in evening / late-night

› Prioritize long-term needs of affinity centers and cultural / identity support services
  – Intentionality of space allocation, group-specific and shared
  – Strategic co-location of services / resources

› Lack of awareness of student support staff located in UU
  – How can resources best communicated to students?

› Development of a multi-purpose food court
Initial Findings

SURVEY RESPONSES, STUDENT FOCUS GROUPS, STAKEHOLDER MEETINGS

› Seem generally satisfied with RAW programs and services
  – Some find the environment intimidating and could benefit from a more welcoming environment
  – Interest in introductory fitness courses for new members (perhaps focus on freshmen?)
  – Greater variety of recreational programs / activities (responses varied widely)

› Aquatics demand for therapeutic pools, sauna/steam room

› Outdoor recreation opportunities desired, mix of formal and informal activities
  – Soccer, stretching, skate park, guided hikes, etc.

› Students, faculty, and staff recognize that this would improve the quality of student life
  – Provide education and an outlet for healthier lifestyle options and stress mitigation
  – Increasing student employment opportunities

› Basic Needs space right-sizing
NEXT STEPS

› Finalize survey analysis & financial model
› Develop concept options in alignment with preliminary findings for task force feedback
Thank You