

Recreation and University Unions Task Force

November 29, 2022

CAL STATE
EAST BAY



Agenda

NOVEMBER 29, 2022

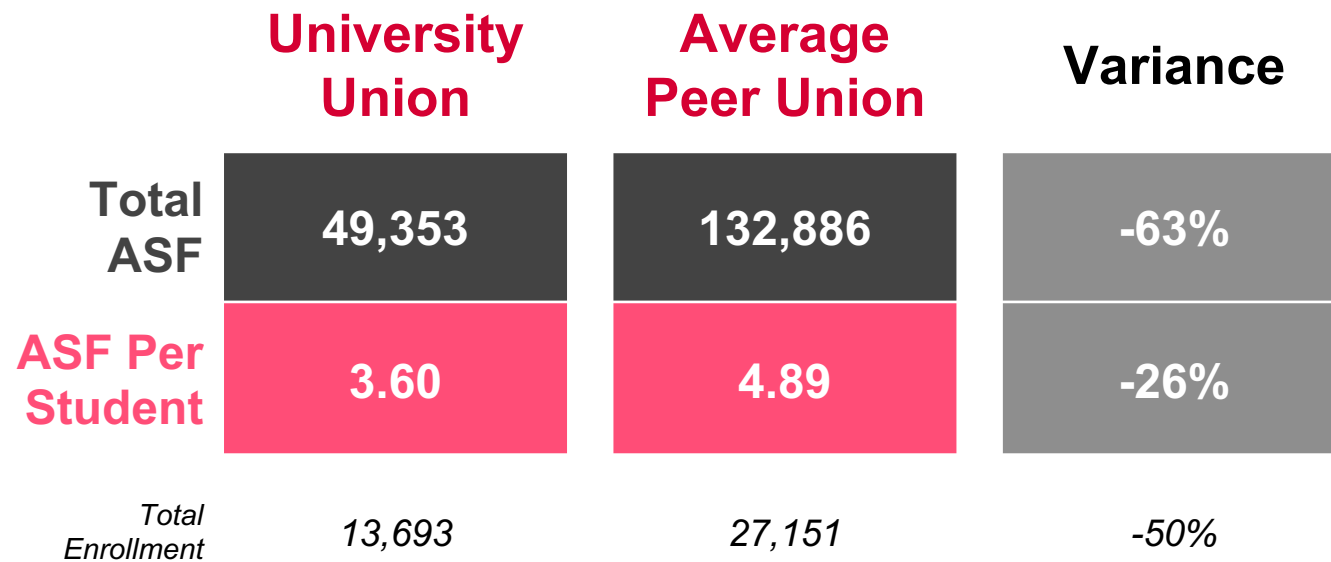
1 Existing Conditions & Preliminary Analysis

2 Survey and Demand Analysis

3 Initial Findings

Preliminary Analysis

UNIVERSITY UNION



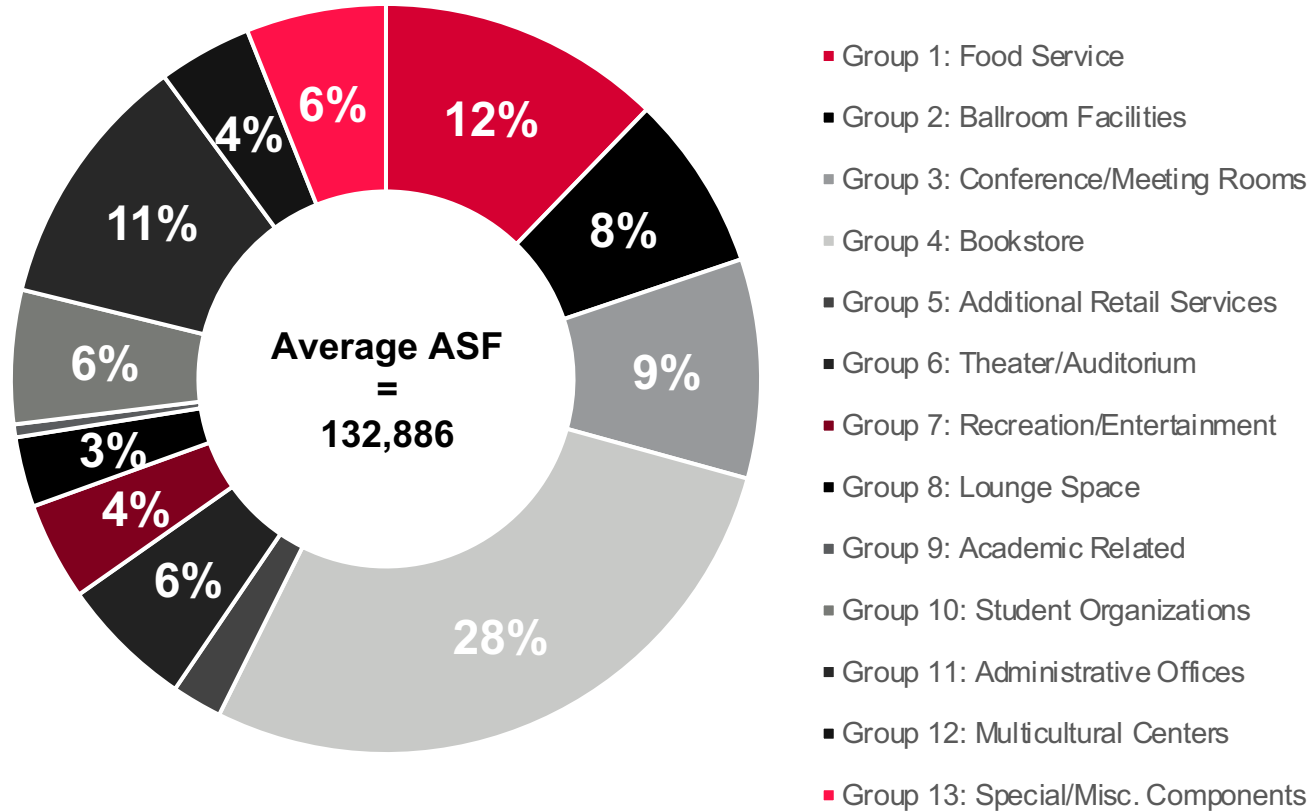
- > UU **less than half** the size of the average peer union
 - -33% variance in Union GSF per student
- > UU is deficient in all categories **except for lounge space**
- > Largest space deficiencies (by ASF):
 - **Administrative Offices**
 - **Conference / Meeting Rooms**
 - **Ballroom Facilities**

Peers Included in Analysis: SDSU, CSUSM, CSUN, Cal, UC San Diego, UCR

Preliminary Analysis

UNIVERSITY UNION – SPACE ALLOCATION

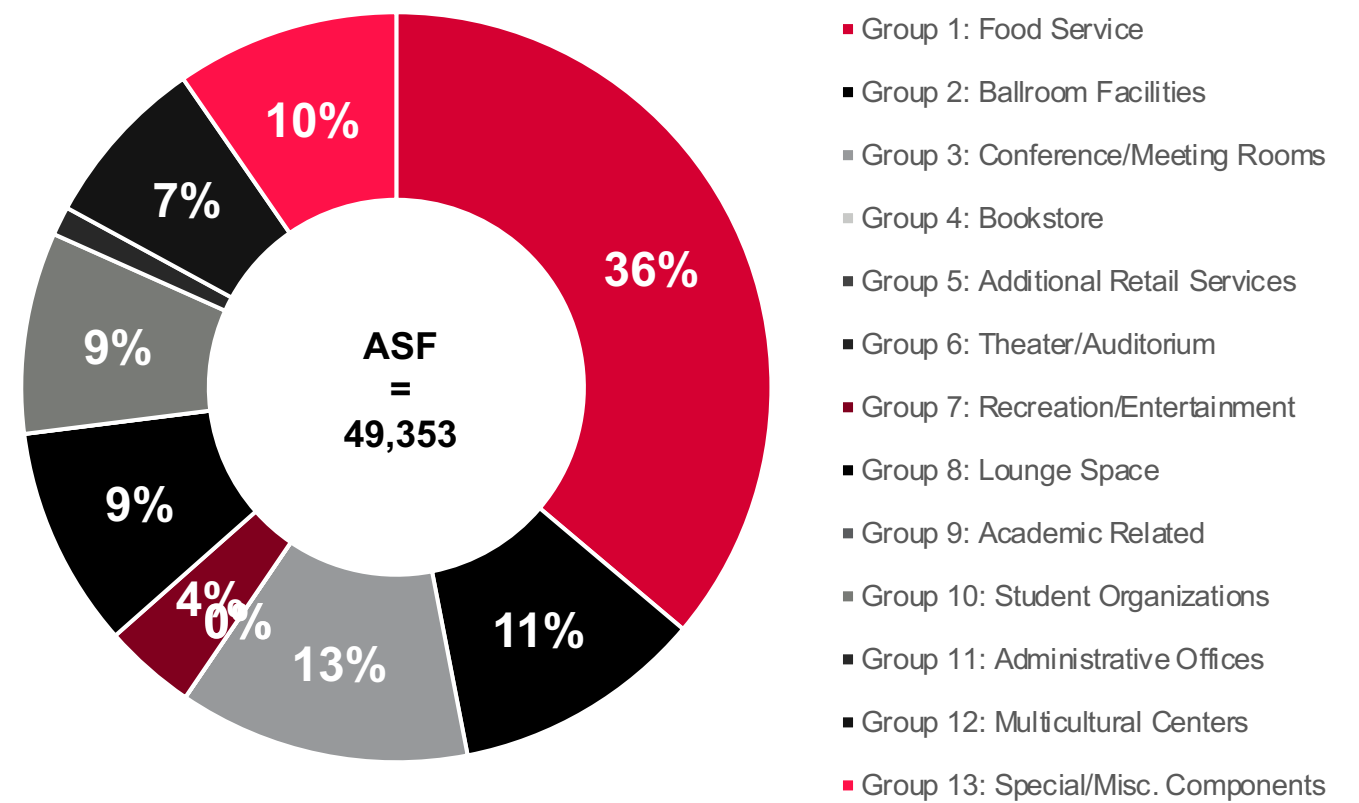
Peer Unions



> Top Three Functional Areas (by ASF):

- **Bookstore** (28%)
- **Food service** (12%)
- **Administrative Offices** (11%)

University Union

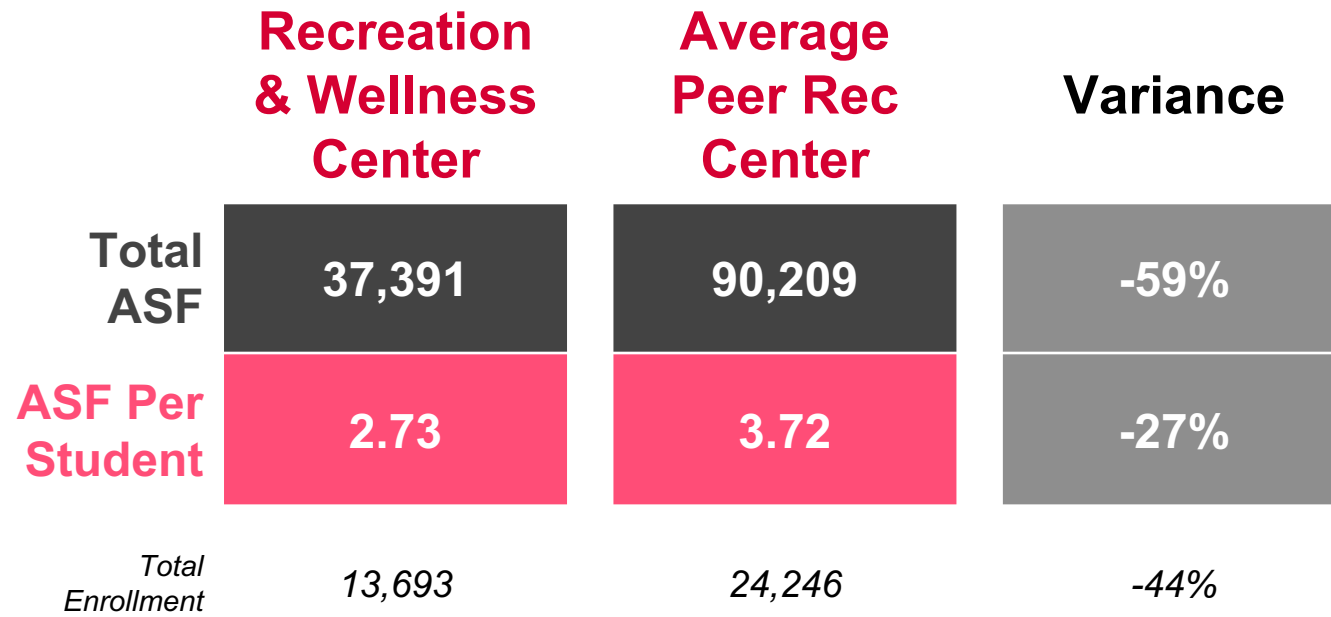


> Top Three Functional Areas (by ASF):

- **Food Service** (36%)
- **Conference / Meeting Rooms** (13%)
- **Ballroom Facilities** (11%)

Preliminary Analysis

RECREATION AND WELLNESS CENTER



> Largest ASF deficiencies:

- Dedicated Athletics Department Space
- Weight Training / Fitness Rooms
- Gymnasium

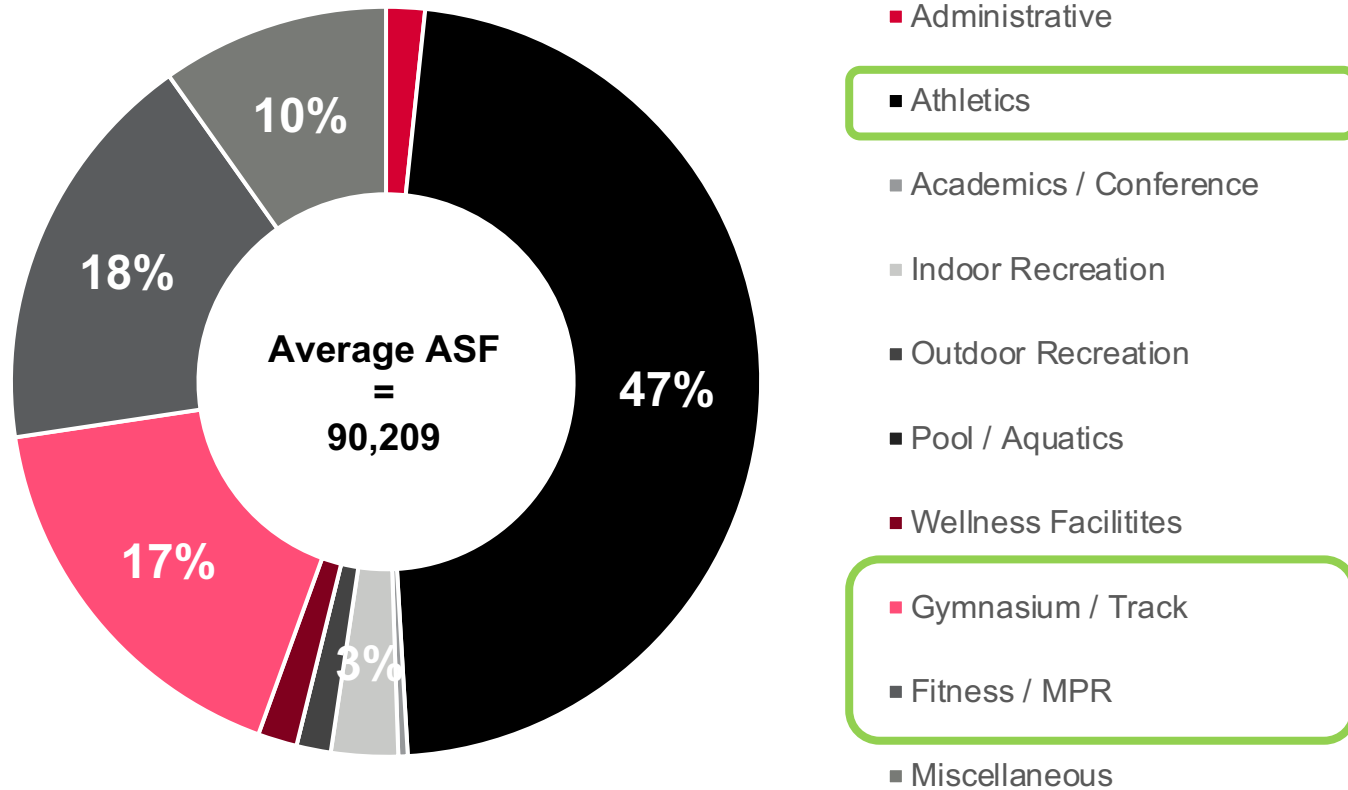
> RAW is smaller than the average peer recreation center

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

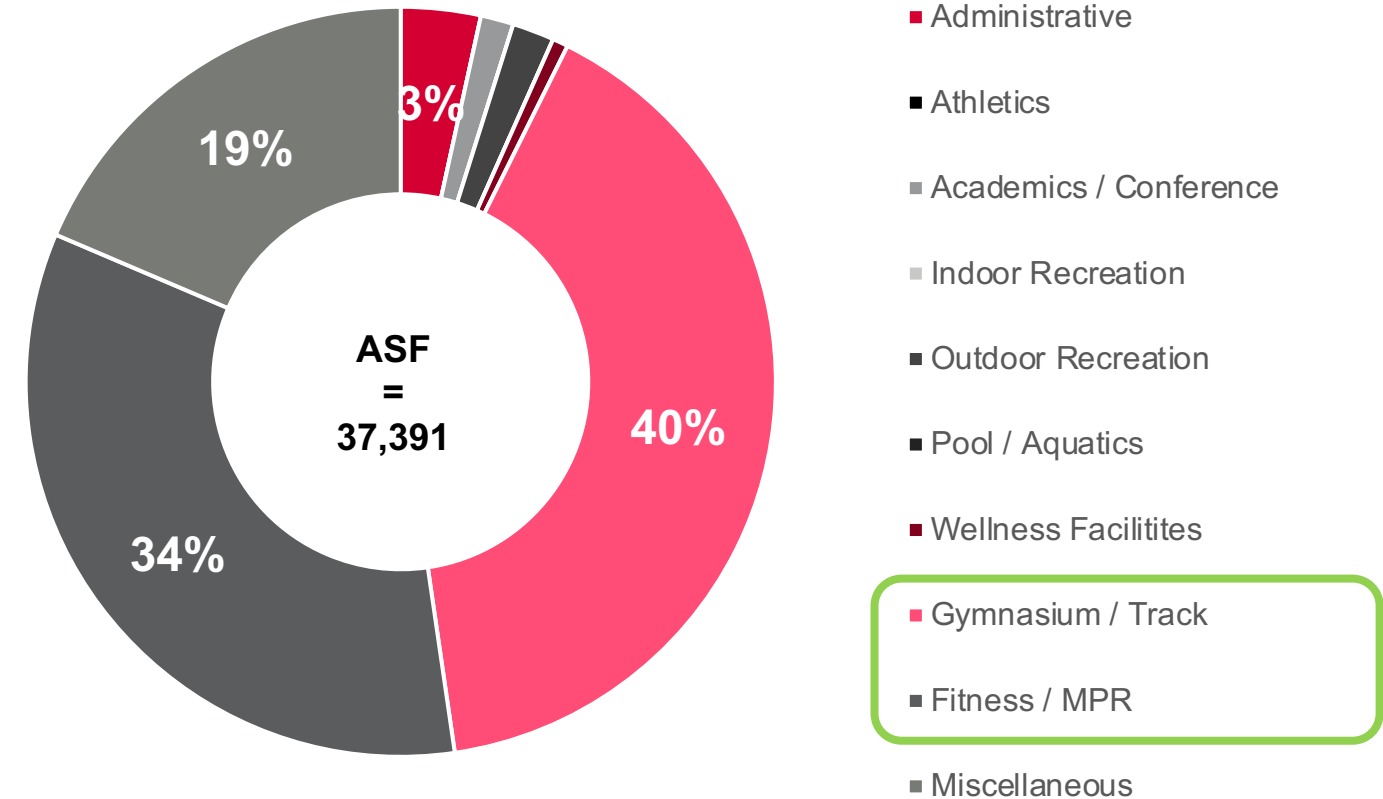
Preliminary Analysis

RECREATION AND WELLNESS CENTER – SPACE ALLOCATION

Peer Rec Centers



Recreation and Wellness Center



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

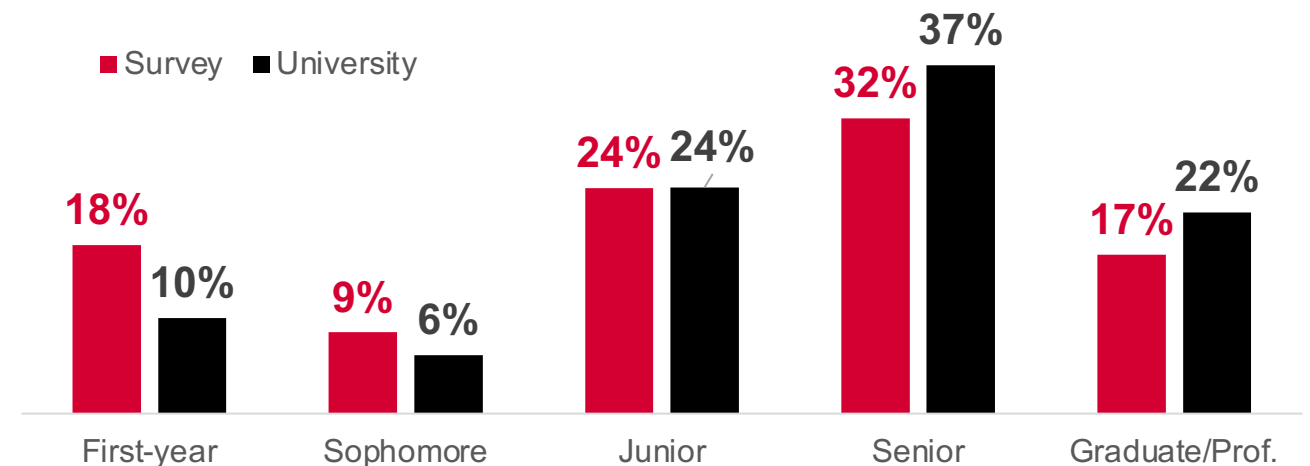
SURVEY OVERVIEW & DEMOGRAPHICS

Survey Overview

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

Survey Demographics

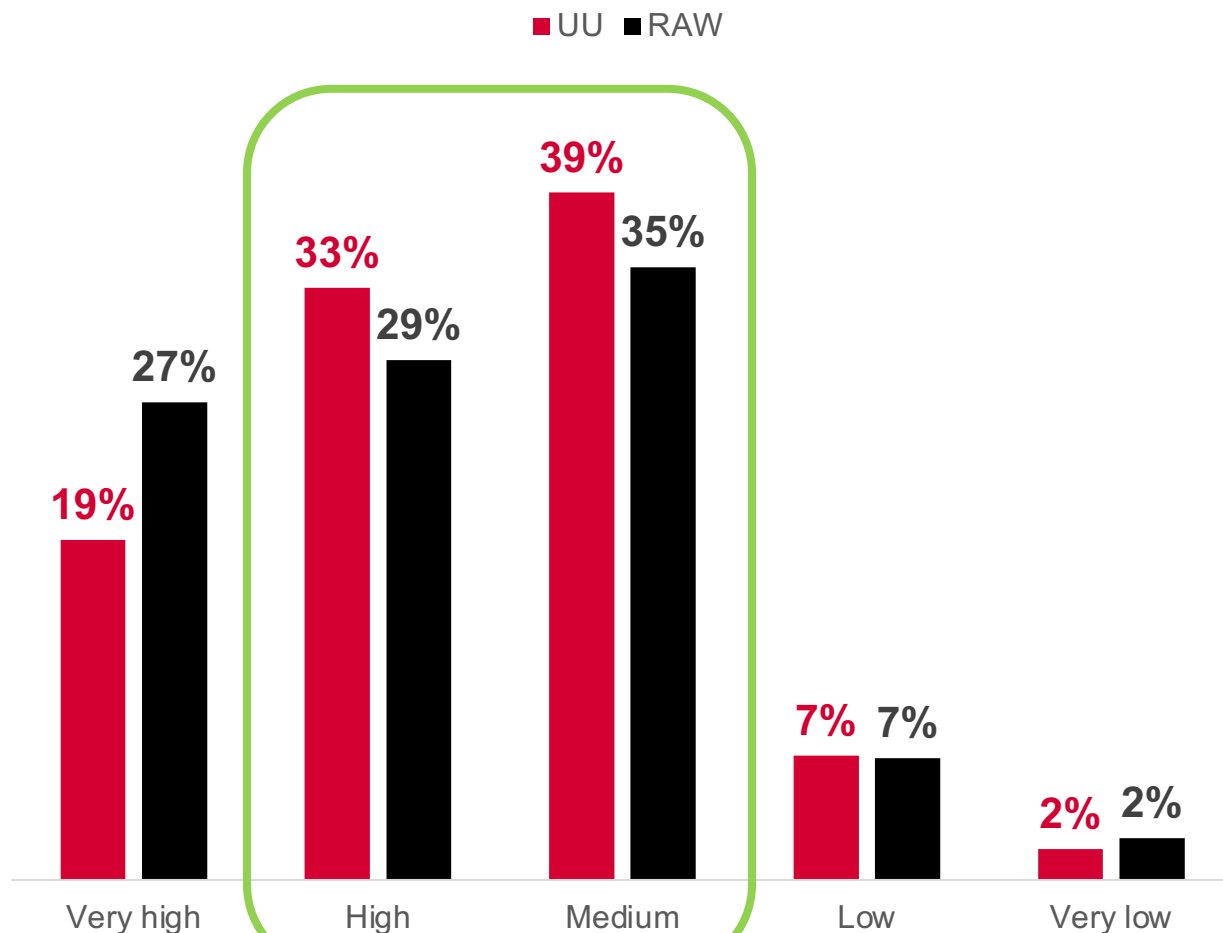
- › **57%** First generation students
- › **37%** Low income (Pell Grant eligible)
- › **36%** Latinx, **26%** Asian
- › Over-representation:
 - **+ 14 pp¹ full-time** (88% in survey)
 - **+ 5 pp¹ on campus** (12% in survey)



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%)

Survey and Demand Analysis

UNIVERSITY UNION DEMAND & SPACE RECONCILIATION

Activity	Depth	Breadth	Peak Demand (SF) ¹	Existing Space (SF)	Difference (SF)
1 Quiet Study Lounge	49%	83%	12,200	0	(12,200)
2 Food area - lunch	44%	84%	14,800	17,842 ²	3,042
3 Coffeehouse	40%	77%	8,900	0	(8,900)
4 Outdoor social spaces	40%	86%	12,400	0 ³	(12,400)
5 Convenience store/small grocery store	39%	83%	12,600	1,205	(11,395)
6 Commuter lounge	37%	61%	7,100	0	(7,100)
7 Small Group Study Rooms (6-8)	33%	74%	4,400	0	(4,400)
8 Napping area	29%	52%	9,400	0	(9,400)
9 Lounges/social gathering areas	28%	77%	7,600	4,705	(2,895)
10 Food area - breakfast	27%	64%	7,700	0	(7,700)
11 Food area - dinner	27%	61%	6,600	0	(6,600)
12 Copy/print area	21%	66%	3,500	0	(3,500)
13 E-Sports Gaming Lounge	15%	51%	5,700	1,959	(3,741)

> **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*

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

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

- > 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)

¹Equal division of space for cross-training activities due to current mixed-use.

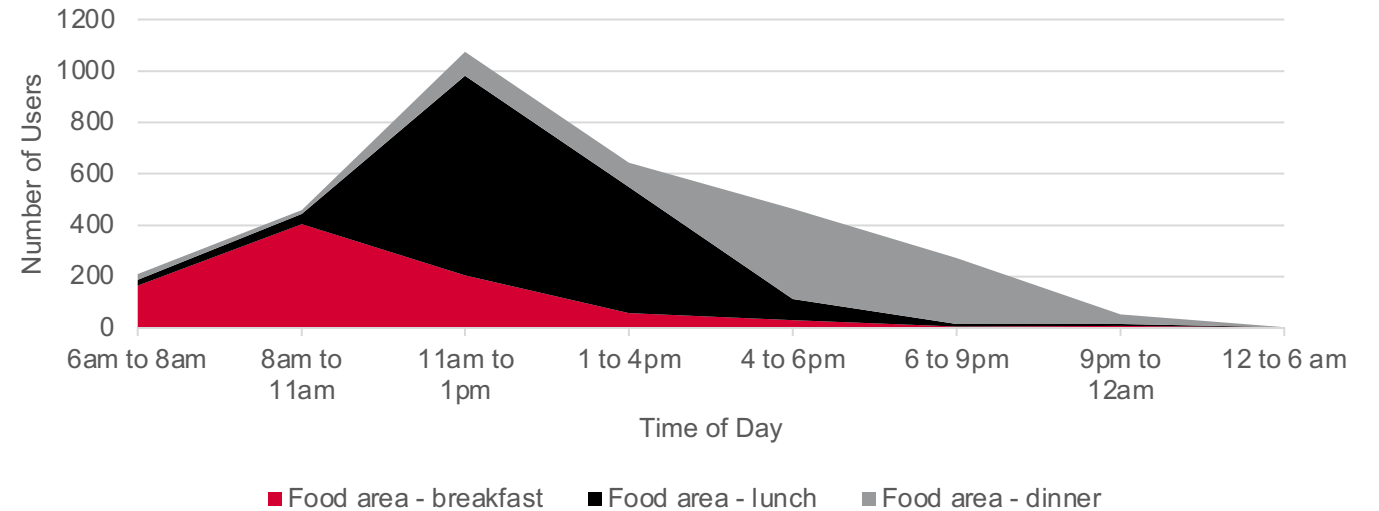
²Equal division of space for MPR activities due to current mixed-use.

Survey and Demand Analysis

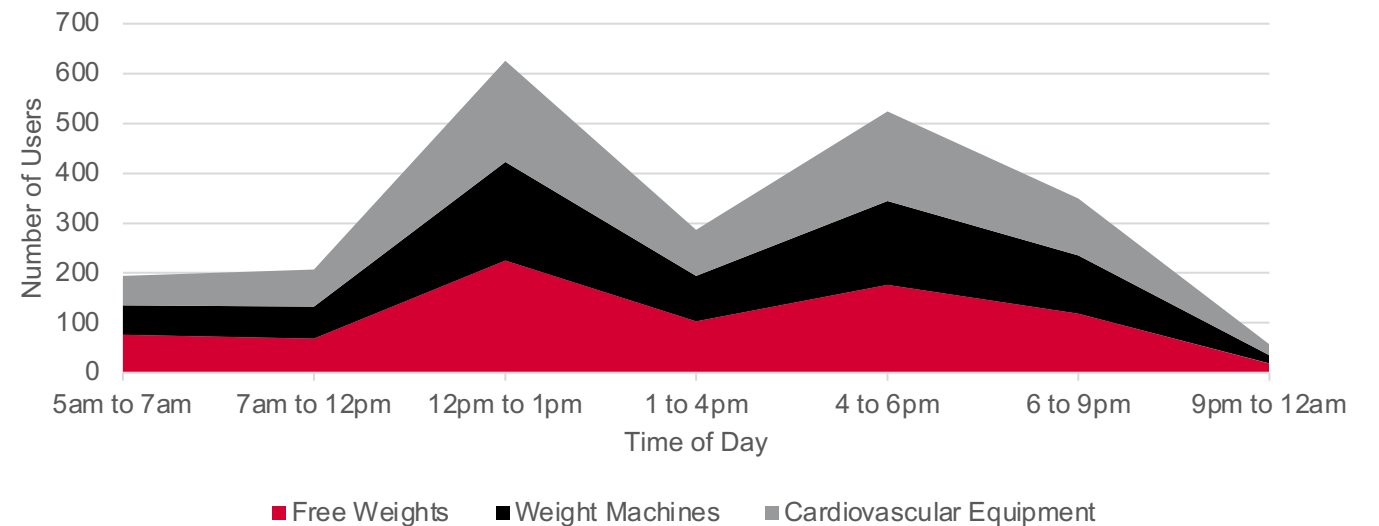
SPACE USAGE BY TIME OF DAY

- › 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**

Food Area Utilization



Cross-Training Space Utilization



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 programming 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



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Thank You

