

UNIVERSITY OF CALIFORNIA RIVERSIDE

Student Referendum Support Services

FINAL SURVEY REPORT

January 2010



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In the fall of 2009, the University of California, Riverside (“UC Riverside”, “UCR”, or the “University”) retained Brailsford & Dunlavy (“B&D”) to assist with Student Referendum Planning Services (the “Study”) for a possible campaign to expand the Student Recreation Center (“SRC”), expanding upon the previous Student Referendum Plan conducted in 2008. As a part of this assessment, B&D conducted a student survey to ascertain preferences and determine fee support levels needed to proceed with any student referendum. Throughout the process, B&D coordinated efforts with Jon Harvey, Principal Educational Facilities Planner.

This report sets forth B&D’s findings and recommendations for the University of California, Riverside’s Student Referendum Plan. The findings contained herein represent the professional opinions of B&D personnel based on assumptions and conditions detailed within this report.

Brailsford & Dunlavy would like to thank the following individuals for their participation and insight during the course of this Study:

Capital & Physical Planning

Kieron Brunelle, Director, Capital & Physical Planning
Jonathan Harvey, Principal Educational Facilities Planner

Steering Committee

Lindy Fenex, Director, Recreation Programs
Richard Zapp, Recreation Facilities Governing Board
James Sandoval, Vice Chancellor Student Affairs
Susan Allen Ortega, Assistant Vice Chancellor Student Affairs and Dean of Students

PREFACE



TABLE OF CONTENTS

Section

1.....Executive Summary

2.....Survey Analysis

Exhibits

ARaw Survey Data

BSurvey Analysis Presentation-
December 4th, 2009

CMeeting Minutes - Oct 27th, 2009

DMeeting Minutes - Dec 4th, 2009

TABLE OF CONTENTS



Tab 1

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Introduction

In 1994, the University of California, Riverside opened the Student Recreation Center (“SRC”) providing new opportunities for recreational activities on campus in line with other University of California campuses. B&D completed an initial Student Referendum Plan during Fall 2008 which demonstrated that the existing 86,140 gross square feet of facility is insufficient to meet the student demand on campus. Several potential expansion concepts and associated fees were tested via an online survey to students. While a preferred concept option was identified, support for increasing student fees was not sufficient to conduct a referendum campaign. B&D was retained again by UCR in the Fall of 2009 to reassess student interest in expanding the SRC, identify support for a student referendum, and provide recommendations.

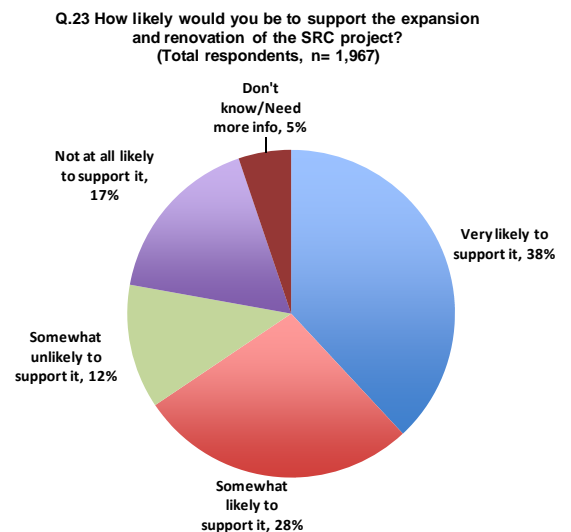
Work Plan

B&D’s approach required an active working relationship with University staff and students to develop a detailed electronic survey which was administered to current UC Riverside students to identify recreational preferences and support for proposed improvements (Tab 2). This survey served as the foundation for B&D’s recommendations.

Findings and Recommendations

Students at UC Riverside maintain a high demand for recreation activities which are not able to be met by the existing facilities. Compared to the previous study by B&D, students surveyed this year are more aware of the existing SRC and what programs are offered. Additionally, a greater percentage of students are able to compare the SRC to facilities at other universities including: UC Irvine, UC Los Angeles, UC Davis, and UC San Diego. Overall, 53% of students believe that improvements to the SRC should be a very high or high priority for the University.

Fee support for the preferred expansion option in the 2009 Student Recreation Center Expansion Detailed Project Program document is high. Approximately 65% of students were very likely or likely to support increasing student fees between \$149 to \$159 per quarter when the expansion opens. If the survey was an actual referendum, 67% of the 1,960 survey respondents indicated they would vote yes. Overall, support was high across all demographic profiles. Several groups of students who typically do not support recreation center projects such as graduate students and students who do not vote in campus elections maintain high support levels for the SRC expansion. B&D recommends that students plan for a referendum in March or April of 2010 given the high levels



EXECUTIVE SUMMARY

of fee support. This recommendation should be approached with caution given the overall state and national economy, and the recent increases in tuition.

Additional Considerations

As students and the University plan for an upcoming referendum, these additional thoughts should be considered given B&D's recommendation to cautiously move forward with a referendum:

- Recent fee increases announced by the UC Regents are a concern for many students. Any discussion of increasing fees, even in the future, may face vocal opposition groups. In order to address many concerns students may have student leaders in ASUCR and GSA should understand and support a referendum vote.
- In order for any referendum to be valid, 20% of the campus headcount must participate in the election. The information and referendum campaign must create programs and messages that encourage the greatest amount of student participation in the referendum vote as possible. Particular attention should be given to the groups of students who are the most supportive of the expansion project and are most likely to vote at the polls in order to create momentum for the project.
- A strong group of students should form a committee to focus and maintain the momentum of an information and referendum campaign. This group should be able to reach out to various campus groups including resident students, graduate students, commuters, Greek, clubs and organizations, etc.
- The information campaign that has already been developed should be modified to include data from this current survey and increase in visibility across the campus in high traffic areas such as residence halls and the HUB.
- Social networking sites such as Facebook and Twitter should be utilized to create interest and inform students about the expansion project and related referendum campaign activities.



Tab 2

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Objectives

B&D developed an electronic survey to quantitatively test the demand for a variety of recreational spaces that could be provided at UC Riverside. The survey was designed to identify, in a statistically reliable manner, existing and projected usage patterns, and sensitivity to specific facility and service improvements. Data collected through the survey also forms the basis for B&D recommendations about whether or not to proceed with the referendum process.

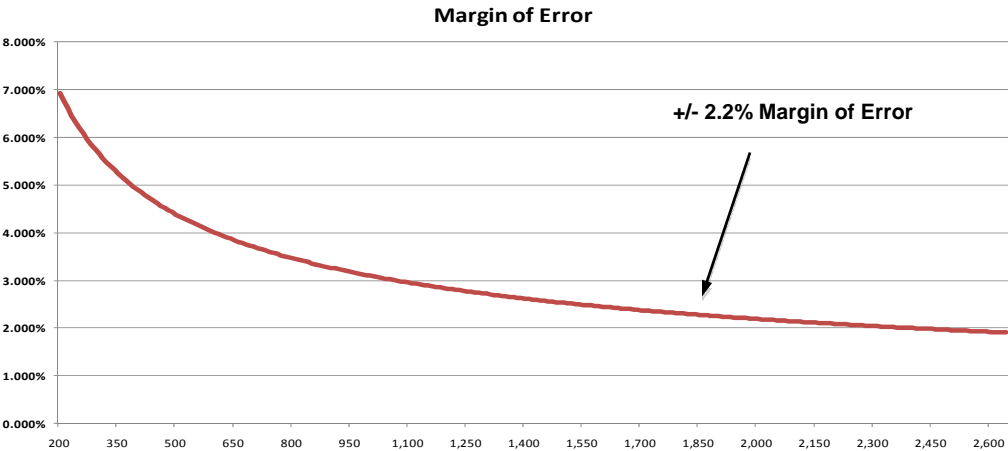
Methodology

Survey questions were designed to assess demographic profiles, perception of the facilities' quality, and overall support for a possible referendum vote. Data collected could also be sorted by various demographic characteristics to identify differences in opinions and the likelihood of support among various sub-populations.

All active Fall 2009 students were asked to participate in the online survey via an email invitation from the Vice Chancellor's and Student Government Officers. These 19,307 students were able to participate in the survey from November 4th through November 13th, 2009. Graduate and undergraduate students initiated 2,132 surveys, and in total, 1,960 completed surveys were collected. A copy of the student survey instrument with response frequencies can be found in Exhibit A.

Survey Demographics

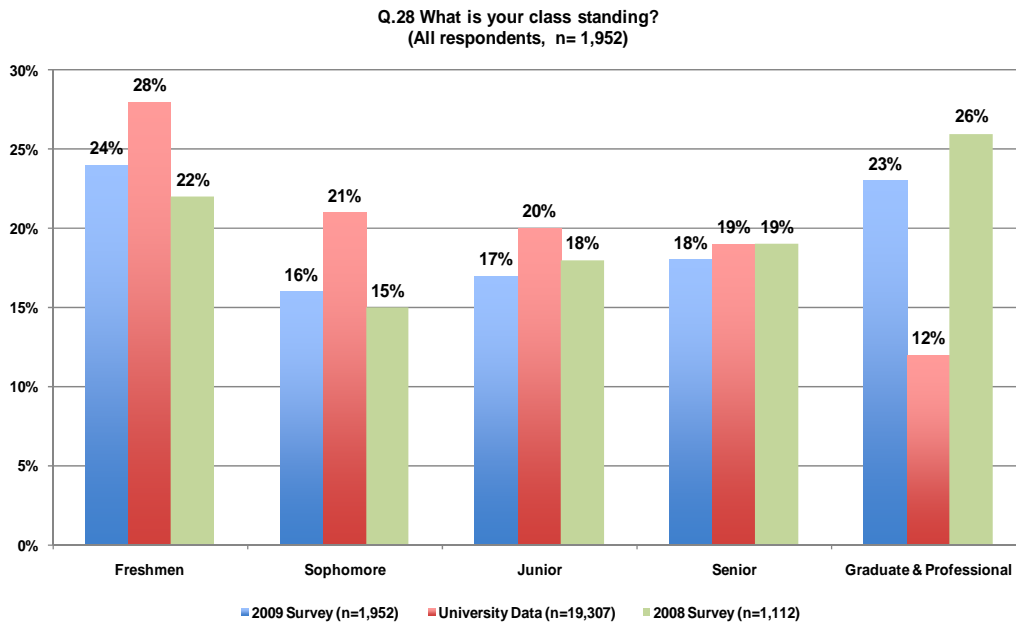
In total, 11% of the student population participated in the electronic survey, of which 92% completed the survey. Assuming a campus population of 19,360 (headcount based on contact information provided by UCR), the 1,960 complete responses established a +/- 2.2% margin of error at a 95% confidence level.



SURVEY ANALYSIS

The 2009 and 2008 survey sample demographics are fairly consistent with the overall university student demographic trends. The most consistent data is between both surveys, which are based on voluntary participation of students and not a form of involuntary data collection like that of the University.

The 18 to 19 year old population represented 39% of the respondents, which rose from 35% in the last survey. Graduate and Professional participation still shows a higher than usual representation (23%) when compared to university data (12%). This over representation of Graduate and Professional demographic data is important to note because of the bias it creates in the undergraduate student class standing.



Additional demographic questions were asked relating to marital/family status as well as commuting methods to gain a greater understanding of the student sample. Single students without children were the majority of respondents at 89%. Off-campus students comprised 64% of the survey sample. Of those off-campus students, a significant percentage (88%) commutes to campus via car or motorcycle. As commuter students are typically less supportive of these projects, this group should be addressed when considering ways to familiarize the commuter population of the University's current insufficiencies in recreation.

Lastly, data on ethnic backgrounds illustrated that there was an under representation of 8 percentage points for Latino / Hispanic students who took the survey (19%) and an over representation of 8 points for White / Caucasian students (27%). This trend is typical on most campuses and should be addressed when targeting voter populations who do not participate on Election Day.

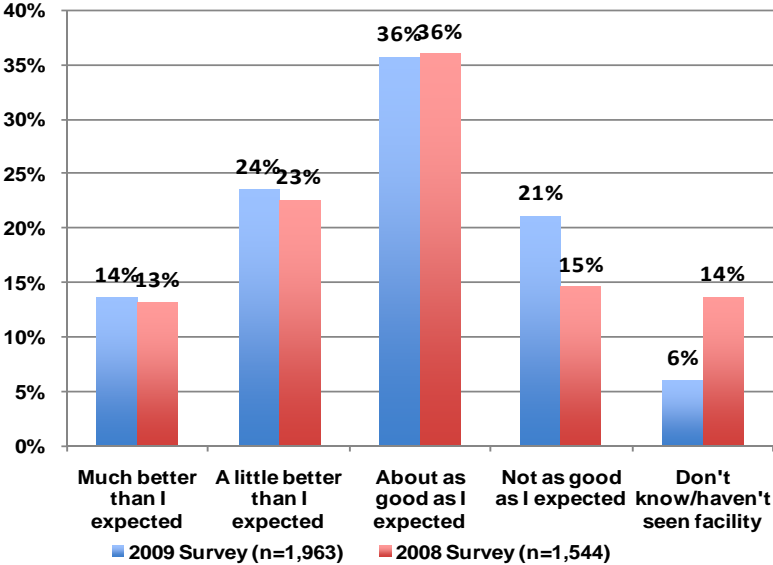


Summary of Findings

Recreation Preferences

Overall, students' expectations of the recreational facilities have improved 2 percentage points since the 2008 survey with 38% of students saying the facilities are much better or a little better than they expected. Yet, the percentage of students who said recreational facilities were not as good as they expected, rose from 15% (2008) to 21% (2009) respectively. Responses from students who have not seen the current facilities before fell from 14% (2008) to 6% (2009) showing that more students are becoming familiar with the recreational facilities on campus.

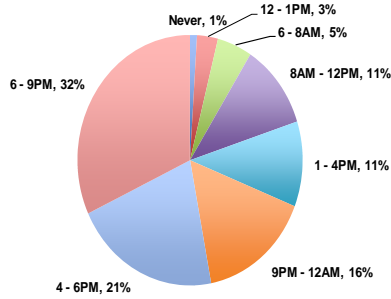
**Q.13 Overall, how well have the recreation facilities met your expectations at UC Riverside?
(All respondents, n= 1,963)**



Recreational facility types most familiar with students, in order of quality, include: the Student Recreation Center, Intramural Fields, and the Tennis Courts. The least familiar facilities were the Jogging Trail and Sand Volleyball Courts. Sophomores were the most familiar with the SRC over any other class level, while graduate students were the least familiar with the facility.

SURVEY ANALYSIS

Q.2 On average, at what time of day do you typically use the current Student Recreation Center?
(All respondents, n= 1,775)



On average, over 43% of students use the current Student Recreation Center from 4PM to 9PM. When asked how often they typically use the Student Recreation Center, 39% of students reported that 2 to 4 times a week. In contrast, when asked the same question about using the Intramural Fields, over 56% of students reported never using the fields. Highest use of the Intramural fields occurred in the evenings from 6PM to 9pm by roughly

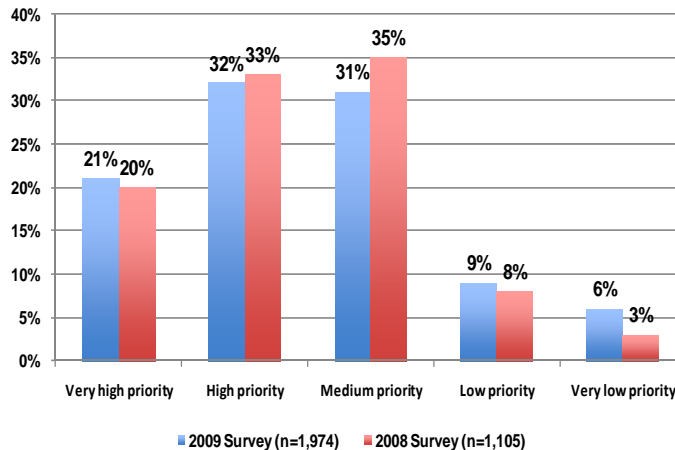
50% of those using the fields. The second highest utilization was during the 4PM to 6PM time period by approximately 17% of those students utilizing the fields. This shows that there is an under utilization of most recreational facilities by student during the morning hours and throughout the afternoon.

For those who do not participate in fitness / recreation activities, the most common reasons were: the facilities are too crowded (12%), I do not exercise (11%), and I cannot find parking nearby (7%).

Student Demand

Students and the University recognize the importance of recreational opportunities in relieving stress, supporting overall well being, developing a strong campus community, and improving academic success. As a result, over 53% of students believe that improvements to recreation should be a high or very high priority for the University. A smaller percentage (15%) believed that a fitness facility is currently a low or very low priority. When comparing to the last survey's smaller opposition of 11%, students stressed that their reasons for their lack of support was due to the pressing fiscal issues the University is currently facing.

Q.19 How high of a priority do you feel new recreational sports and fitness facilities should be for UC Riverside?
(All respondents, n= 1,974)

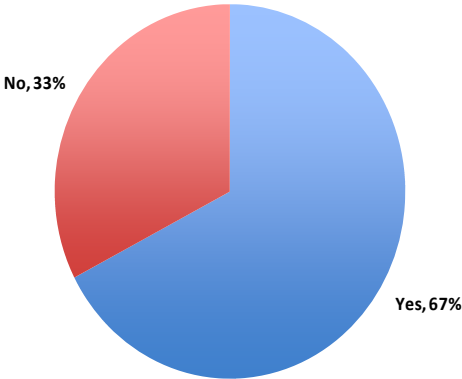


Referendum Support

When student participants were asked how they would vote if a student referendum were held today, 67% indicated they would vote ‘Yes.’ The remaining 33% of students oppose to the project felt that the three main reasons for their decision were because: the fee was too high (20%), they could not afford it (19%), or the project was not worth the price (15%).

The survey recorded during the 2008 academic year illustrated a much lower support by ‘Yes’ respondents (56%). This indicated that recent marketing / campaign tactics proved useful to garner an overwhelming familiarity of the recreation facilities and proposed expansion.

Q.24 If a student referendum was held today, how would you vote?
(Total respondents, n= 1,958)

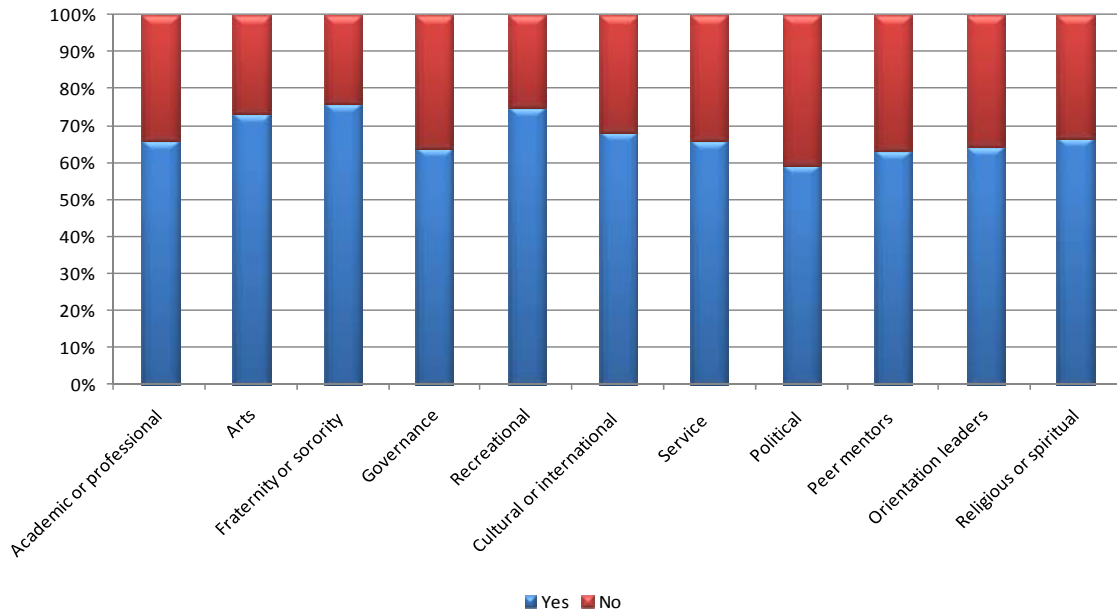


Demographic figures were also used to indicate which populations were most likely to support the referendum. Among all sampled age groups, 18 to 19 (71%) and 22 to 24 (71%) year-old students showed the most support for the expansion project within their sub-groups. The least support from students came from those in the 40 to 49 and 50 to 64 year-old range.

Other trends of support include those who are involved in various organizations, or on- and off-campus. Fraternity / sorority, recreational, and arts organizations were the most likely to support this referendum, which is likely due to their direct use of the recreational facilities and relationship with the SRC department.

SURVEY ANALYSIS

“Yes” Vote on Referendum by Student Involvement



Student voting habits also proved to be an important demographic to consider for the overall support of this referendum. Over 60% of those who have typically voted 'No' on previous elections implicated they would support this referendum if it was placed on the ballot. Additionally, over 70% of students who have yet to vote in a previous student election also said they would show support on this expansion project.

“Yes” Vote on Referendum by Prior Voting Habits

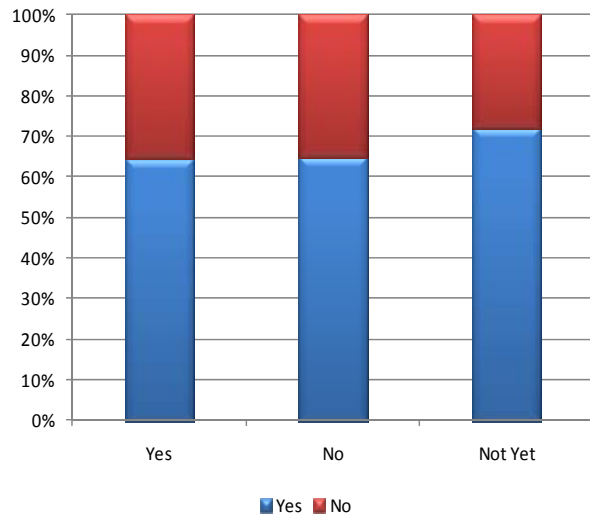


Exhibit A

The following exhibit contains the raw results from the student survey. Results are listed as students responded with no additional analysis. These results were analyzed and cross tabulated to generate the survey analysis section and B&D's recommendations on the referendum plan.

STUDENT SURVEY RAW RESULTS

Q1. On average, how often do you TYPICALLY use the current Student Recreation Center?

Count	Percent		
230	10.79%		Daily
840	39.42%		2 - 4 times/week
237	11.12%		Once/week
527	24.73%		Sometimes
297	13.94%		Never
2131 Respondents			

Q2. On average, at what time of day do you TYPICALLY use the current Student Recreation Center?

Count	Percent		
87	4.90%		6 - 8AM
201	11.32%		8AM - 12PM
15	2.51%		12 - 1PM
203	11.44%		1 - 4PM
367	20.68%		4 - 6PM
569	32.06%		6 - 9PM
288	16.23%		9PM - 12AM
15	0.85%		Never
1775 Respondents			

Q3. If you do not participate in recreational/fitness activities, what are the main reasons? (SELECT ALL THAT APPLY)

Count	Respondent %	Response %	
839	56.42%	35.95%	N/A - I participate in recreational/fitness activities
43	2.89%	1.84%	I do not like to exercise
274	18.43%	11.74%	I do not have time to exercise
68	4.57%	2.91%	The operating hours of on-campus facilities are not convenient
287	19.30%	12.30%	The Student Recreation Center is too crowded
88	5.92%	3.77%	The Student Recreation Center does not offer recreational activities that are of interest to me
69	4.64%	2.96%	I don't have the requisite skills or knowledge to use equipment or participate in activities
64	4.30%	2.74%	I don't feel comfortable working out in the existing facilities
33	2.22%	1.41%	I don't feel comfortable using the existing locker rooms
72	4.84%	3.08%	I cannot afford activities in which I would like to participate
174	11.70%	7.46%	I cannot find parking near the facility
79	5.31%	3.38%	I do not feel comfortable walking and/or riding my bike to the facility
104	6.99%	4.46%	The SRC is too far away from where I am on campus
75	5.04%	3.21%	I am not aware of recreational programs or services offered
22	1.48%	0.94%	I have an injury or disability
43	2.89%	1.84%	Other (please specify)
1487 Respondents			
2334 Responses			

STUDENT SURVEY RAW RESULTS

Q4. On average, how often do you TYPICALLY use the current Intramural Fields?

Count	Percent		
22	1.24%		Daily
153	8.63%		2 - 4 times/week
165	9.31%		Once/week
444	25.06%		Sometimes
988	55.76%		Never
1772 Respondents			

Q5. On average, at what time of day do you TYPICALLY use the current Intramural Fields?

Count	Percent		
37	4.07%		6 - 8AM
58	6.38%		8AM - 12PM
27	2.97%		12 - 1PM
86	9.46%		1 - 4PM
153	16.83%		4 - 6PM
431	47.41%		6 - 9PM
117	12.87%		9PM -12AM
909 Respondents			

Q6. The quality of each of the following recreation facilities is: (Please SELECT ONE per aspect) - Student Recreation Center

Count	Percent		
284	16.40%		Excellent
634	36.61%		Very good
629	36.32%		Satisfactory
127	7.33%		Poor
26	1.50%		Very poor
32	1.85%		Don't know
1732 Respondents			

Q7. The quality of each of the following recreation facilities is: (Please SELECT ONE per aspect) - Tennis Courts

Count	Percent		
190	9.52%		Excellent
515	25.81%		Very good
434	21.75%		Satisfactory
43	2.16%		Poor
11	0.55%		Very poor
802	40.20%		Don't know
1995 Respondents			



STUDENT SURVEY RAW RESULTS

Q8. The quality of each of the following recreation facilities is: (Please SELECT ONE per aspect) - Jogging Trail

Count	Percent		
133	6.68%		Excellent
381	19.13%		Very good
574	28.82%		Satisfactory
209	10.49%		Poor
78	3.92%		Very poor
617	30.97%		Don't know
1992	Respondents		

Q9. The quality of each of the following recreation facilities is: (Please SELECT ONE per aspect) - Sand Volleyball Courts

Count	Percent		
96	4.82%		Excellent
258	12.95%		Very good
408	20.48%		Satisfactory
152	7.63%		Poor
74	3.71%		Very poor
1004	50.40%		Don't know
1992	Respondents		

Q10. The quality of each of the following recreation facilities is: (Please SELECT ONE per aspect) - Intramural Fields

Count	Percent		
91	8.93%		Excellent
277	27.18%		Very good
347	34.05%		Satisfactory
68	6.67%		Poor
15	1.47%		Very poor
221	21.69%		Don't know
1019	Respondents		

Q11. Compared to recreation facilities you know of at other universities, UC Riverside's recreation facilities are: (Please SELECT ONE answer)

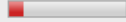
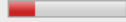
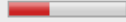
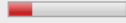
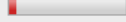
Count	Percent		
85	4.22%		Excellent
318	15.80%		Very good
662	32.89%		Satisfactory
328	16.29%		Poor
116	5.76%		Very poor
504	25.04%		Don't know
2013	Respondents		

Q12. Which other university's recreation facilities are you familiar with?

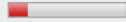


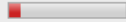
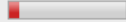
Count	Percent	
1203	100.00%	
1203	Respondents	

STUDENT SURVEY RAW RESULTS


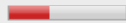
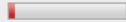
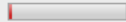

Q13. Overall, how well have the recreation facilities met your expectations at UC Riverside?

Count	Percent		
267	13.60%		Much better than I expected
462	23.54%		A little better than I expected
701	35.71%		About as good as I expected
415	21.14%		Not as good as I expected
118	6.01%		Don't know/haven't seen facility
1963 Respondents			



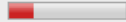
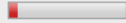
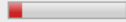
Q14. How important is the Student Recreation Center in: (SELECT ONE for each aspect) - Improving your academic success

Count	Percent		
336	17.07%		Very important
734	37.30%		Important
520	26.42%		Unimportant
200	10.16%		Very unimportant
178	9.04%		Unsure
1968 Respondents			


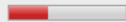
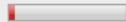
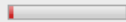

Q15. How important is the Student Recreation Center in: (SELECT ONE for each aspect) - Supporting your overall well-being

Count	Percent		
1051	53.35%		Very important
688	34.92%		Important
101	5.13%		Unimportant
55	2.79%		Very unimportant
75	3.81%		Unsure
1970 Respondents			

Q16. How important is the Student Recreation Center in: (SELECT ONE for each aspect) - Developing a strong campus community

Count	Percent		
413	20.98%		Very important
780	39.61%		Important
420	21.33%		Unimportant
152	7.72%		Very unimportant
204	10.36%		Unsure
1969 Respondents			

Q17. How important is the Student Recreation Center in: (SELECT ONE for each aspect) - Relieving stress

Count	Percent		
1071	54.61%		Very important
660	33.66%		Important
90	4.59%		Unimportant
63	3.21%		Very unimportant
77	3.93%		Unsure
1961 Respondents			

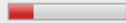
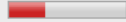
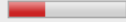
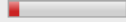
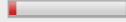


STUDENT SURVEY RAW RESULTS


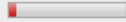
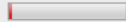
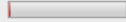
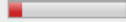
Q18. How much time per day do you currently spend on campus while not in class?

Count	Percent		
129	6.55%		1/2 hour or less
156	7.92%		1/2 hour - 1 hour
247	12.54%		1 hour - 1 1/2 hours
203	13.35%		1 1/2 hours - 2 hours
206	10.46%		2 hours - 2 1/2 hours
969	49.19%		2 1/2 hours or more
1970	Respondents		


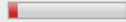
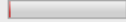
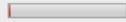

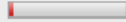
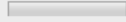
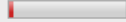
Q19. How high of a priority do you feel new recreational sports and fitness facilities should be for UC Riverside?

Count	Percent		
424	21.48%		Very high priority
632	32.02%		High priority
615	31.16%		Medium priority
177	8.97%		Low priority
126	6.38%		Very low priority
1974	Respondents		

Q20. If you selected a priority of "Low" or "Very Low," why?

Count	Percent		
241	79.80%		The University has more pressing priorities
17	5.63%		I do not work out and am therefore not personally interested
8	2.65%		I workout off campus and am therefore not personally interested
4	1.32%		N/A
32	10.60%		Other (please specify)
302	Respondents		

Q21. Are you currently a member of a health club?


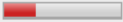
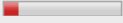
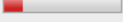
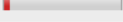
Count	Percent		
1619	82.06%		No
147	7.45%		Yes, I belong to 24-Hour Fitness
32	1.62%		Yes, I belong to Bally Total Fitness
26	1.32%		Yes, I belong to YMCA
1	0.05%		Yes, I belong to YWCA
70	3.55%		Yes, I belong to LA Fitness
3	0.15%		Yes, I belong to Curves For Women
75	3.80%		Yes, I belong to (please specify)
1973	Respondents		

Q22. Approximately, how much is your membership fee per month?

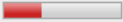
Count	Percent	
350	100.00%	
350	Respondents	

STUDENT SURVEY RAW RESULTS

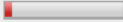
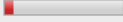
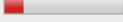
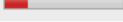
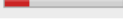
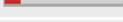
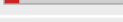

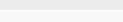
Q23. How likely would you be to support the expansion and renovation of the Student Recreation Center project?

Count	Percent		
749	38.08%		Very likely to support it
541	27.50%		Scmewhat likely to support it
241	12.25%		Scmewhat unlikely to support it
334	16.90%		Not at all likely to support it
102	5.19%		Don't know/Need more information
1967	Respondents		

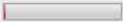
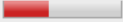
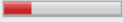
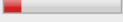
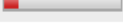
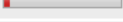
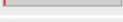
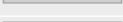
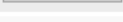
Q24. If a student referendum was held today, how would you vote?

Count	Percent		
1320	67.42%		Yes
638	32.58%		No
1958	Respondents		

Q25. Please tell the major reasons why you would not support the project: (SELECT ALL THAT APPLY)

Count	Respondent %	Response %	
116	18.35%	5.70%	 Do/would not use the Student Recreation Center
150	23.73%	7.37%	 Not interested in expanding the Student Recreation Center
312	49.37%	15.34%	 Not worth the price
384	60.76%	18.88%	 Can't afford the fee
412	65.19%	20.20%	 Fee is too high
261	41.30%	12.83%	 Don't believe students should pay for it
228	36.08%	11.21%	 Satisfied with existing facilities
19	3.01%	0.93%	 Don't know
152	24.05%	7.47%	 Other (please specify)
632	Respondents		
2034	Responses		

Q26. What is your age?

Count	Percent		
28	1.43%		17 or under
768	39.14%		18 - 19
473	24.11%		20 - 21
318	16.21%		22 - 24
247	12.59%		25 - 29
105	5.35%		30 - 39
16	0.82%		40 - 49
1	0.05%		50 - 64
6	0.31%		65 or over
1962	Respondents		



STUDENT SURVEY RAW RESULTS

Q27. What is your gender?			
Count	Percent		
960	49.51%		Male
979	50.49%		Female
1939	Respondents		

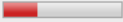
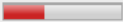

Q28. What is your class standing?			
Count	Percent		
476	24.39%		Freshman
320	16.39%		Sophomore
341	17.47%		Junior
358	18.34%		Senior
443	22.69%		Graduate
9	0.46%		Professional
5	0.26%		Other (please specify)
1952	Respondents		

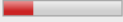
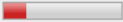


Q29. What is your enrollment status?			
Count	Percent		
1900	98.45%		Full time
30	1.55%		Part time
1930	Respondents		



Q30. What is your ethnic background?			
Count	Percent		
97	4.97%		African American
4	0.21%		American Indian
688	35.28%		Asian/Pacific Islander
363	18.82%		Hispanic
520	26.67%		White
18	0.92%		Unknown
154	7.90%		Prefer not to answer
106	5.44%		Other (please specify)
1950	Respondents		

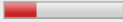
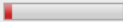


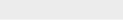
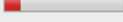
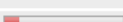
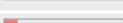

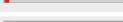
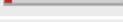
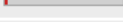
Q31. Where do you currently live?			
Count	Percent		
707	36.22%		On-campus
960	49.18%		Independently off-campus
285	14.60%		Home with parent/guardian
1952	Respondents		

STUDENT SURVEY RAW RESULTS

Q32. Do you normally vote in student elections?			
Count	Percent		
575	29.35%		Yes
683	34.86%		No
701	35.78%		I have not had the opportunity at UCR
1959 Respondents			

Q33. How do you get to school?			
Count	Percent		
307	24.82%		Walking
242	19.56%		Bicycle/skateboard/scooter
594	48.02%		Car/motorcycle
94	7.60%		Public transportation/carpool
1237 Respondents			

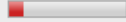
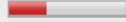
Q34. How long is your commute to campus?			
Count	Percent		
199	16.07%		5 minutes or less
332	26.82%		6 - 10 minutes
379	30.61%		11 - 20 minutes
194	15.67%		21 - 30 minutes
134	10.82%		31 minutes or more
1238 Respondents			

Q35. Are you involved in any of the following types of student organizations? (SELECT ALL THAT APPLY)				
Count	Respondent %	Response %		
564	44.76%	25.72%		Academic or professional
120	9.52%	5.47%		Arts
160	12.70%	7.30%		Fraternity or sorority (social, greek letter organizations)
97	7.70%	4.42%		Governance (student government, residence hall government, etc.)
275	21.83%	12.54%		Recreational (non-competitive leisure and competitive club sports)
250	19.84%	11.40%		Cultural or international
225	17.86%	10.26%		Service
76	6.03%	3.47%		Political
125	9.92%	5.70%		Peer mentors
31	2.46%	1.41%		Orientation leaders
164	13.02%	7.48%		Religious or spiritual
106	8.41%	4.83%		Other (please specify)
1200 Respondents				
2193 Responses				



STUDENT SURVEY RAW RESULTS

Q36. What college or school are you enrolled in?

Count	Percent		
267	13.68%		Bcums College of Engineering
933	47.80%		Colleges of Humanities, Arts & Social Sciences
640	32.79%		College of Natural and Agricultural Sciences
55	2.82%		A. Gary Anderson Graduate School of Management/School of Business Administration
30	1.54%		Graduate School of Education
11	0.56%		Health Science
16	0.82%		Other (please specify)
1952 Respondents			


Q37. What is your marital/family status?

Count	Percent		
1742	89.15%		Single without children
19	0.97%		Single with children
141	7.22%		Partner/Married without children
52	2.66%		Partner/Married with children
1954 Respondents			

Q38. Please comment here if there is anything else you feel the University should know about your needs or your views concerning improvements to campus recreation and fitness facilities:

Count	Percent	
745	100.00%	
745 Respondents		

Q39. If you would like to receive further information about the SRC expansion, please enter your email address below:

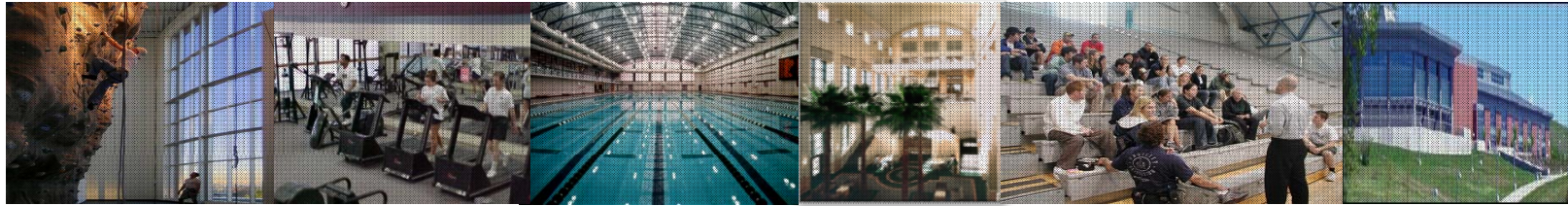
Count	Percent	
513	100.00%	
513 Respondents		

STUDENT SURVEY RAW RESULTS



Exhibit B

The following exhibit contains the presentation of the survey analysis. The presentation was given to the Steering Committee on December 4th, 2009.



UC, Riverside Student Recreation Center

Student Referendum Planning

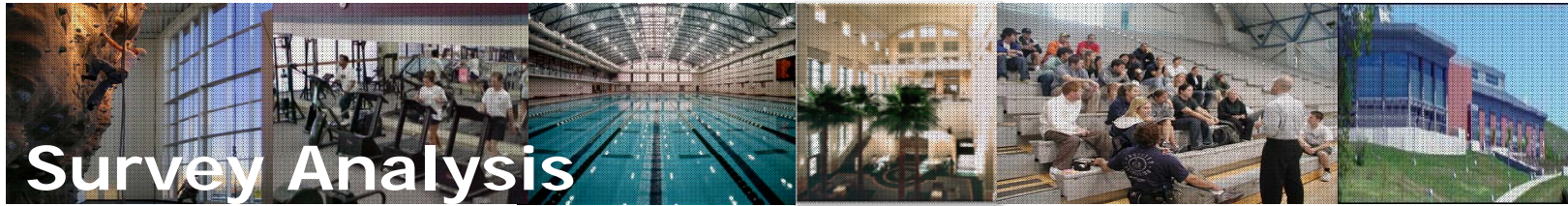
December 4, 2009





- Survey Results:
 - Demographics
 - Recreation Preferences
 - Referendum Support
- Recommendations
- Next Steps and Discussion



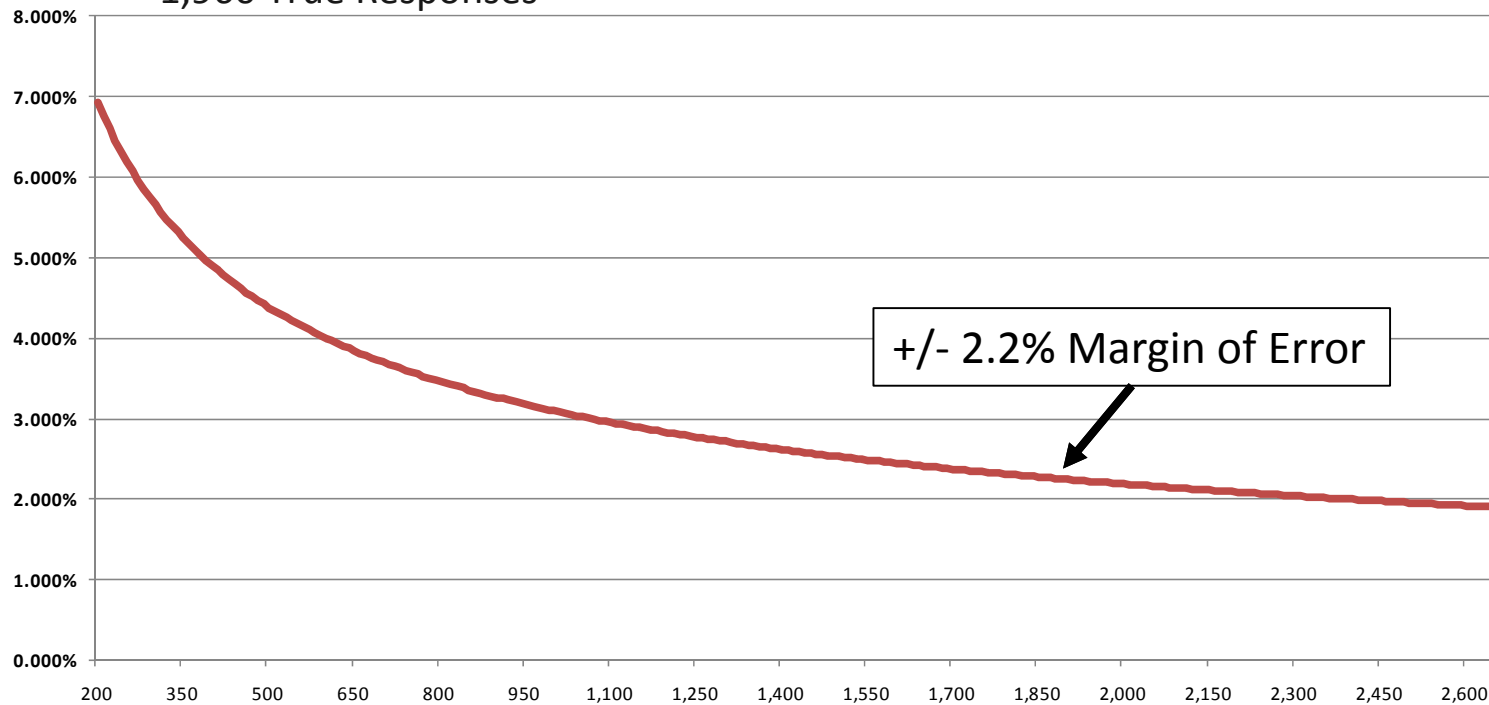


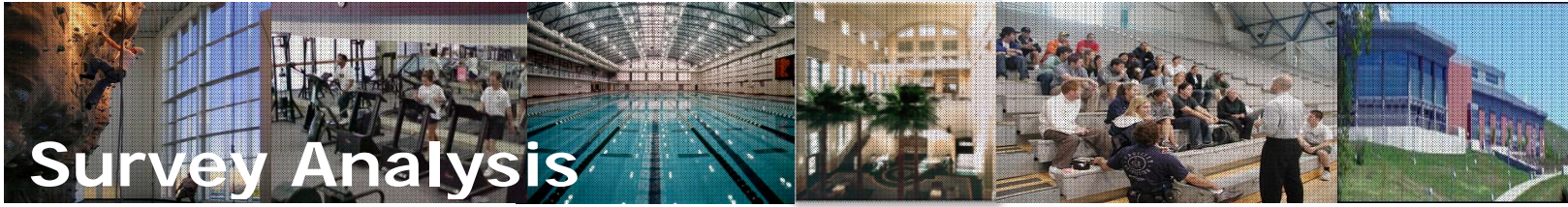
Survey Analysis

• Survey Statistics

- Nov. 4, 2009 to Nov. 13, 2009
- 2,132 Responses
- 1,960 True Responses

Margin of Error

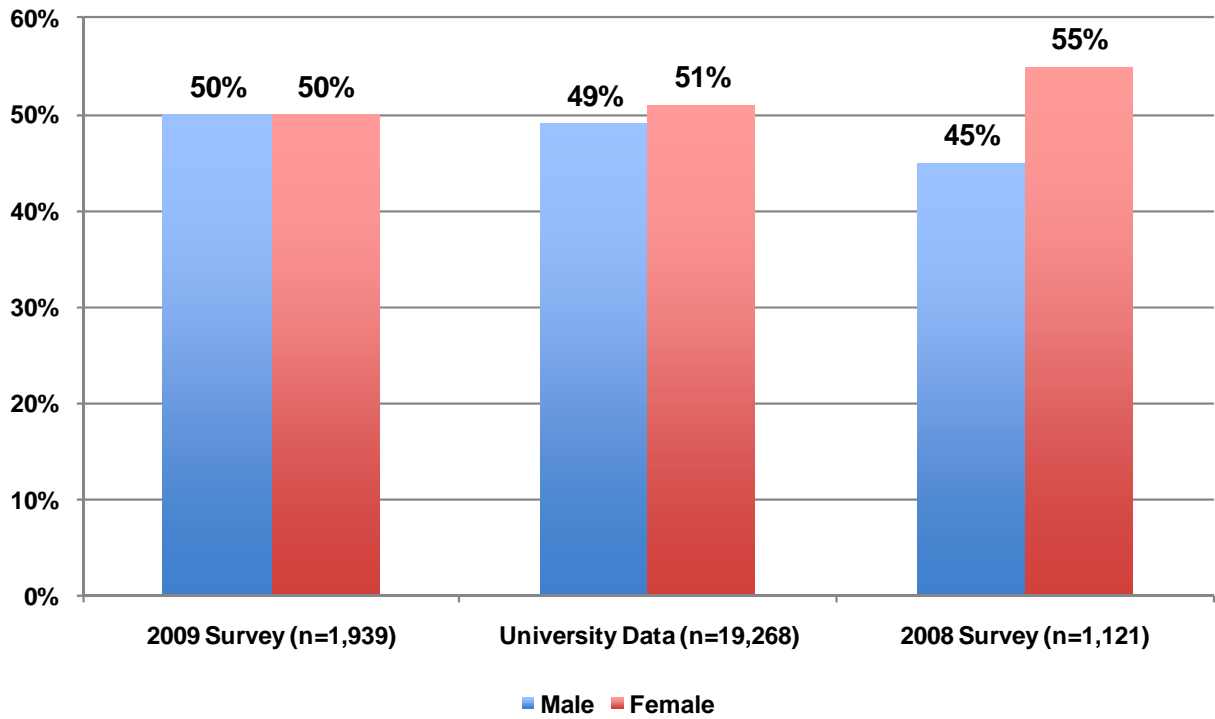


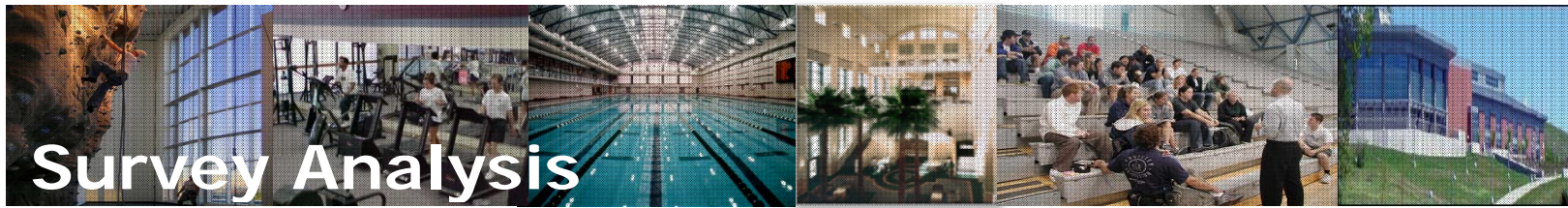


Survey Analysis

Demographics

Q.27 What is your gender?
(All respondents, n= 1,939)

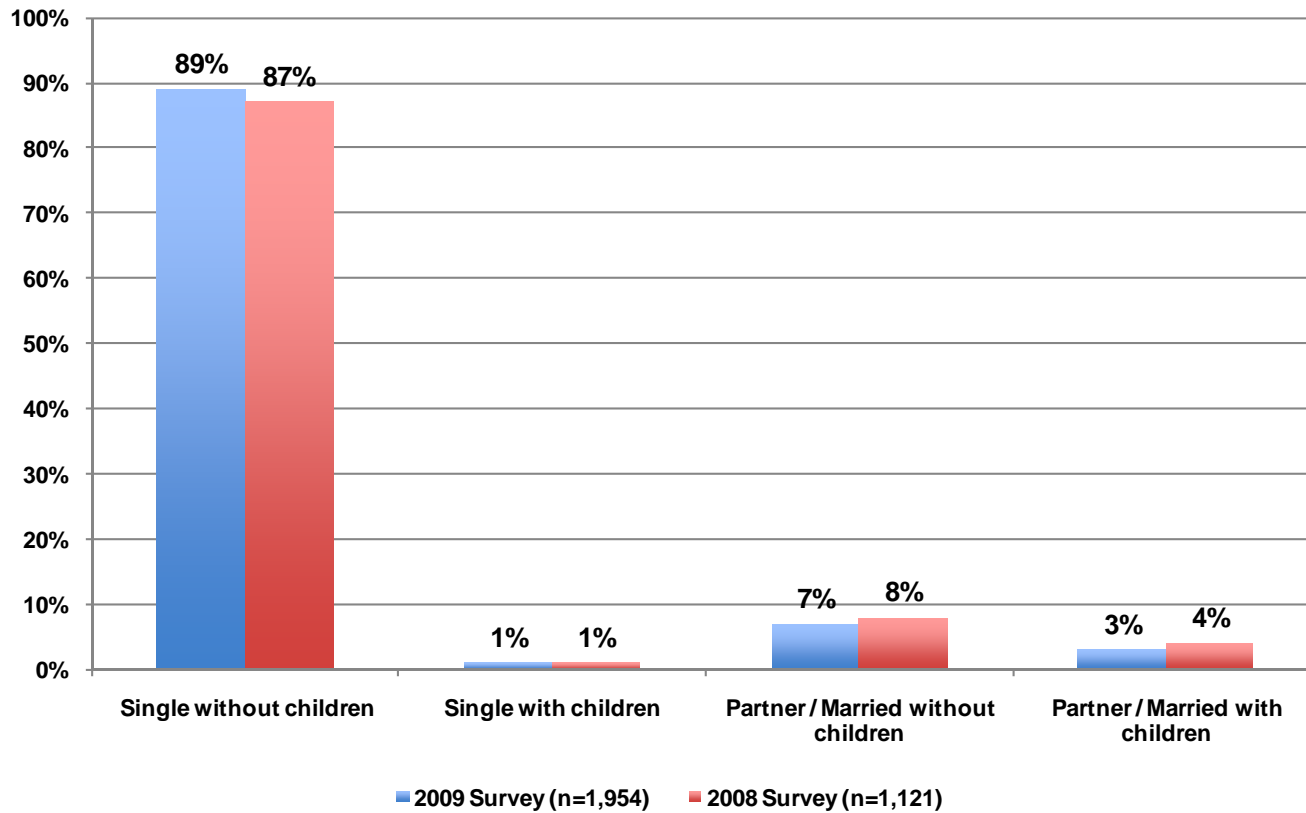


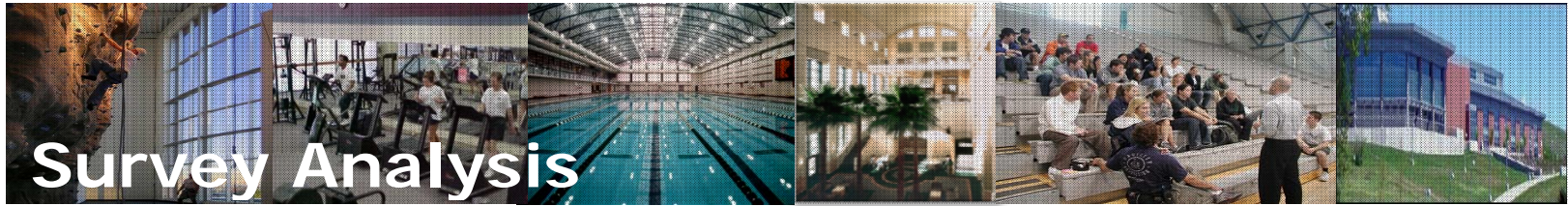


Survey Analysis

Demographics

Q.37 What is your marital/family status?
(All respondents, n= 1,954)

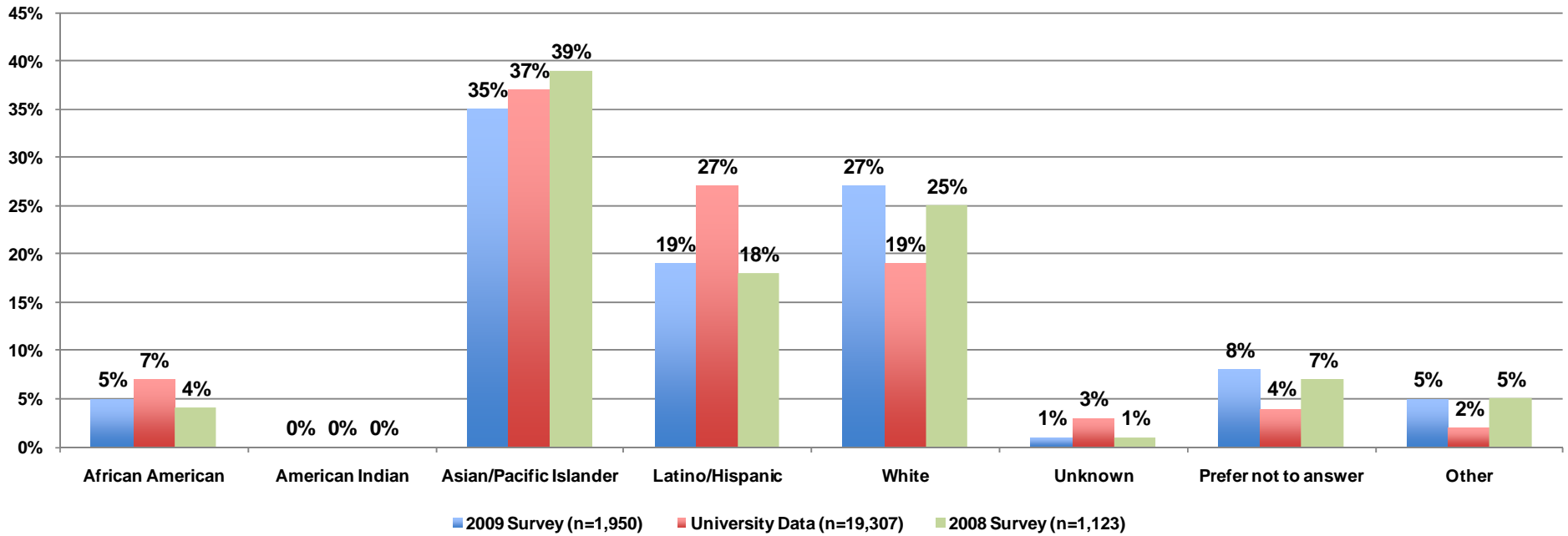


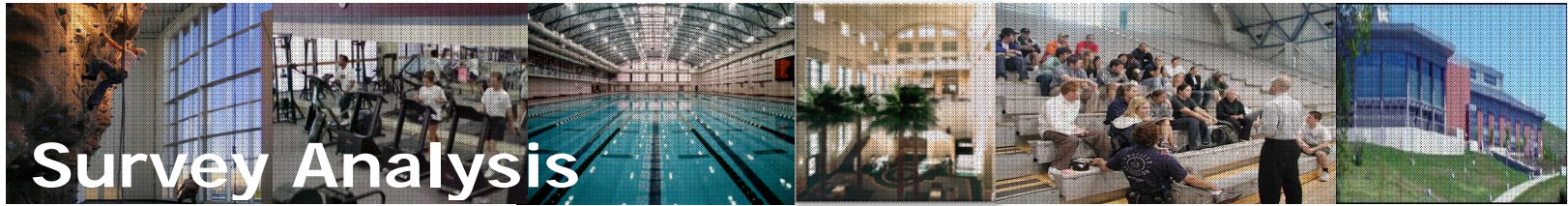


Survey Analysis

Demographics

Q.30 What is your ethnic background?
(All respondents, n= 1,950)

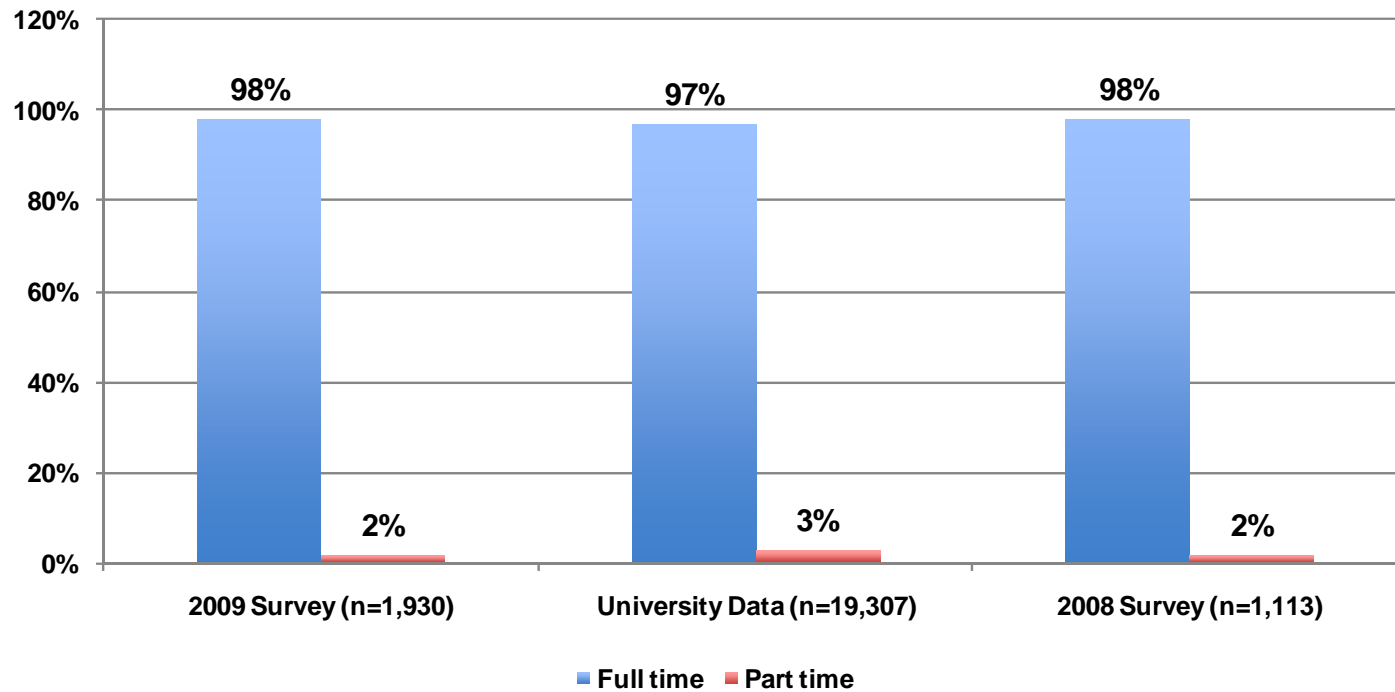


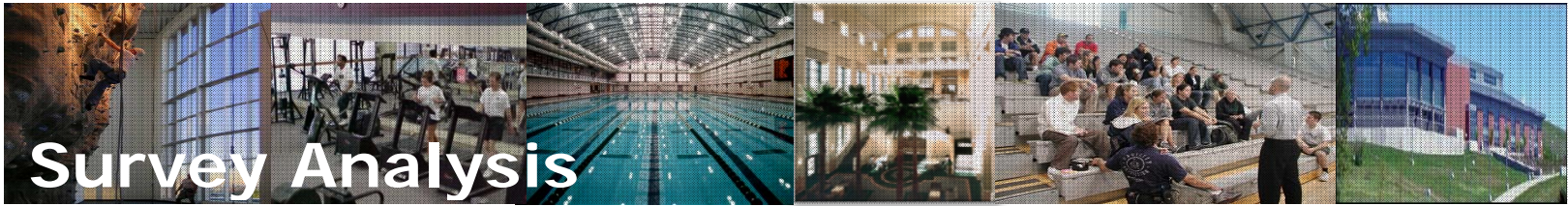


Survey Analysis

Demographics

Q.29 What is your enrollment status?
(All respondents, n= 1,930)

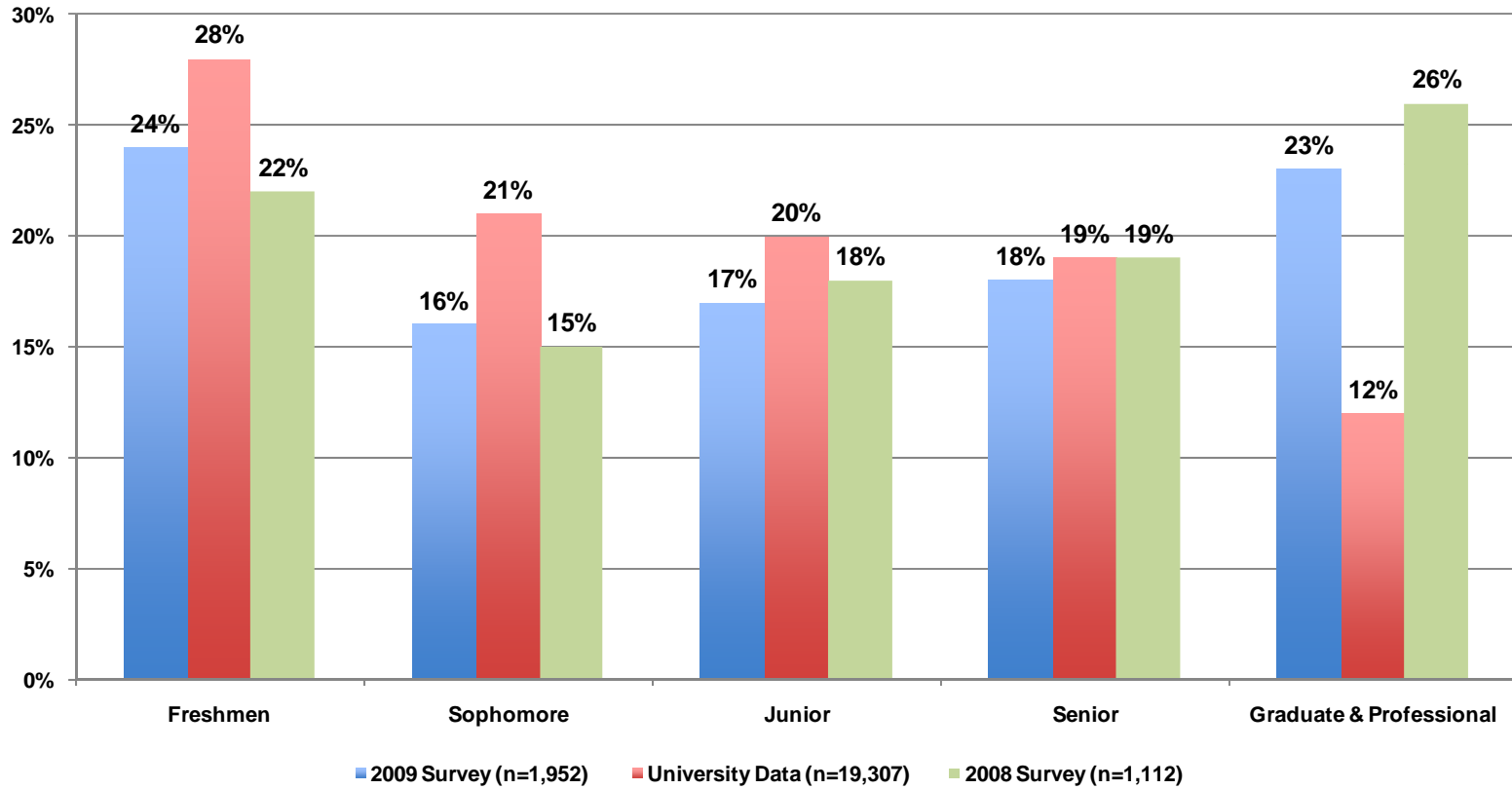


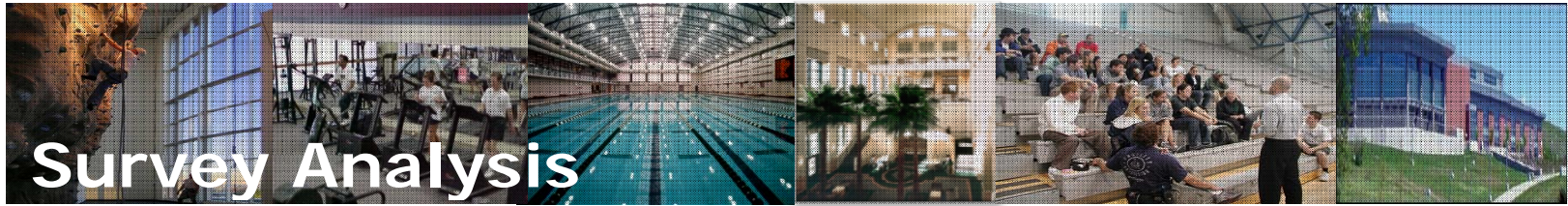


Survey Analysis

Demographics

Q.28 What is your class standing?
(All respondents, n= 1,952)

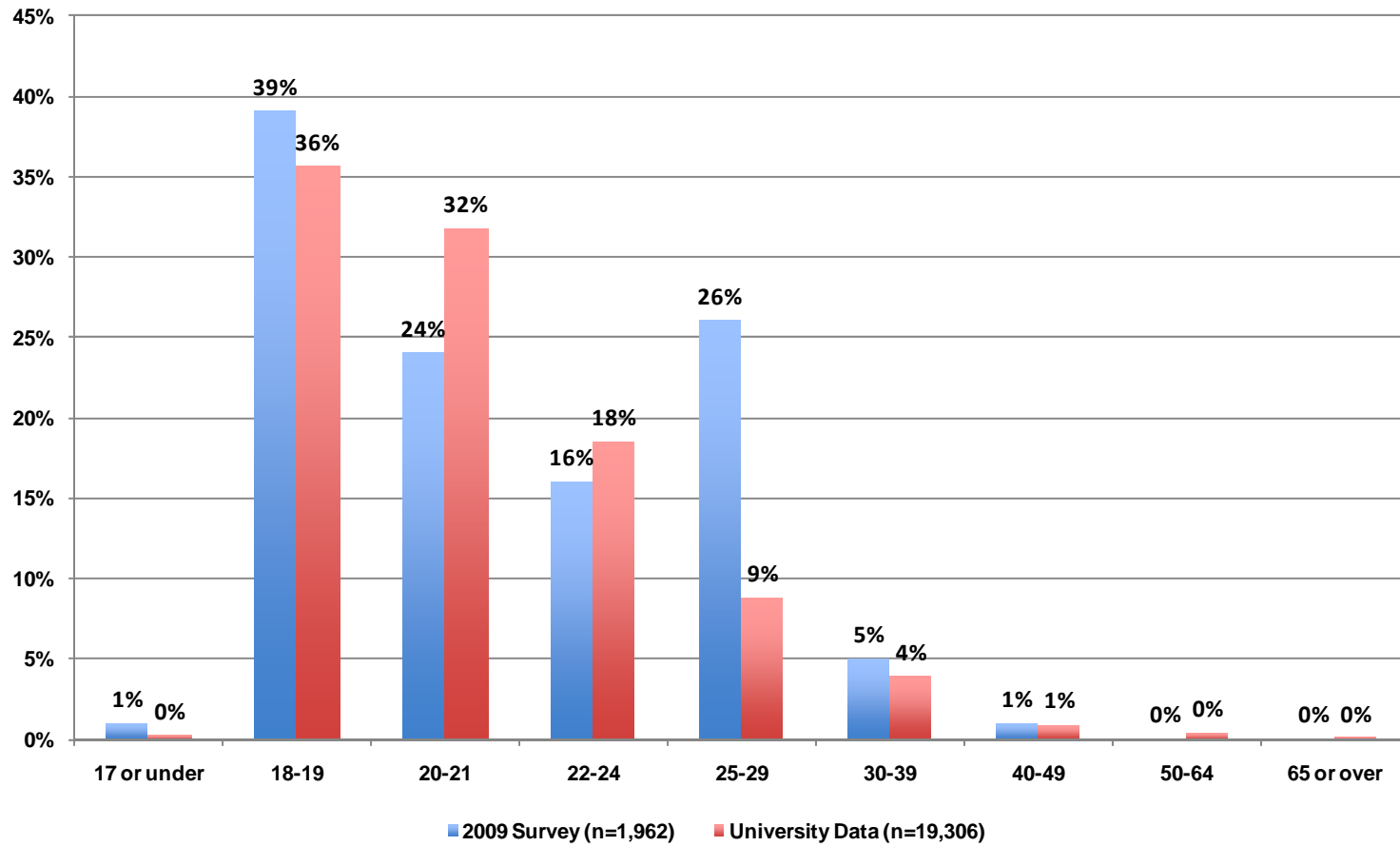


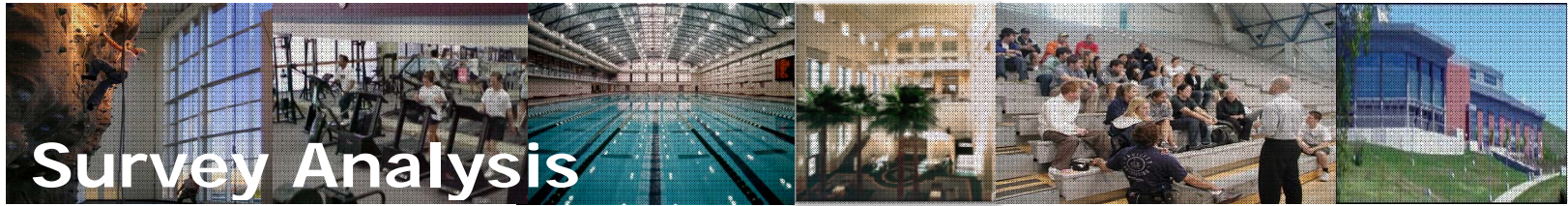


Survey Analysis

Demographics

Q.26 What is your age?
(All respondents, n= 1,962)

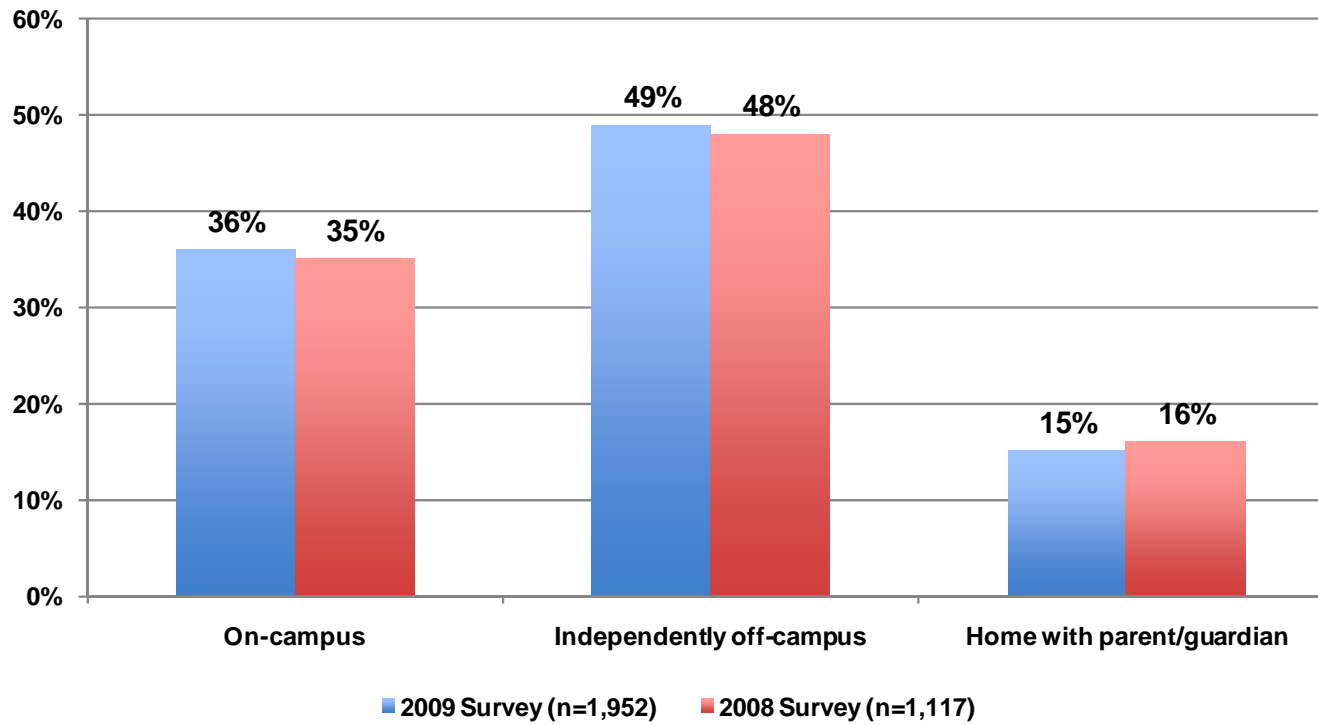


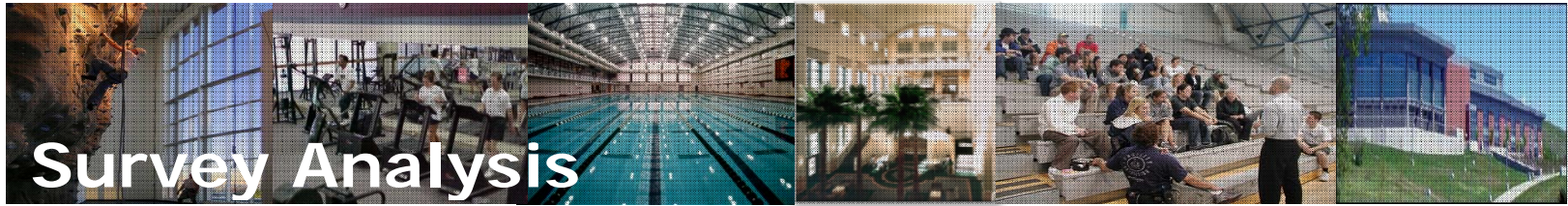


Survey Analysis

Demographics

Q.31 Where do you currently live?
(All respondents, n= 1,952)

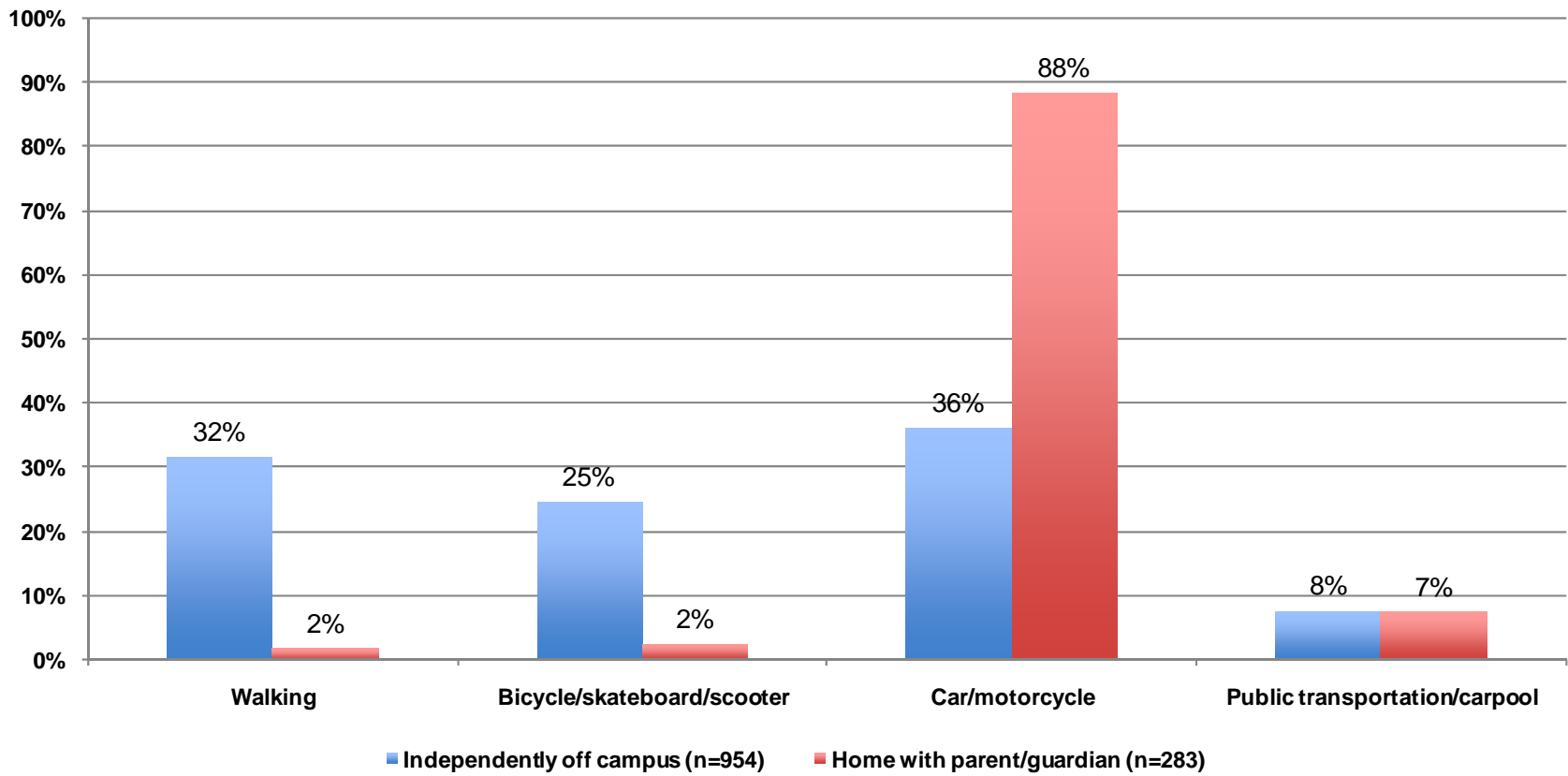


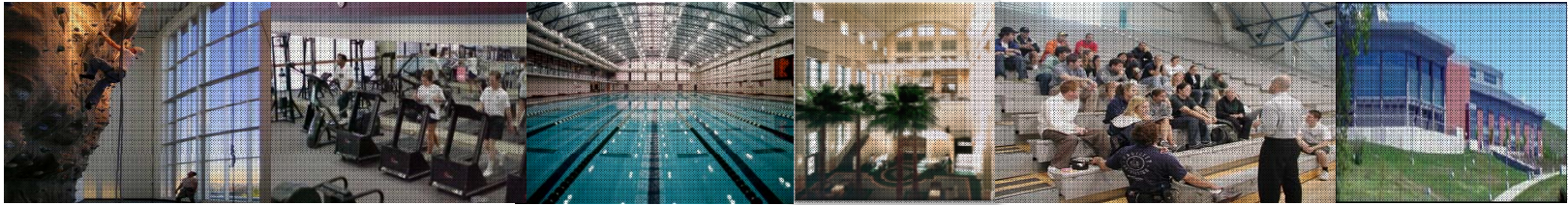


Survey Analysis

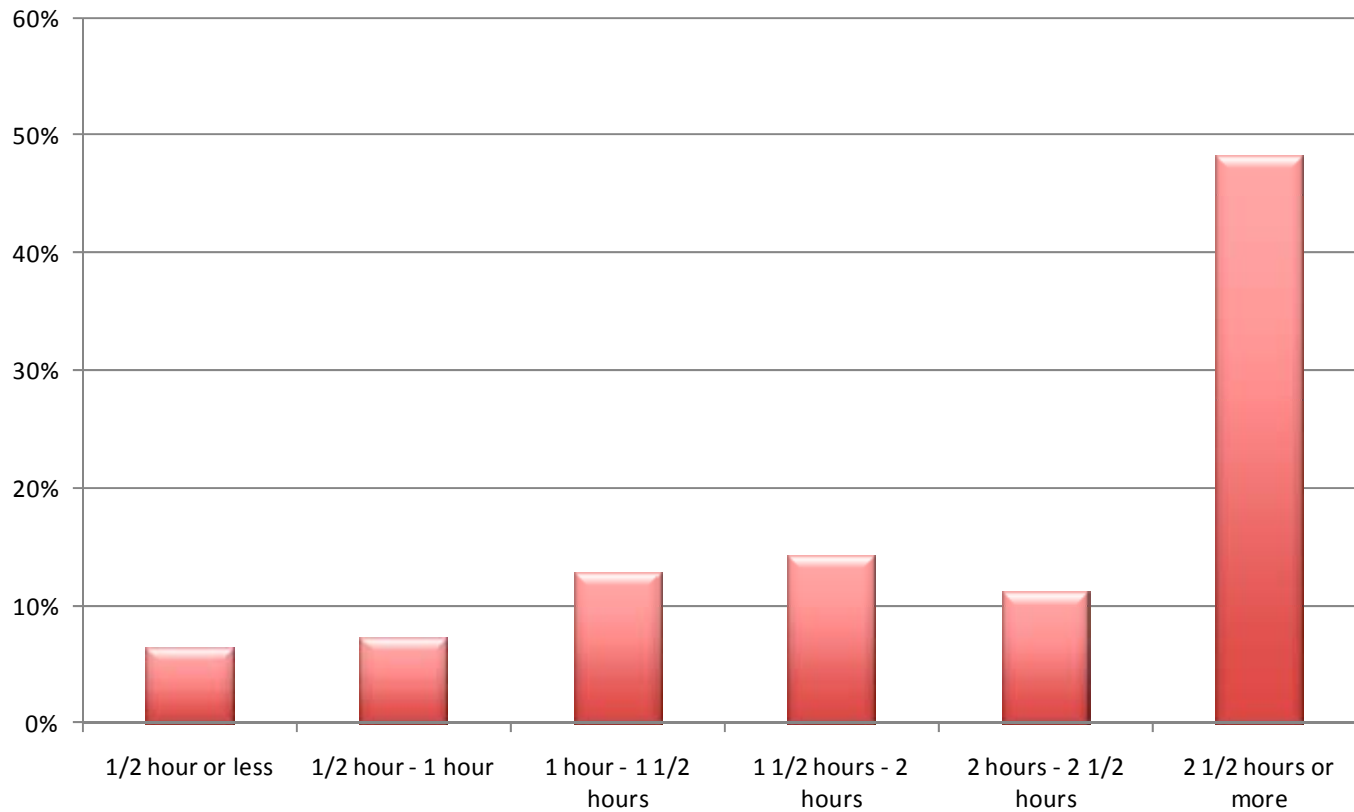
Demographics

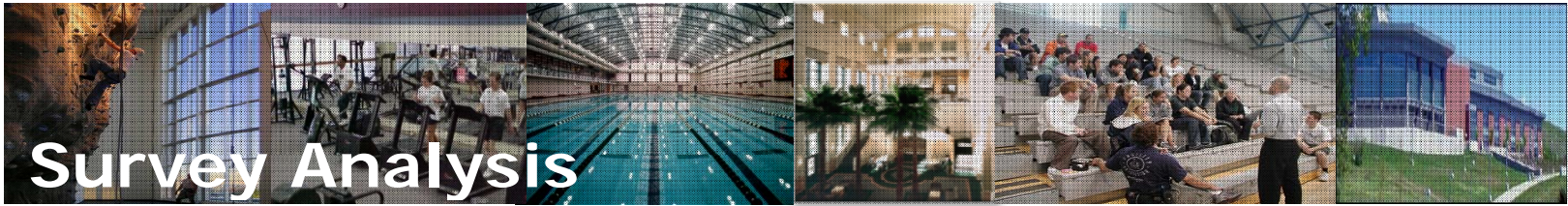
Q.33 How do you get to school?
(Off-campus students, n= 1,237)





**Commute method by time on campus
(Car/motorcycle respondents, n= 591)**

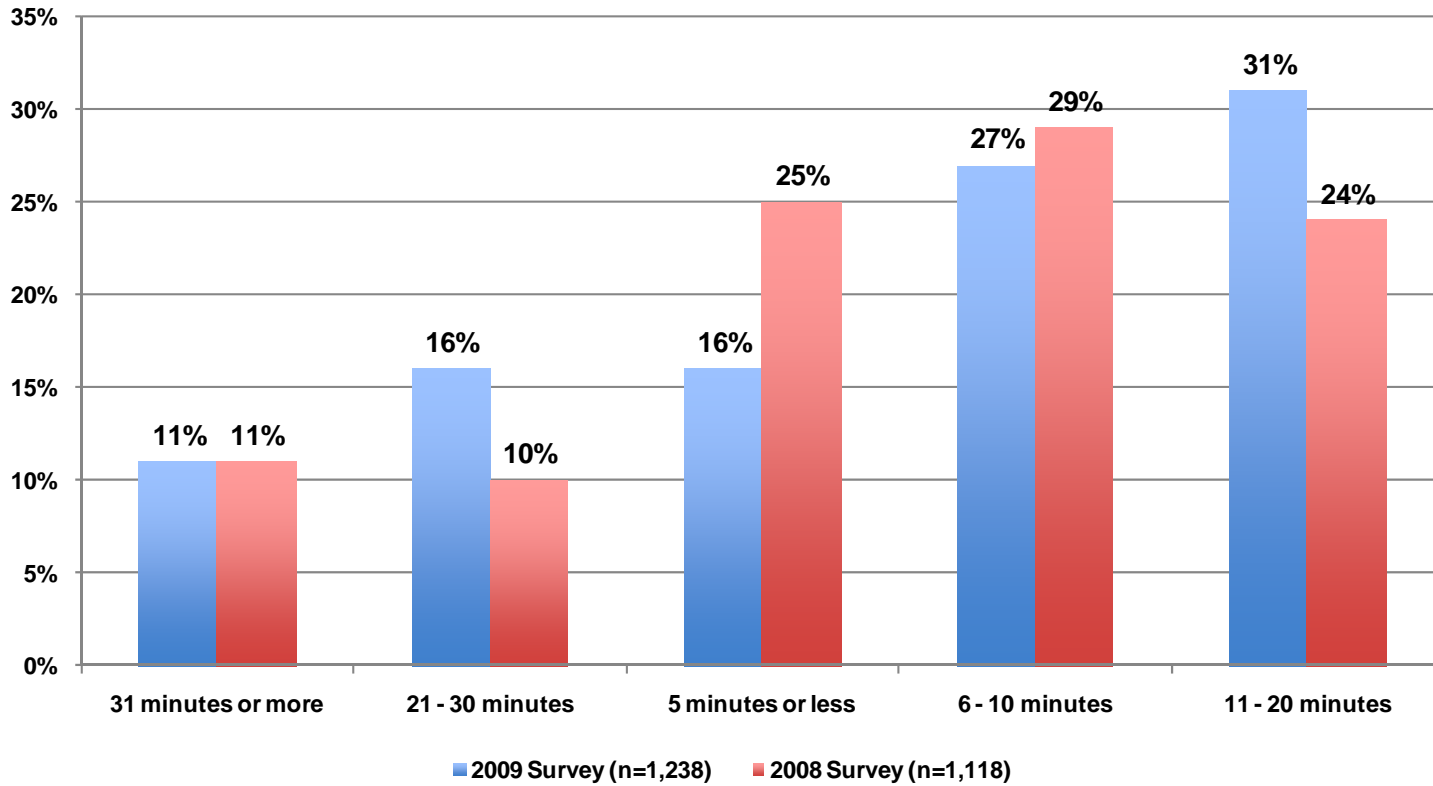


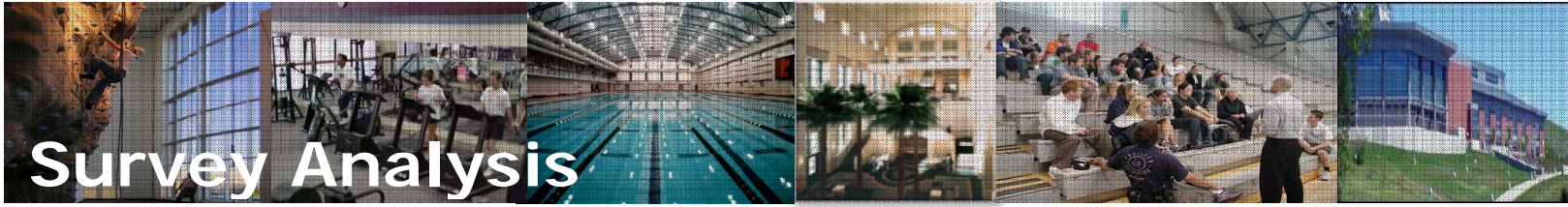


Survey Analysis

Demographics

Q.34 How long is your commute to campus?
(All respondents, n= 1,238)

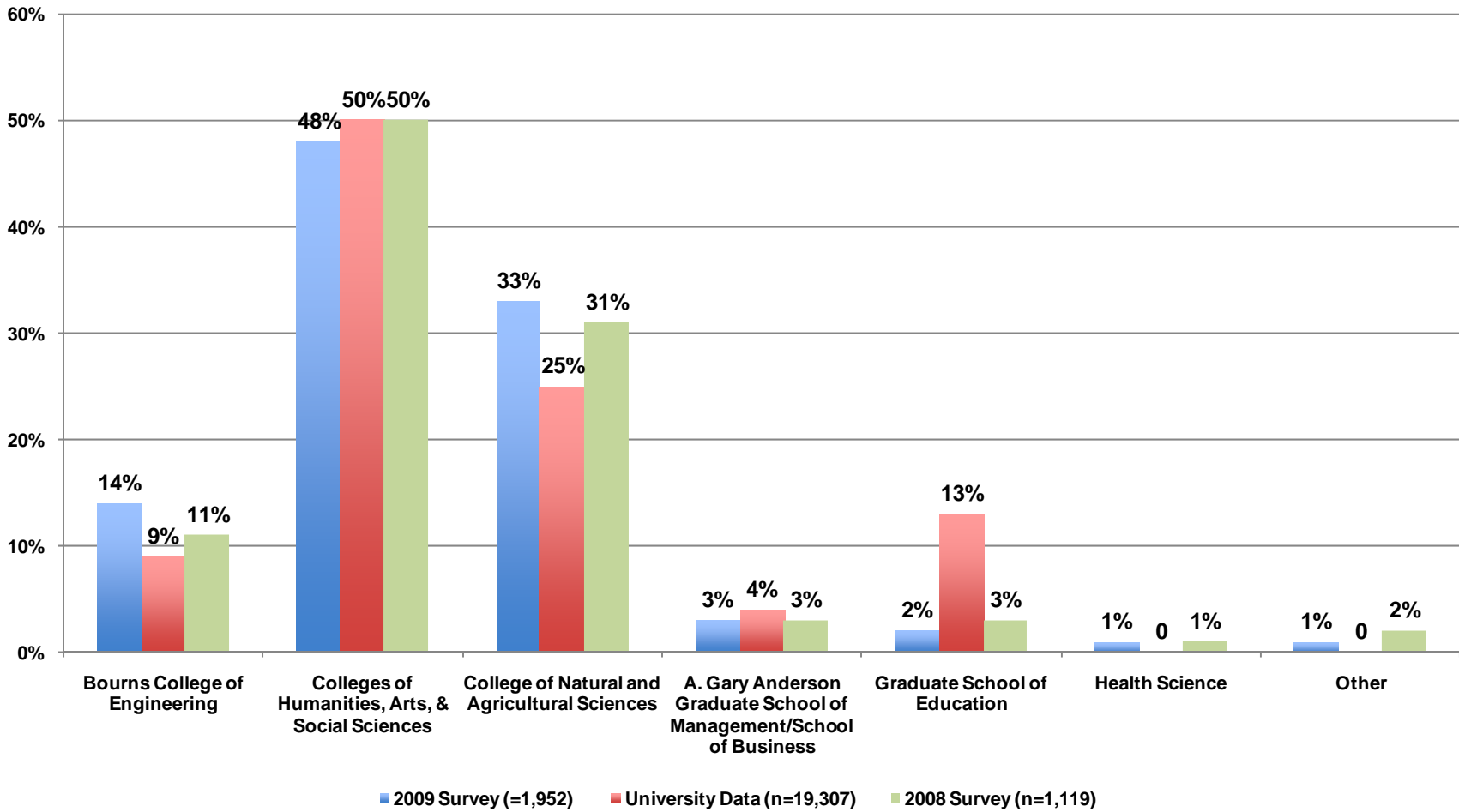


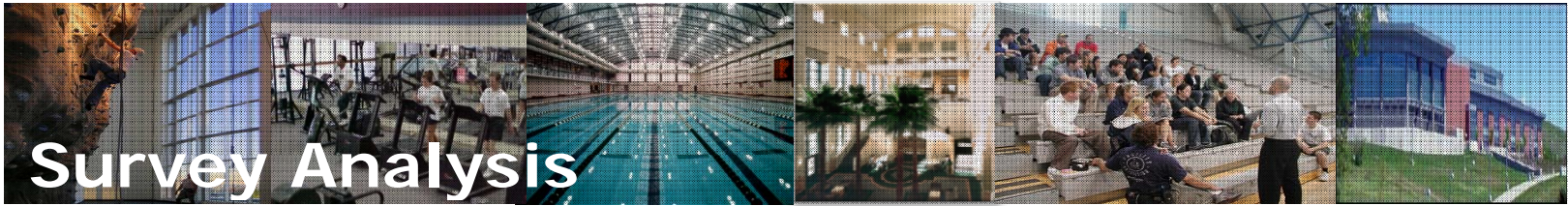


Survey Analysis

Demographics

Q.36 What college or school are you enrolled in?
(All respondents, n= 1,952)



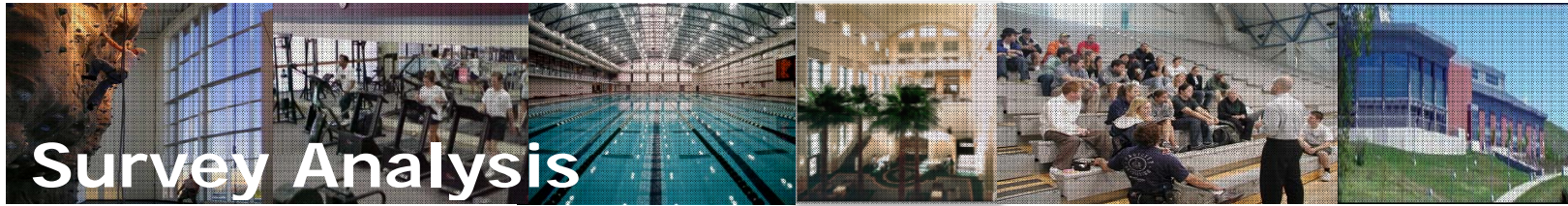


Survey Analysis

Demographics

Q.35 Are you involved in any of the following types of student organizations?
 (All respondents, n= 2,193)

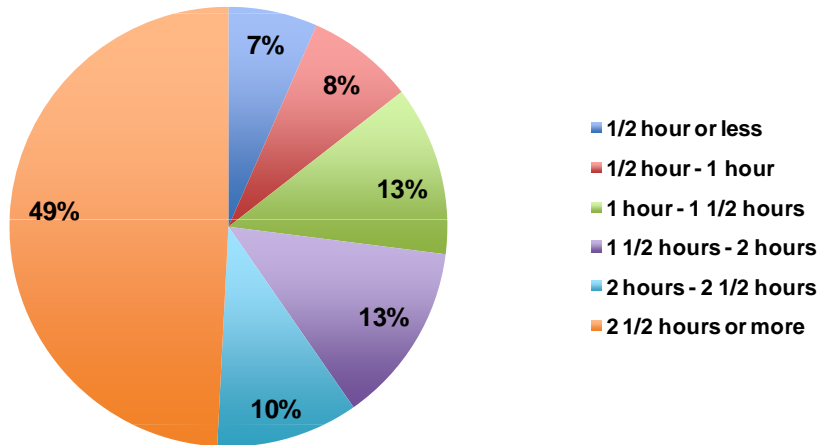




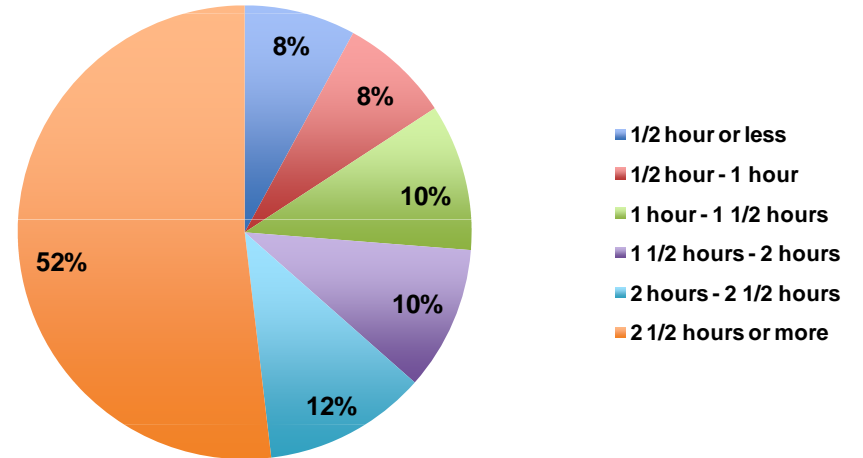
Survey Analysis

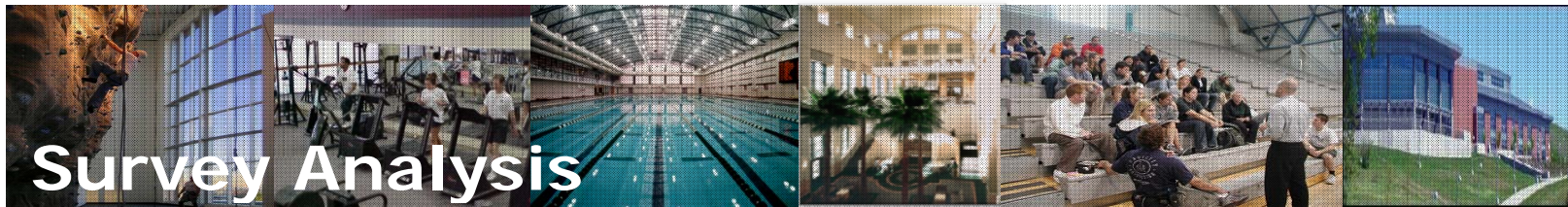
Demographics

Q.18 How much time per day do you currently spend on campus while not in class?
(All respondents, n= 1,970) - 2009 Survey



Q.18 How much time per day do you currently spend on campus while not in class?
(All respondents, n= 1,386) - 2008 Survey

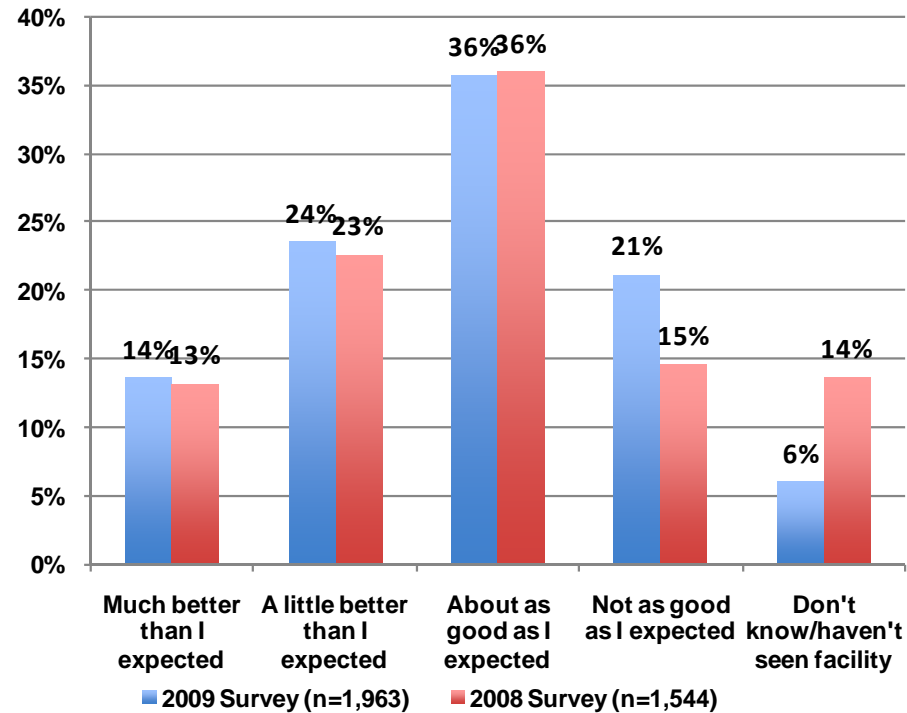


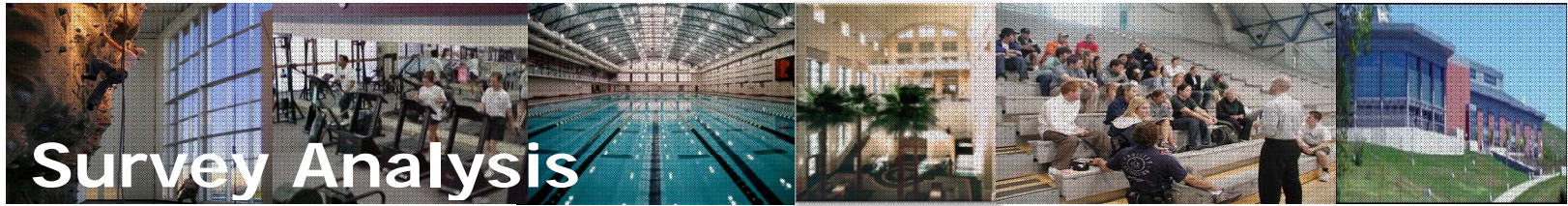


Survey Analysis

Recreation Preferences

Q.13 Overall, how well have the recreation facilities met your expectations at UC Riverside?
 (All respondents, n= 1,963)



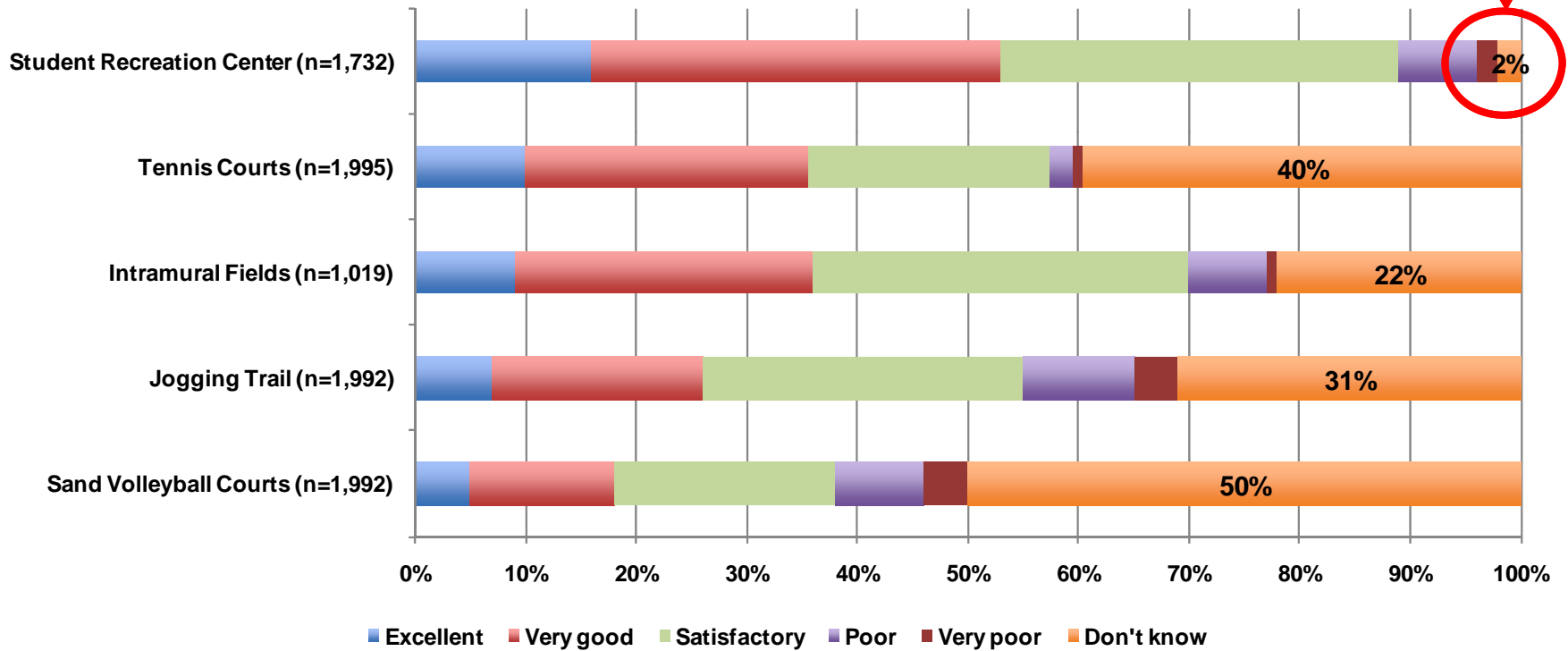


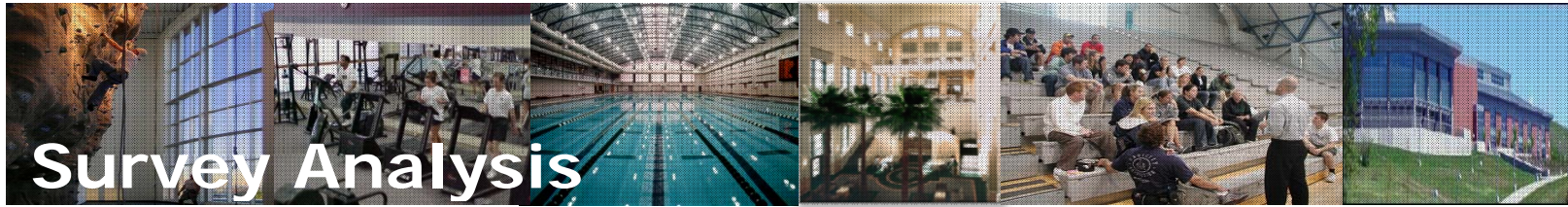
Survey Analysis

Recreation Preferences

Last year's survey stood at 20%

Q.6 - 10 The quality of each of the following recreation facilities is (includes Don't know):

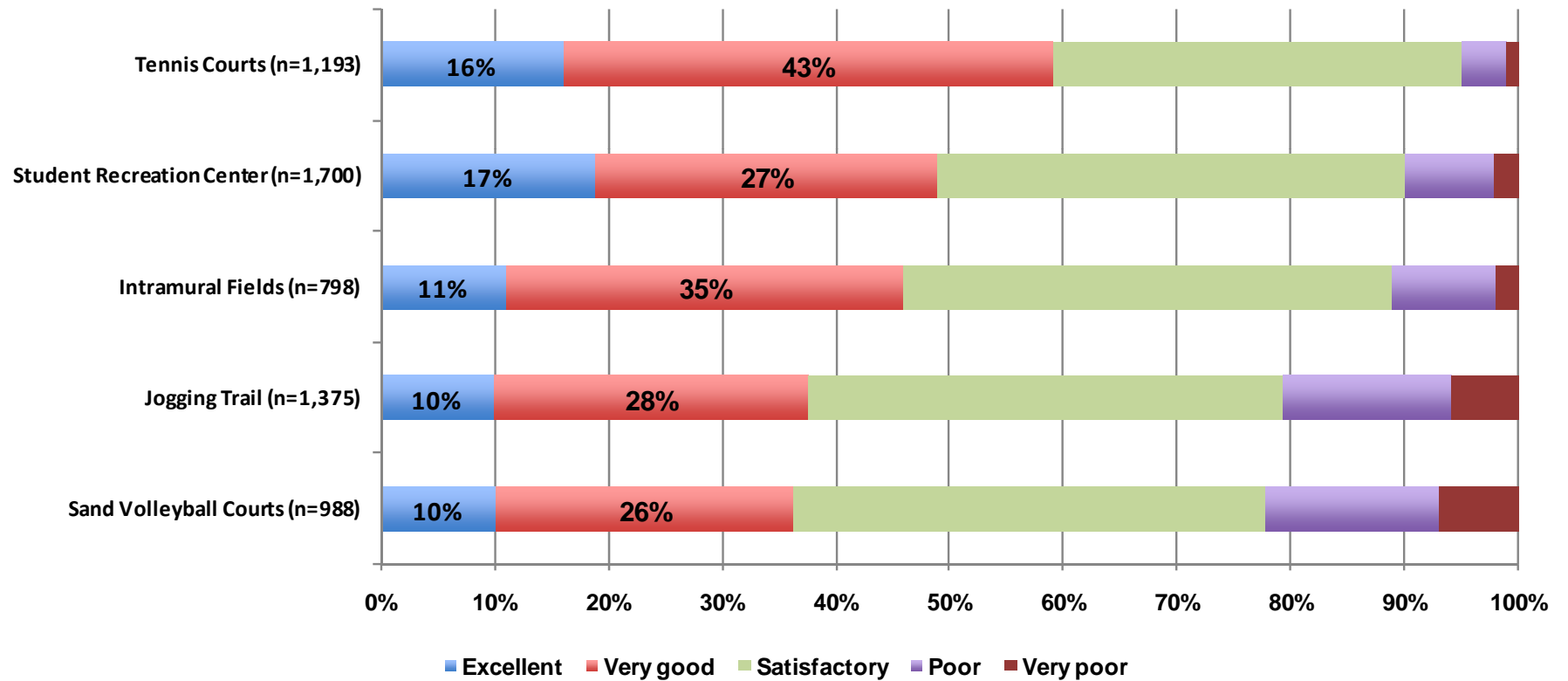


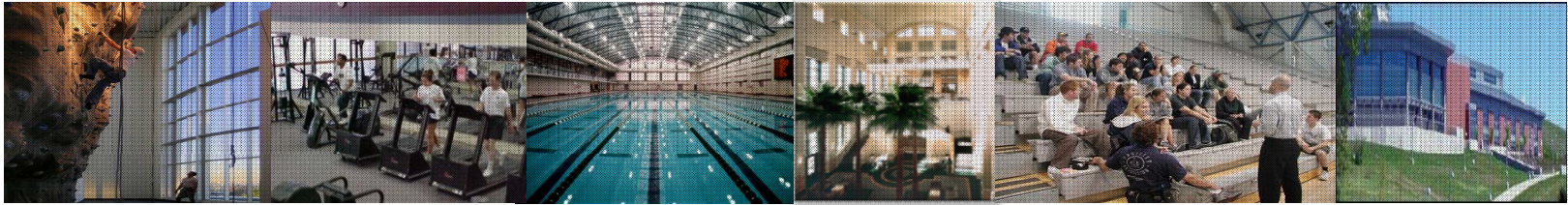


Survey Analysis

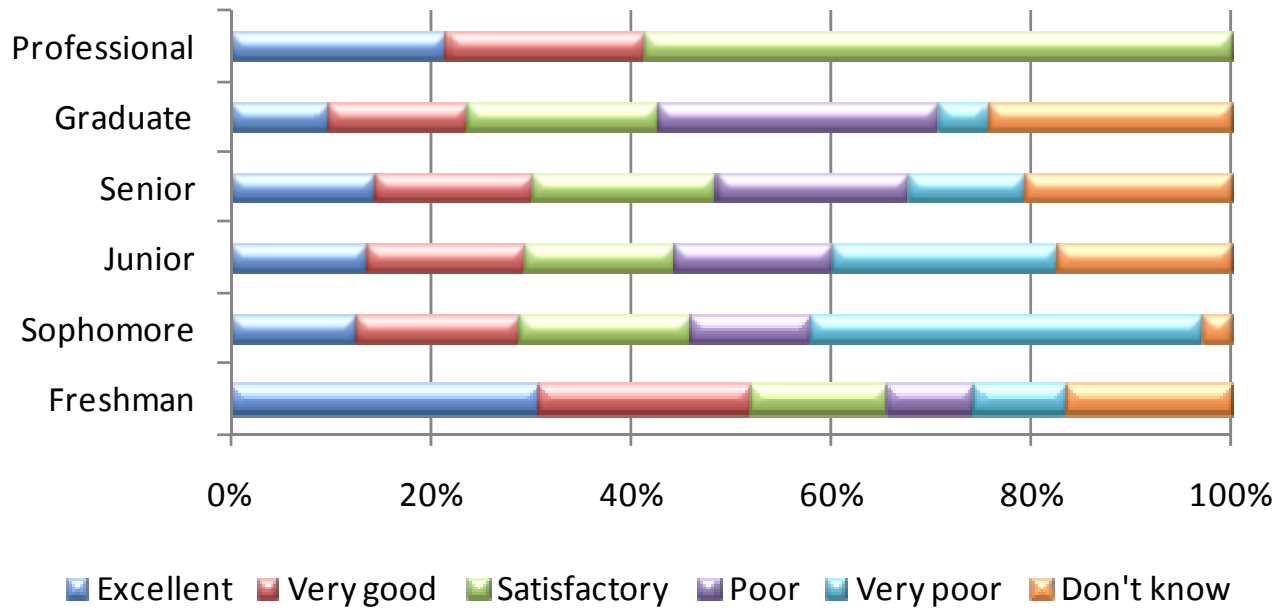
Recreation Preferences

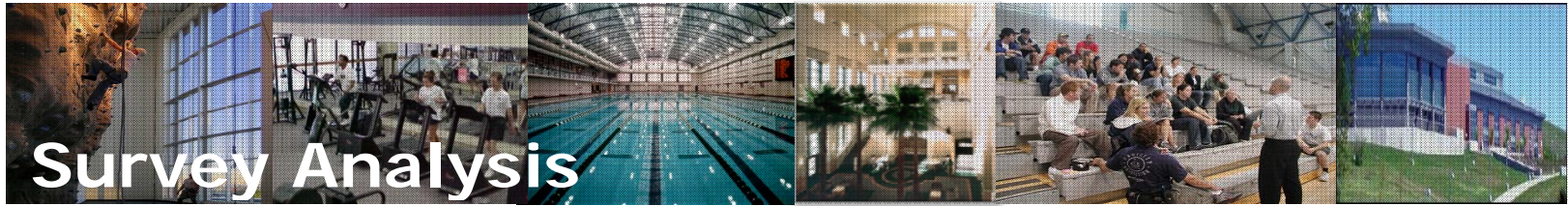
Q.6 - 10 The quality of each of the following recreation facilities is (excludes Don't know):





Knowledge of SRC by class level (All respondents, n= 1,673)

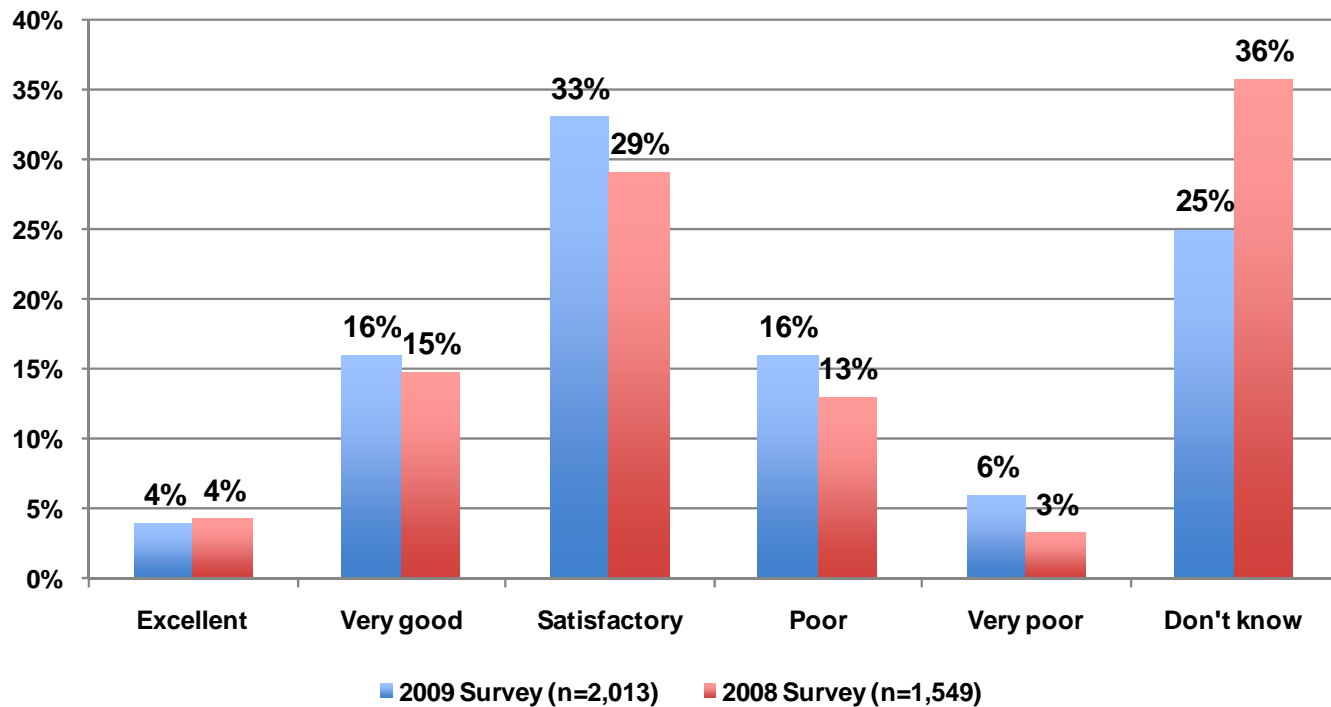


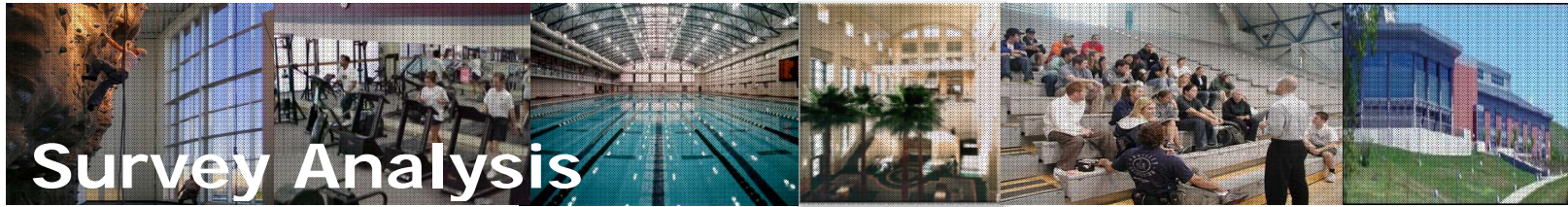


Survey Analysis

Recreation Preferences

Q.11 Compared to recreation facilities you know of at other universities, UC Riverside's recreation facilities are:
(All respondents, n= 2,013)





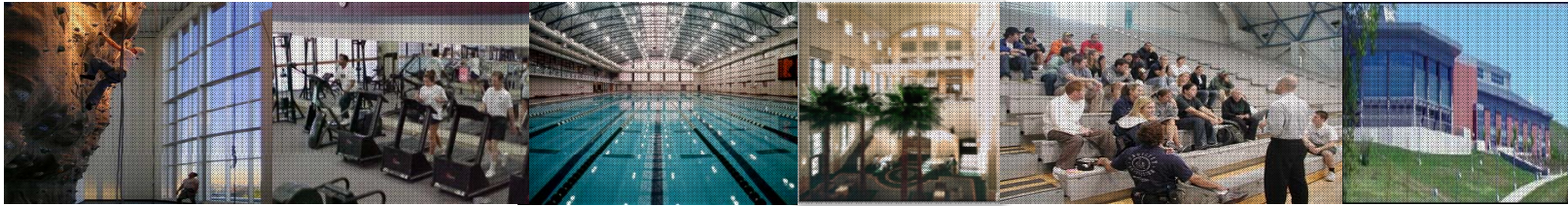
Survey Analysis

Recreation Preferences

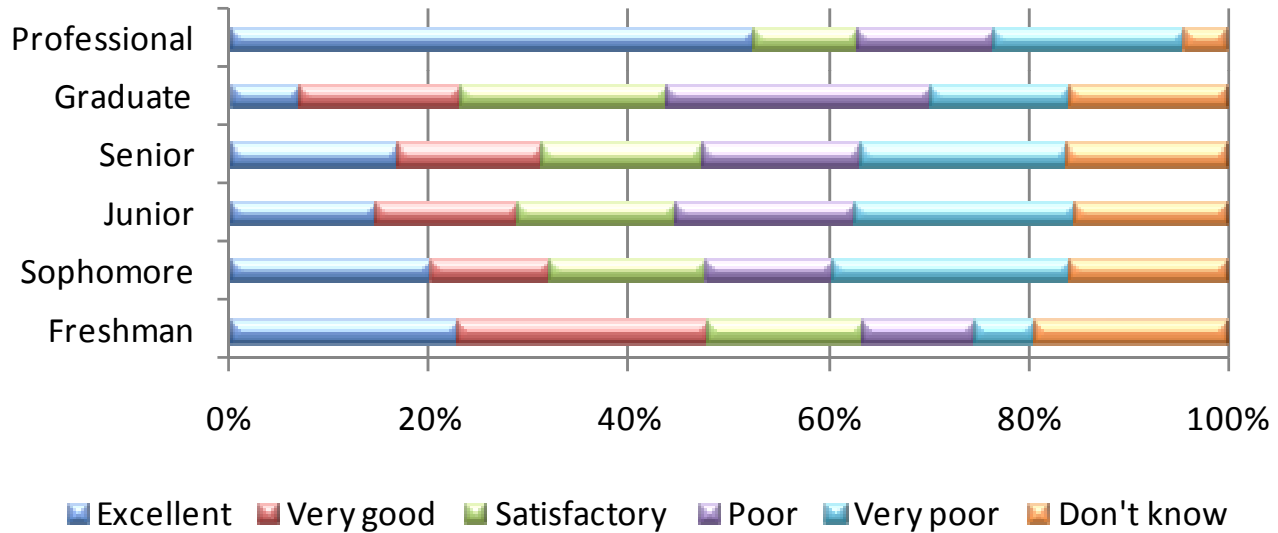
Q.12 Which other university's recreation facilities are you familiar with?

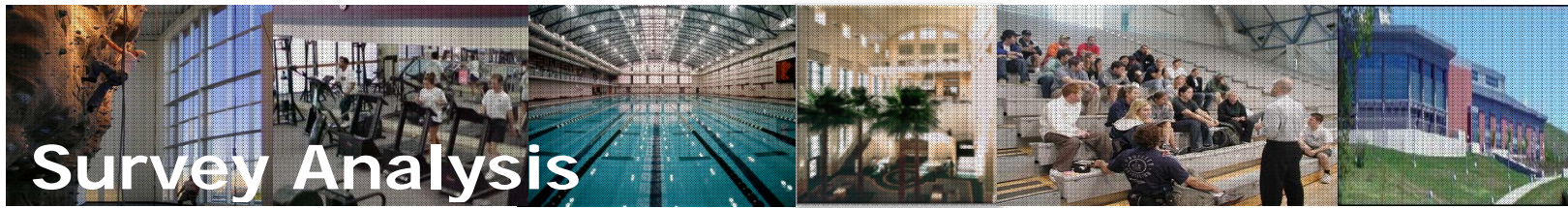
UC Irvine	377
UCLA	299
UCD	142
UCSD	88
UC Berkeley	81
UCSB	68
SDSU	58
USC	57
CSUSB	35
CSUF	29
Cal State Long Beach	20
RCC	16
Cal Poly Pomona	15
Cal Poly SLO	9
La Sierra University	4
Arizona State University	4





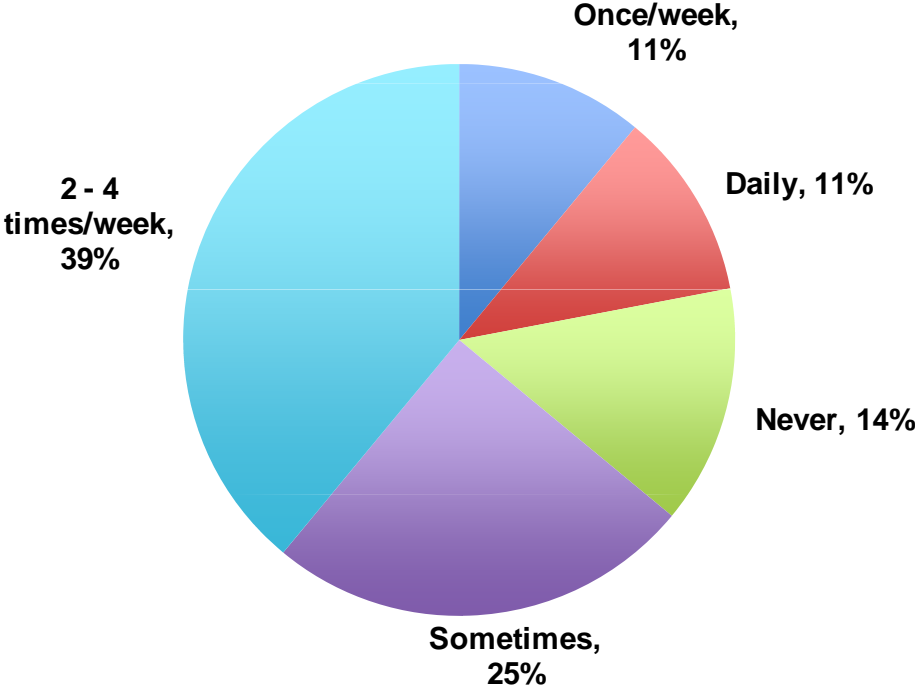
Familiarity with other universities by class level (All respondents, n= 1,938)

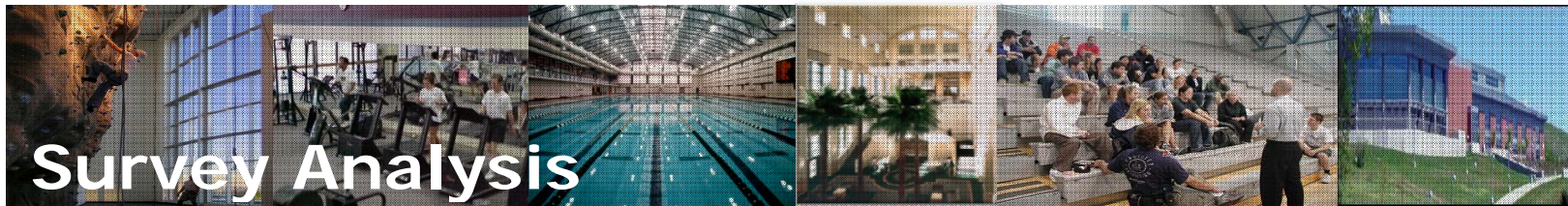




Recreation Preferences

Q.1 On average, how often do you typically use the current Student Recreation Center?
(All respondents, n = 2,131)

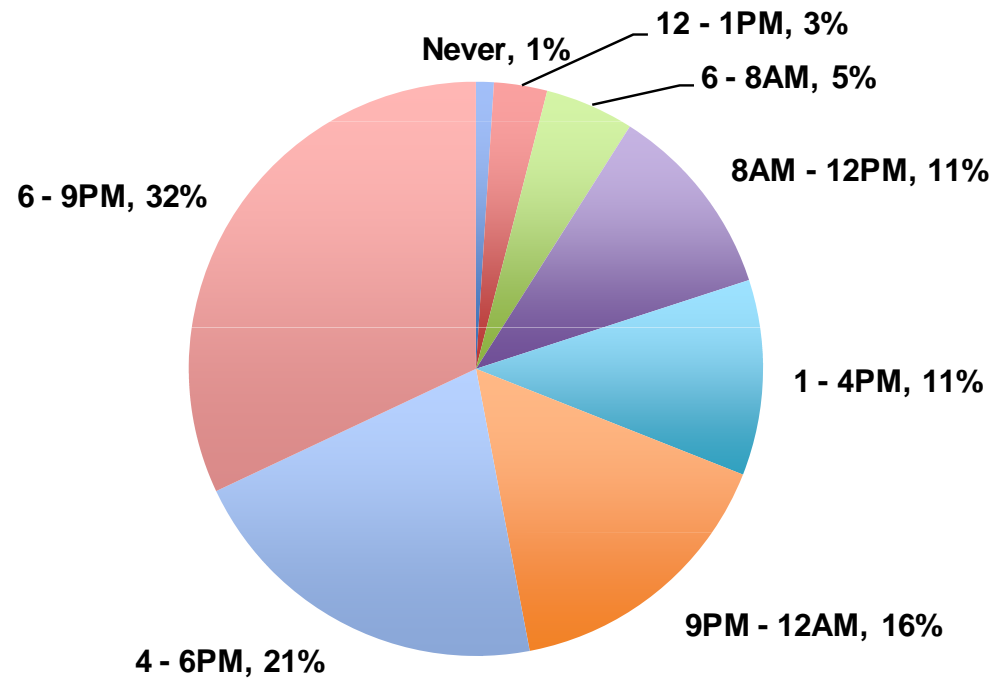


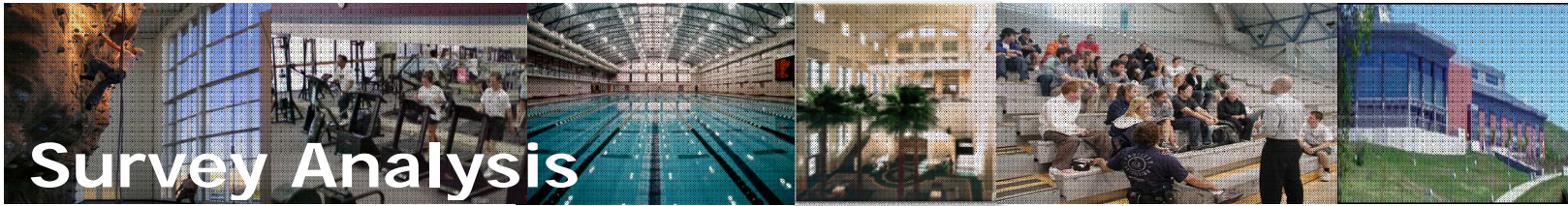


Survey Analysis

Recreation Preferences

Q.2 On average, at what time of day do you typically use the current Student Recreation Center?
(All respondents, n= 1,775)

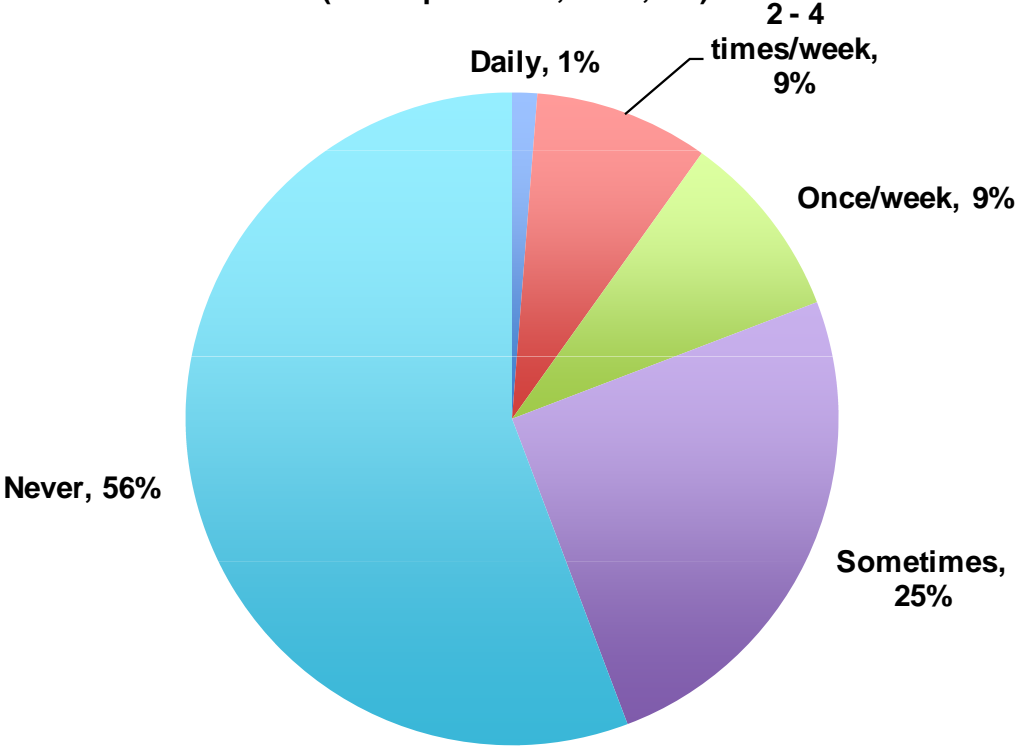


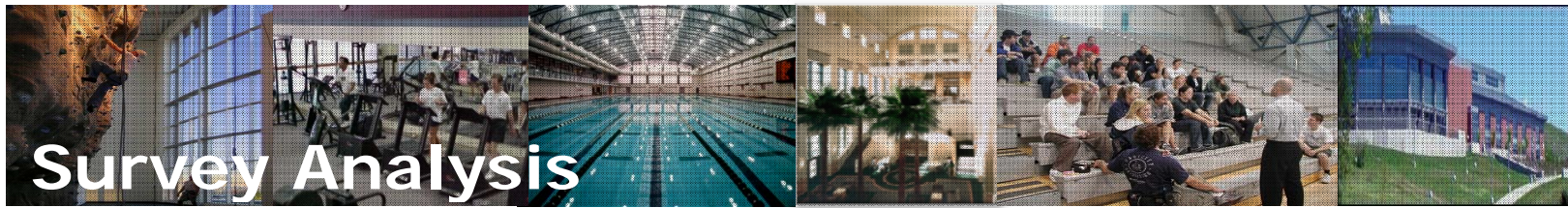


Survey Analysis

Recreation Preferences

Q.4 On average, how often do you typically use the current Intramural Fields?
(All respondents, n= 1,772)

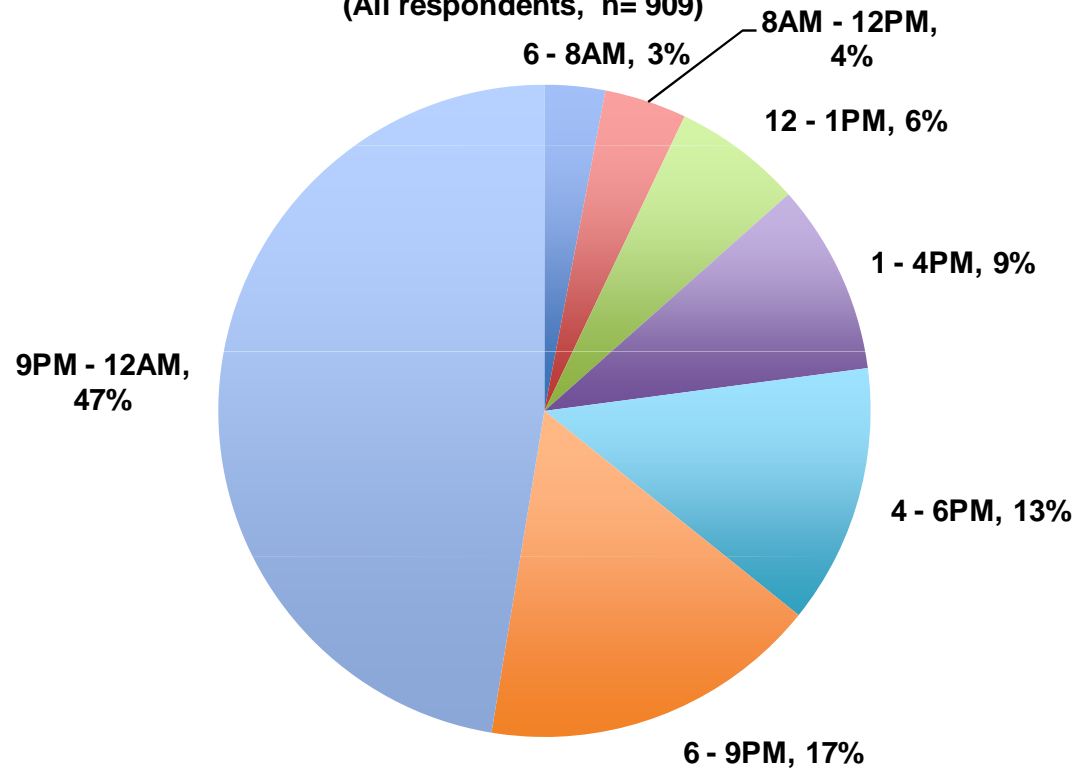


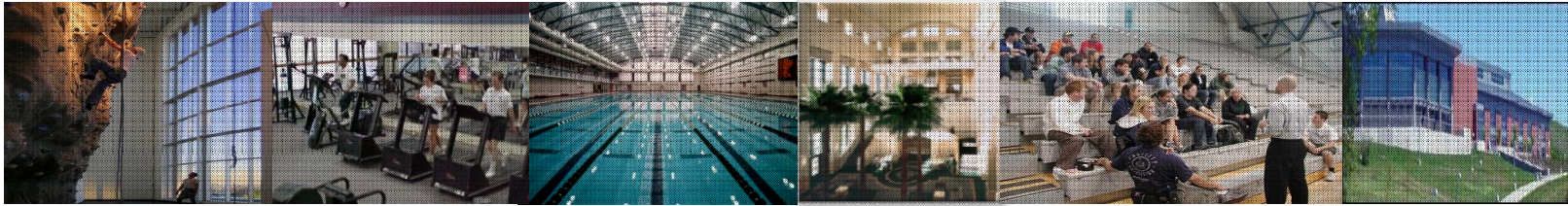


Survey Analysis

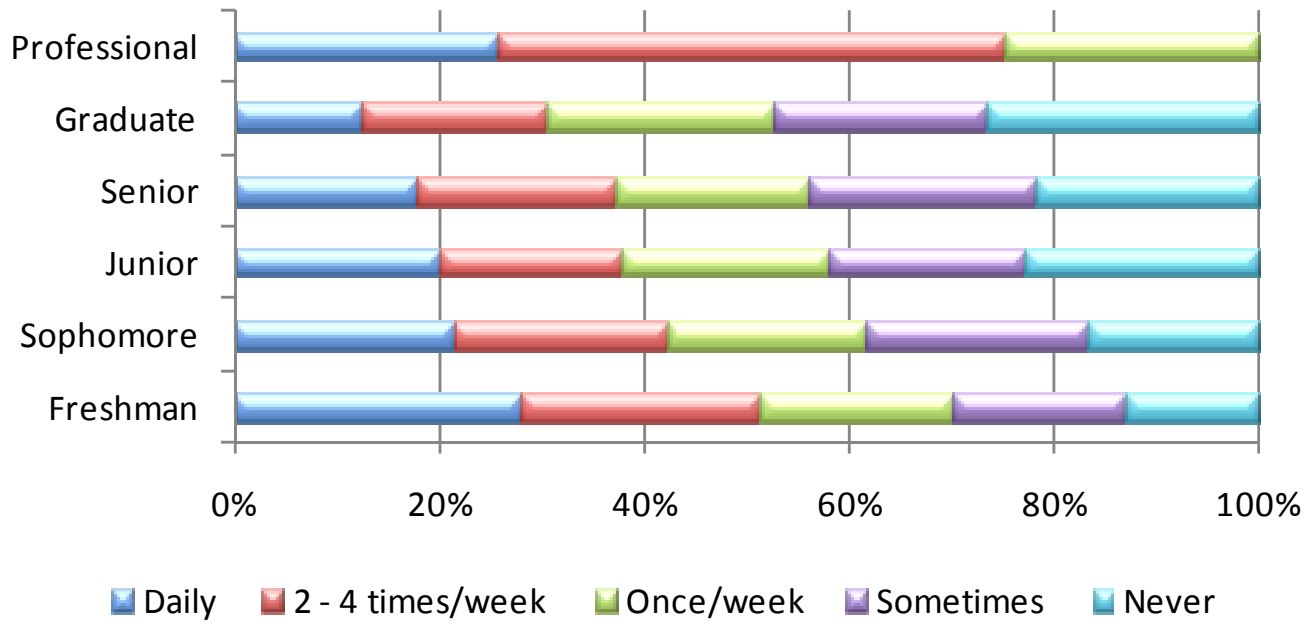
Recreation Preferences

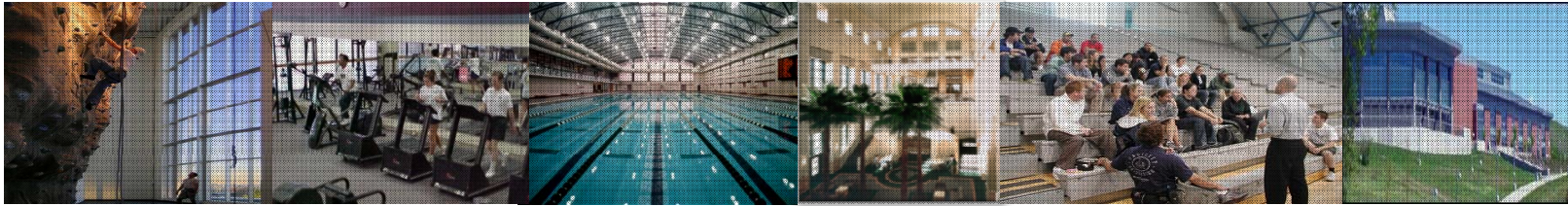
Q.5 On average, at what time of day do you typically use the current Intramural Fields?
(All respondents, n= 909)



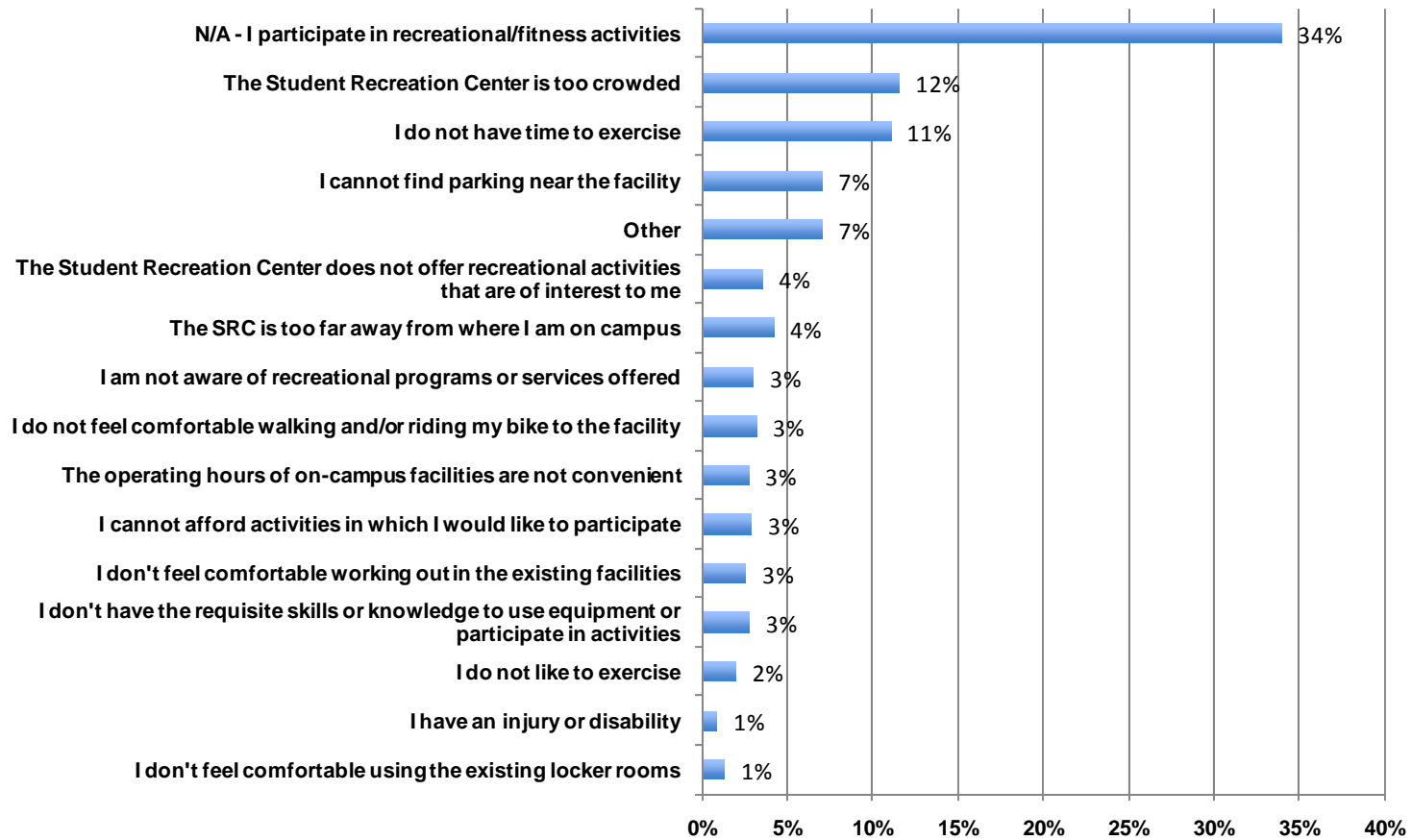


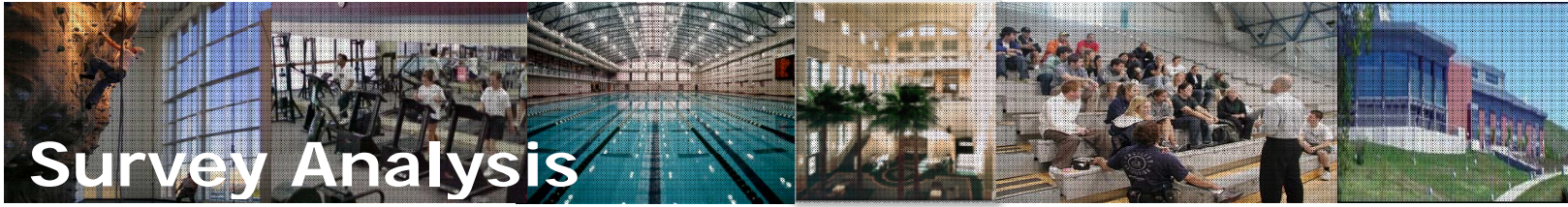
**Current usage of the SRC by class level
(All respondents, n= 1,946)**





**Q.3 If you do not participate in recreation/fitness activities, what are the main reasons?
(All respondents, n= 2,465)**

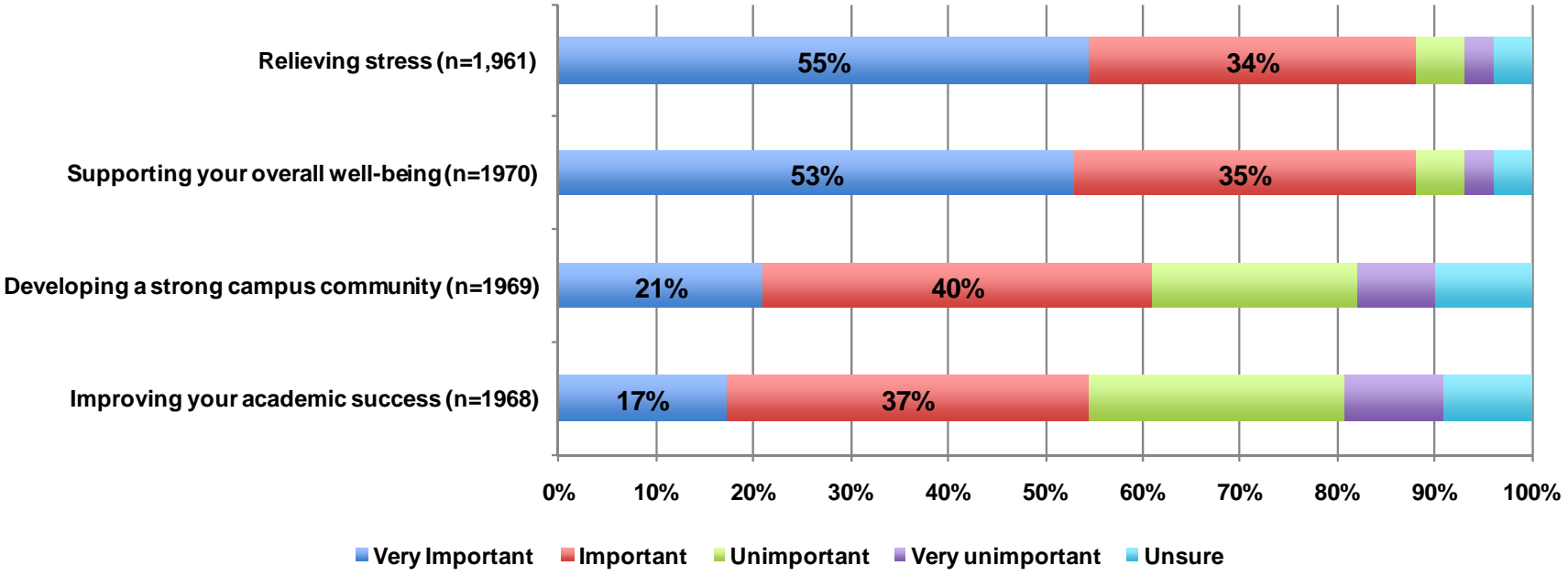


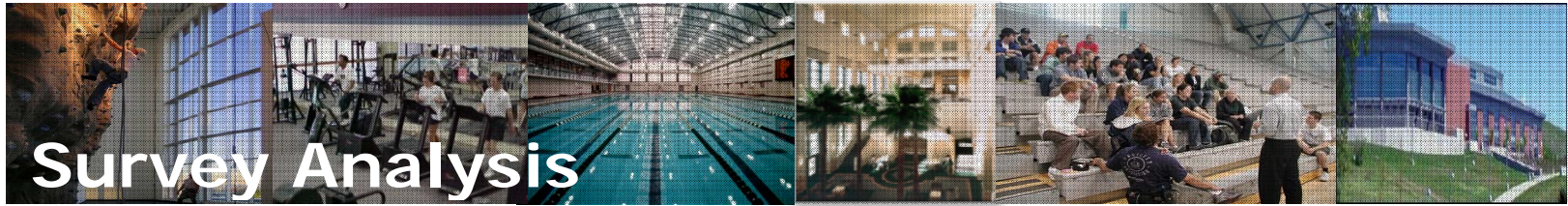


Survey Analysis

Student Demand

Q.14 - 17 How important is the Student Recreation Center in:

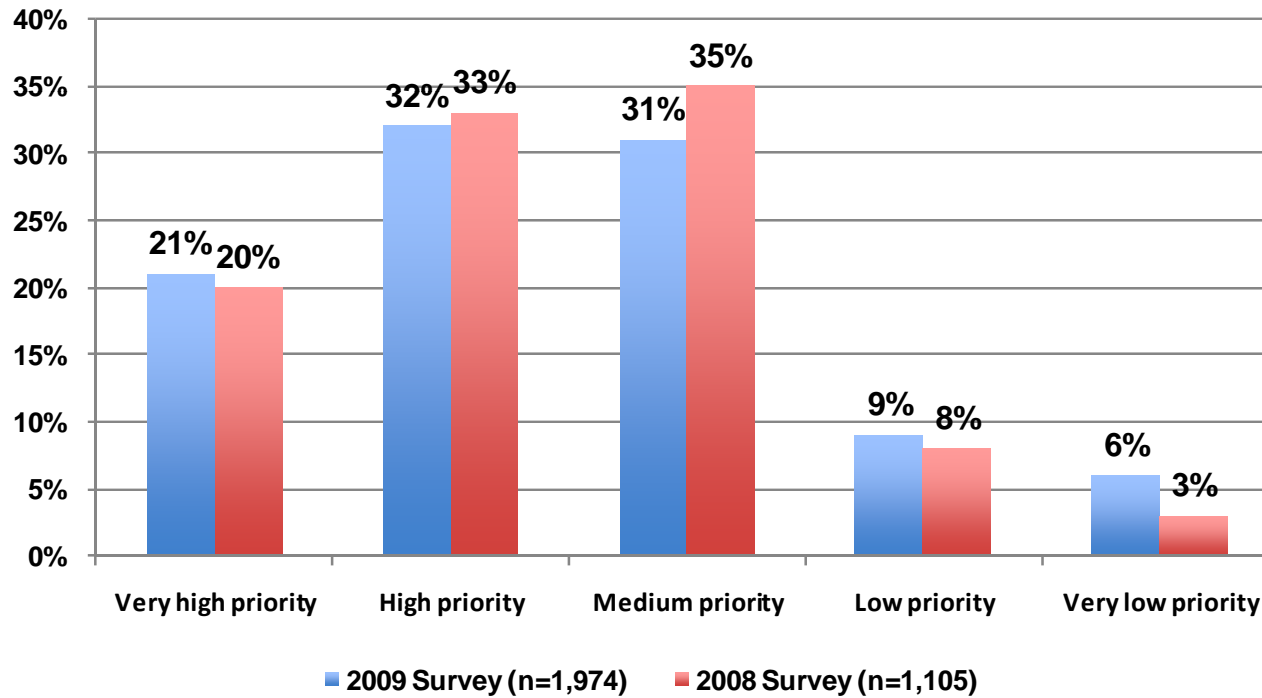


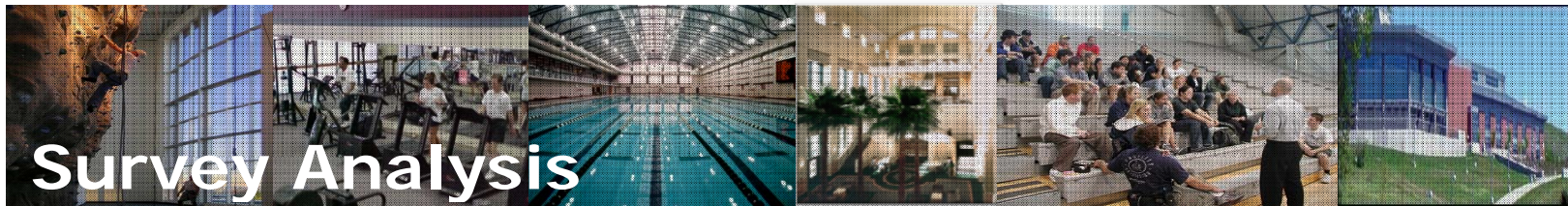


Survey Analysis

Student Demand

**Q.19 How high of a priority do you feel new recreational sports and fitness facilities should be for UC Riverside?
(All respondents, n= 1,974)**

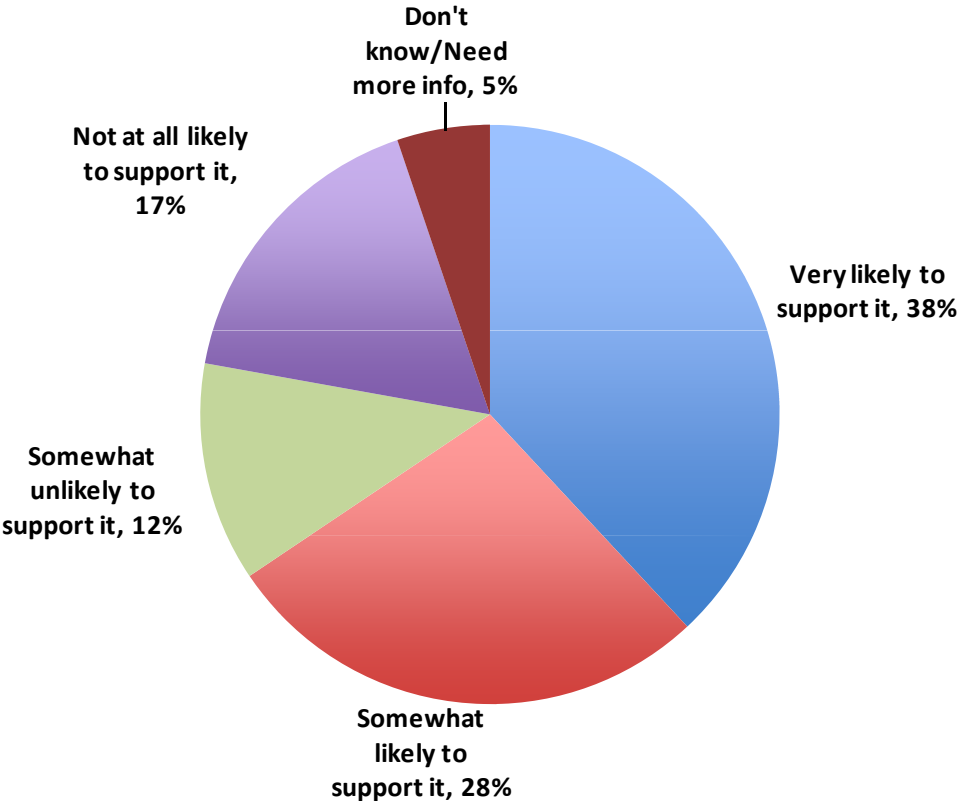


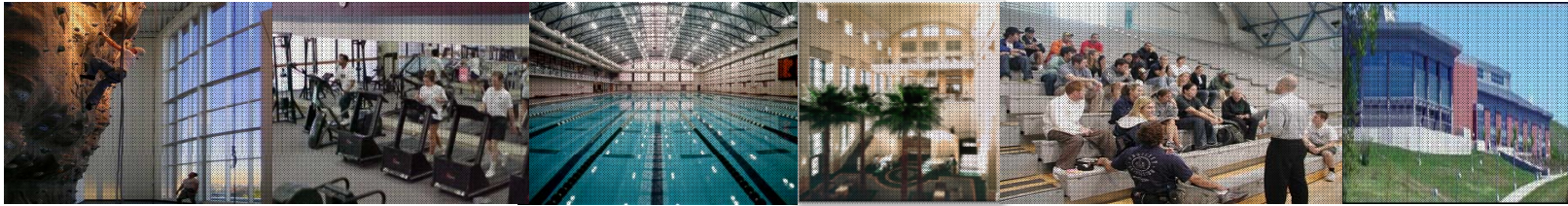


Survey Analysis

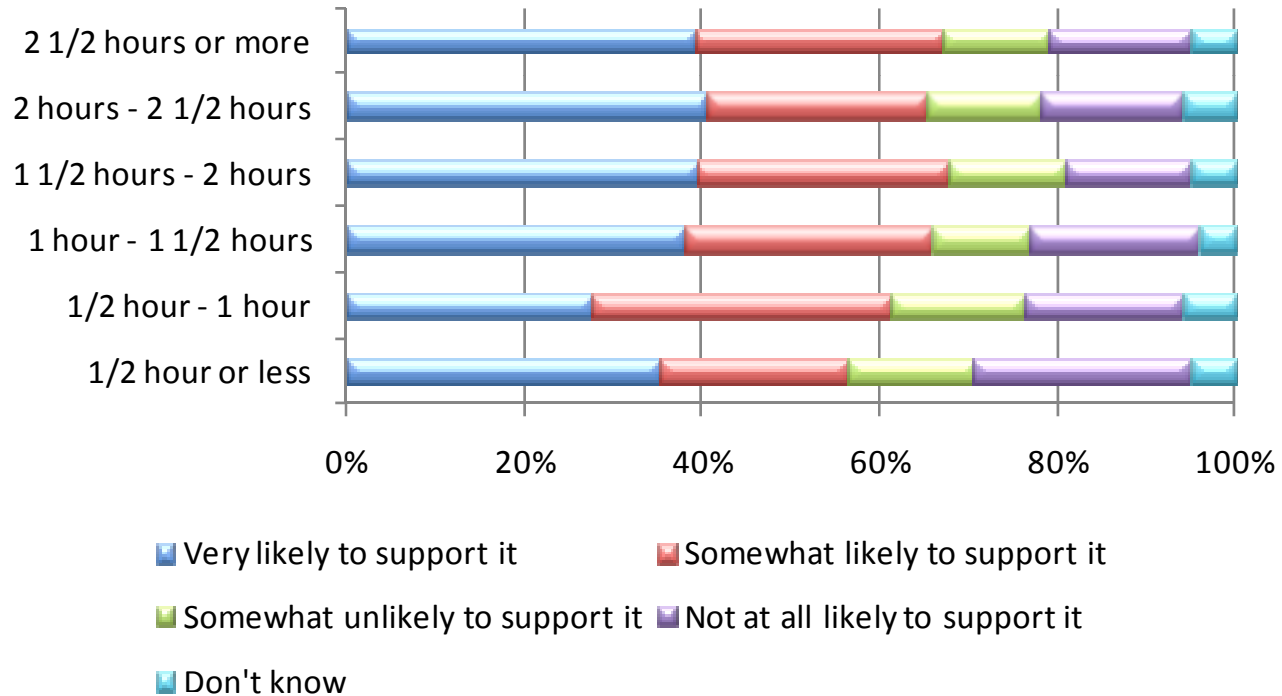
Referendum Support

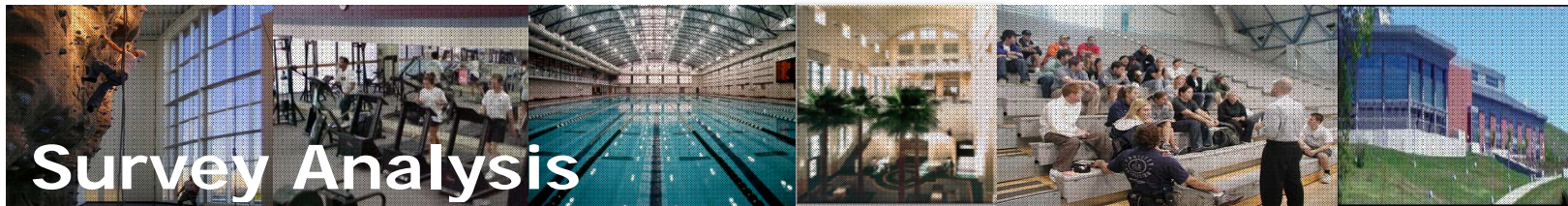
Q.23 How likely would you be to support the expansion and renovation of the SRC project?
(Total respondents, n = 1,967)





**Time spent on campus by support of referendum
(All respondents, n= 1,957)**

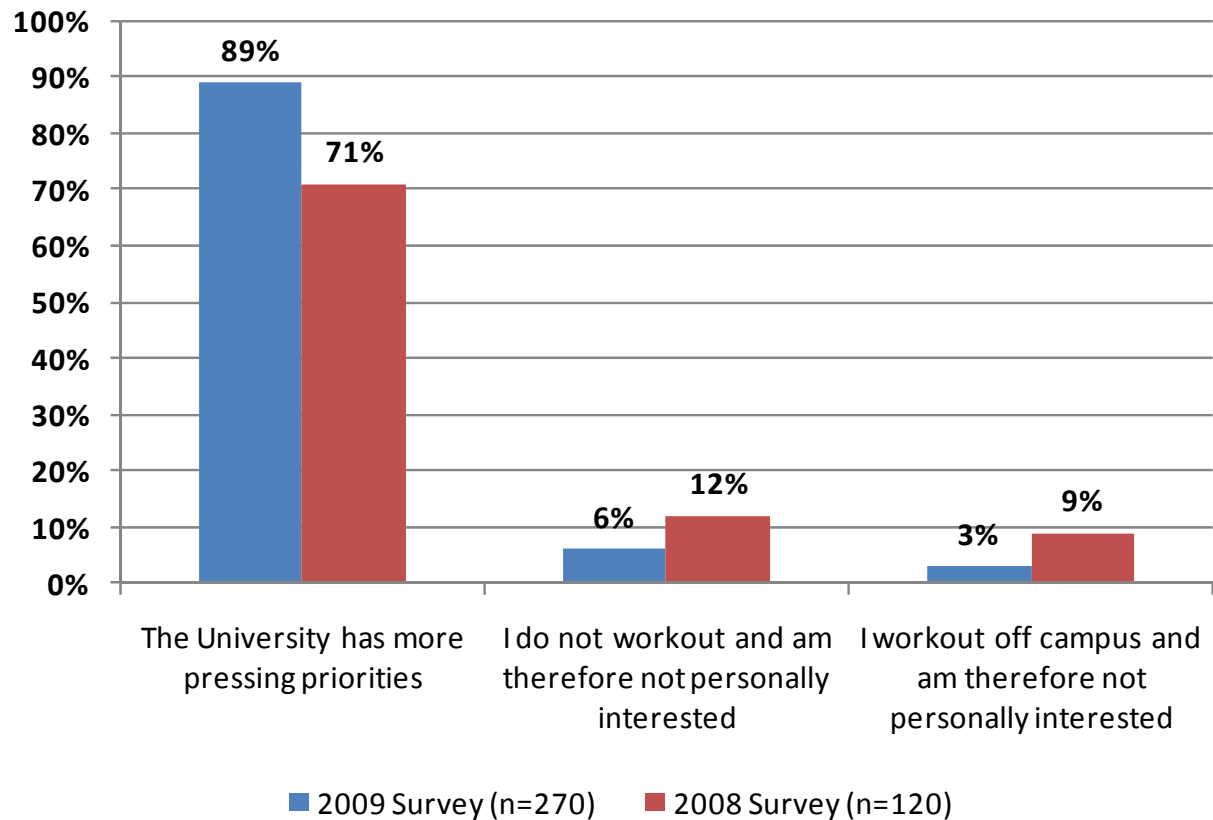


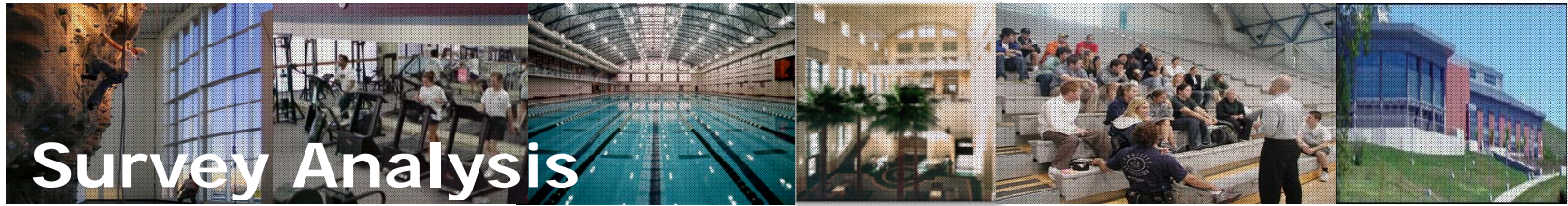


Survey Analysis

Student Demand

Q.20 If you selected a priority of "Low" or "Very Low," why?

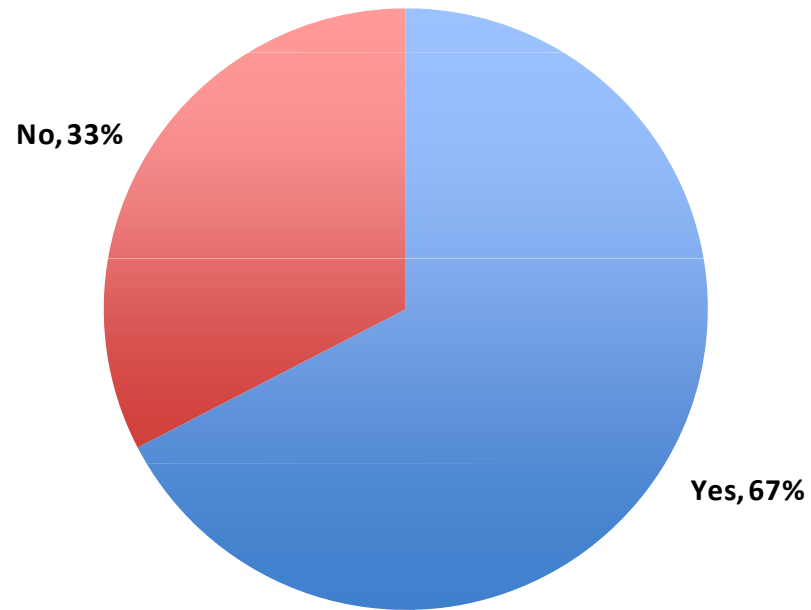


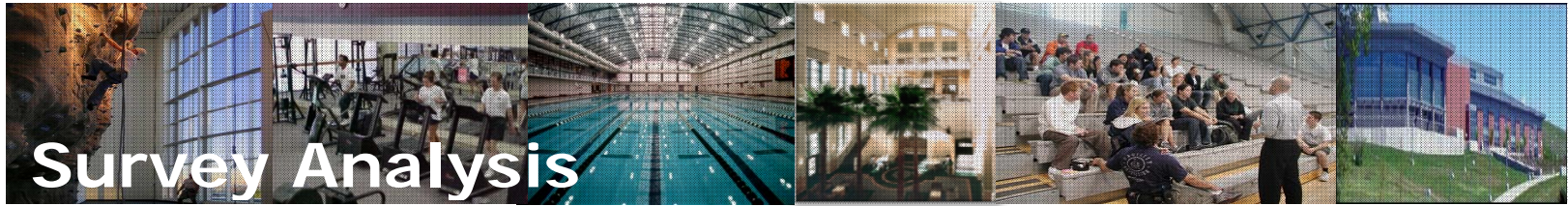


Survey Analysis

Referendum Support

Q.24 If a student referendum was held today, how would you vote?
(Total respondents, n= 1,958)

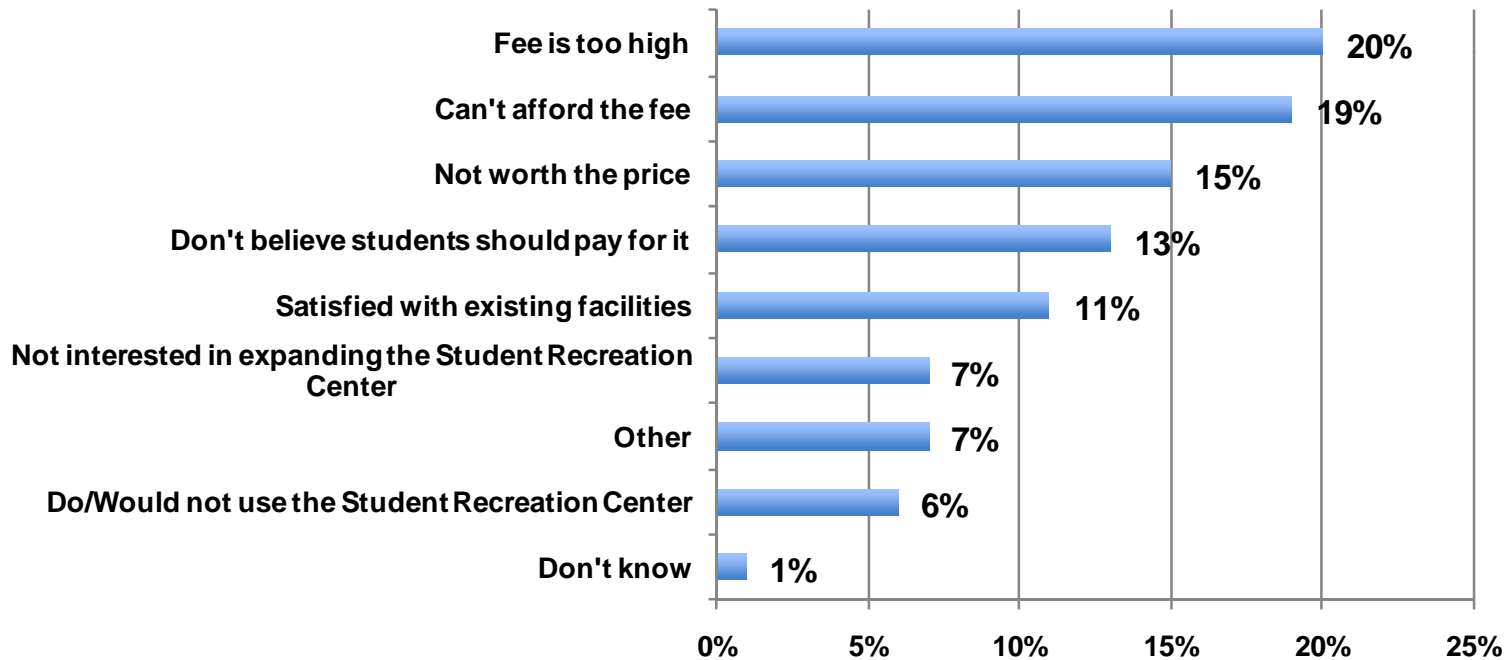


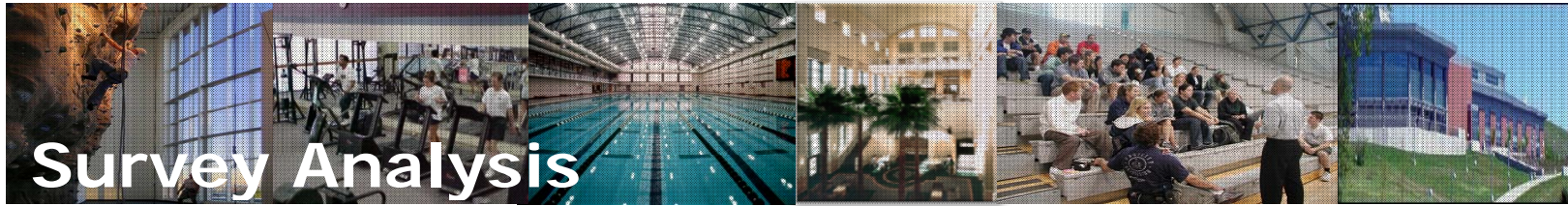


Survey Analysis

Referendum Support

Q.25 Please indicate the major reasons why you would not support the project:
(Total respondents, n= 632)

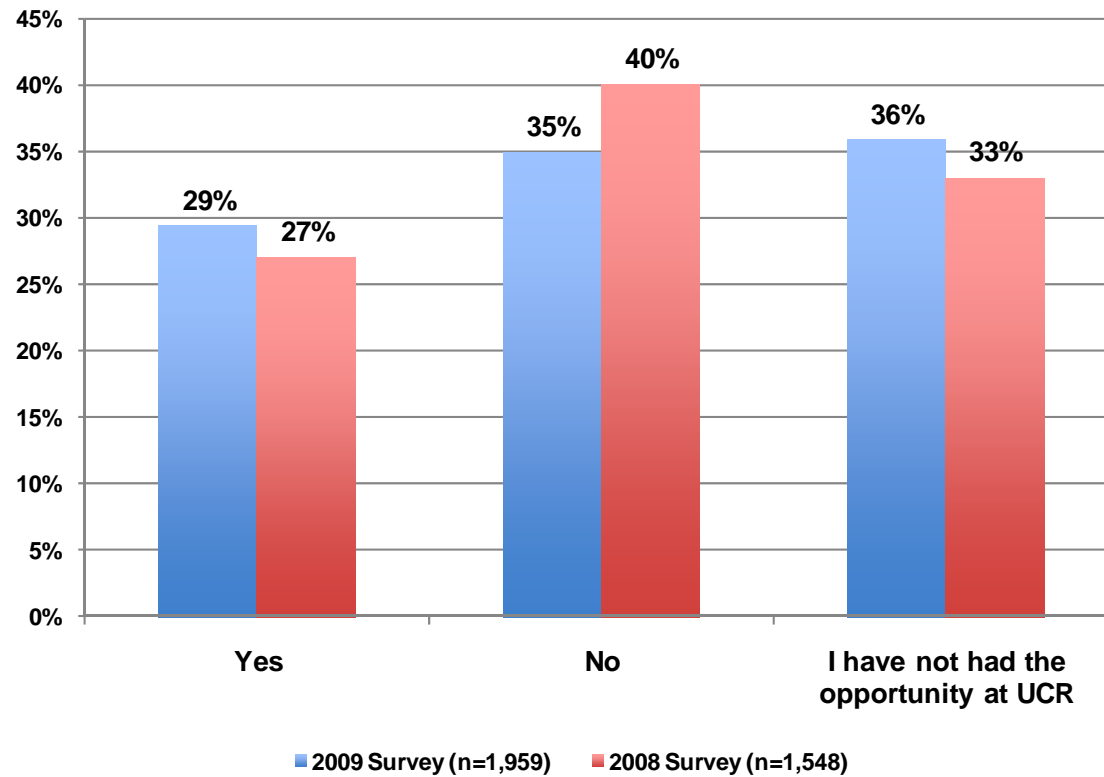


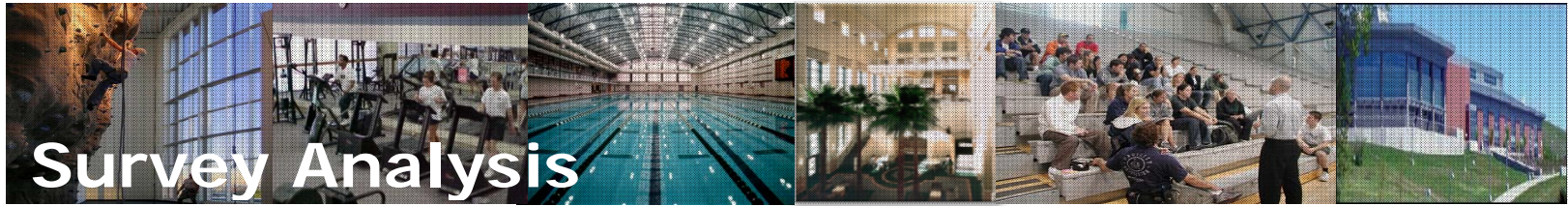


Survey Analysis

Referendum Support

Q.32 Do you normally vote in student elections?
(All respondents, n = 1,959)

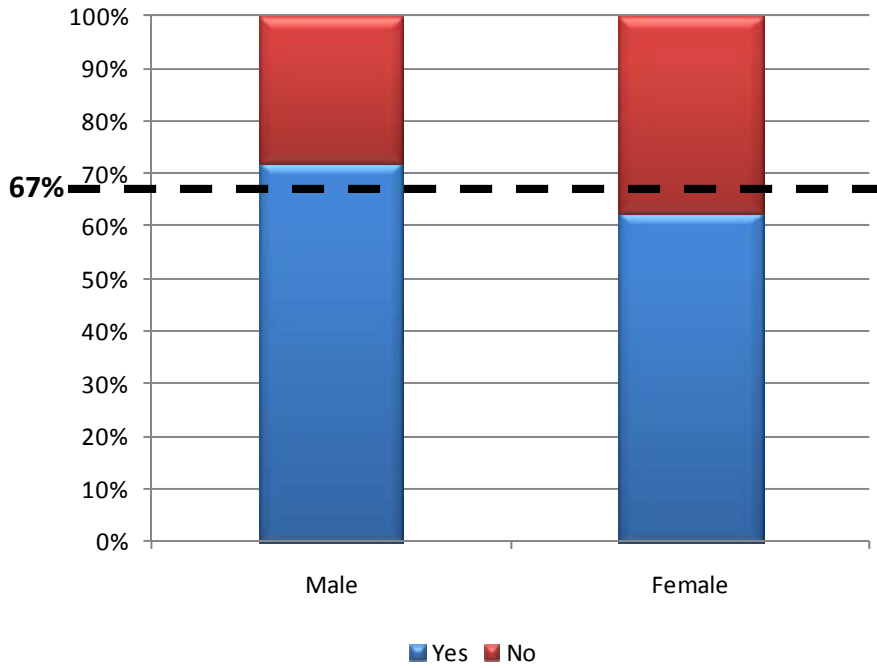




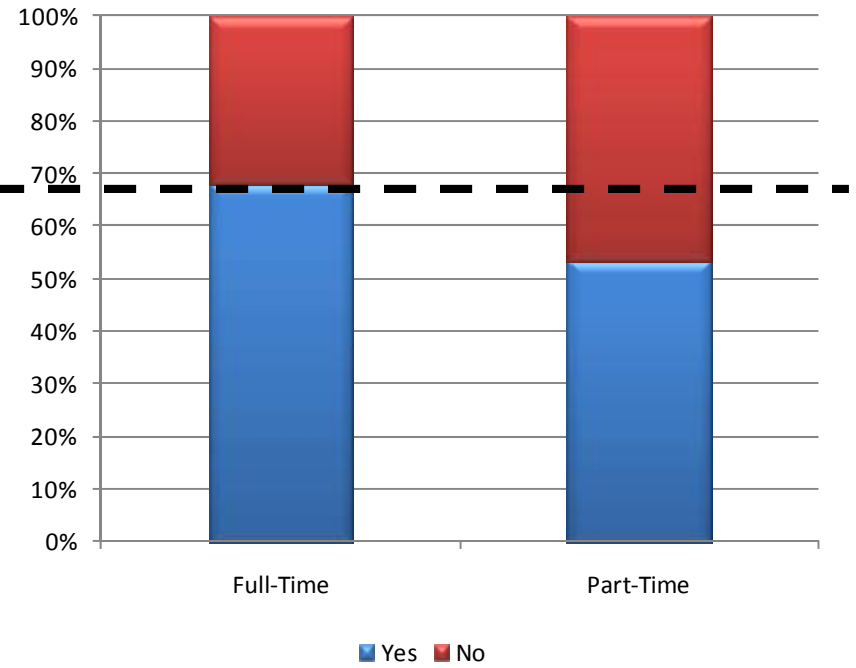
Survey Analysis

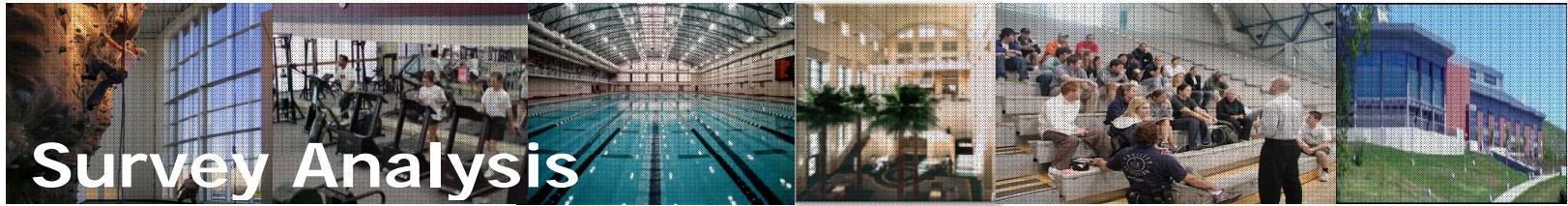
Referendum Support

Support by Gender



Support by Enrollment Status

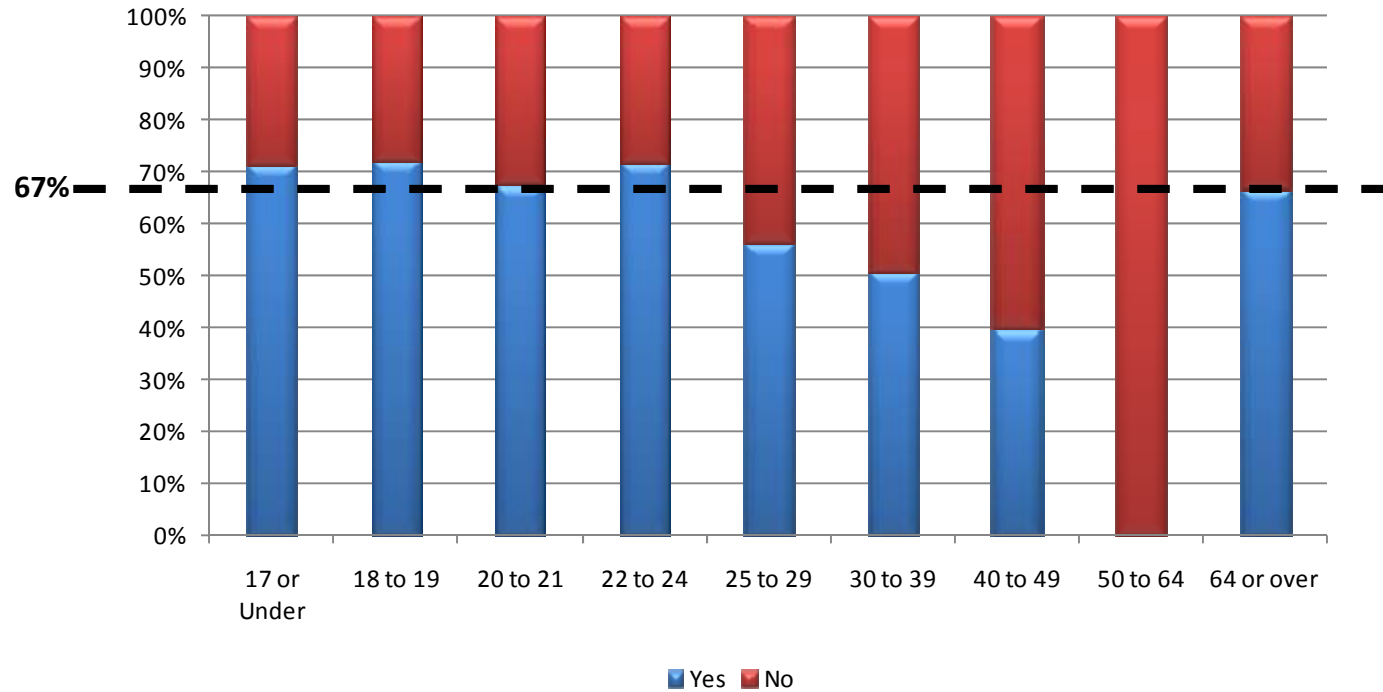


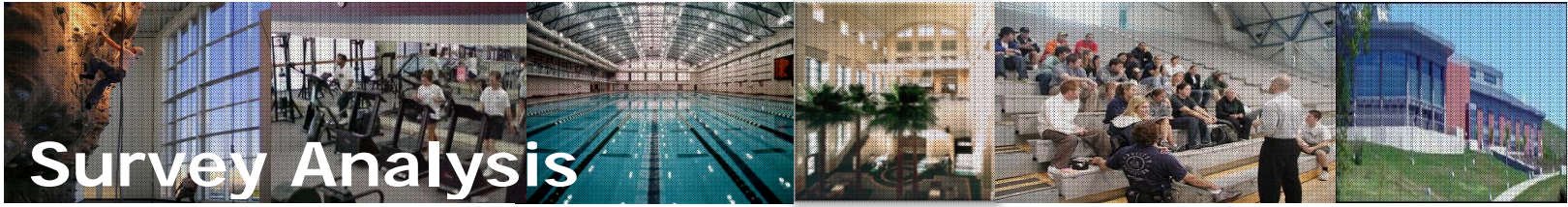


Survey Analysis

Referendum Support

Support by Age

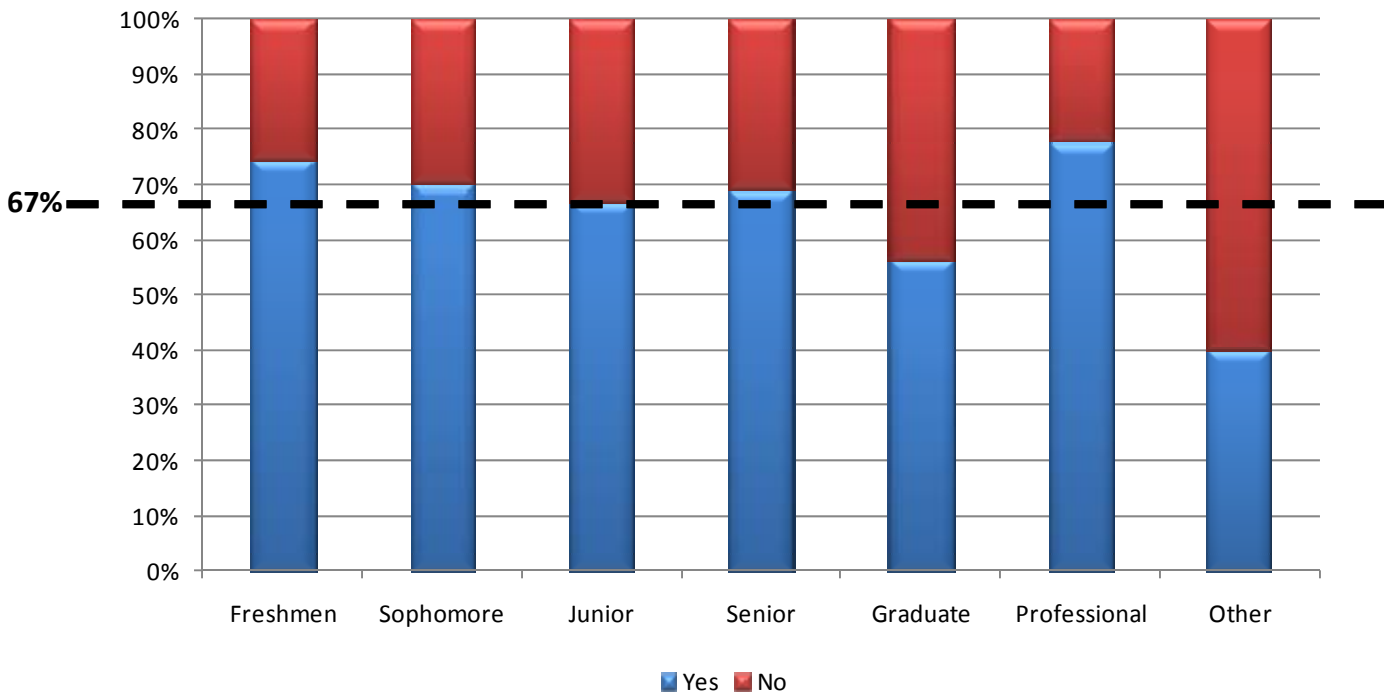


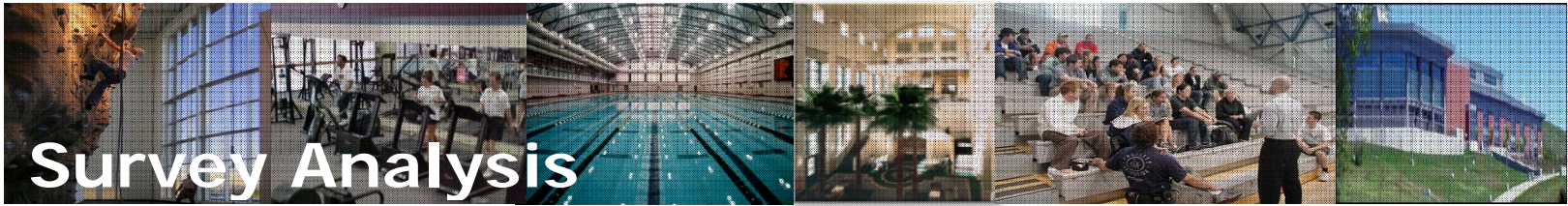


Survey Analysis

Referendum Support

Support by Class Level

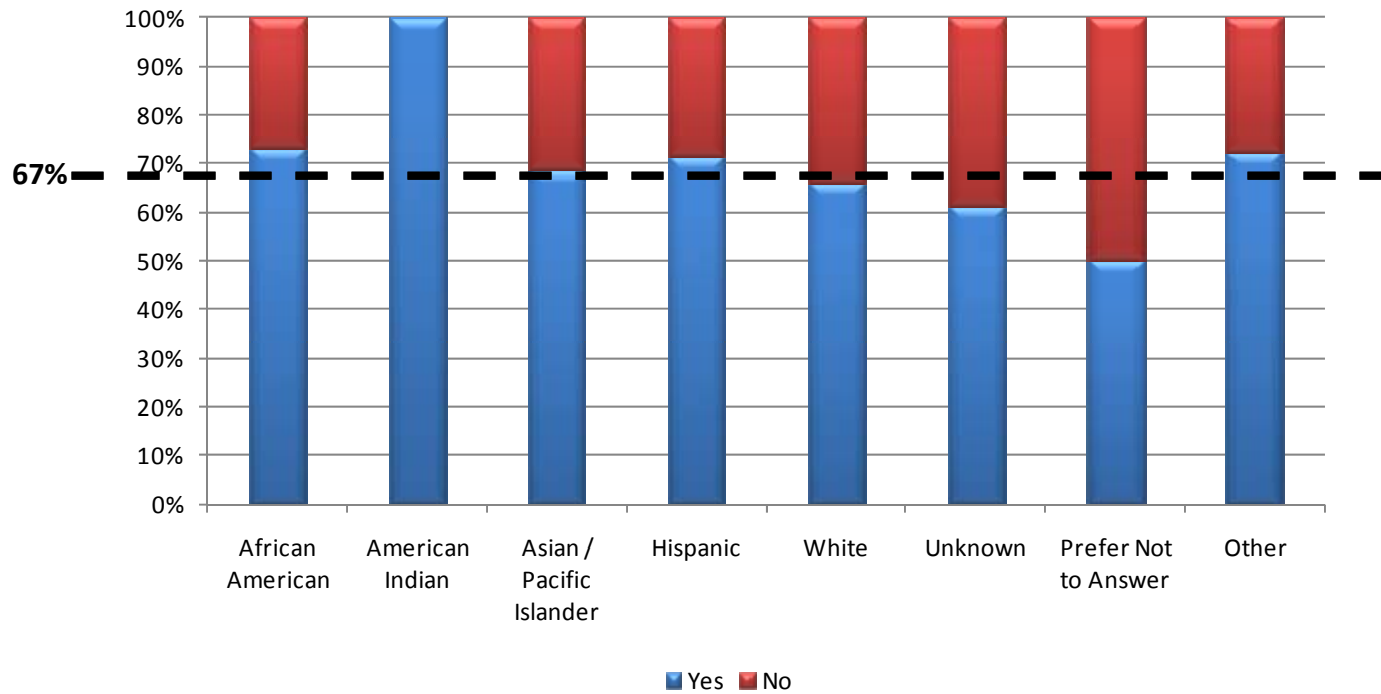


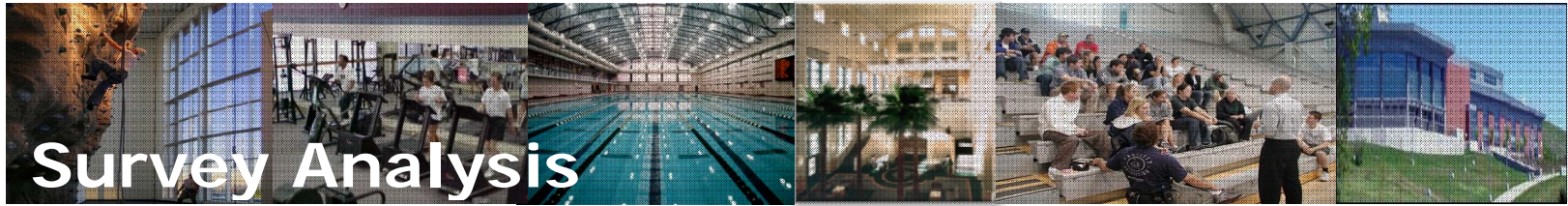


Survey Analysis

Referendum Support

Support by Ethnicity

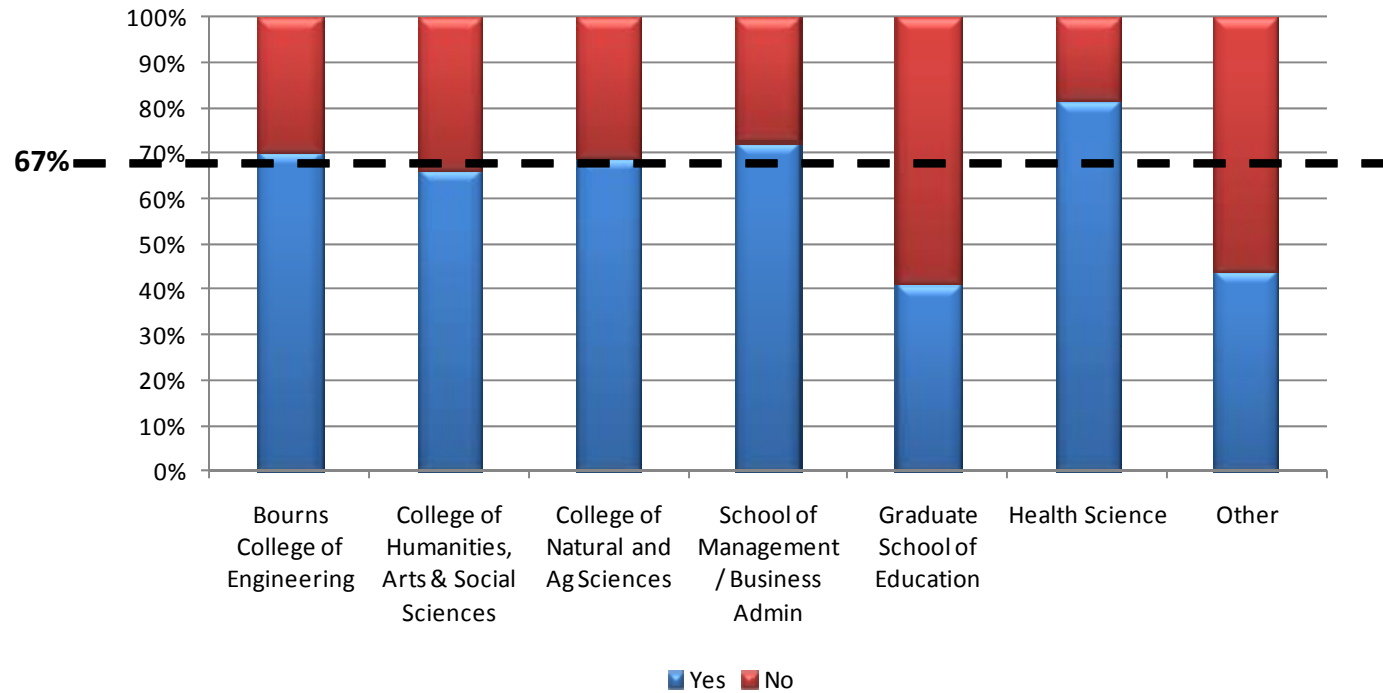


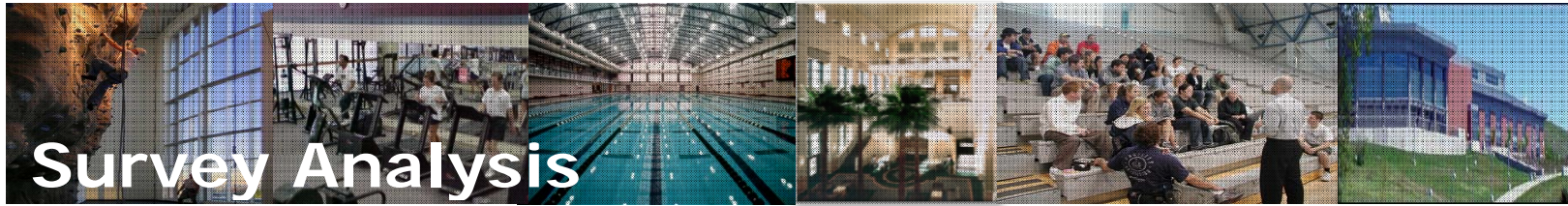


Survey Analysis

Referendum Support

Support by College

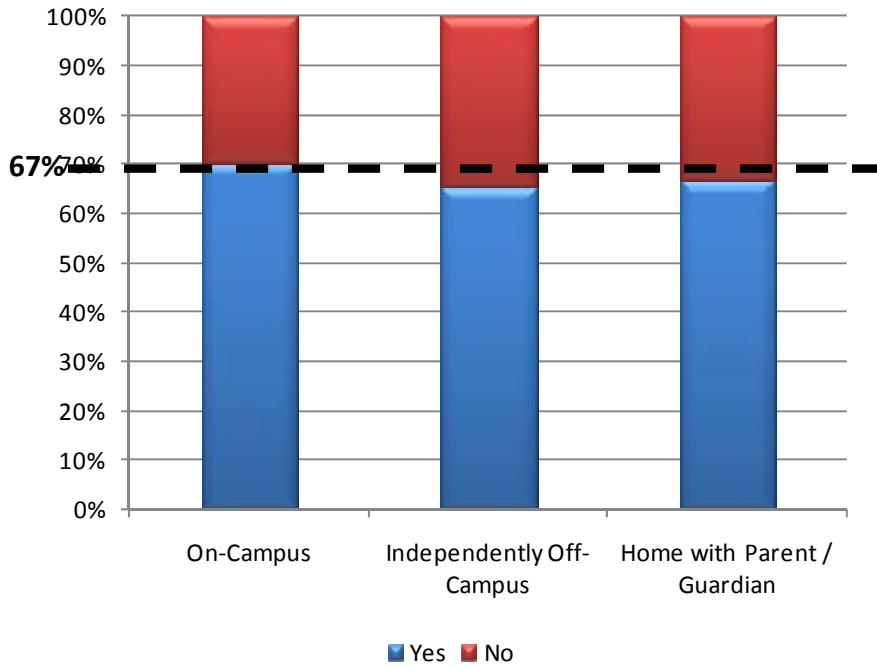




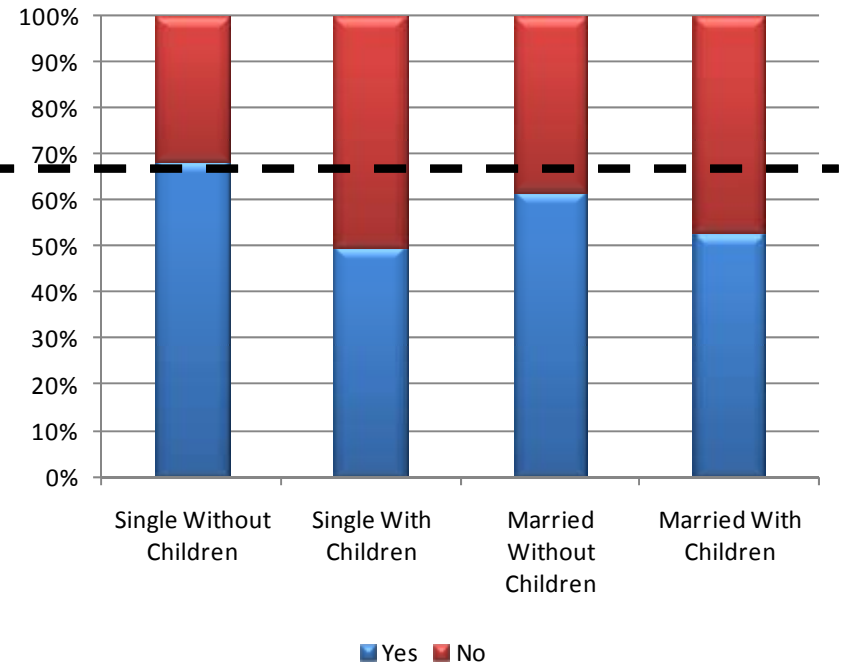
Survey Analysis

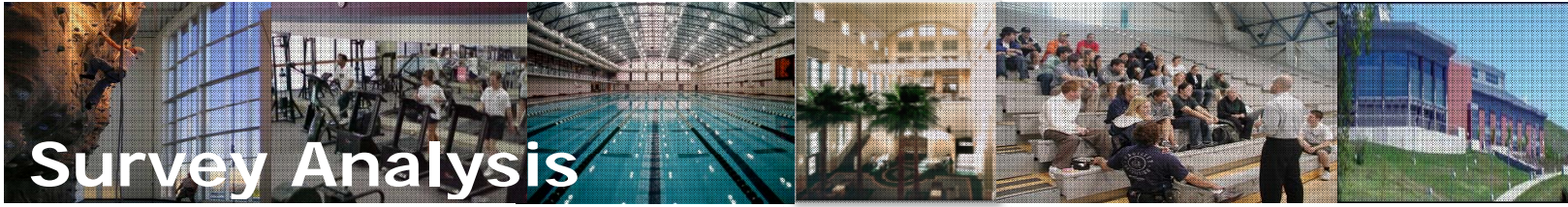
Referendum Support

Support by Residence



Support by Marital Status

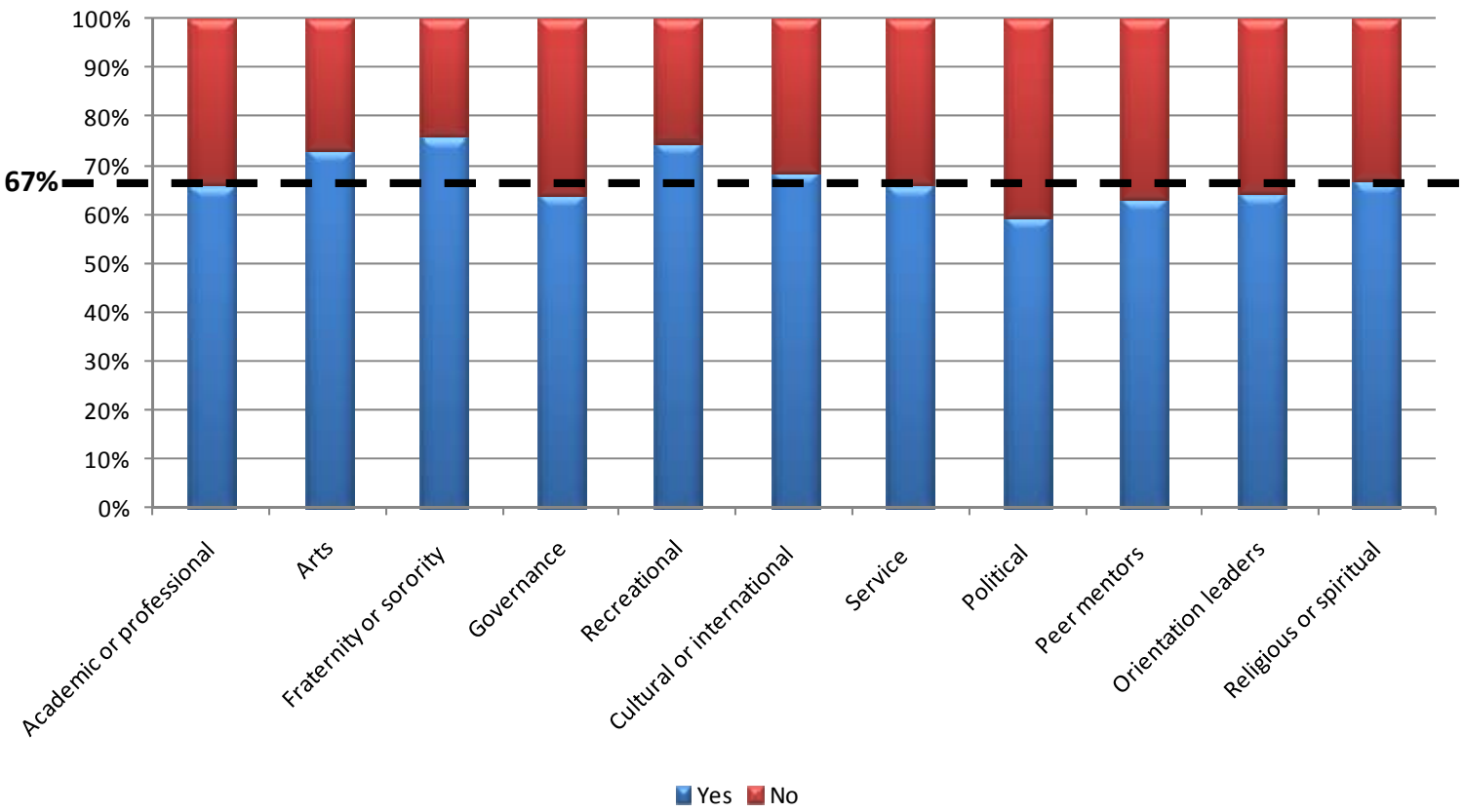


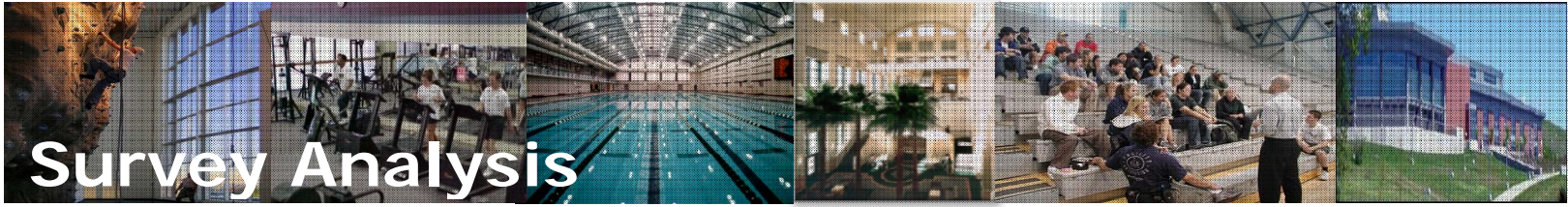


Survey Analysis

Referendum Support

Support by Involvement

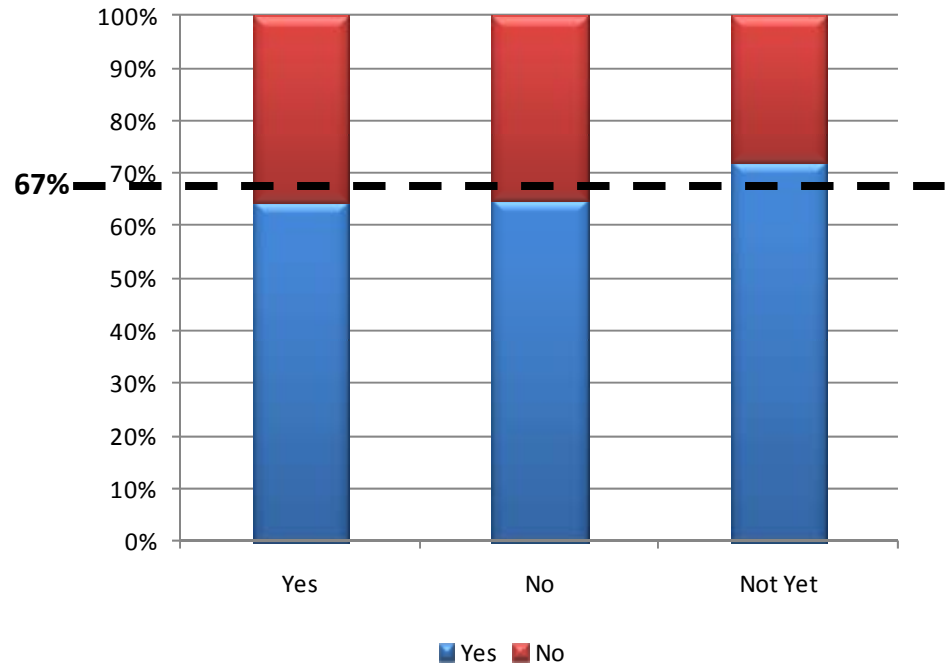


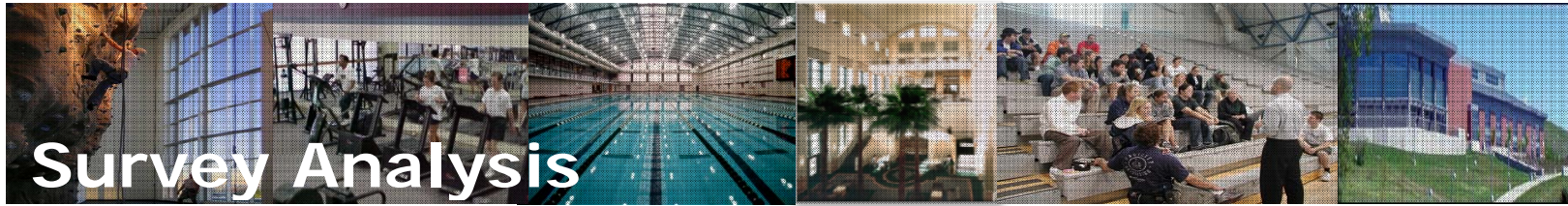


Survey Analysis

Referendum Support

Support by Voting Habits

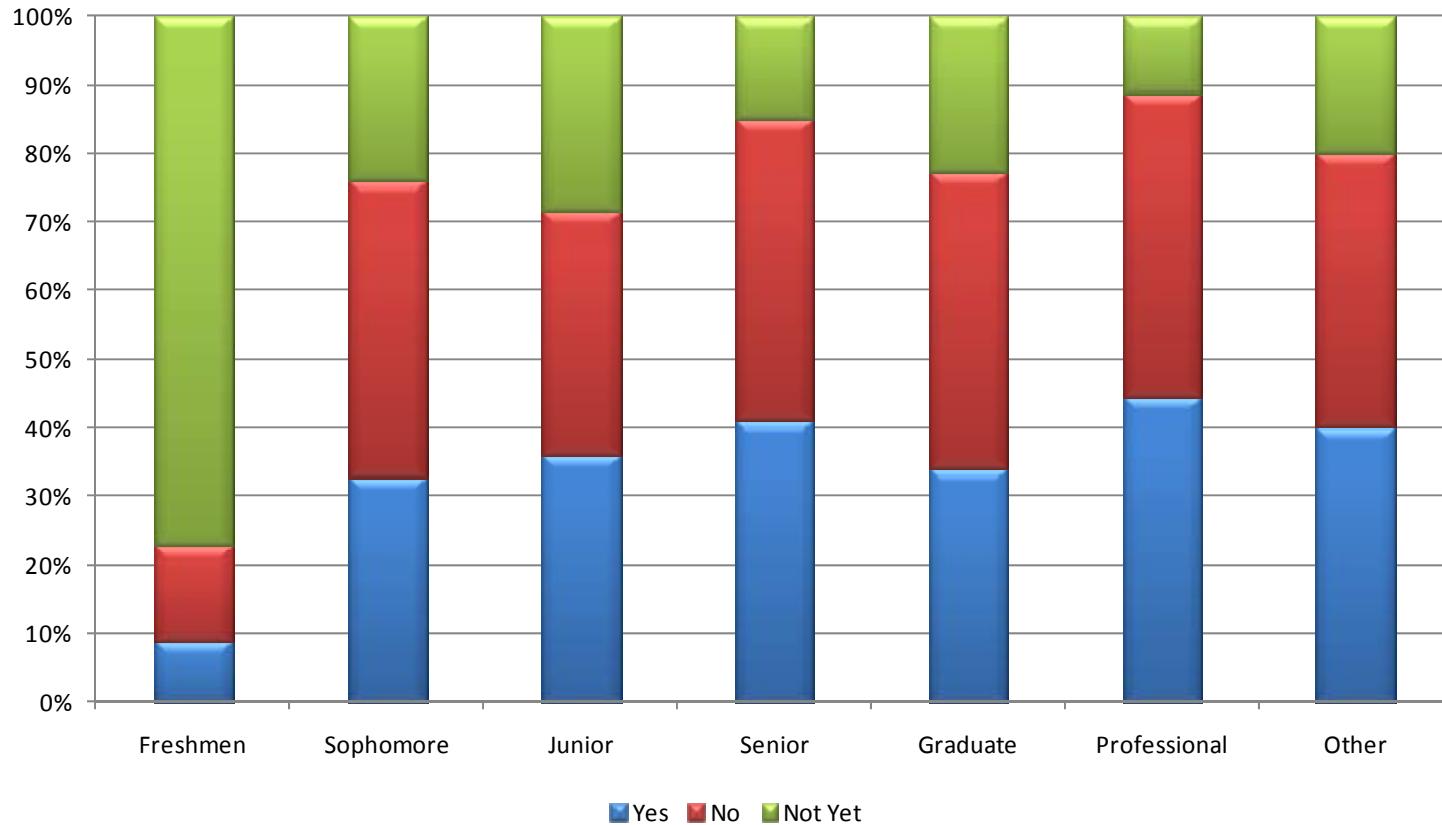




Survey Analysis

Referendum Support

Voting Habits by Class Level





- Survey Results:
 - Demographics
 - Recreation Preferences
 - Referendum Support
- Recommendations
- Next Steps and Discussion





Recommendations

Overall Considerations

- Students Still Placing a High Demand on Recreation Facilities
- Recreation Seen as Important Aspect of Academic Success, Quality of Life, and Stress Mitigation
- 53% Believe Improvements to Rec Facilities is a Very High or High Priority for UCR (31% Medium Priority) – Similar to Previous Survey
- 42% Believe SRC is Excellent or Very Good
- 37% Believe SRC is Satisfactory
- 2% Aren't Familiar with the SRC – Was at 20%
- Project Resonates with Students





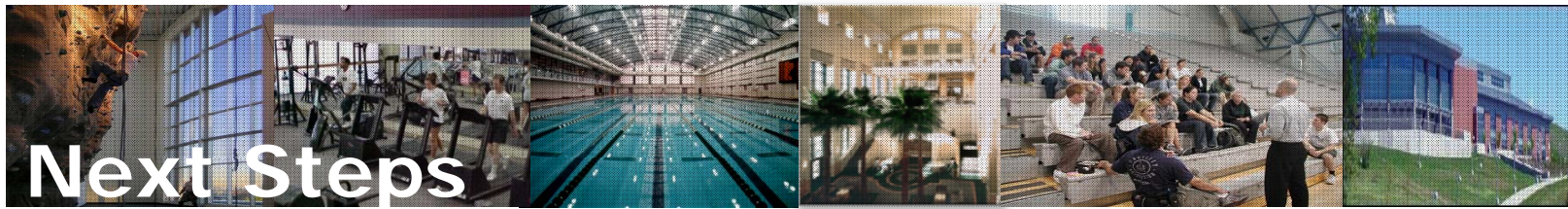
- Approximately **65% Support** for the Expansion / Renovation
- **Minimum to Recommend Moving Forward 60%**
- **Move Forward with Referendum with Caution**
 - Build Upon the Information / Education Campaign Underway – Keep Making the Case that the Existing Facility is Insufficient
 - Develop Methods of Getting Maximum Turnout at Polls
 - Utilize Email Lists and Social Networking Sites
 - Work with Student Leadership Groups – Make Sure All are On Board – Especially in Light of Fee Increases
 - » 30% May Have Been Suspected by Some But Not All, Impact Difficult to Quantify –Extra 2% is Negligible
 - Start to Asses Opposition – Plan for What May be Said





- Survey Results:
 - Demographics
 - Recreation Preferences
 - Referendum Support
- Recommendations
- Next Steps and Discussion





- Craft Reasoning / Message for the Project Within the Context of Recent Fee Increase
- Develop FAQs – Brainstorm List Prior to Winter Break
- Develop Calendar of Events and Tasks Working Back From Referendum Dates
 - Any Campus Fee Committee Meetings
 - Public Notice of Referendum
 - Major Events to Get Out the Vote
 - Regular Committee Meeting Dates
 - Newspaper Articles
- Cultivate Strong Relationships With High Turnout Groups
- Newspaper Article About Survey Results to Kick-Off the Process Next Year





- Don't Rush the Process – Process is Key
- “By the Students, for the students”
- Administrators Support/Partnership
- Open Book Process
- Maintain Planning Flexibility
- Central Theme

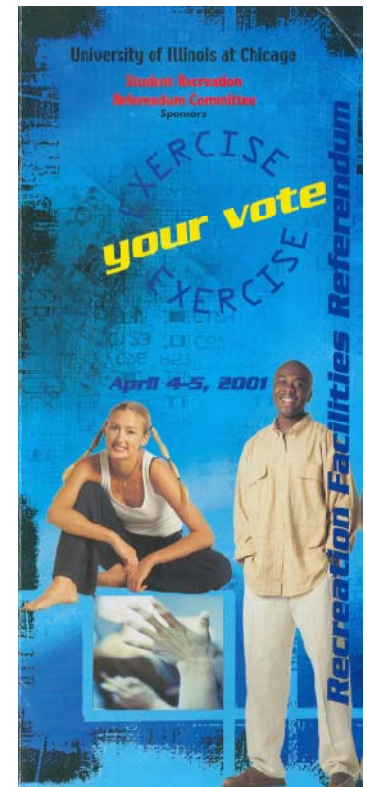


Exhibit C

The following exhibit contains minutes from the October 27th, 2009 Steering Committee meeting.

University of California, Riverside – Student Referendum Support Services for the Student Recreation Center Expansion

Meeting Minutes

Meeting Date: Meeting – Tuesday, October 27, 2009

Time: 1:00 PM – 5:00 PM

Location: Student Recreation Center – Conference Room

Recorded by: Matthew Bohannon and Andrew Perez

University of California, Riverside			
Harvey	Jon	Capital & Physical Planning	951.827.6952
Brunelle	Kieron	Capital & Physical Planning	951.827.2788
Fenex	Lindy	Recreation Department	951.827.4461
Sandoval	Jim	Student Affairs	951.827.5599
Kim	Danny	Student Affairs	951.827.3091
Allen-Ortega	Susan	Dean of Students	951.827.6095
Hull	Matthew	Resource Management & Analysis	951.827.3243
Zapp	Richard	Recreation Governing Board	951.990.4959
Deveau	Jenni	Recreation Governing Board	951.742.2822
Rutner	Ross	Recreation Governing Board	650.823.0394
Berche	Matios	Recreation Governing Board	951.961.9838
Adorable	Luchelli	Recreation Governing Board	650.743.3845
Kim	Sol	Recreation Governing Board	510.789.9063
Silvey	Mandy	Recreation Governing Board	909.234.1573
Brailsford & Dunlavey			
Bohannon	Matthew	Brailsford & Dunlavey	202.266.3471
Perez	Andrew	Brailsford & Dunlavey	951.675.1511

Meeting Summary:

B&D held a kick-off meeting to discuss changes to the Campus since publishing the referendum plan in April of 2009. During the meeting, a detailed overview of the draft student survey, draft financial report, and marketing materials compiled to date was evaluated. The following points provide an outline of the topics discussed in the project meeting, as well as, a summary of the key issues that will become the basis for the overall analysis:

- Review of Student Survey

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- Review of Financial Report
 - Marketing Materials
 - Action Items
 - Next Steps
-
- **Vision / Concepts / Criteria Review**
 - The overall vision of the meeting was to:
 - Focus on the bigger picture and the immediate need for this space.
 - Demonstrate a necessity for 20% of the student body to vote and 50% of the voting population to pass the referendum.
 - Mitigate any potential or previous marketing risks.
 - Communicate to students that the minimum 25% return-to-aid piece is adequate to support students on financial aid paying for this fee increase.
 - Make a case that other universities in the UC system are also going through a similar referendum process.
 - Changes to Campus since completion of the Student Referendum Plan in January 2009
 - Governing Board has compiled marketing materials and developed a framework for a marketing campaign.
 - Campus financial environment is much different.
 - Although campus enrollments are higher than last year, there is much uncertainty regarding future enrollments.
 - Student Survey Review
 - Irrelevant portions of the student survey were modified to approximately 29 questions. A revised survey will be delivered to the University on Thursday, October 29th for their approval.
 - An introductory page was added to enhance the student's knowledge of the survey / project and to increase the likelihood of participation.
 - Prizes will also be awarded by the Recreation Department to incentivize survey participation.
 - Invitation letters will be revised and amended by Jim Sandoval in consultation with undergraduate and graduate student government leaders.
 - The goal is to distribute the survey to students on November 4th and end the survey at midnight on the following Friday, the 13th.
 - Invitation email subject: UCR Recreation Survey – Win A Prize
 - Financial Report Review
 - The financial model was based on a 1% growth in student population, and identifies a total student fee increase of \$441 dollars per year is needed to fund the project. This results in an increase of \$147 per quarter.
 - The financial analysis assumed a total project budget of \$51 million. The current budget is approximately \$52 million due to higher capitalized interest.

- Further review of the financial model is needed to verify model assumptions. Areas identified for review at the meeting were Other SRC Revenue and Employee Benefits. Matthew Hull update the model, and will work with Lindy Fenex to update factors.
- A review of the total project budget is necessary to determine if the Mac Gym is included. If not, a new project budget will be developed that includes the gym.
- A proposed fee increase of \$150 to \$160 window may still be possible, and requires further review once the total project budget and financial model have been updated..
- Marketing Materials and Progress
 - The purpose of this portion of the meeting was to continue brainstorming ideas on how to push the expansion and get away from the fee-increase subject.
 - Recent progress from the marketing team included: a website, Facebook and Twitter accounts, DVD, and a campaign framework.
 - A revision of the Recreation Governing Board's (RGB) FAQs will also be modified to clear up any obscurities in this new campaign strategy.
 - Oppositions were further evaluated and new procedures by the Chair of the board will be implemented to include the school newspaper and Associated Student Body in the push for the approval of this referendum.
 - The board revealed that there was positive feedback from on-campus students and incoming freshmen when asked about the expansion project and the referendum process.

Action Items:

- B&D to implement revisions to survey per the committee's request with a submission of no later than Thursday, the 29th of October.
- Amendment of Invitation Letters by Jim Sandoval.
- Review and update total project budget to include the MAC Gym by Jon Harvey.
- Incentives of up to five (5), \$75 gift certificates to the Student Bookstore by Lindy Fenex.
- Matthew Hull to prepare new cost estimate of fee increase with most recent data.
- RGB to implement new campaign framework and media strategies.

Next Steps:

- Student Survey
- Decision Support and Documentation

Next Meeting: December 4th 3:00pm – 5:00pm

University of California, Riverside – offices of Capital & Physical Planning

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Exhibit D

The following exhibit contains minutes from the December 4th, 2009 Steering Committee meeting.

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University of California, Riverside – Student Referendum Support Services for the Student Recreation Center Expansion

Meeting Minutes

Meeting Date: Presentation – Friday, December 4, 2009

Time: 3:00 – 5:00 PM

Location: Capital and Physical Planning – Conference Room

Recorded by: Matthew Bohannon and Andrew Perez

University of California, Riverside			
Harvey	Jon	Capital & Physical Planning	951.827.6952
Brunelle	Kieron	Capital & Physical Planning	951.827.2788
Fenex	Lindy	Recreation Department	951.827.4461
Allen-Ortega	Susan	Dean of Students	951.827.6095
Zapp	Richard	Recreation Governing Board	951.990.4959
Brailsford & Dunlavey			
Bohannon	Matthew	Brailsford & Dunlavey	202.266.3471
Perez	Andrew	Brailsford & Dunlavey	951.675.1511

Meeting Summary:

B&D held a meeting to discuss the results of the recent student survey completed during November 4 to November 13, 2009. The following points provide an outline of the topics discussed in the presentation, as well as, a summary of the key issues that will become crucial to address as the support of the referendum moves forward:

- Results of Student Survey
- Marketing / Campaign Strategies
- Action Items
- Next Steps

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- **Results / Concepts / Vision**
 - The overall purpose of the meeting was to:
 - Present data taken from the student survey to understand where the university is positioned within the referendum process.
 - Reveal the demographic data that relates most to the student population who will likely vote on the student referendum.
 - Communicate with the committee what advantages and disadvantages the Recreation Governing Board (RGB) faces during future campaigning and approval by student leadership groups.
 - Disclose and address any opposition that is currently present.
 - Further acknowledge that the student survey revealed positive results for a potential referendum approval in the future.
 - Lastly, to discuss what steps are necessary to ensure a larger turnout of students if the referendum is placed on the ballot.
 - Student Survey Results
 - A total of 2,132 responses were given, with 1,960 true responses and a +/- 2.2% margin of error.
 - Comparisons from recent and past surveys along with university data showed similar trends in most categories of the demographic data.
 - Due to an increase in familiarization of the SRC, the overall perception in quality has grown since the 2008 survey.
 - Two percent of students are not familiar with the SRC compared to 20% during the 2008 survey.
 - The expectations of the recreation facilities from students are being met, but believe they should still be improved.
 - The two most common and important reasons students use the recreation facilities is for stress mitigation and to support their overall well-being.
 - Lastly, despite pressing issues within the UC system, 67% of students said they would vote "Yes" if a student referendum were held today.
 - Recommendations
 - Minimum of 60% for "Yes" votes is recommended by B&D to move forward with referendum process.
 - B&D recommendation is to move forward with caution based on a 67% support in votes among a respondent total of 1,958 students.
 - Build upon current campaign underway and continue making the case that the existing facility is insufficient.
 - Develop methods of getting a maximum turnout at polls.
 - Work with student leadership groups and provide a case for their continued support during this process despite fee increase issue.

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- Assess the current opposition and create a campaign to ensure clarification of all falsehoods stated by opposition.
 - Marketing / Campaign Strategies
 - The purpose of this portion of the meeting was to continue brainstorming ideas on how to push the expansion after determining there was a 67% support.
 - There was an overall agreement that the cultivation of strong relationships with high turnout groups is vital.
 - Address students who are likely to support the expansion but are unsure of their decision and stance on this issue.
 - Create a webpage and/or use social websites to make a case for the expansion project.
 - Strengthen the Recreation Governing Board's FAQs to clear up any obscurities from current opposition.
 - Finally, Richard Zapp will give a presentation to student leadership groups about survey results and to garner continued support during the referendum process.
 - The RGB Referendum Marketing group would like to show pictures of the proposed facility. B&D recommends that marketing materials use photos from other Recreation Centers that illustrate concepts and/or present feelings. Students tend to vote on the picture (like or dislike).
 - Process
 - Recreation Governing Board (RGB) needs to approve moving forward with the referendum
 - Once approved, Richard will approach ASUCR and GSA to obtain their support. Initial feedback from informal ASUCR discussions was not positive. Their approval or blessing is needed prior to moving forward with referendum.
 - Propose single presentation to a combined ASUCR and GSA meeting. B&D will only present facts. RGB must provide reasons to move forward or justification.
 - The marketing campaign will last a maximum of three weeks.
 - There is sufficient time to mobilize for a spring 2010 election, assuming RGB receives ASUCR and GSA support in January.
 - An intermediate contract with B&D will be made (Phase IIIA and IIIB) that will allow B&D to begin work in January. The focus of the initial effort will be to furnish support to RGB with the presentations, and to develop resource materials to mobilize the referendum campaign.
 - RGB will begin drafting referendum language. The referendum will incorporate the ability to increase the student fee overtime to address escalation. B&D can provide assistance with developing the referendum language as part of the next project phase.

Action Items:

- B&D to perform additional cross-tabs: determine where support lies for facilities based on class level and also what amount of time is spent on campus by commuter students.
- B&D to create an Executive Summary and Survey Report for Jon Harvey.
- B&D will submit a revised scope of work for Phase III Referendum Support Services. The original proposal will be divided into two phases (III-A and III-B), and is needed to allow B&D to work with the RGB in January. If RGB can not secure ASUCR and GSA approval, Phase III-B would not be implemented.
- B&D to coordinate with Jon Harvey regarding phasing options for phase 3 of project.

Next Steps:

- Documentation of Draft Report

Next Meeting: TBD

University of California, Riverside – Student Recreation Center – Conference Room