

UNIVERSITY STUDENT UNION  
**ALTERNATIVE  
CONSULTATION**  
BRIEFING DOCUMENT 2023



THE FUTURE





## THE FUTURE



## PREFACE

In Spring 2022, the Associated Students Inc. (“ASI”) at California State University, Long Beach (“Cal State Long Beach,” “CSULB,” or the “University”), contracted Brailsford & Dunlavey (“B&D”) to assist in the planning and development of improvement concepts to the USU and student engagement (“the Project”). The Project consisted of delivering a comprehensive needs assessment of the University Student Union (USU) and advisory support for ASI-initiated fee campaign as a follow-up to past B&D work from 2011, 2014, and 2019. The findings regarding potential improvement opportunities, coupled with extensive student engagement strategies led by ASI, provide final recommendations to proceed with a student fee adjustment to realize an expansion and renovation of the USU.

Brailsford & Dunlavey wishes to acknowledge the support, cooperation, and effort of the University community and others who contributed to the completion of this analysis, with special recognition to the following individuals from ASI and CSULB administrative leadership:

**Miles Nevin**, Executive Director, ASI/ 49er Shops  
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**Monica Amalfitano**, Director, Design and Construction Services, Campus Engineer, BBS CSULB  
**Melissa Soto**, Manager, Capital Project Development, BBS CSULB  
**Gordon Copley**, Chief Financial Officer, CSULB  
**Akshay Ramesh Waghmare/ Jeremy Ramos**, USU Board of Trustees Chair

B&D’s project team was comprised of the following individuals:

**Matthew Bohannon**, Vice President  
**Laura Kane**, Associate  
**Michael Shrock**, Senior Analyst

The following Briefing Document (“Report”) has been prepared to summarize the key findings and conclusions from the alternative consultation advisory services. B&D has conducted research using both primary and secondary information sources which were deemed reliable, but whose accuracy cannot be guaranteed.





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# EXECUTIVE SUMMARY

## ALTERNATIVE CONSULTATION PROCESS

When adjusting an existing category II campus-based mandatory fee, such as the USU fee, appropriate and meaningful consultation should occur with all members of the campus community with an emphasis on student input. Appropriate and meaningful consultation can occur via two processes: referendum and alternative consultation. Both processes are meant to ensure that all stakeholders have an opportunity to have their voices heard and their opinions acknowledged when making decisions that impact them.

The CSU Referendum Process is a legally binding decision-making process that allows students, teachers, and staff to express their opinions on key university topics. A referendum is placed on the ballot through this method, and if a majority of those who vote favor it, it becomes binding and must be adopted by the Board of Trustees. This procedure is intended to ensure that the institution makes decisions that reflect the majority of its stakeholders' interests.

The process utilized in this effort is an alternative consultation. Alternative consultation is an alternative to the referendum process to ensure appropriate and meaningful consultation from the campus community, particularly students, when adjusting a Category II mandatory fee, like the USU fee. Alternative consultation strategies are dependent on input from the student body association and the Student Fee Advisory Committee to ensure the process is transparent, and meaningful. The alternative consultation process is designed to 1) engage large portions of the student body; 2) educate students on the issues and components of the USU project; and 3) gather information that will shape the improvements to the USU.

## EXISTING CONDITIONS

The University Student Union at California State University, Long Beach originally opened in 1972 and was expanded in 1998 to provide a total of 166,000 gross square feet of indoor union space for students. Since B&D's last project was placed on hold in 2020 due to COVID-19, the University enrollment has decreased to right above 2019 levels. As a result, USU space per student declined from 4.16 square feet per student to 4.13 square feet. With enrollment projections currently fixed at a 1% increase year-over-year, space per student is expected to continue to decline to an estimated 3.18 square feet by the fall of 2030. This falls well below the industry standard of 7 to 10

square feet per student. An expanded USU will be necessary not only to accommodate the campus community's current needs but also the evolving student needs from a growing enrollment.

In addition to continuing infrastructure failures, the progression of COVID-19 induced distanced-learning led to the closure of the 50,000 square foot University Dining Plaza, the primary source of food service on campus. Containing seven food service vendors and approximately 18,000 square feet of seating, the loss of the UDP further complicates the process of returning campus life to full activities.

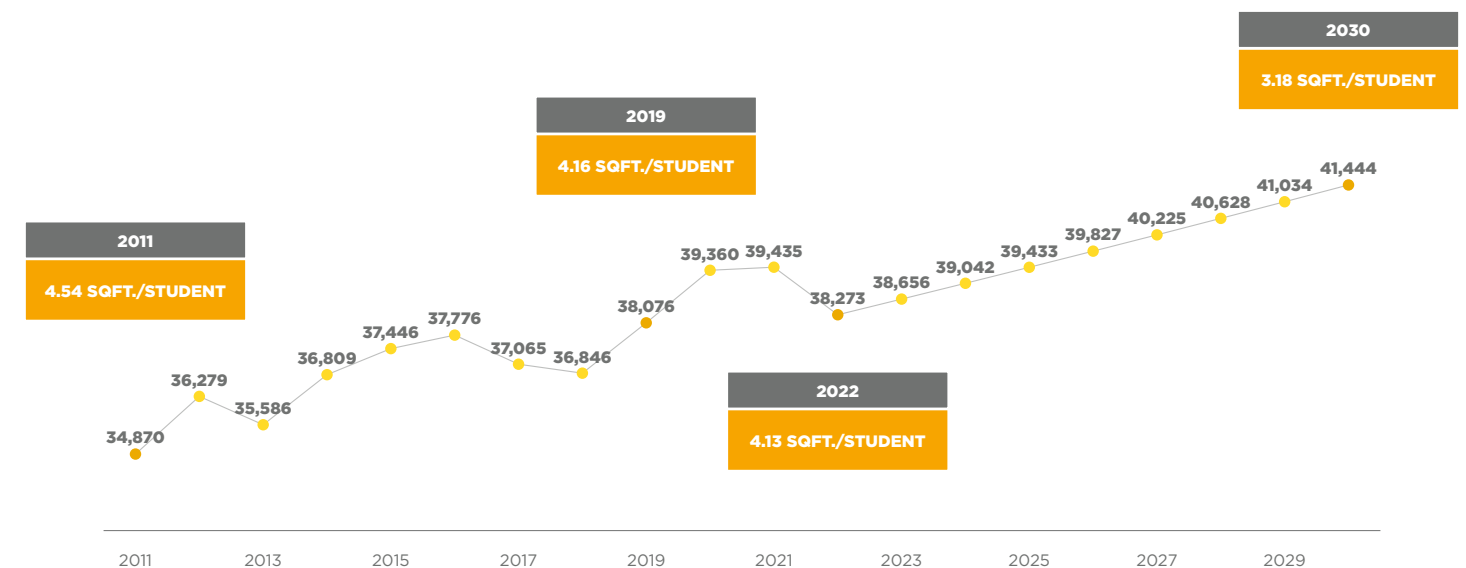


FIGURE 1: Historical, Current, and Projected USU Space per Student







## INITIAL AREAS OF FOCUS

- **Increased utilization:** Students rely on the USU to meet dining needs and on average spend about 51 minutes in the USU per visit, an increase from the 44 minutes per visit determined in a 2019 B&D study. An enhanced USU should incorporate additional support services for students, such as cultural student support and career services.
- **Students desire a variety of social spaces that will foster a sense of community both indoors and outdoors.** The lack of seating spaces within the USU emerged as a theme from B&D's project findings. Additional social space with comfortable seating will likely further improve the destination value of the USU.
- **Students value and prioritize improvements to the USU including addressing major maintenance concerns.**
- **The co-location, intentionality, and right-sizing of basic needs and wellness resources** is a high priority for the USU as service providers to CSULB students.

## WORK PLAN

B&D sought to provide value-based assessments and recommendations to support the ASI as it makes critical decisions to improve the existing campus facilities and programs. In addition to the extensive engagement efforts led by the CSULB ASI team, The Project Team conducted the following work plan as a part of this planning effort.

- Conducted **stakeholder engagement** to better understand their various experiences and perspectives of USU as well as larger institutional goals and initiatives;

- **Toured existing campus facilities** to gain a more robust understanding of the programs offered at CSULB's current union;
- Developed and analyzed a **web-based survey** to quantify activity preferences and usage patterns;
- Performed **financial analysis** of the project concepts to determine fee levels necessary for financial feasibility;
- Developed a series of **preliminary project concepts** based on demand projections;
- **Engaged LPA architecture firm** to provide renderings to support feedback efforts and co-lead stakeholder concept and charette sessions;
- Advised ASI in student engagement efforts focusing on optimizing **opportunities for unique student participation**

## LPA ARCHITECTURE

Providing architectural support to the effort is LPA, Inc. LPA is a multi-discipline firm focused on collaboration, inclusion and an integrated design process that connects building performance and design excellence. The firm breaks down the barriers between disciplines, drawing upon the expertise of the different teams—engineers, landscape architects, interior designers, planners—to find the best answers for each project. Since 1971, LPA projects and clients have been recognized with 357 AIA National, State and Component design awards for a remarkable 45 years in a row.





## RECOMMENDATIONS AND NEXT STEPS

B&D and ASI's assessment leads to the following recommendations:

- Due to projected enrollment growth and the closure of the University Dining Plaza (UDP), **the USU requires additional square footage to accommodate student needs.**
- Overwhelmingly, students report the lack of seating – namely, comfortable seating – as a chief concern of the existing USU. **Improvements to and the addition of seating is a significant need.**
- **The existing conditions demonstrate poor infrastructure that must be addressed to continue facility operations.**
- Evolving student behaviors suggested **an improvement to upgraded power needs in more student-centric spaces.**
- **Address chronic elevator and escalator concerns that exacerbate overall ADA access issues between upper and lower campus.**
- **Redistribution of student support spaces and administrative spaces is necessary** to increase visibility of student services.

For these reasons, B&D supports ASI's recommendation of a \$255 per semester student fee.

Next steps to accomplish such recommendation is to present the results of the comprehensive alternative consultation effort to the Student Fee Advisory Committee (SFAC) on April 28, 2023. If approved, by SFAC, the proposal advances to President Conoley for approval and adoption.

Also necessary, in collaboration with the Beach Building Services (BBS), is to conduct a feasibility study in Summer 2023. Assuming a positive outcome, the project should advance to the design and construction phase.





# THE “FUTURE U” CAMPAIGN

ASI respects the input of their students, faculty, and staff. CSULB is committed to improving people’s lives through expanding educational opportunities, championing creativity, and preparing leaders for a changing world. As a result of listening to the voices and concerns of the stakeholders, we have learned valuable information about how the ASI can enhance their spaces and programs to make them more inclusive and to help students flourish within these new improvements. We believe an emphasis on DEI efforts, improvements to facilities, and expansion of programs and activities offered around campus will allow for your students, faculty, and staff to fully engage with all the campus has to offer during their time at the University.

## SUMMARY OF ENGAGEMENT STRATEGIES

B&D and ASI successfully implemented a comprehensive outreach strategy for CSULB engaging their most important stakeholders, including students, faculty, and staff. By utilizing surveys, presentations, digital outreach, and social media, the university was able to gather valuable feedback on the preferences and opinions of these groups. Through this process, CSULB’s outreach efforts actively and passively connected with campus stakeholders 707,215 times, showcasing the university’s commitment to effectively engaging with their campus community.

Providing several channels for students, faculty, and staff (stakeholders) to communicate their ideas and concerns is vital in identifying the stakeholders’ overall wants and requirements. The following data, based on survey participation, demographics, satisfaction, space utilization, and improvements, is important for understanding the gravity of the changes and priorities stakeholders identified through survey responses.





# SURVEY ANALYSIS

## OBJECTIVES

B&D developed a web-based survey to test student, staff, and faculty preferences quantitatively and qualitatively for proposed improvements to the USU. Survey questions were designed to assess participants' knowledge of and satisfaction with the proposed concepts for new and improved USU spaces, amenities, programs, and services. Specific responses were sorted by various demographic characteristics to further analyze engagement patterns and identify any discrepancies in results.

## SURVEY PARTICIPATION

From December 5th to February 10th, the Cal State Long Beach community was invited to participate in the survey via an on-line link distributed via e-mail and social media. The survey received 7,555 entries, comprised of 90% students, 7% staff, and 3% faculty. The margin of error for the survey sample was +/- 3.08% at a 95% Confidence Interval, which indicates that if the survey were taken 100 times, 95 times the result would fall within +/- 3.08% of the current survey result.

## SURVEY DEMOGRAPHICS

Survey demographic data for the CSULB community was evaluated to determine which populations were being represented. Approximately 15% of respondents said they live in on-campus housing while the remaining students spent an average of 14 minutes on their one-way commute to the campus. Some additional demographics that were notable from the survey include:

The highest response rates came from juniors (27%) and seniors (26%), the lowest by sophomores (13%).

Participants report spending an average of 2 hours on campus outside of class or work per week, with 23% of participants reporting more than 4 hours per week.

## CURRENT UTILIZATION

According to the survey, participants typically visit the USU 2.2 times per week and spend approximately 46 minutes on an average visit. When comparing the frequency of visits with B&D's 2011 and 2019 survey findings, a pattern starts to emerge of decreased infrequent use combined with an increase in both more frequent use and in no use at all. As there is still an increase in on-line class offerings because of COVID disruptions,

this implies that while there is a decrease in total persons on-campus from 2019, those that are on-campus are more reliant on the spaces and services provided by the USU.

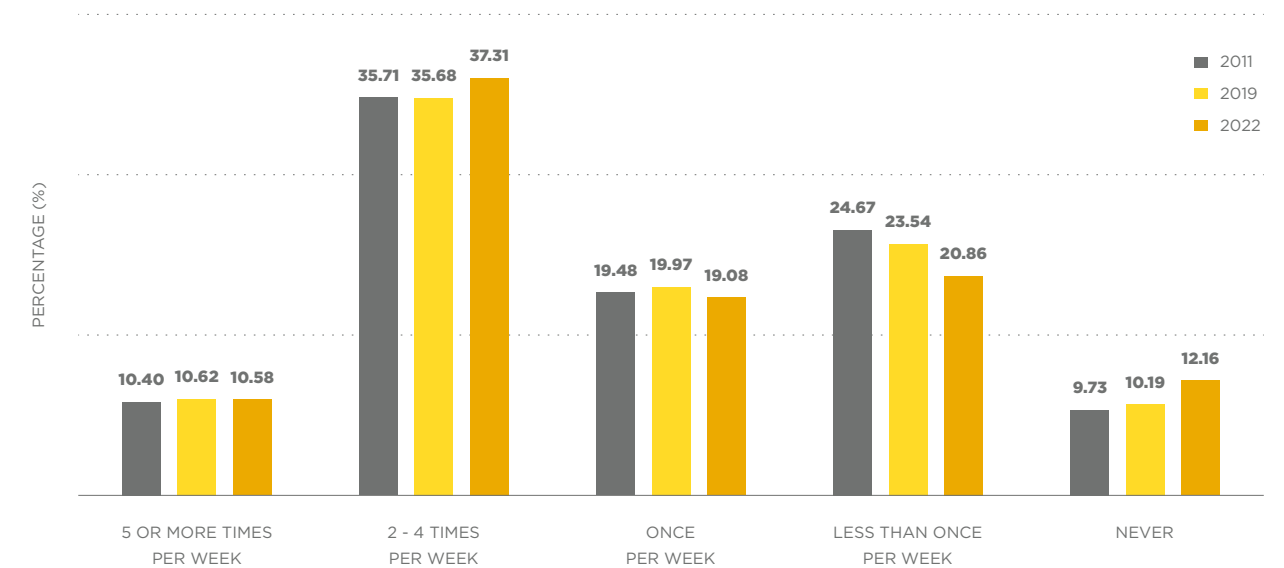


FIGURE 2: Comparison of USU Visit Frequency (2011 vs. 2019 vs. 2022 B&D Surveys)

When asked to indicate reasons why participants do not visit the USU more often, the top reasons are "Food options are limited" (42%) and "Building is too crowded" (39%), indicative of the loss of both food service vendors and seating space within the UDP, combined with growing enrollment.

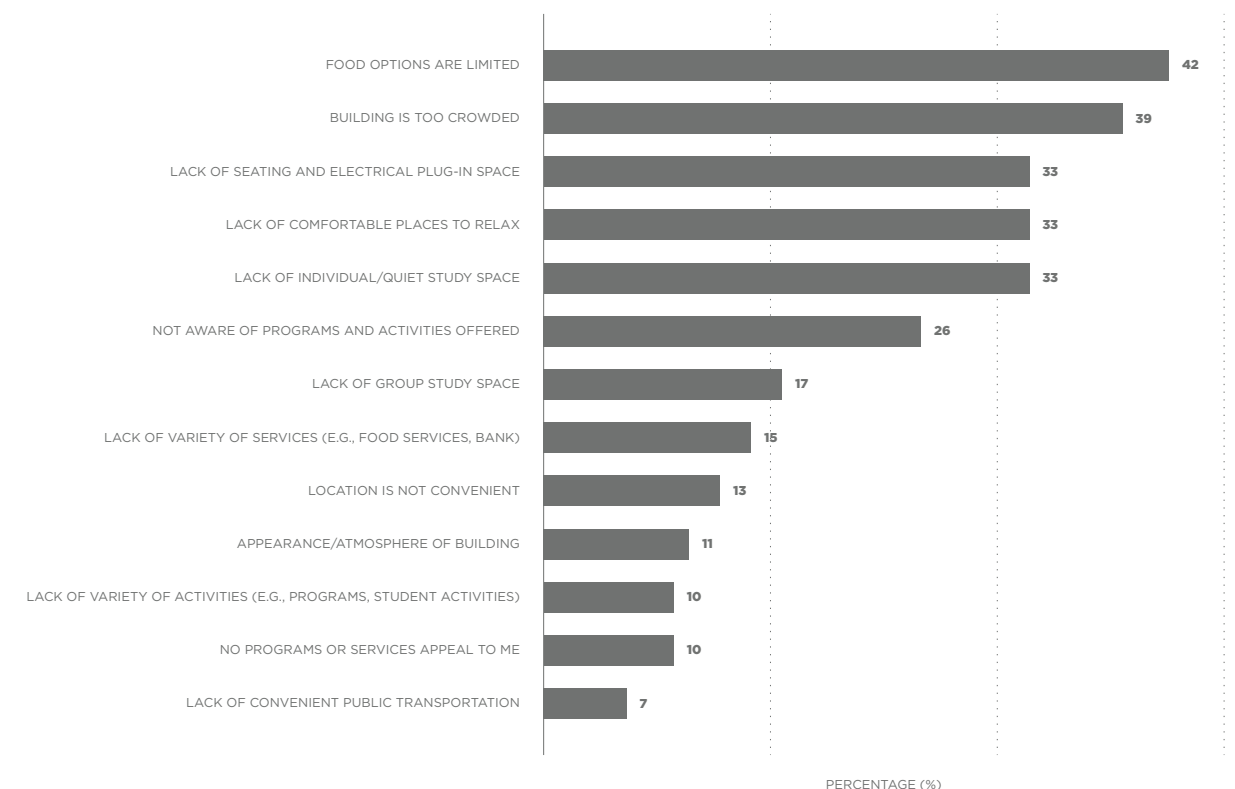


FIGURE 3: Reason participants do not use the USU more frequently



The priorities of greater quantity and quality of both food offerings and comfortable seating spaces was mirrored when participants were asked to identify the improvements necessary to the USU to increase both the frequency and duration of use. The top 2 responses were “Enhanced variety of food offerings” (54%) and “Comfortable places to study and relax” (52%), followed by “Enhanced quality of food offerings” (46%), “Increased quantity of food offerings” (40%), and “Access to better technology and power/electrical support” (40%).

### CONCEPT PREFERENCES

Various questions were asked to determine participants’ understanding and preferences pertaining to The Future U Concept Showcase and the proposed renovations and improvements for the University Student Union and University Dining Plaza site.

The top three favorite spaces in the proposed renovation and expansion concept indicated by survey participants are Pub (Nugget) – Ground Level (43%), Outdoor Dining & Lounge – Ground Level (41%), and Indoor / Outdoor Dining – Third Level (40.3%), with Wellness Center – Second Level (39.6%) just missing out.

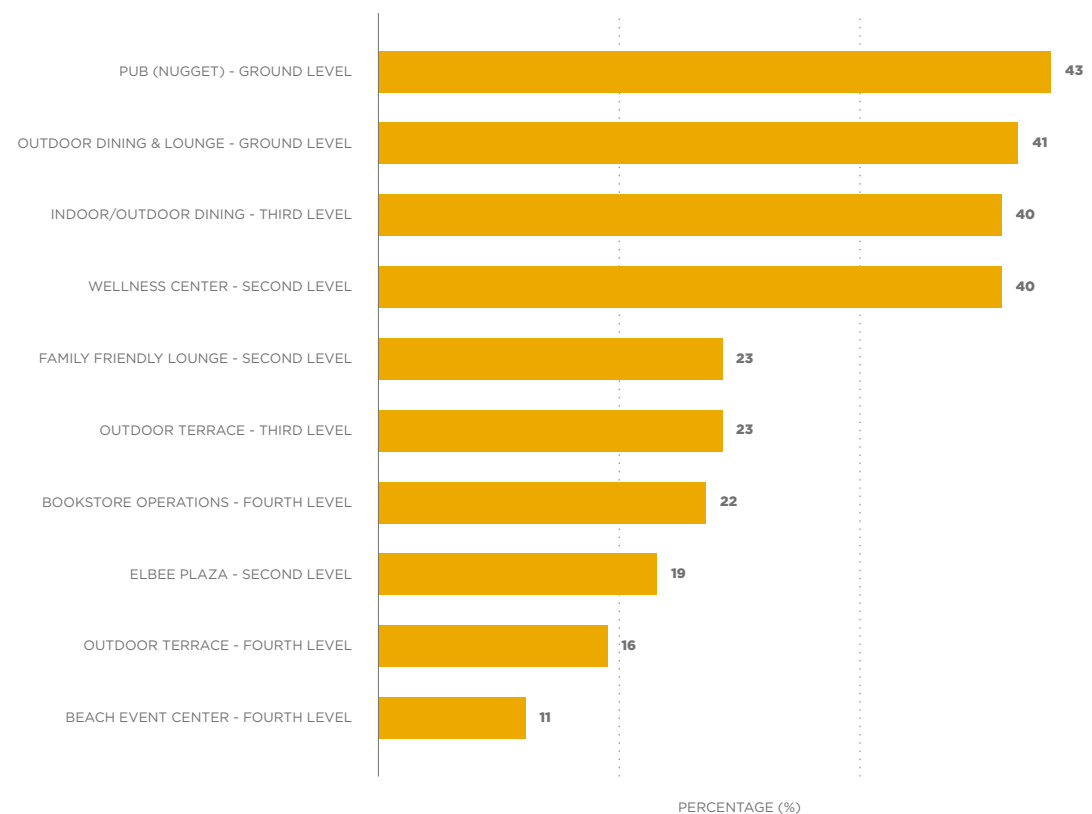


FIGURE 4: Future U Showcase Concepts Preferences

Participants were additionally asked to rate each concept piece on a scale of High Value/Moderate Value/Low Value/Very Low or No Value, with the same four space concepts making up those with the highest value.

### PROGRAM AND SERVICE PREFERENCES

In addition to desirable USU spaces, the survey also asked students to indicate their preferred programs and services in a new or enhanced USU. In contrast to the 2019 survey, where students’ top choices placed an emphasis on academic-related spaces, participants in the most recent survey place an emphasis on non-academic activities. While “Academic workshop / lectures” (31%) was the top pick, it was followed by “Cooking classes” (29%), “Music events / small concerts” (27%), and “Movie nights / screenings” (23%). This shift in desired usage, combined with the change in usage frequency and duration, leads to an increased demand in functionally diverse spaces that can be switched between different programmatic elements.

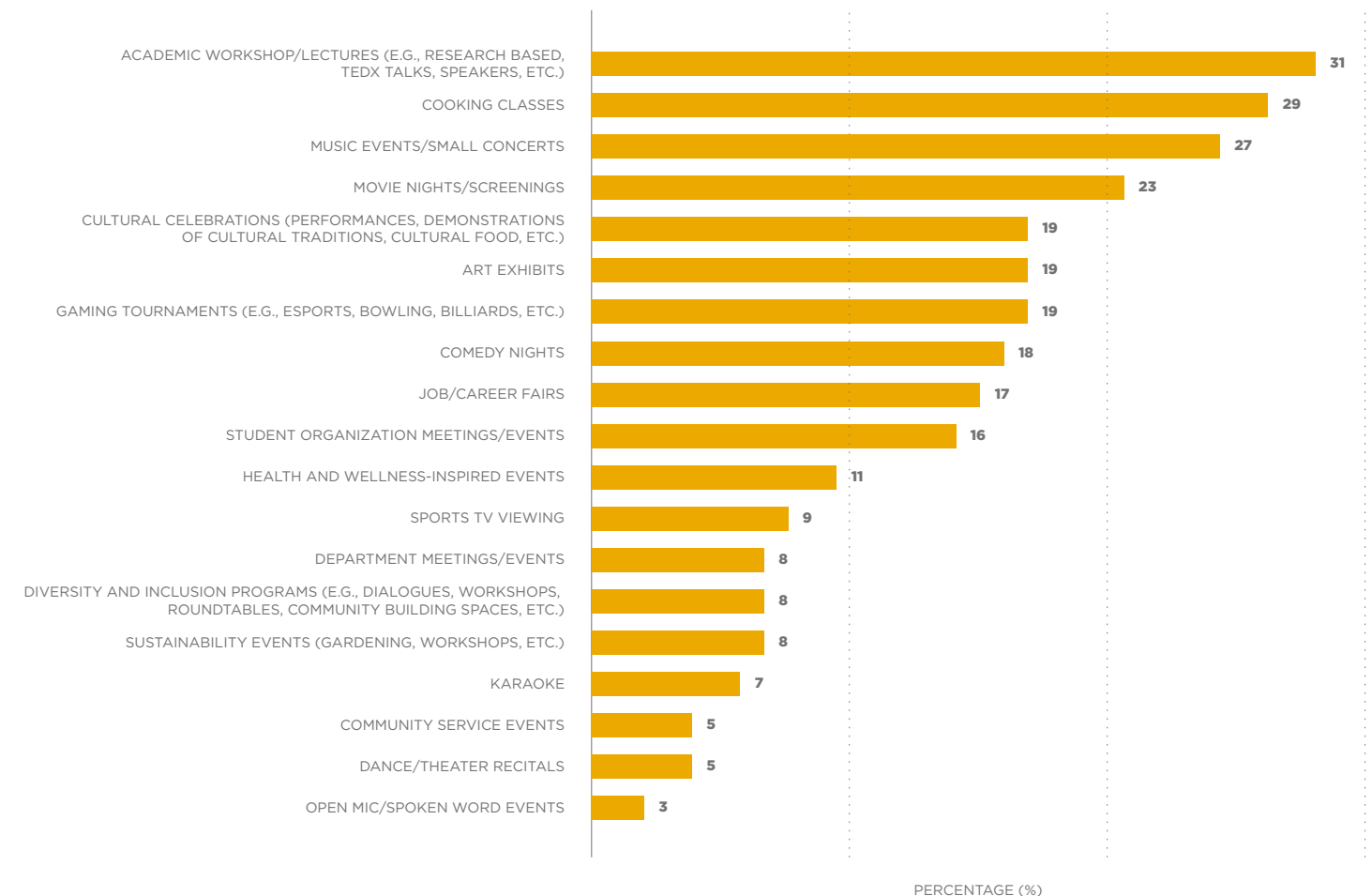


FIGURE 5: Desired Amenities



## USU INFRASTRUCTURE AND DEFERRED MAINTENANCE

Along with space concerns and a lack of food service providers, the USU has been faced with infrastructure issues due to age and use. This includes an approximately \$6.2M stop-gap project in 2018 to address failing mechanical, electrical, and plumbing problems.



Survey participants were asked if they had knowledge or experience with a set of infrastructure concerns. While 17% indicated no experience with these concerns, the top reported concerns were “Escalator not working” (37%), “Unstable Wi-Fi connectivity” (34%), and “No available electrical outlets” (27%). This follows the theme of accessibility championed by students along with the desire for comfortable, functional spaces.

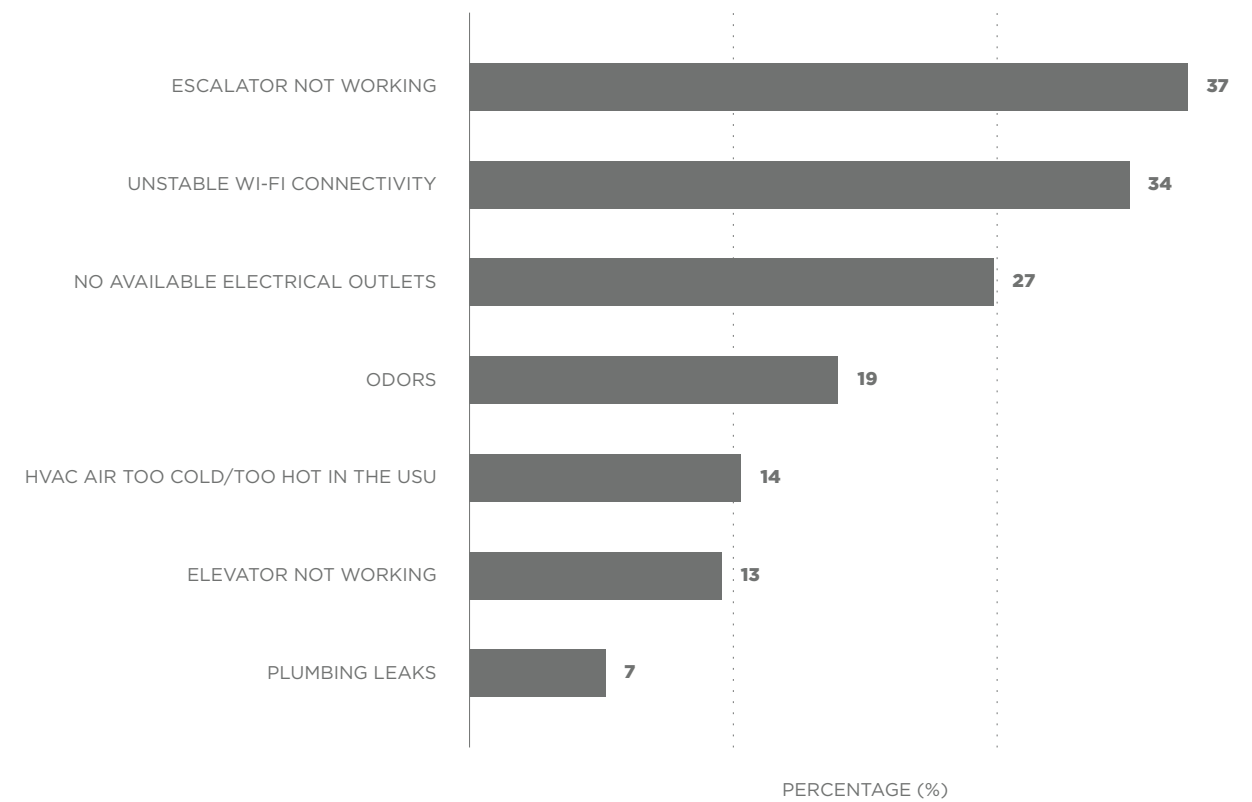


FIGURE 6: Student Infrastructure Concerns

When asked to indicate the value associated with USU renovation and expansion, 73% of survey participants select high or moderate value, and only 18% indicated that the project had low or no value at all.

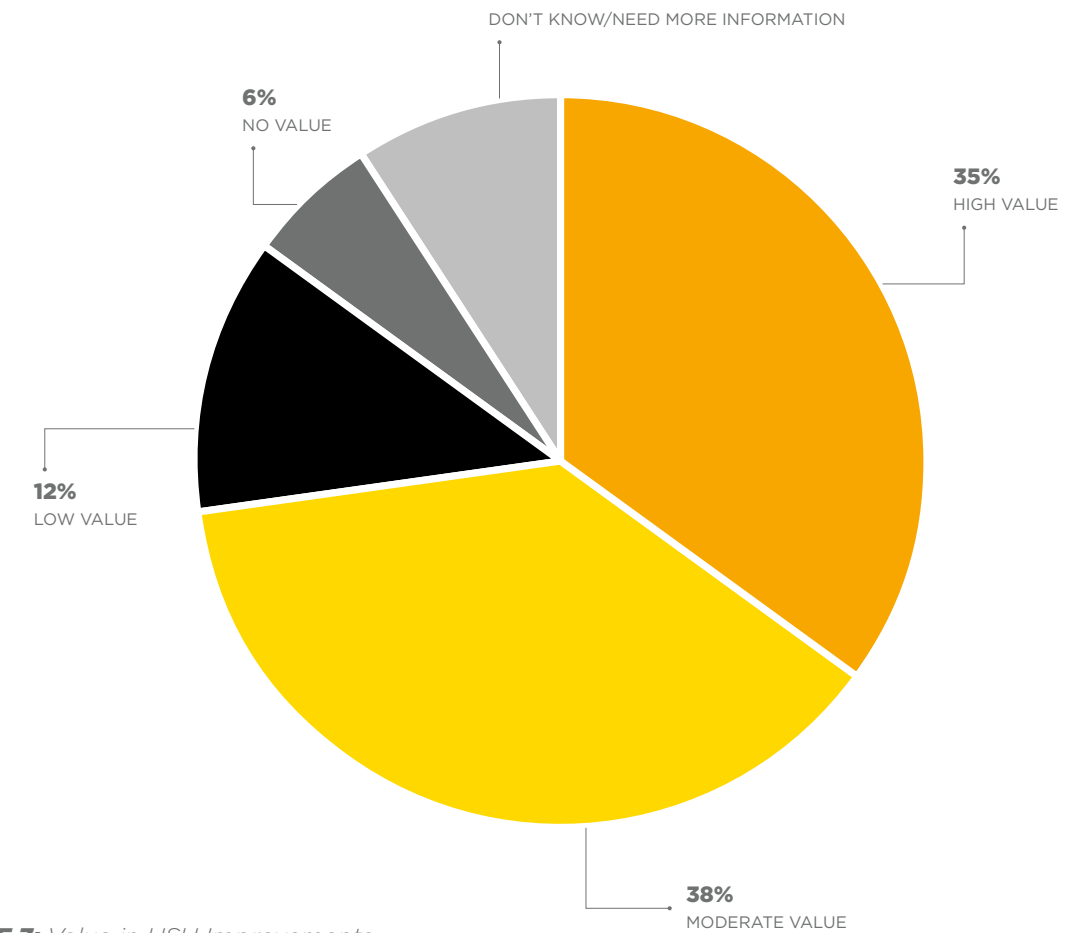


FIGURE 7: Value in USU Improvements

## USU POTENTIAL UTILIZATION

Given that an enhanced and improved USU was provided, students would visit the building about 3.9 times per week, a 77% increase from current facility usage, indicating that despite a decrease in absolute students on campus compared with 2019, the facility has the potential to attract additional foot traffic. Furthermore, students also suggested that their visit time will increase by 31 minutes if an improved facility was present, further increasing utilization as community members return to campus.

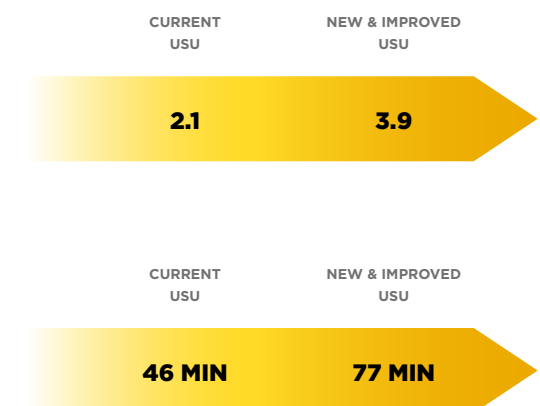


FIGURE 8: Potential USU Utilization



# DEMAND ANALYSIS

## OBJECTIVES

B&D's Demand-Based Programming (DBP) utilizes a proprietary model to formulate survey-measured demand for various activities into spatial requirements. The main objectives of the model are to prioritize these activities and recommend sizes for a variety of indoor and outdoor spaces based on their importance to students.

## METHODOLOGY

B&D's DBP model first projects the survey results for the frequencies and times of use of facilities. The model then refines the results by applying a discount factor to project total actual demand for each activity (the average difference between respondents' stated activity levels and their expected actual activity levels, based on B&D's past experience with similar surveys). Finally, the model translates these demand numbers into quantities of spaces, depending on the type of activity and the space required. The Demand-Based Programming model's output was then combined with information gathered from student interviews, discussions with University staff members, and B&D's professional judgment gained through experience on numerous other projects to determine final recommendations that accurately reflect student demand.

The final output of the DBP analysis outlines total activity space demand based on the relative priority of different activity types among survey respondents. These priorities are classified by both "Depth of Demand," representing the number of people who participate in an activity at least twice a week, and "Breadth of Demand," representing the number of people who participate in an activity, even if only occasionally. Therefore, the depth of demand illustrates the extent to which each activity is integral to the lifestyles of survey respondents, while the breadth of demand illustrates the general popularity of the activity throughout the total respondent population.

The output of the Demand-Based Programming analysis for the student population, including the Depth and Breadth analyses of facility demand and spatial recommendations, is provided in the summary of findings.

## SUMMARY OF FINDINGS

The preliminary demand output was developed through B&D's 2019 survey and included a demand analysis of the SRWC. Upon detailed evaluation, it was determined that the SRWC does not require major renovations and currently meets the general recreational needs of the student body. Findings also indicated that students agreed that USU

improvements should be prioritized over the SRWC. While there does remain a need to improve the offerings of space and services focused on wellness, ASI has determined to address that need with a wellness component in the USU. All demand findings were further refined through B&D's Spring 2022 survey.

- SATISFACTORY
- NEUTRAL
- UNSATISFACTORY

HOW SATISFIED ARE YOU WITH ASI'S OFFERINGS OF SPACES AND SERVICES FOCUSED ON WELLNESS?



HOW SATISFIED ARE YOU WITH ASI'S OFFERINGS OF SPACES AND SERVICES FOCUSED ON FITNESS & RECREATION?



FIGURE 9: SRWC Satisfaction, B&D survey 2019

Based on student activity spaces ranked by depth and breadth of demand, the priorities identified through high depth and breadth are lunch food area, outdoor social space, coffeehouse, and quiet study lounge. Overall, students' space demand, other than for "coffeehouse", were generally similar to previous demand findings. The depth and breadth of demand for coffeehouse increased by more than 10 percentage points, demonstrating that the concept is now seen as more integral within the USU. Given the significant demand for lounge space (both quiet and social), B&D believes that the overall need for more seating in the building is being reflected in the demand for coffeehouse space, as well.

Peak demand is developed through analysis of projected participation numbers and B&D's planning rules of thumb for individual activity types. The current campus enrollment of 39,890 was also used to project space demand and extrapolated from the total number of survey participants. B&D recommends that the highest priority spaces (based on depth and breadth of demand) be accommodated to a greater extent than lower priority spaces. The first priority activities are recommended to be provided at 80% to 90% of peak demand, second priority activities at 60% to 70%, third priority



activities at 40% to 50%, fourth priority activities at 25% to 35%, and fifth priority activities at 10% to 20% of peak demand.

As a first priority space, the DBP projections resulted in a food area demand of 80% to 90% of the total peak demand, or 24,900 to 28,200 square feet, respectively. Taking the existing USU dining square footage into consideration, the demand model projects an additional demand of up to 23,500 square feet would be needed to meet the needs for food service space. Furthermore, the analysis also illustrated the demand for coffeehouse, study space, lounge space among a list of concepts tested in the survey (figure 18). The projected demand for the aforementioned categories translates to, at the minimum, 31,200 square feet of additional space in the USU. These projection numbers further echo previous findings that the general student population display an increasing interest for USU features that can effectively prolong their usage of the building. Generally, the DBP results and prioritization of activity spaces align closely with both quantitative survey data and qualitative focus group feedback the Project Team received.



ACTIVITY	SPACE ALLOCATION BASED ON PRIORITIZATION		EXISTING SPACE	DIFFERENCE	
1) SIT AND STUDY (QUIET): QUIET STUDY LOUNGE, SMALL GROUP STUDY ROOM	14,700	to 17,600	0	(14,700)	to (17,600)
2) SIT AND RELAX (SOCIAL): LOUNGES/SOCIAL GATHERING AREAS, COMMUTER LOUNGE	9,700	to 12,100	9,900	200	to (2,200)
3) CONVENIENCE STORE, SMALL GROCERY STORE	8,200	to 9,600	1,140	(7,060)	to (8,460)
4) FOOD SERVICE - LUNCH	24,900	to 28,200	4,700	(20,200)	to (23,500)
5) WELLNESS SPACE: WELLNESS ONE-STOP SHOP, NAPPING AREA	10,500	to 13,500	0	(10,500)	to (13,500)

ACTIVITY	SPACE ALLOCATION BASED ON PRIORITIZATION		EXISTING SPACE	DIFFERENCE	
1) FOOD AREA - LUNCH	24,900	to 28,200	4,700	(20,200)	to (23,500)
2) OUTDOOR SOCIAL SPACES	14,000	to 15,900	41,200	27,200	to 25,300
3) COFFEEHOUSE	15,200	to 17,300	1,100	(14,100)	to (16,200)
4) QUIET STUDY LOUNGE	11,700	to 13,800	0	(11,700)	to (13,800)
5) CONVENIENCE STORE/SMALL GROCERY STORE	4,200	to 4,900	0	(4,200)	to (4,900)
6) CONVENIENCE STORE/GRAB-AND-GO	4,000	to 4,700	1,100	(2,900)	to (3,600)
7) LOUNGES/SOCIAL GATHERING AREAS	4,300	to 5,400	9,900	5,600	to 4,500
8) COPY/PRINT AREA	1,200	to 1,500	0	(1,200)	to (1,500)
9) COMMUTER LOUNGE	5,400	to 6,700	0	(5,400)	to (6,700)
10) NAPPING AREA (IN USU)	7,800	to 9,700	0	(7,800)	to (9,700)
11) SMALL GROUP STUDY ROOMS (6-8)	3,000	to 3,800	0	(3,000)	to (3,800)
12) FOOD AREA - BREAKFAST	3,300	to 4,600	4,700	1,400	to 100
13) CAMPUS BOOKSTORE	700	to 900	0	(700)	to (900)
14) FOOD AREA - DINNER	2,900	to 4,000	4,700	1,800	to 700
15) WELLNESS ONE-STOP SHOP	2,700	to 3,800	0	(2,700)	to (3,800)
16) BEACH PANTRY	800	to 1,100	350	(450)	to (750)
17) CRAFTS/ARTS CENTER	2,800	to 3,900	0	(2,800)	to (3,900)
18) INNOVATION CREATIVE SPACE	2,300	to 3,200	0	(2,300)	to (3,200)
19) ESPORTS GAMING LOUNGE	900	to 1,900	0	(900)	to (1,900)

FIGURE 10: USU Demand and Existing Space Reconciliation



# OUTLINE PROGRAM

## USU/ 49ERS DINING ASSESSMENT

The purpose of this analysis was to perform a high-level assessment of the synergies between CSULB’s two primary dining programs offered through the USU and the former UDP, which was closed during the COVID-19 pandemic. Consisting of ~34,000 SF of food service and dining seating and 7 outside vendors, the loss of the UDP has created unique challenges for students on a daily basis. Also, to better understand how well the USU is responding to student needs, the assessment included a detailed analysis of students’ general perceptions and experiences with the dining services, vendor options, price points, and space needs. The following analysis is primarily informed by stakeholder feedback and survey data but is not intended to be a comprehensive dining assessment with regard to operations.

While the dining program at the USU and the UDP did overlap in a few areas, overall, there exists significant opportunities for the two programs to operate complementary within an expanded USU. Not only did the UDP offer cuisine types that are largely dissimilar to the USU, but it also provides a higher variety in restaurant styles. The following is a list of the food options previously provided in the University Dining Plaza:

- |                      |                                    |
|----------------------|------------------------------------|
| <i>THE BEACHWALK</i> | <i>OPA! GREEK &amp; OLE! TACOS</i> |
| <i>THE CHARTROOM</i> | <i>PANDA EXPRESS</i>               |
| <i>HIBACHI SAN</i>   | <i>STARBUCKS</i>                   |
| <i>THE NUGGET</i>    | <i>SQUEEZE ME</i>                  |

In addition to a food court with vendor stalls providing high speed of service to accommodate students’ busy class schedules, the UDP also offered The Chartroom, a buffet-style restaurant, and The Nugget, an entertainment sports pub, for students who wish to have a dine-in experience. Both of these types of food experiences are not provided in the USU. Based on B&D’s assessment, the dining programs at the UDP and the USU offer complementary services and should continue to operate in tandem to maximize value to students. However, given the nature of The Nugget’s dine-in experience, B&D believes this could pair well within an expanded USU adjacent to active social lounge areas or entertainment spaces like an e-sports gaming lounge.

Consistent with survey feedback and student engagement efforts, it was also identified that the USU and the UDP were meeting students’ dining needs successfully. When asked about the restaurant type they most frequently visit, students listed the following options: burgers & fries, Latin/Mexican cuisine, Italian cuisine/pizza, sandwiches, and Chinese cuisine, aligning perfectly with dining options at the USU and the UDP. In terms of new dining components desired by students, focus group participants expressed an interest in new vendors that are located off campus that students frequently visit, such

as In-n-Out, Chipotle, and Flame Broiler. Contractual agreements with vendors, such as the aforementioned options, can be investigated in more detail but B&D does not believe it is essential to include these options on campus until a more detailed food and retail assessment is performed. Students are currently provided with a diverse array of food options and the addition of a new vendor should potentially only be met with the removal of an existing vendor due to limited space.

B&D’s fall 2019 survey also tested where students most often eat on campus. According to survey responses, both the UDP and the USU appear to be well-utilized. Of the most popular places to eat for breakfast, lunch, or dinner, the UDP dining programs were mentioned six times, and USU programs were mentioned five times. In general, students relied heavily on the USU and the UDP to fulfill their dining needs and the location of both food service programs adjacent to one another in the core of campus provided great convenience.

BREAKFAST	LUNCH	DINNER	SNACK
STARBUCKS (LIBRARY)	PANDA EXPRESS	NUGGET GRILL & PUB	BEACH HUT
STARBUCKS (UDP)	NUGGET GRILL & PUB	PANDA EXPRESS	BOOKSTORE
COFFEE BEAN & TEA LEAF	CARL’S JR.	RESIDENCE DINING	CANDY CORNER
NUGGET GRILL & PUB	SUBWAY	EL POLLO LOCO	VENDING MACHINE

**FIGURE 11:** Campus Location Where Students Most Often Eat, B&D survey 2019

According to 2019 survey responses, on-campus students are typically closest to the library during a typical day on campus at the University. Conversely, off-campus students alternate between different locations but are commonly found near the USU and UDP during lunchtime, suggesting it is possible that this population commonly eats near or at the USU, making them a potential captive market for USU and UDP dining options.

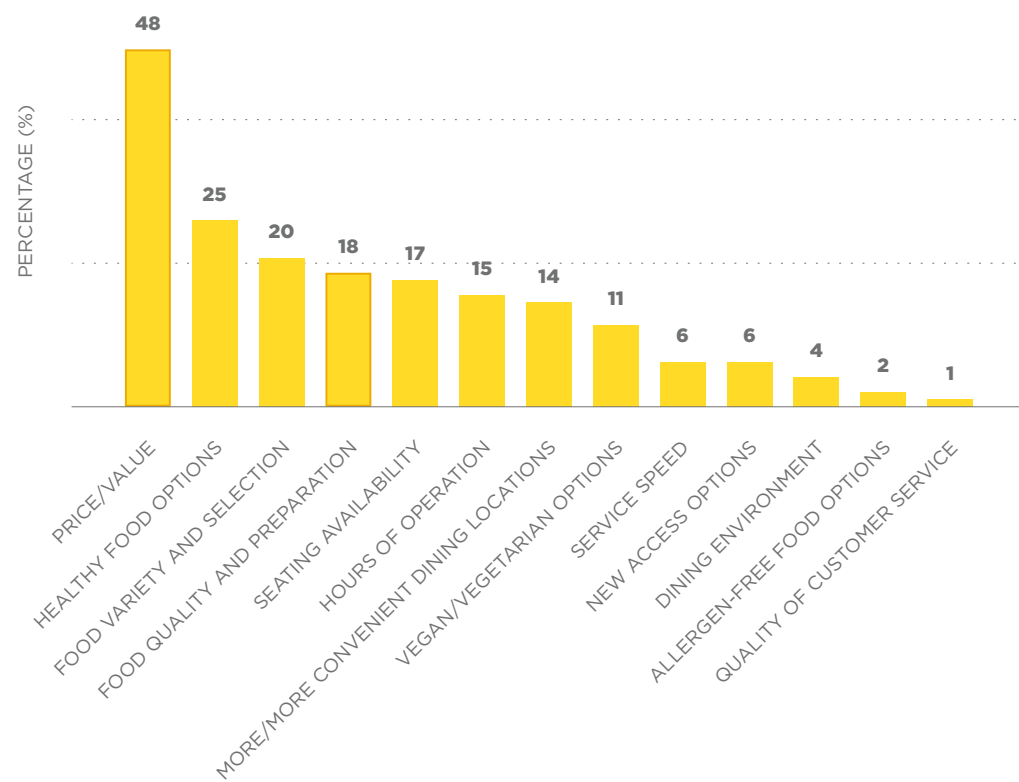
DECISION FACTORS	%
QUALITY OF FOOD	93%
PRICE POINT	92%
PROXIMITY TO CAMPUS	81%
SPEED OF SERVICE	80%
QUALITY OF SERVICE	79%

**FIGURE 12:** Top Five Dining Decision Factors, B&D survey 2019



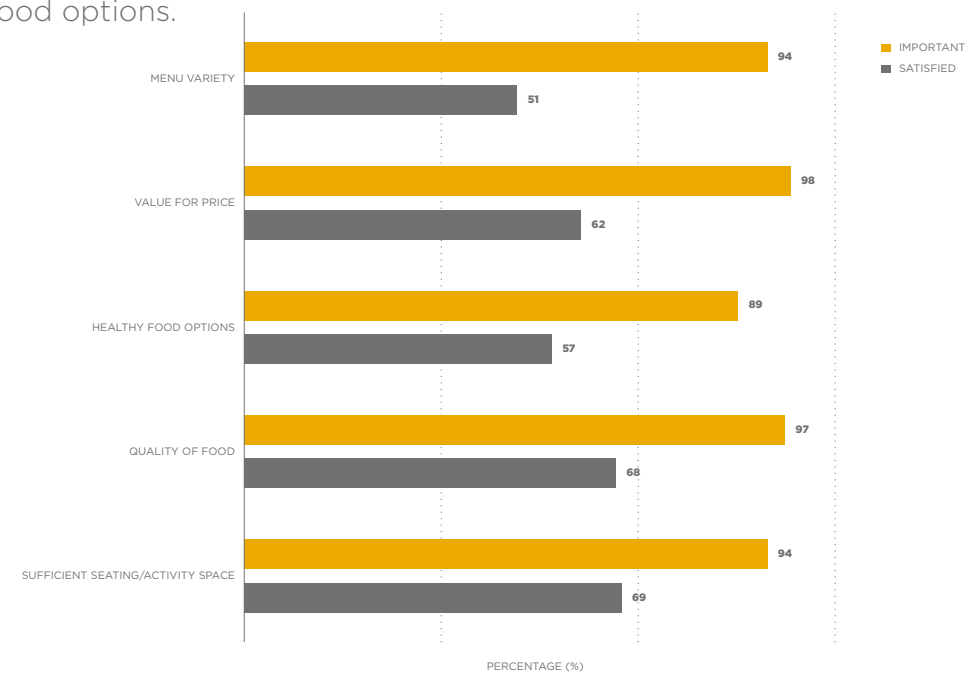


**FIGURE 13:** Areas of Improvements Compared to Off-Campus Locations, B&D survey 2019



One consideration that came out of B&D's spring 2022 survey is the increased importance to replace the dining services that had been offered in the UDP along with improvements. Participants were asked to rate both the importance and their satisfaction with a variety of dining factors. When considering the difference between importance and satisfaction, menu variety becomes the most factor, followed by value for price and healthy food options.

**FIGURE 14:** Dining factors importance and satisfaction, B&D survey spring 2022







## STAKEHOLDER FEEDBACK

In support of the quantitative information gathered, stakeholder engagement provides a rich, qualitative component to data collection to develop a full picture of the existing and future conditions of the USU.

## STAKEHOLDER INTERVIEWS

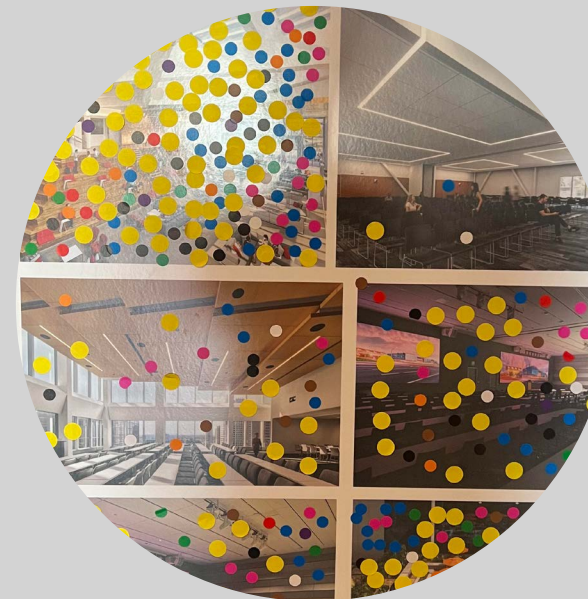
B&D engaged USU stakeholders in a series of discussions to learn more about current and future special and programming needs. Specific groups included: Wellness, Basic Needs, Career Development, 49ers Shops, Student Government, Staff and Faculty Representatives, SRWC, Student Health Services, Housing, Student Life & Development, Bob Murphy Access Center, Beach Building Services, Student Health Center, and USU tenants. Themes emerging from these conversations included:

- Outgrowth of current spaces.
- The need for intentional co-location of services. This strategic choice allows for stronger partnerships, efficient use of resources, and student awareness and outreach.
- Increase visibility of programs and services. To accommodate shifts in student behaviors, service providers must be front and center, where students practically “stumble upon” specific resources one needs for success; this should be a factor in determining new location in enhanced USU.

## STAKEHOLDER CHARETTE SESSIONS

ASI coordinated a 25-person stakeholder group to engage in a series of iterative project sessions from August – November 2022, facilitated by B&D and LPA. In these sessions, stakeholders provided valuable perspective regarding how an enhanced USU can meet future student needs through discussions and interactive activities.

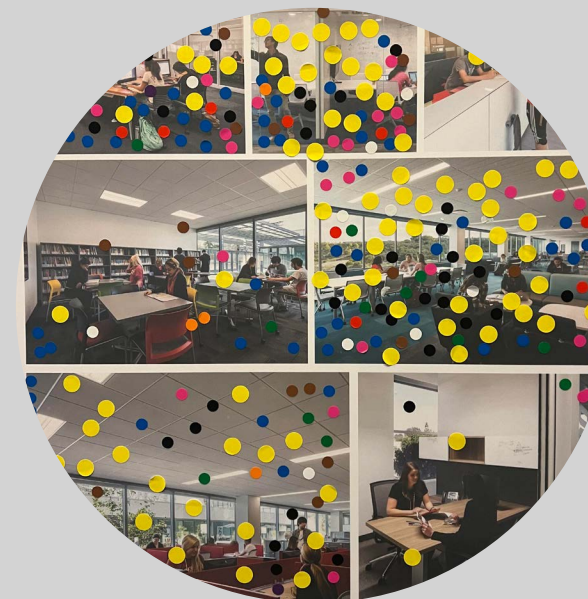
### EVENT + GATHERING



### FOOD + DINING + RECREATION



### CAREER CENTER + PROFESSIONAL SERVICES + WORKPLACE



### BASIC NEEDS + WELLNESS



FIGURE 15: Stakeholder Activity Session Photos





## ASI CAMPAIGN ENGAGEMENT

ASI has demonstrated a commitment to transparency and collaboration through their exceptional efforts in stakeholder engagement on the “Future U” USU project. Between November 2022 and February 2023, using a variety of channels, including email, newsletters, and website comment forms, the university connected with campus stakeholders 32,907 times through these channels. This level of engagement is reflective of the university’s commitment to listening to the needs and opinions of their community and in alignment of the appropriate and meaningful consultation as expected in an alternative consultation process.

## SOCIAL MEDIA ENGAGEMENT

As part of the alternative consultation campaign effort, ASI launched a social media campaign aimed at gathering feedback from the campus community regarding improvements to the USU. Through 23 engaging posts across popular social media platforms such as Instagram, Facebook, and Twitter, ASI connected with stakeholders 567,021 times.

TARGETED OUTREACH	ENGAGEMENT
FOOD SURVEY (SPRING)	2,419
CURRENT SURVEY (22-23')	7,555
ONLINE FEEDBACK FORM	1,375
ASI BEACH PANTRY (SURVEY)	29
EMAIL CAMPAIGN	2,166
<b>TOTAL OUTREACH ENGAGEMENT</b>	<b>13,544</b>

**Table 1:** Summary of ASI Future U Social Media Engagement

## ASI “FUTURE U” WEBSITE

The ASI “Future U” website provides comprehensive information regarding the campaign effort. Information regarding the history of the USU, the current project efforts, LPA architectural renderings, and a robust FAQ portion ultimately had 18,623 views with 16,529 unique views.

WEBPAGE	UNIQUE PAGEVIEWS
ASSOCIATED STUDENTS	7,554
ASSOCIATED STUDENTS: FUTURE U PROJECT SURVEY	5,754
ASSOCIATED STUDENTS / COMMENTS	1,036
ASSOCIATED STUDENTS / CONNECT	153
ASSOCIATED STUDENTS / UPCOMING EVENTS	133
ASSOCIATED STUDENTS / FREQUENTLY ASKED QUESTIONS	178
ASSOCIATED STUDENTS / FUTURE U RENDERING	125
ASSOCIATED STUDENTS / HISTORY	61
ASSOCIATED STUDENTS / GALLERY EXAMPLE	3
<b>TOTAL UNIQUE PAGEVIEWS (PASSIVE)</b>	<b>14,997</b>

**Table 2:** Summary of ASI Future U Webpage Unique Pageviews





## ASI ENGAGEMENT EVENTS

ASI's commitment to gathering community feedback is demonstrated by the wealth of Future U engagement events hosted to bolster awareness of and solicit feedback / engagement in the USU planning efforts. Events like Smorgasport, Future U, Winter Wonderland, Back to the Beach, ASI Night, Week of Welcome, and Future U Fun Fest served as opportunities for campus community members, particularly students, to actively engage with ASI leadership and B&D team members. Through these events, a total of 4,499 stakeholders provided valuable feedback regarding concerns and suggestions for improvements to the USU.

This feedback was necessary for the effort to refine conceptual designs and to provide guidance and direction. Activities such as the Furniture Poll helped give characterizations and examples of what students mean when they selected "comfortable" on a survey or noted on a comment card. And Heat Maps offered in the Future U Showcase are built on top of the initial concepts generated in the Stakeholder Charettes to ensure flexible spaces that are able to best serve the diverse community when they have need. The Ranking Buckets Activity, held at the Games Center, allowed students to rank and prioritize the resources they would like to see in the future USU, while the SRWC Lobby Outreach produced student-provided examples of a range of spaces and activities that had previously been identified through surveys.

This level of engagement fosters a sense of community and contributes to the long-term success and sustainability of the university. By prioritizing community outreach, ASI's efforts reinforce its dedication to serving the needs and interests of its stakeholders and to fulfill their obligation of appropriate and meaningful consultation.



# SUMMARY OF ASI FUTURE U CAMPUS ENGAGEMENT EVENTS

OUTREACH	UNIQUE ENGAGEMENT (ACTIVE) IN-PERSON CONTACT AND SURVEY PARTICIPATION	UNIQUE ACTION (ACTIVE) ENGAGED WITH THE PROJECT THROUGH DIGITAL ACTION (I.E., CLICK, COMMENT OR SHARE)	TOTAL IMPRESSIONS (PASSIVE) VIEWED INFORMATION ABOUT THE PROJECT (I.E., OPENED AN EMAIL, VISITED THE WEBSITE, OR LIKED/REACTED TO SOCIAL POST)	TOTAL OUTREACH (PASSIVE) TOTAL OUTREACH EFFORT (I.E., EMAILS SENT, WEB VIEWS, SOCIAL MEDIA VIEWS)
<b>PROJECT EVENTS</b> SMORGASPORT, THE FUTURE U KICK-OFF, WINTER WONDERLAND, BACK TO THE BEACH WEEK, ASI NIGHT, AND THE FUTURE U FUN FEST FINALE	4,499			
<b>UNIVERSITY DINING PLAZA (UDP)</b> UDP OPEN DAILY, FOR SEVERAL MONTHS, AND PROVIDED AN ENGAGING OVERVIEW OF THE PROJECT AND OPPORTUNITIES TO PROVIDE FEEDBACK	2,258			
<b>DIGITAL OUTREACH</b> EMAILS, NEWSLETTERS, AND THE WEBSITE COMMENT FORM		4,223	32,907	121,571
<b>WEB</b> UNIQUE AND TOTAL PAGE VIEWS			16,529	18,623
<b>SOCIAL</b> TOTAL IMPRESSIONS FOR ALL POSTS, VIDEOS, AND STORIES ACROSS ALL THREE PLATFORMS (INSTAGRAM, FACEBOOK AND TWITTER), PLUS LIKES AND SHARES		2,464	3,953	567,021
<b>IN-PERSON OUTREACH</b> IN-PERSON OUTREACH INCLUDES PRESENTATIONS AND TABLING EVENTS	1,056			
<b>SURVEYS</b> SURVEYS INCLUDE THE SPRING FOOD SURVEY, THE FALL/WINTER FUTURE U SURVEY, AND A BRIEF PANTRY SURVEY	10,003			
<b>TOTAL</b>	<b>17,816</b>	<b>6,687</b>	<b>53,389</b>	<b>707,215</b>

Table 3: Summary of ASI Future U Campus Engagement Events





## RECOMMENDED PROJECT FINANCIALS

### \$261.9M SRB FINANCING

Current Semester Fee: **\$220**  
 Additional New Fee: **\$255**  
 Total Semester Fee: **\$475**  
 Fee Increase begins **Fall 2025**

### SINGLE PROJECT 50,000 SF NEW

Medium/High Renovations throughout USU

■ <b>Project Cost:</b>	<b>\$302.6M</b>
■ Reserve Contribution:	\$10M
■ Future U Contribution:	\$59.3M
■ <b>Total Project Cost to Finance:</b>	<b>\$261.9M</b>

# FINANCIAL ANALYSIS

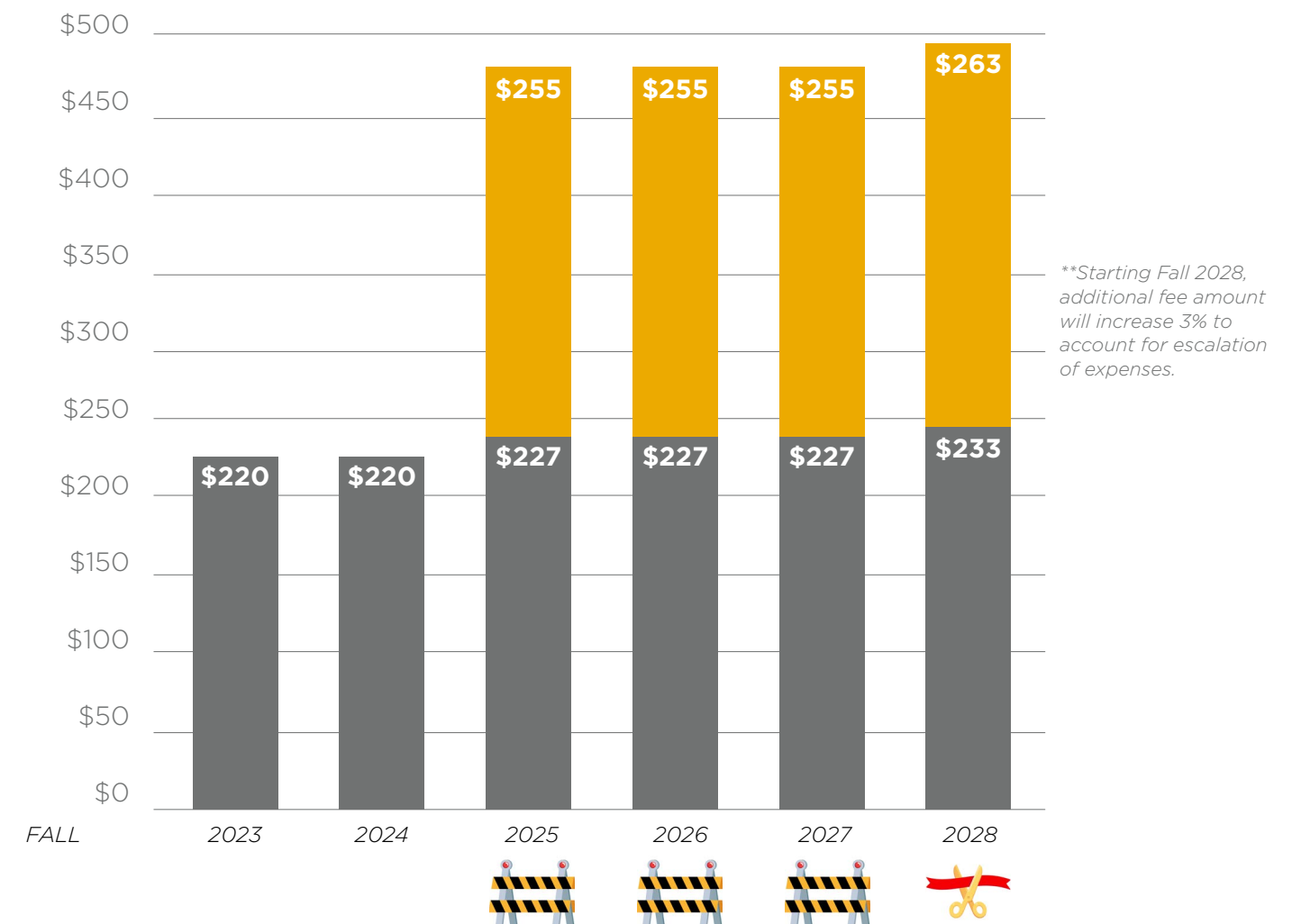
A financial model was developed to determine the capital cost and student fee necessary to operate and retire debt. Phasing is a preferred method of construction delivery to ensure coverage for students dependent on the provided spaces and services, however, the associated increase in total project costs is a consideration as the total cost to attend university is a decision driver.

Three construction scenarios were tested:

- Total renovation and expansion as a single project
- Renovation and expansion achieved as a phased project
- Renovation and reduced new construction as a single project

The USU is funded through the Cal State Long Beach Student Body Center fee, which is currently \$220 per semester, with existing debt attached to the USU set to retire in 2027. The Student Recreation and Wellness Center opened in 2010 and is also under the purview of ASI and funded through the Student Body Center Fee. The enrollment for fall 2023 is 38,460 total students, with university projections set at 1% year-over-year growth. Within the CSU System, Long Beach currently ranks as 15th lowest in terms of Student Center fees and 20th lowest regarding total mandatory fees. In consultation with ASI, B&D set a target of 1.1 debt service coverage ratio for future operations across the ASI system. It is assumed that the project would be financed over 30 years with a 5.9% interest rate and additional financing costs of 1.00%. All scenarios were tested with an anticipated opening in fall 2028. The recommended project entails 50,000gsf of new construction and significant renovation to the existing USU in a single phase to best balance total fee impacts. The financial components of the recommended project are shown on the right.

## RECOMMENDED PER SEMESTER FEE INCREASE SCHEDULE





# FINAL RECOMMENDATION

As a result of B&D's comprehensive advisory services and architectural concept development support from LPA, the following concept and program is developed. Many concepts were considered during the iterative feedback process with campus stakeholders with the proposed concept taking that feedback into consideration alongside survey information, outstanding facility needs, and the demand analysis.





## APPROACH

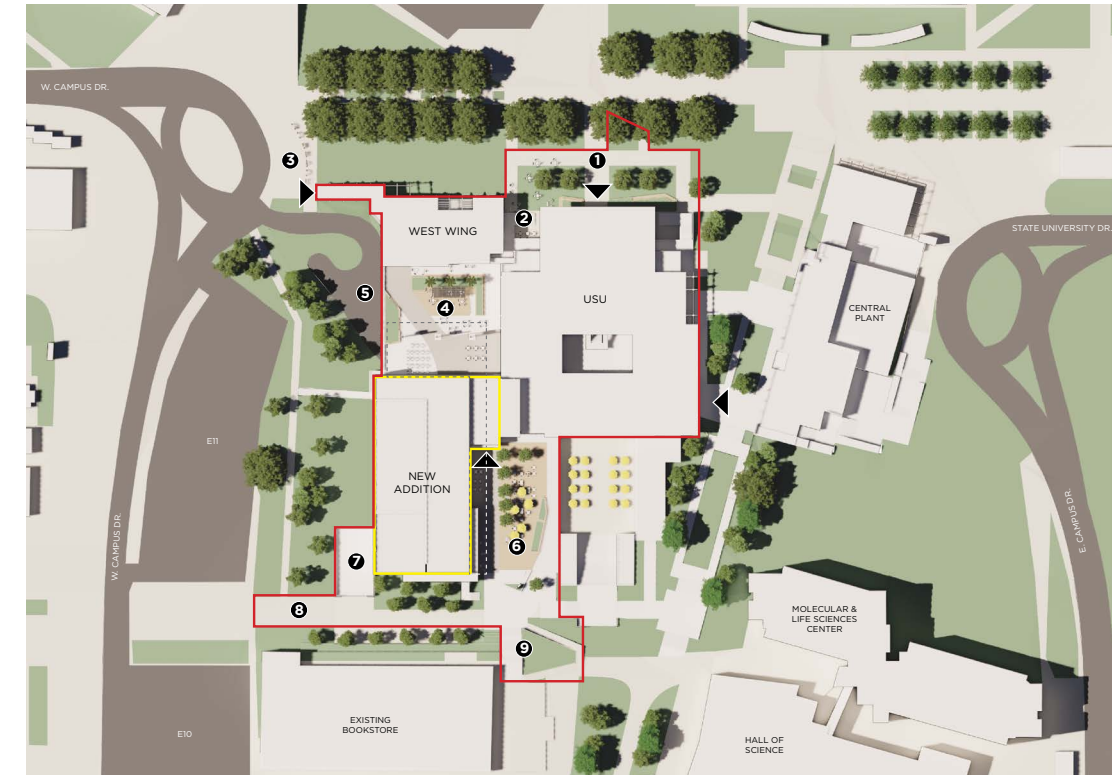
With the assistance of LPA, B&D developed a project concept through a series of conceptual exercises to advise ASI on future USU renovations and expansion. The project concepts were formulated upon B&D's 2019 demand analysis, holding stakeholder interviews, a series of stakeholder charettes, projecting estimated costs, as well as by utilizing B&D's prior experience advising comparable projects across the nation. In addition to prioritizing the return of food service offerings to pre-2020 levels, the iterative feedback sessions reinforced the community's desire for comfortable, functional spaces that foster interaction.

## PROPOSED USU CONCEPT

The project team developed a conceptual layout designed to address USU infrastructure concerns as well as improvements through a combination of renovations and expansion. A variety of areas on every floor require renovation to meet the deferred maintenance concerns and the needs of the general student population, as well as ASI, student organizations, and other tenants within the USU. The project was designed to incorporate \$24M in escalated deferred maintenance as reported in the 2019 ISES Facilities Condition report.

- 1 USU ARRIVAL/SOCIAL PLAZA
- 2 PUB ENTRY
- 3 GO BEACH PLAZA
- 4 ELBEE PLAZA
- 5 EXISTING SERVICE ACCESS
- 6 DINING TERRACE
- 7 SERVICE YARD
- 8 FIRE ACCESS
- 9 STAIR + RAMP ACCESS

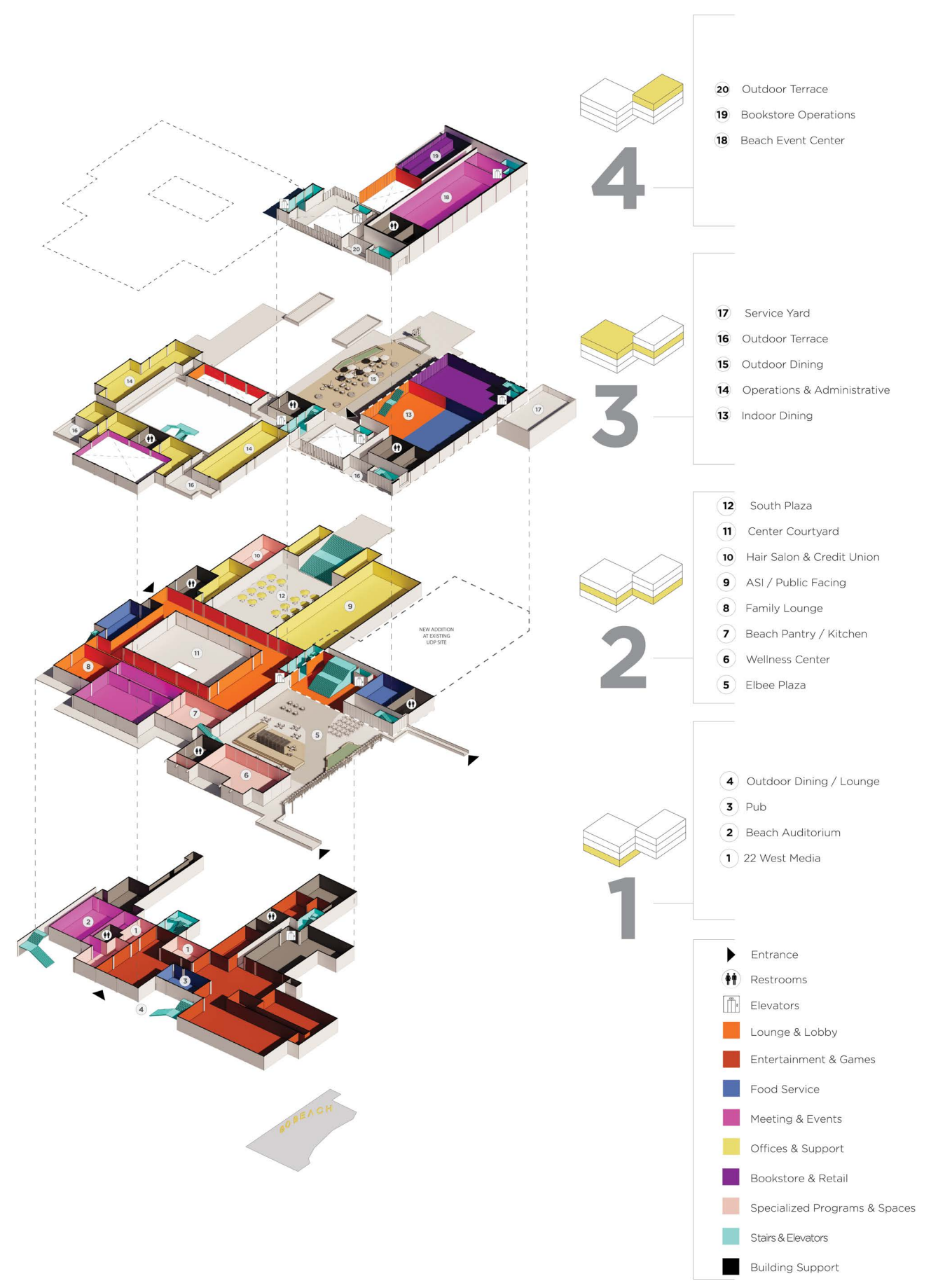
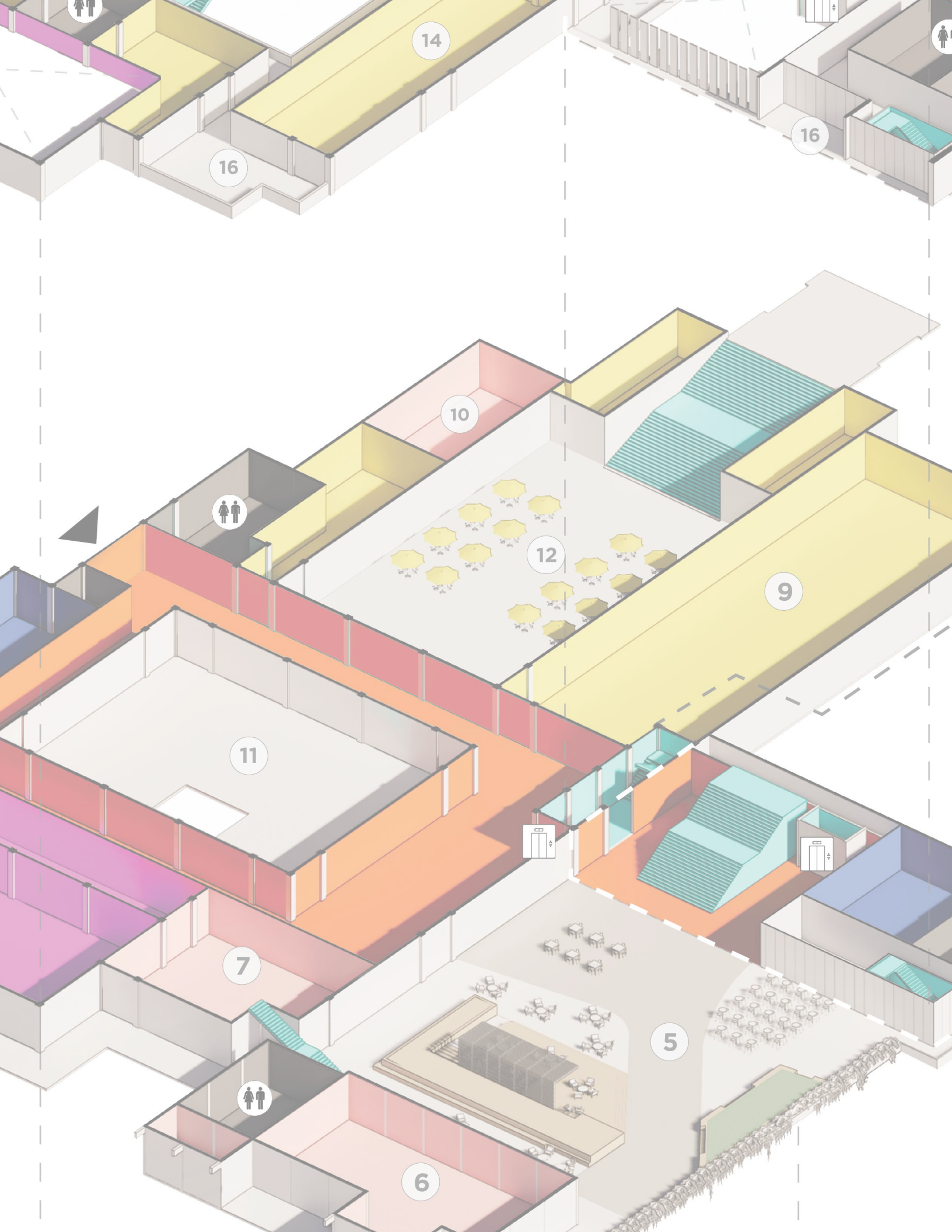
- ▶ ENTRANCE
- NEW ADDITION
- PROPOSED SCOPE OF WORK



## PROJECT CONCEPT INCLUDES:

- **Elbee Plaza** - a raised deck above the current pool area to increase access and throughput on a main campus path.
- **Pub and Outdoor Dining & Lounge** - along the north façade on the ground level of the USU.
- **Heavy renovations of Beach Auditorium.**
- **Wellness Center**
- **Family Lounge**
- **Structural improvements to stairs and removal of elevators**
- **Re-purposing of the ballroom into a student-centered space**
- **New construction on UDP site**
  - » New Beach Event Center
  - » Food service offerings and indoor dining
- **Outdoor Terrace - east walkway of UDP site**
- **Increased ADA access**
- **Increased Basic Needs Suite**









### CATEGORICAL SQUARE FOOTAGE

#### USU: 154,180 GSF RENOVATION

#### UDP SITE: 50,000 GSF NEW CONSTRUCTION

USU		UDP SITE	
SPACE USAGE	GSF	SPACE USAGE	GSF
ADMIN/OFFICES	31,410	ADMIN/OFFICES	0
BATHROOMS	5,375	BATHROOMS	2,500
BUILDING MAINTENANCE	9,990	BUILDING MAINTENANCE	0
ENTERTAINMENT	21,200	ENTERTAINMENT	0
FOOD SERVICE	6,900	FOOD SERVICE	12,500
LOUNGES & HALLWAYS	30,325	LOUNGES & HALLWAYS	10,000
MEETING & EVENTS	12,287	MEETING & EVENTS	12,500
OUTDOOR	26,528	OUTDOOR	7,500
STAIRS & ELEVATORS	10,165	STAIRS & ELEVATORS	5,000
<b>TOTAL</b>	<b>154,180</b>	<b>TOTAL</b>	<b>50,000</b>

ADMIN / OFFICES	
2F	
ASI/PUBLIC FACING	12,000
STUDENT SENATE	1,100
OFFICES 1	1,130
OFFICES 2	2,000
3F	
OFFICES 1	3,150
OFFICES 2	2,000
OPERATIONS & ADMINISTRATION	4,900
OFFICES 3	730
OFFICES 4	4,400
BATHROOMS	
1F	
BATHROOMS 1	525
BATHROOMS 2	1,000
2F	
BATHROOMS 1	1,300
BATHROOMS 2	1,100
3F	
BATHROOMS 1	950
BATHROOMS 2	500

BUILDING MAINTENANCE	
1F	
MECHANICAL SUPPORT 1	2,090
BUILDING SUPPORT	2,000
FACILITIES & MAINTENANCE	5,600
2F	
STORAGE	300
FUN & GAMES	
1F	
E-SPORTS	1,800
22 WEST MEDIA 1	1,200
22 WEST MEDIA 2	2,400
GAMES ROOM	2,200
FOYER MALL	2,900
AREA 1	1,600
BOWLING ALLEY	6,000
AREA 2	1,600
AREA 3	1,500
FOOD SERVICE	
1F	
PUB	1,400
2F	
COFFEE BEAN & ROEBEK'S	2,200
BEACH PANTRY/KITCHEN	3,300



LOUNGES & HALLWAYS	
1F	
LOUNGE & HALLWAYS	6,125
2F	
HALLWAY 1	8,000
HALLWAY 2	8,000
FAMILY LOUNGE	2,700
3F	
WALKWAY	5,500
MEETING & EVENTS	
1F	
AUDITORIUM	2,095
STAGE	587
WEST ACCESS & FOYER	625
EAST ACCESS & FOYER	1,050
2F	
MEETING & EVENTS	7,500
MEETING ROOMS	430
OUTDOOR	
1F	
OUTDOOR DINING & LOUNGE	4,600
2F	
COURTYARD 1	8,800
COURTYARD 2	960

SOUTH PLAZA	10,000
3F	
OUTDOOR TERRACE 1	1,098
OUTDOOR TERRACE 2	1,070
STAIRS & ELEVATORS	
1F	
NORTHEAST	375
COURTYARD	620
SOUTH	650
NORTH	350
2F	
COURTYARD STAIRS	575
STAIRS 2	930
STAIRS 3	795
STAIRS 4	555
STAIRS 5	500
STAIRS 6	100
MAIN STAIRS	1,600
SOUTH PLAZA STAIRS	1,275
3F	
STAIRS 1	230
STAIRS 2	150
COURTYARD STAIRS	600
STAIRS 3	860

## PROJECT CONCEPT CONSIDERATIONS

Several services and organizations have been proposed for residence in the USU, such as the Career Center, and Cultural Resource Centers. As a student-run, student-focused organization, ASI is committed to providing students with an inclusive and supportive environment. To that end, B&D has worked with ASI to provision the project concept with spaces that may accommodate a variety of student and administrative spaces. As services and organizations confirm the desire to be in the USU, additional programmatic exercises with stakeholders regarding individual spaces can be pursued.





# APPENDIX A: FALL 2022 - SPRING 2023 STUDENT SURVEY



## Q1

WHICH BEST DESCRIBES YOU? (SELECT ONE)

COUNT	PERCENT	
230	3.04%	FACULTY
507	6.71%	STAFF
6818	90.24%	STUDENT
7555		RESPONDENTS

## Q2

WHAT IS YOUR CLASS STANDING?

COUNT	PERCENT	
902	13.50%	FIRST-TIME FRESHMAN
346	5.18%	RETURNING FRESHMAN
882	13.20%	SOPHOMORE
1786	26.74%	JUNIOR
1717	25.70%	SENIOR
923	13.82%	GRADUATE/PROFESSIONAL
124	1.86%	OTHER (PLEASE SPECIFY)
6680		RESPONDENTS



**Q3**

WHAT IS YOUR ENROLLMENT STATUS?

COUNT	PERCENT	
5558	83.29%	FULL-TIME (12 CREDIT HOURS OR MORE PER SEMESTER)
541	8.11%	PART-TIME (11 CREDIT HOURS OR LESS PER SEMESTER)
574	8.60%	GRADUATE STUDENT
6673		RESPONDENTS

**Q4**

DO YOU CURRENTLY LIVE ON CAMPUS OR OFF CAMPUS?

COUNT	PERCENT	
986	14.75%	ON CAMPUS
5698	85.25%	OFF CAMPUS
6684		RESPONDENTS

**Q5**

WHAT IS YOUR PROXIMITY TO CAMPUS?

COUNT	PERCENT	
1366	24.32%	0-5 MILES
1242	22.11%	6-10 MILES
1360	24.21%	11-15 MILES
1230	21.90%	16-30 MILES
419	7.46%	MORE THAN 30 MILES
5617		RESPONDENTS

**Q6**

ON AVERAGE, HOW MANY HOURS PER DAY DO YOU SPEND ON CAMPUS OUTSIDE OF CLASS OR WORK?

COUNT	PERCENT	
891	15.87%	LESS THAN 1 HOUR
1217	21.68%	BETWEEN 1-2 HOURS
1314	23.41%	BETWEEN 2-3 HOURS
914	16.28%	BETWEEN 3-4 HOURS
1278	22.76%	MORE THAN 4 HOURS
5614		RESPONDENTS

**Q7**

WHAT IS YOUR AGE?

COUNT	PERCENT	
18	0.25%	17 OR UNDER
1700	23.67%	18-19
2005	27.92%	20-21
1669	23.24%	22-24
943	13.13%	25-29
590	8.21%	30-40
146	2.03%	41-50
79	1.10%	51-60
32	0.45%	61 AND OVER
7182		RESPONDENTS



**Q8**

**WHAT IS YOUR RACE/ETHNIC BACKGROUND?**

COUNT	PERCENT	
1734	24.16%	ASIAN
62	0.86%	AMERICAN INDIAN/ALASKAN NATIVE/NATIVE AMERICAN
295	4.11%	BLACK/AFRICAN AMERICAN
2815	39.23%	HISPANIC/LATINX
53	0.74%	NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER
1417	19.75%	WHITE
512	7.13%	TWO OR MORE RACES
101	1.41%	OTHER (PLEASE SPECIFY)
187	2.61%	PREFER NOT TO RESPOND
7176		RESPONDENTS

**Q9**

**WHAT IS YOUR MARITAL STATUS?**

COUNT	PERCENT	
6066	84.69%	SINGLE WITHOUT CHILDREN
445	6.21%	MARRIED/PARTNERED WITHOUT CHILDREN
158	2.21%	SINGLE WITH CHILDREN
323	4.51%	MARRIED/PARTNERED WITH CHILDREN
171	2.39%	PREFER NOT TO ANSWER
7163		RESPONDENTS

**Q10**

**ARE YOU INVOLVED IN ANY OF THE FOLLOWING TYPES OF STUDENT ORGANIZATIONS?  
(SELECT ALL THAT APPLY)**

COUNT	RESPONDENT %	RESPONSE %	
2033	53.08%	36.17%	ACADEMIC OR PROFESSIONAL (COLLEGE OR DEGREE AFFILIATED)
663	17.31%	11.80%	ARTS (DANCE, MUSIC, ART, ETC.)
238	6.21%	4.23%	ATHLETICS
342	8.93%	6.08%	FRATERNITY OR SORORITY (SOCIAL, CULTURAL, GREEK, ETC.)
116	3.03%	2.06%	GOVERNANCE (STUDENT GOVERNMENT, RESIDENCE HALL GOVERNMENT, ETC.)
617	16.11%	10.98%	RECREATIONAL (SPORTS CLUB, NON-COMPETITIVE, LEISURE)
586	15.30%	10.43%	CULTURAL OR INTERNATIONAL
404	10.55%	7.19%	COMMUNITY SERVICE (SUSTAINABILITY, ENVIRONMENT, HEALTH, ETC.)
78	2.04%	1.39%	POLITICAL
245	6.40%	4.36%	RELIGIOUS OR SPIRITUAL
299	7.81%	5.32%	OTHER (PLEASE SPECIFY)
3830			RESPONDENTS
5621			RESPONSES



**Q11**

**DO YOU IDENTIFY WITH ONE OF THE CULTURAL RESOURCE CENTERS? IF SO, WHICH ONES?**  
(SELECT ALL THAT APPLY)

COUNT	RESPONDENT %	RESPONSE %	
1135	37.77%	31.44%	ASIAN AMERICAN AND PACIFIC ISLANDER RESOURCE CENTER
321	10.68%	8.89%	BLACK RESOURCE CENTER
804	26.76%	22.27%	LGBTQ RESOURCE CENTER
162	5.39%	4.49%	MUSLIM RESOURCE CENTER
83	2.76%	2.30%	PUVUNGNA RESOURCE CENTER
811	26.99%	22.47%	RAZA RESOURCE CENTER
294	9.78%	8.14%	OTHER (PLEASE SPECIFY)
3005	RESPONDENTS		
3610	RESPONSES		

**Q12**

**HOW ARE YOUR TUITION AND FEES FUNDED? (SELECT ALL THAT APPLY)**

COUNT	RESPONDENT %	RESPONSE %	
1896	29.59%	14.34%	SCHOLARSHIP
131	2.04%	0.99%	EMPLOYER PROGRAM
2136	33.33%	16.16%	FAMILY SUPPORT
4095	63.90%	30.97%	FINANCIAL AID
1634	25.50%	12.36%	PERSONAL FUNDS
1788	27.90%	13.52%	PERSONAL INCOME
1307	20.40%	9.89%	STUDENT LOANS
139	2.17%	1.05%	VA/GI BILL
95	1.48%	0.72%	OTHER (PLEASE SPECIFY)
6408	RESPONDENTS		
13221	RESPONSES		



**Q13**

HAVE YOU VISITED THE FUTURE U CONCEPT SHOWCASE LOCATED IN THE UNIVERSITY DINING PLAZA?

COUNT	PERCENT	
2197	30.66%	YES
2102	29.33%	NO
2867	40.01%	I WAS UNAWARE OF IT
7166	RESPONDENTS	

**Q14**

HOW OFTEN DO YOU TYPICALLY VISIT THE UNIVERSITY STUDENT UNION?

COUNT	PERCENT	
760	10.58%	5 OR MORE TIMES PER WEEK
2681	37.31%	2-4 TIMES PER WEEK
1371	19.08%	ONCE PER WEEK
1499	20.86%	LESS THAN ONCE PER WEEK
874	12.16%	NEVER
7185	RESPONDENTS	

**Q15**

DURING WHAT TIME PERIOD DO YOU VISIT THE UNIVERSITY STUDENT UNION MOST OFTEN?

COUNT	PERCENT	
268	4.43%	7AM - 9AM
663	10.96%	9AM - 11AM
1756	29.02%	11AM - 1PM
1644	27.17%	1PM - 3PM
958	15.83%	3PM - 5PM
492	8.13%	5PM - 7PM
167	2.76%	7PM - 9PM
38	0.63%	9PM - 11PM
64	1.06%	11PM - 2AM (AFTER HOURS STUDY AREA)
6050	RESPONDENTS	

**Q16**

HOW LONG DO YOU TYPICALLY USE THE UNIVERSITY STUDENT UNION WHEN YOU VISIT?

COUNT	PERCENT	
616	10.17%	LESS THAN 5 MINUTES (JUST PASS THROUGH)
1931	31.86%	5-30 MINUTES
2107	34.77%	31-60 MINUTES
1073	17.71%	61 MINUTES - 2 HOURS
333	5.50%	MORE THAN 2 HOURS
6060	RESPONDENTS	



**Q17**

PLEASE INDICATE THE REASONS YOU DO NOT VISIT THE UNIVERSITY STUDENT UNION MORE OFTEN: (SELECT ALL THAT APPLY)

COUNT	RESPONDENT %	RESPONSE %	
721	11.04%	3.73%	APPEARANCE/ATMOSPHERE OF BUILDING
2756	42.19%	14.26%	FOOD OPTIONS ARE LIMITED
2567	39.30%	13.29%	BUILDING IS TOO CROWDED
2156	33.01%	11.16%	LACK OF COMFORTABLE PLACES TO RELAX
450	6.89%	2.33%	LACK OF CONVENIENT PUBLIC TRANSPORTATION
2175	33.30%	11.26%	LACK OF SEATING AND ELECTRICAL PLUG-IN SPACE
1088	16.66%	5.63%	LACK OF GROUP STUDY SPACE
2142	32.79%	11.09%	LACK OF INDIVIDUAL/QUIET STUDY SPACE
961	14.71%	4.97%	LACK OF VARIETY OF SERVICES (E.G., FOOD SERVICE, BANK)
671	10.27%	3.47%	LACK OF VARIETY OF ACTIVITIES (E.G., PROGRAMS, STUDENT ACTIVITIES)
867	13.27%	4.49%	LOCATION IS NOT CONVENIENT
642	9.83%	3.32%	NO PROGRAMS OR SERVICES APPEAL TO ME
1711	26.19%	8.86%	NOT AWARE OF PROGRAMS AND ACTIVITIES OFFERED
414	6.34%	2.14%	OTHER (PLEASE SPECIFY)
6532	RESPONDENTS		
19321	RESPONSES		

**Q18**

PLEASE INDICATE THE AREAS OF IMPROVEMENT NEEDED FOR YOU TO VISIT THE UNIVERSITY STUDENT UNION MORE OFTEN: (SELECT ALL THAT APPLY)

COUNT	RESPONDENT %	RESPONSE %	
1590	24.43%	5.77%	APPEARANCE/ATMOSPHERE OF BUILDING
1010	15.52%	3.67%	MORE PEOPLE/ACTIVITIES
993	15.26%	3.60%	FEWER PEOPLE/ACTIVITIES
1652	25.38%	6.00%	MORE COST-EFFECTIVE SERVICES AND ACTIVITIES
1288	19.79%	4.68%	HOURS OF OPERATION
3352	51.51%	12.17%	COMFORTABLE PLACES TO STUDY AND RELAX
3019	46.39%	10.96%	ENHANCED QUALITY OF FOOD OFFERINGS
3487	53.58%	12.66%	ENHANCED VARIETY OF FOOD OFFERINGS
2622	40.29%	9.52%	INCREASE QUANTITY OF FOOD OFFERINGS
2588	39.77%	9.39%	ACCESS TO BETTER TECHNOLOGY AND POWER/ELECTRICAL SUPPORT (E.G., PCS, PRINTERS, OUTLETS & CHARGERS, ETC.)
1925	29.58%	6.99%	GREATER VARIETY AND QUALITY OF SERVICES (E.G., FOOD SERVICE, VENDORS)
1401	21.53%	5.09%	GREATER VARIETY AND QUALITY OF ACTIVITIES AND RESOURCES (E.G., PROGRAMS, STUDENT ACTIVITIES, ETC.)
1208	18.56%	4.39%	INCREASED BEACH BALANCE (WELLNESS SPACE)
1153	17.72%	2.14%	CONSISTENT ELEVATOR/ESCALATOR
259	3.98%	4.19%	OTHER (PLEASE SPECIFY)
6508	RESPONDENTS		0.94%
27547	RESPONSES		



**Q19**

ARE YOU AWARE OR HAVE YOU EXPERIENCED THE CONTINUED INFRASTRUCTURE CONCERNS OF THE UNIVERSITY STUDENT UNION? (SELECT ALL THAT APPLY)

COUNT	RESPONDENT %	RESPONSE %	
466	7.24%	3.93%	PLUMBING LEAKS
1242	19.30%	10.48%	ODORS
845	13.13%	7.13%	ELEVATOR NOT WORKING
2352	36.54%	19.85%	ESCALATOR NOT WORKING
900	13.98%	7.60%	HVAC AIR TOO COLD/TOO HOT IN THE USU
1738	27.00%	14.67%	NO AVAILABLE ELECTRICAL OUTLETS
2217	34.45%	18.71%	UNSTABLE WI-FI CONNECTIVITY
1953	30.34%	16.48%	I HAVE NOT EXPERIENCED ANY OF THESE CONCERNS
136	2.11%	1.15%	OTHER (PLEASE SPECIFY)
6436	RESPONDENTS		
11849	RESPONSES		

**Q20**

WHAT ARE YOUR TOP THREE FAVORITE SPACES INCLUDED IN THIS PROPOSED RENOVATION AND EXPANSION CONCEPT? (SELECT UP TO THREE [3])

COUNT	RESPONDENT %	RESPONSE %	
2552	42.82%	15.41%	PUB (NUGGET) - GROUND LEVEL
2464	41.34%	14.88%	OUTDOOR DINING & LOUNGE - GROUND LEVEL
1143	19.18%	6.90%	ELBEE PLAZA - SECOND LEVEL
2360	39.60%	14.25%	WELLNESS CENTER - SECOND LEVEL
1379	23.14%	8.33%	FAMILY FRIENDLY LOUNGE - SECOND LEVEL
2404	40.34%	14.52%	INDOOR/OUTDOOR DINING - THIRD LEVEL
1371	23.00%	8.28%	OUTDOOR TERRACE - THIRD LEVEL
648	10.87%	3.91%	BEACH EVENT CENTER - FOURTH LEVEL
1294	21.71%	7.82%	BOOKSTORE OPERATIONS - FOURTH LEVEL
941	15.79%	5.68%	OUTDOOR TERRACE - FOURTH LEVEL
5960	RESPONDENTS		
16556	RESPONSES		



**Q21**

WHAT ARE YOUR THREE LEAST FAVORITE SPACES INCLUDED IN THIS PROPOSED RENOVATION AND EXPANSION CONCEPT? (SELECT UP TO THREE [3])

COUNT	RESPONDENT %	RESPONSE %	
1331	25.80%	10.47%	PUB (NUGGET) - GROUND LEVEL
796	15.43%	6.26%	OUTDOOR DINING & LOUNGE - GROUND LEVEL
1582	30.66%	12.44%	ELBEE PLAZA - SECOND LEVEL
861	16.69%	6.77%	WELLNESS CENTER - SECOND LEVEL
1438	27.87%	11.31%	FAMILY FRIENDLY LOUNGE - SECOND LEVEL
745	14.44%	5.86%	INDOOR/OUTDOOR DINING - THIRD LEVEL
1041	20.18%	8.19%	OUTDOOR TERRACE - THIRD LEVEL
1881	36.46%	14.79%	BEACH EVENT CENTER - FOURTH LEVEL
1790	34.70%	14.07%	BOOKSTORE OPERATIONS - FOURTH LEVEL
1253	24.29%	9.85%	OUTDOOR TERRACE - FOURTH LEVEL
5159	RESPONDENTS		
12718	RESPONSES		

**Q22**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: PUB (NUGGET) - GROUND LEVEL

COUNT	PERCENT	
2322	38.96%	HIGH VALUE
2240	37.58%	MODERATE VALUE
886	14.87%	LOW VALUE
512	8.59%	VERY LOW/NO VALUE
5960	RESPONDENTS	

**Q23**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: OUTDOOR DINING & LOUNGE - GROUND LEVEL

COUNT	PERCENT	
2416	40.89%	HIGH VALUE
2537	42.94%	MODERATE VALUE
724	12.25%	LOW VALUE
231	3.91%	VERY LOW/NO VALUE
5908	RESPONDENTS	



**Q23**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: OUTDOOR DINING & LOUNGE - GROUND LEVEL

COUNT	PERCENT	
2416	40.89%	HIGH VALUE
2537	42.94%	MODERATE VALUE
724	12.25%	LOW VALUE
231	3.91%	VERY LOW/NO VALUE
5908		RESPONDENTS

**Q24**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: ELBEE PLAZA - SECOND LEVEL

COUNT	PERCENT	
1288	22.00%	HIGH VALUE
2843	48.56%	MODERATE VALUE
1334	22.78%	LOW VALUE
390	6.66%	VERY LOW/NO VALUE
5855		RESPONDENTS

**Q25**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: WELLNESS CENTER (NAP STATIONS, MASSAGE CHAIRS, WORKSHOPS, ETC.) - SECOND LEVEL

COUNT	PERCENT	
3202	53.99%	HIGH VALUE
1884	31.77%	MODERATE VALUE
640	10.79%	LOW VALUE
205	3.46%	VERY LOW/NO VALUE
5931		RESPONDENTS

**Q26**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: FAMILY FRIENDLY LOUNGE - SECOND LEVEL

COUNT	PERCENT	
1628	27.59%	HIGH VALUE
2437	41.31%	MODERATE VALUE
1329	22.53%	LOW VALUE
506	8.58%	VERY LOW/NO VALUE
5900		RESPONDENTS



**Q27**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: INDOOR / OUTDOOR DINING - THIRD LEVEL

COUNT	PERCENT	
2407	40.84%	HIGH VALUE
2547	43.21%	MODERATE VALUE
747	12.67%	LOW VALUE
193	3.27%	VERY LOW/NO VALUE
5894		RESPONDENTS

**Q28**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: OUTDOOR TERRACE - THIRD LEVEL

COUNT	PERCENT	
1776	30.36%	HIGH VALUE
2697	46.10%	MODERATE VALUE
1090	18.63%	LOW VALUE
287	4.91%	VERY LOW/NO VALUE
5850		RESPONDENTS

**Q29**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: BEACH EVENT CENTER (MEETING SPACES) - FOURTH LEVEL

COUNT	PERCENT	
1415	24.05%	HIGH VALUE
2617	44.48%	MODERATE VALUE
1400	23.79%	LOW VALUE
452	7.68%	VERY LOW/NO VALUE
5884		RESPONDENTS

**Q30**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: BOOKSTORE OPERATIONS - FOURTH LEVEL

COUNT	PERCENT	
1713	28.97%	HIGH VALUE
2453	41.49%	MODERATE VALUE
1318	22.29%	LOW VALUE
428	7.24%	VERY LOW/NO VALUE
5912		RESPONDENTS



**Q31**

PLEASE INDICATE YOUR LEVEL OF VALUE ASSOCIATED WITH THE PROPOSED RENOVATION AND EXPANSION CONCEPTS: OUTDOOR TERRACE - FOURTH FLOOR

COUNT	PERCENT	
1832	31.04%	HIGH VALUE
2676	45.33%	MODERATE VALUE
1046	17.72%	LOW VALUE
349	5.91%	VERY LOW/NO VALUE
5903		RESPONDENTS

**Q32**

HOW MUCH WOULD YOU VALUE HAVING CAREER CENTER SPACE IN THE USU?

COUNT	PERCENT	
2414	39.43%	HIGH VALUE
2757	45.03%	MODERATE VALUE
723	11.81%	LOW VALUE
228	3.72%	VERY LOW/NO VALUE
6122		RESPONDENTS

**Q33**

WHAT TYPE OF EVENTS WOULD YOU MOST LIKELY ATTEND IN THE USU?  
(SELECT UP TO THREE [3])

COUNT	RESPONDENT %	RESPONSE %	
1866	30.98%	11.01%	ACADEMIC WORKSHOP/LECTURES (E.G., RESEARCH BASED, TEDX TALKS, SPEAKERS, ETC.)
976	16.20%	5.76%	STUDENT ORGANIZATION MEETINGS/EVENTS

511	8.48%	3.02%	DEPARTMENT MEETINGS/EVENTS
1121	18.61%	6.62%	ART EXHIBITS
1758	29.18%	10.37%	COOKING CLASSES
1056	17.53%	6.23%	COMEDY NIGHTS
1118	18.56%	6.60%	GAMING TOURNAMENTS (E.G., ESPORTS, BOWLING, BILLIARDS, ETC.)
1139	18.91%	6.72%	CULTURAL CELEBRATIONS (PERFORMANCES, DEMOS OF CULTURAL TRADITIONS, CULTURAL FOOD, ETC.)
504	8.37%	2.97%	DIVERSITY AND INCLUSION PROGRAMS (E.G., DIALOGUES, WORKSHOPS, COMMUNITY BUILDING SPACES, ETC.)
1606	26.66%	9.48%	MUSIC EVENTS/SMALL CONCERTS
298	4.95%	1.76%	COMMUNITY SERVICE EVENTS
280	4.65%	1.65%	DANCE/THEATER RECITALS
1028	17.07%	6.07%	JOB/CAREER FAIRS
423	7.02%	2.50%	KARAOKE
1364	22.64%	8.05%	MOVIE NIGHTS/SCREENINGS
168	2.79%	0.99%	OPEN MIC/SPOKEN WORD EVENTS
677	11.24%	4.00%	HEALTH AND WELLNESS-INSPIRED EVENTS
499	8.28%	2.94%	SUSTAINABILITY EVENTS (GARDENING, WORKSHOPS, ETC.)
516	8.57%	3.04%	SPORTS TV VIEWING
38	0.63%	0.22%	OTHER (PLEASE SPECIFY)
6024			RESPONDENTS
16946			RESPONSES



**Q34**

If authorized, the expansion will be funded by an increase in the University Student Fee. If you receive a financial award, it would cover the increased fee. The fee would not go into effect until the project is completed, approximately 4 years from now.

**DO YOU FIND VALUE IN THE INFRASTRUCTURE RENOVATION AND EXPANSION OF THE USU?**

COUNT	PERCENT	
2135	34.87%	HIGH VALUE
2324	37.96%	MODERATE VALUE
731	11.94%	LOW VALUE
369	6.03%	NO VALUE
563	9.20%	DON'T KNOW/NEED MORE INFORMATION
6122		RESPONDENTS

**Q35**

**IF THE UNIVERSITY STUDENT UNION FACILITIES ARE IMPROVED TO BETTER MEET YOUR NEEDS, HOW OFTEN WOULD YOU USE IT?**

COUNT	PERCENT	
1833	30.10%	5 OR MORE TIMES PER WEEK
3097	50.85%	2-4 TIMES PER WEEK
782	12.84%	ONCE PER WEEK
258	4.24%	LESS THAN ONCE PER WEEK
120	1.97%	NEVER
6090		RESPONDENTS

**Q36**

**IF THE UNIVERSITY STUDENT UNION FACILITIES ARE IMPROVED TO BETTER MEET YOUR NEEDS, HOW LONG WOULD YOU BE THERE ON AN AVERAGE VISIT?**

COUNT	PERCENT	
211	3.57%	LESS THAN 5 MINUTES (JUST PASS THROUGH)
505	8.54%	5-30 MINUTES
1311	22.18%	30 MINUTES - 1 HOUR
1114	18.85%	ABOUT 1 HOUR
1595	26.99%	1-2 HOURS
1174	19.86%	MORE THAN 2 HOURS
5910		RESPONDENTS

**Q37**

**WHY DID YOU SELECT A HIGH PRIORITY FOR IMPROVING THE USU?**

COUNT	PERCENT	
922	20.79%	I AM PERSONALLY INTERESTED IN PROGRAM AND SERVICES IN AN IMPROVED USU
318	7.17%	I AM PERSONALLY INTERESTED IN RETAIL SPACES IN AN IMPROVED USU
944	21.29%	I AM PERSONALLY INTERESTED IN SOCIAL AND ENTERTAINMENT SPACES IN AN IMPROVED USU
225	5.07%	I AM PERSONALLY INTERESTED IN CORRECTING INFRASTRUCTURE ISSUES AND ADA CONCERNS
852	19.21%	I AM PERSONALLY INTERESTED IN EXPANDING SEATING, LOUNGE, AND GROUP STUDY SPACE
1124	25.34%	I BELIEVE THIS IMPROVED USU WOULD BENEFIT THE CAMPUS COMMUNITY
50	1.13%	OTHER (PLEASE SPECIFY)
4435		RESPONDENTS



**Q38**

WHY DID YOU SELECT A LOW VALUE FOR IMPROVING THE USU?

COUNT	PERCENT	
112	10.26%	I WOULD NOT USE THE IMPROVED USU
393	35.99%	I DON'T BELIEVE STUDENTS SHOULD PAY FOR IT
160	14.65%	THE STUDENT FEE COMMITMENT IS UNCLEAR
211	19.32%	NOT SURE HOW THIS WILL AFFECT ME FINANCIALLY
88	8.06%	NOT SURE WHAT THESE ENHANCEMENTS WILL LOOK LIKE
128	11.72%	OTHER (PLEASE SPECIFY)
1092	RESPONDENTS	

**Q39**

IF YOU HAVE NAPPED OR RESTED ON CAMPUS, WHICH OF THE FOLLOWING PLACES HAVE YOU FOUND YOURSELF NAPPING/RESTING IN? (SELECT ALL THAT APPLY)

COUNT	RESPONDENT %	RESPONSE %	
1556	26.22%	14.05%	INSIDE THE USU (E.G., LOUNGE, COUCHES, FLOOR, ETC.)
742	12.50%	6.70%	OUTSIDE THE USU (E.G., PATIOS)
454	7.65%	4.10%	USU BEACH BALANCE
368	6.20%	3.32%	OPEN USU MEETING ROOM
1727	29.10%	15.59%	UNIVERSITY LIBRARY
551	9.28%	4.97%	OPEN CLASSROOMS
651	10.97%	5.88%	OUTSIDE ON A BENCH
1125	18.96%	10.16%	GRASSY AREA
356	6.00%	3.21%	COMPUTER LABS
2074	34.95%	18.72%	IN THE CAR
168	2.83%	1.52%	OTHER (PLEASE SPECIFY)
1305	21.99%	11.78%	N/A - I HAVE NOT NAPPED OR RESTED ON CAMPUS
5935	RESPONDENTS		
11077	RESPONSES		



**Q40**

PLEASE INDICATE IF YOU HAVE USED ANY OF THE FOLLOWING CAMPUS RESOURCES:  
BEACH PANTRY / BEACH KITCHEN / FOOD DISTRIBUTION ON CAMPUS  
(SELECT ONE RESPONSE FOR EACH)

COUNT	PERCENT	
1019	17.29%	CURRENTLY USE IT
1288	21.86%	USED IT IN THE PAST
3140	53.29%	HEARD OF IT, BUT NEVER USED IT
445	7.55%	NEVER HEARD OF IT
5892		RESPONDENTS

**Q42**

PLEASE INDICATE IF YOU HAVE USED ANY OF THE FOLLOWING CAMPUS RESOURCES:  
BEACH BALANCE (WELLNESS PROGRAM LOCATED IN THE USU AND SRWC INCLUDING MASSAGE  
CHAIRS, MEDITATION, WORKSHOPS, ETC.) (SELECT ONE RESPONSE FOR EACH)

COUNT	PERCENT	
717	12.23%	CURRENTLY USE IT
1084	18.49%	USED IT IN THE PAST
2892	49.33%	HEARD OF IT, BUT NEVER USED IT
1169	19.94%	NEVER HEARD OF IT
5862		RESPONDENTS

**Q41**

PLEASE INDICATE IF YOU HAVE USED ANY OF THE FOLLOWING CAMPUS RESOURCES:  
BASIC NEEDS OFFICE (CALFRESH, EMERGENCY HOUSING, ETC.)  
(SELECT ONE RESPONSE FOR EACH)

COUNT	PERCENT	
615	10.53%	CURRENTLY USE IT
872	14.94%	USED IT IN THE PAST
3687	63.16%	HEARD OF IT, BUT NEVER USED IT
664	11.37%	NEVER HEARD OF IT
5838		RESPONDENTS

**Q43**

PLEASE INDICATE IF YOU HAVE USED ANY OF THE FOLLOWING CAMPUS RESOURCES:  
CAREER CENTER  
(SELECT ONE RESPONSE FOR EACH)

COUNT	PERCENT	
548	9.41%	CURRENTLY USE IT
1344	23.08%	USED IT IN THE PAST
3257	55.92%	HEARD OF IT, BUT NEVER USED IT
675	11.59%	NEVER HEARD OF IT
5824		RESPONDENTS



**Q44**

WHAT IS YOUR PRIMARY REASON TO VISIT THE CAREER CENTER?

COUNT	PERCENT	
1064	18.73%	RESUME REVIEW
526	9.26%	INTERVIEW PRACTICE
1822	32.08%	JOB SEARCH
1139	20.05%	WORKSHOPS & EVENTS
1129	19.88%	INTERNSHIPS
5680	RESPONDENTS	

**Q45**

WHAT IS YOUR PRIMARY REASON TO VISIT THE BOOKSTORE OUTSIDE OF PURCHASING TEXTBOOKS?

COUNT	PERCENT	
399	6.74%	COMPUTER SALES/TECH SERVICES
2892	48.87%	APPAREL/MERCHANDISE RETAIL
1435	24.25%	ID CARD SERVICES
596	10.07%	COPY CENTER
204	3.45%	GRAPHIC SERVICES
392	6.62%	AMAZON LOCKER
5918	RESPONDENTS	

**Q46**

IN A RENOVATED UNIVERSITY STUDENT UNION, WHAT IS YOUR PRIORITY FOR FOOD OFFERINGS OUTSIDE OF HEALTHY OPTIONS AND PRICE? (SELECT UP TO THREE [3])

COUNT	RESPONDENT %	RESPONSE %	
2131	35.94%	14.15%	A PUB SPACE (I.E., SIMILAR TO THE NUGGET)
1629	27.48%	10.82%	A PRIVATE SPACE FOR GROUP DINING
1994	33.63%	13.24%	GRAB N GO (PREPACKAGED)
4165	70.25%	27.66%	FRESH MADE-TO-ORDER (E.G., CHIPOTLE, PANERA, ETC.)
1982	33.43%	13.16%	FAST FOOD
1399	23.60%	9.29%	SANDWICHES
1759	29.67%	11.68%	CAFETERIA STYLE (I.E., SIMILAR TO RESIDENCE HALL DINING)
5929	RESPONDENTS		
15059	RESPONSES		

**Q47**

WHICH TYPE OF CUISINE DO YOU PREFER ON CAMPUS? (SELECT UP TO FIVE [5])

COUNT	RESPONDENT %	RESPONSE %	
1205	20.21%	4.71%	BARBECUE/SOUTHERN
2613	43.83%	10.21%	BURGERS, FRIES, ETC.
429	7.20%	1.68%	CARIBBEAN
2697	45.24%	10.54%	CHICKEN SANDWICH, CHICKEN WINGS, ETC.
2188	36.71%	8.55%	CHINESE
295	4.95%	1.15%	CUBAN
858	14.39%	3.35%	INDIAN
491	8.24%	1.92%	HALAL
1931	32.39%	7.55%	ITALIAN/PIZZA
1932	32.41%	7.55%	JAPANESE
1625	27.26%	6.35%	JUICE AND SMOOTHIE
2667	44.74%	10.42%	LATIN, MEXICAN
1290	21.64%	5.04%	MEDITERRANEAN
978	16.41%	3.82%	ORGANIC VEGETARIAN/VEGAN
501	8.40%	1.96%	FILIPINO
1561	26.19%	6.10%	SANDWICHES
1252	21.00%	4.89%	THAI
881	14.78%	3.44%	VIETNAMESE
190	3.19%	0.74%	OTHER (PLEASE SPECIFY)
5961	RESPONDENTS		

**Q48**

HOW SATISFIED ARE YOU WITH THE FOLLOWING FOOD VENDORS? - CARL'S JUNIOR

COUNT	PERCENT	
922	15.81%	VERY SATISFIED
2737	46.92%	SATISFIED
1420	24.34%	DISSATISFIED
754	12.93%	VERY DISSATISFIED
5833	RESPONDENTS	

**Q49**

HOW SATISFIED ARE YOU WITH THE FOLLOWING FOOD VENDORS? - EL POLLO LOCO

COUNT	PERCENT	
1200	20.56%	VERY SATISFIED
2834	48.56%	SATISFIED
1230	21.08%	DISSATISFIED
572	9.80%	VERY DISSATISFIED
5836	RESPONDENTS	



**Q50**

HOW SATISFIED ARE YOU WITH THE FOLLOWING FOOD VENDORS? - SUBWAY

COUNT	PERCENT	
1316	22.58%	VERY SATISFIED
2971	50.97%	SATISFIED
1079	18.51%	DISSATISFIED
463	7.94%	VERY DISSATISFIED
5829		RESPONDENTS

**Q52**

HOW SATISFIED ARE YOU WITH THE FOLLOWING FOOD VENDORS? - ROBEKS JUICE

COUNT	PERCENT	
1436	24.79%	VERY SATISFIED
2995	51.71%	SATISFIED
1059	18.28%	DISSATISFIED
302	5.21%	VERY DISSATISFIED
5792		RESPONDENTS

**Q51**

HOW SATISFIED ARE YOU WITH THE FOLLOWING FOOD VENDORS? - COFFEE BEAN & TEA LEAF

COUNT	PERCENT	
2128	36.38%	VERY SATISFIED
2837	48.50%	SATISFIED
703	12.02%	DISSATISFIED
181	3.09%	VERY DISSATISFIED
5849		RESPONDENTS

**Q53**

HOW SATISFIED ARE YOU WITH THE FOLLOWING FOOD VENDORS? - SBARRO'S PIZZA

COUNT	PERCENT	
1099	18.99%	VERY SATISFIED
2769	47.84%	SATISFIED
1327	22.93%	DISSATISFIED
593	10.25%	VERY DISSATISFIED
5788		RESPONDENTS

**Q54**

HOW SATISFIED ARE YOU WITH THE FOLLOWING FOOD VENDORS? - EVERY TABLE SMART FRIDGE

COUNT	PERCENT	
595	10.58%	VERY SATISFIED
2722	48.38%	SATISFIED
1706	30.32%	DISSATISFIED
603	10.72%	VERY DISSATISFIED
5626		RESPONDENTS

**Q55**

HOW SATISFIED ARE YOU WITH THE FOLLOWING FOOD VENDORS? - SHAKE SMART

COUNT	PERCENT	
1103	19.42%	VERY SATISFIED
2895	50.96%	SATISFIED
1263	22.23%	DISSATISFIED
420	7.39%	VERY DISSATISFIED
5681		RESPONDENTS

**Q56**

HOW SATISFIED ARE YOU WITH THE FOLLOWING FOOD VENDORS? - VENDING MACHINES

COUNT	PERCENT	
957	16.56%	VERY SATISFIED
2684	46.44%	SATISFIED
1540	26.65%	DISSATISFIED
598	10.35%	VERY DISSATISFIED
5779		RESPONDENTS

**Q57**

HOW SATISFIED ARE YOU WITH THE FOLLOWING FOOD VENDORS? - CORNER MARKET CONVENIENCE STORE

COUNT	PERCENT	
1777	30.73%	VERY SATISFIED
3005	51.97%	SATISFIED
758	13.11%	DISSATISFIED
242	4.19%	VERY DISSATISFIED
5782		RESPONDENTS



**Q58**

WHICH ADDITIONAL SERVICES DO YOU PREFER IN A POTENTIAL FUTURE UNIVERSITY STUDENT UNION CONCEPT?

COUNT	PERCENT	
420	6.98%	CREDIT UNION/BANK
354	5.88%	HAIR SALON/BARBER
406	6.75%	NAIL SALON
451	7.50%	BOOKSTORE RETAIL
327	5.43%	AMAZON LOCKERS
556	9.24%	REFRIGERATED LOCKERS
222	3.69%	FAMILY LOUNGE SPACE
1095	18.20%	GROUP STUDY SPACE WITH SMART ROOM TECH
1946	32.34%	NAP AREAS
114	1.89%	FACULTY/STAFF COLLABORATION MAKER SPACE
126	2.09%	OTHER (PLEASE SPECIFY)
6017		RESPONDENTS

**Q59**

ARE THERE ANY ISSUES NOT BEING ADDRESSED IN THESE CONCEPTS THAT YOU WOULD LIKE TO SEE RENOVATED/EXPANDED?

COUNT	PERCENT
2927	100.00%
2927	RESPONDENTS

**Q60**

PLEASE FEEL FREE TO PROVIDE ANY ADDITIONAL COMMENTS OR SUGGESTIONS REGARDING THE UNIVERSITY STUDENT UNION IMPROVEMENT CONCEPT:

COUNT	PERCENT
2278	100.00%
2278	RESPONDENTS







