

**University Student Union**  
**California State University Northridge**  
**Student Recreation Center Voter's Guide**

**PROPOSAL**

The University Student Union (USU) is proposing to construct a comprehensive recreation center facility (in excess of 100,000 square feet) that would include basketball/volleyball courts, a rock climbing wall, weight and fitness space, multi-purpose rooms for aerobics, martial arts, spinning, and dance, a boxing studio, an indoor jogging track, social lounge, locker rooms, drop in baby sitting services, administrative offices, sport club offices, outdoor recreation equipment storage & resource center, outdoor pool complex, and an outdoor field complex.

The associated fee would gradually increase over a period of time as follows: \$25.00 in 2007-2008, \$35.00 in 2008-2009, \$45.00 in 2009-2010, \$55.00 in 2010-2011, and \$130.00 in 2011-2012. During the summer months students are assessed 60% of the prior spring USU fee. Therefore, the fees associated with the Recreation Center project for the summer will be as follows: \$15.00 in 2008-2009, \$21.00 in 2009-2010, \$27.00 in 2010-2011, \$33.00 in 2011-2012, and \$78.00 in 2012-2013. The fee of \$130.00 will begin in the fall of 2011-2012. It is anticipated that the facility will be open for use in 2011-2012. The fee increases noted above are in *addition* to the current USU fee of \$120.00 per semester for fall and spring and \$72.00 for the summer.

It should be noted that students will not be assessed a membership fee to use the Recreation Center. Use of the recreation center and basic fitness classes will be included as part of regular USU fees. Nominal fees could be assessed for personal training and/or specialty classes.

To address inflationary concerns, beginning in 2012-2013, the recreation center fee will be increased \$3.00 per semester for the fall and spring with the resulting 60% calculation applied to summer.

Due to the length of the construction the USU is considering offering discounted or free semester memberships to those students who pay the fee but are no longer students when the facility opens. Details are currently being developed to maintain a database for those students who will be affected.

**BACKGROUND**

In the fall of 2006, the University Student Union and the Associated Students retained the services of Brailsford & Dunlavey (facility planning firm) to conduct a feasibility study regarding the potential recreation center.

The feasibility study included:

- A series of student and faculty/staff focus groups and random intercept interviews to gain qualitative information regarding recreational activities and possible facilities;
- An off-campus analysis to determine the amenities, price points, and locations of health club facilities in the Northridge area;
- A Web-based student survey sent to 8,000 current CSUN students to quantify existing facility usage patterns, desired recreational activities, space demands, and fee tolerance;
- A recreation space demand model to project demand for spaces within a possible recreation center based on data collected from the electronic survey;
- A recommended facility concept based on the quantities of demanded spaces; and
- A financial model, based on the options in the survey, to illustrate the long term feasibility of the project.

### **USU MISSION/PROJECT RATIONALE**

Universities across the country are realizing the importance of the student unions' role in developing community and enhancing the quality of life for students and the university community.

The mission of the University Student Union is: "To be a world class university student center that educates through inclusion, personal growth and entertainment, creating the ultimate college experience which exceeds all student expectations."

The recreation center project has been proposed to assist the USU in furthering its role in enhancing community and school spirit and improving the fitness and well-being of our students. In addition, the facility will assist in the recruitment of potential students and the retention of current students.

### **FOCUS GROUP/SURVEY RESULTS\***

- There is a growing demand for a comprehensive recreational center on campus. Part of the challenge with the existing on-campus facilities is size, hours of availability, and location (spread out across campus), which impact students' ability to utilize them.
- A new on-campus recreation facility will continue to build upon the success of the renovated USU in enhancing the sense of community on campus. The renovated union is making a significant difference in campus life and a new comprehensive recreational facility would provide a centralized building that promotes healthy lifestyles, community building, socialization, and an interactive environment for the campus community.
- The top three reasons students were in favor of a new recreation facility were: improving the health of the CSUN students (52%) making CSUN more attractive to students (48%) and expanding the recreational offerings at CSUN (42%).

➤ Students view the construction of a new comprehensive student recreational facility as a campus priority. The data revealed that students are not satisfied with the existing Fitness Centre facility, and almost 35% are paying an average of \$300 per year to belong to an off-campus health club, not inclusive of the initiation fee.

➤ Two facility options (both located adjacent to the USU) were tested in the survey:

**Option A:** Construct a comprehensive 125,000 gross square foot student recreation center

**Option B:** Construct a 90,000 gross square foot facility, with a corresponding smaller student fee increase

- 71% of student survey participants chose Option A as the preferred facility type over Option B. The data also revealed 64% of students were Very Likely or Likely to vote for Option A, while only 39% of students were Very Likely or Likely to vote for Option B.

Students felt that if the campus was going to move forward with the project, the project needed to be done right the first time within a certain price budget.

\*Comments from Student Recreation Center Feasibility Study, Brailsford & Dunlavey, 2007.

### **THE CURRENT PLAN INCLUDES THE FOLLOWING ELEMENTS:**

- Gymnasium Courts
- Multi-Activity Court (MAC) for indoor soccer, roller hockey, etc.
- Weight and Fitness Space, including free weights, machines and cardio equipment
- Multi-Purpose Rooms for aerobics, martial arts, spinning, dance, etc.
- Indoor Jogging Track
- Rock Climbing Wall
- Boxing Studio
- Social Lounge
- Locker Rooms
- Drop in Baby Sitting Services
- Administrative Offices
- Office Space for Sport Clubs
- Outdoor Recreation Equipment Storage and Resource Center
- Outdoor Pool Complex
- Outdoor Field Complex for various activities (i.e. soccer, football, softball, ultimate Frisbee, etc.)

*Exact dimensions, types and specific number of recreation fitness equipment/areas are subject to change based on the actual design and construction of the project.*

**REFERENDUM DATES:** April 17 & 18, 2007

**POLLING TIMES:**

Online Elections with 24 hour access – Starting at 8:00 a.m. on Tuesday, April 17<sup>th</sup> until 7:00 p.m. on Wednesday, April 18<sup>th</sup>.

**POLLING LOCATIONS:**

Online Elections  
Matador Square  
Possibly other on-site polling and/or information locations

**PROJECTED COSTS**

The fee increases noted below are in *addition* to the current USU fee of \$120.00 per semester for fall and spring and \$72.00 for the summer.

	<b>Fall &amp; Spring Fee</b>	<b>Summer Fee</b>
2007-2008	\$25.00	N/A
2008-2009	\$35.00	\$15.00
2009-2010	\$45.00	\$21.00
2010-2011	\$55.00	\$27.00
2011-2012	\$130.00	\$33.00
2012-2013	\$133.00	\$78.00

The fee of \$130.00 will begin in the fall of 2011-2012. It is anticipated that the facility will be open for use in 2011-2012.

To address inflationary concerns, beginning in 2012-2013, the recreation center fee will be increased \$3.00 per semester for the fall and spring with the resulting 60% calculation applied to summer.

*NOTE: Students will not be assessed an additional membership fee to use the recreational facilities or basic group fitness classes. Nominal fees could be assessed for personal training and/or specialty classes.*

**SOLICITED STATEMENTS\***

**Pro** – “For someone who works full time and goes to school full time, a recreational center on campus will make commuting less [burdensome] and offer opportunities to be involved in a type of social community.”

**Con** – “The students are at CSUN to educate the mind, not the body and don’t need this addition to the school.”

**Pro** – “Please make this a state of the art center. Even though SDSU, UCSD, and LMU didn’t have what I wanted academically, seeing their fitness centers made me think about going to either of those schools because of it.”

**Con** – “I am not really interested in this because I am already a member at a gym off campus. I am also a full time student, I work 32 hours a week, and I commute to Northridge so I would not want to stay on campus to use this facility. Northridge is a commuter campus and therefore I feel many students would not really have time to take advantage of this, thus I think students should not have to pay for this.”

\*The solicited statements are direct quotes from the web-based survey conducted by the consulting firm of Brailsford & Dunlavey.

## MONETARY IMPACT ANALYSIS STATEMENT

	2007/08 PROJECTED	2008/09 PROJECTED	2009/10 PROJECTED	2010/11 PROJECTED	2011/12 PROJECTED
<b>REVENUES &amp; SOURCES OF FUNDS</b>					
STUDENT FEES (1)	1,632,510	2,431,099	3,198,457	3,957,374	9,235,916
INTEREST INCOME	0	0	7,040	20,600	54,710
OTHER REVENUE	0	0	0	0	201,500
BOND FUND PROCEEDS (2)	0	0	57,241,500	0	0
<b>TOTAL REVENUES &amp; SOURCES</b>	<b>1,632,510</b>	<b>2,431,099</b>	<b>60,446,997</b>	<b>3,977,974</b>	<b>9,492,126</b>
<b>LESS EXPENDITURES &amp; USES OF FUNDS</b>					
BOND PAYMENTS (3)	0	0	0	0	2,668,575
OPERATING EXPENDITURES	0	0	0	0	3,479,200
USU CONTRIBUTION TO CONSTRUCTION-RELATED COSTS (4)	1,280,498	1,753,126	1,500,000	1,374,042	6,716,334
BOND FUND CONSTRUCTION-RELATED COSTS (5)	0	0	25,137,504	32,103,996	0
OTHER (6)	0	0	0	0	200,000
<b>TOTAL EXPENDITURES &amp; USES OF FUNDS</b>	<b>1,280,498</b>	<b>1,753,126</b>	<b>26,637,504</b>	<b>33,478,038</b>	<b>13,064,109</b>
<b>NET CHANGES IN FUND BALANCE</b>	<b>352,012</b>	<b>677,973</b>	<b>33,809,493</b>	<b>-29,500,064</b>	<b>-3,571,983</b>
<b>BEGINNING FUND BALANCE</b>	<b>0</b>	<b>352,012</b>	<b>1,029,985</b>	<b>34,839,478</b>	<b>5,339,414</b>
<b>ENDING FUND BALANCE (7)</b>	<b>352,012</b>	<b>1,029,985</b>	<b>34,839,478</b>	<b>5,339,414</b>	<b>1,767,431</b>

**Legend:**

- 1-Student fee revenue is based on estimated student headcount.
- 2-The net proceeds from the bond issue that is available to construct the student recreation center.
- 3-Required bond payments for proposed student recreation center debt.
- 4-The USU's financial contribution to construction-related costs of the student recreation center.
- 5-The entire bond proceeds of \$57.2 million is expended in 24 months.
- 6-Expenses for repairs and maintenance.
- 7-Accumulated fund balances will be used for the following purposes:
  - a. Replacement of equipment.
  - b. Establishment of reserves for major repairs and replacements.
  - c. Establishment of contingency reserves.