

UNIVERSITY OF CALIFORNIA, RIVERSIDE
REQUEST FOR PROPOSAL
STUDENT REFERENDUM PLAN
for the STUDENT RECREATION CENTER EXPANSION

Introduction

The University of California, Riverside (UCR) invites the submission of proposals from qualified consultants to assist with creating a Student Referendum Plan. The University will initiate a multi-phase contract to complete the plan, and will reserve the option to continue services to assist with implementing the plan.

The goal of the Student Referendum Plan is to furnish recommendations and supporting documentation that will lead to the successful passage of a Student Referendum to increase Student Recreation fees. The entire Campus Recreation program (activities, operations, and facilities) is funded from Student Recreation fees. An increase in the fee is therefore necessary to furnish additional space, to expand recreation programs, and to operate and maintain Student Recreation facilities. The selected consultant will produce written documentation that illustrates student fee tolerance levels, furnish a marketing plan designed to secure passage of the student referendum, and address other areas presented in the accompanying Scope of Required Services. A separate Detailed Project Program (DPP) planning process will establish a prioritized building development strategy and space program that meets the East Campus Student Recreation Complex requirements. Information obtained from the Student Referendum Plan will be used to develop the project scope for a proposed Student Recreation Expansion project. The Student Referendum Plan is scheduled to begin the week of September 29, 2008, and be completed by January 16, 2009.

An expansion to the Student Recreation Center is necessary to provide recreation facilities for a growing campus population. The Student Recreation Center was completed in 1994, and was designed and constructed to support a campus population of 11,000 students. Since that time, the campus population has significantly increased, resulting in overcrowded conditions. Expanding the facility within the available nine acre site will provide the ability to address recreational needs of the growing student population, while enhancing quality and quantity of recreation programs offered. The Student Recreation Center site is located on Linden Street, and is adjacent to student housing, the Athletics Track & Field Stadium, and future academic/research facilities.

Background

The 1,121-acre UCR campus is located three miles east of downtown Riverside and is bisected by the I-215/SR-60 freeway. The 610 acres east of the freeway include the undergraduate academic core and most of the existing campus facilities; the 511 acres west of the freeway includes agriculture research and teaching fields and support facilities, a large parking lot, administrative facilities (Highlander Hall and Human Resources), the University Extension (UNEX) facility, and International Village student housing. UCR is experiencing a growth cycle with a present enrollment of approximately 17,000 students (headcount) that is expected to increase to an estimated 22,000 students by 2015-16. This will necessitate the development of

the West Campus for graduate and professional school programs, including a proposed School of Medicine, and increased density on the East Campus.

Scope of Required Services

Phase I – Student Referendum Planning and Analysis

1. **Mobilization / Data Collection:** Review schedule and deliverables with the project management team (PMT). Compile existing campus and recreation program information that is necessary to complete the identified scope of services using surveys, interviews, focus groups, and other applicable techniques.
2. **Comparative Recreation Program Analysis:** Examine student recreation programs on similar sized public higher education campuses to determine student costs in terms of campus recreation fees, recreation program fees (e.g., intramurals, outdoor adventures, etc), and other user costs. Conditions associated with student recreation fees shall also be identified. Program operation costs for each campus will also be obtained to determine the appropriate number of professional and support staff to operate and maintain the facilities, and other costs funded from Student Recreation Fees (e.g., building operation and maintenance). All contact information will be provided.
3. **Student Assessment:** Ascertain the feasibility of increasing Student Recreation Fees by utilizing surveys, focus groups and other means as necessary. The assessment shall illustrate the probability of passing a Student Referendum to increase student fees at multiple fee levels, and ascertain influences or conditions that support and detract from approving the referendum. Determine the probable student fee tolerance for further analysis. Develop Student Recreation Fee recommendations that will fund construction, facilities operation and maintenance, and associated recreation programs (staff, equipment, etc).
4. **Consultation and Collaboration:** Meet with Campus representatives, the DPP consultant and other consultants as appropriate to review the development strategy and establish the Student Recreation Center Expansion project scope. The iterative process balances identified space and facilities needs with financial resources identified via the Student Referendum Planning process. Sharing and obtaining information with other consultants is therefore an integral part of this project, and the overall Student Recreation Center Expansion planning process.
5. **Marketing Plan:** Produce a student referendum campaign implementation strategy that furnishes the necessary information in sufficient detail to initiate and execute the campaign. The plan will clearly illustrate the process, provide a detailed schedule, and furnish necessary supporting documentation with the intent of successful passage of the recommended Student Recreation fee increase. All primary areas of responsibilities will be identified. The Campus will have the option to retain the selected firm for Phase II, which includes providing assistance with initiating the referendum campaign and furnishing support during the campaign. A separate fee proposal will be requested at such time if this option is selected.

6. **Findings and Conclusions:** Produce a written report that documents the completed planning process, considerations and outcomes. Meeting minutes will be included in the draft and final reports. Present project information to the Recreation Facilities Governing Board, other student organizations, and the Capital Coordinating Committee (C-3) during the planning process.
7. **Training:** Conduct student and staff training sessions on how to implement the student referendum campaign.

Available Documents

The following documents are available for review through the Academic Planning and Budget website (http://apb.ucr.edu/cap_plan/).

- 2005 Long Range Development Plan (LRDP)
- 2008 Campus Aggregate Master Planning Study (CAMPS)
- 2008 Strategic Plan for Student Housing Update

Planning Team and Process

The consultant team should include appropriate individuals to complete the indicated scope of work. The consultant proposal should include a description of the recommended planning approach consistent with UCR's planning structure. The planning process will require interactive meetings, planning sessions, and workshops. During the course of this planning process, the consultants will be responsible for producing all meeting minutes and associated handouts in an electronic format. These materials will be provided in a format consistent with UCR/APB standards, and will be promptly distributed to campus participants by the UCR project management team within one week of the meeting. The minutes will be included in the final report. A minimum start-up period of one to two weeks should be anticipated in the proposed project schedule for orientation meetings with the UCR project management team prior to the first steering committee meeting.

The UCR Project Management Team (PMT) will consist of representatives from the Capital & Physical Planning, Recreation, and Academic Planning and Budget. The Executive Vice Chancellor will appoint a steering committee that will serve as the primary advisory group. Other participants will include students, staff, and Faculty.

Deliverables

The results from the comparative recreation program analysis and student assessment (see scope of services items 2 and 3) will be submitted by November 1, 2008. The administrative draft report will be submitted by **December 2, 2008**, for Campus review. The final report will be submitted by **January 16, 2009**. Each submittal will contain fifteen report copies (15) and an electronic copy in Adobe Acrobat PDF format. All electronic documentation must be consistent with UCR/APB standards. All maps, plans and graphics will be provided in PDF format as well

as another format such as AutoCAD 2004 or above, Adobe Photoshop (.PSD), Adobe Illustrator (.AI), etc, with all layers intact. All site plans will be aligned with the campus coordinate system and be provided in a format that can easily be incorporated into UCR's Geographic Information System (GIS).

Proposal Format

The University of California is looking for a creative, responsive, and the best qualified team that will collaborate with the University to successfully complete the project. Proposals should be concise and contain a cover letter that highlights the firm and/or team's unique qualifications, and the primary point of contact name, telephone number and direct e-mail address. The proposal should follow sections listed below in order as shown with supporting materials as necessary:

1. **Introduction** – Describe the composition of the assigned team, and how the team will successfully complete the Student Referendum Plan. Explain the firm/team's unique qualifications for the project, and how the firm will furnish project leadership and management throughout the planning process.
2. **Approach** – Describe the approach that will be used to complete the Student Referendum Plan within the identified timeframe, specific challenges associated with the project, and how these challenges will be addressed. Summarize the methodology that will be used to determine student recreation fee tolerance, and how the process was successfully utilized on other higher education campuses. Provide a flowchart that shows the proposed approach/process.
3. **Project Schedule and Quality Control** – Outline anticipated work plan, survey and other techniques employed to collect campus information, obtain student input, and compile information from other higher education campuses. Include a detailed schedule that illustrates how the project will be completed within the identified timeframes. Describe how your team will work with the steering committee, the project management team, Recreation Facilities Governing Board, staff, faculty, students, and other campus representatives. Summarize the quality control process that will be utilized, and illustrate the team's ability to complete the project on time.
4. **Statement of Qualifications/Team Description and Relevant Professional Experience** Provide names and educational background of each team member, professional affiliation/registrations, including sub-consultants. Describe experience and proposed role for each team member, and furnish a project team organization chart. The person responsible for project management, coordination and communication with the UCR shall be clearly identified. Team members described will be only those assigned to and working on the project.
5. **Project Experience** – List projects and/or experience with student referendums in chronological order in which team members were involved. Indicate who from the team was involved with each project and their role, and show whether project was done by the firm or by team member when employed in another firm. Additional consideration may

be given to proposed team members and firms that have successfully worked together on previous projects.

6. **Other Considerations** – Describe the firms’ approach to working with various campus representatives associated with the project that includes student organizations, faculty, and staff.
7. **Illustrative Materials** – Provide images and/or drawings that illustrate the team’s capabilities with similar student referendum planning projects. Include a brief project narrative that describes the project, highlights unique conditions, and identifies proposed or actual completion date. Materials are limited to projects referenced in other sections,
8. **References** – Provide names, addresses, and telephone numbers of previous clients who may evaluate referenced work from items 4 & 5 above

The proposal should: be fully self-contained, be printed on 8-½”x11” pages (with fold-out pages to 11”x17” in size, if required), have a minimum 10 point font size, and be either coil or comb bound. Covers and tabs may extend beyond the 8-½” dimension.

Qualifications

Highest consideration will be given to consultants with a demonstrated understanding of completing student assessments, determining student fee levels and tolerance, experience with public higher education student recreation facilities, data gathering, analytical methodologies, familiarity with University process, and responsiveness to the needs of the UCR campus.

Selection Process/Criteria

All proposals will be examined for merit and ranked by a selection committee according to quality and responsiveness. The top proposals will be placed on a short list of finalists, and three to five firms will be called for interviews. ***Shortlisted firms will be required to submit a Phase I fee proposal at the time of the interview.*** Upon completion of the interviews, fee proposals will be evaluated. The firm selected as first choice will be notified and asked to negotiate final terms of the contract. Authorization to proceed with the project will occur thereafter. Only key individuals representing the particular firm and/or team should attend the interview. Presenters shall only consist of those directly involved with and responsible for completing the project, and shall include the project manager.

The selection committee is seeking project teams that have demonstrated experience with comparable student referendum projects within a public higher education setting. Major considerations in the team/firm selection will be based upon the following:

1. Team/Firm experience with completing student fee assessments and developing a strategy that will lead to the successful passage of a student referendum.

2. Ability to work with student organizations, campus representatives (faculty, staff, senior administrators), and other consultants in a collaborative effort to complete the project.
3. Experience of key individuals.
4. Project Management approach to complete the study.
5. Quality Assurance programs.
6. Demonstrated ability to complete projects on time.
7. References

Schedule for Firm Selection

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|---------------------------------|----------------------------|
| • Announcement of RFP | August 1, 2008 |
| • Proposals Due | August 22, 2008 |
| • Shortlist | Week of September 1, 2008 |
| • Interview and Final Selection | Week of September 15, 2008 |

Submittal Instructions (PLEASE READ CAREFULLY)

Eight (8) copies of the proposal materials shall be submitted by 4:45 p.m. on **August 22, 2008**, at the Capital & Physical Planning Office (address below) or they will be rejected. No proposals will be accepted after 4:45 p.m. on closing date. POSTMARKS ARE NOT ACCEPTED. Also include one compact disk (CD) with the proposal material in Adobe PDF file format. All contact information must be on the disk.

For additional information, please contact:

Jonathan Harvey, AICP
Principal Educational Facilities Planner
Capital and Physical Planning
University of California, Riverside
3637 Canyon Crest Drive
Bannockburn F-101
Riverside, CA 92507
Tel: (951) 827-6952
Fax: (951) 827-2402
Email: jon.harvey@ucr.edu