



BLUE RIBBON COMMITTEE SYLLABUS

CAMPUS DISTRICT VISIONING PROJECT

June 18, 2018

PURPOSE

The purpose of the Blue Ribbon Committee (BRC) is to review materials, discuss concepts and options, and make recommendations to the City Council related to the future use of the Higher Education Campus Site within the base reuse plan area. The BRC will be advisory in nature, and the City Council will make the ultimate decision on what strategies will be used to attract a four-year university or college to Concord.

GENERAL MEETING FORMAT

Each BRC meeting will be held at City Hall and run approximately two hours. The meetings will be noticed in advance and open to the public. As such, there will be time allotted during the meeting to receive public comments.

DRAFT SYLLABUS

Meeting 1: Orientation, Higher Education Trends, and Demographic and Market Conditions

- Group introductions
- Review BRC purpose, bylaws and meeting format
- Review higher education trends in California and beyond
- Review local, regional and state higher education needs
- Review Concord and Contra Costa County demographics
- Review local and regional market conditions
- *Discuss and provide comments*

Meeting 2: Physical and Environmental Considerations for the Site

- Review site access and mobility conditions
- Review site environmental constraints
- Review space programming concepts
- *Discuss and provide comments*

Meeting 3-4: Campus Development Models (1 or 2 sessions)

- Review various campus development models
- Review phasing and programming options
- *Discuss and provide comments*

Meeting 5: Goals and Space Needs for Various Institutions, and Fiscal/Financial Strategies

- Review UC and Cal State campus planning goals and space needs
- Review UC and Cal State funding sources and limitations
- Review private institution approaches to campus planning
- Review private institution funding sources and limitations
- Review P3 (public/private partnership) approaches and options
- *Discuss and provide comments*

Meeting 6: Selecting the Most Important Institution to Focus on, and Marketing Strategies

- Review outcomes and takeaways from previous meetings
- Review top institution to focus on attracting
- Review current and potential marketing strategies
- *Discuss and provide comments*

Meeting 7: Review and Refine Draft Vision and Strategies

- Review and confirm the Vision
- Review draft strategies
- *Discuss and provide comments*

Meeting 8: Review Final Report and Confirm Action Items

- Review draft final report
- Review action items
- *Discuss and provide comments*