

# Investment Fund for the Future (IF2)

## Entry #112

### A. PROPOSAL SUMMARY

**Title: Building a Better Brockport: The Disney Effect (Procurement of a Sidewalk/Roadway Sweeper)**

**Project Lead Name:** Rick Lair  
Physical Plant

**Project Lead email address:** rlair@brockport.edu

**Amount Requested: 45000**

**This proposal includes cost sharing.**

**Name of Sponsor 1:** James Willis  
Administration and Finance

**Name of Sponsor 2:**

**Name of Sponsor 3:**

#### A-1. Description of the Initiative

First impressions made by clean, well-maintained sidewalks, roadways and parking areas (the Disney Effect -- The WOW Factor) create a welcoming environment and assist in attracting and retaining students, faculty, and staff. Surveys over several decades consistently show the appearance and cleanliness of the physical plant to be a top factor in determining where students will attend college.

The College at Brockport has been without an exterior hard surface debris sweeper/remover for the past 25 years. Sweeping efforts are contracted out twice per year; the week before Commencement and the week prior to Welcome Weekend at a cost of \$2,500 per week. Periodic debris removal occurs throughout the year using hand removal methods.

By contrast, municipalities maintain active programs of sidewalk and street sweeping (e.g. main arteries, twice per month; parking lots, monthly; and as needed for special events, recovery from storms, etc.).

Modern sweepers are capable of collecting small, as well as large, particles of dust, salt, etc. They are fitted with water tanks and sprayers which loosen small particles and manage dust. The brooms on modern sweepers gather debris, which is then vacuumed into a bin or hopper.

Procurement of a midsize sidewalk/roadway sweeper will significantly enhance the presentation of the campus, prolong the useful life of our hard surface areas, improve sidewalk appearance following snow storms, and address Federal EPA (Environmental Protection Agency) storm water runoff and pollution concerns.

## A-2. Impact Statement: What change will this project deliver in the short term? What are the expected longer term impacts?

The College has approximately 33.5 acres of parking lots, 25 miles of hard surface walkways, and 6 miles of roads that would benefit from this initiative.

The procurement of a Sidewalk/Roadway Sweeper will:

Significantly improve the physical appearance of the College, allowing us to attain and sustain APPA (Assoc. of Physical Plant Administrators) Level 1 (state-of-art) and 2 (high-level maintenance) Standards for public areas (e.g. North Campus Mall, LAB-Children of the World Plaza, and Alumni Walk). Secondary impact will be improved interior building appearance. 80% of building dirt is tracked in from the outside. Reducing this inflow will allow custodial staff to clean to higher APPA standards.

Significantly extend the useful life of our sidewalks, roads, and parking lots and reduce repair/replacement costs through routine (and regular) cleaning. Sand, salt, dirt and other abrasive materials, when left on, quickly deteriorate surface materials.

Contribute to environmental stewardship. Sweeping/cleaning outdoor hard surfaces on a regular basis greatly minimizes pollutants in storm water runoff (our parking lots alone contribute 900,000 gallons of runoff for each 1" of rain). Improved storm water management will assist the college in addressing findings from a 2015 EPA storm water audit of the college.

## B. STRATEGIC ALIGNMENT

### B-1. To be a Great College at which to Learn

The appearance of the physical campus should reflect the quality of our academic programs and our pride in our College. The pedestrian experience, the path network along which students traverse and hang out to watch, listen, learn and associate, contributes in subtle but profound ways to the overall student's sense of place and overall learning. The outdoor physical environment/appearance can detract (think North Campus prior to revitalization) from this experience. Maintaining APPA Level 1 – State-of-the-Art – Standards for our more public spaces will contribute to being a Great College at Which to Learn.

### B-2. To be a College engaged with its Community

Our roadways, parking lots, and sidewalks provide visitors with their first impression of the College and can detract or enhance their experience. Clean, well-maintained facilities project an image of vitality and provide a welcoming introduction to the campus, increasing the likelihood that visitors will share positive impressions and return for subsequent visits.

The College is intrinsically linked to its host community, The Village of Brockport, not only historically, but also physically. Nearly two miles of sidewalks, for which the College has the responsibility to maintain, boarder village streets. Clean, well maintained walkways will enhance the livability of the surrounding community and make the campus a more welcoming place.

### B-3. To be a Sustainable Institution for the 21st Century

Responsible storm water management and pollution control contribute to our stewardship of the environment and will support STARS (Sustainability Tracking, Assessment & Rating System) credits under the category of the built environment.

A clean and beautiful campus contributes significantly to "quality of place" and has a direct impact on the recruitment and retention of both students and staff, which has a direct correlation on institutional fiscal sustainability.

Surveys over several decades consistently show the appearance and cleanliness of the physical plant to be a top factor in determining where students will attend college. A Carnegie Foundation survey (1975) of graduating high school seniors found that sixty-three percent (63%) chose their college based on the cleanliness and condition of the physical plant. More recently (2014), a national survey of student satisfaction and priorities (Noel Levitz), found fifty-eight percent (58%) of students identified physical appearance as among the top reasons for their choice of College.

### B-4. To be a Great College at which to Work

Just as the appearance and cleanliness of the physical environment impacts the student experience (B-1), it significantly affects the quality of the faculty and staff work experience.

More fundamentally, To Be a Great College at Which to Work is predicated upon providing all staff with the tools and training to do their job. Our grounds and custodial staff go to considerable lengths to maintain the physical appearance of our physical plant to acceptable standards. The procurement of a sidewalk/roadway sweeper will finally provide the appropriate tool to maintain our physical plant (exterior and interior) to the standards to which they aspire.

## C. IMPLEMENTATION PLAN AND BUDGET

C-1. Identify the specific activities to be funded from the Investment Fund, estimated time-line for implementation, and for activities anticipated to be ongoing, plans for continued funding.

**Item 1: Sidewalk/Roadway Sweeper**

**Item 1 Amount:** 90000

**Item 2:**

**Item 2 Amount:**

**Item 3:**

**Item 3 Amount:**

**Item 4:**

**Item 4 Amount:**

**Item 5:**

**Item 5 Amount:**

**Item 6:**

**Item 6 Amount:**

**Item 7:**

**Item 7 Amount:**

**Item 8:**

**Item 8 Amount:**

**Item 9:**

**Item 9 Amount:**

**Item 10:**

**Item 10 Amount:**

**TOTAL EXPENSES, ALL ITEMS: 90000**

**Matching Fund: 45000**

**In-Kind Services: Provide FTE and name of personnel who have committed to in-kind services.  
Checked**

## **D. ASSESSMENT PLAN:**

### **D-1. What are the anticipated outcomes and specific measurements for success?**

The Administrative Transformation Roadmap being developed by the Division of Administration & Finance will align divisional operations and priorities with Building a Better Brockport and provide for annual surveys of students, faculty, and staff to identify customer requirements, expectations, and satisfaction levels. Satisfaction with the physical appearance of the College (grounds and buildings) will be measured through this instrument.

Additional measures of success will be the extent to which prospective students identify campus appearance as a factor in their choice to attend Brockport, or choose to attend college elsewhere. The College at Brockport will be recognized amongst its peer institutions as a clean and beautiful campus through comparative assessments by the State University Construction Fund.

## **E. ADDITIONAL INFORMATION**

**E-1. Please provide any additional information to assist in the review of the proposal, including why the initiative cannot be funded from divisional resources.**

The Physical Plant budget currently supports the replacement of a number of high cost (<\$50,000) pieces of specialty equipment. These include plow trucks, front loaders, backhoes, etc. This is in addition to replacing the vans and trucks required for ongoing maintenance of the physical plant. The expenditures are prioritized on the basis of core needs. While a sidewalk/roadway sweeper will have a significant impact and has been on the wish list for over 25 years, the Physical Plant's capital equipment budget has always had to address more immediate core needs (e.g. cyclic replacement of maintenance vehicles which provides for efficient movement of the workforce and materials across the campus, plow trucks and sanders to keep roadways open during snow events, heavy construction equipment for abating underground utility disruptions and exterior lighting replacement etc.).

**Upload up to three supplemental files here (not required):** [On file]

**Signature of Project Lead:** [on file]

**Email:** rlair@brockport.edu

**Signatures of sponsors are on file in the Administration and Finance Division.**

**Sponsor 1 Comments:** It is proposed that the \$45,000 match be in the form of an internal five-year loan drawn against campus reserves and be paid back at \$9,000/yr plus agreed upon interest.

**Sponsor 2 comments:**

**Sponsor 3 Comments:**

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