

OREGON HEALTH & SCIENCE UNIVERSITY

Retail Dining Master Plan
Portland, Oregon

Objectives

Assess the market demand and customer expectations for retail dining services on the Marquam Hill and OHSU West campuses.

Key Issues

- Planned expansion of patient beds and outpatient services.
- Expansion of campus to off-site location, to be connected by cable car.
- Highly distributed retail program with several operators creating duplication of services in some areas and insufficient service in others.
- Disparity in variety, quality and pricing leading to customer dissatisfaction.

Key Elements of the Study

- Extensive market research, including web-based survey, revealed significant potential for improved service to campus population that could result in revenue growth .
- Detailed programming study provided opportunities for reduction of space allocations in some areas and expansion needs at key gathering points.
- Feasibility study for new table service restaurant did not find such a venue to be viable.
- Analysis of contract-operated portion of the program revealed a move to full self-operation would be advantageous for both customers and the University.



Client

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Campus Characteristics

- Licensed Patient Beds – 530 (not including VA Hospital)
- Faculty & Staff – 4,700
- Student Enrollment – 2,500
- Campus Setting – Urban
- Dining Locations – 22 (not including VA Hospital)