



American Red Cross

March 10, 2016

Dr. Soraya Coley
President
California State Polytechnic University, Pomona
3801 West Temple Avenue
Pomona, CA 91768

Dear President Coley:

Thank you so much for the amazing support and the continued development of the partnership between Cal Poly Pomona and the American Red Cross. As you know, last May we celebrated our 10 year anniversary of the grand opening of our blood processing facility in Innovation Village. This 201,000 square foot building continues to be the flagship facility for the Red Cross.

As the Vice President for Real Estate Services, I look to this facility and relationship with Cal Poly Pomona as a model for how Red Cross should partner with other high profile groups to improve our service to the community and staff morale. But, I also take personal pride in what we have been able to accomplish as I was the project manager for the strategic planning process that resulted in the selection of Cal Poly Pomona as the location for our new building.

When we were faced with a need to revisit our strategic plan for Southern California in 2002, we identified a list of 25 properties across the southland that met our high level needs. We enlisted the help of real estate and construction expertise to help us narrow this list to 6 sites and applied our quantitative and qualitative site selection criteria. The results of this comprehensive analysis showed definitively that Cal Poly Pomona was the best fit for the new Red Cross headquarters in Southern California.

The key drivers that differentiated Cal Poly Pomona from the pack were:

- Excellent partnership potential – Cal Poly has been and continues to be committed to expanding and improving the synergies between our two organizations.
- Available amenities to Red Cross staff – many other options were independent buildings or land without an attached community. Our staff continues to feel a part of the broader Cal Poly Pomona family.
- Proximity to major airports - LAX, Ontario, and John Wayne
- Ease of vehicular access - Access to 2 major thoroughfares
- Financial impact - Analysis showed Cal Poly to be very competitive financially compared to other sites.
- Ease of Inter & Intra-Region Transportation – The Red Cross processes blood from Arizona and Northern California in this facility, Pomona is well situated for logistical purposes.

I was revisiting my archived files on this project and am amazed to find that many of the assumptions that we made in the selection of Cal Poly have met or exceeded expectations.

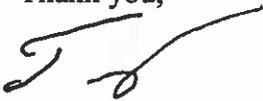
In addition, Cal Poly has contributed tremendously to our core mission of meeting the needs of the over 100 hospitals we serve throughout Southern California. This past year, Cal Poly hosted 28 Red Cross blood drives, collecting over 1,200 units of life saving blood.

The Red Cross has also had the opportunity to partner with other Innovation Village partners; including; Southern California Edison. The Edison/Red Cross blood drives have collected over 450 units this past year. In addition; The Red Cross gained key board members from both Cal Poly and Edison.

The partnership with Cal Poly has also benefited our over 800 employees, who have had the advantage to food amenities, special events that we have held on campus, as well as access to work out facilities.

We remain very excited to be a part of the Cal Poly Pomona family and thank you for a wonderful first 10 years.

Thank you,

A handwritten signature in black ink, appearing to read 'Jeff Meyer', with a long horizontal flourish extending to the right.

Jeff Meyer
Vice President, Real Estate Services
American Red Cross