

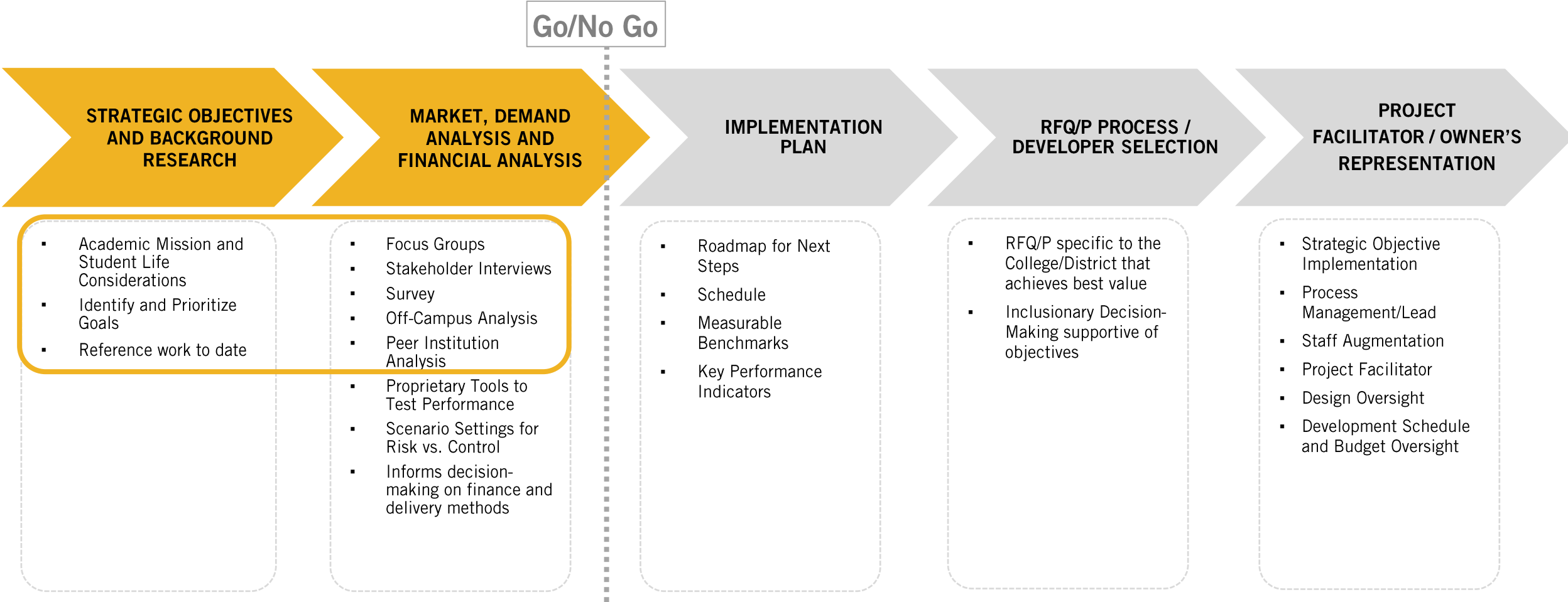
West Valley-Mission Community College District

Mission College and West Valley College Housing Studies

Initial Findings

April 2022

Study Process

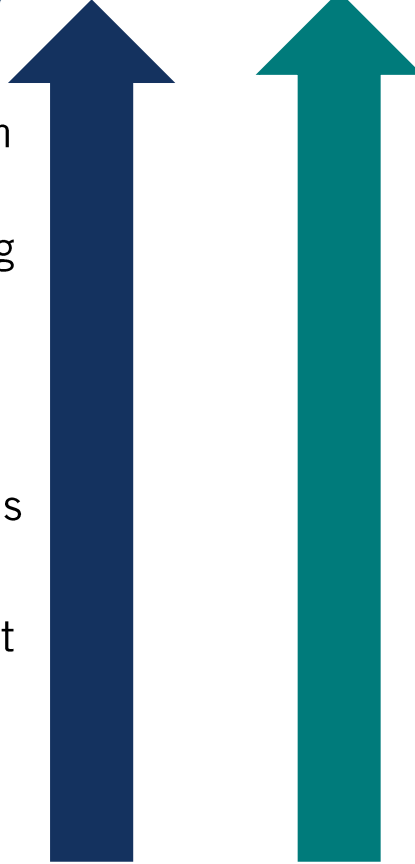


Strategic Objectives

The distance between each Strategic Objective reflects the delta between the relative scores.



Most Important



Least Important

- Increase student retention
- Provide cost-effective housing
- Foster diverse and inclusive communities
- Address basic needs concerns
- Enhance student recruitment

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- Address basic needs concerns
- Foster diverse and inclusive communities
- Enhance student recruitment

The objectives were identified during a virtual Strategic Objectives Alignment workshop with stakeholders in the Mission President's Cabinet on October 12, 2021.

The objectives were identified during a virtual Strategic Objectives Alignment workshop with stakeholders in the West Valley Executive Cabinet on October 5, 2021.

Summary of Demand Findings



There is significant demand for student housing at Mission College and West Valley College.



Demand for single student beds and family student units is comparable at West Valley, but at Mission College demand for family units exceeds demand for single student beds.



Demand correlates with affordability; with the lowest survey rates tested showing demand more than three times as high as demand with the highest survey rates tested.

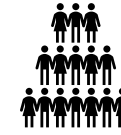


Demand for almost 80 units of employee housing from all District employees, including Classified, Administrators, and Faculty at both campuses and the District office; most are willing to live on either campus.

Note: Survey data based on responses to an online student survey available to all WVMCCD students (including dual-enrolled students) between December 2, 2021 and February 28, 2022.
Note: Demand calculations include part-time and full-time students, although the demand calculation assumes a different likelihood of actually living on-campus from full-time vs. part-time students.

Summary of Readiness

Student & Employee Readiness



West Valley

- Minimum demand for housing is ~520 beds/units; demand increases to a maximum of ~ 1,890 beds/units as rates decrease
- Demand for single student beds and family student units is generally comparable at WV
- 19% of student respondents **have considered leaving WV** because of the cost of housing and 3% **have plans to leave** because of housing costs

Mission College

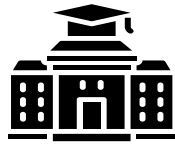
- Minimum demand for housing is ~530 beds/units; demand increases to a maximum of ~1,700 beds/units as rates decrease
- Demand for family units exceeds demand for single student beds at MC
- 28% of student respondents **have considered leaving MC** because of the cost of housing and 6% **have plans to leave** because of housing costs

Across WVMCCD

- Demand for almost 80 units of employee housing from all District employees, including Classified, Administrators, and Faculty at both campuses and the District office
- Employees across the District are generally willing to live on either campus
- 75% of WV employee respondents believe housing will be important for attracting future employees & 65% for retaining employees
- 67% of MC employee respondents believe housing will be important for attracting future employees & 68% for retaining employees
- 63% of District employee respondents believe housing will be important for attracting future employees & 61% for retaining employees

Note: Survey data based on responses to an online student survey available to all WVMCCD students (including dual-enrolled students) between December 2, 2021 and February 28, 2022.
Note Demand calculations include part-time and full-time students, although the demand calculation assumes a different likelihood of actually living on-campus from full-time vs. part-time students.

Institution & Community Readiness



District

- Motivated to address students' housing needs
- Focused on supporting students and remaining competitive with increasing number of CA community colleges exploring housing
- Stakeholders and leadership throughout the District actively engaged in conversations regarding housing



Colleges

West Valley College

- Recent community/neighborhood interest in the College offering housing
- Saratoga small-town feel is appealing to many but may be challenging to access services for any residents without transportation
- COVID-related enrollment dip; projected return to '19 enrollment level in '22; and reaching 8,062 students in 2025

Mission College

- Proximity to food venues and retail & recent capital investment in student dedicated spaces
- Available land provides a variety of opportunities for potential housing
- COVID-related enrollment dip; projected return to '19 level in '22 and then a steady growth to 7,602 students in 2025



Communities

West Valley College

- Mature neighborhoods, limited opportunity for development of new housing
- 8% of respondents had to find housing when they first enrolled; it was difficult for 79% to find *housing within their budget* and for 55% to find housing within a *reasonable commute*
- Interested in providing housing that is aligned with the needs in the community

Mission College

- Community interested and motivated to increase housing options for students
- 14% of respondents had to find housing when they first enrolled; it was difficult for 80% to *find housing within their budget* and for 68% to find housing within a *reasonable commute*

Summary of Analyses

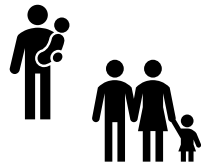
Off-Campus Market Analyses



Single students at both colleges self-report paying considerably less than median market rates for housing when compared to per-bedroom costs in the conventional apartment market and shadow housing market of houses and other rentals.



Students with families at WV pay more than the median competitive and shadow market unit rates for one- and two-bedroom units but below the market median for units with more bedrooms (e.g., three- and four-bedroom units).



Students with families at Mission College reported paying less than the median competitive and shadow market unit rates across all unit types in the analysis (studio to four-bedroom).



Survey tested rates include all utilities. Survey respondents reported their other living expenses, including utilities and for comparison purposes, Scion adds a utility adjustment to collected off-campus market rents.



For single students and students with families, the survey tested rates are competitive and attractive compared to the market and students' self-reported housing costs.

Student Survey Respondents



837 respondents; $\pm 3.16\%$ margin of error

- 41% “family” students
- 51% respondents 24 or younger
- 35% live with parents & contribute to housing costs
- 30% rent their housing
- 6% housing insecure
- 75% believe they qualify for affordable housing options



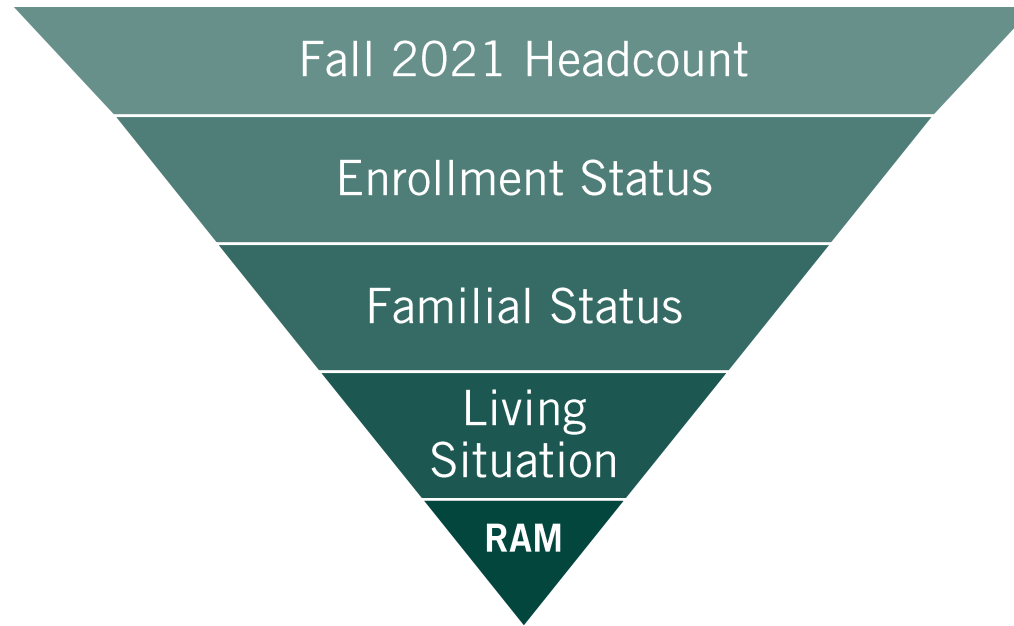
883 respondents; $\pm 3.11\%$ margin of error

- 21% “family” students
- 72% respondents 24 or younger
- 34% live with parents & contribute to housing costs
- 20% rent their housing
- 4% housing insecure
- 62% believe they qualify for affordable housing options

Student Demand Methodology

Calculation of demand considers both qualitative and quantitative data. Filters determine the Reasonably Available Market (RAM). Demand tests at multiple rents to gauge price elasticity.

Filters to Determine RAM



Additional Considerations

- Enrollment trends
- Input from stakeholders and students
- Current off-campus market conditions
- Peer institution review
- Proposed unit types
- Unit preference
- Cost tolerance
- Willingness to enroll full time

RAM
(Reasonably Available Market) + Considerations

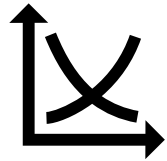


Interest
Students who indicated “Yes” (100% capture)
Students who indicated “Maybe” (50% capture)
Students who indicated “No” (0% capture)



Current Demand
(± margin of error
MC=3.16% WV=3.11)

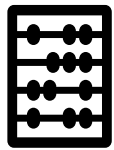
Student Demand



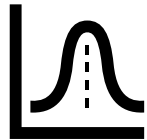
Sufficient demand to support a project at either College

Mission College demand starts at 536 beds/units and increases to a maximum of 1,708 beds/units as rates decrease.

West Valley demand starts at 523 beds/units and increases to maximum of 1,898 beds/units as rates decrease.



Baseline **Market-Competitive rates** set 20% below market median; two levels of discounted rates reveal price sensitivity; **Most Affordable** rates set to meet SB 169 criteria; **all tested rates assume some level of external support.**



Conservative methodology: omits non-credit, Adult Ed., and Special Admit cohorts; factors in cost tolerance; and separates single students and family students



Mission College single students most prefer: **Standard 2-Double-BR Apartment**

Mission College families most prefer: **2BR Family Apartment**

West Valley single students most prefer: **Standard 2-Double-BR & 4-Single-BR Apartments**

West Valley family students nearly equally preferred: **1BR & 2BR Family Apartments**

Student Demand Summary

	Market-Competitive Rates	Most Affordable Rates
Mission College Single Student Beds	160 beds	572 beds
Mission College Family Student Units	394 units	1,190 units
Mission College Subtotal	553 beds/units	1,762 beds/units
West Valley Single Student Beds	260 beds	1,077 beds
West Valley Family Student Units	280 units	881 units
West Valley Subtotal	539 beds/units	1,958 beds/units
Total Beds/Units	1,093 beds/units	3,720 beds/units

Scion Demand Methodology states demand as a range based on the survey Margin of Error (Mission College ± 3.16 ; West Valley ± 3.11); values shown represent midpoints of those ranges. All numbers are rounded and may sum unexpectedly.

Employee Survey Respondents



243 respondents

- 144 faculty
- 77 classified
- 22 administrator
- 4 experiencing housing insecurity



254 respondents

- 62 faculty
- 73 classified
- 19 administrator
- 4 experiencing housing insecurity



38 respondents

- 1 faculty
- 21 classified
- 13 administrator
- 2 experiencing housing insecurity

Employee Findings

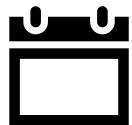
Employee survey respondents expressed the following...



The primary purpose of housing should be to help employees who cannot find reasonable and affordable housing within an acceptable commuting distance.



Employee housing assignments should prioritize those with the most financial need, followed by a tie between prioritizing those who have been employed the longest and assigning units on a first-come, first-served basis. Fewer indicated that priority should be given to new employees.

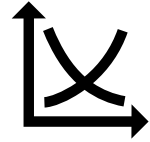


A slight majority of respondents believed an employee could remain in employee housing for five or more years. Followed by those who indicated that they should be allowed to remain more than one year but less than five years.



Fewer supported allowing residents to remain more than five years, even post retirement, until they choose to leave, and the least supported allowing residency of only one year or less.

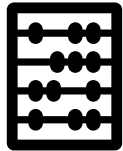
Employee Demand



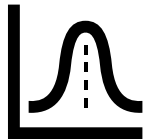
Employee demand starts at 78 - 83 units and increases to 153 - 162 units as rates decrease. Two-bedroom apartment was the most preferred unit type across all employees.



Baseline rates set 20% below market median; affordable rates set to meet affordable housing standards (SB 169 does not apply); and all tested rates assume external investment.



Conservative methodology omits homeowners, uses lower end of stated interest range, and factors in cost tolerance.



Survey Margin of Error of $\pm 3\%$ used to express demand as a range.

Employee Demand Summary

	Market-Competitive Rates	Most Affordable Rates
Mission College Faculty	26 units	47 units
Mission College Staff	10 units	20 units
Mission College Subtotal	37 units	67 units
West Valley Faculty	31 units	60 units
West Valley Staff	10 units	23 units
West Valley Subtotal	42 units	83 units
Total Employee Units	78 units	150 units

Summary & Advancement

Summary of Market Study Findings

Housing would provide varying degrees of alignment with each College's identified Strategic Objectives.

Robust demand for single students and students with families at both Colleges, across all price points. Demand from employees, even at the lowest rents tested, is limited.

Demand at West Valley is greatest from single students. Whereas students with families comprise the most demand at Mission College.

Employees are generally willing to live at either College, regardless of where they primarily work.

Tight rental market, with Saratoga and the City of Santa Clara averaging only a 3% vacancy rate.

Seemingly recent increase in community willingness to support College housing in Saratoga. City of Santa Clara generally supports Mission College housing.

California Legislation Senate Bill 169

Purpose

One-time grants for the construction of student housing, or for the acquisition and renovation of commercial properties...to provide affordable, low-cost housing options for public post-secondary school students.



Grant: \$500 million in FY 21-22, \$750 million in FY 22-23 and FY 23-24. The funds are to be distributed as follows: 50% to California community colleges; 30% to California State University and 20% to University of California.



Development: Only community colleges may use public-private partnerships for the construction, operation, and maintenance of the facilities.



Planning Grants: recommendation to award 17 California institutions, including seven CCC. Totaling \$332,005,000 in grant dollars for an estimated 940 CCC beds.



Construction Grants: DOF recommendation to award eight California institutions, five of which are California community colleges.¹ Totaling \$214,543,000 in CCC grant dollars to provide housing for ~1,310 community college students.



Deferral: Any projects not recommended or funded in this round will be automatically considered in the next round.



Timeline: Application deadlines for the second and third rounds are not yet known.²

¹ One of the five includes an intersegmental grant between Imperial Valley College & San Diego State.

² First round application was released on October 1, 2021 and due on October 31, 2021. Whether a similar timeline will be followed is not yet known.

Advancement & Next Steps



Considerations

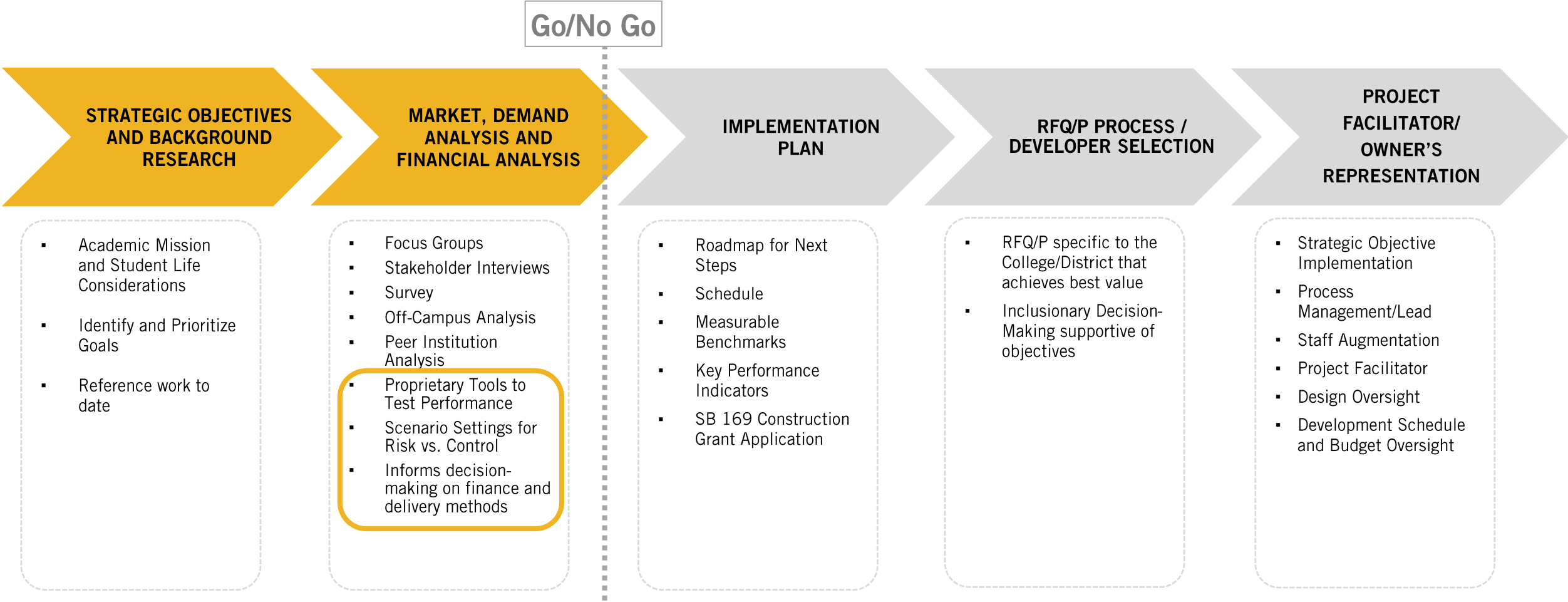
- **Who?** Students? Employees?
- **What?** Unit types?
- **Where?** College? City?
- **How?** Public-private-partnership? SB 169 funding?



Next Steps

- Establish preliminary housing programs in conjunction with the District & Colleges
- Determine relevant financial assumptions
- Investigate total cost of housing
- Evaluate financing and delivery methods relative to control and risk
- Recommend an implementation strategy
- Advance as appropriate, “Go or No Go”

Advancement



Thank You!