

**College of the Siskiyous Student  
Survey / Housing Demand - *Fall 2019***



**S E R V I T A S**  
CONSULTING | PROGRAM MANAGEMENT | CONSTRUCTION MANAGEMENT

## Executive Summary

Thank you for the opportunity to evaluate your on-campus housing demand. We have evaluated the results from our on-line student survey conducted in October 2019 and have developed several observations regarding desirability of housing on the campus of College of the Siskiyous.

### **Demand Exists**

Servitas believes there is sufficient housing demand for a New Project from College of the Siskiyous, Weed campus students to support development of up to approximately 302 beds as of Fall of 2019.

Overall the survey found 74% of the total enrollment willing to consider living at a new residence hall, that figure rising to 85% for respondents under the age of 25:

- 85% of students currently living with “Parents, Family or Relatives” would consider living in the new residence hall.
- 76% of students currently living in a “Rental Property”, would consider living in the new residence hall.

### **Students Would Pay More to Live On-Campus**

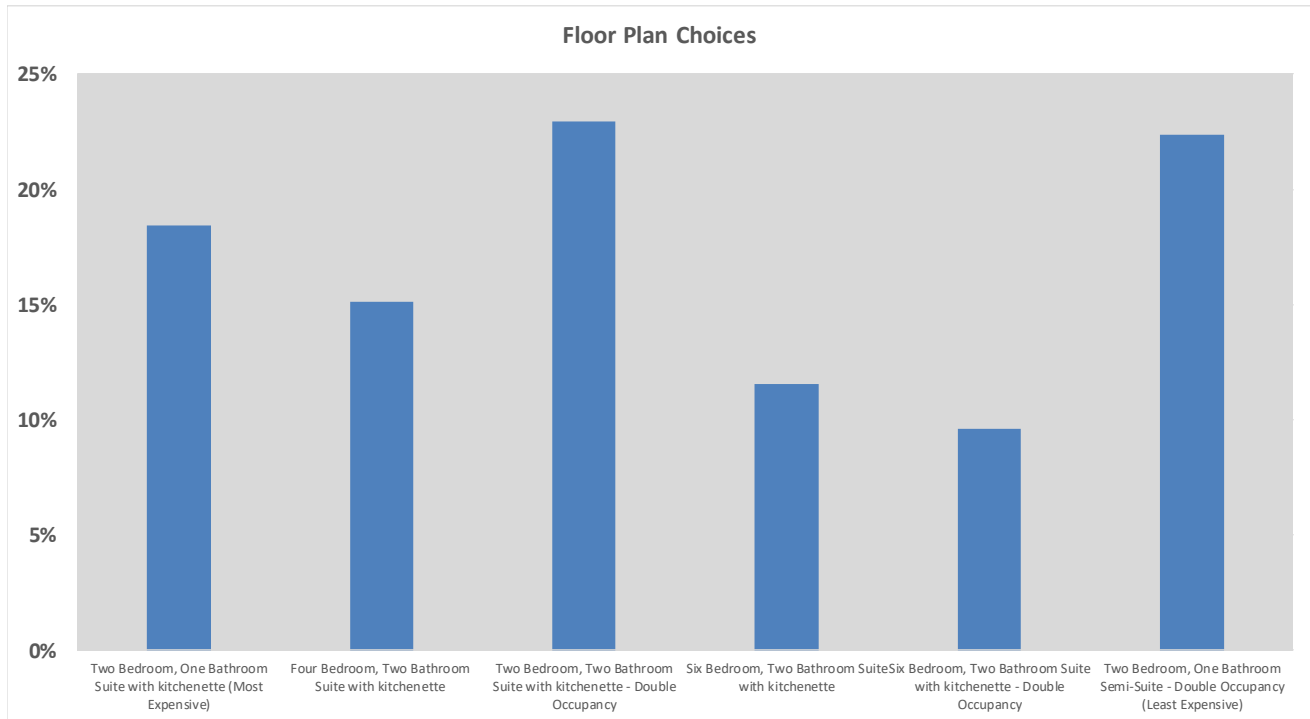
When asked about the value of living on-campus, 37% of students responded it was worth “\$100 or more per month” than living off-campus, 15% answered “\$200 or more”.

### **Students Prefer to Share a Room to Save Money**

- 37% of respondents reported sharing a bedroom to reduce rent costs.
- A large percentage of students (54%) preferred the double occupancy floor plans.
- The Two Bedroom, Two Bathroom Suite with kitchenette proved to be the most popular unit being chosen by 21% students.
- 40% of respondents were willing to pay \$100 or more per month to have a private bedroom, with 15% reporting they were NOT willing to share at any price point. (lower than other surveys)

## Floor Plan Demand

The survey results of the floor plan choices are below:



Of the five floorplans offered to respondents, the top three, which we recommend are:

1. Two Bedroom, One Bathroom Plan with kitchenette - Single Occupancy
2. Two Bedroom, Two Bathroom Plan with Living Room and kitchenette - Double Occupancy
3. Two Bedroom, One Bathroom Semi-Suite (no kitchenette) - Double Occupancy

In addition to being the floor plans most desired by COS students, this program offers COS students options for all ages: for 18-24-year olds who preferred the double occupancy kitchenette plan and for students over the age of 30 who preferred the double occupancy SUITE (no kitchenette) plan, or who preferred the privacy of a single occupancy bedroom.

## Details of Survey Sample

Our projected 302 beds of demand is based on willingness of surveyed students to consider living at the described project, specifically a NEW Residence Hall on campus, proposed to be located on the Weed campus.

<b>College of the Siskiyous</b>	
<b>Demand based on:</b>	<b>Beds</b>
<b>2018-19 Total Enrolled</b>	<b>331</b>
<b>2018-19 Enrolled Full Time</b>	<b>283</b>
<b>2018-19 Enrolled Under the Age of 25</b>	<b>291</b>
<b>*Average Total Potential Housing Demand</b>	<b>302</b>

Servitas received 368 unique responses (Survey closed on November 17, 2018) to the COS housing survey, which is a statistically valid sample yielding an overall 96.0% confidence level and a 4.77% margin of error.

<b>Would Possibly Consider NEW On-Campus COS Housing</b>	<b>Would Definitely Consider NEW On-Campus COS Housing</b>	<b>Student Group</b>
43%	31%	All Enrollment
44%	35%	Full Time Enrollment
46%	39%	Enrolled Under the Age of 25

The 368 survey respondents (sample) correlate well with the overall 2018-2019 student population at College of the Siskiyous including; Gender and Age.

<b>Gender</b>	<b>COS Sample</b>	<b>COS Fall 2019</b>
Male	37%	46%
Female	62%	54%

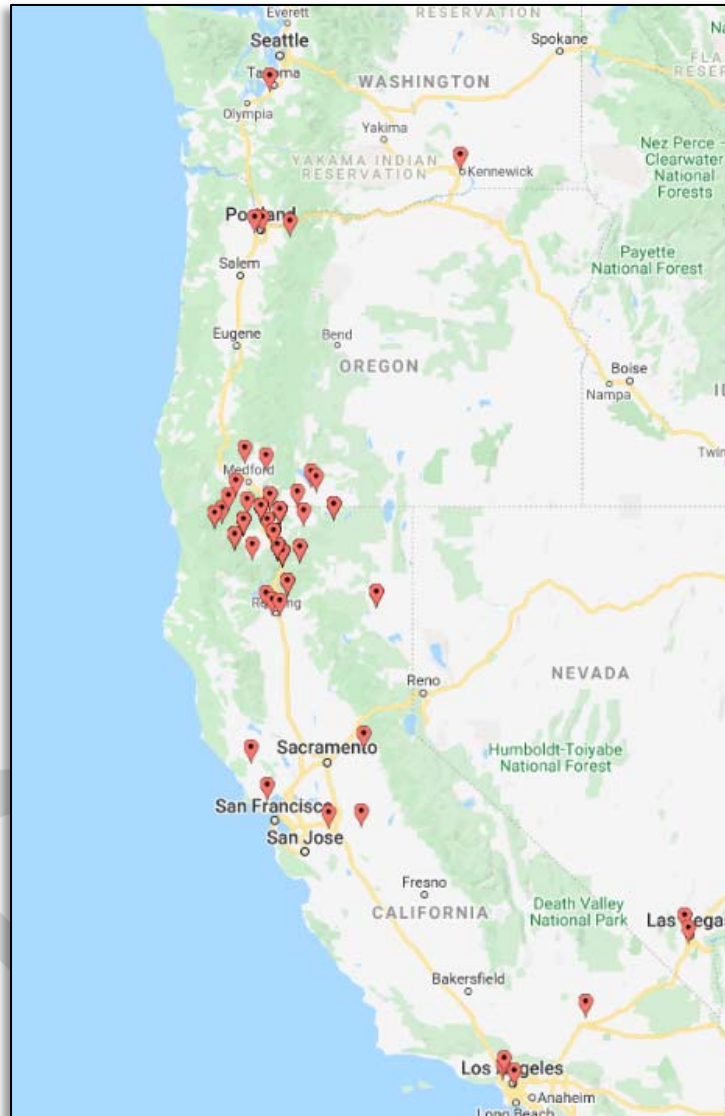
  

<b>Age</b>	<b>COS Sample</b>	<b>COS Fall 2019</b>
17-24	65.0%	60%
25 and Older	35.0%	40%

## Location of Students

- 32% of students report driving more than 40 miles to attend COS
- Only 14% of COS students have lived on a college campus before

Geographical representation of survey respondents reported mailing Zip Codes:



## Units and Rents

Our 24% of all respondents reported budgeting more than \$600 per month for housing costs including utilities. Servitas sees healthy demand for new housing in the following floor plans at the rents below, with the caveat that construction costs will need to be low enough to allow the project to be built at these rent levels.

### Unit 1: *Single Occupancy Two Bedroom, One Bathroom Plan with Kitchenette Plan*

Bed count: 95

Monthly rate: \$799-825 per month

Semester Rent: \$3,596 - \$3,713

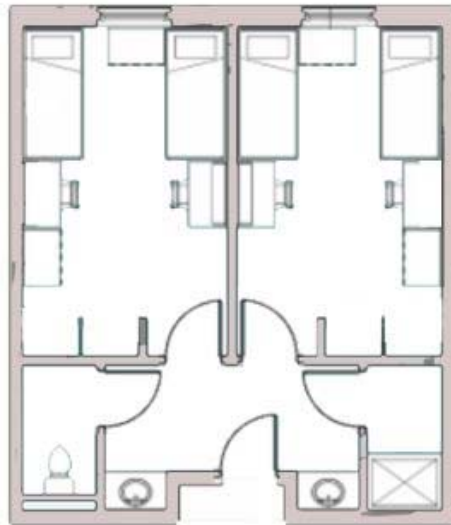
College of the Siskiyous		
Two Bed/ One Bath Plan Semester Budget	Two Bed/ One Bath Plan Monthly Budget	Demand Level for Beds per Budget
<b>\$3596+</b>	<b>\$799+</b>	<b>141</b>
<b>\$3713+</b>	<b>\$825+</b>	<b>75</b>
\$3825+	\$850+	61
\$3938+	\$875+	47
\$4050+	\$900+	38
\$4163+	\$925+	24
\$4275+	\$950+	14



**Unit 2: Double Occupancy Two Bedroom, Two Bathroom Plan with Living Room and kitchenette**

Bed Count: 63  
 Monthly Rate: \$626-651  
 Semester Rate: \$2,817 - \$2,930

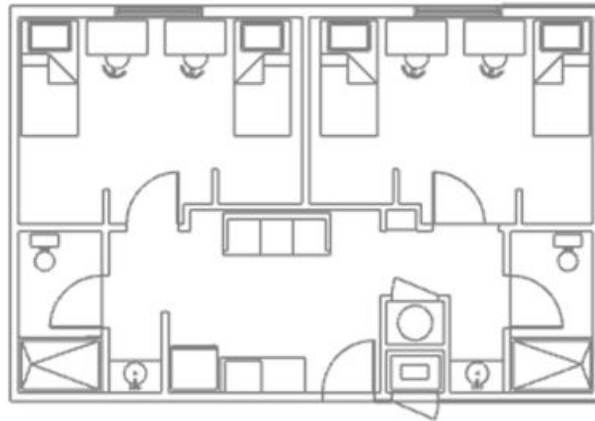
College of the Siskiyou		
Two Bed/ Two Bath Plan Semester Budget	Two Bed/ Two Bath Plan Monthly Budget	Demand Level for Beds per Budget
\$2700+	\$600+	147
<b>\$2817+</b>	<b>\$626+</b>	<b>93</b>
<b>\$2930+</b>	<b>\$651+</b>	<b>61</b>
\$3038+	\$675+	44
\$3155+	\$701+	30
\$3267+	\$726+	23
\$3380+	\$751+	14



### Unit 3: Double Occupancy Two Bedroom, One Bathroom Plan with Living Room (No Kitchenette)

Bed Count: 143  
 Monthly Rate: \$550 - \$575  
 Semester Rate: \$2,475-\$2,592

College of the Siskiyous		
Two Bed/ One Bath Double Suite Semester Budget	Two Bed/ One Bath Double Suite Monthly Budget	Demand Level for Beds per Budget
<b>\$2475+</b>	<b>\$550+</b>	<b>264</b>
<b>\$2592+</b>	<b>\$576+</b>	<b>158</b>
\$2705+	\$601+	82
\$2817+	\$626+	58
\$2930+	\$651+	38
\$3042+	\$676+	34
\$3155+	\$701+	14





## Community Description

The preference of students to live on-campus while attending COS, MORE THAN DOUBLED after reading a short description of the proposed housing - 33% grew to 74%.

Respondents indicated, that despite increased costs, they would like a fully amenitized project, including, ranked by priority:

- |   |   |
|---|---|
| 1. Internet Included in the Rent        | 6. Fully Furnished Unit                           |
| 2. Food Service / Cafe / On-Site Dining | 7. Ceiling Fans                                   |
| 3. Study Rooms                          | 8. Secure Designated Parking (For Residents Only) |
| 4. Fitness Center                       | 9. Alarm System                                   |
| 5. Student Lounge Areas                 | 10. Computer Lab in the Building                  |

## Conclusion

Based on the findings of the Fall 2019 COS Student Housing Survey, Servitas recommends a project between 280 and 300 beds, within the overall average gross demand found for new on-campus housing of 302 beds.

Furthermore, Servitas recommends the following floorplan program based on our findings. Suggested MONTHLY rent levels show below are predicted to produce demand for the beds in each floorplan.

College of the Siskiyou			
Plan	Beds	Units	Rent/Month
2 Bedroom, 1 Bathroom Suite with kitchenette	95	47.5	\$799
2 Bedroom, 2 Bathroom Suite with kitchenette - Double Occupancy	63	31.6	\$639
2 Bedroom, 1 Bathroom Semi-Suite - Double Occupancy	143	35.7	\$559