

# CENTRAL OREGON COMMUNITY COLLEGE

## Student Housing Market & Financial Analysis

### FINAL REPORT

August 2011



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In April 2010, Central Oregon Community College (“COCC” or the “College”) contracted Brailsford & Dunlavey (“B&D”) to conduct a Student Housing Market and Financial Analysis (the “Study”) to determine the current viability of new housing at the Bend campus. The Study was completed by assessing existing facilities and infrastructure, assessing the local housing market, determining demand and reviewing financial pro formas generated by the College.

Throughout the course of the study, the Project Team headed by Matt Bohannon, Project Manager at B&D, coordinated its work effort with Alicia Moore, Dean of Student & Enrollment Services. In addition, the Project Team would like to thank the following Central Oregon Community College employees for their participation and insight during the course of this Study:

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This report sets forth the Project Team’s findings and recommendations Central Oregon Community College’s Student Housing Market and Financial Analysis. The findings contained herein represent the professional opinions of Project Team personnel based on assumptions and conditions detailed in this report. The Project Team has conducted research using both primary and secondary information sources which are deemed to be reliable, but whose accuracy the Project Team cannot guarantee.



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# Tab 1

## Executive Summary

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### ***Introduction***

In the spring of 2011, Central Oregon Community College (“COCC”) contracted Brailsford & Dunlavey (B&D”) to perform a Student Housing Market and Financial Analysis for the Bend Campus. COCC previously contracted with B&D for a Student Housing Demand Analysis during the 2005/2006 academic year. That analysis recommended COCC build between 310 and 340 beds; however, due to high construction costs and other market factors at the time, the College did not pursue construction of a new residence hall. This new study reconfirms if demand for housing is still present and if the College can move forward with building a new housing facility.

### ***Current Situation***

The existing residence hall at Central Oregon Community College, Juniper Hall, averaged a 67% occupancy during the academic year for the past three years. Occupancy rates have increased slightly as COCC’s enrollment grows. The campus has grown 41% in headcount from fall 2005 to fall 2010. While housing plays an important role in student development, the facility lacks modern amenities and technology attractive to students. COCC has made many campus improvements including a new Campus Center and three buildings under construction for Culinary Arts, Sciences, and Health Careers. These improvements establish COCC as a greater destination for education both in the local community and in the Pacific Northwest. The College views improved housing as an opportunity to support enrollment recruitment and retention efforts and improving the student life atmosphere on campus.

### ***Work Plan***

B&D’s approach required an active working relationship with COCC staff to develop an understanding of the institution’s mission, relevant stakeholders, customer groups, and strategic project objectives which best serve that mission. The work plan included:

- a series of **concept development focus groups** was conducted to qualitatively assess housing preferences and demand;
- an **off-campus market analysis** was conducted to understand the quality of off-campus housing and rental costs;
- a **student survey** was administered to quantify student housing preferences, interest in amenities, and overall market conditions;
- a **demand analysis** was developed to project the quantity of the potential student housing market at COCC; and,
- a **project concept** was developed based on demand projections for a new residence hall and operational factors were evaluated.

### ***Summary of Findings***

Central Oregon Community College has a strong market position of affordability and a high value education which attracts students from Deschutes and Crook Counties and beyond. Although Juniper Hall provides students with housing proximate to classes, dedicated residential parking, and a student focused social environment, 99% of students remain in the off-campus housing market because of the lack of amenities, small room size, and lack of space which the off-campus market provides. COCC's student body is similar to most community colleges where non-traditional students (older students, those with families, etc.) are the majority. In both focus groups and surveys, these students indicated that on-campus housing would not meet their needs; however, this group believed that on-campus housing was an important part of the development of younger students.

The off-campus market in Bend and the surrounding communities is student averse. The rental properties that are available are single-family homes with some smaller multi-family developments. Multiple barriers exist for students entering the rental market including limited availability of co-sign leases, 12-month lease agreements, and high security deposits. Primary housing decision factors include the total cost of rent and utilities, access to high-speed internet, a kitchen, more living space, and more privacy. The off-campus market analysis demonstrated that the off-campus housing is approximately 8.5% higher than on-campus housing rates when including average monthly utility costs. Survey data demonstrated that the average cost for housing, utilities, and commuting to COCC totals \$829 per month (\$519 in rent, \$142 in utilities, and \$168 in gas). Despite the economic downturn, rental rates increase an average of 3.2% per year.

To project realistic demand for COCC housing, B&D developed a filtered target market for students consisting of survey respondents who would likely be interested in leasing on-campus units which includes only student who:

- attend classes primarily on the Bend campus;
- are traditionally aged (18 to 25);
- pay at least \$500 per month in rent / housing costs, or currently live on campus;
- are single with no children; and
- would live in the proposed project if all preferences were met.

After applying the determined target market filters to the survey responses, demand exists for 894 beds in fall 2011. The demand profile favors the more private full suite units as well as single occupancy units. B&D's demand projections forecast a maximum potential demand equivalent to approximately 8% of COCC's student population. Based on the demand present at COCC, B&D recommends that the College has the demand feasibility to construct up to 600 beds of new housing on campus. This recommendation assumes a 1.5:1.0 Occupancy Coverage Ratio ("OCR") meaning that for every 1.5 beds of demand, one bed will be provided. The OCR manages occupancy risk so that changes in enrollment or market conditions will not adversely impact the financial and bond obligations of the project.

Unit Type	Demand	OCR	Target Supply	Current Supply	Difference
Semi-Suite Double	72	1.50	50	0	(50)
Semi-Suite Single	97	1.50	60	0	(60)
Full-Suite Double	278	1.50	190	0	(190)
Full-Suite Single	448	1.50	300	0	(300)
<b>HOUSING SYSTEM TOTAL</b>			<b>600</b>	<b>0</b>	<b>(600)</b>

Figure 1.1: Housing Demand Filter by an Occupancy Coverage Ratio

B&D developed an outline program for a new residence hall at COCC that would address the campus vision for the building as well as the demand profile. The facility would contain 353 beds in semi-suite configuration with the total building gross square feet of nearly 104,000. Assuming a \$160 cost per square foot for construction, B&D created a preliminary development budget that had a total project cost of approximately \$26.7 million (approximately \$256 per square foot). This project cost would equate to approximately \$76,000 per bed.

Program Area	
Semi-Suite RA (beds)	12
Semi-Suite Single (beds)	25
Semi-Suite Double (beds)	316
<b>Total Beds</b>	<b>353</b>
Program Spaces (square feet)	7,100
Housing & Res Life Spaces (square feet)	6,500
<b>Net Square Feet</b>	<b>67,520</b>
Efficiency Factor:	65%
<b>Gross Square Feet</b>	<b>103,877</b>
Gross Square Feet / Bed	294

Figure 1.2: Summary of the Outline Program

**Next Steps**

As Central Oregon Community College continues to assess how to best meet the housing needs of students, the College should address the following next steps and considerations:

- The College should develop a request for proposal for preliminary design work to further evaluate the project program and generate a construction estimate.
- A detailed construction budget should be developed based on COCC standards and experience and include appropriate construction costs and inflation factors.
- A detailed operational financial model for the new resident hall should be created. This model should include staffing projections, non-personnel expense projections, rental revenues, and speculative revenues during the summer break. This model should test potential partnerships with Oregon State University supporting the operations of the facility.

- The potential partnership with the Oregon State University Cascades campus should be detailed to determine the number of potential beds leased for their students.

# Tab 2

## Focus Group Report

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### ***Objectives***

The purpose of focus group interviews was to engage a variety of COCC students in a dynamic conversation about their opinions, observations, and recommendations regarding possible improvements to the Institution's student housing facilities. Focus groups are intended to yield qualitative data, reveal hidden sensitivities, and structure the survey questions.

### ***Methodology***

A total of 7 focus group sessions were organized by the Institution, which were held April 18<sup>th</sup> and 19<sup>th</sup>, 2011. Focus groups were developed to engage students in a dialogue about student housing. In total, 26 students participated in focus groups and intercept interviews. Participants in all sessions were generally fairly vocal on the subject matter and the interaction proved informative.

#### *Focus Group Participants:*

##### Monday, April 18, 2011

- In-District Students – 8 Participants
- Open Session (All Students) – 1 Participant
- Residence Hall Students – 11 Participants

##### Tuesday, April 19, 2011

- In-District Students – 1 Participant
- Open Session (All Students) – 2 Participants
- Open Session (All Students) – 2 Participants
- Open Session (All Students) – 1 Participant

A moderator from Brailsford & Dunlavey led each focus group, with the purpose of guiding the conversation and to address concerns pertaining to student life on and off campus. The moderator introduced a series of questions, intentionally open-ended in nature, and permitted individuals to discuss various issues tangential to any particular question while maintaining an engaged and focused conversation. The following report is an overview of the findings during focus groups and contains a summary of the discussions, including direct points raised and specific quotations.

### **Summary of Findings**

#### *Introduction*

Participants within the seven focus groups collectively showed genuine interest in the housing feasibility study. Students demonstrated a thorough understanding of particular issues and demands from current students, which helped to provide preliminary insight. In addition, focus group participants presented well-reasoned recommendations for future improvements to the housing facilities, as well as their general perception of any present deficiencies. Many members of the focus groups emphasized that the housing feasibility study should also include a thorough analysis of updating housing facilities, as well as adding various amenities that better meet residents' demands. Students also stressed that any potential future housing should better accommodate non-traditional students due to their varying needs when compared to traditionally-aged residents. Lastly, students were pleased to participate in focus groups because of their desire to leave a lasting impact on future COCC students.

#### *Residential Students*

The majority of students living in Juniper Residence Hall chose to attend Central Oregon Community College because of the school's affordable tuition and high reputation of particular programs. Focus group participants felt that their expectations were exceeded upon beginning their academic courses at COCC and agreed that they were satisfied with their decision to attend the College. Many residents felt that their decision to attend COCC was also heavily influenced by the availability of on-campus housing. Younger students chose to live in housing because they wanted the traditional college experience. Some students shared that they will be making the decision to return to Juniper Residence Hall because of the convenience it offers. However, others indicated that certain needs were not being met and would research off-campus options that would provide more value for their money.

In general, students gave insight that was both positive and negative. Participants' perceptions of both on-campus housing and off-campus housing provided a preliminary understanding of concerns students are faced with when making decisions on where to live.

- Some of the reasons COCC residents chose to live on campus include:
  - Reasonable cost of housing,
  - Designated parking area for students,
  - Proximity of residence hall to their class, and
  - Social environment within housing community.
  
- Some of the reasons COCC residents consider moving off campus include:
  - No perceived value for associated cost of residence hall,
  - Small or cramped rooms,
  - Few study spaces, and
  - Lack of amenities typically found in the off-campus market.



### *Off-Campus Students*

The cities represented within focus groups included Bend, Redmond, Prineville, Sisters, and La Pine. Students from other areas within the College district did not volunteer for the focus groups. Off-campus participants indicated that a typical commute ranged from 5 to 40 miles and could take them as long as an hour to travel to campus. Although the majority of participants commuted to campus by car, a few students reported using public transit such as the East Cascade Transit buses in order to save money. Financial considerations due to the high cost of gas and commuting to campus increased interest in accommodating more students on campus. Participants were excited about the housing feasibility study and encouraged the idea of adding updated facilities or potentially new housing. Students said they were aware of the current residence hall option being offered by COCC but they did not consider this to be a viable option because it did not provide the quality of living they desired. Those students with spouses and children were not interested in the existing campus housing as it was not geared towards families. Future family style housing was desirable if built.

Overall, off-campus students shared that their perception of the Juniper Residence Hall was both negative and positive. Non-traditional students indicated that their needs were met in the off-campus market and would consider living on campus if certain changes were made.

- Off-campus students emphasized that for them to consider living in campus housing, the following amenities would have to be included:
  - Apartment or suite-style options,
  - Larger bedrooms,
  - Full kitchen or kitchenette with all appliances,
  - Quiet study areas,
  - Game room,
  - Child care facilities or playground,
  - A large or more updated fitness room,
  - In-unit laundry machines,
  - More flexible housing regulations and leasing agreements, and
  - Better security.
  
- Students felt that the off-campus market offered many advantages; however, some of the following disadvantages were cited in focus groups by a number of participants:
  - High cost of utilities,
  - Expensive rents in Bend or surrounding areas,
  - Dilapidated homes or apartments,
  - Management and landlord issues, and
  - Difficulty commuting to campus during bad weather.

***Detailed Findings***

1. *Why did you choose to attend Central Oregon Community College? Has it met your expectations?*

Students chose to attend Central Oregon Community College because of the affordability, as well as the following:

- Strong academic reputation for particular majors,
- COCC partnership with OSU – Cascades,
- Small class sizes,
- Good relationship between instructors and students,
- Fun, outdoor activities located near Bend, and
- Close proximity to their permanent residence.

Students generally felt very satisfied with their experience at Central Oregon Community College's Bend campus. Most of all, all students said the campus met their expectations or often exceeded them because of the aforementioned positives they found while attending the Institution.

2. *What is student life / campus culture like at Central Oregon Community College? Are there areas that need improvement?*

Student life and campus culture was seen as enjoyable but lacking a variety of options for student involvement.

- Some participants shared that there were few opportunities to get involved in clubs / organizations that interested them.
- Students also described a polarizing effect of campus culture due to the residence halls being at the top of campus while the Barber Library, Campus Center, and Mazama building are located at the bottom of campus.
- Students who were involved on campus or lived in residence halls explained that student life does not extend into the evenings and weekends and would like to see that change.
- Conversely, other participants said they commuted long distances and only came to campus for classes and were unaware of how student life and campus culture is like on a daily basis.

3. *What is your overall perception of student housing at Central Oregon Community College? What areas need improvement?*

Participants shared both positive and negative comments about their housing experiences. The following is a list of both positive and negative attributes of student housing at COCC:

- Positive attributes include the following:
  - Affordability of housing,
  - Vibrant communal spaces,
  - Proximity of housing to classes,
  - Beautiful view of campus and mountains,

- Dining and meal plan option for residents,
- Parking close to residence halls,
- Computer and TV in lounge area,
- On-site laundry and gym facilities, and
- Successful social programming events by Residence Hall Advisors.
- Negative attributes include the following:
  - Inefficient number of laundry machines,
  - Poor circulation and ineffective cooling/heating systems,
  - Small rooms with outdated furnishings,
  - Bad plumbing and shower issues,
  - No elevators or accessible paths to rooms,
  - Very few quiet study spaces,
  - Small gym facilities with outdated equipment,
  - Lack of storage space for large personal belongings (snowboard, bike, skateboard, etc.)
  - Poor wireless and cell phone reception,
  - No nearby dining options,
  - Strict rules and regulations, and
  - Housing not offered during breaks.

4. What is your overall perception of off-campus housing in the city of Bend and/or other surrounding cities?

Overall, students perceived the off-campus housing market to be of both low and high quality. The following highlights both positive and negative comments heard in focus groups pertaining to the off-campus market:

- Positive perceptions include the following:
  - Larger and newer units,
  - Greater variety of amenities,
  - Variety of housing options to choose from,
  - Lower cost of living,
  - Proximity to shops, cafes, grocery stores, and restaurants / bars.
- Negative perceptions include the following:
  - Maintenance issues,
  - Old buildings,
  - Bad landlords or apartment managers,
  - Paying for utilities separately, and
  - No student community.

5. What are some of the reasons you are considering moving or choosing to stay in the off-campus market?

In general, participants felt that living off campus was a more cost effective option than living on campus. In addition, non-traditional students felt that current COCC housing would not be able to provide the space they need for themselves or for their family.

Other student participants stated the following reasons for choosing to continue living off campus or to consider moving off campus:

- Opportunity to be independent and to share an apartment with close friends,
- Greater privacy,
- No Resident Hall Advisors,
- No residence hall regulations to abide by,
- Pets allowed in single-family rental homes and some apartments,
- Larger, more flexible rooms and spaces,
- Apartments with major appliances,
- Most utilities included in rent (gas, water, and sewer), and
- Apartment complexes with better amenities such as patio/balcony, pool, fitness center, washer/dryer in unit, and storage space.

6. What improvements do you feel are necessary for Central Oregon Community College to retain students or attract them back if they moved off campus?

Most students explained that the lack of more private housing options, little to no cost-value benefit, and the lack of updated amenities/infrastructure was a major deterrent to returning to campus. However, students were very vocal about what major improvements should be made, such as the following:

- Apartment options for non-traditional students with families,
- Suite-style living for younger students who desire a kitchenette,
- Better security for residents,
- Extra storage space,
- More flexibility regarding alcohol and smoking policies,
- Affordable housing options,
- Greater access to shuttle service / public transportation near housing,
- Better food options in the Campus Center, as well as closer dining options, and
- More laundry machines that work properly/efficiently.

# Tab 3

## Off-Campus Market Analysis

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### ***Objective***

The off-campus housing analysis serves as a mechanism to identify the characteristics of the rental housing market. An understanding of the market allows for a comparison of the off-campus costs and the housing supply available to students at COCC, and can provide insight into the types of amenities and rental rates, which would be competitive in this particular market.

### ***Methodology***

B&D conducted an analysis of the off-campus rental market to quantitatively evaluate the options available to COCC students living in Deschutes and Crook County cities, as well as those heard from focus group participants. Components of this research included a tour of the neighboring communities, interviews with leasing agents, phone and Internet research, and conversations with local planning officials. B&D surveyed thirty rental properties, ten apartment complexes and twenty single-family segmented homes located within a 40 mile radius of the Bend campus. A 40-mile radius was used to approximate the distance students are driving to the COCC Bend campus from within Deschutes and Crook Counties. B&D focused on the cities of Redmond, Bend, Sisters, Prineville, and La Pine based on focus group participants and their residence location. All rental rates are based on information provided by property managers and information available from various real estate websites during April and May 2011.

Detailed off-campus market analysis findings are included in Exhibit A of this report.

### ***Economic Environment***

#### ***Deschutes County***

Deschutes County consists of four incorporated cities that total a population of roughly 167,000 residents from Bend, Redmond, Sisters, and La Pine. Of those living within Deschutes County, an estimated 76,600 residents are located within the city of Bend. The greater Bend area has seen a growth in population since 2000 with a 47% increase from the previous population of 52,029. The population growth in Deschutes County, however, contrasts with an overall decrease in the number of housing units currently being submitted for permits. Although the city grew from 54,583 properties in 2000 to 74,849 for 2005 to 2009, the housing market has seen a severe halt in construction. This data suggests that COCC is not likely to be inhibited by any large housing developments in the future that could compete with new student housing on campus.

As a whole, the Deschutes County rental housing market has experienced an average annual percent increase of 3.2% for unit types ranging from efficiency to four-bedroom units. The largest escalation in rental rates was seen during the height of the real estate boom in 2008 with a 4.4% average increase across all unit types.

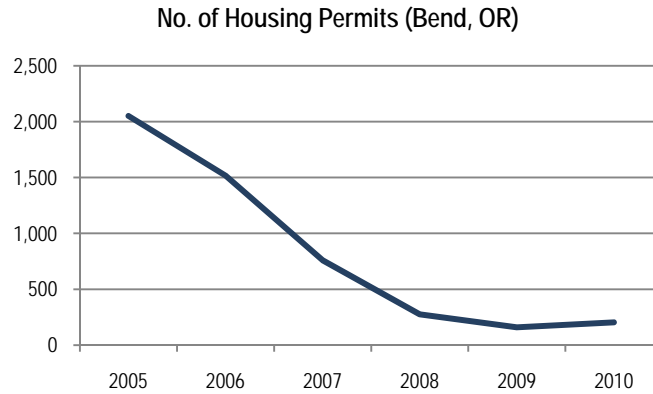


Figure 3.1: Number of Housing Permits for Bend, OR

Deschutes County Fair Market Rent (HUD - Annual Rates / Person (monthly))															
Unit Types	2005	% Change	2006	% Change	2007	% Change	2008	% Change	2009	% Change	2010	% Change	2011	% Change	Avg. Annual % Change
Efficiency	\$472	NA	\$488	3.3%	\$505	3.4%	\$529	4.5%	\$539	1.9%	\$554	2.7%	\$572	3.1%	3.1%
One-bedroom	\$549	NA	\$567	3.2%	\$587	3.4%	\$614	4.4%	\$627	2.1%	\$644	2.6%	\$664	3.0%	3.1%
Two-bedroom	\$654	NA	\$676	3.3%	\$700	3.4%	\$732	4.4%	\$747	2.0%	\$768	2.7%	\$792	3.0%	3.1%
Three-bedroom	\$953	NA	\$985	3.2%	\$1,020	3.4%	\$1,067	4.4%	\$1,088	1.9%	\$1,119	2.8%	\$1,154	3.0%	3.1%
Four-bedroom	\$982	NA	\$1,015	3.3%	\$1,051	3.4%	\$1,099	4.4%	\$1,122	2.0%	\$1,154	2.8%	\$1,190	3.0%	3.1%

Figure 3.2: HUD Fair Market Monthly Rates for Deschutes County

**Crook County**

Crook County includes the towns of Prineville, Powell Butte, Post, and Paulina, which make up a total population of roughly 26,800. Forty minutes northeast of Bend, the city of Prineville holds the county seat and contains a population of approximately 10,300. Similar to Deschutes County, Crook County has also seen an overall increase in the number of housing units from 8,264 in 2000 to 9,995 for 2005 to 2009. This data suggests that the rental market has now reached a trough but will likely not be growing at a rapid rate as the overall market continues to revive itself.

The housing market as a whole within Crook County has seen an average increase in fair market rents of 4.4% across various unit types similar to Deschutes. Overall, however, Crook County is 15% less expensive than Deschutes County, which has required some Crook County cities to absorb more people every year due to increases in the rental market from nearby Bend and Redmond.

Crook County Fair Market Rent (HUD - Annual Rates / Person (monthly))															
Unit Types	2005	% Change	2006	% Change	2007	% Change	2008	% Change	2009	% Change	2010	% Change	2011	% Change	Avg. Annual % Change
Efficiency	\$372	NA	\$394	5.6%	\$398	1.0%	\$416	4.3%	\$424	1.9%	\$437	3.0%	\$451	3.1%	3.1%
One-bedroom	\$478	NA	\$494	3.2%	\$512	3.5%	\$535	4.3%	\$546	2.0%	\$562	2.8%	\$580	3.1%	3.2%
Two-bedroom	\$572	NA	\$591	3.2%	\$612	3.4%	\$640	4.4%	\$653	2.0%	\$672	2.8%	\$694	3.2%	3.2%
Three-bedroom	\$774	NA	\$800	3.3%	\$828	3.4%	\$866	4.4%	\$884	2.0%	\$909	2.8%	\$939	3.2%	3.2%
Four-bedroom	\$906	NA	\$936	3.2%	\$969	3.4%	\$1,014	4.4%	\$1,034	1.9%	\$1,064	2.8%	\$1,099	3.2%	3.2%

Figure 3.3: HUD Fair Market Monthly Rates for Crook County



**Off-Campus Market**

*Summary*

B&D surveyed a total of ten apartment complexes and twenty single-family homes within 40 miles of the Bend campus. One-, two-, three, and four-bedroom units were the most common types of rentals available in the housing market. The properties chosen were considered to be those most similar to housing searched for by students from Central Oregon Community College.

Rental Properties - Deschutes and Crook Counties			
Name	Address	City	Miles from Campus
<b>Apartment</b>			
1. Bear Creek Village	155 NW Craven Rd.	Bend	5.2
2. Village at Southern Crossings	19699 Mountaineer Way	Bend	3.8
3. Commons at Pilot Butte	2020 Linnea Dr.	Bend	4.1
4. Stone Briar Apartments	21255 E. Hwy 20	Bend	5.1
5. Awbrey Pines Condominiums	2500 NW Regency St.	Bend	0.2
6. Reserves at Pilot Butte Apartments	21312 E. Hwy 20	Bend	5.3
7. The Bluffs Apartments	340 SW Rimrock Way	Redmond	20.2
8. Obsidian Apartments	1619 SW Obsidian Ave #21	Redmond	19.0
9. Prineville Apartments	1000 3rd St.	Prineville	29.0
10. Main Street Apartments	416 10th St.	Prineville	38.0
<b>Single-Family Homes</b>			
1. Jefferson Place	97 NW Jefferson Pl.	Bend	2.8
2. Fairway Drive	20390 Fairway Dr.	Bend	6.2
3. Juniper Avenue	1443 NW Juniper Ave	Bend	1.1
4. Lotus Drive	1686 NE Lotus Dr.	Bend	4.9
5. Jackdaw Drive	2886 NE Jackdaw Dr.	Bend	5.4
6. Compass Lane	649 NW Compass Lane A	Bend	3.3
7. SW Reindeer Ave	Reindeer Ave. and 35th St.	Redmond	18.3
8. 69th Place	7007 NW 69th Place	Redmond	27.7
9. NW 28th Street	265 NW 28th St.	Redmond	21.0
10. SW Hillcrest Drive	3623 SW Hillcrest Dr.	Redmond	18.1
11. Teakwood Lane	1554 NW Teakwood Ln.	Redmond	22.0
12. Ewen Street	227 SW Ewen St.	Prineville	22.0
13. NE Ochoco Avenue	1392 NE Ochoco Ave.	Prineville	38.0
14. N Main Street	765 N Main St.	Prineville	30.0
15. SE Knight Street	687 SE Knight St.	Prineville	38.4
16. SW Hodia Loop	783 SW Hodia Loop	Prineville	38.0
17. E Jefferson	446 E Jefferson	Sisters	24.0
18. Creek View	985 E Creek View	Sisters	24.8
19. Heath Drive	16426 Heath Dr.	La Pine	32.8
20. Rim Drive	15745 Rim Dr.	La Pine	35.4

Note: Data was retrieved from property websites, Craigslist, & phone interviews with property managers

B&D surveyed properties from the following cities:

- Redmond,
- Bend,
- Sisters,
- Prineville, and
- La Pine.

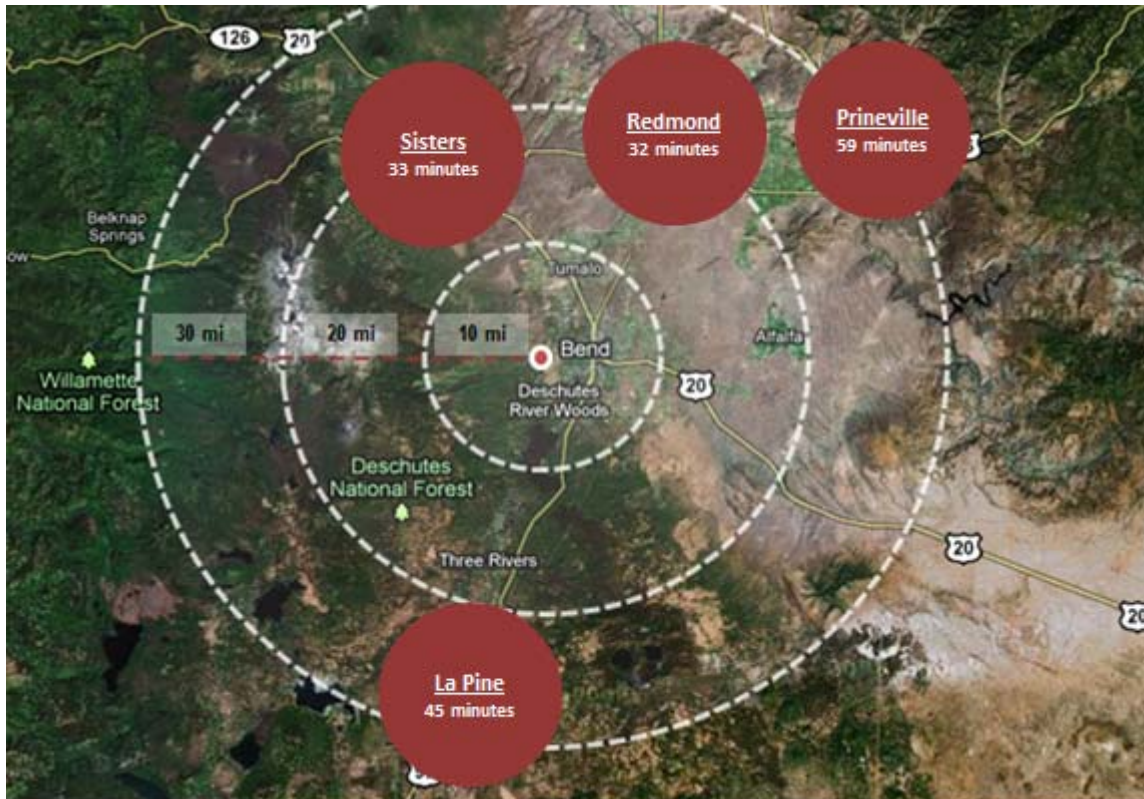


Figure 3.4: Map Indicating 30 Mile Radius of Units Surveyed (Deschutes and Crook Counties)

**Apartments**

*General*

All apartment complexes were an average of 13 miles from COCC with the shortest distance from campus at 0.2 miles (Aubrey Pines Condominiums - Bend) and the furthest distance at 38 miles (Main Street Apartments – Prineville). Apartment complexes were both old and new with an average building age of 25 years and a mean occupancy rate of 89%. Occupancies were based on total units occupied within each apartment complex as determined through phone conversations with property managers.

*Price Point Analysis*

The range of monthly rents for apartment units revealed that all three unit types are priced on the lower end of the pricing spectrum with the greatest variance from median to mean price points most noticeable among one-bedroom units (-7%). Two- (-1%) and three-bedroom (-4%) units also showed a price swing to the lower end of the pricing spectrum but with a less significant shift than one-bedroom units. Ranges in price points are used for the purpose of understanding what flexibility rental properties are showing when competitively pricing their units within the market. A shift to the lower range of the pricing spectrum is indicative of higher vacancy rates and excessive supply within the apartment market. Apartment complexes surveyed in this analysis did not offer four-bedroom units.

Apartment Units - Deschutes and Crook Counties (Entire Unit) - Price Ranges				
	1 bedroom	2 bedroom	3 bedroom	4 bedroom
Minimum	\$399	\$455	\$550	N/A
Median	\$625	\$718	\$850	N/A
Maximum	\$795	\$900	\$995	N/A
Mean:	\$583	\$711	\$818	N/A
Variance (%):	-7%	-1%	-4%	N/A

Figure 3.5: Monthly Rental Price Ranges for Apartment Units

*Housing Rate Comparison – (Apartments versus 2011 HUD Data)*

When apartment complexes were compared with the average of Deschutes and Crook County HUD rates, all apartment unit types were less expensive with the highest variance among three-bedroom units (-28%). One- and two-bedroom units were still less expensive with a variance of -7% and -5%, respectively.

Apartments vs. Deschutes and Crook Counties HUD Data (Entire Unit)				
	1 bedroom	2 bedroom	3 bedroom	4 bedroom
Apartments	\$583	\$711	\$818	N/A
2011 HUD Data	\$622	\$743	\$1,047	\$1,145
Variance (%):	-7%	-5%	-28%	N/A
Variance (\$):	-\$39	-\$32	-\$229	N/A

Figure 3.6: Apartments vs. HUD Data

*Housing Rate Comparison – (On Campus versus Off Campus)*

When comparing off-campus and on-campus rates, an additional \$142 per month based on B&D survey data was used as an average utility cost to more accurately depict rental rates in the off-campus market. Single occupancy one-bedroom and two-bedroom apartments were \$256 and \$30 more expensive, respectively, than the rooms provided in Juniper Residence Hall (excluding board). However, three-bedroom apartments were \$53 less expensive than on-campus housing. Three-bedroom units are commonly the most attractive option to students because of their cost effectiveness.

Apartment Units - B&D Research vs. COCC Housing (Per Person)				
	1 bedroom	2 bedroom	3 bedroom	4 bedroom
Apartments	\$724	\$498	\$415	N/A
COCC Housing	\$468	\$468	\$468	\$468
Variance (%):	35%	6%	-13%	N/A
Variance (\$):	\$256	\$30	-\$53	N/A

Note: \$142/month was added to apartment cost for utility rates

Figure 3.7: Average Rent per Single Bed (Room Rate Only) – Apartments vs. COCC Housing

*Amenity and Utilities Analysis*

B&D analyzed a total of 19 amenities divided into 4 sub-categories for the off-campus market. Each type of amenity was then broken into primary (80% to 100%), secondary (60% to 79%), and tertiary (0% to 59%) choices. The breakdown of amenity types determines what proprietors view as a primary necessity to offer residents and also to determine what secondary amenities could easily alter an individual's decision to choose one property over the other. All 10 apartment properties offered air conditioning, microwave, stove, and a refrigerator included in the cost of rent. Popular building amenities that were marketed included: a laundry facility (100%), patio / balcony (100%), pool / spa (75%), and extra storage (75%). In terms of utilities, proprietors most commonly included water (88%), sewer (88%), and trash (88%) within the cost of rent. All tertiary choices indicate that less than 59% of properties chose to offer those to residents.

Unit Amenities	Percent	Building Amenities	Percent	Included Utilities	Percent	Misc. Services	Percent
Air Conditioning	100%	Laundry Facility	100%	Water	88%	Parking	100%
Microwave	100%	Patio / Balcony	100%	Sewer	88%	24-Hour Security	100%
Stove	100%	Pool / Spa	75%	Trash	88%	Pets Allowed	88%
Refrigerator	100%	Extra Storage	75%	Cable	50%	Short-Term Lease	70%
Washer/Dryer	50%	Fitness Center	50%	Electricity	0%		
Primary (80% - 100%)							
Secondary (60% - 79%)							
Tertiary (0% - 59%)							

Figure 3.8: Off-Campus Amenities, Utilities, and Services (Apartment Properties)

*Fee and Security Deposit Analysis*

Apartment properties in Deschutes and Crook Counties offered standard 12-month lease agreements found in most off-campus markets. Although the overall housing market was considered to be student averse and presenting students with a high barrier of entry, lease agreements to students were flexible and required smaller upfront security deposits. Specifically, 70% of apartment complexes offered leases as low as 6 or 9 months. Other fees that were researched include parking fees and application fees. Parking was not charged to residents; however, a general application fee at an average of \$36 per applicant was standard practice among 80% of properties.

The majority of rentals did require a security deposit but apartment units were significantly less expensive (\$292) than all other rental properties (\$791) in this analysis.

**Single - Family Homes**

*General*

All single-family homes in this analysis were an average of 19.2 miles from COCC with the shortest distance from campus at 1.1 miles (Bend) and the furthest distance at 38.4 miles (Prineville). Single-family homes were fairly similar in age to apartments but with a younger average building age of 20 years. Occupancy rates could not be determined as all listings researched for single-family homes were considered to be vacant and do not accurately reflect the market as a whole.

*Price Point Analysis*

The range of monthly rents for single family homes revealed that two of the four unit types (one- and four-bedrooms) are priced evenly on the pricing spectrum. The remaining unit types showed the greatest variance from mean to median price points at -2% and 11% for two bedrooms and three bedrooms, respectively. Price points for two-bedroom units are shifted slightly to the lower end of the pricing spectrum while three-bedroom units are on the higher end.

Single-Family Homes - Deschutes and Crook Counties (Entire Unit)				
	1 bedroom	2 bedroom	3 bedroom	4 bedroom
Minimum	\$395	\$650	\$550	\$1,150
Median	\$523	\$725	\$875	\$1,250
Maximum	\$650	\$750	\$1,650	\$1,350
Mean:	\$523	\$710	\$986	\$1,250
Variance (%):	0%	-2%	11%	0%

Figure 3.9: Monthly Rental Price Ranges for Single-Family Segmented Units

*Housing Rate Comparison – (Single-Family Homes versus HUD Data)*

Single-family homes were also compared against the average of Deschutes and Crook County HUD rates. On average, one-, two- and three-bedroom single-family homes were 10% lower than HUD rates while four-bedroom homes were 8% more expensive. Crook County had the lowest price points between the two counties in this analysis, which suggests that unit rate averages for HUD data were reduced significantly due to Crook County prices.

Single-Family Homes vs. Apartment Units (Entire Unit)				
	1 bedroom	2 bedroom	3 bedroom	4 bedroom
Single Homes	\$523	\$710	\$986	\$1,250
2011 HUD Data	\$622	\$743	\$1,047	\$1,145
Variance (%):	-19%	-5%	-6%	8%
Variance (\$):	-\$99	-\$33	-\$61	\$105

Figure 3.10: Single-Family Homes vs. HUD Data

*Housing Rate Comparison – (On versus Off Campus)*

When comparing off-campus and on-campus rates, an additional \$142 per month taken from the B&D survey was used as an average utility cost to more accurately depict rental rates in the off-campus market. Single occupancy one-, two-, and three-bedroom apartments were \$197, \$29, and \$3 more expensive, respectively, than the rooms provided in Juniper Residence Hall (excluding board). However, four-bedroom apartments were \$14 less expensive than on-campus housing. Three- and four-bedroom homes are commonly the most attractive option to students because of their cost-effectiveness.

Single-Family Homes - Deschutes and Crook Counties (Per Person)				
	1 bedroom	2 bedroom	3 bedroom	4 bedroom
Single Homes	\$665	\$497	\$471	\$455
COCC Housing	\$468	\$468	\$468	\$468
Variance (%):	30%	6%	1%	-3%
Variance (\$):	\$197	\$29	\$3	-\$14

Figure 3.11: Average Rent per Single Bed (Room Rate Only) – Segmented Homes vs. COCC Housing

*Amenity and Utilities Analysis*

B&D analyzed a total of 19 amenities divided into 4 sub-categories for the off-campus market. Each type of amenity was then broken into primary (80% to 100%), secondary (60% to 79%), and tertiary (0% to 59%) choices. The breakdown of amenity types determines what proprietors view as a primary necessity to offer residents and also to determine what secondary amenities could easily alter an individual’s decision to choose one property over another. Overall, single-family homes offered fewer amenities and also included fewer utilities in the rent. Specifically, common utilities included in a monthly rent were: stove (85%), refrigerator (85%), air conditioning (75%), and a microwave (60%). Popular building amenities that were marketed included: a patio / balcony (100%) and extra storage (75%). In terms of utilities, proprietors most commonly included trash (70%), sewer (70%), and water (60%) within the cost of rent. All tertiary choices indicate that less than 59% of properties chose to offer that particular amenity to residents.

Unit Amenities	Percent	Building Amenities	Percent	Included Utilities	Percent	Misc. Services	Percent
Stove	85%	Patio / Balcony	100%	Trash	70%	Parking	100%
Refrigerator	85%	Extra Storage	85%	Sewer	70%	Pets Allowed	85%
Air Conditioning	75%	Pool / Spa	0%	Water	60%	Short-Term Lease	15%
Microwave	60%	Fitness Center	0%	Electricity	5%	24-Hour Security	0%
Washer/Dryer	45%	Laundry Facility	0%	Cable	0%		
Primary (80% - 100%)							
Secondary (60% - 79%)							
Tertiary (0% - 59%)							

Figure 3.12: Off-Campus Amenities, Utilities, and Services (Single-Family Homes)



*Fee and Security Deposit Analysis*

Single-family home properties in Deschutes and Crook Counties offered standard lease agreements found in most home markets. Due to the overall housing market being student averse and presenting students with a high barrier of entry, lease agreements to students were not as flexible as apartment properties and also required a higher upfront security deposit. Specifically, only 15% of single-family homes offered leases as low as 6 months. Other fees that were researched include parking fees and application fees. Parking was not charged to residents; however, a general application fee at an average of \$33 per applicant was only issued by 15% of properties.

The majority of rentals did require a security deposit but apartment units were significantly more expensive (\$958) than all other rental properties in this analysis (\$791).

**Overview of Housing Market**

*2006 vs. 2011*

B&D conducted a similar analysis of the off-campus housing market in 2006 but with an emphasis on collecting data for Bend area apartments. Apartment rates for 2006 and 2011 were analyzed to gain an understanding of the changes seen in the overall housing market. Overall, apartment properties experienced an average decrease in rental rates of 29% from the year 2006 to the current study (2011). The most significant price shift was seen in three-bedroom apartments where the average monthly cost decreased by \$371 from \$1,189 to \$818. This price shift reveals the difficulty the housing market has experienced since the market collapse in 2008. Although HUD data for Deschutes and Crook Counties shows that an escalation has still occurred in the overall housing market, the Bend area has experienced a different trend evident from price shifts in 2006 and 2011.

B&D Off-Campus Research - 2006 vs. 2011 Apartment Rates				
	1 bedroom	2 bedroom	3 bedroom	4 bedroom
2006 Rates	\$690	\$877	\$1,189	N/A
2011 Rates	\$583	\$711	\$818	N/A
Variance (%):	-18%	-23%	-45%	N/A
Variance (\$):	-\$107	-\$166	-\$371	N/A

*Figure 3.13: 2006 vs. 2011 Apartment Rates*

Similarly, when all properties (including single-family homes and apartments) from the 2011 study were compared to the apartment rates found in 2006, a similar trend of reduced rental rates was shown. The largest variance was also among three-bedroom units where a 29% reduction in price occurred.



B&D Off-Campus Research - 2006 vs. 2011 All Rates				
	1 bedroom	2 bedroom	3 bedroom	4 bedroom
2006 Rates	\$690	\$877	\$1,189	N/A
2011 Rates	\$572	\$710	\$923	\$1,250
Variance (%):	-21%	-24%	-29%	N/A
Variance (\$):	-\$118	-\$167	-\$266	N/A

Figure 3.14: 2006 Apartment Rates vs. 2011 All Property Rates

Amenities, utilities and miscellaneous services remain the same among properties researched during both studies. Although the general housing market has grown in desirability for students seeking affordable and convenient housing, there continues to be a deficiency in true student community near the COCC Bend campus.



# Tab 4

## Survey Analysis

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### ***Objective***

B&D developed a web-based survey to quantitatively test student demand for new on-campus housing. Survey questions were designed to assess current and future habits and preferences related to housing. Response options were structured to maximize information about desirable unit configurations, facility characteristics and overall preferences for new housing. Specific responses were sorted by various demographic characteristics to further analyze demand patterns and identify discrepancies in results.

### ***Methodology***

From May 11 through May 22, 2011 students were surveyed via an on-line link distributed to their campus e-mail. During that time, 635 of the surveyed population completed the survey. Approximately 7,200 students were given an opportunity to indicate their level of preference for a specific range of housing options. Projections were then sorted by various demographic characteristics to make refinements in demand results.

A full report of the data collected can be found in Exhibit B of this report.

**Survey Demographics**

A total of 635 completed student surveys were received from current COCC students. This response translates to a margin of error of +/- 3.9% assuming a 95% confidence level.

CATEGORY	2011 SURVEY DEMOGRAPHICS			COCC DEMOGRAPHICS *			Survey %-
	COUNT	TOTAL	%	COUNT	TOTAL	%	College %
<b>Gender</b> (Non Response: )							
Male	232	635	36.5%	3,319	7,243	45.8%	-9.3%
Female	400	635	63.0%	3,817	7,243	52.7%	10.3%
Other	3	635	0.5%	107	7,243	1.5%	-1.0%
<b>Ethnic Background</b> (Non Response: )							
American Indian/Alaska Native	20	635	3.1%	163	7,243	2.3%	0.9%
Asian	4	635	0.6%	90	7,243	1.2%	-0.6%
Black/African American	4	635	0.6%	55	7,243	0.8%	-0.1%
Hispanic	25	635	3.9%	436	7,243	6.0%	-2.1%
Native Hawaiian/Other Pacific Islander	3	635	0.5%	20	7,243	0.3%	0.2%
No Answer	13	635	2.0%	527	7,243	7.3%	-5.2%
Two or More Races	35	635	5.5%	18	7,243	0.2%	5.3%
White	531	635	83.6%	5,934	7,243	81.9%	1.7%
<b>Age</b> (Non Response: )							
17 or under	11	635	1.7%	471	7,243	6.5%	-4.8%
18 to 19	93	635	14.6%	982	7,243	13.6%	1.1%
20 to 21	65	635	10.2%	905	7,243	12.5%	-2.3%
22 to 24	69	635	10.9%	891	7,243	12.3%	-1.4%
25 to 29	91	635	14.3%	1,245	7,243	17.2%	-2.9%
30 or over	306	635	48.2%	2,749	7,243	38.0%	10.2%
<b>Academic Classification</b> (Non Response: )							
Freshmen	245	635	38.6%	4,527	7,243	62.5%	-23.9%
Sophomore	390	635	61.4%	2,716	7,243	37.5%	23.9%
<b>Enrollment Status</b> (Non Response: )							
Full-time	452	635	71.2%	2,970	7,243	41.0%	30.2%
Part-time	183	635	28.8%	4,273	7,243	59.0%	-30.2%
<b>Campus Living</b> (Non Response: )							
Full-time on-campus	26	635	4.1%	55	7,243	0.8%	3.3%
Full-time off-campus	425	635	66.9%	2,915	7,243	40.2%	26.7%
Part-time on-campus	4	635	0.6%	7	7,243	0.1%	0.5%
Part-time off-campus	180	635	28.3%	4,266	7,243	58.9%	-30.6%

\* Fall 2010 demographic data provided by Central Oregon Community College

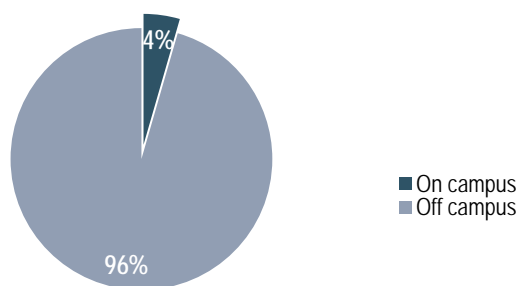
Figure 4.1: Demographics Table Showing All Sub-Groups

The sample differences highlighted in yellow in the demographic table shown above indicate a variance greater than 10 percentage points. These variances represent statistical under- and over-representations, which do not directly reflect the actual university population. These figures are common among student survey respondents as particular sub-populations are more invested in the housing study than others. The under- and over-representations did not affect the statistical validity of the study and are accounted for throughout the analysis.

**Summary of Findings**

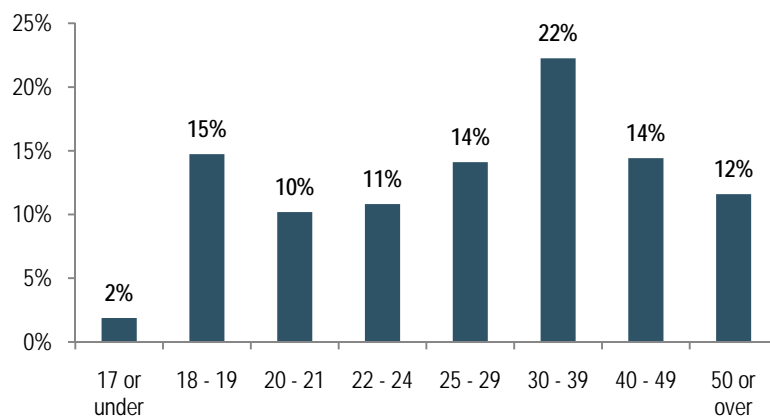
*General*

- When students were asked to indicate where they are currently living, 96% of respondents in this survey said they lived off campus and the remaining 4% are living on campus.



*Figure 4.2: Where Students Are Currently Living (694 respondents)*

- The average age of a COCC student who responded to the survey was approximately 31 years.
- Specifically, 22% reported being between the ages of 30 and 39 while the next largest population (15%) said they were between the ages of 18 and 19.



*Figure 4.3: Age of Student Respondents (638 respondents)*

- Overall, most students (81%) who responded to the survey said that they were taking classes predominantly at COCC Bend.
- Nine percent of respondents did indicate, however, that they were taking classes at COCC Redmond or evenly split their classes between one or more of the options (8%).

- OSU Cascades students only accounted for 1% of the population while 2% of on-line students participated in the survey.

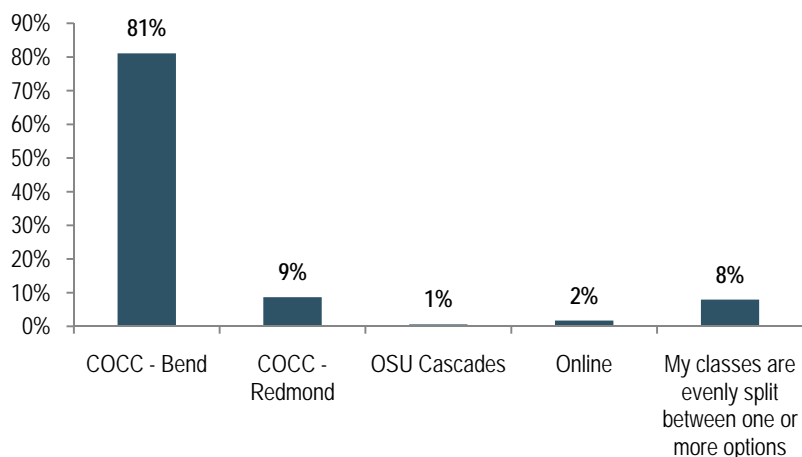


Figure 4.4: Primary Location of Classes (693 respondents)

- Students' current educational levels were represented across various student sub-groups in this survey but were predominantly dominated by continuing COCC students (47%).
- First year students who never attended college previously also represented a total of 34% of respondents.
- Transfer students were the next largest population at 14% followed by ten high school students taking classes on the COCC campus (2%), as well as two high school students taking classes at their high school (0%).
- The sixteen respondents who declared "Other" (3%) as their option did not indicate why they did not fit under the aforementioned classifications.



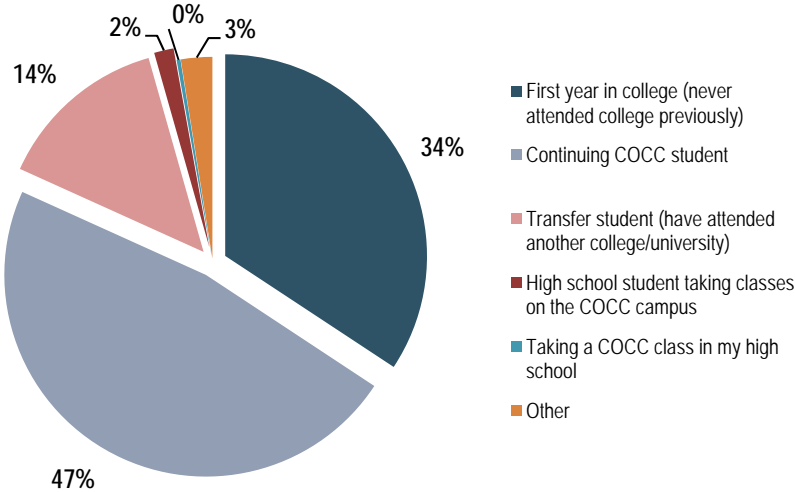


Figure 4.5: Current Educational Level of Students (636 respondents)

- The most represented majors in this survey population included Allied Health (19%), undeclared students (12%), other (10%), Business (9%), Criminal Justice (6%), and Computer Information Systems (6%).
- Those that responded “other” (10%) indicated that they were double majoring or considered themselves to be non-degree seeking students for university transferring purposes.

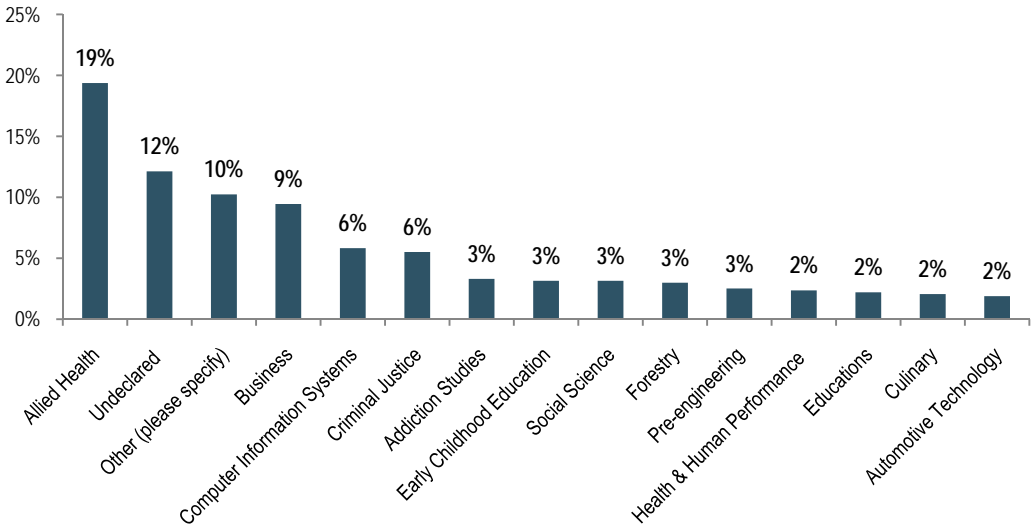


Figure 4.6: College / School Affiliation for Students (635 respondents)

### Current Living

- Students indicated that the three most important factors that influenced their decision on where to live this year include: total cost of rent and utilities (91%), availability of high-speed Internet (84%) and availability of preferred unit type (78%).
- However, the three least important factors that influenced students on where to live this year were: proximity to work (55%), accommodations for persons with disabilities (29%) and proximity to other students (29%).

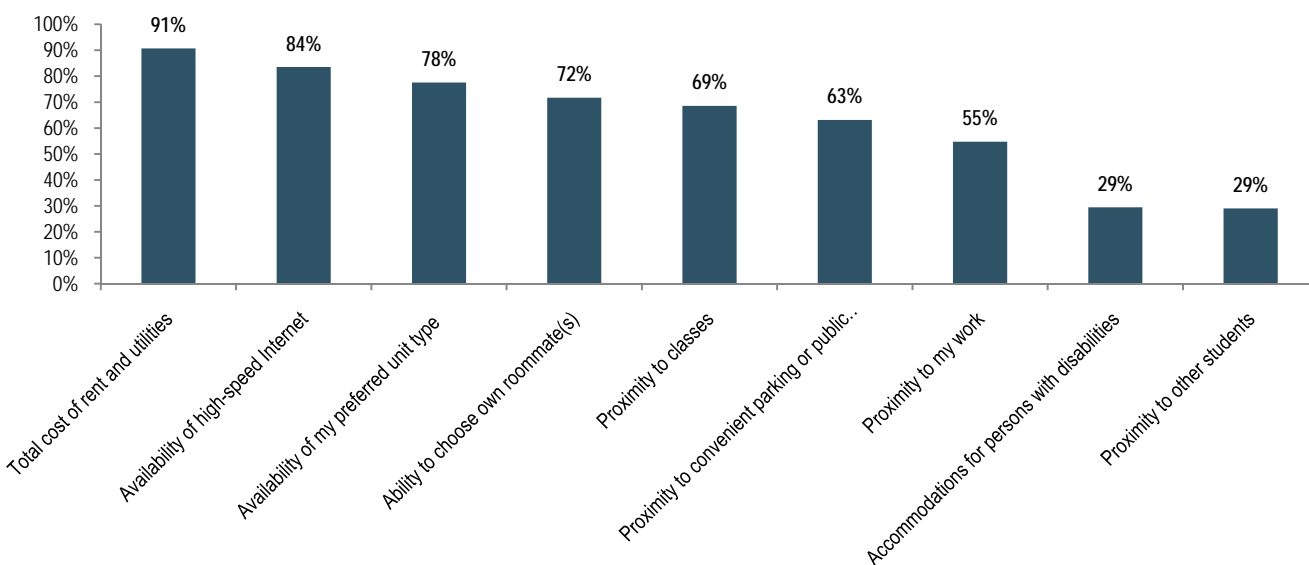


Figure 4.7: Important Factors for Student's Decision on Where to Live This Year (675 respondents)

- When asked to describe their current living conditions, survey respondents indicated that they were satisfactory.
- Specifically, off-campus students reported living in the most satisfactory conditions with a cumulative percentage for very satisfactory and satisfactory responses of 90%.
- On-campus students also felt their conditions were very satisfactory or satisfactory (71%) but also reported a higher unsatisfactory rate (26%) than off-campus students (7%).
- Approximately 3% of both on- and off-campus students reported their living conditions to be very unsatisfactory.

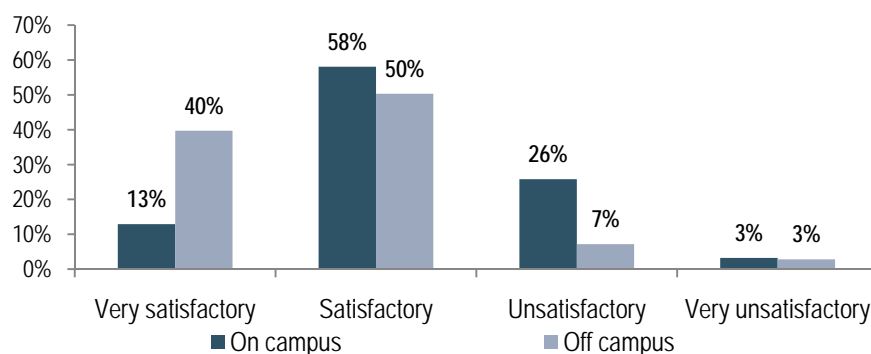


Figure 4.8: Description of Students' Current Living Conditions (637respondents)

- Students are currently living with a spouse / partner and / or with children (48%), with a parent or other relative (17%) or are living alone (11%).
- Additionally, students reported living with more non-COCC roommates (7%) than they did with fellow COCC students (6%) indicating a clear separation of students' lives in and out of the classroom.

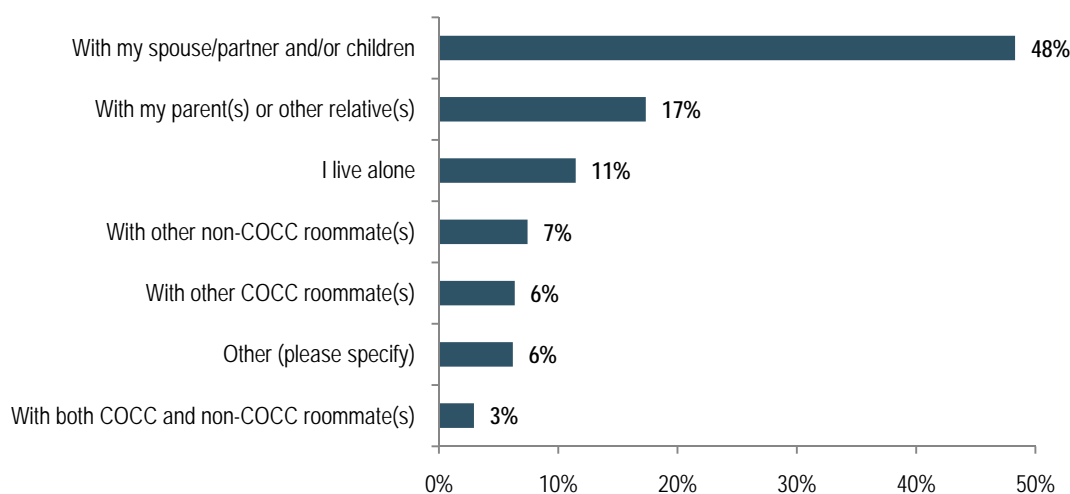


Figure 4.9: Current Living Arrangements (646respondents)

- Personal share of monthly rent / housing costs (excluding utilities) has seen an overall increase from 2006 to 2011 of \$103 per month, per person.
- In 2006 students reported paying \$416 per month while the current survey showed respondents indicating their personal share of rent is \$519.

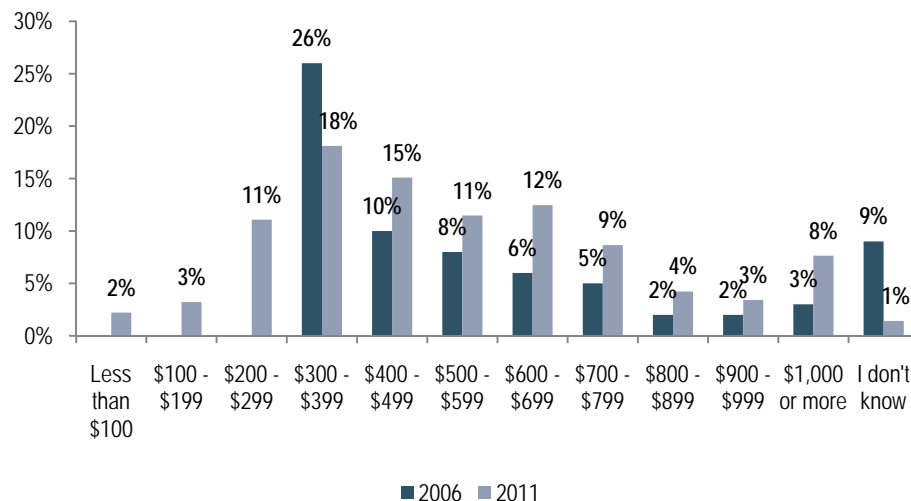


Figure 4.10: Share of Monthly Housing Costs, Excluding Utilities

- Similarly, the average monthly costs for all utilities were compared from 2006 to 2011 revealing a rise in costs of \$13.
- Utility costs in the 2006 survey were an average of \$129 per month while utility expenses in 2011 reached an average of \$142 per month. In addition, a significant portion of 2011 respondents (28%) are paying \$200 or more.

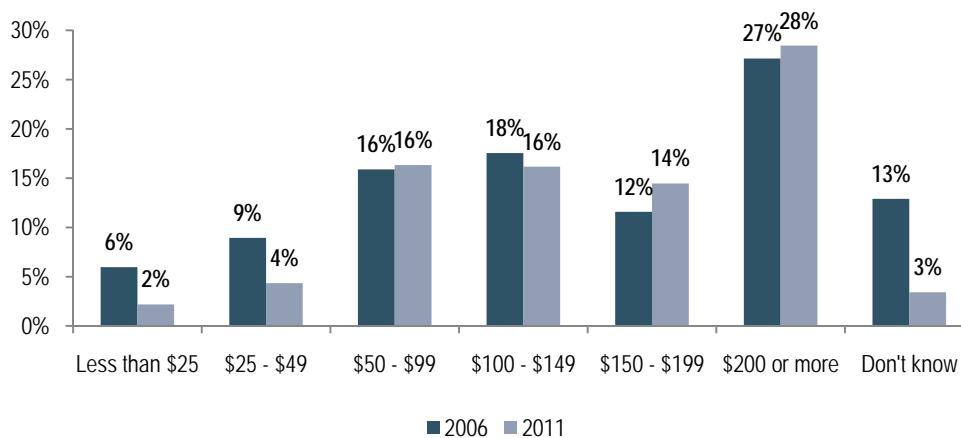


Figure 4.11: Share of Monthly Utility Costs

- In terms of getting to and from campus, respondents reported their main forms of commuting as driving alone (66%) or driving with others (17%).
- Other students also said that walking (7%), riding public transportation (4%) and riding a bicycle / motorcycle (3%) were other forms of transportation they utilized.

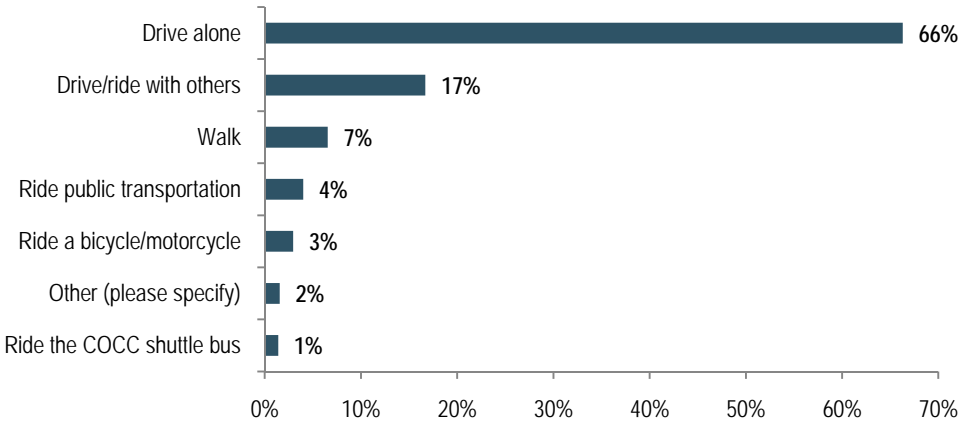


Figure 4.12: Commute Method to Campus (641 respondents)

- Students in the survey indicated that a typical one-way commute was an average of 12 miles but could be less than 2 miles (13%) or as far as over 25 miles (15%).

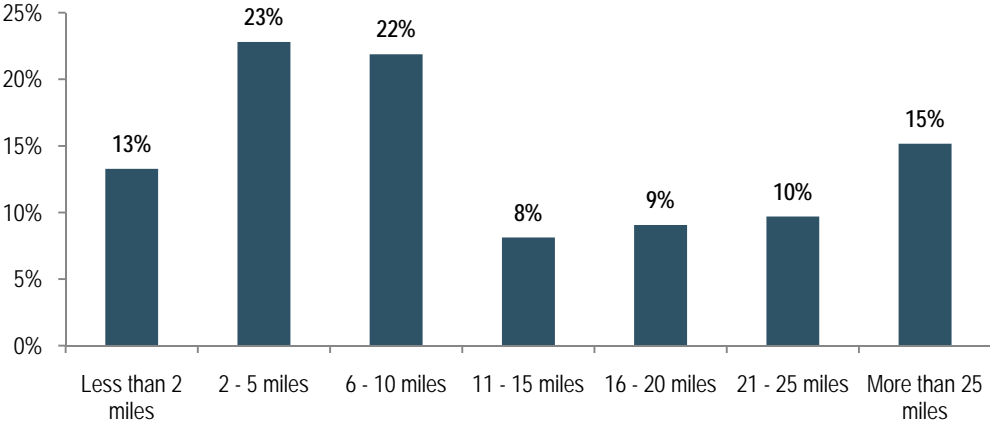


Figure 4.13: Commute Distance (640 respondents)

- Equally, a student’s individual share of personal gas costs for commuting was reported to be approximately \$42 per week.

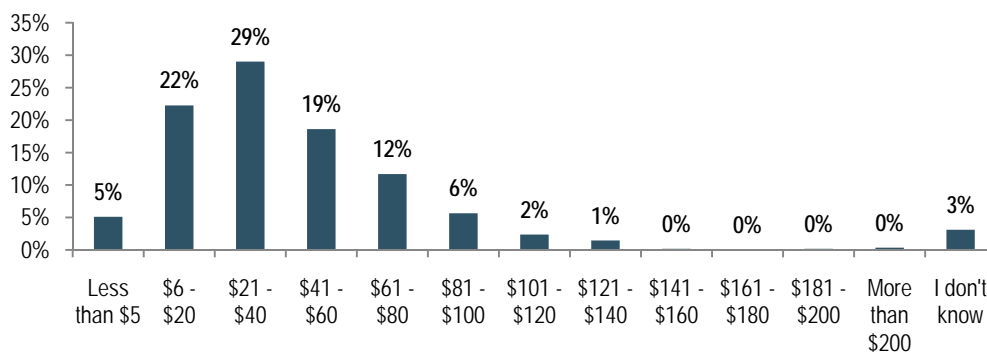


Figure 4.14: Weekly Share of Gas Costs to Commute to COCC (548 respondents)

*Future Living*

- Overall, 79% of survey respondents plan to live in the off-campus market next year but 17% were still undecided and 3% would choose to live on campus.
- When this question was divided by on- and off-campus respondents, those living in the current residence hall indicated they were most interested in living off campus the following year (32%) but were also undecided (29%) or wanted to stay on campus (26%).
- In contrast, a strong majority of off-campus residents will still be staying off campus (80%).

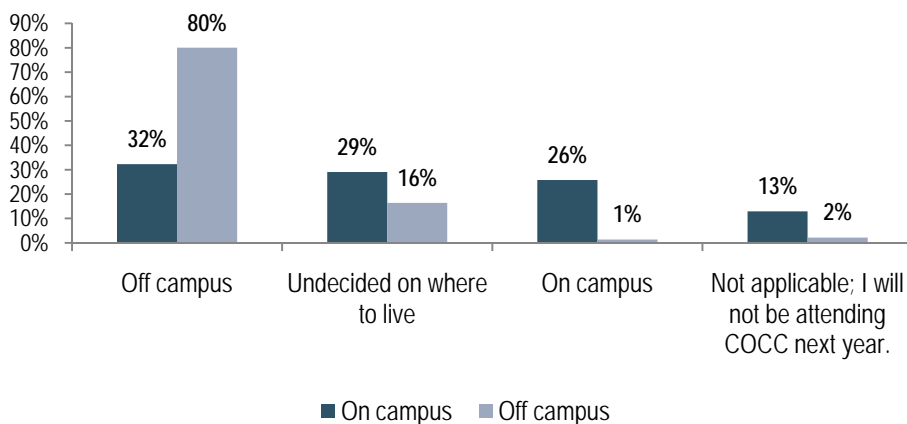


Figure 4.15: Where Students Will Live Next Year (678 respondents)

- Responses were also compared with those in the previous study (2006) performed by B&D. Data shows that 11% more students are choosing to live off campus in 2011 (78%) compared to 2006 (67%).

- However, the number of students planning to live on campus the next academic year rose slightly from 1% (2006) to 3% (2011).
- In addition, the number of respondents who were undecided on where to live this year rose from 3% from 2006 (14%) to 2011 (17%) suggesting that COCC can seize an opportunity to market more deliberately to students who have not settled on a living option for the following academic year.

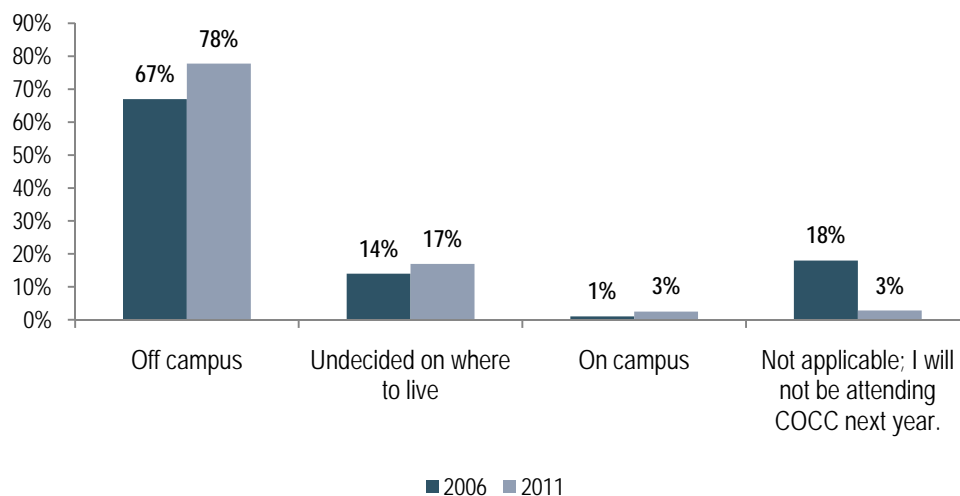


Figure 4.16: Where Students Will Live Next Year

- Of those students who indicated that they would prefer to move off campus next year, 65% said they would prefer to do so to get access to their own kitchen (65%), more living space (61%), and more privacy (58%).
- The least important factors for students when considering living off campus included: no meal plan requirement (41%), fewer rules and regulations (41%) and a more cost effective living option (37%).
- In general, The Project Team determined that students desired three key elements when searching for housing: convenience, privacy and more space.

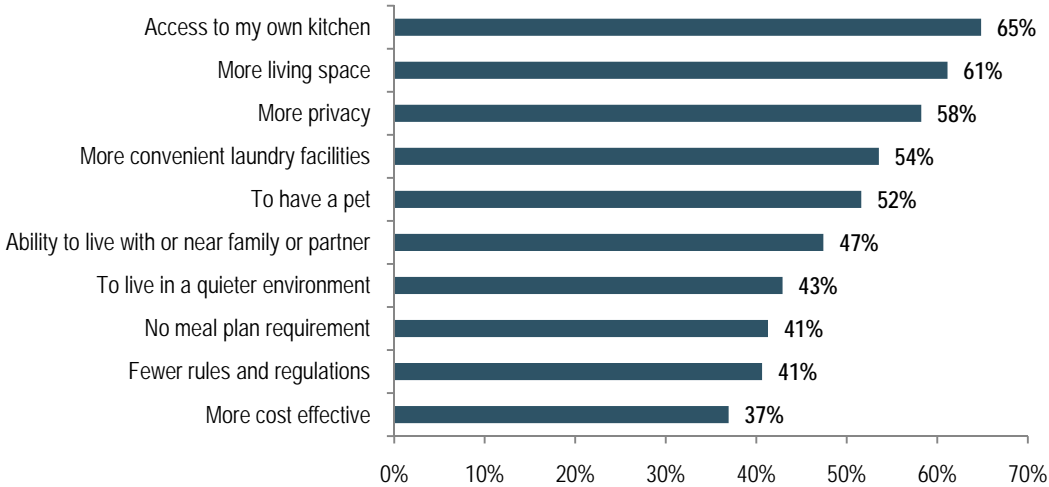


Figure 4.17: Preferences for Students Considering Living Off-Campus Next Year (620 respondents)

- Respondents that were most interested in attending COCC’s main campus if on-campus housing was available included: students from COCC – Bend (47%), OSU Cascades (33%), on-line, and COCC – Redmond (32%).
- The Institution has an opportunity to attract more students through the residence halls due to the high percentage of respondents who would like more information on housing: COCC Redmond (40%), on-line (33%) and other COCC – Bend students (29%).

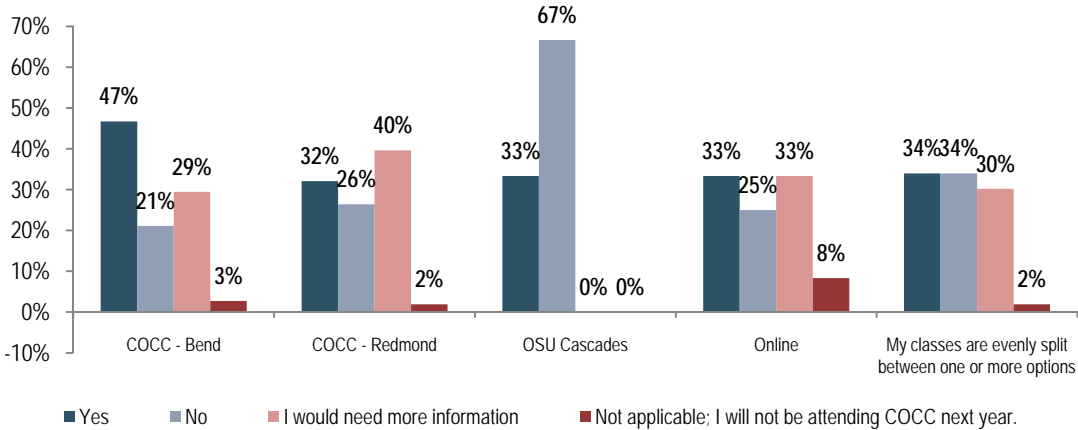


Figure 4.18: Interest in Attending Bend Campus if Housing Available (637 respondents)

- After students were given options on proposed housing; they were then asked to indicate what features should be included in the future to make it more attractive to future students.



- Overall, respondents desire more affordable costs (94%), quiet study areas (86%), printing stations (82%), additional storage space (79%), and a computer lab (77%).
- Features that were less important to students were proximity to outdoor fields and track (42%), skateboard / bike repair room (24%) or a ski / snowboard wax and tuning room (20%).
- Similarly, survey participants were asked to identify what current housing policies should be applied to the new housing facility.
- Students felt that the new facility should not require residents to be in a meal plan (61%), should be a smoke free building (60%) and should include independent living options similar to the off-campus market (52%).

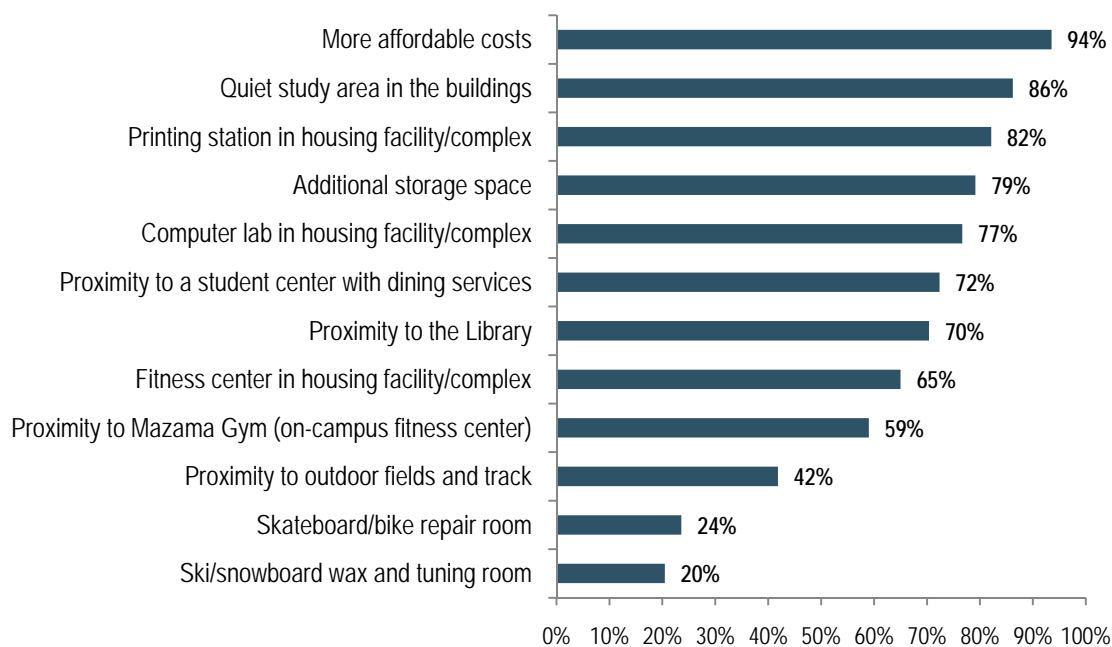


Figure 4.19: Interest in COCC Improvements to Housing (633 respondents)



# Tab 5

## Demand Analysis

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**Objectives**

B&D developed a detailed model to project the specific level of demand for on-campus housing at COCC. The model derives demand from electronic survey responses, as well as current enrollment figures provided by the College.

**Methodology**

By utilizing unit types (semi-suite vs. suite) demonstrated in the electronic survey, B&D’s student housing demand model projected demand onto the current enrollment at Central Oregon Community College. Survey respondents were asked to express their preferred unit type. Following their decision, respondents were shown a per person monthly price point that was associated with their preferred housing facility. Respondents had the option of selecting their preferred unit type or the option of indicating that they would prefer to live off campus.

To project realistic demand, B&D developed a filtered target market for students consisting of survey respondents who would likely be interested in leasing COCC housing. Focus group and survey data, as well as B&D’s professional judgment, were used to develop the criteria.

**Proposed Unit Types**

The following diagrams were presented to students on the survey as an example of the proposed unit types. Each unit type was described and a monthly and per quarter cost was provided.



**Double Occupancy Semi-Suite**  
 \$494/month/person  
 \$1,483/quarter/person



**Single Occupancy Semi-Suite**  
 \$556/month/person  
 \$1,667/quarter/person



**Double Occupancy Suite**  
 \$511/month/person  
 \$1,533/quarter/person



**Single Occupancy Suite**  
 \$587/month/person  
 \$1,733/quarter/person

***Enrollment Assumptions***

The Project Team utilized the current College enrollment of 10,986 students.

<b>Class</b>	<b>Enrolled Population</b>
First Year in College	2,178
Continuing COCC Student	6,130
Transfer Student	1,364
High School student taking classes on COCC	403
Taking a COCC class in my high school	911
<b>Total</b>	<b>10,986</b>

*Figure 5.1: Current COCC Enrollment*

***Definition of Target Markets***

To project realistic demand for COCC housing, B&D developed a filtered target market for students consisting of survey respondents who would likely be interested in leasing on-campus units.

The on-campus filtered target market was defined by including respondents who met all of the following criteria:

1. Living on-campus;
2. Traditionally aged (18 to 25); and
3. Would live in the proposed project if all preferences were met.

The off-campus filtered target market was defined by including respondents who met all of the following criteria:

1. Bend campus as primary campus;
2. Traditionally aged (18 to 25);
3. Paying at least \$500 per month in rent / housing costs;
4. Single with no children; and
5. Would live in the proposed project if all preferences were met.

Respondents not meeting the aforementioned criteria were removed from demand projections.

***Summary of Findings***

After applying the determined target market filters to the survey responses, demand exists for 894 beds in fall 2011. The demand profile favors the more private full suite units as well as single occupancy units. B&D's demand projections forecast a maximum potential demand equivalent to approximately 8% of COCC's student population.

## DEMAND ANALYSIS

Class	Enrolled Population*	Potential Capture Rate	Maximum Potential Demand	On-Campus Housing Type			
				Semi-Suite		Full-Suite	
				Single	Double	Single	Double
First Year in College	2,178	11.1%	242	41	37	119	45
Continuing COCC Student	6,130	9.0%	553	14	34	276	228
Transfer Student	1,364	7.3%	100	42	0	53	5
High School student taking classes on COCC	403	0.0%	0	0	0	0	0
Taking a COCC class in my high school	911	0.0%	0	0	0	0	0
<b>Total</b>	<b>10,986</b>	<b>8.1%</b>	<b>894</b>	<b>97</b>	<b>72</b>	<b>448</b>	<b>278</b>

Figure 5.2: Current COCC Housing Demand

In order to minimize occupancy risk in any potential housing project, B&D employs an Occupancy Coverage Ratio (“OCR”) to bed demand. Occupancy coverage ratios measure the market risk of a given unit type. A 1.0:1 ratio means that 100% occupancy can be achieved, but that new competition or a modest decrease in enrollment will likely lead to immediate vacancy problems. Higher occupancy ratios are obviously associated with stable occupancy performance, but occupancy ratios that are too high can often present a challenge to an enrollment management team as housing shortages deter students from enrolling or persisting at the institution. Based on the demand present at COCC, B&D recommends that the College has the demand feasibility to construct up to 600 beds of new housing on campus. This recommendation assumes a 1.5:1.0 OCR meaning that for every 1.5 beds of demand, one bed will be provided.

Unit Type	Demand	OCR	Target Supply	Current Supply	Difference
Semi-Suite Double	72	1.50	50	0	(50)
Semi-Suite Single	97	1.50	60	0	(60)
Full-Suite Double	278	1.50	190	0	(190)
Full-Suite Single	448	1.50	300	0	(300)
<b>HOUSING SYSTEM TOTAL</b>			<b>600</b>	<b>0</b>	<b>(600)</b>

Figure 5.3: Housing Demand Filter by an Occupancy Coverage Ratio





# Tab 6

Project Concept

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Brailsford & Dunlavey developed an outline program for a potential housing project at COCC based on the demand analysis, survey preferences, B&D’s national experience, and the College mission. This program utilizes space standards by unit types as well as the necessary support spaces associated with residence halls. COCC should view this program as an ideal distribution of space for new housing on the Bend campus. The outline program of spaces can be found in Exhibit D.

**Program of Spaces**

The proposed program of spaces includes residential living units, programming space, and Housing & Residential Life support space. This program includes only semi-suite units of which 12 single units designed for resident advisors (a ratio of 1 RA to 30 residents) and a mix of double- and single-occupancy semi-suite units for residents. Program spaces include lounges, computer lab, classroom, study space, and a multipurpose room. The support spaces include the administrative offices, resident director apartment, laundry rooms, lobby, and front desk space. The total gross square feet of space totals approximately 104,000 equating to 294 gsf per bed. The targeted efficient factor is 65% which is in the middle of the planning range of 62% to 68%. The lower the efficiency factor the more space can be added into hallways and circulation to provide an open feeling within the space. The higher efficiency factor will create a more compact residence hall.

<b>Program Area</b>	
Semi-Suite RA (beds)	12
Semi-Suite Single (beds)	25
Semi-Suite Double (beds)	316
<b>Total Beds</b>	<b>353</b>
Program Spaces (square feet)	7,100
Housing & Res Life Spaces (square feet)	6,500
<b>Net Square Feet</b>	<b>67,520</b>
Efficiency Factor:	65%
<b>Gross Square Feet</b>	<b>103,877</b>
Gross Square Feet / Bed	294

Figure 6.1 Summary of the Outline Program

**Preliminary Development Budget**

B&D developed a development budget based on the above program. Assuming a construction cost, including site work, of \$160 per square foot, the hard cost of construction would total \$16.6 million. Additional furniture, fixture, and equipment costs, soft costs, and financing costs, the total project would be \$26.7 million. This project cost would equate to approximately \$76,000 per bed.

***Capital & Operational Considerations***

COCC developed a series of preliminary pro formas based on conservative to aggressive assumptions to understand the range of potential construction and operational costs. B&D reviewed the financial models developed and recommends the College modify or further refine the following:

- Project costs ranging from \$225 to \$300 present a wide spectrum of cost. Recent projects within Oregon have ranged from \$106 to \$170 per square foot of construction cost. Opportunities exist to reduce the high end of the project cost spectrum to address current low construction costs.
- The construction market continues to be favorable for new projects. Minimal to no increases are anticipated in construct escalation within the next 12 months. Opportunities to accelerate the project should be investigated.
- Revenue inflation within the financial model should not exceed 3% annually.
- The financial models currently assume a cost of \$2,300 per bed to operate the residence hall. B&D believes this number to be reasonable, but aggressive. Given the small size of the proposed project and critical mass of staff and support for these students, B&D recommends increasing the per bed cost to at least \$2,600.

# Exhibit A

Off-Campus Data Sheets

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Central Oregon Community College  
Housing Feasibility Study  
Off-campus Analysis: General Information

Rental Properties										
Name	Address	City	Miles from Campus	Year Built	Occupancy Rate	Sec. Deposit	Parking Fee	Parking Spots / Unit	Application Fee	Lease Term
<b>Apartment</b>										
Bear Creek Village	155 NW Craven Rd.	Bend	5.2	1980	98%	\$0	\$0	1	\$41	6, 9, & 12
Village at Southern Crossings	19699 Mountaineer Way	Bend	3.8	NP	NP	NP	NP	NP	NP	NP
Commons at Pilot Butte	2020 Linnea Dr.	Bend	4.1	2004	96%	\$0	\$0	1	\$41	6, 9, & 12
Stone Briar Apartments	21255 E. Hwy 20	Bend	5.1	2006	100%	250-1000	\$0	1	\$35	monthly, 6, & 12
Awbrey Pines Condominiums	2500 NW Regency St.	Bend	0.2	NP	NP	NP	NP	NP	NP	NP
Reserves at Pilot Butte Apartments	21312 E. Hwy 20	Bend	5.3	1974	100%	half	\$0	1	\$40	6 and 12 month
The Bluffs Apartments	340 SW Rimrock Way	Redmond	20.2	1979	95%	\$375	\$0	1	\$30	6 or 12 month
Obsidian Apartments	1619 SW Obsidian Ave #21	Redmond	19.0	1994	80%	\$600	\$0	1	\$30	12 month
Prineville Apartments	1000 3rd St.	Prineville	29.0	1960	80%	\$399	\$0	1	\$0	12 month
Main Street Apartments	416 10th St.	Prineville	38.0	N/A	60%	\$375	\$0	1	\$0	12 month
<b>Single-Family Homes</b>										
Jefferson Place	97 NW Jefferson Pl.	Bend	2.8	-	-	\$500	\$0	1	\$0	12 month
Fairway Drive	20390 Fairway Dr.	Bend	6.2	-	-	\$1,000	\$0	1	\$0	12 month
Juniper Avenue	1443 NW Juniper Ave	Bend	1.1	1992	-	\$700	\$0	1	\$0	12 month
Lotus Drive	1686 NE Lotus Dr.	Bend	4.9	-	-	\$800	\$0	2	\$0	12 month
Jackdaw Drive	2886 NE Jackdaw Dr.	Bend	5.4	2006	-	\$1,550	\$0	6	\$35	12 month
Compass Lane	649 NW Compass Lane A	Bend	3.3	-	-	\$1,650	\$0	2	\$40	12 month
SW Reindeer Ave	Reindeer Ave. and 35th St.	Redmond	18.3	-	-	\$1,000	\$0	2	\$25	12 month
69th Place	7007 NW 69th Place	Redmond	27.7	-	-	\$650	\$0	3	\$0	Monthly
NW 28th Street	265 NW 28th St.	Redmond	21.0	-	-	\$1,300	\$0	4	\$0	12 month
SW Hillcrest Drive	3623 SW Hillcrest Dr.	Redmond	18.1	-	-	\$1,000	\$0	2	\$0	12 month
Teakwood Lane	1554 NW Teakwood Ln.	Redmond	22.0	-	-	\$1,000	\$0	3	\$0	12 month
Ewen Street	227 SW Ewen St.	Prineville	22.0	-	-	\$850	\$0	2	\$0	12 month
NE Ochoco Avenue	1392 NE Ochoco Ave.	Prineville	38.0	2004	-	\$975	\$0	3	\$0	12 month
N Main Street	765 N Main St.	Prineville	30.0	-	-	\$395	\$0	1	\$0	6 month
SE Knight Street	687 SE Knight St.	Prineville	38.4	-	-	\$775	\$0	2	\$0	12 month
SW Hodia Loop	783 SW Hodia Loop	Prineville	38.0	2007	-	\$845	\$0	2	\$0	12 month
E Jefferson	446 E Jefferson	Sisters	24.0	1948	-	\$750	\$0	2	\$0	12 month
Creek View	985 E Creek View	Sisters	24.8	-	-	\$1,495	\$0	2	\$0	12 month
Heath Drive	16426 Heath Dr.	La Pine	32.8	-	-	\$895	\$0	2	\$0	12 month
Rim Drive	15745 Rim Dr.	La Pine	35.4	2002	-	\$1,200	\$0	2	\$0	Monthly
<b>Averages</b>										
Apartments		Average:	13.0	1985	89%	\$292	\$0	1.0	\$27	
Single-Family Homes		Average:	19.2	1991	-	\$958	\$0	2.3	\$6	
All Properties		Average:	17.0	1988	89%	\$791	\$0	1.9	\$12	

Sources:  
Apartment Complex Websites / Staff (phone/email correspondence)

Central Oregon Community College  
Housing Feasibility Study  
Off-campus Analysis: Housing Rates

One-bedroom				
	Total Rent	Rent / Person	Sq. Ft.	Rent / SF
<b>Apartment</b>				
Bear Creek Village	\$625	\$625	757	\$0.83
Village at Southern Crossings	\$725	\$725	806	\$0.90
Commons at Pilot Butte	\$625	\$625	724	\$0.86
Stone Briar Apartments	\$675	\$675	725	\$0.93
Awbrey Pines Condominiums	\$535	\$535	NP	NP
Reserves at Pilot Butte Apartments	\$795	\$795	768	\$1.04
The Bluffs Apartments	\$415	\$415	600	\$0.69
Obsidian Apartments	-	-	-	-
Prineville Apartments	\$399	\$399	500	\$0.80
Main Street Apartments	\$450	\$450	-	-
<b>Single-Family Homes</b>				
Jefferson Place	-	-	-	-
Fairway Drive	-	-	-	-
Juniper Avenue	\$650	\$650	550	\$1.18
Lotus Drive	-	-	-	-
Jackdaw Drive	-	-	-	-
Compass Lane	-	-	-	-
SW Reindeer Ave	-	-	-	-
69th Place	-	-	-	-
NW 28th Street	-	-	-	-
SW Hillcrest Drive	-	-	-	-
Teakwood Lane	-	-	-	-
Ewen Street	-	-	-	-
NE Ochoco Avenue	-	-	-	-
N Main Street	\$395	\$395	395	\$1.00
SE Knight Street	-	-	-	-
SW Hodia Loop	-	-	-	-
E Jefferson	-	-	-	-
Creek View	-	-	-	-
Heath Drive	-	-	-	-
Rim Drive	-	-	-	-
<b>Averages</b>				
Apartment	\$583	\$583	697	\$0.84
Single-Family Homes	\$523	\$523	473	\$1.11
All Properties	\$572	\$572	647	\$0.88

Sources:  
Apartment Complex Websites / Staff (phone/email correspondence)



Central Oregon Community College  
Housing Feasibility Study  
Off-campus Analysis: Housing Rates

Two-bedroom				
	Total Rent	Rent / Person	Sq. Ft.	Rent / SF
<b>Apartment</b>				
Bear Creek Village	\$737	\$368	969	\$0.76
Village at Southern Crossings	\$900	\$450	1,201	\$0.75
Commons at Pilot Butte	\$699	\$350	900	\$0.78
Stone Briar Apartments	\$750	\$375	1,080	\$0.69
Awbrey Pines Condominiums	\$600	\$300	NP	NP
Reserves at Pilot Butte Apartments	\$895	\$448	1,295	\$0.69
The Bluffs Apartments	\$455	\$228	825	\$0.55
Obsidian Apartments	\$650	\$325	500	\$1.30
Prineville Apartments	-	-	-	-
Main Street Apartments	-	-	-	-
<b>Single-Family Homes</b>				
Jefferson Place	\$675	\$338	1,000	\$0.68
Fairway Drive	\$750	\$375	1,100	\$0.68
Juniper Avenue	-	-	-	-
Lotus Drive	\$725	\$363	1,080	\$0.67
Jackdaw Drive	-	-	-	-
Compass Lane	-	-	-	-
SW Reindeer Ave	-	-	-	-
69th Place	-	-	-	-
NW 28th Street	-	-	-	-
SW Hillcrest Drive	-	-	-	-
Teakwood Lane	-	-	-	-
Ewen Street	\$650	\$325	1,000	\$0.65
NE Ochoco Avenue	-	-	-	-
N Main Street	-	-	-	-
SE Knight Street	-	-	-	-
SW Hodia Loop	-	-	-	-
E Jefferson	\$750	\$375	\$1,148	\$0.65
Creek View	-	-	-	-
Heath Drive	-	-	-	-
Rim Drive	-	-	-	-
<b>Averages</b>				
Apartment	\$711	\$355	967	\$0.37
Single-Family Homes	\$710	\$355	1,066	\$0.67
All Properties	\$710	\$355	1,008	\$0.35

Sources:  
Apartment Complex Websites / Staff (phone/email correspondence)

Central Oregon Community College  
Housing Feasibility Study  
Off-campus Analysis: Housing Rates

Three-bedroom				
	Total Rent	Rent / Person	Sq. Ft.	Rent / SF
<b>Apartment</b>				
Bear Creek Village	-	-	-	-
Village at Southern Crossings	\$950	\$317	1,264	\$0.75
Commons at Pilot Butte	\$825	\$275	1,160	\$0.71
Stone Briar Apartments	\$875	\$292	1,127	\$0.78
Awbrey Pines Condominiums	\$715	\$238	NP	NP
Reserves at Pilot Butte Apartments	\$995	\$332	1,567	\$0.63
The Bluffs Apartments	\$550	\$183	950	\$0.58
Obsidian Apartments	-	-	-	-
Prineville Apartments	-	-	-	-
Main Street Apartments	-	-	-	-
<b>Single-Family Homes</b>				
Jefferson Place	-	-	-	-
Fairway Drive	-	-	-	-
Juniper Avenue	-	-	-	-
Lotus Drive	-	-	-	-
Jackdaw Drive	-	-	-	-
Compass Lane	\$1,650	\$550	2,400	\$0.69
SW Reindeer Ave	\$1,099	\$366	1,700	\$0.65
69th Place	\$550	\$183	-	-
NW 28th Street	-	-	-	-
SW Hillcrest Drive	\$1,000	\$333	1,652	\$0.61
Teakwood Lane	-	-	-	-
Ewen Street	-	-	-	-
NE Ochoco Avenue	\$950	\$317	1,560	\$0.61
N Main Street	-	-	-	-
SE Knight Street	\$725	\$242	1,072	\$0.68
SW Hodia Loop	\$795	\$265	1,800	\$0.44
E Jefferson	-	-	-	-
Creek View	\$1,495	\$498	1,723	\$0.87
Heath Drive	\$795	\$265	1,394	\$0.57
Rim Drive	\$800	\$267	1,232	\$0.65
<b>Averages</b>				
Apartment	\$818	\$273	1,214	\$0.22
Single-Family Homes	\$986	\$329	1,615	\$0.20
All Properties	\$923	\$308	1,472	\$0.21

Sources:  
Apartment Complex Websites / Staff (phone/email correspondence)

Central Oregon Community College  
Housing Feasibility Study  
Off-campus Analysis: Housing Rates

Four-bedroom				
	Total Rent	Rent / Person	Sq. Ft.	Rent / SF
<b>Apartment</b>				
Bear Creek Village	-	-	-	-
Village at Southern Crossings	-	-	-	-
Commons at Pilot Butte	-	-	-	-
Stone Briar Apartments	-	-	-	-
Awbrey Pines Condominiums	-	-	-	-
Reserves at Pilot Butte Apartments	-	-	-	-
The Bluffs Apartments	-	-	-	-
Obsidian Apartments	-	-	-	-
Prineville Apartments	-	-	-	-
Main Street Apartments	-	-	-	-
<b>Single-Family Homes</b>				
Jefferson Place	-	-	-	-
Fairway Drive	-	-	-	-
Juniper Avenue	-	-	-	-
Lotus Drive	-	-	-	-
Jackdaw Drive	\$1,350	\$338	2,517	\$0.54
Compass Lane	-	-	-	-
SW Reindeer Ave	-	-	-	-
69th Place	-	-	-	-
NW 28th Street	\$1,150	\$288	2,000	\$0.58
SW Hillcrest Drive	-	-	-	-
Teakwood Lane	\$1,250	\$313	2,000	\$0.63
Ewen Street	-	-	-	-
NE Ochoco Avenue	-	-	-	-
N Main Street	-	-	-	-
SE Knight Street	-	-	-	-
SW Hodia Loop	-	-	-	-
E Jefferson	-	-	-	-
Creek View	-	-	-	-
Heath Drive	-	-	-	-
Rim Drive	-	-	-	-
<b>Averages</b>				
Apartment	\$0	\$0	0	\$0.00
Single-Family Homes	\$1,250	\$313	2,172	\$0.58
All Properties	\$1,250	\$313	2,172	\$0.58

Sources:  
Apartment Complex Websites / Staff (phone/email correspondence)

Properties	Unit Amenities	Building Amenities	Apartment Services	Utilities (Included in Rent)															
	<div style="display: flex; justify-content: space-around; font-size: 8px;"> <span>A/C</span> <span>Microwave</span> <span>Stove</span> <span>Refrigerator</span> <span>W/D in Unit</span> </div>	<div style="display: flex; justify-content: space-around; font-size: 8px;"> <span>Patio/Balcony</span> <span>Fitness / Exercise Room</span> <span>Pool / Spa</span> <span>Laundry Facility</span> <span>Extra Storage</span> </div>	<div style="display: flex; justify-content: space-around; font-size: 8px;"> <span>Parking</span> <span>Pets Allowed</span> <span>24-hour On-site Manager</span> </div>	<div style="display: flex; justify-content: space-around; font-size: 8px;"> <span>Water</span> <span>Sewer</span> <span>Trash</span> <span>Cable / Internet</span> <span>Electric</span> <span>Gas</span> </div>															
<b>Apartment</b>																			
Bear Creek Village	•	•	•	•															
Village at Southern Crossings	•	•	•	•															
Commons at Pilot Butte	•	•	•	•															
Stone Briar Apartments	•	•	•	•															
Awbrey Pines Condominiums	•	•	•	•															
Reserves at Pilot Butte Apartments	•	•	•	•															
The Bluffs Apartments	•	•	•	•															
Obsidian Apartments	•	•	•	•															
Primeville Apartments	•	•	•	•															
Main Street Apartments	•	•	•	•															
<b>Single Family / Segmented Homes</b>																			
Jefferson Place	•	•	•	•															
Fairway Drive	•	•	•	•															
Juniper Avenue	•	•	•	•															
Lotus Drive	•	•	•	•															
Jackdaw Drive	•	•	•	•															
Compass Lane	•	•	•	•															
SW Reindeer Ave	•	•	•	•															
69th Place	•	•	•	•															
NW 28th Street	•	•	•	•															
SW Hillcrest Drive	•	•	•	•															
Teakwood Lane	•	•	•	•															
Ewen Street	•	•	•	•															
NE Ochoco Avenue	•	•	•	•															
N Main Street	•	•	•	•															
SE Knight Street	•	•	•	•															
SW Hodia Loop	•	•	•	•															
E Jefferson	•	•	•	•															
Creek View	•	•	•	•															
Health Drive	•	•	•	•															
Rim Drive	•	•	•	•															
<b>Averages</b>																			
Apartment	100%	100%	100%	50%	100%	50%	75%	100%	75%	100%	88%	100%	88%	88%	88%	50%	0%	0%	
Single Family / Segmented Homes	75%	60%	85%	85%	45%	100%	0%	0%	0%	85%	100%	85%	0%	60%	70%	70%	0%	5%	0%
Sample Average	86%	71%	93%	93%	46%	96%	14%	21%	32%	75%	96%	75%	32%	71%	79%	79%	14%	4%	0%

Note:  
The following are details of what amenities, services, and utilities are included

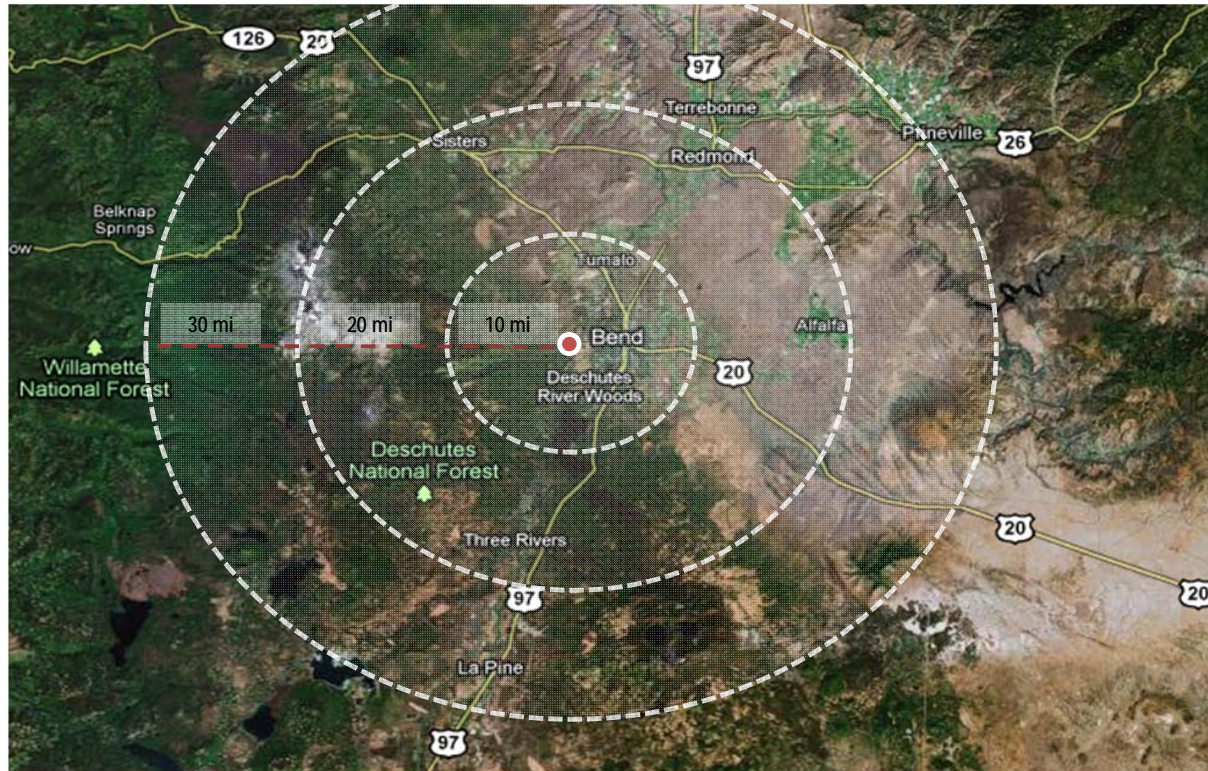
Central Oregon Community College  
Housing Feasibility Study  
Off-campus Analysis: HUD FMR Data

Crook County Fair Market Rent (HUD - Annual Rates / Person (monthly))															
Unit Types	2005	% Change	2006	% Change	2007	% Change	2008	% Change	2009	% Change	2010	% Change	2011	% Change	Avg. Annual % Change
Efficiency	\$372	NA	\$394	5.6%	\$398	1.0%	\$416	4.3%	\$424	1.9%	\$437	3.0%	\$451	3.1%	3.1%
One-bedroom	\$478	NA	\$494	3.2%	\$512	3.5%	\$535	4.3%	\$546	2.0%	\$562	2.8%	\$580	3.1%	3.2%
Two-bedroom	\$572	NA	\$591	3.2%	\$612	3.4%	\$640	4.4%	\$653	2.0%	\$672	2.8%	\$694	3.2%	3.2%
Three-bedroom	\$774	NA	\$800	3.3%	\$828	3.4%	\$866	4.4%	\$884	2.0%	\$909	2.8%	\$939	3.2%	3.2%
Four-bedroom	\$906	NA	\$936	3.2%	\$969	3.4%	\$1,014	4.4%	\$1,034	1.9%	\$1,064	2.8%	\$1,099	3.2%	3.2%

Deschutes County Fair Market Rent (HUD - Annual Rates / Person (monthly))															
Unit Types	2005	% Change	2006	% Change	2007	% Change	2008	% Change	2009	% Change	2010	% Change	2011	% Change	Avg. Annual % Change
Efficiency	\$472	NA	\$488	3.3%	\$505	3.4%	\$529	4.5%	\$539	1.9%	\$554	2.7%	\$572	3.1%	3.1%
One-bedroom	\$549	NA	\$567	3.2%	\$587	3.4%	\$614	4.4%	\$627	2.1%	\$644	2.6%	\$664	3.0%	3.1%
Two-bedroom	\$654	NA	\$676	3.3%	\$700	3.4%	\$732	4.4%	\$747	2.0%	\$768	2.7%	\$792	3.0%	3.1%
Three-bedroom	\$953	NA	\$985	3.2%	\$1,020	3.4%	\$1,067	4.4%	\$1,088	1.9%	\$1,119	2.8%	\$1,154	3.0%	3.1%
Four-bedroom	\$982	NA	\$1,015	3.3%	\$1,051	3.4%	\$1,099	4.4%	\$1,122	2.0%	\$1,154	2.8%	\$1,190	3.0%	3.1%

Source: U.S. Department of Housing and Urban Development

Central Oregon Community College  
Housing Feasibility Study  
Off-campus Analysis: Map



# Exhibit B

Raw Survey Results

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# Central Oregon Community College Spring 2011 Housing Feasibility Study

Description:

Date Created: 4/25/2011 11:00:17 AM

Date Range: 5/11/2011 12:00:00 AM - 5/22/2011 11:59:00 PM

Total Respondents: 695

Q1. Where do you take most of your classes while attending COCC?			
Count	Percent		
562	81.10%		COCC - Bend
60	8.66%		COCC - Redmond
4	0.58%		OSU Cascades
12	1.73%		Online
55	7.94%		My classes are evenly split between one or more options
693	Respondents		

Q2. Are you currently dually enrolled at Central Oregon Community College and OSU Cascades?			
Count	Percent		
103	14.84%		Yes
581	83.72%		No
10	1.44%		I don't know
694	Respondents		

Q3. How important was the availability of on-campus housing in your decision to attend Central Oregon Community College?			
Count	Percent		
59	8.53%		Very important
76	10.98%		Important
347	50.14%		Unimportant
210	30.35%		Very unimportant
692	Respondents		

Q4. Where are you currently living while attending Central Oregon Community College?			
Count	Percent		
31	4.47%		On campus
663	95.53%		Off campus
694	Respondents		

Q5. How many units are you currently enrolled in?			
Count	Percent		
76	10.94%		0 - 5
234	33.67%		6 - 11
357	51.37%		12 - 15
28	4.03%		16 or more units
695	Respondents		

**Q6. When you first decided to attend COCC, how did you learn about your on-campus housing options? SELECT ALL THAT APPLY**

Count	Respondent %	Response %		
1	3.23%	1.64%		I did not learn about housing options.
11	35.48%	18.03%		Admissions materials or presentations
6	19.35%	9.84%		New student orientation
10	32.26%	16.39%		Friends/acquaintances
5	16.13%	8.20%		Campus tour
22	70.97%	36.07%		COCC website
0	0.00%	0.00%		Other website(s)
3	9.68%	4.92%		College guidebooks or other non-COCC reference materials
1	3.23%	1.64%		High school counselors
1	3.23%	1.64%		COCC alumni
0	0.00%	0.00%		COCC faculty/staff
1	3.23%	1.64%		Other (please specify)
31 Respondents				
61 Responses				

**Q7. How would you describe your current living conditions?**

Count	Percent		
259	38.43%		Very satisfactory
341	50.59%		Satisfactory
54	8.01%		Unsatisfactory
20	2.97%		Very unsatisfactory
674 Respondents			

**Q8. Please rate how important each of the following factors was in your decision on where to live this year: SELECT ONE RESPONSE FOR EACH FACTOR - Total cost of rent and utilities**

Count	Percent		
479	70.75%		Very important
135	19.94%		Important
29	4.28%		Unimportant
34	5.02%		Very unimportant
677 Respondents			

**Q9. Please rate how important each of the following factors was in your decision on where to live this year: SELECT ONE RESPONSE FOR EACH FACTOR - Availability of my preferred housing unit type (double room, private room, apartment, suite, etc.)**

Count	Percent		
289	42.69%		Very important
236	34.86%		Important
77	11.37%		Unimportant
75	11.08%		Very unimportant
677 Respondents			

Q10. Please rate how important each of the following factors was in your decision on where to live this year: SELECT ONE RESPONSE FOR EACH FACTOR - Ability to choose my own roommate(s)

Count	Percent		
358	53.12%		Very important
125	18.55%		Important
90	13.35%		Unimportant
101	14.99%		Very unimportant
674	Respondents		

Q11. Please rate how important each of the following factors was in your decision on where to live this year: SELECT ONE RESPONSE FOR EACH FACTOR - Availability of accommodations for persons with disabilities

Count	Percent		
101	15.01%		Very important
97	14.41%		Important
197	29.27%		Unimportant
278	41.31%		Very unimportant
673	Respondents		

Q12. Please rate how important each of the following factors was in your decision on where to live this year: SELECT ONE RESPONSE FOR EACH FACTOR - Proximity to classes

Count	Percent		
187	27.62%		Very important
277	40.92%		Important
135	19.94%		Unimportant
78	11.52%		Very unimportant
677	Respondents		

Q13. Please rate how important each of the following factors was in your decision on where to live this year: SELECT ONE RESPONSE FOR EACH FACTOR - Proximity to other students

Count	Percent		
80	11.96%		Very important
114	17.04%		Important
275	41.11%		Unimportant
200	29.90%		Very unimportant
669	Respondents		

Q14. Please rate how important each of the following factors was in your decision on where to live this year: SELECT ONE RESPONSE FOR EACH FACTOR - Proximity to, or availability of, convenient parking or public transportation

Count	Percent		
204	30.22%		Very important
222	32.89%		Important
136	20.15%		Unimportant
113	16.74%		Very unimportant
675	Respondents		

**Q15. Please rate how important each of the following factors was in your decision on where to live this year: SELECT ONE RESPONSE FOR EACH FACTOR - Proximity to my work**

Count	Percent		
144	21.36%		Very important
225	33.38%		Important
169	25.07%		Unimportant
136	20.18%		Very unimportant
674	Respondents		

**Q16. Please rate how important each of the following factors was in your decision on where to live this year: SELECT ONE RESPONSE FOR EACH FACTOR - Availability of high-speed Internet**

Count	Percent		
386	57.19%		Very important
178	26.37%		Important
55	8.15%		Unimportant
56	8.30%		Very unimportant
675	Respondents		

**Q17. Who made the decision regarding where you lived this year?**

Count	Percent		
397	58.47%		I did solely
17	2.50%		My parent(s)/guardian(s) solely
70	10.31%		My parent(s)/guardian(s) and I jointly
171	25.18%		My spouse/partner and I jointly
24	3.53%		Other (please specify)
679	Respondents		

**Q18. Where do you plan to live next year?**

Count	Percent		
17	2.50%		On campus
528	77.76%		Off campus
115	16.94%		Undecided on where to live
19	2.80%		Not applicable; I will not be attending COCC next year.
679	Respondents		

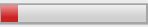
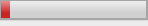
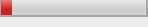
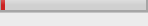
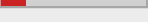
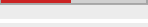
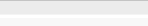
**Q19. Would you consider attending COCC - Bend if on-campus housing was available?**

Count	Percent		
281	44.04%		Yes
146	22.88%		No
194	30.41%		I would need more information
17	2.66%		Not applicable; I will not be attending COCC next year.
638	Respondents		

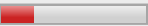
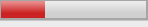
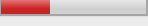
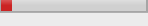
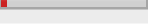
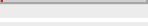
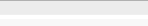
Q20. Where do you currently live off campus?

Count	Percent		
146	22.64%		Apartment/condo rented
2	0.31%		Apartment/condo owned by me or my spouse/partner
4	0.62%		Apartment/condo owned by a family member other than a spouse/partner
201	31.16%		House rented
130	20.16%		House owned by me or my spouse/partner
107	16.59%		House owned by a family member other than a spouse/partner
27	4.19%		Individual room rented in a house
28	4.34%		Other (please specify)
645	Respondents		

Q21. With whom do you currently live?

Count	Percent		
74	11.46%		I live alone
41	6.35%		With other COCC roommate(s)
48	7.43%		With other non-COCC roommate(s)
19	2.94%		With both COCC and non-COCC roommate(s)
112	17.34%		With my parent(s) or other relative(s)
312	48.30%		With my spouse/partner and/or children
40	6.19%		Other (please specify)
646	Respondents		

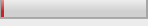
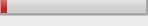
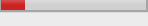
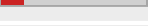
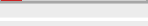
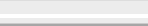

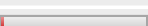
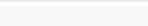
Q22. With how many other people do you share your cost of rent?

Count	Percent		
147	22.76%		I do not pay rent
195	30.19%		No other people; I pay the rent myself
220	34.06%		1 other person
48	7.43%		2 other people
26	4.02%		3 other people
7	1.08%		4 other people
3	0.46%		5 or more other people
646	Respondents		

Q23. What is your personal share of monthly rent/housing costs excluding utilities?

Count	Percent		
11	2.21%		Less than \$100
16	3.22%		\$100 - \$199
55	11.07%		\$200 - \$299
90	18.11%		\$300 - \$399
75	15.09%		\$400 - \$499
57	11.47%		\$500 - \$599
62	12.47%		\$600 - \$699
43	8.65%		\$700 - \$799
21	4.23%		\$800 - \$899
17	3.42%		\$900 - \$999
38	7.65%		\$1,000 or more
7	1.41%		I don't know
5	1.01%		Other (please specify)
497 Respondents			

Q24. How much is your personal share of monthly costs for all utilities?

Count	Percent		
14	2.18%		Less than \$25
28	4.35%		\$25 - \$49
105	16.33%		\$50 - \$99
104	16.17%		\$100 - \$149
93	14.46%		\$150 - \$199
183	28.46%		\$200 or more
22	3.42%		Don't know
83	12.91%		I do not pay for utilities
11	1.71%		Other (please specify)
643 Respondents			

Q25. If considering living OFF CAMPUS next year, why would you prefer to do so? SELECT ALL THAT APPLY

Count	Respondent %	Response %		
39	6.29%	0.84%		I may not be attending COCC next year.
123	19.84%	2.65%		I am not eligible to live in COCC's student housing.
266	42.90%	5.74%		To live in a quieter environment
51	8.23%	1.10%		To satisfy my parent's/family's wishes
252	40.65%	5.44%		Fewer rules and regulations
132	21.29%	2.85%		More convenient location
75	12.10%	1.62%		More convenient parking or public transportation
229	36.94%	4.94%		More cost effective
58	9.35%	1.25%		My preferred on-campus living accommodation may not be available
118	19.03%	2.55%		Better Internet access
208	33.55%	4.49%		Better living unit amenities
145	23.39%	3.13%		Better security/safety
125	20.16%	2.70%		Ability to live with or near friends
294	47.42%	6.34%		Ability to live with or near family or partner
361	58.23%	7.79%		More privacy
379	61.13%	8.18%		More living space
256	41.29%	5.52%		No meal plan requirement
402	64.84%	8.67%		Access to my own kitchen
332	53.55%	7.16%		More convenient laundry facilities
124	20.00%	2.68%		Better physical condition of the building
44	7.10%	0.95%		Better building management and staffing
50	8.06%	1.08%		Better maintenance and housekeeping services
23	3.71%	0.50%		Better accessibility for persons with disabilities
142	22.90%	3.06%		To live away from other students
320	51.61%	6.90%		To have a pet
87	14.03%	1.88%		Other (please specify)
620	Respondents			
4635	Responses			

Q26. If all of the unit types described above were available on COCC's campus at the rents outlined, what would have been your living preference for this academic year (2010-2011)?

Count	Percent		
96	15.09%		Unit A: Single occupancy (private) bedroom in a semisuite for approximately \$1,667 per person per QUARTER (\$556 per person per month)
53	8.33%		Unit B: Double occupancy (shared) bedroom in a semisuite for approximately \$1,483 per person per QUARTER (\$494 per person per month)
359	56.45%		Unit C: Single occupancy (private) bedroom in a full suite for approximately \$1,733 per person per QUARTER (\$578 per person per month)
128	20.13%		Unit D: Double occupancy (shared) bedroom in a full suite for approximately \$1,533 per person per QUARTER (\$511 per person per month)
636	Respondents		

**Q27. If your preferred unit type described above were unavailable, what would your second choice have been for this academic year?**

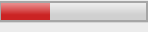
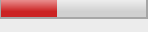
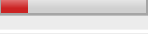
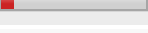
Count	Percent		
281	44.32%		Unit A: Single occupancy (private) bedroom in a semisuite for approximately \$1,667 per person per QUARTER (\$556 per person per month)
72	11.36%		Unit B: Double occupancy (shared) bedroom in a semisuite for approximately \$1,483 per person per QUARTER (\$494 per person per month)
160	25.24%		Unit C: Single occupancy (private) bedroom in a full suite for approximately \$1,733 per person per QUARTER (\$578 per person per month)
121	19.09%		Unit D: Double occupancy (shared) bedroom in a full suite for approximately \$1,533 per person per QUARTER (\$511 per person per month)
634	Respondents		

**Q28. Please select the TOP FIVE factors you would like to see improved regarding on-campus housing: SELECT UP TO FIVE**

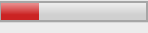

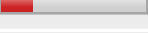
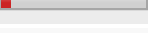
Count	Respondent %	Response %	
21	60.00%	12.35%	Total cost of rent and utilities
12	34.29%	7.06%	Variety of floor plans and unit types
8	22.86%	4.71%	Proximity to classes
5	14.29%	2.94%	Proximity to other students
7	20.00%	4.12%	Proximity to/availability of parking
3	8.57%	1.76%	Proximity to campus activities
2	5.71%	1.18%	Proximity to work
15	42.86%	8.82%	Better internet access (Wi-Fi, LAN, etc.)
4	11.43%	2.35%	Maintenance and custodial services/general condition of building
2	5.71%	1.18%	Availability of educational and leadership opportunities
6	17.14%	3.53%	Less restrictive rules and supervision
12	34.29%	7.06%	Ability to stay during breaks
8	22.86%	4.71%	Availability of a quiet place to study
1	2.86%	0.59%	Ability to become involved in campus communities (programs, clubs, etc.)
10	28.57%	5.88%	Safety/security
12	34.29%	7.06%	Private bedroom
5	14.29%	2.94%	Private living room space
17	48.57%	10.00%	Kitchen
3	8.57%	1.76%	Sufficient storage space
14	40.00%	8.24%	Washers/dryers in my building
1	2.86%	0.59%	Better accessibility for persons with disabilities
2	5.71%	1.18%	Other (please specify)
35	Respondents		
170	Responses		



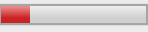
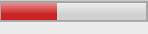
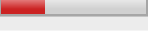
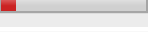
Q29. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Proximity to a student center with dining services

Count	Percent		
214	33.81%		Very important
244	38.55%		Important
117	18.48%		Unimportant
58	9.16%		Very unimportant
633	Respondents		

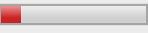
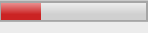

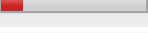
Q30. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Proximity to the Library

Count	Percent		
164	26.11%		Very important
278	44.27%		Important
141	22.45%		Unimportant
45	7.17%		Very unimportant
628	Respondents		

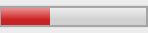

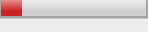
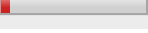
Q31. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Proximity to Mazama Gym (on-campus fitness center)

Count	Percent		
125	19.94%		Very important
245	39.07%		Important
193	30.78%		Unimportant
64	10.21%		Very unimportant
627	Respondents		

Q32. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Proximity to outdoor fields and track

Count	Percent		
89	14.10%		Very important
175	27.73%		Important
273	43.26%		Unimportant
94	14.90%		Very unimportant
631	Respondents		

Q33. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Additional storage space

Count	Percent		
211	33.60%		Very important
286	45.54%		Important
91	14.49%		Unimportant
40	6.37%		Very unimportant
628	Respondents		

Q34. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Skateboard/bike repair room

Count	Percent		
39	6.22%		Very important
109	17.38%		Important
243	38.76%		Unimportant
236	37.64%		Very unimportant
627	Respondents		

Q35. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Ski/snowboard wax and tuning room

Count	Percent		
41	6.56%		Very important
87	13.92%		Important
240	38.40%		Unimportant
257	41.12%		Very unimportant
625	Respondents		

Q36. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Fitness center in housing facility/complex

Count	Percent		
142	22.68%		Very important
265	42.33%		Important
140	22.36%		Unimportant
79	12.62%		Very unimportant
626	Respondents		

Q37. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Computer lab in housing facility/complex

Count	Percent		
227	36.03%		Very important
256	40.63%		Important
96	15.24%		Unimportant
51	8.10%		Very unimportant
630	Respondents		

Q38. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Printing station in housing facility/complex

Count	Percent		
267	42.25%		Very important
252	39.87%		Important
66	10.44%		Unimportant
47	7.44%		Very unimportant
632	Respondents		

Q39. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - Quiet study area in the buildings

Count	Percent		
310	49.13%		Very important
234	37.08%		Important
56	8.87%		Unimportant
31	4.91%		Very unimportant
631	Respondents		

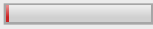
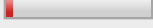
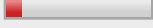
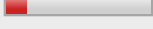
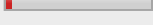
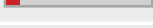
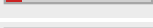
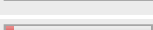
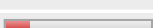


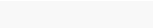
Q40. How important would the following features be to your interest in living in the proposed housing if it were available on campus today?: SELECT ONE RESPONSE FOR EACH FACTOR - More affordable costs

Count	Percent		
455	71.88%		Very important
137	21.64%		Important
15	2.37%		Unimportant
26	4.11%		Very unimportant
633	Respondents		


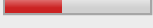
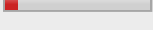

Q41. If COCC built new housing, which FIVE PHYSICAL FEATURES would be the most important to you? SELECT UP TO FIVE

Count	Respondent %	Response %		
133	21.01%	4.29%		Convenient location
374	59.08%	12.07%		Private (single) bedroom
252	39.81%	8.13%		Private bathroom
324	51.18%	10.45%		In-unit full kitchen (sink with garbage disposal, full-sized refrigerator, microwave, stove/oven, and dishwasher)
105	16.59%	3.39%		In-unit kitchenette (sink with dishwasher, small refrigerator, and microwave)
142	22.43%	4.58%		Living room
114	18.01%	3.68%		Storage space
72	11.37%	2.32%		Fully furnished living unit
68	10.74%	2.19%		Fitness or recreation area(s) in or near the housing facility
84	13.27%	2.71%		Computer lab in the housing facility/complex
87	13.74%	2.81%		Individual temperature controls in living units
113	17.85%	3.65%		Full-sized beds
188	29.70%	6.07%		On-site parking
27	4.27%	0.87%		Convenient access to public transportation
44	6.95%	1.42%		Convenient on-campus dining options
82	12.95%	2.65%		Quiet study area in the building
6	0.95%	0.19%		Classrooms/academic facilities in the building
229	36.18%	7.39%		Washer and dryer in the living unit
115	18.17%	3.71%		Convenient laundry facilities in the building
56	8.85%	1.81%		Controlled/secured access to the building
46	7.27%	1.48%		Social lounge/TV room in the building
21	3.32%	0.68%		Game room
28	4.42%	0.90%		Meeting/study rooms in building
322	50.87%	10.39%		In-room wireless Internet access
47	7.42%	1.52%		Environmentally-friendly design and operation
20	3.16%	0.65%		Other (please specify)
633	Respondents			
3099	Responses			

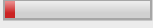

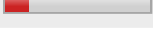
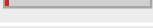

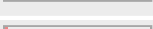
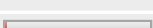
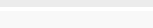
Q42. If COCC constructed new housing, which operating policies should apply to the building? SELECT ALL THAT APPLY

Count	Respondent %	Response %		
55	8.72%	2.43%		Freshman and sophomore residents only
108	17.12%	4.76%		Single gender only living in one building (either all men or all women)
249	39.46%	10.98%		Gender neutral living within individual unit
330	52.30%	14.56%		Independent living similar to off-campus housing
99	15.69%	4.37%		Only residents who are 21 years or older
219	34.71%	9.66%		Alcohol free
259	41.05%	11.42%		Alcohol allowed for residents 21 and older
377	59.75%	16.63%		Smoke free
124	19.65%	5.47%		Smoking allowed for residents 18 and older
388	61.49%	17.12%		No meal plan required
33	5.23%	1.46%		Mandatory meal plan required
26	4.12%	1.15%		Other (please specify)
631	Respondents			
2267	Responses			

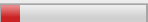

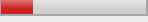
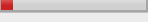
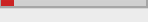
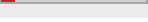
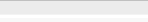
Q43. How important is convenient parking to your decision on where to live?

Count	Percent		
306	48.19%		Very important; I would only live where parking is immediately available.
252	39.69%		Important; I would live where parking is within a convenient walking distance.
58	9.13%		Unimportant; I do not consider parking to be a deciding factor in my decision on where to live.
19	2.99%		Very unimportant; I have little or no need for parking.
635	Respondents		

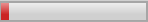
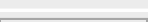
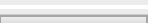
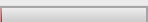
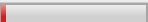
Q44. How do you typically get to and from campus?

Count	Percent		
42	6.55%		Walk
425	66.30%		Drive alone
107	16.69%		Drive/ride with others
19	2.96%		Ride a bicycle/motorcycle
9	1.40%		Ride the COCC shuttle bus
15	2.34%		Ride the Cascades East Transit bus
14	2.18%		Ride public transportation
10	1.56%		Other (please specify)
641	Respondents		

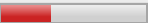

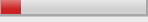
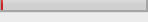
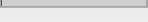
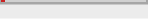
Q45. How far is your typical one-way commute to campus?

Count	Percent		
85	13.28%		Less than 2 miles
146	22.81%		2 - 5 miles
140	21.88%		6 - 10 miles
52	8.12%		11 - 15 miles
58	9.06%		16 - 20 miles
62	9.69%		21 - 25 miles
97	15.16%		More than 25 miles
640	Respondents		


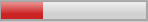
Q46. What is your personal weekly share of gas costs for commuting to/from COCC?

Count	Percent		
28	5.11%		Less than \$5
122	22.26%		\$6 - \$20
159	29.01%		\$21 - \$40
102	18.61%		\$41 - \$60
64	11.68%		\$61 - \$80
31	5.66%		\$81 - \$100
13	2.37%		\$101 - \$120
8	1.46%		\$121 - \$140
1	0.18%		\$141 - \$160
0	0.00%		\$161 - \$180
1	0.18%		\$181 - \$200
2	0.36%		More than \$200
17	3.10%		I don't know
548	Respondents		

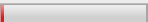

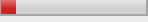
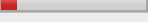
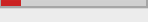
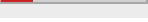
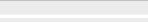
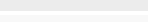
Q47. What is your current education level?

Count	Percent		
218	34.28%		First year in college (never attended college previously)
302	47.48%		Continuing COCC student
88	13.84%		Transfer student (have attended another college/university)
10	1.57%		High school student taking classes on the COCC campus
2	0.31%		Taking a COCC class in my high school
16	2.52%		Other
636	Respondents		



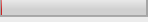
Q48. What is your current enrollment status?

Count	Percent		
450	71.20%		Full time
182	28.80%		Part time
632	Respondents		


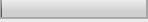
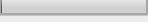
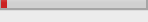
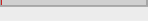
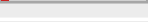
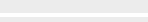
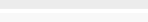
Q49. What is your age?

Count	Percent		
12	1.88%		17 or under
94	14.73%		18 - 19
65	10.19%		20 - 21
69	10.82%		22 - 24
90	14.11%		25 - 29
142	22.26%		30 - 39
92	14.42%		40 - 49
74	11.60%		50 or over
638	Respondents		

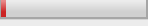
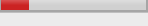
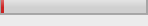

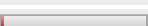

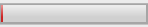
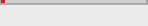
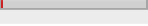
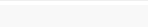
Q50. What is your gender?

Count	Percent		
226	36.16%		Male
396	63.36%		Female
3	0.48%		Other
625	Respondents		


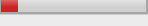
Q51. What is your ethnic or racial background?

Count	Percent		
21	3.32%		American Indian/Alaska Native
3	0.47%		Asian
3	0.47%		Black/African American
24	3.80%		Hispanic
2	0.32%		Native Hawaiian/other Pacific Islander
35	5.54%		Two or more races
531	84.02%		White
13	2.06%		Other (please specify)
632	Respondents		

Q52. In what college/school are you currently enrolled or affiliated?


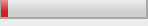
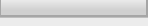
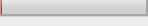
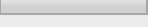
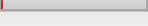
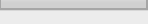
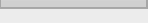
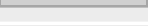
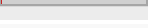
Count	Percent		
77	12.13%		Undeclared or undecided major
21	3.31%		Addiction Studies
0	0.00%		Agriculture
123	19.37%		Allied Health (Dental Assisting, Dietary Managers, Emergency Medical Services/Paramedic, Health Information Technology, Massage Therapy, Medical Assisting, Medical Transcription, Nursing, Pre-Dental Hygiene, Pre-Dentistry, Pre-Medicine, Pre-Pharmacy)
4	0.63%		Art/Architecture
12	1.89%		Automotive Technology
5	0.79%		Aviation
8	1.26%		Biological Sciences
60	9.45%		Business
3	0.47%		Communications
37	5.83%		Computer Information Systems
35	5.51%		Criminal Justice
13	2.05%		Culinary
20	3.15%		Early Childhood Education
14	2.20%		Educations
6	0.94%		Fine Arts
2	0.31%		Fire Science (Structural and Wildland)
5	0.79%		Foreign Languages
19	2.99%		Forestry
5	0.79%		Geographic Information Systems
15	2.36%		Health & Human Performance (Exercise Science, Health Promotion, Outdoor Rec, Leadership)
8	1.26%		Humanities
7	1.10%		Liberal Arts/Studies
9	1.42%		Manufacturing
7	1.10%		Mathematics
6	0.94%		Music
6	0.94%		Natural Resources
0	0.00%		Office Assistant
7	1.10%		Other Science (General, Physical, Chemical)
16	2.52%		Pre-engineering
20	3.15%		Social Science
65	10.24%		Other (please specify)
635	Respondents		

Q53. What is your marital/family status?

Count	Percent		
293	46.73%		Single without child(ren)/dependent(s)
109	17.38%		Single with child(ren)/dependent(s)
73	11.64%		Married/partnered without child(ren)/dependent(s)
152	24.24%		Married/partnered with child(ren)/dependent(s)
627	Respondents		



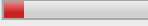
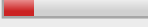
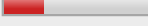
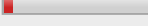
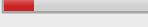
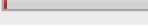
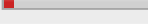
Q54. Where is your permanent residence/home?

Count	Percent		
587	92.44%		In-district (Crook, Jefferson, and Deschutes counties, as well as the communities of Warm Spring and North Lake)
32	5.04%		Out-of-district/in-state
1	0.16%		Idaho
4	0.63%		Washington
0	0.00%		Nevada
6	0.94%		California
0	0.00%		Colorado
0	0.00%		Montana
0	0.00%		Alaska
5	0.79%		Elsewhere in USA
635 Respondents			

Q55. What is the ZIP code of the local residence where you currently live while attending COCC?

Count	Percent	
633	100.00%	
633 Respondents		

Q56. What are the primary sources of funding for your living expenses (housing, food, travel, entertainment, etc.)? SELECT ALL THAT APPLY

Count	Respondent %	Response %	
197	31.17%	14.30%	 Family support
293	46.36%	21.26%	 Personal support
384	60.76%	27.87%	 Student loan(s)
90	14.24%	6.53%	 Scholarship(s)
288	45.57%	20.90%	 Grant(s)
29	4.59%	2.10%	 Employer reimbursement or tuition program
97	15.35%	7.04%	 Other (please specify)
632 Respondents			
1378 Responses			

Q57. Please feel free to provide any additional comments or suggestions regarding this survey. All comments will be shared with COCC's administration but none will be personally attributable to any individual student.

Count	Percent	
127	100.00%	
127 Respondents		

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# Exhibit C

Demand Data Sheets

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Central Oregon Community College  
 Student Housing Market and Financial Analysis  
 Occupancy Coverage Ratios

**Primary Unit Type: Raw Demand - Current Academic Year**

Class	Enrolled Population	Potential Capture Rate	Maximum Potential Demand	On-Campus Housing Type			
				Semi-Suite		Full-Suite	
				Single	Double	Single	Double
First Year in College	2,178	11.1%	242	41	37	119	45
Continuing COCC Student	6,130	9.0%	553	14	34	276	228
Transfer Student	1,364	7.3%	100	42	0	53	5
High School student taking classes on COCC	403	0.0%	0	0	0	0	0
Taking a COCC class in my high school	911	0.0%	0	0	0	0	0
<b>Total</b>	<b>10,986</b>	<b>8.1%</b>	<b>894</b>	<b>97</b>	<b>72</b>	<b>448</b>	<b>278</b>

**Secondary Unit Type: Raw Demand - Current Academic Year**

Class	Enrolled Population*	Potential Capture Rate	Maximum Potential Demand	On-Campus Housing Type			
				Semi-Suite		Full-Suite	
				Single	Double	Single	Double
First Year in College	2,178	11.1%	242	55	24	68	95
Continuing COCC Student	6,130	10.1%	620	256	117	69	178
Transfer Student	1,364	7.3%	100	5	0	47	47
High School student taking classes on COCC	403	0.0%	0	0	0	0	0
Taking a COCC class in my high school	911	0.0%	0	0	0	0	0
<b>Total</b>	<b>10,986</b>	<b>8.8%</b>	<b>962</b>	<b>315</b>	<b>141</b>	<b>185</b>	<b>321</b>

Central Oregon Community College  
 Student Housing Market and Financial Analysis  
 Occupancy Coverage Ratios

**Primary Unit Type: Occupancy Coverage Ratio - Current Academic Year**

Unit Type	Demand	OCR	Target Supply	Current Supply	Difference
Semi-Suite Double	72	1.50	50	0	(50)
Semi-Suite Single	97	1.50	60	0	(60)
Full-Suite Double	278	1.50	190	0	(190)
Full-Suite Single	448	1.50	300	0	(300)
<b>HOUSING SYSTEM TOTAL</b>			<b>600</b>	<b>0</b>	<b>(600)</b>

OCR = Occupancy Coverage Ratio, a factor applied to each unit type representing the market risk associated with the product and student demand

Surplus of Beds / (Deficit of Beds)

**Secondary Unit Type: Occupancy Coverage Ratio - Current Academic Year**

Unit Type	Demand	OCR	Target Supply	Current Supply	Difference
Semi-Suite Double	141	1.50	90	0	(90)
Semi-Suite Single	315	1.50	210	0	(210)
Full-Suite Double	321	1.50	210	0	(210)
Full-Suite Single	185	1.50	120	0	(120)
<b>HOUSING SYSTEM TOTAL</b>			<b>630</b>	<b>0</b>	<b>(630)</b>

OCR = Occupancy Coverage Ratio, a factor applied to each unit type representing the market risk associated with the product and student demand

Surplus of Beds / (Deficit of Beds)

# Exhibit D

## Outline Program

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Central Oregon Community College  
 Student Housing Market and Financial Analysis  
 Outline Program

	Number of Beds / Units	Quantity	Net SF	Total NSF	Notes
<b>Resident Spaces / Housing Units</b>					
				<i>Subtotal:</i>	0
<b>Semi-Suite Units</b>					
RA Units	12	12	125	1,500	Resident Advisor Rooms (1 RA per 40 beds)
Bathroom Space		12	100	1,200	Not Shared, Lav Outside
Single Occupancy Units	25	25	230	5,750	
Bathroom Space		13	100	1,250	Shared with Another Room, Lav Outside
Double Occupancy Units	316	158	230	36,340	
Bathroom Space		79	100	7,900	Shared with Another Room, Lav Outside
				<i>Subtotal:</i>	53,940
<b>Suite Units</b>					
Single Occupancy Units	0	0	125	0	Resident Advisor Rooms (1 RA per 40 beds)
Bathroom Space		0	100	0	
Living Space		0	150	0	
Single Occupancy Units	0	0	125	0	4 Rooms per Unit (4 People per Unit)
Bathroom Space		0	100	0	
Living Space		0	150	0	
Double Occupancy Units	0	0	230	0	4 Rooms per Unit (8 People per Unit)
Bathroom Space		0	100	0	
Living Space		0	150	0	
Triple Occupancy Units	0	0	260	0	2 Rooms per Unit (6 People per Unit)
Bathroom Space		0	100	0	
Living Space		0	150	0	
				<i>Subtotal:</i>	0
<b>Program Spaces</b>					
Lounge Space		2	1,200	2,400	
Computer Lab		1	500	500	
Multipurpose Room		1	1,200	1,200	
Auditorium Classroom		0	1,200	0	
Flat Floor Classroom		1	800	800	
Group Study Room		8	200	1,600	1 per 50 beds
C-Store		0	1,500	0	
Games Room		1	600	600	
				<i>Subtotal:</i>	7,100
<b>Housing and Residence Life Support Spaces</b>					
Resident Director Apartment		1	820	820	
Administrative Office Suite					
Reception		1	250	250	
Office		1	130	130	
Housing Director's Office		1	180	180	
Conference Room		0	280	0	
IT Room		1	450	450	
Storage		1	80	80	
Lobby		1	750	750	
Front Desk/Mailroom		1	300	300	
Public Toilets		2	150	300	
Laundry		2	500	1,000	
Vending		4	50	200	
Storage Closets		5	60	300	
Housekeeping		5	180	900	
Trash and Recycling		8	40	320	
Storage		1	500	500	
				<i>Subtotal:</i>	6,480
<b>Total Net Square Feet</b>				<b>67,520</b>	
Efficiency Factor				65%	
<b>Total Gross Square Feet</b>				<b>103,877</b>	
<b>Number of Beds</b>				<b>353</b>	
<b>Square Feet Per Bed</b>				<b>294</b>	