

# ORANGE COAST COLLEGE



MAY 21, 2015  
CAMPUS COMMUNITY  
PRESENTATION



**BRAILSFORD & DUNLAVEY**

INSPIRE. EMPOWER. ADVANCE.

# MEETING AGENDA

MAY 21, 2015

- ◆ Welcome & Introductions
- ◆ Orange Coast College Demographics
- ◆ Trends in Student Housing & Community Colleges
- ◆ Market Analysis Findings
- ◆ Potential Options
- ◆ Development Options
- ◆ Discussion



# INTRODUCTIONS

BRAILSFORD & DUNLAVEY

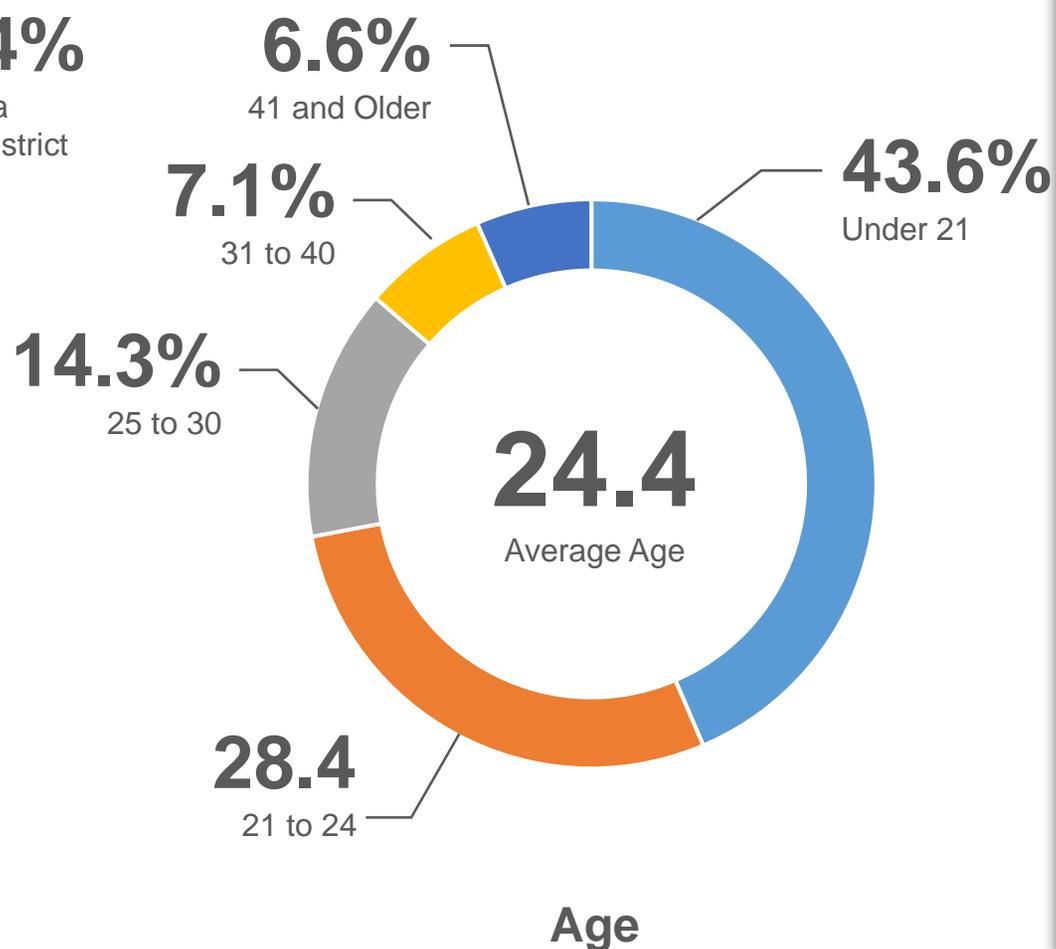
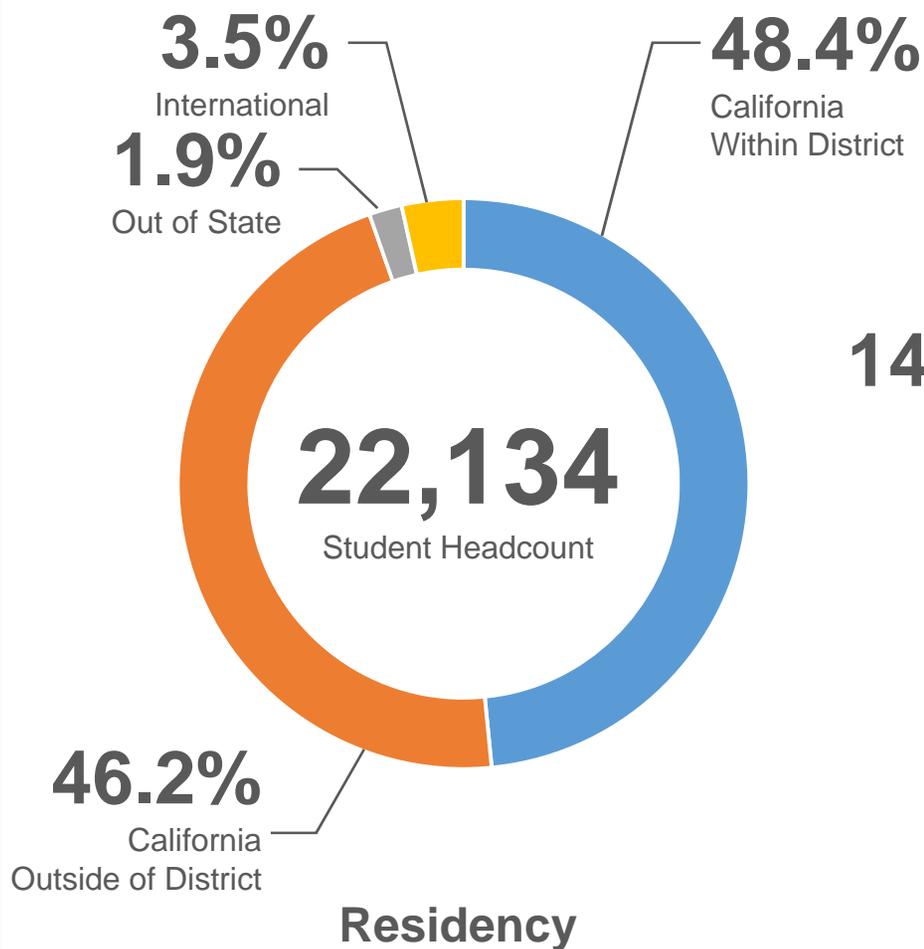


- ◆ Over 600 Higher-Ed Projects
- ◆ Significant Experience in the California Market
- ◆ 9 Offices Including Orange County



# ORANGE COAST COLLEGE

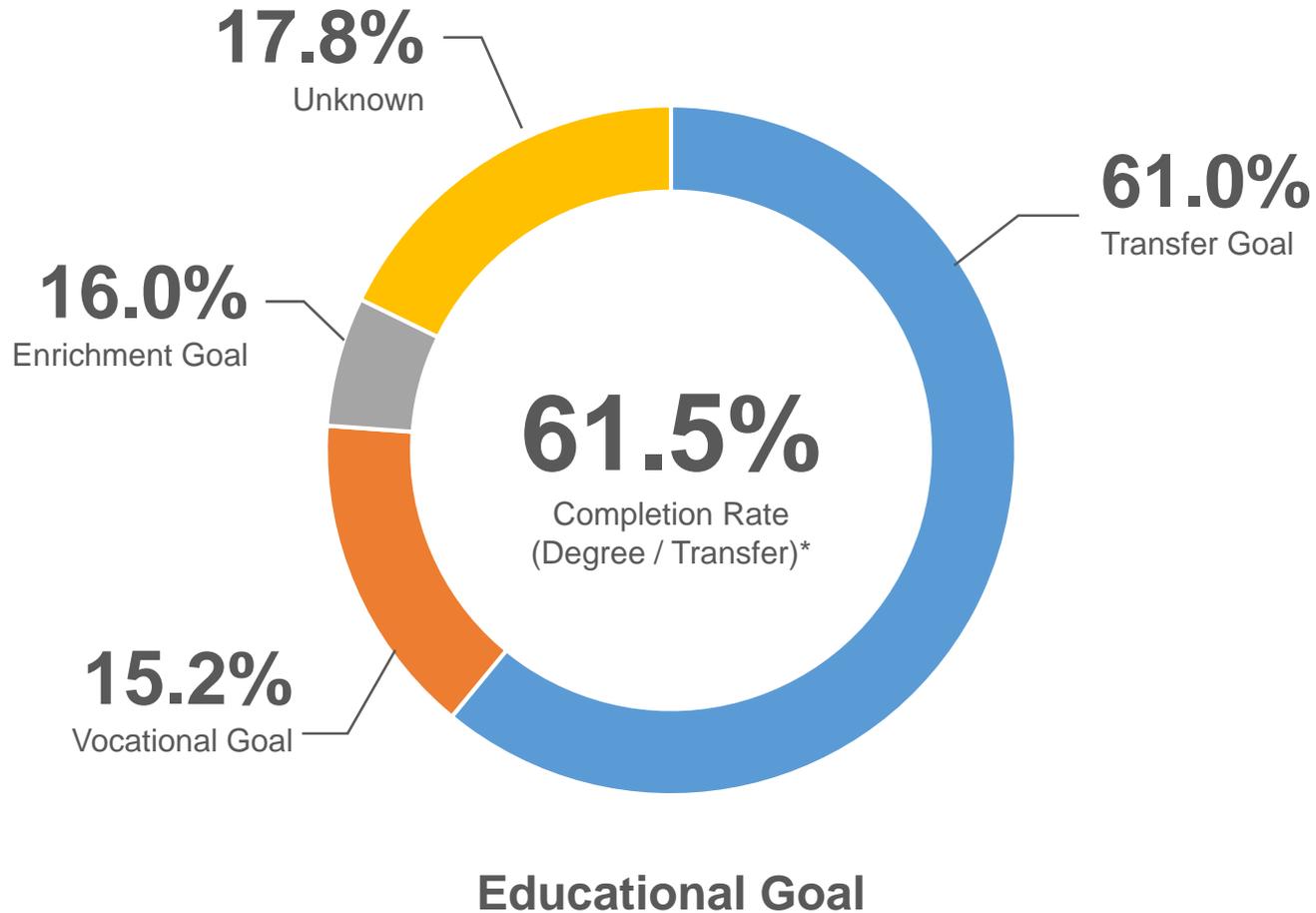
## STUDENT DEMOGRAPHICS



Source: OCC Atlas 2013-2014

# ORANGE COAST COLLEGE

## STUDENT DEMOGRAPHICS



Source: OCC Atlas 2013-2014

\*Statewide completion rate is 48.1%



# TRENDS

## COMMUNITY COLLEGES

- ◆ 1,132 Community Colleges (986 public)
- ◆ 13M Enrolled (41% Full-time/59% Part-time)
- ◆ Average Student Age is 28
- ◆ 40% First Generation Students
- ◆ Over 100 Community Colleges Offer Housing
  - Growing trend
- ◆ Additional Campus Life Amenities are Also Becoming Popular
- ◆ Interest Growing in Student Housing within California Community College Market



# TRENDS

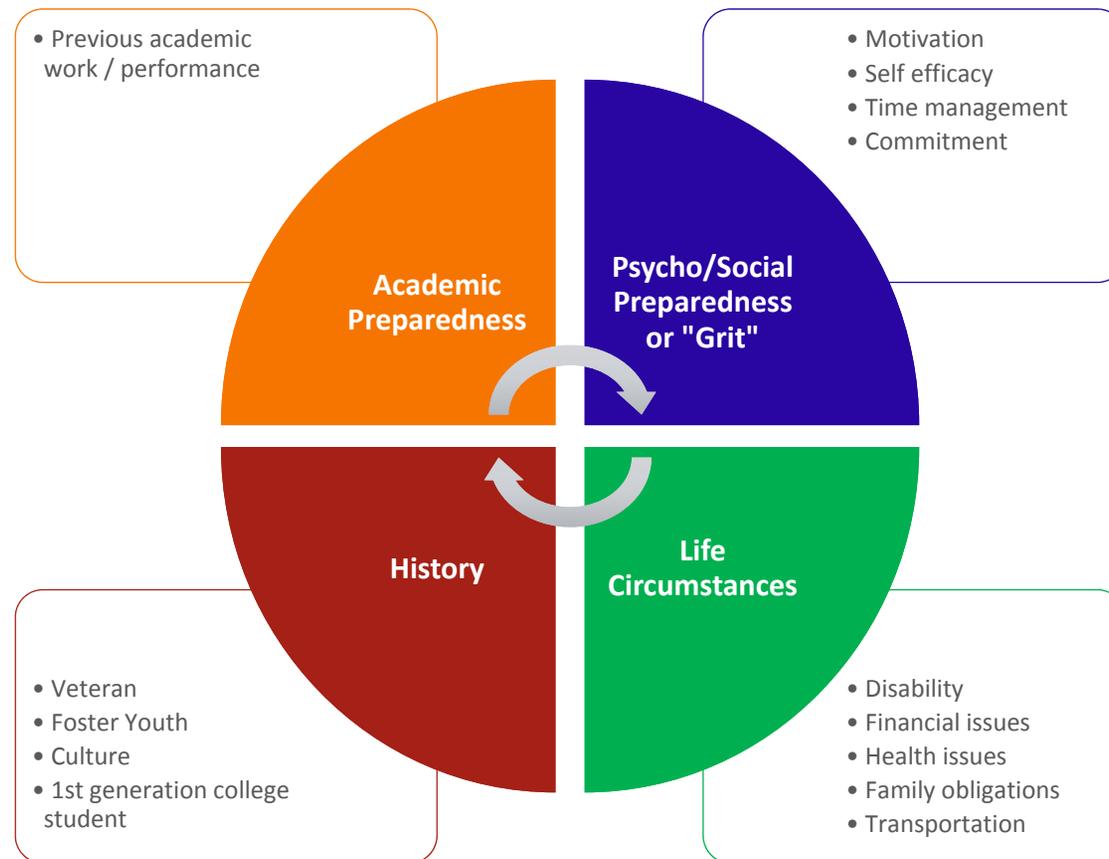
## STUDENT HOUSING

- ◆ Campus Face Increasing Pressure to:
  - Recruit Students
  - Matriculate Students
  - Support At-Risk Student Populations
- ◆ Education is More Competitive
- ◆ Renewed Focus on First-Year Experience, Development of Second-Year Experience
  - Residential Life Focus
  - Integration of Co- and Extra-Curricular Programming
  - Professional, Leadership, & Life-Long Skills
- ◆ Improved Academic Success of Residents
  - Local Students, Foster Youth, Minority Populations



# ORANGE COAST COLLEGE

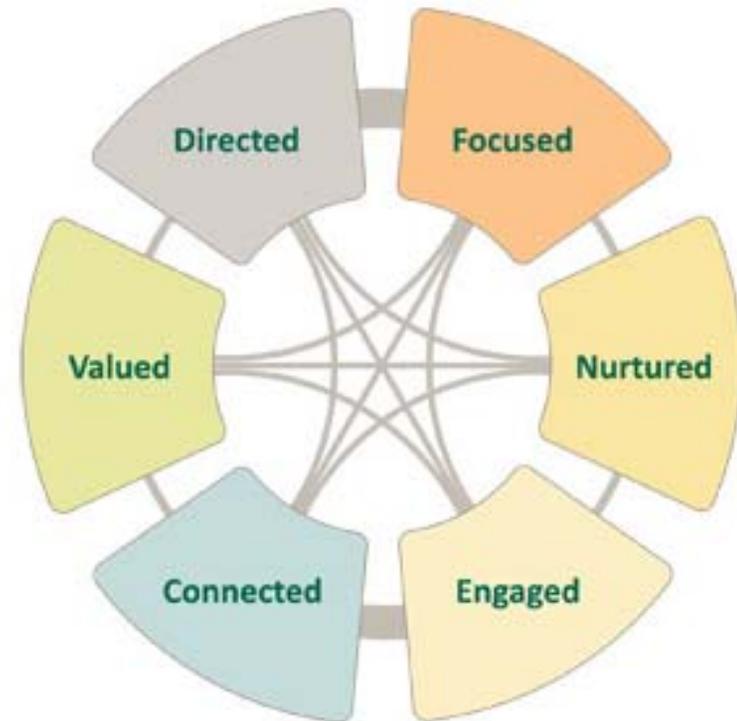
## HOLISTIC VIEW OF AN OCC STUDENT



# ORANGE COAST COLLEGE

## ENGAGEMENT AND SUCCESS

- ◆ **Engaged:**  
actively involving students in meaningful and authentic educational experiences and activities inside and outside the classroom
- ◆ **Connected:**  
creating connections between students and the institution and cultivating relationships that underscore how students' involvement with the college community can contribute to their academic and personal success
- ◆ **Valued:**  
providing students with opportunities to contribute to and enrich the college culture and community



*The more time spent on campus outside of class time, the more connected all students indicated they felt.*

Source: The Research & Planning Group for California Community Colleges, *Student Support (Re)defined*, 2014

# TRENDS

## IMPACTS OF HOUSING

0.2  
to  
0.5

Higher GPA for On-Campus Residents

*ACUHO-I*

1.7x

Off-Campus Students More Likely to Fall Into Academically At Risk Groups

*Brigham Young University*

14%

Higher Retention Rates of Non-Whites Living in Living Learning Communities

*"The Impact of a Living Learning Center on Students' Academic Success and Persistence," by Edwards and McKelfresh*

79%

On-Campus Residents are More Likely to Engage in Extracurricular Activities

*"Academic Benefits of Living on Campus," by Araujo and Murray*

# TRENDS

## IMPACTS OF HOUSING

- ◆ A 2005 study, “How College Affects Students” by Pascarella and Terenzizni, in which the authors synthesized 2,600 studies on the subject. The result of their analysis discussed “the remarkably consistent evidence that students living on campus are more likely to persist and graduate than students who commute. This relationship remain positive and statistically significant even when a wide array of precollege characteristics related to persistence and educational attainment are taken into account, including precollege academic performance, socioeconomic status, educational aspirations, age and employment status... **With few exceptions, researchers have found that living in an on-campus residence hall increases the likelihood of persistence and degree completion whether students’ precollege characteristics are controlled or not.**”

# TRENDS

## GALLUP-PURDUE INDEX REPORT

- ◆ When it comes to being engaged at work and experiencing high well-being after graduation, a new Gallup-Purdue University study of college graduates shows that the type of institution they attended matters less than what they experienced there. Yet, just 3% of all the graduates studied had the types of experiences in college that Gallup finds strongly relate to great jobs and great lives afterward.

### The odds of being engaged at work are:



# TRENDS

## GALLUP-PURDUE INDEX REPORT

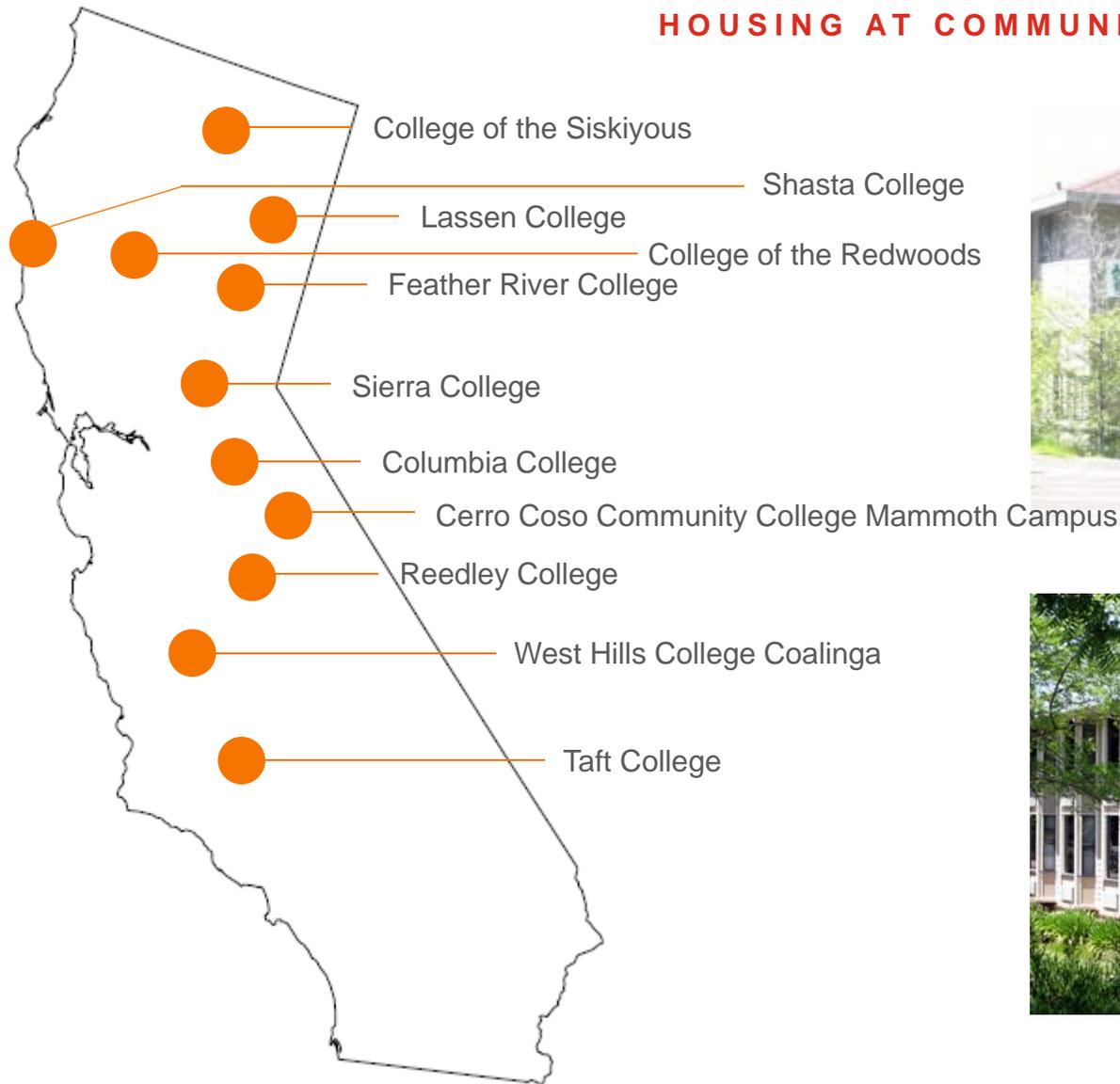
### The odds of thriving in all areas of well-being are:



*Areas of well-being include: career, social, financial, physical, community.*

# STUDENT HOUSING

## HOUSING AT COMMUNITY COLLEGES IN CA



# STUDENT HOUSING

HOUSING AT COMMUNITY COLLEGES IN CA

- ◆ Historically, Housing Associated with Geographically Larger or Rural Districts
- ◆ Age of Construction is Typically 20+ Years
- ◆ Similar Conditions Across US
- ◆ Urban Areas (Chicago, Miami Dade) Pursuing Housing



# MARKET ANALYSIS

## PRIOR PLANNING EFFORTS

- ◆ Housing Previously at OCC Upon Creation
- ◆ Student Housing Identified in Prior OCC Master Plan
- ◆ Public Private Ventures Study in 2012 Identified Student Housing as Potential Land Use Option Along Adams Ave.
- ◆ B&D Contract in 2013 to Conduct Detailed Planning on Student Housing

# MARKET ANALYSIS

B&D'S SCOPE OF SERVICES

- ◆ Strategic Visioning
- ◆ Focus Groups
- ◆ Local Housing Market Analysis
- ◆ Student Survey
- ◆ Demand Projections
- ◆ Financial Analysis

# STRATEGIC VISION

## KEY DRIVERS

“All of the Project’s objectives must be expressed in specific terms that demonstrate their relevance to furthering the school’s **mission**, reinforcing **campus values**, responding to **institutional commitments and responsibilities**, and improving the institution’s **competitive position in the market**.”



# STRATEGIC VISION

## KEY DRIVERS

- ◆ Importance of Housing Elements Based in Educational Mission
- ◆ Create a Living Lab Environment / Co-Curricular Education
- ◆ Become a 7-Day / Week Campus and Transition to a Residential Campus Feel
- ◆ Focus on All Students of OCC

# STRATEGIC VISION

## KEY DRIVERS

- ◆ Focus on Programs to Enhance Matriculation, Student Development, & Academic Success
- ◆ Projects Viewed as Revenue Sources along with Enhancements and Education Spaces
- ◆ Capitalize on Experience of Third-Party Providers for Management

# FOCUS GROUPS

## OVERVIEW

- ◆ Total Number of Student Participants:
  - Focus Groups: 53
  - Intercept Interviews: 22
  
- ◆ Variety of Student Participants:
  - Students from Puente Program
  - Students from throughout Orange County
  - International (Vietnam, China, Japan, Taiwan, and Jordan)
  - Out-of-state (Washington)
  - Student Leaders
  - Athletes (Volleyball)

# FOCUS GROUPS

## HOUSING PREFERENCES

- ◆ Increase campus activities to retain students on campus
- ◆ A few students were disinterested due to lack of campus life
- ◆ Students sensitive to the total cost of rent
- ◆ Students prefer apartment units that support privacy with kitchen and fully-furnished bedrooms
- ◆ Moderate security measures should be included (key card access, front desk personnel)
- ◆ Desire for the development to be transit-oriented (bus stop nearby)
- ◆ International students prefer integrated housing with American students
- ◆ Viewed as recruitment & retention tool

# OFF-CAMPUS ANALYSIS

## HOUSING PREFERENCES

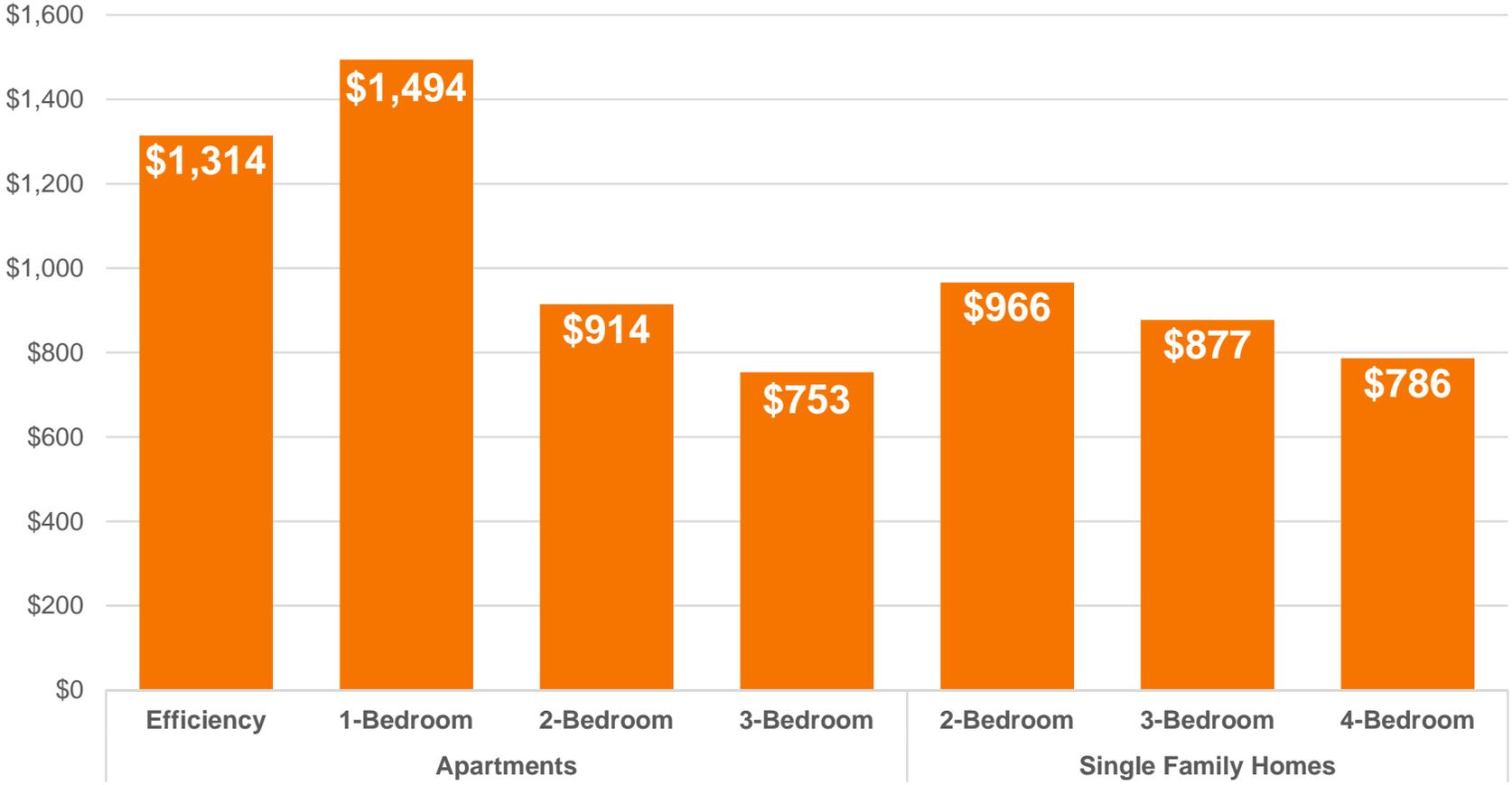
- ◆ Surveyed 30 apartment complexes and 20 single family homes
- ◆ Surveyed properties fell within a 5.2-mile radius of OCC
- ◆ On average properties were two miles away
- ◆ On average, properties surveyed were 40 years old
- ◆ Average occupancy of 96%
- ◆ Limited future development of multi-family

| Housing Type: Apartments |                                |       | Housing Type: Single Family Homes |                             |       |
|--------------------------|--------------------------------|-------|-----------------------------------|-----------------------------|-------|
| No.                      | Property Name                  | Miles | No.                               | Property Name               | Miles |
| 1                        | Seapointe Villas               | 1.1   | 1                                 | 205 Ogle St.                | 3.4   |
| 2                        | Pine Creek Village             | 0.9   | 2                                 | 594 Grand Haven Circle      | 2.3   |
| 3                        | Camden Martinique              | 1.0   | 3                                 | 2717 Cibola Ave             | 1.0   |
| 4                        | Villa Siena                    | 0.6   | 4                                 | 832 Santiago Rd.            | 1.3   |
| 5                        | Coast Apartments               | 0.8   | 5                                 | 1171 El Camino Dr.          | 0.3   |
| 6                        | Harbor at Mesa Verde           | 1.1   | 6                                 | Harbor Blvd. & Fair Drive   | 1.2   |
| 7                        | Mediterranean Village          | 1.8   |                                   | Fordham Dr. & Villanova Rd. | 1.1   |
| 8                        | Woodland Village               | 1.6   | 8                                 | 407 Princeton Dr.           | 0.9   |
| 9                        | 27 Seventy Five Mesa Verde     | 1.6   | 9                                 | Redwood at Jacaranda        | 1.4   |
| 10                       | Madison Newport                | 1.6   | 10                                | 1828 Oriole Drive           | 2.1   |
| 11                       | Harbor Village                 | 1.0   | 11                                | 431 West Bay                | 2.4   |
| 12                       | 3400 Avenue of the Arts        | 3.2   | 12                                | 2103 National Ave.          | 3.2   |
| 13                       | Sundance West                  | 2.4   | 13                                | 173 Flower St.              | 2.4   |
| 14                       | Newport Village                | 2.1   | 14                                | 327 East 21st St.           | 2.2   |
| 15                       | Casa Victoria                  | 1.9   | 15                                | 276 Monte Vista Ave         | 1.9   |
| 16                       | Park Mesa Villas               | 2.4   | 16                                | 268 Flower St.              | 2.6   |
| 17                       | Westlake Village               | 3.7   | 17                                | 1804 Iowa St.               | 2.7   |
| 18                       | Eastside Apartments            | 2.4   | 18                                | 3453 Summerset Circle       | 1.6   |
| 19                       | South Coast Fountains          | 2.1   | 19                                | 392 Woodland Place          | 2.5   |
| 20                       | Park Center Place              | 2.4   | 20                                | 2175 Tustin Avenue          | 2.2   |
| 21                       | Ava Newport                    | 2.9   |                                   |                             |       |
| 22                       | Missions at Back Bay           | 1.8   |                                   |                             |       |
| 23                       | Monrovia                       | 3.5   |                                   |                             |       |
| 24                       | Baywind Apartments             | 1.7   |                                   |                             |       |
| 25                       | The Enclave                    | 3.5   |                                   |                             |       |
| 26                       | Beach House Apartments         | 3.9   |                                   |                             |       |
| 27                       | Versailles on the Lake         | 3.4   |                                   |                             |       |
| 28                       | Newport North                  | 4.0   |                                   |                             |       |
| 29                       | Main Street Village Apartments | 5.2   |                                   |                             |       |
| 30                       | Aspen Village                  | 2.4   |                                   |                             |       |

# OFF-CAMPUS ANALYSIS

## HOUSING PREFERENCES

Average Monthly Rent Per Bed, Excluding Utilities (Fall 2013)

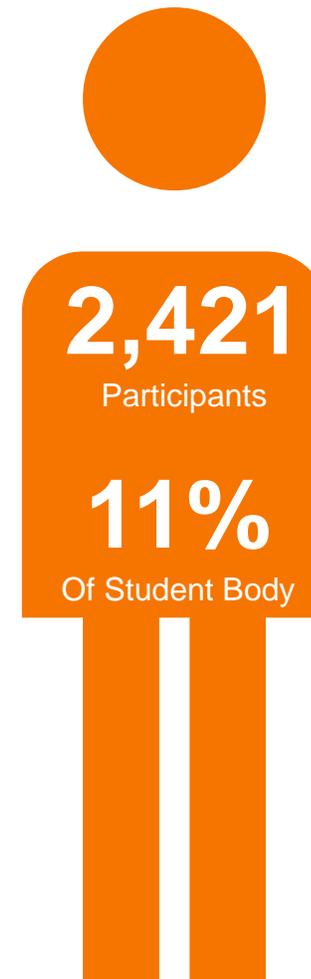


Average Increase to Today is 9.25%

# SURVEY ANALYSIS

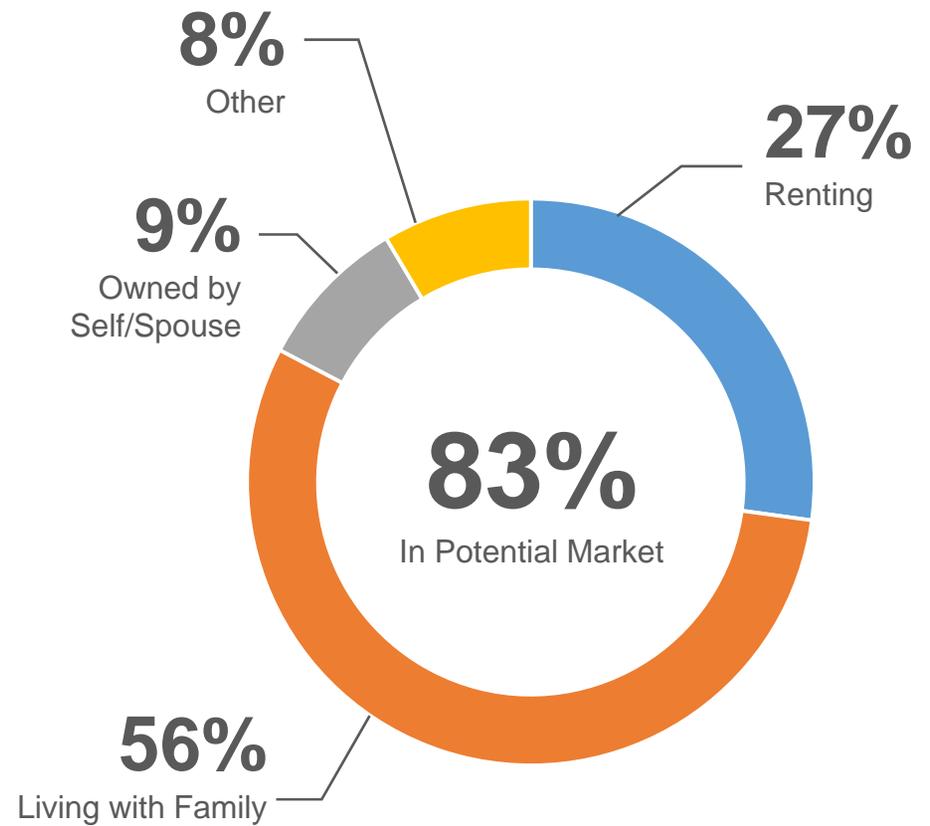
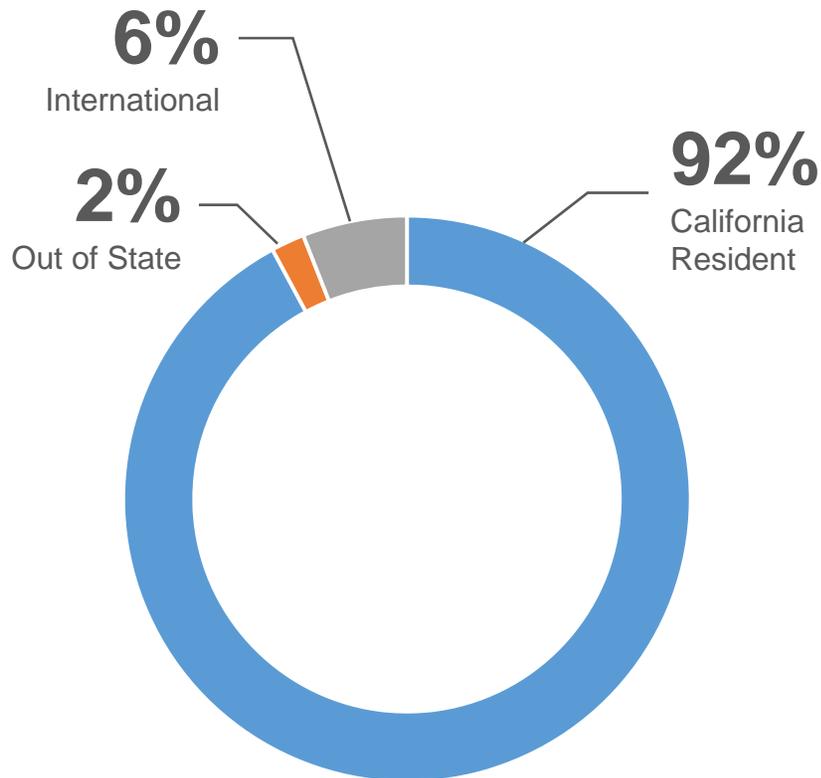
## PARTICIPATION

- ◆ Online Survey Ran from November 1 through November 17, 2013
- ◆ Entire Student Body Invited to Participate
- ◆ Some Over-Sampling of Full-Time and Younger Students



# SURVEY ANALYSIS

## STUDENT DEMOGRAPHICS HIGHLIGHTS



# SURVEY ANALYSIS

PARTICIPATION



\$638 Average Monthly Rent / Person



\$123 Average Monthly Utilities / Person



21 Minute Average One-Way Commute

# SURVEY ANALYSIS

## HOUSING DECISION FACTORS – TOP 5



82%

Total cost  
of rent and  
utilities



39%

Proximity to  
OCC



38%

Proximity to  
work



34%

Quiet place  
to study



32%

High-speed  
internet

# SURVEY ANALYSIS

## KEY SECURITY MEASURES TO INCLUDE - TOP 5



79%

Electronic  
ID card  
access



74%

Security  
cameras



69%

Increased  
lighting



59%

24-hour  
security



46%

24-hour  
front desk

# SURVEY ANALYSIS

KEY FACTORS OCC SHOULD CONSIDER



99%

Keep housing costs affordable



90%

Create academically focused communities



89%

Provide modern attractive living environments



84%

Make OCC more attractive to other students

# SURVEY ANALYSIS

## INTEREST IN HOUSING



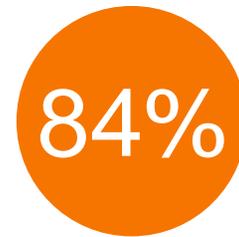
CA Resident



Out of State



International



Renting



Living with Family

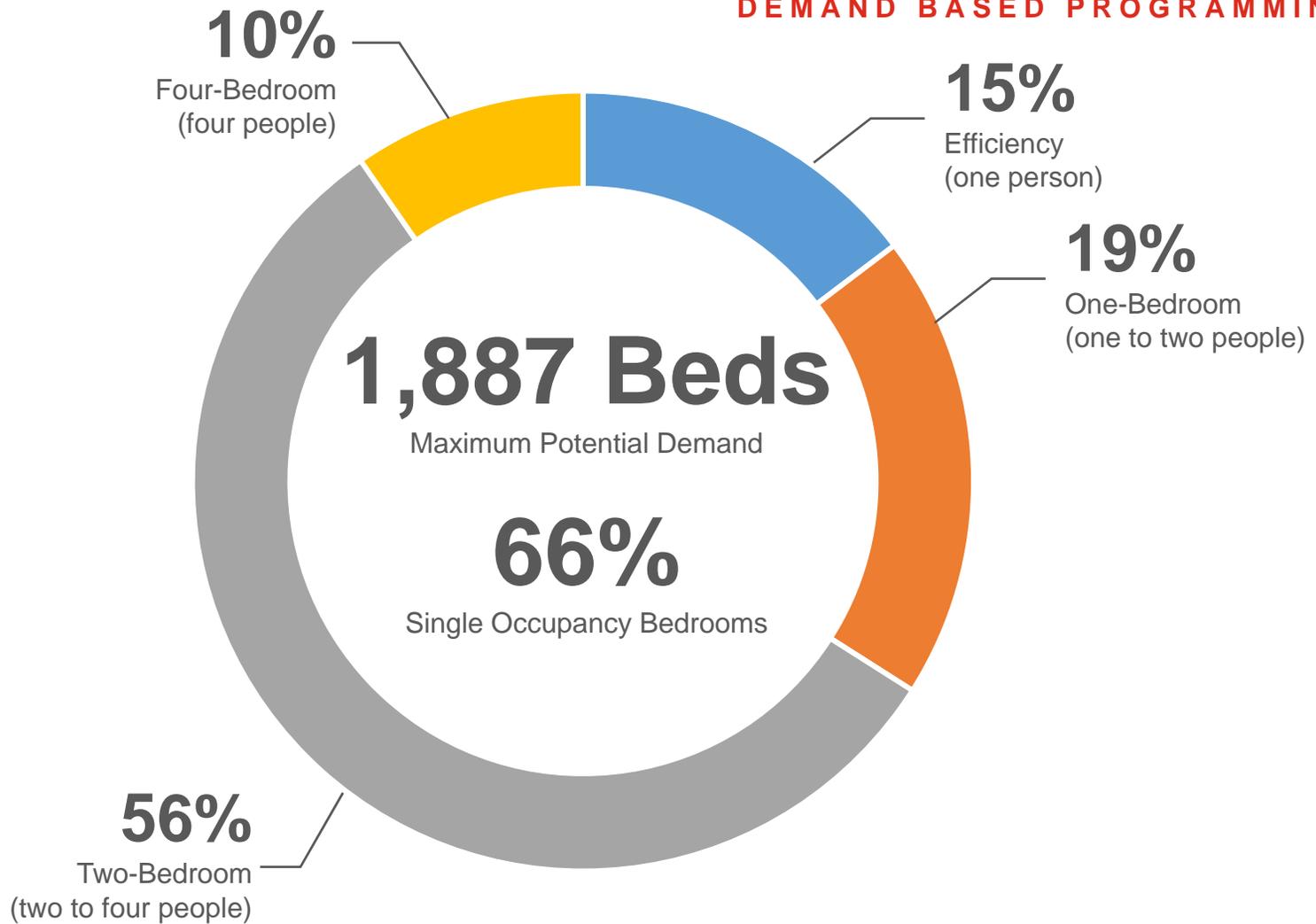
# SURVEY ANALYSIS

## DEMAND BASED PROGRAMMING

- ◆ Based on Fall 2013 Headcount – 21,453
- ◆ Age Breakdown / Demographic Paths for Units
- ◆ Filtered Demand Projections
- ◆ Full-Time and Part-Time Students
  - Currently contributing at least \$700/Month in Rent (apartment, condo, or home)
  - Interested in living on campus

# SURVEY ANALYSIS

## DEMAND BASED PROGRAMMING





# Potential Options

# IMPROVING THE STUDENT EXPERIENCE



*Image from Google Earth*

- ◆ Student Housing
- ◆ Student Union & Culinary Arts, Food Science, Nutrition, and Hospitality & Tourism

# STUDENT UNION



Image from Google Earth

- ◆ Measure M Funded Improvement to Academic and Student Life Spaces Previously Identified in Master Plan
- ◆ 190,000 GSF
- ◆ New Academic Spaces
- ◆ New Foodservice
- ◆ Student Life & Services (lounges, study rooms, support services, veteran's center, meeting rooms, social / recreational areas, outdoor shaded seating, sustainable design, etc.)

# STUDENT HOUSING



Image from Google Earth

- ◆ 304,000 Gross Square Feet - Initial Phase of Student Housing Development
- ◆ 800 Revenue Beds
- ◆ 17 Resident Advisor Beds (47:1 Ratio)
- ◆ 1 Professional Staff in Residence
- ◆ Residential Life Support Spaces (study rooms, tutoring, kitchen, laundry, community room, etc.)
- ◆ Support Space (admin offices, maintenance, custodial, etc.)
- ◆ 600 Parking Spaces

# POTENTIAL OPTIONS

## EXAMPLES OF STUDENT HOUSING

### ◆ Cal Poly – Poly Canyon Village

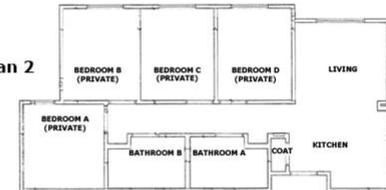


Poly Canyon Village  
Apartment Floorplans

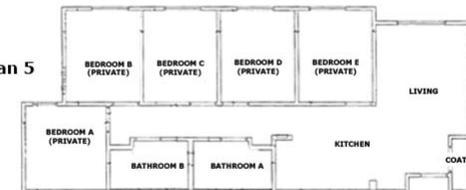
Floorplan 1



Floorplan 2



Floorplan 5



Floorplan 6



# POTENTIAL OPTIONS

EXAMPLES OF STUDENT HOUSING

## ◆ CSU Fullerton – Residence Hall



# POTENTIAL OPTIONS

## EXAMPLES OF STUDENT HOUSING

### ◆ Cal Poly Pomona – Suites



# POTENTIAL OPTIONS

## EXAMPLES OF STUDENT HOUSING

- ◆ UC Irvine – Camino Del Sol (1 of 4 Developer Projects)



# POTENTIAL OPTIONS

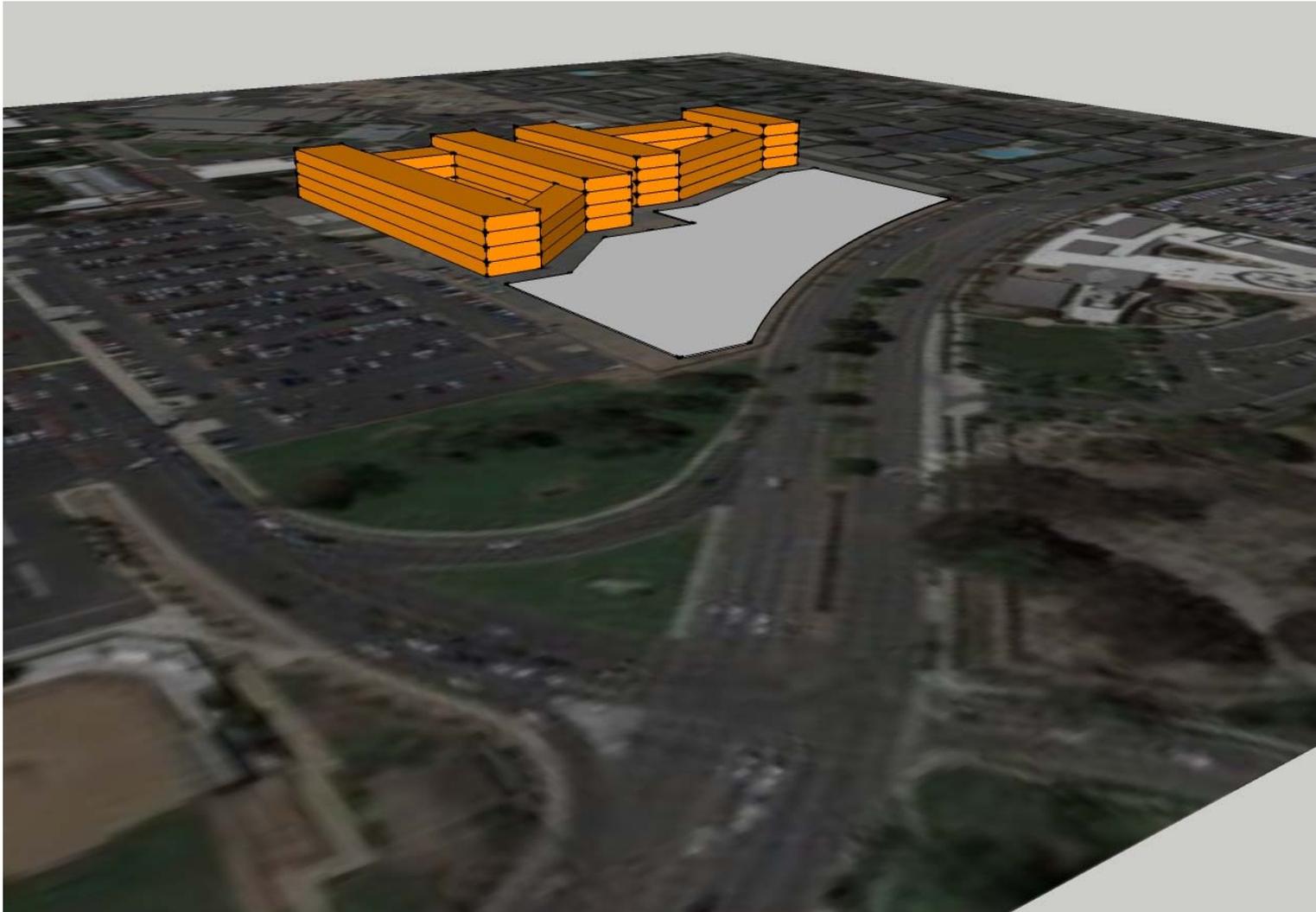
CONCEPTUAL SITE USE



Image from Google Earth

# POTENTIAL OPTIONS

PROJECT SCALE

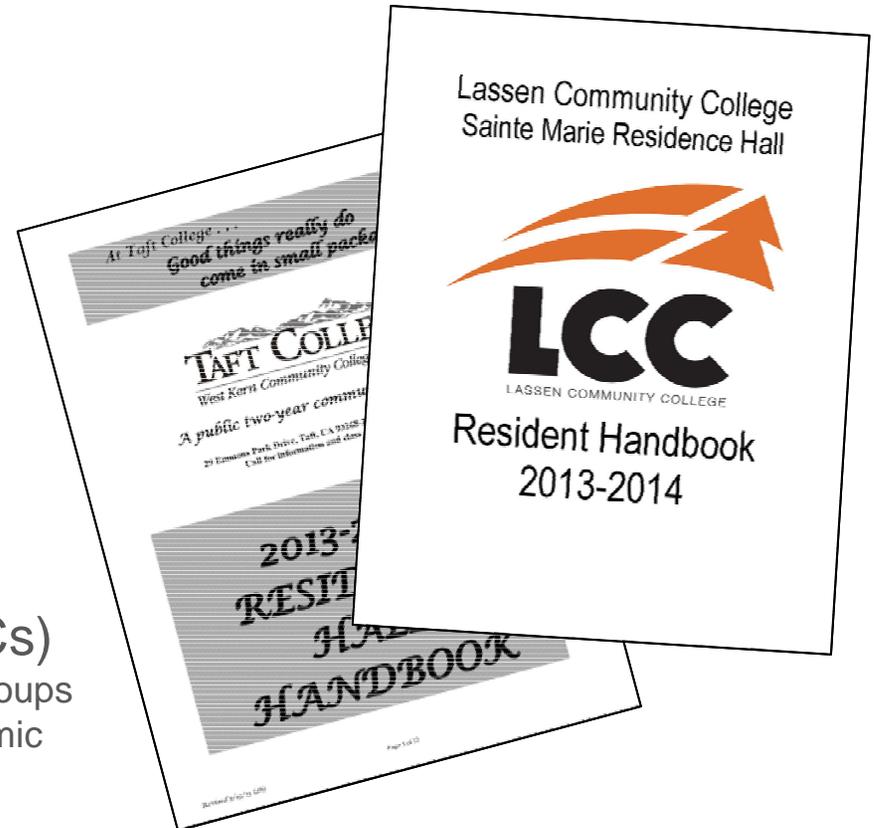


*Image from Google Earth*

# POTENTIAL OPTIONS

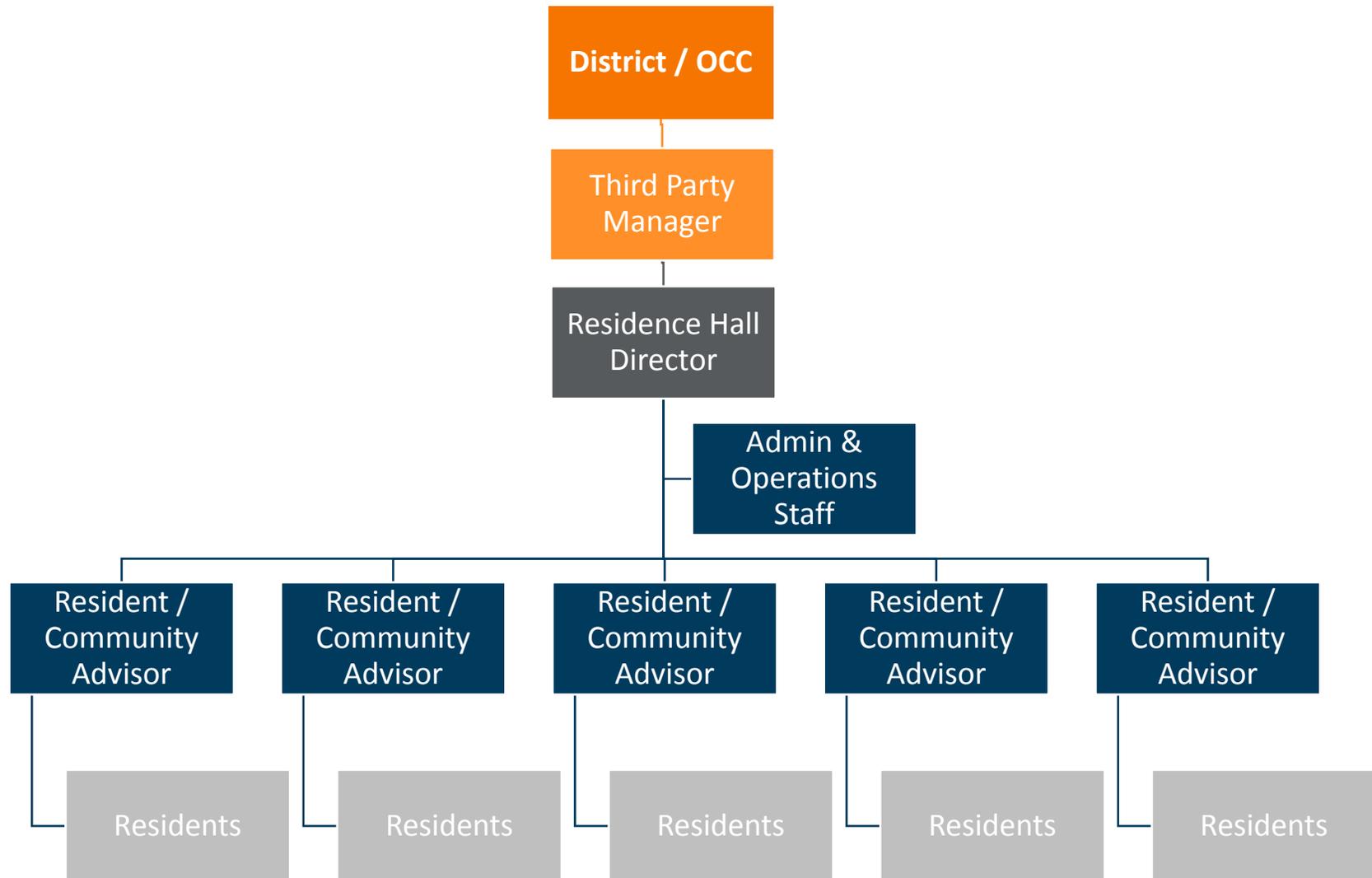
## RESIDENTIAL LIFE / HOUSING POLICIES

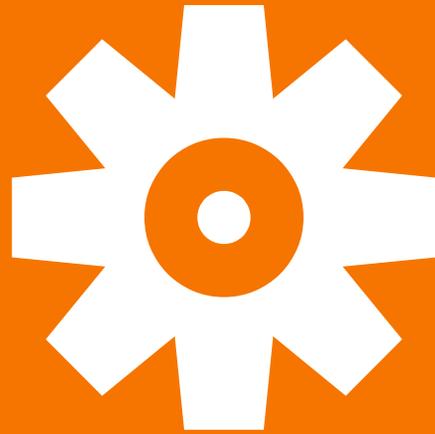
- ◆ **Credit Hour Requirements**
  - Typically Full-Time Students
- ◆ **GPA Requirements**
  - Typically 2.0 GPA Minimum
- ◆ **Quiet Hours**
  - 10pm-8am School Nights
  - Midnight-8am Weekends
- ◆ **Academic Year Leases**
- ◆ **Convenience Factors**
  - One Bill for Rent/Utilities
  - Roommate Matching
  - Individual Leases
- ◆ **Living Learning Communities (LLCs)**
  - Academically or Affinity Focus Housing Groups
  - Strong Potential Tie in to Faculty & Academic Programs
- ◆ **Student Conduct Policies / Documentation**



# POTENTIAL OPTIONS

## RESIDENTIAL LIFE / HOUSING POLICIES

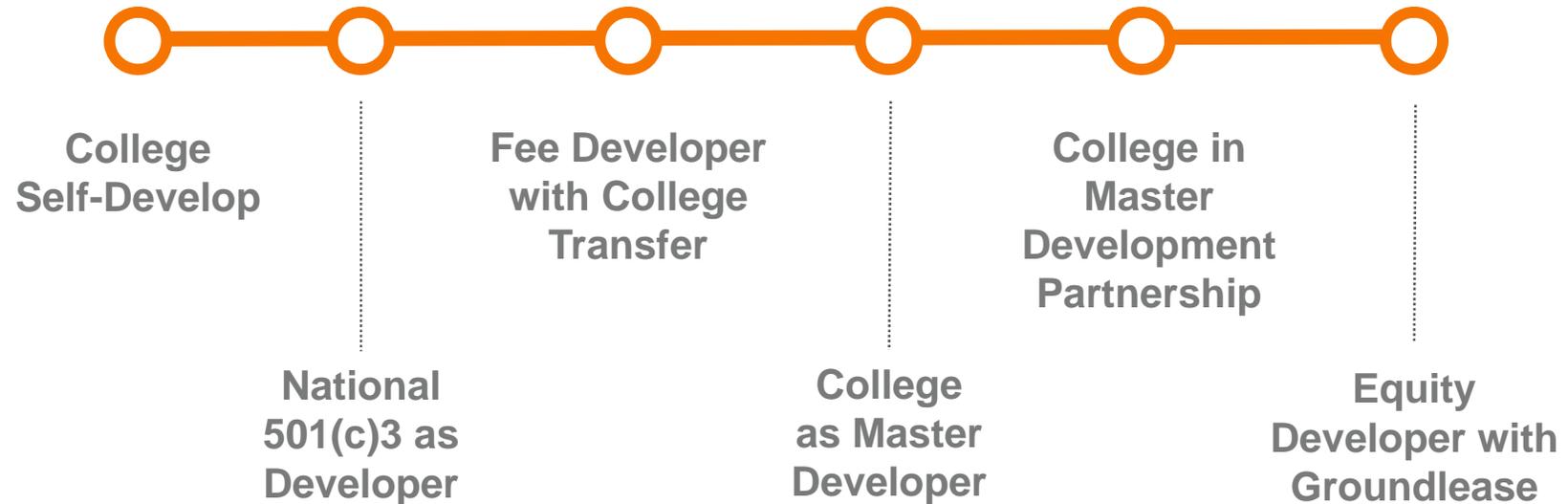




# Development Options

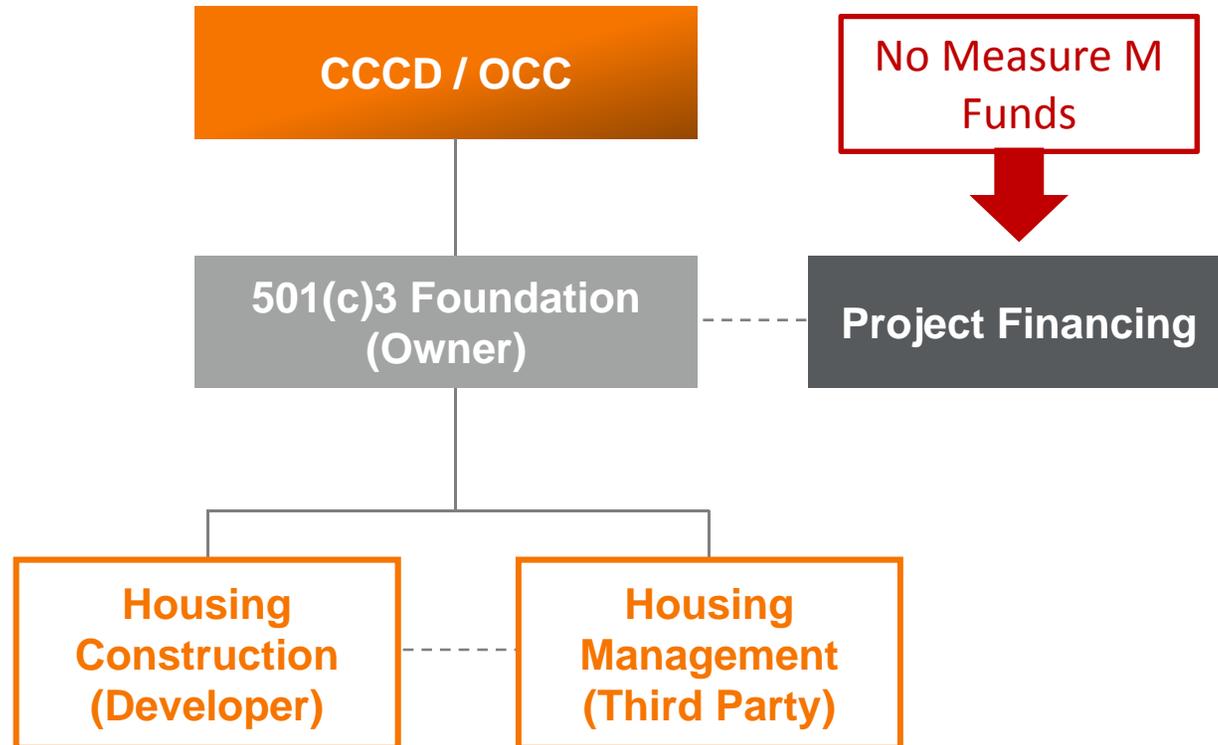
# WHAT IS A P3?

## DEVELOPMENT SPECTRUM



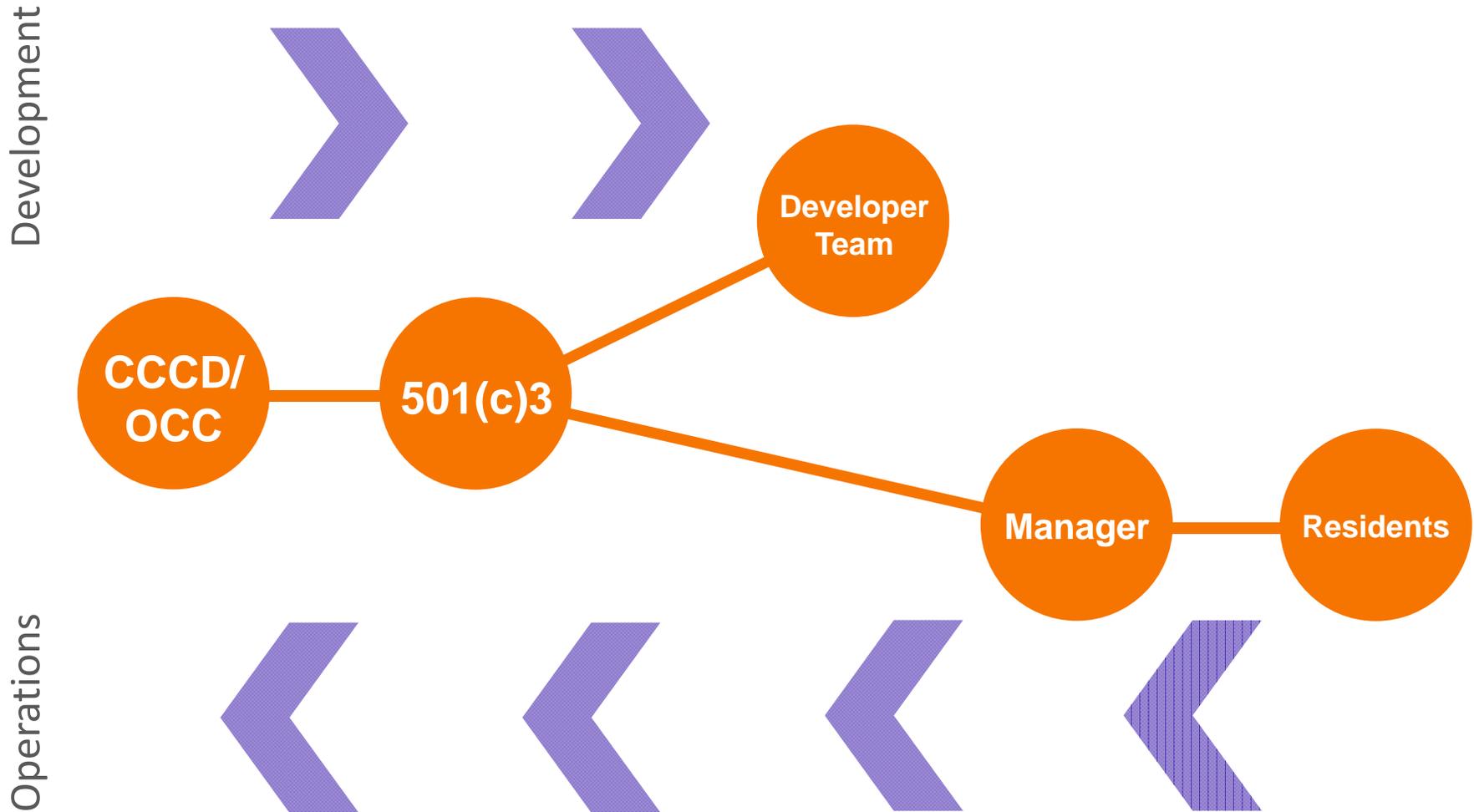
NCPMP identified 18 different legal and financial P3 structures based on who owns, finances, designs, builds, operates, or maintains the project.

# TRANSACTION STRUCTURES



# DEVELOPMENT OPTIONS

IMPACTS TO THE COLLEGE



# DEVELOPMENT OPTIONS

## PROJECT TIMELINE

- ◆ Fall 2015: RFQ & RFP Solicitation Process
- ◆ Spring 2016: Negotiations and Design
- ◆ Spring 2017: Construction Begins
- ◆ Fall 2019: Student Housing Opens

*\*Project Schedule May Vary Depending on Partners Selected and Design Review Schedule*



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