The University of Virginia

Housing and Residence Life Update

Board of Visitors Meeting | February 19, 2016
This Presentation will...
- Provide an overview of on Grounds housing.
- Share student satisfaction findings with current living arrangement.
- Identify student preferences on location, type of housing, decision making factors and demand for on Grounds housing.
- Provide a comparison, based on a market analysis, of on Grounds and off Grounds housing.
- Focus on key decision points for the future.
HOUSING PORTFOLIO
HOUSING AND RESIDENCE LIFE OVERVIEW

Housing System Statistics
6,540 Beds*
97% Occupancy

Unit Mix

- Apartments: 26%
- Traditional Rooms with Shared Bath: 59%
- Suite Style: 16%

*Figures do not include resident staff
OCCUPANCY RATES BY CLASS

HOUSING AND RESIDENCE LIFE OVERVIEW

- **First Year**: 100%
- **Second Year**: 43%
- **Third Year**: 14%
- **Fourth Year**: 8%
- **Graduate**: 6%
UVA’s first year experience supports the Cornerstone Plan by creating supportive environments focusing on residents’ academic pursuits, active citizenship, multiculturalism, and personal development to cultivate influential leaders of tomorrow.

3,536 Beds
Primarily Doubles with Shared Bathroom
Upperclass experience focuses on a deeper integration of residents into the rich academic community life of the university through engagement with faculty, major/minor declaration, classification of personal values, career development, and meaningful relationships with peers.

2,630 Beds
895 Traditional Doubles
378 Suite Style Beds
1,357 Apartment Beds
On Grounds Housing offers several living options that provide for a vibrant interaction between students, faculty, and staff.

Academically integrated housing has a small and loyal following.
Master planning process
- Phase I (2012)
- Phase II (2015)

Data informed long-term planning decisions

Qualitative and quantitative planning approach
- Strategic Asset Value Analysis (Visioning)
- Stakeholder Interviews
- Student Focus Groups
- Existing Conditions Analysis
- Off-Ground Market Analysis
- Student Survey
- Demand Based Program
Survey online from 10/29 – 11/8
- Distributed to a sample of 8,000 UVA students
- Survey Response Rate
  - 2,231 students responded to the survey
  - 10% of the campus population
- Margin of Error: +/- 1.97% based on a 95% confidence level
- Demographically representative sample
97% satisfaction with current living situation.
Walkability is paramount to the UVA experience.
On Grounds housing preferences are largely driven by proximity to Central Grounds.
Upper class students are interested in housing with features that provide privacy and independence.
Residential Colleges have a loyal but small following. Students are primarily interested in them due to their location on Grounds.
Changes in the off Grounds market have had little impact on undergraduate housing demand.

Undergraduate on Grounds housing preference is up 7.8% while graduate on Grounds housing preference is down 39% from 2012 due to increased off Grounds housing options.

The Brandon Avenue / JPA area is the most desirable with Lambeth / Ivy Road second for new on Grounds housing.
97% of respondents are satisfied with their current housing situation.
NEW HOUSING PREFERENCES

2015 HOUSING MASTER PLAN FINDINGS

Top 10 Physical Features to Consider with New On-Grounds Housing

- Convenient Location: 80%
- Wireless Internet: 54%
- Full Kitchen: 51%
- Private (Single) Bedroom: 45%
- In-unit W/D: 33%
- On-site Parking: 29%
- Convenient Laundry Facilities: 25%
- Private Bathroom: 25%
- Individual Climate Control: 22%
- Access to UTS stops: 22%
### Student Ranking of Housing Decision Factors (SO, JR, SR)

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th></th>
<th>2015</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Proximity to Grounds</td>
<td>85%</td>
<td>1.</td>
<td>Availability of a kitchen</td>
</tr>
<tr>
<td>2.</td>
<td>Total cost of rent and utilities</td>
<td>83%</td>
<td>2.</td>
<td>Ability to choose my own roommate(s)</td>
</tr>
<tr>
<td>3.</td>
<td>Ability to choose my own roommate(s)</td>
<td>81%</td>
<td>3.</td>
<td>Total cost of rent and utilities</td>
</tr>
<tr>
<td>4.</td>
<td>Availability of a kitchen</td>
<td>80%</td>
<td>4.</td>
<td>Proximity to Grounds</td>
</tr>
<tr>
<td>5.</td>
<td>Proximity to other students / friends</td>
<td>74%</td>
<td>5.</td>
<td>Availability of a private bedroom</td>
</tr>
</tbody>
</table>

Findings shared at 2012 BOV meeting included first-year students.
**FUTURE HOUSING PLANS (2016-17)**

2015 HOUSING MASTER PLAN FINDINGS

*Where are you planning to live next year (2016-2017) while attending UVA?*

Consistent with current occupancy rate

<table>
<thead>
<tr>
<th>Location</th>
<th>Current 1st Year / Rising 2nd Year</th>
<th>Current 2nd Year / Rising 3rd Year</th>
<th>Current 3rd Year / Rising 4th Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Grounds</td>
<td>42%</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td>Off Grounds</td>
<td>56%</td>
<td>63%</td>
<td>74%</td>
</tr>
<tr>
<td>Greek Housing</td>
<td>1%</td>
<td>12%</td>
<td>5%</td>
</tr>
</tbody>
</table>

(8% current occupancy rate)

Indicates potential unmet demand
(15% current occupancy rate)
Proximity to Central Grounds is a key driver in location preference.

<table>
<thead>
<tr>
<th>Area</th>
<th>All</th>
<th>2nd Year</th>
<th>3rd Year</th>
<th>4th Year</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brandon Ave / Jefferson Park Area</td>
<td>1.8</td>
<td>1.7</td>
<td>1.7</td>
<td>1.6</td>
<td>2.2</td>
</tr>
<tr>
<td>Lambeth to University Gardens</td>
<td>2.2</td>
<td>2.2</td>
<td>2.2</td>
<td>2.1</td>
<td>2.6</td>
</tr>
<tr>
<td>Ivy Road area</td>
<td>2.5</td>
<td>2.5</td>
<td>2.5</td>
<td>2.6</td>
<td>2.1</td>
</tr>
<tr>
<td>Copeley Housing area</td>
<td>3.5</td>
<td>3.6</td>
<td>3.6</td>
<td>3.7</td>
<td>3.1</td>
</tr>
</tbody>
</table>
Application due date in late January allows for students to focus on:
- Transitioning to UVA
- Establishing meaningful relationships with peers
- Academic priorities

Students report that decision to live on or off Grounds is not predicated on the assignment process timeline.

Fully supports students who study abroad or withdraw from the University.
- No financial penalty by releasing students from their on Grounds assignment

Students can sign up in groups & select the exact room / apartment they want to live in during the process.
## ON GROUNDS vs OFF GROUNDS

### 2015 HOUSING MASTER PLAN FINDINGS

<table>
<thead>
<tr>
<th>On Grounds</th>
<th>Off Grounds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average rental rates (includes utilities and internet):</strong></td>
<td><strong>Average rental rates (excluding utilities):</strong></td>
</tr>
<tr>
<td>– $6,349 per year</td>
<td>– $705 per month with 12-month lease</td>
</tr>
<tr>
<td>– Equivalent to $705 on a 9-month lease</td>
<td>– Equivalent to $940 on a 9-month lease</td>
</tr>
<tr>
<td>– Rental rates increased 10% since 2012</td>
<td>– Rental rates increased 14% since 2012</td>
</tr>
<tr>
<td><strong>Student friendly rental policies</strong></td>
<td><strong>Non-student friendly rental policies</strong></td>
</tr>
<tr>
<td>– Inclusive of all utilities and Internet</td>
<td>– Mostly 12-month leases (87%)</td>
</tr>
<tr>
<td>– Academic year lease</td>
<td>– Leases are per unit rather than per bed</td>
</tr>
<tr>
<td>– Applications due mid January</td>
<td>– Leasing starts in by October 1st</td>
</tr>
<tr>
<td>– No security deposit</td>
<td>– Requires security deposits</td>
</tr>
<tr>
<td>– Flexibility for study abroad students</td>
<td>– Limited flexibility for study abroad students and/or students who withdraw or take time off</td>
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<tr>
<td>– Flexibility for students who withdraw or take time off</td>
<td></td>
</tr>
<tr>
<td>– Ability to switch rooms mid-semester to any available on Grounds space</td>
<td></td>
</tr>
<tr>
<td><strong>Focus on safety and security</strong></td>
<td><strong>Perception of safety is dependent upon proximity to Grounds</strong></td>
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*Off Grounds housing cost is 33% more than on Grounds*
GRADUATE STUDENT HOUSING

2015 HOUSING MASTER PLAN FINDINGS

- 375 beds
- 6% of graduates live on Grounds
- Graduate Demand
  - 2012: 3,072 beds
  - 2015: 1,862 beds
  - 39% decrease
- Off Grounds housing market has successfully satisfied graduate demand
# Graduate Student Ranking of Housing Decision Factors

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<tr>
<td>Availability of a kitchen</td>
<td>90%</td>
<td>92%</td>
<td>+2%</td>
</tr>
<tr>
<td>Total cost of rent and utilities</td>
<td>87%</td>
<td>89%</td>
<td>+2%</td>
</tr>
<tr>
<td>Availability of a private bedroom</td>
<td>86%</td>
<td>81%</td>
<td>+2%</td>
</tr>
<tr>
<td>Proximity to Grounds</td>
<td>79%</td>
<td>81%</td>
<td>+2%</td>
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<tr>
<td>Ability to choose my own roommate(s)</td>
<td>78%</td>
<td>81%</td>
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KEY TAKEAWAYS

- 97% across the board satisfaction rate (both on and off Grounds)
- Every rising second year who wants to live on Grounds is able to do so
- Decisions around student housing are informed by a rigorous, data-driven process
- Upperclass students seek privacy and independence in the form of single rooms, full kitchens, and shared baths near Central Grounds
- Data indicates additional demand of third and fourth year students with a desire for single room apartment living close to Grounds.
Enrollment projections
- Need to confirm future planning of First Year Residence Halls

Decision to build additional housing
- Unmet 3rd and 4th year demand
- Potential to attract and retain additional 2nd year students
- Recommend building an initial 300 single bedroom apartment building with a potential for additional upperclass student housing of up to 600
- Preferred location is Brandon Ave
Questions / Comments?