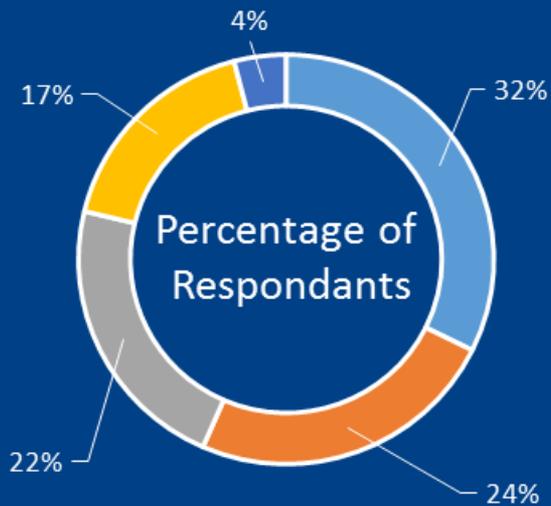


## Assessment Question

Western Washington University sought to understand the overall housing demand from WWU students. Particular emphasis was placed on exploring the specific housing needs of upper-division students to inform the development of new student housing on the southwest portion of campus.

**Student Survey Analysis**  
 3,825 enrolled students surveyed  
 830 Responded (22%)  
 57% renters in off-campus market; 34% in on-campus housing



■ Seniors  
 ■ Juniors  
 ■ Freshmen  
 ■ Sophomores  
 ■ Graduate Students



Survey results were supplemented by focus groups and rental market analysis

# Would upper-division students choose to live on-campus?

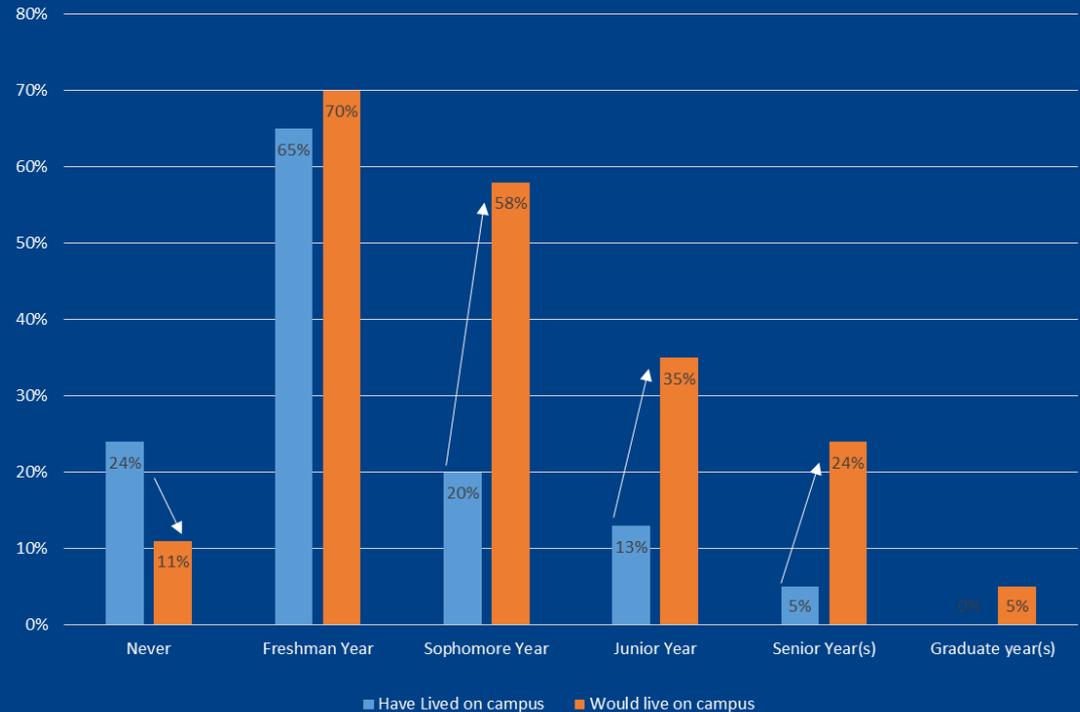
If WWU offered types of housing that met upper-division student needs, more would choose to live on-campus

What years you have lived on campus vs. What years you would live on campus if your housing preferences were met?

## Critical Factors in Housing Selection

### Primary Factors

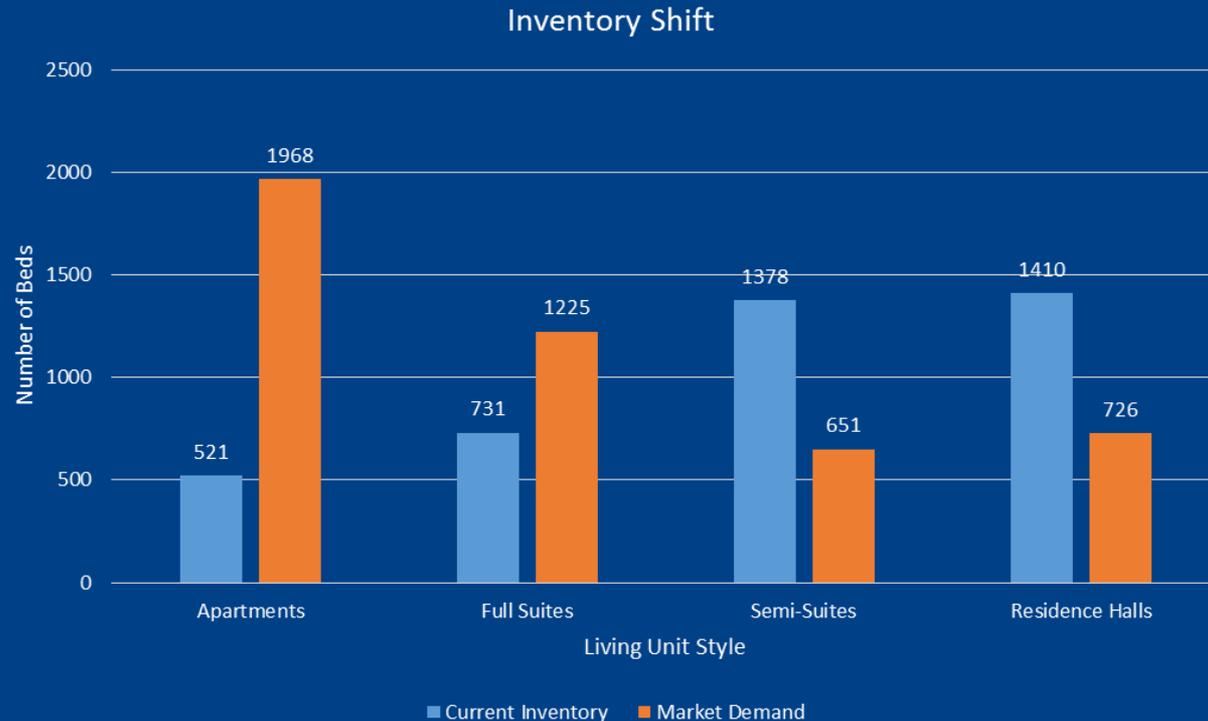
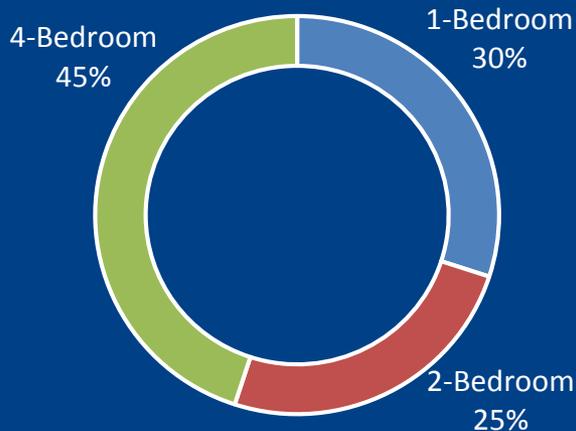
- For both Off & On-campus Respondents
  - Total Cost of Rent
  - Physical Condition of the building
- For Off-campus respondents
  - Having a living room space in unit
  - Having a private bedroom
- For on-campus respondents
  - Proximity to Classes
  - Quiet Place to Study



# What housing style most appeals to upper division students?

Capturing the unmet demand among upper-division students is best achieved by increasing WWU's inventory of apartment-style housing

Respondents indicated a strong preference for full-suite and apartment style beds



## What would students pay for on-campus apartments?

### Rent Rates off-campus

45% of off-campus respondents paid \$400-\$499\* per month for rent; 84% paid between \$300 and \$600 a month.

400-500 beds, offered as private rooms within 2-bedroom and 4-bedroom units at \$600/month, conservatively closes the estimated -691 bed deficit at this price point.

Enrollment Classification	Enrolled Population	\$500/Month	\$600/Month	\$700/Month
Freshman	3,176	2,489	2,368	2,368
Sophomore	2,735	1,211	833	810
Junior	3,798	1,310	869	749
Senior	4,285	883	449	309
Graduate/Other	789	140	51	36
<b>Total</b>	<b>14,785</b>	<b>6,033</b>	<b>4,570</b>	<b>4,271</b>
EXISTING BED COUNT		3,879	3,879	3,879
NET DEMAND (SURPLUS/-DEFICIT)		-2,154	-691	-392

# Assessment in Action: New Student Housing



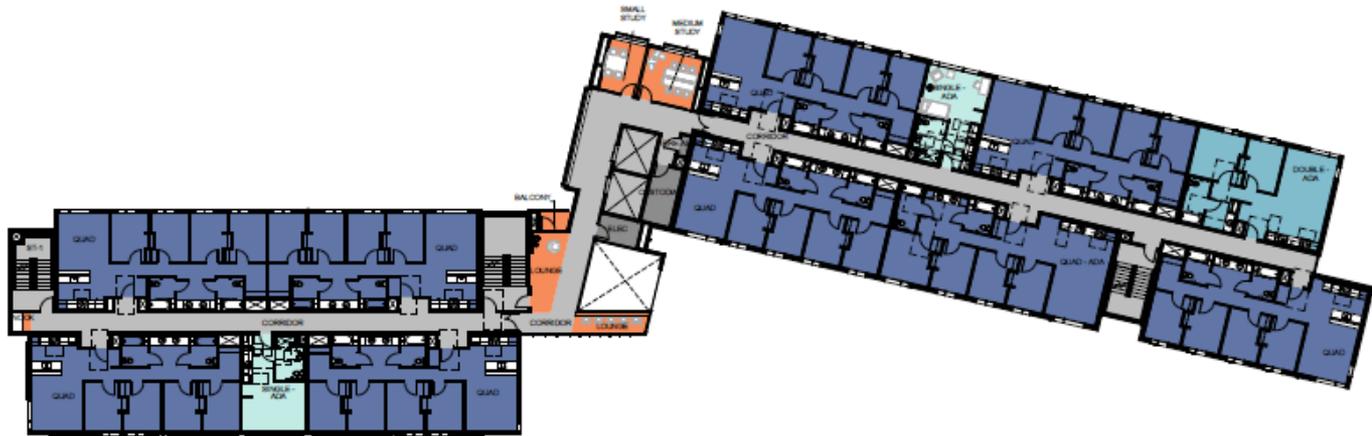
# What Construction is Planned?



Market Analysis Recommendations	Current Construction Plan
400-500 Apartment-Style Beds	200-250 Apartment Style Beds
Single Bedrooms, where possible	All single bedrooms
Mix of 2-Bedroom and 4-Bedroom units	44, 4-Bedroom Apartments 5, 2-Bedroom Apartments 10 Single Occupancy, Studio Apartments

UNITS  
(2) SINGLE  
(1) DOUBLE  
(9) QUADS

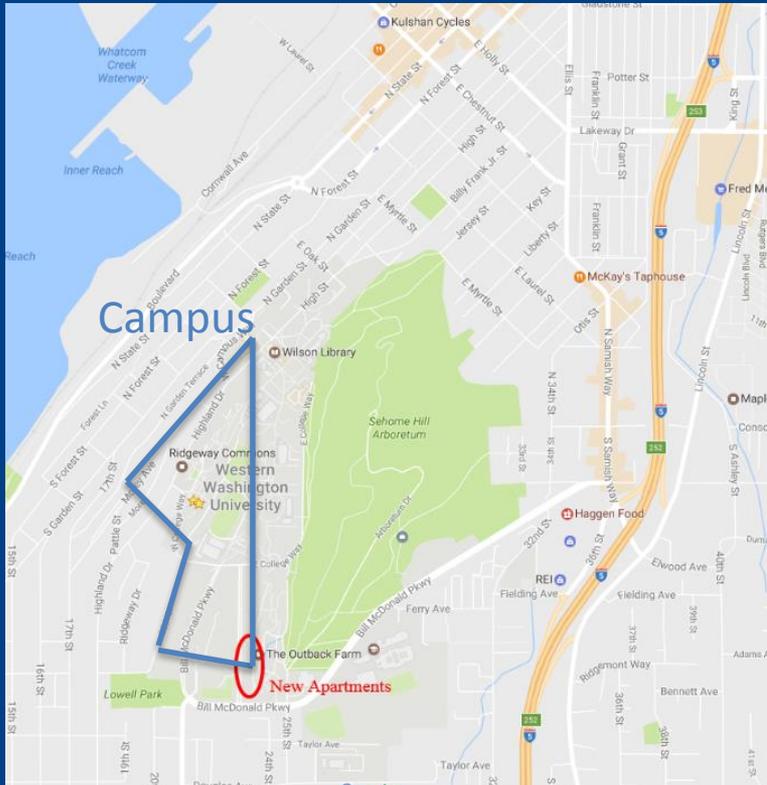
STUDENTS: 40



FOURTH FLOOR PLAN

# How does planned housing address Student-Identified Critical Factors?

**Housing site is close to campus and public transit stops**



Student-Identified Critical Factors	Current Construction Plan
Proximity to Classes	On-Campus site location near Buchanan Towers
Quiet Place to Study	15% of community sq/ft dedicated to study rooms
Having a Private Bedroom	The current plan incorporates private bedrooms for all assigned students
Having a Living Room Space in unit	The current plan incorporates a common living room area in each apartment
Building Condition	New construction vs. renovation will offer best conditions

**All-critical factors identified will be addressed in the new construction. The only undetermined variable at this time is cost, which will reflect construction costs.**