







INTEGRATED STUDENT HOUSING MASTER PLANNING

PRESENTATION | APRIL 23, 2012

AGENDA

BRAILSFORD & DUNLAVEY

- Introduction
- Strategic Planning
- Market Analysis
- Financial Analysis
- Project Delivery Options
- Housing Case Studies
- Q&A







INTRODUCTION

BRAILSFORD & DUNLAVEY OVERVIEW

B&D PROGRAM MANAGEMENT



PRELIMINARY ASSESSMENT

Owner's goals and objectives

Is this realistic?

FEASIBILITY

Is this financially and physically feasible?

PROGRAMMING

Owner's technical requirements

IMPLEMENTATION

How do we balance: Budget, Schedule, Quality/Program?

Brailsford & Dunlavey is a program management firm that can take your projects from preliminary idea to ribbon cutting, while mitigating risk every step of the way.

INTRODUCTION

BRAILSFORD & DUNLAVEY OVERVIEW

Program Management with In-house Planning

- Planning, Funding/Finance, Design, Construction, Close-out & Operations
- Managed \$3B in Construction in last 5 Years
- 100 staff in 5 offices

Higher Education Focused

- 500 Projects on 350 Campuses
- Classrooms, Science/Lab, Housing, Recreation, Union/Conference, Sitework, etc.

Local Market Expertise

- Over 20 Ohio Colleges & Universities
- Over \$1B Procured over 2 years

Industry Leaders in Implementation

- OCR (D/B & CMR Experience)
- CIP Development & Management
- 85% of all B&D Planning Projects are Approved and Funded

Bowling Green State Univ.

Case Western Reserve

Central State

Cleveland State University

College of Wooster

Kent State University

Kenyon College

Miami University

Ohio Dominican

Ohio University

Ohio State University

University of Akron

University of Cincinnati

University of Toledo

Wright State University

Xavier University

INTRODUCTION

PRESENTERS





◆ Julie Skolnicki, AIA, REFP, LEED^{AP}

- Vice President | Director Of B&D Ohio
- I5 years of University Planning & Implementation Experience
- Over 100 Planning Assignments
- \$1B + in construction value over past 5 years
- Background in Design and Construction

Kim Martin

- Senior Project Manager
- I5 years of Higher Education Planning & Operations Experience
- Over 75 Higher Education Projects Managed
- Background in Univ. Administration and Financial Planning



STRATEGIC PLANNING

ESTABLISH METRICS BASED ON UNIVERSITY GOALS

APPROACH

Strategic Asset Value "SAV"

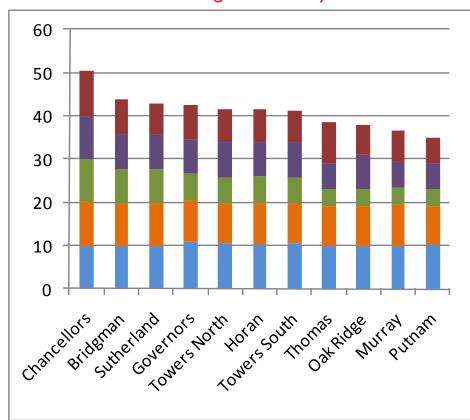
- Educational Outcomes
- Enrollment Management
- Community Development
- ◆ Financial Performance

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	L	ow								Hţ	gh
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Current Conditions: Aspirations:	-		Н		X	-	O				
							Ч				
I. Educational Outcomes						_					
a. Supervision Through Maturity											
b. Proximity to Educational Resources											
c. Personal Development											
d. Direct Curriculum Enhancement											
e. Development Continuum											
II. Enrollment Management											
a. Housing Market Supplement											
b. Competitive Amenity											
III. Campus Community											
a. "Residential Campus" Designation											
b. Out-of-class Activity											
c. Neighborhood Creation											
d. Quality of Life System Integration											
IV. Financial Performance											
a. Balance Sheet Utilization											
b. Revenue/Occupancy Risk Tolerance											
c. Financial Accessibility											
d. Level of Service											
e. Sustainable Design and Operations											

STRATEGIC PLANNING

EXISTING BUILDING ANALYSIS

Strategic Hall Analysis



SUCCESS FACTORS

- Physical Condition
- ◆ Financial Performance
- Occupancy
- Satisfaction
- Demand
- Retention

STRATEGIC PLANNING

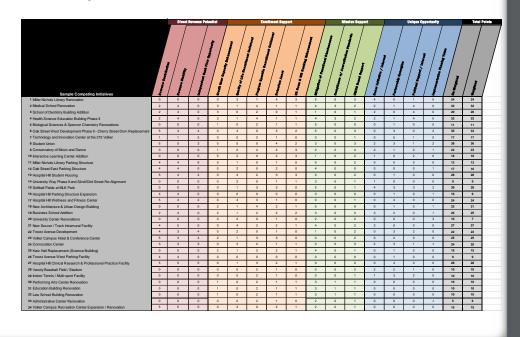
PRIORITIZATION

APPROACH

Strategic Metrics

- ◆ Enrollment Impact
- # of Students Impacted
- Freshman/Sophomore Focus
- Deferred Maintenance
- Operating Cost
- Project Development Cost
- Funding Sources

- Establish Strategic Program Drivers and consistently manage to those metrics
- 85% of project are funding & implemented

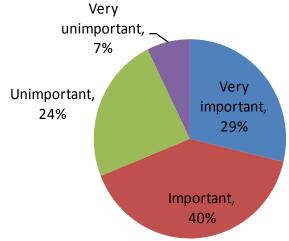




METHODOLOGY

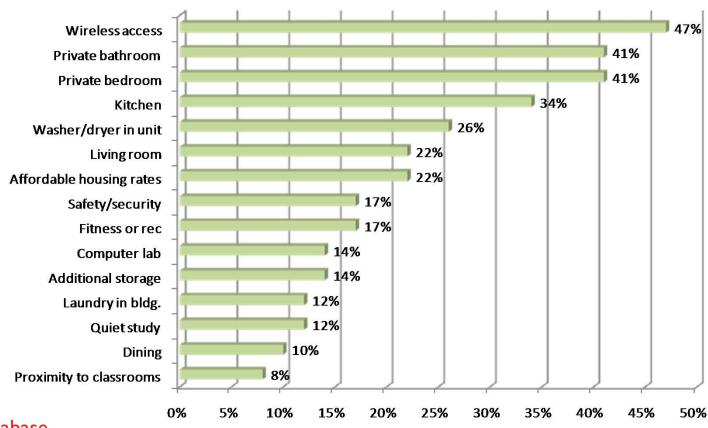
- Demographic Analysis
- Focus Group Interviews
- Surveys
- On-Campus Analysis
- Off-Campus Analysis
- Competitive Context
- ◆ Benchmarking

Q1. How important was the availability of oncampus housing in your decision to attend OHIO? STUDENTS



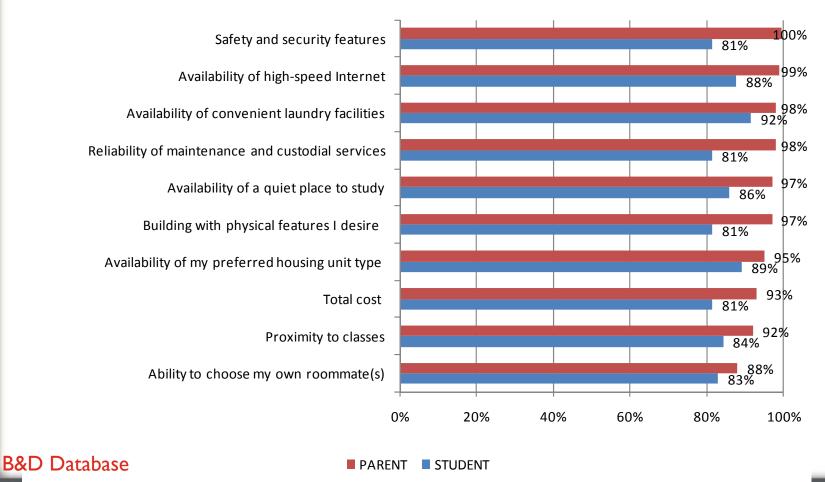
STUDENT PREFERENCES

What would be the 5 most important features to you in new housing?



WHAT DO PARENTS CARE ABOUT?

What factors have the greatest impact on where you prefer (your student) to live during college?



LIVE-ON REQUIREMENTS

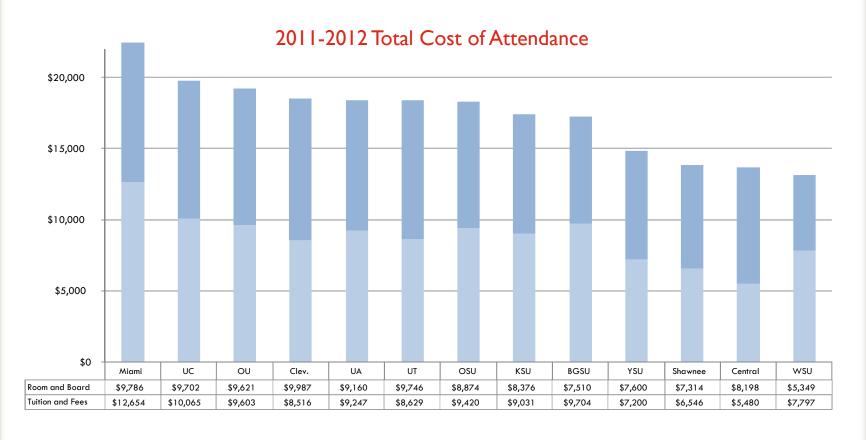
ON-CAMPUS ANALYSIS





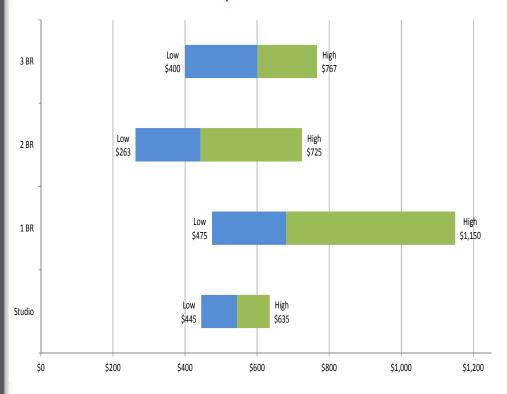
Akron BGSU Central State 0 Cleveland State Kent Miami Ohio State Ohio U Shawnee State Toledo UC Wilberforce Wright State 0 Youngstown State

BENCHMARK ANALYSIS



OFF-CAMPUS ANALYSIS

Off-Campus Rental Rates



CRITERIA

- ◆ Location
- ◆ Cost
- Amenities
- Student-Friendly
- ◆ Town-Gown

OCCUPANCY COVERAGE RATIO

On-Campus Housing Type: Distribution of Demand										
4	Unit A - Res. Hall	Unit B - Res. Hall	Mod-style Hall	Mod-style Hall	Unit E - Semi-Suite	Unit F - Semi-Suite	Unit G - Full Suite	Unit H - Full Suite	Unit I - Apartment	Total
	Double	Single	Double	Single	Double	Single	Double	Single	Single	
	4.050	477	4.074	407	0	0	0	0	0	0.040
Freshman Year	1,859	477 170	1,074 361	437 119	0	0	0 535	0	0	3,848
Sophomore Year	524	-		_	458	132		802	0	3,101
Junior Year	299	156	295	248	299	139	311	178	0	1,926
Senior Year	461	205	464	118	273	191	273	261	0	2,246
Total Demand (# beds)	3,144	1,009	2,194	923	1,031	461	1,119	1,241	0	11,121
Existing On Campus Beds	4,946	421	696	1,214	798	28	0	0	0	8,103
Surplus/(Deficit)	1,802	(588)	(1,498)	291	(233)	(433)	(1,119)	(1,241)	0	(3,018)
Occupancy Coverage Ratio	1.05	1.05	1.15	1.15	1.15	1.15	1.30	1.30		
Recommended Supply	2,994	961	1,908	803	896	401	861	954		9,778
Surplus / (Deficit)	1,952	(540)	(1,212)	411	(98)	(373)	(861)	(954)		(1,675)
% of Total Demand	28.3%	9.1%	19.7%	8.3%	9.3%	4.1%	10.1%	11.2%	•	

OCCUPANCY COVERAGE RATIO

Housing Type (Target Market)	Minimum	Conservative	Detrimental
Traditional-style (Freshman Housing)	1.05:1	1.15:1	1.25:1
Mod & Suite-Style (Freshman/Sophomore Housing)	1.10:1	1.20:1	1.30:1
Apartments (Junior/Senior Housing)	1.15:1	1.30:1	1.50:1

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 a university's enrollment management team as housing shortages deter students from enrolling or persisting.



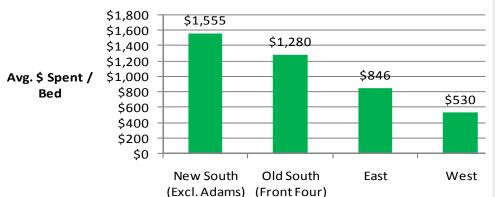
OPERATING ANALYSIS

APPROACH

- Program-Wide Financial Model
 - Revenues
 - Operating Cost (LEED Modeling)
 - ◆ Construction Cost
 - Alt Project Delivery
- Model Renovation/Replacement
 Scenarios
 - Small Capital Projects
 - Operations Savings
- Evaluate Alternate Funding/Financing
 Scenarios
 - ◆ P3
 - Historic Tax Credits

Physical Conditions Analysis

(Based on work orders & minor capital expenses)



OPERATING ANALYSIS

Manager	Admin	Personnel	Indirect Overhead	Maintenance & Repairs	Custodial	Residential Life	Utilities	Misc.	Operating Reserve Contribution	Management Fee	Total Operating Cost / SF (4)
University Housing System	\$1.00	\$1.50	\$1.75	\$5.00	\$2.50	\$1.25	\$1.50	\$1.00	\$0.25	\$0.00	\$16.00
University New	\$1.00	\$1.50	\$1.75	\$1.00	\$1.00	\$1.25	\$1.25	\$1.00	\$0.25	\$0.00	\$10.00
P3 (Shared Governance)	\$0.75	\$1.00	Based on Ground Lease	\$2.25	Included in Maint. & Repairs	\$1.25	\$1.25	\$0.25	\$0.00	0.75+	\$8.00+
Developer	\$0.75	\$1.00	Based on Ground Lease	\$2.25	Included in Maint. & Repairs	\$0.00	\$1.25	\$0.25	\$0.00	0.75+	\$6.00+

FUNDING APPROACH

FUNDING

- University
 - Tax-Exempt Financing
 - Equity
 - Hybrid
 - Historic Tax Credits
- ◆ P3
- Developer





SCENARIO TESTING

University New Construction								
	Room Rate		Tuition, Room &					
Total Project Cost	(Acad.Yr.)	Premium*	Board Ranking					
\$300	\$10,200	55%	NA					
\$250	\$8,900	35%	NA					
\$200	\$7,900	20%	NA					

Assumptions

Beds: 1,000 suite beds

Size: 325,000 GSF

Operating Cost: \$10 / SF

Interest Rate: 4.5%

DCR: 1.2

SCENARIO TESTING

P3 New Construction								
	Room Rate		Tuition, Room &					
Total Project Cost	(Acad.Yr.)	Premium*	Board Ranking					
\$250	\$9,600	45%	NA					
\$200	\$8,300	25%	NA					
\$150	\$6,900	5%	NA					

Assumptions

Beds: 1,000 suite beds

Size: 325,000 GSF

Operating Cost: \$9 / SF

Interest Rate: 6%

DCR: 1.2



PROJECT DELIVERY

OPTIONS

- University Led
 - OCR Overview
 - Benefits
 - Procurement Options
 - ◆ Best Value
- Privatized
 - ◆ P3 Impact



	University	Affiliated	Private Developer
Cost of Capital	Lowest	Middle	Highest
Speed of Delivery	Slowest	Closer to Private Developer	Fastest
University Control Program, Operations, Tenants, etc.	Greatest	Need for control; manage the developer	Least

CONSTRUCTION REFORM

OCR IMPACT

- Choice of contracting method
- Single source responsibility / less coordination management
- Faster- Speed to Market
 - D/B: 23-33% faster
 - CM at Risk: 13-15% faster
- Less Risk for the Owner
 - D/B or CM @ Risk hold contracts
 - Guaranteed Maximum Price (GMP)
- Incentives to Cooperate: Shared savings
- Lower Cost
 - Estimated 5-15% savings
 - Shorter Duration
 - Fewer Change Orders

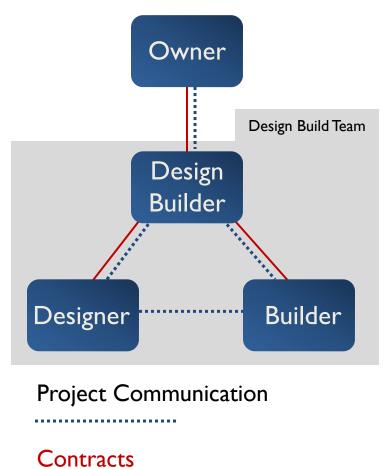




CONSTRUCTION REFORM

OHIO REVISED CODE

- No multi-prime requirement
- Authorizes design-build (DB) & construction manager (CM) at -risk
- Authorizes competitive proposals vs. bids



DESIGN-BUILD PROCURMENT OPTIONS

Design Specifications

- Program of Requirements
- PerformanceSpecifications
- Selection Best Value
 - Qualifications
 - Cost

+ Cost Savings

Design Competition

- Program of Requirements
- Performance Specifications
- 50% SD based process
- Selection Best Value
 - Pre-Qualify
 - Design
 - GMP

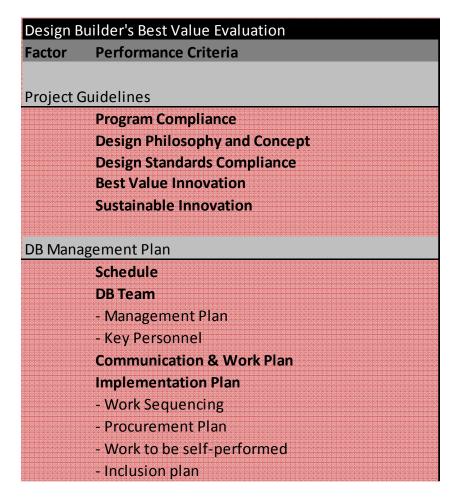
+ Creativity

Bridging Documents

- Program w/ Room Plates
- 100% SD 50% DD Design
- Specifications
- Selection Best Value
 - Qualifications
 - GMP

+ Control

BEST VALUE



BEST VALUE GMP

GMP	/ Points	= Value*
\$	#	

BEST VALUE PROFESSIONAL FEES

80	х	55%	=	44
oposal	X	Weight	= S	ubtotal (B)
\$0	Х	45%	=	\$0
	c			Value*
	\$0	\$0 x	\$0 x 45% / Subtotal (A)	\$0 x 45% = / Subtotal (A) =

ALTERNATIVE APPROACH TO PROJECT DEVELOPMENT

1. Traditional Approach

- A. University financed with tax-exempt bonds through auxiliary system
- B. Student rents or fees used to retire debt

2. Affiliated Non-Profit Sponsored Development

- A. University partners with associated 501(c)3 organization
- B. Project backed by a master lease from the university

3. Private Development/Unaffiliated

- A. Ground lease with developer
- B. No other university involvement

WHY P3?

POTENTIAL INSTITUTIONAL NEEDS

- Project development
- ◆ Financial capacity
- Operating risk
- ◆ Ownership
- Management skill





ANALYSIS OF DEVELOPMENT ALTERNATIVES

	University	Affiliated	Private Developer
Cost of Capital	Lowest	Middle	Highest
Speed of Delivery	Slowest	Closer to Private Developer	Fastest
University Control Program, Operations, Tenants, etc.	Greatest	Need for control; manage the developer	Least
University Risk Delivery, Financing, Lease -up, etc.	Greatest Exposure	Some Exposure	Least Exposure
University Financial Impact / Debt Capacity	Greatest Exposure / Opportunity	Some Impact	Least Exposure / Opportunity

sf/student	325
beds	500
Total SF	162,500
rent/student	\$650
months	12
occupancy	95%

CASH FLOW COMPARISON

months 12 occupancy 95%	University Owned	University Affiliated	Unaffiliated
INCOME			41.54
Development Costs Per SF	\$200	\$150	\$150
Development Costs	\$32,500,000	\$24,375,000	\$24,375,000
Revenue	\$3,705,000	\$3,705,000	\$3,705,000
EXPENSES			
Op Costs Per SF	\$10	\$7	\$7
TOTAL EXPENSES	(\$1,625,000)	(\$1,137,500)	(\$1,137,500)
NOI	\$2,080,000	\$2,567,500	\$2,567,500
Interest Rate	5.00%	6.00%	8.00%
Term	30	30	30
Coverage	1.10	1.20	1.30
Debt Service	(\$2,236,000)	(\$2,004,000)	(\$2,672,000)
CASH FLOW AFTER DS	(\$156,000)	\$563,500	(\$104,500)

BOND RATING FACTORS

Use of Debt Capacity

No Use of Debt Capacity



University commitment to maximum rental rates
Project located on-campus
Project essential to student housing
Eventual taking of title
University receives revenues
University refers students to project
University controls rental rates

No maximum rental rates
Project located off-campus
Project small part of student housing
No planned title transfer
Developer retains all revenues
University has no marketing role
Developer controls rental rates



CASE STUDIES

MIAMI UNIVERSITY









QUICK FACTS

RESIDENTIAL BUDGET: \$570M

BUILDINGS:

- Four new residence halls
- Two new dining halls
- Renovation of 2,400 beds
- Infrastructure

DELIVERY METHODs:

- Design-Build
- CM@ Risk
- Design-Bid-Build

CASE STUDIES

OHIO UNIVERSITY







QUICK FACTS

RESIDENTIAL BUDGET: \$280M

BUILDINGS:

- Four new residence halls
- Renovation of 1,800 beds
- Infrastructure

DELIVERY METHODs:

- Design-Bid-Build
- Other Methods:TBD

CASE STUDIES

BOWLING GREEN STATE UNIVERSITY







QUICK FACTS

RESIDENTIAL BUDGET: \$125M

BUILDINGS:

- Two new residence halls
- Two new dining halls
- Renovation of 2,000 beds

DELIVERY METHODs:

- Design-Build
 - 501(c)(3) Falcon Heights
 - Fee Developer
 - Shared Governance
- Design-Bid-Build

