



Case for Support



Santa Rosa Junior College Foundation

Affordable Student Housing and Student Support Endowment

The goal of the SRJC Affordable Student Housing project, a 352-bed residence set to open on the Santa Rosa campus in Fall 2023, is to specifically address housing insecurity issues for low-income students who are residents of Sonoma County. Any student enrolled in six or more units will be eligible to apply for housing with priority given to: low-income and first-generation college students, current and former homeless students, foster youth, disabled students, active military, and veterans.

Background & Critical Need

Santa Rosa Junior College serves more than 20,000 students annually, a large percentage of whom are from underrepresented and disadvantaged communities. Approximately 50% of SRJC students are ethnic minorities and 30% are first-generation college students. Nearly 50% of SRJC students are considered low-income, and about 32% receive income-based free tuition. These statistics alone demand attention for support of basic needs like housing, food, and health care in order to help students stay in school and focused on their academic and career goals.

This project was initiated by Santa Rosa Junior College following the 2017 Tubbs fire that devastated Sonoma County destroying over 5,000 structures and affecting nearly 1,000 SRJC students who lost homes, exacerbating the struggles of the community already dealing with exorbitant housing prices and widespread homelessness. Student housing insecurity became a major concern for SRJC. In March of 2018, SRJC hired Scion to conduct a student housing feasibility study. Results showed strong demand for on-campus student housing on the Santa Rosa campus for up to 500 beds.

In the meantime, the community has continued to contend with crises, including devastating floods, blackouts, wildfires and evacuations again in 2019, and now the immeasurable consequences of a global pandemic. Affordable housing is more important than ever for the future of Sonoma County, especially for the students and career-changers who will comprise the workforce and determine the economic outlook of the region.

Partnership & Progress

In order to expedite the project and provide the necessary financing, SRJC chose to pursue a public-private-partnership (P3) model. Santa Rosa Junior College is the project sponsor and provides coordination and direction through a selected team of managers. Servitas is the student housing developer partner – their management and development teams support the project at every step of the process to ensure its success. Servitas is responsible for managing all operations related to the design, construction, and financing of the project. National Campus and Community Development Corporation (NCCD) is the tax-exempt borrower within the P3 model. NCCD will manage the financing, closing, funding, and subsequent continuing responsibilities of ownership for the life of the financing. NCCD's responsibilities include supervision of the property managers, their budgets and operations; communications with federal and state regulatory entities, and bondholders.

The project has been carefully vetted over two years and is currently in final review by the California Division of the State Architects. However, more local fires caused escalation in construction costs and the project stalled once the budget was surpassed. Efforts were made to reduce costs through value engineering, but a significant gap remained. A generous grant of \$1 million from Kaiser Permanente came at a pivotal time, allowing the project to move forward.

Endowment for Ongoing Support

The physical building that will be home to countless SRJC students presents a unique opportunity for donor recognition. Honoring the generosity of an individual, family, or organization with a named space provides long-term funding for students and programs through endowment.

Naming gift funds will be invested in the Student Support Endowment to subsidize housing costs and lower rental rates for our most vulnerable students, provide for other basic needs like food and transportation, and fund associated wrap-around programs like medical and mental health services.

The goal is not only to offer affordable housing for students, but to deliver affordable living, and to make it sustainable. We want to provide and maintain this important support for our students throughout time, change, and inevitable future challenges so they can continue to live, study, work, and thrive in Sonoma County.

Opportunity for Impact

When the Student Housing facility opens in Fall 2023, all students will be welcomed home. With the Student Support Endowment subsidizing rents and services, our low-income and first-generation college students, current and former homeless students, foster youth, disabled students, active military, and veterans will have access to an affordable space on campus to live, learn and grow.

With a gift to the Student Support Endowment, your named space will be recognized by student residents and visitors to the building for generations to come. Your support of affordable student housing with a gift to the Student Support Endowment will help to fulfill the promise of higher education and provide opportunity for immediate impact in the lives of students and the community we share.

Naming Opportunities

Spaces in the new Student Housing building detailed below may be reserved for naming with an outright gift, pledge, or irrevocable planned gift:

Space	Location	Donation
Student Housing Building (1)	Armory & Elliott	\$1,000,000
Lobby (1)	First Floor	\$500,000
Outdoor Plaza (1)	Ground Level	\$150,000
Great Room (1)	First Floor	\$150,000
Housing Services Suite (1) RESERVED	First Floor	\$100,000
Lounge & Game Room (1)	Second Floor	\$75,000
Active Lounges (3)	Floors 3-5	\$50,000
Grab N Go Kitchen (1)	First Floor	\$50,000
Common Area Kitchens (4)	Floors 2-5	\$25,000
Quiet Study Rooms (3)	Floors 3-5	\$25,000
Mail Room (1)	First Floor	\$15,000
Elevator Lobbies (4)	Floors 2-5	\$15,000
Laundry Room (1)	Second Floor	\$15,000
Study Rooms (5)	Floors 1-5	\$10,000

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