LIVE LOCAL STUDY: BATTLE CREEK

U3 ADVISORS / JUNE 15, 2015
**EMPLOYEES**

**OVERALL SUMMARY**

12,100 Students

5,400 Employees

*Median Age:*

45

*Salary:*

~70% between $25k and $50K

Source: Institutional In-State Employee and Student Data.

Notes: Median Age based on Bronson Health, Kellogg Foundation and City of Battle Creek Data. Salary based on Bronson Health and City of Battle Creek Data.
DISTRIBUTION OF EMPLOYEES AND STUDENTS
Approximately 12,100 Students & 5,400 Employees Live in Michigan

Breakdown by County
(Counties with 100 or more Students and Employees)

Source: Institutional In-State Employee/Student Data.
Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
DISTRIBUTION OF EMPLOYEES

Approximately 78%
(460)

City Employees Live in Calhoun County

Breakdown by Anchor

Average for all employees

Source: Institutional In-State Employee/Student Data.
Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
Approximately **59%** (545) K.C.C. Employees Live in Calhoun County

**DISTRIBUTION OF EMPLOYEES**

**COUNTY**

**Breakdown by Anchor**

- Bronson Health
- City of Battle Creek
- Defense Logistics Agency
- Kellogg Community College
- Post Foods
- Kellogg Foundation

Source: Institutional In-State Employee/Student Data.
Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
Approximately 73% (470) Post Foods Employees Live in Calhoun County

Breakdown by Anchor

Source: Institutional In-State Employee/Student Data. Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
Approximately 60% (7,300) K.C.C. Students Live in Calhoun County

Breakdown by Anchor

Source: Institutional In-State Employee/Student Data. Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
Approximately 60% of all Students & 68% of all Employees Live in Calhoun County

Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
DISTRIBUTION OF EMPLOYEES
BATTLE CREEK

Approximately
**38%**  
(223)

City Employees  
Living in Battle Creek

Breakdown by Anchor

Source: Institutional In-State Employee/Student Data.  
Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
DISTRIBUTION OF EMPLOYEES
BATTLE CREEK

Approximately **28%**
(262)
K.C.C. Employees
Live in Battle Creek

Breakdown by Anchor

Source: Institutional In-State Employee/Student Data.
Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
DISTRIBUTION OF EMPLOYEES
BATTLE CREEK

Approximately 25%
(162)
Post Foods Employees Live in Battle Creek

Breakdown by Anchor

Source: Institutional In-State Employee/Student Data.
Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
Approximately 27% (3,252) K.C.C. Students Live in Battle Creek

Source: Institutional In-State Employee/Student Data.
Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
Approximately 27% of all Students & 47% of all Employees Live in Battle Creek

Breakdown by Anchor

Source: Institutional In-State Employee/Student Data.
Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
Approximately 1.2% of all Students & 0.5% of all Employees Live in Downtown Battle Creek

Breakdown by Anchor

Source: Institutional In-State Employee/Student Data.
Notes: Kellogg Foundation, DLA and Bronson Health counts are based on zip code data and are not shown on the map.
RESIDENTIAL PATTERNS
Approximately

**50%**
Of all Students

**65%**
Of all Employees

Live within a 20 minute drive to Downtown

Note: Service generated for point at the center of Downtown boundary. A 5-minute service area includes all the streets that can be reached within five minutes from that point.
Approximately 80% (476) City Employees Live within a 20 minute drive to Work
Approximately 53% (491) K.C.C. Employees
Live within a 20 minute drive to Work
Approximately 69% (447) Post Foods Employees Live within a 20 minute drive to Work
Approximately 49% (6,098) K.C.C. Students Live within a 20 minute drive to School
HOUSING SUPPLY
Employees & students are living within desirable proximate neighborhoods in much higher densities than Downtown.
**Cost Burdened:**
Monthly housing costs greater than $1,250 (30% of $50K)

**Severely Burdened:**
Monthly housing costs greater than $1,875 (45% of $50K)

Source: Institutional In-State Employee/Student Data.
Notes: Salary based on Bronson Health and City of Battle Creek Data; Only City of Battle Creek Employees are shown on the map.
**HOUSING SUPPLY WITHIN EMPLOYEE/STUDENT CLUSTERS**

1. Approximately 110 Employees, 530 Students
   - Average Asking Price: $105,000
     - 1 Bed: $640
     - 2 Bed: $570
     - 3 Bed: $600

2. Approximately 40 Employees, 300 Students
   - Average Asking Price: $24,000
     - 1 Bed: $544
     - 2 Bed: $595

3. Approximately 150 Employees, 820 Students
   - Average Asking Price: $315,000
     - 1 Bed: $530
     - 2 Bed: $610
     - 3 Bed: $860

4. Approximately 45 Employees, 310 Students
   - Average Asking Price: $46,000
     - 1 Bed: $510
     - 2 Bed: $600
     - 3 Bed: $770

**Cost Burdened:**
Monthly housing costs greater than $1,250
(30% of $50K)

**Severely Burdened:**
Monthly housing costs greater than $1,875
(45% of $50K)

Source: Zillow, Realtor.com and Apartments.com
CONCLUSIONS

While 27% of all students and 47% of all employees are living in Battle Creek, very few live within Downtown. Less than 1% of both students and employees are living in or within a 15 minute walk to Downtown.

Driving to Battle Creek is not a burden, 50% of all employees and 65% students live within a 20 minute drive to Downtown Battle Creek.

Employees and students live in proximate neighborhoods in higher residential densities along transit networks in close proximity to Downtown.

Initial findings suggest cost of existing housing in proximate neighborhoods may not require incentives. Further exploration of housing is needed to confirm viability of housing incentives and housing supply constraint.

Housing incentive program would be best suited for new hires with average commute times greater than 30 minutes.