

# INTERNATIONAL TOWN-GOWN ASSESSMENT

ANNUAL SURVEY 2013



BRAILSFORD & DUNLAVEY

INSPIRE. EMPOWER. ADVANCE.



# AGENDA

- ◆ Introductions
- ◆ Vision and Goals
- ◆ Survey Overview
- ◆ Next Steps
- ◆ Questions

# INTRODUCTION

# INTRODUCTION

ITGA

RESEARCH

GLOBAL LINK

## RESOURCE

IMPROVE QUALITY OF LIFE

NETWORK

RELATIONSHIP BUILDING

BETH BAGWELL

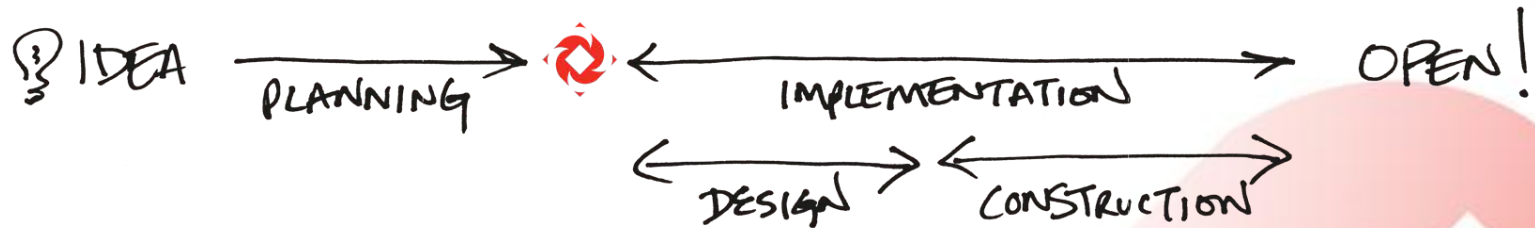


- ◆ MPA
- ◆ ITGA Program Director



# INTRODUCTION

## BRAILSFORD & DUNLAVEY



### JEFFREY TURNER LEED AP



- ◆ Over 19 years with B&D
- ◆ Worked on over 250 campus and community projects
- ◆ MBA and Masters in Real Estate Development

### LORIN FREMGEN LEED AP



- ◆ Bachelor degree in Architecture
- ◆ MBA
- ◆ Experience with over 30 institutional projects

# VISION AND GOALS

# VISION AND GOALS

- ◆ Strategic partnership with ITGA and B&D to investigate Town-Gown relationships across the country
- ◆ Short Term Goals
  - ◆ Establish a **baseline survey** to collect valuable information on multiple town-gown topics
  - ◆ Use survey results to **inform benchmark surveys** in future years
- ◆ Long Term Goals
  - ◆ Establish a “**best practices**” database
  - ◆ Track **trends**

# SURVEY OVERVIEW



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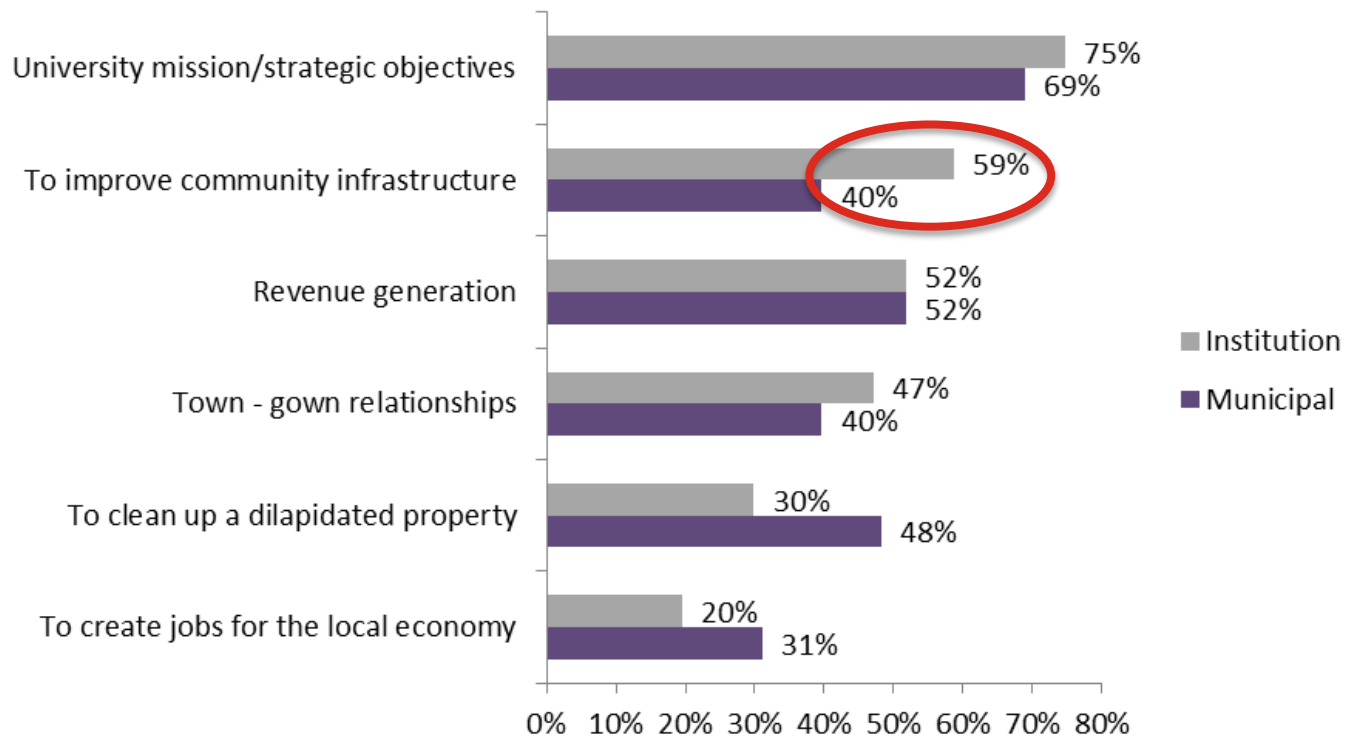
- ◆ International survey addressing unique Town-Gown relationships
- ◆ Web-based survey from March 22<sup>nd</sup> to April 22<sup>nd</sup>
- ◆ Complete Anonymity
- ◆ Survey Sections
  - ◆ Campus Edge Developments
  - ◆ Economic Development
  - ◆ Off-Campus Student Housing
  - ◆ Shared Services
  - ◆ Friction Points
- ◆ 349 Responses (40% Municipal and 60% Institution)
- ◆ Analysis Strategy
  - ◆ 3 Groups
    - Municipal and Institution
    - Public and Private Institution
    - Geographic Region

# CAMPUS EDGE DEVELOPMENTS

# CAMPUS EDGE DEVELOPMENTS

## STRATEGIC DEVELOPMENT DRIVERS

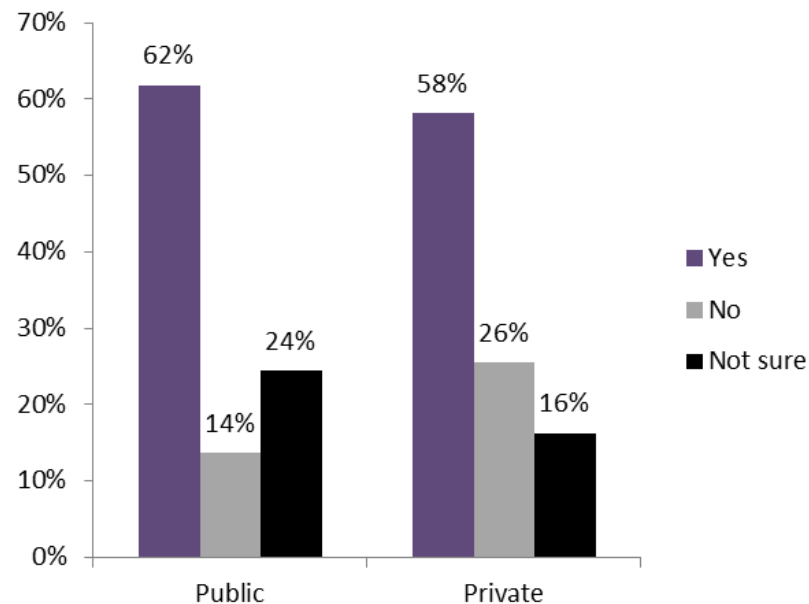
- ◆ For those that indicated they were planning to build a unique mixed-use development in the next five years, what are the drivers for the campus edge development? SELECT ALL THAT APPLY



# CAMPUS EDGE DEVELOPMENTS

## COLLABORATION

- ◆ Is your university / municipality working on projects collaboratively?
  - ◆ 78% of municipal respondents stated that they were working collaboratively with their institution(s) compared to 61% of institutional respondents
  - ◆ Public / Private

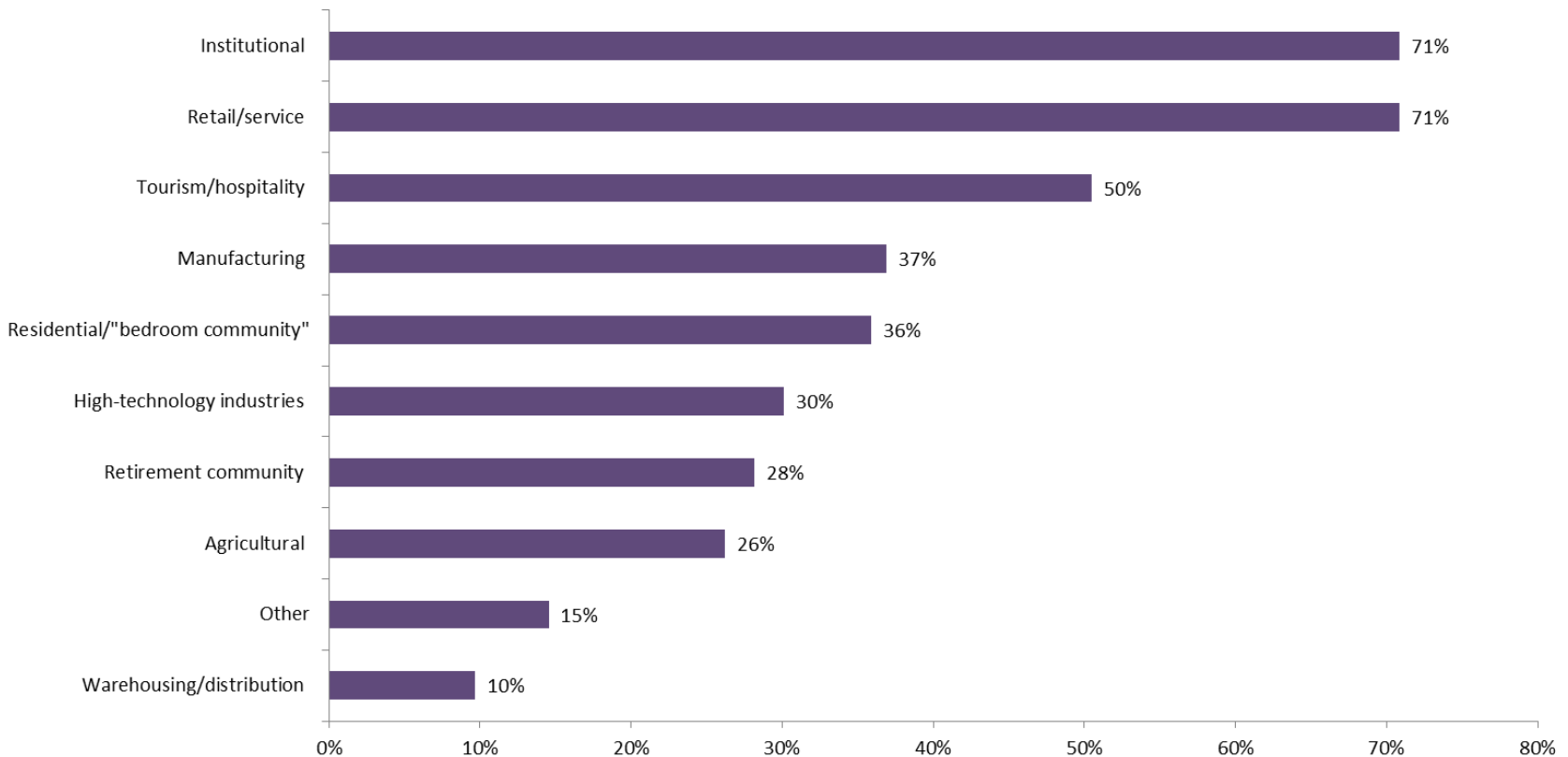


# ECONOMIC DEVELOPMENT

# ECONOMIC DEVELOPMENT

## CURRENT ECONOMIC BASE

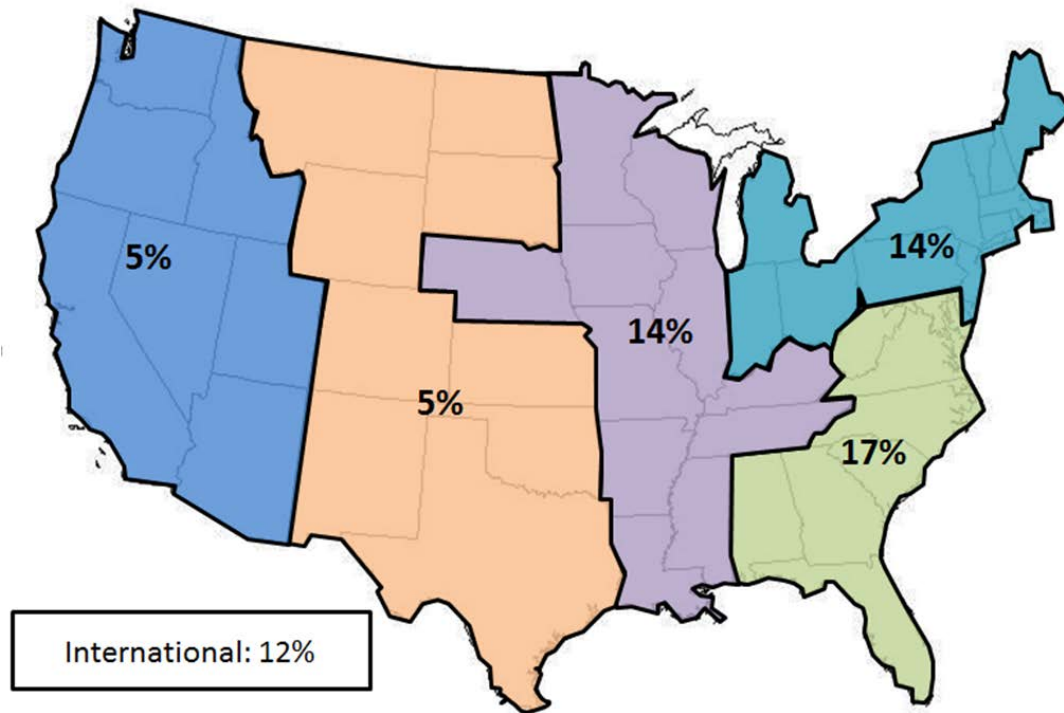
Which of the following best describes your current economic base?  
SELECT ALL THAT APPLY



# ECONOMIC DEVELOPMENT

## REGIONAL GROWTH

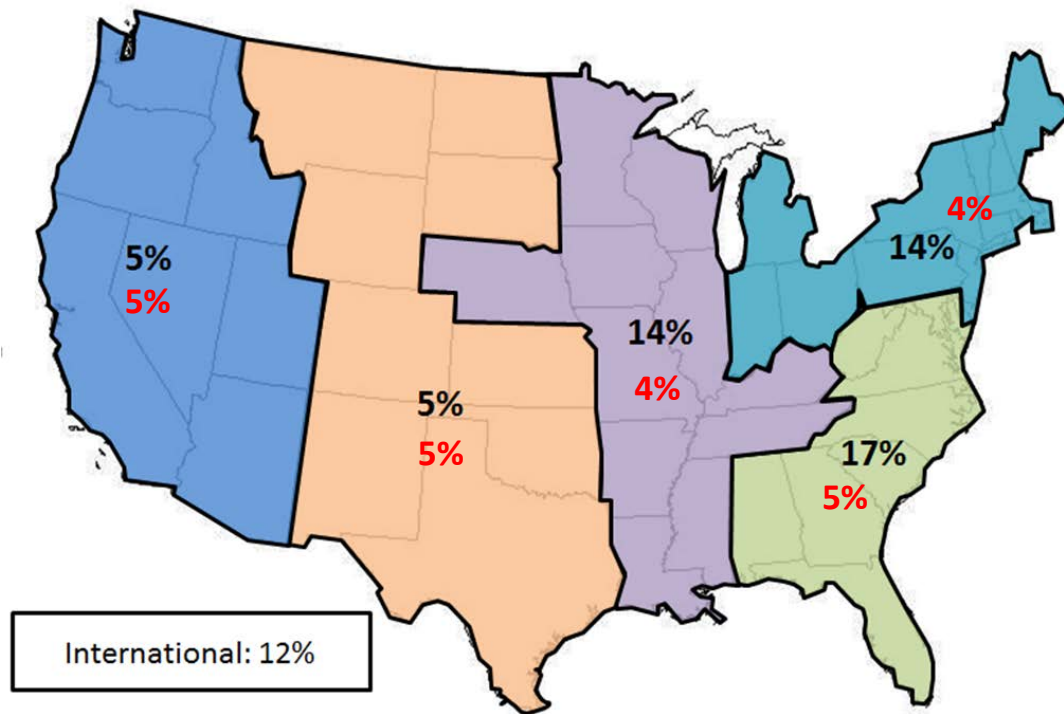
- ◆ Weighted Average of Realized Regional Growth in the Past Five Years



# ECONOMIC DEVELOPMENT

## REGIONAL GROWTH

- ◆ Weighted Average of Realized Regional Growth in the Past Five Years



SELF REPORTED

BUREAU OF ECONOMIC ANALYSIS

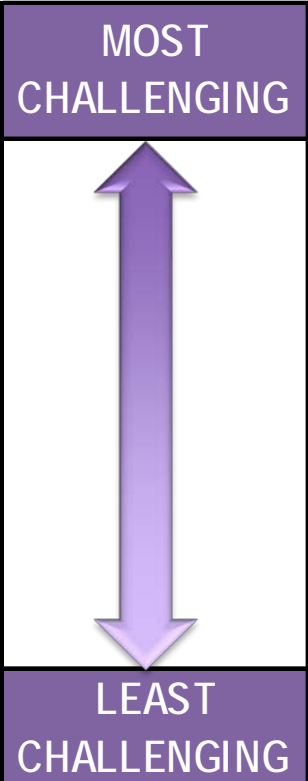


# OFF-CAMPUS STUDENT HOUSING & FRICTION POINTS

# OFF CAMPUS

## MOST CHALLENGING ISSUES

- ◆ Please select and rank the top FIVE (5) challenging issues that you faced this year.

	CATEGORY	%	WEIGHTED AVERAGE
 <p>MOST CHALLENGING</p> <p>LEAST CHALLENGING</p>	Alcohol-related incidents	51%	3.60
	Late-night noise	43%	3.31
	House parties	39%	3.08
	Parking	32%	2.94
	Poorly maintained/unsightly properties	31%	2.97
	Occupancy code/zoning violations	30%	2.87
	Criminal activity (assault, theft, etc.)	24%	3.19
	Litter	20%	2.28
	Accommodating international students	13%	3.00
	Greek-letter/affiliated group behavior	13%	2.85
	Property damage	9%	2.97

# OFF CAMPUS

## STRATEGIES / INITIATIVES

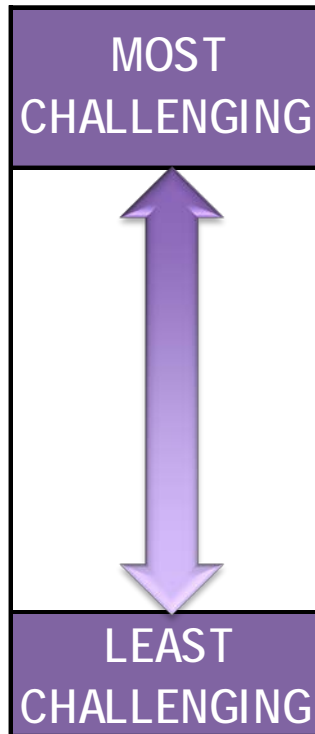
What strategies/initiatives have been implemented to address these issues (alcohol-related incidents, late-night noise, and house parties)?

- ◆ Increased institutional **education**
  - ◆ Good neighbor programs
  - ◆ “Party smart” packets & information sessions
- ◆ Increased institutional **enforcement / discipline**
  - ◆ Off-campus problems are dealt with in a similar fashion to on-campus issues

# FRICITION POINTS

## INSTITUTIONAL / MUNICIPAL CHALLENGES-SUMMARY

- ◆ Please select from the following list of common points of friction and rank the top FIVE (5) that you faced this year.



CATEGORY	%	WEIGHTED AVERAGE
University Expansion	35%	3.64
Parking Space Shortage	33%	3.67
Land Use and Zoning	32%	3.41
Traffic Congestion	31%	3.43
Parking/Traffic Violations	25%	2.95
Street Upkeep	19%	2.58
Other	14%	3.56
Recreational Opportunities	13%	2.48
Childcare Provision	4%	2.43

# FRICTION POINTS

## SOLUTIONS

What solutions have been implemented to address these friction points?

### University Expansion

- ◆ Collaboration in planning process, community involvement in development of expansion and master plans, joint planning committees

### Parking Space Shortage

- ◆ Built new garages
- ◆ Increased awareness of public transportation
  - ◆ Improved shuttle services
  - ◆ Implemented transportation fee
  - ◆ Incentives for using public transportation

### Land Use and Zoning

- ◆ Comprehensive Planning –Municipal & institutional cooperation
  - ◆ Intergovernmental agreements
  - ◆ Municipalities & institutions working with developers
  - ◆ New land use and zoning code development

# SHARED SERVICES

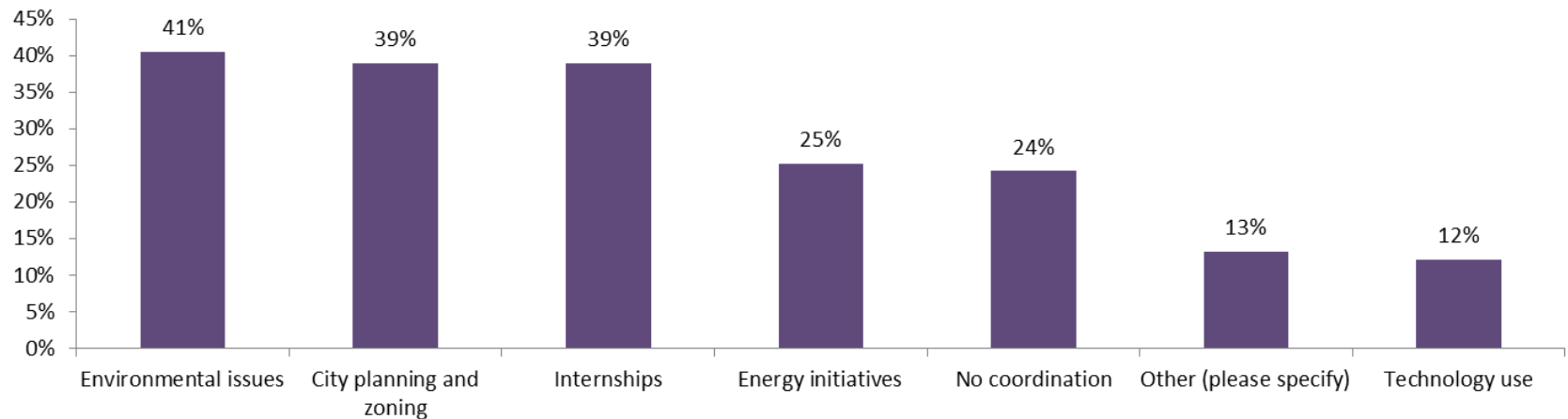
# SHARED SERVICES

	Municipal	Institutional	Separate/Duplicate	Joint
Fire	86%	2%	6%	6%
Water/ Sewer	78%	3%	13%	4%
Court System	70%	2%	21%	4%
Emergency Medical	67%	2%	20%	9%
Hospital	66%	15%	10%	5%
Streets	53%	3%	38%	4%
Electric	51%	12%	24%	6%
Solid Waste	51%	6%	31%	6%
Hazardous Waste Disposal	45%	9%	29%	7%
Transit	41%	12%	26%	20%
Emergency Dispatch	38%	5%	37%	17%
Recycling	27%	11%	50%	7%
Police	26%	5%	59%	10%
Recreation	17%	12%	61%	9%

# SHARED SERVICES

## COORDINATED SERVICES

Which of the following areas are coordinated between both the institution and the municipality? SELECT ALL THAT APPLY

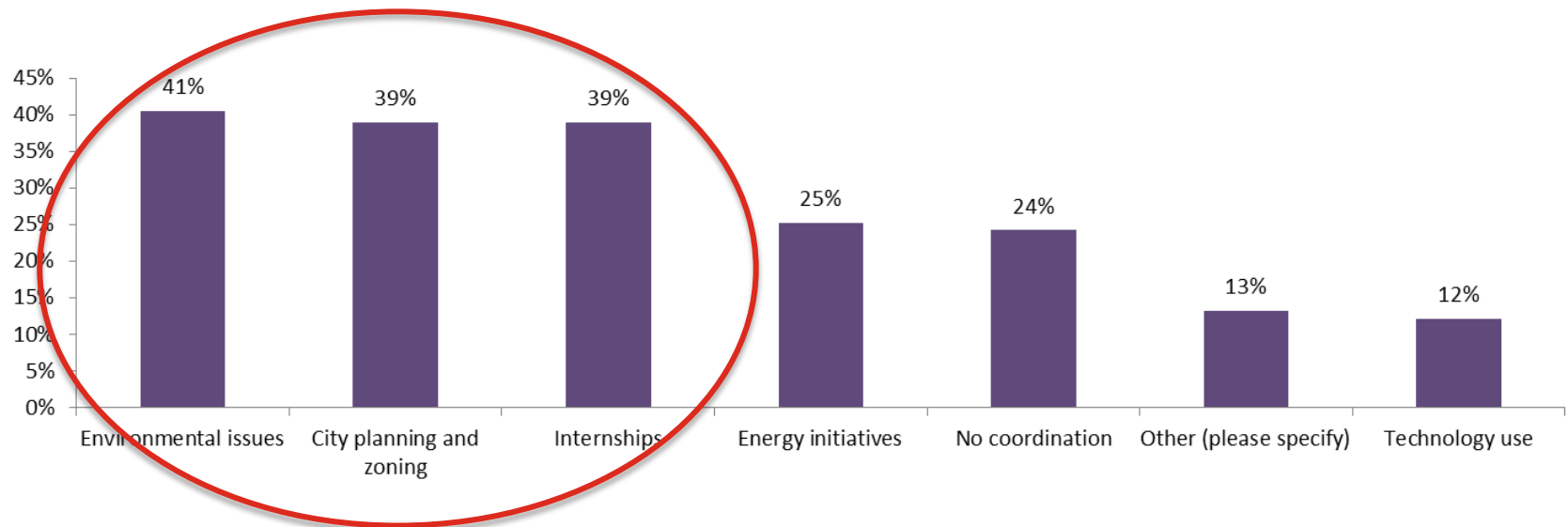




# SHARED SERVICES

## COORDINATED SERVICES

Which of the following areas are coordinated between both the institution and the municipality? SELECT ALL THAT APPLY



# SHARED SERVICES

## COORDINATED SERVICES

### ◆ Environmental Issues

- ◆ Pursue separate initiatives
- ◆ Joint advisory committee and task force

### ◆ City Planning and Zoning

- ◆ Collaborative
- ◆ Campus planning and city planning entities
- ◆ Monthly meetings
- ◆ Faculty and staff on municipal boards

### ◆ Internships

- ◆ City departments employ student interns
- ◆ Central database administered by Outreach Center / Career Services / Civic Engagement Center
- ◆ Case-by-case
- ◆ Student ambassador program work closely with city mentors

# COMMENTS

# COMMENTS

- ◆ “As cities and institutions are faced with **declining enrollments** and **economic challenges** its more important than ever that they work together to try to ensure their mutual success...we need to look for **longer term housing solutions** to increase the rental vacancy rate...decrease the concentration of student renters in some neighborhoods, and provide more affordable, attractive housing to students...”
- ◆ “Our Chamber has been working over the past 4 to 5 years to **build relationships** with University and Business Community to help educate our businesses on this potential market, **providing events** to familiarize students and their families with local businesses, communicating at Intro events on where downtown is and what there is to see and do; creating **discount opportunities** to encourage student and parent spending. We view the relationship as a positive and encourage the involvement of the University students, faculty and staff. Our downtown master plan incorporates mixed housing options for future increased housing opportunities for faculty, staff and students.”

# COMMENTS

- ◆ “Overall, town and gown relations are very good. Many in the **community associate strongly with university athletics** in particular even if they have no other affiliation.”
- ◆ “There are a number of **festivals** that the city and University work together on including a music & arts festival, a literature festival, and a film festival. The **University also offers community business development grants**, and works with the city on Habitat for Humanity projects and other housing authority projects. One of the major strengths of our town-gown relationship is that **a lot of students, particularly grad students, end up settling here after graduation**. It leads to a lot of collaboration and I think a happier community overall.”

# LESSONS LEARNED AND NEXT STEPS

# LESSONS LEARNED

- ◆ Respondents indicated that institutions constitute a large percentage of the economic base
  - ◆ Past 5 year growth was equal to or higher than the BEA reported growth for those regions
- ◆ Main issues impacting town-gown relationships
  - ◆ Student conduct in the off-campus housing market
  - ◆ Dilapidated properties
  - ◆ University expansion, parking/transportation, land use
- ◆ Not a lot of joint services
  - ◆ Potential to save money by reducing the duplication of services

# NEXT STEPS

- ◆ Issue written report
- ◆ Receive feedback from ITGA community
- ◆ Revise/refine survey for next year
- ◆ Develop best practice database
- ◆ Hold interactive workshops with municipality and university representatives



QUESTIONS?

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