

TOWN-GOWN SURVEY 2013

AN UPDATE AND OVERVIEW



BRAILSFORD & DUNLAVEY

INSPIRE. EMPOWER. ADVANCE.



AGENDA

- ◆ Introduction
- ◆ Mission and Goals
- ◆ Survey Overview
- ◆ Lessons Learned and Michigan
- ◆ Next Steps
- ◆ Q & A

INTRODUCTION

INTRODUCTION

ITGA

RESEARCH

GLOBAL LINK

RESOURCE

IMPROVE QUALITY OF LIFE

NETWORK

RELATIONSHIP BUILDING

BETH BAGWELL

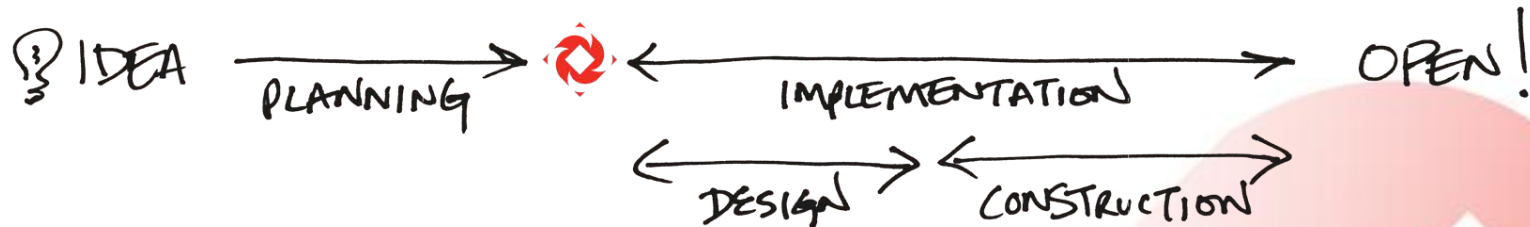


- ◆ MPA
- ◆ ITGA Program Director



INTRODUCTION

BRAILSFORD & DUNLAVEY



JASON THOMPSON



- ◆ Regional Vice President, Detroit
- ◆ 14-years Experience
- ◆ Over 180 Projects

KIRSTEN FREIBERGER



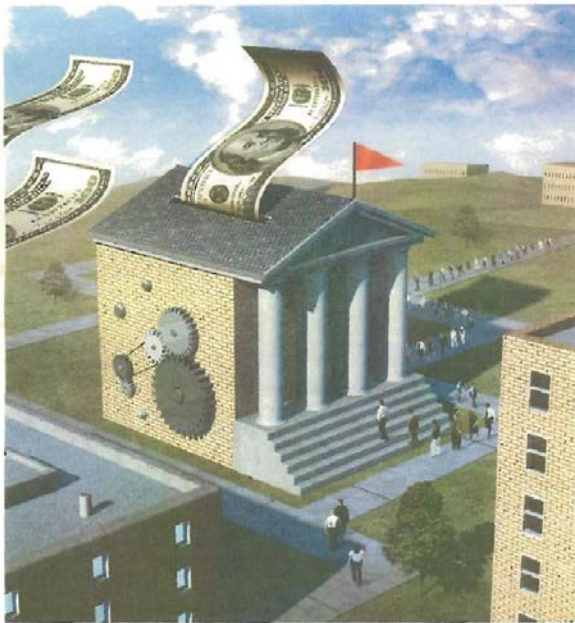
- ◆ Project Analyst, Chicago
- ◆ MSU Alumna
- ◆ Experience working for City of Ypsilanti and Genesee County Land Bank

INTRODUCTION

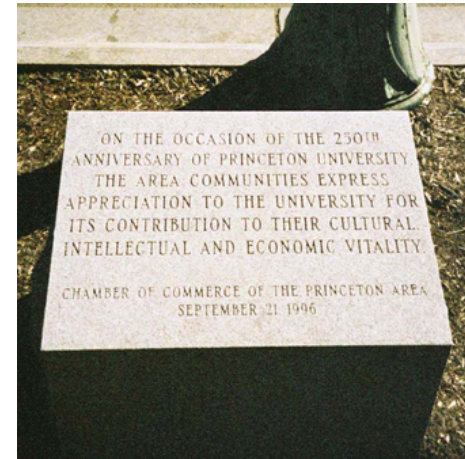
THE CHRONICLE of Higher Education

July 14, 2006 • \$3.75
Volume LII, Number 15

Cities' New Economic Engines



In the Rust Belt and elsewhere, universities are asked to replace dying industries, but the expectations are often unrealistic: A18



“The University should be *a part* of the community, not *apart* from it.”

Dr. Carl V. Patton
President
Georgia State University

MISSION AND GOALS

MISSION AND GOALS

- ◆ Strategic partnership with ITGA and B&D to investigate Town-Gown relationships across the country
- ◆ ITGA Mission
 - ◆ ITGA strives to become the **primary resource** point for **common issues between institutions of higher learning and the communities** in which they reside. The ITGA will be the **global ink bringing together practitioners** from varying fields addressing immediate issues and future opportunities.
- ◆ B&D Purpose
 - ◆ B&D's purpose is to **inspire** and **empower** organizations to maximize the value of investments that **advance** communities.

MISSION AND GOALS

- ◆ 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

SURVEY OVERVIEW

Features

- Complete Anonymity
- Survey Sections
 - Campus Edge Developments
 - Economic Development
 - Off-Campus Student Housing
 - Shared Services
 - Friction Points
- Analysis Strategy
 - Municipal and Institutional
 - Geographic Region
 - International versus Local

Target Markets

ITGA

- Survey open from March 22nd to April 22nd
- 349 responses
- 40% municipal / 60% institutional
- ITGA Membership 33%

MML

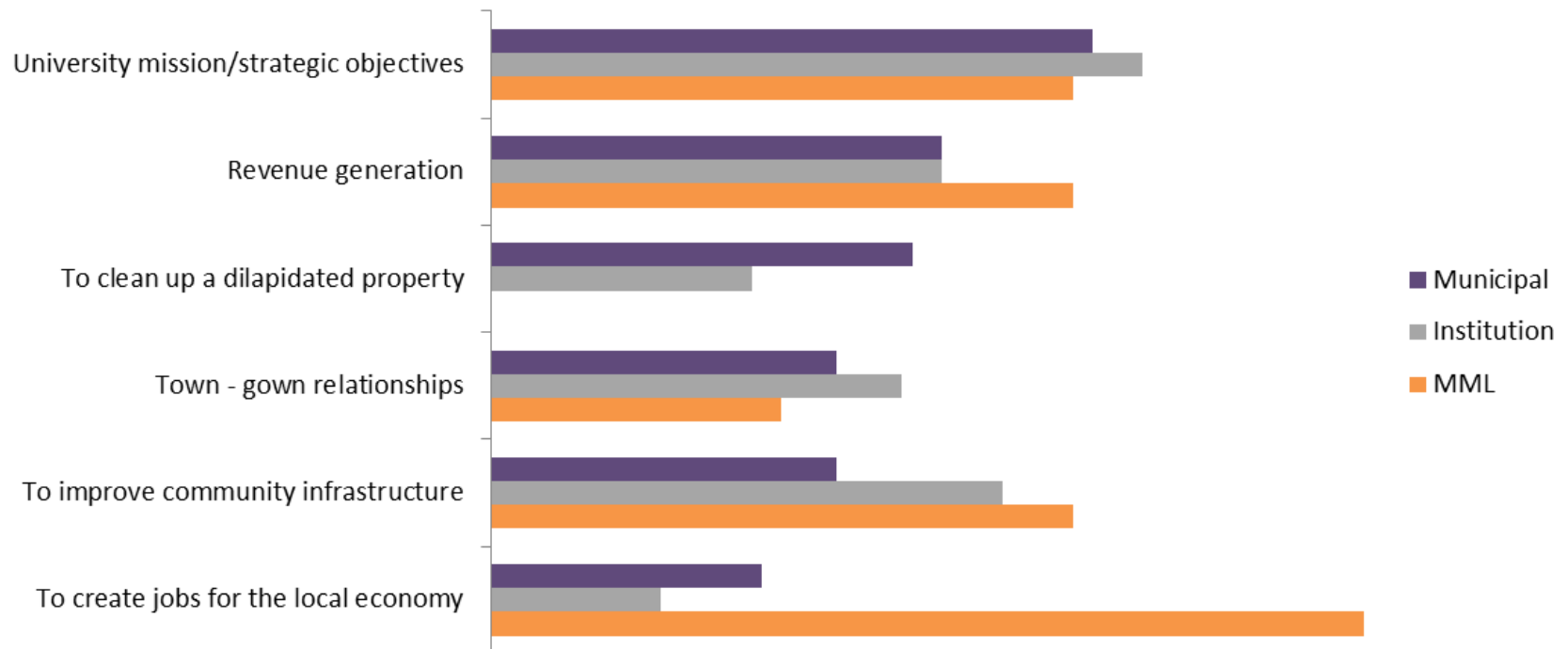
- Survey open from August 22nd to September 2nd
- 43 responses
- 95% municipal / 5% institutional
- ITGA Membership 2%

CAMPUS EDGE DEVELOPMENTS

CAMPUS EDGE DEVELOPMENTS

STRATEGIC DEVELOPMENT DRIVERS

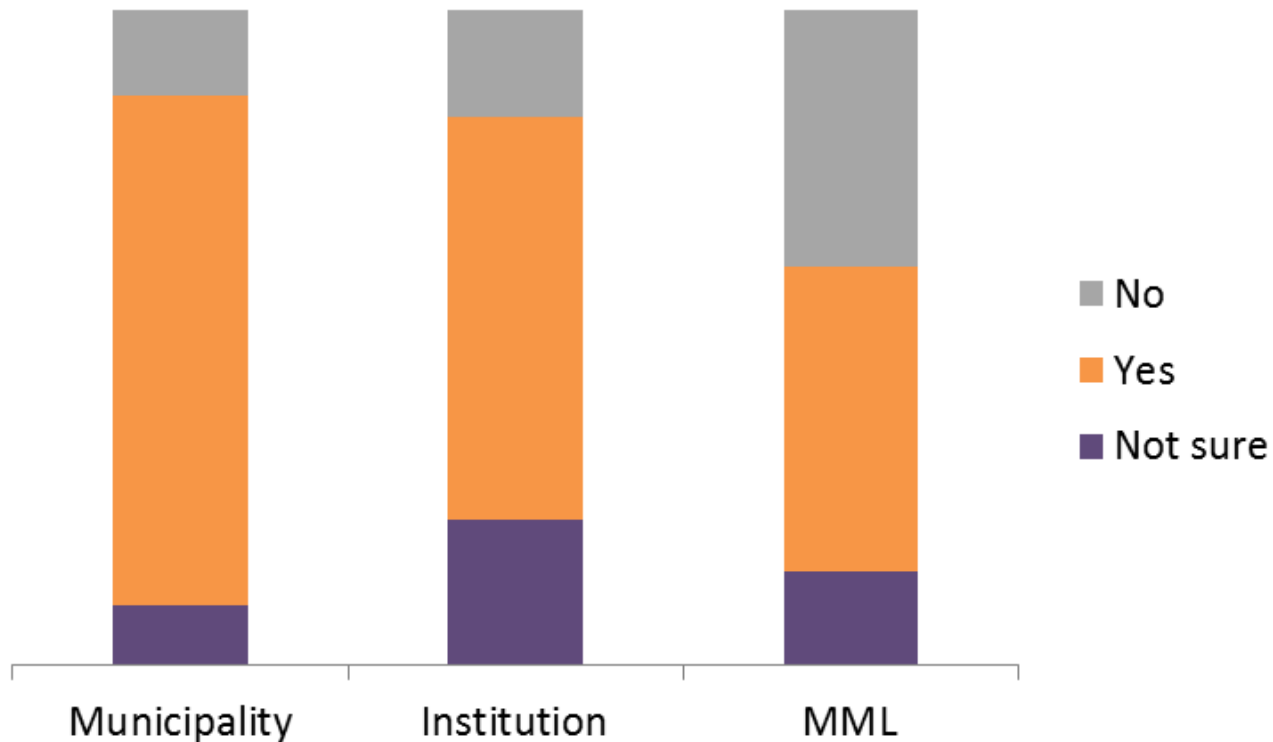
- ◆ For those that indicated they were planning to build a unique mixed-use development in the next five years, what are the drivers for the campus edge development? Select all that apply.



CAMPUS EDGE DEVELOPMENTS

COLLABORATION

- ◆ Is your university / municipality working on projects collaboratively?

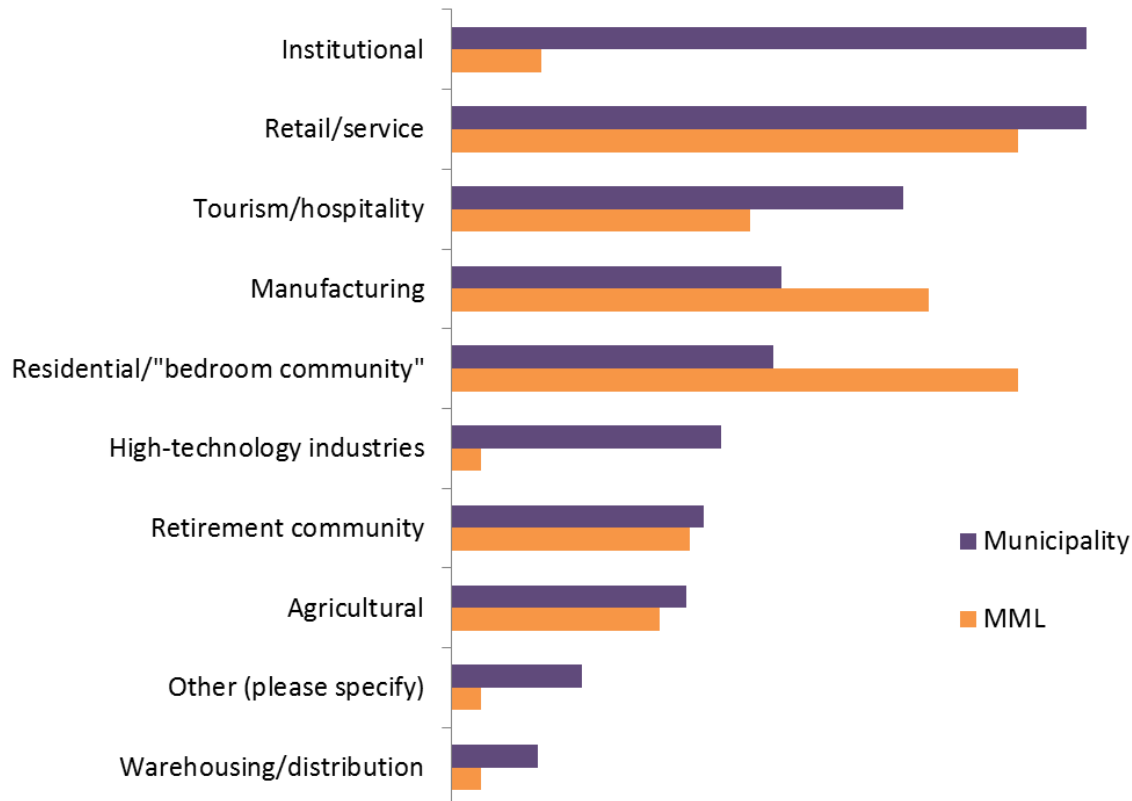


ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT

CURRENT ECONOMIC BASE

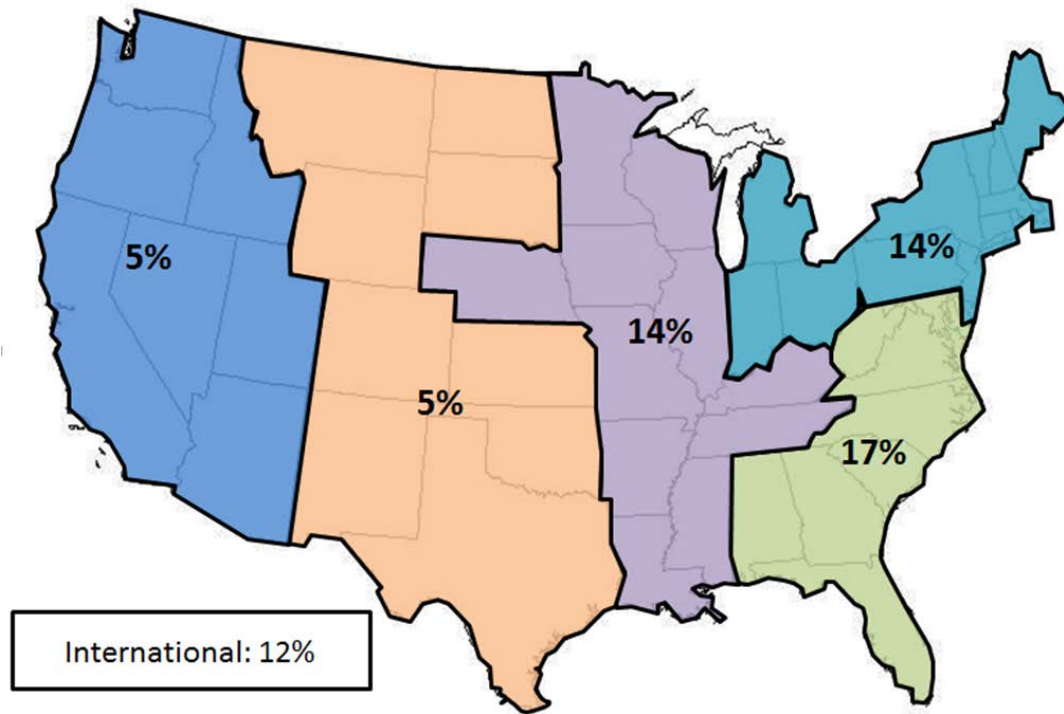
- ◆ Which of the following best describes your current economic base? Select all that apply.



ECONOMIC DEVELOPMENT

REGIONAL GROWTH

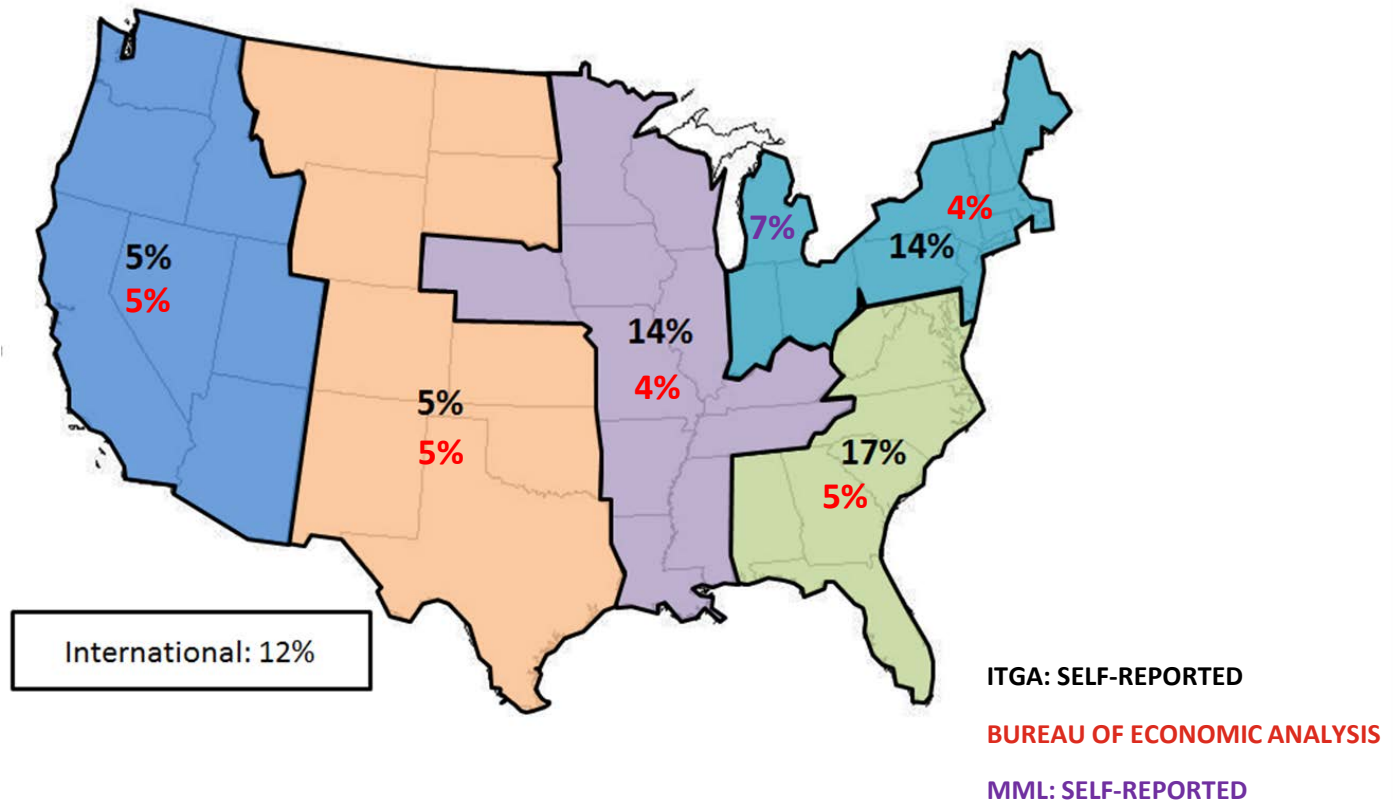
- ◆ Weighted Average of Realized Regional Growth in the Past Five Years



ECONOMIC DEVELOPMENT

REGIONAL GROWTH

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



OFF-CAMPUS STUDENT HOUSING & FRICTION POINTS

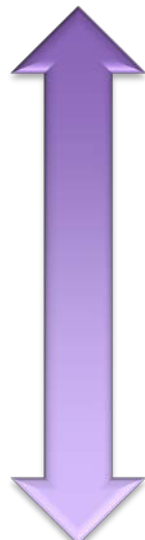
OFF CAMPUS

MOST CHALLENGING ISSUES

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

	ITGA	MML
CATEGORY	%	%
Alcohol-related incidents	51%	16%
Late-night noise	43%	19%
House parties	39%	5%
Parking	32%	12%
Poorly maintained/unsightly properties	31%	26%
Occupancy code/zoning violations	30%	16%
Criminal activity (assault, theft, etc.)	24%	9%
Litter	20%	9%
Accommodating international students	13%	2%
Greek-letter/affiliated group behavior	13%	2%
Property damage	9%	12%

MOST CHALLENGING



LEAST CHALLENGING

OFF CAMPUS

STRATEGIES / INITIATIVES

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

- ◆ Increased **education**
 - ◆ Good neighbor programs
 - ◆ “Party smart” packets & information sessions
- ◆ Increased **enforcement / discipline**
 - ◆ Off-campus problems are dealt with in a similar fashion to on-campus issues
 - ◆ Increase patrol
 - ◆ Noise ordinance
 - ◆ Code enforcement (unrelated occupants)

OFF CAMPUS

STRATEGIES / INITIATIVES

What strategies/initiatives have been implemented to address these issues: unsightly properties?

- ◆ Increased **enforcement / discipline**
 - ◆ Citing owners
 - ◆ Monitoring and inspecting
 - ◆ Letters and police visits
 - ◆ Certified housing programs
 - ◆ Neighborhood associations / corporations

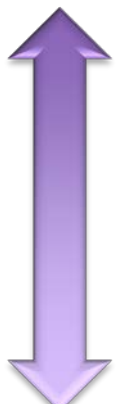
FRICITION POINTS

INSTITUTIONAL / MUNICIPAL CHALLENGES

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

	ITGA	MML
Category	%	%
Parking Space Shortage	33%	12%
Land Use and Zoning	32%	12%
Traffic Congestion	31%	9%
Parking Traffic Violations	25%	2%
Street Upkeep	19%	2%
Other	14%	5%
Recreational Opportunities	13%	5%
Childcare Provision	4%	5%

MOST CHALLENGING



LEAST CHALLENGING

FRICTION POINTS

SOLUTIONS

University Expansion

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

Parking Space Shortage

- ◆ New garage construction
- ◆ 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

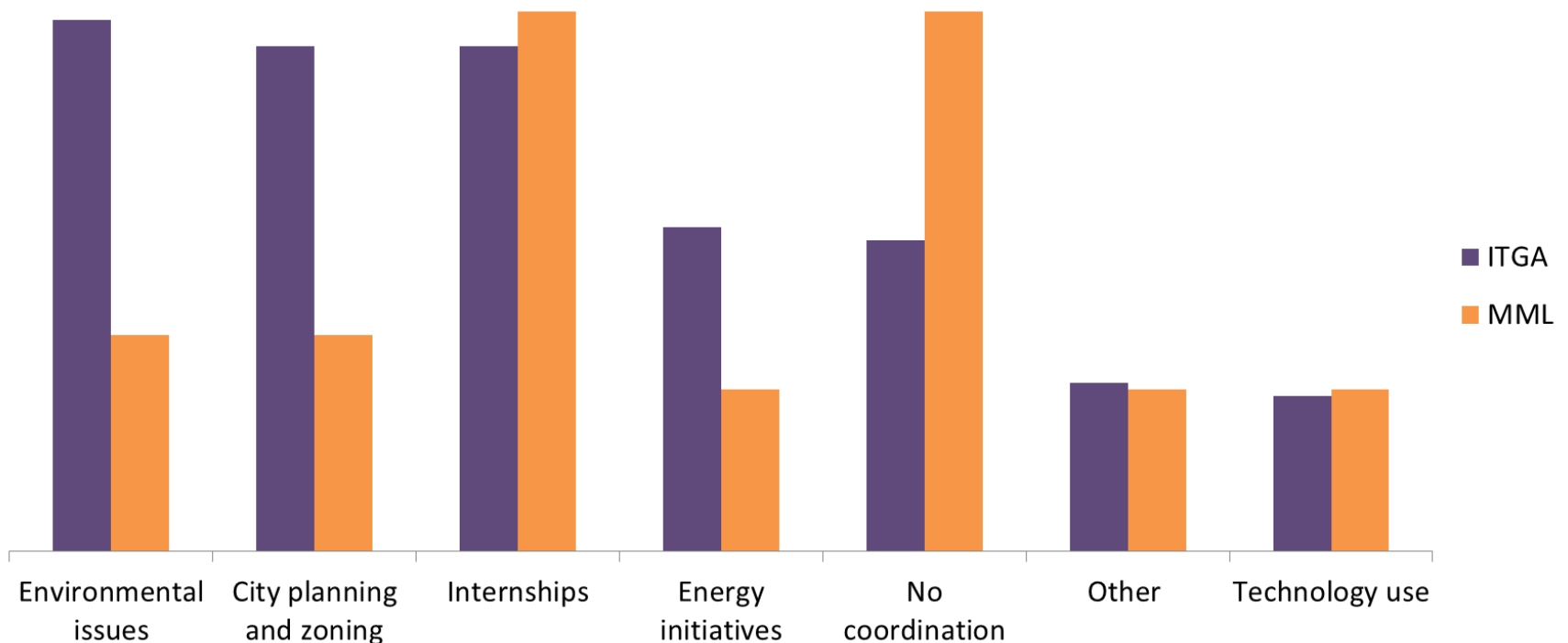
Comparison

	ITGA		MML	
	Municipal + Duplicate	Joint	Municipal + Duplicate	Joint
Court System	95%	2%	86%	5%
Fire	91%	6%	96%	4%
Water/ Sewer	91%	3%	92%	8%
Emergency Medical	90%	23%	78%	9%
Streets	89%	6%	96%	4%
Hospital	85%	3%	39%	4%
Police	82%	11%	92%	8%
Electric	78%	6%	59%	0%
Recycling	77%	6%	79%	4%
Solid Waste	76%	7%	86%	0%
Recreation	73%	8%	92%	8%
Hazardous Waste Disposal	70%	9%	57%	0%
Emergency Dispatch	69%	23%	87%	9%
Transit	67%	22%	55%	14%

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 coordinated initiatives
- ◆ Joint advisory committee and task force

◆ City Planning and Zoning

- ◆ Collaborative interaction between campus planning and city planning entities
- ◆ Monthly meetings
- ◆ Faculty and staff on municipal / neighborhood / planning boards

◆ Internships

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

LESSONS LEARNED AND MICHIGAN

WHAT WE LEARNED

- ◆ **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
- ◆ **Issues impacting town-gown relationships include:**
 - ◆ Student conduct in the off-campus housing market
 - ◆ Dilapidated properties
 - ◆ University expansion, parking/transportation, land use
- ◆ **Duplicative public services**
 - ◆ Potential to save money by reducing the duplication of services

MICHIGAN

- ◆ 122 Institutions of Higher Education
 - ◆ 25 private for-profit (2 and 4 years)
 - ◆ 51 private not-for-profit (2 and 4 years)
 - ◆ 46 public (2 and 4 years)
- ◆ 82 Cities in Michigan with Institutions

THE CHRONICLE OF HIGHER EDUCATION **Government**

September 3, 2013

Detroit, Bankrupt, Looks to Colleges as
Partners in Recovery

NEXT STEPS

NEXT STEPS

- ◆ Issue Executive Summary
- ◆ Receive feedback from ITGA and MML communities
- ◆ Revise / refine survey for next year
- ◆ Develop best practice database
- ◆ Conduct interactive workshops with municipality and university representatives

“To make the case for university / community partnerships is easy to do. The hard thing is to figure out how to do it. The hardest part of all, of course, is to actually get it done.”

Dr. Ira Harkavy
Director, Center for Community Partnerships
University of Pennsylvania

Q & A

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