Introductions
Vision and Goals
Survey Overview
Next Steps
Questions
INTRODUCTION
INTRODUCTION

ITGA

RESOURCE

GLOBAL LINK

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
SURVEY OVERVIEW

- International survey addressing unique Town-Gown relationships
- Web-based survey from March 22\textsuperscript{nd} to April 22\textsuperscript{nd}
- 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
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

- University mission/strategic objectives: 75% (Institution), 69% (Municipal)
- To improve community infrastructure: 40% (Institution), 59% (Municipal)
- Revenue generation: 52% (Institution), 52% (Municipal)
- Town-gown relationships: 47% (Institution), 40% (Municipal)
- To clean up a dilapidated property: 30% (Institution), 48% (Municipal)
- To create jobs for the local economy: 20% (Institution), 31% (Municipal)
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

- 62% Yes
- 24% No
- 16% Not sure

- 58% Yes
- 26% No
- 16% Not sure
ECONOMIC DEVELOPMENT
Which of the following best describes your current economic base? SELECT ALL THAT APPLY

- Institutional: 71%
- Retail/service: 71%
- Tourism/hospitality: 50%
- Manufacturing: 37%
- Residential/"bedroom community": 36%
- High-technology industries: 30%
- Retirement community: 28%
- Agricultural: 26%
- Other: 15%
- Warehousing/distribution: 10%
ECONOMIC DEVELOPMENT

REGIONAL GROWTH

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

![Map of regional growth percentages in the USA](image-url)
Weighted Average of Realized Regional Growth in the Past Five Years

5%
5%
4%
5%
4%
5%

International: 12%

SELF REPORTED
BUREAU OF ECONOMIC ANALYSIS
OFF-CAMPUS STUDENT HOUSING & FRICTION POINTS
- Please select and rank the top FIVE (5) challenging issues that you faced this year.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>%</th>
<th>WEIGHTED AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol-related incidents</td>
<td>51%</td>
<td>3.60</td>
</tr>
<tr>
<td>Late-night noise</td>
<td>43%</td>
<td>3.31</td>
</tr>
<tr>
<td>House parties</td>
<td>39%</td>
<td>3.08</td>
</tr>
<tr>
<td>Parking</td>
<td>32%</td>
<td>2.94</td>
</tr>
<tr>
<td>Poorly maintained/unsightly properties</td>
<td>31%</td>
<td>2.97</td>
</tr>
<tr>
<td>Occupancy code/zoning violations</td>
<td>30%</td>
<td>2.87</td>
</tr>
<tr>
<td>Criminal activity (assault, theft, etc.)</td>
<td>24%</td>
<td>3.19</td>
</tr>
<tr>
<td>Litter</td>
<td>20%</td>
<td>2.28</td>
</tr>
<tr>
<td>Accommodating international students</td>
<td>13%</td>
<td>3.00</td>
</tr>
<tr>
<td>Greek-letter/affiliated group behavior</td>
<td>13%</td>
<td>2.85</td>
</tr>
<tr>
<td>Property damage</td>
<td>9%</td>
<td>2.97</td>
</tr>
</tbody>
</table>
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
Please select from the following list of common points of friction and rank the top FIVE (5) that you faced this year.

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Municipal</th>
<th>Institutional</th>
<th>Separate/Duplicate</th>
<th>Joint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire</td>
<td>86%</td>
<td>2%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Water/Sewer</td>
<td>78%</td>
<td>3%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Court System</td>
<td>70%</td>
<td>2%</td>
<td>21%</td>
<td>4%</td>
</tr>
<tr>
<td>Emergency Medical</td>
<td>67%</td>
<td>2%</td>
<td>20%</td>
<td>9%</td>
</tr>
<tr>
<td>Hospital</td>
<td>66%</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Streets</td>
<td>53%</td>
<td>3%</td>
<td>38%</td>
<td>4%</td>
</tr>
<tr>
<td>Electric</td>
<td>51%</td>
<td>12%</td>
<td>24%</td>
<td>6%</td>
</tr>
<tr>
<td>Solid Waste</td>
<td>51%</td>
<td>6%</td>
<td>31%</td>
<td>6%</td>
</tr>
<tr>
<td>Hazardous Waste Disposal</td>
<td>45%</td>
<td>9%</td>
<td>29%</td>
<td>7%</td>
</tr>
<tr>
<td>Transit</td>
<td>41%</td>
<td>12%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Emergency Dispatch</td>
<td>38%</td>
<td>5%</td>
<td>37%</td>
<td>17%</td>
</tr>
<tr>
<td>Recycling</td>
<td>27%</td>
<td>11%</td>
<td>50%</td>
<td>7%</td>
</tr>
<tr>
<td>Police</td>
<td>26%</td>
<td>5%</td>
<td>59%</td>
<td>10%</td>
</tr>
<tr>
<td>Recreation</td>
<td>17%</td>
<td>12%</td>
<td>61%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Which of the following areas are coordinated between both the institution and the municipality? SELECT ALL THAT APPLY
Which of the following areas are coordinated between both the institution and the municipality? SELECT ALL THAT APPLY

- Environmental issues: 41%
- City planning and zoning: 39%
- Internships: 39%
- Energy initiatives: 25%
- No coordination: 24%
- Other (please specify): 13%
- Technology use: 12%
**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
“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.”
“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
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

LESSONS LEARNED
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?