



ITGA ANNUAL TOWN-GOWN ASSESSMENT

GOALS OF THE SURVEY

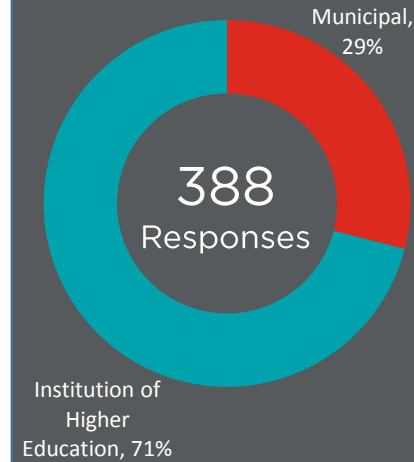
- ✓ Collect valuable information on multiple elements of the town-gown relationship
- ✓ Track trends over time
- ✓ Establish a model practices database
- ✓ Recognize extraordinary practices through ImpACT Awards

“ 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**. ”

SURVEY CATEGORIES

- 1 Demographics
- 2 Town-gown Relationships
- 3 Quality of Life
- 4 Campus Community & Economic Development
- 5 Shared Services

2014 SURVEY



KEY FINDINGS

Average effectiveness ranking of 3.4 with institutions ranking the relationship 0.5 points higher than their municipal counterpart

House parties, late night noise, and underage drinking are the top quality of life issues

75% of institutions can adjudicate or sanction students for off-campus behavior

54% were planning a campus-edge development within the next five years

The most commonly shared service is transit, but only 15% of communities share that service. There remains very little shared services in campus communities

Economic focus shifting from institutions and to start up tech companies and tourism

INAUGURAL IMPACT AWARDS

Penn State University for their successful collaboration in diminishing the negative affects of State Patty's Day on the **State College**, PA, community.

Xavier University and **Messer Construction Company** for their collaboration on the University Station campus-community development in **Norwood** and **Cincinnati**, OH.

Oregon RAIN for successfully promoting local entrepreneurs in the **South Willamette Valley** through Oregon RAIN.

IMPACT AWARD CRITERIA

- ✓ Magnitude of the challenges faced
- ✓ Level of collaboration between the institution and the municipality
- ✓ Creativity or innovation in implementing the project or program
- ✓ Data supporting measurable impacts of the project or program to the benefit of both the institution and the municipality
- ✓ Transferability of project or program elements to other campus communities.