JUST BEYOND THE CAMPUS

Britany J. Waddell, AICP
International Town & Gown Association Board Member
Deputy Director of Planning & Zoning, Calvert County, MD

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International Town & Gown Association (ITGA)

• Vision Statement

The International Town & Gown Association is the premier resource for addressing challenges, emerging issues and opportunities between and amongst institutions of higher education and the communities in which they reside.

• Mission Statement

The International Town & Gown Association strengthens town/gown partnerships by providing a network of professionals and resources, identifying and sharing promising practices, innovative solutions and professional development opportunities for municipal and university communities.
Just Beyond the Campus

• One Community – Colleges/Universities, residential homes, local businesses, students, faculty, staff, permanent residents

• Common Conflicts and Concerns
  ➤ Noise violations, parties, underage drinking
  ➤ Trash disposal, bulk items
  ➤ Public safety – Policing, occupancy issues, building code violations
  ➤ Traffic congestion and neighborhood parking

• Finding Common Ground
  ➤ Communication, Cooperation, Collaboration
  ➤ Best Practices
Value of embracing the mutual benefits of academic institutions within residential communities
Great responsibility with very little authority

Town - Gown Relations

- Balancing competing priorities
- Mitigating impacts of university growth (student population and physical square footage)
- Providing clear and accurate information to the community
- Establishing relationships rooted in trust and transparency with internal and external stakeholders

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Creating Mutually Beneficial Relationships

**BENEFITS**

- Provides local residents with opportunities for educational enrichment, cultural experiences, and entertainment
- Students fulfill employment, internships, and volunteer needs for local businesses, schools, and service agencies
- Economic benefits including: local spending, serving as a major employer within the geographic region, and retention of an educated workforce

Examining Off-Campus Students’ Sense of Belonging and Behaviors, Michigan State University, 2018
Tensions with Educational Institutions

• Financial concerns – PILOTs and project-by-project support

• Infrastructure and public service challenges

• Problematic student behaviors: excessive alcohol consumption, parties, noise, garbage, litter, parking, over-occupancy in rental property, vandalism, personal injuries.
Dealing with the adverse affects of a student population on the surrounding neighborhood.
Student behavior concerns cause tension between the entities and generate bad press and negative public opinion.

“loud parties, rundown student boarding houses and trash generated by weekend melees” (NBC.com story)

“persistent problems of student parties and the attendant problems of noise, trash, abusive language, greater levels of debauchery than in past years, and excessive drinking” (Duke University’s Community Relations Committee)

“underage drinking, drag racing, beer pong, drug dealing” (the Daily Athenaeum, the newspaper of West Virginia University)
Noise violations, Parties, and Underage drinking

All colleges and universities have unique challenges when it comes to managing student behavior both on and off-campus.

Common concerns can vary from loud talking in the neighborhood to skateboarding in the street to massive house parties centered around sporting events or major holidays.
Trash issues in a residential community adjacent to colleges and universities are common. This is usually attributed to parties or poor choices by the students. However, it has been found that many occurrences stem from lack of education on city regulations such as pick-up schedules or rules for bulk trash disposal.
Public Safety Issues

Code enforcement and the monitoring of rental licenses can prove to be a challenges for cities and for the universities being expected to oversee their off-campus students.

Capacity violations can lead to the direct endangerment of lives and properties within your jurisdictions.

Challenges can also arise from jurisdictional conflicts between campus police and local municipalities.

Photo Credit: https://massrealestatelawblog.com/2014/03/21/the-massachusetts-state-sanitary-code-everything-a-landlord-wants-to-know-but-is-afraid-to-ask/
Photo Credit: https://www.babson.edu/offices-and-services/public-safety-department/police-department/
Traffic and Parking Concerns

Parking enforcement is a growing concern for college towns.

Many universities are committed to monitoring on-campus students parking in neighboring communities. This becomes particularly difficult to control for commuter students and off-campus students who have a residence in the neighborhood.

Managing the expectations of the community and the commitments of the various institutions becomes extremely important in addressing these issues.

Photo credit: https://talktandp.uark.edu/frequent-warnings-given-for-parking-violations/
SUCCESSFUL TOWN GOWN INITIATIVES

Being “in and of” the community and city in which your college/university resides
Building a Partnership is a Balancing Act…

Balancing differing views and goals through:

• Mutual Respect and Trust,
• Transparency and Clear Communication,
• Flexibility of Schedules and Ideas,
• Appreciation of Difference,
• Shared Authority and Responsibilities, and
• Investment in Shared Goals.
Community Building through Education

» Expectations for living in neighborhoods

» Encourage positive interactions

» “We are all in this together.”

» Process not a project

» Become part of the everyday culture

» Civic vitality is built on capacity of people to trust one another

» Measuring results is not as important as knowing that you have done the work to bring people together and helping them make community connections
Community Living Course
University of Colorado at Boulder

COMMUNITY LIVING COURSE

Yearly around 380 students complete the class

Program Total
4201 students have completed the class since it began in 2010

2% of participants will take the class a second time based on recidivism from August 2010 to July 2017

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Neighborhood Enforcement & Alcohol Team (NEAT)
Penn State University/State College, PA

» Began informally in August 2010

» Pairs a State College and PSU Police officer together; one team in the Highlands and one in the Holmes-Foster neighborhoods

» Two teams are assigned on Thurs-Fri-Sat nights

» NEAT is in addition to existing officers assigned to the 2 neighborhoods

» Focus on alcohol and noise enforcement
Tenant Education Program

The Tenant Education Program (TEP) is an exciting new initiative from the Miami University Office of Off-Campus Outreach and Communication. The TEP is an online workshop about lease signing and off-campus living to provide Miami students with the tools to be good neighbors, responsible community members, and better tenants. Students will earn a certificate once they have successfully completed the program, as well as access to various incentives from participating landlord partners.

To enroll, visit miamioh.edu/offcampus

Launching February 2018
Successful University/Community Partnerships

[Logos of Arizona State University, University of Kansas, Georgetown University, University of Pittsburgh, George Washington University, University of Michigan, University of Alabama, Kent State University]
PROTECTIVE BEHAVIORS & SOCIAL NORMS CAMPAIGN, University of Kansas, 2018
Photo credit: University of Kansas, 2018
A Discussion of Best Practices for Town Gown Initiatives: How to Implement In Large-Scale and Small-Scale Communities, State College, PA, 2018
Photo credit: State College, PA 2018

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HOSPITALITY ORIENTED POLICING

Adoption of a Sociability Paradigm
Using Bicycles and Beat Officers as Effective Tools
Building Effective Partnerships with Stakeholders
Linking Campus and Municipal Police Strategies
Constantly Scanning for Ways to Improve
The mission of the Neighborhood Partnership Committee (NPC) is to improve relationships among students, law enforcement and off-campus neighbors.

• NPC is comprised of students, off-campus neighbors, business owners, community leaders, City of Tuscaloosa officials, University of Alabama police officers, Tuscaloosa Police Department, ABC Board officials, and University administrators.
Know your party

Inviting someone you don’t know into your home is taking a potentially dangerous risk.

THIS SEMESTER students have reported burglaries with items stolen from their homes either during parties or while they are away. When you let people into your home you may be inviting a crime of opportunity.

Minimize risk to your safety and property by keeping your party small and limiting it to your close & trusted friends.

Halloween

Safe Halloween
Kent, Ohio

One University, One Community
What I’ve learned from off-campus canvassing in a college community, Kent State University, 2019
Effective partnerships begin and end with open and consistent communication
Strategies for Success

- Engaging students as residents
- Building an inclusive environment both on and off of campus
- Consistent and transparent communication
- “Top-down” support from leadership
- Use colleges/universities as a resource not an enemy
THANK YOU

Questions?

ICMA conference