

WEST LAFAYETTE DEVELOPMENT DIRECTOR: ITGA'S PILOT SURVEY FOCUSES ON COMPLEX TOWN-GOWN RELATIONSHIPS

West Lafayette, IN – October 4, 2013 – Focused on maximizing its partnerships, the [International Town and Gown Association](#) recently released results of its first-ever member survey and encouraged its members – municipal/government and university representatives throughout the U.S. and Canada – to utilize the survey data as opportunities for collaboration to pursue grant funding. West Lafayette Development Director and ITGA Board of Directors member Chandler Poole announced today.

“Perhaps the most valuable element of ITGA is that we all learn from each other. So many town-gown issues are common across the U.S. and around the world. What one member is experiencing and resolving can benefit everyone else.

“This inaugural survey lays the foundation for information gathering. We definitely will analyze the survey data to see if any of it can be used to pursue grant funding opportunities between West Lafayette municipal government and Purdue University for the mutual benefit of our residents and students,” Poole said.

One survey highlight is that very few services are being jointly provided between institutions and municipalities. Shared services can provide economies of scale and joint savings while possibly alleviating financial concerns associated with institutions that occupy tax-free land within a community.

University of Michigan-Flint ITGA members utilized that fact to convince the Michigan Governor’s staff and legislature to partner with the University on a shared service idea through their competitive grants office.

Campus edge developments physically connect educational institutions with the surrounding community and provide unique opportunities to further develop town-gown relationships. Institutional respondents stated that affordability was the biggest hurdle to developments, while municipal respondents said land availability was the biggest challenge to mixed-use development. Overall, 68 percent said both the institution and municipality were working collaboratively on campus edge projects.

The successful integration of students into off-campus housing markets is a significant challenge in town-gown relationships, with alcohol-related incidents, late-night noise, and house parties being among the most challenging issues listed. These challenges are most frequently addressed by increasing education (including teaching students how to be good stewards of the community), enforcement, and discipline. Other municipal ITGA members have expressed an interest in conducting additional surveys on specific topics such as alcohol use in off-campus housing. ITGA’s pilot survey also centered on economic development and friction points.

A copy of the ITGA’s Annual Survey Assessment can be found at www.itgau.org

About ITGA

The ITGA provides a network of resources to assist civic leaders, university officials, public relations professionals, faculty, neighborhood residents, and students to collaborate on common services, programs, academic research and citizen issues, creating an improved quality of life for all residents, students, visitors, faculty and staff.

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