



Town Gown Telebrief September 25, 2007

Agenda

- Welcome
- Moderator:
 - **Comm. Elton Dodson**, *Athens, GA*
- Speakers:
 - **Patrick Allen**, *Director of Community Relations, University of Georgia*
 - **Vince Wong**, *Assistant Director, UCLA Community & Local Government Relations*
- Q&A

Overview of the University of Georgia and Athens, Georgia

Patrick Allen

Community Relations – No Longer Just “Public Service”

- Higher expectations than any time in history.
- What is the most critical problem facing your community? How are the university and the community addressing it *together*?
- Partners for a Prosperous Athens and OneAthens.

The Magic of Communication and Relationships

- Foundation for effective university/community relations.
- Formal and informal and through all leadership levels.

Housing Issues

- Pressures of student enrollment versus available resources.
- Academic considerations.
- Who should meet this need – the university or the private sector?
- The Neighbors are Restless
- The Greek Wars

Housing Issues

- UGA Responses:
 - Neighborhood Relations Roundtable.
 - Institutional participation in neighborhood groups.
 - Encouraging communication between students and neighbors.
 - Support efforts to regulate and enforce ordinances.

Questions

Town & Gown: Uni & Muni Partnerships

Vincent Wong

What Uni's Mean to Muni's

- Future workforce in training
- Economic stability
 - Provides jobs to community
 - Drives economic engine by bringing long-term residents, and attracting commerce and industry
- Research and technology
- Model of creativity
- Prestige and marketability
- Attractive and unique venues (concert halls, museums, stadiums, etc.)

What Muni's Mean to Uni's

- Conduit to the community and corporate world
- Outlet for research and technology
- Possible element of attraction for faculty, staff and students through well-maintained local governance
- Possible partner in development of university (public-private partnerships, grants)

Why Discuss Town-Gown

- Divergence of priorities inevitable with two separately governed bodies
- More mutual issues arise as urban centers develop and grow
- Partnership between entities helps to ensure stability, future growth and sustainability, and creates potential for win-win

What Are Some of the Issues

- Housing
- Traffic & Parking
- Workforce development
- Economic development
- Land use and planning
- Student conduct [noise, safety] and social responsibility
- Demographic concerns

Student Conduct



- “Undie Run”, a new tradition created by UCLA students, attracts thousands of students who run, clad in only their underwear, through public streets on and near campus.

- UCLA administration works with city officials and the Los Angeles Police Department to minimize risk and maximize safety to all involved in the event.



Traffic and Parking



- To help address traffic and parking concerns, UCLA has worked with the City of Los Angeles and set a voluntary cap on daily vehicular trips and the number of on-campus parking spaces.

- Traffic and parking are two of the most prominent quality of life concerns in Los Angeles, especially in a 'college town' like Westwood.



Transportation

- In 2007, UCLA and the City of Los Angeles arranged to place a FlyAway shuttle in Westwood, providing trips every 30 minutes to LAX from the Westwood area.



- UCLA is home to over a dozen FlexCars, which allow for faculty, staff and students to rent a vehicle during the day for errands or other occasions. This is key for people who have vanpooled or carpooled to campus.

Housing

- As universities build to capacity, there is a growing need is for more off-campus, affordable housing for faculty, staff, and students.
- Important for cities to make appropriate considerations for housing (setbacks, number of units) and equally important for universities to keep surrounding neighborhoods in mind when building (adequate parking, providing vanpool and carpool programs, noise, safety).
- Universities should consider housing alternatives, such as mixed-use properties.

Building Relationships

- Establish an ongoing, regular communications process between campus and city leadership
- Appoint an ombudsperson. Role with UCLA Community & Local Government Relations is to be an advocate and liaison, and to represent UCLA as a resource to government and community
- Discuss best practices and apply tried and true methods. There is no need to reinvent the wheel

Town & Gown Best Practices

- Conference is the brainchild of Berkeley Mayor Tom Bates and Riverside Mayor Ronald O. Loveridge to discuss best practices and policies in town & gown concerns
- First conference hosted at UC Davis in 2006, focused on housing and transportation
- Over 200 participants from uni's and muni's across California, including elected officials and staff, city managers and department heads, and university administration

2007 Conference

- Hosted at UCLA, October 11-12
- Will focus on
 - Economic Development
 - Planning & Land Use
 - Student Conduct
- Sponsored by League of California Cities, University of California, California State University

Looking to the future

- 2008 conference to be hosted by City of San Luis Obispo and Cal Poly San Luis Obispo
- Continue the dialogue and tackle the issues important to each community and university
- Draw on each entity's unique strengths, and consider each other as a resource to the other
- Open the discussion to other communities that may have similar concerns

Questions

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