TOWN AND GOWN

"One of the best things about the Town of Normal is that it is home to Illinois State University."

—Normal Mayor Chris Koos

"One of the best things about Illinois State University is its location in Normal."

—Dr. Larry Dietz, ISU President

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Courtesy Heartland Community College and Illinois State University

Courtesy Illinois State University

Normal is a college town. Since the establishment of the Illinois State Normal University (now Illinois State University) in 1857 in the village of North Bloomington, Normal's growth and development have been inextricably linked with that of the University. Today, higher education—not only Illinois State, but Heartland Community College and Lincoln College—remains central to Normal's success.

Higher education institutions shape Normal's economy and culture in myriad ways, both direct and indirect. Between Illinois State University (ISU), Heartland Community College (HCC, or Heartland), Lincoln College, and Illinois Wesleyan University (IWU) (the latter just over the border in Bloomington), over half of Normal's population is enrolled or employed at a local institute of higher education. Beyond this direct impact, Normal's economic advantages—a young, well-educated population, good schools, plenty of things to do, and a strong quality of place—can be attributed to a great extent to the higher education presence. These institutions, in turn, benefit from their location in a community with a long track record of growth and prosperity. Normal and the greater Bloomington-Normal (B-N) region have repeatedly been ranked highly on lists of America's best college towns, best small cities, and best places for young professionals. The desirability of the Town and the community as a whole is as much an advantage for the local colleges and universities as it is for the rest of the Town.

This mutually beneficial relationship naturally inspires collaboration. Normal and its higher education institutions have a long history of working together, both through standing institutional partnerships—e.g., workforce development efforts, cooperation between ISU and Town of Normal Police, the Neighborhood Action Team (NAT), and more—and through ad hoc arrangements leveraging specific resources in pursuit of common objectives —internships, service learning, research and data analysis by faculty to support community initiatives, and so forth.

These partnerships have been a great asset to both parties. Today they are arguably more vital than ever, as demographic, political, and economic trends are making both governments and the higher education industry rethink how they do business. Town & Gown can and should expand their coordinated efforts. This plan calls for enhanced policy- and staff-level cooperation with respect to workforce and economic development, fostering innovation and entrepreneurship, and improving community engagement on Town-Gown issues.

There are also abundant opportunities for coordination in land use planning and development between the Town and ISU. Geographically, these opportunities are generally clustered in the area in and around ISU's campus—discussed here as the University Influence Zone (UIZ)—where the University has its greatest impact on land use. The UIZ, defined for the first time in this plan, encompasses ISU's core campus; the portion of the Main Street corridor that runs along the core campus; the University's other in-Town properties; and two campus-adjacent neighborhoods, termed the University Influence Neighborhoods (UIN 1 and UIN2). The UIZ has a great deal of untapped potential to harness the energy the University brings. The Town and ISU should work together in the UIZ to enhance the public realm, promote smart growth, and dense development, and strike a balance between supporting the student population and protecting the character of the neighborhoods surrounding campus.

Between now and 2040, Normal should continue to build on its status as one of the best college towns in America.

Existing Town-Gown Partnerships

The Town of Normal and Illinois State University have implemented a number of programs and partnerships to reach out to the student community. A few of these are listed below.[1]

- Bloomington-Normal Campus Community Coalition
- CommUniversity Tailgate
- Constitution Trail Signage on Campus
- Emergency Operations Center
- Hancock Stadium Scoreboard
- Homecoming Lighting Ceremony
- Homecoming Parade
- I Am Normal
- IHSA Bidding
- Internships
- ISU Move In
- Land Swaps
- Main Street Beautification
- Neighborhood Action Team
- Neighborhood Association Involvement
- Normal Theater as a Classroom
- Off-Campus Welcome Back
- Plan It Normal
- Police Presentations
- President Dietz's Points of Pride
- Redbird Mondays
- Redbird Pride Committee
- Redbird Street Signs
- Town & Gown 5K & 1 Mile Walk/Run
- Town Council Meeting on Campus
- Town Gown Golf Outing
- Town Meet & Greet
- University Galleries
- Up Late @ State Events In Uptown
- Uptown Crossing Multi-Use Building
- Water Tower Painting

Connection to the Vision

Core Value 6: Lifelong Learning. Ours is an engaged and inquisitive community that encourages growth and supports lifelong learning.

GOALS

GOAL TG1: Increase collaborations among higher education institutions, the Town of Normal, students, and the broader community.

GOAL TG2: Develop a coordinated approach to planning and development that will respond to the unique needs of the geographic area surrounding the Illinois State University campus.

Courtesy Heartland Community College

Goal TG1: Increase collaboration among higher education institutions, the Town of Normal, students, and the broader community.

In the past, town-gown collaborations have by necessity focused largely on reacting to student-resident conflicts. In light of ongoing and anticipated changes in technology and the economy that will challenge the resiliency of both higher education institutions and municipalities, there is a heightened need for mutually beneficial partnerships. It is important to build on an already strong foundation by enhancing communications, exchanging knowledge and resources, developing coordinated land use strategies, and adopting sustainable practices.

ISU, HCC, and the Town are all actively engaged in BN Advantage *[See Economic Vitality Element]*, the regional economic development initiative, at both the leadership as well as the task force levels. In the interest of not being redundant, this chapter does not go into extensive detail on BN Advantage. Rather, it focuses on collaborations between the higher education institutions and the Town.

Positive Contributors

- Longstanding partnerships between the Town, ISU, Heartland, and IWU
- BN Advantage
- Campus Compact and its goals
- ISU's intent to pursue Community Engagement Elective Classification through Carnegie Foundation for the Advancement of Teaching
- ISU's newest department Community Engagement and Service Learning (CESL)
- ISU Innovation Assets
- Heartland Innovation Assets
- Council and ISU students meet and greet events
- Neighborhood Action Team (NAT)

Challenges

- Capacity limitations (financial and personnel)
- Lack of awareness of existing assets among the broader community members
- Bureaucracy

Partner Agencies

- Illinois State University
- Heartland Community College
- Lincoln College
- Illinois Wesleyan University
- BN Advantage Leadership Council

Metrics

- Number and scale of collaborative projects
- Student retention after graduation

Strategy TG1.1—Increase Policy-Level Collaborations

TG1.1a Continue to Collaborate on Workforce and Regional Economic Development Efforts

TG1.1b Coordinate the Development of Land and Facilities for Effective Integration with Broader Community Goals

TG1.1c Work Together as Drivers of Innovation

TG1.1d Support ISU and Heartland in Obtaining the Community Engagement Classification

Strategy TG1.2—Enhance Staff-Level Collaboration

TG1.2a Support ITGA Certification

Strategy TG1.3—Improve Communication Channels Among Higher Education Institutions, Students, and the Broader Community

Courtesy Illinois State University

Strategy TG1.1—Increase Policy-Level Collaborations

To fully leverage assets, best manage their role, and improve their competitive positions, higher-education leaders and local community leaders need to communicate constantly and collaborate at the policy level to bring about positive change.

TG1.1a—Continue to Collaborate on Workforce and Regional Economic Development Efforts

Central Illinois Regional Broadband (CIRBN) is a recent example of how such collaborations between higher education institutions and the broader community resulted in a robust broadband network in the community. Area higher-education institutions are integrally involved in BN Advantage and other economic development efforts. This involvement is also critical to keeping higher-education institutions nimble in aligning training and resources to the community's workforce needs.

TG1.1b—Coordinate the Development of Land and Facilities for Effective Integration with Broader Community Goals

a. **Vacant land:** ISU owns a significant amount of vacant land in the heart of the Town (examples: Gregory Street property and Shelbourne property). Given their central location, these properties offer unique development opportunities with a significant impact on the entire community.
b. **Parking lots:** ISU owns and operates several surface parking lots. As trends in transportation change from single-occupancy vehicles to multi-modal, ride sharing, and autonomous vehicles, these parking lots have the potential to become valuable real estate for future development.

TG1.1c—Work Together as Drivers of Innovation

The knowledge and research capacity of our area colleges and universities is not fully known or used in the community. As the major university in the area, ISU could assume a leadership role in promoting entrepreneurship and innovation in the Town. Heartland Community College can be another driver of innovation. The "Economic Vitality" chapter outlines several opportunities to foster innovation and entrepreneurship in the community.

[See Action EV1.4c on how ISU can be the knowledge partner to drive innovation in the Innovation District.]

TG1.1d—Support ISU and Heartland in Obtaining the Community Engagement Classification (Q)

Offered by the Carnegie Foundation, the Community Engagement Classification recognizes institutions of higher education for their efforts in collaborating with their larger communities (local, regional/state, national, global). The purpose of this community engagement is the partnership of college and university knowledge and resources with those of the public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching and learning; prepare educated, engaged citizens;

strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good.

The Community Engagement Classification is based on voluntary participation by institutions. Applying for the classification involves data collection and documentation of important aspects of institutional mission, identity, and commitments, and requires substantial effort invested by participating institutions. It is an institutional classification; it is not for systems of multiple campuses or for part of an individual campus. The classification is not an award. It is an evidence-based documentation of institutional practice to be used in a process of self-assessment and quality improvement. The documentation is reviewed to determine whether the institution qualifies for recognition.[2]

At time of writing, ISU indicated its intent to work towards pursuing this classification when it is offered next in 2020.

The Center for Community Engagement and Service Learning

The Center for Community Engagement and Service Learning (CESL) was established to further strengthen Illinois State University's commitment to its core value of civic engagement. The scope of the work of the Center is broad and includes advancing in-class and out-of-class learning and experiences in partnership with the community. The Center serves as the central repository and clearinghouse for the campus regarding civic engagement data and activities, acquires and distributes grants and grant information related to civic engagement, and provides administrative support for the campus' American Democracy Project and Civic Engagement and Responsibility minor. The Center supports existing campus service learning, civic learning, and political engagement programs, and creates and coordinates additional programming. The Center serves as a point of contact for faculty, staff, students, and community organizations interested in learning more about the campus' community engagement initiatives. CESL is the lead department on campus in pursuit of the Carnegie Foundation's Community Engagement Classification.

CENTER FOR
COMMUNITY ENGAGEMENT
AND SERVICE LEARNING
Illinois State University

Strategy TG1.2—Enhance Staff-Level Collaboration

To increase the capacity of various departments both at the Town of Normal and within the various higher-education institutions, greater collaboration and openness is necessary across all departments both within and across these entities. More effective communication at the staff level can lead to better flow of data and service provision to the community as a whole.

TG1.2a—Support ITGA Certification (Q)

The International Town & Gown Association (ITGA)[3] offers two levels of certification at their annual conference. The certification courses are geared toward helping all stakeholders to understand and address complex challenges and processes associated with municipal and university relationships and to identify, foster, and promote the skills necessary for the effective development of collaborative partnerships and alliances throughout college towns. Appropriate Town and University staff should pursue these certifications.

Courtesy Heartland Community College

Strategy TG1.3—Improve Communication Channels Among Higher Education Institutions, Students, and the Broader Community

Improved communication can help ensure that Town-Gown initiatives garner the attention and support that they need to succeed. We live in an information-saturated environment, so it is more important than ever that communication and marketing strategies incorporate the latest trends and effectively address an increasingly diverse audience. Much of the communication will be aimed at pushing helpful information out to the public, such as upcoming events and cultural opportunities. In addition, behind-the-scenes communication channels for staff also need to be maintained for public safety issues and technical discussions.

☐ Consider expanding NAT's role to include engagement and marketing.

Neighborhood Action Team (NAT)

In the 1980s, representatives from Illinois State University (ISU) and the Town of Normal established the Neighborhood Action Team (NAT) to better manage student and resident interactions. Current members from ISU include: University Housing, Greek Life, Off-Campus Services, and Student Conduct. Current members from the Town of Normal include: Administrative Offices, Police Department, Legal Department, Inspections Department, and Communications Department. NAT meets monthly to address behavioral issues of students, advance neighborhood relations, and ensure safety and quality of life for both students and residents. With a strategy that places strong emphasis on positive student engagement, this group has been at the forefront of efforts to improve Town-Gown relations in our community.

Overall program accomplishments:

- Constant communication with surrounding neighborhoods
- Interventions for off-campus behavioral issues, particularly having a Code of Conduct that reaches beyond campus
- Pro-active large party intervention
- Community engagement activities
- Annual inspections of all rental properties—resource for tenants and landlords
- Neighborhood aesthetics
- Ongoing landlord communication

Since August 2013 there has been:

- Minimal recidivism in same academic year
- Positive feedback from students
- Opportunity for dialogue between students, ISU, and the Town

Goal TG2: Develop a coordinated approach to planning and development that will respond to the unique needs of the geographic area surrounding the Illinois State University (ISU) campus.

One of the key objectives of collaboration between the Town and ISU is to foster a unique and appealing sense of place. In a digitally connected world where students can live anywhere and attend college remotely, an engaging community will help attract students to ISU and retain them after they graduate.

Some of the richest opportunities for collaboration—as well as some of the biggest challenges—can be found in the zone where the University meets, and has the greatest influence on, the rest of the Town. With on-campus student housing available for only 6,000 students, most students live off campus. This integration of the student population with "townies" creates a unique community where school spirit is apparent in almost all facets of daily life, but lifestyle differences between the student and nonstudent households can cause tension in these neighborhoods. The concept of the UIZ, shown in Map 1, is introduced for the first time in this Comprehensive Plan to begin to address these opportunities and challenges effectively.

Positive contributors

- Neighborhood Action Team (NAT)
- ISU Center for Community Engagement and Service Learning (CESL)
- ISU's Campus Compact efforts
- Uptown 2.0
- Increased staff-level interactions between the ISU and Town staffers
- Cooperative apartment managers

Challenges

- Lack of community knowledge of NAT and its role
- State fiscal issues and regulatory barriers

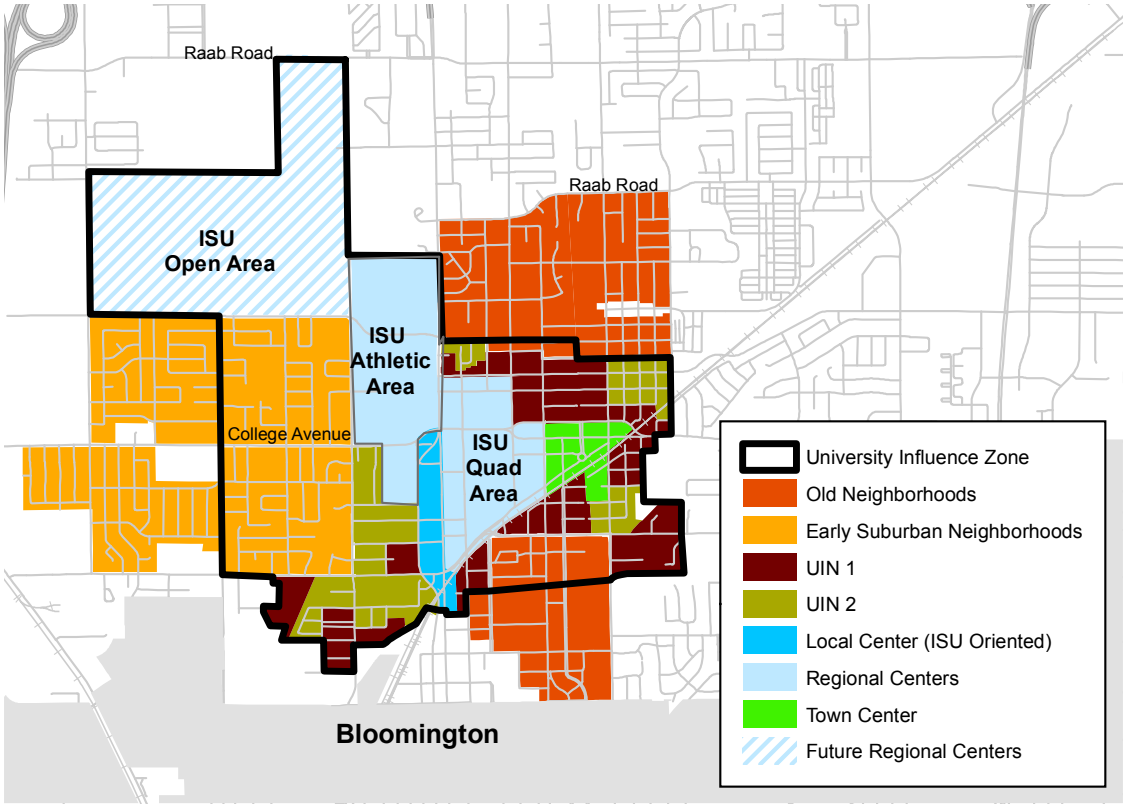
Partner Agencies

- Uptown Normal
- Neighborhood associations
- Apartment managers
- Normal Historic Preservation Commission

Metrics

- Residential density
- Nuisances
- Residential market values
- Residential rents
- Commercial rents
- Accessibility metrics *[See Planning Framework.]*

MAP TG1: University Influence Zone



University Influence Zone (UIZ): Area with the greatest direct and indirect influence by the University and its students. This includes not only the ISU campus and grounds, but also neighborhoods impacted by off-campus student housing or the temporary presence of students.

University Influence Neighborhoods 1 (UIN 1): Student-oriented, predominantly rental residential neighborhoods. Most of these neighborhoods are zoned for medium- to high-density residential districts. New housing developments occur by demolishing single-family residential units and small, outdated multifamily structures and replacing them with denser multi-family apartment complexes. The purpose of this delineation is to ensure that denser student housing is contained in this area and students feel safe and welcome.

University Influence Neighborhoods 2 (UIN 2): Most of the neighborhoods in UIN 2 are zoned R1-B, Single-Family Residence District. Homes in these neighborhoods are smaller and very affordable (range $100K to $150K). Given their affordability and proximity to ISU campus, these neighborhoods experience tremendous pressure to convert single-family homes into student rental properties. The purpose of designating this area is to protect the single-family nature and the affordability of the neighborhoods.

Local Center–ISU oriented: The retail area along Main Street from Willow Street on the North to Hovey Avenue on the South. Students are a captive market at this center which can largely be characterized by a mix of eating and drinking establishments and mixed-use student apartments.

ISU Quad Area: This area includes the ISU Quad, a focal point of campus life, and most of the University's busiest and most beloved buildings and open spaces. ISU oversees all of the planning and capital investment in this area.

ISU Athletic Area: This area houses ISU's popular athletic facilities and other major venues, along with some on-campus housing, and is a major regional destination. This area has major influences on traffic patterns along Main Street.

ISU Open Area: This area includes ISU's golf course and over 300 acres of vacant, ISU-owned property on Gregory Street.

Strategy TG2.1—Heighten Coordination of Planning Activities between ISU and the Town, Particularly in the University Influence Zone (UIZ)

Strategy TG2.2—Enhance the Public Realm within the UIZ

TG2.2a	Establish Uniform Urban Design Guidelines in the UIZ
TG2.2b	Work Closely with ISU to Enhance Multimodal Transportation Options and Experiences on Campus
TG2.2c	Prioritize Placemaking Investments in the UIZ
TG2.2d	Enhance University Gateways

Strategy TG2.3—Continue to Promote Dense, Urban-Style Development within the Centers and UIN1

TG2.3a	Rethink Parking Regulations
TG2.3a	Support Innovation and Entrepreneurship
TG2.3b	Amend Sidewalk Requirements in the UIZ

Strategy TG2.4—Make UIN 1 a Welcoming Area for Students

TG2.4a	Ensure Dense and Affordable Student Housing
TG2.4b	Engage in Ongoing Conversations to Identify Student Housing Needs
TG2.4c	Work Collaboratively with ISU and Student Apartment Managers to Gather Data About Off-Campus Housing

Strategy TG2.5—Protect the Single-Family Nature of the Neighborhoods in UIN 2

TG2.5a	Promote the Non-Student Nature of These Affordable Neighborhoods
TG2.5b	Improve the Capacity of Neighborhoods to Deal with Planning and Quality of Life Issues

Courtesy Illinois State University

Strategy TG2.1—Heighten Coordination of Planning Activities between ISU and the Town, Particularly in the University Influence Zone (UIZ)

Both the Town and ISU are constantly engaged in planning activities within UIZ. These plans have the potential to directly or indirectly affect the physical, social, economic, environmental and cultural interests of both parties. Enhanced communications and collaboration could lead to building bigger or better projects than either entity could accomplish alone. A few possibilities include:

- Coordinating long-term planning activities
- Engaging each other in capital improvement planning in the area
- Utilizing the innovation district, which largely overlaps with the UIZ, as a pilot area to test innovative ideas. Example: providing a test bed for ISU Innovative Consulting Group students working on utilizing recycled glass for sidewalks.
- Gathering data and exchanging information on topics like student housing inventory
- Publishing a list of joint projects annually

Courtesy Illinois State University

Strategy TG2.2—Enhance the Public Realm within the UIZ

The public realm is composed of elements such as streets, sidewalks, light fixtures, plants, street furniture, and the quality and framing of buildings, public art, signage, and ambience. The public realm of the campus and the surrounding neighborhoods plays a key role in the physical and contextual identity of the campus and influences the quality of Town-Gown relationships. The scale and setting of ISU's campus (somewhat small and urban), its proximity to Uptown, and its evolving role in supporting innovation and entrepreneurship all present opportunities to create an urban design framework that highlights the University's efforts, complements the Town's redevelopment initiatives, and becomes a point of pride for students and neighbors.

TG2.2a—Establish Uniform Urban Design Guidelines in the UIZ

The Town and University should work together to establish these guidelines, taking into account existing plans within ISU and the Town as well as the intent and purpose of various existing and proposed districts.

TG2.2b—Work Closely with ISU to Enhance Multimodal Transportation Options and Experiences on Campus

The area around campus has the highest usage of multiple modes of transportation—walking, bicycling, and using transit. It also has the greatest potential for expanded use of all these alternative modes. Thus, the Town should continue to work closely with ISU to continue implementing the Bicycle and Pedestrian Master Plan and expanding and enhancing Connect Transit service.

TG2.2c—Prioritize Placemaking Investments in the UIZ

Such investments should include streetscape improvements, the addition of public art, and public park additions. For example, the Town could work with ISU to continue the Uptown streetscape down North Street, west of Fell.

[See Community Identity & Public Places Element for more recommendations.]

TG2.2d—Enhance University Gateways

The Town should collaborate with ISU on the design and enhancement of University gateways, which would both announce the presence of the University and help demarcate boundaries. The University may also participate in the gateway on North Main Street, as it is a primary entry point for ISU families.

New gateway at the intersection of Fell Ave and North Street as envisioned in the 2010–2030 ISU Master Plan; other university gateways proposed in the master plan include Normal and Willow and College and Main Street

Image source: ISU Master Plan 2010–2030

Strategy TG2.3—Continue to Promote Dense, Urban-Style Development within the Centers and UIN1

Development in the immediate ISU area on Main Street has been shifting toward a denser model with a greater mix of uses. This has been supported by planning, regulation, and consumer preferences. This momentum should be continued and may be aided by the following actions:

TG2.3a—Rethink Parking Regulations

As discussed throughout this plan, changes in mobility choices will dramatically alter the Town's landscape during the horizon period of this plan. University neighborhoods will be among the first to witness such changes as younger generations choose new mobility options such as car-sharing and ride-sharing. The Town's current minimum parking regulations (particularly in the UIN 1, which overlaps significantly with the Parking Impact Zone (PIZ)) are at odds with this shift and with the overall vision established in this document. In other words, the current zoning code requires too much parking.

A considerable (and growing) body of literature is showing that over-prescribed parking, such as that imposed through the PIZ induces demand for automobile use, reduces available housing options, raises monthly rental rates, results in poor urban design, and creates a significant opportunity cost on property taxes.

The Town should study parking occupancy in the ISU-oriented Center and the UIN1 with the ultimate goal of eliminating minimum parking requirements for apartments in those areas.

Case Study:

- The City of Champaign eliminated minimum parking requirements for apartments in their University District in 2015 after they conducted a parking study that revealed the demand for parking was significantly lower than the requirements at that time. As a Central Illinois community, Champaign could be a great case study to help the Town of Normal understand the pros and cons of such deregulation.

Parking Impact Zone (PIZ)

In 2001 the Town created the Parking Impact Zone to address what was then considered to be a significant parking issue around the ISU campus. In the campus area, non-student residents were frustrated by the amount of on-street student parking and the related noise and litter issues. By requiring more parking on-site, the theory was that there would be fewer cars parking outside the immediate student residential areas. Prior to the PIZ, the maximum required parking for any apartment unit regardless of the number of bedrooms was 2 parking spaces. The PIZ created a new requirement for 1 parking space per bedroom. Over time, the down sides of the PIZ became apparent in the design of new student apartment projects. Parking became the #1 factor in the site layout, which resulted in several fairly unsightly buildings. One of the most unattractive styles was called the "building on stilts," where parking was on the ground level with the building above.

In 2010 the Town revised the PIZ requirements to require only .75 parking spaces per bedroom. While one or two developers have continued to opt for 1 parking space per bedroom in new construction, most projects since 2010 have been built to meet the minimum .75 spaces per bedroom. Town staff is not aware that this has caused any significant issues for the landlords or residents.

TG2.3a—Support Innovation and Entrepreneurship

As called for in the Economic Vitality Element, the Town should work with ISU and the business community to create an Innovation District with a priority placed on technological improvements that support innovation and entrepreneurship.

TG2.3b—Amend Sidewalk Requirements

Because this center is almost active 24 hours per day when students are present, redevelopment should include wider sidewalks to allow for a spillover effect of the surrounding retail and residential activity.

Strategy TG2.4—Make UIN 1 a Welcoming Area for Students

TG2.4a—Ensure Dense and Affordable Student Housing

Most of UIN 1 is already zoned R3-A or R3-B and is well suited for denser residential development. The Town should continue to encourage denser developments in the UIN 1 with a new consideration of affordability.

TG2.4b—Engage in Ongoing Conversations to Identify Student Housing Needs

All future housing studies should include collaboration between the Town, ISU, and the apartment management companies. This will become even more critical if the percentage of international students increases as is currently being planned by ISU.

TG2.4c—Work Collaboratively with ISU and Student Apartment Managers to Gather Data About Off-Campus Housing

Strategy TG2.5—Protect the Single-Family Nature of the Neighborhoods in UIN 2

TG2.5a—Promote the Non-Student Nature of These Affordable Neighborhoods

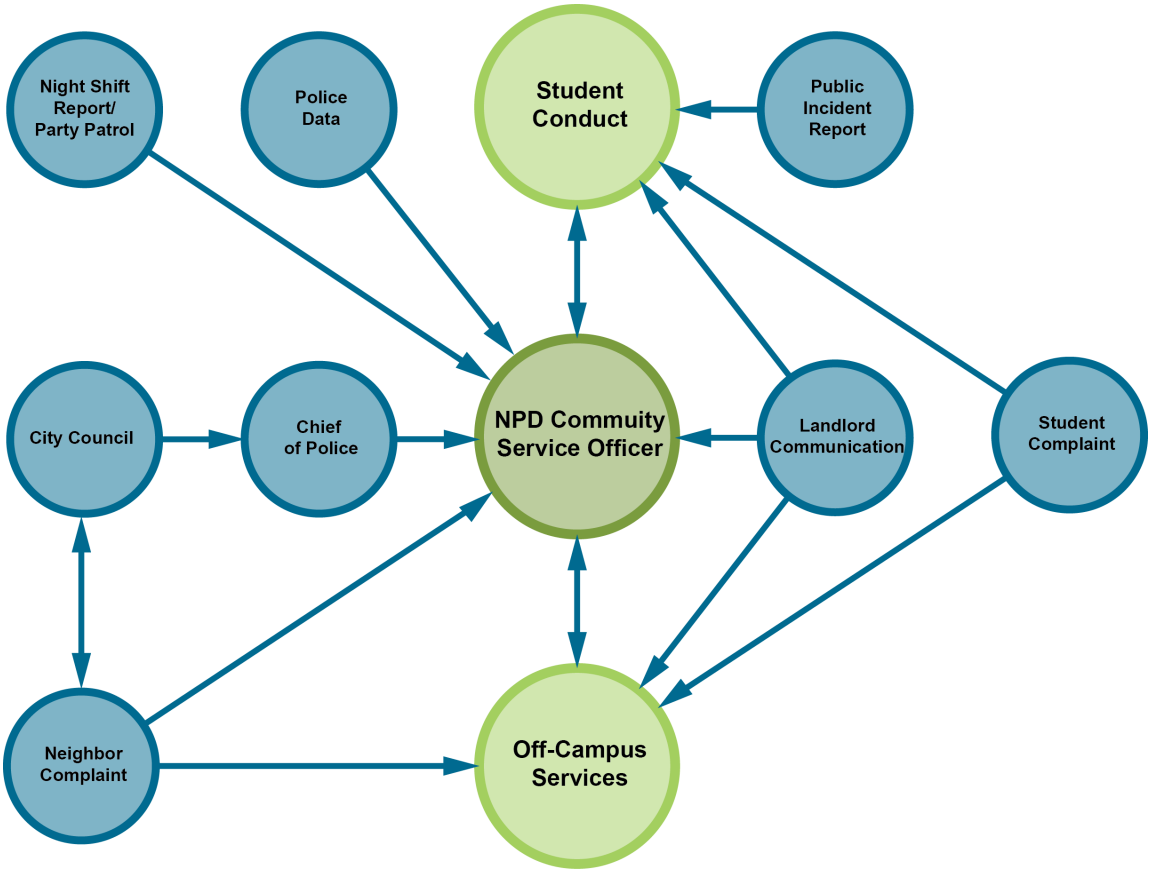
The UIN 2 area provides a very important collection of affordable houses with ready access to transit, multiuse trails, and myriad walkable services and jobs. These strengths also make the area vulnerable to a transition to student residential use. The Town is committed to nondiscriminatory policies toward students—in fact, the municipal code prohibits discrimination based on matriculation. However, there are general lifestyle conflicts that create neighborhood tension when too many students live in proximity to non-students. The following actions could aid the Town in maintaining the delicate balance in respecting students and non-students alike.

- ☐ Continue to limit the number of unrelated individuals who can live together in single-family residential districts to a maximum of 2. This is a very strict requirement when compared to other university communities, and it has served UIN 2 well.
- ☐ Maintain the current lower-density residential zoning.
- ☐ An Employer-Assisted Housing program supported by ISU, the Town of Normal, and Advocate BroMenn could help boost non-student occupancy in this area.
- ☐ Protect the existing housing stock, and hence the affordability, of this neighborhood by creating and maintaining a housing condition inventory and providing incentives to help retrofit the housing stock for physical accessibility.

TG2.5b—Improve the Capacity of Neighborhoods to Deal with Planning and Quality of Life Issues

- ☐ Work closely with neighborhood groups in these areas to further identify specific issues and gaps. In neighborhoods without an organized neighborhood group, the Town should work with the neighbors to organize one.
- ☐ Promote NAT, specifically the Community Service Officer (CSO), as a single point of contact for both Town- and University-related issues

Figure TG1: NAT's Functionality



Community Services Officer (CSO)

The Community Services Unit is staffed by one full time sworn police officer (Community Service Officer) and is responsible for responding to citizen requests for services outside of daily patrol operations. These requests include presentations to community groups, addressing neighborhood concerns, and providing education about various law enforcement topics and activities. Additionally, the Community Services Unit organizes the Neighborhood Watch Program; coordinates the Summer Youth Program; organizes recruitment efforts; coordinates the "Coffee with a Cop"; acts as a point of contact for landlord-tenant relations; and responds to other community-related issues as they arise. The CSO is a main point of contact for the Student Conduct and Conflict Resolution and Dean of Students offices at Illinois State University and is an active member of the Neighborhood Action Team. The relationship has proven very effective when working with student-related concerns such as neighbor disputes and large student parties. The CSO maintains all of Normal Police Department's (NPD) social media websites such as Facebook, Twitter, and Nextdoor and the NPD website, www.npd.org.

Endnotes

1. http://il-normal.civicplus.com/1345/Town-and-Gown
2. Paragraphs closely paraphrased from http://nerche.org/index.php?option=com_content&view=article&id=341&
3. Closely paraphrased from https://www.itga.org/certificateprogram

Courtesy Illinois State University