ACTIVATING GREATER TOWSON: Project Scope & Objectives

Purpose:
Since the Fall of 2016, Margrave/U3 synthesized institutional and supply-side data to identify how Towson University can leverage key “inputs” (students, employees, and community data) to further the goal of making Towson a more desirable place to live and work, and play.

Objectives:
• Strengthen the connectivity between communities, core institutions and emerging businesses
• Public engagement through events and roundtables
• Support the implementation of the President's Priorities including BTU: Partnerships at Work for Greater Baltimore
• Leverage existing understanding of philanthropic and business communities in the Greater Baltimore region as they relate to the opportunity to enhance partnerships for TU
Key Takeaways
TU EMPLOYEES AND TOWSON WORKFORCE
• **Millennial Employment Trends:** Towson University has a lower percentage of Millennial employees compared to other Towson employers. However, the percentage of full-time hires in the last year has grown. There were 950+ new hires (full-time and part-time) last year.

• **Younger Employees Live Closer:** Employees who live closer to campus tend to be younger than their counterparts. Approximately 13% of all TU employees live in Towson, and 49% live in Baltimore County.

• **Educated Workforce:** Healthcare, education and public administration are the three primary industries in Towson. Almost 1/3 of all occupations require at least a bachelor’s degree.

• **Leveraging Towson University's Incubator:** Many of the needs of Towson University’s Incubator align with efforts of place-based economic development including: creation of new facilities, connections to student and faculty research, and co-leveraging services provided by the university or other stakeholders.
Key Takeaways
Housing demands & opportunities for increased amenities
• **More Upper-Division Housing:** The vast majority of juniors, seniors, transfers and graduate students live off campus. Apartment-style living on campus is in high demand.

• **Apartments vs. Homes:** The majority of off-campus students live in apartment complexes, but with a limited supply some still share single family homes.

• **Accessibility & Urbanism:** Presently, the only areas within Towson that a resident, student or employee could meet all daily necessities with a variety of options are Uptown and the areas just south of the Towson Circle.

• **Transportation & Walkability:** There is increased support for better walkability and a bike-friendly Towson. Towson University’s shuttle provides good access around Towson and service to popular apartment complexes.

• **Desired Retail & Amenities:** The most desired amenities and retail opportunities identified by students and other stakeholders include higher quality restaurants, performance spaces and an independent coffee shop.
For more information, please visit: www.towson.edu/anchorstrategy