

## **Sustainable City Year Program**

### **Request For Proposals: Application Information for 2014-15 Academic Year**

#### **Summary**

The University of Oregon Sustainable Cities Initiative is now accepting proposals from cities, counties, special districts, ports, tribes, and regional partnerships to be the partner for the Sustainable City Year Program (SCYP) for the academic year beginning fall 2014. The successful applicant will benefit from between 40,000 and 80,000 hours of work by University of Oregon students and faculty members, from a variety of disciplines, working to advance the partner's sustainability projects. Prior partners are Gresham, Salem, and Springfield; our current partner is Medford. The partner must support the effort through staff time and the payment of a fee. The selection process is competitive. The deadline for applications is January 31, 2014.

#### **Overview of Program**

SCYP is a yearlong partnership between the University of Oregon's Sustainable Cities Initiative (SCI) and one partner in Oregon that engages students and faculty in courses from across the university on sustainability and livability projects in collaboration with the partner. The Sustainable City Year faculty and students work through a variety of studio projects and service learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations resulting in on-the-ground impact and forward movement for a community ready to transition to a more sustainable and livable future.

The question of sustainability applies not only to municipalities of all sizes, but also to a broad spectrum of disciplines. SCYP has included courses in Architecture, Arts and Administration, Business Administration, Business Management, Economics, Interior Architecture, Journalism, Landscape Architecture; Law; Planning, Public Policy, Product Design, Geography, Digital Arts, and Civil Engineering (at Portland State University). Additional disciplines may be added, depending on the partner's needs and faculty interest. Many SCYP projects combine multiple disciplines to address problems from diverse perspectives.

Past projects in Gresham, Salem, Springfield, and current projects in Medford have aligned with a wide array of City Council goals, and have included:

- Designs for a K-8 school, public safety facilities, a city hall, a public library, fire stations, and redeveloped brownfield sites;
- Recommendations for improving civic engagement with neighborhood groups and minority residents;

- Transportation safety, bicycle planning, and recommendations for street-scale transportation improvements;
- Improved wayfinding capabilities and signage;
- Economic feasibility studies;
- A greenhouse gas inventory and a climate preparedness plan;
- And much more.

## **Benefits of the Sustainable City Year Program**

SCYP provides numerous benefits for the partner. The partner can expect:

- Concept plans and designs that can energize staff and community members around projects tied to partner goals. Students can explore and innovate in directions that are sometimes unavailable to partner staff or consultants due to constrained project budgets or political conditions.
- A high rate of return on investment, with 40,000–80,000 hours of student work on projects.
- Increased energy and enthusiasm among residents and partner staff, and greater support from residents for proposed solutions, through student outreach in your area.
- Robust proposals that can spark community and staff discussions, increase the breadth of conversations around projects, as well as help to get “stuck” projects moving.
- Increased publicity in local, state, regional, and national publications (see examples on SCI’s web site), and an improved reputation as a forward-thinking, sustainable organization. SCYP project results can help you clarify, understand, and apply sustainability and livability principles.
- An interdisciplinary group of faculty experts with first-hand knowledge of innovative research and practices.
- Interested students, with on-the-ground knowledge of your area, who may serve as candidates for future internships and staff positions. Students often turn out to be informal ambassadors for the partner, describing their successful collaborations with the partner in presentations, community meetings, future academic courses, and job interviews.
- A student journalist who will generate press releases, project reports, human-interest stories, and related content on a bi-weekly basis for your local media and our news outlets. The regular, positive press coverage will help to frame your organization to your constituents as progressive and forward thinking.
- A one-day visit with partner staff by a national expert in transportation or another sustainability field, arranged through SCI’s Experts-in-Residence program. Recent Experts-in-Residence have been Gabe Klein, Transportation Commissioner for the City of Chicago and previous

Director of the Washington, D.C. Department of Transportation; and Jonathan Levine, Professor and Chair of the Urban and Regional Planning program in the Taubman College of Architecture and Urban Planning at the University of Michigan.

## **Partner Selection**

An SCYP partner should have the staff and funding capacity to support 15-25 sustainability-related projects. For their SCYP application, partners may want to develop and propose a list of 20-30 projects, since not all projects will be suitable for matching with university courses.

Partners are encouraged to collaborate with other local entities (e.g. cities, counties, watershed councils, transit districts, school districts, nonprofit organizations, business or professional organizations, private funders, or research or educational institutions) to formulate projects and share costs.

## **Identifying Projects**

Partners are encouraged to contact SCYP's Program Manager during preparation of their application to discuss their proposed sustainability projects. As with much of SCYP, successful development of a project list is a dialogue that includes: (1) the partner proposes a list of projects; (2) SCYP and the partner discuss modifications to the proposed projects to match the projects' scope and scale with availability and interest of University of Oregon courses and faculty; and (3) SCYP suggests additional projects, based on the university's capacity, that could meet the partner's sustainability and livability goals. SCYP's experience has been that conversations between SCYP and partners are helpful in generating project lists that match SCYP's capacity with partners' sustainability goals.

SCI will identify and tentatively match university faculty and courses with proposed projects as part of its review of each partner's application. Project timelines should not exceed nine months, and should ideally be compatible with the University of Oregon's three 11-week academic terms: fall (September-December), winter (January-March), and spring (April-June). The UO Law School operates on a semester schedule; fall runs from August to November, and spring is January to May.

In addition to projects that you identify, university faculty has proposed project ideas that match their interests that our partners have later adopted. A few examples include:

- Increasing Connections to Minority Communities
- Conceptual Designs for Industrial or Commercial Site Redevelopment
- Analysis of Waste Streams at Your Treatment Facility
- Analysis of Bicycle Lanes, Paths, and Infrastructure

- Public Relations Campaigns to Encourage Use of a City Amenity, to increase Knowledge of Emergency Preparedness, or in Preparation for a Bond Measure
- Development of Smartphone Apps

We understand that you're not familiar with the wide range of university faculty expertise available, so we encourage you to think creatively when developing project ideas. Feel free to contact Bob Choquette while developing your application if you have questions about your project ideas or want to learn more about the range of faculty expertise available to you.

## Timeline for Partner Selection

**November 2013:** SCYP opens competition for next year's partner and begins accepting applications from potential partners.

**November 2013 – January 2014:** SCYP Program Manager will be available for phone conferences and in-person meetings to discuss potential projects with partners. SCYP strongly suggests that partners interested in applying for SCYP schedule a phone conference or visit with SCYP staff and faculty.

**January 31, 2014:** Applications are due to SCYP.

**February 2014:** SCYP will identify and notify its top choice for the 2014-15 partner. SCYP and the partner will match proposed projects with University of Oregon academic courses and faculty.

**March – April 2014:** Complete final draft of SCYP project list.

**April 2014:** SCYP and the partner will coordinate media to announce the selection of the 2014-15 SCYP partner.

## Sustainable City Year Program Timeline

**April 2014:** Partner announced.

**April-June 2014:** SCYP and the partner match proposed projects with academic courses and faculty. SCYP and partner develop and sign contract.

**Summer 2014:** SCYP and partner develop scope of work documents for each project and course. SCYP staff and faculty meet with partner staff and local professionals. Partner staff provides background information and documents for projects.

**Fall 2014:** SCYP kick-off event. Fall term classes work on SCYP projects.

**Winter 2015:** Winter term classes work on SCYP projects. Fall term written reports delivered to the partner.

**Spring 2015:** Spring term classes work on SCYP projects. Winter term written reports delivered to the partner.

**May 2015:** SCYP 2014-15 wrap-up celebration, hand-off to the 2015-16 partner.

**Summer 2015:** Spring term written reports delivered to the partner.

## **Expected Financial Support and Staff Resources**

The cost of SCYP will vary based on the number of projects, number of academic courses, and level of student activity in each course. The partner should expect to pay between \$250,000 and \$300,000 to the University of Oregon to coordinate a yearlong program including between 15-20 projects. We recognize that budgets are tight; SCYP is exploring ways to provide financial support to partners. In the past, partners have funded SCYP through a collaboration with other groups, including school and park districts, private developers, business partners, and chambers of commerce.

Services covered by the fee include coordination support from SCYP staff; student and faculty site visits to the partner; compilation, printing, and distribution of high-quality final reports; publicity and hosting of events; student-created materials for display; coordination of contact with media; and electronic versions of coursework produced by students. SCYP works closely with UO Media Relations and UO Libraries to coordinate publicity and the network of resources available to students and the partner.

A key element of a successful SCYP program is staff involvement. The partner must have one or more staff champions for SCYP, preferably a city / county / district manager or another person within the partner who has the ability to direct and motivate staff to participate in the partnership. SCYP projects will be successful only with staff participation. The partner will identify specific staff to serve as points of contact and to collaborate on each project with SCYP faculty and students. Our past partners report that for each project, 1-3 staff spent about one full day every two weeks (about 0.1 to 0.3 FTE for each term that the project is in progress) preparing background materials, accompanying students on site visits, and participating in reviews and presentations of student work. Before the start of the academic year, the partner needs to compile and provide documents, including but not limited to, prior concept plans, vision documents, architectural renderings, computer-aided drawings, GIS maps and layers, community datasets, and aerial photographs.

The partner must also identify a staff person who will be the primary program coordinator, serving as a liaison between the partner and SCI. This coordinator should be involved enough in each project to know the staff and faculty involved and to understand the project's scope and current status. For 2010-2011, the City of Salem estimated that their project coordinator averaged 15-20 hours per week for about 15 months to coordinate 28 courses working on 16 projects. The coordinator's time commitment may vary based upon the number of projects and the coordinator's level of involvement with each project.

Upon selection of the SCYP partner, SCI and the partner will develop a scope of work for each project, detailing the problem statement, potential directions for student exploration, expected outcomes, deliverables, activities, and the estimated financial contribution.

## Application Components

Your SCYP application should include the following components:

- **Organization Information.** Provide the name, city / county / district manager's name, and the name and contact information (e-mail, phone, mailing address, department, and staff role) of the primary contact person for your application. Please include a list of identified or proposed partner organizations and briefly describe their roles in SCYP.
- **Project List.** Provide a summary listing of your proposed projects. This summary should briefly describe each project in 1-2 paragraphs, including the project's sustainability impacts and the designated staff lead for the project. We encourage cities to contact Bob Choquette, the SCYP Project Manager for help and input in developing their project list.

Example project summary: *Plan and design environmentally friendly re-use and redevelopment of a public housing site in a way that integrates an adjacent affordable housing complex, a sustainable stormwater management system, infill development, and the community at large. Sustainability impact: economic development, active transportation, and water quality. Staff contact: Jane Doe, Economic Development Department.*

- **Details of each Project:** Following the project summary listing, provide details for each project. We suggest including a map showing the project site (if applicable), information about the staff involved in the project, potential funding sources, and the role of potential partner organizations. Also include a narrative description of the project's goals, sustainability issues addressed by the project, specific problems that students may be able to address, and suggested deliverables from the SCYP courses. It may help to refer to the previous partners' SCYP applications, which are available on the SCYP web site. (Note that application instructions and criteria for 2014-2015 may be different from those in previous years.)
- **Letters of Support.** Include letters of support from the city / county / district manager, the partner's elected governing body, identified or proposed partner organizations, and identified or proposed funding entities, where applicable. If you have a sustainability action plan, strategic plan, or other adopted document showing the partner's commitment to sustainability, you may want to include or reference this document in your application.

## Application Evaluation Criteria

SCI will evaluate SCYP applications based on the following criteria:

**Top-Level Support:** City / County / District Manager and elected officials indicate willingness to direct staff to provide resources, devote time, and participate in SCYP courses.

**Sustainability:** Projects include specific sustainability goals, which may include reducing greenhouse gas emissions, fostering active transportation, improving social equity, increasing housing density/mix, improving urban form, reducing

energy use, or redeveloping existing structures or sites.

**Financial Support:** The partner's cost for SCYP will range from \$250,000 to \$300,000 to support 15 to 20 projects. While we do not ask for a formal commitment of funds at this time, it would be helpful to include a statement in your application indicating expected sources of funding.

**Real Impact:** Projects directly relate to your goals and will have a measurable positive impact on the community. Describe how you will measure the success of SCYP projects and monitor progress after the year is over.

**Academic Calendar and Logistics:** Projects are compatible with UO academic calendar of three 11-week terms. Some projects may be complex enough to involve multiple courses over two or three terms. For partners more than two hours' travel time from Eugene, describe any special arrangements to address issues of collaboration and coordination.

**Faculty Match:** Projects must be within the capability of SCYP faculty and students. SCYP will identify faculty who are able and willing to carry out projects based on curricular and research needs and interests. Coordinating with SCYP as you develop your project list will help ensure a strong faculty match.

**External Organization Support:** Projects that involve other organizations, such as transportation districts, school districts, nonprofit organizations, business or professional organizations, or research or educational institutions, should indicate how these partnerships would function.

## Additional Information

For additional information about SCI, SCYP, and this application process, please refer to SCI's web site, at <http://sci.uoregon.edu/how-become-next-scyp-partner>. Bob Choquette is available to answer any questions about the program.

## Contact Information for Springfield, Salem, and Medford

The SCYP coordinators from Springfield, Salem and Medford have generously offered to answer questions about their experience with the program.

Courtney Griesel  
Senior Management Analyst  
City of Springfield  
[cgriesel@springfield-or.gov](mailto:cgriesel@springfield-or.gov)  
541-736-7132

Courtney Knox Busch  
Project Manager  
City of Salem  
[cknox@cityofsalem.net](mailto:cknox@cityofsalem.net)  
503-540-2426

Jim Huber  
Planning Director  
City of Medford  
[jim.huber@cityofmedford.org](mailto:jim.huber@cityofmedford.org)  
541-774-2381

## Please e-mail your completed application to:

Bob Choquette  
Sustainable City Year Program Manager  
[choquett@uoregon.edu](mailto:choquett@uoregon.edu)  
541-346-6395

**Applications are due by January 31, 2014.**



# Sustainable City Year Program

## RFP Supplement: Frequently Asked Questions

### What is SCYP?

The Sustainable City Year Program (SCYP) is a one-year partnership between the University of Oregon and a city, county, or special district in Oregon. Partners propose a list of challenging sustainability projects/issues, which are tackled by creative, passionate students and faculty across multiple disciplines. 2014-2015 will be the 6th SCYP year.

### What happens during the year-long partnership?

In a typical year, SCYP addresses **15-20 projects** through **20-30 courses** with **500+ students** across **13+ academic departments** dedicating **40,000+ hours of student work**. This work has focused on projects related to sustainable architectural design, urban design, planning, cost-benefit analysis, economic development, legal and policy analysis, and community engagement, among others.

### Who can submit a proposal?

SCI has worked with cities, transit districts, school districts, counties, utility boards, parks districts, and more. Generally, one entity takes the lead in applying with many of the others included as key stakeholders/partners, depending on specific project ideas. We highly encourage such partnerships as they help ensure that ideas generated from the university-community engagement get put into action.

### What do people say about SCYP?

**“That project would not have happened without the students**, says Linda Norris, Salem’s city manager. ...‘I was concerned about how we were going to achieve a number of goals we had set with the limited resources we had.’ **The students propelled them forward more than three years**, she says, helping design new energy-efficient street lights, bicycle lanes, park signage and new uses for the wastewater treatment plant that saved the city \$400,000. – *Financial Times* 09.12.2012

“**‘Students can stretch, be creative and generate ideas we might not think of to get the discussion going,**’ said Brian Martin, an associate planner for the City of Gresham. We want to take advantage of that brainpower.’ “ – *Oregon Daily Emerald*, 11.05.2009

SCYP is “perhaps the **most comprehensive effort by a U.S. university** to infuse sustainability into its curricula and community outreach.” – *New York Times* 08.23.2010

## How do we get started with our proposal?

- 1) Contact us and let us know that you are interested! Contact SCYP Manager Bob Choquette at 541-346-6395 or [choquett@uoregon.edu](mailto:choquett@uoregon.edu).
- 2) Complete a proposal for the 2013-2014 SCYP RFP, downloadable from our website: <http://sci.uoregon.edu/SCY-RFP>.
- 3) Submit the completed proposal by February 1, 2014. SCYP will review the proposals and select the 2014-2015 partner by March 1, 2014.

SCYP staff can help introduce the Sustainable City Year Program to proposal teams, city decision makers, and city partners. We are available to help brainstorm interdisciplinary project ideas and answer questions about the program. SCYP is about developing strong partnerships between universities and communities and the more we work together during the proposal process, the better the projects will be.

## What are the community/agency benefits of SCYP?

*New Ideas:* Hundreds of implementable ideas get generated over the course of the year by students who draw on a combination of their training, community expertise, and examples of excellence from across the globe. At the conclusion of each project, students often publicly present their recommendations to the city and community, and SCYP compiles their ideas into a professional report that can be a resource for community decision making.

*Expanded Conversations & Public Outreach:* Students are able to put ideas out into the public domain in politically neutral ways that help advance community conversations and spur the imagination of staff and the broader community of what may be possible on a wide range of topics. Because 500+ students are intimately involved in the community over an academic year, many private, neighborhood, and nonprofit stakeholders become engaged in projects alongside city and agency staff. Students are able to help 'till the soil' and catalyze future sustainability-oriented development projects, policies, and plans.

## What types of projects can SCYP address?

Cities are encouraged to propose a wide range of projects and think of "sustainability" very broadly. Past projects have included designs for public buildings and open spaces, redevelopment planning and visioning, waste and stormwater management schemes, transportation connectivity analyses, civic engagement techniques, municipal code recommendations, strategic communications strategies, bicycle transportation analysis and design, public art planning, transit-oriented development, industrial byproduct re-use, and master plan designs, among others. Projects can be generated by a wide variety of city departments, including planning and development, public works, economic development, parks and recreation, transportation, and public safety, among others. Descriptions of all previous SCYP projects are available on-line and SCYP staff can help you think through what may be possible.

## **How much does SCYP cost?**

The cost of SCYP will vary based on the number of projects and the number of courses working on each project. In previous years, partners have funded SCYP through their general fund, urban renewal fund, state and federal grants, local agencies, as well as with partnerships involving school district funds, utility district funds, and private business partners. Depending on scope, each project can range between \$15,000 and \$50,000, depending on the number of courses working on a project. Previous SCYP have ranged between \$200,000 and \$350,000 for a yearlong program that includes 10-20 projects, 20-30 courses, 350-500+ students, and 40,000-80,000 hours of effort.

## **How much staff time does SCYP involve?**

The success of the SCYP partnership relies in part on the engagement of the partner city or agency. SCYP dedicates a full-time project manager to coordinate among all the faculty and students and to act as an easy point of entry for the partner city/agency that keeps time spent on the project to a minimum. Successful partnerships in the past consisted of one lead person, approximately .5FTE, from the city or agency to act as this organizer on the community side. In addition, we connect individual faculty to their community counterpart to ensure project success, and this generally works out to city/agency staff spending a few hours each week during the relevant academic term(s).



UNIVERSITY OF OREGON



Sustainable Cities Initiative

## Sustainable City Year Program RFP Supplement: What People are Saying About SCYP

“One of higher education’s most successful and comprehensive service learning programs.”

“10-Week Think Tanks,” *The Chronicle of Higher Education*, May 2013

**“The students involved in SCI projects have really become ambassadors for our community.** In many cases, they’ve been out interviewing residents, business owners, and people on the street. They’ve made a great impression in our community and created an emerging enthusiasm for Salem that we’ve been able to, as a community, harness into continued creative thinking about some perennial and difficult issues.”

Courtney Knox, City of Salem Urban Development Department and SCYP Coordinator, January 2011

“Addressing societal issues as diverse as climate change, industrial waste recycling and neighborhood revitalization.”

“Real World Education,” *Alaska Airlines Magazine*, February 2013

“I’ve already seen three ideas here better than anything our consultants have produced, and for a whole lot less.”

John Tamulonis, Springfield Community Development Manager, at a final review of student work, December 2013

“The student involvement through SCI was really the catalyst,” said Greg Eyerly, Salem’s wastewater treatment manager. “Not knowing what was possible, the students didn’t know all the technical details of why we can’t. **Instead, they just asked the simple question ‘why not?’** If we keep asking the question ‘why not?’ we eventually run out of reasons of why we can’t--and when we’re out of ‘can’ts’ we are only left with ‘cans.’ **It’s just that simple.**”

“SCI’s MBAs Generate Green Profit,” *Lundquist College News*, September 2013

“It has provided a meaningful and marketable outlet for the energy and talent of hundreds of students in tens of thousands of hours of work per year”.

“10-Week Think Tanks,” *The Chronicle of Higher Education*, May 2013

“For Courtney Knox Busch, the Strategic Initiatives Planner with the City of Salem, SCYP has become the gift that keeps on giving. ... “We had five hundred students running around town discovering Salem for the first time and they were saying things like ‘Oh, wow! Look at that!’” she says. “As a community, **the things we had kind of taken for granted we were recognizing anew. It gave us a great buzz.**”

"Catching up with Salem, three years later," *SCI News*, January 2014

"The payout is insurmountable. She says that on the majority of projects, the city got more than they asked for. If they asked for a way-finding plan for Minto-Brown Park, they got a 170-page report that included not only a way-finding plan but also steps to implement it on a constrained budget. "We got 80,000 student hours," she says. "You can't even put that into consulting hours."

"Catching up with Salem, three years later," *SCI News*, January 2014

**"It has really been successful — beyond my wildest dreams,"** said Salem City Manager Linda Norris. **"I know we will be using this work for years and years to come; we are going to make as many of these projects reality as we can."**

"Students Design Salem-based River Research Facility," *Statesman Journal*, April 2011

"When Springfield officials asked Salem's mayor how much of the students' work proved to be of use, the answer was unequivocal: **'Every bit of it.'**"

"Editorial: City Becomes a Classroom," *The Register-Guard*, August 2011

"The opportunity to work with the University of Oregon Sustainable Cities Initiative this past year has allowed Salem the chance to 'open our eyes widely' to concepts and ideas that will shape the city's future. SCI's efforts will culminate in the development and implementation of specific planning and development strategies that move our community closer to our goals of a safe and livable community, a vibrant economy, and a healthy environment for all Salem residents. It has truly been one of the most energizing projects I have had the privilege to be involved in during my 40 years of government service."

Rick Scott, City of Salem Director of Urban Development, January 2011

"The University of Oregon seems to me to be liberating talent but more importantly empowering capability. The talent is astonishingly prescient about what needs to change and how it can be done".

"Why Universities Need Celebrating from The (City) Rooftops," *Forbes*, December 2013

"'If you hadn't known they were students, well, you wouldn't have known they were students,' says Lori Stegmann, a local insurance agent and a member of the [Gresham] redevelopment commission's advisory committee. 'I was really amazed by their work.'"

"Green Briefs," *The Portland Tribune*, January 14, 2010

"Erik Kvarsten, Gresham city manager, welcomes the interest. **'I think it's a unique opportunity to bring the eclectic talents of the faculty and students of the University of Oregon to bear on the breadth of issues Gresham confronts,'** Kvarsten said. 'It gives an opportunity for students to be involved in government in a realistic context.'"

"Gresham 101: A Series of UO Classes Targets City's Growth," *The Oregonian*, November 13, 2009

“Mission accomplished,’ said Richard Strathern, a Gresham redevelopment commissioner, city councilor and liaison to the redevelopment commission’s advisory board. ‘I was just impressed how they came back with so much,’ he said. **‘You just saw so many possibilities, your brain was spinning.** From a citizen engagement point of view, it’s the best thing I’ve seen in the three years I’ve been on the City Council.”

“Students wow Rockwood with ideas,” *Gresham Outlook*, December 29, 2009

“Tackles city change on at an unprecedented scale.”

“Why Universities Need Celebrating from The (City) Rooftops,” *Forbes*, December 2013

**“There are some shrewd, forward-thinking people working for the City of Salem.** Here’s the deal they brokered with the University of Oregon and Portland State: We’ll invest just over \$300,000 to support a one year research and design project that will leave Salem \$12 million richer!

“No kidding. In September, more than 600 students began a year of academic coursework, building upon Salem City Council’s priorities for increasing livability, sustainability, traffic navigability, cultural excitement, citizen participation and economic vitality. Before wrapping the project next June, graduate students from schools of: business, architecture, law, transportation engineering, public policy, journalism, arts and humanities, etc. will expend more than 80,000 hours into Salem’s Sustainable Cities Initiative package. Consider the ‘normal’ cost for that kind of consulting and you see how quickly the value mounts into the millions of dollars.”

“Graduate Students Nurture Salem’s Sustainable Future,” *Salem Business Journal*, January 2011

“We should be celebrating our universities for doing that for young people and handing younger people the keys a whole lot earlier. SCY is a model for how to do just that.”

“Why Universities Need Celebrating from The (City) Rooftops,” *Forbes*, December 2013

**“We needed people who could dream.** We needed dreamers with ideas that were totally out of the box,’ [Salem City Councilor Laura] Tesler said. ‘It’s OK to dream big. Some of those dreams will become reality.’”

“Students’ Work on City Celebrated,” *Statesman Journal*, May 2011

**“SCY opened up new lines of thought for our Civic Center/Police Facility and provided an overall boost in the momentum of the project.** The energy and enthusiasm of the students and faculty carried over to the rest of the project team.”

Allen Dannen, City of Salem Engineering Program Manager, January 2011

**“The City’s participation in the program allows us to address several City Council goals and leverage existing limited resources to move projects forward much faster than would otherwise be possible.** As a result of this work, we will have well-researched designs and plans to present to the community and the City Council. We think this program is a great model for encouraging additional future collaboration between Oregon universities and Oregon cities.”

Linda Norris, City of Salem City Manager, June 2010

“The Sustainable Cities Initiative is perhaps **the most comprehensive effort by a U.S. university to infuse sustainability into its curricula** and community outreach.”

“In Oregon, Students Seek Key to a Sustainable City,” *New York Times*, August 23, 2010



# Sustainable City Year Program

## RFP Supplement: University Faculty List

### Architecture

**Kelcey Beardsley**

Architecture  
City of Gresham project: Gresham  
City Hall design

**Juli Brode**

designBridge  
Student-led design-build program

**Virginia Cartwright**

Architecture  
The relationship between light and  
form in the work of Finnish architect  
Alvar Aalto

**Nancy Cheng**

Architecture  
Digital tools and methods for  
sustainable design

**Michael Fifield**

Architecture  
Residential design for all scales and  
economies

**Mark Gillem**

Architecture; Landscape  
Architecture  
Street-scaled design, sustainable  
community design on U.S. military  
bases

**James Givens**

Architecture  
Introduction to the field,  
contemporary theory and history

**Esther Hagenlocher**

Architecture; Interior Architecture  
Design of individual pieces, small  
spaces, and exhibitions

**Tom Hille**

Architecture  
School and educational  
environments design

**Joshua Hilton**

Architecture  
City of Salem project: Civic Center  
Police Facility

**Peter Keyes**

Architecture  
Interfaces between housing,  
settlement patterns, building  
technology, and place

**Nico Larco**

SCI Co-Director  
Architecture  
Medium to high-density sustainable  
design

**Erin Moore**

Architecture  
Architectural sustainability and  
buildings in ecosystems

**Brook Muller**

Architecture  
Green architecture, ecological  
design

**Jean von Barga**

Architecture  
City of Gresham project: Program  
for a New City Hall

**Linda Zimmer**

Architecture; Interior Architecture  
Supporting human interaction in  
offices and schools through design

## **Arts and Administration**

### **Doug Blandy**

Arts and Administration  
Relationships between art,  
education, community, and place

### **John Fenn**

Arts and Administration  
Ethnomusicology, popular music in  
the African diaspora, public folklore,  
and media studies

## **Business**

### **Beth Hjelm**

Business  
Strategic management, business  
planning, organizational  
development

### **Tom Osdoba**

Business  
Sustainable business practices,  
sustainable economic development

### **Jennifer Howard-Grenville**

Business  
Business and the natural  
environment, processes of  
organizational change

### **Michael Russo**

Business  
Business and public policy,  
corporate strategy, environmental  
management

## **Civil and Environmental Engineering**

### **Christopher Monsere**

Civil and Environmental Engineering  
(Portland State University)  
Highway safety, freight  
transportation, traffic operations

## **Economics**

### **Bruce Blonigen**

Economics  
International trade, industrial  
organization, applied econometrics

### **Joe Stone**

Economics  
Labor, regional economic growth,  
education, international economics

## **Geography**

### **Chris Bone**

Geography  
GIS modeling of coupled human-  
natural systems

### **Katherine Meehan**

Geography  
Water policy, diverse economies,  
and urban sustainability

## **Interior Architecture**

### **Esther Hagenlocher**

Architecture; Interior Architecture  
Design of individual pieces, small spaces, and exhibitions

### **Linda Zimmer**

Architecture; Interior Architecture  
Supporting human interaction in offices and schools through design

## **Journalism**

### **Kevin Brett**

Journalism  
Research and public relations

### **Kelli Matthews**

Journalism  
Public relations and social/digital media

### **Erica Ciszek**

Public Relations  
Critical/cultural approaches to strategic communication

### **Margaret Parker**

Journalism and Communication  
Public relations

### **Patricia Curtin**

Journalism and Communication  
Agenda building, critical approaches to public relations theory

### **Laurie Phillips**

Journalism and Communication  
Identity, the (shifting) organizational-public relationship, and social media

## **Landscape Architecture**

### **David Hulse**

Landscape Architecture  
Land use and natural resource decision-making tools

### **Roxi Thoren**

Landscape Architecture;  
Architecture  
Ecological design, landscape urbanism

### **Robert Ribe**

Landscape Architecture  
Land use planning, growth management

### **Anita Van Asperdt**

Landscape Architecture  
Natural playgrounds, streetscapes, pocket park design

### **Deni Ruggeri**

Landscape Architecture  
Large scale open space, urban design and technology

## **Law**

### **Anne Davies**

Law  
Land use law, local government law

### **Roberta Mann**

Law  
Tax, property, and environmental law

**Lauren Sommers**

Law  
Land use law, local government law

**Jan Wilson**

Law  
City of Salem project: Environmental  
Law Overlay for North Downtown

**Oregon Leadership in Sustainability (OLIS)**

**Vicki Elmer**

Oregon Leadership in Sustainability  
Sustainable infrastructure planning  
and finance

**Joshua Skov**

Oregon Leadership in Sustainability  
Sustainability indicators and  
assessment tools, climate change  
and greenhouse gas inventory  
methodology

**Kelly Hoell**

Oregon Leadership in Sustainability  
Comprehensive sustainability  
planning, greenhouse gas  
inventories

**Planning, Public Policy, and Management**

**Colleen Chrisinger**

Planning, Public Policy, and  
Management  
Labor market experiences of low-  
income individuals

**Bob Parker**

Planning, Public Policy, and  
Management  
Land-use and transportation  
planning, market and feasibility  
analysis

**Bob Doppelt**

Planning, Public Policy, and  
Management  
Climate change, sustainability  
leadership

**Gerardo Sandoval**

Planning, Public Policy, and  
Management  
Economic and community  
development, redevelopment of  
marginal low-income neighborhoods

**Jessica Greene**

Planning, Public Policy, and  
Management  
Health policy with an emphasis on  
low-income populations

**Marc Schlossberg**

SCI Co- Director  
Planning, Public Policy, and  
Management  
Pedestrian-scaled urban form and  
community empowerment

**Grant Jacobsen**

Planning, Public Policy, and  
Management  
Economics and environmental  
policy

**Bethany Steiner**

Planning, Public Policy, and  
Management  
Service learning, civic engagement,  
public participation, youth  
involvement in community building

**Rich Margerum**

Planning, Public Policy, and  
Management  
Institutional issues in environmental  
management, growth management

**Yizhao Yang**

Planning, Public Policy, and  
Management

Community quality of life, housing,  
pedestrian accessibility

**Product Design**

**Jason Germany**

Product Design

City of Salem project: Sustainable  
Streetlights

# **Sustainable City Year Program**

## **RFP Supplement: City of Medford Projects 2013-14**

### **About Medford**

Medford, located in Jackson County in Southern Oregon's Rogue Valley, has a population of 75,920 within a metropolitan statistical area of 206,310 people, the 4th largest in the state. The City was founded in 1883 at its present site because of its proximity to Bear Creek and the Oregon and California Railroad, becoming the County seat in 1927.

The downtown is a National Historic District and it is flourishing today due to support from the City's Urban Renewal Agency in cooperation with business and property owners. New construction, building restorations, infrastructure improvements and community events are creating a forward-looking downtown grounded in its diverse past. Streets have been realigned and improved with new pedestrian and bicycle amenities.

Medford is the economic center for a region of over 460,000 people in Southern Oregon and Northern California. In the past, its economy was fueled by agriculture and lumber products. Although the lumber industry has declined, three lumber mills, Boise Cascade, Timber Products and Sierra Pine, remain. The area also is home to an expanding vineyard and wine industry that includes a large assortment of varieties and over 60 wineries. Lithia Motors, the 9th largest auto retailer in the U.S., has been headquartered in Medford since 1970.

The City is a regional hub for medical services. Two major medical centers employ over 7,000 people in the region. Medford is also a retirement destination, with senior housing, assisted living and other elder care services acting as an important part of the economy.

The Bear Creek Greenway extends from Ashland through central Medford and includes a 26-mile multi-use path, linking several cities and numerous parks. Roxy Ann Peak, one of Medford's most prominent landmarks, is a 3,573-foot dormant volcano located on the east side in Prescott Park, Medford's largest city park at 1,740 acres.

### **1. Downtown Wayfinding**

Chris Bone – UO Geography

Bob Parker – UO Planning, Public Policy, and Management

Kelly Akin – City of Medford Planning Department

Praline McCormack – City of Medford Planning Department

#### **Courses:**

Spring: GEOG 491/591 – Advanced GIS (Bone)

Summer: PPPM 407/507 – Community Planning Workshop (Parker)

The downtown area, or civic center, is filled with government and business offices, retail establishments, restaurant and entertainment venues, educational institutions, etc. Nevertheless, many people who come to Medford to shop and do business have no idea where the core downtown is and how to get there. The same can even be said of some local residents. Further, it is not clear when one “enters” and “leaves” the downtown area. Students will survey the area’s current network of signage and propose wayfinding improvements and options, including the east and west sides of the City and extending north and south to the two freeway interchanges.

## **2. Encourage New Development**

Bob Parker – UO Planning, Public Policy, and Management  
Rich Margerum – UO Planning, Public Policy, and Management  
Rebecca Lewis – UO Planning, Public Policy, and Management  
Bianca Petrou – City of Medford Planning Department  
Carla Paladino – City of Medford Planning Department

### **Courses:**

Fall: PPPM 613 – Planning Analysis I (Parker)  
Fall: PPPM 611 – Intro Planning Practice (Margerum)  
Fall: PPPM 617 – Human Settlements (Lewis)

A key component of the City’s Economic Development Strategy is to retain and help existing businesses expand. Often, land development costs associated with new development and expansion of businesses is prohibitive. In many situations, it is cheaper to develop in closer proximity to other businesses where infrastructure already is in place. This project will provide several development plans for one or more of the more difficult sites. This project ties directly into a sustainability goal of using land efficiently by redeveloping existing structures and sites.

## **3. Neighborhood Circulation Plans**

Marc Schlossberg – UO Planning, Public Policy, and Management  
Larry Beskow – City of Medford PW Engineering  
Desmond McGeough – City of Medford Planning Department

### **Courses:**

Fall: PPPM 607 – Sustainable Transportation (Schlossberg)

Neighborhood circulation plans developed that could be formally adopted or used as conceptual plans are helpful to developers as they prepare subdivision proposals. Students will develop a circulation plan for the Genessee and East Main Street neighborhood that will include opportunities for multi-modal forms of transportation, in addition to that of the automobile.

## **4. Analysis of Activity Centers**

Yizhao Yang – UO Planning, Public Policy, and Management  
Suzanne Myers – City of Medford Planning Department  
Chris Olivier – City of Medford Planning Department

### **Courses:**

Winter: PPPM 614 – Planning Analysis II (Yang)

Students will use GIS to analyze several or all of the existing, identified activity centers in Medford to determine specific public and private actions needed to increase the level of multi-modal (pedestrian/bike/transit) activity. Students might suggest improved safety measures, appropriate services, and land use plans recommending a balance of employment, housing and other land uses.

## **5. Revision of Housing Codes**

Bruce Blonigen – UO Economics  
Joe Stone – UO Economics  
Ben Lytle – City of Medford Police Department  
Chris Reising – City of Medford Building Director

### **Courses:**

Winter: EC 418 – Economic Analysis of Community Issues I (Blonigen/Stone)  
Spring: EC 419 – Economic Analysis of Community Issues II (Blonigen/Stone)

The City of Medford is transitioning responsibility for administering the Housing Code from The Building Safety Department to the Police Department's Code Enforcement Division. The Housing Code in use by the city for over 30 years is based on the 1979 Uniform Housing Code, last updated in 1997. To better enforce substandard housing issues, students will identify and analyze best practices in housing codes.

## **6. Emergency Preparedness Plan**

Erica Ciszek – UO Journalism  
Pat Curtin – UO Journalism  
City of Medford City Manager's Office

### **Courses:**

Fall: J 495 – Strategic Communications Research (Ciszek)  
Winter: J 453 – Strategic Planning & Cases (Curtin)  
Spring: J 454 – Public Relations Campaigns (TBD)

The City has expended time and resources in preparing the City organization to be ready for natural disasters. Citizen awareness and preparedness on a community-wide basis must be part of the overall plan. Students would assess what has been accomplished in this area thus far and determine what additional steps must be taken to develop partnerships and increase public awareness and involvement. An outreach plan would be developed with a specific, programmatic approach to involving the entire community in emergency preparedness.

## **7. Open Space Program**

Jared Margolis – UO Planning, Public Policy, and Management  
City of Medford Parks & Recreation Department  
Fall: ENR Fellow (Margolis)

This project would identify, inventory and analyze lands in the City of Medford, Urban Growth Boundary and Urban Reserves that are potentially suitable for preservation as open space. It would research policies and regulations that aid cities in preserving and providing various types of open space. It would provide recommendations of open space policies and regulations suitable for Medford that are not already in place, and identify ways to implement policies for open space preservation and acquisition methods.

## **8. Fire Department Strategic Plan**

Bob Parker – UO Planning, Public Policy, and Management  
Justin Bates – City of Medford Fire Department  
Brian Fish – City of Medford Fire Department

### **Courses:**

Spring/Summer: PPPM 407/507 – Community Planning Workshop (Parker)

The Fire Department has recently completed an Emergency Services Master Plan and Facilities Master Plan. The department now needs a detailed strategic plan for the next 5 to 7 years to guide specific action to be taken to implement the recommendations from each of these plans, and to guide the overall decision making methodology.

## **9. Neighborhood Watch Program**

Bruce Blonigen – UO Economics  
Joe Stone – UO Economics  
Ben Lytle – City of Medford Police Department  
Todd Sales – City of Medford Police Department  
Chief Tim George – City of Medford Police Department

### **Courses:**

Winter: EC 418 – Economic Analysis of Community Issues I (Blonigen/Stone)  
Spring: EC 419 – Economic Analysis of Community Issues II (Blonigen/Stone)

Approximately 90 neighborhoods in the City of Medford have active Neighborhood Watch programs. These programs are vital to the safety of individual neighborhoods, as well as being an excellent relationship builder for the Police and the community we serve. This process would involve identifying and mapping the locations of all active Neighborhood Watch programs and writing a plan for developing new programs in areas experiencing increased crime. It would also assist in developing this program in neighborhoods that do not have one at this time. There are also needs and opportunities to analyze the relative effectiveness of the Police Department's volunteer programs and identify new opportunities for volunteerism.

## **10. Fire Facility Design**

Virginia Cartwright – UO Architecture

Chief Gordon Sletmoe – City of Medford Fire Department

Ken Goodson – City of Medford Fire Department

### **Courses:**

Winter: ARCH 484/584 – Architectural Design (Cartwright)

The City needs to update all of the Fire facilities identified in the Fire Facilities Master Plan in a multi-year, phased-in approach. Using information from work that already has been done in previous studies, students would develop an outreach program and campaign approach for explaining the need to the public and gathering support over an extended 5 to 10 year facilities expansion and improvement program. Architect students would design a Silver LEED Certified building of a new station that would demonstrate maximum efficient use of space and energy to be used in demonstrations to gain public support.

## **11. Connections to Bear Creek Greenway**

Marc Schlossberg – UO Planning, Public Policy, and Management

Alex Georgevitch – City of Medford PW Engineering

### **Courses:**

Spring: PPPM 438 / 538 – Topics in Bicycle Transport (Schlossberg)

The Bear Creek Greenway is an 18-mile trail from Ashland to Central Point. As the trail passes through Medford, there may be opportunities to increase connectivity between the trail and Medford's parks, trails, and bicycle paths. Students will examine the possibilities of increasing connectivity to support recreation, transportation, and economic development.

## **12. Outreach to Minority Communities**

Gerardo Sandoval – UO Planning, Public Policy, and Management

Lilia Caballero – City of Medford Police Department

Randy Sparacino – City of Medford Police Department

### **Courses:**

Fall: Contract with James Rojas (Sandoval)

Like many cities, Medford has a growing Hispanic population that may not be well integrated into the larger community. This project will engage attendees at the Greater Medford Multicultural Fair in an innovative activity led by James Rojas to identify ways to increase outreach and enhance and build community among all city residents.

### **13. RVTD Bus Rapid Transit**

Bob Parker – UO Planning, Public Policy, and Management  
Paige Townsend – Rogue Valley Transit District (RVTD)

**Courses:**

Spring/Summer: PPPM 407/507 – Community Planning Workshop (Parker)  
As the population of southern Oregon continues to grow, traditional bus transit may not be an effective option to move people along the congested Highway 99 corridor. Students will begin examining the feasibility of bus rapid transit along the corridor.

### **14. RVTD Public Relations Campaign**

Erica Ciszek – UO Journalism  
Pat Curtin – UO Journalism  
Julie Brown – Rogue Valley Transit District (RVTD)

**Courses:**

Fall: J 495 – Strategic Communications Research (Ciszek)  
Winter: J 453 – Strategic Planning & Cases (Curtin)  
Spring: J 454 – Public Relations Campaigns (TBD)  
The Rogue Valley Transit District is considering putting a serial levy before voters in November 2014. Students will develop a public relations campaign to help RVTD get their message out to voters to increase public knowledge and support prior to the vote.

### **15. Journalism Fellows**

*Medford Mail Tribune*  
Fall, Winter, Spring

Engagement with the Sustainable City Year Program generates numerous possibilities for press coverage in the host city, but local newspapers don't always have the capacity to track a one-year project that includes numerous projects across a city that engages hundreds of students. Journalism Fellows will work with the Medford Mail Tribune to generate stories and video that document the wide range of activities that comprise the Sustainable City Year.

### **16. West Main Transit Oriented Development**

Chris Bone – UO Geography  
Nick Kohler – UO Geography  
Larry Beskow – City of Medford PW Engineering  
Desmond McGeough – City of Medford Planning Department

**Courses:**

Winter: GEOG 491/591 – Advanced GIS (Kohler)  
Spring: GEOG 490/590 - Spatial Modeling (Bone)

Transit oriented developments attempt to incorporate a mix of uses that include a variety of transportation options. GIS students using agent-based modeling will examine a Medford neighborhood to look at a variety of development options over the next 20 years to see the impact of a variety of development options on traffic, travel times, and density.



# **Sustainable City Year Program**

## **RFP Supplement: City of Springfield, OR Projects 2011-12**

### **About Springfield**

Our third SCYP partner city, Springfield (2011-12), has recruited a strong, diverse set of partners to supplement city staff participation in SCYP. Partners include the Springfield Utility Board, Willamalane Park and Recreation District, Metro Wastewater Management Commission, United Way of Lane County, and Springfield School District 19.

The City of Springfield has been a leader in sustainable practices for more than 30 years, tackling local issues ranging from waste and stormwater management to urban and suburban redevelopment. The City of Springfield is the first and only jurisdiction in Oregon to create two separate Urban Renewal Districts by voter approval. Constrained by dramatic hillsides and rivers to the north and south, Springfield has worked tirelessly to develop efficiently and respectfully within its natural boundary as well as the current urban growth boundary. City staff have been active partners and administrators of the Metro Wastewater Management Commission since its inception in the late 1970s, working diligently to provide responsible and healthy wastewater best practices to both Springfield and Eugene.

Springfield is proud of its relationships and ability to work with property owners and developers on difficult developments, reaching agreements that are to the benefit of both the project and the affected property owners. City staff have always examined any concerns that may arise from development, working to resolve any problematic issues to ensure a successful outcome. These relationships with citizens are what continue to allow Springfield to turn policy and planning into realities.

### **1. Laura Street Analysis**

John Fenn – UO Arts and Administration  
Mark Metzger – City of Springfield Planning Department

#### **Courses:**

Fall: AAD 450/550 – John Fenn – Art and Society

The Laura Street neighborhood in Springfield is situated between a large transportation corridor, bustling big box commercial center, and a large industrial warehouse area. It is a neighborhood with very few traditional residential nuances and is often plagued by above average levels of criminal activity. This may be a multi-term or phased project with phase 1 resulting in students researching the area to identify the negative and positive characteristics and related trends and phase 2 determining design ideas and actions to positively respond to or change development habits. This information might be used in a

multitude of ways, ranging from increased social outreach and program development to the implementation of specific design standards aimed at changing the identified negative trends.

## **2. Promise Neighborhoods**

John Fenn – UO Arts and Administration  
Bruce Blonigen – UO Economics  
Joe Stone – UO Economics  
Holly Mar Conte – United Way of Lane County  
Molly Markarian – City of Springfield Planning Department

### **Courses:**

Fall: AAD 450/550 – John Fenn – Art and Society  
Winter/Spring: ECON 418+419 – Bruce Blonigen and Joe Stone – Economic Analysis of Community Issues I+II

There is a national “Promise Neighborhoods” movement to develop a continuum of “cradle through college and career” solutions to improve the educational and developmental outcomes of all children in our most distressed communities. United Way of Lane County has identified two neighborhoods within the region as Promise Neighborhoods. One of these neighborhoods is the Springfield Brattain area. Students would work within the Brattain area to survey demographics and program gaps in partnership with United Way of Lane County and possibly the Neighborhood Economic Development Corporation (NEDCO).

## **3. Bicycle and Pedestrian Accessibility and Connectivity Plan**

Marc Schlossberg – UO Planning, Public Policy, and Management  
Dave Reesor – City of Springfield Planning Department

### **Courses:**

Fall: PPPM 438/538 – Marc Schlossberg – Bicycle Transportation

The City of Springfield will soon be updating its Bicycle and Pedestrian Plan. The current bike system is disconnected, with multiple dead ends and paths that were not necessarily developed in congruence with one another. Students will analyze the current bike system, on-street and off, identifying the dead ends and gaps and proposing connections to make the system complete. Students will look especially at the non-collector, non-arterial street network (smaller streets) for bike and pedestrian connectivity. This will be a system-wide project, including areas not yet incorporated into Springfield city limits, partnering with the Willamalane Park and Recreation District.

## **4. Springfield School District Jasper-Natron School Design**

Esther Hagenlocher – UO Architecture  
Jeff DeFranco – Springfield Public Schools  
Michael Liebler – City of Springfield Public Works

### **Courses:**

Fall/Winter: ARCH 485/585+486/586 – Ester Hagenlocher – Advanced Architectural Design I+II

Springfield School District 19 recently purchased property in the Southeast area of Springfield referred to as Jasper-Natron. Students will analyze the site and surrounding neighborhood and perform analysis required to provide appropriate services and transportation infrastructure, then explore site layout for a K-5 and/or K-8 school on the site. Student analysis and design work will include transportation connectivity to and around the site; the potential layout and inclusion of sports fields on the school site and community use space within the school; separation of spaces for different grades; and a consideration of existing wetlands on the site, including opportunities for educational wetlands gardens on site to take advantage of some existing wetlands within the site layout.

## **5. Booth-Kelly Redesign**

Brook Muller – UO Architecture  
Vicki Elmer – OLIS  
Anita Van Asperdt – UO Landscape Architecture  
Jeff Towery – City of Springfield

### **Courses:**

Fall: AAA 620 (OLIS) – Brook Muller – Urban Ecological Design  
Fall: AAA 611 (OLIS) – Vicki Elmer – Sustainable Leadership Practicum  
Fall/Winter/Spring: ARCH 407/507+485/585+486/586 – Brook Muller – Terminal Studio Prep Seminar, Advanced Architectural Design, I+II  
Winter: LARCH 439 – Anita Van Asperdt – Landscape Architecture Design and Process

The City of Springfield currently owns and operates the Booth-Kelly Center, which includes 17 acres of land and over 200,000 square feet of large industrial building spaces currently renting to Springfield businesses. Once a very productive lumber mill, Booth-Kelly was situated on the Springfield Mill Race Pond, which is currently being restored and reconnected to the Willamette River. Students will examine potential redevelopment scenarios and identify how the site can become a destination location with a pedestrian-friendly appeal. Booth-Kelly is located in historic Downtown Springfield and will be directly affected by and have direct impacts on any development activity in the downtown area. City staff are looking for redevelopment concepts and guidelines that can be adopted into a Downtown Refinement Plan.

## **6. Library Development**

Tom Hille – UO Architecture  
Anne Davies – UO Law  
Rob Everett – City of Springfield Library

### **Courses:**

Fall: ARCH 484/584 – Tom Hille – Architectural Design  
Spring: LAW 658 – Anne Davies – Local Government Law

The City of Springfield is looking to invest in a new Public Library at some point in the future. Students will examine the process to develop, finance, and construct a public library by (a) designing a Silver LEED Certified building that incorporates some private business space (these designs will be used to gain public support for a new library while illustrating potential design ideas); and (b) drafting a financing plan and a fundraising plan.

## **7. Waremart Redevelopment Conceptual Plan**

Nico Larco – UO Architecture  
Rich Margerum, Bob Parker, Robert Young – UO Planning, Public Policy and Management  
Beth Hjelm – UO Business Lundquist College of Business  
Steven Yett – Property Owner  
John Tamulonis – City of Springfield Community Development

### **Courses:**

Fall: ARCH 484/584 – Nico Larco – Architectural Design  
Fall: PPPM 611+613+617 – Rich Margerum / Bob Parker / Robert Young – Introduction to Planning Practices, Planning Analysis I, Human Settlements  
Winter: BA 453 – Beth Hjelm – Business Strategy and Planning

Over a decade ago, the Springfield Waremart, located in the Mohawk area, closed its doors and reopened at its new building several doors down as WinCo. At this time, the original Waremart building, at over 40,000 square feet, still stands mostly vacant, and the site as a whole, at nearly 11 acres, is in need of new development. Students will propose urban design and site development ideas for the site while examining the impacted Mohawk commercial area and the related constraints. Redevelopment of the Mohawk site will be viewed as a catalyst that can encourage redevelopment of adjacent sites.

## **8. Demonstration Stormwater Areas**

Juli Brode – UO DesignBridge  
Meghan Murphy – City of Springfield Environmental Services  
Amy Chinitz – Springfield Utility Board

### **Courses:**

Fall/Winter/Spring: ARCH 407/507+484/584+407/507 – Juli Brode – Pre-DesignBridge Seminar, Architectural Design, DesignBridge Construction

The practice of sustainable stormwater management has grown considerably over the past two decades. The City of Springfield encourages property owners to consider alternatives to traditional stormwater infrastructure, such as rain gardens. However, greater public awareness and acceptance of innovative stormwater treatment designs is still needed. Welcoming and attractive demonstration sites serve as valuable public education tools as well as opportunities for planners and technicians to experiment with new techniques. Students will help the city, along with the Springfield Utility Board, achieve its stormwater education goals by designing demonstrations of innovative stormwater management techniques (rain gardens, swales, pervious pavement, etc.). Demonstration site locations may include natural areas, parks, schools, or private property, and appropriate demonstration themes. Students will then turn their designs into constructed demonstration projects, specific to the identified location(s). These demonstration areas will be designed to promote community access to the site and the concept by providing interpretive kiosks with 'take home' ideas for applying similar methods in residential and commercial areas.

## **9. Metro Wastewater Management Commission (MWMC) Outreach**

Margaret Parker, Kelli Matthews – UO Journalism  
Todd Miller – City of Springfield

### **Courses:**

Fall/Winter/Spring: J 454/554 – Margaret Parker / Kelli Matthews – Public Relations Campaigns

The City of Springfield has been an active partner and managing entity for the MWMC for over 30 years. One of the MWMC's primary missions is to raise public awareness and understanding of not only the Commission but the regional wastewater system and its relation to Willamette River quality. The MWMC is currently working to identify sources of pollutants that have an impact on the water quality of plant effluent entering the system on the user end of the pipe, determining if there is an effective means to reduce or eliminate those sources, and educate the public on those measures. MWMC and the City of Springfield want to improve surface water quality by enhancing the City's Adopt a Waterway program. Students will work on public relations materials that explain how people/ neighborhoods/communities can adopt a local waterway (large or small) by cleaning it up, planting native plants and shade trees, and taking other steps to improve water quality. Messaging for this effort would need to consider how to address multiple audiences. This effort may also be linked to the Drug Take Back program that tries to keep discarded medicines out of the water treatment plant. It may also be linked to indoor water use conservation efforts, which will help keep river temperatures low enough for salmon.

## **10. Sustainability Metrics**

Vicki Elmer, Kelly Hoell, Joshua Skov – UO Planning, Public Policy and Management

Mike Russo – UO Lundquist College of Business

Jeff Towery – City of Springfield

### **Courses:**

Fall/Winter: AAA 611 and PPPM 607 – Vicki Elmer, Kelly Hoell, Joshua Skov – Sustainable Leadership Practicum, Energy and Climate Change Seminar

Winter: MGMT 610 – Mike Russo – Sustainable Business Development

City staff and UO students will partner with Good Company, a Eugene-based consulting firm, to compile a comprehensive greenhouse gas emissions inventory of the city's operations. This inventory will include direct ("Scope 1") emissions from fuel consumed by city vehicles and generators, as well as indirect ("Scope 2" and "Scope 3") emissions created by electricity generation, business-related travel, solid waste, and the embodied energy of purchased products. Students may follow up on this inventory by creating action plans to help the city government reduce its greenhouse gas emissions.

## **11. City-wide Wayfinding and Downtown Wayfinding**

Bob Parker, Bethany Steiner – UO Planning, Public Policy and Management

Courtney Griesel – City of Springfield Economic Development

Linda Pauly – City of Springfield Planning Department

### **Courses:**

Winter/Spring: PPPM 608 – Bob Parker, Bethany Steiner – Community Planning Workshop

The City of Springfield is steadily growing, and with this growth, services and amenities are often physically spread out. Based on recommendations from a 2011 Visitor Readiness Report, the city is in need of a city-wide wayfinding signage update to better direct visitors and residents to resources. The Downtown area also currently lacks innovative wayfinding directing visitors to the array of public amenities, from shopping and recreation to public services and open space. The purpose of this project is to provide recommendations about where Springfield should locate new signage to direct visitors and residents to key community attractions and the downtown. Students will also provide recommendations for a complete wayfinding system that might include brochures, kiosks, and smart phone applications.

## **12. LEED Incentive Analysis**

Bruce Blonigen, Joe Stone – UO Economics  
John Tamulonis – City of Springfield Community Development  
Greg Mott – City of Springfield Planning Department

### **Courses:**

Winter/Spring: ECON 418+419 – Bruce Blonigen, Joe Stone – Economic Analysis of Community Issues I+II

The City of Springfield is interested in exploring a requirement that for new development to receive support through incentives, the development must be able to achieve a minimum level of LEED ND certification. When attaching strings to incentives, however, we recognize that it is prudent to determine whether the value of the incentive outweighs the strings that are attached to it. In this case, would LEED ND or equivalent certification string cost a developer more than the developer would benefit from the incentives attached to that requirement? Students will perform cost-benefit analysis to analyze what level of incentive would make it worthwhile for a developer to develop in conformance with the LEED ND performance standards.

## **13. Market Feasibility of Density**

Bruce Blonigen, Joe Stone – UO Economics  
John Tamulonis – City of Springfield Community Development  
Greg Mott – City of Springfield Planning Department

### **Courses:**

Winter/Spring: ECON 418+419 – Bruce Blonigen, Joe Stone – Economic Analysis of Community Issues I+II

The City of Springfield is interested in proposing that higher residential densities be included in new development. These higher densities are believed to encourage development in a compact urban form and are typically four to six stories in height. The most common occupancy types in this region at these densities are multi-family apartment rentals and condominiums and senior living facilities. Students will perform an economic analysis of density requirements and their impacts on the cost effectiveness of development. Students may propose strategies to assist in incentivizing higher densities while also looking at market feasibility of density bonuses.

## **14. Dorris Ranch Analysis**

Beth Hjelm – UO Lundquist College of Business

Greg Hyde – Willamalane Parks and Recreation District

Mike Moskovitz – Willamalane Parks and Recreation District

Molly Markarian – City of Springfield Planning Department

### **Courses:**

Winter: BA 453 – Beth Hjelm – Business Strategy and Planning

The 258-acre Dorris Ranch farm, owned and operated by the Willamalane Park and Recreation District, offers its visitors a unique ability to learn about area history, see ongoing commercial agriculture of one of Oregon's major crops (hazelnuts), and enjoy open space recreation where rivers converge. Dorris Ranch was the first commercial hazelnut farm in the US in 1892; more than half of all commercial hazelnut trees in the US originated from Dorris Ranch stock. The ecological diversity and the cultural significance of this property are aptly summarized in Willamalane's marketing material: "The past meets the present in the special place that is Dorris Ranch." Willamalane would like to improve the awareness and usage of Dorris Ranch, both overall and for specific existing and new events. The project objective is to build an income stream that can help achieve goals established in the 2008 Master Plan and improve self-sufficiency of the facility while preserving the uniqueness of the site. Two student project teams will develop a marketing program that addresses the historic, cultural, and recreational aspects of Dorris Ranch and recommend a series of programs and events to build awareness and bring people to the park.