



Sustainable Cities Partnership

Appendix: Examples of Projects in Edmonds and Elsewhere

The City of Edmonds is SCP's partner for the ongoing year, engaging in the following program:

Edmonds Program for the '16 – '17 Academic Year

- An ***Ecological Restoration*** course will recommend methods by which Edmonds can minimize stormwater impacts upon the Edmonds Marsh.
- A ***Campus Sustainability Planning Studio*** course will research the means by which Edmonds might best handle construction waste and food waste.
- A ***Public Relations Research and Campaigns*** course will help Edmonds promote a downtown cultural/arts corridor.
- A cohort of 4th-year ***computer science*** students will develop a mobile app that attracts visitors to Edmonds and provides information about attractions and events.
- A ***Science and Management of Contaminated Sites*** course will evaluate environmental risks associated with a land parcel that Edmonds might soon acquire.
- A ***Recreation Programming*** course and ***Management of Recreation and Leisure Services*** course will together help Edmonds chart a path toward participation in the "Playful City USA" program, which seeks to promote the health of our nation's youth.
- A ***Disaster Reduction and Emergency Planning Studio*** course will analyze the impacts of rising sea level on Edmonds.
- An ***Advanced Spatial Analytics*** course will use GIS to modernize management of the Edmonds Memorial Cemetery.
- A ***Greening Business Applications*** course will assist Edmonds in fleshing out and marketing its "Green Business" program.
- A ***Participatory Action Research*** course will conduct a walkability assessment of a particular neighborhood adjacent to the downtown core.
- A 4th year ***environmental-education*** student will develop new interpretive materials for the Edmonds Wastewater Treatment Plant.

The projects completed by the University of Oregon over the preceding six years are available through their website. See the list of “Past Partner” cities at: <https://sci.uoregon.edu/content/past-partners>, select a city, then follow the link to “Final Project Reports.”

Oregon is a larger university than Western, offering graduate programs in fields such as architecture and engineering. Western is unable to support all of the types of courses shown on Oregon’s website. Listed below are recent Oregon SCYP projects that match Western’s capacity.

Projects in Medford, OR.

Downtown Wayfinding

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. 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.

Neighborhood Circulation Plans

Neighborhood circulation plans 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.

Analysis of Activity Centers

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.

Emergency Preparedness Plan

The City has expended time and resources in preparing to cope with 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.

Open Space Program

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.

Neighborhood Watch Program

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. 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.

Connections to Bear Creek Greenway

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.

Outreach to Minority Communities

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.

RVTD Public Relations Campaign

The Rogue Valley Transit District is considering putting a serial levy before voters in November 2015. 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.

Journalism Fellows

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.

West Main Transit Oriented Development

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.

Projects in Springfield, OR.

Laura Street Analysis

The Laura Street neighborhood 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 several ways, ranging from increased social outreach and program development to the implementation of specific design standards aimed at changing the negative trends.

Promise Neighborhoods

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).

Metro Wastewater Management Commission (MWMC) Outreach

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.

Sustainability Metrics

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.

City-wide Wayfinding and Downtown Wayfinding

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.

Dorris Ranch Analysis

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.