

# Sustainable City Year Program University of Oregon

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Wednesday, May 25, 2016 | 12:55 pm

MANHUNT UNDERWAY NEAR MADRAS-AREA TRAILER PARK

A large number of Law enforcement cordoned off an area near a Madras-area trailer park on Wednesday as they searched for a "person of interest" who fled after a pursuit, Jefferson County sheriff's deputies said. [More](#)

# UO sustainability program partners with Redmond

## 'Sustainable City Year' to have students work on projects

From KTVZ.COM news sources

POSTED: 10:57 AM PDT March 31, 2015  
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**REDMOND, Ore.** - The Sustainable City Year Program is moving to Central Oregon, selecting Redmond for the 2015-16 academic year. University of Oregon students will work on over 20 projects with the City of Redmond during the year, the school said Tuesday.

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The partnership will kick off in April, when students from a bicycle transportation planning course tour the city to research existing infrastructure.

"The UO's Sustainable Cities program has become an international example for a comprehensive outreach-research-learning model," said Frances Bronet, UO acting senior vice president and provost. "In addition to helping cities become more sustainable and livable, our students, critically engaged citizen-scholars, are solving real-life problems and working alongside experts in their fields.

The Sustainable Cities Initiative is a cross-disciplinary organization at the University of Oregon that promotes education, service, public outreach and research on the design and development of sustainable cities. The Sustainable City Year program has been adapted by almost 20 American universities and in several other countries.

"Redmond will be our first SCYP city east of the Cascades, and we are thrilled about the partnership," said Marc Schlossberg, SCI co-director. "Redmond's application made it clear that they are interested in sustainability from a wide variety of perspectives and city functions and that they have put together a broad team of community partners for us to engage with.

"It is clear that Redmond is serious about moving the dial on sustainability and we are developing an impressive list of projects with them. It is going to be a great year."

Now in its sixth year, the Sustainable City Year program links UO students with an Oregon city, county, special district or partnership of governments for an entire academic year.

Each year, the SCYP partner receives assistance with projects centered on sustainability through the

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work of student classes across the university.

In a typical year, more than 400 students from 12 disciplines across 30 classes work on 20 partner-directed projects. At the end of the year, more than 40,000 student hours of work will be devoted to helping a local entity transition to a more sustainable future.

"Based on the past partnerships with Medford, Springfield, Salem and Gresham, we are confident that this year of partnership will provide meaningful opportunities for students while helping Redmond move its own sustainability interests forward successfully," said Nico Larco, SCI co-director.

Some of the projects students will work on include: downtown revitalization, improvement of South US 97 Corridor, creating street tree programs, developing design and landscaping plans for the Redmond Airport, and establishing a Cascadia Emergency Preparedness plan.

"We are excited by the tools and resources the SCYP partnership brings to the community of Redmond," said Keith Witcosky, Redmond city manager. "It creates an important east-west geographic bridge across Oregon and does so in a way that saves the city hundreds of thousands dollars if we were going to secure similar services through private consultants."

The Sustainable City Year program will get a head start in Redmond when students from Schlossberg's bicycle transportation planning course visit the city to research existing bicycle infrastructure. The students will visit on April 8 and be led on a tour of Redmond by city staff.

"This SCYP partnership helps us kick-start initiatives that are critical to our growing community. More importantly, it allows us to harness the intellectual capital inherent in a campus of more than 20,000 students and teachers. Redmond's projects will reflect new ideas, fresh perspectives and gain renewed energy," Witcosky said.

Redmond Community Development Director Heather Richards said the city partnership agreement, before city councilors Tuesday night, involves an initial \$50,000 fee and up to \$375,000 spent on the future projects, approved as they come online.

"Most are planned projects we would have been spending money on anyway," she said -- but the reduced cost of using the university students for the work as part of their curriculum "allowed us to add some projects" the city would not have been able to tackle.

Redmond -- often referred to as "the hub" -- is a small town with big ideas. Follow along with the Sustainable City Year with #SmallTownBigIdeas on social media.

The master agreement on the partnership is on the Tuesday night special Redmond City Council agenda. You can find the packet with the memo detailing the projects and agreement here: <http://www.redmond.or.us/government/city-council/council-meeting-info/past-meetings-and-minutes>

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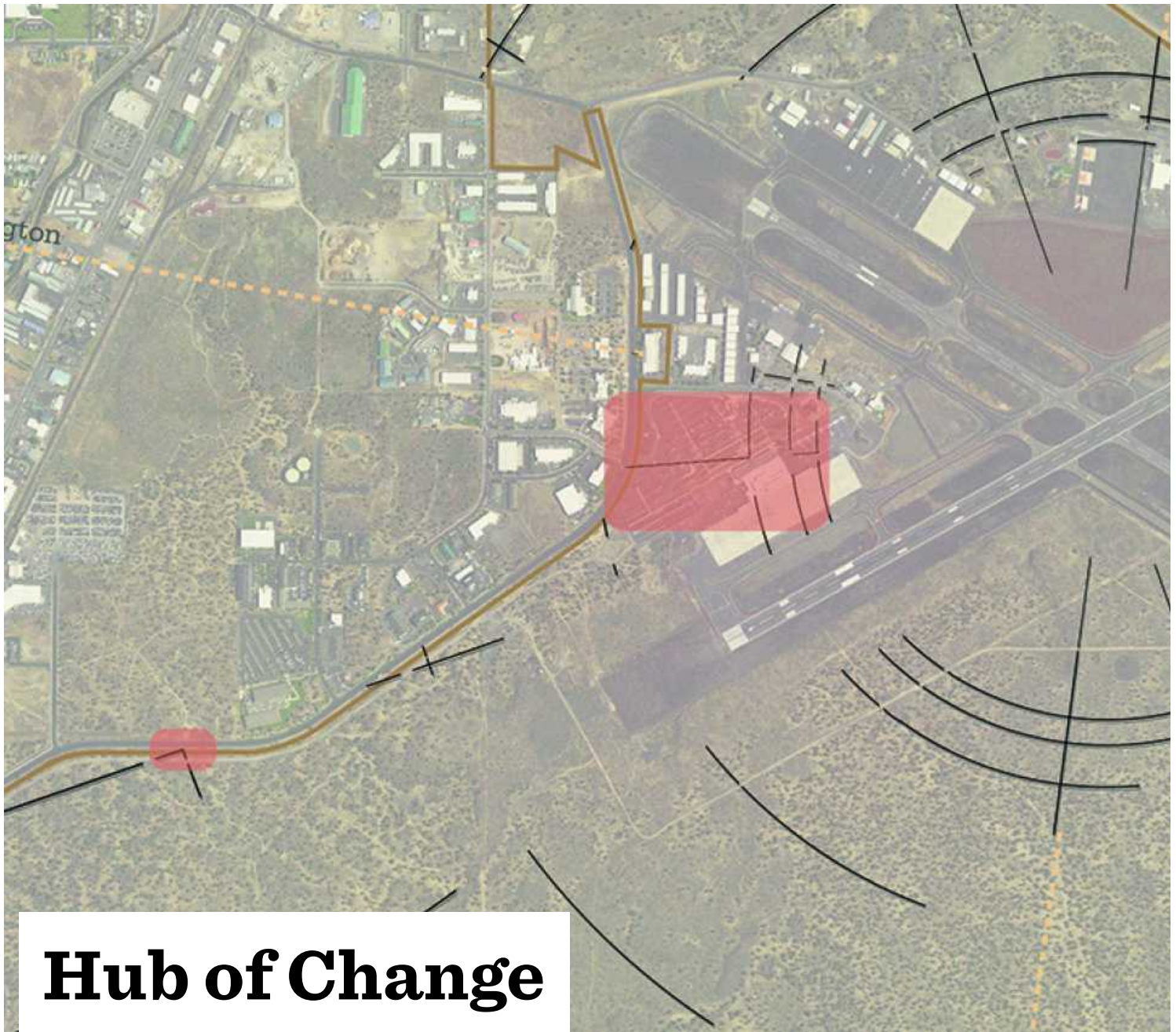
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# Hub of Change

The UO's Sustainable Cities Initiative is collaborating with leaders across the state to help cities become greener and more livable.

BY MARY DEMOCKER

Redmond police chief Dave Tarbet appraised the group of young people, unsure where things were headed. A dozen UO architecture students had just disembarked from a chartered bus for their first meeting with Tarbet, his police department, and Redmond city staff and councilors. The students' task was to render architectural plans for a new police station in a vacated national armory building—and



**SCYP Student Missions**

**GOAL** Better communication between city leadership and residents, especially

design it sustainably.

Most of them had no familiarity with Redmond or police facilities and hadn't worked with flesh-and-blood architecture clients, much less a uniformed squadron. The police chief, not usually involved with design or students, wasn't sure what to expect either, but he and his department were game for taking part in the Sustainable City Year Program (SCYP). Other officials who had interacted with some of the 28 UO classes unleashed on Redmond had delighted in the presence of students eager to tackle the city's sustainability issues.

In a reversal of the usual youths-and-cops scenario, students questioned police. "What can you tell us about your police station? How do you organize the physical elements? What do you think about when you think about Redmond?"

The officers' concerns—pragmatic ones about where to store evidence or put the intake counter—shifted to reflections on what it's like to work in law enforcement, how that influences social interactions, and what kind of long-term identity they envisioned for their department.

The police chief and many of the officers and staff members at the meeting left that first encounter impressed with the students and eager to see what kind of station they'd design.

"What was exciting," says Lieutenant Mike Kidwell, "was that they actually asked us what we wanted."

Sustainable Cities Initiative | Redmond, Oregon



Watch a short video featuring collaborators on this year's SCI project based in Redmond, Oregon.

**THAT'S THE POINT**, according to Marc Schlossberg, codirector of the Sustainable Cities Initiative (SCI), the UO organization that runs SCYP. He notes that there's a long history of universities researching communities and extracting knowledge from them, but such research doesn't necessarily benefit its subjects. "Students get brownie points, faculty members get brownie points, and the community is left with nothing."

Instead, as it has done every year since its inception in 2009, SCYP asks cities to identify existing problems they'd like help with as well as dream projects that the staff and leadership need help bringing to fruition. For the 2015–16 partnership year, SCYP program manager Megan Banks took Redmond's wish list and played matchmaker, finding UO professors to gear classes toward each particular project. In the end, more than 400 students from eight academic departments

#### young ones

Students said, "Tweet! Use mobile apps, more social media, lots of videos and photos. Use Facebook conversationally. Hold city council meetings at a high school. Set up a booth at the farmer's market."

#### GOAL Family-friendly biking, especially to and from schools

Students suggested creating "walking school buses" and "bicycle trains."

#### GOAL Redesign Highway SW 97/commercial corridor into a multi-way boulevard

Students' final presentations impressed a private, million-dollar consultant team, which then changed its approach to the project and requested the students' proposals to inform its work.

#### GOAL Affordable housing

Student recommendations for how to better incentivize affordable housing are now being researched.

#### GOAL More Walk, Bike, Roll participation

Students surveyed the

gave 50,000 hours to a wide range of projects, including a redesign of a highway corridor, a feasibility study for a community art center, outreach to the growing Latino community, and a “Walk, Bike, Roll” marketing campaign.

Other student recommendations may lead one day to a new police station that features a courtyard for shared lunches and community barbecues, and even a public café, store, library, classroom, or fitness room. “The courtyard was one of many ideas exploring the concept that the police station building could actually be a catalyst for change in the community and even have a strong role in the daily urban fabric,” said Eugene architect Joseph Moore, BArch ’07, who taught SCI’s Redmond-project architecture class.



Adell Amos, associate professor in environmental and natural resources law; SCI codirector Marc Schlossberg, professor of planning, public policy and management; SCI codirector Nico Larco, associate professor of architecture; and Heather Brinton, director, Environmental and Natural Resources Law Center.

**THE PIONEERING COLLABORATIVE MODEL**, according to Schlossberg, benefits everyone involved. “Students get value out of doing real-world projects and the faculty gets value because students are totally motivated and doing better work,” he says. Cities get expert attention from professors, often leaders in their fields, who help hundreds of young minds churn over countless issues and create proposals to solve them.

Cities pay \$300,000–350,000 to participate in the program—after vying against other cities for the yearlong partnership—and say it’s worth every penny.

Heather Richards, Redmond’s community development director, says it’s been refreshing to watch student innovation move projects forward that had been stagnant for years. “Most of us, especially in management levels, have been in the industry awhile and we get a bit jaded and put into a box. It’s been energizing to have young people challenge that box, not only for us, but for city leadership and the community.”

Students love it, too. Fifth-year architecture student Dianna Montzka went to the first class of her bicycle transportation course not knowing it was run through SCYP.

Though she’d had many classes in architecture and city planning, this class, for which Professor Schlossberg won a UO Sustainability Award, was, “from the get-go, 10 times better than any experience I’d

community, designed marketing and social media tools, and proposed ways to use them for community outreach.

#### **GOAL Homeless shelter**

Students proposed ways for a homeless services- provider coalition to raise funds and launch and govern the program.

#### **GOAL Design a new police station in old armory**

Students recommended that the building play a broad role in the life of the community by incorporating a courtyard, public café, library, and classrooms into the design.

#### **GOAL Study feasibility of funding a new family recreational center**

Students’ tax levy research is being studied at Parks and Recreation board retreats.

had. At our first meeting with Redmond, it was clear they were impressed with the knowledge we already had about their city and taken aback at our level of commitment.”

Montzka recalls that Richards invited the class to think big and share freely. “She told us, ‘We want to hear anything and everything you have. This is up to you guys, really.’”

The students dove into research and, over the next 10 weeks, sketched, Skyped, scanned, and e-mailed with city staffers as they tinkered with ways to make Redmond’s bicycling infrastructure more safe, accessible, and family-friendly. “I put much more energy into my work because I was making a difference in the real world,” Montzka says. “I was getting feedback from actual people in the city who care about this info and want to implement it, rather than having a hypothetical client who never gave me feedback.” Inspired to literally go the extra mile, Montzka even traveled back to Redmond with three classmates to learn more about its biking culture, interviewing cyclists in cafés and in front of stores.

”Being taken seriously made the work I did much easier to accomplish,” she says. “It wasn’t, ‘Ugh, I have to finish this assignment,’ but ‘Oh! I want to finish my rendering to change this sad street to an awesome street that’s going to work so well for them!’”

It doesn’t hurt the résumé, either. Classmate Kylie Kopczenski chatted about her bike transportation course with her seatmate on an airplane, unaware that he was a top executive with PFL Spaces, which designs and builds bicycle parking facilities for commercial buildings. “I didn’t think I would have much to put on a résumé,” she says, “but my experience working with Redmond added a tremendous boost. I was able to turn the encounter into an awesome job.”



Nadja Quiroz, a graduate student in landscape architecture, utilized Redmond’s nickname as “The Hub” of Central Oregon as design inspiration for her landscape master plan for the Redmond Airport. Locally sourced basalt is used to create landforms that are centered on the intersection of the runways.

**SCI BEGAN THE WAY** many great ideas do—with a gripe session. Schlossberg and four colleagues, all passionate about a multidisciplinary approach to sustainability, discovered a shared and

acute frustration: The climate crisis was driving an urgency for improvements in energy efficiency and livability in urban design, but prospects for on-the-ground change were shrinking with city budgets. Meanwhile, hundreds of UO students were generating innovations in sustainable design that no one but a handful of professors ever saw.

“We have students turning in insightful papers over and over and over again,” Schlossberg says. “Most of the analysis and ideas are a nice compromise between being ambitious and smartly realistic in a way I never was at that age.”

But once students hand in those final projects, they generally hurry on to the next class, he says. “Ninety-eight percent don’t even want feedback. Every professor at every university around the world sees this capacity, talent, and effort being wasted.”

What if, the professors wondered, classes work on projects that cities actually want help with? They pitched Gresham’s city manager, Erik Kvarsten, BS ’82, proposing that each would gear one class toward a sustainability problem in Gresham. The students would try to solve the problem, and the city would give them professional feedback on their proposals.

The professors described city planning and design projects they typically work on in their UO classes and asked, “Does any of this stuff look useful?”

“Much to our surprise,” Schlossberg said, “Kvarsten and city staffers went down our list and said, ‘We could use help with everything on your list, and here are 10 or 20 more things—do you do that at the UO?’” Schlossberg and associate professor of architecture Nico Larco matched the projects with UO professors and in 2009, launched the Sustainable Cities Initiative (SCI), which they now codirect. “Right from the start, it was like drinking from a fire hose,” says Larco.

That first year, students in 19 classes dug into multiple projects in Gresham, including a design for a new city hall, redevelopment for a low-income neighborhood, and beautification of a light-rail station. Students offered so many creative and pragmatic solutions that, even in the recession economy, Gresham decided to pay. “The quality of the deliverables justified it,” says Kvarsten.

When more cities clamored to be “the next Gresham,” SCI instituted an application process and fee, and hired a full-time program manager. “To me, the power of this is that we didn’t reinvent the wheel at all,” says Schlossberg. “We just harnessed what already exists in universities and within our partner cities and stumbled on a way to squeeze efficiencies out of them. If you think about anything around sustainability, that’s where it’s at.”

News about SCYP’s success spread, and Springfield and Medford followed after Salem. After the *New York Times* highlighted SCI as “perhaps the most comprehensive effort by a US university to infuse sustainability into its curricula and community outreach,” and the *Chronicle of Higher Education* praised it as “one of higher education’s most successful and comprehensive service-learning programs,” other universities came calling, wanting to start their own programs. Larco and Schlossberg were eager to share the program’s successes, and in 2011, SCI hosted its first replication conference.

“Now, 25 programs around the country are running the SCYP model or some version of it,” Larco says, “everything from small liberal arts colleges to large research-oriented universities.” The program has garnered several awards, including one from the Association for the Advancement of Sustainability in Higher Education. It also has a



growing international component, with faculty members providing training to colleagues in Israel, Gabon, and China.

Larco has several theories about why SCI is so successful. “We’re very entrepreneurial. We think of SCI as a startup, so we’re nimble and result-oriented. Instead of trying to make things perfect before we go or thinking about something to death—which, as academics, we tend to do a lot—we say, ‘Just start’ and make it better as we go.”



Graduate student in landscape architecture Kelly Stoecklein (kneeling) points out features of her plan for a commercial area in Redmond, with (clockwise, from left) undergraduate Casey Howard, graduate student Matthew Jorgensen, ODOT’s Joel McCarroll, and graduate student Krisztian Megyeri.

**ANOTHER PART OF SCYP**’s genius is that participants get to approach problems from a multidisciplinary perspective, incorporating the full range and complexity of modern urban design issues. Students also get experience with a lesser-known but vital aspect of sustainable design and planning: social justice. “When people think of sustainability, they think of the environment, but part of sustainability is the equity component,” says Gerardo Sandoval, an assistant professor in the Department of Planning, Public Policy and Management. “For me, equity means making institutional amends for historical oppression, so it includes issues of race and inequality.

“Some people call it the three E’s—economy, environment, and equity. They’re like three overlapping circles; if you work in that middle space, touching all three things, that’s sustainability.”

Taking that to heart, city leaders in five of the seven SCYP partnerships have requested help communicating with their growing Latino population. Low-income Latinos in Oregon typically shun traditional public engagement processes due to language barriers, the difficulty of attending town hall meetings, and, for undocumented community members, fear. Because decision-makers lack in-depth understanding of Latino issues, they struggle to create effective policy.

In Redmond, Sandoval partnered with the Mexican consulate and a Latino support organization headed by UO alumnus Brad Porterfield, MCRP ’01, to conduct outreach where Latinos feel safe—at churches, schools, and Latino-owned businesses.

**“ONE OF MY BIGGEST  
TAKEAWAYS OVERALL IS,**

Student research has found that undocumented Latinos often feel unsafe in public parks and that low-income Latinos often experience

**‘DON’T BE SATISFIED WITH WHAT YOU’VE GOT RIGHT NOW, DON’T GET COMPLACENT.’ —CITY MANAGER KEITH WITCOSKY**

discrimination while they seek housing. One Mexican teen built a diorama of a soccer field to convey his longing for more access. Students report findings to city officials, who can use them to inform public policy decisions that affect marginalized Latino communities.

In Medford, research highlighted the paucity of Latinos holding elective office. A person acting as a cultural liaison for the UO group later won a seat on the local school board. “One of my goals

is to create a buzz around these themes, and empower Latinos to run for office or start their own businesses,” notes Sandoval.

**THE UO SUPPORTED** the growth of SCI in 2011 with a \$50,000 Big Ideas grant. “The university was primed for this kind of work,” notes Larco. “I don’t think I’ve found anywhere else that has the depth of people interested in sustainability that we’ve got here. This is where the UO can actually be a leader nationally and internationally.”

Schlossberg agrees that the UO has the potential to be a world leader in integrating research, education, and community change. “We do it for more disciplines than anywhere else on the planet, and in a more effective way. This is the niche the UO can be exploiting to make its mark. We don’t do nearly as much as we should to own this space.”

SCI also hopes to expand its partnership with the state of Oregon. “Right now, the entirety of the SCYP funding comes from cities,” Schlossberg says. “We’d ideally like the cities to put in half and have it be matched by the state. It would be an amazing leverage of city-state-university—all working on pressing societal issues and training the next generation’s workforce, serving Oregon. Those are the conversations we’re trying to have with the governor.”

“We’re putting the public back in public universities,” Larco says.

Mary DeMocker, BA '92, is a freelance writer in Eugene.

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# Around*the*O<sup>(1)</sup>

Sustainable City Year program to partner with city of Redmond



March 31, 2015 - 10:13am

The Sustainable City Year Program is moving to Central Oregon after selecting Redmond for the 2015-16 academic year.

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Now in its sixth year, the Sustainable City Year program links UO students with an Oregon city, county, special district or partnership of governments for an entire academic year. Each year, the SCYP partner receives assistance with projects centered on sustainability through the work of student classes across the university.

In a typical year, more than 400 students from 12 disciplines across 30 classes work on 20 partner-directed projects. At the end of the year, more than 40,000 student hours of work will be devoted to helping a local entity transition to a more sustainable future.

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—By Heidi Hiaasen, Public Affairs Communications

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# Redmond partners with UO program to advance city projects

By Kailey Fiscaro The Bulletin Published Apr 2, 2015 at 12:01AM

Redmond will get to see long-sought city projects realized soon through a program with University of Oregon students.

Faculty and students will partner with Redmond for an annual program that plans city projects for sustainability and livability.

One of those undertakings will be to expand Centennial Park to about twice its size, adding a full city block just west of the park. The downtown park was built in 2010, but the following year, the city decided it needed to be larger. The expansion will be about an acre.

This project, along with others to improve bike transportation routes, add a parking garage downtown and plan for how to react to the Cascadia earthquake will be worked on by students in the program alongside staffers from the city or various groups.

The Sustainable City Year program, created in 2009 as part of the Sustainable Cities Initiative at the university, allows students to participate in projects for the city promoting economic growth and environmental health. Each year a few cities apply; Redmond was chosen for the 2015-16 academic school year.

Gresham, Salem, Springfield and Medford are all cities previously involved in the program, but Redmond is the first partner from Central Oregon. Professors from many disciplines offer classes involved in the program, including architecture, law, business, journalism, geography, public policy and management, economics, product design and digital arts.

Marc Schlossberg, co-director of the Sustainable Cities Initiative, said it's all about cities using students' professional skills. Students gain experience in the field they are studying and partner cities get to see ideas become a reality.

Redmond City Council approved the partnership Tuesday night for a budget not to exceed \$375,000. The majority of these funds, the council said, were already allotted to the various projects. Now, the Sustainable City Year program will be helping to complete them, starting next week.

Heather Richards, Redmond's director of community development, said other organizations such as the Redmond Chamber of Commerce, Redmond Downtown Association, Oregon Department of Transportation and Redmond School District have expressed interest in being involved.

This "matchmaking" process between the organizations and classes occurs now, in the spring quarter, according to Schlossberg.

Shares



“I think in general, it’s great for a lot of different disciplines to see how cities work,” Schlossberg said. “And that what they’re studying is relevant.”

It’s clear students see that their work in the program matters to residents and this is exciting for them. One of those excited students is projects coordinator for the program Bree Nicoletto, 21, a junior at the University of Oregon. As a freshman, she came to the program’s co-directors asking how she could be involved. She was put right to work, which Schlossberg said is what the program is all about.

Although Nicoletto has been involved in the project planning side, this year will mark the first time she gets to participate as a student in one of the classes. She is enrolled in Schlossberg’s bike transportation course for the spring quarter that will move Redmond toward being more friendly to bike commuters. The class is within Nicoletto’s major: planning, public policy and management.

“We’re going to look at how to improve infrastructure,” Nicoletto said. “I’m pretty excited ... I’ve never actually been able to participate.”

Currently, many cyclists in Redmond choose to bike recreationally, not for convenience. Schlossberg and his students will partner with Scott Woodford, an associate planner for the Redmond Bicycle and Pedestrian Advisory Committee who wants to work on Dry Canyon Trail. The bike trail runs through the center of town but is mainly used for recreation. Woodford’s goal, with the help of the Sustainable City Year program, will be to motivate residents to use it for transportation too, by making improvements to the path. A journalism class can then create a public relations campaign to spread the word.

“The cities suggest 20 to 30 projects and then we find classes that can work on the project,” Nicoletto said.

The university runs on a quarter system, but the program will run throughout the year.

“Oftentimes the new class will come in and carry on the work that the original class started,” Nicoletto said.

Over the year, Schlossberg said, students and faculty generally put in more than 60,000 hours.

“The reason the program works so well,” said Schlossberg, “is we try to meet professors where they are and how they already teach.”

But aside from gaining professional knowledge, Schlossberg said there was an additional benefit for students realized after the program started six years ago. He noticed they were learning how government works on a local level, an asset for any citizen.

“It gives them an understanding of how local government works,” Schlossberg said. “That wasn’t something we set out to do but it’s become clear to us and it’s something we’re really proud of.”



Another outcome of the project is the relationships students and faculty build with surrounding communities.

“(Cities can) identify students who are really proactive and find some internships or jobs for them,” said Schlossberg, explaining it’s important to keep young people involved in local government. “There’s a national moment in getting people interested in local government work.”

Schlossberg said he has seen connections happen in the past where students have never been to a city and a year later they are deeply attached to it.

“Sometimes those students want to return,” Schlossberg said. “It’s beautiful.”

— Reporter: 541-383-0325, [kfiscaro@bendbulletin.com](mailto:kfiscaro@bendbulletin.com) (<mailto:kfiscaro@bendbulletin.com>)



Joe Kline / The Bulletin A bicyclist rides on the Dry Canyon Trail in Redmond on Wednesday afternoon. The city in conjunction with a University of Oregon program hopes to make improvements to the trail so residents use it for transportation across town instead of just recreationally.



Joe Kline / The Bulletin A view of Centennial Park in Redmond looking west towards the intersection of SW Evergreen Avenue and Eighth Street. An expansion of the park is proposed for the block immediately west. The expansion, with help from the University of Oregon's Sustainable City Year program, will add about an acre.



# Redmond biking boom?

By Beau Eastes • The Bulletin Published Jun 14, 2015 at 12:03AM

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REDMOND —

Bike boulevards, “walking school buses” and more cycling access points into Dry Canyon could all be in Redmond’s future.

Undergraduate and graduate students from the University of Oregon presented city staff with a bike-load of ideas last week on how to make Redmond more cycle- and pedestrian-friendly. The bike/ped project was the first collaboration between the city and the university as part of UO’s Sustainable City Year Program (<http://sci.uoregon.edu/sustainable-city-year-program>) .

“I was really impressed with the quality of the work,” Redmond City Councilor Anne Graham said. “My university days didn’t produce that kind of quality output.”

In April, students from UO professor Marc Schlossberg’s bicycle transportation planning course traveled over the Cascades to see Redmond’s current bike and pedestrian situation firsthand. City staffers directed the students to focus on several specific goals. Improving bike and pedestrian routes near schools was one of the top priorities, as was making streets with heavy car traffic such as 15th Street, Highland, Rimrock and Veterans avenues safer. Redmond officials also pointed out the need for better bike and walking connections from downtown to Dry Canyon and the need for more community events to build awareness about cycling and pedestrian opportunities.

After two months of research and planning, 11 different student groups came back to Redmond with proposals that included everything from better bike racks to encourage cycling to a bike/pedestrian bridge over U.S. Highway 97.

“When you get a fresh perspective, you get things you never would have thought of,” said Heather Richards, Redmond’s community development director.

Some of the more practical ideas that proved popular with city staff and councilors alike were bike boulevards and protected bikeways. Bike boulevards direct bike traffic to streets that generally have fewer cars and are marked with “sharrows” that alert users of their shared status. Oftentimes stop signs are altered so that traffic on the bike boulevards is more free flowing. A specific example students looked at was turning Deschutes Avenue from Centennial Park to Dry Canyon into a bike boulevard, better connecting the city’s two most popular parks.

Shares



Protected bikeways, on the other hand, move auto parking away from the curb, creating a barrier from car traffic for cyclists.

"Some of these fixes, the infrastructure is already here," said Scott Woodford, an associate planner and project specialist for the city of Redmond.

Mayor George Endicott liked a pair of specific ideas that would be fairly cost-effective. Walking school buses are groups of children who walk or bike to school with an adult. And bicycle wayfaring is when communities mark and create bike routes, using signs and maps similar to how bus routes are displayed.

"Those are both great ideas," said Endicott, who was so enthralled with the students' proposals he passed on a message to Gov. Kate Brown's staff about the quality of their work.

Schlossberg's class also proposed building more of a cycling culture in Redmond through various events. The city hosted a bike scavenger hunt earlier this year that proved popular, Woodford said, and is considering an event similar to Portland's popular Sunday Parkways in which a select loop through the city is closed to car traffic for a few hours and made available to cyclists, skaters, walkers and other nonmotorized vehicles.

"Our next step is to gather more information," Woodford said. "Then we start building community support which then turns into political support."

A key part of the proposals, Graham said, was seeing graphics and illustrations highlight just what is possible in Redmond. Many of the cycling ideas have been talked about in the abstract before, she said, but having a clear picture of what a bike boulevard or protected bikeway looks like is invaluable.

"They gave us a visual to put in our head," Graham said. "People have talked about certain (bike/ped) things before, but it's not until you have a consultant or a group like this go into much more detail that you can start to really talk about ideas and come up with an actionable plan for our Transportation System Plan."

The bicycle/pedestrian proposals are just the first in multiple joint projects between the UO and Redmond as part of the Sustainable City Year Program, which will go into full effect at the start of the 2015-16 school year. Redmond jump-started the program a bit earlier than usual to take advantage of Schlossberg's knowledge. An internationally renowned bike planner, Schlossberg is taking a sabbatical from UO next school year to teach abroad.

"They'll be helping us with our affordable housing issues and looking at additional ways to revitalize downtown," said Graham, listing a few of the upcoming collaborations she's most excited about. "I'm really looking forward to the rest of the program."

— Reporter: 541-617-7829, [beastes@bendbulletin.com](mailto:beastes@bendbulletin.com) (<mailto:beastes@bendbulletin.com>)

**Snapshots of the students' presentations and the ideas they show**



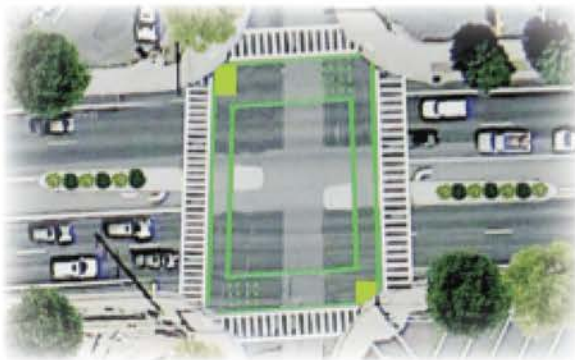
**CENTENNIAL BIKEWAY**

One group of students created what it called the "Centennial Bikeway," a **bike boulevard** ▲ connecting Dry Canyon (left in this image from the presentation) with downtown Redmond and the popular Centennial Park (right).  
 The group suggested a **paved road into Dry Canyon** ► and included a free-flowing nature of the boulevard so cyclists have fewer stop signs.



**PROTECTED PATHS**

One group focused on protected bike paths to Vern Patrick Elementary, Obsidian Middle School and Redmond High. Notice how the bike paths have a **barrier** ▼ between them and traffic.



**BIKE/PED-CENTRIC**

▲ **Medians, green strips and more crosswalks** were all proposed as ways to slow auto traffic and make Redmond more bike- and pedestrian-friendly.

Another group's big-picture idea suggested a new Redmond neighborhood with limited parking for cars and **plenty of space for biking and walking paths**. ►

Yet another group suggested a **cycle track** — a protected two-way bike path — as a way to make riding safer.



**BRIDGE OVER 97**

In one of the more lofty proposals, students suggested a **bike/pedestrian bridge** ▼ over U.S. Highway 97.





Images courtesy University of Oregon student groups, city of Redmond



### WAYFINDING

One group included the possibility of bicycle way-finding, the concept of using **signs to label bike routes around town** — similar to how bus routes are marked.

Graphic by Beau Eastes, David Wray and Andy Tullis / The Bulletin



Andy Tullis / The Bulletin Separated bikeways and bike boulevards are the focus of this map. Also, students show the possibility of bicycle wayfaring, the concept of using signage to lable bike routes around town similar to how bus routes are marked.



Andy Tullis / The Bulletin Students in this group created what they called the "Centennial Bikeway," a bike boulevard connecting Dry Canyon with downtown Redmond. Notice the paved road into Dry Canyon and the free-flowing nature of the boulevard so that cyclists have fewer stop signs.



Andy Tullis / The Bulletin This student group focused on how to make 15th Street from SW Obsidian to Highland safer for bikers and pedestrians.



Andy Tullis / The Bulletin Protected bike paths to Vern Patrick Elementary, Obsidian Middle School and Redmond High were the focus of this student group. Notice how the bike paths have a barrier between them and traffic.



Andy Tullis / The Bulletin A three-phase plan to make Highland Avenue safer for bikers and pedestrians was the focus of this student group.



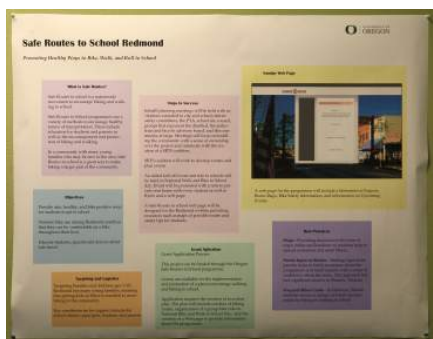
Andy Tullis / The Bulletin University of Oregon students have presented the city of Redmond with several ideas on how to make the city more cycle- and pedestrian-friendly. Strengthening bicycle culture through events and outreach was the focus of this student group. Suggestions include "walking school buses," critical mass rides and events that close down roads to cars for short periods of time for bikes and pedestrians.



Andy Tullis / The Bulletin This big-picture idea suggested a new Redmond neighborhood with limited parking for cars and plenty of space for biking and walking paths. The suggestion is one of many made as part of the University of Oregon's Sustainable City Year Program.



Andy Tullis / The Bulletin In one of the more lofty proposals, students suggested a bike/pedestrian bridge over U.S. Highway 97.



Andy Tullis / The Bulletin Several groups, including this one, tackled the challenge of making biking to school safer. This group suggests ways to secure grants and ensure teacher and parent involvement.

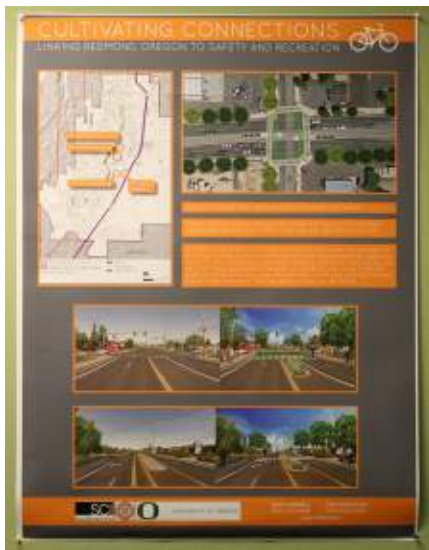


Andy Tullis / The Bulletin UO students made several suggestions to make riding or walking to John Tuck Elementary School safer. Ideas included marked bikeways through alleys and streets with little car traffic and a drop-off area for cars to help with auto congestion.





Andy Tullis / The Bulletin A cycle track - a protected two-way bike path - was suggested as a way to make riding to Vern Patrick Elementary more bike-friendly for children and their parents.



Andy Tullis / The Bulletin Medians, green strips and more crosswalks were all proposed as ways to slow auto traffic and make Redmond more cycling- and pedestrian-friendly.



Submitted Image / Illustration by David Wray / The Bulletin This image is taken from one of the presentations University of Oregon students showed Redmond city staff, with questions that other student groups attempted to answer.

# Academia Shines a Light on Urban Planning

- August 5, 2015



## A University of Oregon program pairs students and real urban planning

“This is why people hate bike lanes,” Marc Schlossberg yelled over his shoulder while riding a bike lane on E. 13th Ave., in Eugene. Schlossberg and a city planner from Redmond, Scott Woodford, sandwiched between two lanes of traffic—a lumbering bus to the left, and a pack of sedans vying for territory in a turn lane to their right.

“Only 7 percent of people feel comfortable in a bike lane,” remarked Schlossberg, who earned a doctorate in urban, technological and environmental planning from the University of Michigan. He has long advocated safer and more appealing alternatives—such as the spacious two-lane bike thoroughfare that runs along Eugene’s Alder Street, replete with a parking strip that protects cyclists from street traffic. Schlossberg’s students at the University of Oregon conceived and designed the innovative configuration.

In 2009, Schlossberg, architecture professor Nico Larco, and a group of like-minded colleagues formed the Sustainable Cities Initiative (SCI) to bring student ideas into sustainable planning on a massive, indeed, international scale. One street at a time, this multi-disciplinary team of future architects, environmental scientists, engineers, urban planners, geographers and social policy specialists is researching and redesigning a better world.

“In every university around the country, there’s this brilliance that never leaves the walls of the classroom,” Schlossberg said. He and his colleagues hope to change that.



*design by Matt Linn* Under the umbrella of SCI is its Sustainable Cities Year Program (SCYP). As part of the SCYP, University of Oregon classes across diverse disciplines partner with a city to solve problems and improve existing parks, public buildings and communities. Over the course of a year, about 500 students devote tens of thousands of hours to help the city achieve a higher degree of economic, communal and environmental sustainability. In its six year tenure, SCYP has partnered with Salem, Gresham, Medford, Springfield, Lane Transit District, and now, Redmond. Students have designed bike trails and street lamps, re-imagined vacant lots, created development plans to revitalize neighborhoods, and lent their expertise to hundreds of other real world projects. Engaging students in real world projects is, in itself, not a novel idea. What sets SCYP apart is the scope and cohesiveness of the project. Bringing academic expertise across industries into focus on one city promotes interdisciplinary learning that leads to real environmental and economic change. This model can be applied to any school. In fact, twenty institutions, including The Technion Israel Institute of Technology, have modeled programs on SCYP. In educational circles, people have begun calling it “the Oregon plan.”



*design by Kevin Young*Woodford and Schlossberg's bike tour of Eugene corresponds with Redmond's first project—improving its pedestrian and bicycle routes. Because Redmond's demographic skews to young families, Redmond planners are particularly interested in designing a safe environment for kids to ride and play outside. As Schlossberg and Woodford continued their bike tour of Eugene, Schlossberg pointed out useful features—and flaws—in Eugene's bike and pedestrian planning. This ride served as a primer for how to make Redmond's streets friendlier, but the real work played out in the classroom. Back in Esslinger Hall, Schlossberg, Woodford, and Redmond community development director Heather Richards convened for a question-and-answer session with students who had been studying Redmond's streets and sidewalks for seven weeks. Across the classroom, maps, videos and aerial views of the city were displayed on laptop computers. As Richards and Woodford addressed students' questions about city codes and funding, elusive real-world context unfolded before these urban planning apprentices.

After the Q&A session, students broke into groups, yet their focus remained intense. Junior Anya Vollstedt and senior Hope Tejedas looked at GoPro video footage of Redmond elementary school students navigating a precarious street curb. Vollstedt and Tejedas hope to create a safer pedestrian route by linking the school to the nearby Dry Canyon Trail.

"If we just had 'traffic calming' on these two sides, it would make crossing to the canyon much safer," Tejedas observed. Schlossberg said the hands-on approach in the program cultivates a high level of engagement. "Students don't get enough of this type of stuff, and they're hungry for it," he said. "They don't want to wait until after they graduate to put their ideas into practice."



*design by Tim Kremer* Students seem to agree. “It makes you want to put more effort into it,” Vollstedt said. “At the beginning of this class, Professor Schlossberg told us that he didn’t want to see anything but our best work—that we shouldn’t turn in anything that we wouldn’t be comfortable turning in professionally.” SCI co-director Larco has spent his career examining the relationship between building, urbanism and transformation. “We want to make change happen out in the world,” Larco said. “We’re not only interested in theoretical issues.”

Even so, the application of academia brain-trust to public problems has seen its share of public failures. As Schlossberg and Larco write in *Public: A Journal of Imagining America*, “There is a long history of well-intentioned but destructive efforts of universities working on communities, but not with them, generating benefit to students, faculty, and the institution itself, but leaving little benefit to the community.” To avoid this potential pitfall, SCYP works exclusively with municipalities that seek help from the program.

The strategy seems to be working. Planners from Salem and Springfield said that students bring a lot to the table. “Students are approachable,” Springfield economic development analyst Courtney Griesel said about an SCYP project that required students to poll Springfield locals. “They have an energy about them, and it was fun for community members to engage with students ... We found out a lot more about what really matters to people.”



*design by Courtney Skoog* SCI projects underway in Springfield include a reimagining of the city's bike and pedestrian routes, a proposal for a library redesign, a rain garden of native plants and urban redevelopment proposals. Students devoted 60,000 hours of creative work to these projects. "We ended up with these really innovative first blushes at complicated projects," said Griesel. As much as the program brings tangible ideas to the table, its energy is equally infectious with city employees. "The students are so fresh and lively that it reminds a lot of us why we're in the jobs we're in," said Griesel. "We saw a lot of people get reinvigorated on projects that had been sitting on the shelf for a while and started to seem like a burden." Redmond community development director Heather Richards described how her initial planning session with students gave her a renewed enthusiasm for her work. "I haven't had that in ten years, and I've been doing this for about twenty-five years," she said.



Richards began working with students five years ago, when Redmond city planners realized that no one was representing the youth voice at the table. The city invited teenagers from the community to join committees. Richards said the effect was immediate. Teens made relevant suggestions that shaped the city's approach to a parks planning project. "They bring in this whole new voice and energy," she said. Her department oversees eight committees for the city, and each now has a youth representative. In the upcoming 2015-2016 school year, SCYP students will tackle a diverse list of projects for Redmond, including development plans for parks, emergency preparedness and a Redmond neighborhood revitalization. Cities considering working with SCI must first apply through a competitive process. Administrators of the year-long program then weigh applications from various municipalities. The final candidate has to be willing to cough up a sum in the range of \$300,000 for the program management and administrative costs. The City of Redmond raised the money via grants and dedicated funds already attached to some of the projects in review. "It's a leap of faith for the city to take those projects that would have been outsourced and put them into this program," Richards said, noting that the benefits far outweigh the costs in the end. "You have access to professors who are nationally and internationally renowned in what they do."

The value students bring to a project also can't be underestimated. For example, when Salem city planners asked students to design a wayfinding system of signs for Minto-Brown Island Park, students returned with a 170-page compendium, which included an assessment of the park's natural resources and recommendations for using those resources to engage the local community in sustainability projects. When students scrutinized the city's wastewater treatment facility, they recommended that the facility begin an industrial byproduct reuse program that now generates one million dollars per year in new revenue.



*design by Jennifer Pecenka* Four years after its SCYP year, the City of Salem continues to consult with the program. Students recently provided research and conceptual design for a proposed undercrossing in West Salem. “Working through the SCI lens and having that opportunity allowed us to complete the work for a lower cost within a shorter time frame, and stimulated community dialogue that may not have otherwise occurred with a private architect,” said project manager Annie Gorski.

One problem cities routinely encounter is stagnation from longtime stakeholders. The University of Oregon program taps motivation and creativity that is unfettered by local political agendas and city factions. Students in Robert Ribe’s landscape design class at University of Oregon brought an outsider’s perspective to an ambitious trail project that has been in dispute since 1903, when landscape architect John Charles Olmsted proposed that Portland build a system of interconnected parks, parkways and trails. The city adopted the plan for a forty-mile loop to circle the city, but work was soon interrupted by funding problems and two World Wars. In the 1980s, the idea was revived and expanded, but sections of the trail remain incomplete.

Ribe’s students focused on closing a long-glaring gap on the east side of the loop. Although Olmsted envisioned a trail through natural parks, forest reserves, and abandoned railroad tracks, this stretch is now suburban and lacks a natural course. After in-depth analysis of the landscape, the students recommended potential routes along arterial streets, through parks and schools, and along creeks and unused public rights-of-way. The last mile is now in the hands of the regional government, which will carry it through the arduous process of public meetings, grant proposals, and, if all goes well, construction.

Today, SCI’s reputation for guiding large-scale projects has taken it to the doorstep of the world’s largest-scale environmental issues. In the summer of 2014, Larco traveled to China, where he conducted training on sustainable design with 200 urban planners and designers from China’s planning institutes. “The work



SCI is doing in research, training, and education is not just happening in and affecting Oregon,” Larco said. “It is also being applied, adopted, and adapted throughout the country and the world.”

**Felisa Rogers**



# Redmond, UO projects a go

By Beau Eastes The Bulletin Published Sep 5, 2015 at 12:02AM / Updated Sep 30, 2015 at 07:21PM

REDMOND — The creative juices are ready to flow in Redmond.

The city and the University of Oregon are close to finalizing their joint project list for this academic year's Sustainable City Year Program, an annual collaboration in which UO works with an Oregon community to advance or create sustainability and livability projects.

Redmond officials say they expect to partner with the university on at least 25 different projects this school year, everything from analyzing the feasibility of a Redmond sports complex to identifying ways to better communicate with marginalized communities in the area. Now in its sixth year, the Sustainable City Year Program provides undergraduate and graduate students with real-world training and gives communities selected to participate in the program a shot in the arm in terms of ideas, knowledge and man hours.

“Just the energy of having them here is amazing,” said Ginny McPherson, an assistant project program coordinator with the city. “It’s easy to have success doing something one way and not try anything different. These kids and their ideas — they could shift us in an entirely new direction.”

According to the university, the program typically draws on more than 400 students from 10 to 12 different disciplines, with approximately 40,000 work hours going toward a partner community's projects.

The city got a sneak peek at the sustainability program this spring when university students presented more than a dozen different bike and pedestrian plans to the Redmond Bicycle and Pedestrian Advisory Committee. Several of those plans, including a color-coded map of the city's bike routes and a bike-friendly corridor from Dry Canyon to downtown, could be brought to the City Council for approval before the end of the year.

“The mayor (George Endicott) and several councilors are already talking about some of the bike plans,” said Heather Richards, the city's community development director.

Points of interest set to kick off this fall include a study looking at how to revitalize Redmond's older neighborhoods, a project that focuses on improving the city's southern entrance on U.S. Highway 97 and a feasibility study of a family recreation center.

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Different projects will be launched throughout the school year, Richards said, as undergraduate students operate on a quarter system and graduate students work off a semester model. Other projects scheduled to start later in the school year include a plan to help strengthen local businesses, a look at the possibility of a large sports complex near the county fairgrounds, a possible rebranding of the city's utilities, a study on how to attract businesses to Redmond's medical district and a project tasked with improving community outreach through new and emerging technologies.

"For our generation, we're using social media (to reach out to the community)," Richards said. "I'm sure these kids will come up with something we've never even heard of."

So far, the Redmond-UO Sustainable City Year Program has students from Oregon's law school; planning, public policy and management program; journalism school; landscape architecture program; Master of Business Administration graduate program; and historic preservation tract, to name a few. The city has set aside \$375,000 for the entire program.

"The next nine months, these students are going to put a lot of work and thought into Redmond," Richards said. "It's exciting."

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## Redmond Sustainable City Program Reaches Midterm Goals



BY DAVID CLEWETT CBN FEATURE WRITER ON NOVEMBER 3, 2015

E-HEADLINES

*(Photo above: (L-R) UO President Michael Schill, Redmond Councilor Anne Graham and Nico Larco, Associate Professor of Architecture | by David Clewett)*

Redmond's partnership with the University of Oregon's Sustainable City Year Program (SCYP) is well under way for the fall with students working alongside city leaders to help with improvement planning as a part of classroom projects. The annual program will plan city projects for sustainability and livability in Redmond neighborhoods, parks, trails and the Redmond Municipal Airport.

SCYP was created in 2009 at the university and allows students to apply their professional-level training and need for practical work to help implement innovative sustainability projects through an interdisciplinary partnership. Redmond became the first Central Oregon city selected for this 2015-16 academic school year.

"Every city is unique in what their focus is. In terms of Redmond they are really focused on innovation. It is a smaller city but doing amazing things that far exceed the size of their community," said SCYP Manager Megan Banks.

Throughout the fall term students will work with the city for a Redmond Neighborhood Revitalization Plan, South US 97 Corridor Improvement Project, improved Neighborhood Walkability and Business EID and RAPRD Tax Valuation. In addition to classroom preparation the students will work alongside Redmond city officials.

Over 400 students are involved in the program through 10-12 academic disciplines including architecture, law, business, journalism, geography, public policy and management, economics, product design, digital arts and historic preservation.

“We have eight classes working on six projects during the fall term. Then we will have a similar amount of projects for the winter term and for the spring term,” said Heather Richards, Redmond’s director of community development.

Students have been making periodic site visits to Redmond for midterm presentations on the South US 97 landscape architecture and the neighborhood revitalization projects.

“On these visits the students walk around Redmond taking in different aspects of what they are learning in class while working closely with city staff to make sure what they are working on is what Redmond is looking for,” Banks said.

Redmond representatives have also visited the university. City Manager Keith Witcosky presented to the strategic public relations communications class. Wastewater Division Manager, Chris Miccolis presented to the same class on the city utility branding project.

“There is great back and forth between the students and Redmond leaders,” Banks said. “It is a great interaction between city council, city manager and public works sharing how local government works with students who bring new energy and ideas. This is civic engagement in so many ways.”

One of the featured projects for the winter term will be several airport improvements.

“We will approach the Redmond airport from different departments including landscape architecture, journalism and business classes to determine how we can market and build expansions at the airport. Each term builds off a project so this will continue into the spring,” Banks said.

“It is shaping up to be an exciting year and the larger partnership year to year has been really extraordinary. This partnership model is now spreading to many other universities across the U.S. This is really exciting and interesting work,” said Marc Schlossberg, co-director of the Sustainable Cities Initiative.

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**ABOUT AUTHOR**



**DAVID CLEWETT CBN FEATURE WRITER**

David Clewett is a writer and explorer based in Bend. Educated at Oregon State University and New Mexico State University, he publishes prose, poetry and travel narratives in addition to operating a blog. David is frequently out hiking, biking, kayaking and fly fishing.

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# UO students to present findings on Redmond

By Beau Eastes The Bulletin Published Nov 21, 2015 at 12:03AM

Redmond officials will soon get their first look at a series of projects University of Oregon students have tackled as part of the school's yearlong partnership with the city.

The Monday after Thanksgiving, classes taking part in the school's Sustainable City Year Program will present their final presentations on various Redmond projects.

"It's hard to believe but already we are at the end of our fall term project," Heather Richards, the city's community development coordinator, said Wednesday. "These presentations will serve as part of (the students') finals for their class, and the format will be a bit more formal than the previous open houses associated with the project."

In March, the university announced that Redmond had been chosen as the school's latest partner for its Sustainable City Year Program, in which UO students and faculty from multiple disciplines of study tackle local projects.

The program gives students real-world experience and cities tens of thousands of work hours on various projects.

UO boasts that in a typical year more than 400 students from 30 different classes will work on approximately 20 projects in one city in the Sustainable City Year Program.

The university estimates that more than 40,000 student hours will be devoted to Redmond projects by the end of the school year. All but one of the final presentations will take place in Eugene.

"These presentations represent the 'finals' for many of the classes and the presentations are falling during (the students') week of finals," Richards said. "Scheduling a five-to-six hour round-trip to Redmond is not easy for them."

Richards traveled to Eugene last week and reviewed several student projects on the U.S. 97 south corridor. She left impressed.

"There are many golden nuggets in each of the teams' efforts," she said about the graduate-level landscape architecture class she peeked in on. "With this program I have always advocated that the value of the program is in the new ideas and innovations that we would not have considered ourselves — the golden nuggets, so to speak."

City staffers can adopt the students' suggestions wholesale or pick and choose what they think would work best for Redmond. The city's bicycle and pedestrian committee has already forwarded several ideas it received from UO students last spring to the City Council.

Different classes throughout the academic year will undertake different projects.

Redmond city officials expect students to also look at plans to help strengthen local businesses, the possibility of a large sports complex near the county fairgrounds and a study on how to attract businesses to Redmond's medical district.

— Reporter: 541-617-7829,

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# A mobile app for City of Redmond?

By Kailey Fiscaro The Bulletin Published Dec 7, 2015 at 12:11AM

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After a presentation by University of Oregon students in Eugene, Redmond city staffers may consider jumping on a movement pioneered by cities much larger in size: mobile apps that allow residents to become more involved in local government.

But more than that, city staff were reminded Thursday by UO students in the Sustainable City Year Program, there are a multitude of ways to connect with residents — online and off.

“One of the things that was actually insightful was they said one of the reasons you might not have engagement with a city is if you have people who are content; They might not be seeking out involvement in government,” Keith Witcosky, Redmond city manager, said Friday.

Using mobile platforms such as apps, where it becomes easier for residents to access city staff, could be a good first step. The idea of cities launching apps has become more popular in recent years, with the likes of Boston and Los Angeles offering a mobile way for residents to comment on city ordinances or even report potholes in the street.

Witcosky said it’s too soon to say whether Redmond will get a similar app, but he’s definitely interested in the idea.

With the app company some of the students looked into, the startup cost would be about \$3,400, Witcosky said.

City Councilor Anne Graham said she’s not yet convinced an app would be a good choice for Redmond, but she was excited to hear other ideas students had to offer.

“I think it needs more research,” Graham said, adding, “I think they have a valid point that our communications are aimed at older people.”

The average age in Redmond, Witcosky said, is about 33. As the UO students with the Sustainable City Year Program explained Thursday, for people that age and younger, Facebook use is on the decline. Other social media, such as Twitter and especially Instagram, are more effective for those audiences.

But for when Facebook is used, students pointed out short videos or posts with images are more effective than text-only status updates. Graham took the tips to heart right away.

“I actually put up on my Facebook page my first video,” Graham said.

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Saturday, Graham commented on her own video Facebook post (<https://www.facebook.com/2014.anne.graham/?fref=nf>), saying it reached 446 people, while a previous text-only status reached only 144. She also created a Twitter account ([https://twitter.com/Graham\\_Redmond](https://twitter.com/Graham_Redmond)).

Aside from listing ways to communicate with residents online, the students suggested creative ways for city staff and councilors to connect with residents in person, too.

“It has to be the right blend of interpersonal strategies and digital strategies,” Dave Remund, an assistant professor of public relations at UO, said. Remund teaches the public relations class that presented ideas to Redmond officials.

He explained that his students brainstormed traditional communication techniques that would involve getting city councilors out among the public. When his students suggested ideas such as holding a City Council meeting at one of the high schools, or setting up a booth at the farmers market during the summer, Remund was pleased.

“That’s so simple yet brilliant,” Remund said.

Remund added his students kept in mind Redmond’s population size — just under 28,000 according to U.S. Census Bureau data from July 2014. Creating events in which city officials and staff are face to face with residents would be reasonable in a town of that size.

Witcosky said he appreciated the students’ suggestions for Redmond officials: “Make the city less of an ivory tower and make it more personal and more approachable,” he said.

Although Witcosky is still unsure whether the city will take on an app, he would like to see some of the smaller ideas come to fruition soon.

“One of my biggest takeaways overall is don’t be satisfied with what you’ve got right now and don’t get complacent,” Witcosky said on getting the community engaged. “(The students have) given us a number of different ideas that were usable.”

— Reporter: 541-383-0325, [kfiscaro@bendbulletin.com](mailto:kfiscaro@bendbulletin.com) (<mailto:kfiscaro@bendbulletin.com>)



# UO students to present project concepts to Redmond officials

Range from airport marketing, landscape plans to sports complex feasibility

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POSTED: 5:31 PM PST March 4, 2016  
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Redmond Chamber of Commerce/CVB

**REDMOND, Ore.** - Students from the University of Oregon's Sustainable City Year Program will be in Redmond next week to present the projects they have been working on in collaboration with the city during the winter term as part of the year-long partnership between Redmond and U of O.

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The University of Oregon is working on 14 projects for the City of Redmond this term, utilizing classes from the departments of Journalism; Landscape Architecture; Architecture; Business; and Planning, Public Policy and Management. Several of those classes will provide their final presentations in Redmond.

This event is open to the public and community members interested in seeing the students final presentations are encouraged to attend.

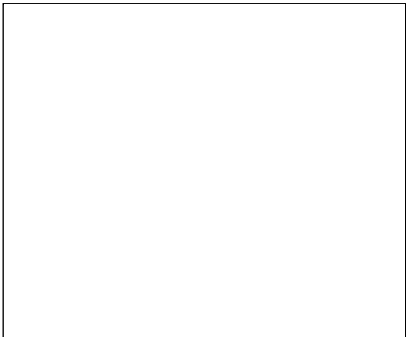
"The diversity of projects this term with the University of Oregon is illustrative of the overarching impact that this type of program can have on a community," remarked Redmond Community Development Director Heather Richards.

"City staff worked with graduate and undergraduate students on specialized landscape designs at the Airport to create an unique sense of place and to ensure that the landscape did not impact the functionality of the airport, a feasibility study for a multi-sports complex, a market analysis for downtown to ascertain what types of businesses would thrive with the surrounding market base, a branding campaign for our wastewater program targeted at Redmond families so that they understand how the infrastructure works and serves them in their day-to-day lives, and an affordable housing plan that researched and evaluated tools that the City of Redmond can use to help support affordable housing needs in our community," she said.

"And, as per the other projects we have worked on with the University, the ideas that are coming out of this collaboration are innovative and pushing us as city staff to think outside of the box. "

The following is a brief description of the projects that will be presented in Redmond next Thursday and Friday.

### Airport Landscape Master Plan



This final review will present recommendations from students in the Department of Landscape Architecture on future development for the airport. This includes guidelines for clear site planning and landscape design concepts and will address the entire airport property.

*March 10, 2016, 5:30 PM to 8 PM, Public Works Training Room, 243 E. Antler Avenue, Redmond, OR 97756*

#### **Downtown Market Analysis**

This School of Business final class review will discuss their work on analyzing how Redmond can build active "clusters" of businesses that will draw citizens downtown for retail, services, entertainment, and housing. Students will present survey results, needs and issues for targeted business clusters already identified by Redmond, and recommendations on how these business clusters can effectively reach customers.

*March 11, 2016, 9:30 AM to 12 PM, Public Works Training Room, 243 E. Antler Avenue, Redmond, OR 97756*

#### **Downtown Incubator/Accelerator**

This final presentation from the School of Business will discuss potential solutions, case studies, and models for Redmond to use when developing a downtown incubator program. Students will present organizational models, design concepts, interview results, case studies, and their final implementation plan.

*March 11, 2016, 9:30 AM to 12 PM, Public Works Training Room, 243 E. Antler Avenue, Redmond, OR 97756*

#### **Airport Marketing Study**

This final presentation, also from the School of Business, will provide an asset analysis and integrated marketing plan that is based on case studies from other airports around the United States. The students' recommendations will also focus on improving overall marketing of the airport's assets and revenue the airport collects from promotions, features and amenities, signage, messaging, sponsorship and advertising within the facility. Finally, the presentations will also identify how to create more value and services for a range of different customer types.

*March 11, 2016, 9:30 AM to 12 PM, Public Works Training Room, 243 E. Antler Avenue, Redmond, OR 97756*

#### **Multi-Sports Complex Feasibility Analysis**

The last presentation from students in the School of Business will look at case studies from other cities around the county that have multi-sports complexes. The students will also present results of outreach and research with tournament operators and organizations around the state and outside of Oregon to understand current demand for facilities. Finally, students will discuss current league and team structure within the City of Redmond and throughout Deschutes County to assess potential regional demand.

*March 11, 2016, 9:30 AM to 12 PM, Public Works Training Room, 243 E. Antler Avenue, Redmond, OR 97756*

#### **Public Safety Building**

Students from the School of Architecture and Allied Arts will present conceptual designs showing opportunities for renovation and expansion of the current National Guard building to accommodate a future public safety facility. The students will also present proposed design guidelines and standards for the City to consider during redevelopment of the building.

*March 11, 2016, 11 AM to 3 PM, Central Oregon Community College Building 3, Room 305, 2030 SE College Loop, Redmond, OR 97756*

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# Redmond gets update on bike transportation plans

Published Jun 4, 2015 at 02:26PM

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University of Oregon’s partnership with the City of Redmond in the Sustainable City Year Program will progress next week as students lay out bicycle transportation plans.

From 12 to 2 p.m., Monday at Redmond City Hall, 716 SW Evergreen Ave., Professor Marc Schlossberg, co-director of the Sustainable Cities Initiative which oversees the program, and students will present proposals for improving bicycle infrastructure in the city, by making auto-centric areas more bicycle- and pedestrian-friendly. The ideas are designed to make dangerous intersections safer, better connect bike paths, plan pedestrian-focused events and create a marketing plan for how the community can increase the number of people biking, walking or rolling.

Specifically, students are focusing on a hub-and-spoke approach for bike paths around local schools, making car-dominant streets such as Veterans Way and U.S. Highway 97 safer and more appealing to cyclists and making better connections between downtown and Dry Canyon by bicycle and foot.

The students will make the recommendations to stakeholders, city staff and the public.

Shares



# Redmond, UO projects a go

By Beau Eastes The Bulletin Published Sep 5, 2015 at 12:02AM

REDMOND — The creative juices are ready to flow in Redmond.

The city and the University of Oregon are close to finalizing their joint project list for this academic year's Sustainable City Year Program, an annual collaboration in which UO works with an Oregon community to advance or create sustainability and livability projects.

Redmond officials say they expect to partner with the university on at least 25 different projects this school year, everything from analyzing the feasibility of a Redmond sports complex to identifying ways to better communicate with marginalized communities in the area. Now in its sixth year, the Sustainable City Year Program provides undergraduate and graduate students with real-world training and gives communities selected to participate in the program a shot in the arm in terms of ideas, knowledge and man hours.

“Just the energy of having them here is amazing,” said Ginny McPherson, an assistant project program coordinator with the city. “It’s easy to have success doing something one way and not try anything different. These kids and their ideas — they could shift us in an entirely new direction.”

According to the university, the program typically draws on more than 400 students from 10 to 12 different disciplines, with approximately 40,000 work hours going toward a partner community's projects.

The city got a sneak peek at the sustainability program this spring when university students presented more than a dozen different bike and pedestrian plans to the Redmond Bicycle and Pedestrian Advisory Committee. Several of those plans, including a color-coded map of the city's bike routes and a bike-friendly corridor from Dry Canyon to downtown, could be brought to the City Council for approval before the end of the year.

“The mayor (George Endicott) and several councilors are already talking about some of the bike plans,” said Heather Richards, the city's community development director.

Points of interest set to kick off this fall include a study looking at how to revitalize Redmond's older neighborhoods, a project that focuses on improving the city's southern entrance on U.S. Highway 97 and a feasibility study of a family recreation center.

Different projects will be launched throughout the school year, Richards said, as undergraduate students operate on a quarter system and graduate students work off a semester model. Other projects scheduled to start later in the school year include a plan to help strengthen local businesses, a look at the possibility of a large sports complex near the county fairgrounds, a possible rebranding of the city's utilities, a study on how to attract businesses to Redmond's medical district and a project tasked with improving community outreach through new and emerging technologies.

“For our generation, we're using social media (to reach out to the community),” Richards said. “I'm sure these kids will come up with something we've never even heard of.”

So far, the Redmond-UO Sustainable City Year Program has students from Oregon's law school; planning, public policy and management program; journalism school; landscape architecture program; Master of Business Administration graduate program; and historic preservation tract, to name a few. The city has set aside \$375,000 for the entire program.

"The next nine months, these students are going to put a lot of work and thought into Redmond," Richards said. "It's exciting."

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