

Sustainable City Year Program University of Oregon

City of Hermiston 2021-2022 Press Book



https://www.eastoregonian.com/news/local/university-of-oregon-promotes-survey-to-understand-how-people-get-their-news/article_37820ad4-82e2-11ec-94ab-8fc24e80b49d.html

FEATURED

University of Oregon promotes survey to understand how people get their news

By ERICK PETERSON East Oregonian
Feb 2, 2022



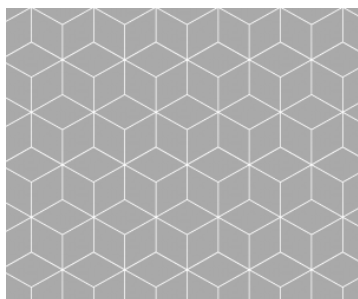
Newspapers sit in a rack Tuesday, Feb. 1, 2022, outside the office of the East Oregonian and Hermiston Herald in downtown Hermiston. A University of Oregon survey is collecting information about the media preferences of Hermiston residents, including their sources for news.

Ben Lonergan/East Oregonian

HERMISTON — A University of Oregon survey is reaching out to Hermiston residents with questions about their media preferences.

Where do you go to learn of news? What type of information is most important to you? How informed do you feel about things happening in your community? All of these questions, and more, are on the survey, which is part of a larger initiative called Sustainable City Year Program, is available at bit.ly/uosurvey-hermiston.

Andrew DeVigal, professor at the UO School of Journalism and Communication, is one of the people behind the survey. Also, he is the director of the Agora Journalism Center, University of Oregon's forum for the future of local news and civic health in Oregon and beyond.



“Increasing our knowledge of how information is received and shared in a local information ecosystem would be good for our communities and information providers, such as news organizations and community organizations,” DeVigal said.

He said he is teaching a class on how “journalism can authentically start with community first in its coverage of the community.” Referred to as “participatory journalism” or “social journalism,” DeVigal’s work centers on communities.

He described a movement in journalism that has been influential to the work behind the survey. People within journalism, he said, are looking to better understand informational flow. Initiatives, such as the Listening Post Collective and this survey seek to learn how information passes from one person or organization to another.

The survey asks for demographic information, name and contact information, if a person should want to answer. Ethnicity, home location and how long someone has lived in town also are questions on the survey.

Then, the survey gets into questions about media consumption — websites, social media use, etc. Also, it asks for physical locations, such as a farmers market or a church, where people obtain information.

In learning about how people receive their news, DeVigal said, researchers can discover the best ways to communicate to people. The survey also attempts to discover the information people want to know, which can be helpful to local politicians, too.

DeVigal said the survey will end by the second or third week of February, and he should have results by the end of March.

Sustainable City Year Program

The program has organized UO classes, such as DeVigal’s, to get a deep dive into understanding a particular city. The initiative now is focusing on Hermiston, collaborating with its city government. Information suggesting recommendations will be shared with the city.

The program has focused on other Oregon cities in the past, but this is the first time it has worked with an Eastern Oregon city, according to Megan Banks, the Sustainable City director.

“We want to span the entire state,” Banks said.

Because Hermiston is the city with the largest population in Eastern Oregon, it made sense to select it for study, she said.

Banks complimented the town as forward-thinking and added her program has worked on other Hermiston projects recently. She said those collaborations have been productive.

“We’re lucky to be working with Hermiston,” she said. “A lot of this comes down to how the city approaches the partnership, and (Hermiston) has been very welcoming and extremely knowledgeable. I have nothing but good things to say about the city staff and community.”

Byron Smith, Hermiston city manager, said he is very happy with Sustainable City. Also, he said he is looking forward to the results of the survey.

“We are looking for ways that people get information so we can be a better source of information,” he said.

Banks said UO will be doing more studies in Hermiston in the coming months.

Erick Peterson

Editor, Hermiston Herald

UO's Sustainable City Year program heads east to Hermiston



November 12, 2021 - 5:00am

[Twitter](#) [Facebook](#)

For the first time in its 13-year history, the UO's Sustainable City Year Program is partnering with a community in northeastern Oregon.

The university-city partnership program is part of the [UO Sustainable Cities Institute](#), founded in 2009 and now duplicated around the U.S. and world under the title [EPIC-N](#). It involves faculty and students engaged in existing courses across campus directing their coursework toward a single Oregon community over an academic year to address community-identified issues.

During the 2021-22 academic year, Sustainable City Year is uniting faculty members and students with the city of Hermiston.

"Hermiston is not only the region's trade center; it's a diverse and growing community," said Megan Banks, Sustainable City Year program director. "We are pleased to partner with the city of Hermiston to examine a variety of priority issues that support livability, workforce development and community engagement."

Hermiston has almost doubled in size since 1990 and currently has a population of almost 20,000 and according to 2020 U.S. Census data is the fastest-growing city in Eastern Oregon. Forty-six percent of residents identified as Hispanic or Latino in 2020, and 37 percent speak a language other than English at home.

"Hermiston's growth can be attributed to many things: a can-do spirit, a supportive business community, strong schools, proactive housing development, and investment in infrastructure and a united sense of purpose," said Hermiston Mayor Dave Drotzmann.

The year kicked off with five UO planning, public policy and management classes, ranging from an analysis of innovative funding options for a potential community recreation center to planning for equitable residential and commercial development in north Hermiston. Additional classes will conduct an information needs assessment to support the Hermiston library.

In addition to UO faculty members and classes, Sustainable City Year provides an opportunity for other public universities to participate. Hermiston will benefit from Portland State University civil and environmental engineering students as they develop a street plan for north Hermiston. Eastern Oregon University students will assess Hermiston's services to ensure people are able to link to community resources to access nutritious food, shelter and safety from domestic violence, with a focus on immigrant and refugee communities and communities of color.

"The UO's Sustainable City Year Program is providing a valuable benefit to the city of Hermiston and other communities in Oregon," said Hermiston City Manager Byron Smith. "We are excited to have the opportunity to partner with UO faculty and students on planning projects that will help us support our growing community and workforce."

Previous partners in Central and Western Oregon have included communities as diverse in geography and population as Salem, La Pine, Redmond, Medford, Silverton, Springfield, Albany and Gresham.

"The partnership with the city of Hermiston and SCYP, as well as the inclusion of three Oregon universities, is a great example of how this program serves communities across the state," said Marc Schlossberg, co-founder and co-director of the Sustainable Cities Institute.

[COVID-19 Updates and Information](#)

[UO Experts Respond to Coronavirus](#)

ACADEMICS & RESEARCH

[College of Arts and Sciences](#)

[Lundquist College of Business](#)

[College of Design](#)

[College of Education](#)

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[Robert D. Clark Honors College](#)

[School of Journalism and Communication](#)

[School of Law](#)

[UO Libraries](#)

[School of Music and Dance](#)

ACADEMICS AND RESEARCH

[UO law prof on quest to root out injustices in parole decisions](#)

[SOJC documentary program connects students to filmmakers](#)

[Education initiative at UO advances STEM learning statewide](#)

[Physics group gets funding to keep probing the unknown](#)

[Professor to probe the toll of virtual interaction at workplaces](#)

[All Academics and Research](#)

There are currently no events happening.

ABOUT AROUND THE O

Around the O is the UO's go-to place for information about the university, its people and the difference they make in Oregon and around the world. We bring stories of the university's groundbreaking research and world-class faculty and students to the broadest possible audience, while also serving as the hub for news, announcements and information of interest to the campus community.

[Submit Your Story Idea](#)

Fall News from the Sustainable Cities Institute



In this issue:

- SCYP Updates: New Partner and New RFP
- Urbanism Next: Knight AV Project Update
- Transportation-related news
- Highlight: Professor Anne Brown at TRB
- Highlight: Natural disaster reflections by Sian Meng

Letter from our Co-Directors

Note from the Directors

This is a brief note to state the obvious: we have big environmental, social, and economic challenges to deal with and they aren't getting any easier. We still firmly believe that higher education has a key, catalytic role in addressing these challenges and that through integrated and applied education and research, we can help accelerate change and do so more boldly than otherwise possible. Read on for some of what we've been up to along these lines.

- Marc Schlossberg & Nico Larco

Welcome to the City of Hermiston: Our SCYP 2021-22 Partner!

For the first time in its history, the Sustainable City Year Program will be working in eastern Oregon as it partners with the City of Hermiston (pop. ~19,000). Sitting at the heart of the Pacific Northwest, Hermiston is the region's trade center and is experiencing significant growth. Now in its 13th year of partnerships with Oregon communities, Hermiston projects will engage with courses in: Public Budgeting, Planning Principles and Practices, Planning Analysis, Human Settlements, Green Cities, Journalism, and Civil and Environmental Engineering (Portland State University course). More courses may be added throughout the year as project and course matches are made.



Throughout the year, students will work on a variety of projects, from North Hermiston land use and design to a fiscal analysis and case studies focused on a potential community center, as well as a transportation engineering project. Students will also analyze the value of "brick and mortar" libraries in an online era and facilitate community discussions in small groups. Students will conduct their work in-person and online, presenting solutions to city staff and community stakeholders both virtually and in-person.

Participating academic disciplines include planning, public administration, engineering (Portland State University) and others. Through classroom work, applied learning assignments, and collaboration with the city, SCYP students will endeavor to help Hermiston work towards its optimal future.

[Here is an engaging, visual overview of the range of projects](#) SCYP-Hermiston is working on together this year!

TriMet, Too!!!

In addition to working with Hermiston, SCYP is also working with 2017-18 partner, TriMet. As often happens with former partners, current projects are matched because relationships exist and the SCYP partner understands how to tap university expertise to work on projects not necessarily suited to take on internally nor ready to be taken on by a consultant. SCYP fills a niche and is looking forward to seeing the results of the Portland State University architecture and UO landscape architecture design studios as they design light rail stations for TriMet's "Better Red" extension. In January 2022, SCYP also hopes to kickoff a small partnership with the city of Veneta, located in western Lane County and in the UO's "backyard." Veneta projects will focus on the Highway 126 corridor that bisects the City and a trails master plan.

We are looking forward to a great year with these fantastic partners!

SCYP Applications for 2022-23 Partners Now Open

We are now soliciting interest from Oregon cities or public agencies to partner with SCYP during the 2022-23 academic year. Please see the application information on the website (<https://sci.uoregon.edu/scyp>) or contact SCYP Program Director, [Megan Banks](#), directly with your interest, ideas, and questions.

Sustainable City Year Program: Hermiston



Where Life is Sweet

For the first time in its history, the Sustainable City Year Program will be working in eastern Oregon as it partners with the City of Hermiston. Sitting at the heart of the Pacific Northwest, Hermiston is the region's trade center and is experiencing significant growth. Now in its 13th year of partnerships with Oregon communities, this fall SCYP will connect Hermiston with five courses, all in the UO's School of Planning, Public Policy and Management. During winter and spring terms, Hermiston will work with Portland State University's Civil and Environmental Engineering capstone course. More courses will be added throughout the year as project and course matches are made.

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[UO Libraries Hermiston Research Guide](#)

Virtual Open House

City Information:

[City of Hermiston Homepage](#)

[About Hermiston](#)

[Community Events List](#)

[Population Statistics](#)

[Population Forecast 2016-2066](#)

[Community Profile](#)

Maps:

[Various City Maps](#)

[City of Hermiston Map](#)

[Parks and Trails](#)

Housing:

[Comp Plan Appendix F: Housing Capacity Analysis](#)

[Comp Plan Appendix G: Buildable Land Inventory](#)

Media:

[League of Oregon Cities Podcast](#)

[Hermiston Funland Playground video](#)

Branding:

[Branding Style Guide](#)

[Hermiston Images](#)

City Facilities:

[Airport](#)

[Aquatic Center](#)

[Library](#)

Public Works:

[Capital Improvement Projects](#)

[Public Works Design Standards](#)

[Public Works Construction](#)

Plans and Reports:

[Livable Hermiston Final Report](#)

[Comprehensive Plan \(policies\)](#)

[Umatilla County Multi-Jurisdiction Natural Hazard Mitigation Planning](#)

[Hermiston Parks, Recreation, and Open Space Master Plan](#)

[Transportation System Plan](#)

[Demographic Report](#)

Land Use:

[Development Code Title XV: Land Usage](#)

[Land Use Procedures and Applications](#)

Economic Development:

[Retail Strategies Market Guide Report](#)