

Sustainable City Year Program

2013-14



Design and Planning Projects

Project	Outcome
Analysis of Activity Centers	Created maps and a profile report of city activity centers; formulated planning strategies consistent with city and state planning goals.
Bicycle Connections to the Bear Creek Greenway	Proposed more comprehensive and complete bicycle infrastructure by enhancing the use of and connections of the Bear Creek Greenway to surrounding neighborhoods and businesses.
Downtown Wayfinding	Collected data on wayfinding signs, including their location, description, and appearance; developed recommendations for key locations for new signage to direct people to and around the downtown area.
Fire Station Design Studio	Created design concepts, floor plans, and block plans for four new fire stations on different sites.
West Main Transit Oriented Development	Developed simulation models of transportation in the West Main TOD area in order to visualize how certain policies would impact traffic patterns and transportation at specific times.
Visions for the Jackson County Health Site Redevelopment	Developed an area plan to address land use, transportation, economic development, and other factors at the former Jackson County Health site; recommended adaptive reuse of existing buildings that honored historic legacy.
Rogue Valley Bus Rapid Transit Community Planning Workshop	Researched and conducted public engagement activities related to scoping community attitudes, opportunities, and issues related to transit enhancements, including a potential bus rapid transit (BRT) on the Highway 99 corridor.

Business and Economics Projects

Project	Outcome
Recreation Services Funding	Developed a pricing and cost recovery strategy for programs to reduce general fund support as much as possible; developed a marketing strategy to improve awareness and program usage.
Neighborhood Watch Program	Estimated the effectiveness of characteristics of successful Neighborhood Watch Programs; developed strategies to increase participation, especially in Spanish-speaking neighborhoods.

Megan Banks
SCYP Manager
mbanks@uoregon.edu
541-346-6395

Nico Larco, AIA
SCI Co-Director
nlarco@uoregon.edu

Marc Schlossberg, PhD
SCI Co-Director
schlossb@uoregon.edu

6206 University of Oregon
Eugene OR 97403-6206
sci@uoregon.edu



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Civic Engagement, Journalism, and Law Projects

Project	Outcome
Emergency Preparedness Public Relations Plan	Gathered information on emergency preparedness plans that have been implemented; developed materials and methods for a Medford public awareness campaign.
Fire Rescue Public Relations Project	Created action plan strategies to reflect the results of primary and secondary research into staff and public attitudes and concerns about upgrading several fire stations.
Police Headquarters Public Relations Project	Created action plan strategies to reflect the results of staff and public attitudes and concerns about constructing a new police headquarters.
Journalism Fellows	Identified story ideas, conducted interviews, and submitted articles for publication in the Medford Mail Tribune.
Open Space Protection Strategies	Described and analyzed the legal framework for open space preservation in Oregon cities and a plan for how the city could move toward achieving its open space preservation goals.
Rogue Valley Transportation District Public Relations Campaign	Researched best practices of current transportation programs; developed materials and methods on which to base a public awareness campaign for RVTD.
Outreach to Minority Communities I	Engaged attendees at the Medford Multicultural Fair to identify barriers faced by minority populations; identified mechanisms for helping the city and the Latinx population develop productive, mutually beneficial engagement.
Outreach to Minority Communities II	Conducted a two-day public engagement workshop outside of El Gallo and La Placita markets; recommended strategies for cultivating relationships in the community and fostering cultural competency.

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