

# BICYCLE TRANSPORTATION & PEDESTRIAN PLANNING

**Term:** Spring 2015

**Professor:** Marc Schlossberg

**Discipline:** Planning, Public Policy,  
and Management

## PROJECT DESCRIPTION

Students analyzed key hubs and the associated transportation infrastructure to increase walkability and bikeability.

### Recommendations

- Vegetated medians and bulb-outs
- Repaint and increase signage of bike lanes



# REDMOND NEIGHBORHOOD REVITALIZATION PLAN

**Term:** Fall 2015

**Professors:** Rich Margerum, Bob  
Parker, Gerardo Sandoval

**Discipline:** Planning, Public Policy,  
and Management

## PROJECT DESCRIPTION

Student groups developed five visions that evaluated and recommended planning practices needed to address Redmond's Great Neighborhood Planning Principles in Redmond's Midtown neighborhood.

### Recommendations

- Build on Redmond's small-business spirit
- Provide a variety of housing types to meet Redmond's needs
- Ensure equitable transportation options



# BUSINESS MEDICAL DISTRICT ECONOMIC IMPROVEMENT DISTRICT ANALYSIS

**Term:** Fall 2015

**Professor:** Rebecca Lewis

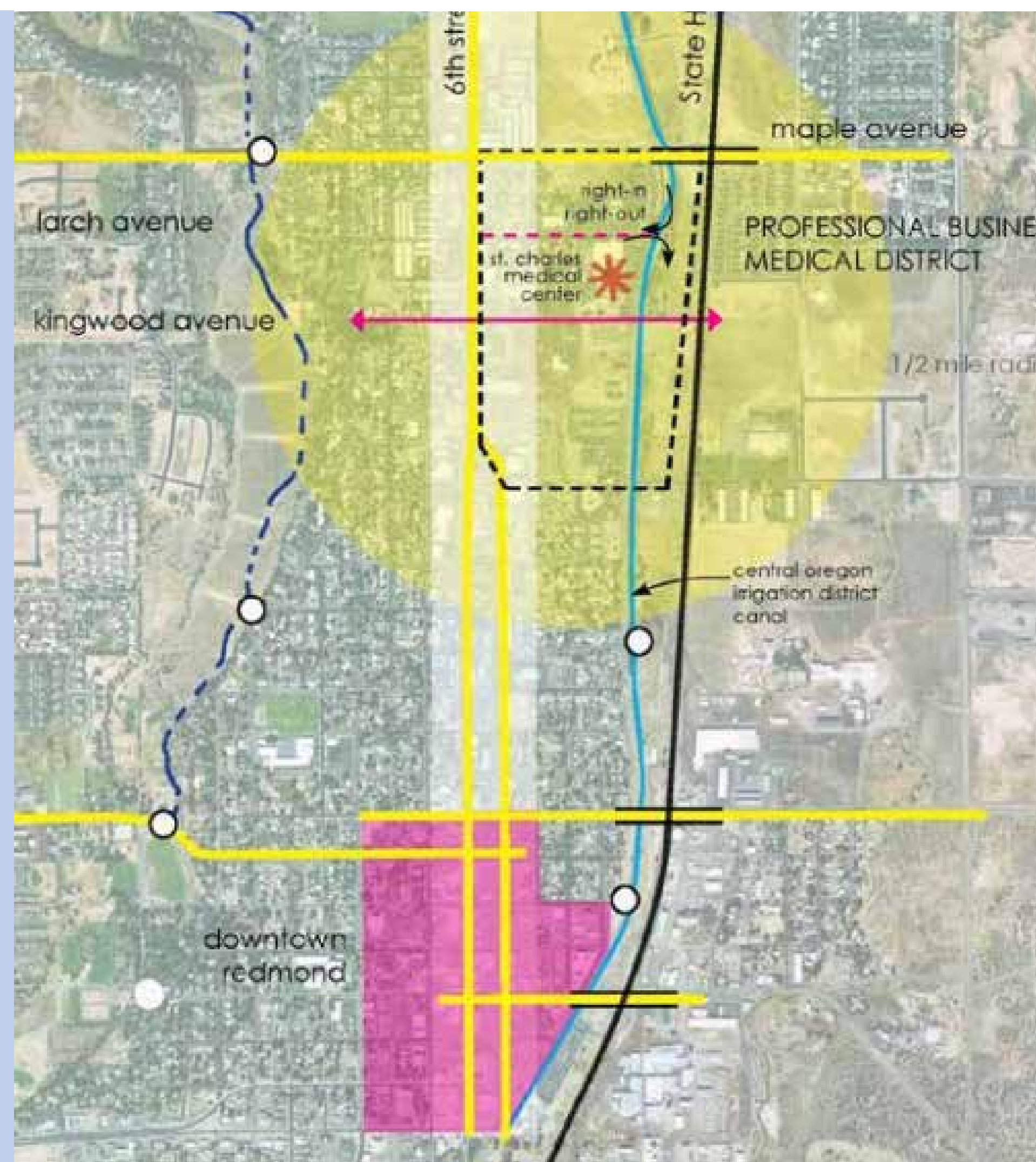
**Discipline:** Planning, Public Policy,  
and Management

## PROJECT DESCRIPTION

This project examined the viability of an Economic Improvement District (EID) in Redmond's Business Medical District, which would include maintenance, business recruitment, and management of the district. Students analyzed funding strategies and case studies in Oregon to provide recommendations.

### Recommendations

- Proposed funding strategy would assess properties based on their assessed value as opposed to square footage



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# STRATEGIC COMMUNICATION PLANS FOR REDMOND WATER UTILITIES

**Term:** Fall 2015

**Professor:** Laurie Honda

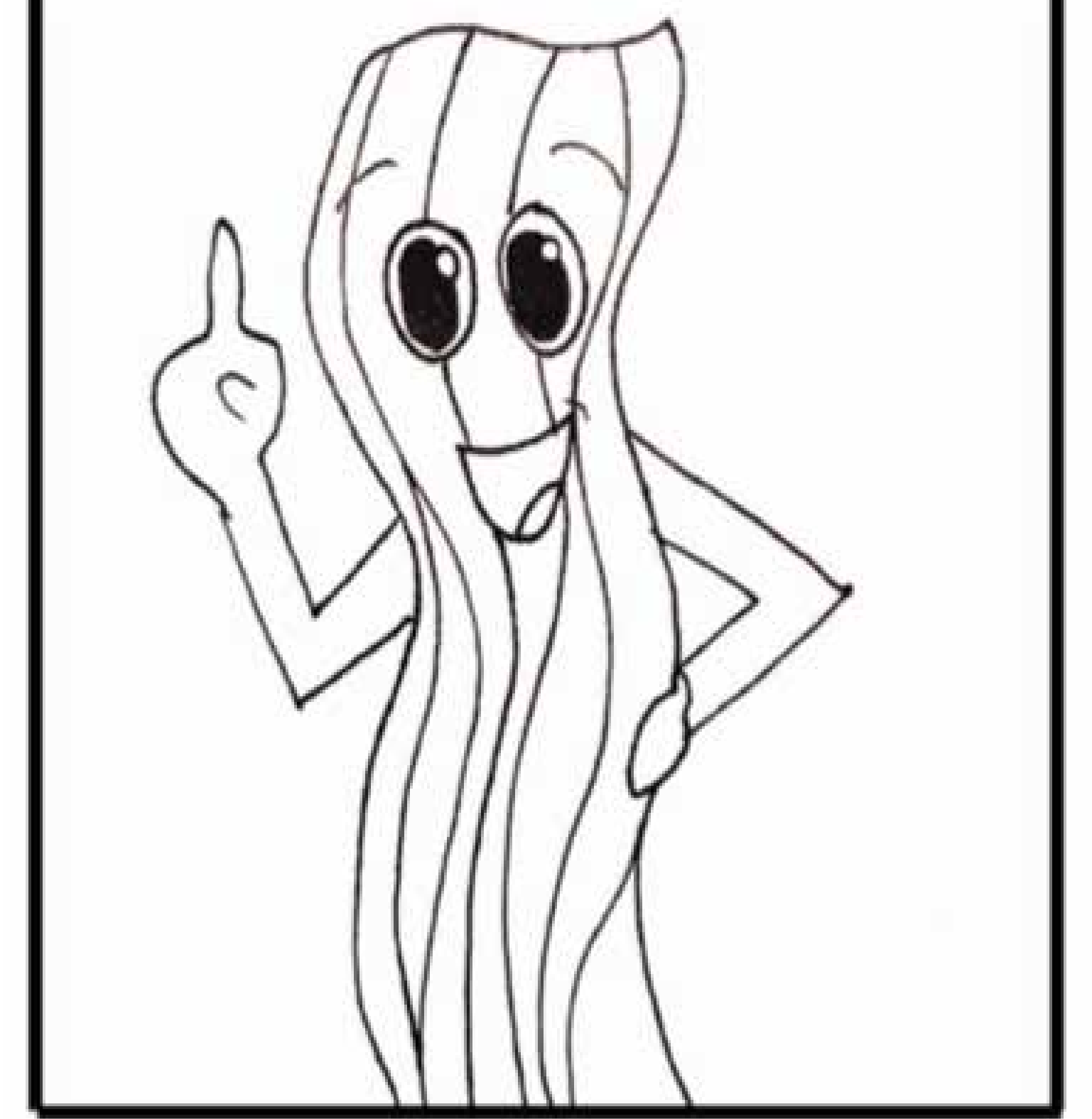
**Discipline:** Journalism

## PROJECT DESCRIPTION

This project developed tactics and strategies for Redmond Wastewater Division to help educate Redmond elementary, middle, and high school students about water conservation and contamination. Strategies sought to teach students how to avoid flushing fats, oils and greases.

### Recommendations

- Create logo design competitions
- Develop an internship program at RWD
- Organize field trips to the RWD



Don't send Mr. Bacon  
down the drain, learn about  
FOGs and use your brain!

# SOUTH US 97 CORRIDOR IMPROVEMENT PROJECT

**Term:** Fall 2015

**Professors:** Rob Ribe, Jeff Krueger

**Discipline:** Landscape Architecture

## PROJECT DESCRIPTION

This project analyzed the US 97 corridor to illustrate a proposed future multi-way boulevard design. Students used multi-way boulevard concepts, illustrated form-based code recommendations, and produced photo-simulations US 97.

### Recommendations

- Build a multi-way boulevard with form-based code to increase corridor efficiency and safety
- Purchase land to build frontage roads and new cross-access roads
- Allow flexibility for local businesses development



# TWENTY MINUTE NEIGHBORHOOD

**Term:** Fall 2015

**Professor:** Nick Kohler

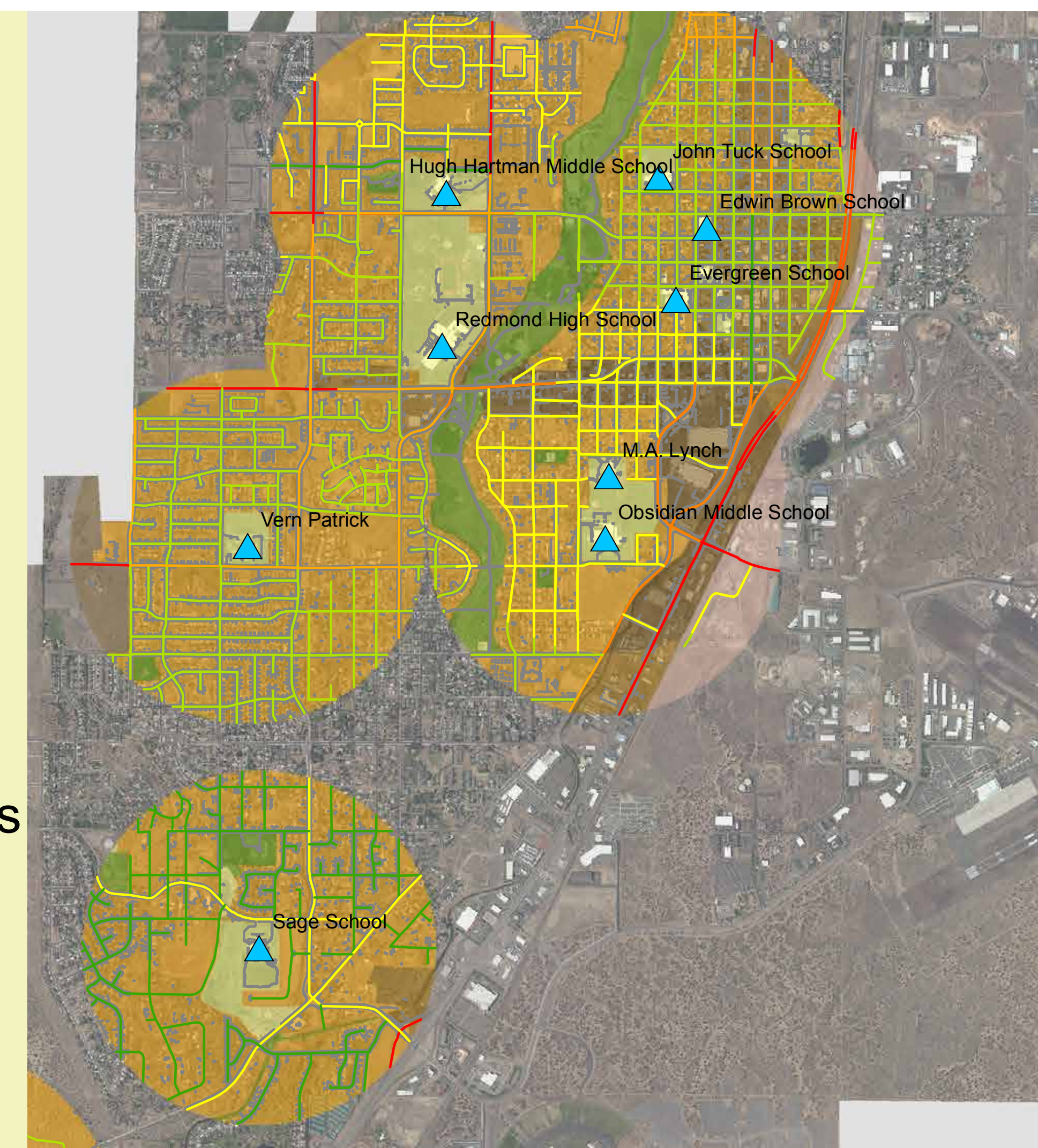
**Discipline:** Geography

## PROJECT DESCRIPTION

This project used GIS to create a “20 Minute Neighborhood,” a pedestrian-friendly Redmond that could be walked in 20 minutes. Students analyzed pedestrian infrastructure and existing services for ‘walkability’ of services, employment, and housing.

### Recommendations

- Increase sidewalk connectivity around points of interest to increase accessibility between locations
- Increase pedestrian amenities such as benches and street trees



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# REDMOND AREA PARKS AND RECREATION DISTRICT TAX VALUATION

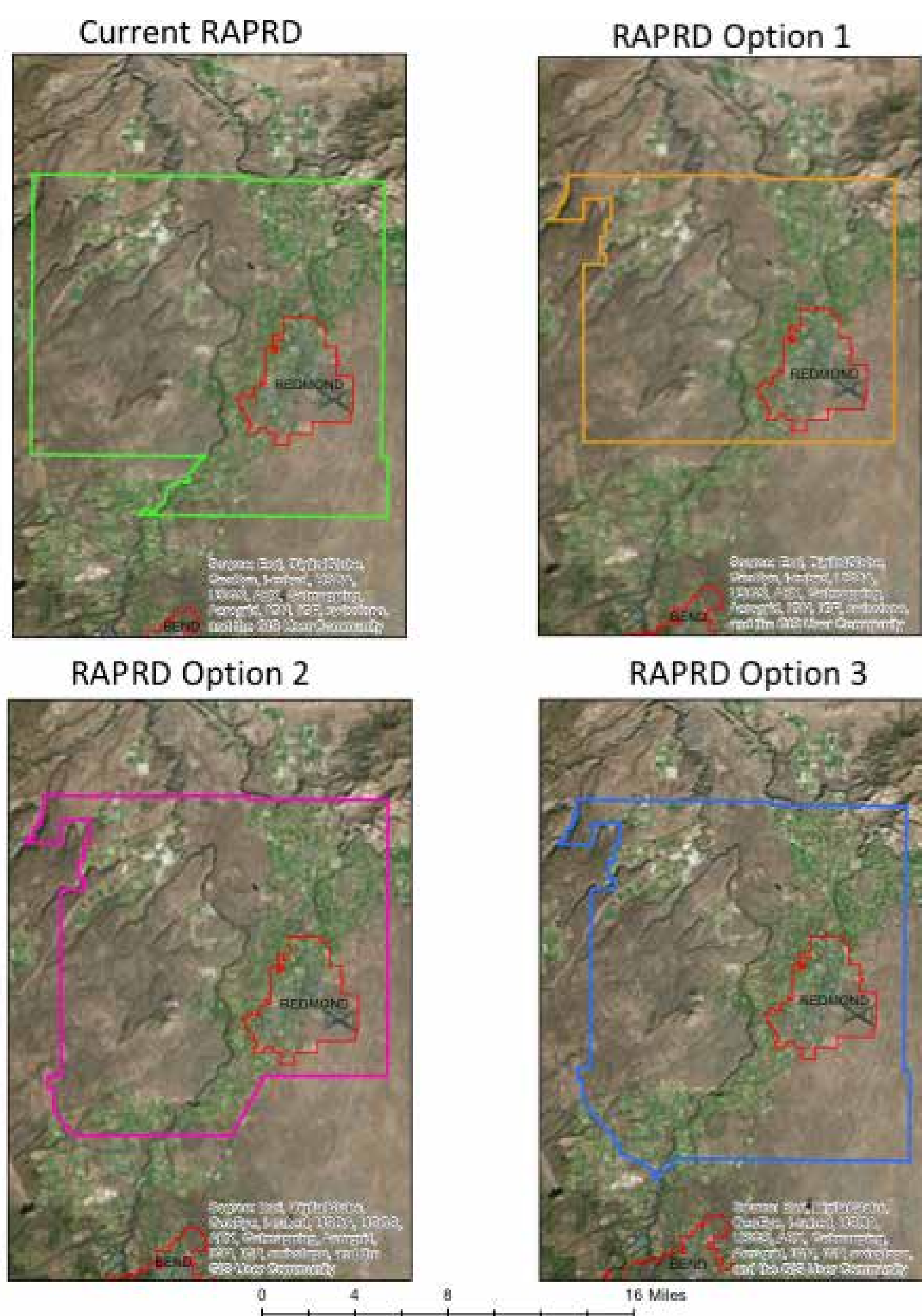
**Term:** Fall 2015  
**Professor:** Rebecca Lewis  
**Discipline:** Planning, Public Policy,  
and Management

## PROJECT DESCRIPTION

This project reviewed RAPRD’s funding structure as well as a General Obligation bond, system development charges, and a permanent levy with a district boundary change to determine what mix of tools could fund a new recreation center.

### Findings and Results

- Increase tax boundary to decrease residents’ tax burdens
- A general obligation bond must be a key part of the capital construction strategy



# CIVIC ENGAGEMENT STRATEGIES

**Term:** Fall 2015  
**Professor:** David Remund  
**Discipline:** Journalism

## PROJECT DESCRIPTION

This project suggested innovative communication tools to help guide city departments with community outreach and media relations targeting families, parents and high school students, and/or Hispanic/Latino(a) populations.

### Findings and Results

- Increase social media posts
- Develop communications internships
- Plan targeted events and activities



# DOWNTOWN BUSINESS/ ECONOMIC IMPROVEMENT DISTRICT (BID/EID) ANALYSIS

**Term:** Fall 2015  
**Professor:** Rebecca Lewis  
**Discipline:** Planning, Public Policy,  
and Management

## PROJECT DESCRIPTION

This project examined downtown Redmond for the viability of an Economic Improvement District and/or Business Improvement District (EID/BID) as a funding tool to support operation of a Main Street organization and programmatic support.

### Findings and Results

- Establish an EID based on the assessed value of commercial property
- Initiate an assessment period of three years



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# DOWNTOWN MARKET ANALYSIS

**Term:** Winter 2016

**Professor:** Beth Hjelm

**Discipline:** Business

## PROJECT DESCRIPTION

This project updated a 2005 Market Analysis by examining retail downtown and conducting consumer surveys. This analysis recommends how downtown businesses can advertise effectively to target customers through types of messaging and types of products to sell.

### Findings and Results

- Changing the retail mix can allow for growth and development of downtown
- Communicate goals with stakeholders and ensure a common vision



# POLICE STATION EXPANSION

**Term:** Winter 2016

**Professor:** Joe Moore

**Discipline:** Architecture

## PROJECT DESCRIPTION

Redmond is considering renovating and expanding the current National Guard building. This project provided concepts for the site, taking into account the needs of the Redmond Police Department.

### Recommendations

- Foster a positive community-department relationship through open space inclusion
- Incorporate security through separation of public and private spaces
- Use sustainable elements like bioswales
- Organize design around a central core



# REDMOND SPORTS COMPLEX FEASIBILITY ANALYSIS

**Term:** Winter 2016

**Professor:** Beth Hjelm

**Discipline:** Business

## PROJECT DESCRIPTION

This project conducted a feasibility study of a sports complex, including analyzing potential use, return on investment, and researching recreation uses and trends to identify specific facilities and fields needed for a successful complex.

### Findings and Results

- The five most feasible sports for tournaments are baseball, softball, paintball, wrestling, and tennis
- Determine sponsorship tiers and marketing strategy

Proposed Site for the Sports Complex



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# AIRPORT LANDSCAPE MASTER PLAN

**Term:** Winter 2016

**Professor:** Mark Eischeid

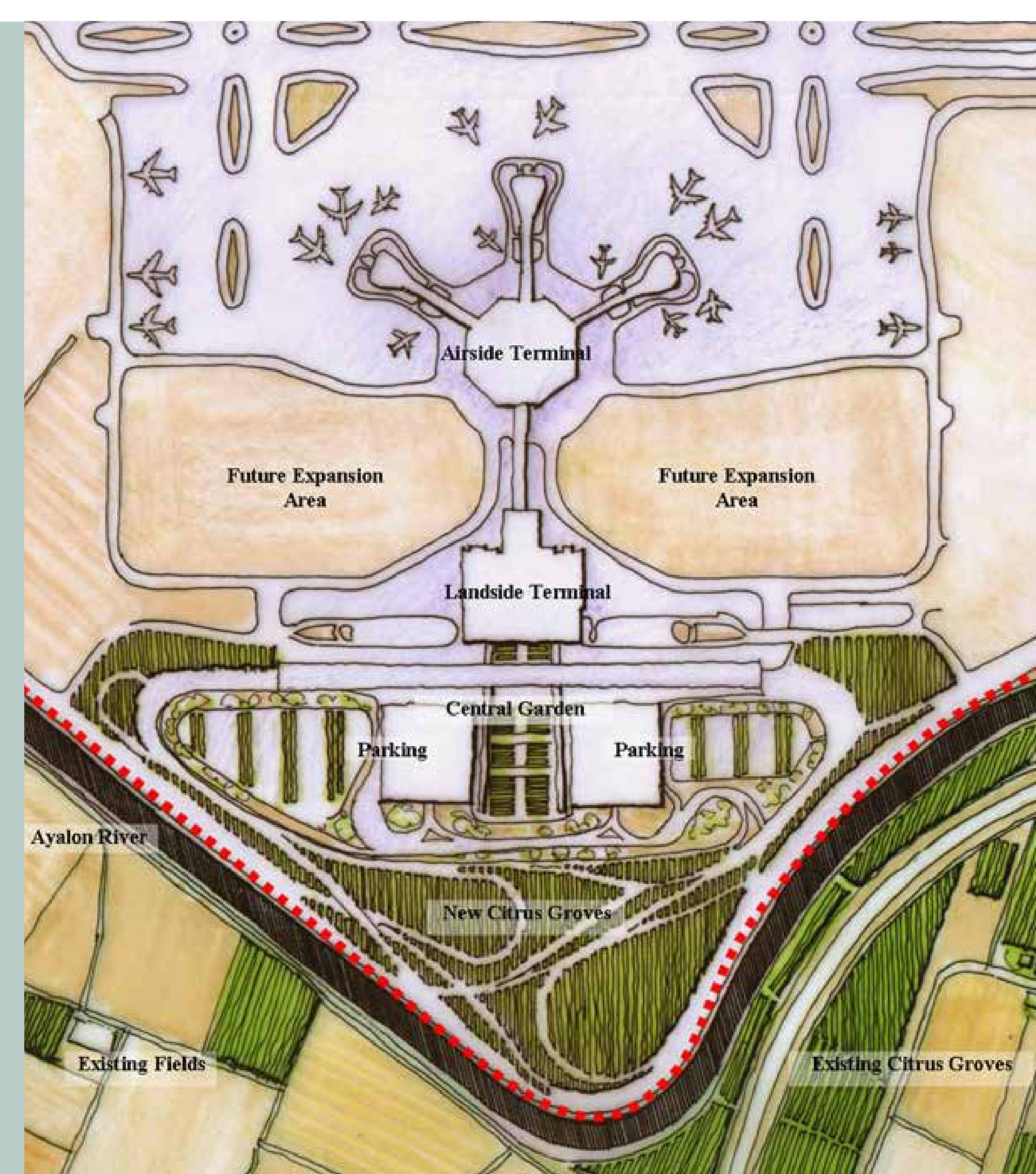
**Discipline:** Landscape Architecture

## PROJECT DESCRIPTION

This project created a Landscape Master Plan for the Redmond Municipal Airport. The primary goal was to provide a consistent look and feel for redevelopment, and help develop Airport Design Guidelines and Standards.

### Recommendations

- Use art, trail systems, and park spaces to create cohesive airport space
- Focus on connectivity, energy and natural resources, materiality, and view for design



# AIRPORT STRATEGIC BRANDING AND MARKETING PLAN

**Term:** Winter 2016

**Professor:** Beth Hjelm

**Discipline:** Business

## PROJECT DESCRIPTION

This project developed a strategic branding and marketing program for the airport to maximize marketing and advertising.

### Findings and Results

- Implement Rate Card
- Include Lamp Posts
- Pursue sponsorship opportunities to increase advertising revenue
- Implement improved asset mix utilization and zones



# DEVELOPMENT OF A COMPREHENSIVE INCUBATOR/ ACCELERATOR

**Term:** Winter 2016

**Professor:** Beth Hjelm

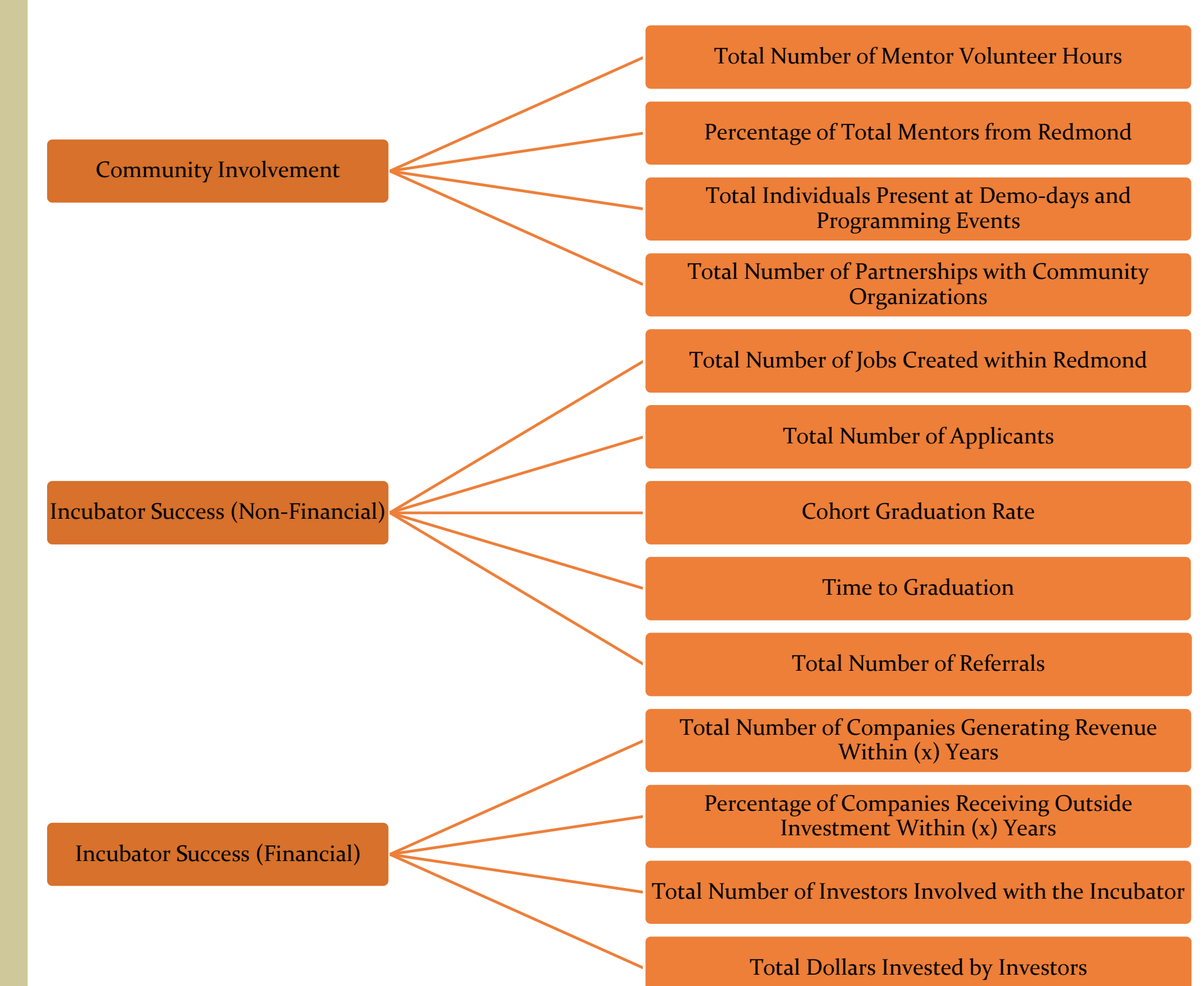
**Discipline:** Business

## PROJECT DESCRIPTION

This project studied the feasibility of a Redmond-based business incubator. The project examined various business models for other incubators, inventoried efforts in the region, and identified potential sources of economic support.

### Findings and Results

- Redmond has the capacity to start and sustain an incubator
- Focus on Maker / Manufacturing, but remain open to all industries



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# REDMOND WASTEWATER DIVISION CAMPAIGN

**Term:** Winter 2016

**Professor:** Margy Parker

**Discipline:** Public Relations

## PROJECT DESCRIPTION

This project developed a strategic public relations plan and campaign to promote sustainable water disposal practices among household leaders in order to preserve treatment facilities, preserve the water supply, and keep utility costs low for residents.

### Recommendations

- Utilize local radio stations to broadcast key messages
- Develop a Facebook campaign to increase awareness of best disposal practices
- Include educational infographics in billings



# POLICY ANALYSIS FOR AFFORDABLE HOUSING IN REDMOND

**Term:** Winter 2016

**Professor:** Ren Thomas

**Discipline:** Planning, Public Policy, and Management

## PROJECT DESCRIPTION

This project identified policy reform and outreach opportunities to provide more affordable housing options in Redmond. Students conducted stakeholder interviews and performed an analysis of current and potential housing-related policies.

### Recommendations

- Provide SDC waivers for affordable units
- Develop an Affordable Housing Trust Fund
- Redefine dwelling unit in city code to decrease the minimum size requirement, and allow for units with shared amenities



# REDMOND PROFESSIONAL BUSINESS MEDICAL DISTRICT CAMPAIGN

**Term:** Winter 2016

**Professor:** Wendy Ames Dionísio

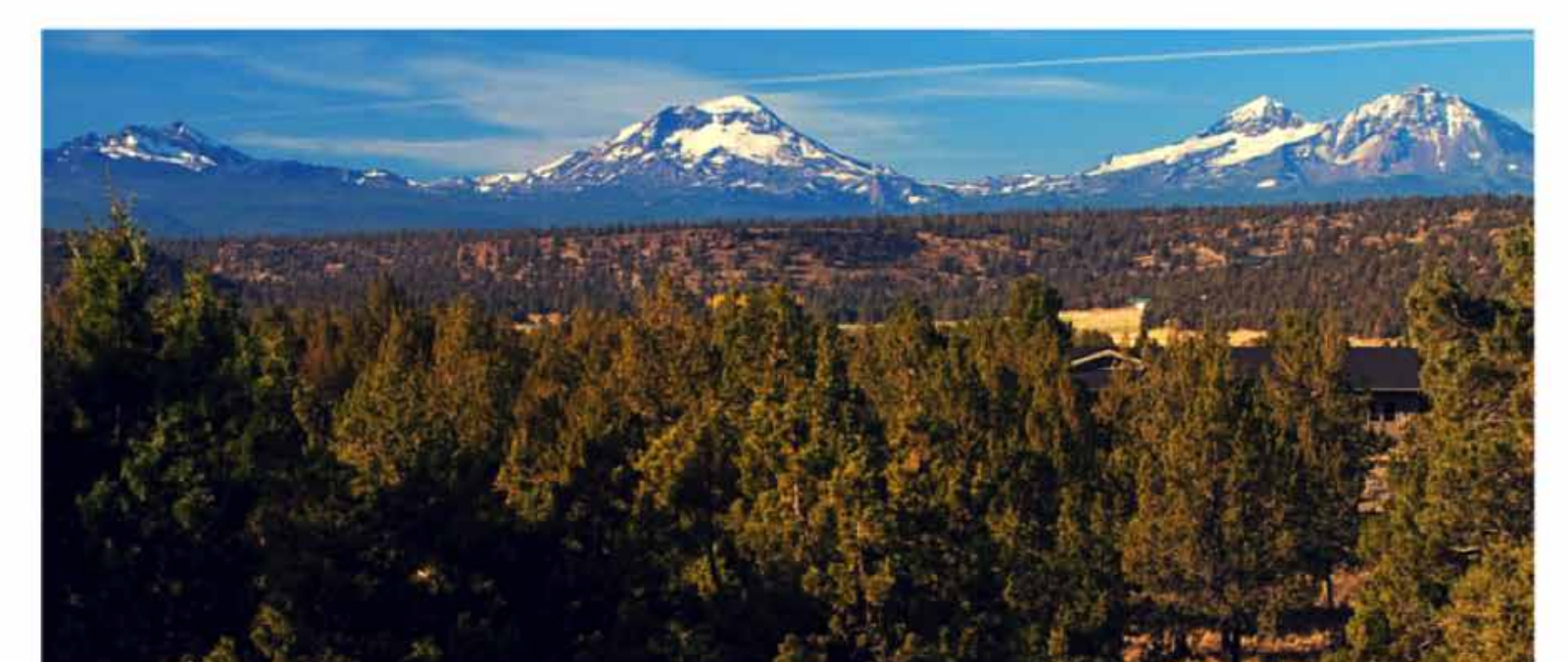
**Discipline:** Public Relations

## PROJECT DESCRIPTION

This project created a communications plan and future campaign to advise the City of Redmond on how to effectively raise awareness and draw new business, investors, and developers to the Professional Business Medical District (PBMD).

### Recommendations

- Share PMBD updates on Redmond's Facebook page with images of development sketches, streetscaping, and overall progress
- Create a LinkedIn page to share PMBD updates and connect with businesses



REDMOND PROFESSIONAL

**BUSINESS MEDICAL**  
— DISTRICT —



The future Redmond Professional Business District is located next to St. Charles Hospital, the primary site for medical treatment in Redmond. It is located adjacent to state highway 97 and other major streets in Redmond. There are 78 undeveloped acres currently available for new business and development opportunities.

REDMONDPBMD.WEEBLY.COM

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# REDMOND CIVIC ENGAGEMENT CAMPAIGN

**Term:** Winter 2016

**Professor:** Wendy Ames Dionísio

**Discipline:** Public Relations

## PROJECT DESCRIPTION

This project implemented a civic engagement campaign based on identified goals, objectives, target audiences, strategies, and tactics that would help increase civic engagement, specifically awareness of city events and engagement online.

### Recommendations

- Implement a program in which a city official visits local schools
- Utilize social media to create and share video blogs and online polls
- Hire a social media intern



# PLANNING GREAT NEIGHBORHOODS USING GIS ANALYTICS

**Term:** Spring 2016

**Professor:** Yizhao Yang

**Discipline:** Planning, Public Policy, and Management

## PROJECT DESCRIPTION

Using the Great Neighborhood Planning Principles, this project used Geographic Information Systems (GIS) to analyze specific neighborhoods and identify where planning efforts can be strengthened to improve neighborhood conditions. GIS was used to develop a methodology for assessing neighborhood conditions such as compact walkable areas, and complete streets.

### Recommendations

- In progress



# ESTABLISHMENT OF A REDMOND COMMUNITY FOUNDATION

**Term:** Spring 2016

**Professor:** Dyana Mason

**Discipline:** Planning, Public Policy, and Management

## PROJECT DESCRIPTION

Students evaluated the feasibility of a Community Foundation owned and operated by the City of Redmond. The Redmond Community Foundation would be a centralized location for donors and granting agencies wishing to support various programs and services that benefit Redmond's citizens.

### Recommendations

- In progress



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# CREATION OF A REDMOND HOMELESS SHELTER

**Term:** Spring 2016

**Professor:** Dyana Mason

**Discipline:** Planning, Public Policy,  
and Management

## PROJECT DESCRIPTION

This project worked with a coalition of homeless providers in Redmond to outline a successful non-profit structure and fundraising plan for a potential housing development for homeless families in Redmond. Students reviewed best practices from Nampa, Idaho, and Eugene, Oregon to curate recommendations for Redmond.

### Recommendations

- In progress



# LEGAL STRATEGIES FOR SUSTAINABILITY ORDINANCES

**Term:** Spring 2016

**Professor:** Jonathan Rosenbloom

**Discipline:** Law

## PROJECT DESCRIPTION

This project created a series of draft ordinances to help enable and bolster sustainable aspects of Redmond's development, such as: Sustainable procurement, encouraging local food production, promoting infill development, creating a plastic bag ban, creating a tiered water fee structure, and allowing xeriscaping.

### Recommendations

- New ordinances can be adopted to facilitate sustainable behaviors



# OUTREACH TO MINORITY COMMUNITIES

**Term:** Spring 2016

**Professor:** Gerardo Sandoval,  
Anabel Lopez Salinas

**Discipline:** Planning, Public Policy,  
and Management

## PROJECT DESCRIPTION

The city is seeking additional ways to better connect with and engage with the area's growing minority population. This project identifies the most common challenges and barriers faced by minority populations in Redmond, and makes recommendations for future and/or additional actions.

### Recommendations

- In progress



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# ESTABLISHMENT OF THE REDMOND FAMILY JUSTICE CENTER

**Term:** Spring 2016

**Professor:** Dyana Mason

**Discipline:** Planning, Public Policy,  
and Management

## PROJECT DESCRIPTION

Redmond is exploring the viability of a Redmond Family Justice Center to provide a one-stop location for domestic violence victim services. This project examined a successful non-profit structure and fundraising plan, and reviewed best practices from Nampa, Idaho, and San Diego, California to synthesize recommendations.

### Recommendations

- In progress



# DEVELOPMENT OF EVERGREEN CULTURAL ARTS CENTER

**Term:** Spring 2016

**Professor:** Dyana Mason

**Discipline:** Planning, Public Policy,  
and Management

## PROJECT DESCRIPTION

The objective of this project was to develop a non-profit structure and fundraising plan for the Evergreen Cultural Arts Center at the historic Evergreen Gym. Students reviewed best practices from Baker City and Pendleton, Oregon.

### Recommendations

- In progress



# BIKE WALK ROLL PUBLIC RELATIONS CAMPAIGN

**Term:** Spring 2016

**Professor:** Margy Parker

**Discipline:** Public Relations

## PROJECT DESCRIPTION

This project developed short-term, mid-term, and long-term recommendations to promote biking, walking, and rolling in Redmond.

### Recommendations

- Regularly monitor social media accounts (Facebook, Instagram, and Twitter)
- Connect with PTAs at Sage and John Tuck Elementary Schools
- Consider a social media intern
- Implement PSAs to increase brand awareness



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