

Sustainable City Year Program

SCYP Application Information for the 2020-21 Academic Year

Summary

The University of Oregon Sustainable Cities Institute (SCI) is now accepting proposals from cities, counties, special districts, ports, tribes, and regional partnerships to be the partner for the Sustainable City Year Program (SCYP) for the academic year beginning fall 2020. The successful applicant will benefit from between 20,000 and 80,000 hours of work by University of Oregon students and faculty members, from a variety of disciplines, working to advance the partner's sustainability projects. Prior partners are Albany, Redmond, Gresham, Salem, Springfield, Medford, TriMet, Lane Transit District, La Pine, and Silverton. The partner must support the effort through staff time and the payment of a fee. The selection process is competitive. The deadline for applications is March 2, 2020.

Overview of Program

SCYP is a yearlong partnership between the University of Oregon's SCI and one partner in Oregon that engages students and faculty in courses from across the university on sustainability and livability projects in collaboration with the partner. Faculty and students work through a variety of studio projects and catalytic learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations resulting in on-the-ground impact and forward movement for a community ready to transition to a more sustainable and livable future.

The question of sustainability applies not only to municipalities of all sizes, but also to a broad spectrum of disciplines. SCYP has included courses in Architecture; Arts Administration; Business Administration; Business Management; Digital Arts; Economics; Environmental Studies; Geography; Historic Preservation; Interior Architecture; Journalism; Landscape Architecture; Law; Nonprofit Management; Planning; Product Design; Public Administration; and Urban Design and Engineering (at Portland State University). Additional disciplines may be added, depending on the partner's needs and faculty interest. Many SCYP projects combine multiple disciplines to address problems from diverse perspectives.

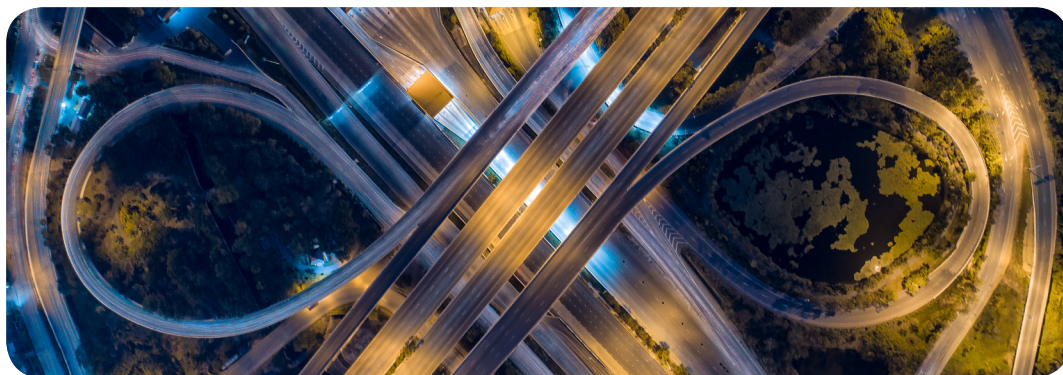
Past projects have aligned with a wide array of city council and staff goals. A small subset of projects includes:

- Designs for a K-8 school, public safety facilities, a city hall, a public library, fire stations, and redeveloped brownfield sites;
- Assessments and recommendations for improving civic engagement with neighborhood groups, minority residents, and the community at-large;
- Transportation safety, walkability analysis, bicycle planning, and recommendations for street-scale transportation improvements;
- Placemaking, improved wayfinding capabilities, and signage;
- Branding, marketing, strategic communication and outreach plans;



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- Review of local, state and federal policies and their implication;
- Conceptual master plans, park design and trail planning;
- Economic feasibility and market analysis studies;
- Economic and Business Improvement District feasibility studies;
- Photography and videography focused on partner interests such as economic development;
- And much more (for a complete project list, visit <http://sci.uoregon.edu/past-partners>)



Benefits of the Sustainable City Year Program

SCYP provides numerous benefits for the partner. The partner can expect:

- Concepts and designs that can energize staff and community members around projects tied to partner goals. Students can explore and innovate in directions that are sometimes unavailable to partner staff or consultants due to constrained project budgets or political conditions.
- A high rate of return on investment, with 20,000 - 80,000 hours of student work on projects.
- Increased energy and enthusiasm among residents and partner staff, and greater support from residents for proposed solutions, through student outreach.
- Robust proposals that can spark community and staff discussions, increase the breadth of conversations around projects, as well as help to get "stuck" projects moving.
- Increased publicity in local, state, regional, and national publications (see examples on SCI's website), and an improved reputation as a forward-thinking, sustainable organization. Project results can help inform and apply sustainability and livability principles.
- Ready-to-implement videos and communications campaigns.
- Increased momentum on priority projects
- Framing of sustainability in a way that resonates with the community.
- Assistance with making connections across multiple layers of government, stakeholders, and community members to identify and address gaps and overlaps
- An interdisciplinary group of faculty experts with first-hand knowledge of innovative research and practices, often nationally and internationally recognized in their fields.
- Interested students, with on-the-ground knowledge of your area, who may serve as candidates for future internships and staff positions. Students often turn out to be informal ambassadors for the partner, describing their successful collaborations with the partner in presentations, community meetings, future academic courses, and job interviews.

Partner Selection

An SCYP partner should have the staff and funding capacity to support 10-30 sustainability-related projects. For their SCYP application, partners may want to develop and propose a list of 10-30 projects, since not all projects will be suitable for matching with university courses. Partners are encouraged to collaborate with other local entities (e.g. cities, counties, watershed councils, transit districts, school districts, nonprofit organizations, business or professional organizations, private funders, or research or educational institutions) to formulate projects and share costs. Smaller cities should develop no fewer than six projects.



Identifying Projects

Partners are encouraged to contact the SCYP Manager during preparation of their application to discuss their proposed projects. As with much of SCYP, successful development of a project list is a dialogue that includes: (1) the partner proposes a list of projects; (2) SCYP and the partner discuss modifications to the proposed projects to match the projects' scope and scale with availability and interest of University of Oregon courses and faculty; and (3) SCYP suggests additional projects, based on the university's capacity, that could meet the partner's goals. SCYP's experience has been that conversations between SCYP and partners are helpful in generating project lists.



SCI will identify and tentatively match university faculty and courses with proposed projects as part of its review of each partner's application. Project timelines should not exceed nine months, and should ideally be compatible with the University of Oregon's three 11-week academic terms: fall (September-December), winter (January-March), and spring (April-June). The UO Law School operates on a semester schedule; fall runs from August to November, and spring is January to May.

Timeline for Partner Selection

November: SCYP opens competition for next year's partner and begins accepting applications from potential partners.

November - February: SCYP Manager will be available for phone conferences and in-person meetings to discuss potential projects with partners. SCYP strongly suggests that partners interested in applying for SCYP schedule a phone call or visit with the SCYP Manager.

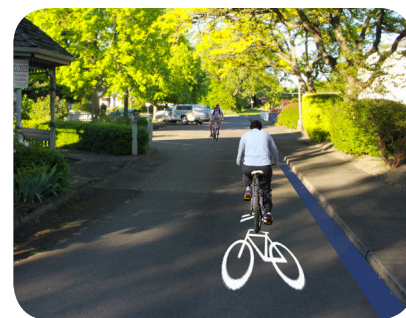
March 2: Applications are due to SCYP.

Mid-March: SCYP will identify and notify its top choice for the 2020-21 partner.

April/May: SCYP and the partner will coordinate media to announce the selection of the 2020-21 SCYP partner. Partner visits UO to discuss proposed projects with faculty.

April-July: SCYP and the partner begin to match proposed projects with academic courses and faculty. SCYP and partner develop and sign contract.

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Sustainable City Year Program Timeline

March: Partner announced.

April-July: SCYP and the partner match proposed projects with academic courses and faculty. SCYP and partner develop and sign contract.

Summer: SCYP and partner develop scope of work documents for each project and course. SCYP staff and faculty meet with partner staff and local professionals. Partner staff provides background information and documents for projects. Partner hosts open house (optional).

Fall: SCYP kick-off event at UO. Fall term classes work on SCYP projects.

Winter: Winter term classes work on SCYP projects. Fall term written reports delivered to the partner.

Spring: Spring term classes work on SCYP projects. Winter term written reports delivered to the partner.

May: SCYP wrap-up celebration at partner city.

Summer: Spring term written reports delivered to the partner.

Expected Financial Support and Staff Resources

The cost of SCYP will vary based on the number of projects, number of academic courses, and level of student activity in each course. The partner should expect to pay between \$150,000 and \$350,000 to the University of Oregon to coordinate a yearlong program including between 10-30 projects. We recognize that budgets are tight; SCYP is exploring ways to provide financial support to partners. In the past, partners have funded SCYP through a collaboration with other groups, including school and park districts, private developers, philanthropic foundations, business partners, and chambers of commerce.

Services covered by the fee include coordination support from SCYP staff; student and faculty site visits to the partner; compilation, printing, and distribution of high-quality final reports; publicity and hosting of events; student-created materials for display; coordination of contact with media; and electronic versions of coursework produced by students. SCYP works closely with UO Media Relations and UO Libraries to coordinate publicity and the network of resources available to students and the partner.

A key element of a successful SCYP program is staff involvement. The partner must have one or more staff champions for SCYP, preferably a manager or another person within the agency who has the ability to direct and motivate staff to participate in the partnership. SCYP projects will be successful only with staff participation. The partner will identify specific staff to serve as points of contact and to collaborate on each project with SCYP faculty and students. Our past partners report that for each project, 1-3 staff spent about one full day every two weeks (about 0.1 to 0.3 FTE for each term that the project is in progress) preparing background materials, accompanying students on site visits, and participating in reviews and presentations of student work. Before the start of the academic year, the partner needs to compile and provide documents, including but not limited to, prior concept plans, vision documents, architectural renderings, computer-aided drawings, GIS maps and layers, community datasets, and aerial photographs.

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The partner must also identify a staff person who will be the primary program coordinator, serving as a liaison between the partner and SCI. This coordinator should be involved enough in each project to know the staff and faculty involved and to understand the project's scope and current status. Typically, the project coordinator averages 10-20 hours per week for about 15 months. The coordinator's time commitment may vary based upon the number of projects and the coordinator's level of involvement with each project.

Upon selection of the SCYP partner, SCI and the partner will develop a scope of work (titled "Memorandum of Collaboration") for each project, detailing the problem statement, potential directions for student exploration, expected outcomes, deliverables, and activities.

Application Components

Your SCYP application should include the following components:

- **Organization Information.** Provide the name, city/county/district manager's name, and the name and contact information (e-mail, phone, mailing address, department, and staff role) of the primary contact person for your application. Please include a list of identified or proposed partner organizations and briefly describe their roles in SCYP.
- **Project List.** Provide a summary listing of your proposed projects. This summary should briefly describe each project in 1-2 paragraphs, including the project's sustainability impacts and the designated staff lead for the project. We encourage cities to contact Megan Banks, the SCYP Manager for help and input in developing their project list. A project description template is available on the SCI website.

Example project summary: *Plan and design environmentally friendly re-use and redevelopment of a public housing site in a way that integrates an adjacent affordable housing complex, a sustainable stormwater management system, infill development, and the community at large. Sustainability impact: economic development, active transportation, and water quality. Staff contact: Jane Doe, Economic Development Department.*

- **Details of each Project:** Following the project summary listing, provide details for each project. We suggest including a map showing the project site (if applicable), information about the staff involved in the project, potential funding sources, and the role of potential partner organizations. In the past, cities have also tied projects into specific city council goals and department budgets. Also include a narrative description of the project's goals, sustainability issues addressed by the project, specific problems that students may be able to address, and suggested deliverables from the SCYP courses. It may help to refer to the previous partners' SCYP applications, which are available on the SCYP website. (Note that application instructions and criteria for 2020-21 may be different from those in previous years.)
- **Letters of Support:** Include letters of support from the city/county/district manager, the partner's elected governing body, identified or proposed partner organizations, and identified or proposed funding entities, where applicable. If you have a sustainability action plan, strategic plan, or other adopted document showing the partner's commitment to sustainability, you may want to include or reference this in your application.



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Application Evaluation Criteria

SCI will evaluate SCYP applications based on the following criteria:

Top-Level Support: City/county/district manager and elected officials indicate willingness to direct staff to provide resources, devote time, and participate in SCYP courses.

Sustainability: Projects include specific sustainability goals, which may include reducing greenhouse gas emissions, fostering active transportation, improving social equity, increasing housing density/mix, improving urban form, reducing energy use, or redeveloping existing structures or sites.

Financial Support: The partner's cost for SCYP will range from \$150,000 to \$350,000 to support 10 to 30 projects. While we do not ask for a formal commitment of funds at this time, it is preferable to include a statement in your application indicating expected sources of funding.

Real Impact: Projects directly relate to your goals and will have a measurable positive impact on the community. Describe how you will measure the success of SCYP projects and monitor progress after the year is over.

Academic Calendar and Logistics: Projects are compatible with UO academic calendar of three 11-week terms. Some projects may be complex enough to involve multiple courses over two or three terms. For partners more than two hours' travel time from Eugene, describe any special arrangements to address issues of collaboration and coordination, including access to technological resources.

Faculty Match: Projects must be within the capability of SCYP faculty and students. SCYP will identify faculty who are able and willing to carry out projects based on curricular and research needs and interests. Coordinating with SCYP as you develop your project list will help ensure a strong faculty match.

External Organization Support: Projects that involve other organizations, such as transportation districts, school districts, nonprofit organizations, business or professional organizations, or research or educational institutions, should indicate how these partnerships would function.

Additional Information

For additional information about SCI, SCYP, and this application process, please refer to SCI's website, at <https://sci.uoregon.edu/partnering-scyp>. Megan Banks is available to answer any questions about the program. Her contact information follows.



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Past Partner Contact Information:

The Sustainable City Year Program coordinators from previous years have generously offered to answer questions about their experience with the Sustainable City Year Program.

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Ed Hodney (retired)
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City Manager
City of Sisters (formerly of La Pine)
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Please e-mail your completed application to:

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Applications are due no later than March 2, 2020.