

UO Sustainable Cities Initiative: Medford 2013-2014

- 15 projects, 7 disciplines, 16 courses, 500 students, 50,000 hours.
- 7 city departments, 1 transit agency, countless community members.
- Faculty-supervised multidisciplinary student coursework (architecture; arts and administration; planning, public policy, and management; economics; business; journalism; law).
- Students: real work project experience; Medford: accelerate progress on projects aligned with Council goals and impacting community's future.



Architecture, Landscape, and Planning Projects

Project	Expected Outcome	Academic Qtr.
Analysis of Activity Centers	Maps and a profile report of each activity center; formulate planning strategies consistent with City and State planning goals.	Winter
Connections to the Bear Creek Greenway	Create a more comprehensive and complete bicycle infrastructure by enhancing the use and connection of the Bear Creek Greenway to the surrounding neighborhoods and businesses.	Spring
Downtown Wayfinding	Collect data on wayfinding signs, including their location, description, and appearance; analyze data to determine the location of wayfinding signs, where signs are needed, and what type of signs are lacking; develop recommendations for key locations for new signage to direct people downtown and to navigate the downtown area.	Spring, Summer
Fire Station Design	Create design concepts, floor plans and block plans for four new fire stations on specified sites.	Winter
West Main Transit Oriented Development	Develop simulation models of transportation in the West Main TOD area in order to visualize and learn how certain policies impact overall traffic patterns and transportation at specific time scales.	Spring

Business and Economic Development Projects

Project	Expected Outcome	Academic Qtr.
Encourage New Development	Develop an area plan that will address land use, transportation, economic development and other factors; recommendations for use of the site and adaptive reuse of existing buildings.	Fall
Recreation Services Funding	Develop a pricing and cost recovery strategy for its programs to reduce general fund support as much as possible; develop a marketing strategy to improve awareness and program usage.	Spring

Civic Engagement, Journalism, Engineering, and Law Projects

Project	Expected Outcome	Academic Qtr.
Emergency Preparedness Plan	Gather information on emergency preparedness plans that have been implemented; develop materials and methods on which to base a public awareness campaign for Medford's Plan.	Fall
Public Facility Public Relations Project	Create action plan strategies to reflect the results of both staff and public attitudes and concerns.	Summer, Fall
Journalism Fellows	Identify story ideas, conduct interviews and submit articles for publication in the Medford Mail Tribune.	Winter, Spring
Neighborhood Watch Program	Estimate the effectiveness of and the characteristics of successful Neighborhood Watch Programs; develop strategies to increase participation, especially in Spanish speaking neighborhoods	Winter, Spring
Open Space Program	Describe and analyze the legal framework for open space preservation in Oregon cities and a plan for how the city can move forward toward achieving its open space preservation goals.	Fall
Rogue Valley Transportation District Public Relations Campaign	Research best practices of current transportation programs; develop materials and methods on which to base a public awareness campaign for RVTD.	Fall, Winter, Spring
Outreach to Minority Communities I and II	Engage attendees at the Medford Multicultural Fair in an activity designed to elicit opinions about challenges and barriers faced by minority populations; identify channels and mechanisms for helping the city and the Latino population develop a productive, lasting, and mutually beneficial civic engagement.	Fall, Spring

For more information, please contact Jim Huber, City of Medford Planning Director at 541. 774. 2381 or jim.huber@cityofmedford.org

