



REQUEST FOR PROPOSALS
**Sustainable City
Year Program**

University of Oregon • 2021-22 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 2021. 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 priority projects. Prior partners include Albany, Gresham, Lane Transit District, La Pine, Medford, Redmond, Salem, Silverton, Springfield, TriMet, and Troutdale. The partner must support the effort through staff time and the payment of a fee. The selection process is competitive. The rolling deadline for applications is March 2, 2021 unless otherwise discussed.



*what a year with SCYP can include

OVERVIEW OF PROGRAM

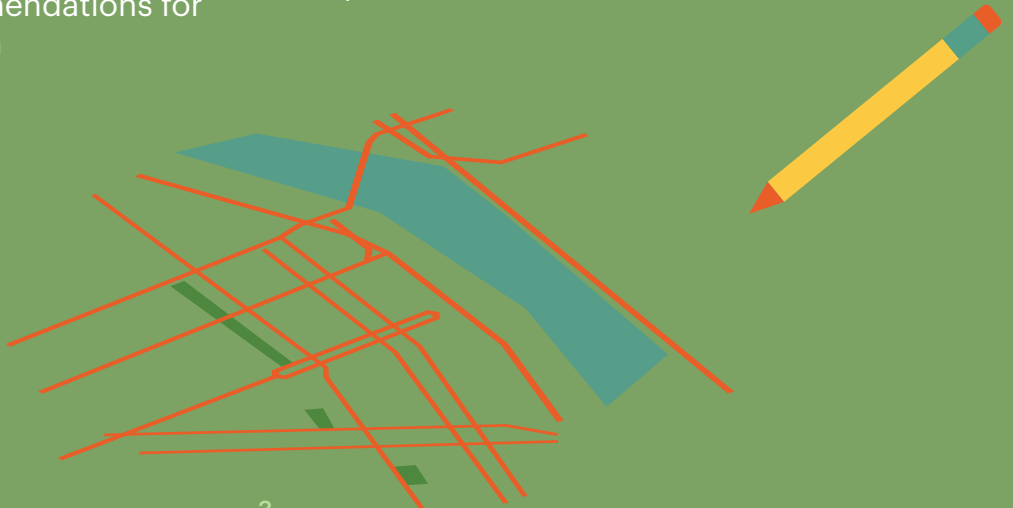
SCYP is a yearlong partnership between the University of Oregon's SCI and an Oregon partner that engages students and faculty in courses from across the university on projects in collaboration with the partner. Faculty and students work through a variety of studio projects and catalytic learning courses 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 that result 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; urban design; and engineering (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 an array of city council, stakeholder, and staff goals.

A subset of projects includes:

- Designs for schools, public safety facilities, a city hall, a civic center, public libraries, fire stations, downtown buildings, 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, planning and design for new mobility, and recommendations for street-scale transportation improvements;
- Placemaking, improved wayfinding capabilities, and signage;
- Branding, marketing, and strategic communication and outreach plans;
- Review of local, state, and federal policies and their implications;
- Conceptual master plans, parks and open space design and trail planning;
- Climate resiliency analysis and recommendations;
- Economic feasibility and market analysis studies;
- Special district and economic and business Improvement district feasibility studies;
- Sharing partner stories and highlights through photography and videography;
- 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 community members and partner staff, and greater support 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 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 Director 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 how 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 solicitation for next year's partner and begins accepting applications from potential partners.

November - February: SCYP Director 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 Director.

March 2: First deadline for applications due to SCYP. An extension for additional materials to be submitted may be requested from the SCYP Director.

Mid- to late-March: SCYP will identify and notify its preferred partner.

April/May: SCYP and the partner will coordinate media to announce the selection of the SCYP partner. Partner visits UO to discuss proposed projects with faculty (typically in-person).

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

SUSTAINABLE CITY YEAR PROGRAM TIMELINE

March: Partner announced.

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

Summer: SCYP and partner develop memorandum of collaboration (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 final reports delivered to the partner.

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

May: SCYP wrap-up celebration at partner city. Summer: Spring term final reports delivered to the partner.



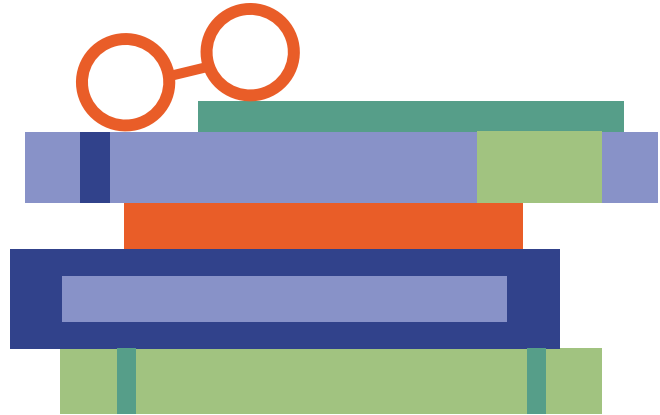
EXPECTED FINANCIAL SUPPORT AND STAFF RESOURCES

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 \$100,000 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 Communications 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 half to one full day every two weeks 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 will be requested to compile and provide documents, such as prior concept plans, vision documents, architectural renderings, computer-aided drawings, GIS maps and layers, community datasets, and aerial photographs.



The partner must also identify a staff person who will be the primary program coordinator, serving as a liaison between the partner and SCYP. 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.

Each project will include a memorandum of collaboration (scope of work), detailing the problem statement, potential directions for student exploration, expected outcomes, deliverables, and activities.

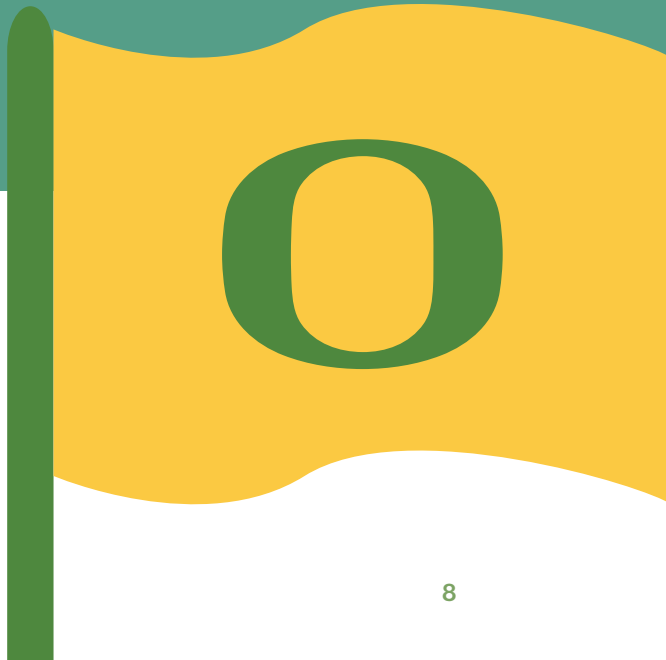
APPLICATION COMPONENTS

Your SCYP application should include the following components, unless otherwise discussed:

- **Organization Information:** Provide the name and contact information (e-mail, phone, mailing address, department, and staff role) of the primary contact person for your application, and name of the manager/director of your agency. 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. We encourage cities to contact Megan Banks, the SCYP Director 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, 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 this year may be different from those in previous years.)
- **Letters of Support:** Include letters of support from your agency's manager or director, the partner's elected governing body, identified or proposed partner organizations, and identified or proposed funding entities, where applicable. Although not required, 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.



APPLICATION EVALUATION CRITERIA

SCI will evaluate SCYP applications based on the following criteria:

Top-Level Support: Agency lead and elected officials indicate willingness to direct staff to provide resources, devote time, and participate in SCYP courses.

Sustainability: It is desirable (but not essential) that projects include information around sustainability, 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 \$100,000 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.

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.

Courtney Griesel

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Cory Misley

City Manager
City of Sisters (formerly of La Pine)
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503-737-9008

Chris Damgen

Community Development Director
City of Troutdale
chris.damgen@troutdaleoregon.gov
503-674-7228

Ed Hodney (retired)

Former Director of Parks and Recreation
City of Albany
541-917-7769

**Applications are
due no later than
March 2, 2021.**

**Please e-mail your
completed application to:**

Megan Banks
Sustainable City Year Program
mbanks@uoregon.edu
541-346-6395



Why the Sustainable City Year Program?



SCYP accelerates the implementation of partner goals by harnessing the talent, energy, and creativity of UO students and faculty. Over an academic year, SCYP matches up to 30 partner-identified projects and directs up to 50,000 hours of student effort. Partners ranging from 2,000 to 170,000 population have derived immeasurable value from this transformative engagement.

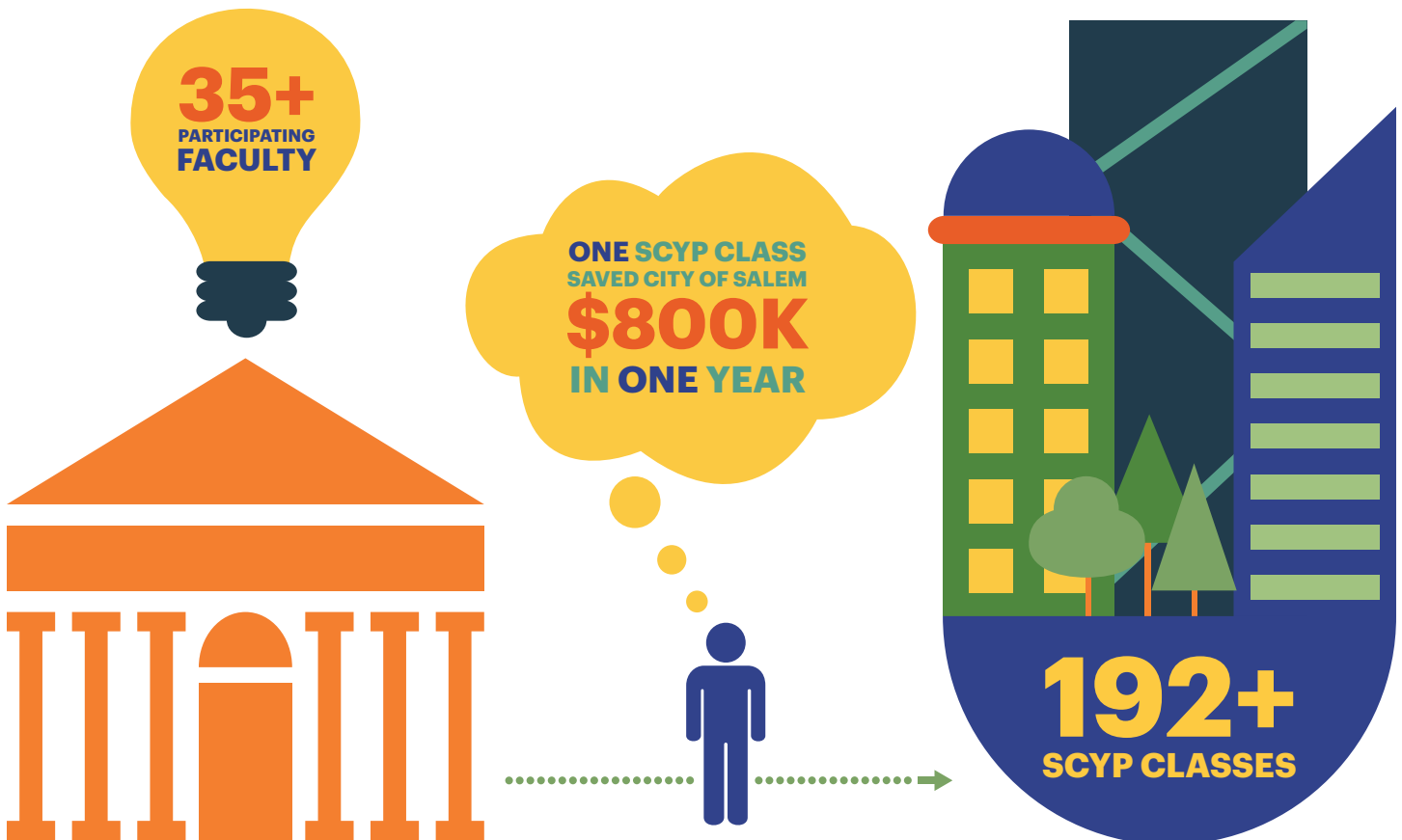
Let's Chat or Get Together!



Planning for an SCYP partnerships starts one or more years ahead of time. We want to learn about your goals and needs, and explore how this program can fit your needs. Please call or email for more information or to set up an in-person meeting.



Visit sci.uoregon.edu/SCYP to find partner videos, information about our 2020-2021 partnership with City of Troutdale, and more!



A YEAR WITH SCYP

2020-21 Partner: City of Troutdale

DESIGN, PLANNING, & ENGINEERING

Revitalizing the Overlook Tract (Opportunity Site #7)

The city is interested in revitalizing Opportunity Site 7 (the Overlook Tract), a critical 4.3-acre site identified in the Town Center Plan. Using key themes—climate change, housing insecurity, and racial justice—planning students analyzed opportunities and challenges of revitalizing the site as affordable housing. Architecture students will build from this work to design buildings and spaces that foster community and reflect sustainable building practices.

Mobility Opportunities for Troutdale

Students considered how to improve the mobility environment and effectively include multimodal transportation options in Troutdale's Town Center area. Students focused on localized transit (micro-shuttle, trolley); a golf cart only zone or corridor; and how best to accommodate electric bikes, scooters, and autonomous vehicles. Students evaluated travel modes feasibility and appropriateness based on case studies and impacts to existing transportation choices and infrastructure.

Topics in Transportation Policy

Students conducted a broad survey of transportation policy-related considerations and explored topics such as transportation finance; travel economics; and new mobility and autonomous vehicles. Students researched best practices, case studies, and recommended new policy and practical applications.

Climate Resiliency Crosswalk

City and regional plans and policies research resulted in a climate resiliency "crosswalk" that will help the city make choices to achieve a desirable climate-focused future.

City Planning Goals Review and Analysis

As Troutdale prepares to amend Goal 2 (Land Use Planning) and Goal 9 (Economic Development) in its comprehensive plan, students documented successes and lessons learned in comparator cities.

Wildfire Hazard and Wind Energy Potential Code Amendments

Students critically evaluated the city's existing and potential land use regulations relating to wildfire hazard resilience and wind energy development, acknowledging and considering Oregon's unique land use planning system. Students also proposed amendments to city codes.

Food Cart Standards and Policies

Using national standards and relevant case studies, students completed an in-depth and

strategic review of existing codes focused on goals, objectives, and code development for food carts. Students also created a framework for policy evaluation to guide the selection and adaptation of policies and codes from comparator cities.

Potential Bicycle Transportation Improvements

Students worked in small groups and addressed a variety of projects ranging from a smaller scale 2nd Street bikeway plan to Troutdale-specific connections to the regional 40-mile loop trail.

GIS Mapping of Critical Facilities

Students mapped and analyzed critical facilities in risk-based zones. Critical facilities could include firehouses, nursing homes, schools, public buildings, pump stations, gas stations, major transportation routes, bus stops, and places of worship that could potentially serve as evacuation or incident command centers.

PSU Engineering Capstone Designs

Portland State University Engineering students worked on designs and budget estimates for four projects: 1) a multimodal bridge span connecting downtown Troutdale with The Confluence site; 2) a Sandy Riverfront Park overlook deck; 3) a bridge span that connects a prospective off-street multi-use trail along Halsey Street to 2nd Street; and 4) a Sandy Avenue redesign or reconfiguration with enhanced bicycle and pedestrian access.

BUSINESS & ECONOMIC DEVELOPMENT

Economic/Business Improvement District Analysis and Capital Improvement Priorities

Students examined 1) the Town Center area for an Economic Improvement District and/or Business Improvement District (EID/BID) as a funding tool to support a Main Street organization and 2) examined and prioritized Town Center plan projects based on funding constraints and community goals in the city's capital improvement program.

Troutdale Rail and Hotel Feasibility

Students investigated a tourist train launching from Troutdale to relieve automobile and bus travel in the Gorge. Students also considered the potential for additional lodging opportunities in Troutdale, such as demand, what type of capacity the market may have, conference center need, and what sort of recruitment opportunities or incentives the city could consider to help with prospective lodging facilities.

CIVIC ENGAGEMENT

Explore Troutdale Outreach, Phases 1 and 2

Public Relations students helped with ways to promote the city of Troutdale for residents, visitors, and businesses, focusing on "Explore Troutdale," the city's travel and tourism online and social media home. Students assessed the city's communication needs; conducted research; analyzed the city's Strengths, Weaknesses, Opportunities and Threats; identified audiences to target; developed strategies and tactics to reach those audiences; and implemented a targeted plan that included videos, photographs, and posts for Instagram and Tiktok.

Cascade Arts Association Strategic Planning

Nonprofit Management students helped Troutdale's new nonprofit, Cascade Arts Association, with strategic planning including timelines for assorted tasks, potential fundraising ideas, board recruitment, and desired skills for potential staff.