Collaboration Between Universities and Cities
To Create Sustainable Communities

The University of Oregon’s Sustainable City Year Program

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Big Issues in Transportation

• Climate change
• Obesity / health epidemic
• Expensive infrastructure
  – Scarce financial resources
• Changing demographic preferences
Transportation is a Derived Demand

Urban Form Dictates Transportation Mode
Quality of Environment Dictates its Use

Policy Governs What Gets Done

A BILL

To reauthorize Federal-aid highway and highway safety construction programs, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE; TABLE OF CONTENTS.

(a) SHORT TITLE.—This Act may be cited as the
“Moving Ahead for Progress in the 21st Century Act” or the “MAP-21”.

(b) TABLE OF CONTENTS.—The table of contents for this Act is as follows:

Sec. 1. Short title; table of contents.
Sec. 2. Definitions.
The Public’s Voice is Critical

Simple Guiding Question
The Sustainable City Year Program

What if we could connect *existing* University courses, taught in their *existing* ways to a single city over an academic year to work on projects identified by city staff?
Transportation Disciplines

- Planning
- Architecture
- Public Policy
- Landscape Arch
- Interior Arch
- Journalism
- Geography

- Product Design
- Business
- Law
- Civil Engineering
- Economics
- Arts and Admin.
- Digital Arts

A Typical Year:

- 16 projects
- 28 courses
- 500 students
- 80,000 hours of work
- 11 disciplines / 2 universities
- 3 separate municipal corporations
- 7 city departments
Bicycle Transportation
Bicycle Transportation

Circulation Studies
Modeling Bicycle Transportation

Status Quo Bike Route Modeling

Proposed Bike Route Modeling

Modeling Bicycle Transportation

Perception of the bike network depends on rider confidence. Bicyclists can be split, inevitably, into three groups based on their relative levels of confidence and bravery. Each of these groups perceives the bike network differently, based on which roads they feel comfortable using.

The “Interested but Concerned” Cyclist
- As 60%, they represent the majority of sidewalk riders willing to cycle.

The “Enthused and Confident” Cyclist
- Comprise about 7% of a city’s population.

The “Strong and Fearless” Cyclist
- Make up roughly 1% of a community’s residents.
Modeling Pedestrian Transportation

Urban Redevelopment
Street Light Design and Administration

LIGHT NEEDS

Street Light Design and Administration
Big Box Redevelopment
Big Box Redevelopment

Brownfield Redevelopment
Other Disciplines

• Law: System Development Charges
• Public Admin: Data Analysis
• Journalism: Community Engagement & PR
• Business: Industrial Ecology
• Economics: Land value impact of BRT
• Geography: Transit corridor planning
• And more...

Benefits to Students

- Applied Learning
- Multi-disciplinary understanding
- Working in groups
- Presenting in public
- Writing professional reports
- Understanding politics
- Workforce & leadership skills
Benefits to Cities

- Access to ideas
- Politically neutral
- Can propose riskier ideas
- Expanded “safe” conversations
- Large community engagement
- Staff retraining and energy
- Connections across sectors
- Buzz, buzz, buzz

Benefits to Faculty

- New relationships
- Projects hand delivered
- Meeting student demand
- Meeting faculty interest
- Leads to research partnerships
Benefits to Universities

- Cross disciplinary
- Applied & relevant
- Real impact to communities
- Service to State
- Meeting student and faculty interest

All based on the resources that already exist at universities across the country.

The Register-Guard

“When Springfield officials asked Salem’s mayor how much of the students’ work proved to be of use, the answer was unequivocal: ‘Every bit of it.’”

The Register-Guard Editorial August 26, 2011
“The Sustainable Cities Initiative is perhaps the most comprehensive effort by a U.S. university to infuse sustainability into its curricula and community outreach.”

“In Oregon students seek key to a sustainable city”
August 23, 2011

“one of higher education's most successful and comprehensive service-learning programs.”

Students Go Into the Consulting Business for Cities
Scott Carlson, May 24, 2013
Sustainable City Year Awards

Replicating the “Oregon Model”

1. Annual replication workshops
   – NEXT: APRIL 2015
   – Cities and universities can come together
   – Already being implemented in 12 States

2. Consult and Advise
   – Prior to, in conjunction with, or subsequent to workshop

3. National Network
   – Cities and universities forging new path
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