

# PPPM Circle

Department of Planning, Public Policy and Management  
School of Architecture and Allied Arts

Fall 2009  
Economic Development Center  
Letter from the Department Head  
Link In with Alumni  
Student News  
Department News  
Faculty Highlights  
CSC News

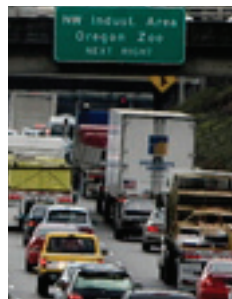


## PPPM students organize seventh annual Northwest Student Transportation Conference

The Region X Student Transportation Conference is a showcase for student transportation research in the Pacific Northwest (Federal Region X) that includes Washington, Oregon, Idaho, and Alaska. The conference, held on November 13, 2009, was entirely run for and by students and showcased the student-led transportation research in the Northwest. Students presented their research and exchanged ideas with peers in a unique peer learning environment.

The theme of this year's conference was "Moving People: Prospects for a Multi-Modal Future." Event highlights included keynote speaker Jim Whitty, manager of the Oregon Department of Transportation Office of Innovative Partnerships and Alternative Funding; panel discussions with area transportation experts; student presentations; and a poster session.

The conference was sponsored by the Oregon Transportation Research and Education Consortium (OTREC), the UO Department of Planning, Public Policy and Management (PPPM), and LiveMove, a student-led transportation initiative at the University of Oregon.



## PPPM joins in greening Oregon's economy with new university center

The University of Oregon was named as a U.S. Department of Commerce University Center in June 2009.

Supported by a \$300,000 grant, the new designation strengthens the outreach and service activities of PPPM and the Community Service Center.

"We are focusing our efforts on the development of green economies in distressed areas of the state," says Bob Parker, director of the Community Planning Workshop. "Along with the Sustainable Cities Initiative and the Center for Sustainable Business, we are working together to train the next generation of leaders in the new economy. Students will be engaged in projects that continue our service-learning mission while providing important services to citizens across Oregon."

The new center's emphasis on sustainability is consistent with what the Oregon Business Plan calls the "green advantage"—a focus that can give Oregon a distinct competitive edge. The state is recognized worldwide for leadership in environmentally conscious products and services, business processes, public policy, and expertise.

While the Oregon Business Plan focuses on traded sector industries, the UO Economic Development Center's program focuses on local job creation and entrepreneurship in (1) agriculture and local food systems; (2) renewable and distributed energy systems; (3) sustainable infrastructure (water, wastewater, transportation, and other public services); and (4) value-added wood products.

"Building local capacity with technical assistance and outreach is the foundation of the Community Service Center's approach," explains Parker.

Many Oregon communities have the desire to pursue a local sustainable economic development agenda but lack technical expertise or staffing capacity. The UO Economic Development Center's goal is to help communities set strong, forward-looking policies, develop collaborative networks, and mobilizes new investment resources. It will focus on creating long-term partnerships that will extend beyond the initial stages of community needs assessment or strategic planning. In short, it will help communities focus on implementation and outcomes.

The program is a partnership between the U.S. Department of Commerce's Economic Development Administration, the University of Oregon, state and local governments, and private industry. For more information, contact Bob Parker at [rgp@uoregon.edu](mailto:rgp@uoregon.edu) or 541-346-3801.



UNIVERSITY OF OREGON

## From the Department Head

# Experience

---



Every year I get a chance to meet and talk with alumni working in a wide range of jobs. Some graduated in the 1970s from the master's degree in urban planning (M.U.P.) or the community service and public affairs (CSPA) program; others graduated last year from the community and regional planning and public administration programs. One of the common messages I

hear from all of these alumni is the importance of experiential learning during their studies at the University of Oregon. Public administration alumni described transformational internships, where they found exciting areas to explore, developed important mentors, or began to see new connections between the classroom and their career goals. Planning alumni spoke wistfully of piling into vans for Community Planning Workshop (CPW) and spending long hours working in a community or helping an agency. Many of them also commented that they realized later they were learning as much about themselves and the work process as they were about the subject matter.

The quality of these programs has been highlighted by some of their recognition and awards. Our students have been successful in getting nationally competitive internships, and CPW continues to win state and national awards for its work. These programs succeed

in large part due to the dedication of the support staff. Rhonda Smith is our half-time internship coordinator and Bob Parker directs the Community Planning Workshop.

These programs are also successful because of the support from our alumni and friends. Each year many of you support our students with internships or direct potential projects to the Community Planning Workshop. Many of you also have helped mentor students, offered to allow students to job shadow, participated in informational interviews, and have spoken at PPPM forums and classes. Many of you have also supported these programs with your financial contributions.

Thank you to all of our alumni who support us in many direct and indirect ways. These are exciting times to be in planning and public administration, and it's exciting to see a new generation of students eager to change the world.



**Rich Margerum**  
Department Head  
rdm@uoregon.edu

## Faculty Spotlight

---

### Faculty Blogs from China and the United Kingdom

**Renee Irvin** is in Guangzhou, China, this fall, serving as a Fulbright scholar at Sun Yat-Sen University's School of Government. She reports that her master of public administration students are dedicated, eager to know U.S. views on China, and eager to learn about nonprofit organizations. Irvin's thirty-eight master's and doctoral degree students in her Introduction to NGO Administration course found out she has a sweet tooth, and are now bringing her bags of mooncakes and assorted Chinese candies. Follow her blog, "Teaching, Research, and Running in Guangzhou," at [aaablogs.uoregon.edu/rirvinchina2009](http://aaablogs.uoregon.edu/rirvinchina2009).

**Marc Schlossberg** is at the University of Sheffield in the United Kingdom for the year on a Fulbright Scholarship. He is teaching and researching on issues of active transportation and sustainable community design. Currently he is teaching students community-based GIS for a project with the local Sharrow neighborhood and may soon be working with Sheffield's Safe Routes to School program to utilize mobile GIS tools he has pioneered in the United States. Follow Marc's professional and personal entries at UK Queue, [ukqueue.blogspot.com/](http://ukqueue.blogspot.com/).



Renee Irvin



Marc Schlossberg

**Michael Hibbard** was the featured speaker for "Planning Week" at the University of Queensland (Australia) School of Geography, Planning, and Architecture in November. He also spoke at two workshops organized by the Commonwealth Scientific and Industrial Research Organization—one for CSIRO's Sustainable Communities Initiative and the other for their project on Conservation-based Development in Indigenous Communities.

**Richard Margerum** was an invited speaker at university symposiums in Bonn, Germany, as well as in Nijmegen and Amsterdam, Netherlands. His talk, entitled "Beyond Consensus," focused on implementation lessons from collaborative management research and was based on a book manuscript he is completing. He is also working with two teams of researchers in Europe on comparative practices around collaborative water management.

#### Recent Faculty Publications

Neil Bania and Laura Leete, (2009) "Monthly household income volatility in the U.S., 1991/92 vs. 2002/03", *Economics Bulletin*, Vol. 29 no.3 pp. 2096–2108.

Laura Leete and Neil Bania, "The Effect of Income Shocks on Food Insufficiency", *Review of Economics of the Household*, 2010 (forthcoming).

# Community Service Center News

---

## RARE's Fifteenth Year Celebration

On September 18–19, 2009, the Resource Assistance for Rural Environments (RARE) Program celebrated its fifteenth anniversary. For fifteen years, RARE has served Oregon communities and filled more than 360 positions in an effort to achieve its mission to increase the capacity of rural communities, by improving their economic, social, and environmental conditions through the assistance of trained graduate-level participants. On Friday, September 18, more than 100 past participants and friends attended an evening of discussion and celebration. The following day, on September 19, thirty people gathered in the Port of Cascade Locks and together with community members completed four service projects.

The fifteenth year celebration was an incredible opportunity to highlight the impacts and share the legacy of RARE. It brought together many participants, community partners, and supporters of RARE from across the state. From this event an alumni group is taking shape to formalize the many important connections between RARE alumni, supervisors, and organizations. If you are a RARE alumnus and are interested in reconnecting with others, please contact Erin Malone at [emalone@uoregon.edu](mailto:emalone@uoregon.edu).



RARE participants volunteering in the Youth Garden (2006)  
Former RARE participants sign up for the Year 15 Celebration volunteer projects



Current and former RARE participants attend Year 15 at White Stag Block in Portland



Want to connect with former classmates?  
Looking for other PPPM alumni in your area?  
Want to improve your professional networks?  
The PPPM department has launched a new PPPM group through the commercial website LinkedIn.

What is LinkedIn? It's a professional networking site that allows you to connect to PPPM alumni and many others. The steps for joining our PPPM group are as follows (if you already have an account, skip to the third step):

1. Visit [www.linkedin.com](http://www.linkedin.com).
2. Create an account by filling out your profile information.
3. Join the PPPM group by clicking on "groups" and search for PPPM.

You will be notified of your acceptance.

### Department of Planning, Public Policy and Management

119 Hendricks Hall  
1209 University of Oregon  
Eugene OR 97403-1209  
(541) 346-3635  
[pppm@uoregon.edu](mailto:pppm@uoregon.edu)

## Department Spotlight

---



Gresham's new Plaza del Sol

### Sustainable Cities Year-Gresham, Oregon

Each year, the Sustainable Cities Initiative (SCI) partners with one Oregon city to work through a variety of studio and applied course work to 1) provide real service and movement to a local city ready to transition to a more sustainable and accessible future; 2) provide students with a real-world project to investigate; and 3) apply their training. The partner city for 2009–10 is Gresham, and the program includes at least nineteen university courses in architecture, landscape architecture, law, and PPPM. The program currently includes eight courses from PPPM, which have undergraduate students and graduate students from both community and regional planning and public policy and management. PPPM faculty members Marc Schlossberg and Robert Young are two of the three SCI codirectors, and the program coordinator is Nick Fleury, M.C.R.P. '09, M.P.A. '09. For more information on SCI, visit [sci.uoregon.edu](http://sci.uoregon.edu).



UNIVERSITY OF OREGON

School of Architecture and Allied Arts  
DEPARTMENT OF PLANNING, PUBLIC POLICY AND MANAGEMENT  
1209 University of Oregon  
Eugene OR 97403-1209

Nonprofit  
Organization  
U.S. Postage  
PAID  
Eugene OR  
Permit No. 63



PPPM Circle is produced biannually by the Department of Planning, Public Policy and Management for alumni and friends. Find the *PPPM Circle* online at [pppm.uoregon.edu](http://pppm.uoregon.edu).

The University of Oregon is an equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act. This publication will be made available in accessible formats upon request. © 2009 University of Oregon  
DES1209-001ba-H15178

# PPPM Circle

Department of Planning, Public Policy and Management  
School of Architecture and Allied Arts

Fall 2009  
Economic Development Center  
Letter from the Department Head  
Link In with Alumni  
Student News  
Department News  
Faculty Highlights  
CSC News

## Educating the Next Generation

### 48-Hour Project

The week before classes began this fall, the master's degree in public administration (M.P.A.) program launched its new 48-Hour Project, which is intended to simulate the deadlines and schedules that often characterize professional work in the public sector. In a gathering behind Hendricks Hall, second-year students were assigned to groups whose members each selected an envelope that contained a policy topic.

The groups were charged with writing a policy memo recommending a specific policy approach to address their topic. The topics ranged from

"Paper or Plastic" to "Increasing Enrollment in Texas' State Children's Health Insurance Program." Literally forty-eight hours later, the students handed in their memos and made presentations in front of the faculty members, incoming graduate students, and the PPPM Advisory Council. The presentations and memos detailed the groups' policy recommendations as well as the evidence base for their choices and the criteria they used to make their selection.

According to one student, the 48-Hour Project was "a great tradition to start." Not only did the students report that they learned about the policy subject matter, but they also learned about group dynamics and reviewing research. In addition, they passed down some important lessons to next year's class, including "get sleep and take care of yourself!"



"I learned a great deal about working within a group under a significant time limit"



"I learned how to weed through research to pick out the key points"