

HEART ^{TO} Heart

News from the Department of Planning,
Public Policy, and Management

No. 4 Spring 2000

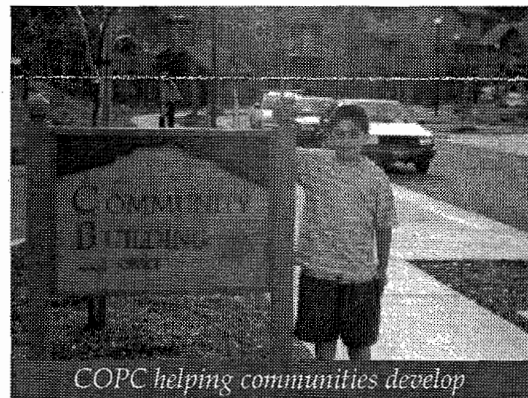
PPPM Gets COPC Grant

The Department of Planning, Public Policy and Management has received a \$400,000 grant from the U.S. Department of Housing and Urban Development to provide community development assistance in the Eugene-Springfield area. PPPM was one of ten university departments in the United States to receive a Community Outreach Partnership Center (COPC) grant. With the assistance of COPCs, low-income communities are able to tap into the vast resources of local universities, and universities join in to help build healthy and thriving communities.

COPC at the University of Oregon is directed by Dan Van Otten. Dan is a *loaned executive* from the Oregon Department of Housing and Community Services. The COPC grant enables PPPM to create a three-year program designed to help residents of ten low-income housing sites in the Eugene-Springfield area become more self-sufficient and build stronger communities. Six graduate students from the Community Planning Workshop are working on the COPC project, with the assistance and direction of more than twelve local community organizations and agencies. Partner agencies include Lane Microbusiness, Neighborhood Economic Development Corporation, Adult and Family Services, Lane County Housing Authority

and Community Services Agency, Food for Lane County, Lane Community College, Lane County Extension Service, OUR Federal Credit Union, Metropolitan Affordable Housing, Whitebird Medical Clinic, St. Vincent de Paul, and Oregon Public Networking.

Students will find out the needs of specific neighborhoods and empower residents to improve their neighborhoods. Some



COPC helping communities develop

activities in which residents will participate include community gardening, increasing household and medical resources, budgeting classes, home ownership opportunities, skills exchange, community recreational activities, computer-training classes, and building community leadership skills.

More information is available from Jessica D. Chanay, Assistant Coordinator, COPC; telephone (541) 346-2949 or send E-mail to jesschan@darkwing.uoregon.edu.

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From the Department Head

(Michael Hibbard has been appointed by Dean Robert Melnick to a three-year term as head of the Department of Planning, Public Policy and Management, beginning January 2000. Hibbard served as department head from 1988 to 1996. The following thoughts are excerpted from a letter he sent to PPPM faculty and staff members and students as he began his new term. These excerpts convey Hibbard's sense of the department's position and the tasks immediately ahead.)

I am honored to have been chosen as the new head of our department. PPPM is one of the strongest social science departments at the University of Oregon. We have outstanding students. Our curriculum offers

exceptional opportunities to combine classroom and field-based learning. Our faculty includes leading scholars in a variety of policy areas. Our office

staff is unequalled in its competence and dedication. I believe we have the potential to make a national breakthrough in the next few years, and I'm sure you all share my enthusiasm for making that happen. Let me begin my term by acknowledging the accomplishments of Bryan Downes as department head. The renovation of Room 119 into the Frazier Hearth, a true center for the department, the procurement and upgrading of dedicated classrooms for us in Lawrence Hall, and the establishment of the PPPM Advisory Council are major contributions for which we are all grateful.

Bryan also started us down a path of review and assessment. What we have been calling program integration is really a process to see if we can find ways to strengthen both of our graduate programs while maintaining the strengths and integrity of each program. My aim is to complete this process.

We will take up two major activities in the spring.

1. The University's decennial review is an important opportunity for us to get both internal and external feedback on the department in a context separate from accreditation. The site visit will occur in late Spring term. We should use this as a vehicle to get expert comment on the curricular and other changes that might emerge from our program integration process. . . .
2. We will be filling several faculty vacancies during the next couple of years. The results of the program integration process can form the basis of an overall concept of the combination of people we should be looking for—in terms of their areas of specialization, approaches to teaching, and commitment to scholarship.

It is important that [all of us] engage in these processes as much as possible. After all, we will be shaping the future of our department.



Faculty Notes

Bill Simonsen

Professor Bill Simonsen and PPPM alumnus Mark Robbins have coauthored a book, *Citizen Participation and Resource Allocation*. The book, published by Westview Press, explores the means to obtain informed insight from citizens in ways that can aid public decision-makers.

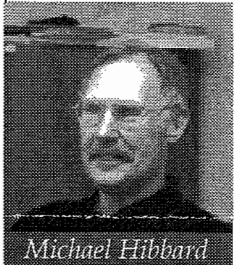
Mike Hibbard

Mike Hibbard was recently appointed to the Board of Directors of the World Rural Forum (WRF).

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Postgrad Postcards

- **Kristin Bonner**, M.C.R.P., '99, is a research assistant for the Ecosystem Workforce Program, Institute for a Sustainable Environment, UO.
- **James Elias**, M.U.P., '90, is the director of the Sierra Business Council's Working Landscapes Initiative in Truckee, California.
- **Larry Hill**, M.S.P.A. and M.C.R.P., '98, has just taken a new position in the City of Eugene Finance Department.
- **Christel Kaufman**, M.S.P.A., '94, is the director of the Child Development Center at Churchill High School in Eugene.
- **Ryan Miller**, '99, started in January as a Federal Contract Officer U.S. Department of Energy in Washington DC.
- **Josh Peters**, M.C.R.P., '99, is a planner for Jefferson County, Washington.
- **Mark Robbins**, M.S.P.A., '94, is an assistant professor of political science at the University of Georgia.
- **Brian Sheehan**, M.C.R.P., '99, is the new Planning & Marketing Assistant for Salem Area Transit.
- **Les Wilson**, M.S.P.A., '99, is working for Douglas County as a County Planner 2.



Michael Hibbard

Kosovo Gets Help from Oregon

PPPM undergraduate, Casey Budesilich, spent the fall term 1999 as an intern with a Non-Government Organization in the Kosovar region of Eastern Europe, building upon skills developed in the department. Working with the grass-roots refugee relief organization, Balkan Sunflowers, Casey gained valuable insight on the policy development and implementation process that NGOs and intergovernment organizations encounter when working in a war-torn area.

Traveling between Albania, Kosovo, and Macedonia, Casey taught English, assisted in the development of community organizations, developed psychosocial programs for children, worked with refugees and government organizations refugee issues, and developed and funded a small-scale winterization project in Skopje, Macedonia. "The work was amazing. We would be going from one project to the next for twelve or so hours each day, six days a week. No matter how tired or sick we were, we just kept going

because the refugee children knew we were coming, and the look on their faces when we arrived made it all worth it."

Casey, who plans to return to the Balkans after graduation, emphasizes the importance of skills taught in PPPM. "Issues of community building and policy development, strategic planning and impact assessments—these topics were the unconscious motivation for my daily actions. My experience has shown me how much I learned while in PPPM, and where I need to focus next."

Casey can be reached by E-mail, kcbud@rocketmail.com.

Povey Retires

After twenty-seven years as a University of Oregon faculty member and program administrator, David Povey has retired. In 1973 Povey was invited to join the University of Oregon as head of the Department of City and Regional Planning. He served as department head for eight years. His teaching responsibilities included Introduction to Planning and Professional Practice, Politics and Planning, Regional Planning, Grant Writing, and Community

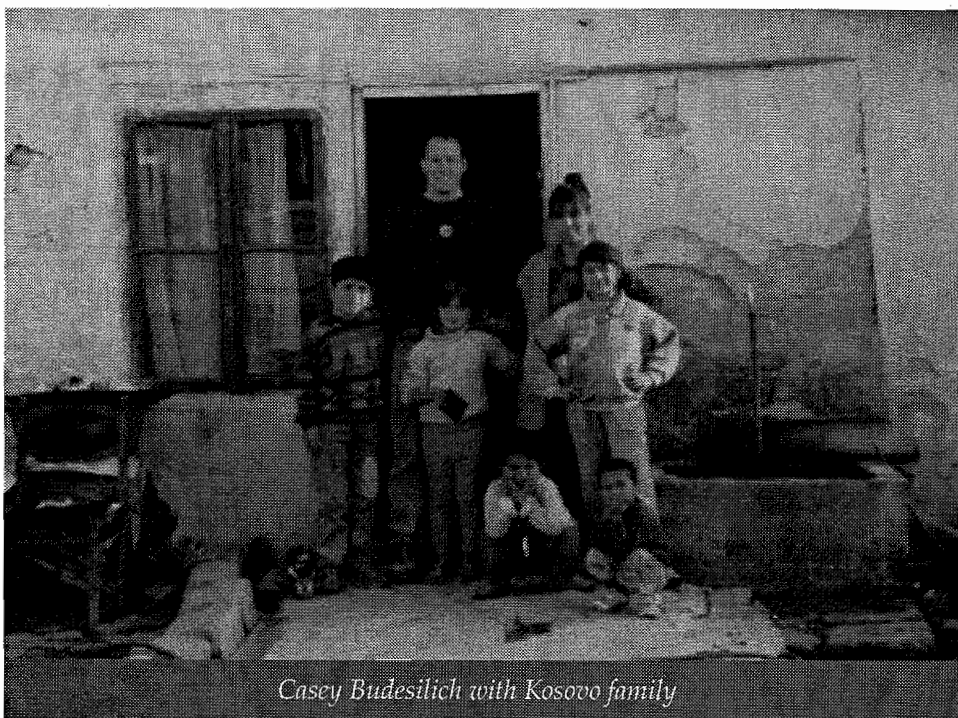


David Povey

Planning Workshop. In addition to program administration and teaching, Povey served on many university committees and was an elected member of the Faculty Advisory Council and the University Senate.

During his tenure at Oregon, Povey created the Community Planning Workshop, the Alumni Mentor Program, Student Originated Studies, the Community Grant Writing Program, and the Community Service Center. Several of these programs are models for other schools across the country. The programs of the Community Service Center support a group of seven faculty and staff members and provide more than \$1 million a year in funding for service learning experiences and assistance to rural communities in Oregon. The field-based learning in these programs is credited with attracting a number of outstanding students to the UO from around the country.

Povey will continue to serve the university, on a halftime appointment, as director of the Community Service Center. He has agreed to continue in this capacity until the university selects a replacement. In the next several years Povey expects to find time to write a book that shares his experiences of creating self-sufficient service learning programs. He also will prepare grants for additional funding for the Community Service Center.



Casey Budesilich with Kosovo family

Al Frazier Awards

The Al Frazier awards provide financial support to public policy and management graduate students for promising exit projects and theses. They are made possible by a generous gift from the family of Al Frazier, a distinguished alumnus of the public policy and management program. This year's awards went to Diana Sakai to support her travels to nine Oregon communities to conduct evaluations of the Oregon ASPIRE program (Student Assistance Programs in Reach of Everyone). Steve Chamberlain received support to present a paper based on his exit project at the Western Social Science Association Conference in San Diego. Les Wilson received an award for the dissemination of his exit project on the financial situation of senior citizens in Oregon.

PPPM Geographic Society Explores the World

The Geographic Society is an informal group of planning students that meets occasionally to share their international and national travel experiences. Recognizing that many students in the department have extensive international experience, they decided to get together and present to each other the diverse perspectives that they have gained through their travel experiences. They felt that presentation skills were important to their development as planners.

Some recent presentations are "Toehold in the South Pacific: A Montage of Yap and Palau," "Ecuador to the Straits of Magellan: Mountaineering and Trekking through the Six Andean Nations," "The Voodoo Diaries: Two Years Under Haiti's Spell," "Ecodevelopment in India's National Parks," and "Images of African Wanderlust." Attendance is good but members feel it would improve if the department provided snacks.

CPW Students Win APA Award

The Oregon Chapter of the American Planning Association awarded its 1999 Student Achievement in Planning to six graduate students from the Community Planning Workshop. This award recognizes projects and individuals that have made exceptional contributions to the field of planning in Oregon. The CPW team completed "Siting Affordable Housing in Oregon Communities," which evaluated the development processes and resulting housing in six recent Oregon affordable-housing projects.



*Pioneer Mother, Hendricks Hall in background
photo by George Beltran*

Student Community Planning Workshop Update

Tillamook County Futures from Vision to Action

CPW is working with the Tillamook County Futures Council to create an action plan to implement the Futures Council's adopted vision for community development in the county.

Eugene Downtown Visioning

CPW is assisting the city of Eugene with technical and mapping elements in support of the public involvement component of the City's Downtown Visioning project. The study includes an evaluation of innovative housing options in the downtown area.

Corvallis Fire Department Strategic Master Plan

CPW is working with the city of Corvallis to update the Fire Department's Strategic Master Plan. *Natural Hazards Technical Resource Guides*

CPW is working with the state Department of Land Conservation and Development to develop a series of tools to assist in natural hazard planning and mitigation in Oregon communities.

Assessing Food Security and Hunger in Oregon

CPW is working with the state Department of Housing and Community services to assess hunger and food security risk factors of low-income households.

PPPM Students Traveling to Make a Difference

Steve Mital received a travel grant from the UO School of Architecture and Allied Arts for his experiments with documentary film as a way to educate the public and encourage public participation. He used the grant to support the production of a short documentary film on the loss of



Celilo Falls, circa 1950

Celilo Falls on the Columbia River in 1957 after the construction of the Dalles dam. He and his partner, Ian McCluskey, logged nearly 2,000 miles in their cars, traveling across the state to collect photos, video footage, and personal memories from people who remember Celilo Falls as a centerpiece to the Celilo people's way of life.

The result is a thirteen-minute documentary video that explores the living memory of Celilo Falls, the excitement that it generated, the community that was built up around it, and its loss on March 10, 1957. When Celilo Falls was flooded, the native cultures that traditionally depended on it for sustenance were nearly destroyed. Yet forty-three years later, Celilo Falls is still a deeply emotional and powerful memory for thousands of families living along the Columbia.

Mital and McCluskey see documentary film as an exciting and creative planning and policy alternative. Done well, a film can mobilize public support and encourage public involvement in planning and policy issues. Mital and McCluskey hope their film will encourage citizens to anticipate the long-term, complicated effects planning and policy issues can have on people and the environment. Oregon Public Broadcasting has expressed interest in airing the film sometime this year. It will also be submitted to local and regional film festivals.

Ken Kato received a travel grant to attend the Association of American Geographers 2000 Annual Meeting in Pittsburgh, Pennsylvania, to present a paper, "GIS-Cartography Serves Regional Land Use

Planning and the Public Participation Process, Clatsop Plains, Oregon."

The paper began as a project that Ken worked on as a participant in Resource Assistance for Rural Environments and continued as a graduate teaching fellow in the UO InfoGraphics Lab. The goal of the project was to explore the impact of increasing growth and development on the quality of a freshwater aquifer on Oregon's north coast. The project developed GIS models and high-quality cartographic products that engage the public and rebuild trust that had eroded during an earlier phase of this planning project. Ken found that the true power of GIS lies in its ability to communicate highly complex planning problems in a simple and understandable manner to a public that is notoriously distrustful of planning.

Making the Most of an Education

One of the reasons Bryan Aptekar chose the community and regional planning program in PPPM was the range of experiential learning opportunities. While searching for funds for international study, Bryan discovered the Office for International Education and Exchange, which led to an amazing second year.

For his exit project, he decided to do a comparative study of the decision-making process for natural resources management in Oregon, Norway, and New Zealand, all with similar geographies, resources, and industries (tourism, farming, fishing, forestry, and grazing). Bryan spent fall term as an exchange student at the University of Bergen, Norway, where he selected two case studies—the expansion of a hydropower plant on a protected river, and a proposed national park—to focus on specific resource management decisions.

He is now at the University of Otago in New Zealand identifying similar case studies for comparison. He has been fortunate to receive funding from the Mazamas Mountaineering Society and an Opportunities Abroad Scholarship from the Overseas Study office. According to Bryan, "my overseas studies in New Zealand and Norway have been the perfect complement to my CRP work in Oregon."

Key Planning Journal Edited by PPPM Faculty

Mike Hibbard and Ed Weeks have been named coeditors of the *Journal of Planning Education and Research (JPER)*. JPER is the scholarly journal of the Association of Collegiate Schools of Planning, the organization of academic planning programs in North America.

As editors, Hibbard and Weeks have responsibility for every aspect of JPER's publication, from selecting articles to working with the publisher, Sage Publications, on layout design and production. They are being phased in as editors and will assume full responsibility for JPER on July 1.

JPER is one of two major American planning journals. The other is the *Journal of the American Planning Association (JAPA)*. Interestingly, considering the state's strong reputation in planning, JAPA is edited by Oregon's other planning program, Portland State University. Hibbard and Weeks have met with the JAPA editors to plan some joint activities between the two journals.

Health Care Advocate Works on National Issues

Professor Judith Hibbard is involved in national efforts to improve the quality of medical care in the country. The quality of medical care has become a national concern in at least three areas:

Medical errors made in hospitals each year cause more deaths than automobile accidents. Medical errors in the ambulatory setting have not been enumerated. Medical errors are preventable; systems need to be put in place to reduce errors.

The most effective treatment approaches are often not used because physicians have difficulty keeping up with the vast amount of new clinical evidence and incorporating it into their clinical practices.

Health plans have a **financial incentive to do less for their enrolled populations**. There is concern that plans will skimp on care and members will not get the care they need.

There is ample evidence that the quality of medical care is highly

variable across the country. In response to this variability, Hibbard is making efforts to bring accountability to health-care providers and find incentives to improve information to allow consumers to choose higher-quality health-care delivery systems.

Faculty Notes continued from page 2

The WRF is an international organization with representation from every continent, and its goal is to ensure that international trade policy takes into account social and environmental factors facing rural areas. Hibbard participated in the World Trade Organization's meeting in Seattle as a WRF representative.

Judith Hibbard

Professor Judith Hibbard has been appointed to two national efforts to address the quality of health care. **The National Health Care Quality Forum** provides intellectual leadership for measuring and reporting on the quality of health care. The new board will produce a conceptual framework to be adopted nationally. Hibbard also serves on a **National Academy of Sciences, Institute of Medicine** committee to design a national report on the quality of medical care. The national quality report will be designed to track progress in the improvement of medical care in different regions of the country. Both efforts have an eighteen-month time line.

Bob Parker and Bob Choquette

Last fall, PPPM instructors Bob Parker and Bob Choquette traveled to the annual meeting of the Association of Collegiate Schools of Planning to host a roundtable discussion on the role of experiential learning in planning curriculum. The PPPM program's Community Planning Workshop serves as a national model for schools looking to include more experiential opportunities into their programs.

Your support of PPPM is appreciated. Thank you.

PLEASE MAKE ANOTHER DONATION TODAY

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Advisory Council Working Committees Formed

The PPPM Advisory Council met on March 10. This was the first meeting of the group since Mike Hibbard became department head. After an update on recent developments in the department, the members moved into the main agenda for the day, organizing themselves to manage the council's activities.

The council selected Jeff Tryens as its chair. Tryens is the executive director of the Oregon Progress Board. They then established three working committees.

- The **Academic Program Development Committee** will create ways for the professional community to participate more directly in the education of PPPM students—perhaps by creating a professional mentorship program or a practitioner speaker series. The committee will also provide counsel to PPPM on its three degree-granting programs

(undergraduate, community and regional planning, and public policy and management). Bill Wagner, executive director of Cascades West Council of Governments, chairs this committee. Other members are Albany City Manager Steve Bryant, Eugene City Manager Jim Johnson, League of Oregon Cities Executive Director Dick Townsend, and Association of Oregon Counties Executive Director Bob Cantine. Bill Simonsen is the PPPM faculty liaison to the committee.

- The **Constituency Building Committee** will strengthen links between PPPM and its alumni and others interested in the department's work. The committee chair is Don Williams, housing director of the Lane County Housing and Community Services Agency. He is joined by David Donaldson, Wilsonville deputy city manager; Cathy Shelton, officer-in-charge of the National Labor Relations Board's Portland office; and Kathy Smith, a Eugene marketing and

business development consultant. The committee's PPPM faculty liaison is Ed Weeks.

- The **Implementation Committee** will seek external resources to enable PPPM to better carry out its functions. Lynn Youngbar of Rural Development Initiatives is chair. Other members are Inge McNeese, manager of export assistance programs for the U.S. Export Assistance Center in Portland; Jean Phelps, executive director, Lane County Relief Nursery; and Jean Tate, Eugene citizen-activist.

The responsibilities of the committees mesh and overlap. Each one is developing its own set of goals. These will be honed and coordinated at the next Advisory Board meeting, which is set for June 23.

100 Best Films According to PPPM Poll (in alphabetical order)

101 Dalmations	Citizen Kane	Great Expectations	Lover, the: Margarit	Pow Wow	Shawshank
12 Monkeys	Claire's Knee	Hannah and Her	Dumas Story	Highway	Redemption
A Woman is a Woman	Clerks	Sisters	Manhattan	Princess Bride	Shining, the
American Beauty	Cruise, the	Harold and Maude	Matrix, the	Pulp Fiction	Six Degrees of
American Jobs	Crumb	Heavy	Mattewan	Raising	Separation
Any documentary by	Dead Again	High Heels	Mediterraneo	Arizona	Smoke Signals
Barbara Kopple	Dead Ringers	Hurly Burly	Midnight in the Garden	Rear Window	Star Wars
Any film by Pedro	Diner	In the Name of the	of Good and Evil	Reds	Sweet Hereafter
Almadovar	Dr. Strangelove	Father	Mission, the	Return of the	Tank Girl
Apolocalypse Now	Dreams with the Fishes	Indiana Jones: Raiders	Mo' Better Blues	Jedi	Tempest, the
Bagdad Cafe	Dune	of the Lost Ark	Monty Python and the	Rock, the	The Jerk
Betty Blue	Empire Strikes Back	It's a Wonderful Life	Holy Grail	Rocky	This is Spinal
Big Lebowski, the	Fargo	Jaws	Moonstruck	Roman	Tap
Birdy	Fast, Cheap, and Out of	Jean de Florette	Muhammed Ali:	Holiday	Time Bandits
Black Orpheus	Control	Jerk, the	Rumble in the Jungle	Romero	Tommy Boy
Bladerunner	Father of the Bride	Kiss of the Spider	Murder in the First	Salam	True Romance
Blue Velvet	Four Weddings and a	Woman	Mystery Train	Bombay	Twin Peaks Fire
Braocheart	Funeral	Koyamiskatsi (sp)	Network	Saving	Walk With Me
Breakfast Club	Friday	La Belle Noiseusse	New York—	Private	Usual Suspects
Breathless	Gandhi	LA Confidential	documentary series by	Ryan	Voyage en Deuce
Buffalo 66	Godfather (the first one	Last Tango in Paris	Ric Burns	Schindler's	Wild At Heart
Bulworth	only!)	Latcho Drom	Night On Earth	List	Year of Living
Castaway	Gone With the Wind	Leaving Las Vegas	Old Yeller	Shadows and	Dangerously
Central Station	GoodFellas	Levittown USA	Pecker	the Fog	Young
Cinema Paradiso	Grease 1	Life of Brian	Philadelphia Story		Frankenstein

Community Planning Workshop and Natural Hazards

Community and regional planning student Andre LeDuc and the Community Planning Workshop received a \$2,000 Quick Response Grant from the Natural Hazards Center at the University of Colorado in Boulder to do a postdisaster evaluation of the benefits of land use policies. The study area for the project included areas of flooding in Tillamook and Lincoln counties on the Oregon coast.

With funds contributed by the National Science Foundation, the Natural Hazards Center Quick Response Program enables social scientists to travel to the site of a disaster soon after it occurs to gain

valuable information about the immediate impact and response.

The funding will be used to develop case studies for the Natural Hazard Technical Resource Guide Project now underway in CPW. The purpose of the project is to develop planning and policy tools outlining, clarifying, and documenting resources and strategies that address the natural hazard mitigation process at a local level to meet local conditions. Recommendations from a study about the Thanksgiving Day flood of 1999 in Tillamook and Lincoln Counties have already been implemented.

HEARTH^{to}Heart

Hearth to Heart is produced annually for alumni and friends by the Department of Planning, Public Policy and Management

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David Davies, PPPM

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