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PPPM Celebrates Twenty Years

The Department of Planning,
Public Policy and Management
turned twenty in May 2002.

PPPM was founded in 1982,
through the merger of two
preexisting programs, the Graduate
Program in Public Affairs and the
Department of Urban and Regional
Planning, both of which had been
established in the mid-1960s. The
two original programs have evolved
into the Graduate Program in
Community and Regional Planning
and the Graduate Program in Public
Policy and Management. The synergy
of their combination has led to the
development of an undergraduate
program in PPPM, the PPPM
Internship Program, the Graduate
Certificate in Non-Profit
Management, and the programs of
the Community Service Center.

UO President Dave Frohnmayer
presided at a 20th Anniversary

celebration on Friday, June 7, in
recognition of the accomplishments
of the department, its alumni, and
the alumni of PPPM's predecessor
programs.

Three annual awards were
presented for the first time at the
ceremony.

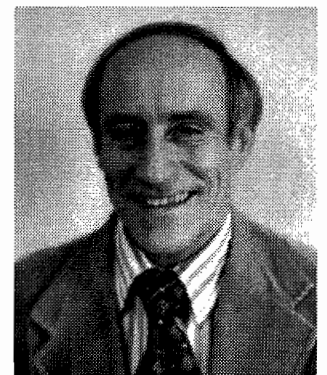
- **Dick Townsend** (M.A.P.A. 1975),
recently retired Executive
Director of the League of Oregon
Cities, received the Distinguished
Service to Oregon award.
- **Steve Wright** (M.S.P.A. 1981),
Chief Executive Officer of the
Bonneville Power Administration
was named the Distinguished
Alumnus of 2002.
- **Kirstin Greene** (M.C.R.P. 1997),
an associate with the Portland
consulting firm Cogan Owens
Cogan, was recognized as the
Distinguished Young Alumna.

Wes Kvarsten Memorial Award Announced

The Wes Kvarsten Memorial Fund was
announced at the PPPM 20th Anniversary
Celebration on June 7, 2002.

Through his thirty-five year career as a
planner and public administrator in Oregon,
Wes Kvarsten (B.L.A. 1953) was an exemplary
public servant. He had a central role in estab-
lishing Oregon as a model of comprehensive
land use planning. He served as director of the
Mid-Valley Planning Council and Mid-Willamette Valley Council of
Governments, and as director of the Oregon Land Conservation and
Development Commission (LCDC).

Wes' life and work were memorialized by his colleague and successor at
LCDC, Dick Benner. Members of the Kvarsten family were also present to
announce the establishment of the endowment fund in his honor. Anyone
interested in making a contribution to the fund should contact the PPPM
Department.



From the Department Head

Has it really been 20 years?! It's hard to believe that that much time has passed since the faculties of the old Department of Urban and Regional Planning and the Public Affairs Program from the Wallace School of Community Service and Public Affairs came together to form PPPM. Please indulge me while I engage in a little personal reflection.

When I look at PPPM now, I think we have achieved much more than any of us imagined was possible 20 years ago. At the time I think we all saw the potential,

but also harbored doubts—some secret and some shared—about how it was all going to work out. We were excited about the possibilities for synergy between people

and programs with closely related interests. But our enthusiasm was tempered by the challenge of bringing together two substantially different organizational cultures. And the task wasn't made any easier by the fact that PPPM was created in a time of significant economic distress for Oregon and the University.

Despite these obstacles, a core of dedicated faculty, an incomparable support staff, and successive classes of outstanding students have combined to create a very special academic and professional culture in PPPM.

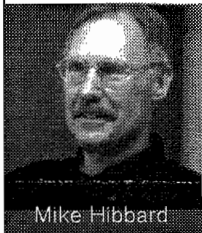
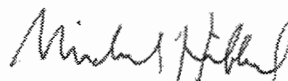
Our students bring a wealth of talents to their studies—intellectual and hands-on. Meanwhile, PPPM faculty and staff provide students with a wide range of classroom and experiential learning options. The result has been that PPPM graduates are playing a vital role in shaping the future. The Distinguished Alumni Awards that we are instituting this year just scratch the surface of the impact our graduates have had.

The same talents that lead our students to outstanding careers after graduation also come into play during their time as students. Through curricular opportunities such as Internships and Community Planning Workshop, as well as student-led activities such as the Sustainable Business Symposium, they are having an important effect on the well being of the state and region.

Through our scholarship, PPPM faculty have shaped policy and changed the ways academics and practitioners think about aspects of planning and public administration.

So, twenty years on PPPM has not just survived, we have thrived! We look forward to seeing what the future has in store for our department and the people who have been and will be a part of it.

“Keep in touch, and do good work.”



Mike Hibbard

Postgrad Postcards

- **Junko Murata Abbott** (M.C.R.P. 1998) is putting her GIS and analytic skills to work in Mapping Analysis and Data Department at Federal Express in Nashville.
- **Bryan Aptekar** (M.C.R.P. 2000) is a parks planner with Portland Parks and Recreation. He is spending the month of June in Portland's Russian sister city, Khabarovsk, writing a park master plan.
- **John Brennan** (M.U.P. 1991) is currently hiking the Pacific Crest Trail, from Mexico to Canada. He estimates it'll take him five months to cover the 2,560 miles.
- **Kristen Karle** (M.C.R.P. 2001) is a housing development associate with the St. Vincent dePaul Society of Lane County. She is currently working on the development of a mid-rise, mixed-use commercial and low-income residential project in downtown Eugene.
- **Lonny Macy** (M.C.R.P. 2001) is a land services planner with the Natural Resource Management Department of the Confederated Tribes of Warm Springs. “The biggest planning project that I'm working on is the third phase of our Integrated Resource Management Planning (IRMP).”
- **Steve Marks** (B.S. 1983, M.S.P.A. 1986) is chief of staff to Oregon Governor John Kitzhaber.
- **Larry Ward** (B.S. 1986, M.U.P. 1992) is the Executive Director of the Southwest Wisconsin Regional Planning Commission.

Faculty Notes

Returning Duck and new faculty member **Renee Irvin** had her hands (wings?) full with the launching of the new Graduate Certificate in Not-for-Profit Management. The program currently has twenty-four enrolled students,



with five graduating in June and nine new students coming on board next September.

Renee recently received notice that an article, discussing new approaches to nonprofit sector regulation, will be published in the *Annals of Public and Cooperative Economics*. This summer, she will complete a faculty fellowship in survey research methodology, and will start research on mapping local wealth transfer in Oregon. The research should provide important information regarding rural philanthropy capacity.

Judith Hibbard is a co-investigator on a new national study, Consumer Assessment of Health Plans 2 (CAHPS 2). The five-year project, funded by the Agency for Health Care Research and Quality, will assess ways in which to



measure health care provider quality (e.g. physicians, physician groups, nursing homes). The project will also evaluate ways to effectively communicate the results to consumers in order to better inform their choices, as well as go back to health care providers to help them improve. Three

grantees were named: Harvard University, Rand, and the American Institutes of Research (AIR). Judith is serving on the AIR team and also consulting with the Rand team.

Richard Margerum joined PPPM in Fall 2001 after a visiting professorship at the University of Colorado and five years at Queensland University of Technology in



Brisbane, Australia. He received his Ph.D. in planning from the University of Wisconsin-Madison in 1995. Rich has been busy with new teaching responsibilities,

which include teaching the Introduction to Planning, Plan Making, and Collaborative Planning and Management courses. He recently completed two articles about collaborative planning in Australia, including an evaluation of collaborative growth management in Queensland that was published in the Spring 2002 issue of the *Journal of the American Planning Association*. Professor Margerum is currently working on an evaluation of collaborative growth management in metropolitan Denver, and exploring organizational issues with state and federal agencies involved in watershed councils.

Mike Hibbard's current research project is a comparative study of community development processes in rural, mountainous areas of Austria, Japan, and the U.S. He organized and led a study tour to southeastern



Arizona in April. Research teams of academics and policy makers from the three countries investigated approaches to sustainable community development in the copper mining and cattle ranching towns of that region. The Arizona study was preceded by a companion visit to parallel communities in Japan last year and will be followed by a study in Austria in 2003.

Charlene Phipps presented a paper and gave a workshop at the International Association of Facilitators Annual Conference in Fort Worth Texas, May 21-25, on the topic "Facilitating with a New Worldview:



Applying Lessons from Complexity Science to Group Development and Facilitation".

Over the last year, **Marc Schlossberg**, has presented a paper, "You Say You Want a Devolution? A Case Study of



state-local approaches toward transportation coordination" to a national conference of planning scholars, given a public talk to the

Southern Oregon APA on "GIS & Social Planning", and presented different aspects of his research to the Oregon Planning Institute Conference. He currently has two articles under review in prestigious planning journals.

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Teresa Garcia Honored for Regional History Essay

PPPM undergraduate Teresa Garcia was honored by the Center for Pacific Northwest Studies at Western Washington University for her senior thesis, "A Native Community Compromised: Dams, Resources, and Encroachment on the Elwha River." The award is given annually for the best research paper by an undergraduate on a Pacific Northwest topic. The winner is chosen by a panel of historians from Washington, Oregon, and Idaho.



In selecting her paper, the panel commented that Teresa's work "combines her interest in policy studies with a strong theoretical framework and a sensitive cultural reading. Carrying the story up through the 1990s, she argues that the Lower Elwha Klallam Tribe's emergence as a key custodian to the river raises the possibility for reasserting a Native voice and sensibility regarding resource management."

Teresa is completing a double major in PPPM and International Studies.

PPPM Graduates Selected for PMI

Three PPPM graduate students have been selected to participate in the Presidential Management Internship Program (PMI). Jennifer Lewis (CRP and International Studies), Jennifer Smith (PPM), and Rebecca Steckler (CRP) will begin their assignments in the fall.

The PMI Program, established by the federal government in 1977, is designed to attract outstanding graduate students to public service. Participants are selected through a rigorous assessment process and then matched with a federal agency for a two-year appointment. Assignment as a PMI may involve domestic or international issues in any cabinet department or more than fifty other federal agencies.

The PMI Program places a strong emphasis on career development. Federal agencies arrange for seminars, briefings, and conferences for PMI's, and also provide rotational assignments to other agencies or branches of the government.

Upon successful completion of the program interns are eligible for permanent positions in careers related to the analysis and management of public policies and programs.



Becky Steckler, CRP



Jennifer Smith, PPM

Community Planning Workshop

Community Planning Workshop (CPW) is in the process of finishing up an analysis of attitudes and values of Central Oregon residents regarding use of public lands. The results of this survey project, sponsored by the Bureau of Land Management, will be used to supplement the social element of the Upper Deschutes Resource Management Plan.

CPW students are presently engaged in five projects (including the Community Outreach Partnership Center) that span a wide range of topics and clients. This year's CPW projects, initiated in January and designated for

completion in June, have included:

City of Brookings Park Master Plan. The City of Brookings experienced rapid growth during the 1990s. Recognizing that a good park system contributes to the community's quality of life, the City retained CPW to develop a 20-year parks master plan. The Plan will include an inventory of existing park facilities in Brookings, a community survey, as well as a capital improvement and land acquisition program.

Partners for Disaster Resistance: Oregon Showcase State Initiative.

The Oregon Natural Hazards Workgroup is engaging a team to help coordinate the Oregon Showcase State Initiative for Disaster Resistance and Resilience. The Initiative is a collaboration between state government, communities, private business, and the University of Oregon. The CPW team will be administering a statewide risk perceptions survey as well as assisting with the development of a strategic plan.

Local Government Planning Technical Assistance Needs Assessment. Working with the Mid-Willamette Council of Governments and the Department of Land

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Partners for Disaster Resistance: Oregon Showcase State Program

The Oregon Natural Hazards Workgroup (ONHW) coordinated the development of a five-year strategic plan for the Partners for Disaster Resistance: Oregon Showcase State Program, completed in June 2002. ONHW is a program within the University of Oregon's Community Service Center. The Showcase State Program provides a comprehensive framework for government and the private sector to prepare for and minimize risk and the impact of natural hazards. The goal of the strategic plan is to identify existing activities and future actions for each Showcase State element. Since

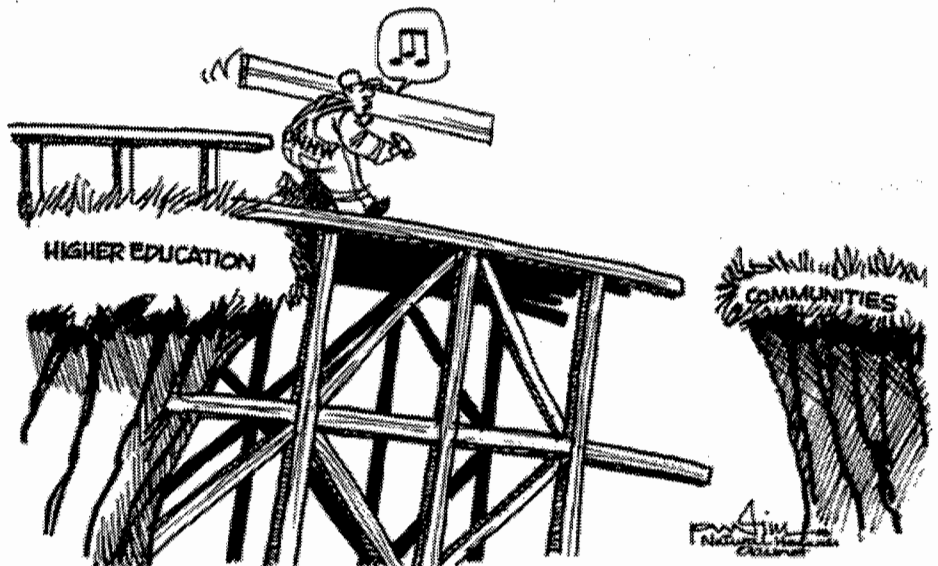
January of 2002, ONHW staff has worked with a Project Advisory Committee, Showcase Partners, and a Community Planning Workshop Graduate Research Team to develop a five-year strategic plan for the initiative. The strategic plan provides an integrated, cost-effective and systematic approach by bringing together resources—both human and financial—to prepare for and minimize natural disaster impacts. The goal is to institutionalize disaster protection into long-range policies, procedures, programs,

designs, and plans and to take immediate action to begin to reduce costs associated with disasters. The Showcase State Program provides a unique opportunity to demonstrate how state and local governments, the insurance industry, and academia can work together to promote awareness of natural hazard risks and associated risk reduction strategies.

For more information please visit <www.oregonshowcase.org> or contact Andre LeDuc crux@darkwing.uoregon.edu or (541) 346-5833.

Changes to the Undergraduate Curriculum

During the 2001-2 academic year, departmental faculty conducted a periodic review of the undergraduate curriculum and developed a set of three classes entitled "Leadership and Change for a Sustainable World." These courses will be a key element of our required, core curriculum. One term of the sequence will focus on leadership and change for sustainability in local contexts, such as those that face individual communities and relatively small geographic areas. Another term will focus on regional issues, and a third term will examine global issues. Each term of the class will also focus on a common set of topics including: historical, philosophical and theoretical perspectives; and literature and analyses regarding the economy, the environment, communities, and organizations.



From the *Natural Hazards Observer*, Volume XXV, Number 3, January 2001, cartoon by Rob Pudim.

The topics were chosen to reflect the fact that many of the challenges that face today's world revolve around sustainability and the related issues of economic development, environmental change and protection, and equitable community relationships. We believe that it is important that our future leaders, as well as citizens, are exposed to current knowledge regarding these areas, have the skills to continue

learning throughout their lives, and use their knowledge to help develop effective and equitable social processes. We hope that our new curriculum will help the department better prepare our talented and dedicated students to be citizens and leaders who can think independently and analytically, work successfully with others, and communicate effectively.

COPC Project May Be Extended

The Community Outreach Partnership Center (COPC) is wrapping up the final year of its three-year project. COPC is a partnership between the University of Oregon, 23 public and private agencies, and 10 Eugene and Springfield low-income neighborhoods. The Partnership's mission is to help low-income residents become more self-sufficient and help build stronger communities.

University of Oregon students and faculty, who are a part of the COPC program, work closely with partners in identifying opportunities to empower residents and build community. In addition to providing skills training in areas such as food and nutrition, recreation, cross-cultural communication, computer training, financial literacy, micro-enterprise develop-

ment, community gardens, conflict resolution and leadership, we are also exploring ways in which we can ensure sustainability.

The primary objective for year three has been to establish a structure that will ensure the work we've been doing can be sustained into the future. The PPPM Department has expressed support for the continuation of the COPC program and the COPC Staff and Partners have prepared a grant proposal for a two-year project extension.

COPC provides a vehicle to expand the University's role and

effectiveness in addressing community development needs in Eugene and Springfield. Through COPC, numerous University students from a variety of different disciplines have developed community-organizing skills in the field.

We strongly believe in COPC's mission and hope that we can continue to address the needs of community members in the years to come!

For further information about the COPC program, please contact Jeff Whitbeck at jwhitbec@darkwing.uoregon.edu or (541) 346-2949.

COMMUNITY PLANNING *continued*

Conservation and Development (DLCD), CPW is evaluating technical assistance and outreach needs of local governments. The DLCD will use the results to develop new technical assistance materials.

Farmworker Service Gaps Assessment. CPW is working with the Oregon Department of Housing and Community Services (OHCS) to evaluate service gaps for farmworkers in Oregon. The study will include a statewide service provider survey, as well as farmworker surveys and focus groups in four case study service areas.

If you are interested in CPW, or have a potential project, please contact Robert Parker, CPW Director at (541) 346-3801 or by E-mail: rgp@darkwing.uoregon.edu.



Your support of PPPM is appreciated. Thank you.

PLEASE MAKE ANOTHER DONATION TODAY

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FACULTY NEWS continued

In her first full-time year in the PPPM department, **Jean Stockard** served as director of the undergraduate program and associate department head, as well as on the AAA faculty advisory committee. She taught a new, required graduate course called "Human Settlements" and enjoyed working with graduate students in research colloquium and undergraduate students in their required methods class. Jean continues her research in social planning and policy, completing several articles in her studies of trends in youthful lethal violence, and has collaborated with Judith Hibbard in studies of the effects of public reporting on hospital performance and measures of activated health consumerism.



Mike Hibbard Leads APRU Summer Fellows Program

Mike Hibbard has been named to lead the 2002 Summer Fellows Program of the Association of Pacific Rim Universities (APRU). The program will take place in August, with one week spent in Oregon and one week in Korea.

APRU, established in 1997, is an association of 37 leading research universities from 15 countries around the Pacific. Its aim is to help those institutions become more effective contributors to the development of an increasingly integrated Pacific Rim community. By increasing mutual understanding, APRU hopes to stimulate cooperation in teaching and research on issues of common concern to Pacific Rim nations.

In keeping with the overall aim of APRU, the purpose of the Summer Fellows Program is to develop the professional capacity of junior faculty to help them become well informed on the Pacific Rim. The program is organized around an annual summer traveling seminar series to familiarize participants with sociopolitical, cultural, and economic realities in the region. The series' overarching theme, "The Pacific Rim in the 21st Century", provides a broad conceptual framework for annual examination of significant, current issues. Each year's seminar focuses on a specific theme. Scholarly discussions are complemented with synchronized field experiences in two APRU member countries.

The host institutions for 2002 are the University of Oregon and Seoul National University. Fellows from approximately 25 APRU member universities will explore this year's theme, **The Science and Policy of Environmental Sustainability**, by examining five aspects of the topic:

- Land use and environmental planning
- Environmental restoration as economic development
- Protected areas and biodiversity
- Pollution control (with an emphasis on air and water quality)
- Local manifestations of global environmental change

Help us rename this newsletter!

We've had many new changes happening in the PPPM Department lately, and we think its time to change the name of our newsletter too! We hope to keep using the newsletter to share information with our alumni and want to get your feedback as well. So, have you any ideas for a new name? If so please send it to us--if we select your idea, you'll receive a PPPM jacket!

E-mail your ideas to zudegi@oregon.uoregon.edu or cut this out and mail it to:

Department of Planning, Public Policy and Management
1209 University of Oregon
Eugene OR 97403-1209

Name _____

Contact information _____

I suggest _____

Award Established in Memory of Joe Edney

Joseph M. Edney (M.U.P. 1985) died unexpectedly of a heart attack on February 8, 2002. He was 52 years old. Joe was very well known to the PPPM Department through volunteer work co-teaching the "Natural Resources Policy" class.

In his memory, current and former students, family, co-workers at the Oregon Department of Environmental Quality, and friends have established the *Joseph M. Edney Memorial Award* for excellence in natural resource and environmental planning. The award is funded by a memorial endowment managed by the University of Oregon Foundation. It will provide a cash award to an outstanding student each year, to be presented at the PPPM graduation ceremony. To date the endowment has raised over \$15,000. Additional contributions may be sent to Ann Lamon, UO Foundation, PO Box 3346, Eugene OR 97403.



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Developing Sustainability Indicators Using Oregon Benchmarks

This research aims at evaluating and recommending opportunities and limitations in transforming existing Oregon Benchmarks into meaningful sustainability indicators. The Oregon benchmarks are a series of 90+ quality of life indicators gathered by the state in order to quantifiably measure progress by the state in meeting certain goals, including a clean environment, a strong economy, crime reduction, and a series of other community quality of life indicators. A majority of these benchmarks, however, are unrelated to the notion of sustainability—environmental, social, or community—and thus do not inform policy making decisions related to sustainable community development within the state.

The research project is designed to transform the existing system of general indicators into a system of sustainability indicators within the

constraint of using existing benchmarks (i.e. proposing new data collection areas or benchmarks is discouraged). It is the end goal of this process to create a series of indices that reflect how the state changes over time in meeting its goals of sustainable community development.

The results of the project will give state and county level policy makers (much of the data is county-based) the capacity to alter policy in ways that better help the state meet its goals of sustainable community development. The resulting index or series of indices can be used as models for other states, or smaller sub-state areas, to use as communities across the country search for measurable ways to assess their own sustainable community initiatives and practices.

The research team is comprised of Marc Schlossberg, PPPM faculty and Adam Zimmerman, CRP graduate student.

HEARTH *Heart*

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