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spring

PPPM Circle

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VISION. LEADERSHIP. COMMUNITY.

SCHOOL OF ARCHITECTURE AND ALLIED ARTS



UNIVERSITY OF OREGON

Message from Marc Schlossberg, Head of PPPM

SPRING FORWARD

Spring has arrived in Eugene and, in addition to the sprouting flowers and trees in full bloom, there is a lot of excitement within PPPM as we watch some students make their final research push for theses and exit projects and as we accept in a new future class of students. There continues to be a good energy around Hendricks Hall, enhanced since January by a new PPPM Speakers Series that has brought in a variety of professionals and alumni to the hearth for weekly talks with students and faculty members. We've heard about the connection between public policy and the rise of the biofuel sector in Oregon (Thomas Endicott), the challenges of hospital site planning (Alyssa Hanson), California's look at land-use policy as a means to reduce greenhouse gases (Julia Lave Johnston), and many other subjects. These talks have stimulated great discussions and have provided a wonderful connection between alumni, professionals, and current students.

**“ We learned that two
faculty members were chosen for
Faculty Fund for Excellence awards ”**

At the beginning of the calendar year, PPPM learned that two of its faculty members were chosen for Faculty Fund for Excellence awards—a major recognition by peers across the campus (see related story). Only twenty such awards were given this year, and it is a testament to the high quality throughout our department that 10 percent of all awards were given to PPPM.

In mid-March, many PPPM faculty members submitted about \$400,000 of research and education funding requests to the Oregon Transportation Research and Education Consortium (OTREC), a relatively new multicampus university transportation center in Oregon (for which I also serve as an associate director). Projects included looking at residential decision-making; school choice policies and transportation decisions of elementary and middle school families; comparing new urban and suburban neighborhood designs with respect to physical activity, transportation behavior, and health (in conjunction with researchers at the University of North Carolina); a service-learning evaluation of the new rapid-transit bus system in Eugene; a service-learning project oriented around youth in planning safe routes to school; and an investigation into direct marketing and its potential to alter individual behavior related to transportation and climate-change issues. Each of these proposals is supported by community partners, and final funding decisions will be made in May or June.

**“ Those of us in Hendricks Hall
will continue to benefit from Ed Weeks'
wisdom and uplifting presence ”**

This summer, we sort of say goodbye to Ed Weeks, who will be “retiring” as a tenure-track faculty member and transitioning into a “retirement” program where he still advises students, teaches classes, and engages in research and community-service work. This transition does allow him to



get out of all departmental committee meetings, which is probably incentive enough. So although Ed's official status will alter a bit, those of us in Hendricks Hall will continue to benefit from both his wisdom and his uplifting presence.

We all look forward to our spring awards ceremony, and sincerely hope that many of you can make it to campus for those awards. They are a special time to recognize some outstanding leaders of relevance to PPPM and to honor the next generation of leaders as they prepare for graduation from PPPM.

As for me, it has been a pleasure to serve as acting department head for the year in place of Rich Margerum, who worked hard in Australia for this year. Upon his return this summer, Rich will resume his role as department head and will continue to guide PPPM forward as we continue to excel in all areas of teaching, research, and community service.

A handwritten signature in black ink, which appears to read "Marc Schlossberg". The signature is fluid and cursive.

Marc Schlossberg, Ph. D.

Annual Awards Reception

DISTINGUISHED ALUMNA



Susan Anderson is the director of the City of Portland Office of Sustainable Development (OSD). Under Susan's leadership, the OSD has become a pioneer in successfully leveraging government resources with the know-how and financial capital of the private sector to solve community problems and create a vision for change. At the same time, Portland has become a recognized global leader in the sustainability movement for its ability to envision policies, programs, and educational outreach that turn concepts into practical solutions with measurable results.

The OSD is the lead agency for implementing Portland's 2001 Local Action Plan on Global Warming, a local plan for a 10 percent reduction in greenhouse gases by 2010. The most recent data indicates that emissions for the United States are now 16 percent above 1990 levels, whereas emissions in the Portland region have returned to 1990 levels, an achievement likely unequalled in any other U.S. city. Having shown that intelligently addressing climate change can also promote a thriving economy, Susan recently has been charged with charting a course to emissions levels that are 80 percent below 1990 levels by 2050.

Over the years, Susan has worked with more than thirty communities to promote resource efficiency, the use of renewable resources, and sustainable practices in commercial facilities, housing, transportation, land-use planning and economic development. She is a frequent speaker at national and international symposiums on sustainable development and business-government partnerships, and leaders from around the globe seek Susan's counsel on how to replicate Portland's success in their own cities.

Prior to her work with the City of Portland, Susan was director of an environmental consulting firm. She also held positions as an environmental land-use planner and public relations professional, and worked at the Oregon Department of Energy.

Susan holds undergraduate and advanced degrees in economics, environmental science, and urban and regional planning.

OUTSTANDING SERVICE



Priscilla Gould has served as the executive director of United Way of Lane County (UWLC) since 1990. She graduated from Antioch University with a degree in organizational studies and organization development. Under her leadership, UWLC has evolved from a traditional fundraising organization to a trusted community convener dedicated to creating opportunities for a good life for all. UWLC, now a \$5.5 million enterprise, supports the vital work of over forty local agencies, tracks and reports on community needs, and facilitates effective community collaborations to tackle complex local issues. For example, United Way's Success by Six (SB6) initiative has championed the cause of child-abuse prevention since 1998. Innovative SB6 projects such as the Cherish Every Child public-awareness campaign and the Parent Helpline have given UWLC a key role in helping Lane County become the only county in Oregon to report five consecutive years of reduced rates of child abuse.

Other achievements during Gould's tenure reflect an emphasis on community collaborations and creative use of existing resources. These include the 100 Percent Access Initiative that aims to secure health-care access for everyone in Lane County; the development of 211 Lane, Lane County's first comprehensive online resource for local social services and volunteer opportunities; and sponsorship of and volunteer recruitment for Project Homeless Connect.

In recognition of the innovations under way in Lane County, Gould was asked to serve on the United Way of America Board of Governors' task force, charged with reinventing the United Way model, a transformation that is today reshaping United Way chapters across America.

Gould currently serves on the boards of the Lane Workforce Partnership and the Oregon Research Institute. She previously worked for United Way of Greater Tucson, and was executive director of Sojourner Truth House domestic violence center in the state of Washington.

DISTINGUISHED YOUNG ALUMNA



Geneva Wiki (Yurok) Geneva Wiki is the founding director of the Klamath River Early College of the Redwoods, a public charter high school located on the Yurok reservation in northern California. The college is a community-based early college school and a partnership between the Yurok Tribe and College of the Redwoods community college. Prior to leading the school, Wiki was the deputy executive director of the Yurok Tribe, serving more than 5,000 tribal members.

Wiki earned a master of public administration degree from the University of Washington in Seattle, with an emphasis in Native American education policy. She was awarded the Daniel J. Evans Leadership Award for Innovative Leadership and Public Service by the Evans School of Public Affairs and the Graduate Student of the Year honor by the Seattle Indian Services Commission. Geneva received her bachelor of arts in planning, public policy and management with an emphasis in Native American education policy from the University of Oregon, where she was student body president.

Wiki was the legislative assistant to the president of the National Congress of American Indians and worked as an administrator, curriculum developer and teacher for the Cesar Chavez Public Charter High School for Public Policy in Washington, D.C. She also worked as the graduate student organizer for Shoreline Community College in Seattle and was a policy analyst for the Early College High School Initiative for Native Youth at Antioch University in Seattle, creating eight new reservation-based high schools.

Wiki was one of sixteen Native Americans nationally selected for the Americans for Indian Opportunity's American Indian Ambassador Program, a two-year indigenous rights fellowship, which she completed in 2004. *Winds of Change* magazine named her "one of twenty rising native leaders under the age of thirty" and *Smithsonian* magazine named her one of "America's thirty-six social innovators under the age of thirty-five" in October 2007.

Seventh Annual PPPM Awards Program: You are Invited!

PPPM's seventh annual awards ceremony will be held Thursday, June 12, in the Alumni Lounge of Gerlinger Hall, 1468 University Street. Cocktails and graduate student displays will be at 2:00 p.m. and award presentations at 3:00 p.m., with a reception following. No reservations are required. Please join us! Current information is posted on the events calendar, pppm.uoregon.edu, or contact Zudegi Giordano, PPPM secretary, at (541) 346-3635 or pppm@uoregon.edu. All alumni and friends are welcome.

Department Notes

NEW FOCUS FOR DEPARTMENT

This past summer, we, as members of the PPPM faculty, took some time to think about who we are as a department, what we're good at, and where we want to concentrate our expertise. Our faculty has gone through a major transition over the last seven years and we thought it was time to see how new areas of expertise were reflected in how we see ourselves and how we can communicate our strengths to others. Moreover, as we welcome additional faculty members over the next two to three years, this process makes it easier to identify what to focus on.

Below are brief descriptions of five areas of expertise that we identified for PPPM. We have also developed lists of courses within PPPM and across campus connected to each area, have assigned faculty members to each, and have begun to connect PPPM advisory board members to each area. With this information, we plan on being more focused in our student recruitment, marketing, web promotion, community service, and research.

Environmental Planning and Policy

This area focuses on the intersection of the built and natural environments, issues of environmental quality, open-space preservation, and the implementation of tools and policies aimed at bridging environmental and community concerns. This focus area prepares students for working in environmental organizations, advocacy groups, and policy organizations.

Sustainable Land Use and the Built Environment

This area focuses on the interaction between land use and the design of human settlements at the local scale. Teaching students how to think about the relationships between sustainability, quality of life, the relevant policy environment, individual behavior, and decision-making are fundamental to this focus area.

Social and Health Policy

Many key domestic policy issues relate to human welfare, including expanding health insurance, reforming welfare, and reducing inequality in public education. Students who concentrate in this focus area build their substantive knowledge and technical skills so they can work as analysts and managers in government and nonprofit agencies addressing social issues.

Sustainable Community Development

This area is concerned with advancing the ecological, economic, and social health of human settlements—from rural regions and small towns to cities and their neighborhoods to suburbs. This field entails developing and analyzing plans, policies, and programs that advance social equity, generate appropriate jobs, and create community wealth, and pay heed to the natural and built environment.

Nonprofit Management and Philanthropy

Increasing opportunities in nonprofit and philanthropic enterprise have resulted from strong growth in assets and expanded activities in the nonprofit sector. Nonprofit enterprise has broadened, and the complexities of its management require professional skills specific to the sector. Those who concentrate in this field will benefit from one of the most extensive nonprofit curricula in the nation, producing the highest number of nonprofit management certificate graduates annually.

Faculty Notes

DISPARITIES IN U.S. HEALTH AND HEALTH CARE

Assistant Professor Jessica Greene will be teaching a course in spring 2009 for the Robert D. Clark Honors College entitled Disparities in U.S. Health and Health Care.

TRANSPORTATION-URBAN FORM

In February, Associate Professor Marc Schlossberg was asked to organize and lead a session on Transportation and Urban Form at the Northwest Transportation Conference. He was joined by Assistant Professors Yizhao Yang (PPPM) and Nico Larco (architecture) in a provocative presentation on health, social change, and suburban-density approaches to sustainable city design, enhancing the walking environment, and decreasing auto trips.

CRUISING HER TALK

Maradel Gale has combined her love of educating with her passion for the Pacific islands as a guest lecturer with Cruise West on their "Spirit of Oceanus" South Pacific cruises. Gale developed power point presentations about the people and cultures of many of the Pacific islands, which she presents on board the ship during days at sea. At the various island visits, she helps the cruise guests better understand the people with whom they are interacting, as well as their cultural practices. The cruises are providing Gale with the opportunity to visit very remote islands such as Ifaluk, Satawal, and Tikopia which are not generally accessible by means other than a small ship. Maradel Gale is an associate professor emerita, and was director of the UO Micronesia and South Pacific Program until her retirement from the university. She is currently chair of the Bainbridge Island Planning Commission, Washington.

PROFESSORS RECEIVE UNIVERSITY-WIDE RECOGNITION

Associate Professors Renee Irvin and Marc Schlossberg were two of the twenty instructors across the University of Oregon campus to receive Fund for Faculty Excellence awards meant to recognize exemplary work and to retain top-flight faculty members on campus.

Irvin was recognized in part for her leadership with the Not-for-Profit Graduate Certificate Program, one of the fastest growing programs of its kind in the country. Through her leadership, the program has thrived not only in terms of enrollment, but also for its innovations. She has developed programs that place students on nonprofit boards and designed (and received funding for) two courses on philanthropy in which teams of students research and award substantial gifts (\$5,000–10,000) to nonprofit organizations.

Schlossberg was recognized for his work in fostering interdisciplinary connections, courses, research opportunities, and student projects. His integration of sustainability, city design, and social change lies at the core of the UO's mission and reputation. In addition, he has been integral in helping multiple University of Oregon faculty members secure significant external funding through his position with the Oregon Transportation Research and Education Consortium (OTREC), a five-year, \$30 million multicampus state program.

Fund for Faculty Excellence awardees receive research support and salary supplements annually for five years. This is an outstanding honor not only for the award winners but for the department as a whole, which continues to thrive in all areas of teaching, research, and service.

San Francisco philanthropist Lorry Lokey made the original donations to start the fund.

Faculty Notes, continued

CHINA'S URBAN TRANSFORMATION

Working with the Oregon K-16 Chinese Flagship Program, Assistant Professor Yizhao Yang has developed a new course focusing on issues related to China's urban transformation. This course offers a unique opportunity for students to explore the direct impact of state and local policies on urban development in China, and how urban development has affected people's lives and social systems. This course will be offered in Mandarin, and is open to undergraduate students with Chinese language proficiency.

WORKSHOP IN DATA ANALYSIS

This spring term, Assistant Professor Jessica Greene is teaching a new course that goes beyond what typical data-analysis courses have done in the past. Workshop in Data Analysis will provide students with a second term of data analysis tools and then turn them loose on a real data-management and analysis project for an Oregon state agency. The group projects allow students to manage and analyze data, write reports synthesizing the findings, and give oral presentations to the agency. Students work with representatives from the Department of Corrections, the Department of Consumer and Business Services, and the Oregon Health Plan in the Department of Human Services. If successful, this course will become a regular in the PPPM electives listing.

Student Spotlight

ETHAN ERICKSON



Ethan Erickson, a first-year community and regional planning graduate student here at the PPPM department, missed out on a week of school in January. Ethan was attending a different type of school in the California Redwoods, motivating at-risk teenagers to stay in school. Ethan also helps manage several other education programs in the state of Oregon, including Multnomah County's Outdoor School, teaching young-uns about nature and

science, and Operation Purple Camp, supporting the children of recently deployed military members.

When Ethan is not educating himself or our youth, he is frolicking around in the forests of Oregon, "tree hunting" and maintaining as many bonsai trees as he possibly can.

After graduation, Ethan hopes to start a nonprofit staff coalition, train camp staff members, and professionalize youth development programs.

Faculty Publications

NEIL BANIA

Bania, Neil, Leete, Laura. "Job Access, Employment, and Earnings: Outcomes for Welfare Leavers in a Urban Labor Market," *Urban Studies* (forthcoming).

JESSICA GREENE

Greene, J. "Medicaid Efforts to Incentivize Healthy Behaviors." (New Jersey: Center for Health Care Systems, July 2007)

Greene J. "State Approaches to Consumer Direction in Medicaid." (New Jersey: Center for Health Care Systems, July 2007)

Greene, J., Hibbard J. H., Murray, J. F., Teutsch, S. M., Berger, M. L. "The Impact of Consumer-Directed Health Plans on Prescription Drug Utilization" (In press, *Health Affairs*)

Greene, J., Speizer, H., Witala, W. "Telephone and Web: The Mixed-Mode Challenge," *Health Services Research* (2008). Vol. 43 No. 1: 230-248

JUDITH HIBBARD

Hibbard, J. H., Greene, J., Tusler, M. "Does Enrollment in a CDHP Stimulate Cost-Effective Utilization?" (In press, *Medical Care Research and Review*)

MARC SCHLOSSBERG

Schlossberg, Marc, Weinstein, Asha, Irvin, Katja. "An Assessment of GIS Enabled Walkability Audits," *URISA Journal* (2007). Vol. 19 No. 2: 5-11

Weinstein, Asha, Schlossberg, Marc, Irvin, Katja. "How Far, by Which Route, and Why? A Spatial Analysis of Pedestrian Preference," *Journal of Urban Design* (2008). Vol. 13 No. 1: 81-98

YIZHAO YANG

Wells, N. M., Yang, Y. "Neighborhood Design and Physical Activity: A Quasi-Experimental Longitudinal Study of Low-Income Southern Women Moving to Neotraditional or Suburban Neighborhoods," *American Journal of Preventive Medicine* (forthcoming, 2008)

Yang, Yizhao. "A Tale of Two Cities: Physical Form and Neighborhood Satisfaction in Metropolitan Portland and Charlotte," *Journal of the American Planning Association* (conditionally accepted)

Alumni Postcards: WHERE ARE THEY NOW?

Tony Andersen '07, council operations assistant, Metro, Portland, Oregon. **Bryan Aptekar**, M.C.R.P. '00, team leader for open space policy (with a focus on Auckland's volcanic cones), City of Auckland, New Zealand. **Jessica Bradley**, M.P.A. '05, State of Washington Public Employment Relations Commission. **Terry Black**, M.C.R.P. '95, Sandy Basin Representative Portland Water Bureau, Community Involvement and Information, Portland, Oregon. **Patrick Carr**, M.P.A. '05, Ph.D. candidate, Georgetown University, Washington, D.C. **Sam Fox**, M.C.R.P. '07, associate planner, Department of Community Development, Clallam County, Washington. **Elizabeth Gotelli**, M.U.P., M.P.A. '92, human resources director, City of Vancouver, Washington. **Hanyoung Go**, M.C.R.P. '06, Ph.D. candidate, Texas A&M University, College Station, Texas. **Lance Holmstrom**, M.U.P. '85, Idaho Local Highway Technical Assistance Council. **Kristen Karle**, M.C.R.P. '01, housing development director, St. Vincent de Paul Society of Lane County, Eugene, Oregon. **Kevin Kilduff**, M.U.P. '94, development liaison, process management section, City of Portland Bureau of Development Services, Portland, Oregon. **Krissie Killoy**, M.C.R.P. '07, planning and zoning administrator, Grand County, Utah. **Holly Langan**, M.P.A. '04, not-for-profit management certificate '06, senior lead researcher, Educational Policy Improvement Center, Eugene, Oregon. **Keri McWilliams**, M.P.A. '07, not-for-profit management certificate '07, executive director, Missoula AIDS Council, Montana. **Bart Melton**, M.P.A. '06, program analyst, National Parks Conservation Association, Southeast Regional Office, Knoxville, Tennessee. **Rebecca Ocken**, M.U.P. '94, urban renewal manager, Rockwood-West Gresham Urban Renewal Area, City of Gresham, Oregon. **Shana Sweitzer**, M.C.R.P. '07, planner, Blaine County Planning and Zoning, Idaho. **Renata Wakeley**, M.C.R.P. '07, associate planner, Mid-Willamette Valley Council of Governments, Salem, Oregon. **Geneva (Wortman) Wiki**, M.P.A. '99, founding director, Klamath River Early College of the Redwoods, Klamath, California. **Adam Zimmerman**, M.C.R.P. '02, vice president and director of consulting services, Shorebank Enterprise Cascadia, Coos Bay, Oregon.

Edward Weeks' Retirement



Ed Weeks received the first PhD to be awarded by the Program in Social Ecology at the University of California, Irvine, in 1978. He was immediately hired by the University of Oregon's Public Administration Program, to do research and teach in the area of public management. He has spent his career at UO. When Ed was hired the PA program was a part of UO's Wallace School of Community Service & Public Affairs. In 1982, the University reorganized and the PA program was joined with Urban Planning to form the Department of Planning, Public Policy & Management, where he has worked ever since. In his 30 years at UO, Ed's teaching, research, and service have had a major impact on the field of public management. Here are a few of his more important contributions.

Ed's pioneering work on Deliberative Democracy has reshaped how scholars and practitioners think about the potential of the general public to effectively guide public decisions. Over his career he has designed and implemented many highly visible, large-scale projects that enabled ordinary citizens to systematically assess complex issues facing their communities, reflect on the available policy options, and form shared conclusions about the best course

of action. Ed has used his Deliberate Democracy techniques to assist communities in Michigan, Colorado, California, and Oregon, as well as internationally. His summative article on the Deliberative Democracy experience, published in *Public Administration Review*, is a key resource for the field. Because of his reputation for creative and innovative thinking, the International City/County Management Association (ICMA) asked Ed to serve as the intellectual leader of their effort to create an ongoing professional development program for public managers. The eventual result, the ICMA University, is a credentialing program that trains and tests local government managers in a set of essential competencies and skills. Of course Ed has had an impact on generations of students. Among the positions currently and formerly held by graduates of the PA program with whom Ed worked closely when they were students are: chiefs of staff to the governors of Oregon and Idaho; general manager of the Bonneville Power Administration; chief administrative officer for Mendocino County (California); and chief financial officer for Multnomah County. Ed has served PPPM, AAA, and the campus as a whole in numerous ways. He has been on many search committees for deans and central administrators, including the AAA search that led to the hire of Frances Bronet. He has chaired the AAA faculty personnel committee. He has been on ad hoc committees to design strategic planning and assessment processes for various units. And he was acting head of PPPM. In short, through his long and distinguished career Ed Weeks has been a stalwart member of the PPPM/AAA/UO faculty, has strengthened citizenship in numerous communities across the U.S. and around the world, and has been a thought leader in public administration.

Alumnus Spotlight

An Eye on the Future: A profile of Metro Planning

by Christopher Brock —
reprinted with permission from the author



Young, dynamic Metro Planning embraces technology to move land planning to the next level. Jed Truett doesn't have his own office. He doesn't really have his own desk. It's covered with stacks of books and papers, a laptop, cell phone, telephone, CDs, business cards and keys—even another employee's computer. As the owner/principal of a successful planning and consulting firm, you would expect him to have his own space. But Truett is not your typical boss. For starters, he doesn't act the part. He doesn't move around the office like he's the man in charge, stand behind employees to watch them

work or wheedle them to come in on Saturdays. Nor is he a typical planner. Although he's trained in the field, he considers himself a "black sheep" in the planning world and says he would be "pooh-poohed in most planning circles." It would make sense, then, that his company, Metro Planning is not a typical planning firm.

In a lot of ways, Metro Planning is not all that unique. It has nine full time employees and three contractors jammed tight into a second floor suite it shares with engineering firm Olson and Morris in the Q Street Building, a swank office building built two years ago in Springfield, Oregon. As a "traditional" planning firm, the company does short-range planning, plan and document writing for rule and regulation compliance, natural hazard mitigation planning, computer aided design (CAD) support services and geographic information systems (GIS) services. The company's bread and butter, though, is processing land use applications. "We've been doing that for over 10 years," said Truett.

What makes Metro Planning unique, though, is how Truett and his employees use GIS and 3D mapping technology software to push the envelope of land planning. "Ideally, the value of technology in the planning world is to make gains in efficiency," he said. "But the ability to accurately visualize projects is a necessary component...sex sells." Metro Planning is also unique because of its partnerships with other companies. Truett recognizes that it's often better to work with other businesses than to go it alone. All you have to do is look at the businesses in the Q Street complex to see evidence of this. In addition to Metro Planning, the building includes a real estate company, a planning and engineering firm, a development company, and a mortgage and investment company. "We planned it that way...[All] the businesses are related in some way related to land development," said Truett. "It was an economy of scale."

Truett took me on a quick tour of the building to introduce me to some of the other business owners. We stopped to meet Marty Hall, the owner/principal of mortgage firm Advanced Investment Corporation, or AIC. Working with Hall, Truett formed a new company called 3D Plats to create animated videos of land development projects for developers and land use planners to give accurate visualizations of potential developments. Metro Planning

does the animations; Hall uses them with his clients. To illustrate the product, Hall played a video “flyover” of a 3D landscape showing a potential land development, complete with a little animated Volvo driving down a rendered road through a rendered landscape. “I’m fascinated by this stuff. It helps people understand,” said Hall. “It’s a sales tool.”

After the quick 3D Plat demo, Truett took me back to the old office and introduced me to Matt Fitzer, a coordinator who is working on a land query application for homebuyers and developers in the Eugene-Springfield area. The tool, built on a geographic information system software platform, combines different data types—available properties, tax lot layers, soils data, timber data—to identify property suitable for development. “It’s basically a tool that catalogues everything that’s for sale,” said Fitzer. “It’s ideal for small timers.” As I processed all this information—new companies, new technology, new tools—I looked around at the cluttered offices and desks, jammed to the hilt with office gear, and asked out loud (and not to anyone in particular), “how do you get anything done?” Truett laughed. “Our business plan is to be as efficient as possible,” he said. “The company and the staff know how to process land-use applications faster than anyone else and our people understand planning codes and regulations better than anyone else.” Truett said he even did all the invoicing and billing himself. “I can do it in about a half-hour to forty-five minutes.”

In a lot of ways, Metro Planning is a typical small planning and land development company. But by using geographic information system (GIS) and 3D animation and modeling software, developing relationships and partnerships with like-minded companies, and generally feeling around the edges to find innovative ways to plan better, smarter and more precisely, it’s also a completely different animal.

As the man at the wheel for this young company, it’s clear Truett is excited about finding the intersection between planning and technology. “I think about this stuff all the time,” he said. In about a week, Metro Planning is moving to a new suite in the Q Street building. The new office downstairs is a work in progress: half-finished cabinets are stacked up against the wall, blue paint tape still lines the trim, drywall dust covers the floor, empty cardboard boxes lay half-open and empty on their sides, a shop vacuum sits abandoned in the middle of the room, ceiling panels are yet to be installed, exposing HVAC and air ducts above. Amid this mess, Truett indicated where the new render farm—15 to 20 high performance computers linked together to process and render computer generated imagery—will go. “We will need the processing power,” Truett said. Truett also pointed out where his office will go, in the back corner where a president’s office is supposed to go. I ask if it’s going to be all his. “The corner office will be all mine..until we run out of space.”

Catalyst Award

AN INVITATION TO MAKE THE WORLD BETTER

You must be the change you wish to see in the world.

—Ghandi



environment, and (5) creating tools or information that will support positive change.

This year the fourth grant will be awarded. Past grant recipients have helped low-income people start savings accounts, written grants for sustainable development on Native American reservations, and helped raise awareness of the interaction between community activities and wildfire risk.

Starting next year, the Catalyst founders will ask PPPM alumni to help turn the Catalyst Award into a permanent PPPM grant by contributing to an endowment. This is the beginning of a five-year campaign called Be the Change. The goal is to raise \$25,000, guaranteeing that the Catalyst Award will be available to PPPM students for many generations.

We all know Margaret Mead’s famous quote about how committed people can change the world. But the Catalyst founders believe it is not just about the end result. It is about the desire to try. They want to nurture that desire. Join them in encouraging students to explore their potential to be a positive force for change. By doing so, you too can “be the change.”

Donations are tax deductible. For more information about contributing to the Catalyst Award, contact Cindy Lundeen, A&AA Development Office, (541) 346-0894 or clundeen@uoregon.edu.

Remember when you were young and idealistic? You thought you could change the world overnight. You spent hours in the Hendricks Hall bunker and at High Street debating how to do it. By now you probably realize that it might take a little bit longer than you thought. All those distractions: a partner, a job, kids, pets, a house, those pesky gray hairs.

A few years ago, four of your fellow planning, public policy and management (PPPM) graduate students (Elizabeth Caraker, Kirstin Greene, Denise Jackson, and Jill Lave) were remembering how idealistic they were in school and how the PPPM department and the other PPPM students supported and nurtured that idealism. They wanted to help the PPPM department support those students who wanted to make the world a better place. So four years ago, they started the Catalyst Award in collaboration with the PPPM department and the School of Architecture and Allied Arts. The award provides an annual \$1,000 grant, supported by our annual donations, to a PPPM student who wants to make a positive difference in the world.

The specific mission of the Catalyst Award is to advance the activities of undergraduate and graduate students in PPPM who have an interest in making positive changes in the world. These changes may include, but are not limited to, (1) raising awareness and inspiring others to act, (2) influencing the design of the built environment, (3) improving social and cultural health, (4) protecting or improving the physical and natural



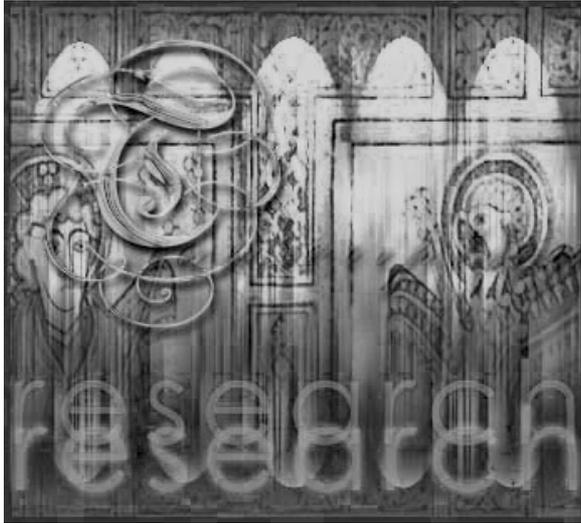
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GIVING OPPORTUNITIES

We have many exciting ideas for the future of PPPM and for our work with students and communities. Any external financial help is essential to make these visions realities. If you are interested in donating to PPPM or one of its scholarships, you can give online at www.supportuo.uofoundation.org and fill in your choice in “other” and “additional comments.”

In 2008–9, we have identified our special priorities:

- Renovation of PPPM’s Conference Room 100
- Upgrading computers in the PPPM student computer lab
- Student research and travel opportunities
- Student scholarships
- Student events and activities

For those interested and able to provide more substantial gifts of support, please contact the PPPM department chair, Marc Schlossberg, at 541-346-2046 or schlossb@uoregon.edu.

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