From FLC to RFP:
Starting a ‘Sustainable City Year Program’
on a College Campus

Jillian Buckholz, Karina Garbesi, Craig Derksen,
Lonny Brooks, and Nina Haft

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California Higher Education Sustainability Conference
Acknowledgements

City of Hayward
• Mayor Barbara Halliday
• City Council: Sara Lamnin, Francisco Zer meno, Marvin Peixoto, Al Mendall, Elisa Marquez, and Mark Salina
• City Manager: Kelly McAdoo
• Staff Partners: Erik Pearson, Mary Thomas, Jeff Krump, Leigha Schmidt, Stacy Bristow

Faculty
• Project Leads: Craig Derksen, Kerry Rorhmeier, Chris Chamberlain
• Faculty Partners: Lonny Brooks, Ian Pollock, Mary Fortune, David Muela, Nancy White, Reza Akhavian

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The Foundations

- **AASHE 2014: Sustainable City Year Program Workshop**
  - Profs. Nico Larco and Marc Schlossberg, Co-Founders, University of Oregon
  - Attending
    - Cal State East Bay Office of Sustainability Staff (Jillian Buckholz)

- **EPA Region 9 Letter to President and Provost**

- **CHESC 2015**
  - University of Oregon and EPA Region 9
  - [EPIC-N](#) (Educational Partnerships for Innovation in Communities Network) Representatives
  - Attending
    - Cal State East Bay Center for Community Engagement Staff (Andrea Wells)
    - Faculty Director of Environmental Studies (Karina Garbesi)
    - City of Hayward, Environmental Services Manager (Erik Pearson)
University of Oregon Sustainable City Year Program Model
Faculty Learning Community (FCL): AY15/16
Faculty Learning Community AY15/16: Community Engagement and Sustainability

• Five Faculty Members
  • Karina Garbesi (Environmental Studies)
  • Lonny Brooks (Communication)
  • Craig Derksen (Philosophy)
  • Nina Haft (Theatre & Dance)
  • Michael Lee (Geography / International Studies)

• Two Support Staff
  • Jillian Buckholz (Office of Sustainability)
  • Andrea Wells (Center for Community Engagement)

• One City of Hayward Staff
  • Erik Pearson (Environmental Services)
Faculty Learning Community (FLC): Process

Jan-Feb
- **IS THE SCYP PROGRAM FEASIBLE AT CSUEB? YES**
  - Scanned hundreds of SCYP projects in EPIC N Network.
  - Reviewed for suitability to CSUEB coursework

Mar-Apr
- **IS AY16/17 PARTNERSHIP WITH THE CITY OF HAYWARD VIABLE? YES**
  - April 6: FLC meeting with President Morishita (approved/fund match)
  - April 7: FLC meet with City Manager, Fran David, and staff at City Hall.
  - Partners provisionally approve fund matching.

May-Jun
- **CAN WE FIND FACULTY STAFF MATCHES ON CITY PROJECTS? YES**
  - May 11: Matchmaking meeting, 1 – 3pm Biella Room (30 participants), with on-going project refinements
  - June 28: City Council Meeting to approves CSUEB-City Partnership
  - Summer? Project scoping and preparation for SCYP courses.
Pioneers for Sustainable Communities (P4SC): Pilot Year with City of Hayward
Organizational Structure

- Housed in Academic Affairs, Office of Sustainability
- Two faculty co-chairs
  - Garbesi (Environmental Studies)
  - Derksen (Philosophy)
- One part-time staff
  - Program coordinator
- Two advisory faculty (from FLC)
  - Nina Haft (Dance)
  - Lonny Brooks (Communications)
# Program Structure: 19-month Process

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<th>City 1</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
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<td>Student writers work on reports</td>
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<td>Final Reports Due / City Invoiced</td>
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| City 2                          |     |     |     |     |     |     |     |     |     |     |      |     |
| Release                         |     |     |     |     |     |     |     |     |     |     |      |     |
| Interviewed                     |     |     |     |     |     |     |     |     |     |     |      |     |
| Announce Partner Selection      |     |     |     |     |     |     |     |     |     |     |      |     |
| Match-making for projects       |     |     |     |     |     |     |     |     |     |     |      |     |
| MOU and Final Project Selection |     |     |     |     |     |     |     |     |     |     |      |     |
| Staff-Faculty Course Planning   |     |     |     |     |     |     |     |     |     |     |      |     |
# Overview of Projects AY 16/17

Five City Projects Involving **5 Full Courses (RED)**; 12 Partial Courses (Black), 8 Funded FTE.

<table>
<thead>
<tr>
<th>Project</th>
<th>Fall Courses</th>
<th>Winter Courses</th>
<th>Spring Courses</th>
<th># Faculty</th>
<th># Sections</th>
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<tbody>
<tr>
<td>Art Master Art Plan</td>
<td>REC 2200(2)</td>
<td>REC 3510(2) REC 3300(1)</td>
<td>REC 4000(1)</td>
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<td>6</td>
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<td>San Lorenzo Creek Landuse</td>
<td>GEOG 3030(1)</td>
<td>GEOG 3030(1)</td>
<td>GEOG 4605(1)</td>
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<td>Composting and Littering</td>
<td>PHIL 3151(1) HUM 2010(1)</td>
<td>COMM 4107(1) COMM 3004(1)</td>
<td>COMM 4107(1) HDEV 3203(1)</td>
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<td>6</td>
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<td>Building Seismic Safety Survey</td>
<td>CMGT 4800</td>
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<td><strong>TOTAL</strong></td>
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<td><strong>12</strong></td>
<td><strong>16</strong></td>
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Overview of Impact

- 4 main city projects
- 12 courses & 12 faculty
- 7 departments
- 16 sections
- 2 colleges
- 10 reports to the City
- ~425 students
- ~25,000 students hours engaged in the community
Diversity of Participating Departments

- Hospitality, Recreation & Tourism
- Anthropology, Geography, and Environmental Studies
- Communication
- Liberal Studies
- Engineering
- Philosophy
- Human Development & Women's Studies
Research, Activities, and Products

Research Method Utilized in P4SC Class
- Literature reviews
- GIS surveys
- Social surveys on attitudes and behaviors
- Building design surveys

Activities
- Zero waste game jam
- City cleanup events
- Presentations to City Leadership

Products
- Recycolution Game
- GIS data layers and maps
- Videos of dumping cleanup (to create affinity with city workers)
Findings & Conclusions
Faculty Learning Community: Findings

• Elements that create best fit for SCY Program Model
  • Research university with professional degree programs that most potently support the kinds of projects that cities tend to be looking for
    • E.g. urban planning and policy, architecture, engineering, design, and law
  • Both to increase the potential number of participating faculty, and because graduate students are more capable of producing high quality reports with less supervision
  • Strong administrative support (which we had!)
  • Semesters better than quarter for project completion
Faculty Learning Community: Conclusions

• Conclusion: CSUEB is a marginally good fit to the program
  • Cons:
    • Few professional masters programs
    • Primarily a teaching institution
    • Few of the best-fit majors
  • Pros
    • Strong alignment with the University’s Community Engagement and Sustainability Goals
    • Enthusiasm for partnership on part of the City
Lessons Learned: Difficult to manage but worthwhile

In adequate bandwidth to court second city during pilot year
  • RFP issued in February, failed to produce 2nd year partner
  • Revised approach: Use FLC in AY17/18 to identify new partners
Little leverage or control over participating faculty, city staff, and students
  • Some individuals unresponsive or did not follow through (limited bandwidth?)
Projects can escape the MOU
Potential improvements in operations
  • Social survey process takes time! (IRB, city approval, dissemination mechanisms) Faculty need notice and process primed in advance
  • Bureaucracy needs conditioning to facilitate rapid procurements, field-work waivers etc.
  • Procurements restrictions (drones, cameras, software, etc)
Need a strong managements team (make difficulty manageable)
Ultimate Outcome:
Very significant benefits to the City and the students

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