

► Please see **IMPORTANT NOTES** at the end of this document.

WHEN YOU ENGAGE AN OUTSIDE PR CLIENT YOU ARE REPRESENTING BOTH PPD AND THE UNIVERSITY. MANY OF THE OPPORTUNITIES BELOW ARE OFFERED BY REPEAT CLIENTS WHO HAVE HAD GOOD EXPERIENCES WITH PREVIOUS MURP STUDENTS. HELP CULTIVATE BOTH NEW AND PREVIOUS CLIENTS. YOUR PROFESSIONAL FUTURE DEPENDS ON IT!

DESCRIPTION	CLIENT/Site Contact Info
<p>1. Follow up of prior work by Yuen Wang's 2012 PR re: "Forgotten Stream" to take it to a development-ready level.</p> <p>2. A partnering effort with Prof. Joe DiMento to look at gaps in OC policy & practices with legal mandates in place re. sustainability, climate change, social equity, etc. in the AB 32/SB 375 laws, in the Fed transportation grant rules, etc. -- with possible case example being the proposed Fwy 405 widening that, from all appearance, is in avoidance of these laws.</p> <p>3. Assist Green Orange in examining opportunity sites to stitch together a business case for eco-hamlets, multi-family mixed use development that might turn the corner for OC sprawl.</p> <p>4. Examination of data that Prof. Houston had developed for LA area and Fwy 710 that might apply to increasing health issues for seniors and young children here in OC that touches on air quality, asthma incidence, obesity, etc.</p>	<p>Anh-Tuan Le, PE Green Orange (714)726-2762 cell anhtuanl@uci.edu</p> <p>(I'm flexible to shape topics to suit MURP goals and student profiles. The above are 'think aloud' responses, we can refine them, together, to suit project objectives, time frame, and resources.)</p>
<p>5. Examining the gaps in policies and practices in OC government relative to transportation and senior mobility. There's lots of tokenism, demand far outstrips supply due to fragmented planning and intermodal connectivity.</p> <p>6. Look at SR 22 Phase 1 as case example of what was required in EIR mitigation, versus what was actually done. What was promised vs. what was actually delivered. This requires drilling inside files of OCTA where I serve in Oversight Capacity representing District One.</p> <p>7. Attitudes of OC residents toward sustainability and environmental stewardship and how it affects personal behaviors, comparative with populations in other regions, etc.</p> <p>8. OC's shifting demographics and the challenges and opportunities for achieving more environmentally sound policies and practices...looking in short-term and long-term strategies -- (for Education, Public Sector, Non-Profit, Government)</p>	<p>Anh-Tuan Le, PE Green Orange (714)726-2762 cell anhtuanl@uci.edu</p> <p>(I'm flexible to shape topics to suit MURP goals and student profiles. The above are 'think aloud' responses, we can refine them, together, to suit project objectives, time frame, and resources.)</p>

<p>We are currently working on a project with various Tribal nations to build affordable housing for them across the U.S. The issues at hand are the Tribal Nations need for affordable housing but their lack of knowledge of IRC § 42 and the abnormal spike in demand for affordable housing and market rate housing on tribal land as a result of hydraulic oil fracking. Fracking is causing a housing boom across the Midwest, most of which is on tribal land. The result of this research should serve as a roadmap for the tribal housing authorities to follow to address their housing needs.</p>	<p>Sean T. Pate Founder/CEO The Pate Foundation 575 Anton Blvd. Suite 1100 Costa Mesa, CA 92626 949.777.6938 (p) 949.271.4565 (f) 949.307.3223(c) spate@thepatefoundation.org</p>
<p>Transportation Funding Strategy</p> <p>In the 2012 RTP, SCAG acknowledged the considerable challenges associated with financing transportation investments. The plan highlights the importance of finding new and innovative ways to pay for transportation, including our ever-expanding backlog of investment needs just to maintain the existing transportation system. This study will consider a number of congestion pricing strategies to determine how they can help meet regional goals, develop recommended strategies, and identify specific implementation actions that the region might pursue. "Congestion pricing" refers to a category of market-based solutions designed to make the best use of our existing investments in highway, roadway, and/or parking infrastructure and improve the performance of the regional transportation system - including cars, trucks, and buses.</p>	<p>Wallace Walrod, PhD Vice President of Research Orange County Business Council <wwalrod@ocbc.org</p>
<p>Information Technology Cluster Competiveness Project</p> <p>This economic development project will implement a new approach for engaging business and education stakeholders in an intensive planning process concerning the education and training needs of companies in Information Technology (IT) across Orange County. The Project will produce a series of short-term outcomes, including increased placements of new and returning workers into IT positions; skills upgrade of incumbent workers already in the Orange County IT industry; and prepare a greater number of high school students for entry-level IT jobs or advanced IT training. Long-range outcomes include increasing the availability of a large pool of skilled IT workers, and increasing capacity of the workforce system partners to support a wide range of IT business needs.</p>	<p>Wallace Walrod, PhD Vice President of Research Orange County Business Council <wwalrod@ocbc.org</p>

<p>Comprehensive Economic Development Strategy (CEDS) for Orange County</p> <p>The OC CEDS provides the roadmap for government, and the nonprofit community to collaborate more effectively in ensuring Orange County's quality of life is available to everyone, particularly in qualified Red-Zone census tracts. The CEDS is an economic development planning tool which provides an opportunity for the County to understand the needs and ensure that collaboration occurs with Orange County municipalities. The data, maps and appendices include the most recent research available on high unemployment and low-income communities. The report presents economic and social indicators to create targeted economic development goals and objectives.</p>	<p>Wallace Walrod, PhD Vice President of Research Orange County Business Council <wwalrod@ocbc.org</p>
<p>Orange County Workforce Housing Scorecard</p> <p>A first-of-its-kind examination of the past, current and future supply of housing in Orange County was last updated in 2008. The product of over a year of research by OCBC Vice President of Research, Dr. Wallace Walrod, the Scorecard has acted a starting point to foster dialogue to address the critical shortage of workforce housing throughout Orange County. This year-long, critically acclaimed research report addresses the crucial relationship between housing supply, workforce development, affordability and business competitiveness in Orange County. It concludes that if present supply and demand trends continue, the jobs-to-housing ratio in 2030 will be severely unbalanced. As a result, affordability will continue to decline, many more residents will be priced out of the market, and the number of workers commuting into the county for jobs will continue to grow.</p>	<p>Wallace Walrod, PhD Vice President of Research Orange County Business Council <wwalrod@ocbc.org</p>
<p>I am interested in a PR that examines Long Beach's housing conditions, based on a thorough review of 2010 census data. As I prepare to work on Long Beach's upcoming Housing Element, I would like updated data and statistics re: housing conditions, housing construction and suitability of sites for affordable housing construction. To date, I am not aware of any resource that has utilized 2010 census data to compile a comprehensive review of housing conditions in Long Beach, especially the housing conditions and availability of housing for the LB's low income residents.</p>	<p>Susanne Browne Senior Attorney Legal Aid Foundation of Los Angeles 601 Pacific Avenue Long Beach, CA 90802 Direct Line: (562) 304-2520 Fax: (562) 435-7118 sbrowne@lafla.org</p>

<p>I am looking for students to do a wide range of projects at Santa Ana Unified School District:</p> <ul style="list-style-type: none"> - Demographics and GIS - Recreating school boundary and student housing scenarios (based on impacts of new construction) - Safe routes to schools and street improvements to encourage student safety - District Master Planning - American with Disabilities Act Transition Plans - School site constraints analysis - Energy conservation and greening SAUSD, through behavioral modifications - Charter school relocation/organization - State School Facility Funding for School construction and modernization, including portable removal and site improvements (playground/field, circulation, etc). <p>In addition, we are open to suggestions and are happy to brain storm ideas with new prospects.</p>	<p>Tova K. Corman, UCI MURP'04 Senior Facilities Planner Santa Ana Unified School District (714) 480-5371 <Tova.Corman@sausd.us</p>
<p>The City of Oakland would like two students, if possible to address the following topic on parallel projects:</p> <p>Evaluate the City's process and resulting product for Streetscape projects. What is the vision, and what is the actual ending project?</p> <p>Presently, projects are designed by the Planning Division with the input of the community in which the project is located. These community-approved projects are then relayed to Transportation Planning and Engineering Division for implementation. Often the vision cannot be reconciled with on-the-street realities. We would like to accomplish the following items:</p> <ol style="list-style-type: none"> 1. Document our current practice through examination of documents and interviews with staff and stakeholders. 2. Show the gap between community/planning request and engineering reality. 3. Make recommendations on how to improve our process or recommend other changes. <p>This type of project will educate students on the importance of close coordination with civil and traffic engineers (and maintenance staff) that is necessary to fully enact community plans as envisioned. The newest and brightest stars in the planning profession are going to be those that can not only envision the future and bring the community and electeds along in creating that, but also be able to implement that vision. Far too many plans remain good ideas that sit on the shelf. We need to change that in order to provide real value and</p>	<p>Iris Starr, AICP Division Manager of Transportation and Infrastructure Plans and Programming City of Oakland Public Works Agency APWA Accredited Agency 250 Frank H Ogawa Plaza, Ste 4314 Oakland, CA 94612 (510) 238-6229 (510) 238-6428 Fax istarr@oaklandnet.com</p>

<p>improvements in our communities.</p>	
<p>The Farm School Project is an effort to reclaim, restore, preserve, and protect three historic buildings (ca. 1910), located on the UCI campus. This project aims to establish the historical significance of these buildings and commence the process, which would eventually accomplish their inclusion in the California Register of Historical Resources, and State and National Registries of Historic Places.</p> <p>As you know, I was very happy to work with planning students Connie Chauv and Chen Ouyang earlier. They both brought great deal of energy, hard work, and useful input to the Farm School Project.</p> <p>If you have any students this year who are interested in historical preservation and especially the process of national historic preservation, then I would be grateful if you send them my way. The work that is unfinished is the application process with most of the material in place. The writing required extensive editing and I just didn't have enough time to devote to it to meet the deadlines. This would be a great opportunity for a student who is interested in such a project (or the continuation of what we started last year).</p>	<p>Ece Batchelder UCI Social Sciences (949) 725-6461 <ebatche@uci.edu www.farmschoolproject.org/</p>
<p>I have tons of content about community planning, development, and marketing since the 1960s that I would like to share with the industry and also monetize it. I've hesitated because, as an older guy, technology and social media have gotten by me.</p> <p>If one of the assignments for a "Professional Report" could be to create a strategy and plan to market my stuff in this "new world," let me know. I think student exposure to my case studies would be most instructive.</p> <p>Another PR might be an evaluation of the alternatives for publishing an eBook. In the next few weeks I will complete the manuscript for my second book, which is entitled "Beacons of Hope for the Housing Industry." I'm interested in my alternatives regarding how to get this book to the widest possible distribution.</p>	<p>John Martin Martin & Associates 729 W. 16th Street, Suite C3 Costa Mesa, CA 92627 (949) 400-4104 - mobile (949) 706-5514 - office</p>

Tips on Finding a PR Client and Topic

- Scan the entire document because most topics span categories. (Listing is in order of date received.)
- Also, many single sites offer multiple opportunities.
- The project descriptions (submitted by the clients) are only points of departure. Students and clients must further negotiate contractual expectations.

- Apply directly to the prospective clients.
 - Initial contacts are job interviews! Do your homework about the client's entity.
- Prepare to explain how you will become a resource for the client.
--Also ask enough questions to ascertain that *your* goals will be adequately met.
--Other MURP students may be also be applying for the same placement.

► **DEADLINE:** For PPD292 (Professional Report), you must submit a *client-student agreement* and a *draft problem statement* by **Friday, October 5**. Details and an update will be e-mailed around mid-September.

Good Luck!--*Ken Chew*
PPD292 Instructor (Fall 2012)