

► 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. Research on the costs of public subsidies for Orange County public-private development projects.</p> <p>Literature review on public subsidies debate and methods of analyzing costs and benefits of subsidies (from academics, public administration/private financiers, and advocates), both direct and indirect. Drawing from literature review, develop rubric for evaluating direct and indirect costs of subsidies. Apply to specific Orange County projects.</p> <p>2. Local hiring program review and recommendations</p> <p>Identify Orange County's need for local hiring program through demographic and economic research, particularly on sourcing of hires for past public works or publicly subsidized projects (look at San Francisco's public works hiring analysis as one example for methods). Conduct review of existing local hiring programs in other regions or municipalities. Research/review existing workforce development initiatives (public, private and nonprofit) in Orange County, with particular emphasis on construction careers. Interview key stakeholders – City/county ED and workforce development staff, building trades, business council, nonprofits. Conduct cost-benefit analysis of local sourcing. Develop recommendations and requirements for local hiring program options in Orange County.</p>	<p>Clara Turner                  Policy Analyst                  OCCORD                  13252 Garden Grove Blvd                  Suite 209                  Garden Grove, CA 92843                  Office: (714) 621-0919                  FAX : (714) 750-2683                  Email:                  cturner@occord.org</p> <p>I included some details about what we envision the projects' outlines to look like, but those could be flexible.</p>
<p><b>Subject:</b> Emission credits for the WRCOG HERO Program  <b>Objective:</b> Determine how WRCOG and its member jurisdictions can possibly receive emissions credit for the HERO Program.</p> <p><b>Proposal:</b> With the proposed adoption of the South Coast Air Quality Management District's 2012 Air Quality Management Plan, and recently adopted Southern California Association of Governments Sustainable Communities Strategy, WRCOG is interested in determining what emission credits, if any, could be quantified and used towards any member jurisdictions emission reduction goals.</p>	<p>Barbara Spoonhour,                  Director of Energy and Environmental Programs.                  Western Riverside Council of Governments                  4080 Lemon Street, 3rd Floor, MS-1032                  Riverside, CA 92501-3609                  Phone: (951) 955-8313                  Cell: (951) 205-6734                  Fax: (951) 787-7991                  Spoonhour@wrcog.cog.ca.us</p>

<p>1. Prepare a white paper on Yorba Linda Water District's current service capacity and how it can accommodate service under two scenarios: 1) Sage Community Group's "Cielo Vista" project; and 2) Cielo Vista and the potential Yorba Linda Estate's "Esperanza Hills" project. The white paper can be focused on both domestic water service and also emergency fire flow. Additionally, the research should be focused on how these two scenarios could potentially affect the surrounding residential communities in this geographic area. Research will involve working directly with OC Planning staff and also communicating with staff from Orange County Fire Authority and the Yorba Linda Water District to obtain information.</p> <p>2. Prepare a white paper related to development of guidelines involving the State Water Resources Control Board's recently adopted new policies for onsite wastewater treatment systems (i.e. septic). The white paper could include research on what other counties and cities in California are doing to address the issue of how potential future home improvements/development projects would be impacted, particularly rural development with nearby creeks.</p>	<p>Channary Leng, MURP</p> <p>Manager, Current &amp; Environmental Planning        Orange County Public Works/Planning</p> <p>Channary.Leng@ocpw.org        cgov.com</p> <p>(714) 667-8849</p>
<p>Future Redevelopment Programs and Incentives</p> <p>Up until last year, the City of Anaheim maintained an active Redevelopment Agency that promoted economic development within six redevelopment project areas totaling over 4,000 acres. Due to the recent demise of Redevelopment in California, the City is faced with the challenge of encouraging economic development within these areas with limited resources. We are seeking assistance in identifying tools and practices that the City could employ in order to ensure that the revitalization of these areas continues despite the loss of an important economic development tool.</p>	<p>Jonathan E. Borrego,        AICP        Principal Planner        Anaheim Planning        Department, Planning        Services Division        200 South Anaheim        Boulevard Suite 162        Anaheim, CA 92805        Office: (714) 765-5016        Fax: (714) 765-5280        E-mail:        JBorrego@anaheim.net</p>

<p><b>Bike Share System Usage Analysis</b></p> <p>Bike Nation, an Orange County-based company, is getting ready to launch Southern California's first municipal bicycle sharing system in Anaheim. The initial system will include ten bike share stations with approximately 100 bicycles in service. The bike stations will be located around some of the City's key destinations within The Anaheim Resort and Platinum Triangle areas. As part of the City's agreement with Bike Nation, the company is required to collect usage data. The City is seeking assistance in compiling and analyzing this information in order to identify usage patterns and potential strategies to ensure the system's future success.</p>	<p>Jonathan E. Borrego, AICP Principal Planner Anaheim Planning Department, Planning Services Division 200 South Anaheim Boulevard Suite 162 Anaheim, CA 92805 Office: (714) 765-5016 Fax: (714) 765-5280 E-mail: JBorrego@anaheim.net</p>
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### 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)