

**Sustainable City Year Program:**  
*Communications Guide*  
*& Recommendations*



*By Chloe Jurva, Abby Jones, and Sophie Sebastian*  
*Allen Hall Public Relations 2023-2024*

## *Communications Guide*

*Digital:*

Color guide & mood board:



Font guide:

Serif:

- **Fraunces; *Fraunces*; Fraunces; *Fraunces***

Sans serif:

- **Aileron; *Aileron*; Aileron; *Aileron***

Past post series:

Student spotlights:

- Basic information:
  - Name, SCYP course, major, year in school
- Their experience
- Visuals of experience and/or final project

*Example:*



**STUDENT SPOTLIGHT**

**Aliza Benor**  
Course: PPPM 410  
Transportation Policy  
THIRD YEAR PUBLIC POLICY,  
PLANNING, AND MANAGEMENT  
STUDENT

**Aliza's Experience**

Check out Aliza and her team's analysis and recommendations for four West Coast cities on integrating electric vehicles into climate action plans! They presented insights to Eugene and Salem. Swipe to see their project!



**ELECTRIC VEHICLE INCLUSION IN CLIMATE ACTION PLANS ACROSS THE US WEST COAST**

By Avery Cifone, Evan Fenton, Sebina Aliza Benor

**PROJECT STATEMENT**

Climate change is a concern shared by the world, and we have seen a rise in electric vehicle (EV) sales in recent years. The Sustainable City Year Program (SCYP) is a non-profit organization that provides opportunities for young people to work on environmental projects. The goal of this project is to analyze the current state of electric vehicle inclusion in climate action plans across the US West Coast and provide recommendations for improvement.

**RESULTS AND IMPLICATIONS**

The results of this project show that while there is a general trend towards including electric vehicles in climate action plans, there is still room for improvement. The report highlights several key findings, including the following:

- The majority of climate action plans in the US West Coast include electric vehicle targets, but these targets are often not specific enough to be effective.
- There is a lack of consistency in the way electric vehicle targets are set, which makes it difficult to compare progress across different cities.
- Many climate action plans do not include electric vehicle targets for all modes of transportation, such as public transit and active transportation.
- There is a need for more comprehensive electric vehicle targets that take into account factors such as vehicle ownership, usage, and infrastructure.

**CONCLUSION**

This report provides a comprehensive analysis of the current state of electric vehicle inclusion in climate action plans across the US West Coast. The results will inform the development of recommendations for improvement. The report also highlights the importance of continued research and monitoring to ensure that electric vehicle inclusion continues to improve over time.

### Class spotlights:

- Course title, subtitle, professor
- Brief and easily digestible description
- Potential visual aids

*Example:*

**about SCYP  
winter classes:**

**J 463: ENGAGED  
JOURNALISM**

Co-creating knowledge  
in local news and civil  
engagement



FACULTY: ANDREW  
DEVIGAL



SCYP  
Sustainable City Year Program

**NEWS**

The course aspires to be a conduit for community-driven solutions and aims to address information gaps within the City of Salem. Through a survey and community listening session, the course hopes to enhance local news and civic information's quality and reach and to build stronger, more resilient community bonds.

Announcements:

- Relaying information on new partnerships, events, etc.

*Example:*



**Get  
Excited**  
for our  
**NEW CITY  
PARTNER**

The Mountain  
Biking Capital of  
the Northwest

To be announced next  
week... stay tuned! 

Open until March 25

If you were in a SCYP-affiliated course this winter, fill out this form!



Chance to win  
two \$25 Duck  
Store gift cards

Your input is important to help us make improvements and assess the program's impact.

**We Are  
Hiring  
Students!**

Graphic Design Student

Student Assistant(s)

APPLY ON HANDSHAKE WITH YOUR  
RESUME AND COVER LETTER TODAY



End of year presentations:

- Course title, subtitle, professor; date, time, and location of event

*Example:*

**It's time for  
SCYP final  
presentations!**

Experience the applied projects students from SCYP courses developed in partnership with the City of Salem!

**J 454:  
PR  
Campaigns**

Atilla Schillinger, Faculty

Climate Outreach (Heat pumps)

**Wednesday, March 6 2-2:40 p.m.**  
GSH130 or Zoom

Future post series ideas:

- Faculty spotlights

*Traditional PR:*

News release information:

Boiler plate:

“About the Sustainable City Year Program

Established in 2009, SCYP is now in its 14th year of partnerships with Oregon communities.

SCYP partnerships connect University of Oregon students with local communities to implement real change drawing directly from community-identified issues. Through hands-on learning, SCYP harnesses the innovation of students and faculty to offer communities unique perspectives and ideas. Communities emerge from SCYP partnerships with increased community outreach, expanded conversations and cutting-edge solutions, while students emerge better prepared to enter the workforce.”

Pitch email template/example:

To: [Reporter's Name]

Subject: Pitch: \*\*

From: \*Name\*, Sustainable City Year Program Communications Team

[Reporter's Name],

My name is \_\_\_, and I'm part of the communications team for the Sustainable City Year Program at the University of Oregon. I've been following your coverage of \_\_\_\_\_ in the \_\_\_\_\_ area.

I wanted to share some exciting news with you about our upcoming partnership between the University of Oregon's Sustainable City Year Program (SCYP) and the City of \_\_\_\_\_ that aligns with your interest in \_\_\_\_\_.

As part of this partnership, UO students and faculty will collaborate with the City of \_\_\_\_\_ to address city-identified projects and issues. SCYP aligns university resources with high-priority projects identified by \_\_\_\_\_, offering courses in business, journalism, architecture, geography, planning, and public administration.

\*Describe the event and its importance. Highlight the aspects of the event that would appeal to the journalist you are pitching to specifically.\*

To delve deeper into this exciting initiative, I would like to offer the opportunity for an interview with Marc Schlossberg, the founder of SCYP. Marc can provide valuable insights into the goals and potential impact of this partnership.

I believe this partnership story would be of great interest to your readers in the \_\_\_\_\_ area, and I'd be happy to provide further information or facilitate interviews with \_\_\_\_\_.

Looking forward to your interest and response.

Best regards,

\*Name\*

Sustainable City Year Program Communications Team

Email: \*\*

## *Recommendations:*

### Opportunity statement:

Through our observations and qualitative data from interviews, we identified a significant gap in students' understanding of the SCYP program within SCYP classes. Many students were unaware of the SCYP program until the end of the term and did not understand how their projects and classes were connected to it. This presents an opportunity to enhance communication within SCYP classes. By clearly articulating the program's objectives and relevance from the outset, we can ensure students are more engaged and aware of how their work contributes to the SCYP goals. Implementing these improvements will foster a deeper connection to the program and enhance the overall educational experience.

### Objective 1: To spread awareness

- *Strategy 1:* Improve internal communications to increase understanding of the program in SCYP classes.
  - *Tactic 1:* Brief each SCYP professor with information regarding the SCYP program—reaching out preferably in person or on zoom.
  - *Tactic 2:* Provide each professor with a slide deck to present to their class—outlining the SCYP's history and mission; its past successes; its goals for that academic year; that year's chosen city; and how their class will contribute to the city and program as a whole.