# FIFTH ANNUAL SUSTAINABLE CITY YEAR CONFERENCE

March 13-16, 2016 San Diego State University & The Prado at Balboa Park San Diego, CA

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SDSU Sage Project





# FIFTH ANNUAL **SUSTAINABLE CITY** YEAR CONFERENCE San Diego, CA

March 13-16, 2016 San Diego State University & The Prado at Balboa Park

The 5th Annual Sustainable City Year Conference is sponsored by















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# **SCHEDULE OVERVIEW AND TRACKS** | 2016 Sustainable City Year Conference

# SUNDAY | MARCH 13

## **LOCATION: SAN DIEGO STATE UNIVERSITY**

4:15 - 4:45 PM	Tour of LEED Platinum Certified Conrad Prebys Aztec Student Union	
5:00 - 7:00 PM	Registration and Welcome Receptions (Refreshments Provided)	
7:00 PM	Dinner on own	

# MONDAY | MARCH 14

## LOCATION: THE PRADO AT BALBOA PARK

	Established Program Track		New Program and Local Government Track
8:00 - 9:00 AM		Registration, Breakfast, and Welcome	
9:00 - 10:45 AM	Established SCY Program Roundtable, Part 1		How to Run an SCY Program Part 1
10:45 - 11:00 AM		Morning Break	
11:00 AM - 12:15 PM	Established SCY Program Roundtable, Part 2		How to Run an SCY Program Part 2
12:30 PM - 1:15 PM		Lunch	
1:30 - 3:15 PM	SCY 2.0: Growing and Innovating Programs		A View From Cities and Counties
3:15 - 3:30 PM		Afternoon Break	
3:30 - 4:30 PM	Leveraging Program Funding		Faculty and Student Panel
4:30 - 5:00 PM		Pecha Kucha: Great Projects, Part 1	
6:30 PM		Pub Crawl or Dinner Excursions	

# SCHEDULE OVERVIEW AND TRACKS | 2016 Sustainable City Year Conference

# TUESDAY | MARCH 15

## LOCATION: THE PRADO AT BALBOA PARK

	Established Program Track		New Program and Local Government Track
8:00 - 9:00 AM		Registration and Breakfast	
9:00 - 10:45 AM	Evaluating and Tracking Programs		Working with Cities and Stakeholders
10:45 - 11:00 AM		Morning Break	
11:00 AM - 12:15 PM	Communication Best Practices		Cities 101
12:30 PM - 1:15 PM		Lunch and Pecha Kucha: EPA Tools	
1:30 - 3:15 PM	EPIC-N Meeting 1		Faculty Recruitment
3:15 - 3:30 PM		Afternoon Break	
3:30 - 4:30 PM	Ouch! Lessons Learned		Adapting the Model to Different Institutions
4:30 - 5:00 PM		Pecha Kucha: Great Projects, Part 2	
6:30 PM		Dinner on own	

# WEDNESDAY | MARCH 16

## LOCATION: THE PRADO AT BALBOA PARK

	Established Program Track		New Program and Local Government Track
8:00 - 9:00 AM		Registration and Breakfast	
9:00 - 10:45 AM	9:00 - 10:45 AM EPIC-N Meeting 2		Just Start: Work Session for the Pilot Year
10:45 - 11:00 AM		Morning Break	
11:00 AM - 11:45 AM		Next steps (debrief)	
11:45 AM - 12:00 PM		Closing Remarks and Adjourn	

## **AGENDA**

# **SUNDAY | MARCH 13 | SAN DIEGO STATE UNIVERSITY**

4:15 - 4:45 PM Tour of LEED Platinum Conrad Prebys Aztec Student Union

Location: University Information Center (1st Floor)

5:00 - 7:00 PM Registration and Welcome Reception Location: 3rd Floor Terrace or Templo

Mayor, Conrad Prebys Aztec Student Union

Appetizers, beer, and wine

7:00 PM Dinner on own

# **MONDAY | MARCH 14 | THE PRADO AT BALBOA PARK**

7:30 - 9:00 AM Registration, Breakfast, and Welcome

Location: Ballroom

9:00 - 10:45 AM Session 1a: Established SCY Program Roundtable Part 1

Location: Alhambra Room

Learn what already-established SCY programs are up to through "lightning updates" on the status of their programs, how they depart from the SCY model, and challenges they are facing, and participate in an informal discussion of specific program needs that the newly established EPIC Network can assist

with. (Moderator: Mike Greco, U Minnesota)

Session 1b: How to Run an SCY Program, Part 1

Location: Ballroom

Learn the nuts and bolts of operating an SCY program, including benefits to university and community participants, funding models, internal program management, course selection, project-matching, and lessons learned. (Nico

Larco and Marc Schlossberg, U Oregon)

10:45 - 11:00 AM Morning break

11:00 AM - 12:15 PM Session 2a: Established SCY Program Roundtable, Part 2

Location: Alhambra Room

Session 2b: How to Run an SCY Program, Part 2

Location: Ballroom

12:30 PM - 1:15 PM Lunch Location: Ballroom

1:30 - 3:15 PM

Session 3a: Growing and Innovating Programs

Location: Alhambra Room

This session will highlight how the Universities of Colorado-Denver, Minnesota, and Tennessee-Knoxville have set aspirations and introduced innovations to their existing programs to fit their unique institutional, municipal, and political contexts, as well as challenges and lessons learned along the way. (Vickie Berkley, U Colorado Denver; Mike Greco, U Minnesota; Kelly Ellenburg (moderator), U Tennessee Knoxville)

Session 3b: A View From Cities and Counties

Location: Ballroom

City and county partners from Springfield, OR, National City, CA, Santee, CA, and Carver County, MN, offer insights into how and why cities participate in SCY programs, how they benefit from these partnerships, and lessons learned from their own partnerships with programs at the University of Oregon, the University of Minnesota, and San Diego State University. (Courtney Griesel, Springfield, OR; Nate Kabat, Carver County, MN; Brad Raulston, National City, CA; Kathy Valverde, Santee, CA; Moderator: Megan Banks, U of Oregon)

3:15 - 3:30 PM

Afternoon break

3:30 - 4:30 PM

Session 4a: Leveraging Program Funding

Location: Alhambra Room

Representatives from the National Science Foundation, the Wells-Fargo Foundation, and the San Diego Foundation will share their diverse perspectives on funding for university-city programs that work across disciplines, combine local implementation with workforce development, and transform the ways universities actually work in terms of addressing local sustainability issues. (Marie Uhle, National Science Foundation; Stephanie Rico, Wells-Fargo Foundation; Emily Guevara, San Diego Foundation; Moderator: Laura Bloch, Environmental Protection Agency)

Session 4b: Faculty and Student Panel

Location: Ballroom

Hear first-hand from faculty and students who have participated in the Sage Project at San Diego State University and the Hometown Colorado Initiative at the University of Colorado-Denver about their experiences working with the programs. (Mounah Abdel-Samad, Zohir Chowdhury, Karen Islas, Jeremy McKinstry, Kristen Maher, Piper Whalen, Andrew Novak (San Diego SU); Lori Catalano (U Colorado Denver); Moderator: Shawn Flanigan, San Diego SU)

4:30 - 5:00 PM

Pecha Kucha - Great Projects, Part 1

Location: Ballroom

Learn about exemplary SCY projects from programs across the country, presented in an entertaining and engaging Pecha Kucha-style format. (Mike Greco, U Minnesota; Jamie Masterson, Texas A&M U; Lori Catalano, U

Colorado-Denver)

6:30 PM

Pub Crawl or Dinner Excursions Departing from Porto Vista Hotel in Little Italy

# TUESDAY | MARCH 15 | THE PRADO AT BALBOA PARK

8:00 - 9:00 AM

Registration and Breakfast Location: Ballroom

9:00 - 10:45 AM

Session 5a: Evaluating and Tracking Programs

Location: Alhambra Room

Evaluating the outcomes and impacts of SCY programs is important to ensure programs are achieving their goals and objectives, and to secure funding and institutional support. This session will highlight current evaluation efforts and needs from three individual programs and will highlight efforts of the EPIC-Network more broadly. (Kelly Ellenberg, U Tennessee-Knoxville; Doug Moon, University of Minnesota; Marc Schlossberg, U Oregon; Moderator: Jason Vargo, U Wisconsin)

Session 5b: Working with Cities and Stakeholders

Location: Ballroom

Staff from Chico, CA, Culver County, MN, National City, CA, and Springfield, OR, as well as program staff from California State University-Chico and University of Colorado-Denver offer their perspectives on best practices for working with partner communities and engaging external stakeholders, including ideas for maintaining these relationships after the formal partnership ends. (Fletcher Alexander, California SU-Chico; Leslie Herman, Chico, CA; Brad Raulston, National City, CA; Courtney Griesel, Springfield, OR; Nate Kabat, Culver County,

MN; Moderator: Vickie Berkley, U Colorado-Denver)

10:45 - 11:00 AM

Morning break

11:00 AM - 12:15 PM

Session 6a: Communication Best Practices

Location: Alhambra Room

In an era of 24/7 news and information, gaining visibility for SCY programs, partnerships, and projects can be a challenge. This session will present best practices for communications and outreach, and highlight how programs at San Diego State University, University of Oregon, and Augustana College have used traditional and new media, events, and creative techniques to provide greater visibility and impact for their programs and projects. (Javier Inzunza, San Diego SU; Nico Larco, U Oregon; Tara Cullison, Augustana College; Moderator: Jessica Barlow, San Diego SU)

Session 6b: Cities 101 Location: Ballroom

Understanding how local government works is essential to a successful SCY partnership. This session will provide an introduction to local government—how it functions, the scope and limits of its powers, the role of staff and elected officials—for those who have limited experience working with municipalities. This session is appropriate for both new and established program staff, and attendees who represent local government are encouraged to attend to provide their personal perspectives. (Brad Raulston, City of National City, CA; Kathy Valverde, City of Santee, CA; Courtney Griesel, City of Springfield, OR; Moderator: Megan Banks, U Oregon)

#### 12:30 PM - 1:15 PM

Lunch and Pecha Kucha: EPA Tools

Location: Ballroom

Over lunch, hear about the Environmental Protection Agency's EviroAtlas, StormWater Calculator, and Green Infrastructure (GIWiz) Tools, in a fun Pecha Kucha-style. These useful tools for cities address energy, water, air, waste, and can be of use to researchers and cities alike or in collaboration. (Jessica Daniel,

José Zambrana, and Michael Nye of the EPA)

1:30 - 3:15 PM

Session 7a: EPIC-N Meeting 1 Location: Alhambra Room

A meeting of the Educational Partnerships for Innovation in Communities (EPIC) Network, representing colleges and universities from around the nation that have launched SCY programs. (Convener: Marc Schlossberg, U Oregon)

Session 7b: Faculty Recruitment

Location: Ballroom

Working successfully with course instructors is critical to implementing an SCY program. In this session, learn best practices for recruiting and working with faculty, as well as ideas for developing faculty skills related to sustainability education and community engagement. (Brian DeLevie, U Colorado-Denver; Elise Amel, U St. Thomas; Daniel Fernandez (moderator), California SU-

Monterey Bay)

3:15 - 3:30 PM

Afternoon break

3:30 - 4:30 PM

Session 8a: Ouch! Lessons Learned

Location: Alhambra Room

Hear about the challenges faced by fledgling and established programs and the ways they developed solutions on the fly. (Megan Banks, U Oregon; Jessica Barlow, San Diego SU; Harold Keller, U South Florida; Moderator: Nico Larco, U

Oregon)

Session 8b: Adapting the Model to Different Institutions

Location: Ballroom

In this session, learn about how to adopt and adapt the SCY program model to fit to different types of institutions such as small liberal arts colleges, undergraduate institutions, and large public versus small private institutions. (Elise Amel, U St. Thomas; Mike Greco, U Minnesota; Jaimie Masterson

(moderator), Texas A&M U)

4:30 - 5:00 PM

Pecha Kucha – Great Projects, Part 2

Location: Ballroom

Learn about exemplary SCY projects from programs across the country, presented in an entertaining and engaging Pecha Kucha-style format. (Kelly Ellenberg, U Tennessee-Knoxville; Vickie Berkley, U Colorado-Denver; Tara

6:30 PM

Pub Crawl or Dinner Excursions

Departing from Porto Vista Hotel in Little Italy

# **AGENDA**

# WEDNESDAY | MARCH 16 | THE PRADO AT BALBOA PARK

8:00 - 9:00 AM Registration and Breakfast

Location: Loggia Room

9:00 - 10:45 AM Session 9a: EPIC-N Meeting 2

Location: Loggia Room

Continued meeting of the Educational Partnerships for Innovation in Communities (EPIC) Network, representing colleges and universities from

around the nation that have launched SCY programs.

10:45 - 11:00 AM Morning break

**11:00 - 11:45 PM** Next steps (debrief)

Location: Loggia Room

11:45 AM – 12:00 PM Closing Remarks and Adjourn

Location: Loggia Room

# **IMPORTANT CONTACTS**

## Jessica Barlow, The Sage Project

jessica.barlow@sdsu.edu office: 619-594-3807 cell: 619-246-3928

# Melissa Escobedo, The Sage Project

mcescobedo78@gmail.com cell: 619-520-4214

#### Porto Vista Hotel

1835 Columbia Street San Diego, CA 92101 directorofrooms@portovistasd.com www.portovistasd.com/ 619-544-0164

# San Diego International Airport

3225 N Harbor Dr San Diego, CA 92101 www.san.org Information: 619-400-2404

# San Diego State University Police Department

24-hour non-emergencies: 619-594-1991

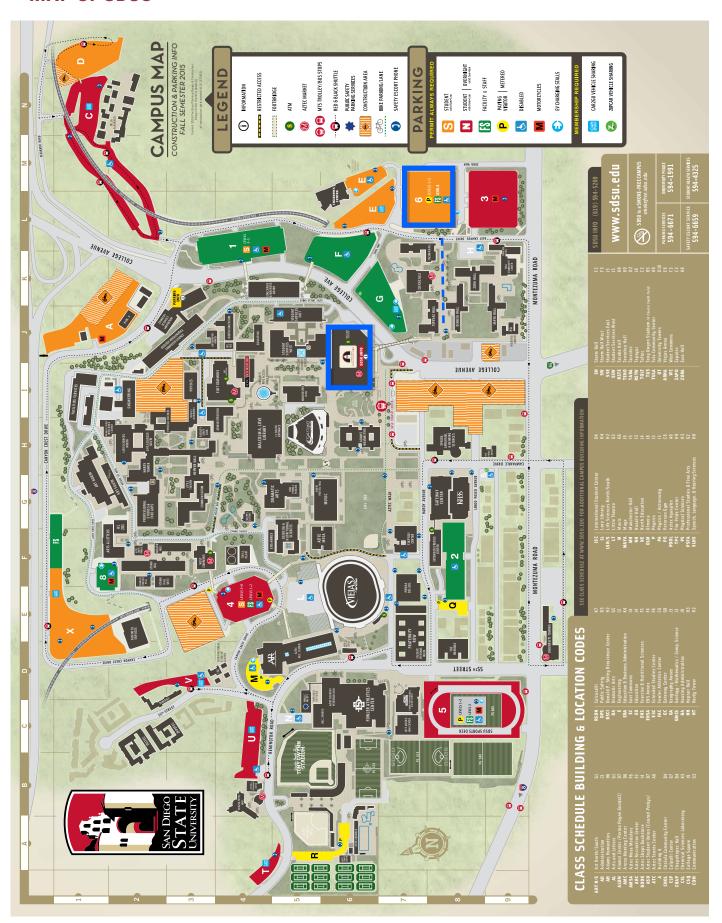
24-hour emergencies: 911

## San Diego Police Department

24-hour non-emergencies: 619-531-2000 or 858-484-3154

24-hour emergencies: 911

# **MAP OF SDSU**



# **MAP OF BALBOA PARK**



**Multi-Sports Field** 

Morley Field Dr.

San Diego Zoo

**\*** 

Marston House and Gardens 3525 Seventh Avenue

**©** 

Sports Complex

Florida Canyon

Hiking Trails **Morley Field**  Picnic Area Tiny Tots Play Area

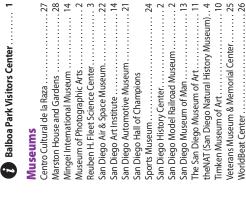
Velodrome Soccer Field

Boccie Courts Tennis Courts

Kearn's Pool

Fitness Course

Golf Course



San Diego Model Railroad Museum

2 Museum of Photographic Arts

House of Hospitality

San Diego History Center

Ē

1 Balboa Park Visitors Center

Village Pla

**Buildings/Museums** 

Park Blvd.

9

MTS Bus Stop

Restroom

·**E** 

24

Food

Tram Stop Garden

**Visitors Center** 

oth Avenue Playground

Taxi Stand

Parking

**(1) (1)** 

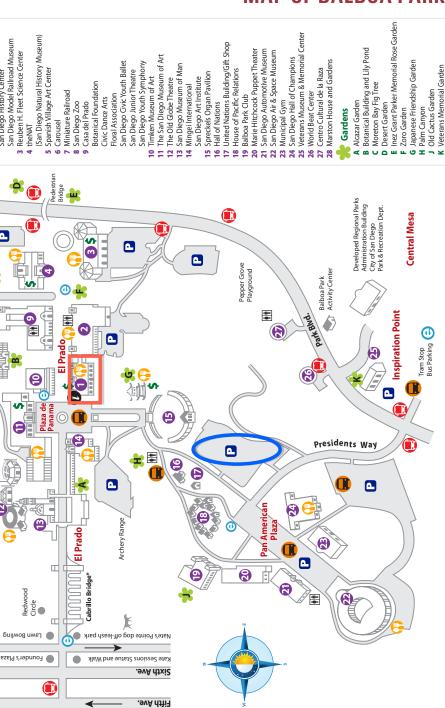
E-Kiosk

ATM

.evA dtxi2

Fifth Ave.

The Prado Restaurant1	
Gardens/Horticulture	
Alcazar GardenA	
Botanical Building and Lily PondB	
Desert Garden D	
Inez Grant Parker Memorial Rose Garden E	
Japanese Friendship Garden G	
Moreton Bay Fig TreeC	
Old Cactus Garden J	
Palm Canyon H	
Veterans Memorial Garden K	



Zoro Garden ..... F

## **DRIVING DIRECTIONS**

## San Diego Airport → Porto Vista Hotel

- Follow signs to exit terminal.
- Use right 2 lanes for ramp to I-5/Downtown
- Merge onto N. Harbor Dr
- Turn left on Grape St
- Turn right on Columbia St and the destination will be on left

Porto Vista Hotel 1835 Columbia St, San Diego, 92101, (619) 544-0164 https://goo.gl/maps/jt6kvfMbrJJ2

## Porto Vista Hotel → San Diego State University (reception)

- Head south on Columbia to W Elm St and make left.
- Turn left onto State St
- Turn right onto I-5 South freeway ramp
- Stay in right lanes and merge on CA-163 North
- Take ramp for I-8 freeway East towards El Centro
- Exit College Ave and go right at fork to stay on College
- · Pass light and stay in left lane to turn left into parking lot
- At stop sign make right and go into Parking Structure 6
- Use self pay stations near elevator
- Use footpath through residence halls to the footbridge which will take you to the Aztec Student Union

Tour meets at the University Information Center and Reception is at the 3rd FloorTerrace https://goo.gl/maps/ARs3DN6E1Kk

# San Diego State University → Porto Vista Hotel

- Head north on College Ave
- Stay in right lane and take ramp for I-8 West
- Merge onto ramp for CA-163 South
- Take ramp for I-5 North and stay in right lanes
- Exit Hawthorn St/Airport and stay left
- Make left on Columbia

https://goo.gl/maps/DGF4cbJZzBL2

## Porto Vista Hotel → Balboa Park, House of Hospitality/The Prado (conference)

- Head south on Columbia to W Elm St and make left
- Turn left onto State St
- Make right onto Grape St.
- Make left on 6th Avenue
- Make right on El Prado/Laurel St
- Follow El Prado and Cabrillo Bridge to parking lot behind Organ Pavilion (will be on left)

https://goo.gl/maps/efvYZDaP3Rq (these are walking directions but shortest route even driving)

#### Balboa Park, House of Hospitality/The Prado → Porto Vista Hotel

- Follow El Prado north out of parking lot to 6th Avenue
- Continue straight onto Laurel St
- Make left at State St
- Continue straight onto Columbia St and Hotel will be on left

https://goo.gl/maps/HjRXjt9YjVP2 (also walking directions but shortest/easiest route driving for that time of day)

## ALTERNATIVE TRANSPORTATION

## San Diego Airport ← → Porto Vista Hotel

#### THE HOTEL PROVIDES COMPLIMENTARY SHUTTLE SERVICE TO GUESTS FROM 7AM-8PM.

- Upon arrival to the airport, gather all personal belonging
- Call 619-544-0164 and inform the Front Desk that you need shuttle service
- The Front Desk will ask a few quick questions and send the shuttle

#### TAXI SERVICE AVAILABLE

### Porto Vista Hotel ← → San Diego State University (reception)

#### MTSTROLLEY SERVICE

- Walk south on Columbia
- Make a right on Cedar St. (.3 mi) Trolley Stop on the left
- Take GREEN line towards Santee to SDSU Transit Center (30 min)
- Go up to second level Student Union is white building on the right
- Porto Vista Hotel has agreed to provide shuttle service TO Little Italy trolley stop on availability
- To return to hotel, take GREEN line towards downtown to Little Italy Station
- » https://goo.gl/maps/yamsBe965jN2

#### UBER (must download app)

• Estimate roughly \$15-20

#### Porto Vista Hotel ← → Balboa Park, House of Hospitality/The Prado (conference)

#### WALKING (mostly uphill)

- Walk north on Columbia St
- Make a right on Grape St
- Make a left on 6th Avenue
- Make a right on El Prado
- Follow Cabrillo Bridge into the park.
- House of Hospitality/The Prado located directly past open Plaza de Panama on the right
- » https://goo.gl/maps/efvYZDaP3Rq

#### DECO BIKES - SD CITY BIKE RENTAL STATIONS (mostly uphill)

- Bike Station 59 located across the street from hotel on Fir St
- \$5 ½ hour rental, \$7 1 hour rental
- Must use credit card
- Follow walking directions
- Dock bike at Station 163 on El Prado, just before the Cabrillo Bridge.

#### UBER (must download app)

• Estimate \$4-\$8

# LITTLE ITALY PUB CRAWL | Monday, March 14th, 2016



## **Ballast Point**

2215 India St. San Diego, CA 92101 (619) 255-7213 http://www.ballastpoint.com



# **Bottlecraft Brewery**

2252 India St. San Diego, CA CA 92101 (619) 487-9493 http://store.bottlecraftbeer.com/pages/little-italy



# **Bolt Brewery**

HH: 4-7pm \$5 pints, \$1 off appetizers

1971 India St. San Diego, CA 92101 (619) 795-3012 http://boltbrewery.com

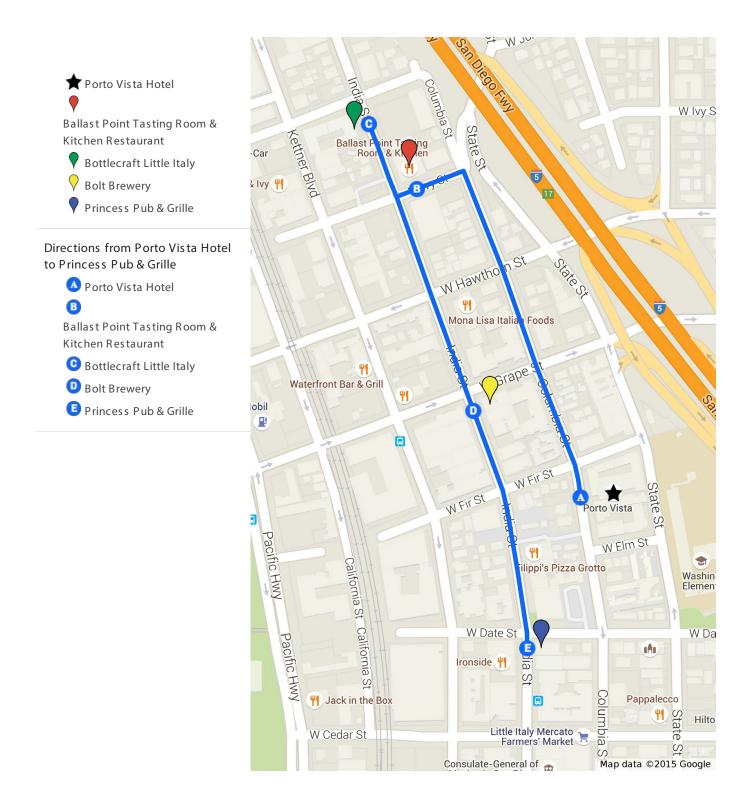


## **Princess Pub**

HH: 4 - 7pm Draughts - \$5.50, Wells - \$4, House Wines - \$5

1665 India St. San Diego, CA 92101 (619) 702-3021 http://princesspub.com/

# **MAP OF PUB CRAWL**



## DINING RECOMMENDATIONS IN LITTLE ITALY

As you will soon see, there are tons of dining options in Little Italy! So many that it may be hard to chose. We have complied a list of some of the best, just in case you need a little help deciding. Buon Appetito!

#### Pasta

If you are looking for the best pasta, head to **Monello and Bencotto**. These two are neighboring sister restaurants and make all their pasta fresh daily (trust us, you can taste the difference!). Everything is delicious and they also have excellent cocktails amongst many Italian restaurants that only offer beer and wine. Try the house made vermouth or grappa infusions.

Both located at 750 Fir St

http://www.lovemonello.com/dinner

http://www.lovebencotto.com/

#### Seafood

Ironside Fish & Oyster is the spot in Little Italy to get some great cocktails and delicious seafood. The lobster roll is highly recommended along with samplings from the raw bar that has all the shellfish you are looking for. 1654 India St

http://www.ironsidefishandoyster.com/

If you want a Mexican spin on your seafood, check out **Bracero – Cocina de Raiz**. Or just come for the guacamole! One of the neighborhood's newest attractions, which has caused quite a buzz as a recent James Beard Award nominee. Chef Javier Plascencia is known for his many restaurants in Mexico, including the reopening of a Tijuana staple that invented the Caesar salad. We are happy he made this trip across the border. Bracero has an excellent second story open patio bar that is perfect for enjoying their awesome ceviche.

1490 Kettner Blvd

http://bracerococina.com/

**Kettner Exchange** is one of the neighborhood's trendiest restaurants that specializes in small plates and hand-crafted cocktails. The menu is largely seafood based but also offers many other options like duck meatballs (heavenly!) and cauliflower tempura. Definitely worth a visit for dinner, a drink, or brunch.

2001 Kettner Blvd

http://www.kettnerexchange.com/

#### Ramen

Yes, there is a ramen house in Little Italy and it serves up some of the best in the city. Underbelly has inside seating as well as a sidewalk bar. They have several options including vegetarian and gluten-free (although we recommend The Belly of the Beast ramen with oxtail dumplings). The chicken wings and edamame are great starters.

750 W. Fir Suite 101

http://www.godblessunderbelly.com/

#### Pizza

Most people have different preferences when it comes to pizza and, luckily Little Italy has offerings for all types. If Sicilian style thick crust is your choice head to Filippi's Pizza Grotto. Locally owned and operated since 1950, it is still one of the most popular spots in the community.

1747 India St

http://www.realcheesepizza.com/

If you like the grab and go flair of New York City thin crust pizza shops, try Landini's Pizzeria. Sold by the slice or order a whole pie. Don't be fooled by this small shop, it serves up big flavor. We recommend the Leonardo – a simple cheese and pesto sauce combination. Need a bite late night? Landini's is open till 2am.

1827 India St

http://www.landinispizzeria.com/

And if artisan pizza is more your style, try **Isola Pizza Bar**. They specialize in personal wood-fired gourmet pizzas. A personal favorite is Prosciutto e Arugula with a truffle oil drizzle.

1526 India St

http://isolapizzabar.com/

#### Dessert

If you have a sweet tooth, you MUST visit Extraordinary Desserts! From scones to cakes to crème brulee, this local sweet spot has the most decadent desserts imaginable garnished with house-made fruit purees, fresh flowers, and gold flakes. If you head here on a weekend evening, be prepared for the wait. These sweets are always in demand. We dare you to click through their photo gallery to see why!

1430 Union St.

http://extraordinarydesserts.com/

#### Breakfast

Harbor Breakfast is one of the few breakfast spots in Little Italy. It's bright and cheery with indoor and outdoor seating. You can get all the classics like French toast, omelettes, and biscuits and gravy. They also serve lunch favorites like burgers, sandwiches, and salads.

1502 India St

http://www.harborbreakfastsandiego.com/

#### Vegetarian

Café Gratitude is a 100% organic plant based restaurant offering vegan, vegetarian, and gluten-free cuisine for breakfast, lunch, and dinner. They are known for bringing high end vegetarian cuisine in a comfortable and casual setting.

1980 Kettner Blvd

http://cafegratitude.com/



# **NOTES**

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