Off-Campus Service Learning Options for
Economics of Sustainability, Spring 2013

Feet First

(based in Seattle’s Pioneer Square neighborhood;
projects can be done in your neighborhood)

1) Analyzing our “Rate Your Space” campaign

Students will use the Walk Score phone app to gather walkability data on their neighborhood. Campaign info here: <http://feetfirst.org/blog/feet-first-launches-201crate-your-space201d-campaign-using-walk-score-app-to-identify-and-report-walkability-data/>

Students will also dip into the research about the strengths and limitations of Walk Score and offer observations or recommendations to expand or modify this campaign.

2) Walking Audits of Business Districts

Students will focus at the business district component. They will start measuring walkability using the current Beacon Hill Walking Audit as a model. They’ll also dip into the research about walkability and profitability and look at what else we could measure to make a larger impact on the conversation about retail profitability and walking.

3) Access for All

Access is obviously a huge factor in walkability. Students will conduct in-depth audits to look at pedestrian and handicapped access around Sound Transit Stations.

Greenwood Clean Energy

(on Roberts Road, about 1 mile south of campus)

Greenwood Clean Energy has developed a wood boiler that can heat a home (and its hot water) with over 99% efficiency and that is virtually carbon neutral. Check out <http://www.greenwoodusa.com/>

1) Create a white paper that compares the CO2 emissions of the Greenwood Wood Boiler to competing products.  The final deliverables are a one-page fact sheet and an annotated list of sources used to make the calculations.   Ideally, the company hopes to use this information create an online calculator that allows consumers to compare products.

2) Compare the ROI of the biomass-based Greenwood system to the ROI of solar and geothermal heat.  How long does each investment take to pay for itself.  Again, final deliverables are a one-page fact sheet and annotated set our sources

Tilth Producers of Washington

(Washington’s Organic Farming Industry Association, located in Seattle’s Wallingford neighborhood,
but most work can be done remotely)

Project Idea #1:  Tilth Producers Directory Research

o   Overall goal:  Determine what’s needed to produce an improved Directory useful to our members and advertisers, while also presenting and maintaining the same and/or updated info in an on-line directory format that’s easy to use and search.

o   Main components:

§  Research similar resources in both hard copy and electronic formats to learn how others present information;

§  Poll Tilth members to learn more about directory use and need;

§  Assess options for advertisers with electronic version, including SEO and tracking; determine potential revenue generation;

§  Assess options for data collection that allows for one collection source to feed both hard copy and online data needs;

§  Build out more robust online version and print updated version of hard copy directory.

Project Idea #2:  Brand Messaging for Tilth Producers Membership Drive

o   Overall goal:  Find the right language to ‘brand’ Tilth Producers and update organizational messaging that best reflects what we do and who we serve.

o   Main components:

§  Research messaging of other sustainable ag organizations; determine how our ‘competition’ presents itself;

§  Poll Tilth members, past and present, and community at large to learn how Tilth is perceived and what value is assigned to the organization;

·         Desire is to better connect Tilth’s image to organics; possible that this might be a join survey with WSDA’s organic food program;

§  Assess options for best placement of Tilth Producers amongst other organizations;

§  Assess findings and create appropriate messaging;

§  Develop communication pieces to each constituency using new messaging as part of member/donor appeal.