



Eugene City Council

125 E. 8th Ave., 2nd Floor
Eugene, OR 97401-2793
541-682-5010 • 541-682-5414 Fax
www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

July 11, 2018

12:00 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401

Meeting of July 11, 2018;
Her Honor Mayor Lucy Vinis Presiding

Councilors

Mike Clark, President
Greg Evans
Emily Semple
Jennifer Yeh

Betty Taylor, Vice President
Chris Pryor
Claire Syrett
Alan Zelenka

12:00 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401

- 1. WORK SESSION: Picture. Plan. Play. A Vision and Implementation Plan for Eugene's Parks and Recreation System**
- 2. WORK SESSION: City Council Retreat Update**

The Eugene City Council welcomes your interest in these agenda items. This meeting location is wheelchair-accessible. For the hearing impaired, an interpreter can be provided with 48 hours' notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours' notice. To arrange for these services, contact the receptionist at 541-682-5010. City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

El consejo de la Ciudad de Eugene agradece su interés en estos asuntos de la agenda. El lugar de la reunión tiene acceso para sillas de ruedas. Se puede proveer a un intérprete para las personas con discapacidad auditiva si avisa con 48 horas de anticipación. También se puede proveer interpretación para español si avisa con 48 horas de anticipación. Para reservar estos servicios llame al 541-682-5010. Las reuniones del consejo de la ciudad se transmiten en vivo por Metro Television, Canal 21 de Comcast y son retransmitidas durante la semana.

For more information, contact the Council Coordinator at 541-682-5010,
or visit us online at ***www.eugene-or.gov***.

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Picture. Plan. Play. A Vision and Implementation Plan for Eugene's Parks and Recreation System

Meeting Date: July 11, 2018
Department: Public Works/ Library, Recreation and
Cultural Services Department
www.eugene-or.gov

Agenda Item Number: 1
Staff Contact: Carolyn Burke

Contact Telephone Number: 541-682-4914

ISSUE STATEMENT

This work session provides an opportunity to learn more about the Draft Parks and Recreation System Plan (*Picture. Plan. Play. A vision and Implementation Plan for Eugene's Parks and Recreation System*) which council will consider adopting by resolution. A public hearing and potential action are scheduled for July 16, 2018.

BACKGROUND

In 2015, the Parks and Open Space and Recreation Services divisions launched a process to establish a plan for the future of the parks and recreation system. Two outcomes of this process include a 30-year vision for parks and recreation to benefit current and future generations and a 10-year implementation plan that identifies priorities and funding strategies. Following three years of planning work and an award-winning community engagement effort that connected with over 12,000 community members, a draft of *Picture. Plan. Play: A Vision and Implementation Plan for Eugene's Parks and Recreation System* was made available for public review in January, 2018. Only slight modifications to the plan have been made since then, and the most recent draft was included as Attachment A of the June 20, 2018, work session packet and is also available at www.eugparksandrec.org

The vision for parks and recreation in Eugene is a system of beautiful, inspiring places that foster personal, community and environmental health while upholding four core principles:

- Care for and make the most of what we have
- Serve the entire community
- Create more connections
- Build better partnerships

These guiding principles respond to current challenges and look forward in anticipation of a growing population whose reliance on parks and recreation will become even more central to preserving Eugene's exceptional quality of life. *Picture. Plan. Play. A Vision and Implementation Plan for Eugene's Parks and Recreation System* documents the relationship between the residents of Eugene and their parks and recreation system, and offers detailed recommendations for a healthier future for all.

A series of work sessions with the City Council have paralleled the planning process, including discussions of a long-range vision for parks and recreation in Eugene, community engagement results, funding mechanisms, funding priorities, and implementation strategies. City Council referred two funding measures to the May 2018 ballot: a \$3.15 million 5-year Operations and Maintenance Local Option Levy and a \$39.35 million General Obligation Bond Measure. Both measures were firmly based in the findings of the Parks and Recreation System Plan and both measures passed with resounding community support.

Community Engagement Summary

A combination of traditional outreach tools and innovative approaches were utilized throughout the process, garnering two separate awards:

- The State of Oregon's Citizen Involvement Advisory Committee selected the City of Eugene as recipient of the 2017 Achievement in Community Engagement Award. The ACE Award was given in recognition of the Latino/a-focused outreach efforts in the development of the System Plan that resulted in recommendations that will help break down barriers that local Latino/a communities encounter when using parks and recreation facilities as well as creating more culturally-inclusive and welcoming environments. 410 Eugene and Springfield residents participated.
- Harvard University's Ash Center for Democratic Governance and Innovation designated Eugene's pop-up mobile public forum a Bright Idea and showcased the unique campaign as inspiration for other communities. 50 mobile events popped up where people were already gathered. Feedback was captured in various forms including one-on-one conversations, recorded stories about parks and recreation experiences, drawings, and Instagram photos. 5,700 individuals participated.

Other outreach efforts included:

- Community Advisory Group – This fifteen-member advisory group was made up of individuals representing all geographic areas of the city and a diversity of perspectives. They acted as a sounding board for City staff and helped to inform recommendations.
- Online and Paper Surveys – These surveys covered general topics such as overall system usage, service satisfaction, concerns, and priorities for the future. 4,100 surveys were completed.
- Statistically-Valid Surveys – Administered by phone to randomly identified Eugene residents, three separate surveys provided a statistically-valid data set that included questions on project priorities and willingness to provide additional funding. 1,100 Eugene residents were surveyed.
- Stakeholder Listening Sessions – Informal, open-ended meetings with individuals of all ages who partner or regularly interact with Parks and Recreation Services were held. 130 individuals participated.
- Community Presentations – A variety of presentations were made to neighborhood associations, boards and commissions, and community groups, such as City Club, that reached well over 500 individuals.
- Staff Listening Sessions – Informal, open-ended meetings were held with staff who work in the City's Parks and Open Space Division and Recreation Division. 105 City employees participated.

- Website, Facebook, Twitter, e-newsletter – Online tools including social media were utilized to share information about the project and opportunities for involvement. For example, an online “Project Idea Form” allowed individuals to submit ideas for consideration and 850 interested parties received regular e-newsletters.

Next Steps

While a public hearing is not legally required for the City Council to adopt the plan, staff recommend that the community continue to have opportunities to weigh in on plan development, including the final adoption process. A public hearing and potential council action are scheduled for July 16, 2018. A draft resolution to adopt the plan is included as Attachment B.

Later in 2018, the City Council will consider an update to the City’s Parks and Recreation System Development Charge methodology. While staff’s recommendations for the SDC update will be based on achievement of the service levels reflected in the new System Plan, the System Plan and the SDC updates are not co-dependent. Council’s approval of the new System Plan would not predetermine or limit council’s future actions with regards to a revised SDC methodology.

RELATED CITY POLICIES

- Council goal for Accessible and Thriving Culture and Recreation (a community where arts and outdoors are integral to our social and economic well-being and are available to all)
- Council goal for Fair, Stable and Adequate Financial Resources (a government whose ongoing financial resources are based on a fair and equitable system of revenues and are adequate to maintain and deliver municipal services)

COUNCIL OPTIONS

This is an informational work session; no action is required at this time.

CITY MANAGER’S RECOMMENDATION

No action is required at this time.

SUGGESTED MOTION

No action is required at this time.

ATTACHMENTS

- [Picture. Plan. Play. A Vision and Implementation Plan for Eugene’s Parks and Recreation System \(Draft, June 2018\)](#) *Please refer to June 20, 2018, work session materials.*
- A draft resolution adopting “Picture. Plan. Play. A vision and Implementation Plan for Eugene’s Parks and Recreation System.”

FOR MORE INFORMATION

Staff Contact: Carolyn Burke, Project Manager
Telephone: 541-682-8816
Staff E-Mail: carolyn.j.burke@ci.eugene.or.us

Staff Contact: Craig Carnagey, Parks and Open Space Director
Telephone: 541-682-4930
Staff E-Mail: craig.t.carnagey@ci.eugene.or.us

Staff Contact: Craig Smith, Recreation Director
Telephone: 541-682-5334
Staff E-Mail: craig.h.smith@ci.eugene.or.us

[Click here to link to Picture. Plan. Play. A Vision and Implementation Plan for Eugene's Parks and Recreation System \(Draft, 2018\)](#)

RESOLUTION NO. _____

A RESOLUTION ADOPTING “PICTURE. PLAN. PLAY. A VISION AND IMPLEMENTATION PLAN FOR EUGENE’S PARKS AND RECREATION SYSTEM.”**The City Council of the City of Eugene finds that:**

A. The City of Eugene has developed a Plan entitled “Picture. Plan. Play. A Vision and Implementation Plan for Eugene’s Parks and Recreation System” (“the 2018 Plan”), attached as Exhibit A to this Resolution, to serve as a guide for the City with respect to the future parks, open space and recreation system.

B. Public involvement was a major component of the 2018 Plan preparation process, connecting with approximately 12,000 community members, garnering two awards, and culminating with a public hearing on July 16, 2018.

C. The vision for parks and recreation in Eugene is a system of beautiful, inspiring places that foster personal, community and environmental health while upholding four core principles:

- Care for and make the most of what we have
- Serve the entire community
- Create more connections
- Build better partnerships

D. The 2018 Plan (including its appendices) is not a land use plan or a systems development charge capital improvement plan described at ORS 223.309.

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EUGENE, a Municipal Corporation of the State of Oregon, as follows:

Section 1. The City of Eugene’s “Picture. Plan. Play. A Vision and Implementation Plan for Eugene’s Parks and Recreation System” Plan attached as Exhibit A to this Resolution is adopted.

Section 2. This Resolution shall become effective immediately upon its adoption.

The foregoing Resolution adopted the ____ day of _____, 2018.

City Recorder

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: City Council Retreat Update

Meeting Date: July 11, 2018
Department: Central Services, City Manager's Office
www.eugene-or.gov

Agenda Item Number: 2
Staff Contact: Jason Dedrick
Contact Telephone Number: 541-682-5033

ISSUE STATEMENT

This item is an opportunity for staff to provide an update on the two City Council Retreat sessions that were held in February 2018. Staff will present current and future projects that will address the outcomes identified by council for three areas of focus: Public Safety, Housing and Homelessness.

BACKGROUND

On February 10 and February 24, 2018, City Council held two retreat sessions to discuss council areas of focus for the next 12 to 18 months. Prior to the February 10 session, councilors were polled for their preferred areas of focus. At that session, councilors discussed what worked well during the previous year and identified the factors that made those efforts successful. In addition, council discussed the potential areas of focus with the goal of arriving at three to five focus areas.

Prior to the February 24 session, staff reviewed discussions from the first session and based on council feedback, proposed three areas of focus: Public Safety, Housing and Homelessness. It is important to note that council specifically selected these items as *areas of focus* that would benefit from additional policy guidance. Many other topics remain a priority for council; however, recent discussions or actions have provided sufficient policy guidance. During the February 24 session, council discussed the three areas of focus as well as potential outcomes for each.

Since February, staff have been working with project staff from individual departments to identify current and future projects that will help move toward the outcomes identified by council. The staff presentation at the work session will summarize these projects for each of the three areas of focus and staff will be available to provide additional information on the process or individual projects.

While there was no specific Triple Bottom Line analysis associated with the retreat sessions, staff continue to implement the Triple Bottom Line as part of the three areas of focus that were discussed during the retreat sessions. Individual project staff in these areas can speak to specific Triple Bottom Line efforts associated with Public Safety, Housing and Homelessness.

RELATED CITY POLICIES

1. Council goal for Effective, Accountable Municipal Government

COUNCIL OPTIONS

This is an information-only item.

CITY MANAGER'S RECOMMENDATION

This is an information-only item. There is no City Manager recommendation.

SUGGESTED MOTION

None.

ATTACHMENTS

None.

FOR MORE INFORMATION

Staff Contact: Jason Dedrick
Telephone: 541-682-5033
Staff E-Mail: jason.p.dedrick@ci.eugene.or.us