City Council
101 W 10th Ave., Suite 203
Eugene, OR 97401
541-682-5010 • 541-682-5414 Fax
www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

September 23, 2022

10:00 a.m. EUGENE CITY COUNCIL WORKSHOP
Campbell Community Center
155 High St.
Eugene, Oregon 97401

Workshop of September 23, 2022;

Mayor Lucy Vinis

Councilors

Claire Syrett, President	Matt Keating, Vice President
Mike Clark	Greg Evans
Randy Groves	Emily Semple
Jennifer Yeh	Alan Zelenka

10:00 a.m. EUGENE CITY COUNCIL WORKSHOP
Campbell Community Center
155 High St.
Eugene, Oregon 97401

1. **Strategic Planning**

*F*or 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
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EUGENE CITY COUNCIL AGENDA

September 24, 2022

9:00 a.m. EUGENE CITY COUNCIL WORKSHOP
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Eugene, Oregon 97401

Workshop of September 24, 2022;

Mayor Lucy Vinis

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1. **Strategic Planning continued**

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EUGENE CITY COUNCIL
AGENDA ITEM SUMMARY

Workshop: Strategic Planning

Meeting Date: September 23-24, 2022
Department: Central Services
www.eugene-or.gov

Agenda Item Number: 1
Staff Contact: Brooke Freed
Contact Telephone Number: 541-682-5010

ISSUE STATEMENT

The City of Eugene will begin developing a Strategic Plan and identifying high level action items during this two-day workshop. The City's strategic planning process will be informed by the results of the 2022 Community Survey, the City's current financial condition and workforce, and will help to inform FY24/25 budget development. No formal council action will be taken during the workshop.

BACKGROUND

The Eugene City Council's current Vision, Values, Goals and Outcomes, last updated June 28, 2021, guides the work of the City organization (see Attachment A). An organization-wide strategic plan will further clarify and assist the City organization in aligning its work with council's current priorities and the community's needs.

During the summer of 2022, the City conducted the first comprehensive Community Survey since 2012. The Community Survey was administered in two different ways: (1) a random, representative sample of community members who received the survey in the mail and (2) an online version that any community member could take. A total of 958 community members participated in the representative survey, and an additional 815 community members completed the online version of the survey. The 2022 Community Survey results, which will be presented to council in a work session on September 21, 2022, provide an insight to the community's current experience and values and will help to serve as a benchmark in assessing the Eugene community's sentiment and experience over time.

Additionally, City Council received an update on the City's current financial condition and an update regarding the City of Eugene workforce during a work session on September 14. These updates also help to inform the strategic planning process.

PREVIOUS COUNCIL DIRECTION

February 14, 2022, Work Session
City Council received an update regarding a Priority Based Budget process including discussion regarding the forthcoming strategic planning process.

March 9, 2022, Budget Committee
The Budget Committee, which includes the members of Eugene City Council, received an update regarding a Priority Based Budgeting process which included discussion of strategic planning.

June 15, 2022, Work Session
City Council received a presentation on the methodology and general subject areas for the 2022 Community Survey.

September 14, 2022, Work Session
City Council received an update on the City's financial condition as well as an update on the City of Eugene workforce in advance of the strategic planning workshop.

September 21, 2022, Work Session
City Council will receive a presentation regarding the results of the Community Survey, which informs the City's strategic planning.

COUNCIL OPTIONS
No council action proposed.

ATTACHMENTS
A. Eugene City Council Vision, Values, Goals and Outcomes, June 2021

FOR MORE INFORMATION
Staff Contact: Brooke Freed
Telephone: 541-682-5010
Staff E-Mail: bfreed@eugene-or.gov

Eugene City Council Vision, Values, Goals and Outcomes

Adopted June 28, 2021

VISION AND VALUES

We are all Eugene.

We value all people, encouraging respect and appreciation for diversity, equity, justice, accessibility, and well-being. We recognize and appreciate our differences and embrace our common humanity as a source of our strength.

We are responsible stewards of our physical assets and natural resources. We will sustain our clean air and water, beautiful parks and open spaces, livable and safe neighborhoods, and foster a thriving downtown, including stable and accessible infrastructure.

We encourage a strong, safe, sustainable, and vibrant economy, fully utilizing our educational and cultural assets.

We listen to, serve, and include all who live, work, and play here; seeking ways to foster unity and stronger connections across Eugene.

We respond and take actions so that every person has an opportunity to thrive in Eugene.

GOALS AND OUTCOMES

Safe Community for Community Wellbeing

A community where all people are safe, valued, and welcome, and our systems and infrastructure are resilient and secure.

- Increased response to, and decreased incidents of, hate and bias crimes
- Improved resilience for natural and human caused disasters
- Increase security of information technology systems
- Improve safety of transportation system and implement Vision Zero

EXISTING OUTCOMES TO BE UPDATED

- *Decreased property crime*
- *Greater sense of safety (especially downtown)*
- *Visible and accessible police presence*
- *Better police/community relations*

Sustainable and Accountable Development

A community that meets its present environmental, economic, and social needs while planning for and investing in the ability of future generations to meet their own needs.

- Encourage and sustain downtown, transit corridors, and riverfront growth
- Work to create jobs and prosperity and decrease unemployment
- Support resilient small and local business environment
- Refresh and sustain our Triple Bottom Line Lens - decision-making that weighs benefits to and impacts on social equity, economy, and the environment
- Increase access and options to housing and shelter
- Enhance our natural landscape and green infrastructure systems

Accessible and Thriving Culture, Parks and Recreation

A community where arts and outdoors are integral to our social and economic well-being and are welcoming to all.

- Accessible, inclusive, and equitable to our diverse communities
- Preserve strength in arts, culture, and the outdoors
- Invest in arts and culture as an economic engine

Equitable, Effective, Accountable Municipal Government

A responsive government that is transparent and open; we listen and work collaboratively and fairly with the community, providing accessible, equitable, effective, and efficient services to achieve measurable and positive outcomes.

- Transparent and interactive communication
- Public engagement that involves the community broadly
- Stronger public, private and intergovernmental relationships
- Inclusive and equitable systems and services

Fair, Stable and Adequate Financial Resources

An innovative government whose ongoing financial resources are based on a fair and equitable system of revenues and are adequate to maintain and deliver municipal services.

- A long-term sustainable budget
- New or expanded revenue sources
- Accessible and transparent financial information