



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

October 17, 2016

5:30 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401

Meeting of October 17, 2016;
Her Honor Mayor Kitty Piercy Presiding

Councilors

Greg Evans, President
George Brown
George Poling
Claire Syrett

Alan Zelenka, Vice President
Mike Clark
Chris Pryor
Betty Taylor

5:30 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue

1. WORK SESSION

Sustainability Commission Work Plan and Annual Report

***City Council President:** I move to approve the Sustainability Commission FY17 work plan.*

Call for vote.

2. WORK SESSION

Downtown Placemaking Initiative

Adjourn.

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.

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EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Sustainability Commission Work Plan and Annual Report

Meeting Date: October 17, 2016
Department: Central Services
www.eugene-or.gov

Agenda Item Number: 1
Staff Contact: Ethan Nelson
Contact Telephone Number: 682-5245

ISSUE STATEMENT

The Sustainability Commission reports annually to City Council on its progress, accomplishments and challenges. The Sustainability Commission will present its work plan for approval by Council at this meeting.

BACKGROUND

The Sustainability Commission is charged with advising on policy matters related to sustainable practices, businesses that produce sustainable products and services, City building design and infrastructure, and related issues that directly affect sustainability efforts considered by the City Council.

The core elements of the FY17 Work Plan were developed during commission meetings in June-September, with input from commissioners, staff, and meetings with the City Manager and the Mayor. An important consideration this year is to re-align the focus on the initial charge of the body as outlined in the ordinance enacting the commission.

Topical areas of focus are the same as the FY16 Work Plan and include: Land Use and Transportation, Climate Change Mitigation and Resilience, Envision Eugene, Sustainable Economic Development, and catch-all category of 'Current Items'.

In carrying out its work in FY17, the commission seeks to:

- Serve as 'trusted advisor' to community by engaging and supporting the update of the Community Climate and Energy Action Plan.
- Maintain liaison relationships with strategic boards, commissions, and public groups and associations.
- Work on sustainability-related projects as directed by the council and City Manager.
- Establish committees to complete projects either directed to the Commission by Council, City Manager, or agreed upon by the Commission from requests by citizens, other public bodies, or other sources.
- Work to promote and advance sustainability in the community.

RELATED CITY POLICIES

- Resolution No. 4618 (February 2000) outlined a definition and statement of intent regarding the application of sustainability principles to the City of Eugene, and affirmed the commitment of City elected officials and staff to uphold these principles.
- Resolution Nos. 4884 and 4887 (summer 2006) established a sustainable buildings policy for City-owned and -occupied buildings.
- Resolution No. 4893 (November 2006) committed the City to sustainable practices and to businesses that produce sustainable products and services.
- Ordinance No. 20379 (February 2007) created the Sustainability Commission.

COUNCIL OPTIONS

The council has the option to:

1. Approve the proposed work plan.
2. Approve the work plan with changes.
3. Request changes to the work plan before approval.

CITY MANAGER'S RECOMMENDATION

The City Manager recommends approval of the work plan.

SUGGESTED MOTION

Move to approve the Sustainability Commission FY17 work plan.

ATTACHMENTS

- A. Sustainability Commission FY17 Work Plan
- B. Sustainability Commission FY16 Annual Report

FOR MORE INFORMATION

Staff Contact: Ethan Nelson
Telephone: 682-5245
Staff E-Mail: ethan.a.nelson@ci.eugene.or.us

Work Plan-Fiscal Year 2017

Final 4 October 2016

Overview

The Commission serves as an advisory body to the City Council and City Manager in the development or initiation of programs or actions that will enhance and create sustainable practices within the City and the community. The commission focuses on all three aspects of sustainability - social equity, environmental health and economic prosperity, and advises on policy matters related to:

- a) sustainable practices
- b) businesses that produce sustainable products and services
- c) City building design and infrastructure
- d) related issues that directly affect sustainability efforts considered by the council

Core Priorities/Work Items

This Fiscal Year 2017 (FY17) work plan emphasizes core priorities, flexibility, and engagement. The core priorities guide the Commissions focal areas for on-going policy discussion, analysis, and ultimately recommendations to the City Council.

The proposed core priorities and specific policy issues for the Commission in FY17 are the following.

1. Land Use and Transportation
 - o Transportation System Plan Update
 - o Urban Growth Boundary proposed Clear Lake Expansion
 - o Comprehensive Plan and Envision Eugene
 - o Alternate Transportation Initiatives including Bike Share Implementation and Collaboration with Active Transportation Committee (formerly the Bicycle-Pedestrian Advisory Committee)
 - o Participate and provide input into the design of the City of Eugene Street Repair Bond Measure and ensure the input is consistent with the TSP.
2. Climate Change Mitigation and Resilience
 - o Climate and Energy Action Plan (CEAP) Update
 - o Climate Recovery Ordinance Implementation
 - o Greenhouse Gas Reduction programs including: urban forest and green space preservation, food waste, recycling, and others.
 - o Development and implementation of a City web-based dashboard to track progress on CRO and other sustainability programs.
 - o Identify and propose to the City Council and Manager interim CRO strategies and initiatives
3. Envision Eugene
 - o Integration of all Envision Eugene Pillars with an emphasis on Pillar 3 (Plan for Climate Change and Uncertainty) and Pillar 7 (Envision Eugene Implementation).
 - o Provide Commission perspectives in development of Envision Eugene metrics and monitoring criteria.

- o Participate and provide input in the implementation of Envision Eugene as it moves from “vision to reality.”
4. Sustainable Economic Development
- o Identify key barriers and possible incentives to sustainable economic development through interviews with local business leaders and report these to Council with a series of policy recommendations.
 - o Support existing sustainable economic development programs such as BRING’s ReThink:Business, the Mayor’s Bold Steps, and the Green Lane Forum through a series of opinion articles in local news media.
 - o Support local sustainable economic development initiatives by attending regular neighborhood association meetings and sharing information regarding the various programs operating in the community. These can include: Bring ReThink:Business, Love Food Not Waste, Mayor’s Bold Steps, Green Lane, and others.
5. Current Items:
- o Allow the Commission to work on items as they come up and authorize time on regular Commission meetings and to establish short-term committees, as needed, to complete specified outcomes. This will allow for flexibility in work planning, interest from the public, and direction from the Mayor, City Council, or City Manager.

Outcomes

- Provide policy recommendations to Eugene City Council.
- Provide a forum for addressing public concerns related to sustainable policies and practices.
- Provide input to City Council and City Manager on sustainability policies and practices that reflect community values.

Activities

- Serve as ‘trusted advisor’ to community by engaging and supporting the update of the Community Climate and Energy Action Plan.
- Maintain liaison relationships with strategic boards, commissions, and public groups and associations.
- Work on sustainability-related projects as directed by the council and City Manager. In this regard, proactively seek opportunities for the Commission to assist the Council and City Manager.
- Establish committees, according to rules outlined in the Commission by-laws, to complete projects either directed to the Commission by Council, City Manager, or agreed upon by the Commission from requests by citizens, other public bodies, or other sources.
- Work to promote and advance sustainability in the community.

Annual Report-Fiscal Year 2016

Introduction

On September 14, 2015, the City Council approved the Sustainability Commission's fiscal year (FY) 2016 Work Plan. The FY16 Work Plan reflected a refined set of priorities developed to allow the Commission to focus its efforts with greater attention and coordination. The Work Plan also attempted to align with likely Council and City Manager priorities so that the Commission would be able to provide timely advice and recommendations on various policy issues.

These priority topics included:

- Land Use and Transportation
- Climate Change Mitigation and Resilience
- Envision Eugene
- Sustainable Economic Development

Sustainability efforts by their nature call for an integrated approach that addresses the complex interactions and connections between many of the City's planning activities. This was reflected in the planned activities of the commission that emphasized the important links between land use, transportation, local economy and climate action. Several high-level policy initiatives were believed to be moving forward in tandem, including Envision Eugene, Transportation System Plan, and the Climate Recovery Ordinance. The Commission's goals were to advise Council on how best to integrate them to advance community sustainability goals.

In formulating the FY16 priorities and activities, the commission relied on several overarching goals that inform their work and define success, including:

- Promote aspects of sustainability within the three areas of the Triple Bottom Line.
- Provide relevant, timely information to City Council.
- Have more organizations within the community working on sustainability in an intentional way.
- Have a mechanism for climate adaptation/mitigation work at County and regional levels.
- Maintain alignment with commitments the City of Eugene has made around sustainability.
- Work with other Commissions.

Summary of Commission Activities

Work Plan Development

The development of the FY16 Work Plan began in May 2015 and included meetings with the Mayor and City Manager. These meetings were held to help the Commission better align with Council FY16 priorities. The Commission's meetings during the summer of 2015 focused on work plan development.

Commission Meetings

Ten monthly meetings of the entire Commission were held in FY16. In addition, two three-hour work plan development meetings were held in a facilitated retreat format.

The Commission created committees to work on each of the priority topics. The committees, each composed of four to five Commissioners, periodically met depending on when policy issues required Commission action.

FY16 Work Plan Progress

Progress on the outcomes presented in the FY16 Work Plan was limited. This Work Plan attempted to closely align with the anticipated Council priorities and schedule so that the Commission could provide timely advice and recommendations on policy issues. Progress by the City on several Commission priority topics were delayed including Envision Eugene, Transportation System Plan update, and the Climate Recovery Ordinance. The Work Plan priority areas and the Commission's activities and accomplishments on each are discussed below.

Land Use and Transportation

Transportation System Plan Update

The Commission worked extensively on reviewing and providing comments on the initial draft updates to the Transportation System Plan (TSP). The Commission worked collaboratively with City Staff. We appreciated the time given to the Commission and the sincerity of staff to address our comments and concerns.

The Commission provided constructive comments on the TSP as it related to Vision Zero, consistency with Climate Recover Ordinance (CRO) goals, changes in assumptions on alternate transportation mode utilization (mode share), alignment of the TSP with Envision Eugene, proportional funding based on mode share, transportation demand management, and other issues. The Commission continued to express concerns about the alternatives presented in the Oregon Department of Transportation's feasibility planning documents for Beltline Highway while recognizing the need to address existing safety concerns.

The Commission coordinated its comments on the TSP with the Planning Commission. The Commission also provided comments on the draft TSP during the Planning Commission's public hearing.

South Willamette Special Area Zone

The Commission provided comments to the City Council concerning the South Willamette Special Area Zone (SW-SAZ). The Commission's comments were not specific to the proposed rezoning. Rather, the Commission was concerned about the Council's direction to staff on this issue and zoning in general and how it aligned with Envision Eugene and the Council's prior commitments regarding land use. We were supportive of a delay on moving forward with the proposed SW-SAZ plan. The Commission continued to keep informed on how the City planned to move forward on restarting the public involvement process on SW-SAZ.

Climate Change Mitigation and Resilience

The Commission kept up-to-date on implementation of the Climate Recovery Ordinance (CRO). City staff provided periodic updates to the Commission on the CRO including progress on meeting the goals of the Climate and Energy Action Plan (CEAP).

The Commission advocated and presented testimony at Council hearings supporting the adoption of CRO benchmarks and goals. The Council adopted CRO benchmarks and goals in July 2016.

Envision Eugene

Commission progress on the Work Plan related Envision Eugene was limited. City Council direction to staff on the SW-SAZ proposal and rezoning required reevaluation of the Comprehensive Land Use Plan delaying progress on establishment of Envision Eugene metrics and monitoring protocols.

In addition, it was expected that the Technical Resource Group (TRG) would be replaced with Envision Eugene Technical Advisory Committee (EE-TAC) whose focus would be the review of metrics and monitoring. Formation of the EE-TAC did not occur.

Sustainable Economic Development

There was no progress on this priority. The Commission struggled with how to engage with the City's Sustainable Economic Development (SED) efforts. The Commission will reevaluate how best to support and contribute to SED as part of its FY17 Work Plan.

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Downtown Placemaking Initiative

Meeting Date: October 17, 2016
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: 2
Staff Contact: Nan Laurence
Contact Telephone Number: 541-682-5340

ISSUE STATEMENT

In August 2016, City staff began the Downtown Placemaking Initiative to lead a robust public engagement effort to understand the opportunities and challenges of the primary public spaces downtown. The initiative is coordinated by staff from the Planning, Community Development and Cultural Services divisions with the assistance of consultants from Project for Public Spaces. At this meeting, staff will report on progress made and the insights gleaned to date.

BACKGROUND

Over the past year, City Council has had a series of discussions on the quality of the public spaces downtown including history, design, and programming. In response to council direction, City staff initiated the Downtown Placemaking Initiative, beginning with a broad community engagement effort to develop a vision for all of the planned and existing downtown public spaces, including Broadway Plaza (Kesey Square), the Park Blocks, the Hult Center Plaza and the planned plazas for the new City Hall and EWEB riverfront development (see Attachment A). Following a request for proposals process, staff hired Project for Public Spaces (PPS), a non-profit consulting firm with an international reputation for helping communities to create and sustain inviting public spaces that build a sense of place and community identity.

The Downtown Placemaking Initiative got underway in early August with observations and analysis of the key public spaces and with stakeholder interviews including more than 60 individuals and organizations. During the week of October 10 – 16, PPS staff will return to Eugene, with an intensive series of placemaking workshops, “activity mapping” to better understand how the spaces are being used, stakeholder meetings, a “Placemaking 101” training session and input opportunities in numerous locations downtown and outside of downtown. In addition to these activities, PPS and City staff have created an informative email to keep interested parties up to date with the project (see Attachment B).

Staff will present observations, insights and preliminary lessons at the work session. The project will continue through February, 2017, and will conclude with a final presentation to council with recommendations for future actions.

RELATED CITY POLICIES

Creating walkable, vibrant, inviting and safe public spaces is critical to the development of a prosperous and diverse urban center, supporting a wide array of desired outcomes including job retention and creation, downtown housing, and cultural activities. As a result, the Downtown Placemaking Initiative addresses many policies and goals for Eugene and downtown.

Envision Eugene Pillars

- Provide ample economic opportunities for all community members.
- Promote compact urban development and efficient transportation options.
- Protect, repair and enhance neighborhood livability.
- Provide for adaptable, flexible and collaborative implementation.

Regional Prosperity Economic Development Plan

- Strategy 5: Identify as a Place to Thrive - Priority Next Step - Urban Vitality
As we foster a creative economy, dynamic urban centers are an important asset. Eugene, Springfield and many of the smaller communities in the region recognize the importance of supporting and enhancing vitality in their city centers. Building downtowns as places to live, work and play will support the retention and expansion of the existing business community and be a significant asset to attract new investment. The Cities of Eugene and Springfield will continue to enhance their efforts to promote downtown vitality through development and redevelopment.

City Council Goal of Sustainable Development

- Increased downtown development

Eugene Downtown Plan

- Downtown development shall support the urban qualities of density, vitality, livability and diversity to create a downtown, urban environment.
- Emphasize Broadway, Willamette Street, 5th and 8th Avenues as Great Streets through public improvements and development guidelines. Include portions of these streets as follows:
 - 8th Avenue between Willamette Street and the Willamette River.
- Enhance public places throughout downtown through the careful design of civic buildings, streetscapes, parks and plazas. Include public art and other elements to create special places for all ages.
- Connect special places downtown with enhanced street designs, public art, directional signs, transit routes and historic markers to create an inviting and memorable route through downtown.
- Support public safety activities that increase visibility, access actual and perceived safety for individuals and property downtown.
- Enhance functional designs for streets, sidewalks and related public improvements with carefully chosen design elements, including materials, alignments, plantings and streetscape elements.
- Use downtown development tools and incentives to encourage development that provides character and density downtown.

- Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.
- Reinforce the creative, distinctive culture of downtown as the arts and entertainment center of the city.

Climate Recovery Ordinance

- An active, inviting, well-designed public open space downtown enhances walkability and livability, supports downtown as a 20-minute neighborhood, and reduces reliance on fossil fuels.

COUNCIL OPTIONS

No recommendations at this time; this item is information only.

CITY MANAGER'S RECOMMENDATION

No recommendations at this time; this item is information only.

SUGGESTED MOTION

No motion presented at this time; this item is information only.

ATTACHMENTS

- A. Downtown Placemaking Focus Areas
- B. Placemaking Public Email

FOR MORE INFORMATION

Staff Contact: Nan Laurence
 Telephone: 541-682-5340
 Staff E-Mail: nan.laurence@ci.eugene.or.us



10/11/2016 Caution: This map is based on imprecise source data, subject to change, and for general reference only.



Our city center belongs to the whole community. Let's
createPlaces for People in Downtown Eugene



ReimaginingOur Public Spaces: Save the Date

Youare invited to be part of downtown's transformation!

The City of Eugene's Places for People project, in partnership with [Project for Public Spaces](#), will be asking the community about downtown's parks, squares and sidewalks. You will be able to learn more about ways to transform public spaces and weigh in on what you think would make downtown feel more safe, vibrant and welcoming.

Transforming Public Spaces:

Talk and Open House with Fred Kent

The "Main Event!" An open invitation to consider what makes a great public space, discuss how to make our downtown a better place for all, and offer your thoughts, concerns and aspirations for Downtown Eugene.



Thursday, October 13

7:30 - 9:30 pm

LCC Downtown Campus

101 W. 10th Avenue, Eugene

Learn the basics of Placemaking with renowned expert [Fred Kent](#), and provide input on making our downtown public spaces great.

Placemaking Workshops and Tours (RSVP needed)

Dive deeper into the Placemaking process and join a workshop!

The event is free, but registration is necessary.

Wednesday, October 12

5:00 - 8:00 pm

Hult Center Studio

1 Eugene Center, Eugene

Register for Oct. 12 Workshop

Saturday, October 15

10:00 am - 1:00 pm

Atrium Building

99 W. 10th Avenue, Eugene

Register for Oct. 15 Workshop

thoughts from Project for Public Spaces

WHAT IS PLACEMAKING?

To introduce you to Project for Public Spaces, we thought we'd share some of their writing:

WHAT IF WE BUILT OUR COMMUNITIES AROUND PLACES?

"As both an overarching idea and a hands-on approach for improving a neighborhood, city, or region, Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution..."



Read the rest of the article at [pps.org](https://www.pps.org).

Coming Soon

SURVEY

Project for Public Spaces is putting the finishing touches on a survey about the use and experience of our downtown public spaces. Stay tuned - we want to hear from you!

POP UPS

Project for Public Spaces will host a series of Pop Up stations around downtown and the community to provide another opportunity for your input. Stay tuned for locations, dates and times.

If you would like to subscribe to updates about the Places for People project, write to us at placesforpeople@ci.eugene.or.us and tell us you would like to receive our emails. And share it with your friends!

City of Eugene

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