



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

November 27, 2017

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

Meeting of November 27, 2017;
Her Honor Mayor Lucy Vinis Presiding

Councilors

Alan Zelenka, President
Emily Semple
Claire Syrett
Jennifer Yeh

Mike Clark, Vice President
Greg Evans
Chris Pryor
Betty Taylor

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

The Mayor opens the November 27, 2017, City Council work session.

**A. Committee Reports and Items of Interest from Mayor, City Council,
and City Manager**

B. WORK SESSION: Downtown Update

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.

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: Downtown Update

Meeting Date: November 27, 2017
Department: All
www.eugene-or.gov

Agenda Item Number: B
Staff Contact: Denny Braud
Contact Telephone Number: 541-682-8817

ISSUE STATEMENT

This work session will provide Council with an update on strategies implemented this summer to support downtown placemaking, urban parks, public safety, and social services. These strategies were implemented through staffing, physical improvements and programming. Staff will present results from the monitoring framework, speak about what was learned, and provide a preview of efforts and activities planned for the winter season. The work session will provide Council with information to consider for funding the 2018 season requested in Supplement Budget #2.

BACKGROUND

Eugene's downtown serves as a cultural, economic and civic center for our community. The City, public and private partners, and the community have all invested considerable time and resources into Eugene's downtown revitalization, which has resulted in significant improvements and increased activity downtown.

In the fall of 2016, Council heard concerns from the community about downtown safety and unwelcoming behavior. Around the same time, Council heard recommendations from Project for Public Spaces (PPS), a non-profit that specializes in placemaking. In response, a downtown operations team comprised of City staff from six departments was formed to quickly address community concerns and implement some of the short-term recommendations from PPS. City Council supported the effort by allocating \$500,000 toward these downtown and parks efforts in Supplemental Budget #1 of FY17. The strategies developed by the operations team focused on making Eugene's downtown public spaces and urban parks more safe, welcoming, and vibrant, while supporting civic, commercial and social activities. As recommended by PPS and as presented at the March 15 Budget Committee meeting, the action plan for this summer focused on three key areas:

- Safety and Social Services;
- Physical Improvements and Amenities; and
- Programming and Activation.

A number of the efforts focused on "lighter, quicker, cheaper" versions of longer term concepts and investments envisioned for our public spaces. These activations provided an opportunity for

the community to participate and provide feedback, and allow staff to collect information on what changes could improve the functionality and use of the space.

The goal of the effort was to improve people's experiences in downtown public spaces over the summer and to enhance community perceptions of downtown. A results-based monitoring framework was utilized to collect data, track activities, and monitor indicators of the intended short-term outcomes. In addition, data was collected via an online community survey about perceptions of downtown (similar to the PPS survey conducted last year), activity mapping in downtown public spaces, direct outreach at grocery stores in all 8 Wards, media monitoring and key-informant interviews. The lessons and information collected will help inform and guide future plans and investments in the civic and economic heart of the community as we move toward our vision of a vibrant and active downtown.

The results of our evaluation show that we are making progress toward our objective of a safe, vibrant, and welcoming downtown. Members of the community who are downtown frequently and those who have a vested interest in downtown have noticed positive improvement and were excited about the measures that were implemented during the 2017 summer season. However, perceptions remain unchanged among community members who visit downtown less frequently or not at all. To continue making progress and to change perceptions, the coordinated, multi-prong effort needs to be maintained, building on approaches that were successful, developing new strategies that are flexible and responsive and continuing to leverage and expand partnerships with other downtown stakeholders.

RELATED CITY POLICIES

City Council Goals

Safe Community - A community where all people are safe, valued and welcome.

- Greater sense of safety (especially downtown)

Sustainable Development - A community that meets its present environmental, economic and social needs without compromising the ability of future generations to meet their own needs.

- Increased downtown development

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.

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.

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.

Eugene Downtown Plan

- Support public safety activities that increase visibility, access actual and perceived safety for individuals and property 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.

COUNCIL OPTIONS

Informational work session, no options at this time.

CITY MANAGER'S RECOMMENDATION

Informational work session, no recommendation at this time.

SUGGESTED MOTION

Informational work session, no suggested motion at this time.

ATTACHMENTS

None.

FOR MORE INFORMATION

Staff Contact: Denny Braud
Telephone: 541-682-8817
Staff E-Mail: denny.braud@ci.eugene.or.us