



Eugene City Council

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www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

February 12, 2024

5:30 p.m. CITY COUNCIL WORK SESSION

City Council meetings will continue to be held in hybrid format using in person and virtual meeting technology. Information about online or other options for access and participation will be available at <https://www.eugene-or.gov/3360/Webcasts-and-Meeting-Materials>

Meeting of February 12, 2024; Her Honor Mayor Lucy Vinis Presiding

Councilors

Matt Keating, President
Greg Evans
Emily Semple
Alan Zelenka

Randy Groves, Vice President
Mike Clark
Lyndsie Leech
Jennifer Yeh

5:30 p.m. CITY COUNCIL WORK SESSION

1. WORK SESSION: Urgent Community Needs – Economic Drivers and Strategies

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.

January 22, 2024 Work Session

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Urgent Community Needs – Economic Drivers and Strategies

Meeting Date: February 12, 2024
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: 1
Staff Contact: Anne Fifield
Contact Telephone Number: 541-682-5451

ISSUE STATEMENT

This work session is the first of a series of quarterly strategic sessions that will feature each of the four focus areas within the City's strategic plan. This work session, focused on Urgent Community Needs, will highlight key economic drivers impacting Eugene and the region, and some of the work the city is doing to advance the City's strategic goals related to economic development. This work session is informational only.

BACKGROUND

The [City of Eugene Strategic Plan](#) provides overall direction and organizational focus for the 2023-2026 period. The plan was designed to focus on issues identified by the community and the organization as top priorities and provides guidance for City programs and services. The plan was informed by the Eugene City Council's Vision, Values, Goals (2021), which expresses Council's vision for the community, as well as the results of the most recent [Community Survey](#) (2022). Council approved the direction outlined in the plan in July 2023.

The City of Eugene Strategic Plan includes four key focus areas:

- ***Urgent Community Needs*** - We will prioritize crises that are, or may become, problems impacting health, safety, and welfare.
- ***Culture of Belonging*** - We are cultivating a community where everyone feels included, respected and valued as they are. A community united in uplifting the diversity of identities and experiences to provide equitable access to resources and opportunity.
- ***Communication & Outreach*** - We will be a city that informs, listens, and understands what the community wants and needs, and a community that understands, participates, and has confidence in what their city is doing.
- ***Organizational Wellbeing*** - The city organization is most effective when there are clearly defined priorities and outcomes, flexibility for staff talent, and room for innovation, where we can measure progress and shift when needed. We will establish a sustainable foundation to ensure employee retention and development, to support Council, and create capacity to accomplish strategic goals.

Urgent Community Needs

Within the plan's Urgent Community Needs focus area, there are seven strategic goals pertaining

February 12, 2024 Work Session – Item 1

to safety, climate action and community resilience, housing and homelessness and economic development. The strategic goals and high-impact actions related to economic development include:

Strategic Goals	High-Impact Actions
<ul style="list-style-type: none"> ▪ Increase the vibrancy, economic vitality, and livability of downtown. ▪ Improve support for local businesses and the business environment. ▪ Advance efforts that will increase wages and create jobs. 	<ul style="list-style-type: none"> • Continue programs to foster a safe, welcoming, clean, and walkable downtown. • Continue to implement and increase the efficiency and effectiveness of development and redevelopment tools to support commercial activity. • Conduct proactive and responsive outreach to existing businesses in Eugene to understand and respond to their needs. • Improve Eugene’s business environment and reputation as a place to do business, including improving overall community livability. • Collaborate with local partners on programs and strategies that support the retention and growth of existing business as well as the recruitment of new businesses. • Collaborate with local partners on programs and strategies that support the entrepreneurial ecosystem. • Work with economic sector members and advocates to support existing and new businesses in recruitment, job training, and retraining for new employment opportunities.

Henry Fields of the Oregon Employment Department will highlight some of the key economic drivers impacting Eugene and the region, and city staff will discuss work the City is doing to advance these strategic goals.

RELATED CITY POLICIES

The [2010 Regional Prosperity Economic Development Plan](#) provides a regional framework for the City’s economic prosperity efforts with targeted outcomes for 2020.

The [Envision Eugene Comprehensive Plan](#) includes economic development goals for the City of Eugene: household prosperity; business development; and community vitality.

The [Eugene-Springfield 2020 Consolidated Plan](#) is a five-year strategic plan for housing and community development, that guides implementation of programs administered by the U.S. Department of Housing and Urban Development (HUD). The Community Development strategies include: support a human services delivery system to address the needs of homeless persons, special needs, and other low-income populations; promote economic development and employment opportunities through the creation of jobs and business development; and make strategic investments to improve low- income neighborhoods and other areas of slums and blight.

The [Eugene Downtown Plan](#), adopted in 2004, is the policy framework for investments and projects in Eugene's downtown, the commercial center for the region.

The [Climate Action Plan 2.0](#) identifies actions that will help Eugene's businesses and households reach climate goals.

The [Housing Implementation Pipeline](#) (HIP) is a five-year internal workplan to increase the supply of housing that is affordable to households across the income spectrum.

PREVIOUS COUNCIL DIRECTION

[September 21, 2022, Work Session](#)

Council received a presentation regarding the results of the Community Survey, which informs the City's strategic plan.

[July 26, 2023, Work Session](#)

Council approved the direction outlined in the strategic plan.

Motion passed 6:1 (opposed by Councilor Clark)

COUNCIL OPTIONS

Information only.

CITY MANAGER'S RECOMMENDATION

None.

SUGGESTED MOTION

None.

ATTACHMENTS

A. 2023-2026 City of Eugene Strategic Plan Summary

FOR MORE INFORMATION

Staff Contact: Anne Fifield, Economic Development Manager
with

Henry Fields, Oregon Employment Department Workforce Analyst and
Economist for Lane and Douglas Counties

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Staff E-Mail: afifield@eugene-or.gov



2023-2026 CITY OF EUGENE STRATEGIC PLAN

OUR VISION

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.

KEY FOCUS AREAS



Urgent Community Needs

We will prioritize crises that are, or may become, problems impacting health, safety, and welfare.

Increase sense of safety.

Advance climate action and community resilience.

Mitigate impacts of homelessness.

Stabilize cost of housing.

Increase vibrancy, vitality, and livability of downtown

Improve support for local business environment.

Support increased wages and job creation.



Communication and Outreach

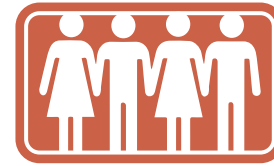
We will be a city that informs, listens, and understands what the community wants and needs, and a community that understands, participates, and has confidence in what their city is doing.

Improve understanding of priority topics.

Engage broadly with the community.

Increase confidence in council and staff.

Full Strategic Plan is available online: www.eugene-or.gov/5140/Strategic-Planning



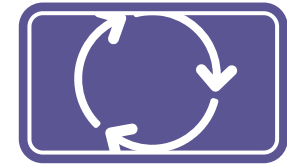
Culture of Belonging

We are cultivating a community where everyone feels included, respected, and valued as they are.

A community united in uplifting the diversity of identities and experiences to provide equitable access to resources and opportunity.

Understand community belonging and what impacts it.

Strengthen relationships with the whole community, including the most marginalized groups.



Organizational Wellbeing

The city organization is most effective when there are clearly defined priorities and outcomes, flexibility for staff talent, and room for innovation, where we can measure progress and shift when needed. We will establish a sustainable foundation to ensure employee retention and development, to support council, and create capacity to accomplish strategic goals.

Increase employee engagement and wellbeing.

Improve organizational processes.

Create a sustainable budget.

STRATEGIC GOALS

CITY COUNCIL OUTCOMES WITHIN STRATEGIC PLAN

The 2021 goals and outcomes created by City Council are shown below; outcomes in colored boxes are prioritized within this strategic plan period and are addressed within various goals and actions in the plan. Outcomes in uncolored boxes are addressed by ongoing organizational work, and may be supported by the plans and processes listed in the Appendix of the full plan.

COUNCIL GOALS	COUNCIL OUTCOMES				
	Safe Community for Community Wellbeing	Sustainable and Accountable Development	Accessible and Thriving Culture, Parks, and Recreation	Equitable, Effective, Accountable Municipal Government	Fair, Stable, and Adequate Financial Resources
	Greater sense of safety.	Increased access and options to housing and shelter.	Accessible, inclusive, and equitable to our diverse communities.	Inclusive and equitable systems and services.	A long-term sustainable budget.
	Improved resilience for natural and human caused disasters.	Increased jobs and prosperity and decreased unemployment.	Invest in arts and culture as an economic engine.	Transparent and interactive communication.	New or expanded revenue sources.
	Increased response to, and decreased incidents of hate and bias crimes.	Encourage and sustain downtown, transit corridors, and riverfront growth.	Preserve strength in arts, culture, and the outdoors.	Public engagement that involves the community broadly.	Accessible and transparent financial information.
	Improved safety of transportation system.	Support resilient small and local business environment.		Strengthen public, private, and intergovernmental relationships.	
	Increased security of information technology systems.	Enhanced natural landscape and green infrastructure systems			
	Decreased property crime, visible and accessible police presence, better police/community relations.	Refresh and sustain Triple Bottom Line Lens.			

Strategic Plan Focus Area Key



Urgent Community Needs



Culture of Belonging



Communication and Outreach



Organizational Wellbeing