



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

April 8, 2026

12:00 p.m. CITY COUNCIL WORK SESSION

City Council Wednesday work sessions are 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 April 8, 2026;
Her Honor Mayor Kaarin Knudson Presiding**

Councilors

Lyndsie Leech, President
Jennifer Yeh
Mike Clark
Randy Groves

Eliza Kashinsky, Vice President
Alan Zelenka
Greg Evans
Matt Keating

12:00 p.m. CITY COUNCIL WORK SESSION

- 1. EXECUTIVE SESSION: Pursuant to ORS 192.660(2)(f) (exempt public records)**
- 2. WORK SESSION: Long Range Financial Planning-Economic Development**

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.

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EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Long Range Financial Planning-Economic Development

Meeting Date: April 8, 2026
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: 2
Staff Contact: Will Dowdy
Phone: 541-682-5340

ISSUE STATEMENT

At this work session, City Council will continue their Long Range Financial Planning (LRFP) work. Council will consider options to begin implementation of recommendations from the Technical Advisory Group on Fiscal Stability (TAG) regarding economic development, including a staffing proposal.

BACKGROUND

In July 2025, the City Council held a work session on Long Range Financial Stability that included an overview of the framework for LRFP and included the recommendations of a City Manager ad hoc committee of technical advisors.

The purpose of the Technical Advisory Group on Fiscal Stability (TAG) was to develop a shared understanding of city finances, operations, and economic development and to make recommendations to the City Manager on short, mid, and long-term strategies for stabilizing the City's budget and services into the future. The TAG's recommendations were shared with Council at two recent work sessions. The TAG's full report and recommendations can be found on the City's website: [Final TAG Report](#). The recommendations fall under three areas: operational efficiencies and reductions; revenues; and economic development.

This work session will focus on economic development and will include updates about existing capabilities, gaps and opportunities in citywide economic development, and compare this to recommendations and goals identified by the TAG. Options to begin implementation of TAG recommendations regarding economic development, including a staffing proposal, will be presented. Additional work sessions to cover topics such as a financial conditions update, financial policies, unfunded needs/debt capacity, priorities, and the strategic plan will be held this spring. This work will culminate in a City Council Workshop in June.

Economic Development Recommendations and Implementation Proposal

The TAG recommended that the city commit to and invest in economic growth within the region with the targeted goal of creating 14,000 new jobs and \$25 million in new tax revenue within 10 years. To achieve this goal, the TAG identified short, medium, and long-term actions for the City to take to expand its economic development efforts. These TAG-recommended actions and their associated timeframes are:

6-24 months

1. Identify an Economic Development Strategic Advisory Team to advise and drive

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implementation of the economic development planning effort.

2. Initiate strategic economic development planning process.
3. Identify needed resources for implementation, including staff and other investments.

2–3 years

4. Begin to coordinate and align with regional partners to enhance strategic advantage.
5. Enhance business retention and expansion, clearly identifying what infrastructure is needed.
6. Market competitive advantage to actively recruit employers.
7. Look at ways to support housing expansion as an economic development tool.

3–5 years

8. Identify and begin to invest in the infrastructure, incentives, partnerships and human capital (Full Time Equivalent (FTE) funded with dedicated revenue) needed for the City to grow to its potential.
9. This is a dynamic process that needs to be developed and maintained over time.
10. Advocate for state-level reforms on regulations, education, taxes, and revenues.

5-10 years

Target of cumulative, gross total of \$25 million in new property tax and payroll tax revenue due to new jobs.

The City's existing staff who are dedicated exclusively to citywide economic development work are limited to the Business Liaison, who focuses on supporting existing business, and the Business Lending Program Manager, who implements the city's business loans. Although the City's Economic Prosperity Section Manager dedicates a portion of their time to citywide economic development, the managerial position is also responsible for overseeing the work of the Urban Renewal Districts, key development projects and more, with about half of the position's cost covered by Urban Renewal funds.

In conversation with community partners in economic development, including Onward Eugene, Better Housing Together, and ActNowLane, City staff have developed a proposal to achieve the goals and timeline in the TAG's Strategic Recommendations, including the initiation of the strategic economic development planning process within 6-24 months. The strategic planning process is foundational to identify the actions needed to grow the number of jobs and tax revenue by 2036. The proposal is to create additional staff capacity: three new positions would be funded with new resources, and one existing position would be funded with existing resources. All the staff in these positions would work towards the target of supporting economic output generating 14,000 jobs and \$25 million in tax revenue within 10 years. The proposal includes the following positions to implement the TAG recommendations:

Business Development Manager (Senior Management Analyst)—new position. Serves as primary strategic and coordination lead for the implementation of the TAG recommendations.

Business Development Analyst (Management Analyst)—new position. Provides implementation support and program operations to the TAG implementation and economic

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development strategies.

Housing Production Analyst (Management Analyst)—new position. Establishes and implements City tools and programs to increase housing supply across the City that are not part of existing Affordable Housing programs.

Development Liaison—vacant position funded with existing resources. Supports applicants through the permitting process and implements improvements to the process and communications with customers.

The cost for the Business Development Manager, Business Development Analyst, and Housing Production Analyst positions, including funding for program-related materials and services is approximately \$800,000 per year and would be funded with new General Fund resources. The Development Liaison position is funded through the City's Construction Permit fund.

RELATED CITY POLICIES

The City of Eugene [Strategic Plan](#) outlines direction and organizational priorities for the 2023-2026 period. City of Eugene biennial budget adoption aligns with the Organizational Wellbeing focus area strategic goal to create a sustainable budget with balanced revenues and expenditures that provides funding for necessary services in the community. Expanding economic development capacity aligns with the strategic goals to 1) improve support for local businesses and the business environment and 2) advance efforts that will increase wages and create new jobs.

PREVIOUS COUNCIL DIRECTION

[July 14, 2025 Work Session](#)

Councilor Leech, seconded by Councilor Clark, moved to direct the City Manager to create an ad hoc City Manager committee to act as a financial technical advisory panel that will begin work in September 2025, and complete work by a date specified by the City Manager.

Passed: 7:1 (Opposed by Councilor Zelenka)

[December 8, 2025 Work Session](#)

This was an informational session where Council received an update on the work of the Technical Advisory Group on Fiscal Stability and an overview of draft recommendations to date.

[February 9, 2026 Work Session](#)

This was an informational session where Council received the final recommendations and report of the Technical Advisory Group on Fiscal Stability.

[March 11, 2026 Work Session](#)

This was an informational session where Council received information on how Eugene benchmarks to comparable cities and the next steps in the long-range financial planning work for Council in the spring of 2026.

COUNCIL OPTIONS

At this work session, Council may:

1. Direct the City Manager to begin implementation of Strategic Recommendations on

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Economic Development from the TAG and add three economic development positions to the FY26/27 Supplemental budget.

2. Take no action at this time.

CITY MANAGER'S RECOMMENDATION

The City Manager recommends Option 1.

SUGGESTED MOTION

Move to direct the City Manager to begin implementation of Strategic Recommendations on Economic Development from the TAG and to add three related positions to the Supplemental Budget.

ATTACHMENTS

None.

FOR MORE INFORMATION

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