

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Action: Recommendation on Proposal to Name New Willamette/I-5 Bridge
the “Whilamut Passage Bridge”

Meeting Date: August 9, 2010
Department: City Manager’s Office
www.eugene-or.gov

Agenda Item Number: 6
Staff Contact: Beth Forrest
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AGENDA ITEM SUMMARY

The council is asked to consider and act on a proposal to name the new Willamette River/I-5 Bridge the “Whilamut Passage Bridge.” This bridge is a state-owned facility and the council has been asked by members of the Citizen Planning Committee for the Whilamut Natural Area of Alton Baker Park (CPC) to support the proposed name and send its recommendation to the Oregon Department of Transportation (ODOT).

BACKGROUND

The process for considering this proposal was guided by the council’s draft naming policy, which was presented and discussed at a work session on May 19, 2010. Although the policy has not yet been formally adopted, councilors supported the core elements of the plan, which includes a public comment period, solicitation of financial information, and decision-making criteria.

A request for the council to endorse a proposal to name the new I-5/Willamette River Bridge the “Whilamut Passage Bridge” was submitted in May 2010 by the CPC. The City of Eugene has no jurisdictional authority over the decision; therefore, the council is being asked only to consider the proposal and send its recommendation to ODOT.

Public Comment

A public comment period was initiated on June 14 and ended with a dedicated public hearing on July 26. During that period, over 65 comments were received via email or in the form of testimony. Of these, 60 were in favor of the proposed name.

Financial Implications

According to ODOT officials associated with this project, the financial implications of the naming proposal would be minimal.

The naming of the bridge would cost virtually nothing, said Dick Upton, ODOT’s project manager for the bridge replacement. Small signs at each end of the bridge would include the names “Willamette River” and “Whilamut Passage Bridge” and cost between \$1,000 and \$1,500 for both. That cost would be part of the total \$187 million bridge price tag, ODOT spokesman Rick Little said. - *May 10, 2010, Register-Guard*

In his testimony at the July 26 public hearing, CPC member David Sonnichsen estimated the cost of two “modest” signs measuring 6’ x 4’ to be approximately \$960.00, and noted that this expense has already been included by ODOT in the project budget.

Triple Bottom Line

While a formal analysis of this proposal using the City's triple bottom line tool was not done, several of its goals are relevant to the CPC's recommendation and may be considered before taking action:

Culture

1. Is this proposal culturally appropriate and how does this proposal affirm or deny the cultures of diverse communities?
2. How does this proposal create opportunities for artistic expression, cultural celebration or education of a cultural exchange?

Building Capacity to Advance Social Equity

1. What plans have been made to communicate about and share the activities and impacts of this proposal within the City organization and/or the community?
2. How does this proposal strengthen collaboration and cooperation between the City organization and community members?

RELATED CITY POLICIES

Adherence to the values and procedures set forth in a City naming policy relates to the City Council goal of "Effective, Accountable Municipal Government, a government that works openly, collaboratively, and fairly with the community to achieve measurable and positive outcomes and provide effective, efficient services."

OPTIONS

The City Council has several options:

1. Support the CPC recommendation and direct staff to prepare a letter to ODOT endorsing the name "Whilamut Passage Bridge."
2. Decline to support the CPC recommendation.
3. Provide other direction to staff.

CITY MANAGER'S RECOMMENDATION

The City Manager has no recommendation on this item.

SUGGESTED MOTION

No motion is suggested.

ATTACHMENTS

None.

FOR MORE INFORMATION

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