

# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY



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### Work Session: Regional Prosperity Update

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Meeting Date: July 20, 2015  
Department: Planning & Development  
[www.eugene-or.gov](http://www.eugene-or.gov)

Agenda Item Number: B  
Staff Contact: Denny Braud  
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#### **ISSUE STATEMENT**

The Joint Elected Officials of Eugene, Springfield and Lane County approved the Regional Prosperity Economic Development Plan in 2010. Councilor Zelenka polled for a council work session on economic development to include a review of activities, studies and programs recently engaged in by the City. At this council work session, staff will present an update highlighting Regional Prosperity accomplishments and current initiatives.

#### **BACKGROUND**

This council work session is the first of two work sessions focused on economic prosperity. The first will provide an update on current progress in meeting regional economic prosperity goals. The second work session, currently scheduled on July 29, is a follow-up to the April 13, 2015, council workshop at which economic prosperity was identified as a focus area for additional council discussion.

To address the economic challenges facing the region, the Joint Elected Officials approved the Regional Prosperity Plan in 2010. The Plan provides the broad framework for the agencies to follow when working on economic development activities.

The Prosperity Plan has six key strategies, and each strategy has identified tactics that provide methods for implementing each strategy and priority next steps. The six key strategies are:

1. Grow local opportunities
2. Energize a creative economy
3. Invest in tomorrow's talent
4. Provide basic business needs
5. Identify as a place to thrive
6. Strengthen key industries

The Joint Elected Officials identified three specific and measurable goals for the Prosperity Plan:

*By 2020, create 20,000 net new jobs in the chosen economic opportunity areas; reduce the local unemployment rate to, or below, the state average; and increase the average wage to,*

*or above, the state average.*

The year 2015 is halfway to 2020. Progress towards achieving the Plan's goals:

- The region has increased the number of jobs since 2010 by a little over 8,000. However, the region has about 7,000 fewer jobs than it did in 2007.
- The region's unemployment rate has steadily declined since its peak in 2009 (12.8 percent), and the most recent data show the unemployment rate is 5.6 percent, just above the statewide rate of 5.3 percent.
- The region's average annual wage is \$41,500, about \$6,700 less than the statewide average of \$48,200. The gap between the two has slowly increased since 2001.

Attachment A provides a summary of the ongoing and completed projects that are focused on the implementation of the Regional Prosperity Plan and aim to enhance the community's overall prosperity. The summary is organized around projects and initiatives within the following work plan categories:

- Key Industries: Food and Beverage, Manufacturing, Educational Technologies
- Business Assistance
- Workforce Development
- Land Supply
- Creative Economy Support
- Permitting Improvements
- Growing Local Economy
- Downtown Redevelopment

Because the Plan has a regional focus, there are many partnering agencies involved in the implementation of the various projects and initiatives. The attached summary is primarily focused on work being done within the City, or in partnership with the City. It is important to note that economic development work occurs at every level of the City, and that the attached summary does not represent all of the City's economic prosperity efforts.

## **RELATED CITY POLICIES**

The *Regional Prosperity Economic Development Plan* is the key policy document that guides the City's economic development efforts. Other related policy documents include *Envision Eugene*, *Eugene Downtown Plan*, *Eugene-Springfield 2015 Consolidated Plan*, and *Eugene Climate & Energy Action Plan*.

### *Council Goals*

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
- Strategic job creation/decreased unemployment
- Support for small and local business
- Decision-making that weighs economic, social equity and environmental (triple bottom

line)effects

**COUNCIL OPTIONS**

Information only. No options identified at this time.

**CITY MANAGER'S RECOMMENDATION**

Information only. No recommendation identified at this time.

**SUGGESTED MOTION**

No motion required.

**ATTACHMENTS**

A. Summary Table of Economic Development Projects

**FOR MORE INFORMATION**

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