



**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

July 20, 2015

12:00 PM CITY COUNCIL WORK SESSION

Harris Hall

125 East 8<sup>th</sup> Avenue

Eugene, Oregon 97401

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Meeting of July 20, 2015;  
Her Honor Mayor Kitty Piercy Presiding

**Councilors**

George Brown, President

Pat Farr, Vice President

Mike Clark

George Poling

Chris Pryor

Claire Syrett

Betty Taylor

Alan Zelenka

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**CITY COUNCIL WORK SESSION**

**Harris Hall**

**5:30 p.m. A. WORK SESSION:**

**Envision Eugene Housing Update**

*Mayor: The Eugene City Council will now meet in Executive Session to consult with counsel concerning legal rights and duties regarding current litigation or litigation likely to be filed. The executive Session is held pursuant to ORS 192.660(2)(h).*

*Representatives of the news media and designated staff shall be allowed to attend the executive session. All other members of the audience are asked to leave the room. Representatives of the news media are specifically directed not to report on any of the deliberations during the executive session, except to state the general subject of the*

*session as previously announced. No decision may be made in executive session. At the end of the executive session, we will return to open session and welcome the audience back into the room.*

**6:15 p.m. B. WORK SESSION:**

**Regional Prosperity Update**

*\*time approximate*

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The Eugene City Council welcomes your interest in these agenda items. This meeting location is wheelchair-accessible. For the hearing impaired, FM assistive-listening devices are available or 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.

City Council meetings and work sessions are broadcast live on the City's Web site. In addition to the live broadcasts, an indexed archive of past City Council webcasts is also available. To access past and present meeting webcasts, locate the links at the bottom of the City's main Web page ([www.eugene-or.gov](http://www.eugene-or.gov)).

El Consejo de la Ciudad de Eugene aprecia su interés en estos asuntos de la agenda. El sitio de la reunión tiene acceso para sillas de ruedas. Hay accesorios disponibles para personas con afecciones del oído, o se les puede proveer un intérprete avisando con 48 horas de anticipación. También se provee el servicio de intérpretes en idioma español avisando con 48 horas de anticipación. Para reservar estos servicios llame a la recepcionista al 541-682-5010. Todas las reuniones del consejo están grabadas en vivo en Metro Television, canal 21 de Comcast y después en la semana se pasan de nuevo.

**For more information, contact the Council Coordinator at 541-682-5010,**

**available online at [www.eugene-or.gov](http://www.eugene-or.gov)**

# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY




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### Work Session: Envision Eugene Housing Update

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

Agenda Item Number: A  
 Staff Contact: Robin Hostick  
 Contact Telephone Number: 541-682-5507

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#### **ISSUE STATEMENT**

Portland State University recently issued a new population forecast for cities in Lane County. The City Council is now asked to decide how to move forward with establishing the residential urban growth boundary (UGB).

#### **BACKGROUND**

On January 28, 2015, the council directed staff to proceed with a UGB expansion for jobs, parks and schools. At the council's last work session regarding the housing component of the Envision Eugene project (April 27, 2015), the council discussed two options for using the new State population forecasts and directed staff to return for direction after the new forecasts were finalized. Those forecasts were finalized at the end of June.

"Option A," presented at the April 27 council work session, was to simply finish the UGB work already underway using the 2009 population forecast. "Option B" was to extend the timeline for UGB adoption to update the data based on the new (2015) population forecast. Since the April 27 work session, City staff has continued to talk with interested parties. There now appears to be broad stake-holder support for a third hybrid option.

#### **Hybrid Option**

This hybrid option presents the most effective use of the new population forecast to address the community's need for a buildable land supply that is financially accessible to Eugene's workforce population as expeditiously as possible. For reasons rooted in Oregon's complicated land use laws, these community interests are best met by a hybrid option that includes all of the following components:

#### **Establish a Baseline UGB**

- Establish a "baseline" UGB for a 2012-2032 planning period to separate Eugene from Springfield. This baseline UGB will be based on the data and analysis gathered and vetted through the Envision Eugene project (including the population forecast adopted by Lane County in 2009).

- Target for City and County consideration of the proposed baseline UGB: 2016. This will require immediate, intense staff work on the residential land UGB analysis to put it back on the same time line as for employment, parks and schools.

#### **Update Needed Housing Regulations**

- Update the City's procedures and approval criteria for needed housing applications (applications to develop housing in areas identified for housing in the City's BLI and HNA).
- Target for City consideration of proposed updates: within one year of State acknowledgement of the baseline UGB.

#### **Establish Urban Reserves**

- Establish urban reserves that identify the land surrounding Eugene that can be used for UGB expansions as needed to meet the City's land needs based on growth from 2012-2062, based on the PSU population forecast finalized in 2015 (a forecasted 2062 population of 267,947).
- Target to initiate City work on urban reserve planning: immediately, beginning with identification of resources to make the establishment of urban reserves a highest priority.
- Target for City and County consideration of the proposed urban reserves: within two years of State acknowledgment of the baseline UGB.

#### **Monitor / Report on Residential Growth**

- Provide the City Council with a monitoring report that updates the supply of buildable residential land and the community's need based on the most recently finalized PSU population forecast.
- Target for delivery of report to City Council: three years after State acknowledgment of baseline UGB (instead of the five-year monitoring interval indicated in the TRG's draft monitoring program).

#### **Action to Address Results of Monitoring**

- Expand the UGB to the extent indicated by the monitoring report, to add urban reserve land to the UGB as needed to meet the City's residential land needs for a new 20-year planning period, based on the PSU population forecast in place at the time this UGB work is initiated.
- Target for initiation of work on a proposal to expand the UGB onto urban reserve land (to the extent indicated by the monitoring report): immediately upon State acknowledgment of Eugene's urban reserves.
- Target for City and County consideration of the proposal to expand the UGB (to the extent indicated by the monitoring report): within three years of State acknowledgment of urban reserves.

#### **Allocate Funds**

- Allocate \$750,000 to enable the City to hire consultants and/or staff to conduct the analysis required to create and implement a growth-monitoring program and to establish urban reserves while ensuring that long-awaited neighborhood planning can still take place.

**COUNCIL OPTIONS**

- A. Direct the City Manager to finish the UGB work already underway using the 2009 population forecast (Option A).
- B. Direct the City Manager to use the new population numbers in new analysis in order to establish the UGB (Option B).
- C. Direct the City Manager to move forward with the “Hybrid Option” described in this agenda item summary (AIS).

**CITY MANAGER’S RECOMMENDATION**

The City Manager recommends moving forward with the “Hybrid Option” described in this AIS.

**SUGGESTED MOTION**

Move to direct the City Manager to prepare an urban growth boundary adoption package and to take the other actions that are part of the “Hybrid Option” as described in this AIS.

**FOR MORE INFORMATION**

Staff Contact: Robin Hostick  
Telephone: 541-682-5507  
Staff E-Mail: Robin.A.Hostick@ci.eugene.or.us





# Envision Eugene

Eugene City Council

July 20, 2015

# Housing UGB Adoption Options

## Option A 2012 -2032





# Housing UGB Adoption Options

## Option A 2012 -2032



## Option B 2015 - 2035



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# Housing UGB Adoption Options

## Option A 2012 - 2032



## Option B 2015 - 2035



## Hybrid Option 2012 - 2032



# Eugene UGB: Hybrid Option

- Establish Baseline UGB (2012-2032)
- Update Needed Housing Regulations
- Establish Urban Reserves
- Monitor/Report on Residential Growth
- Action to Address Results of Monitoring
- Allocate Funds

# Population Growth

<b>2009 Adopted Population Forecast (2012-2032)</b>	<b>33,778</b>
2015 Final PSU Population Forecast (2015-2035)	40,520
Difference	+ 6,742

# Urban Reserves

- Allows the City to comprehensively plan for longer-term population growth (2032-2062)
- Provides rural land owners more certainty about their future
- Allows the City to more effectively provide public facilities
- Streamlines the next UGB expansion analysis
- Utilizes information gathered for Envision Eugene

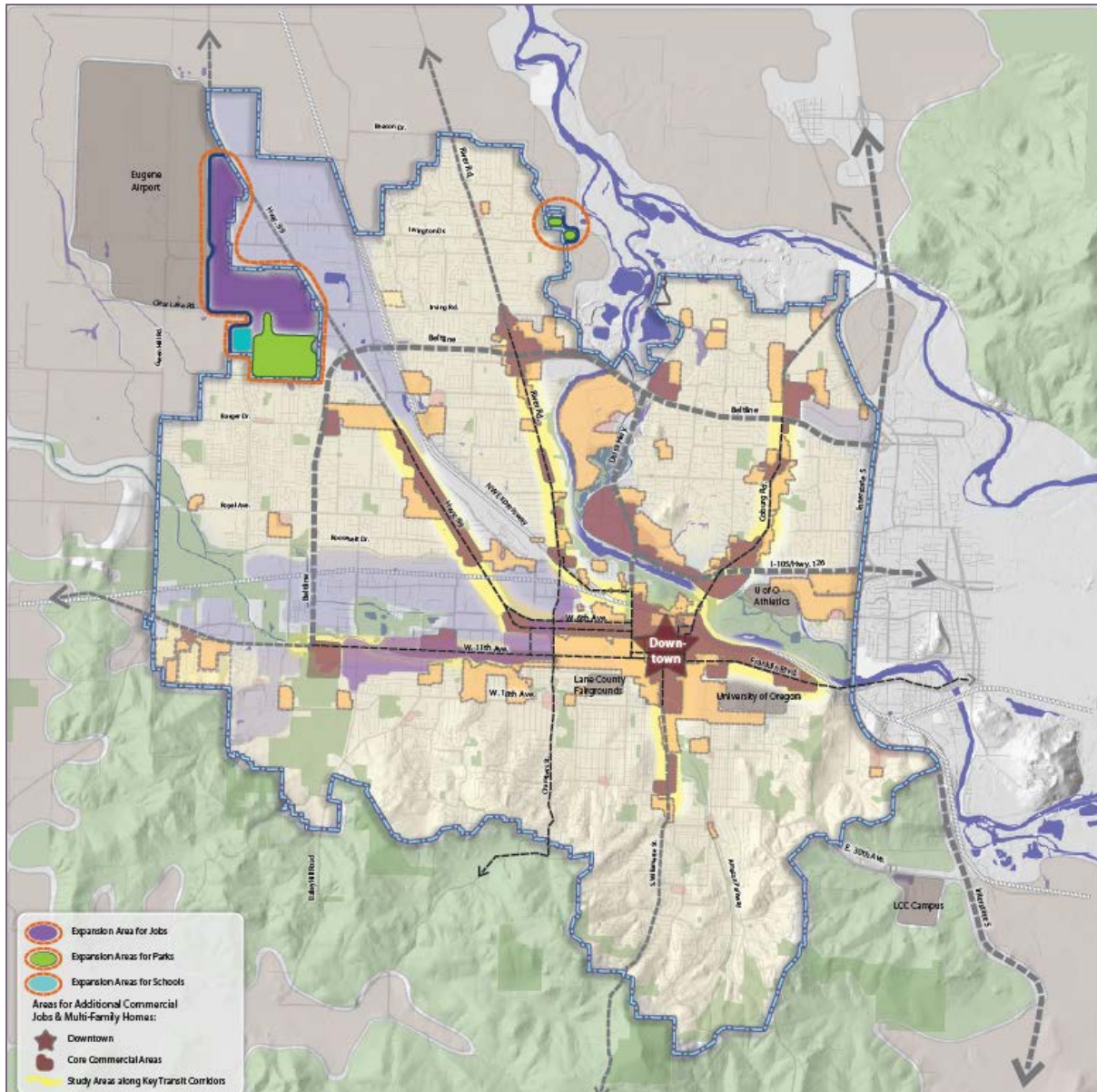
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Cost Estimate	
Two staff planners for two years	\$400,000
Consultant technical analysis	\$350,000
<b>Total for Two Years</b>	<b>\$750,000</b>

# Option B Cost Estimate

Cost Estimate	
Technical analysis inside current UGB	\$32,000
Land use efficiency strategies	\$20,000
Urban growth boundary expansion	\$405,000
Adoption package preparation	\$80,000
Total consultant costs	<b>\$537,000</b>

# Community Vision



# Questions?



# Housing UGB Adoption Options

## Hybrid Option 2012 - 2032

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# 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  
 Contact Telephone Number: 682-5536

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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**


Staff Contact: Denny Braud  
Telephone: 541-682-5536  
Staff E-Mail: denny.braud@ci.eugene.or.us



**Economic Development Projects  
Current Status**


	Key Strategies from Prosperity Plan	Projects	Project Description	Status of Project	Partnering Agencies
<p align="center"><b>Key Industry- Food and Beverage</b></p>	<p>1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries</p>	<p><b>Food and Beverage Manufacturing- Cluster Report</b></p>	<p>Analysis of existing food and beverage industries and how to expand them.</p>	<p>Completed in 2012.</p>	<p>Lane County</p>
		<p><b>Public Market and Food Hub Market Analysis</b></p>	<p>Assessment of demand for year-round public market and/or food hub.</p>	<p>Market Analysis completed in 2014. Study found demand for expanded public market.</p>	<p>Lane County; UO</p>
		<p><b>Public Market Facility</b></p>	<p>Work with Lane County to identify size and scope of potential market.</p>	<p>In progress.</p>	<p>Lane County; Farmers Market</p>
		<p><b>Regional Food Brand</b></p>	<p>Coordinate regional brand for local food industries.</p>	<p>Selected marketing consultant, developed logo, securing funding for brand development.</p>	<p>Lane County, Travel Lane County, Willamette Farm and Food Coalition, Willamette Valley Sustainable Food Alliance</p>
		<p><b>Business Assistance</b></p>	<p>Provide financing, technical assistance, or networking (see Business Assistance below).</p>	<p>Examples of assisted businesses include WildtimeFoods, Oregon Wine Lab, Red Wagon Creamery, SnoTemp, and Organically Grown Co.</p>	
<p align="center"><b>Key Industry- Manufacturing</b></p>	<p>1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries</p>	<p><b>Manufacturing-Cluster Report</b></p>	<p>Analysis of existing manufacturing industries and how to expand them.</p>	<p>Completed in 2012.</p>	
		<p><b>Pacific Northwest Manufacturing Partnership</b></p>	<p>An alliance with SW Washington, Willamette Valley, and Columbia River Corridors, working to support the regional manufacturing sector.</p>	<p>Partnership applied for and received federal <i>Investing in Manufacturing Communities Partnership</i> designation.</p>	<p>Business Oregon, multiple cities, counties, colleges, universities, research institutes, and economic development organizations.</p>
		<p><b>Business Assistance</b></p>	<p>Provide financing or technical assistance (see Business Assistance below).</p>	<p>Examples of assisted businesses include Rolf Prima, HeliTech, Peterson Pacific, PacRecycling, Quality Metal Finishing, Strapworks.</p>	
<p align="center"><b>Key Industry- Educational Technologies</b></p>	<p>1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries</p>	<p><b>Educational Technologies-Cluster Report</b></p>	<p>Analysis of existing educational technology industries and how to expand them.</p>	<p>Completed in 2012.</p>	
		<p><b>Lane County Sector Strategies Team-Tech Collaborative</b></p>	<p>A collaborative public and private-sector team established to identify gaps limiting the sectors' growth and to form local strategies to address them.</p>	<p>Implementing Tech Collaborative recommendations (e.g., UO Computer Science department working with Tech sector to meet workforce needs).</p>	<p>Lane Workforce Partnership; Springfield; Chamber; Travel Lane County; Lane ESD, UO; LCC; TAO; private sector</p>
		<p><b>Technology Association of Oregon (TAO)</b></p>	<p>The TAO helps to raise the visibility of the region's tech and tech-enabled companies in Oregon and other markets through events, marketing, reports, and PR.</p>	<p>TAO has established presence in Eugene, City partnering on broadband, regional identity, and workforce.</p>	
		<p><b>Strategic Air Service Connections</b></p>	<p>Working to establish new daily service that to key markets, in response to an issue identified at 2013 Summit.</p>	<p>Alaska Airlines beginning daily service to San Jose, CA November 5, 2015.</p>	<p>Chamber; private sector</p>
		<p><b>ETIC Needs Statement</b></p>	<p>City-led effort with Engineering and Technology Industry Council (ETIC) to conduct needs statement for software industry, to address shortage of qualified graduates.</p>	<p>Implementing Computer Science curriculum changes at UO.</p>	<p>Private sector, UO, LCC</p>
		<p><b>Business Assistance</b></p>	<p>Provide financing or technical assistance (see Business Assistance below).</p>	<p>Examples of assisted businesses include Palo Alto Software and Avant Assessment.</p>	

**Economic Development Projects  
Current Status**


	Key Strategies from Prosperity Plan	Projects	Project Description	Status of Project	Partnering Agencies
<p align="center"><b>Growing Local Economy</b></p>	<p>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</p>	<p><b>Big Look Strategy</b></p>	<p>A process to evaluate new approaches to economic development that better serve regional goals and rejuvenate the regional economic development structure and strategy.</p>	<p>Completed in August 2014.</p>	<p>Springfield; Lane County; Chambers; and others</p>
		<p><b>South Willamette EDC</b></p>	<p>A new organization to replace the Lane Metro Partnership to market the region, support existing industry, and coordinate regional economic development.</p>	<p>Interim Board established in 2014; currently interviewing candidates for Director position.</p>	<p>Springfield; Lane County; Chambers</p>
		<p><b>Regional Prosperity Summit</b></p>	<p>Joint effort to convene representatives from the community and key industries to discuss areas of regional strengths, challenges, and opportunities.</p>	<p>Held November 2013. November 2015 Summit in planning stage.</p>	<p>Springfield; Lane County; Chambers, UO</p>
		<p><b>Building a Better Bethel</b></p>	<p>Economic development planning project to create a strategy that supports increased activity in the Bethel area.</p>	<p>Initial phase completed; deliverables included policy report; map; and webpage (pending).</p>	<p>Active Bethel Citizens; Bethel School District; and others</p>
		<p><b>Hynix Site Re-use</b></p>	<p>Working with potential purchasers.</p>	<p>Assisting prospects with site due diligence.</p>	
		<p><b>Economic Development Consortium</b></p>	<p>Forum for regional economic development practitioners to share informations on regional economic development projects and initiatives.</p>	<p>Established 2014, meets bi-monthly.</p>	<p>Springfield; Lane County; LCC; Lane Workforce Partnership; LCOG; Chambers; South Willamette EDC; and others</p>
		<p><b>Library Reference Resources</b></p>	<p>Library provides classes and reference materials for start-up businesses and job seekers.</p>	<p>On-going.</p>	
		<p><b>Eugene Community Broadband Strategic Plan</b></p>	<p>Received grant to develop plan to improve telecommunications infrastructure.</p>	<p>Completed Plan in 2013. Plan recommended implementation of pilot broadband project.</p>	
		<p><b>Broadband Pilot</b></p>	<p>A demonstration project to develop high-capacity fiber optic connections to key areas of the downtown.</p>	<p>Fiber installed in electrical conduit owned by EWEB in 2014; ISPs 'lit' the fiber for tenants in building in June 2015.</p>	<p>EWEB; LCOG</p>
<p><b>Broadband Implementation</b></p>	<p>Build high-capacity fiber optic connections to all of the downtown.</p>	<p>Working to develop implementation plan to bring fiber optics throughout downtown.</p>	<p>EWEB; LCOG</p>		




**Economic Development Projects  
Current Status**

	Key Strategies from Prosperity Plan	Projects	Project Description	Status of Project	Partnering Agencies
<p><b>Downtown Redevelopment</b></p>	<p>1-Grow Local Opportunities 4-Provide Basic Business Needs 5-Identify as a Place to Thrive 6-Strengthen Key Industries</p>	<b>EWEB Site-Master Plan</b>	Community vision for redevelopment of EWEB riverfront.	Approved by City Council 2014.	EWEB
		<b>EWEB Site-Riverfront Redevelopment</b>	Partner with EWEB to redevelop riverfront property.	Working on agreement for City to take more active role in the development process.	EWEB
		<b>Redevelopment site-11th and Olive</b>	New hotel development.	Under construction.	
		<b>Redevelopment site-11th and Charnelton</b>	Vacant former Doc's Pad to be redeveloped for restaurant use.	Under construction.	
		<b>Redevelopment site-6th between Pearl and Oak</b>	Redevelop a County-owned property into \$13 million affordable housing (64 units) project and a \$54 million project with market-rate housing (106 units) and commercial/retail space.	In planning stages.	Lane County
		<b>Whole Foods</b>	New grocery store at 8th and Mill Streets.	Construction underway, completion expected by Spring 2016.	
		<b>The Hub</b>	\$50 million student-housing project on Franklin.	Under construction, completion expected by September 2015.	
		<b>13th and Olive</b>	Student housing project on 13th and Olive.	Completed and occupied, with ~1,100 students.	
		<b>Broadway Commerce Center</b>	\$11 million redevelopment of vacant commercial building at Broadway and Willamette.	Completed and at full occupancy.	
		<b>Woolworth Building</b>	\$11 million new development of commercial space on Willamette.	Completed and at full occupancy.	
		<b>IDX/Broadway and Oak</b>	New location for rapidly growing local software company.	Renovation complete.	
		<b>First on Broadway</b>	\$4.2 million redevelopment of vacant commercial building at Broadway and Willamette into 16 market-rate housing units and ground-floor retail.	Completed and at full occupancy.	
		<b>NW Community Credit Union</b>	\$25 million headquarters building.	Completed and occupied in 2015.	
		<b>LCC Downtown Campus</b>	\$55 million new LEED-platinum structure that includes a 90,000-SF Education building and 256 beds of student housing.	Completed and occupied in 2013.	LCC
		<b>Inn at the 5th</b>	Construction of new 70-room hotel at 5th Street Public Market.	Hotel opened in 2012.	Private sector
		<b>City Hall</b>	First phase includes construction of 30,000 SF City Hall.	Demolition complete, finalizing design.	
<b>Shedd Institute for the Arts</b>	Purchase of City-owned property to establish music school facility.	Property sold to Shedd in 2014.			
<b>MUPTE</b>	Revisions to Multi-Unit Property Tax Exemption program.	Council approved ordinance July 2015.			
<b>Park Place Apartments</b>	Redevelopment of City-owned office building into 24 apartments.	Completed in 2012, at full occupancy.	Private sector		
<b>Downtown Retail</b>	Over 20 new retail businesses established in downtown commercial core. Most received assistance from Downtown Loan Program.	On-going.			


**Economic Development Projects  
Current Status**

	Key Strategies from Prosperity Plan	Projects	Project Description	Status of Project	Partnering Agencies
<b>Downtown Redevelopment (cont.)</b>		<b>Downtown Lighting Initiative</b>	Decorative lighting to 2 Great Streets (Broadway and Willamette) to reinforce positive economic activity and pedestrian environment.	First phase installed 2014, final component to be installed summer 2015.	
		<b>Wayfinding</b>	Project to identify and highlight cultural sites and activities for residents and visitors, to reinforce our identity as a creative City.	Strategy developed. Design work, implementation, to follow based on funding availability.	Arts and Business Alliance of Eugene (ABAE)
		<b>Willamette to Willamette</b>	Analysis, design, and planning to transform 8th Avenue as the gateway to the River and downtown.	Project underway July 2015.	
<b>Business Assistance</b>	1-Grow Local Opportunities 2-Energize a Creative Economy 4-Provide Basic Business Needs 6-Strengthen Key Industries	<b>Business Development Fund</b>	Provides assistance to new and existing businesses via the federal Community Development Block Grant (CDBG) program.	Since FY 2012, funded 26 loans totaling \$4,071,575, creating 196 new jobs. Borrowers included Imagination International, Ninkasi, Bijou Metro, Hop Valley, SeQuential Biofuel, Arcimoto, and Fertilab Thinkubator.	
		<b>Downtown Revitalization Loan Program</b>	A flexible financing program that encourages investments within the Downtown Urban Renewal District.	Since FY 2012, funded 13 loans totaling \$1,217,117. Borrowers included the Barnlight, Off the Waffle, First National Tap House, Red Wagon Creamery, and First on Broadway.	
		<b>West Eugene Enterprise Zone</b>	Purpose is to stimulate new investments that create jobs, using tax exemptions within the Zone for a 3-year period.	Established in 2005, City received 12 applications representing \$120 million in new investment over past 3 years. Expires in 2016 without Council reauthorization.	Lane County
		<b>eCommerce Zone</b>	New overlay within Enterprise Zone, provides an income tax credit for new businesses engaging predominantly in transactions via the internet or an internet-based computer platform.	Designated by State in July 2014.	Lane County
		<b>Lane Business Link</b>	Website provides data, business planning, financial assistance resources.	Launched in 2011.	Springfield; Lane County; Chambers of Commerce; LCC
		<b>Veterans Administration Clinic</b>	New 126,000 SF, \$70 million medical facility in north Eugene.	Under construction. SDC payment reimbursement provided by City.	
		<b>Micro-enterprise training</b>	Training program to help low-income entrepreneurs establish and grow their businesses.	Issued RFP, and selected NEDCO and Fertilab joint proposal to be training provider, program will be established in 2nd half of 2015.	
		<b>Riverfront Loan Program</b>	Creation of a financing program that encourages investments within the Riverfront Urban Renewal District.	Council approved May 2015.	
<b>Permitting Improvements</b>	1-Grow Local Opportunities 4-Provide Basic Business Needs	<b>Eliminate fee for pre-development conferences</b>	Makes pre-development conference process more user friendly, as recommended by Big Look process.	Implemented in December 2014.	
		<b>PIC Imperative</b>	Re-engineering of permit-review process to reduce wait time.	Changes are in progress.	
		<b>eBuild</b>	Paperless system which enables building-permit applicant to submit plans digitally, saving applicants and City time and money.	Launched January 2015.	

**Economic Development Projects  
Current Status**

	Key Strategies from Prosperity Plan	Projects	Project Description	Status of Project	Partnering Agencies
<b>Land Supply</b>	4-Provide Basic Business Needs	<b>Envision Eugene</b>	Analysis of UGB Expansion, includes expanding supply of large sites.	Analysis completed; Formal adoption process scheduled for Fall 2015.	
		<b>Brownfields Coalition-I</b>	A \$680,000 community-wide inventory and assessment EPA grant to identify and assess properties with actual or perceived contamination issues throughout metro area.	Inventory completed. Phase I and Phase II assessments completed on several regional sites with grant projected to be fully expended in 2015.	
		<b>Employment and Industrial Code Amendments (Envision Eugene efficiency measure)</b>	Revamped the E-1 Campus Employment zone to remove regulatory barriers to development and created the E-2 Mixed Use Employment zone to broaden the permitted commercial and light industrial uses. Both actions provide flexibility to respond to a changing economy and accommodate known local market demands.	Council adopted in May 2014.	
<b>Workforce Development</b>	3-Invest in Tomorrow's Talent	<b>Digital Dojo-CoderDojo</b>	A local arm of a global "coding club" that establishes an environment where students can create technology, with a focus on the creative nature of computing. Local employers work with the Dojo, so they can directly engage with future workforce.	Initiated in December 2014. Supported with City telecom grant funds, located in LCC Downtown campus.	
		<b>Career Readiness Certificates</b>	Certification tool which allows local businesses that participate in program to ensure new hires have the basic skills they need to be successful on the job.	On-going. Over 2,000 people have been certified as "work ready" through LWP's investment and outreach efforts.	
		<b>Business-driven Curriculum</b>	Align businesses' workforce needs with secondary education curriculum.	Computer Science Department working to establish new minor that includes skills needed within local tech industry.	

**Economic Development Projects  
Current Status**

	Key Strategies from Prosperity Plan	Projects	Project Description	Status of Project	Partnering Agencies
<p align="center"><b>Creative Economy Support</b></p>	<p>1-Grow Local Opportunities 2-Energize a Creative Economy 3-Invest in Tomorrow's Talent</p>	<p><b>Regional Accelerator and Innovation Network (RAIN Eugene)</b></p>	<p>Established by State legislature with \$3.75 million to support Eugene and Corvallis RAIN hubs. Established to accelerate the formation and expansion of tech businesses.</p>	<p>RAIN Eugene Accelerator has graduated 16 companies. State legislature approved \$2 million to support operations in FY15 and FY16.</p>	<p>UO; Chamber; OSU; Corvallis; and others</p>
		<p><b>RAIN Eugene Entrepreneurial Hub</b></p>	<p>Creation of a permanent home for RAIN Eugene, co-located with UO's Product Design and Tyler Invention Greenhouse. Facility will link students, professionals, emerging entrepreneurs, businesses, and community institutions.</p>	<p>City contributed 942 Olive, UO funding extensive remodel. Construction expected to begin summer 2015, expected to be complete in March 2016.</p>	<p>UO; RAIN; Chamber</p>
		<p><b>Library Maker Hub</b></p>	<p>Eugene Public Library provides free maker space for all ages. Space includes access to state-of-the-art technology and training to develop skills, use tools, explore, and innovate.</p>	<p>Remodel expected to be completed Fall 2015.</p>	
		<p><b>Smartups</b></p>	<p>Local chapter of Oregon Entrepreneurs Network, an entrepreneurial support group. They provide networking and advice. Currently located at the Chamber.</p>	<p>On-going.</p>	<p>Chamber; RAIN</p>
		<p><b>Southern Willamette Angel Network (SWAN)</b></p>	<p>An on-going network of accredited investors.</p>	<p>On-going.</p>	<p>Chamber of Commerce</p>
		<p><b>Willamette Angel Conference</b></p>	<p>Conference that brings together entrepreneurs and investors.</p>	<p>2014 conference held in Eugene, 2015 conference held in May in Corvallis.</p>	<p>Chamber of Commerce</p>
		<p><b>Startup Weekend</b></p>	<p>An accelerated entrepreneurial event that brings business concepts together to incubate business ideas that have potential to become a viable business venture.</p>	<p>On-going.</p>	
		<p><b>Arts Loan Program</b></p>	<p>New loan program for artists, arts businesses, and arts organizations; includes \$100,000 private donation and matching City-loan program funds.</p>	<p>Established Spring 2015.</p>	<p>Arts and Business Alliance of Eugene (ABAE)</p>
<p><b>Fertilab</b></p>	<p>Part of the RAIN innovation network, established as a non-profit, start-up business incubator and co-working space.</p>	<p>A Business Development Fund loan recipient. Over 12 companies established in the incubator with high concentration of biotech start-ups. ID8 pre-accelerator program recently launched to help prepare companies to enter into RAIN accelerator.</p>			

# Regional Prosperity Update

July 20, 2015

# Council Work Sessions

## **July 20-Regional Prosperity Update**

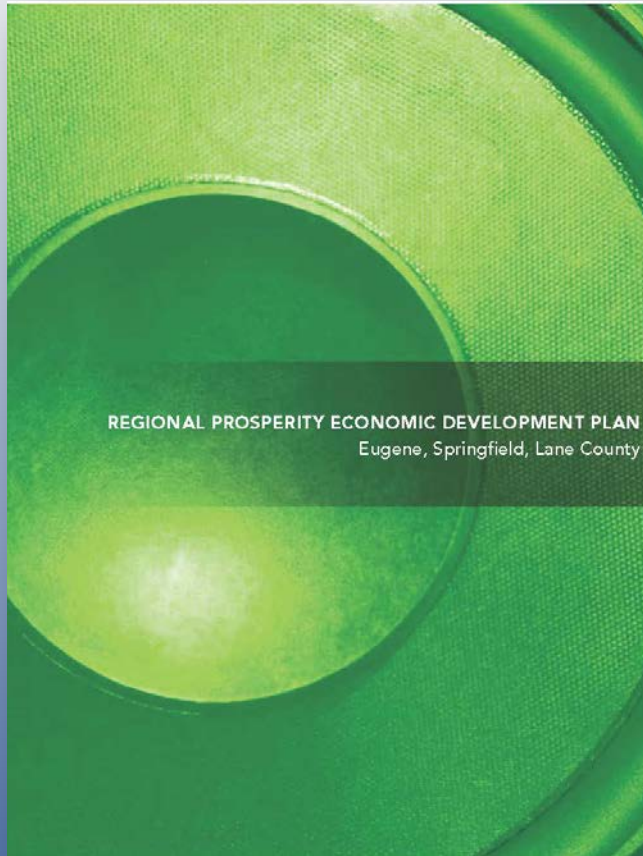
Accomplishments since 2010 Regional Prosperity  
Economic Development Plan

## **July 29-Follow-up: Economic Prosperity**

Focus on the future

# Economic Development Plan

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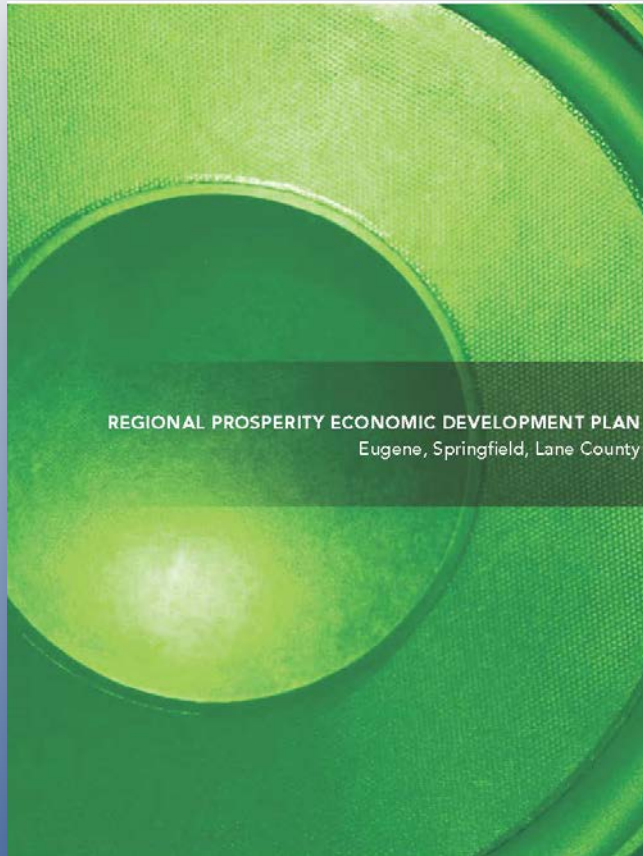


## Plan's goals, by 2020:

- Create **20,000** net new jobs
- Reduce the local **unemployment rate** to, or below, the state average
- Increase the **average wage** to, or above, the state average



# Economic Development Plan



## Strategies:

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





# What is Economic Development?

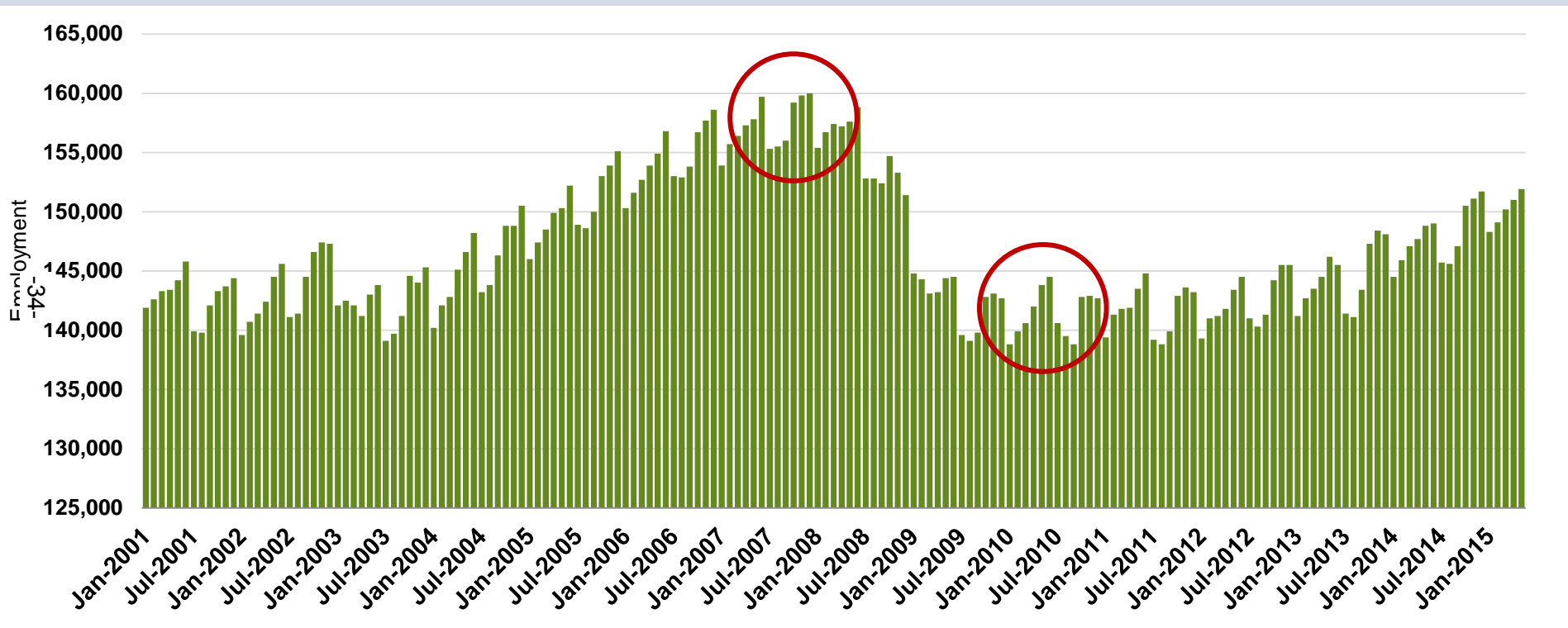
**Policies and efforts that aim to enhance the economic well-being and quality of life for a community.**



We are **halfway** to 2020

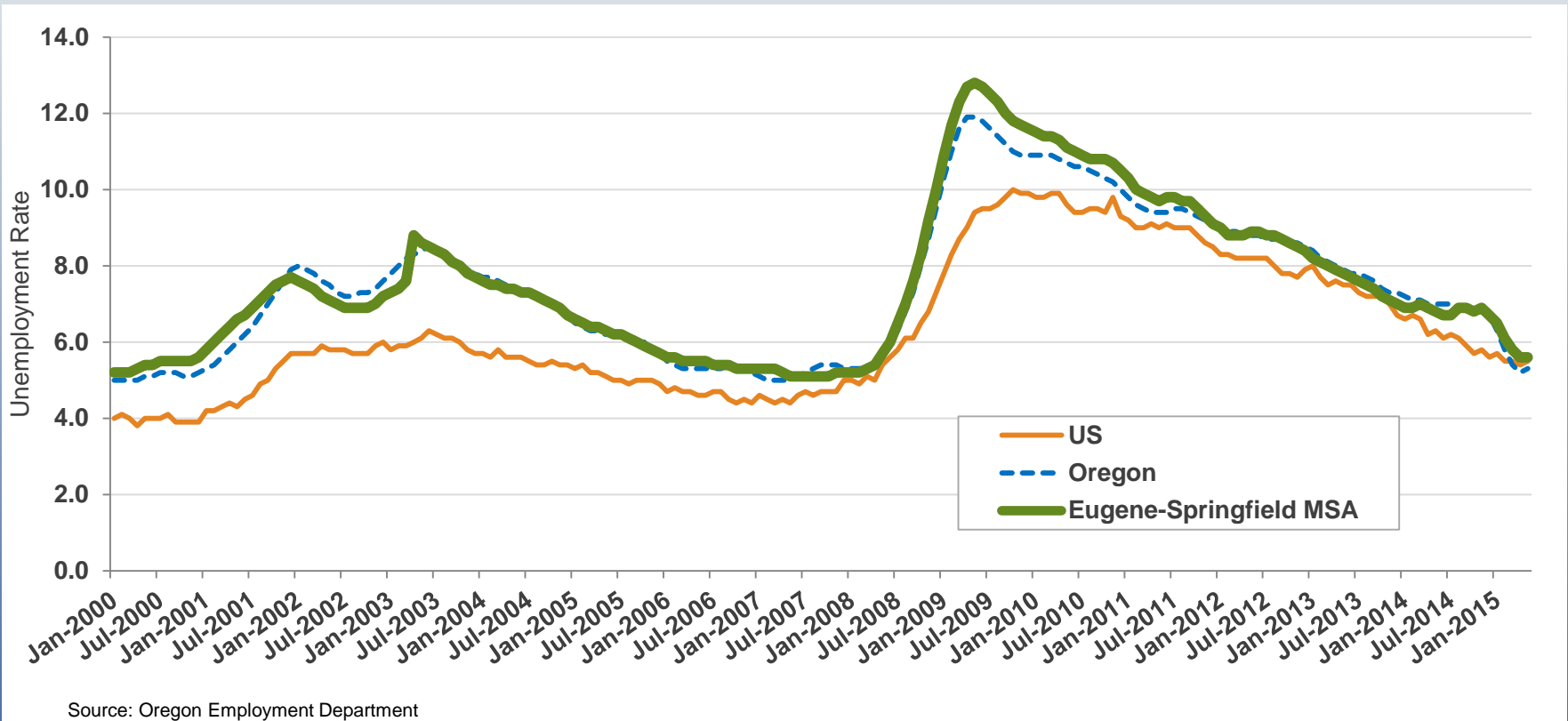
How do we measure up?

# Total Employment

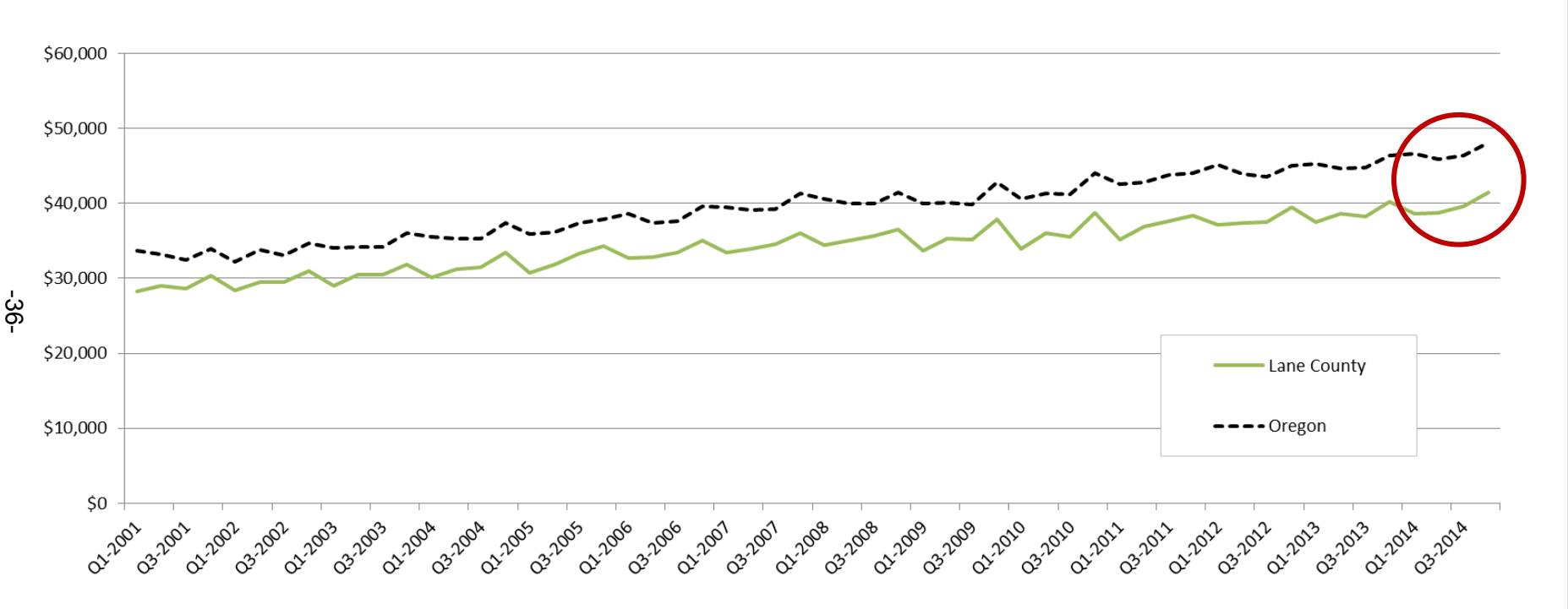


Source: Oregon Employment Department

# Unemployment Rate



# Average Annual Wage



Source: Oregon Employment Department

We are **halfway** to 2020

What have we done?



**Key Strategies from Prosperity Plan**

**Projects**

**Project Description**

**Status of Project**

**Partnering Agencies**

**Key Industry-  
Food and Beverage**

- 1-Grow Local Opportunities
- 4-Provide Basic Business Needs
- 5-Identify as a Place to Thrive
- 6-Strengthen Key Industries

**Food and Beverage  
Manufacturing- Cluster  
Report**

Analysis of existing food and beverage industries and how to expand them.

Completed in 2012.

Lane County

**Public Market and Food  
Hub Market Analysis**

Assessment of demand for year-round public market and/or food hub.

Market Analysis completed in 2014. Study found demand for expanded public market.

Lane County; UO

**Public Market Facility**

Work with Lane County to identify size and scope of potential market.

In progress.

Lane County; Farmers Market

**Regional Food Brand**

Coordinate regional brand for local food industries.

Selected marketing consultant, developed logo, securing funding for brand development.

Lane County, Travel Lane County, Willamette Farm and Food Coalition, Willamette Valley Sustainable Food Alliance

**Business Assistance**

Provide financing, technical assistance, or networking (see Business Assistance below).

Examples of assisted businesses include WildtimeFoods, Oregon Wine Lab, Red Wagon Creamery, SnoTemp, and Organically Grown Co.

**Key Industry-  
Manufacturing**

- 1-Grow Local Opportunities
- 4-Provide Basic Business Needs
- 5-Identify as a Place to Thrive
- 6-Strengthen Key Industries

**Manufacturing-Cluster  
Report**

Analysis of existing manufacturing industries and how to expand them.

Completed in 2012.

**Pacific Northwest  
Manufacturing Partnership**

An alliance with SW Washington, Willamette Valley, and Columbia River Corridors, working to support the regional manufacturing sector.

Partnership applied for and received federal *Investing in Manufacturing Communities Partnership* designation.

Business Oregon, multiple cities, counties, colleges, universities, research institutes, and economic development organizations.

**Business Assistance**

Provide financing or technical assistance (see Business Assistance below).

Examples of assisted businesses include Rolf Prima, HeliTech, Peterson Pacific, PacRecycling, Quality Metal Finishing, Strapworks.

**Key Industry-  
Educational  
Technologies**

- 1-Grow Local Opportunities
- 4-Provide Basic Business Needs
- 5-Identify as a Place to Thrive
- 6-Strengthen Key Industries

**Educational Technologies-  
Cluster Report**

Analysis of existing educational technology industries and how to expand them.

Completed in 2012.

**Lane County Sector  
Strategies Team-Tech  
Collaborative**

A collaborative public and private-sector team established to identify gaps limiting the sectors' growth and to form local strategies to address them.

Implementing Tech Collaborative recommendations (e.g., UO Computer Science department working with Tech sector to meet workforce needs).

Lane Workforce Partnership; Springfield; Chamber; Travel Lane County; Lane ESD, UO; LCC; TAO; private sector

**Technology Association of  
Oregon (TAO)**

The TAO helps to raise the visibility of the region's tech and tech-enabled companies in Oregon and other markets through events, marketing, reports, and PR.

TAO has established presence in Eugene, City partnering on broadband, regional identity, and workforce.

**Strategic Air Service  
Connections**

Working to establish new daily service that to key markets, in response to an issue identified at 2013 Summit.

Alaska Airlines beginning daily service to San Jose, CA November 5, 2015.

Chamber; private sector

**ETIC Needs Statement**

City-led effort with Engineering and Technology Industry Council (ETIC) to conduct needs statement for software industry, to address shortage of qualified graduates.

Implementing Computer Science curriculum changes at UO.

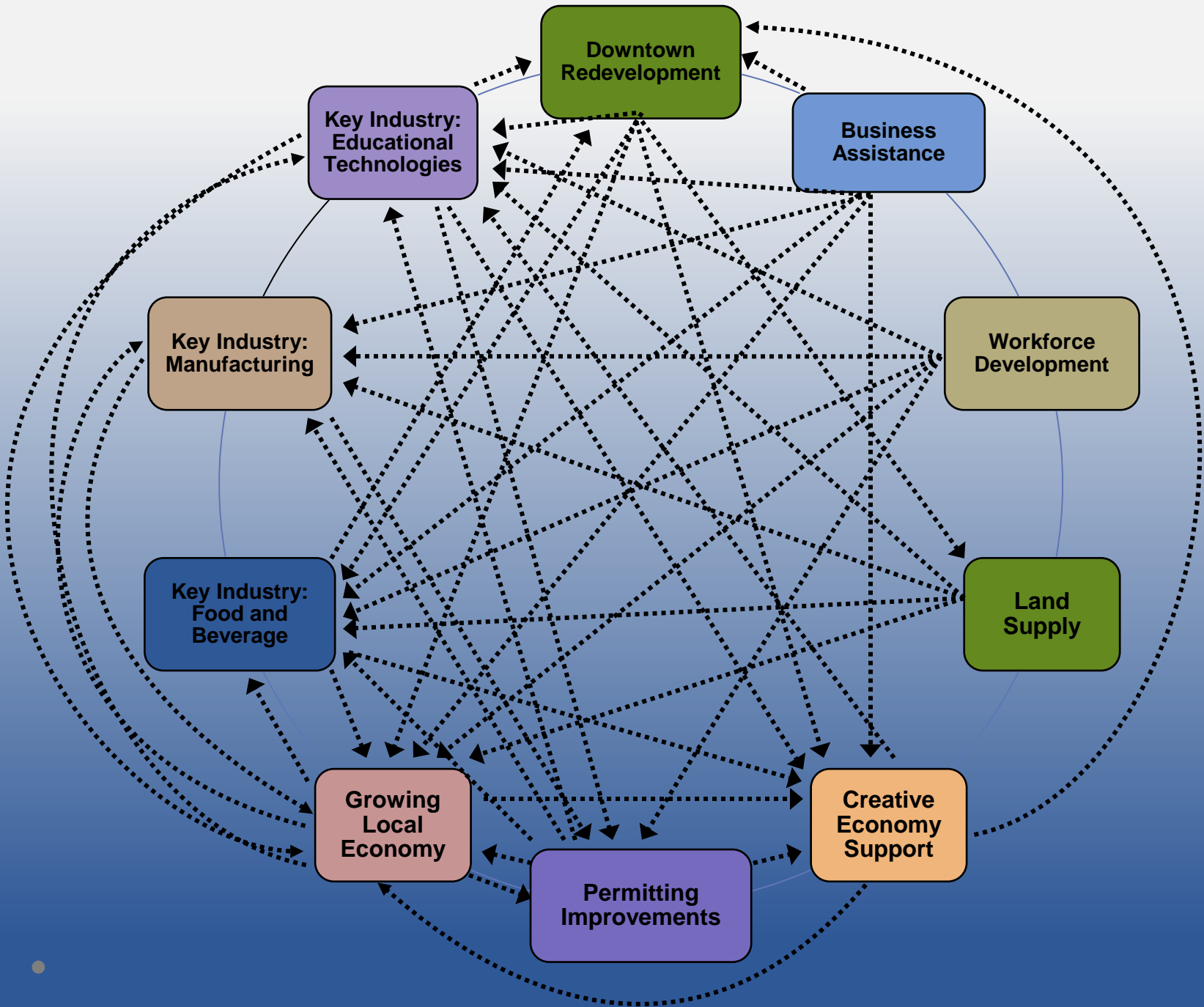
Private sector, UO, LCC

**Business Assistance**

Provide financing or technical assistance (see Business Assistance below).

Examples of assisted businesses include Palo Alto Software and Avant Assessment.





# Key Industry: Food and Beverage

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# Key Industry: Food and Beverage

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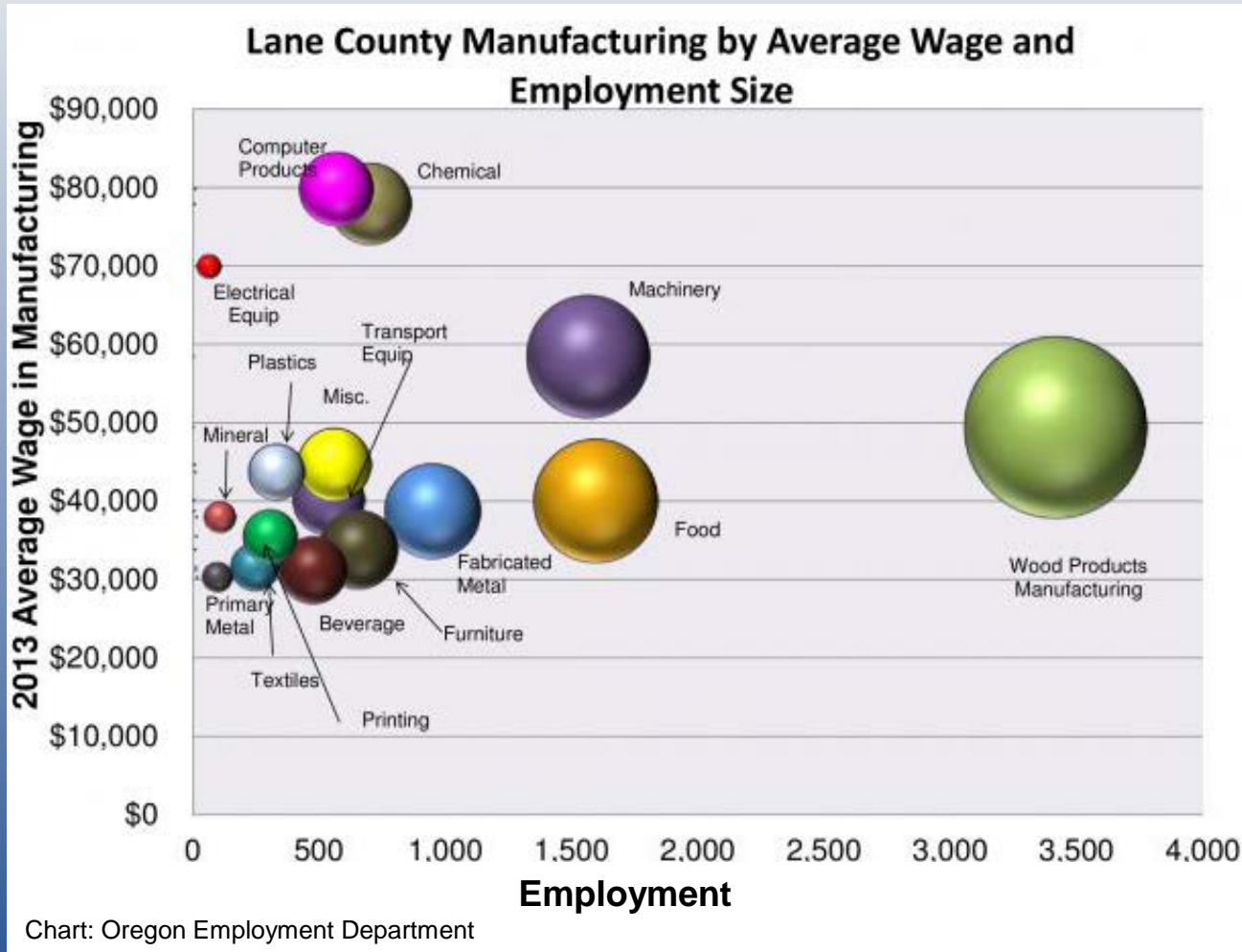


# Key Industry: Food and Beverage

*Regional Food Brand*



# Key Industry: Manufacturing



# Key Industry: Manufacturing

## Pacific Northwest Manufacturing Partnership (PNMP)



# Key Industry: Manufacturing

## *Investing in Manufacturing Communities Partnership (IMCP)*



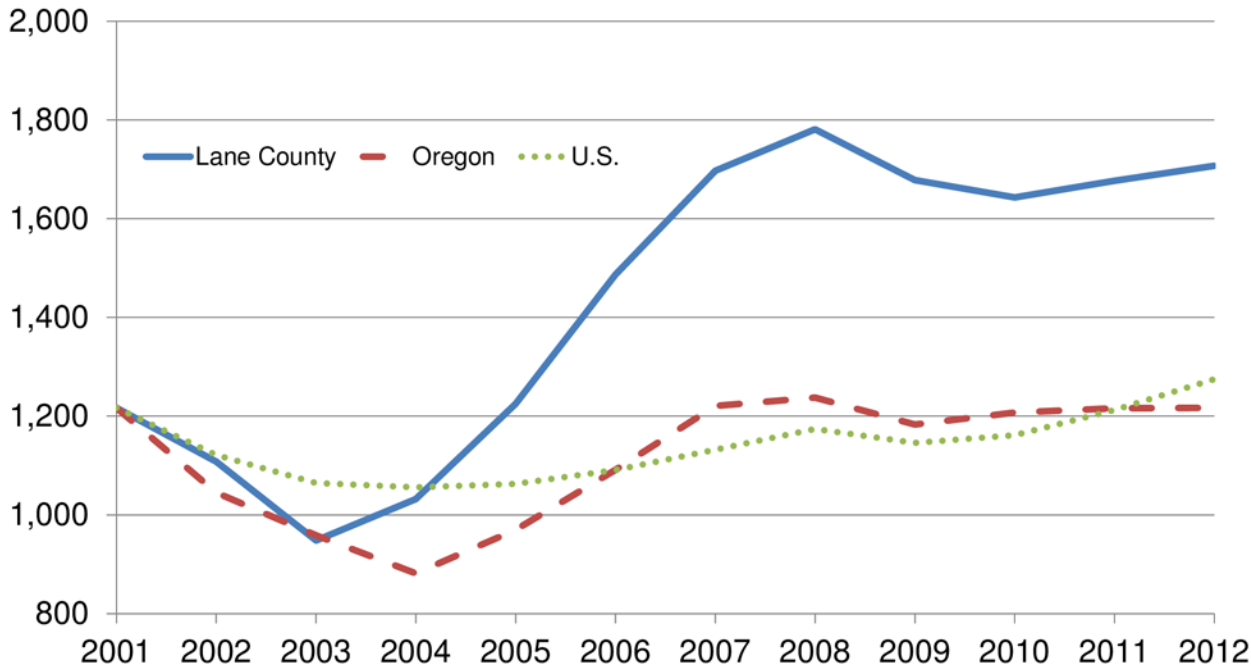
*“This designation will boost Oregon’s productivity, attracting more investment and creating even greater opportunities for local manufacturers to compete on a national and international scale.”*

**—Senator Ron Wyden**

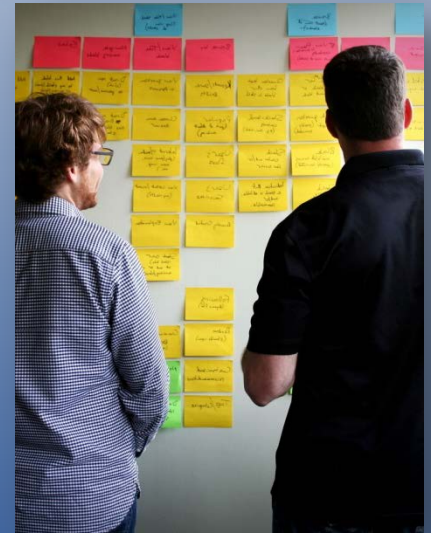
# Key Industry: Educational Technologies

## Software Publishing Growing Faster in Lane County Than in Oregon and the U.S.

(Indexed to 2001 Software Publishing Covered Employment in Lane County)



Source Oregon Employment Department



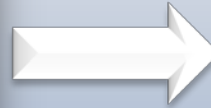


# Key Industry: Educational Technologies

## New Nonstop Air Service



Eugene



San Jose

-47-

On



Starting November 5<sup>th</sup>!



EUGENE AIRPORT

# Key Industry: Educational Technologies



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## THE NEXT TOP 10 CITIES FOR TECH JOBS

SURE, NEW YORK AND SILICON VALLEY WILL ALWAYS BE TECH HUBS, BUT THESE OTHER U.S. CITIES COULD BE HOME TO THE NEXT BIG THING.

### 10. EUGENE, OR

Known as the Silicon Forest, Eugene is home to the natural beauty and culture of Oregon as well as a young and fast growing technology industry.

**Total Tech Jobs Open:** 3,000

**Top Five Tech Jobs:** Programmer analyst, senior QA analyst, network and systems engineer, IT services manager, and application software developer

**Major College:** University of Oregon

**Median Rent:** \$950

**Recreation and Culture:** Counter-cultural spirit, thriving indie rock scene, hiking, mountain biking, and access to skiing

# Growing Local Economy

**Grow** existing businesses at home.

**Nurture innovation** and startups.



# Growing Local Economy



Broadband Pilot recently connected fiber to 2 downtown buildings.

# Growing Local Economy

STRATEGY

The Big Look



August 2014

South Willamette EDC Strategic Plan

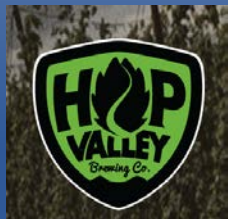
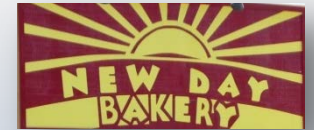
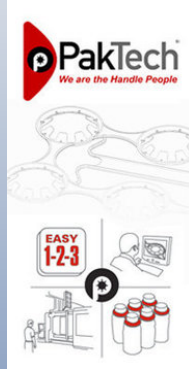
South  
Willamette  
Economic  
Development  
Corporation

# Business Assistance



- Business Development Fund
- Downtown Revitalization Loan Program
- West Eugene Enterprise Zone
- eCommerce Zone
- Micro-enterprise training
- Riverfront Loan Program

# Business Assistance



# Workforce Development



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Invest in education:

- Build skills and exposure to computer sciences.

Invest in the workforce:

- Strengthen the creative and technical skills.

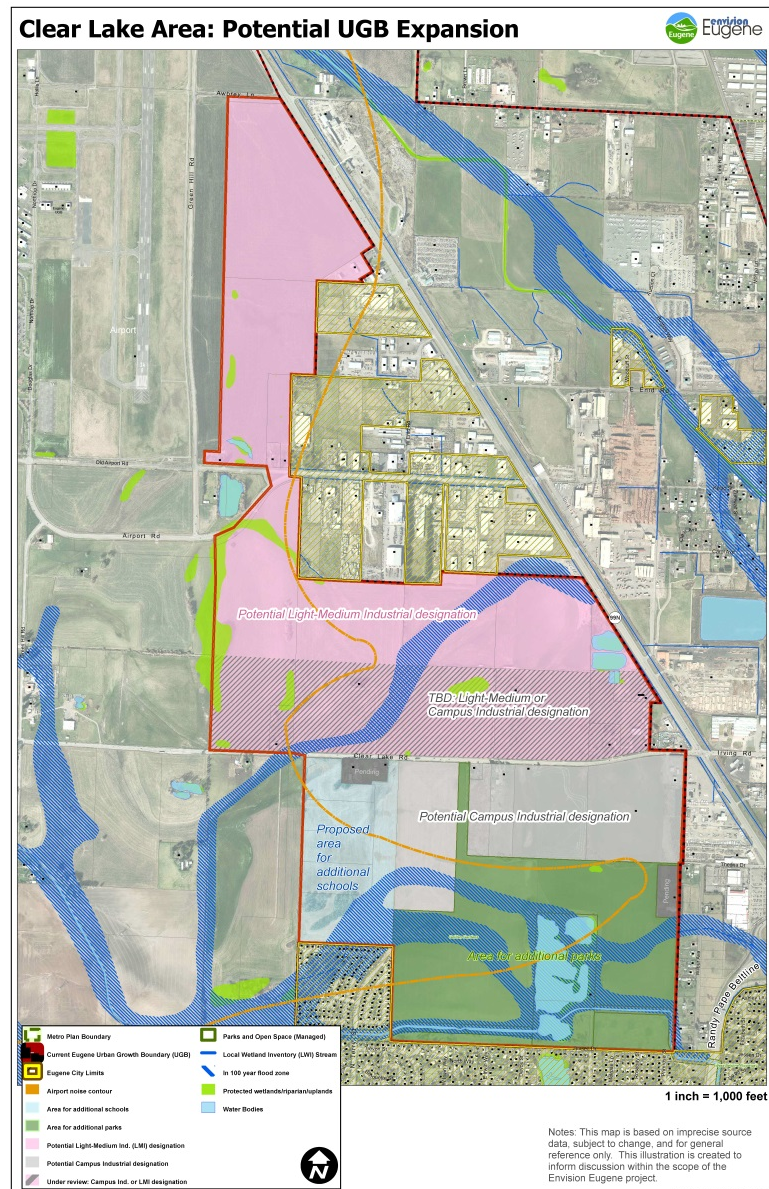
Invest in economic development

- Retain and grow high tech businesses in our region



# Land Supply

-55-



# Creative Economy Support

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# Permitting Improvements

## eBuild Permit System

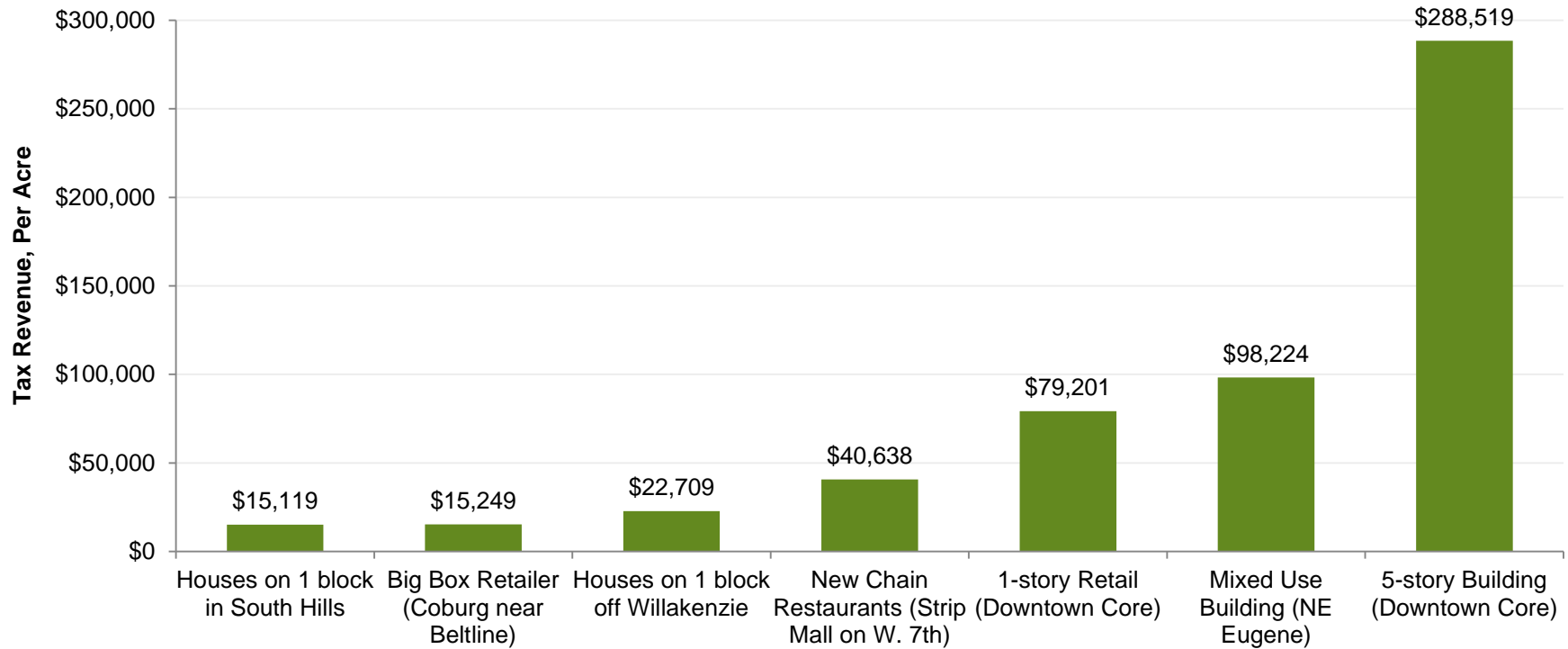


# Downtown Redevelopment



# Downtown Redevelopment

## Taxes per Acre



**A dense urban core greatly enhances the tax base of a community.**

# Downtown Redevelopment

2015

-09-

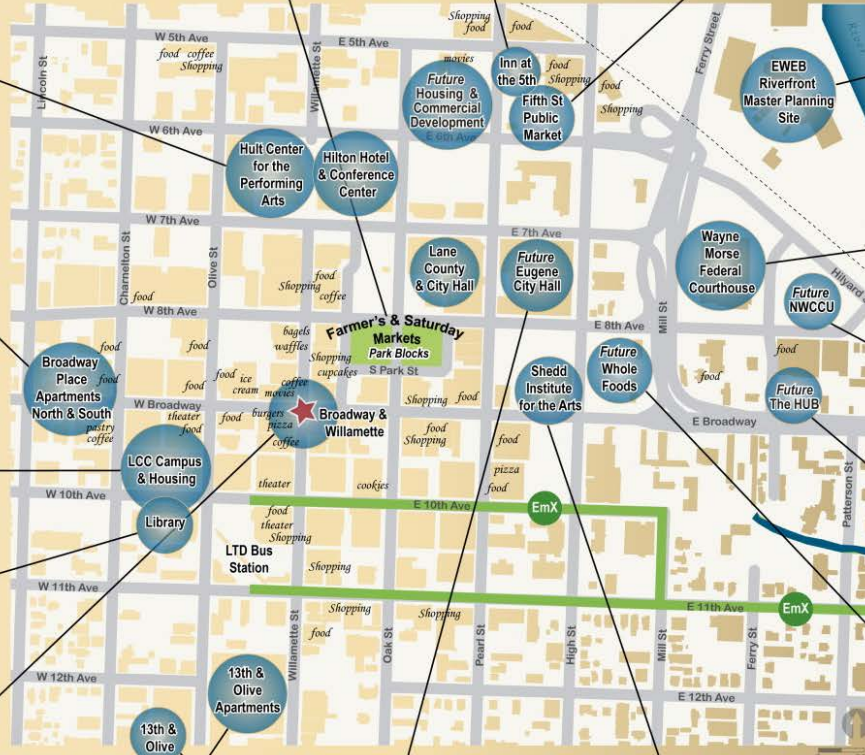
DOWNTOWN EUGENE



LCC Downtown Campus & Housing

Public Library

Broadway & Willamette



Eugene City Hall (future)



The Shedd Institute



Whole Foods 2016



Northwest Uo Community Credit Union (NWCCU) (under construction)



Wayne Morse Federal Courthouse



The HUB (under construction)

