



EUGENE CITY COUNCIL GOALS  
ECONOMIC PROSPERITY





# FOCUS AREAS & THEMES

A group of cyclists of various ages and abilities are riding on a city street. In the foreground, a woman in a yellow shirt and a child on a purple bike are prominent. The background shows more cyclists, trees, and buildings, including one with a 'BIJOY' sign. The scene is bright and sunny, suggesting a pleasant day for cycling.

1. Regional Collaboration

2. Local Eugene Focus

3. Place To Thrive

4. Infrastructure and Investment

5. Local Business & Workforce





# REGIONAL COLLABORATION - MAINTAIN

## Celebrate the River

- Connect the river to commercial areas and neighborhoods.
- Create more places for people.
- Complete the Riverbank Path.
- Improve safety and comfort.

## Create Healthy, Walkable, Mixed Use Neighborhoods

- Capture growth in mixed-use neighborhoods where people can work, live, and play.
- Close the market gap for the construction of mixed use development as well as housing affordable to people with a wide range of incomes.

## Invest in an Economic Engine

- Prepare an investment pipeline.
- Build a business hub.
- Leverage investments in the University of Oregon.
- Educate a River Districts workforce.
- Create activity centers.
- Launch a collaborative marketing program.

# 1. Regional Prosperity Plan

# 2. South Willamette Economic

# Development Corporation

# 3. Brownfields Strategy

# 4. River Districts

## Transform Franklin Boulevard

- Convert Franklin Boulevard from an auto-oriented thoroughfare to an attractive, multimodal street.
- Reinforce Franklin Boulevard as the spine of the regional transit system.
- Strengthen connections between the districts.

## Forge a Long-Term Partnership

- Align leadership and organizational missions to focus on regional benefits.
- Cooperatively plan and prioritize investments.
- Establish contributing roles that play to the strengths and assets of each agency.





# REGIONAL COLLABORATION – INCREASE

A row of international flags flying in front of a stadium. The flags include the United States, South Korea, Uruguay, and Sweden. The background shows a large stadium with a red running track and a green field.

1. Investing in Manufacturing Communities Partnership
2. 2021 World Championships and #INSPIREtheWORLD
3. Regional Accelerator and Innovation Network



# LOCAL EUGENE FOCUS - MAINTAIN

An aerial photograph of a modern, multi-story brick building with large windows, situated in a downtown urban area. The building is surrounded by lush green trees and a pedestrian plaza with people walking and a cyclist. The sky is overcast with grey clouds.

1. Envision Eugene

2. Climate and Sustainability

3. Downtown  
Redevelopment



An aerial photograph of a city area, likely Eugene, Oregon, showing a river on the right side. Overlaid on the image is a semi-transparent architectural site plan or urban design plan, featuring various building footprints, streets, and green spaces. The text is overlaid on the left side of the image.

# LOCAL EUGENE FOCUS - INCREASE

1. EWEB redevelopment
2. Eugene specific metrics
3. Prepare new (UGB)  
industrial/employment lands
4. Telling the story



# PLACE TO THRIVE - MAINTAIN

A photograph of a musician performing on a stage at an outdoor festival. The musician is seen from the back, wearing a dark shirt, and is positioned behind a keyboard and a mixing console. A large, diverse crowd of people is gathered in front of the stage, some sitting on the grass and others standing. The scene is set outdoors with trees and a white tent visible in the background. The overall atmosphere is lively and community-oriented.

1. Library of the future
2. Arts and culture
3. Safe community



# PLACE TO THRIVE - INCREASE

A group of people are tubing down a river with rapids. The water is dark green and turbulent, with white foam from the rapids. The people are wearing life jackets and are in various positions, some sitting upright and some lying back. The background shows lush green trees and foliage.

1. Sustainable funding for Parks & Recreation
2. Urban reserves and planning for livability
3. Investment in creative industries



# INFRASTRUCTURE & INVESTMENT - MAINTAIN

1. Airport and air service
2. Road maintenance and construction
3. Higher speed rail





# INFRASTRUCTURE & INVESTMENT - INCREASE

1. Expand high speed broadband
2. Moving Ahead - faster transit





# LOCAL BUSINESS & WORKFORCE - MAINTAIN

1. Neighborhood focus areas
2. Business loan programs
3. Permit and process improvements
4. Farmer's Market Improvements



# LOCAL BUSINESS & WORKFORCE - INCREASE

1. Targeted industry conversations
  2. Workforce analysis
- 
- A woman with blonde hair in a ponytail, wearing a red long-sleeved shirt and blue jeans, is working in a wood mill. She is standing at a workbench, looking down at a piece of wood. The background shows other workers and machinery in a large industrial setting. The text is overlaid on the image.



# POTENTIAL COUNCIL FOCUS AREAS

- Investing in Manufacturing Communities Partnership
- 2021 World Championships - #INSPIREtheWORLD
- Regional Accelerator and Innovation Network
- EWEB Redevelopment
- Eugene specific metrics
- Prepare new industrial/employment lands
- Telling the story
- Sustainable funding for Parks and Recreation
- Investment in creative industries
- Expand high speed broadband network
- Moving ahead – faster transit
- Targeted industry conversations
- Workforce analysis