

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Economic Prosperity - Technology Sector

Meeting Date: November 18, 2015
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: A
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ISSUE STATEMENT

To support council goals, the Executive Team has been developing a comprehensive economic prosperity strategy that includes a series of potential focus areas, including “Targeted Industry Conversations.” The goal of this update is to brief the council on a collaborative process held over the past 12 months regarding the technology sector.

BACKGROUND

At the council workshop in April 2014, the council indicated that they would like to have ongoing discussions focused on economic prosperity and homelessness. In July, there were two work sessions focused on economic prosperity: the first reviewed the City’s current efforts; the second discussed a series of potential focus areas for the future.

Regarding the future, staff highlighted some things that the City should continue to do, along with some focus areas where efforts need to be increased. The list of items highlighted for increased effort includes 13 items. One of the 13 items is “Targeted Industry Conversations.” This work session focuses on the targeted industry conversations that have occurred within the technology sector.

In November 2014, Lane Workforce Partnership (the Workforce Investment Board for Lane County) launched the Lane County Sector Strategy Team. The Sector Strategy Team is made up of leaders from regional workforce development organizations, economic development organizations, local government, and businesses.

The Sector Strategy Team identified the technology sector as the first sector to target. In Lane County, the sector includes over 400 companies and almost 5,000 workers with \$350 million in annual wages, and the Oregon Employment Department projects robust growth in the industry over the next five years. To support that growth, the region will need to strengthen the local talent pipeline and focus on other key strategies to insure that the tech sector prospers.

In February 2015, the Sector Strategy Team convened a meeting with executives from local technology sector companies, to identify issues that inhibit the growth and stability of the industry. The group decided to form six ‘Tech Collaborative Response Teams’ to identify and

address specific objectives:

- Creating business-driven computer science curriculum in local colleges;
- Improving quality of K-12 education;
- Increased internet speed in downtown Eugene;
- Improving Eugene/Springfield downtown image and safety;
- Improving air travel options in and out of the region; and
- Branding and marketing of Lane County.

This work session will provide the council with an overview of the Tech Collaborative efforts and outcomes to date. The Lane Workforce Partnership's summary of the Tech Collaborative work is included in Attachment A. The next Sector Strategy Team focus area will be the Food/Beverage industry. The process will be led by the Eugene Area Chamber of Commerce.

RELATED CITY POLICIES

The *Regional Prosperity Economic Development Plan* is the key policy document that guides the City's economic prosperity 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 AND SUGGESTED MOTION

Information only. No council action or motions are suggested.

ATTACHMENTS

A. Tech Collaborative Summary

FOR MORE INFORMATION

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