



**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

November 18, 2015

12:00 PM CITY COUNCIL WORK SESSION

Harris Hall

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

Eugene, Oregon 97401

---

Meeting of November 18, 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

---

### CITY COUNCIL WORK SESSION

Harris Hall

12:00 p.m.    A.    **WORK SESSION:  
Economic Prosperity – Technology Sector**

1:00 p.m.    B.    **WORK SESSION:  
Transportation Safety - Vision Zero and the Mayors' Challenge for Safer  
People, Safer Streets**

*\*time approximate*

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 interprete avisando con 48 horas de anticipación. También se provee el servicio de interpretes 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 estan gravados en vivo en Metro Television, canal 21 de Comcast y despues en la semana se pasan de nuevo.

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

or visit us online at [www.eugene-or.gov](http://www.eugene-or.gov).

# 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](http://www.eugene-or.gov)

Agenda Item Number: A  
 Staff Contact: Anne Fifield  
 Contact Telephone Number: 541-682-5451

---

#### **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

C:\Program Files (x86)\Neevia.Com\Document Converter\temp\4944.docx

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**

Staff Contact: Anne Fifield  
Telephone: 541-682-5451

Staff E-Mail:     anne.e.fifield@ci.eugene.or.us



# LANE COUNTY TECH COLLABORATIVE

## Lane County Sector Strategy Team

The Lane County Sector Strategy Team is focused on economic and workforce development for Lane County, Oregon. The Team was launched and convened in November 2014 by Lane Workforce Partnership, the local Workforce Board for Lane County Oregon and is made up of regional workforce development, economic development, City and business leaders. The team is led by business champions from the Lane Workforce Partnership Board of Directors. Kristina Payne, lead convener and Executive Director of Lane Workforce Partnership, said that in order to bring community support and workforce development leaders together it was important to frame this effort as “working better together” and to give recognition to everyone’s efforts. “It is good for our community as a whole when people collaborate. It is all about collective impact” said Payne.

**Regional Leaders from: Cities of Eugene, Springfield, Florence, the Eugene Chamber, RAIN Eugene, the University of Oregon, Lane County, Lane Community College, Travel Lane County, WorkSource Oregon, Business Oregon, The Lane Council of Governments, Local Elected Officials from Eugene and Springfield, and the Eugene Water & Electric Board and the Technology Association of Oregon.**

## Opportunity in Lane County’s Tech Industry

After careful review of labor market data, the Team identified the technology industry as the first sector to target. Lane County is home to over 400 tech companies which employ nearly 5,000 people, bringing over \$350 million dollars in wages to the area. Software publishing in Lane County is projected to grow by 1,105 jobs by the year 2020 and an additional 1,258 jobs will need to be replaced by

that time- in order for Lane County to keep pace with this industry’s demand for skilled workers, the community recognized that it would have to work together to strengthen the local talent pipeline. It is a vital industry for the region and a critical opportunity for community support members to collaborate to promote the growth of an industry which will bolster the local economy and create more high-wage jobs in the area.

## Tackling Real Objectives with Tech Collaborative Response Teams

In February 2015, the Lane County Sector Strategy Team reached out to Tech Company Executives and CEO’s and invited them to convene to discuss opportunities for expansion and to identify issues that inhibit the growth and/or stability of the tech industry in the city of Eugene and in the greater county of Lane. The invitation highlighted all of the community support members that are committed to this effort and over 30 local leaders attended the event. The group decided to form six ‘Tech Collaborative Response Teams’ to identify and address a series of objectives. The Response Teams have accomplished many goals related to the group’s employer driven objectives. “I think a lot of people had the will and it was about getting the people together to find the way” said Todd Edman (CEO of Lunar Logic).<sup>1</sup> In June of 2015, the Lane County Tech Collaborative (which has grown to 80 members) and all of the Response Teams convened again to share success stories amongst members and welcome 12 new tech companies to the group. “The industry leaders now know who is leading this work, how they can plug into it, how they can participate as it moves forward, and they have seen demonstrated success” said Payne.



1. McDonald, Sherri. “Business & Education: Tech Industry Undertakes Effort to Improve Schools.” The Register-Guard 4 May 2015,

## CREATING BUSINESS-DRIVEN COMPUTER SCIENCE CURRICULUM IN LOCAL COLLEGES

---

At the initial convening of partners in February, the members identified computer science education and workforce development in the Eugene and Springfield area as the top priority for software publishing firms and tech startups. "The biggest problem across the board is hiring qualified folks in tech", said Todd Edman (CEO of Lunar Logic), "Eugene/Springfield has over 4,700 tech positions with an average wage of \$66, 620 and all of us sitting around the table would hire more people if we could find more qualified people. I have four positions open right now."<sup>2</sup> The Response team, which includes leaders from higher education, is working to address this urgent need by creating a business driven curriculum in the local colleges and universities that would strengthen the pipeline of tech workers. The University of Oregon is spearheading this effort and is developing new courses and career pathways in their computer science program in response to industry demands. For the last two years, UO has piloted an 'Intro to Software Engineering' course that is designed to introduce students to industry needs and is now partnering with the Response Team to expand this effort.

### Goals

- Align industry needs with academia training programs.
- Design and launch a Professional Development Certificate in Data Science which will be produced and maintained by the Department of Computer Information Systems (CIS) at the University of Oregon. It will be delivered fully online, with a one year curriculum, and data sets and problems drawn from local companies.

- Rejuvenate internship programs with local employers (Master's and Bachelor's level).
- Link CIS research labs with industry/government pilot sites.

### Achievements

Steve Fickas(University of Oregon, Professor of Computer Information and Science), with input from the Response Team, applied for a grant from the Engineering and Technology Industry Council which would disperse \$699,000 over a three year period to fund tech program development at University of Oregon.

### Next Steps

Once funding is secured, the University of Oregon plans to create a two year Master's Degree in Health Informatics and Data Science which will include an internship with industry partners (10 students per year) and a one year Minor Degree in Data Science which also includes an internship with industry partners (25 students a year).

**Supported by Co-Chair Steve Fickas (Professor, U of O, Computer Science Department), Matt Sayre(Executive Director, TAO Eugene),, Dr. Larry Sullivan(Superintendent, Lane ESD), Chris McGaughy(Chief of Staff, Eugene 4J School District), Anne Fifield(Economic Development Planner, City of Eugene), Joe Maruschak(Director, RAIN Eugene), Shula Jaron(Executive Director, FertiLab), Brian Rooney (Regional Economist, OED), Julie Davidson(Manager, Oregon Employment Department/WorkSource Lane), Kim Thompson(Workforce Analyst OED)**

## IMPROVING QUALITY OF K-12 EDUCATION

---

Improving public K-12 education in Lane County is also a longer-term priority for the Lane County Tech Collaborative in order to develop the local tech workforce pipeline and to attract new tech industry members to the region. "Schools are becoming the weak link for recruiting", said Joe Maruschak (Chief Startup Officer and Director of Regional Accelerator and Innovation Network). "Good schools are critical. The type of people who are going to be attracted to this area are quality-of-life people, and if they've got kids, the first thing that they are going to look at is the quality of the schools", agreed Todd Edman (CEO of Lunar Logic).<sup>3</sup>

### Goal

Strengthen the STEM fields (science, technology, engineering and mathematics) in Lane County Schools to create a foundation of knowledge and encourage more young people to pursue a career in computer science fields. A stronger STEM curriculum in K-12 education will also raise school ratings and elevate community perception of schools.

2. McDonald, Sherri. "Business & Education: Tech Industry Undertakes Effort to Improve Schools." The Register-Guard 4 May 2015

3. Ibid.



## Achievements

Steve Fickas (University of Oregon, Professor of Computer Information and Science), with input from the Response Team, applied for a grant from the National Science Foundation which would award \$2.5 million over a five year period to improve computer science courses in Lane County's K-12.

## Next Steps

- Once funding is secured, launch two computer science courses at each of the five Eugene School District high schools over the next five years.
- Partner with education leaders, STEM educators and industry leaders to strengthen science and math programs in schools. "I believe that if we put an effort behind (STEM) curriculum that it really truly can make an impact," said Todd Edman(CEO of Lunar Logic). "I think there's a lot of hunger and people in underserved populations who see tech as a way to change the trajectory of their lives."<sup>4</sup>

**Supported by:** Chair Dr. Larry Sullivan(Superintendent, Lane Education Service District), Todd Edman(CEO, Lunar Logic), Steve Fickas (Professor, U of O, Computer Science Department), Angela Peacor (Vice President, Human Resources & Organizational Development, OCCU), Kelli Weese(City Recorder, Florence Oregon), Charis McGaughy (Chief of Staff, Eugene 4J School District),Shula Jaron(Executive Director, FertiLab),Dave Hauser(Director, Eugene Chamber), Joe Maruschak(Director, RAIN Eugene), Daron Fort(Director, LCC High School Connections), Anne Fifield(Economic Development Planner, City of Eugene), Susan Rieke-Smith (Assistant Superintendant of Instruction, Springfield HS)

## INCREASED INTERNET SPEED IN DOWNTOWN EUGENE

---

In April of 2015, this Response Team formed to address the issue of access to affordable and sufficient broadband internet. The Response Team was able to build on the City of Eugene's robust Strategic Broadband Plan from 2014 with a pilot program that involved installing a small municipal network downtown. This Response Team realized tangible success with this pilot program and paved the road for future improvement on this issue in the region. "We have businesses in the Eugene area that if they grow any more they're going to have to leave Eugene because they can't get the connectivity — the bandwidth that they need," said Milo Mecham, a planning services official at the Lane Council of Governments. "This project is designed to keep those businesses here and create a place where other businesses are going to locate."<sup>5</sup>

### Goal

Acquire world class broadband network capability in Eugene's downtown along major corridors to accelerate high-tech business development.

### Achievements

- Lane Workforce Partnership Board allocated funds to open and staff a chapter of the Technical Association of Oregon in Eugene. They recruited Matt Sayre who has spearheaded this effort.

- The Response Team supported City of Eugene, LCOG and EWEB in the Pilot effort to connect two buildings in downtown Eugene to "world class" broadband internet.
- Crafted a 'one pager' that effectively communicated economic benefits to non-technical community stakeholders.
- Leveraged private sector relationships to expedite building access agreements to complete network infrastructure.
- Courted Internet Service Providers (ISP) to participate on 'open access' network.
- Supported a community convening between ISP's and building tenants
- Funds were contributed from the City of Eugene, Lane Council of Governments, and Eugene Water and Electric Board to make this project possible.
- Introduced new ISP's directly to customers.
- Coordinated media outreach to help get the story out.
- Shaped the new Internet Service offerings from ISP's based on business feedback.

4. McDonald, Sherri. "Business & Education: Tech Industry Undertakes Effort to Improve Schools." The Register-Guard 4 May 2015,

5. Ibid.

	April 2015	'Open Access' Pre-Sector Strategy	'Open Access' Post-Sector Strategy
<b>Speed</b>	150Mbs upload / 20Mbs download	1000Mbs/1000Mbs	1000Mbs/1000Mbs
<b>Price</b>	\$250/month	\$3,200/month	\$99/month
<b>Contract Term</b>	2-3 Years	Unknown	1 Year or month Annual or month-to-month

Source: Adapted from a presentation by Matt Sayre, 2015

### Next Steps

- Grow the municipal broadband network which would bring world-class Internet products and services to all of downtown.
- The network needs to connect Eugene to competitive Internet markets that exist in Portland and San Jose.

**Supported by: Chair Matt Sayre(Director, Technical Association of Oregon (TAO) Eugene),Todd Edman(CEO Lunar Logic),Kelli Weese (City Recorder, City of Florence), Milo Mecham (Principal Planner, LCOG),Denny Braud (Community Development Division Manager, City of Eugene), Anne Fifield (Economic Development Planner, City of Eugene), Dave Hauser(Director, Eugene Chamber), Daniele McCallum (Program Supervisor, Technology Services Lane ESD), Glenda Poling/Sarah Case(Lane County Economic Development),Dean Ahlsten (EWEB),Bill Schuetz (LCC – IT Dept/CIO), Dave Oatman (LCC – Tech Division),Chris Pryor (Eugene City Councilor), Sean Stevens (Business Oregon, Business Development Officer)**

## IMPROVING EUGENE/SPRINGFIELD DOWNTOWN IMAGE AND SAFETY

### Goals

- Improve Eugene and Springfield Downtown Areas to be more attractive, better functioning and safer for tech industry people. The area has seen rapid growth, adding almost 2,000 new residents in 2014.
- Insuring that Downtown is mixed use space-retail, housing and office space. 24 hour presence= safety
- Event programming to enhance cultural diversity in the community- a need for more private participation
- Entertainment venues, attracts more residents

- Downtown lighting project
- Pedestrian activities, Café Seating
- Walk your Wheels campaign
- Increased police presence
- New merchant association

**Supported by: Co-Chairs Denny Braud(Community Development Division Manager, City of Eugene) and Dave Hauser(Director, Eugene Chamber), Jon Ruiz(City Manager, City of Eugene), Anne Fifield(Economic Development Planner, City of Eugene), John Tamalonis(Community & Economic Development Manager, City of Springfield)Courtney Griesel (Senior Economic Development Analyst, City of Springfield) Garrett Dunlavy(Downtown Eugene Economic Development (DEED) and Founder, Third Ocean)**

### Achievements

- Downtown redevelopment that includes filling vacant spaces with new retail, housing and vibrant community hubs. Example: City purchased centrally located Broadway Commerce Center- creating space for organic connections between creative people, building vital community through city planning and fostering safer streets by promoting activity.

## IMPROVING AIR TRAVEL OPTIONS IN AND OUT OF THE REGION

---

### Goal

Arrange for a non-stop flight from Eugene, Oregon to San Jose, California. This initiative was identified as a key logistical concern by tech industry employers early on. Because the Silicon Valley in California is still a central hub for tech employers, it was deemed necessary to make air travel between Eugene and San Jose easier and quicker for commuters.

engaged in negotiations with Alaska Airlines to secure a regular flight that could fill this need. Starting on November 5th 2015, non-stop air service between these two key tech destinations was made available by Alaska Airline's sister company, Horizon Airlines. This logistical solution has strengthened Lane County's position as a convenient location for tech companies to locate.

### Achievements

Thanks to efforts by the Response Team, Dave Hauser

**Supported by: Chair Dave Hauser(Director, Eugene Chamber), Cathryn Stephens (Director of Eugene Airport), City of Eugene**

## BRANDING AND MARKETING OF LANE COUNTY

---

### Goals

- Promote greater awareness of Lane County's tech industry locally, regionally and nationally in an effort to support business retention and expansion by creating a framework of media tools that can be shared internally and publicly about the successes of regional companies.
- This Collaborative Response Team will utilize and support efforts through social media, local writers/ media outlets, and local companies with PR outlets, to share the county's unique community and geographic resources which support employee quality of life and employer goals for success and growth.
- Strategies include; highlighting local companies in the context of tech trends nationally, approaching media and advertisers to encourage paid/unpaid coverage of local accomplishments, produce testimonials and case studies to be used by the City, Chamber and other organizations as community outreach tools, and develop a website to be used as a central site to share information publicly.

### Achievements

At the time of this summary in June of 2015, Lane County Tech Collaborative has already been featured in two major media stories ( 'Tech Industry Undertakes Effort to Improve Schools' May 2015 and 'Faster Fiber' June 14th 2015 -The Register Guard articles).

**Supported by: Chair Kari Westlund (Executive Director, Travel Lane County), Joe Maruschak(Director, RAIN Eugene), Matt Sayre(Executive Director, TAO Eugene), Dave Hauser (Director, Eugene Chamber), Todd Edman(CEO Lunar Logic), Anne Fifield (Economic Development Planner, City of Eugene), Denny Braud (Community Development Division Manager, City of Eugene), Jon Ruiz (City Manager, City of Eugene), John Tamalonis (Community & Economic Development Manager, City of Springfield), Courtney Griesel (Senior Economic Development Analyst, City of Springfield), Kim Thompson(Workforce Analyst OED), Brian Rooney(Regional Economist, OED)**

## LANE COUNTY SECTOR STRATEGY TEAM AWARDED LARGE GRANT

---

Because of these notable achievements and because of collective effort, in June 2015 Lane County Sector Strategy Team was awarded a share of the federal 'Sector Partnership National Emergency Grant Program'. Oregon was granted over 6 million dollars to use sector strategies to strengthen their regional workforce and Lane County was one of four counties to receive a share of these funds. "Together, we are more competitive with grant proposals. When our proposals are reviewed they see that we already have

the teams, we have the industry leaders, we have the boots on the ground, ready to use funds to achieve real objectives", said Payne, "Our accomplishments were recognized and now we can use these funds as we move forward." The Lane County Tech Collaborative and its Response Teams have proven to be an effect method to achieve tangible goals and the Sector Strategy Team is already planning to replicate this model with other important industries in Lane County.



# ECONOMIC PROSPERITY & TARGETED INDUSTRY CONVERSATIONS

-11-



Report to Council, November 2015

Item A

# THE BAKER'S DOZEN

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

-12-



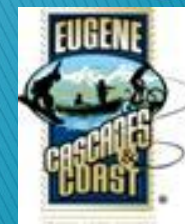
# BETTER TOGETHER!

Lane County Sector Strategy Team

-13-



Eugene Area Chamber of Commerce



# We have all heard...

“Businesses are tired of all the groups coming and talking to them...and then nothing ever happens”

-14- “We can’t all talk to the same businesses”

“We really should be more coordinated”

“We are the leaders in this work...”



# It's About Inclusion and Collaboration!

- ▶ City Leaders
- ▶ Chamber Directors
- ▶ Workforce Boards
- ▶ Education Leaders
- ▶ Elected Officials
- ▶ Economic Development
- ▶ Business Champions
- ▶ Industry Groups

-15-

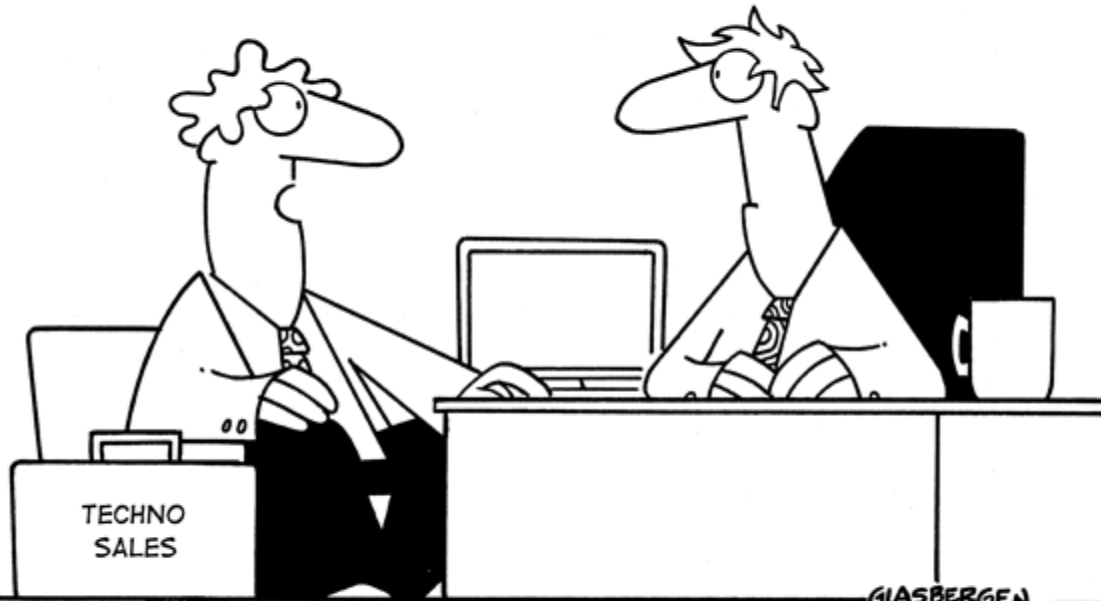
# How did we get started?

- ▶ Identified all of the stakeholders in our region
- ▶ Brought everyone together
- ▶ All received the same training
- ▶ Brought in a facilitator
- ▶ Studied the data
- ▶ Selected an industry – together
- ▶ Agreed to first steps
- ▶ The lead convener– committed to carrying the message forward and to be the keeper of the initiative.
- ▶ All participants became members of the newly created *Lane County Sector Strategy Team*.

# Creation of the Tech Collaborative

© Randy Glasbergen / glasbergen.com

- ▶ Bus
- ▶ Lea
- ▶ Dat
- ▶ List
- ▶ Doc
- ▶ Pac
- ▶ Lan
- ▶ Ide
- ▶ solu



**“How can I learn about your company’s needs if you keep interrupting me?”**

with the  
‘ship  
‘elop

-17-

# Why Tech?

- ▶ Lane County is home to over **400** tech companies
- ▶ Creating over **5,000** jobs with an average pay of \$ **67,000** annually
- ▶ Generating over **\$350** million dollars in wages
- ▶ Projected to grow by **1,105** jobs by 2020
- ▶ An additional **1,258** jobs projected to be replaced

# The game plan...

1. Creating Business Driven Curriculum in Local Colleges
2. Improving Quality of K–12 Education
3. Improving Air Travel Options in and out of the Region
4. Improving Livability of Downtown Eugene
5. Branding and Marketing of Lane County
6. Increased Internet Speed in Downtown Eugene

# Thank you!

- ▶ The Technology Association of Oregon (TAO) was brought here by the City of Eugene, Lane Workforce Partnership, and the University of Oregon
- ▶ We're a members-based 501(c)(6) non-profit

# Business-Driven Curriculum

- ▶ Tech sector has constant need for skilled workforce
- ▶ Now engaging directly with UO and LCC
- ▶ UO developing curriculum that aligns with industry's needs
- ▶ Tech sector and public sector actively supporting UO in grant opportunities

-21-

# K-12 Education

- ▶ Connected 3 agencies that had previously cancelled each others grants out
- ▶ Supporting Lane County's STEM Hub Reboot
- ▶ Launching STEM Education into Space



# Air Travel

- ▶ Non-stop service between Eugene and San Jose on Alaska Airlines started in November 2015

# Downtown Livability

- ▶ We see progress in our Downtown!
- ▶ Please keep going – next summer can't be like last summer
- ▶ The tech community would like to help

# Branding and Marketing

- ▶ Goal raise the visibility of Eugene as a great place to live and work in tech
- ▶ Travel Lane County supported development of a consistent positive message about the Tech sector in Lane County
- ▶ Tech sector developed an implementation plan to amplify promotional efforts that highlight the area's business and lifestyle qualities

-25-

# Municipal Broadband Network

- ▶ We support of the City's effort to expand the municipal broadband network
- ▶ Please keep moving forward

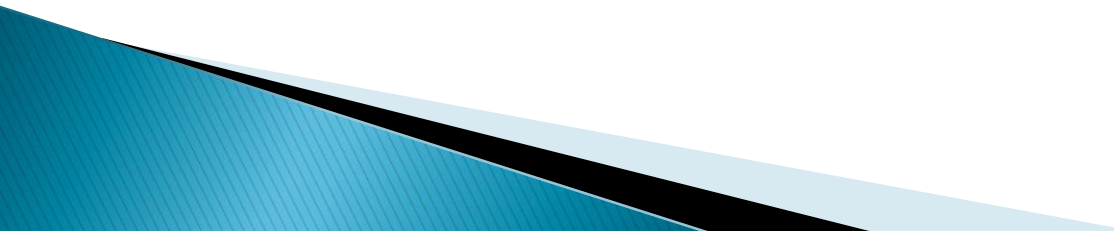
# Letting the experts do what they do best...

- ▶ Leading efforts
- ▶ Following-through on commitments
- ▶ Convening business and community leaders
- ▶ Carrying the message forward

*Capturing, Reporting, and Celebrating our successes together!*

# Making headlines...together...

*TAD Faster with fibers TOP TEN*  
*Young Bucks' Decision of Oregon*  
*How Eugene's Tech Scene*  
*Has Exploded in the Last 6 months!*  
*Portland Biz Journal, October 12, 2015*  
*Weekly Eugene, 2015*  
*FAST & FURIOUS DOWNTOWN*  
*July 30, 2015*



# All groups working from the same game plan...

- ▶ All of us are still meeting our organizational missions – but we are consistent with our message – and we are consistent in our understanding of what the industry wants
- ▶ We are all still meeting with, talking to, and working with businesses...just more intelligently and collectively





# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY




---

### Work Session: Transportation Safety - Vision Zero and the Mayors' Challenge for Safer People, Safer Streets

---

Meeting Date: November 18, 2015  
 Department: Public Works  
[www.eugene-or.gov](http://www.eugene-or.gov)

Agenda Item Number: B  
 Staff Contact: Rob Inerfeld  
 Contact Telephone Number: 541-682-5343

---

#### **ISSUE STATEMENT**

Ensuring the safety of the city's transportation system is a priority. The draft Transportation System Plan includes a policy that sets a goal of eliminating transportation related fatalities and serious injuries in Eugene. The City is participating in the Mayors' Challenge for Safer People, Safer Streets which was launched this past March by federal Transportation Secretary Anthony Foxx. Many cities are embracing an approach towards safety called Vision Zero, which calls for eliminating deaths and serious injuries on the surface transportation system. At the September 30, 2015, City Council work session, staff provided an overview of Vision Zero and what actions City staff and their partners are taking to further transportation safety under the umbrella of the Mayors' Challenge. At that work session, the City Council requested staff to meet with members of Better Eugene Springfield Transit (BEST) on how to move forward on Vision Zero and report back to the council.

#### **BACKGROUND**

Background information on Vision Zero and the Mayors' Challenge for Safer People, Safer Streets was provided at the September 30 work session. Subsequent to that work session, City staff met with members of BEST. Based on input from BEST, staff has revised the provided resolution to explicitly adopt Vision Zero as a City policy; this will also be incorporated in the draft Transportation System Plan.

Also based on input from BEST, staff intends to move forward with the following:

- Announcement of the City's effort to eliminate fatalities and serious injuries on the transportation system. The announcement will highlight the Vision Zero goal, the City's participation in the Mayors' Challenge, and next steps on Vision Zero.
- Formation of a Vision Zero Task Force that includes community stakeholders and staff from the City and partner agencies.
- The Task Force will work with City staff to develop a Vision Zero Action Plan. The planning process will include a self-assessment of what the City is already doing to increase safety, where there are gaps or barriers and what opportunities exist to do more. The plan will be multidisciplinary including education, engineering and enforcement. The plan will set a target date for achieving the Vision Zero goal.

- Report back to the City Council.

**RELATED CITY POLICIES**

System-Wide Policy 2 in draft Eugene Transportation System Plan:

Consider safety first when making decisions. Strive for zero transportation-related fatalities by reducing the number and transportation severity of crashes through design, operations, maintenance, education, and enforcement.

**COUNCIL OPTIONS**

1. Approve the Resolution supporting transportation safety efforts.
2. Not approve the resolution.

**CITY MANAGER'S RECOMMENDATION AND SUGGESTED MOTION**

Move to adopt the resolution supporting transportation safety efforts.

**ATTACHMENTS**

- A. Resolution supporting transportation safety efforts.

**FOR MORE INFORMATION**

Staff Contact: Rob Inerfeld  
Telephone: 541-682-5343  
Staff E-Mail: [rob.inerfeld@ci.eugene.or.us](mailto:rob.inerfeld@ci.eugene.or.us)

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION SUPPORTING TRANSPORTATION SAFETY.**

**The City Council of the City of Eugene finds that:**

- A.** The life and health of the City of Eugene’s residents are our utmost priority.
- B.** Between 2003 and 2012, an average of almost 6 people per year died in automobile, pedestrian and bicycle crashes on our street system.
- C.** During this same period, an average of nearly 3 people per year died in crashes on our roadway system while walking or biking.
- D.** Based upon the ratio of drivers to walkers and bikers, people who walk or bike represent a disproportionate share of the fatalities on our transportation system.
- E.** The City of Eugene’s Climate Recovery Ordinance calls for reducing community-wide fossil fuel consumption by 50 percent by 2030.
- F.** Increasing walking and biking trips is a key strategy in reducing fossil fuel consumption.
- G.** Increasing real and perceived safety for people walking and biking is a key step in encouraging more people to walk and bike.
- H.** The U.S. Department of Transportation’s Mayors’ Challenge for Safer People, Safer Streets is consistent with the City of Eugene’s goals to enhance the safety of our transportation system and encourage people to walk and bike for a greater number of trips.
- I.** The City of Eugene and our regional partners are taking steps to enhance walking and biking safety within the following seven categories of the Mayors’ Challenge: Complete Streets, Fix Barriers, Gather Data, Design Right, Create Networks, Improve Law, and Educate and Enforce.
- J.** Vision Zero is an approach to transportation safety that accepts no loss of life or serious injuries on the transportation system.

**NOW, THEREFORE,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EUGENE, a Municipal Corporation of the State of Oregon, as follows:**

**Section 1.** The Eugene City Council supports the city’s participation in the Mayors’ Challenge for Safer People, Safer Streets.

**Section 2.** The Eugene City Council supports efforts by the City of Eugene and our regional partner agencies to prioritize safety improvements for people who walk, bike and use mobility devices.

**Section 3.** The Eugene City Council supports efforts by the City of Eugene and our regional partners to eliminate deaths and serious injuries on our transportation system, with an emphasis on the most vulnerable roadway users.

**Section 4.** The Eugene City Council sets as official policy Vision Zero's goal of zero fatalities or serious injuries on our transportation system.

**Section 5.** This Resolution is effective immediately upon its passage by the City Council.

**The foregoing Resolution adopted the 18th day of November, 2015.**

---

**City Recorder**