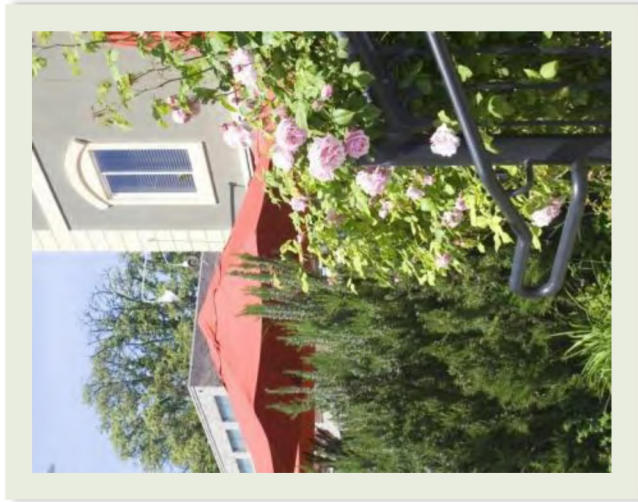
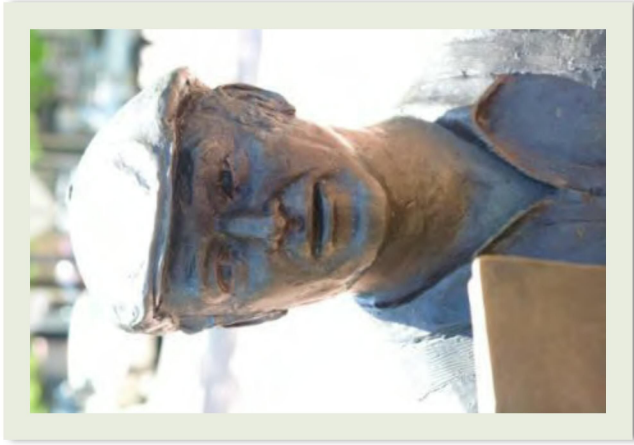
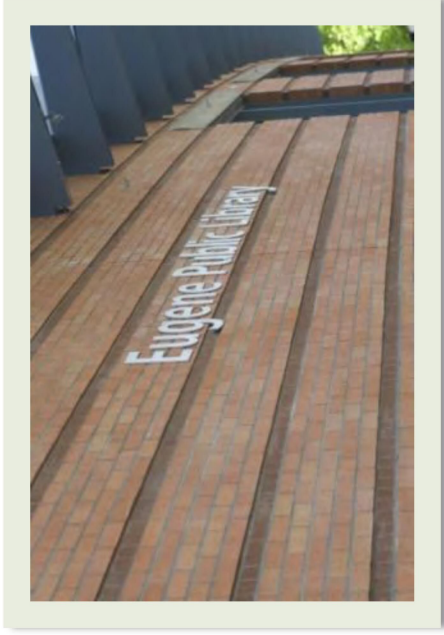


Eugene Counts Update

July 21, 2010



Preview of one of the primary tools we'll use to engage in ongoing, fact-based dialogue with the community about our progress toward the outcomes



Preview of one of the primary tools we'll use to engage in ongoing, fact-based dialogue with the community about our progress toward the outcomes

Measures to help track our progress toward the outcomes

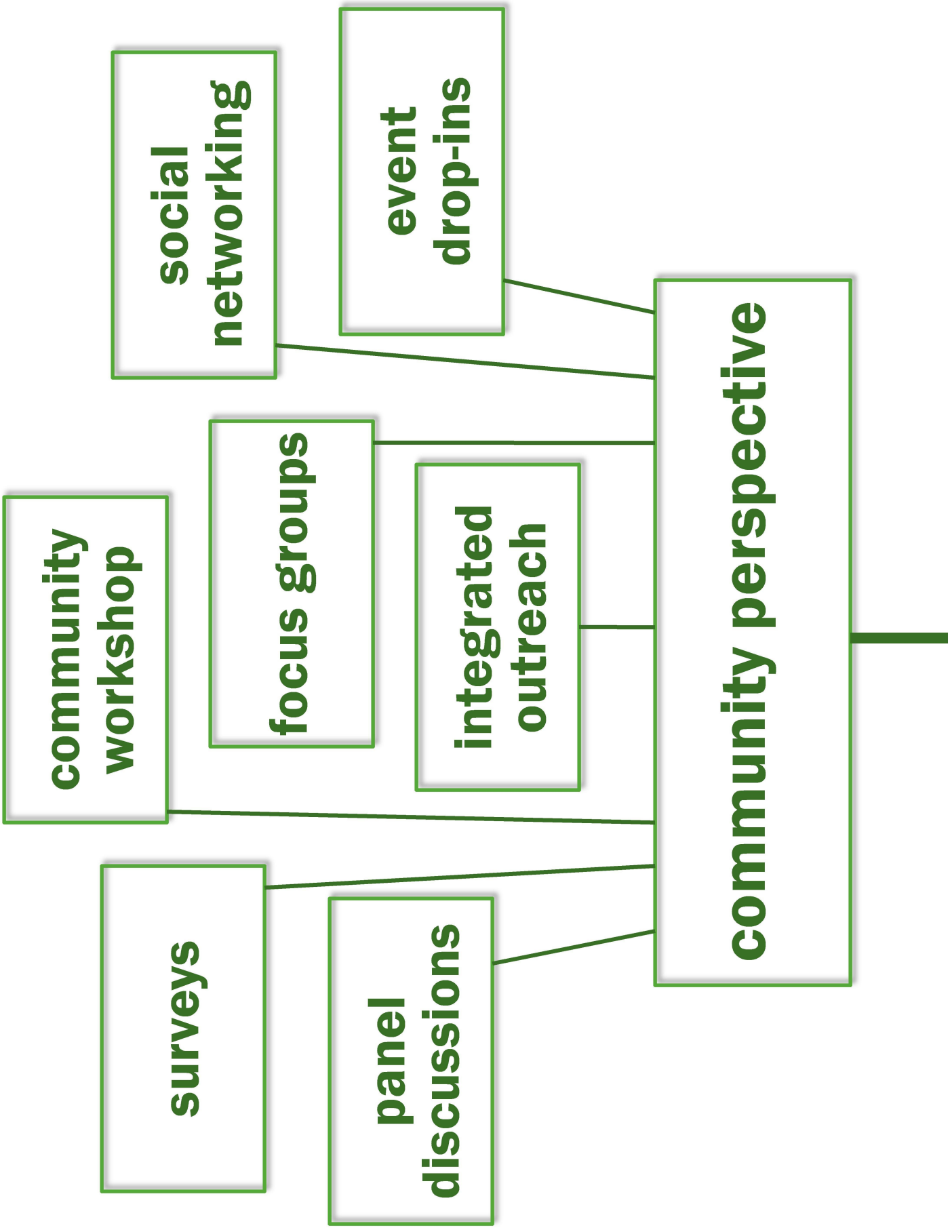


Preview of one of the primary tools we'll use to engage in ongoing, fact-based dialogue with the community about our progress toward the outcomes

Measures to help track our progress toward the outcomes

A few of the strategies we are using to help achieve the outcomes





surveys

**panel
discussions**

**community
workshop**

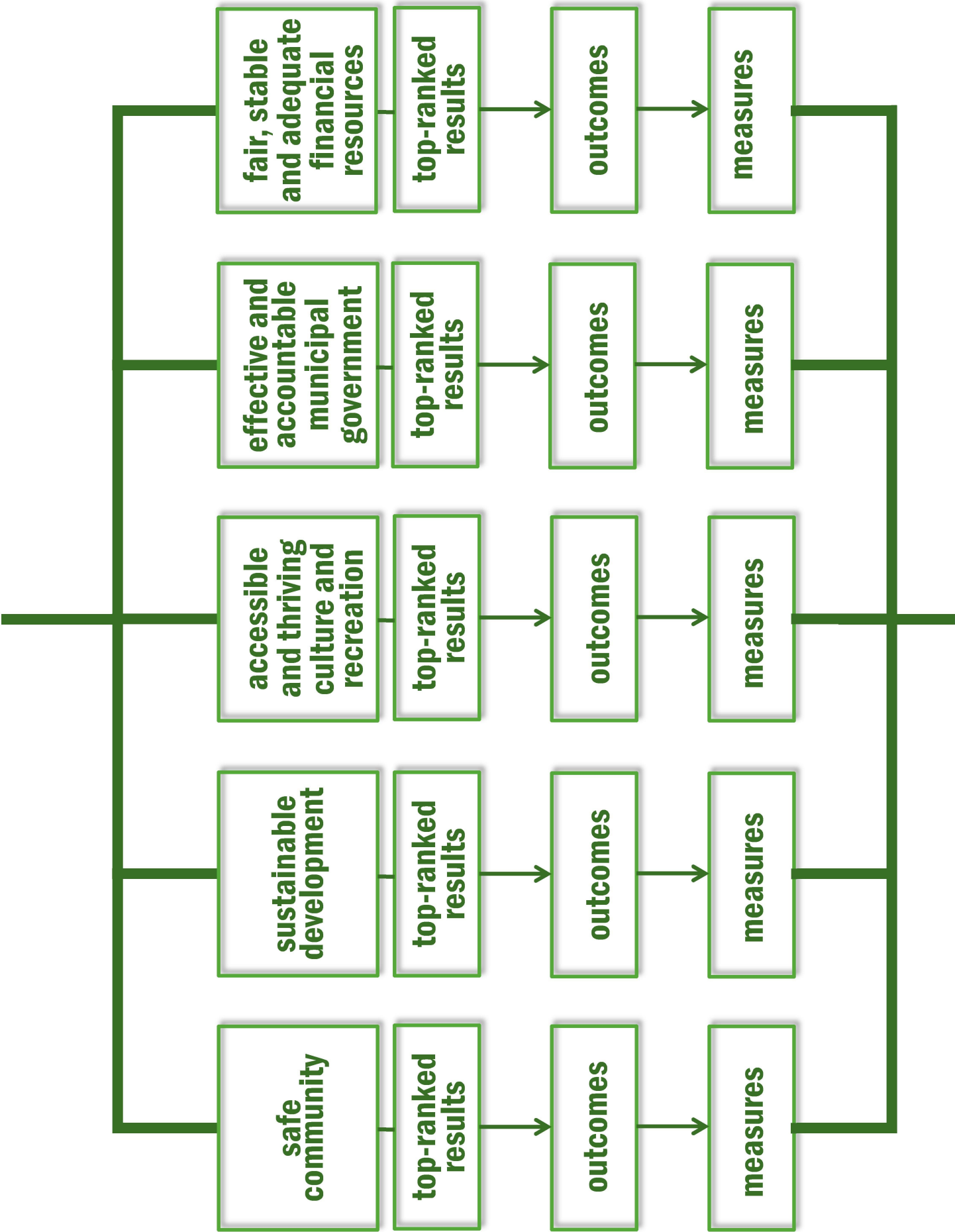
focus groups

**integrated
outreach**

**social
networking**

**event
drop-ins**

community perspective





**Accountability for results by tracking
and transparently reporting progress
toward community-informed outcomes**

Navigation - Current Level

- Mission Control
- City Council Goals
- How to Get Involved
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City Quick Links

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- RESOURCES
- [City Council](#)
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Interactive Zone

How do you feel about Eugene's progress?



Hear what your neighbors are saying

Share your ideas

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Mission Control



Safe Community

- Decreased property crime
- Greater sense of safety (especially downtown)
- Visible and accessible police presence
- Better police/community relations

Sustainable Development

- Increased downtown development
- Strategic job creation/decreased unemployment
- Support for small and local business
- Decision-making that weighs triple bottom line effects

Accessible and Thriving Culture and Recreation

- Accessible to all incomes
- Preserve strength in arts and outdoors
- Invest in arts and culture as an economic engine

Effective, Accountable Municipal Government

- Transparent and interactive communication
- Public engagement that involves the community broadly
- Stronger partnership between government entities

Fair, Stable and Adequate Financial Resources

- A long-term sustainable budget
- New or expanded revenue sources
- Accessible and transparent financial information

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- Mission Control
- City Council Goals
- How to Get Involved
- Eugene Voices
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- City Council Goals
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- Eugene Voices
- Interactive Zone

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RESOURCES

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- [Budget](#)
- [Boards and Commissions](#)
- [Community Surveys](#)
- [2009 Community Survey](#)
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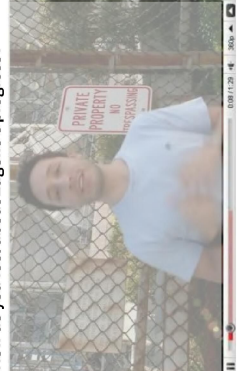
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- Navigation - Current Level
- Mission Control
- City Council Goals
- How to Get Involved
- Eugene Voices
- Interactive Zone

City Quick Links

- [Eugene Counts](#)
- [Contact Information](#)
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- [Resources](#)
- [City Council](#)
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Safe Community

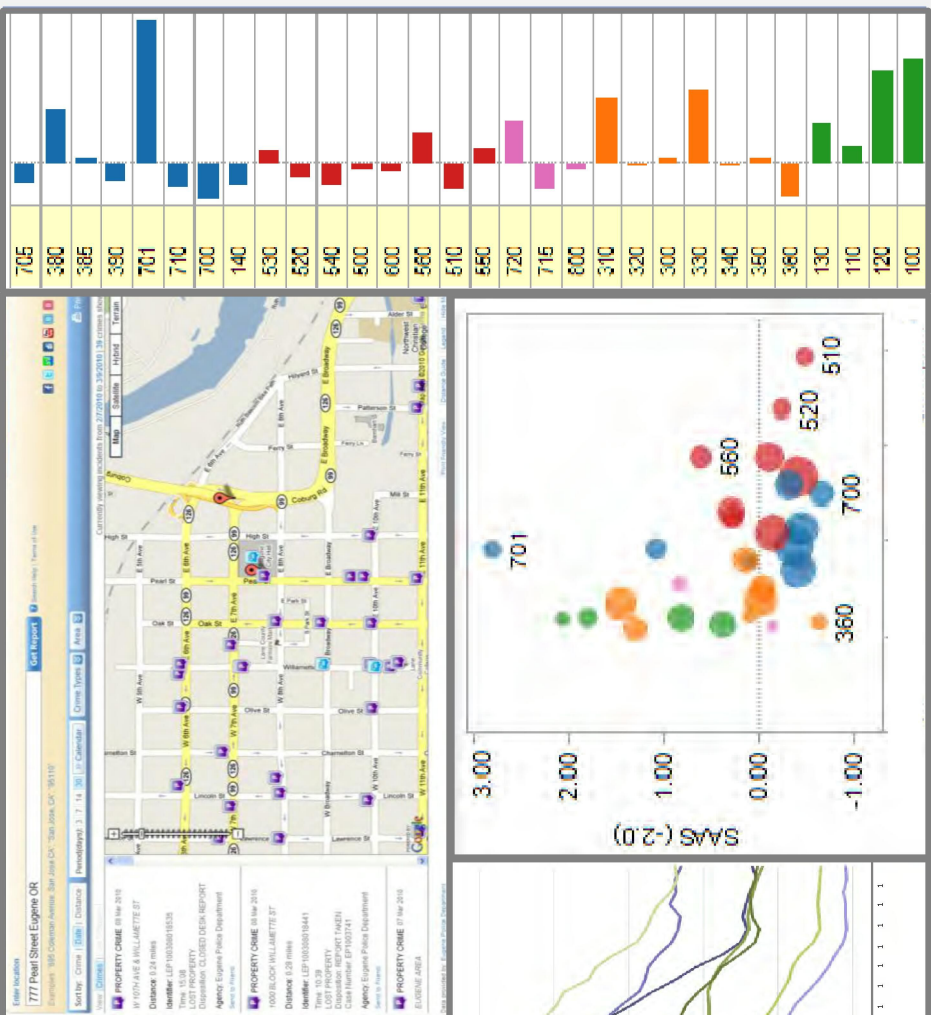
Strategies to decrease property crime in Eugene

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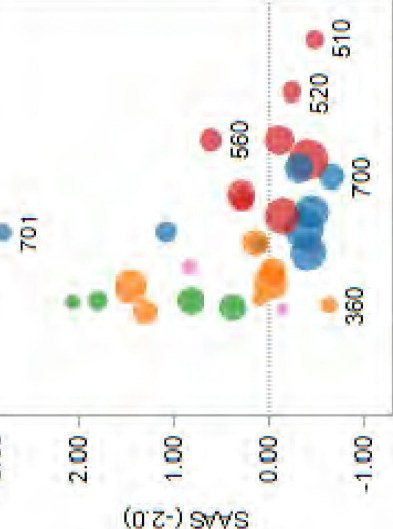
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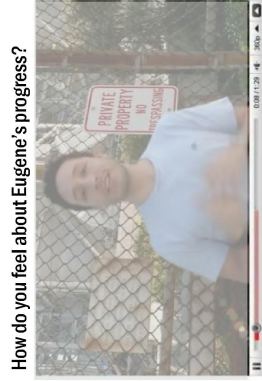
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Navigation - Current Level

- Mission Control
- City Council Goals
- How to Get Involved
- Eugene Voices
- Interactive Zone

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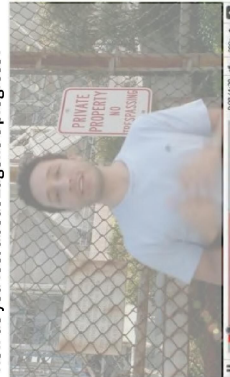
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- [City Council](#)
- [Budget](#)
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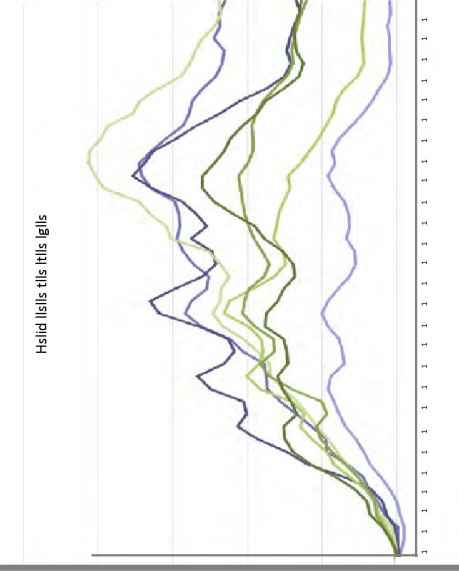
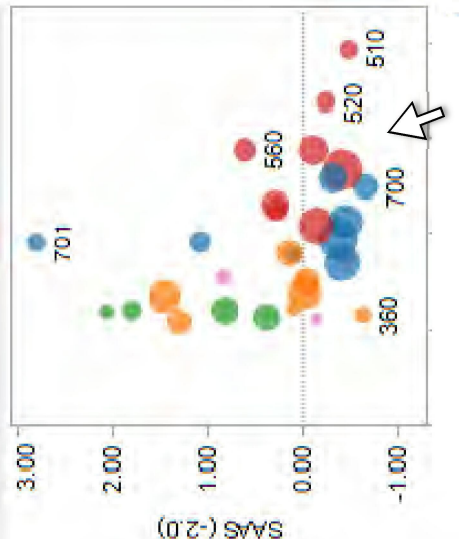
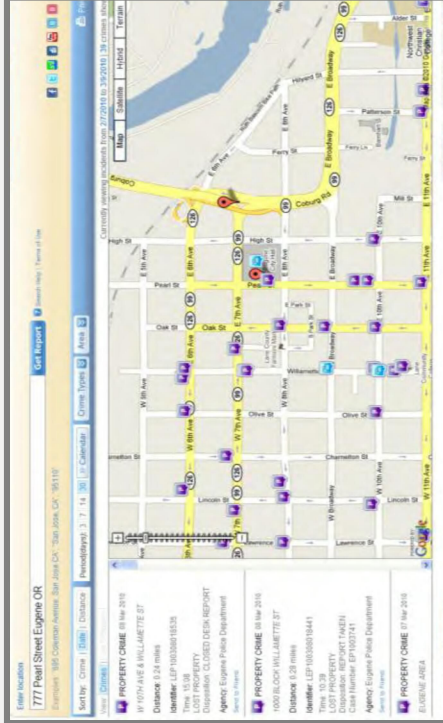
Strategies to decrease property crime in Eugene

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Navigation - Current Level

- [Mission Control](#)
- [City Council Goals](#)
- [How to Get Involved](#)
- [Eugene Voices](#)
- [Interactive Zone](#)

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[Eugene Counts](#)

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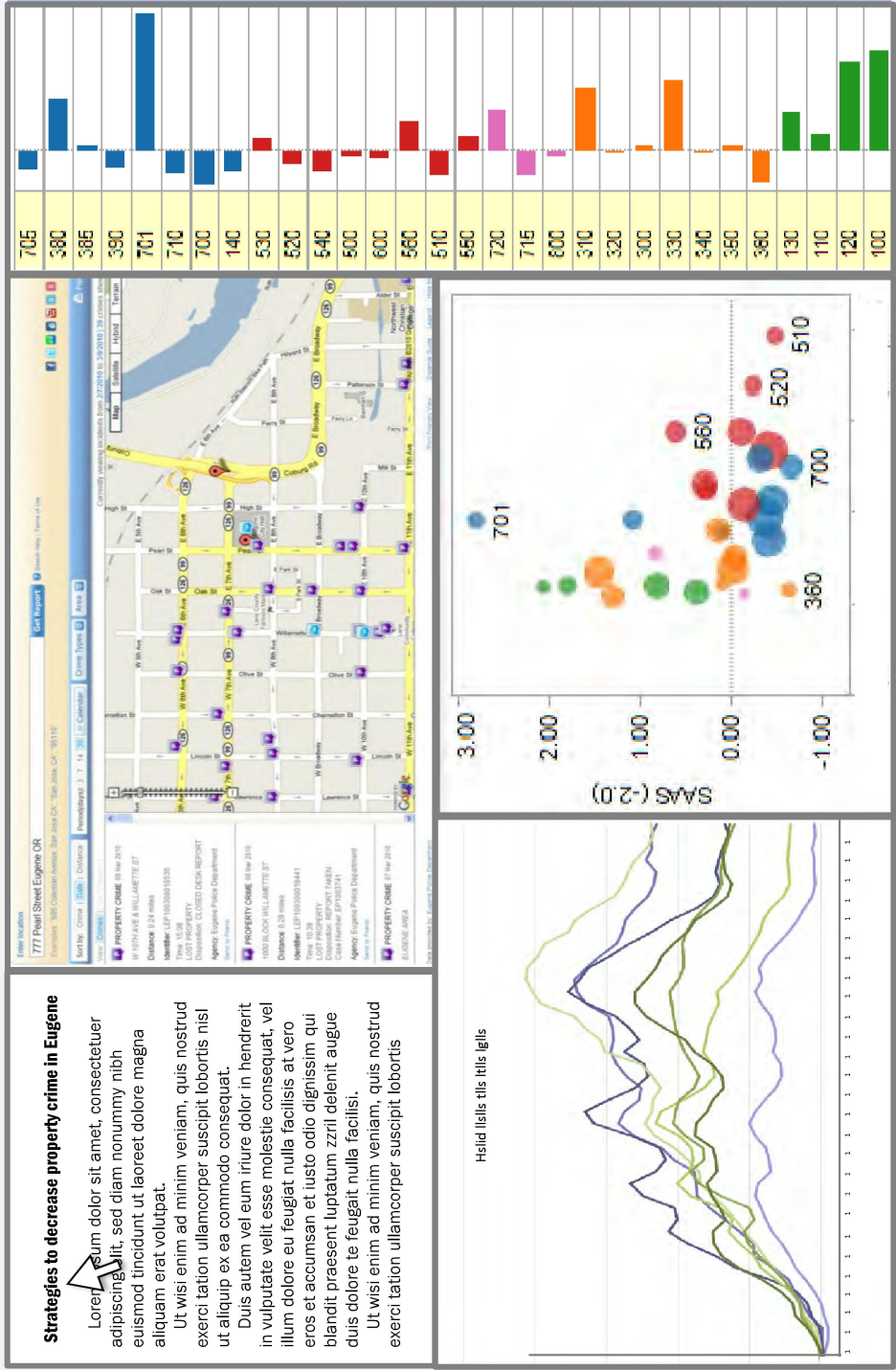
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Safe Community

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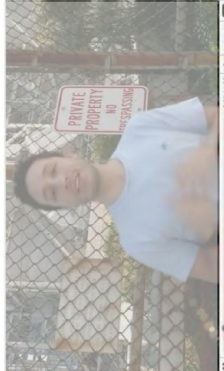
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Hold It! It's It's It's It's

Interactive Zone

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Measures were developed by five teams chosen for their expertise in each goal's topic area.



**It takes a village to figure out how to
count what counts to Eugeneans**





Safe Community goal team:

**Rich Stronach, Lynn Reeves, Jeff Perry,
Richie Weinman, Francisca Johnson**

Sustainable Development goal team:

**Denny Braud, Kevin Finney, Jamie Garner,
Raquel Wells, Lacey Risdal**

Accessible and Thriving Culture and Recreation goal team:

**Karm Hagedorn, Craig Smith,
Johnny Medlin, Kevin Finney, Larry Hill**

Effective, Accountable Municipal Government goal team:

Laura Hammond, Kim McCrea,

Mark Schoening, Brenda Wilson,

Kelly Darnell, Beth Forrest, Joe Zaludek

Fair, Stable and Adequate Financial Resources goal team:

Pavel Gubanikhin, Twylla Miller,

Robert Tintle, Eric Jones



With extraordinary support from:

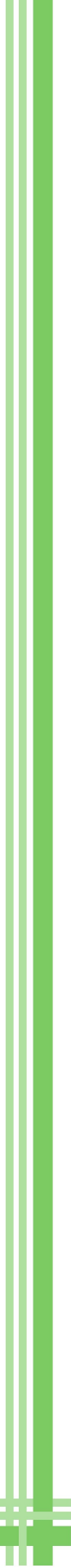
Pavel Gubanikhin who facilitated the teams

Jeff Ozvold who is building the dashboard

Council subcommittee members:

Andrea Ortiz and Alan Zelenka

help keep our focus on the community's perspective



Measure development criteria:

Answers the question “Are we making progress toward achieving this outcome?” for one of the specific outcomes under the council goal.

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Answers the question “Are we making progress toward achieving this outcome?” for one of the specific outcomes under the council goal.

Is straightforward and understandable to decision-makers and community members alike.

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Answers the question “Are we making progress toward achieving this outcome?” for one of the specific outcomes under the council goal.

Is straightforward and understandable to decision-makers and community members alike.

Will be seen by the community as a credible and honest way of demonstrating performance.



A few things to keep in mind about the measures and the strategies





Safe Community

A community where all people are safe, valued and welcome.

Outcomes:

- **Decreased property crime**
- **Greater sense of safety (especially downtown)**
- **Visible and accessible police presence**
- **Better police/community relations**

Safe Community Measures

Property crime rate

Percent of targeted repeat offenders convicted

Percent of survey respondents who feel safe in their neighborhoods and in business areas

Number of reported behavior crimes downtown and in other specific hot spots

Safe Community Measures

Officer-hours available to proactively address crime (uncommitted officer time)

Percent of survey respondents who believe police/community relations are good

Number of commendations and complaints

A few of the strategies supporting Safe Community outcomes:

- Data-led policing**
- Downtown safety initiative**
- Proactive clean-up and graffiti removal downtown**
- Summer in the City events that promote positive activity downtown**
- Collaboration between EPD and the police auditor's office and the Civilian Review Board to apply lessons learned from our police oversight system to policy, training, equipment and practice.**
- Maintain safe and pleasant access to neighborhood parks and recreation facilities by displacing illegitimate or criminal activities**

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.

Outcomes:

- **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**

Sustainable Development Measures

Downtown pedestrian counts

Number of housing units downtown

Assessed value of downtown properties

Unemployment rate and median wage compared to other cities, state and nation

Sustainable Development Measures

**Increased employment in targeted sectors
(renewable energy, technology, medical, etc.)**

**Percentage of City's business loans and
Enterprise Zone tax exemptions awarded to
small and local businesses**

**Percentage of agenda item summaries (AIS)
that reference triple bottom line analysis**

A few of the strategies supporting Sustainable

Development outcomes:

- **Downtown revitalization efforts such as Beam, LCC**
- **Vendor outreach to prepare small and local businesses to successfully compete for City contracts**
- **Warm-mix paving, use of recycled materials, other efforts to reduce the financial, social and environmental effects of road work**
- **Help for local businesses through the Downtown Revitalization Loan Program, Business Development Fund, and Emerging Business Loan Pool.**

Accessible and Thriving Culture and Recreation

A community where arts and outdoors are integral to our social and economic well-being and are available to all.

Outcomes:

- **Accessible to all incomes**
- **Preserve strength in arts and outdoors**
- **Invest in arts and culture as an economic engine**

Accessible and Thriving Culture and Recreation Measures

- Parks and recreation facilities available for free use per 1,000 population**
- Number of (and attendance at) free and low cost City cultural services events, recreation activities; library use**
- Cultural/arts, parks, and recreation capital projects targeted in respective 5-year plans**

Accessible and Thriving Culture and Recreation Measures

Per capita operating spending on cultural, parks and recreation services

Percent of survey respondents satisfied with cultural, parks and recreation services

Estimated amount of economic activity (in \$) generated by cultural arts events

Activity count on Register-Guard/Arts and Business Alliance "Go Eugene " Calendar

A few of the strategies supporting Accessible and Thriving Culture and Recreation outcomes:

- The Eugene Special Events Team collaboration with partners to recruit and support high profile events**
- Encourage and promote free and low-cost activities like the free Eugene Symphony concert at Cuthbert**
- Support the Arts and Business Alliance of Eugene, promoting arts, cultural and business sector partnerships**
- Implement the new Public Art Master Plan**
- Collaborate with partners on Go Eugene, an online arts and culture calendar**

Effective, Accountable Municipal Government

A government that works openly, collaboratively, and fairly with the community to achieve measurable and positive outcomes and provide effective, efficient services.

Outcomes:

- **Transparent and interactive communication**
- **Public engagement that involves the community broadly**
- **Stronger partnership between government entities**

Effective, Accountable Municipal Government Measures

Number of visitors to new tools such as online video briefings and interactive chats with City officials, Eugene Counts dashboard, one-stop involvement page, etc.

Percent of local media survey respondents rating the City as accessible and transparent

Percent of survey respondents who are satisfied with overall level of service

Effective, Accountable Municipal Government Measures

**Number and diversity (geographic, race,
gender, etc.) of applicants for City boards and
commissions**

**Percent of United Front projects included in
federal appropriation requests**

**Number of joint projects with
intergovernmental partners**

A few of the strategies supporting Effective, Accountable Municipal Government outcomes:

- Functional consolidation between Eugene and Springfield fire departments**
- A City website replacement within the next 18 months that will be easier to use, more interactive and more reflective of the community's character**
- A comprehensive community plan informed by robust engagement and consensus building through Envision Eugene**
- A regional economic development strategy developed by the Joint Elected Officials and other partners**
- Development and implementation of a Citywide strategic communication plan**

programs
fair
people
community
taxes
public
less
need
city
budget
resources
taxes
community
taxes
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city
budget
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make income means like police fewer system basic increase
fund goodget time funds way use safety
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Fair, Stable and Adequate Financial Resources

A government whose ongoing financial resources are based on a fair and equitable system of revenues and are adequate to maintain and deliver municipal services.

Outcomes:

- **A long-term sustainable budget**
- **New or expanded revenue sources**
- **Accessible and transparent financial information**

Fair, Stable and Adequate Financial Resources Measures

- Operating expenditures as a percentage of operating revenues**
- General fund reserve for revenue shortfall as a percentage of general fund operating expenditures**
- Backlog in funding preservation of capital assets (focus on a particular asset, such as roads, reflecting current public interest)**

Fair, Stable and Adequate Financial Resources Measures

Percentage change in annual operating revenues

Non-property-tax revenues as a percentage of total city operating revenues

Percent of survey respondents who believe City financial information is accessible and transparent

A few of the strategies supporting Fair, Stable and Adequate Financial Resources outcomes:

- The city manager will work with council to determine whether to propose new ways of generating revenues for the general fund and other funds**
- Triple bottom line analysis to help inform service changes due to financial constraints, highlighting the intended and unintended environmental, economic and social equity effects of various scenarios**
- The City will work with community to identify and put into place the preferred long-term mechanism for local transportation system funding**



More Information:

terrie.e.monroe@ci.eugene.or.us

Terrie Monroe at 682-5412