

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Approval of Council Minutes

Meeting Date: October 10, 2011
Department: City Manager's Office
www.eugene-or.gov

Agenda Item Number: 2A
Staff Contact: Kim Young
Contact Telephone Number: 541-682-5232

ISSUE STATEMENT

This is a routine item to approve City Council minutes.

SUGGESTED MOTION

Move to approve the minutes of the September 12, 2011, Regular Meeting, September 14, 2011, Work Session, September 19, 2011, Boards and Commissions Interviews, September 19, 2011, Regular Meeting, September 21, 2011, Work Session.

ATTACHMENTS

- A. September 12, 2011, Regular Meeting
- B. September 14, 2011, Work Session
- C. September 19, 2011, Boards and Commissions Interviews
- D. September 19, 2011, Regular Meeting
- E. September 21, 2011, Work Session

FOR MORE INFORMATION

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MINUTES

Eugene City Council
Council Chamber—City Hall
777 Pearl Street—Eugene, Oregon

September 12, 2011
7:30 p.m.

COUNCILORS PRESENT: Betty Taylor, George Brown, Andrea Ortiz, George Poling, Mike Clark, Chris Pryor, Alan Zelenka, Pat Farr.

Her Honor Mayor Kitty Piercy called the September 12, 2011, regular meeting of the Eugene City Council to order.

1. PUBLIC FORUM

Mayor Piercy reviewed the rules of the Public Forum.

Gary Jenkins, 90939 Prairie Road, reminded the council of his previous testimony about an incident involving his son and the Eugene police. He reported he had been informed that the Police Auditor saw a resolution to the problem caused by the incident and was willing to serve as a mediator. He suggested an appropriate resolution would be polygraph tests for all involved in the incident. He sought direction from the council before entering into mediation with Police Chief Pete Kerns as he did not want to enter into mediation and wind up in worse condition than before.

George Cole, 2760 West 11th Avenue, said the opponents of EmX were still active because they felt the project was not a wise expenditure of funds and believed the community's transportation needs could be met by restructuring Lane Transit District (LTD) routes. He said that LTD kept changing the criteria and the agency admitted to doing so. He reported that LTD staff had suggested at a meeting earlier in the evening that route restructuring would still be required after EmX was expanded to the west. Mr. Cole recalled the money he expended on legal fees to fight LTD's plans to take a portion of his property for a 100-space park and ride facility. Instead, LTD built a 46-space lot at Fred Meyer which earlier in the day contained only five cars. He maintained that LTD wanted to foster congestion to force people to ride the bus and he believed that was an infringement on freedom.

Bob Macherione, 1994 Brewer Street, reported he had filed an appeal of his Sign Code violation and the American Civil Liberties Union (ACLU) had subsequently sent the City a letter asking it to stop its current approach to Sign Code enforcement. In spite of that, the City had not stopped its enforcement efforts and he did not understand why. He did not know who was directing the City Manager and City Attorney to proceed. Mr. Macherione provided the council with a copy of the ACLU's letter and reviewed the letter's salient points and asked why the City Council would allow the City to generate so much paperwork for thousands of taxpayer dollars in a case it had no chance of winning. All the City had to do was rewrite the ordinance to meet the letter of the law. He asked the council to direct the City Manager and City Attorney to stop enforcement of the City's Sign Code until the City had an enforceable ordinance. Mr. Macherione suggested the ACLU was more knowledgeable than the City Attorney in matters related to free speech. He said his only crime was to disagree with the mayor and council about

its donation of City-owned infrastructure to LTD to run six buses an hour. He did not think the route was appropriate or needed and LTD was dishonest in its projections. He called for a citywide vote.

Mayor Piercy closed the Public Forum. She suggested to Mr. Jenkins that the best thing he could do in his situation was to work with the Police Auditor.

2. CONSENT CALENDAR

A. Approval of City Council Minutes

- June 20, 2011, Work Session
- June 22, 2011, Work Session
- June 27, 2011, Work Session
- June 29, 2011, Work Session
- July 11, 2011, Work Session
- July 11, 2011, Regular Meeting
- July 13, 2011, Work Session
- July 20, 2011, Work Session
- July 25, 2011, Work Session
- July 25, 2011, Regular Meeting
- July 27, 2011, Work Session

B. Approval of Tentative Working Agenda

Councilor Taylor, seconded by Councilor Brown, moved to approve the items on the Consent Calendar.

Mr. Farr pulled the minutes of the June 27, 2011, work session.

Roll call vote: The motion, with the exception of the minutes of June 27, 2011, passed unanimously, 8:0.

Mr. Farr referred to the June 27 minutes, which reflected the council's request to display the United States flag at City Council meetings, and wanted to place on the record the fact that the flag was now on display.

Roll call vote: The motion passed unanimously, 8:0.

3. Adoption of Resolution 5041 Concurring with Lane County's Findings Regarding Vacation of Portions of County Roads within the Lane County Fairgrounds

Councilor Taylor, seconded by Councilor Brown, moved to adopt Resolution 5041 Concurring with Lane County's findings regarding vacations of portions of county roads within the Lane County Fairgrounds.

Assistant City Manager Sarah Medary introduced the item, reporting that Lane County requested City adoption of a resolution concurring with a County decision to vacate the entrance roads to the fairgrounds. She reported that all emergency services and bicycling routing concerns had been addressed.

Peggy Keppler of the Public Works Department was present to answer questions.

Responding to a question from Mayor Piercy, Ms. Keppler said the County initially proposed to close all three entrances but agreed to retain the Monroe Street entrance for bicycle use. City staff would work with Lane County Fairgrounds staff to ensure that there was proper signage.

Responding to questions from Councilor Zelenka, Ms. Keppler used the map included in the council's packet to illustrate the route bicyclists would take through the fairgrounds and confirmed that the Fire Department would have access through the fairgrounds gates.

Roll call vote: The motion passed unanimously, 8:0.

4. Executive Session

The council met in the McNutt Room in executive session in accordance with Oregon Revised Statutes 192.660(2)(h).

Mayor Piercy adjourned the meeting at 8:48 p.m.

Respectfully submitted,

Beth Forrest
City Recorder

(Recorded by Kimberly Young)

MINUTES

Eugene City Council
McNutt Room—City Hall
777 Pearl Street—Eugene, Oregon

September 14, 2011
Noon

COUNCILORS PRESENT: Betty Taylor, George Brown, Andrea Ortiz, Mike Clark, Chris Pryor, Alan Zelenka, Pat Farr.

COUNCILORS ABSENT: George Poling.

Her Honor Mayor Kitty Piercy called the September 14, 2011, work session of the Eugene City Council to order.

A. COMMITTEE REPORTS AND ITEMS OF INTEREST

Mayor Piercy announced that she would welcome a delegation from Eugene’s Sister City of Kakegawa at 9 a.m. on September 20, 2011, at her office in City Hall and encouraged councilors to be present. She noted that a delegation from Eugene would visit Kakegawa in October.

Mayor Piercy announced the upcoming United Way Day of Caring on September 21.

Mayor Piercy reported that the Eugene Police Commission had welcomed new members at its last meeting. Police Chief Pete Kerns had discussed how he was implementing the commission’s recommendations regarding the closure of the Monroe Street Station. The commission revised its bylaws and considered changes to the department’s search and seizure policy recommended by its Police Screening and Review Committee. The commission was awaiting further input into the policy from the Police Auditor. The commission also heard the chief’s monthly report. Mayor Piercy noted that the Eugene Police Department was holding a new Citizen Police Academy, which she was attending.

Mr. Brown reported that the McKenzie Watershed Council was working with the Metropolitan Wastewater Management Commission (MWMC) on an eco-system restoration and regulatory credit project on Cedar Creek and the Springfield Millrace. The MWMC awarded a contract to Freshwater Trout to do some of the necessary work. The watershed council would oversee landowner outreach to secure permission to plant trees to shade the water to lower the temperature for fish habitat. The entire project was projected to take four years. The MWMC would be able to secure temperature credits from the DEQ as a result of the product. Mr. Brown noted that Freshwater Trout had pledged not to invoice the MWMC until the trees were in the ground. The funding for the project would come from the State Revolving Loan Fund.

Mr. Zelenka and Ms. Ortiz arrived during Mr. Brown’s report.

Mayor Piercy reported on the Oregon Metropolitan Planning Organizations Consortium (OMPOC), saying that the consortium heard a presentation on the Oregon Department of Transportation’s various

planning processes and a status update on projects. She said there were issues around the state regarding redundancy in transportation routes in the case of emergencies.

Mayor Piercy commended the recent Eugene Celebration and Mayor's Art Show and announced the upcoming Teen Art Show at Maude Kerns Center.

Mayor Piercy commended the new bicycle parking corrals recently installed in downtown and said they were both artistic and functional. She said good examples could be seen near the train station and The Kiva.

Mayor Piercy solicited other items of interest.

Ms. Taylor had attended the Pearl Street Block Party and said it was fun and well-attended in spite of the heat. She also attended the City's 9-11 commemoration and said it was extremely well done. She reported that the Southeast Neighbors held a picnic on September 11. Ms. Taylor reminded residents of the September 19 public hearing on an ordinance to repeal the ban on dogs in the area around 13th Avenue and Alder Street.

Ms. Ortiz reported that she had attended a meeting of the Latino Business Network and also attended the 9-11 ceremony mentioned by Ms. Taylor. She agreed the 9-11 ceremony was well done. She said she had been invited to sit in on one of the listening circles involving Eugene police officers and members of the Latino community and had been pleased with the event.

Ms. Ortiz encouraged people to participate in the upcoming Neighborhood Summit being held at North Eugene High School on September 24.

Mr. Pryor reported that Director George Kloeppel of the Lane Council of Governments had announced his retirement would occur at the end of November 2011. He anticipated that LCOG would retain Mr. Kloeppel on contract until his replacement was hired.

Mr. Pryor said the Housing Policy Board (HPB) met to review Request for Proposals for a land bank site on Coburg Road. Due to the number of people interested in the development, the HPB postponed its recommendation to the City Council and agreed to hold a public forum and another public hearing, delaying the council's action on the site.

Mr. Clark noted he had attended the HPB meeting because the development mentioned by Mr. Pryor was in his ward, Ward 5. Many interested neighbors had attended the HPB meeting. Mr. Clark thanked Mr. Pryor and other members of the HPB for their willingness to delay their recommendation and seek more input.

Mr. Clark noted Mayor Piercy had held a Mayor's One-on-One in Ward 5 at the Market of Choice during the council's summer recess.

Mr. Clark thanked the Fire and Police departments for organizing the 9-11 ceremony.

Mr. Clark announced the Cal Young Neighborhood Association meeting scheduled on September 22 at 7 p.m. at the Sheldon Community Center. He said the meeting was an important one because residents would decide on whether to divide the association into three neighborhood associations.

Mr. Farr noted his participation in the Eugene Celebration Parade.

Mr. Farr reported that he had also attended the HPB meeting and thanked member John Van Landingham for his suggestion that residents in attendance should tour existing low-income developments. He believed they would find such a tour very informative. He agreed with the HPB's decision to postpone action as he believed that residents had many legitimate concerns about the proposed development that needed to be addressed.

Mr. Farr noted the passing of Bethel resident and business owner Bob Neiman, who drowned in a rafting accident on the Rogue River the previous week. He said the neighborhood would miss him.

City Manager Jon Ruiz announced upcoming trainings for members of City boards and commissions.

City Manager Ruiz invited the council and residents to participate in the "Sunday Streets" event occurring on September 18, during which 5th Street from Fifth Street Market to Blair Boulevard would be closed to accommodate pedestrians and cyclists as well as other activities.

City Manager Ruiz reported that a Veterans Stand Down was scheduled on September 24 at the Springfield Armory. A ribbon-cutting was planned for the veterans' housing project on November 11 at 11 a.m.

City Manager Ruiz reported that the downtown momentum was continuing with the demolition of the Taco Time building on Broadway.

Mr. Zelenka reminded the council of the "Welcome Back Students" walk scheduled on September 27.

Mr. Zelenka commended a recent presentation by Tri Met staff at the Metropolitan Policy Committee meeting and recommended that councilors view the meeting on Metro Television.

**B. WORK SESSION:
Neighborhood Livability Working Group Progress Report**

The council was joined by Neighborhood Services Manager Michael Kinnison, Police Lieutenant Sam Kamkar, and Neighborhood Livability Working Group members Jim Anderson, Carolyn Jacobs, Kaitlyn Lange, and Paul Shang. Mr. Kinnison led the council through a PowerPoint presentation on the recommendations of the Neighborhood Livability Working Group. He provided background on the formation of the working group, which occurred in response to residents' frustration with increased noise and undesirable behaviors fueled by alcohol use by young people frequenting the neighborhoods around the University of Oregon (UO). He reported that the working group had assessed current conditions in those areas and developed a Catalog of Negative Behaviors and Impacts.

Mr. Kinnison shared statistical data about crime trends in the affected neighborhoods.

Mr. Kinnison shared a map showing density levels in the affected neighborhoods and which also included information about the percentage of owner-occupied housing in those areas.

Mr. Kinnison recalled past efforts targeted at the West University Neighborhood (WUN) to address similar issues. He shared a list of current initiatives focused on areas around the university to address the impacts being experienced.

Mr. Kinnison emphasized that the situation in the areas around the University was not unique to Eugene and was similar to the experiences of other university communities in the United States. He said that a strong commitment from all stakeholders was required to address the problems that existed in the neighborhoods and a variety of approaches were necessary. Behavioral modification could be effective but was not enough, and consequences were necessary. Law enforcement had an important role in addressing the issues of concern.

Mr. Kinnison called the council's attention to Section 6 of the report, which included the strategies developed by the working group, and noted that Appendix D was an anticipated effectiveness matrix evaluation of the strategies.

Mr. Kinnison highlighted the strategies developed by the working group that required City support and noted where council action would be required. Strategies included:

- *Develop a Eugene "social host" ordinance*
- *Increase fines for alcohol- and noise-related offenses*
- *Enhance police resources*
- *UO Police Department/University Public Safety District*
- *Regulate party bus impacts*
- *Crime prevention through environmental design*
- *Countermeasure for traffic sign vandalism*
- *Home Ownership and Investment Program*
- *Evaluate need for Multiple-Unit Property Tax Exemption (MUPTE) in the campus area*
- *Neighborhood-based planning*

Mayor Piercy thanked the members of the working group. She asked what constituted a neighborhood association in a case such as the WUN, when it is almost entirely occupied by students. She suggested the City could work with students to determine how the neighborhood could have a neighborhood association that would be meaningful to its residents and in keeping with the community's' goals.

Mayor Piercy endorsed approaches that increased stability in neighborhoods that now included a mix of students and owner-occupants.

Referring to the strategy for neighborhood-based planning, Mayor Piercy endorsed code changes that allowed for the inclusion of social gathering spaces in multi-unit housing.

Ms. Taylor advocated for the development of infill compatibility standards to protect the neighborhoods surrounding the campus. She believed it was important to save the South University Neighborhood and expressed concern about the impact of the MUPTE on the neighborhood. She supported home ownership but noted that some parents bought homes for their children while they attended the UO but the students did not care about the house and treated it as a "big party place."

Ms. Taylor suggested the City could save money by buying vandal-resistant signs. In response, Ms. Jacobs suggested the City's practice of placing signs in the ground without anchoring them increment contributed to the problem. She reported that there were 72 missing street name signs in the South University Neighborhood.

Ms. Taylor expressed concern about increasing fines on students.

Mr. Zelenka endorsed the proposal for a social host ordinance as he thought it could be an effective tool to address the issue of repeat offenders. He suggested it would be a tool of last resort but believed it was a needed tool to ensure property owners took responsibility for what happened on their properties. Mr. Zelenka also endorsed the formation of a University police department and a public safety district and noted Chief Kerns' support for those ideas as part of a long-term solution.

Mr. Zelenka did not think that MUPTE was needed in the areas around campus as he believed sufficient housing was being built without it. He suggested the City change the way it calculated the number of occupants in a dwelling unit and count people living in a unit rather than bedrooms. Mr. Zelenka also supported the inclusion of social gathering places in multi-unit housing, particularly in the WUN.

Mr. Zelenka suggested a consequence of the UO becoming a dry campus was that parties moved off campus to uncontrolled situations. He suggested the UO reconsider its policy and allow parties on campus where drinking was allowed on special occasions.

Responding to a question from Mr. Farr about the responsibility assigned the property owner by the proposed social host ordinance, Mr. Anderson did not think property managers or property owners could ignore a party house; there should be consequences to that. He believed most property owners tried to address such situations.

Mr. Farr supported the countermeasures for sign vandalism and wished staff well in that endeavor.

Ms. Ortiz determined from Mr. Kinnison that the working group did not include a representative of PeaceHealth and expressed surprise and regret about that. She pointed out that the hospital was a major employer and was physically located in the WUN. Mr. Kinnison said staff could make an effort to involve the hospital.

Ms. Ortiz expressed support for the proposed social host ordinance.

Ms. Ortiz suggested the council discuss a dispersal policy for social service agencies because neighborhoods were disproportionately affected by the presence of such agencies.

Ms. Ortiz supported the formation of a UO police department and public safety district.

Mr. Brown also supported the proposed social host ordinance. He also supported a UO public safety district if the officers were sworn and had the same training as Eugene's police. He also supported an examination of regulations for "party buses."

Mr. Brown suggested that the City use vertical metal or treated wood 4" x 4" signs sunk in concrete to avoid vandalism.

Mr. Brown questioned the further application of the MUPTE to the neighborhoods around the campus, pointing to the low owner-occupancy levels and high crime rates the WUN experienced. He believed the MUPTE had failed to improve the quality of life in that neighborhood.

Mr. Clark determined from Lt. Kamkar that City staff had looked at the approaches taken by other communities with universities.

Ms. Ortiz, seconded by Mr. Farr moved to extend the meeting for 10 minutes. The motion passed unanimously, 7:0.

Ms. Lange expressed hope that the City Council would consider funding additional jail beds in the future because of the increase in crime the campus-area neighborhoods had experienced. Mayor Piercy assured Ms. Lange that the council was keeping that need in mind.

Mr. Zelenka reported he learned from staff that signs were not anchored with cement for safety reasons and to reduce the costs of sign repair and replacement.

Ms. Taylor also supported the proposed social host ordinance as a way to ensure property owner accountability and suggested the potential that second offenses would trigger the citation.

Mayor Piercy also supported a UO police department but believed that such a department needed an audit function to ensure there was accountability to the community. Mr. Shang said the UO was discussing an appeal process and the City's Police Auditor had been helpful in that discussion.

Mayor Piercy adjourned the meeting at 1:38 p.m.

Respectfully submitted,

Beth Forrest
City Recorder

(Recorded by Kimberly Young)

MINUTES

Eugene City Council
McNutt Room—City Hall
777 Pearl Street—Eugene, Oregon

September 19, 2011
6:15 p.m.

COUNCILORS PRESENT: Betty Taylor, George Brown, Andrea Ortiz, George Poling, Mike Clark, Chris Pryor, Alan Zelenka, Pat Farr.

COUNCILORS ABSENT: Mike Clark.

Council President Betty Taylor called the City Council meeting to order.

A. BOARDS AND COMISSIONS INTERVIEWS

The City Council interviewed Stacy Vynne, Drew Johnson, and Anthony McParland for a vacant position on the City’s Sustainability Commission. Each candidate was asked the following questions:

1. *What prompted you to apply for the Sustainability Commission? Based on what you know about the role of the commission, what skills, knowledge, and community connections could you bring to help the commission be successful?*
2. *What do you consider to be the most important issues to address in Eugene to enable the community to become more sustainable in ways that encompass social equity, economic prosperity, and environmental stewardship?*
3. *The commission is asked to advise the council on a policy that has the potential to provide significant “green” results (e.g., energy efficiency, natural resource protection, etc.) but appears to have negative impacts to social equity in the community. How would you reconcile these impacts? What priorities should guide the commission’s position?*

Ms. Taylor adjourned the meeting at 6:55 p.m.

Respectfully submitted,

Beth Forrest
City Recorder

(Recorded by Kimberly Young)

MINUTES

Eugene City Council
Council Chamber—City Hall
777 Pearl Street—Eugene, Oregon

September 19, 2011
7:30 p.m.

COUNCILORS PRESENT: Betty Taylor, George Brown, Andrea Ortiz, George Poling, Mike Clark, Chris Pryor, Alan Zelenka, Pat Farr.

Her Honor Mayor Kitty Piercy called the September 19, 2011, public hearing of the Eugene City Council to order.

1. **PUBLIC HEARING:**
An Ordinance Concerning Dogs on Alder Street and Repealing Section 4.427 of the Eugene Code, 1971

City Manager Jon Ruiz introduced the topic, reporting that the City Council adopted a ban on dogs in the commercial area near 13th Avenue and Alder Street in 1996. Dogs owned by people living in the area were exempted from the ban. An ordinance to lift the ban was the subject of the public hearing. Lieutenant Doug Mozan of the Eugene Police Department was present to answer questions.

Mayor Piercy opened the public hearing.

Sheila Daughtry, 762 East 13th Avenue, President of the University Business District Association, advocated for retention of the ordinance because it improved the safety of the area in question by reducing panhandling, graffiti, drug dealing, and drunkenness. She noted improved business vacancy rates and new development that occurred since adoption of the ban, which in combination with other creative solutions had provided a safer community environment. She no longer feared to walk down the street because of the ordinance and did not have to clean dog waste in front of her business. She asked the council to retain the ban.

Neva Becker, 920 Darlene Avenue, Springfield, said she worked in the area in question and described her past experience traveling through the area and encounters with aggressive panhandlers. She believed the ban had helped to create a safer and more comfortable environment and asked the council to retain the ban.

Jim Williams, 428 Mansfield Street, Springfield, General Manager of the University of Oregon Bookstore, suggested dogs were not appropriate for a congested commercial area. He spoke of the environment that existed before the ban, when aggressive panhandlers, many with large dogs, frequented the area. Their anti-social behavior caused a serious decline in business. He believed those problems would return if the ban was lifted and asked the council to retain the ban.

Dave Hauser, 1401 Willamette Street, representing the Eugene Area Chamber of Commerce, Downtown Eugene Inc., and University Business District Association, noted the remarkable turnaround the

commercial district in question experienced since the imposition of the ban. While he believed no single factor could be credited for the turnaround, the ban on dogs was an important piece of the solution. The ban eliminated unattended dogs in the right-of-way, dog waste, and intimidating dogs. He did not think that lifting the ban made sense. He suggested that the council consider extending the ban on dogs to certain areas of downtown with similar exemptions.

Jim Antonini, 1515 Calistoga Court, general manager of Atiyeh Brothers, agreed with the remarks of previous speakers. He did not want to return to the time before the ban on dogs and asked the council to retain it.

Pete Peterson, 866 East 13th Avenue, owner of the Red Rooster Barber Shop, spoke of the conflicts created by residents who walked their dogs on extra-long leashes and the intimidating behavior of aggressive dogs and expressed concern that lifting the ban could aggravate that problem in the area.

Zachary Vishanoff, Ward 3, supported lifting the ban on skateboards in the area in question and suggested that issue be separated from the issue of dogs as well as enforcement. He suggested the police substation in the area had more impact than the bans. He asked the council to address each issue separately because otherwise he believed the ordinance would be used for targeted law enforcement and some skateboarders would be found acceptable while others would not.

Mayor Piercy closed the public hearing and called on the council for questions or comments.

Councilor Clark asked Council Coordinator Beth Forrest to poll the council for its interest in holding a work session on extending the ban on dogs to downtown.

Councilor Ortiz believed there were no bad dogs, only bad dog owners.

Councilor Taylor suggested there were already laws to address the problems mentioned in testimony. There were ways other than a ban to address the problems created by irresponsible dog owners. She did not think that dogs were responsible for the problems the area experienced. She recalled that many people testified against the ordinance when it was first proposed and many were female professors who worked late at night and wanted to be able to have their dog with them, but could not walk through the area in question, sometimes sending them down less safe routes. In addition, residents of the area had friends who wished to visit at night and have their dogs with them for safety's sake but could not.

Councilor Zelenka recalled what the area was like in the mid-1990s and agreed with Mr. Hauser that no single thing had changed the area. However, he saw no reason to lift the ban because it worked and represented part of the solution. He was unsure about expanding the ban.

Councilor Brown expressed sympathy for the difficulties the University area businesses had experienced in the past and was glad conditions had improved. He wondered if the ordinance could be modified to accommodate visitors and people who worked at the UO at night as a compromise.

Councilor Farr asked that the council be provided with copies of the testimony the council received when it initially considered the ordinance.

Councilor Poling agreed with the remarks of Councilor Zelenka. He thanked the business owners in the district for "sticking it out" and suggested they were a vital factor in the success of the area. Councilor Poling preferred to retain the ordinance in its current form.

Councilor Pryor did not support ending the ban at this time and said some adjustments might be appropriate later. He supported holding a work session on how the tool or elements of the tool could be used downtown.

Mayor Piercy said she had heard no complaints about the application of the ordinance and determined from Lt. Mozan that residents had not complained about the ordinance. He indicated there had been very little enforcement and very high compliance with the ordinance in the area.

Councilor Taylor said many people were unaware of the ordinance and traveled through the area with their dogs without being stopped, which suggested to her that selective enforcement was occurring. She suggested a smoking ban on public streets might have a better result, and called for an ordinance instituting such a ban.

**2. PUBLIC HEARING:
An Ordinance Concerning Fire and EMS Response Fees to Out-of-Area Users and Adding Section 2.610 to the Eugene Code, 1971**

City Manager Ruiz said the Fire Department requested that the council adopt the ordinance to provide the City with a mechanism to charge nonresidents fees for Fire and EMS responses. The proposal was consistent with fees imposed by other jurisdictions in Oregon and the United States.

Mayor Piercy opened the public hearing. There being no one present to speak on the item, she closed the public hearing.

Councilors asked Fire Chief Randy Groves a series of questions clarifying the details of the proposed fee.

Mayor Piercy asked staff if it could provide information on the number of people involved in local accidents who were from out of the area.

**3. PUBLIC HEARING:
Ward Redistricting Scenarios**

City Manager Ruiz said Eugene's ward boundaries must be adjusted to recognize growth and better provide for equal representation. The public hearing regarded two proposed ward district scenarios. He anticipated the council would take final action in October.

Mayor Piercy opened the public hearing.

Susan Tavakolian, 338 West 11th Avenue, represented the League of Women Voters of Lane County. She commended the City's public involvement process and staff's adherence to the recommended criteria and rationale for the changes reflected in the final scenarios. She said each scenario did a respectable job of meeting the criteria and the league had no recommendation about which to select.

Randy Prince, 2990 Onyx Street, Co-Chair of the Neighborhood Leaders Council (NLC), advocated on behalf of the NLC for coterminous ward and neighborhood association boundaries and noted the analysis he provided to the council in spreadsheet form. He suggested that co-terminus boundaries would allow for improved communication between councilors and residents. Mr. Prince called for a guideline that provided for the least number of councilors per neighborhood association.

Rick Crinklaw, 3748 Breezewood Avenue, Chair of the Local Government Affairs Council of the Eugene Area Chamber of Commerce, noted his organization's development of criteria for ward district boundaries, which was provided to the council earlier in the process. He endorsed Scenario 1 as aligning most closely with the chamber's criteria.

Mayor Piercy closed the public hearing and solicited council questions and comments.

Councilor Ortiz determined from Keli Osborn of the City Manager's Office that modifying the ward boundaries to include the Highway 99 corridor in Ward 7 and include the airport in Ward 6 would meet the population targets.

Councilor Zelenka requested that staff provide the council with a map showing the neighborhood association boundaries overlaid on the ward boundaries. He also noted his interest in modifying the boundaries of Ward 3 to address the problem of low voter turnout in that ward.

**4. PUBLIC HEARING:
An Ordinance Concerning Multi-Unit Housing Property Tax Exemptions and Amending
Sections 2.945 and 2.947 of the Eugene Code, 1971**

City Manager Ruiz asked the council to hold a public hearing regarding an ordinance to consider a new sunset date for the Multi-Unit Property Tax Exemption (MUPTE) program in the Downtown Plan area.

Mayor Piercy opened the public hearing. There being no one present to speak on the item, she closed the public hearing. She determined that councilors had no questions or comments.

Mayor Piercy adjourned the meeting at 8:26 p.m.

Respectfully submitted,

Beth Forrest
City Recorder

(Recorded by Kimberly Young)

MINUTES

Eugene City Council
McNutt Room—City Hall
777 Pearl Street—Eugene, Oregon

September 21, 2011
Noon

COUNCILORS PRESENT: Betty Taylor, George Brown, Andrea Ortiz, George Poling, Mike Clark, Chris Pryor, Alan Zelenka, Pat Farr.

Her Honor Mayor Kitty Piercy called the September 21, 2011, work session of the Eugene City Council to order.

A. PRESENTATION ON OREGON PRESCRIPTION DRUG PROGRAM

Human Resources Director Myrnie Daut was present to discuss the Oregon Prescription Drug Program. She reported that the Oregon Prescription Drug Program offered twice the discount to members offered by the National League of Cities Drug Program. The NLC program offered a 23 percent discount and the Oregon program offered a 45 percent discount. The Oregon program was free and was intended to provide uninsured or under-insured Oregonians with access to discounted drugs. There were 28,000 members in Lane County.

Ms. Daut recommended that the City promote the Oregon program and referred the council to sample handouts regarding the program that would be made available at City facilities. Information about the program could be accessed through a link on the City’s Web site, and information would be shared with participants at the upcoming Financial Planning Day scheduled on October 22 at Willamette High School.

Councilors asked questions clarifying the details of the Oregon program.

Ms. Osborn shared information about Financial Planning Day, noting that it was a no-cost event offered to residents and was co-sponsored by the City of Eugene and United Way.

**B. WORK SESSION:
Update on Strategic Communications**

Assistant City Manager Sarah Medary introduced the topic. She reminded the council of past discussions about the need to improve City communications with the public and the outcomes the council adopted through the Eugene Counts process that called for improvements in transparent and interactive communications and broad public involvement. Subsequently, staff evaluated the City’s existing communication efforts in all areas to ensure they were occurring in a way that reflected the City’s values for collaboration and creativity and developed a plan to improve them after examining examples from other communities and research from the University of Oregon.

Community Relations Director Jan Bohman led the council through a PowerPoint presentation entitled “Telling Our Story” that described the elements of the “Telling Our Story Plan.” She said the

organization started with the question of what it wanted to be known for and built from there using information from other communities and organizations, including the University of Oregon. She briefly noted the members of the Steering Committee, who included Kelly Darnell, Stewart Ramsing, Alana Holmes, Libby Tower, Jo Eppli, Melinda McLaughlin, Eric Jones, Ms. Bohman, and Assistant City Manager Medary. She shared a series of slides that illustrated the values staff had focused on, which included community service, quality of life, stewardship, sustainability and human rights, and leadership and collaboration and then shared some key words that staff believed described the organization and how it worked. The words included “welcoming,” “engaging,” “service-oriented,” “responsive,” “professional,” “caring,” “respectful,” “good steward,” and “innovative.”

Ms. Bohman then shared fortune cookies with the council that contained fortunes with one of the key words as well as a statement about one of the services provided by the City of Eugene that illustrated that word.

Ms. Bohman anticipated that the City would develop a communications guide for employees that provided guidance on the use of words and images.

Ms. Bohman highlighted the goals of the City’s communications strategy and shared draft proposed actions associated with each goal (listed below each goal):

Build the positive relationship and understanding between the community and the City.

- Proactively identify meaningful City stories
- Find new and better ways to communicate City stories
- Support all City employees, elected officials, and volunteers to be communicators and story tellers
- Continue to work with traditional media and look for new strategies for effectiveness

Present a cohesive identity of the City organization.

- Consistently incorporate core messages throughout City communications
- Implement consistent use of City visuals and identifying elements
- Find and use opportunities to present a more full, integrated range of City services

Inform community members and actively support their involvement in the work of the City.

- Use new website to engage people online
- Increase use of video and social media
- Implement public participation guidelines

Create City communications that are accessible and responsive to the community and its diverse groups and cultures.

- Implement public participation guidelines
- Work with our communication partners to know and help get out our messages
- Provide staff with language tools and resources
- Identify diverse community audiences and their communication needs, best avenues for communication

Ms. Bohman reported that the City was working with a new vendor, Civic Plus, on the organization’s new Web site. She shared some of the input the Steering Committee had received from City staff, the City Council, and the public about what was desired on the Web site. She invited questions.

Mayor Piercy was pleased with the work that had been done. She appreciated the improvements that had been made to the City's current Web site and looked forward to having a more functional web site that engaged the public to a greater degree in the City's work. Ms. Bohman anticipated the City's new Web site would be launched in May 2012. She invited content suggestions from the council.

Mayor Piercy suggested the City's communication efforts should acknowledge the good work done in the past that the City had built upon.

Mr. Pryor suggested that the discussion was about branding and the two-way communication that implied, which highlighted the importance of ensuring that the City's message was authentic and delivered with truth and authority. In addition, the message must be accountable. If the message had those elements people would believe in it and it would have impact. Mr. Pryor said the City's communications initiative should be inclusive of the entire organization, including the City Council. He said the council needed to reinforce the City's message of authenticity in its role, and he committed to doing so.

Ms. Ortiz questioned how the City could use its Web site to counter negative stories or perceptions and tell the organization's side of the story.

Mayor Piercy agreed with Mr. Pryor about the role the council had in reinforcing the City's message, and suggested that the council think about how to reflect the organization's cultural values in its own goals work.

Mr. Clark expressed appreciation for the staff work. He concurred with Mr. Pryor's remarks. He suggested that the council goals process could add further clarity to the initiative and he looked forward to that discussion.

Mayor Piercy acknowledged that the strategy was focused on the City organization but she was also interested in telling the story of the community and the history that made Eugene what it was. Ms. Bohman said that 2012 will be Eugene's 150th anniversary and a City staff team was meeting with community partners about ways to commemorate the anniversary. She thought that it would be a good opportunity for the community to tell its story and emphasized the many people who were interested in participating in that effort.

Ms. Taylor encouraged Ms. Bohman to take advantage of the Masonic Cemetery and the history that could be found there. Ms. Ortiz hoped the effort acknowledged things that were not so positive, such as the racism faced by past African American citizens.

Mayor Piercy adjourned the meeting at 12:50 p.m.

Respectfully submitted,

Beth Forrest
City Recorder

(Recorded by Kimberly Young)