



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

January 14, 2015

12:00 PM CITY COUNCIL WORK SESSION

Harris Hall

125 East 8th Avenue

Eugene, Oregon 97401

Meeting of January 14, 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. ELECTION OF 2015 COUNCIL OFFICERS**

12:10 p.m. **B. WORK SESSION:
Library Local Option Levy**

12:45 p.m. **C. WORK SESSION:
Multi-Unit Property Tax Exemption (MUPTE) Program Revisions**

Mayor: The Eugene City Council will now meet in Executive Session to consult with counsel concerning legal rights and duties regarding current litigation or litigation likely to be filed. The executive Session is held pursuant to ORS 192.660(2)(h).

Representatives of the news media and designated staff shall be allowed to attend the executive session. All other members of the audience are asked to leave the room. Representatives of the news media are specifically directed not to report on any of the deliberations during the executive session, except to state the general subject of the session as previously announced. No decision may be made in executive session. At the end of the executive session, we will return to open session and welcome the audience back into the room.

**time approximate*

The Eugene City Council welcomes your interest in these agenda items. This meeting location is wheelchair-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).

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.

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or visit us online at www.eugene-or.gov

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Action: Election of City Council Officers for 2015

Meeting Date: January 14, 2015
 Department: City Managers Office
www.eugene-or.gov

Agenda Item Number: A
 Staff Contact: Beth Forrest
 Contact Telephone Number: 541-682-5882

ISSUE STATEMENT

This item is to elect the 2015 City Council President and Vice President.

BACKGROUND

Each year the City Council elects a new president and vice president. The City Charter and City Code specify the office of Council President; the City Code outlines the process of selecting the President and Vice President.

Section 13 of the Charter states:

- "Council - President. (1) Each year, at the first regular meeting of the council, or as soon as practicable, the council shall choose by ballot one of its members to serve as council president.
- (2) The council president shall preside at council meetings when the mayor is absent.
- (3) The council president shall function as mayor, with the powers and subject to the limitations of the office of mayor when the mayor:
- (a) is absent from the city on leave granted by the council;
 - (b) has been absent from the city for 30 days or more; or
 - (c) has been physically unable to function as mayor for 30 days or more."

Further, the Section 2.009 of the City Code states:

- (1) The council president shall be elected for a one-year term. That person who has served the longest on the council and has not previously acted as council president shall normally be entitled to election as the president. A councilor may be re-elected as president of the council only after the expiration of one year from the date the councilor last served as such president unless two-thirds of the total membership of the council votes otherwise. A councilor will not be eligible to be elected president who has not served as a councilor for at least two years.

(2) The vice-president of the council shall be elected at the same time and in the same manner as the president of the council. A vice-president may be nominated and elected as president.

(3) The candidates for president and vice-president of the council shall be nominated and elected by a majority vote at the first regular meeting of the council in each calendar year.”

CITY MANAGER’S RECOMMENDATION

The City Manager has no recommendation on this item.

SUGGESTED MOTION

Move to elect _____ as President of the City Council for 2015.

Move to elect _____ as Vice President of the City Council for 2015.

ATTACHMENTS

None.

FOR MORE INFORMATION

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Telephone: 541-682-5882
Staff E-Mail: beth.l.forrest@ci.eugene.or.us

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Library Local Option Levy

Meeting Date: January 14, 2015
 Department: Library, Recreation, and Cultural Services
www.eugene-or.gov

Agenda Item Number: B
 Staff Contact: Connie Bennett
 Contact Telephone Number: 541-682-5363

ISSUE STATEMENT

On November 24, 2014, the council directed the City Manager to develop funding options for City Council consideration to invest in the Eugene Public Library of the Future and to sustainably operate the services.

BACKGROUND

On November 24, 2014, the council received background information on council action history regarding Library funding, including levies. The council also received the results of focus groups and surveys identifying the current and future library services needs of the community, and identifying barriers to access to services, as well as assessment in light of the Envision Eugene pillars and triple bottom line principles.

Existing Service Level

The existing, or core, library services are those currently supported by the anticipated general fund budgeted for the Library:

- Downtown Library services 61 hours across seven days/week.
- Bethel and Sheldon Branch services 26 hours over five days/week.
- Publically available technology to use at the library.
- Ability to use personal technology to access library services online 24/7.
- Some off-site programs serve those unable to come into the library, for example storytimes to low-income children at daycares and large print book delivery to homebound seniors.
- Purchase of a limited amount of new materials.
- Offering approximately 1,000 free public programs for all ages.

The existing level of services does not address the barriers to access identified by community members in the “Library of the Future” conversations. Some new services may be provided with donated funding, such as the Imagination Library early literacy program for children from birth through four, which was implemented in Fall 2014 and is funded by the Eugene Public Library Foundation.

Developing Options for the Eugene Public Library of the Future

The local option levy alternatives outlined below were developed to address the public's concern about current barriers to accessing services – such as shortened hours, limited neighborhood convenience, not enough space for programs or services for teens, and constraints on access to technology. The levy alternatives are also designed to focus on the services identified by the public as their priorities for what the library should provide to the community:

- Creating young readers.
- Connecting to the online world.
- Encouraging lifelong learning.
- Stimulating the imagination.
- Providing a community space.

The Boards of the Eugene Public Library Foundation and the Friends of the Eugene Public Library, as well as the Eugene Public Library Advisory Board (DAC), have been consulted in preparation of these options.

Library Levy Options

Each of the options includes and expands on the previous one, and all are based on the core library services supported at the existing level of funding. These are preliminary estimates. As the levy proposal moves forward these estimates will be further reviewed and refined.

Option 1 - \$1.8 to \$2.0 million/year, \$25-30 per year for a typical household

Option 1 begins with the existing service level, and adds the following to meet current needs:

- Restore hours at Bethel and Sheldon branches, to 48 hours over six days a week.
- Restore Sunday mornings at the Downtown Library (three hours/week).
- Improve access and convenience by adding another library location: an automated “Library Spot” kiosk.
- Expand shared “Makerspace” workspace.
- Expand volunteer program.
- Restore materials budget to FY09 levels.

Option 2 - \$2.8 to \$3.0 million/year; \$35-40 per year for a typical household

Option 2 includes everything in Option 1, PLUS additional services to increase access by bringing Library services out into the community:

- A new, full-service branch, anticipated to be located in southwest Eugene.
- Community outreach visits, to bring library services to people where they are already gathered, such as schools and businesses.
- Acquire tablets and/or laptops to lend for public use on-site at the Library.
- Expand access by increasing Downtown hours by seven hours/week.

Option 3 - \$4.3-\$4.5 million/year; \$55-60 per year for a typical household

Option 3 includes everything in Option 2, PLUS additional services to eliminate nearly all barriers to access, including fully providing neighborhood access. Option 3 services include:

- Adding another two additional branches, for a total of five neighborhood branches (in addition to the central Downtown Library).
- Double community outreach visits to serve Eugeneans who are unable or unlikely to visit the Library on their own.

Timing

In order to place a measure on the May 19, 2015, primary election ballot, the council must act by February 9, 2015. In order to place a measure on the November 3, 2015, general election ballot, the council must act by July 29, 2015 (last meeting before summer break).

Other Background Information

Under Oregon law, a property tax measure placed on either a primary election ballot (May) or a general election ballot (November) requires a simple majority of the votes cast in the election. General election ballots are usually more crowded than primary election ballots.

RELATED CITY POLICIES

This item relates to the following Council Goals:

- *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.
- *Sustainable Development*
- *Effective and Accountable Municipal Government*

It also supports the implementation of priority strategies identified in the Library of the Future report.

City of Eugene Financial Management Goals and Policies

Policy C.3 – Serial tax levies

"To the maximum extent possible, serial tax levies will be used only for time-limited operating services or for capital improvements subject to the rate limitation for non-school governments."

Policy C.6 - Non-recurring revenue

"Except for local option levies approved by the voters, the City will use non-recurring revenue on limited-duration services, capital projects, equipment requirements, or services that can be terminated without significant disruption in the community or City organization."

COUNCIL OPTIONS

1. The council may direct staff to prepare one of the three options to place a library levy measure on the ballot, with an additional work session to be scheduled prior to February 9, 2015.
2. The council may choose to not pursue a library levy at this time.

ATTACHMENTS

- A. Library of the Future Summary Report
- B. Library Local Option Levy History

FOR MORE INFORMATION

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**EUGENE PUBLIC LIBRARY
LIBRARY OF THE FUTURE CONVERSATIONS
SUMMARY REPORT
November 4, 2014**

I. Background

Eugene Public Library held a series of focus groups/conversations, in October 2014, to engage community members and staff in exploring key questions about current library services and facilities and priorities for the future. In a period of resource scarcity, with the changing role of libraries and changing demographics, library leaders wanted to get a wide variety of perspectives on a long-term vision for library services and facilities in Eugene.

II. Overview

Twelve focus groups were scheduled for staff, teens, the Board of the Eugene Library Foundation, Friends of the Library Board, open public meetings, and members of the Library Advisory Board. The focus groups were held at a variety of times of day to maximize the diversity of attendees. In addition, three sessions were offered at branch libraries, and one session was offered in Spanish. Margot Helphand, a private consultant, facilitated the focus groups. In addition to the focus groups, an on-line survey was offered, in English and Spanish. The survey questions mirrored those used in the focus groups and the survey results are included in this report.

Extensive outreach was done to maximize wide participation in the focus groups and surveys. The outreach efforts were conducted in both English and Spanish, and they included personal invitations extended to a variety of groups from school district staff, social service providers, college students, and business owners; media stories; posters displayed at the Library and around the community; social media posts; and strong presence on the Library website homepage. A full list of outreach activities is included in the addendum at the end of this report (p. 14).

A total of 443 community members and staff participated in this process representing a wide range of ages and race/ethnicity. Participants brought a diversity of life experiences and perspectives to the process. They included avid library users and first time visitors. A breakdown of participant demographics is included in the addendum (p. 10).

III. Key Findings – Strengths – Main Themes

Community participants in both the focus groups and survey were asked to identify the key strengths of the Eugene Public Library. The following are the key themes.

- **Staff:** The Library staff is consistently described as the primary strength of the Library. They are high-level, dedicated professionals, who demonstrate a drive to serve ALL patrons. They are willing to answer questions, and are patient, friendly, and welcoming.
- **The Collection:** The collection is highly valued for its variety – both depth and breadth. It reaches all ages, is good for browsing. The collection, including books, eBooks, audio books, CDs, magazines, videos and DVDs, regularly exceed the expectations of patrons.
- **Welcoming, Accessible, Free:** The Library demonstrates an openness and inclusiveness. All patrons, regardless of socio-economic status, physical disability, age, are welcomed and treated with dignity. The Library is “easy to use”. The Library provides a warm/cool, safe place to be.
- **The Main Library Building:** The Main Library is described as beautiful, comfortable, clean and quiet. It has an excellent location, accessible, near downtown and the bus stop, with parking.
- **Programs and Events:** The Library is recognized as so much more than the collection. The programs and events are geared to children and adults. These include guest authors, workshops, music and cultural events.
- **Branches:** The branches are highly valued for their accessibility, connection to neighborhood and personal attention afforded to patrons.
- **Information Resource:** The Library is a hub for any kind of information that can be accessed at the library or remotely from home or other locations.
- **Services to Children:** Services to children are valued, both materials and programs. The summer reading, Storytime-To-Go, Imagination Library were frequently mentioned.

In addition to the strengths identified above, Library staff also identified the following theme:

Community support and volunteers: The community is involved and proud of its Library. The Library is extensively used. Friends of Eugene Public Library and Eugene Public Library Foundation are huge assets in supporting the library and its programs. Library volunteers are highly valued.

IV. Key Findings – Challenges/Areas for Improvement – Main Themes

Community participants were asked to identify the key challenges and areas for improvement of the Eugene Public Library. The following are the key themes.

- **Lack of stable funding:** The lack of stable and adequate funding underpins most of the challenges described below. The themes below were seen as directly related to the lack of stable funding.
- **Space:** More space is needed downtown and in the branches. In the downtown Library there is the need for more space for teen services. The space is not flexible to meet needs. The collection is outgrowing the available space.
- **Branches:** With only two branches, there are many underserved Eugene neighborhoods. The existing branch libraries are small and it is a challenge to hold programs without interfering with other library uses. Branch collections have outgrown available space.
- **Hours:** There is a need for more hours of access downtown and at branches. The reduction of hours at both Sheldon and Bethel branches, as well as Sunday hours Downtown, were frequently mentioned.
- **Technology** – While technology is a strength of the library it is a challenge to keep up-to-date while still serving people who use older technology or who have no access to technology. There is a need for scanning, wireless printing, and up-to-date software. There are frequently waits for the available computers.
- **People’s life challenges impact others’ experience at the library:** The Library is open to everyone. It is a challenge to balance the community’s social services needs regarding poverty, mental health and homelessness with the core mission of the Library.
- **Staff:** Some mentioned a need for improvement of staff customer service.

In addition to the themes above Library staff mentioned the following challenges:

- **Marketing and Outreach:** It is a challenge to let people know the vast variety of services offered by the Library. It is a challenge to reach people who have barriers to using the Library, such as transportation or language.
- **Safety:** While the Downtown Library is safe for users there may be a perception by some in the community that the Downtown and Downtown Library are unsafe.

V. Vision of the Future 2024

Community members were asked to create a headline and main points of an article describing the Eugene Public Library in 2024. The themes articulated in these future headlines were consistent across community and staff groups and survey responses. Respondents consistently described a future in which the challenges listed above have been overcome. A few sample headlines:

- **Facilities Growth** – *“EPL celebrates 10 years of growth with new branches”*
- **Growth in Services** – *“EPL has more staff, more security, more programs”*
- **Creativity and Creative Spaces** – *“Attention: inventors, artists, and entertainers. MIND, Art Center now at your local library!”*
- **Funding** – *“Larger tax base created for Eugene Library.”*
- **Community Hub** – *“EPL is central gathering place for the community”*
- **Usage** – *“Eugene Public Library sets usage record”*
- **Technology** – *“The EPL leads the way in technology”*
- **Literacy** – *“Kindergarten readiness reaches 100% due to Eugene Public Library’s early literacy outreach”*
- **Outreach** – *“EPL goes mobile and takes the library to the people”*

VII. Priorities for the Future – Community Priorities

Community members were asked to prioritize a set of library goals and associated service functions developed by the Public Library Association (full descriptions in addendum, p. 12). They spell out eighteen key functions for a 21st Century library.

Priority	Library Goals
1	Create young readers: early literacy
2	Connect to the online world: public internet access
3	Satisfy curiosity: lifelong learning
4	Stimulate imagination: reading, viewing, and listening for pleasure
5	Visit a comfortable place: physical and virtual spaces
6	Learn to read and write: adult, teen, and family literacy
7	Understand how to find, evaluate, and use information
8	Be an informed citizen: local, nation, and world affairs
9	Celebrate diversity: cultural awareness
10	Succeed in school: homework help
11	Know your community: community resources and services
12	Get facts fast: ready reference
13	Make informed decisions: health, wealth, and other life choices
14	Express creativity: create and share content
15	Make career choices: job and career development
16	Welcome to the United States: services for new immigrants
17	Build successful enterprises: business and non-profit support
18	Discover your roots: genealogy and local history

VIII. Summary and Scenario of Library of the Future

The community members and the Library staff who participated in this process affirm a strong commitment to Eugene Public Library and the role it plays in the community. Eugene Public Library is recognized as being aligned with and in service of the values central to Eugene residents: learning, open-mindedness, fairness, diversity, making informed decisions, inclusiveness, and more. Community members and Library staff recognize that expanding access to education, information, learning opportunities, enhanced leisure activities, and social connections for all is one of the great challenges of our time.

Scenario for the Future: People, Place and Platform

The themes and ideas raised by community members and Library staff in this process are part of a larger conversation across the country about the future role of libraries. One report illustrates this very well. The Aspen's Institute's report, "Rising to the Challenge: Envisioning Public Libraries" (Addendum, p. 11), sees a future for the public library that aligns well with the ideas expressed by participants in Eugene Public Library's recent process. In the Aspen Institute report a public library is seen as a "key partner in sustaining the educational, economic and civic health of the community." The report identifies three central assets of the library of the future – people, place and platform.

People: Eugene Public Library is a hub of civic engagement. While continuing to serve the individual needs of the residents of our community, the library will continue to foster new relationships, facilitating learning and creativity for children, teens and adults. The Library will grow as interactive centers of learning, research and leisure where people not only consume, but create.

Place: Eugene Public Library of the future is a welcoming, accessible space, designed for a wide range of purposes from reading to playing, to meeting and getting business done. The Eugene Public Library of the future includes both virtual and physical space. The physical spaces include the expanded Downtown Library as well as several branches serving the many neighborhoods of our community. These spaces are supported by sustainable funding.

Platform: The public library is a portal to the world. It will grow in providing opportunities for individuals and the community to gain access to

a variety of tools and resources with which to discover and create new knowledge. While retaining its traditional functions, the Eugene Public Library of the future will be home to varied informational experiences, where great ideas and learning happen and people have the tools and facilities to act on them.

Eugene Public Library has been and will continue to be a center of our community, a community that values learning and opportunity for all of its residents. The shared vision of community members and staff is a Eugene Public Library system that has a unique opportunity, as a trusted community hub and repository of knowledge and information, to play a central role in the life of our Eugene community well into the future.

ADDENDUM

Total Participation in conversations:

Community members – 58

Staff members – 35

Total Participation in the survey:

Community member – 305

Staff members - 45

Total Participation -

Community Members – 363

Staff - 80

DEMOGRAPHICS – COMMUNITY MEMBERS

Age

5 to 17 = 10

18 to 24 = 17

25 to 44 = 125

45 to 64 = 123

65 and over = 84

Did not answer = 84

Race/ethnicity

American Indian or Alaska Native - 7

Native Hawaiian or Other Pacific Islander - 1

Asian - 7

Black or African American - 9

Hispanic, Latino, or Spanish origin - 12

White/Caucasian (Non-Hispanic) - 318

Multi-racial(other) =19

Did not answer = 70



RISING TO THE CHALLENGE

Rising to the Challenge: Re-Envisioning Public Libraries
 A Report of the Aspen Institute Dialogue on Public Libraries
 October 14, 2014, by Amy K. Garmer

Rising to the Challenge is the culmination of a year-long exploration and examination of the challenges and opportunities facing communities and their public libraries as society moves deeper into the digital era. It projects a new vision for public libraries and promotes new thinking about libraries, their critical assets, new networked forms and the essential role they now play in providing opportunities for individuals and communities to succeed in an economy and society that reward learning, creativity, innovation and social connection.

Specifically, this report is based the work done over the last year, including conversations and explorations with COSLA (Chief Officers of State Library Agencies) members. *Rising to the Challenge: Re-Envisioning Public Libraries* explores how communities and their public libraries can respond as the digital age increases the demand for high-speed information access, changes in our education systems, innovative job training models and additional community services to help people and communities compete in the new economy.

This report also provides key strategies for building strong libraries and communities, and offers a series of action steps for those who are motivated by the Dialogue's vision to get started in their own communities. View the [full digital report](#) and/or the [executive summary](#) (both are in PDF format).

21st Century Public Library Service Functions

- 1. BE AN INFORMED CITIZEN: LOCAL, NATION, AND WORLD AFFAIRS**
Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state, and national levels, and to fully participate in community decision-making.
- 2. BUILD SUCCESSFUL ENTERPRISES: BUSINESS AND NON-PROFIT SUPPORT**
Business owners and non-profit organization directors and their managers will have the resources they need to develop and maintain strong, viable organizations.
- 3. CELEBRATE DIVERSITY: CULTURAL AWARENESS**
Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.
- 4. CONNECT TO THE ONLINE WORLD: PUBLIC INTERNET ACCESS**
Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of these services.
- 5. CREATE YOUNG READERS: EARLY LITERACY**
Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.
- 6. DISCOVER YOUR ROOTS: GENEALOGY AND LOCAL HISTORY**
Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.
- 7. EXPRESS CREATIVITY: CREATE AND SHARE CONTENT**
Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.
- 8. GET FACTS FAST: READY REFERENCE**
Residents will have someone to answer their questions on a wide array of topics of personal interest.
- 9. KNOW YOUR COMMUNITY: COMMUNITY RESOURCES AND SERVICES**
Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations
- 10. LEARN TO READ AND WRITE: ADULT, TEEN, AND FAMILY LITERACY**
Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

11. MAKE CAREER CHOICES: JOB AND CAREER DEVELOPMENT

Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.

12. MAKE INFORMED DECISIONS: HEALTH, WEALTH, AND OTHER LIFE CHOICES

Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

13. SATISFY CURIOSITY: LIFELONG LEARNING

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

14. STIMULATE IMAGINATION: READING, VIEWING, AND LISTENING FOR PLEASURE

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

15. SUCCEED IN SCHOOL: HOMEWORK HELP

Students will have the resources they need to succeed in school.

16. UNDERSTAND HOW TO FIND, EVALUATE, AND USE INFORMATION

Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.

17. VISIT A COMFORTABLE PLACE: PHYSICAL AND VIRTUAL SPACES

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

18. WELCOME TO THE UNITED STATES: SERVICES FOR NEW IMMIGRANTS

New immigrants will have information on citizenship, English Language Learning (ELL), employment, public schooling, health and safety, available social services, and any other topics they need to participate successfully in American life.

Public Library Association

PROMOTIONAL STRATEGIES FOR THE
LIBRARY OF THE FUTURE PUBLIC MEETINGS AND SURVEY
(English & Spanish)

- News release: The release was sent on 10/1/14. Television station KEZI and radio station KLCC both did stories.
- Library website: promoted on Library home page and eight internal pages, including the Spanish page and the catalog opening page
- Posters throughout all three Library locations. Posters were also sent to all Recreation Centers.
- Item in the Library’s eNewsletter that was sent on 10/1/14
- Item in the City Council’s weekly email
- On the check-out receipts given to all who checked out materials
- Announcements at the begin of Library programs
- Posted on the Lane Community College internal student website
- Social media posts: Multiple posts were made by the Library on our Facebook page (with 1700+ Likes) and Twitter page (with 19,000 Followers). The social media sites give you a report of “reach” by your posts; combined that total was over 50,000. This was achieved through purchased increased pushing of posts on both Facebook and Twitter.
- Email was sent to all City employees requesting their participation in the process, as well as requesting their assistance in encouraging community members to participate.
- Emails, social media, and personal invitations were sent to many community contacts. Staff members, Board members, volunteers, and others sent out the request for participation:
 - UO student athletes
 - Neighborhood Association chairs
 - Social service providers including (Parenting Now!, Relief Nursery, Eugene Mission, St. Vincent de Paul, Shelter Care, United Way, Senior and Disabled Services, Looking Glass, Shelter Care, White Bird, Sponsors, Woman’s Space, Relief Nursery, Veterans Services, Opportunity Village, and Egan Warming Center)
 - School district contacts at both 4J and Bethel
 - Fortnightly Club of Eugene
 - Email went to 40 people who work with Spanish speaking members of the community
 - Over 50 business community contacts received the email

ATTACHMENT B**APPENDIX B: Library Local Option Levy History (from November 24, 2014 AIS)**

In the past fifteen years, Eugene has thoughtfully and strategically invested in excellence in library services, to the benefit of our entire community. Inspired by the long-range community vision of library services and facilities crafted by the Mayor's Library Improvement Committee in 1998, City Council authorized a new main library for Eugene. Funding sources were Urban Renewal funds, sale of excess City property (primarily the old main library), and a \$5 million capital campaign by the Eugene Public Library Foundation. The new Downtown Library has been serving the community since December 26, 2002.

The Mayor's Library Improvement Committee also recommended the need to pursue increased operating funds for the new main library, as well as establishing branch libraries in the Bethel and Sheldon neighborhoods. In 1998, the first of three local option levies was approved by Eugene voters to supplement General Fund support of library services:

- FY99-03 levy, \$0.28/\$1000 of assessed value, 64% approval. Funded Sunday hours at the main library, opened two neighborhood branches, supported increased staffing needed for larger main building.
- FY04-07 levy, \$0.50/\$1000 of assessed value, 56% approval. Continued services and expanded access (increased open hours) at all three locations. This second levy provided 51% of the library's operating budget.
- FY08-11 levy, \$0.23/\$1000 of assessed value, 52% approval. This was intended as a transition to full funding by the General Fund. Since FY12, library services have been fully funded by the General Fund, requiring reductions in services.

Reductions to the Downtown and Branch Libraries since FY10 have totaled approximately \$2 million annually, including elimination of 20 FTE and reduction of ongoing funding to maintain the Library's collections. Of significant impact to citizens were the FY13 reduction of Bethel Branch Library hours by more than 50% and reduction of Sheldon Branch Library hours by more than 50%. FY15, additional reductions were closure of the Downtown Library on Sunday mornings and shifting support for the Sheldon Branch Library to one-time funding for FY15.



Public
Library



-23-

It's Your Library

The Library of the Future

Community members' priorities:

- Create young readers: early literacy
- Connect to the online world: public internet access
- Satisfy curiosity: lifelong learning
- Stimulate imagination: reading, viewing and listening for pleasure
- Visit a comfortable place: physical and virtual spaces.

“We want more access!”

Existing Service Level

GENERAL FUND
with no levy



Existing Service Level

- Maintain three full-service locations at current hours:
 - Downtown: 61 hours across 7 days
 - Bethel: 26 hours across 5 days
 - Sheldon: 26 hours across 5 days
- Library website offering 24/7 access
- Some off-site services



To increase access

- More open hours
- More neighborhood branches
- More services delivered directly to the community
- More availability and training for new technologies
- More current library collections and spaces

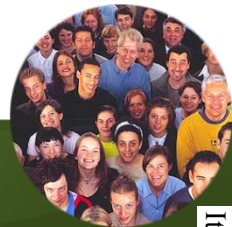


Levy Option ONE



Levy Option One

- Hours restored at Sheldon & Bethel: 48 hours across 6 days
- Hours at Downtown: add back Sunday mornings
- Library Spot Kiosk: automated self-service in high-traffic community location



Levy Option One Library Spot Kiosk

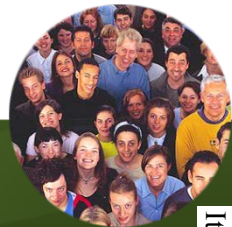


- Automated self-service
- High-traffic community location
- Convenient place and more open hours for check out, returns, and more

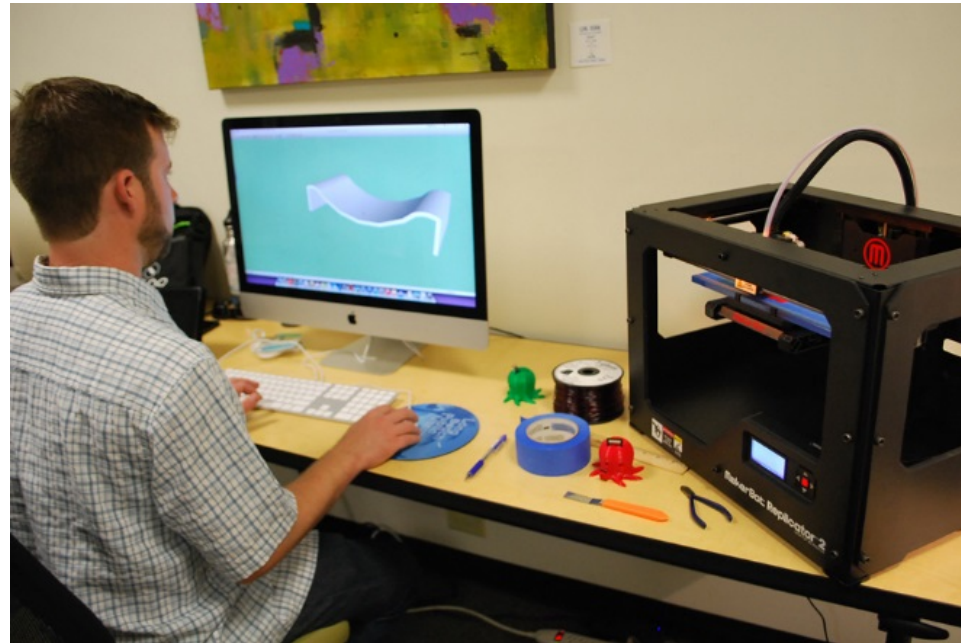
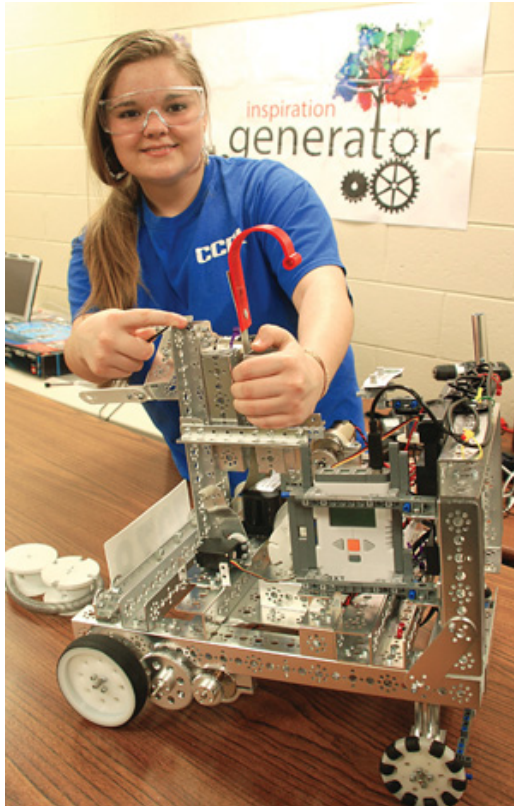


Levy Option One

- Hours restored:
 - Sheldon & Bethel: 48 hours across 6 days
 - Downtown: add Sunday mornings
- Library Spot Kiosk: automated self-service in high-traffic community location
- Enhanced Makerspace



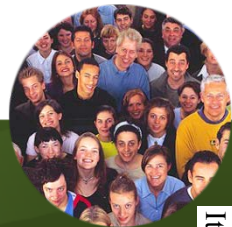
Levy Option One Comprehensive Makerspace



Levy Option One

- Hours restored:
Sheldon & Bethel: 48 hours across 6 days
Downtown: add Sunday mornings
- Library Spot Kiosk: automated self-service in high-traffic community location
- Enhanced Makerspace
- Restore materials budget to FY09 levels

Total: \$1.8 to \$2.0 million a year – \$25 to \$30 per year for a typical household



Levy Option TWO



Levy Option Two

- Add another full-service location



Levy Option Two SW full-service location



Levy Option Two

- Add another full-service location
- Outreach to meet people where they are



Levy Option Two Community Outreach

**Outreach to meet
people where they are:**

Off site visits to connect
with a wide variety of
community members.



Levy Option Two Community Outreach



**Outreach to meet
people where they are:**

Bringing technology
tools, hands-on
instruction, activities,
and borrowable items



Levy Option Two Community Outreach



**Outreach to meet
people where they are:**

**Bringing technology
tools, hands-on
instruction, activities,
and borrowable items**



Levy Option Two

- Add another full-service location
- Outreach to meet people where they are
- Lend tablets and/or notebook computers
- Expand Downtown hours

Total: \$2.8 to \$3.0 million a year – \$35 to \$40 per year for a typical household



Levy Option THREE

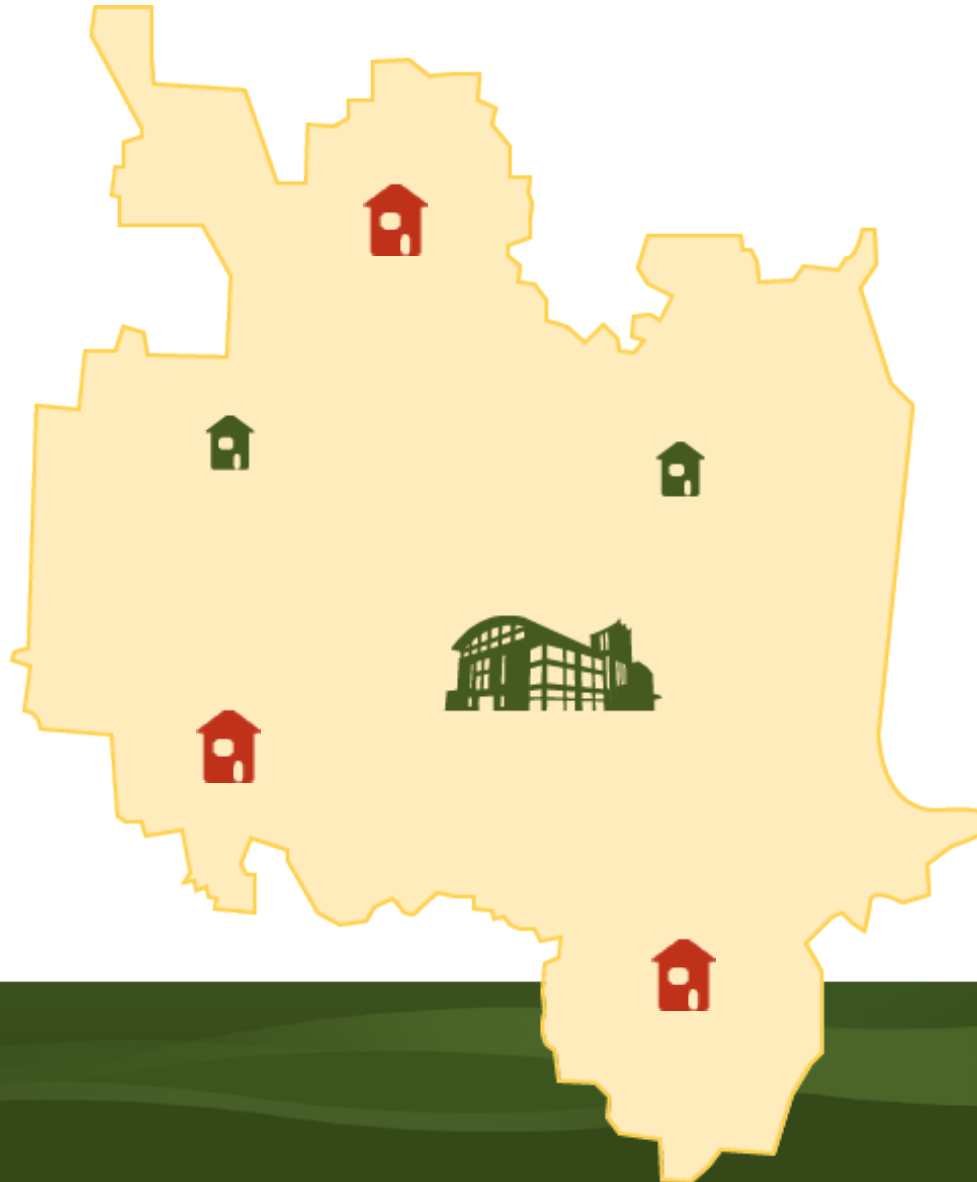


Levy Option Three

- Two more full-service locations: making a total of Downtown plus 5 branches



Levy Option Three NE & SE Full-Service Locations



Levy Option Three

- Two more full-service locations: making a total of Downtown plus 5 branches
- Double community outreach visits



Levy Option Three Doubling Community Outreach



add a 2nd vehicle
to visit more
community
locations
Larger vehicle so
people can board
for technology
instruction and
other services



Levy Option Three

- Two more full-service locations: making a total of Downtown plus 5 branches
- Double community outreach visits

Total: \$4.3 to \$4.5 million a year – \$55 to \$60 per year for a typical household





Eugene

Public
Library



It's
Your
Library

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Multi-Unit Property Tax Exemption (MUPTE) Program Revisions

Meeting Date: January 14, 2015
 Department: Planning & Development
www.eugene-or.gov

Agenda Item: C
 Staff Contact: Denny Braud
 Contact Telephone Number: 541-682-5536

ISSUE STATEMENT

This work session is a continuation of the discussion on potential Multi-Unit Property Tax Exemption (MUPTE) program reforms. The council will review and discuss the draft ordinance with an opportunity to take action. (The draft ordinance is provided in Attachment A.)

BACKGROUND

The MUPTE program is enabled by state legislation and designed to encourage higher density housing and redevelopment in the core area and along transit corridors. The program provides a tax exemption for up to 10 years on qualified, new multi-unit housing investments that occur within a targeted area, meet program requirements, and are reviewed and approved by the council.

MUPTE works by lowering the operating cost enough to make a project financially feasible. The MUPTE program requires all proposed projects to undergo a “but-for” analysis to determine if the project would not go forward but for the tax exemption. The fundamental question has two parts: without the benefit of the tax exemption, would the project 1) qualify for the bank debt, and 2) attract needed equity. For the bank, the important factors are value to secure the loan and cash flow to cover repayment. For the equity, the important factor is the level of return to the investor. Exempting the property taxes reduces the operating costs for the project, which ultimately improves the financial feasibility of a project by either putting the project in a position to qualify for bank financing or to attract the needed investor equity, or both in some cases.

The MUPTE program is currently suspended through February 28, 2015. MUPTE is a critical component to Envision Eugene. Coupled with Area Planning, it is the primary strategy for addressing the future multi-family housing need. Envision Eugene is moving towards completion, with the formal adoption process anticipated for the spring of 2015.

In 2013, the council met to discuss the MUPTE program on April 22, May 13, June 24, July 24, and November 18. The council received input from key stakeholders at a workshop on May 22, 2013. In July 2013, the council highlighted the importance of:

- Aligning the MUPTE tool and availability of the tool with the goals of Envision Eugene.

- Consideration of affordable housing needs and the role that MUPTE can play in advancing this goal.
- Local hiring and the need to support local businesses and talent.
- Identifying community benefits and the need for MUPTE projects to advance community goals.
- Thoughtful and timely reforms that can be implemented to support redevelopment opportunities.

On November 18, 2013, the council added the West 11th area to the potential boundary and identified the following areas for further discussion: local hiring practices, financial gain cap, affordable housing (fee vs. providing units within the project), energy-efficient buildings, application scoring system, and percentage-of-median-income housing qualification. The council also expressed support for seeking stakeholder and community input opportunities.

At the April 14, 2014, work session, staff presented revised criteria based on input from these several stakeholder groups:

- Housing Policy Board committee for feedback specifically related to Affordable Housing criteria;
- Development related fields including three developers, an appraiser, and a banker;
- Construction industry including general contractors, specialized trades, and union representatives;
- Human Rights Commission subcommittee; and
- Technical Resource Group (TRG) comprised of community members with expertise in real estate, land use, and business. This group provided independent review and a technical analysis that informed the March 2012 Envision Eugene Recommendations.

The council provided direction to reach out to the neighborhood organizations for input on the various program revisions under consideration. In May, staff held two meetings to collect feedback from neighborhood leaders on the changes the council reviewed in April. Based on those discussions, staff had several individual meetings with neighborhood leaders and then held a meeting on June 25 to collect feedback on a further revised concept. Neighborhood leaders were also able to complete two online surveys.

Following the April work session, the TRG invited councilors to learn more about the technical analysis and met with Mayor Kitty Piercy, Councilor George Brown, Councilor Mike Clark, Councilor Greg Evans, and Councilor Claire Syrett.

At the July 30 work session, the council reviewed the neighborhood leader feedback and continued the discussion. Staff provided an overview of a draft concept to activate the downtown area first, subject to new criteria, and proceed with other areas after neighborhood planning processes.

On October 15, the council directed the City Manager to schedule a public hearing on the draft program revisions. A public hearing on the ordinance was held on November 17, 2014: 16 people spoke.

Additions to Draft Ordinance for Council Consideration

In addition to the provisions included in the draft ordinance, the council is asked to consider the following concepts based on public input:

- Regarding the MUPTE Review Panel, the two standing neighborhood representatives on the panel would be selected by the neighborhood associations. The two representatives from the MUPTE impacted neighborhood would be selected by the impacted neighborhood association.
- In addition to the project financial due diligence and annual reporting provided by the MUPTE Review Panel, an independent outside professional review of the project's financial pro-forma and annual financial statements will be required. This independent review will be incorporated into individual project application recommendations provided to the council and incorporated into the annual report to the council.
- The "opportunity siting" option which allows neighborhoods to come forward with a supported project for council consideration would be established as a three-year pilot program that would be reviewed by the council prior to the end of the three-year period.
- A proportional affordable housing fee waiver would be provided to projects that include affordable units within the project.
- Waiving the affordable housing fee for projects in the West 11th or 6th/7th Trainsong Highway 99 Corridor areas as additional incentive for multi-unit housing.
- To the extent possible, inclusion of a provision that System Development Charges generated from a MUPTE project are used within the project's neighborhood.

The potential MUPTE boundary is in Attachment B. Background information on the ordinance, including a comparison between the draft and the suspended program, the rationale, and where various aspects are found in the ordinance is Attachment C. Follow-up information on several topics is included in Attachment D.

RELATED CITY POLICIES

Utilization of the MUPTE program to stimulate new multi-unit housing development addresses many goals for Eugene and downtown, including:

Envision Eugene Pillars

- Promote compact urban development and efficient transportation options.
 - Integrate new development and redevelopment in the downtown, in key transit corridors and in core commercial areas.
 - Meet the 20-year, multi-family housing need within the existing Urban Growth Boundary.
 - Make compact urban development easier in the downtown, on key transit corridors, and in core commercial areas.
- Provide housing affordable to all income levels.
- Plan for Climate Change and Energy Resiliency.
 - Make energy efficiency in buildings and vehicles the first line of action in reducing energy dependence and greenhouse gas emissions.
 - Align incentives, costs and city processes to promote resource efficient buildings, smaller homes and development towards the city core.

Regional Prosperity Economic Development Plan

- Strategy 5: Identify as a Place to Thrive - Priority Next Step - Urban Vitality
 - As we foster a creative economy, dynamic urban centers are an important asset. Eugene, Springfield and many of the smaller communities in the region recognize the importance of supporting and enhancing vitality in their city centers. Building downtowns as places to live, work and play will support the retention and expansion of the existing business community and be a significant asset to attract new investment. The Cities of Eugene and Springfield will continue to enhance their efforts to promote downtown vitality through development and redevelopment.

City Council Goal of Sustainable Development

- Increased downtown development

Eugene Downtown Plan

- Stimulate multi-unit housing in the downtown core and on the edges of downtown for a variety of income levels and ownership opportunities.
- Downtown development shall support the urban qualities of density, vitality, livability and diversity to create a downtown, urban environment.
- Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.
- Use downtown development tools and incentives to encourage development that provides character and density downtown.
- Facilitate dense development in the courthouse area and other sites between the core of the downtown and the river.

Climate and Energy Action Plan

- Buildings & Energy Section:
 - Objective 2: Reduce greenhouse gas (GHG) emissions from new construction by 50 percent by 2030.
 - Action 2.2: Increase incentives for highly energy-efficient new buildings aiming toward net zero energy and carbon neutral buildings.

COUNCIL OPTIONS

Council may consider the following options

1. Adopt the ordinance as proposed in Attachment A.
2. Consider changes to the ordinance included in Attachment A, and direct staff to bring back an updated ordinance for council consideration.
3. Take no action at this time, and continue discussions at a future work session.

CITY MANAGER'S RECOMMENDATION

The City Manager recommends that the additions to the draft ordinance as outlined above, and other changes supported by the council at this work session, be brought back in an updated ordinance for council consideration.

SUGGESTED MOTION

Move to direct the City Manager to bring back the draft ordinance included in Attachment A with the proposed additions outlined in this agenda item summary.

ATTACHMENTS

- A. Draft Ordinance
- B. Potential MUPTE Boundary
- C. Background Information on Draft Ordinance
- D. Follow-Up Information

FOR MORE INFORMATION

Staff Contact: Denny Braud
Telephone: 541-682-5536
Staff E-Mail: denny.braud@ci.eugene.or.us

ATTACHMENT A

ORDINANCE NO. _____

**AN ORDINANCE CONCERNING MULTIPLE-UNIT PROPERTY TAX EXEMPTIONS;
AMENDING SECTIONS 2.945 AND 2.947 OF THE EUGENE CODE, 1971; AND
ADDING SECTION 2.946 TO THAT CODE.**

THE CITY OF EUGENE DOES ORDAIN AS FOLLOWS:

Section 1. Section 2.945 of the Eugene Code, 1971, is amended to provide as follows:

2.945 Multiple-Unit Housing – Property Tax Exemption.

- (1) The provisions of ORS 307.600 to 307.637 enable cities to grant local property tax exemptions for multiple-unit housing located in core and transit oriented areas designated by the city. There is a need and demand for better housing at rental rates or sale prices accessible to a broad range of the general public in the core and transit oriented areas which is not likely to be produced without this incentive. This incentive is intended to:
- (a) Stimulate the construction of transit supportive multiple-unit housing in the city's core and transit oriented areas to improve the balance between the residential and commercial nature of those areas, and to ensure full-time use of the areas as places where citizens of the community have an opportunity to live as well as work;
 - (b) Encourage the development of vacant or under-utilized sites in core and transit oriented areas, rather than sites where sound or rehabilitable multiple-unit housing exists;
 - (c) Encourage the development of multiple-unit housing, with or without parking, in structures that may include ground level commercial space;
 - (d) Encourage the development of multiple-unit housing, with or without parking, on sites with existing single-story commercial structures;
 - (e) Encourage the development of multiple-unit housing, with or without parking, on existing surface parking lots; and
 - (f) Preserve existing publicly assisted housing that is affordable to low income persons by providing the incentives authorized in ORS 307.600 to 307.637 to existing multiple-unit housing that is subject to a low income housing assistance contract with an agency or subdivision of this state or the United States.
- (2) The provisions of ORS 307.600 to 307.637 are hereby adopted as the city's multiple-unit housing property tax exemption program. [~~Sections 2.945 and 2.947 of this code shall apply in the downtown area depicted on Map 2.945(2) attached to Ordinance 20479 and appended to chapter 2 of this code.~~]
- (3) Applications for property tax exemption hereunder shall be filed with the city manager [~~on or before February 1 immediately preceding the first assessment year for which exemption is requested~~] and shall be accompanied by an application fee. The application shall **contain the information required by, and** be processed in accordance with, [~~standards and guidelines adopted by~~]

administrative rules *adopted by* ~~[of]~~ the city manager *in the manner described in section 2.019 of this code. Prior to filing the application, the applicant, including at least one of the applicant's principals, must have arranged for and attended one public engagement opportunity with residents in the neighborhood, including the board of any city-recognized affected neighborhood association, and then included in the application copies of comments received from the meeting or documentation of the applicant's attempt to solicit comments.*

- (4) *Following receipt of a completed application, the city manager shall convene the review panel authorized by subsection (13) of this section to review the application. The review panel shall make a recommendation to the city manager about whether the application meets the criteria in section 2.946, and provide any other comments about the project's financial projections. After the city manager receives the review panel's recommendation and comments, but in no event later than 135 days following submission of the application, the city manager shall provide the council with the city manager's recommendation on the application.*
- ~~(4.5)~~ Upon receipt of the city manager's written recommendation on an application, the council shall consider the application, the city manager's written recommendation, and any written comments submitted ~~[during the 30-day comment period]~~ on the application ~~[at its next scheduled meeting]~~. If the council fails to act on an application ~~[which has been timely referred to it as provided in the standards and guidelines]~~ within 180 days from the date it was filed, the application shall be deemed approved and processed thereafter in accordance with subsection ~~[(9)]~~ **(10)** of this section.
- ~~(5.6)~~ At the meeting at which the city manager's recommendation on an application is considered, *or at a subsequent meeting*, the council shall adopt a resolution approving the application and granting the property tax exemption, or adopt a resolution disapproving the application and denying the property tax exemption.
- ~~(6.7)~~ ~~[In order to approve an application, the council must find that:]~~ *The council shall approve an application if the council determines that the criteria described in section 2.946 of this code have been met. The resolution approving the exemption shall set forth any specific conditions of approval, as well as the length of the tax exemption. The exemption may not include the land or any improvements not a part of the multiple-unit housing. The exemption may include parking constructed as part of the multiple-unit housing construction, addition or conversion, and commercial property to the extent that the commercial property is a required design or public benefit element of a multiple-unit housing construction, addition or conversion approved by the city. In the case of a structure to which stories or other improvements are added or a structure that is converted in whole or in part from other use to dwelling units, only the increase in value attributable to the addition or conversion may be exempt from taxation.*
 - ~~[(a)]~~ The project will provide multiple-unit housing of five or more units;
 - ~~[(b)]~~ The project is located within the boundaries of the downtown areas described in subsection (2) above;
 - ~~[(c)]~~ The proposal could not financially be built "but for" the tax exemption;
 - ~~[(d)]~~ The applicant solicited comments from city-recognized affected neighborhood associations;

- (e) ~~The requirements in the standards and guidelines related to proximity to historic resources have been satisfied;~~
- (f) ~~The applicant has complied with the provisions of the standards and guidelines;~~
- (g) ~~In the case of the construction of, or the addition or conversion to multiple-unit housing:~~
- ~~1. The construction, addition or conversion will be completed on or before January 1, 2022;~~
 - ~~2. The owner has agreed to include in the construction, addition or conversion, as a part of the multiple-unit housing, one or more public benefits, including but not limited to commercial uses of a portion of the multiple-unit housing structure, open spaces, parks and recreational facilities, common meeting rooms, child care facilities, transit amenities and transit or pedestrian design elements, or benefits otherwise specified in the standards and guidelines this subsection;~~
 - ~~3. The proposed construction, addition or conversion project is, or will be at the time of completion, in conformance with all local plans and planning regulations, including special or district-wide plans developed and adopted pursuant to ORS chapters 195, 196, 197, 215 and 227, that are applicable at the time the application is approved;~~
- (h) ~~In the case of multiple-unit housing subject to a low income housing assistance contract with an agency or subdivision of this state or the United States,~~
- ~~1. The application for exemption was made on or before January 1, 2022;~~
 - ~~2. It is important to the community to preserve the housing as low income housing and it is probable that the housing would not be produced as or remain low income housing without the exemption being granted;~~
- (i) ~~The multiple-unit housing is not designed for, and will not be used as transient accommodations; and~~
- (j) ~~Granting the application is in the public interest. In making this determination, council shall consider, among other things, the number of points awarded based on the public benefit scoring system contained in the standards and guidelines.]~~
- (78) [Unless the council makes each of the findings required by subsection (6) of this section] ***If the council determines that one or more of the criteria in section 2.946 of this code are not met,*** the council shall deny the application. [~~In addition to the owner's name and address, and a legal description or the assessor's property account number for the subject multiple-unit housing, the resolution approving the application shall contain the above findings and set forth the specific conditions of approval or exclusions therefrom and specify the percentage and duration of the exemption. A]~~***The*** resolution denying an application shall set forth the specific reasons for denial.
- (89) The city manager shall forward to the applicant a copy of the resolution adopted by the council within 10 days from the date the council acts on the application.[, and] ***In addition,*** on or before April 1 [~~following approval]~~ ***immediately preceding the first tax year for which the exemption is requested, the city***

manager shall file with the county assessor a copy of the resolution approving an application.

(910) With respect to an application deemed approved through inaction of the council under subsection ~~[(4)]~~ **(5)** of this section, ~~[on or before April 1]~~ following the expiration of the 180-day period, **on or before April 1 immediately preceding the first tax year for which the exemption is requested**, the city manager shall file with the county assessor an administrative order containing the same findings and information as required to be set forth in a resolution approving an application and forward a copy thereof to the applicant. ~~(1011)~~ In the case of a structure to which stories or other improvements are added or a structure that is converted in whole or in part from other use to dwelling units, only the increase in value attributable to the addition or conversion may be exempt from taxation.

~~(1112)~~ Notwithstanding subsection (6) of section 2.947 of this code, if the multiple-unit housing is or becomes subject to a low income rental assistance contract with an agency of this state or the United States, the city may extend the exemption through June 30 of the tax year during which the expiration date of the contract falls.

(13) Program Review Panel.

(a) *The city manager shall create a program review panel to provide third-party review of individual applications and of the program. The panel shall be comprised of the following members:*

- 1. *Two at-large neighborhood representatives nominated by the mayor;***
- 2. *For individual applications, an additional two neighborhood representatives from the neighborhood in which a proposed project is located; and***
- 3. *Four technical professionals such as architects, green building specialists, lenders, laborers, or developers.***

In order to be eligible to serve on the review panel, members must sign a confidentiality agreement in a form approved by the city manager.

(b) *The review panel shall:*

- 1. *Review project applications, with emphasis on analyzing the project's financial projections and compliance with the criteria contained in section 2.946; and***
- 2. *Assist the city manager in preparing annual reports on the program that will also address the program volume cap.***

Section 2. Section 2.946 of the Eugene Code, 1971, is added to provide as follows:

2.946 Multiple-Unit Housing – Threshold Criteria and Public Benefits.

(1) Boundaries.

(a) *Sections 2.945 through 2.947 of this code shall initially apply only in the downtown area as depicted on Map 2.945(2) attached to Ordinance __ [insert Ordinance number] and appended to chapter 2 of this code.*

(b) *The council may expand the boundaries covered by sections 2.945 through 2.947 of this code to include one or more of the areas listed in this subsection (b) by adopting a resolution activating the area under either of the following circumstances:*

- 1. *Area planning is completed for the neighborhood; or***

2. *City-wide code amendments are approved that address the spatial transition between commercial and multi-family zoned properties with single-family zoned properties and an official neighborhood association requests activation.*
- The areas that the council may approve pursuant to this subsection are: Mid-town; South Willamette; West 11th; 6th/7th Trainsong Highway 99 Corridor; Valley River Center commercial area; North Franklin; South River Road; Mid-River Road; North River Road; South Coburg Road; Mid-Coburg Road; and North Coburg Road. Any resolution approving one or more of these areas shall have a map appended to it identifying the precise boundaries of the area being approved.*
- (c) *For property located in an area listed in subsection (b) above that has not yet been approved by resolution, a property owner may request, if but only if jointly requested by the official neighborhood association board, that council approve an exemption under sections 2.945 through 2.947 of this code for the specific property. If the property is not part of a city-recognized neighborhood, then a request may proceed only if the city notifies all owners and occupants of property located within 500 feet of the property to be developed and no owner or occupant submits to the city manager any substantive objection. In addition, no request under this subparagraph (c) may be approved by council unless:*
1. *All other requirements of sections 2.945 through 2.947 of this code have been met, and*
 2. *The council determines that it is in the public interest to grant the exemption even though the area itself has not yet been activated pursuant to subsection (b) above.*
- (2) **Criteria for Approval.** *No exemption may be approved under subsection (7) of section 2.945 of this code unless all of the following criteria are met:*
- (a) **Eligible Project Types.** *The project will provide multiple-unit housing of five or more new units through new construction, an addition to an existing structure, or a conversion of a structure from another use to dwelling units. Notwithstanding the preceding sentence, no exemption may be granted for a project designed for the leasing of individual rooms or beds, rather than entire apartment units, or a project otherwise designed primarily for individuals attending college.*
- (b) **Project Need.** *The proposal could not financially be built “but for” the tax exemption. The burden is on the applicant to demonstrate that absent the exemption, the project would not be financially viable. If the projected overall average annual rate of return for the project for the maximum 10-year tax exemption period is:*
1. *Less than or equal to 10%, the project is eligible for the maximum 10-year exemption.*
 2. *Greater than 10%, then the term of the exemption shall be decreased by the number of years necessary to bring the rate of return down to 10%.*
- (c) **Compact Urban Development.** *For the downtown area, the project meets one of the following density requirements:*
1. *Residential zones: 175% of minimum density for the zone.*

2. **Form-based zones with height limit of three or four stories: 30 units per acre.**

For any other area that council activates under subsection (1)(b) above, density requirements shall be stated in the area plan or other process that activates the area.

- (d) **The project complies with any requirements in administrative rules adopted by the city manager related to proximity to historic resources.**

- (e) **Project Design and Compatibility.**

1. **The applicant has included a detailed description of the proposed project and graphic information including site plans and elevations containing sufficient detail to demonstrate that the project addresses a set of basic design principles in the context of the project location. The city manager shall adopt as part of the administrative rules to implement these sections a more detailed description of the required design principles, including the scale, form, and quality of the building; the mix of project elements; and the relationship to the street and surrounding uses**
2. **Compliance with the project design elements that were reviewed at the time of council approval is a condition of approval of the exemption, except that the city manager may approve a deviation from those design elements if the city manager determines in writing that the deviations provide the same or greater degree of adherence to the design principles.**

- (f) **Green Building.**

1. **Green building requirements apply only to the residential occupancy areas and common areas such as hallways, stairwells, centralized HVAC or hot water heating, and laundry facilities. The requirements do not apply to the commercial areas or ancillary amenities such as parking garage, swimming pools, and recreation centers.**
2. **The project will perform at least 10% more efficiently than the performance established in the Oregon Energy Efficiency Specialty Code (OEESC) or similar code adopted by the State of Oregon.**
 - a. **Green building requirements for one to three story multiple-family buildings are as follows:**
 - (1) **Obtain LEED v4 for homes low-rise multiple-family basic certification and modeled at least 10% above current OEESC;**
 - (2) **Obtain earth advantage multiple-family silver level certification and provide a commissioning report; or**
 - (3) **Obtain NW Energy Star certification through the Eugene Water and Electric Board program and provide a commissioning report.**
 - b. **Green building requirements for four stories and above multiple-family buildings are as follows:**
 - (1) **Obtain LEED for homes midrise basic certification and modeled at 10% above current OEESC; or**
 - (2) **City review of the project demonstrates that:**

- (A) *Model building energy performance, utilizing the LEED for homes midrise energy modeling methodology, shows that the building will perform 10% above current OEESC performance;*
 - (B) *The building is constructed to modeled plans;*
 - (C) *Commissioning report has been provided prior to issuance of certificate of occupancy; and*
 - (D) *Applicant commits to working with city to report multiple-family occupancy energy use data to city for the tax exempt period.*
3. *Projects that will provide onsite parking are required to install conduit for future electric vehicle charging stations.*
- (g) **Local Economic Impact Plan.**
- 1. *The applicant must provide a plan that provides for more than 50% of the dollar volume of the combined professional services and construction contracts to include local firms. "Local firm" means a business which is based in Lane County.*
 - 2. *The applicant must ensure that qualified minority and women business enterprises have an equitable opportunity to compete for contracts and subcontracts.*
 - 3. *The city manager shall include in the administrative rules adopted to implement sections 2.945 through 2.947 of this code provisions that:*
 - a. *Identify additional requirements for the local economic impact plan, including definitions and exceptions such as when trades are not available locally;*
 - b. *Enable qualified minority and women business enterprises to have an equitable opportunity to compete; and*
 - c. *Ensure that the developer complies with wage, tax and licensing laws in the development of the project and posts information about the city's rights assistance program.*
- (h) *In the case of the construction of, or the addition or conversion to multiple-unit housing, the construction, addition or conversion will be completed on or before January 1, 2022.*
- (i) *In the case of multiple-unit housing subject to a low income housing assistance contract with an agency or subdivision of this state or the United States,*
- 1. *The application for exemption was made on or before January 1, 2022;*
 - 2. *It is important to the community to preserve the housing as low income housing and it is probable that the housing would not be produced as or remain low income housing without the exemption being granted.*
- (j) *The multiple-unit housing is not designed for, and will not be used as transient accommodations.*
- (3) **Criteria for Inclusion of Additional Public Benefits.** *If the applicant fails to qualify for the maximum 10-year tax exemption due to subsection (2)(b) of this section, the applicant may propose including additional public benefits from the following list to increase the term of the exemption up to the*

maximum of 10 years. The city manager shall ask the review panel to review and comment on whether the applicant's proposal merits one or more additional years of exemption, following which the city manager shall make a recommendation to council. The council shall review that information and then determine, in its discretion, whether the proposal merits one or more additional years of exemption, and if so, how many.

*(a) **Documented Local Economic Impact.** The extent to which the project meets the goal established in the local economic impact plan described in subsection (2)(g) of this section, demonstrates solicitation of bids from minority and women business enterprises, and commits to completing certified payroll.*

*(b) **Location.** Project is located within a United States Department of Housing and Urban Development low-moderate income area or on a brownfield site, or projects that include the redevelopment of a valuable historic resource.*

*(c) **Project Features.** The extent to which the project incorporates the following features:*

- 1. Payment of an affordable housing fee that exceeds the amount required by subsection (4)(c) of this section;*
- 2. Exceed the green building requirements described in subsection (2)(f) of this section;*
- 3. Provision of Americans with Disabilities Act (ADA) accessible dwelling units beyond those required by the building code;*
- 4. Provision of dwelling units available for home ownership;*
- 5. Inclusion of open space, community gardens, or gathering space that is accessible to the surrounding community;*
- 6. Inclusion of ground floor commercial/retail space that addresses a neighborhood need;*
- 7. Design excellence and neighborhood compatibility;*
- 8. Provision of embedded or structured parking;*
- 9. Provision of transportation options, including bus passes, car share, bike share, bus shelter, pedestrian connections, meeting Leadership in Energy & Environmental Design (LEED) v4 "green vehicle" credit description, and minimum parking where appropriate; and*
- 10. Other features identified by the neighborhood through the engagement process described in subsection (4)(b) of this section.*

*(4) **Additional and On-Going Obligations of Project Approved for Exemption.***

(a) Following approval of an exemption under section 2.946 of this code, the city manager shall monitor the development of the project to ensure that the project complies with the requirements of sections 2.945 through 2.947 of this code, the administrative rules adopted thereunder, and any other conditions of approval of the exemption.

(b) During the developer's design process and before the final design drawings are completed, the developer shall hold at least one neighborhood engagement opportunity to allow members of that neighborhood to provide comments on the proposal. At least one of the applicant's principals must attend that meeting. In addition, once the final design is completed and before it is submitted for permits, the

- developer shall allow the neighborhood an opportunity to review and comment on that final design.*
- (c) *As an additional required public benefit of the exemption, the developer shall pay to the city an affordable housing fee in the amount of 10% of the total exemption for the 10 year tax exempt period. The fee may be paid annually in years 3 through 10 of the exemption, or may be paid up front. Funds received by the city under this paragraph shall be used for affordable housing and emergency shelter.*
- (d) *During the exemption period, the project's owner must annually submit the following documents prepared in a format specified by and consistent with the requirements in administrative rules adopted pursuant to section 2.019: audited financial statements; tax returns; and 10-year operating cash flow with to-date rate of return. In addition, the first year's reporting shall include the home city or zip code of the construction labor workers.*

Section 3. Section 2.947 of the Eugene Code, 1971, is amended to provide as follows:

2.947 Multiple-Unit Housing - Termination of Approval, Review.

- (1) *Except as provided in subsection (8) of this section, [A]after a resolution approving an application has been filed, if the city manager finds that:*
- (a) *Construction of multiple-unit housing was not completed within the time specified in the resolution, and no extensions as provided in subsection (5) hereof have been granted, or*
- (b) *The applicant, **developer or other owner of the project** has failed to comply with the provisions of ORS 307.600 to 307.637[,] **or** the provisions of this code **or administrative rules adopted thereunder**, [~~any provisions of the standards and guidelines adopted by the city manager,~~] or*
- (c) *The applicant, **developer or other owner of the project** has failed to comply with any conditions imposed in the resolution approving the application **and the city manager has not determined in writing that project design deviations provide the same or greater degree of adherence to the design principles that council approved for the project**, or*
- (d) *Construction of multiple-unit housing was not completed on or before January 1, 2022, or*
- (e) *In the event units within the development are sold individually, a unit owner fails to comply with applicable requirements described in paragraphs (b) or (c) of this section,*
- the city manager shall notify the council; the owner of the property, at the owner's last known address; and any known lender, at the lender's last known address, of the manager's intention to recommend to the council that the exemption be terminated. The notice shall clearly state the reasons for the proposed termination, and shall require the owner to appear before the council, at a time specified in the notice, which shall not be less than 20 days from the date the notice was mailed, to show cause, if any exists, why the exemption should not be terminated.*
- (2) *If the owner fails to appear and show cause why the exemption should not be terminated, the city shall further notify every known lender of the owner's failure to appear and shall allow the lender a period of not less than 30 days, beginning*

with the date that the notice of failure to appear and show cause is mailed to the lender, to cure any noncompliance or to provide adequate assurance that the noncompliance will be remedied.

- (3) If the owner fails to appear before the council at the time specified in the notice, or if the owner appears and fails to show cause why the exemption should not be terminated, and a lender fails to cure or give adequate assurance that any noncompliance will be cured, the council shall adopt a resolution terminating the exemption, which shall contain its findings in support thereof. Copies of the resolution shall be filed with the county assessor and mailed to the property owner, at the owner's last known address, and to any lender at the lender's last-known address, within 10 days from the date adopted. If a determination is made that the exemption should continue as previously granted, the council shall enter written findings of record in support of the continued exemption and forward a copy thereof to the property owner and to any lender within 10 days from the date of the hearing.
- (4) All reviews of council action in denying, approving, or terminating an application shall be governed by the procedures set forth in ORS 34.010 to 34.100, and correction of assessments and tax rolls and the evaluation of the property shall be in conformity with ORS 307.687. The council's action on an exemption shall not be a land use decision for purposes of administrative review.
- (5) If construction, addition, or conversion of multiple-unit housing is not completed by January 1, 2022, upon receipt of a request from the property owner, the council may, by resolution, extend the deadline for completion of construction of multiple-unit housing for a period not to exceed 12 consecutive months, if it finds the failure to complete construction by the time specified in the resolution was due to circumstances beyond the control of the owner, and that the owner had been and could reasonably be expected to act in good faith and with due diligence.
- (6) In any event, no multiple-unit housing granted an exemption by the council may be exempt from ad valorem taxation for more than 10 successive years. The first year of exemption is the assessment year beginning January 1 immediately following the calendar year in which construction, addition or conversion is completed, determined by that stage in the construction process when, pursuant to ORS 307.330 the improvement would have gone on the tax rolls in the absence of the exemption. The exemption may not include the land, nor any improvements located thereon that are not a part of the multiple-unit housing but may include commercial use of a portion of the structure and parking constructed as part of the multiple-unit housing construction, addition or conversion, and is in addition to any other exemption provided by law. However, no property may be exempt beyond 100 percent of its real market value.
- (7) Any exemption granted by the council shall terminate immediately, without right of notice or appeal, in the event the county assessor determines that a change of use to other than residential or residential with commercial uses of a portion of the structure, or housing has occurred for the multiple-use housing, or portion thereof, or if a low income housing assistance contract with an agency or subdivision of this state or the United States is breached or terminated prematurely, or a declaration as defined in ORS 100.005(12) is presented to the county assessor or tax collector for approval in connection therewith. Termination shall be in accordance with the provisions of ORS 307.627.

(8) Notwithstanding subsections (1) through (7) of this section, if applicant, developer or other owner of the project has failed to comply with the requirements of ORS 307.600 through 307.637, sections 2.945 through 2.947 of this code or the administrative rules adopted thereunder, or a resolution adopted pursuant subsection (7) of section 2.945 of this code, in lieu of initiating termination proceedings, the city manager may impose penalties as set forth in section 2.1995 of this code. Each day in which a violation is caused or permitted to exist constitutes a separate violation. Failure to pay an administrative penalty authorized by this subsection shall be grounds for terminating the exemption under subsections (1) - (3) of this section.

Section 4. The Multiple-Unit Property Tax Exemption Program goal is to assist in the creation of 1,500 new, multiple-family housing units after adoption of this Ordinance, which will, in part, assist in the implementation of Envision Eugene. The Program Review Panel will review the cap as part of the annual report. At such time that the MUPTE-assisted number of dwelling units constructed reaches the program volume cap, Council shall conduct a comprehensive review to determine if continuation of the program is in the best interest of the City.

Section 5. The City Recorder, at the request of, or with the consent of the City Attorney, is authorized to administratively correct any reference errors contained herein, or in other provisions of the Eugene Code, 1971, to the provisions added, amended or repealed herein.

Passed by the City Council this

Approved by the Mayor this

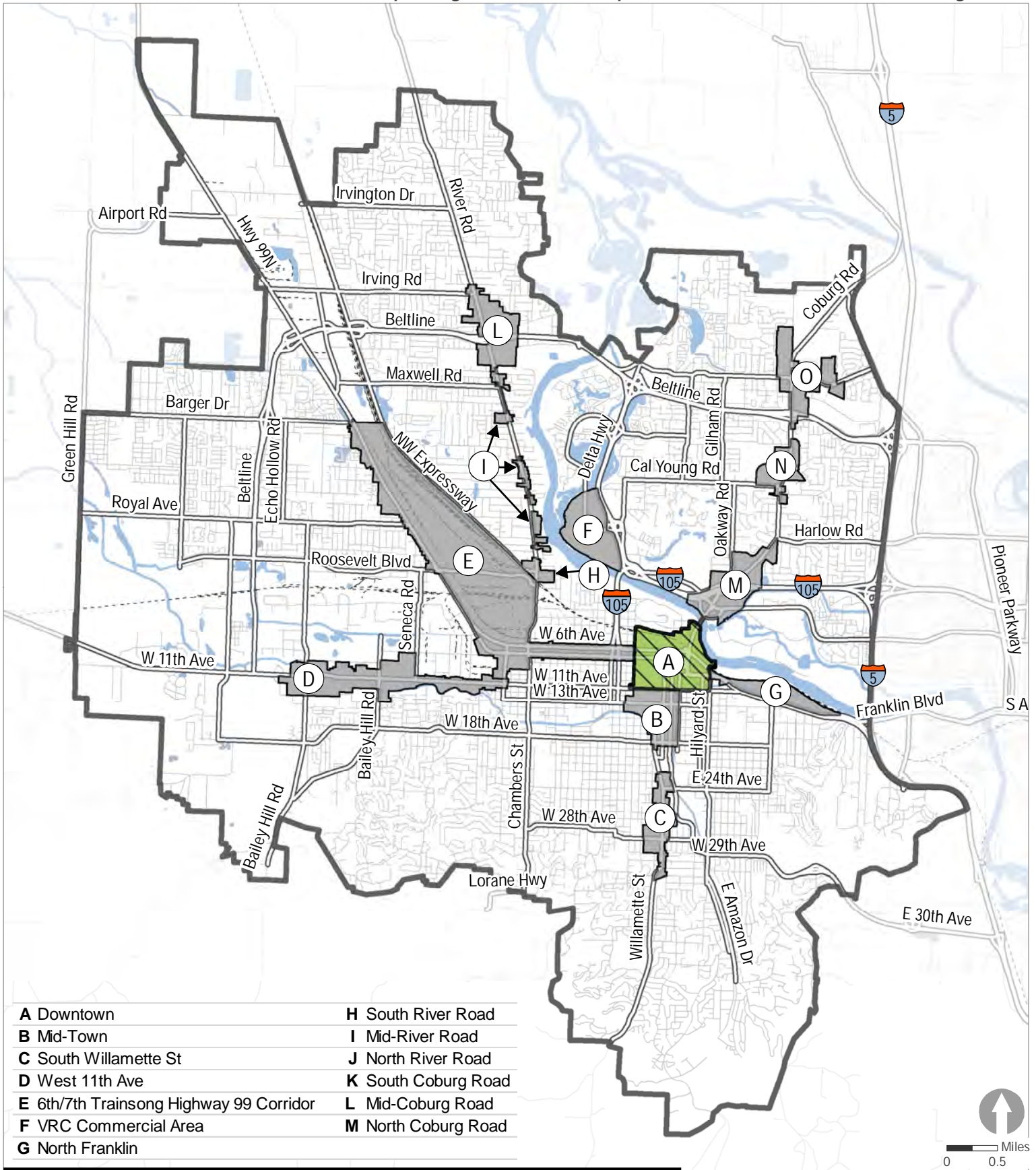
__ day of _____, 2014

__ day of _____, 2014

City Recorder

Mayor

Potential Multi-Unit Property Tax Exemption (MUPTE) Boundary



Area A active immediately to accept MUPTE applications
Area B – M active upon completion of area planning focused on transition zones and compatability. Opportunity sites could apply, if brought forward with support of neighborhood, property owners, and developers.

Caution: This map is based on imprecise source data, subject to change, and is for general reference only.



ATTACHMENT C

Background Information on Draft Ordinance

Each criteria or program feature has a table with the draft ordinance concept compared to the suspended program with the draft ordinance rationale below. The ordinance location/situation appears after each concept within brackets (“[]”). There are nine Required Public Benefit criteria, Additional Public Benefit criteria, and three Other Program Features.

Required Public Benefits are generally found within the draft ordinance “Criteria for Approval” Section 2. 2.946(2). Some are in “Additional and On-going Obligations of Project Approved for Exemption” Section 2. 2.946(4).

Additional Public Benefits are found within the draft ordinance “Criteria for Inclusion of Additional Public Benefits” Section 2. 2.946(3).

The proposed ordinance includes enforcement language stating that failure to comply with the requirements included in the MUPTE program ordinance and any subsequent individual project approval resolutions may result in an administrative civil penalty Section 3. 2.947(8) or in termination of the tax exemption Section 3. 2.947(1) through (7).

REQUIRED PUBLIC BENEFITS

1. Eligible Project Type

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<ul style="list-style-type: none"> ○ Multi-unit redevelopment housing projects with 5+ units (per State law) [Section 2. 2.946(2)(a)] ○ Commercial portion if deemed public benefit [Section 1. 2.945(7)] ○ Not student housing [Section 2. 2.946(2)(a)] 	<ul style="list-style-type: none"> ○ Multi-unit housing projects with 5+ units (per State law) ○ Commercial portion if deemed public benefit

Rationale: Focuses program on creation of traditional market rate housing.

2. Compact Urban Development

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>For the downtown boundary area, specific density based on zone [Section 2. 2.946(2)(c)], with minimum of 5 units no matter the zone, per State law [Section 2. 2.946(2)(a)]</p> <p>For all other boundary areas, the requirement would be based on the area plan or other neighborhood process [Section</p>	<p>Not required public benefit.</p> <p>One of eight possible public benefit categories for scoring points, based on the degree to which the project exceeds the minimum density requirements for the location:</p> <ul style="list-style-type: none"> - 10 points/unit in excess of minimum

2. 2.946(2)(c)], (with minimum of 5 units, per State law [Section 2. 2.946(2)(a)]	required, with 50 points maximum. – 100 points for “Opportunity Site”
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Rationale: For downtown, the recommendation promotes density beyond the code minimums where density is most easily absorbed. For other areas, Option B is in line with neighborhood engagement results from May and June and with neighborhood livability. Option B was deemed reasonable by the Developer Stakeholder group and the Technical Resource Group of Envision Eugene.

3. Project Design / Compatibility

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>Project must address basic design principles in the context of the location. [Section 2. 2.946(2)(e)] (Specific reference to the <i>Community Design Handbook</i> will be in the Administrative Rule.)</p> <p>Project must adhere to the project design elements that were reviewed at the time of Council approval and attached to the approval resolution. [Section 2. 2.946(2)(e)]</p>	<p>Not required public benefit.</p> <p>Schematic drawing / site plan required with application</p>

Rationale: Aligns criteria with work already in progress in the Planning Division. Enables enforcement of design information submitted in the application. This was deemed reasonable by Developer Stakeholder group.

4. Green Building

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>Focused on building energy performance – all projects would perform at least 10% more efficiently than the performance established in the Oregon Energy Efficiency Specialty Code through one of several pathways. [Section 2. 2.946(2)(f)1. & 2.]</p> <p>Additionally, all projects that provide onsite parking will be required to install conduit for future electric vehicle charging stations. [Section 2. 2.946(2)(f)2. & 3.]</p>	<p>Not required public benefit.</p> <p>One of eight possible public benefit categories for scoring points, based on the certification program:</p> <ul style="list-style-type: none"> – 100 points for LEED certification – 25 – 75 points for Earth Advantage Silver, Gold, Platinum, respectively

Rationale: The focus is on building energy performance, as prioritized within Envision Eugene and the Climate Energy Action Plan. Deemed acceptable by Green Building staff, the Technical Resource Group of Envision Eugene, and the Developer Stakeholder Group.

The idea for including electric vehicle charging station related items came from Representative Barnhart through Councilor Zalenka. Having projects with onsite parking install conduit for

future electric vehicle charging will provide the infrastructure needed for future installation when actual users or additional demand are identified. The downtown parking garages have had 16 charging stations in place since 2012 and have had an average of one use every two weeks per station. The Broadway Place South Garage with housing above has averaged one use per month for each of the two charging stations, for a total of 2 hours of charging over the two and a half years since being installed.

5. Neighborhood Engagement

<i>Draft Ordinance (situation)</i>	<i>Old / Suspended Program</i>
<p>Applicant required to contact appropriate neighborhood association to share project information, to seek input, and to provide received comments with application. [Section 1. 2.945(3)]</p> <p>Specifically, one or more of the principals of the applicant entity must attend two neighborhood engagement opportunities (discussions/presentations):</p> <ul style="list-style-type: none"> - One of the opportunities must be prior to MUPTE application submission. [Section 1. 2.945(3)] - The second opportunity must be during the design process and before the final design drawings are completed. [Section 2. 2.946(4)(b)] <p>Additionally, the neighborhood must have the opportunity to review and comment on the final design before the project is submitted for permits. [Section 2. 2.946(4)(b)]</p> <p>Neighborhood association where the project is located will have two neighborhood representatives seated on the MUPTE Review Panel who can voice project specific neighborhood issues and concerns, including additional neighborhood specific public benefits, during the application review process. [Section 1. 2.945(13)]</p>	<p>Applicant required to contact appropriate neighborhood association to share project information, to seek input, and to provide received comments with application.</p>

Rationale: Based on feedback from May and June neighborhood leader outreach to support neighborhood engagement and neighborhood livability.

6. Boundary

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>Downtown area activated as soon as City Council lifts program suspension (current boundary plus one property on 11th & Lincoln that was in the 2004 to 2011 boundary and EWEB property north of 4th Avenue) [Section 2. 2.946(1)(a)]</p> <p>Area eligible for applications after area planning [Section 2. 2.946(1)(b)1.] or city-wide code amendments [Section 2. 2.946(1)(b)2.] to include EE corridors & primary commercial area:</p> <ul style="list-style-type: none"> - Mid-town - South Willamette - West 11th - 6th/7th Trainsong Highway 99 Corridor - Valley River Center commercial area - North Franklin - South River Road - Mid-River Road - North River Road - South Coburg Road - Mid-Coburg Road - North Coburg Road <p>Site within inactive boundary eligible if brought forward by a partnership of property owner / neighborhood [Section 2. 2.946(1)(c)], as an “opportunity site.”</p>	<p>Downtown Plan Area</p>

Rationale: Activating downtown as soon as the suspension is lifted puts the program in place to respond to three known projects: Obie’s development on 6th Avenue, Brokaw development on East Broadway, and EWEB Riverfront redevelopment. Including the other non-downtown areas aligns with Envision Eugene implementation. Adding areas only after area planning or city-wide code amendments supports neighborhood engagement and livability. This was deemed reasonable by the Technical Resource Group of Envision Eugene and neighborhood leaders who attended the June meetings.

Including an “opportunity siting” option for inactive areas, aligns with Opportunity Siting policy direction; supports neighborhood engagement and livability; deemed reasonable by the Technical Resource Group of Envision Eugene and neighborhood leaders who attended the June meetings.

7. Affordable Housing

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>Required payment to dedicated affordable housing/emergency shelter of 10% of the total MUTPE benefit for the 10-year benefit. [Section 2. 2.946(4)(c)]</p> <p>Not paid in the West 11th or 6th/7th Trainsong Highway 99 Corridor areas as additional incentive for multi-unit housing. [to be added in next version of ordinance.]</p>	<p>Not a required public benefit.</p> <p>One of eight possible public benefit categories for scoring points, based on the number of units dedicated to rental housing that is affordable to households at 60% of area median income at 10 points per unit.</p>

Rationale: The MUPTE affordable housing fee would generate a local, more flexible source of funding to support affordable housing not constrained by federal regulations. For example, the fee could be a source of predevelopment funds to replace HOME funds that are no longer eligible for that use. Based on the recommendation from the Housing Policy Board Committee. The fee is preferred over the provision of affordable units within MUPTE projects because:

- Provision of units would provide a shorter period of benefit when compared to the benefit periods attained through City affordable housing work. In addition, there could be difficult displacement issues when the period of affordability ends and the owner raises the rents;
- Paying the fee is more efficient for all parties. For-profit developers do not have experience in collecting income documentation. Record keeping, reporting, and monitoring are costly for owners and City staff.
- Mixed-income projects are highly unlikely (based on the MUPTE program history from 1989 – 2004, when the City last required an affordable housing component in MUPTE projects);
- Eliminates the need to reach agreement on the level of affordability for the units (percentage Area Median Income), which would be difficult; and
- Funds collected through fee will leverage other funds in projects.

Additionally, the Committee agreed that the fee could be waived at Council discretion in existing low-income areas, due to both the economic feasibility implications and the Housing Dispersal Policy, in that any new housing in that area could be viewed as a public benefit. As a reminder, the Committee was comprised of Norton Cabell, Morgan Greenwood, Councilor Chris Pryor, Virginia Thompson, John Vanlandingham, Jacob Fox (HACSA), Kristen Karle (SVDP), Richard Herman (Metro), and Susan Ban (Shelter Care). The Developer Stakeholder Group also concluded that an affordable housing fee would be preferable to providing units.

The City has a 20-year property tax exemption for affordable housing (LIRPTE), which the City of Portland does not currently have. Since 1990, LIRPTE has benefited 1,168 affordable housing units.

If the potential volume cap of 1,500 MUPTE units is reached, and depending on the number, size, and value of projects, preliminary estimates indicate that the fee could potentially

generate an estimated one to three million dollars dedicated to affordable housing / emergency shelter.

8. Local Economic Impact

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>Applicant to provide a plan for meeting the goal to provide for more than 50% of the dollar volume of the combined professional services and construction contracts include local firms. A local firm is one based in Lane County. [Section 2. 2.946(2)(g)1.]</p> <p>Applicant must ensure that qualified Minority and Women Business Enterprises (MWBE) have an equitable opportunity to compete for contracts and subcontracts, with approved applicants encouraged to use specific practices. [Section 2. 2.946(2)(g)2 & (g)3.b.]</p> <p>Awarded projects must follow wage, tax, and licensing laws, with specific due diligence and documentation steps. [Section 2. 2.946(2)(g)3.c.]</p> <p>Awarded projects must post information on the Rights Assistance Program in English and Spanish. [Section 2. 2.946(2)(g)3.c.]</p> <p>As noted in the introduction, failure to comply with these (and all MUPTE) requirements may result in an administrative civil penalty [Section 3. 2.947(8)] or termination of the tax exemption [Section 3. 2.947(1) through (7)].</p>	<p>Not a required public benefit.</p>

Rationale: Construction stakeholder group and Developer stakeholder group recommended the focus be on firms (rather than employees) because:

- local firms hire local works as normal course of business
- tracking the many workers per project would be extensive
- construction workers are transient
- local firms have reputation at stake / motivated to comply with laws to increase likelihood of getting the next job
- local firms pay local taxes

MWBE section is aligned with the City’s internal practices. Wage, tax, and licensing laws section based on feedback from Representative Holvey and the Human Rights Commission

subcommittee, with additional input from the City Attorney. Rights Assistance Program added based on feedback from Human Rights Commission subcommittee.

9. Project Need

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>Projected financials to show the project:</p> <ul style="list-style-type: none"> ○ Would not be possible “but for” the tax exemption [Section 2. 2.946(2)(b)], and ○ Will not exceed overall average annual 10% cash-on-cash rate of return for the project with MUPTE for the maximum period of exemption (10 years). <p>If the projected overall average annual rate of return for the maximum exemption period is:</p> <ul style="list-style-type: none"> ○ Less than or equal to 10% and the Required Public Benefits are met, then the project be eligible to receive the maximum 10-year exemption [Section 2. 2.946(2)(b)1.], ○ Exceeds 10%, then: <ul style="list-style-type: none"> A. The term of the exemption will be decreased by the number of years necessary to bring the rate of return down to 10% [Section 2. 2.946(2)(b)2.], or B. The applicant can propose adding project elements from the Additional Public Benefit Criteria to increase the term of the exemption up to 10 years [Section 2. 2.946(3)]. <p>Submits with application: 10-year proforma and analysis of 10-year return. [to be referenced in Administrative Rule]</p>	<p>Projected financials to show the project:</p> <ul style="list-style-type: none"> ○ Would not be possible to build “but for” the tax exemption. <p>Submits with application: 1 year proforma</p>

Rationale: As requested by several councilors and deemed reasonable by the Developer Stakeholder group.

Additional Public Benefit Criteria

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>Applicants have the ability to earn additional years by providing Additional Public Benefits in the following three categories [Section 2. 2.946(3)]:</p> <p>Documented Local Economic Impact [Section 2. 2.946(3)(a)] The extent to which the project:</p> <ul style="list-style-type: none"> ○ Meets the goal established in the Local Economic Impact Plan (Required Public Benefit), ○ Demonstrates solicitation of bids from MWBE, and ○ Commits to completing certified payroll. <p>Location Projects located within:</p> <ul style="list-style-type: none"> ○ The Downtown Plan Area [to be added in next version of ordinance], ○ A HUD low-mod income area [Section 2. 2.946(3)(b)], ○ On a brownfield site [Section 2. 2.946(3)(b)], or ○ Projects that include the redevelopment of a valuable historic resource [Section 2. 2.946(3)(b)]. <p>Project Features The extent to which the project incorporates the following features [Section 2. 2.946(3)(c)1. through 10.]:</p> <ul style="list-style-type: none"> A. Payment of an increased affordable housing fee, B. Exceed the Green Building Required Public Benefit Criteria, C. Provision of Americans with Disabilities Act (ADA) <i>accessible</i> dwelling units. [This is beyond the code requirements. The building code requires that projects include a minimum number of ADA <i>adaptable</i> dwelling units] 	<p>Council able to approve exemption for fewer years. Nothing in the program ordinance specifies the conditions under which the Council would limit the number of years.</p> <p>Documented Local Economic Impact Not included</p> <p>Location Two of eight possible public benefit categories for scoring points, based on:</p> <ul style="list-style-type: none"> - Location within the <i>Downtown Area Plan</i> at 100 points. - <i>Historic Sensitivity</i> for any project that is immediately adjacent or contiguous to a historic locale shall include a plan to mitigate impacts to the historic locale. The plan needs to be reviewed and accepted by a PDD staff person and have an accompanying confirmation letter for 25 points. <p>Project Features Three of eight possible public benefit categories for scoring points, based on:</p> <ul style="list-style-type: none"> - ADA <i>accessible</i> units in the project at 10 points/unit. - Homeownership: 50% or more of the housing dedicated to homeownership at 100 points. - Parking spaces provided beyond the number required by the Code (only for projects within the Residential Parking Permit Program zones) at 10 points/parking space.

<p>D. Provision of dwelling units available for home ownership,</p> <p>E. Inclusion of open space, community gardens, or gathering space that is accessible to the surrounding community,</p> <p>F. Inclusion of ground floor commercial/retail that addresses a neighborhood need,</p> <p>G. Design excellence and neighborhood compatibility,</p> <p>H. Provision of embedded or structured parking,</p> <p>I. Encourage alternative transportation options, including bus passes, car share, bike share, bus shelter, pedestrian connections, meeting LEED v4 'Green Vehicle' Credit Description, and minimum parking where appropriate, and</p> <p>J. Other features identified by neighborhood through the engagement process.</p>	
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Rationale: Having additional public benefits provides a flexible menu of options, can enable higher quality projects, provides ability for a project to be more responsive to needs expressed by neighborhood, and adds to the public benefits. Project features add cost to project and benefits to community. Item I. includes green vehicle LEED requirement to cover installation of electric vehicle charging stations as recommended by Representative Barnhart. Item J. based on feedback from May and June neighborhood leader outreach to support neighborhood engagement and neighborhood livability.

OTHER PROGRAM REQUIREMENTS

Financial Reporting

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>During exemption period, project owner must submit annual accountant-prepared financial information to evaluate a to-date cash on cash rate of return for the project [Section 2. 2.946(4)(d)]:</p> <ul style="list-style-type: none"> ○ Audited financial statements ○ Tax returns ○ 10-year operating cash flow with to-date rate of return ○ Year 1 to include list of construction labor residence information (zip codes) <p>Information submitted by owners to be kept confidential to the extent state public records law allows.</p>	<p>Not included</p>

Rationale: Used by City Manager to analyze the overall effectiveness of the program and may be used in the aggregate as part of the Annual Report.

Program Volume Cap

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>Program goal is to assist in the creation of 1,500 new, multi-family housing units through redevelopment (after adoption of the 2014 ordinance). [Section 4]</p> <p>Cap to be reviewed annually by the MUPTE Review Panel as part of the Annual Report. At such time that the MUPTE-assisted number of dwelling units constructed reaches the cap, council shall conduct a comprehensive review to determine if continuation of the program is desired. [Section 4]</p>	<p>Not included</p>

Rationale: Capping the cumulative number of units is aligned with Envision Eugene identified gap using updated information regarding the 20-year projection for multi-family homes and land capacity. Currently, there is insufficient demand to warrant a competitive process. Having an annual cap would unnecessarily limit multi-unit housing redevelopment opportunities. Program has averaged just under one project per year over the 30 active years of the program.

MUPTE Review Panel

<i>Draft Ordinance</i>	<i>Old / Suspended Program</i>
<p>A newly formed MUPTE review panel to provide a third-party review of the MUPTE program for the City Manager including:</p> <ul style="list-style-type: none"> • Review of project applications, with emphasis on analyzing the project’s financial projections. [Section 1. 2.945(4) & (13)(b)1.] • Review applicant’s conformance with the Required Public Benefits and any proposed Additional Public Benefit Criteria and make recommendations regarding approval/denial of the tax exemption to the City Manager. [Section 1. 2.945(4) & (13)(b)1.] • Assist the City Manager in preparing an Annual Report on the MUPTE program that will also cover the program volume cap. [Section 1. 2.945(13)(b)(2)] 	<p>The City’s Loan Advisory Committee reviews the projects financial projections and comes to a conclusion on whether the tax exemption is needed.</p>

<ul style="list-style-type: none">• The Panel will be comprised of eight members with equal representation from technical interests and neighborhoods [Section 1. 2.945(13)(a)]:<ul style="list-style-type: none">- 2 at-large neighborhood representatives; appointed by the Mayor- 2 neighborhood representatives from the specific neighborhood in which a proposed MUPTE project is located- 4 technical interests (such as, architect/green building, lender, labor, and developer) <p>Review Panel members would sign a confidentiality agreement.</p>	
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Rationale: Panel composition includes feedback from the May and June neighborhood leader outreach to support neighborhood engagement.

Follow-Up Information

Affordable Housing Fee

- *Why 10% housing fee (and not some other percentage):* The ideal fee will a) make a meaningful contribution to affordable housing/emergency shelter and b) maintain MUPTE's ability to lower operating costs by enough to make a project financially feasible, given the other required public benefits that add cost to the project, such as Green Building. The 10% fee proposal is based on staff analysis of two past projects and estimates the combined impact of affordable housing fee and green building requirements to diminish the total tax exemption as a percentage of hard costs by 60% to 85%. Additionally, staff reviewed the fee in effect from 1989 to 2004, which ranged from \$100 - \$135 per unit per year. The proposed 10% fee would be approximately \$250 per unit per year (based on 2010 tax data and the projects exempted at that time).

As the program is currently drafted, part of the MUPTE Review Panel's role would be analyzing whether the project can absorb an increased affordable housing fee. In situations with excess return, the affordable housing fee could be increased.

As has been pointed out at several work sessions, the payment from Core Campus to the City is estimated to be 20% of the estimated total exemption. (Core Campus's project is The Hub, a high-end, 12-story \$44 million student housing development at 505 East Broadway.) It is important to recognize that the student housing market provides for rental rates far exceeding that of traditional market rate housing and can, therefore, absorb a payment to the City far in excess of what could be reasonably accommodated by market rate housing. Additionally, the process by which the Core's payment amount was determined mirrors what is proposed: Core's payment amount was increased to get the overall average rate of return to Council's threshold of 10% or below. The proposed process would have the length of the exemption reduced until this threshold is met.

- The City Attorney has concluded that the City can keep the entire affordable housing/emergency shelter fee.

30-Year Maintenance Fund

Councilor Zalenka requested additional information on potentially requiring a 30-year maintenance, repair, and replacement fund.

- *Not standard in the private market*
A funded reserve is only seen in the market for federally funded projects (FHA-HUD) for low interest rate 30-year fixed financing. HUD requires the fund to ensure that the project will be in good condition at the end of the financing term. MUPTE projects generally receive five to ten year financing terms. Additionally, what would happen when the property is sold, which most are before 30-years? Does the reserve go with the property? No bank will finance a bank account.

- *Length of MUPTE vs. length of maintenance fund*
MUPTE is for a maximum of ten years. Most major maintenance is not needed in the first years of a project. It is unclear how the City would continue the requirement after the exemption period is over, which is when the maintenance fund would be most relevant.
- *Determining specifics would be labor intensive*
Lots of maintenance and repair expenses are replacement and not capital items. Involving the City in this area would be labor intensive. The list of items to included (e.g. paint, floor coverings) could be arbitrary.

Clawback

The financial analysis required would be labor intensive or require hiring a third party review with low probability that funds would be recaptured. The process, as currently drafted, calls for an annual review of the program including of the individual project financial statements. If/when those show the market is improving, Council could suspend the program or stop approving applications. Additionally, successful projects build momentum and encourage additional investment in the community.

Portland's MULTE program: If the return is exceeded, the developer must either pay back the exemption or extend the affordability period by 5 years (extend the length of time that the required units are rented at affordable rates). The amount is calculated at the end of the 10 years based on the average. Portland has found that this is one of the program requirements that is discouraging applications.

