



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

September 23, 2015

12:00 PM CITY COUNCIL WORK SESSION

Harris Hall

125 East 8th Avenue

Eugene, Oregon 97401

Meeting of September 23, 2015;
Her Honor Mayor Kitty Piercy Presiding

Councilors

George Brown, President	Pat Farr, Vice President
Mike Clark	George Poling
Chris Pryor	Claire Syrett
Betty Taylor	Alan Zelenka

CITY COUNCIL WORK SESSION

Harris Hall

- 12:00 p.m. A. **WORK SESSION:
Human Rights Commission FY 2016 Work Plan and FY 2015
Annual Report**
- 12:45 p.m. B. **WORK SESSION:
Bethel Economic Development Task Force Report**

**time approximate*

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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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EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Human Rights Commission FY 2016 Work Plan and FY 2015 Annual Report

Meeting Date: September 23, 2015
 Department: Central Services
www.eugene-or.gov

Agenda Item Number: A
 Staff Contact: Jennifer Lleras Van Der Haeghen
 Contact Telephone Number: 541-682-5619

ISSUE STATEMENT

The Human Rights Commission's (HRC) enabling ordinance, adopted in December of 1990, requires that it develop a work plan for City Council review and approval and annually report on work plan progress. Attached is a report on the FY 2015 Work Plan and the Proposed FY 2016 Work Plan.

BACKGROUND

FY 2015 Work Plan Report:

The HRC was very active during FY 2015 contributing hundreds of hours of volunteer time beyond business meetings; serving the community by hosting and attending community events, providing input to the council on human rights and social justice issues, and engaging in collaborative work with other boards and commissions, City staff, and community partners. The attached FY 2015 Annual Report provides specifics on the group's achievements and commitments in achieving its work plan goals over the past year.

FY 2016 Work Plan Details:

The HRC held two work planning sessions in July and August and unanimously approved the FY2016 plan at the conclusion of the August meeting.

The three proposed work plan goals are :

- Goal 1:** Take a leadership role in fostering respect for social equity, civil rights, and human rights in the community by engaging in education, outreach, listening and collaboration.
- Goal 2:** Maintain strategic HRC liaisons and engage in cooperative endeavors with community and with City of Eugene advisory groups that support civil and human rights and social equity.

Goal 3: Effectively address selected civil and human rights and social equity issue areas of concern to the community and City.

The specific objectives and strategies identified to implement these goals are described in more detail in the attached Human Rights Commission FY 2016 Work Plan.

RELATED CITY POLICIES

Eugene Code

2.280 Human Rights Commission – Work Plan and Task Groups.

- (1)** The Commission shall create a work plan that is reviewed by the City Manager and approved by the Mayor and City Council.
- (3)** The Commission shall present its work plan accomplishments and work plan status annually to the City Council.

COUNCIL OPTIONS

1. Approve the proposed FY2016 Work Plan as presented
2. Approve the work plan with changes
3. Request changes to the work plan before approval

CITY MANAGER'S RECOMMENDATION

The City Manager recommends approving the Human Rights Commission FY2016 work plan as presented.

SUGGESTED MOTION

Move to approve the Human Rights Commission FY2016 work plan.

ATTACHMENTS

- A. Human Rights Commission FY 2015 Report
- B. Human Rights Commission FY 2016 Work Plan

FOR MORE INFORMATION

Staff Contact: Jennifer Lleras Van Der Haeghen
Telephone: 541-682-5619
Staff E-Mail: jennifer.e.vanderhaeghen@ci.eugene.or.us



City of Eugene
Human Rights Commission
FY 2015 Work Plan Report

Summary

This is the report from the Human Rights Commission FY 2015 Work Plan. The work plan was approved by City Council in October of 2014.

Below are highlights from the past year, followed by detailed charts of progress on implementing the work plan.

Highlighted Work

Events

To help raise awareness, foster respect, create community dialogue, and increase education on human rights issues the Human Rights Commission (HRC) hosted, assisted with organization and participated in several events:

- Asian Celebration
- NAACP – MLK Jr. Day March
- LCC MLK Jr. Community Event
- HRC - International Human Rights Day Event
- HRC – Human Rights and Crisis of Youth Homelessness event
- Forum on Gang Activity in Bethel Area
- ACLU forum on police and racial profiling

Funding and other support was also provided for community events organized by community groups. The HRC supported 14 community events with endorsement, sponsorship, and/or volunteer work:

- Transgender Day of Remembrance
- Beyond Toxics
- North Eugene High School Students for Social Justice Conference
- ASUO Women’s Center Speaker – Mia McKenzie
- DisOrient Film Festival
- New Generations Film Festival
- Martin Luther King Jr. Awards
- Vagina Monologues
- Blacks in Government (BIG) dinner
- NAACP Dinner
- Festival Latino Block Party
- The Archaeology Channel International Film Fest
- Eugene/Springfield PRIDE Festival
- Ending Veteran Homelessness Celebration of Success

Training and Development

Human Rights Commission representative attended the Urban Justice Center's Human Rights Institute.

Key Partnerships

The HRC has actively worked to increase communication and collaboration with other City Boards and Commissions, staff, and community groups over the past year to promote human rights and social equity.

Boards and Commissions

- **Police Commission:** The HRC has a permanent seat on the Police Commission and so shares one voting member. Additionally the HRC actively participated in the work regarding bias in policing including a public forum.
- **Civilian Review Board (CRB):** The HRC has liaisons assigned to and from the CRB to share information and highlight issues of mutual concern.
- **Community Development Block Grant:** The HRC has one member on the CDBG Committee that focuses on housing and related issues. The HRC liaison participates in the annual competitive process where applicants seek funding for specific projects.
- **Equity and Human Rights Board (EHRB):** The HRC participates on the City's EHRB that focuses on leadership and organizational commitment to diversity and equity to ensure services are accessible, inclusive and equitably provided in a work environment that supports all employees.
- **Poverty and Homelessness Board:** The HRC monitors the work of the Board and presented information about criminalization of homelessness.
- **Boards and Commission Recruitment:** The HRC actively promoted participation in the board and commissions recruitment process and made recommendations on filling vacancies on the HRC.

Department Collaborations

- **Smoke Free Downtown:** Communicated with planning staff about potential impacts and concerns related to a Smoke Free Downtown policy. A special focus was paid to impacts on protected classes and communities experiencing homelessness.
- **Broadway Plaza:** Police personnel provided information on reported incidents at Kesey Square as part of HRC tracking the issue of implementing additional rules governing public use of the area.
- **MUPTE Revisions:** Collaborated with community development staff to provide input on revision to MUPTE specifically addressing immigrant and fair labor concerns.
- **Environmental Justice Work Group:** Provided input on the discussion regarding the Urban Growth Boundary expansion in the Clear Lake Study.

- **Moving Ahead:** HRC participated on the Community Sounding Board for Moving Ahead—a collaborative effort of the City of Eugene and LTD to make our transportation system safe and accessible for people traveling by foot, bicycle, a bus, or in a car along our main streets while supporting great neighborhoods.
- **Consolidated Plan:** HRC received information about the Consolidated Plan update and was invited to provide input via an outreach survey.
- **Hate and Bias Reporting and Response:** The HRC tracked hate and bias incidents reported to the City, began exploring a more active role with hate and bias response and supported other community organizations concerned with local efforts at militia recruitment. Accompanied staff to present annual report to Neighborhood Leaders Council.
- **Equity and Human Rights Analyst:** HRC participated in the hiring process to fill the vacancy in the Human Rights and Neighborhood Involvement Office.
- **EPD Grant Application:** HRC provided a letter of support to a Police grant application for body-worn cameras.

Community

- Awarded the MLK Jr. Community Leadership Award at the conclusion of the NAACP Martin Luther King Jr. Day march
- **Integration Network for Immigrants of Lane County (IN):** Assisted in discussion to build a survey to capture the immigrant experience in the work place in Lane County. HRC members also aided in the development of a policy for public statements made by IN, contributed to the creation of a service guide for Latinos and participated in strategic planning sessions.

Recommendations to Policy Makers

Correspondence on the following topics was submitted to local, state and national policy makers during FY 2015.

City

- **Intimidation 2 Code:** Advocated to revise the code to include gender identity and homelessness as protected classes. Approached the Police Commission to build support for these changes and secured support on adding gender identity to the code.
- **City Council:** Submitted letter to City Council requesting identification of public spaces to allow emergency sheltering and work session to consider how existing policies and ordinances criminalize or pose barriers to the unhoused.
- **Recommendations to fill HRC vacancies**

State

- **Oregon Homeless Bill of Rights Campaign:** Endorsement of Western Regional Advocacy Program's efforts to introduce legislation at the State level for an Oregon Homeless Bill of Rights.

Members Who Served

We are deeply grateful to all of the commissioners who served during this work plan and would like to recognize their service.

Councilor Greg Evans: 1/2013-present

Ken Neubeck: 6/2011-present

Andrew Thomson: 6/2011-present

Richie Weinman: 6/2011-present

Chris Nunes: 6/2012-present

Edward Goehring: 7/2013- present

Philip Carrasco: 9/2013 - present

Mary Clayton: 9/2013 - present

Debra Merskin: 1/2014 - present

Arun Toke: 7/2013 - present

Jennifer Frenzer: 6/2014 - present

The Human Rights Commission relies on the generous contribution of time from commissioners and also many engaged community members that collaborate on HRC related work. In total more than 500 hours were logged by commissioners alone over the past year.

Human Rights Commission FY 2015 Work Plan Progress Report

Checked Boxes indicate the task was completed

Objective 1: Maintain effective relationships; advise and advocate on human rights issues with City Council, other City advisory bodies, staff, community organizations and institutions.	
Objective Leads: Andrew Thomson, Chris Nunes	
Support: Edward Goehring, Jennifer Frenzer, Phil Carrasco, Arun Toke	
Action 1.1	Advise City Council on human rights issues, advocate for a human rights perspective
Task 1: <input checked="" type="checkbox"/>	Deliver report of previous year's work and present new work plan to Council
Task 2: <input checked="" type="checkbox"/>	Provide testimony, as needed, to City Council on emerging Human Rights issues (Homelessness)
Task 3: <input checked="" type="checkbox"/>	Quarterly meetings between the HRC Chairs and the Mayor
Action 1.2	Advise City Staff on human rights issues within the City organization, collaborate and educate on human rights perspective
Task 1: <input checked="" type="checkbox"/>	Quarterly meetings between the HRC Chairs and the City Manager
Task 2: <input checked="" type="checkbox"/>	Advocate for diverse applicant pool within the HRC, boards and commissions, and other City departments (Asian Celebration Recruiting)
Task 3: <input type="checkbox"/>	Review hiring data and host presentation for Human Resources director on city hiring practices
Task 4: <input checked="" type="checkbox"/>	Participate in or seek opportunities to provide a human rights perspective on planning and/or policy development initiatives (Envision Eugene TBL)
Action 1.3	Collaborate with, advise, and educate other City Advisory Bodies on human rights issues
Task 1: <input checked="" type="checkbox"/>	Bring the Human Rights perspective to deliberation and action of other advisory bodies (Collaboration with Police Commission on Intimidation code revision)
Task 2: <input checked="" type="checkbox"/>	Assign and maintain liaisons
Task 3: <input type="checkbox"/>	Invite annual presentation from Police Auditor/CRB
Action 1.4	Support the work of other community organizations and institutions that further the mission of the HRC
Task 1: <input checked="" type="checkbox"/>	Respond to funding requests and co-sponsorships
Task 2: <input checked="" type="checkbox"/>	Respond to requests for endorsements (non-funding support: tabling joint statements, etc.)
Task 3: <input checked="" type="checkbox"/>	Continue liaison building with Latino and immigrant organizations: Integration Network and others
Task 4: <input checked="" type="checkbox"/>	Attend at least one Neighborhood Leaders Council meeting to provide an update on HRC workplan and discuss opportunities for collaboration.
Task 5: <input checked="" type="checkbox"/>	Identify and implement one opportunity for collaboration on a human rights issue with neighborhood associations. (Hate and Bias report, NLC)
Task 6: <input checked="" type="checkbox"/>	Raise awareness of HRC within community (ie. MLK March, IHRD)
Task 7: <input checked="" type="checkbox"/>	Determine partners and annual theme for International Human Rights Day, delegate planning

Objective 2: Respond to and address hate and bias activity, including systemic and individual racism.	
Leads: Mary Clayton, Debra Merskin	
Support: Andrew Thomson, Phil Carrasco	
Action 2.1	Increase HRC and Council awareness of hate and bias activity; coordinate responses in collaboration with community.
Task 1: <input checked="" type="checkbox"/>	Receive quarterly reports from EPD and Human Rights & Neighborhood Involvement staff
Task 2: <input type="checkbox"/>	Provide feedback to Council on trends and areas of concern including all institutions and organizations that fall within the City of Eugene (Staff initiated contact with UOPD to explore joint reporting)
Task 3: <input type="checkbox"/>	Develop specific roles for HRC response and plan of action to execute when incidents occur
Task 4: <input checked="" type="checkbox"/>	Conduct outreach and establish relationships with vulnerable populations (RAP/Hate and Bias Community partner meeting)
Action 2.2	Review local data sources to identify indicators of systemic racism
Task 1: <input checked="" type="checkbox"/>	Review the Equity and Opportunity Assessment
Task 2: <input type="checkbox"/>	Identify opportunities to provide input utilizing the Equity and Opportunity Assessment when advising
Action 2.3	Develop policy for engagement between the HRC and Police Auditor
Task 1: <input checked="" type="checkbox"/>	Meet with the auditor to learn more about the auditor process and share the human rights perspective (staff report on meeting, results transmitted to the HRC, suggestions for the future CRB liaison to meet with the auditor periodically)
Task 2: <input checked="" type="checkbox"/>	Communicate to interested community members the auditor's function as it relates to human rights
Task 3: <input checked="" type="checkbox"/>	Work with Human Rights & Neighborhood Involvement staff to ensure there is a feedback loop between the community and the auditor's office
Task 4: <input checked="" type="checkbox"/>	Continue to provide HRC liaison to the Civilian Review Board
Action 2.4	Propose International Human Rights Day theme on Racism and Discrimination
Task 1: <input checked="" type="checkbox"/>	Seek full HRC approval for the theme during the August meeting
Task 2: <input checked="" type="checkbox"/>	Plan and execute the event in early December 2015

Objective 3: Respond to and advocate on community issues of poverty and homelessness.	
Leads: Richie Weinman, Jennifer Frenzer, Ken Neubeck	
Action 3.1	Monitor, advise and advocate on ways to respond to poverty and homelessness
Task 1: <input checked="" type="checkbox"/>	Advise Council on pressing issues and support/advocate for City efforts to implement Housing First Model (PHB presentations which include Council representation)
Task 2: <input checked="" type="checkbox"/>	Monitor activities of the Lane County Poverty and Homelessness Board and the Human Services Commission (Presentation to PHB on Criminalization)
Action 3.2	Address civil and human rights of people who are homeless
Task 1: <input checked="" type="checkbox"/>	Request collaboration with EPD to compile data on crimes committed against people who are homeless, including bias crimes, and share data with HRC (Included in Hate and Bias Report)
Task 2: <input checked="" type="checkbox"/>	Continue work on protected class designation for homeless under Criminal Code Intimidation 2 and the Human Rights Ordinance
Task 3: <input checked="" type="checkbox"/>	Move forward on local homeless bill of rights community education, outreach, and build alliances with CALC and other community groups
Task 4: <input checked="" type="checkbox"/>	Identify local laws and policies that criminalize homelessness and/or create barriers to survival and ally-build for change (work with Eric Tars, Police Commission)
Action 3.3	Assess progress and obstacles in responding to homelessness and crafting shelter solutions
Task 1: <input checked="" type="checkbox"/>	Complete assessment and track Opportunity Eugene task force on homelessness recommendations (Information gathered, report pending)
Task 2: <input checked="" type="checkbox"/>	Examine obstacles to increased shelter solutions (information gathered)
Task 3: <input checked="" type="checkbox"/>	Assess currently available emergency and transitional housing to identify gaps in meeting human rights needs(Presentation to PHB)
Action 3.4	Expanding effectiveness of shelter programs
Task 1: <input checked="" type="checkbox"/>	Advocate for expansion of car camping and other effective shelter programs (Work group members met with business owners to solicit interest in hosting and answer questions)
Task 2: <input checked="" type="checkbox"/>	Research and identify composition of unhoused population, with focus on unmet needs of unhoused children and youth (Youth homelessness event with external expert)



City of Eugene
Human Rights Commission
FY 2016 Work Plan

Eugene Human Rights Commission 2016 Roster

Office of Human Rights & Neighborhood Involvement | 99 W. 10th Avenue, Suite 116, Eugene, OR 97401
541.682-5177 | www.eugene-or.gov/hrc | hmi@ci.eugene.or.us

Position	Name	Date Appointed	Term Expires
Position 1	Bonnie Souza	7/1/15	6/30/18
Position 2	Chris Nunes (Vice Chair)	6/30/12	6/30/17
Position 3	Ken Neubeck	6/27/11	6/30/17
Position 4	Jennifer Frenzer	6/9/14	6/30/17
Position 5	Edward Goehring	7/1/13	6/30/16
Position 6	Arun Toke	7/1/13	6/30/16
Position 7	Debra Merskin	1/13/14	6/30/18
Position 8	Andrew Thompson (Chair)	6/27/11	6/30/18
Position 9	Philip Carrasco	9/9/13	6/30/18
Position 10	Edward McGlone	7/1/15	6/30/18
Position 11	Councilor Greg Evans	1/2013	6/30/16

2016 Affirmed Work Plan Goals

Goal 1

Take a leadership role in fostering respect for social equity, civil rights, and human rights in the community by engaging in education, outreach, listening and collaboration.

Goal 2

Maintain strategic HRC liaisons and engage in cooperative endeavors with community and with City of Eugene advisory groups that support civil and human rights and social equity.

Goal 3

Effectively address selected civil and human rights and social equity issue areas of concern to the community and City

FY 2016 Human Rights Commission Work Plan

Objective 1: Maintain effective relationships; advise and advocate on human rights issues with City Council, other City advisory bodies, staff, community organizations and institutions.	
Objective Leads: Andrew Thomson, Chris Nunes	
Action 1.1	Advise City Council on human rights issues; advocate for human rights perspective.
Task 1	Quarterly meetings between HRC chairs and Mayor
Action 1.2	Advise, Collaborate and Educate City staff on human rights issues within the City organization
Task 1	Quarterly meetings between HRC chairs and City Manager
Task 2	Advocate for diverse applicant pool within the HRC, boards and commissions and other City departments
Task 3	Request hiring data and demographic statistics from HR Director
Task 4	Request diversity training curriculum for review
Action 1.3	Support work of other community organizations and institutions that further the mission of the HRC.
Task 1	Funding requests and co-sponsorships
Task 2	Endorsements (non-funding support, joint statements, tabling etc.)
Task 3	Track where funding requests go, which groups do not approach us and advertise for diversity

FY 2016 Human Rights Commission Work Plan

Objective 2: Proactively address and respond to discrimination, hate and bias activity and violence; including systemic and individual racism.	
Objective Leads: Edward McGlone, Ken Neubeck and Bonnie Souza	
Action 2.1	Ally Building and Collaborations
Task 1	Ally building training for the HRC
Task 2	Strengthen ally relationships through proactive outreach and collaboration to organizations/activists of color/LGBTQ organizations and activists.
Task 3	Work with government and community organizations on issues of concern to LGBT youth and youth of color
Action 2.2	Policy Analysis and Advising
Task 1	Study causes and trends in hate/bias activity and recommend actions to address them
Task 2	Develop specific roles for HRC response and plan of action to execute when hate crimes or bias incidents occur
Task 3	Familiarize HRC with new state law on profiling and keep up to date on EPD implementation
Action 2.3	Education, Outreach and Events
Task 1	Participate in First Fridays Communities of Color and Allies Network to listen and promote the HRC
Task 2	Encourage new alliances among groups working on civil and human rights
Task 3	Propose an event that promotes freedom from discrimination as a human right

FY 2016 Human Rights Commission Work Plan

Objective 3: Respond to, advocate and educate on community issues of economic inequality, poverty and homelessness.	
Objective Leads: Jennifer Frenzer and Debra Merskin	
Action 3.1	Monitor, advise and advocate ways to respond to poverty and homelessness including collaborating with community organizations
Task 1	Advise Council on pressing issues and support/advocate for City efforts to implement a local Housing First Model responsive to area needs for adequate affordable housing options and expanding Emergency Shelter Options.
Task 2	Monitor and report on activities of the Lane County Poverty and Homelessness Board and Lane County Human Services Commission and other relevant agencies and governing bodies.
Task 3	At work group meetings, host monthly presentations from community organizations and local agencies and, in turn, attend their organizing meetings to improve understanding of the issues facing the homeless and increase collaborating on community responses to homeless issues.
Action 3.2	Address civil and human rights of people who are homeless and or living in poverty
Task 1	Continue work on a protected class designation for people who are homeless under Criminal Code Intimidation 2 and the Human Rights Ordinance.
Task 2	Renew efforts with state and regional housing campaigns to enact a homeless bill of rights, expand community education and outreach, and build alliances with community groups.
Task 3	Engage and consult public officials and educate community members about the local laws and policies that criminalize homelessness and/or create barriers to survival. Ally-build for a change to criminalization.
Task 4	Coordinate with the Police Commission and members of other HRC work groups doing outreach to our local police force in order to improve interactions between people who are homeless and police officers.
Action 3.3	Advocate for expansion of shelter and affordable housing options
Task 1	Advocate for expansion of car camping, rest stops, micro housing villages and other innovative and effective shelter programs and assess gaps in emergency shelter options.
Task 2	Complete assessment and track the Mayor's Opportunity Eugene Task Force on Homelessness recommendations.
Task 3	Continue efforts to bring public attention to youth homelessness and initiate outreach work about seniors, women and disabled people who are homeless as well as other vulnerable groups of homeless populations.

FY 2016 Human Rights Commission Work Plan

Objective 4: Develop and strengthen the capacity of the HRC by exploring new opportunities, creating a leadership development pipeline and supporting the working groups of the HRC.	
Objective Leads: Phil Carrasco, Jennifer Frenzer, Andrew Thompson and Chris Nunes	
Action 4.1	Provide support to the HRC and Working Groups to maximize the implementation of the work plan.
Task 1	Ensure agenda items for upcoming meetings are sent to the HRC group by Tuesday before each meeting taking place.
Task 2	Attend workgroup meetings as needed.
Task 3	Check in with working group leads
Action 4.2	Identify training and resources for HRC and Working Group members that will increase shared human rights framework and necessary skills.
Task 1	Seek out and participate in human rights training opportunities (i.e. Urban Justice Center's Human Rights Institute
Task 2	Share meeting facilitation techniques and project management
Action 4.3	Explore the development of a Human Rights Youth Commission in order to build a larger community of Human Rights leaders, increase input and leadership of youth and provide opportunities for mentorship.
Task 1	Meet with stakeholders (youth and mentors) and research best practices for youth commissions
Task 2	Have a stakeholders forum where we will identify next steps, process and retention strategies for youth.
Task 3	Have community conversations lead by youth, build an exploratory committee and establish two liaisons from the HRC.

Objective 5: Bring forward work requests for emerging issues within the Eugene community and City organization that align with the HRC Mission and capacity of the commission.	
Objective Leads:	
Action 5.1	
Action 5.2	
Action 5.3	

Name of Group	Description	Time Commitment	Currently Held By and When Appt.
LIAISONS FROM HRC TO OTHER BOARDS, COMMITTEES OR COMMISSIONS			
Police Commission	The Police Commission mission is to recommend to the City Council, the City Manager, the Police Department, and the people, the resources, preferred policing alternatives, policies and citizens' responsibilities needed to achieve a safe community. We strive to create a climate of mutual respect and partnership between the community and the Police Department that helps achieve safety, justice and freedom for all people in Eugene.	Meets monthly 2 nd Thursday, 5:30 – 8:30 p. This has a term of 4 years or as long as a single commissioner term - typically 3 years.	Edward Goehring (re-appointed February 2015) Back up: Ken Neubeck
Community Development Block Grant	Eugene receives federal funds which are awarded to agencies that support a variety of community needs related to housing and other issues. During an annual competitive process, applicants vie for CDBG funding for specific projects.	2 hour monthly meetings typically during 6 months out of the year, when they are working on funds distribution and projects. Additional meetings and trainings throughout the year as necessary. 1 year term with possibility to serve 3 terms.	Chris Nunes (re-appointed February 2015) Back up: Philip Carrasco

Civilian Review Board	To increase transparency and public confidence in the police complaint process. We evaluate the work of the independent Police Auditor, from a civilian perspective, about whether the complaint was handled fairly and with due diligence.	Meets monthly, 2 nd Tuesday, 3 hours	Primary: Bonnie Souza Back up: Debra Merskin
Equity and Human Rights Board	Help guide the work of the DESP	2 hour meetings every other month - daytime	Primary: Phil Carrasco Back Up: Ken Neubeck
LIAISONS FROM OTHER BOARDS, COMMITTEES OR COMMISSIONS TO HRC			
Council Liaison	City Councilor Liaison from HRC to City Council	1 year, appointed by Mayor	Councilor Evans
Eugene Police Dept.	Provide public safety services to the community		Lt. Jennifer Bills jennifer.y.bills@ci.eugene.or.us
Planning Commission			Bill Randall
Civilian Review Board	To increase transparency and public confidence in the police audit process. We evaluate the work of the independent Police Auditor, from a civilian perspective, about whether the complaint was handled fairly and with due diligence.		Chris Wiig

Human Rights Commission | FY 2016 CALENDAR

12 Peace and Pie in the Park
8 Eugene/Springfield Pride

AUGUST 2015						
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5 Blacks in Government: Annual Black History Month Banquet
16 HRC Meeting
 - Asian Celebration
 - NAACP Freedom Fund Dinner

15 HRC Meeting
21 International day of Peace

SEPTEMBER 2015						
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15 HRC Meeting
31 Cesar Chavez Comm. Service Day

20 HRC Meeting

OCTOBER 2015						
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19 HRC Meeting
 - DisOrient Film Festival

17 HRC Meeting
20 Trans Day of Remembrance

NOVEMBER 2015						
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12-15 The Archeology Channel Intl Film Festival
17 HRC Meeting

10 International Human Rights Day
15 HRC Meeting

DECEMBER 2015						
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JUNE 2016						
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
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21 HRC Meeting

18 M.L. King Day
19 HRC Meeting

JANUARY 2016						
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31						

JULY 2016						
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31						

→ HRC Work Planning Retreat

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Bethel Economic Development Task Force Report

Meeting Date: September 23, 2014
 Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: B
 Staff Contact: Ethan Nelson
 Contact Telephone Number: 541-682-5224

ISSUE STATEMENT

In 2014, the Planning and Development Department staff convened a group of local public and private stakeholders to create an actionable strategy for the Bethel area that aligns with the goals identified within Envision Eugene and the Regional Prosperity Economic Development Plan. This City Council work session provides an overview of the team's work.

BACKGROUND

The Bethel Economic Development Project (Building a Better Bethel) had the stated purpose to: Create an economic development strategy that supports increased activity within the Bethel Area, includes short and long term actions, and emphasizes redevelopment opportunities and support of the food industry. Four meetings were held between October 8 and December 10, 2014, with a team of targeted representatives from public agencies, local business, and community organizations.

Through the course of the four meetings, it became clear that this is a long-term process and the project represents a start, with the intent to build support for long-term investments in the Bethel area. The team also recognized that public agencies cannot do it alone; community organizations and business need to support the future vision.

The Task Team identified 12 action items that can improve economic conditions in Bethel and across the entire Eugene community. The 12 items are included within the attached Policy Report, but can be distilled into three themes:

1. **People:** Engaging the community through existing connections within the Bethel School District, Neighborhood Associations, civic groups, and City of Eugene Recreation programming. Highlighting the impact of workforce development advancements within the Bethel School District and strengthening the connection with private businesses and higher education institutions.
2. **Place:** Identifying high value public and private investments in infrastructure, parks and recreation amenities, and schools.
3. **Prosperity:** Creating a Bethel Business Alliance and targeting City of Eugene economic development incentive programs toward the Bethel Area.

Communicating the future vision for the Task Team was accomplished through the development of three deliverables to engage stakeholders, increase awareness, and encourage participation; these utilized the slogan of 'Building a Better Bethel' and include:

1. *Policy Report*. A policy document providing an overview of the task team, a snapshot of current conditions, and a listing of Next Steps/Action Items.
2. *Map*. A two-sided map document highlighting the Next Steps/Action Items for Building a Better Bethel vision.
3. *Website: www.betterbethel.com*. Web-based resource hosted on the City's website.

City staff is committed to the targeted strategies as part of the existing work programs that are implementing Envision Eugene and the Regional Prosperity Plan, with Task Team members taking responsibility for many of the community- and business-based initiatives. The intent is to provide an annual update to the council on the progress for these strategic actions.

RELATED CITY POLICIES

Envision Eugene, Regional Prosperity Economic Development Plan.

COUNCIL OPTIONS

No council action or recommendations are suggested.

CITY MANAGER'S RECOMMENDATION AND SUGGESTED MOTION

No council action or motions are suggested. This item is informational only.

ATTACHMENTS

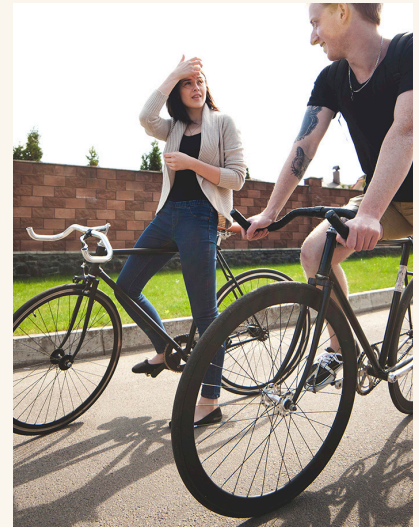
- A. Building a Better Bethel Report
- B. Building a Better Bethel Map (both English and Spanish versions).
- C. Task Team List

FOR MORE INFORMATION

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Telephone: 541-682-5224
Staff E-Mail: ethan.a.nelson@ci.eugene.or.us

EUGENE, OREGON

BUILDING A BETTER BETHEL



BUILDING A BETTER BETHEL

Bethel Economic Development Task Team Report

Welcome to the Bethel Economic Development Task Team Report-*Building a Better Bethel*.

Bethel is a great place to live, work, raise a family, open a business, and enjoy your favorite activities. Our community boasts excellent schools, vibrant businesses, inviting open spaces and recreation facilities as well as engaged and diverse neighborhoods and residents. We also know there are opportunities to make Bethel even better - supporting the creation of new jobs and educational opportunities, building better transportation connections, easing the path for redevelopment in key areas, and strengthening business connections.

It is an exciting time for the Bethel area and that's why it is an important time for us to take a deeper look at how we can build on our assets to encourage even greater vitality in our community. The goal of the Bethel Economic Development Task Team is to recognize what it will take to turn our many opportunities into thriving realities.

The Task Team group included community and business leaders who are passionate about making a difference in the place where they live, work, play, and call home. We sincerely appreciate the time and thoughtfulness they provided to this task. Eugene is a community with a vibrant history and a promising future, and we believe Building a Better Bethel provides the critical next steps in realizing that future vision. The goal isn't to score a touchdown in one big play - Building a Better Bethel is about realistic -doable-steps in the right direction. Steps that build on our successes, develop trust, and show progress. As we move forward, these actions will engage community members, inspire new ideas, and ultimately realize the potential of our community.

We are inviting you to join our team in this work, because it will take all of us. Identify how you can participate, how you can assist, how you can lend your hand in *Building a Better Bethel*.

Building a Better Bethel directly aligns with our city-wide goals to promote a safe community, encourage sustainable development and ensure accessible and thriving culture and recreation.

Building a Better Bethel also supports the Pillars of Envision Eugene, our community vision of how our city will grow over the next 20 years, and advances our regional economic prosperity goals.

Envision Eugene Pillars

- Provide Ample Economic Opportunities for all Community Members
- Provide Housing Affordable to All Income Levels
- Protecting and Enhancing Neighborhoods

www.envisioneugene.org

Regional Prosperity Economic Development Plan

- Grow Local Opportunities
- Provide Basic Business Needs
- Identify as a Place to Thrive

www.eugene-or.gov/prosperityplan



Councilor
Greg Evans
Ward 6



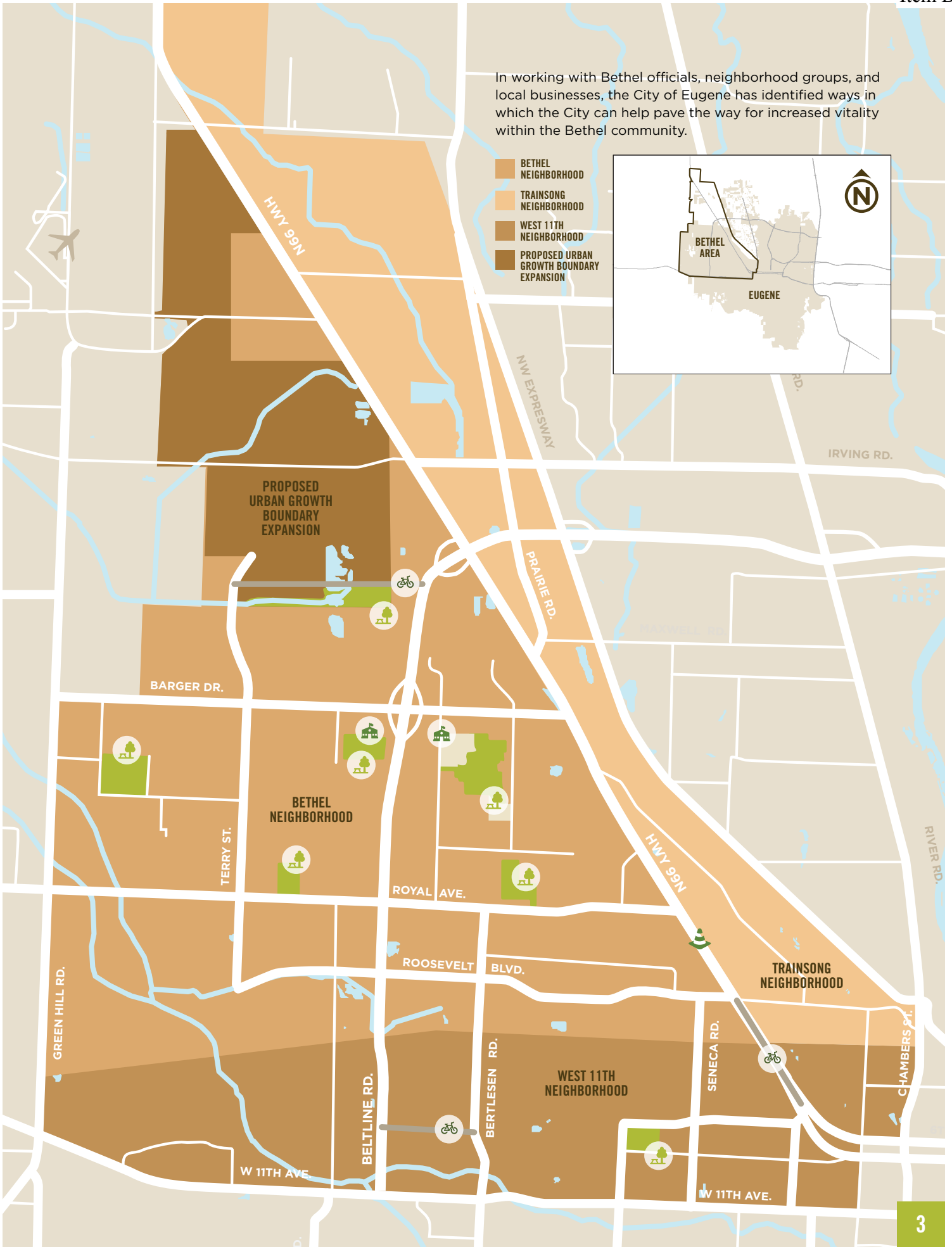
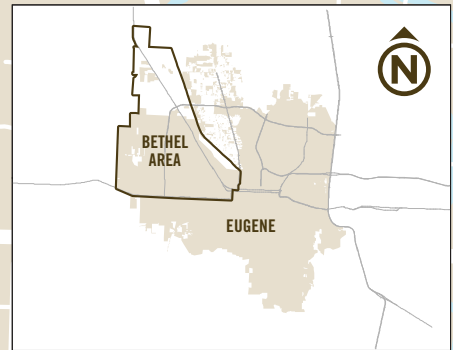
Councilor
Claire Syrett
Ward 7



Councilor
Chris Pryor
Ward 8

In working with Bethel officials, neighborhood groups, and local businesses, the City of Eugene has identified ways in which the City can help pave the way for increased vitality within the Bethel community.

- BETHEL NEIGHBORHOOD
- TRAINSONG NEIGHBORHOOD
- WEST 11TH NEIGHBORHOOD
- PROPOSED URBAN GROWTH BOUNDARY EXPANSION



INTRODUCTION

Vision

The Bethel Economic Development Task Team (Task Team) project’s vision is to support Bethel businesses, residents, and schools in their efforts to create an area that has ‘everything right here’, by identifying economic development related actions that can build a better Bethel.

Study Area

The project study area encompasses the economic areas which serve the Bethel Area; the eastern boundary is the Highway 99 Corridor, the southern boundary is the West 11th business corridor, the western boundary is Green Hill Road, and the northern boundary includes Clear Lake Road to accommodate the proposed Urban Growth Boundary (UGB) expansion.

Project Purpose

The purpose of this project was to identify actions that the City and its partners can implement within the next five years to build community assets and advance the vision of ‘everything right here’. With the adoption of Envision Eugene and the Regional Economic Prosperity Plan, as well as the forthcoming update to the Transportation System Plan, the opportunity to direct public and private investments to support this vision is at hand.

As defined, Bethel is an area that will support the growth of jobs, housing, recreational opportunities, and multi-modal transit options for West Eugene. The expansion of the UGB as recommended within Envision Eugene supports the Regional Prosperity Plan’s strategy of strengthening targeted industries and growing local opportunities, such as the food industry, which has been identified as a key industry in Bethel.

Task Team Timeline

The Task Team met four times throughout the fall of 2014. Below is a summary of the meetings.

1 Meeting One-October 8

Introduction to the project and purpose, role of members as representatives for community, overview of Bethel conditions, discussion of Envision Eugene and Regional Prosperity Plan, and initial identification of redevelopment sites.

2 Meeting Two-October 22

Identified criteria for evaluating redevelopment sites, discussed assessment process, provided overview of the Economic Development Tools available in area and discussed which ones are most appropriate to use in Bethel, overview of the Food Industry sector, and discussed future needs.

3 Meeting Three-November 19

In-depth review of redevelopment financial modeling for high priority sites, land use zoning and development code discussion that highlighted recent revisions, discussed final deliverables and visual presentation, and completed a visioning exercise.

4 Meeting Four-December 10

Staff presented draft outlines for technical report, map, and website information, discussed language emphasizing community leadership in implementing the actions, reviewed and approved the Action Items, and discussed next steps involving the Task Team and City Council.



Approach

The Bethel Economic Development Task Team was a fast-paced, strategic effort to bring together key community stakeholders and utilize their expertise to identify action items that will advance the community vision. The model utilized for this project is a blend of a ‘Blue Ribbon Task Team’ approach and the development model utilized for Eugene’s successful downtown redevelopment efforts: Team, Strategy, and Toolbox.

Team

City Councilor Greg Evans, with the support of City of Eugene (COE) and University of Oregon’s (UO) Community Planning Workshop (CPW) staff, assembled a Task Team to participate in targeted meetings and discuss economic development opportunities in the Bethel area. The team consisted of public and private partners, including: Eugene City Councilors Claire Syrett and Chris Pryor, Lane County Commissioner Pat Farr, community members, local businesses leaders, and real estate developers. Through focused meetings, the Team identified crucial action items for economic development in Bethel and will act as champions of the Strategy.

Strategy

The Strategy provides the next steps that create the ‘everything right here’ vision for Bethel. The Strategy serves as a short-term (1-5 years) road map that outlines action items and includes responsible parties, milestones, and alignment with existing policy. This report serves as the Task Team’s deliverable to the City Council.

Toolbox

The Toolbox includes all the possible economic development and redevelopment tools including funding and incentives that can be utilized to support the Strategy. The toolbox is a crucial component of the project, as financial assistance is critical to support the variety of desired projects, businesses, and outcomes. The Toolbox identifies funding, resources, and incentives to carry out land redevelopment and business development efforts.

Deliverables

There are three main elements of the Task Team’s work. The first is this Task Team Report, which serves as the plan for future actions. The second is the Building a Better Bethel Map, which visually highlights the strengths and planned investments in the area. The third product is the www.betterbethel.com website serving as a living asset describing current and future projects in the Bethel area and providing a number of resources including:

- Meeting Agendas and Minutes
- Better Bethel Map and Task Team Report
- Redevelopment Site Analysis
- Development Tools Technical Memos
- Links to current planning projects for community involvement
- Links to maps and resource documents



TEAM: ADVANCING A VISION

The Bethel Area is Eugene’s largest neighborhood with over 12,000 households and already contains many vital elements that contribute to a strong, vibrant community. One of the primary points that came up within Task Team discussions was the perception of Bethel as a less desirable area of the Eugene community. Despite the significant community-building progress that has occurred within Bethel, these successes have not been communicated outside the Bethel neighborhood, and have done little to combat the misperception. Additionally, this perception is reinforced by factors such as the underutilization and underdevelopment of property along Highway 99, an important travel corridor for Eugene residents travelling through the Bethel area.

The economy, while recovering around the state and region, has been slow to pick-up in the Bethel area. While the retail-service industry has grown in Eugene overall, the Bethel area has not seen that same growth, despite housing a significant portion of Eugene residents. Additionally, despite a growing food sector (restaurants, food businesses, produce markets, etc) in the Eugene area, Bethel remains in short supply of these new elements.

Despite these challenges, there are a number of opportunities the Task Team identified that will play a positive role in the coming years. Residents are committed to improving the area’s vitality and committed to making changes to improve their livelihoods. Bethel School District is one of the strongest districts in the state, leading the area in graduate rates and test scores. In 2014, Willamette High School was named a 2014 Green Ribbon School, one of only 52 in the U.S. The Active Bethel Citizens group strives to make grassroots changes for the community, and the City of Eugene’s Petersen Barn is an activity hub for residents of all ages. Community events such as “We are Bethel” demonstrate the strong sense of identity found among Bethel residents. There are a number of recreation facilities and parks in the Bethel Area, with future improvements of the Golden Gardens Park and a new west Eugene YMCA proposed for the area. Engaging this energy is key to making long-term successful changes and improving the livelihoods of Bethel residents.



VISIONING

Team members were asked for three words for their vision for Bethel

Fine Dining **Transportation** Flowers **Vibrant** Convenient
Partnerships Expanding Activity **Opportunities** **Exciting** Clean
Everything Right Here Dynamic **Comfortable** Manufacturing Real Small Steps
 Healthy Food Accessible **Connected** Incorporated **Places to Gather**
Celebrate Diversity Community **Community Pride** **Kids on Bikes** Equity
 Infrastructure Refinement **Welcoming** Strong Employment

WHAT'S MISSING IN BETHEL?

Based on vision words, Team was asked 'What is missing in Bethel?'

- Basic amenities nearby • Infrastructure refinement • Sense of connection
- Building up Bethel residents so all their needs are met in the community
- Strong employment base • Activity and recreational opportunities
- Natural area destinations • Entertainment • Excitement

BETHEL TASK TEAM





Greg Evans	Resident and City Councilor-Ward 6
Claire Syrett	Resident and City Councilor-Ward 7
Chris Pryor	Resident and City Councilor-Ward 8
Larry Newby	Resident and Retired Real Estate Professional
Joanne Gross	Resident and Co-chair Active Bethel Citizens
Colt Gill	Superintendent, Bethel School District
Sarah Case	Development Officer, Lane County
Keith Miller	Resident
Scott Bales	Resident Business Owner: Royal Refuse and McKenzie Recycling
Debi Farr	Resident and Member, Bethel School Board
Pat Farr	Resident and Lane County Board of Commissioner-District 4
Corey Dingman, MAI	Partner, Duncan and Brown Real Estate Analysts
Dennis Boeger, PE	Resident and Owner, Boeger & Associates, LLC
Clayton Walker, CCIM	Principle Broker, C.W. Walker and Associates
Alan Turanski	Resident Business Owner: President, Glory Bee Foods
Leigh Anne Hogue	Director, Economic Development, Eugene Chamber of Commerce

STRATEGY: ACTION PLAN





The Task Team identified 12 key action items as vital to promoting economic development in the Bethel area. The action items are organized into two time frames; short term tasks for completion within the next 3 years and medium term tasks for completion within the next 5 years. Icons and color coding indicate whether the action item is a Targeted Public Investment, such as transportation improvements; or an action that will Support Private Investments, such as expanding the UGB for increased employment in the area. In recognition of the community-wide level of involvement needed to complete the tasks, the responsible parties are identified.

Task #	Task	City of Eugene (COE)	Eugene City Council	Lane County Government
Short Term (up to 3 years)				
1	 Develop criteria and process for fast track permitting	X		
2	 Enact Zone Changes and Code Amendments	X	X	
3	 Create Bethel Business Alliance			
4	 Review Enterprise Zone Criteria and Expand to match UGB	X	X	X
5	  Expand UGB - Clear Lake Road	X	X	X
6	 Create and implement a Targeted Business Assistance Strategy including 'Gold Zone'	X		X
7	 Engage in rebranding of Bethel area to align with positive trajectory			
Medium Term (up to 5 years)				
8	 Create support position to aid in permitting process	X		
9	  Complete site predevelopment to attract business expansion, prioritizing key industries	X		X
10	 Expand workforce development partnerships		X	
11	 Expand recreation facilities to increase sports based activities and tourism.		X	
12	  Help retain and grow the food sector industry in West Eugene	X		X

SUPPORTING PRIVATE INVESTMENTS

-  Ease of Entry
-  Targeted Business Assistance
-  Bethel Business Alliance
-  UGB

TARGETED PUBLIC INVESTMENTS

-  Transportation
-  Schools and Workforce
-  Parks and Recreation
-  Property Redevelopment

<i>Lane Council of Governments (LCOG)</i>	<i>Bethel School District</i>	<i>Eugene Planning Commission</i>	<i>Eugene Chamber of Commerce</i>	<i>South Willamette Economic Development Coalition</i>	<i>Private Businesses</i>	<i>Bethel Community</i>	<i>Eugene Cascades & Coast Sports Commission</i>	Lead Party
			X					COE Planning and Development Department
	X			X	X			COE Planning Division, COE Planning Commission
X		X	X	X	X			Clayton Walker, Colt Gill, Chamber of Commerce
		X	X					COE Community Development Division
X	X					X		COE Planning Division, COE Planning Commission
X			X					Community Development Division; Include LCOG and LCC
	X			X	X			Councilor Evans, Bethel Business Alliance, Bethel Community
			X					COE Planning and Development Department
				X				COE Community Development Division
X						X		Colt Gill, Brian Kelly (LCC), coordinate with Bethel Business Alliance
				X			X	Councilor Evans, Sports Commission, Art Farley (Eugene Parks)
		X	X	X				Lane County Economic Development Program, Community Development Division

Near-Term Actions *(within next 3 years)*



DEVELOP CRITERIA AND PROCESS FOR FAST-TRACK PERMITTING

The City of Eugene to improve the process flow and increase efficiency within the development permit review process. Currently, this is the Building and Permit Services priority project entitled the 'PIC Plan'.



ENACT ZONE CHANGES AND CODE AMENDMENTS

On-going efforts to adjust the land use code for more flexibility within zoning designations to help with site redevelopment. Recent examples include the revisions of the I-2, I-3, E-1, and E-2 zones for broader use.



CREATE BETHEL BUSINESS ALLIANCE

Establishment a group of local business leaders who will advocate on behalf of the Bethel community.



RENEW, REVIEW, AND EXPAND THE ENTERPRISE ZONE.

This is currently within the work program of the City's Planning and Development Department, with the Task Team recommendation to evaluate the eligibility criteria and expand to match the new UGB boundary.



T EXPAND UGB AT CLEAR LAKE ROAD

The Eugene City Council is in the process of reviewing a proposed expansion of the Urban Growth Boundary to include 650 more acres designated for employment use. This expansion has been proposed to accommodate future employment growth projected by Envision Eugene.

TARGETED BUSINESS ASSISTANCE STRATEGY

The City’s Community Development Division is creating a targeted business assistance strategy that includes a variety of business loans and incentive opportunities to engage Bethel businesses, ideally collaborating with the Bethel Business Alliance.

REBRAND BETHEL AREA TO ALIGN WITH POSITIVE TRAJECTORY

Shifting the perception of Bethel is key to attracting residents and businesses to the area. This will include highlighting Bethel as a “great place to live and to do business,” by promoting the exceptional schools, recreation amenities, quality housing, and strong community character.



Medium-Term Actions *(3-5 years)*



CREATE SUPPORT POSITION TO AID IN PERMITTING PROCESS

The City of Eugene is committed to creating a dedicated staff position to guide businesses through the development permitting process.



COMPLETE SITE PREDEVELOPMENT TO ATTRACT BUSINESS EXPANSION

Development of “shovel-ready” sites to quickly accommodate new industries and businesses. Predevelopment would focus on preparing sites for targeted industries outlined within the Regional Prosperity Plan.



EXPAND REGIONAL WORKFORCE DEVELOPMENT PARTNERSHIPS

The expansion of existing work force development programs with area educational institutions is critical for a thriving economy that retains existing businesses as they grow and attracts new businesses. Task Team members will develop and maintain partnerships to offer training opportunities aligned with targeted industries.



EXPAND REC. FACILITIES TO INCREASE SPORTING ACTIVITIES AND TOURISM

Bethel's parks and recreation facilities can support community activities and regional sport tourism boosting local businesses. Future developments include the Golden Garden's Master Plan, the west Eugene YMCA, and the Eugene Parks and Recreation System Plan Update.



HELP RETAIN AND GROW THE FOOD SECTOR INDUSTRY IN WEST EUGENE

Given the land quality, parcel size, zoning, proximity to major transportation routes, and existing food industry, the area is prime for pursuing further development of the food industry.



TOOLBOX

Redevelopment Site Analysis

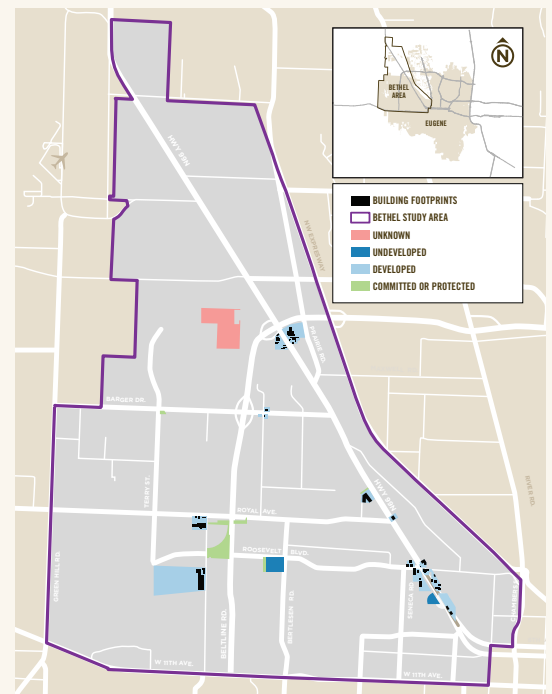
A core undertaking of the Task Team was to identify and evaluate potential sites for redevelopment as part of the larger resource set. The primary focus for these efforts was identifying parcels with the greatest redevelopment potential along transportation corridors, with a secondary focus on areas outside these corridors but which hold strong real estate opportunities.

The process to identify potential sites included a number of steps. First, during Task Team Meeting 1, the group identified candidate sites. Second, these sites were plotted by UO CPW and UO Infographics Lab teams, then run through an initial site assessment to evaluate the redevelopment suitability for each site. Third, a subgroup of real estate professionals provided additional sites and comments on the initial candidate sites. Fourth, all of the sites were overlaid with the existing State of Oregon Brownfields sites to determine where City Brownfields funding could be utilized. Fifth, the top priority sites were run through a redevelopment pro-forma tool that was designed by a subgroup of the Envision Eugene Technical Resource Group, which included public and private members representing policy, real estate, development, and land conservation.

The outcome of this process was presented to the Task Team at Meeting 3, where candidate sites market redevelopment potential were evaluated. In every instance, the type of project that is currently financially feasible was single-story retail/commercial developments. All other types of project (mixed use, housing, non-strip retail, etc) require large amounts public financial assistance to be financially viable.

Scenarios were run utilizing the impacts of MUPTE: Multiple Unit Property Tax Exemption (lower operating costs), City of Eugene Affordable Housing programs (lower capital requirements), and potential market improvements (increased cash flow) showing that depending on the site and type of development at least one or all of these incentives or conditions would be required for a successful project.

Due to the sensitivity of assessing non-vacant sites for redevelopment, there were only a handful of these sites included in the initial assessment. The Task Team noted this and recommended re-examining this as there may be reasons, such as existing brownfields, impacting the marketability of vacant sites. All scenarios and maps can be found on the project website.





Development Tools

The Task Team evaluated the variety of existing policy and financial tools that are available for business development and property redevelopment activities in west Eugene. These include incentives, grants, and loans from the City of Eugene, Lane County, or through the Lane Council of Governments (LCOG). During the Team's second meeting, the group evaluated the feasibility of the various incentives and identified the highest priority tools to recommend. The completed Development Tool Memos are hosted on the project website.

The Task Team was supportive of the following actions/recommendations related to tools and incentives:

- The continued use of City of Eugene Affordable Housing program funds for new housing units and renovation of existing units within the Bethel Area is key to provide housing, create quality development, and support retail businesses.
- The MUPTE property tax incentive is a critical element for the success of any market-rate multi-family housing development, including the housing component of mixed-use projects.
- One of the greatest tools the City can provide is to improve internal process to better support new redevelopment projects, as is outlined with the 'Strategy' section of this report.
- Continued support for Lane County Economic Development financial and marketing assistance to food related businesses has a positive impact on jobs within the Area.
- Proposed expansion of the Urban Growth Boundary (UGB) for Industrial Lands is critical to meeting the needs of new businesses and the expansion of existing businesses.
- Engagement with the Bethel Business Community on use of existing business loan and grant packages, including 'micro-loans' is critical.
- Use of System Development Charge (SDC) financing should continue as a means to lower the initial cost of projects.
- Evaluate the criteria of the existing West Eugene Enterprise Zone for greater flexibility and use, as well as expand it to cover the proposed UGB expansion.
- Capitalize on the previous federal Brownfields Grants to apply for and acquire additional funding for site clean-up as a stimulus for increased private investment.
- Advocating for the Better Bethel community redevelopment vision to show support, increase interest, and attract investment.

The Task Team's endorsement of these tools and actions does not automatically make them happen, but they show support for investment in the community, which in turn helps to direct work planning, approve decisions, and expand the scope of existing programs.

www.betterbethel.com



Working together, we can all build an even better Bethel.

Supporting Bethel area residents, businesses, and schools to create a place that has 'everything right here'.



June2015

BUILDING A BETTER BETHEL



The Bethel Area is Eugene's largest neighborhood with over 12,000 households. Bethel already contains many of the vital elements that contribute to a vibrant, strong, and livable neighborhood:

Housing

Bethel neighborhoods host quality housing, affordable to all income levels.

Education

The Bethel School District leads the area in graduation rates and testing scores. Willamette H.S. was named a 2014 Green Ribbon School, one of only 52 in the US!

Parks and Recreation

Rich in existing parks and recreation opportunities, Bethel is proud of its current open spaces, bike paths, ball fields, and community centers.

Diversity

The Bethel Area has the highest level of racial and ethnic diversity within Eugene and includes people of every age.

Community Pride

Bethel neighbors demonstrate genuine care and respect for the community in which they live, highlighted at the Annual "We Are Bethel" celebration.

And now, we would like to help build an even better Bethel.

A group of elected officials, neighborhood groups, local businesses leaders, city staff, and the school district identified ways to create new opportunities for increased vitality within the Bethel community.

Read more about what is happening in your neighborhood and how you can be involved, visit:

www.BetterBethel.com

TARGETED PUBLIC INVESTMENTS

With a number of great schools and parks already in place, we want to build upon this strength with additional investment in public infrastructure.

T Transportation Upgrades

New transportation initiatives:

- Bike & Pedestrian paths
- Street pavement preservation and traffic calming projects
- Plan for increased bus service and EmX extension

Schools and Workforce

2012 Bond measure to:

- Construct new Fairfield and Malabon Elementary Schools
- New science wing at Willamette High School, housing the area's only Science, Technology, Engineering, and Math (STEM) program

Parks and Recreation

Building on a great base, the City of Eugene is updating the Parks and Recreation System Plan for further development:

- Bethel Community Park upgrades
- New YMCA
- Golden Gardens Park improvements
- New paths to increase connectivity
- Expanded plan adoption targeted for November, 2016. Share your thoughts at BetterBethel.com

Property Redevelopment

- New financial resources and tools to support identified redevelopment sites

SUPPORTING PRIVATE INVESTMENTS

Private investment is drawn to areas with exceptional public infrastructure. The following actions support new private investment to contribute to the area's economy.

Urban Growth Boundary (UGB)

- Proposed UGB expansion will increase employment opportunities and available land for business retention and growth.
- City of Eugene is committed to integrating this area in a comprehensive, healthy and smart manner.

Bethel Business Alliance

- A new business group focused on:
- Support expansion of Bethel businesses
 - Attract new businesses
 - Advocate for those looking to start something new
 - Collaborate with public agencies

Ease of Entry

The City of Eugene will ease the entry for projects that meet the vision laid out in Envision Eugene, including:

- Reduce the barriers for permit review
- Create a project support position
- Work with regional partners to create 'shovel ready' sites

Targeted Business Assistance

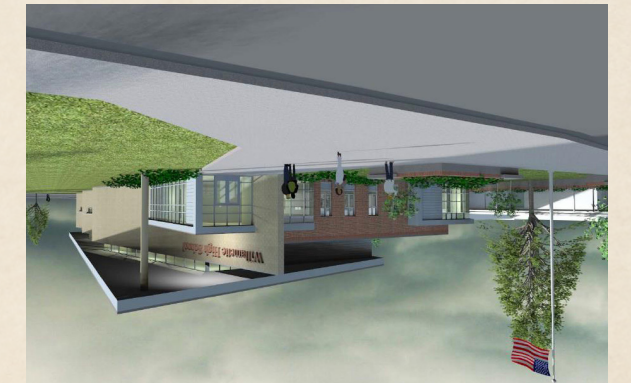
- City of Eugene & Chamber of Commerce will work to align existing incentives
- Create more opportunities to support business growth
- Focus incentives on retail and food industry development



BetterBethel.com
eugene-oregon.gov
June 2015

Take a look inside for information on new projects happening in the Bethel area. The best is yet to come!

Working together, we can all build an even better Bethel.



EUGENE, OREGON

BUILDING A BETTER BETHEL

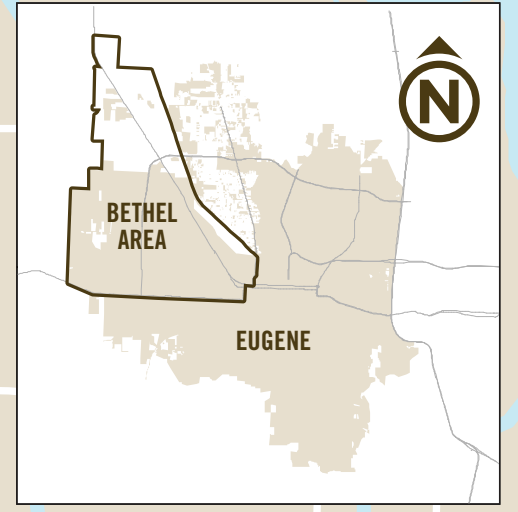


Item B.

BUILDING A BETTER BETHEL



The Bethel community has strong schools, healthy commerce, and diverse neighborhoods. This map identifies current projects and new opportunities for action in the next 5 years.



Are you ready to build an even better Bethel?



Targeted Business Assistance

Local partners will collaborate to provide incentives for new retail & food industry in Bethel.

Ease of Entry

The City of Eugene is creating new measures for the Bethel community to provide streamlined & accessible market entry.

Business Alliance

The creation of a local business alliance will help bridge the needs of private development with public investments.

Expanded Urban Growth Boundary

HWY 99N

NW EXPRESSWAY

RIVER RD.

IRVING RD.

PRAIRIE RD.



Parks and Recreation

Expanding upon the existing parks, new development of the Golden Gardens and others will improve access to the natural habitats and expand recreational opportunities.

NEW Jessen Path



Willamette High School
First LEED Certified K-12 building south of Portland

School & Workforce Development

Continued emphasis on technological improvements and community partnerships for workforce development.

BARGER DR.

NEW TECHNOLOGY
Clear Lake Elementary Technology & Reading Program

Future YMCA

TERRY ST.

Redevelopment Corridor



Property Redevelopment

A number of proposed development sites were identified as good opportunities to build a vibrant Highway 99/Pacific Highway corridor.

ROYAL AVE.

HWY 99N



Transportation Upgrades

Ongoing system upgrades include bike and pedestrian bridges and access, street improvement and traffic calming measures, and expanded bus service to Bethel.

NEW Commerce Bike Bridge

ROOSEVELT BLVD.

NEW Bike and Pedestrian Bridge

GREEN HILL RD.

BELTLINE RD.

BERTLESEN RD.

SENECA RD.

CHAMBERS ST.

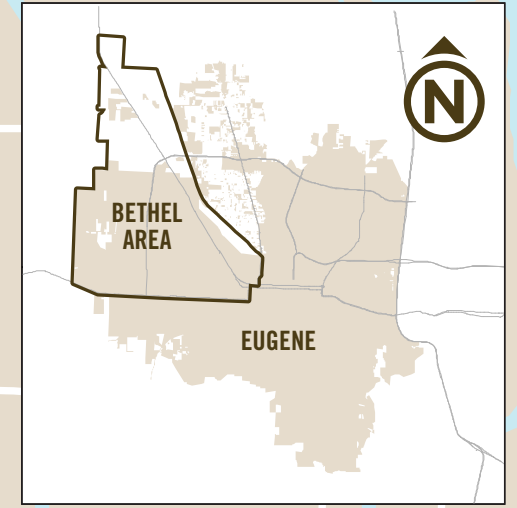
W 11TH AVE

W 11TH AVE.

CONSTRUYENDO UN BETHEL MEJOR



La comunidad de Bethel tiene desde escuelas y comercios saludables, hasta zonas residenciales diversas. Este plano identifica los proyectos actuales y las nuevas oportunidades para poner en acción en los próximos 5 años.



¿Están listos para construir un Bethel mejor?



Asistencia a negocios
Los asociados locales colaborarán para proporcionar incentivos para los negocios minoristas y la industria alimenticia de Bethel.

Facilidad de entrada
La ciudad de Eugene está creando nuevas medidas para que la comunidad de Bethel proporcione entrada ágil y accesible al mercado.

Alianza empresarial
La creación de una alianza empresarial local ayudará a conectar las necesidades de desarrollo privado con la inversión pública.



Parques y Recreaciones

La ampliación de los parques existentes, el nuevo desarrollo de los *Golden Gardens* y demás, mejorarán el acceso a los hábitats naturales y ampliarán las oportunidades de recreación.



Willamette High School
First LEED Certified K-12 building south of Portland

Desarrollo de escuelas y fuerza laboral

Énfasis continuo de las mejoras en la tecnología y asociaciones comunitarias para el desarrollo de la fuerza laboral.



Reurbanización de la propiedad

Se identificó y se propuso como una buena oportunidad, construir un corredor dinámico en las carreteras 99/Pacific, además de otras áreas óptimas para el desarrollo económico.



Mejoras en la transportación

Mantener la actualización del sistema de acceso y puentes peatonales y de bicicletas, mejoramiento de calles, medidas de pacificación del tráfico y ampliación del servicio de autobuses a Bethel.



COSTRUYENDO UN BETHEL MEJOR



Bethel es una de las áreas más grandes de Eugene que alberga más de 12.000 hogares. Actualmente, ya cuenta con muchos elementos vitales que contribuyen a que sea una área fuerte, vibrante y habitable:

Vivienda

Las áreas de Bethel albergan viviendas de calidad y buen precio que son ideales para todos los niveles de ingreso.

Educación

El distrito escolar de Bethel lleva la delantera en índices de graduación y puntaje de exámenes. En el 2014, la preparatoria Willamette recibió la categoría de Cinta Dorada, una de 52 escuelas de todo el país!

Parques y Recreaciones

Con su infinidad de parques y oportunidades para la recreación, Bethel se enorgullece de sus espacios abiertos, caminos para bicicletas, campos de pelota y centros comunitarios.

Diversidad

El área de Bethel contiene el nivel más alto de diversidad racial y étnica de Eugene e incluye individuos de todas las edades.

Orgullo comunitario

Los habitantes de Bethel demuestran interés y respeto genuino hacia su comunidad y se demuestra en su celebración anual llamada "We are Bethel".

Y ahora, queremos ayudar a construir un Bethel aún mejor.

Un grupo formado de funcionarios electos, grupos comunitarios, líderes de negocios de la localidad, empleados de la ciudad y del distrito escolar, identificaron maneras de crear nuevas oportunidades para incrementar la vitalidad de la comunidad de Bethel.

Entérese más sobre lo que está aconteciendo en su localidad y de qué manera Ud. puede participar. Visite la página web:

www.BetterBethel.com

BLANCO DE LA INVERSIÓN PÚBLICA

Ya con un gran número de escuelas y parques, queremos construir sobre su base sólida con inversiones adicionales que se canalicen a la infraestructura pública.

T Mejoras en la transportación

Nuevas iniciativas de transporte:

- Carriles peatonales y de bicicletas
- Preservación del pavimento de las calles y proyectos para la pacificación del tráfico
- Planes de aumentar el servicio de autobuses y la extensión del EmX

Escuelas y fuerza laboral

Medida de emisión de bonos del 2012 para:

- Construir las escuelas primarias nuevas de Fairfield and Malabón
- Una nueva ala de ciencias en la escuela preparatoria Willamette, que alberga el único programa del área en ciencias, tecnología, ingeniería y matemáticas (STEM, por sus siglas en inglés).

Parques y Recreaciones

Construyendo sobre una base sólida, la ciudad de Eugene está actualizando el sistema de parques y recreaciones para un mayor desarrollo:

- Mejoras al parque comunitario de Bethel
- Un nuevo edificio para YMCA
- Mejoras al parque *Golden Gardens*
- Nuevos caminos para aumentar la conectividad
- Adopción de la ampliación del plan programado para noviembre de 2016. Comparta sus opiniones en línea: BetterBethel.com

Reurbanización de la propiedad

- Nuevos recursos financieros y herramientas para apoyar los sitios identificados para la reurbanización

APOYO A LA INVERSIÓN PRIVADA

La inversión privada se canaliza hacia las áreas que cuentan con una infraestructura pública excepcional. Las siguientes acciones apoyan las nuevas inversiones privadas de manera que contribuyan a la economía de la zona.

📍 Límite de crecimiento urbano (UGB)

- La expansión UGB propuesta, aumentará las oportunidades de empleo y la tierra disponible para la retención y el crecimiento empresarial.
- La ciudad de Eugene se compromete a integrar esta área de una manera amplia, saludable e inteligente.

👤 Alianza empresarial de Bethel

- Un grupo empresarial nuevo se centró en:
- Apoyar la expansión de las empresas de Bethel
 - Atraer nuevos negocios
 - Abogar por los que buscan iniciar algo nuevo
 - Colaborar con los organismos públicos

📍 Facilidad de entrada

La ciudad de Eugene facilitará la entrada a los proyectos que cumplan con la visión establecida en *Envision Eugene*, incluyendo:

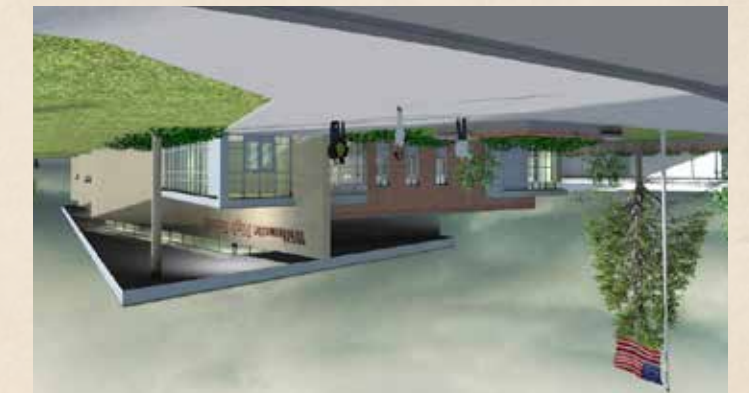
- Reducir las barreras para la revisión de los permisos
- Crear una posición de apoyo al proyecto
- Trabajar con los socios regionales para crear sitios listos para la construcción

📍 Asistencia a negocios

- La ciudad de Eugene y la Cámara de Comercio trabajará para alinear los incentivos existentes
- Creará más oportunidades para apoyar el crecimiento empresarial
- Enfocará los incentivos al desarrollo de la industria de alimentos y negocios minoristas

¡Lo mejor está por venir!
Eche un vistazo dentro de esta publicación para obtener información sobre los proyectos nuevos de la zona de Bethel.

Trabajando juntos, podremos construir un Bethel mejor.



EUGENE, OREGON

COSTRUYENDO UN BETHEL MEJOR





Eugene Planning & Development

Attachment C: Bethel Economic Development Task Team

BETHEL TASK TEAM

Greg Evans	Resident and City Councilor-Ward 6
Claire Syrett	Resident and City Councilor-Ward 7
Chris Pryor	Resident and City Councilor-Ward 8
Larry Newby	Resident and Retired Real Estate Professional
Joanne Gross	Resident and Co-chair Active Bethel Citizens
Colt Gill	Superintendent, Bethel School District
Sarah Case	Development Officer, Lane County
Keith Miller	Resident
Scott Bales	Resident Business Owner: Royal Refuse and McKenzie Recycling
Debi Farr	Resident and Member, Bethel School Board
Pat Farr	Resident and Lane County Board of Commissioner-District 4
Corey Dingman, MAI	Partner, Duncan and Brown Real Estate Analysts
Dennis Boeger, PE	Resident and Owner, Boeger & Associates, LLC
Clayton Walker, CCIM	Principle Broker, C.W. Walker and Associates
Alan Turanski	Resident Business Owner: President, Glory Bee Foods
Leigh Anne Hogue	Director, Economic Development, Eugene Chamber of Commerce

BUILDING

A BETTER

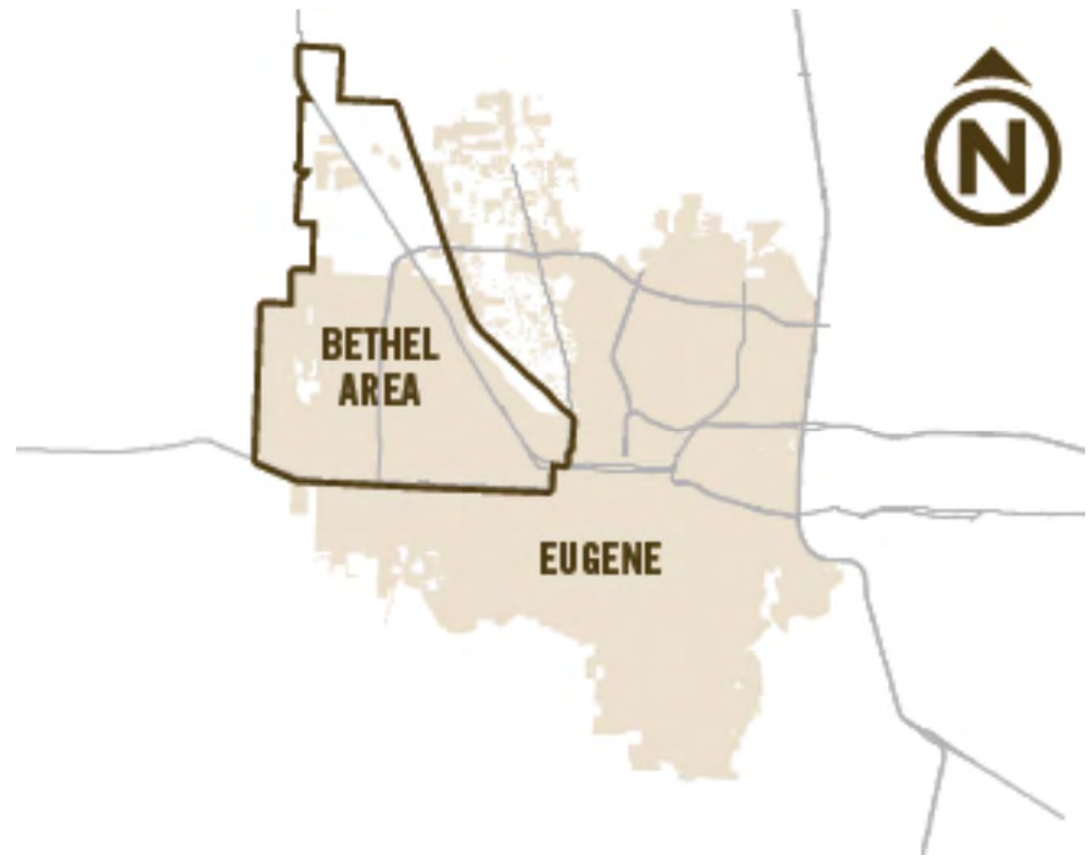
BETHEL



Bethel Area Economic Development Task Team

Objective:

Create an economic development strategy that supports increased activity within the Bethel Area, includes short and long term actions, and emphasizes redevelopment opportunities and support of the food industry.



BETHEL TASK TEAM

Greg Evans	Resident and City Councilor-Ward 6
Claire Syrett	Resident and City Councilor-Ward 7
Chris Pryor	Resident and City Councilor-Ward 8
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Process

- **Task Team Approach** – Targeted Representatives from public agencies, private business and education.
- **PDD Project Approach** – Downtown Development strategy: **Plan, Team, Resources**.
- **Four Meetings** – from October to December 2014.
- **Existing Plans as Foundation** – Utilized the Regional Prosperity Plan and Envision Eugene as vision.
- **Provided context** – The first meetings laid foundation on goals, current conditions, focus.
- **Created Action Plan** – Identified a set of strategic actions by **public** and **private** partners to advance the community's vision in Bethel.

VISIONING

Team members were asked for three words for their vision for Bethel

Fine Dining **Transportation** Flowers **Vibrant** Convenient
Partnerships Expanding Activity **Opportunities** **Exciting** Clean
Everything Right Here Dynamic **Comfortable** Manufacturing Real Small Steps
 Healthy Food Accessible **Connected** Incorporated **Places to Gather**
Celebrate Diversity Community **Community Pride** **Kids on Bikes** Equity
 Infrastructure Refinement **Welcoming** Strong Employment



Strategies

A set of near term initiatives that were identified by the Task Team for actions by public agencies, private business and community groups. The City of Eugene lead items have been vetted and are included as part of a division's work plan/evaluations during the associated time frame.

The following thematic slides for Place, People, and Prosperity will showcase the particular strategy (e.g. #4) as well as the topical area for project communications (e.g. Schools and Workforce).

Task Number	Task	City of Eugene	Eugene City Council	Lane County Government	Bethel School District	Eugene Planning Commission	Eugene Chamber of Commerce	Regional Eco Dev Org	Private Businesses	Bethel Community	ECC Sports Commission	Lead Party
Short Term (up to 3 years)												
1	Develop criteria and process for fast track permitting	X					X					Planning and Development Department
2	Enact Zone Changes and Code Amendments	X	X			X		X	X			Planning Division, Planning Commission
3	Create Bethel Business Alliance				X	X	X	X	X			Clayton Walker, Colt Gill, Chamber of Commerce.
4	Review Enterprise Zone Criteria and Expand to match UGB	X	X	X			X	X				Community Development Division
5	Expand UGB - Clear Lake Road	X	X	X		X	X			X		Planning Division, Planning Commission
6	Create and implement a Targeted Business Assistance Strategy including 'Gold Zone'	X		X	X		X					Community Development Division; Include LCOG and LCC
7	Engage in rebranding of Bethel area to align with positive trajectory					X				X	X	Councilor Evans, Bethel Business Alliance, Bethel Community
Medium Term (up to 5 years)												
8	Create support position to aid in permitting process	X						X				Planning and Development Department
9	Complete site predevelopment to attract business expansion, prioritizing key industries	X		X					X			Community Development Division
10	Expand workforce development partnerships		X			X				X		Colt Gill, Brian Kelly (LCC), and coordinate with Bethel Business Alliance
11	Expand recreation facilities to increase sports based activities and tourism.		X						X		X	Councilor Evans, Sports Commission, Art Farley (Eugene Parks Foundation)
12	Help retain and grow the food sector industry in West Eugene	X		X			X	X	X			Lane County Economic Development Program




Place

Identifying high value public and private investments in infrastructure, parks and recreation amenities, and schools.

Strategies:

Short Term (up to 3 years)	
1	Develop criteria and process for fast track permitting
2	Enact Zone Changes and Code Amendments
5	Expand UGB - Clear Lake Road
7	Engage in rebranding of Bethel area to align with positive trajectory
Medium Term (up to 5 years)	
9	Complete site predevelopment to attract business expansion, prioritizing key industries



Property Redevelopment

- New financial resources and tools to support identified redevelopment sites



Transportation Upgrades

New transportation initiatives:

- Bike & Pedestrian paths
- Street pavement preservation and traffic calming projects
- Plan for increased bus service and EmX extension



Urban Growth Boundary (UGB)

- Proposed UGB expansion will increase employment opportunities and available land for business retention and growth.
- City of Eugene is committed to integrating this area in a comprehensive, healthy and smart manner.



Ease of Entry

The City of Eugene will ease the entry for projects that meet the vision laid out in Envision Eugene, including:

- Reduce the barriers for permit review
- Create a project support position
- Work with regional partners to create 'shovel ready' sites



People

Engaging the community through existing connections within the Bethel School District, Neighborhood Associations, civic groups, and City of Eugene Recreation programming. Highlighting the impact of workforce development advancements within the Bethel School District and strengthening the connection with private businesses and higher education institutions.

Strategies:

	Short Term (up to 3 years)
7	Engage in rebranding of Bethel area to align with positive trajectory
	Medium Term (up to 5 years)
10	Expand workforce development partnerships
11	Expand recreation facilities to increase sports based activities and tourism.



Schools and Workforce

2012 Bond measure to:

- Construct new Fairfield and Malabon Elementary Schools
- New science wing at Willamette High School, housing the area's only Science, Technology, Engineering, and Math (STEM) program



Parks and Recreation

Building on a great base, the City of Eugene is updating the Parks and Recreation System Plan for further development:

- Bethel Community Park upgrades
- New YMCA
- Golden Gardens Park improvements
- New paths to increase connectivity
- Expanded plan adoption targeted for November, 2016. Share your thoughts at BetterBethel.com



Prosperity

Creating a Bethel Business Alliance and targeting City of Eugene economic development incentive programs toward the Bethel Area.

Strategies:

	Short Term (up to 3 years)
3	Create Bethel Business Alliance
4	Review Enterprise Zone Criteria and Expand to match UGB
6	Create and implement a Targeted Business Assistance Strategy including 'Gold Zone'
	Medium Term (up to 5 years)
8	Create support position to aid in permitting process
12	Help retain and grow the food sector industry in West Eugene



Bethel Business Alliance

A new business group focused on:

- Support expansion of Bethel businesses
- Attract new businesses
- Advocate for those looking to start something new
- Collaborate with public agencies



Targeted Business Assistance

- City of Eugene & Chamber of Commerce will work to align existing incentives
- Create more opportunities to support business growth
- Focus incentives on retail and food industry development



Communications

EUGENE, OREGON

**BUILDING
A BETTER
BETHEL**



EUGENE, OREGON

**BUILDING
A BETTER
BETHEL**



EUGENE, OREGON

**COSTRUYENDO
UN BETHEL
MEJOR**



Communications

BUILDING A BETTER BETHEL



The Bethel Area is Eugene's largest neighborhood with over 12,000 households. Bethel already contains many of the vital elements that contribute to a vibrant, strong, and livable neighborhood:

Housing
Bethel neighborhoods host quality housing, affordable to all income levels.

Education
The Bethel School District leads the area in graduation rates and testing scores. Willamette H.S. was named a 2014 Green Ribbon School, one of only 52 in the US!

Parks and Recreation
Rich in existing parks and recreation opportunities, Bethel is proud of its current open spaces, bike paths, ball fields, and community centers.

Diversity
The Bethel Area has the highest level of racial and ethnic diversity within Eugene and includes people of every age.

Community Pride
Bethel neighbors demonstrate genuine care and respect for the community in which they live, highlighted at the Annual "We Are Bethel" celebration.

And now, we would like to help build an even better Bethel.

A group of elected officials, neighborhood groups, local businesses leaders, city staff, and the school district identified ways to create new opportunities for increased vitality within the Bethel community.

Read more about what is happening in your neighborhood and how you can be involved, visit:
www.BetterBethel.com

TARGETED PUBLIC INVESTMENTS

With a number of great schools and parks already in place, we want to build upon this strength with additional investment in public infrastructure.

T Transportation Upgrades

New transportation initiatives:

- Bike & Pedestrian paths
- Street pavement preservation and traffic calming projects
- Plan for increased bus service and EmX extension

S Schools and Workforce

2012 Bond measure to:

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R Property Redevelopment

- New financial resources and tools to support identified redevelopment sites

SUPPORTING PRIVATE INVESTMENTS

Private investment is drawn to areas with exceptional public infrastructure. The following actions support new private investment to contribute to the area's economy.

U Urban Growth Boundary (UGB)

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BetterBethel.com
eugene-oregon.gov

Take a look inside for information on new projects happening in the Bethel area.

The best is yet to come!

Working together, we can all build an even better Bethel.



EUGENE, OREGON

BUILDING A BETTER BETHEL

