



## Eugene City Council

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# EUGENE CITY COUNCIL AGENDA

March 9, 2026

## 5:30 p.m. CITY COUNCIL WORK SESSION

City Council meetings will continue to be held in hybrid format using in person and virtual meeting technology. Information about online or other options for access and participation will be available at <https://www.eugene-or.gov/3360/Webcasts-and-Meeting-Materials>

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**Meeting of March 9, 2026;  
Her Honor Mayor Kaarin Knudson Presiding**

### Councilors

Lyndsie Leech, President  
Greg Evans  
Matt Keating  
Alan Zelenka

Eliza Kashinsky, Vice President  
Mike Clark  
Randy Groves  
Jennifer Yeh

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## 5:30 p.m. CITY COUNCIL WORK SESSION

- 1. WORK SESSION: Home Energy Score Policy Discussion**
- 2. WORK SESSION: City of Eugene Naming Policy**

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# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY



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### Work Session: Home Energy Score Policy Discussion

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Meeting Date: March 9, 2026  
Department: Public Works  
www.eugene-or.gov

Agenda Item Number: 1  
Staff Contact: Danielle Klinkebiel  
Phone: 541-731-0527

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#### ISSUE STATEMENT

This is the second work session responding to prior Council direction on a Home Energy Score (HES) disclosure requirement. At the first work session on February 23, 2026, staff provided an overview of the HES tool and summarized community engagement and research findings. At this session, staff will share key considerations for potential adoption, including an implementation plan, a regulatory framework, cost estimates, and possible approaches to funding the program. This session is intended to provide an overview and discussion of key considerations, with the opportunity for Council to direct the City Manager to draft a Home Energy Score ordinance for Council's consideration at a future work session.

#### BACKGROUND

In 2022, City Council set a goal to decarbonize existing buildings by 2045 and directed the City Manager to engage the community on potential pathways for achieving it. Key themes that emerged included the need to provide education and guidance on improving a home's energy efficiency and to expand awareness of incentives for home energy improvements.

A HES is an energy assessment tool that provides information about a home's energy performance. The report includes information about energy costs and identifies cost-effective opportunities for improving energy efficiency. Several cities, including four in Oregon, have adopted a requirement to disclose a HES when listing a home for sale.

This work session addresses parts of two City Council motions passed in November 2021 which directed the City Manager to develop a framework of a draft ordinance requiring sellers of residential single-family homes to obtain and disclose a HES prior to listing the home for sale, develop an implementation plan, and identify potential funding sources. These AIS materials are intended to support Council's review of the overall approach and key considerations, and to provide context should Council wish to consider next steps.

#### Engagement and Research

Staff provided an in-depth review of engagement and research findings at the work session on February 23, 2026. Both the final engagement report (Attachment E) and research policy memo (Attachment F) are included as attachments.

Engagement with 630 people shows that approximately two-thirds of the community supports or strongly supports the policy. Broadly, participants viewed HES disclosure as a way to increase transparency in the real estate transaction, educate homeowners about improvement opportunities and connect them to financial incentives. Some participants shared concerns about the impact on

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housing prices and the real estate market. There were also comments related to the economic development benefits of an enforceable requirement and the need for additional resources and policy levers to have a greater impact.

To better understand what has been observed elsewhere, staff hired an external HES expert to review outcomes and identify best practices from other cities' HES disclosure programs. Research findings from other jurisdictions indicate that disclosure has been associated with modest price differences for higher-scoring homes, often reflecting projected energy cost savings, and tends to increase participation in energy efficiency programs. Emissions reductions from a disclosure-only approach are limited, though greater impacts are possible when homeowners pursue recommended energy upgrades. These findings provide context and illustrate outcomes observed in other jurisdictions.

Staff will share the following information at this work session:

#### Implementation Plan

The implementation plan at Attachment A outlines a phased approach to developing a Home Energy Score disclosure program, highlighting the types of considerations and decisions that would guide each stage. Early phases focus on establishing the policy foundation, including engagement, review of other cities' programs, and budget considerations. Later phases explore how the policy could be translated into a requirement in the City code and the operational elements needed to support the program, such as technical systems, compliance processes, and coordination with utility programs. The plan also anticipates monitoring and evaluation once the program is underway. The City is currently in the later steps of Phase 1, and this work session provides an opportunity to discuss considerations for Phase 2.

#### Potential Regulatory Framework

The regulatory framework at Attachment B outlines the types of elements that are commonly addressed in Home Energy Score disclosure programs in other Oregon cities. These include the overall purpose of the disclosure requirement, definitions of key terms, types of properties covered, triggers for disclosure, methodologies for rating energy performance, compliance approaches, provisions for financial assistance or exemptions, and considerations for program review and reporting. These elements are included to provide context, reflect common approaches in other Oregon jurisdictions, and illustrate typical features of disclosure programs elsewhere. If directed to move forward with an ordinance, the City Manager may recommend that only some of these elements be included in the City Code, with others to be addressed at an administrative level.

#### Cost Estimates

To implement a HES disclosure requirement, it is estimated that a program would require a 0.5 full time equivalent (FTE) position to manage enforcement, respond to questions, conduct outreach and support data analysis. Non-personnel costs in the first year are estimated at \$35,000, with ongoing costs of \$10,000 for years two and beyond. Attachment C provides more detail about these cost estimates.

#### Funding Options

If Council ultimately chooses to adopt the HES requirement, funding for the program could come from several pathways: reprioritizing existing Sustainability Program resources, considering additional allocations through a budget process, or exploring revenue options previously discussed

by the Revenue Advisor group. Attachment D provides a summary memorandum from the Chief Financial Officer documenting the Revenue Advisors' process and discussion.

#### Potential Next Step

If Council would like to proceed toward adopting a HES requirement, the next step would be the passage of a motion to direct the City Manager to prepare a draft ordinance for Council's future discussion, followed by a public hearing and Council action.

### **RELATED CITY POLICIES**

The [City of Eugene Strategic Plan](#) highlights climate action as an urgent community need. One of Council's strategic goals is to advance climate action and community resilience to natural and human-caused disasters.

The Climate Recovery Ordinance ([CRO](#)) is a City ordinance that establishes Eugene's climate goals, including both greenhouse gas emissions and fossil fuel use reduction targets for the Eugene community and for City operations.

The Climate Action Plan 2.0 ([CAP 2.0](#)) identifies the actions that the City of Eugene and community partners are taking to reduce emissions and address climate risks to create an equitable and livable community for everyone.

[Envision Eugene Comprehensive Plan](#) is the City's guiding policy document for land use planning in Eugene's urban growth boundary and is helping the City to grow more sustainably and reduce transportation-related emissions.

[Housing Implementation Pipeline \(HIP\)](#) is a five-year internal work plan (FY23-FY27) to coordinate housing goals and priorities. The HIP priorities of investing in housing preservation, energy-efficient new construction, and housing support services help to advance the City's sustainability goals.

### **PREVIOUS COUNCIL DIRECTION**

#### November 17, 2021 Work Session

Staff presented the first CAP2.0 Implementation Plan. Council passed several motions related to HES.

Councilor Yeh, seconded by Councilor Syrett, moved to direct the City Manager to complete a community engagement process and schedule a work session to share feedback from that process and develop a framework of a draft ordinance requiring sellers of residential, single-family homes to obtain and disclose an energy performance rating prior to publicly listing the home for sale and to include the rating in sale listings.

Passed 8:0

Councilor Yeh, seconded by Councilor Syrett, moved to direct the City Manager to bring back an implementation plan including potential funding sources for the mandatory Home Energy Score Program.

Passed 8:0

Councilor Yeh, seconded by Councilor Syrett, moved to direct the City Manager to develop additional Home Energy Score Program options for renters in alignment with CAP2.0 Action B3.

Passed 8:0

#### [July 27, 2022 Work Session](#)

City Council discussed potential ways to advance building decarbonization work.

Councilor Syrett, seconded by Councilor Keating, moved to direct the City Manager to formalize as a City goal the decarbonization of residential and, as feasible, commercial buildings by 2035 and industrial buildings by 2050.

Passed 6:2 (Opposed by Councilors Clark and Groves)

Councilor Syrett, seconded by Councilor Keating, moved to direct the City Manager to return to Council in the Fall with a proposal for engaging the community in developing a plan for the transition of buildings to be decarbonized that has at its foundation social, environmental, and economic equity with the emphasis on engagement of historically marginalized communities and their representatives.

Passed 6:2 (Opposed by Councilors Clark and Groves)

#### [July 17, 2024 Work Session](#)

Staff presented the results of engagement on building decarbonization.

Councilor Leech, seconded by Councilor Zelenka, moved to direct the City Manager to return to Council prior to the end of 2024 to discuss a potential pathway forward and potential consequences for implementing strategies presented by staff to decarbonize homes and buildings in Eugene and monitoring regulatory actions being taken by other jurisdictions for possible local adoption.

Passed 7:0

Councilor Yeh, seconded by Councilor Zelenka, moved to direct the City Manager to return to Council prior to the end of 2024, for a discussion of the potential Revenue Sources that were identified by the Revenue Advisors for funding decarbonization and greenhouse gas emission reduction efforts with an emphasis on service low-income households, Black, Indigenous, and People of Color and other disadvantaged households.

Passed 7:0

#### [December 9, 2024 Work Session](#)

Staff identified potential pathways forward for implementing building decarbonization strategies. Implementing a HES disclosure requirement was identified as a top priority.

Council also received additional information on potential funding sources for decarbonization and greenhouse gas reduction efforts in advance of broader discussions on the City's financial condition, budget priorities, and long-range financial planning.

## **COUNCIL OPTIONS**

1. Direct the City Manager to prepare a draft ordinance to establish a Home Energy Score disclosure requirement as described in the AIS and to bring it for Council consideration at a future work session.
2. Take no action.

## **CITY MANAGER'S RECOMMENDATION**

The City Manager has no recommendation.

## **POSSIBLE MOTION**

Move to direct the City Manager to prepare a draft ordinance to establish a Home Energy Score disclosure requirement as described in the AIS and to bring it for Council consideration at a work session.

## **ATTACHMENTS**

- A. Implementation Plan
- B. Potential Regulatory Framework
- C. Cost Estimate
- D. Memorandum from June 5, 2024, Revenue Advisor Summary
- E. Final Report: Results of Engagement and Research on a Home Energy Score Disclosure Policy
- F. Results from Research and Analysis of Home Energy Score Policies for the City of Eugene, Oregon, by Earth Advantage

## **FOR MORE INFORMATION**

Staff Contact: Danielle Klinkebiel, Climate Policy Analyst  
Telephone: 541-731-0527  
Staff E-Mail: [dklinkebiel@eugene-or.gov](mailto:dklinkebiel@eugene-or.gov)

# Implementation Plan

The implementation plan summarizes four general phases and associated decision points that would support potential development and implementation of a Home Energy Score (HES) disclosure requirement, should Council choose to proceed. The City is currently working through the later stages of Phase 1 and this work session offers an opportunity to review progress and discuss considerations for the next phase.

## **Phase 1: Policy Foundation**

This phase builds the analytical, financial, and organizational groundwork needed to design a legally sound and operationally feasible policy.

- **Council direction:** Council has previously directed staff to conduct engagement, develop an implementation plan, develop a potential regulatory framework, and identify potential funding sources.
- **Community engagement:** Engage the community to understand perspectives on the policy and summarize the feedback for City Council.
- **Policy research:** Review existing HES policies from other jurisdictions, identify best practices, summarize observed impacts, compile housing market trends and data.
- **Budget and funding sources:** Estimate personnel and non-personnel costs to implement the policy. Identify potential funding sources and responsible department.
- **Proposed scope:** Identify and organize the “bones” of a potential regulatory program for Eugene by distinguishing elements that would likely be addressed legally through an ordinance from those addressed operationally through an administrative program (e.g., trigger event, exemptions and waivers, equity measures, compliance and enforcement mechanisms).

## **Phase 2: Regulatory Framework**

This phase identifies a legislative process to consider codifying the policy, should Council choose to advance a disclosure requirement.

- **Council decision:** Council could direct staff to prepare a draft ordinance for consideration.
- **Draft ordinance:** The City Manager prepares draft language reflecting Council direction.
- **Council consideration/direction:** Council holds a work session to review the draft ordinance and direct the City Manager to make any desired changes.

- **Public hearing:** Council would hold a public hearing to receive testimony.
- **Council vote:** Council would hold a meeting at which it would consider whether to take action.

### **Phase 3: Program Design**

This phase identifies the operational systems and processes that would be needed to carry out a requirement, if adopted. Activities in this phase would support a transition period prior to the policy's effective date.

- **Operational setup:** Identify and develop the technical systems including the MLS data workflow, HES reporting template and data access.
- **Process for compliance, enforcement and exemptions:** Explore potential approaches for monitoring compliance and addressing non-compliance.
- **Utility coordination:** Discuss coordination with Eugene Water & Electric Board and Energy Trust of Oregon on how to link to their residential energy programs and incentives in the HES report and track uptake overtime.
- **Workforce readiness:** Coordinate with training providers to support adequate assessor capacity prior to potential program launch.
- **Public education and awareness:** Develop outreach materials and resources to inform stakeholders about the policy and associated processes.

### **Phase 4: Implementation and Evaluation**

This phase describes ongoing activities that would occur following adoption and launch of the policy.

- **Compliance monitoring:** Monitor compliance through review of home sale listings and issuance of notices, as appropriate.
- **Track metrics:** Monitor indicators such as compliance rates, geographic distribution of scores, and participation in related incentive programs.
- **Analysis:** Periodically review data to assess broader housing, economic, and energy trends.
- **Evaluation:** Conduct periodic evaluation of program effectiveness and report findings to Council, including any recommended adjustments.

## Potential Regulatory Framework

Based on a review of Home Energy Score disclosure programs adopted in other Oregon jurisdictions, the following components represent elements commonly addressed in local disclosure regulatory frameworks. If Council chose to proceed, an ordinance would reasonably be expected to address topics such as those outlined below, even if only to direct or authorize the City Manager to address them through adoption of administrative rules. This framework is intended to illustrate typical program structure and highlight implementation considerations identified through staff research.

### **Purpose**

- Articulate the intent of the regulations, such as providing prospective homebuyers with information about residential energy performance.

### **Definitions**

- Define key terms used in the chapter (e.g., seller, energy assessor, accessory dwelling unit, manufactured home, duplex).

### **Applicability**

- Identify the types of residential properties subject to a disclosure requirement.

### **Trigger**

- Specify when a Home Energy Score must be obtained and disclosed (e.g., prior to public listing for sale).

### **Methodology**

- Identify the approved energy performance rating system and applicable technical standards.

### **Compliance**

- Describe how the requirement is satisfied and how compliance is verified, including any procedures necessary to administer and enforce the requirement.

### **Enforcement and Penalties**

- Specify procedures for addressing non-compliance and any associated penalties.

### **Financial Assistance**

- This section would authorize income-qualified assistance or other mechanisms to offset the cost of obtaining a Home Energy Score.

### **Expiration / Duration of Validity of Home Energy Score**

- Establish how long a Home Energy Score report would remain valid for disclosure purposes.

### **Exemptions and Waivers**

- Identify property types, transaction categories, or circumstances under which the requirement would not apply.

## Cost Estimates

Staff have identified the following personnel needs and non-personnel costs to meet the various needs of a new Home Energy Score (HES) disclosure requirement. These estimates are based on best practices for program management and general administration identified in other Oregon cities and scaled to the population and housing market trends in Eugene.

### Personnel Needs.

It is estimated that the policy in Eugene would require a 0.5 full time equivalent (FTE) position of either City staff personnel or contracted support. The estimated funding requirement for this role is \$70,000–\$90,000, representing the fully burdened cost for either internal staff or contracted support. Primary activities would include the following activities:

- **Manage compliance:** Conduct compliance monitoring through reviewing MLS listings and issuing letters and/or penalties (.25)
- **Respond to questions:** Operate a “Help desk” to answer questions from the public
- **Do outreach:** Conduct outreach to real estate professionals, housing counselors, and community-based organizations
- **Support data analysis:** Analyze HES data to better understand housing stock conditions and opportunities for energy efficiency incentives.

### Non-personnel Costs.

The table below summarizes the non-personnel cost estimates for one-time program start-up costs as well as ongoing costs for years two and beyond.

Item	Unit Cost	Units	Cost Estimate
Technical Start Up (One-Time)	\$10,000	1	\$10,000
Assessor Training (One-Time)	\$1,500 / assessor	10	\$15,000
Technical System Maintenance	\$5,000 / year	1	\$5,000 / year
Free Home Energy Score Fund	\$250 / HES report	20	\$5,000 / year
<b>Estimated Year 1 Cost</b>			<b>\$35,000</b>
<b>Estimated Year 2+ Cost</b>			<b>\$10,000</b>



## Memorandum

Date: June 5, 2024  
 To: Sarah Medary, City Manager  
 From: Twylla Miller, Chief Financial Officer  
 Subject: Revenue Advisor Summary

This memorandum is to provide a summary of the work of the Revenue Advisors team which met with you from December 2023 to April 2024. The summary is intended to memorialize the work of the advisors and capture the spirit of the conversations. This summary has been reviewed by Revenue Advisor members to ensure accuracy. This group was formed to learn about the financial and funding issues facing the City and to provide advice and a community perspective to you as the City Manager in relation to new revenue options.

### *Members of the Revenue Advisor Team:*

- Alan Zelenka – City Councilor
- Ashley Espinoza – Community Member
- Dan Bryant – Community Member
- Dana Turell – Community Member
- Eliza Kashinsky – Budget Committee Member
- John Barofsky – Community Member
- Lyndsie Leech – City Councilor
- Neel Nair – Community Member
- Michael Coughlin – Community Member
- Rayna Jackson – Budget Committee Member

### Financial & Funding Issues

There are several areas that have been identified by the City Council to consider as we look to the future including the critical funding gap for ongoing core services, areas at risk and new or expanded services.

### *Critical Funding Gap*

The most time sensitive need is in the General Fund for core services such as fire, police, parks and recreation, library and planning. The General Fund has a structural gap where expenditures are growing at a faster pace than revenues and while the 2023-2025 biennial budget included almost \$25 million of General Fund structural gap strategies, a budget gap remains in the second year of the biennium which begins July 2024.

The initial gap of \$8.3 million is continuing to grow due to inflation lagging high and other expenditure pressures and is currently estimated at \$13.9 million. Some combination of revenues and/or further reductions will be necessary beginning this summer.

#### *Areas At Risk*

These are services that have been funded with one-time or limited duration funding that do not have a sustainable funding source identified after current funding ends. Services include the following:

- Unhoused Services: primarily funded on a one-time basis with America Rescue Plan Act (ARPA) funds, ongoing funding ends in July 2025.
- Human Services Commission (HSC): In the current biennial budget, opioid funds have been allocated on a one-time basis for this contribution (\$2 million). Ongoing funding has not been assumed beyond 2025.
- Library Levy: the current operating levy (\$2.85 million annually) will expire in June 2026, unless renewed by electors or funded with an alternate mechanism.
- Parks & Recreation Levy: the current operating levy (\$5.33 million annually) will expire in June 2028 unless renewed by electors or funded with an alternate mechanism.
- Community Safety Payroll Tax: the CSPT supports \$23.6 million in community safety services annually and will go to the voters for renewal by November 2027, per the ordinance.

#### *New/Expanded Services*

The third area is new and expanded services. This includes services such as affordable housing and sustainability efforts. While the City has made some one-time limited investments for these services, the services desired by the community are greater than the funding currently available. Additionally, as our community continues to grow, there is a need for a variety of expanded services such additional fire stations.

#### Revenue Advisor Process

The Revenue Advisor team met seven times between December 2023 and April 2024. Members received the Staff Revenue Report detailing potential revenue options (Attachment A) and financial information about the City of Eugene budget and strategic plan.

At the first meeting on December 18, staff presented information on the state's property tax system and the changes made in the 1990s that impact revenues to the City's General Fund along with other financial impacts that have created a structural imbalance. Discussion included questions in relation to the presentation, an overview of the funding problems facing the city, the role of the Revenue Advisors and general discussion of the staff revenue report.

From the discussion, the Revenue Advisors chose 15 revenue options to explore as possible solutions for funding issues:

- Admissions Tax
- Affordable Housing Bonds
- Business License Fee
- Climate Impact Fee
- Construction Excise Tax
- Franchise Fees
- First Responder Fee
- General Obligation Bonds
- Local Option Levy
- Payment in Lieu of Tax
- Personal Income Tax
- Restaurant Tax
- Service Fee
- Solid Waste Collection Fee
- Urban Renewal Frozen Base

At the meetings on December 20, January 2, January 4, January 10, and February 8, the Revenue Advisors received a brief overview of each revenue option, had the opportunity to ask questions and discussed each option in relation to the funding issues currently facing the city (critical funding gap, areas of risk, and new/expanded services). These discussions were framed by evaluation criteria such as revenue generated, administrative effort, impacts on the community (Attachment B), and if the revenue option was a long-term strategy. For this discussion, a long-term strategy is a revenue source that would be ongoing and grow over time rather than a flat or declining revenue source. For Revenue Advisor questions that could not be answered in-person during meetings, written responses were provided by City staff throughout the process (Attachment C).

While each revenue option has different impacts and considerations, and there were a range of viewpoints across the group as each revenue option was discussed, most of the group indicated that the revenue options as presented below made the most sense as viable strategies for each funding issue. The group discussed the range of impacts on the community and potential implementation strategies to reduce the impact on low-income households and small businesses. In some cases, while an option might not be the top choice for the group, the option could still make sense given the revenue potential and other criteria, should other options not be viable.

### Critical Funding Gap

Funding Option	Estimated Yield	Implementation Timeline	Long Term Strategy?
Service Fee	Up to \$15 million	8 to 24 months	X
Business License Fee	\$600,000	Up to 1 year	X
Local Option Levy	\$5 million	6 to 12 months	
Franchise Fees	Up to \$1.5 million	6 to 12 months	X
URA Frozen Base	\$400,000	6 months	

### Areas at Risk

Funding Option	Estimated Yield	Implementation Timeline	Long Term Strategy?
Payment In Lieu of Tax	Variable	2 years	X
Personal Income Tax	\$16 million	1 to 2 years	X
Local Option Levy	\$5 million	6 to 12 months	
First Responder Fee	\$500,000	6 months	
Restaurant Tax	\$10 million	1 to 2 years	X

### New/Expanded Services

Funding Option	Estimated Yield	Implementation Timeline	Long Term Strategy?
Affordable Housing Bond	Up to \$225 million	1 to 2 years	X
Climate Impact Fee	Variable	1 to 2 years	
Payment In Lieu of Tax	Variable	2 years	X
Restaurant Tax	\$10 million	1 to 2 years	X
Local Option Levy	\$5 million	6 to 12 months	
Franchise Fees	Up to \$1.5 million	6 to 12 months	X
CET Increase	\$1.1 million	6 to 12 months	X
Admissions Tax	\$600,000	Up to 2 years	X
URA Frozen Base	\$400,000	6 months	
Solid Waste Collection Fee	\$350,000	6 to 12 months	X

As part of the overall conversation, there was recognition that while much of the current focus is on the short-term, there are other long-term considerations such as property tax reform and economic development efforts that should be pursued by the city. The Revenue Advisors did not have an in-depth conversation on these types of topics, but future engagement by the city was advised. While some elements are beyond the City's direct control, these efforts would benefit the City's ability to deliver services into the future.

The meeting on April 10 was largely focused on the critical funding gap. City staff presented information about the factors contributing to upward pressure on the size of the gap, as well as the gap strategies already implemented as part of the 2023-2025 biennial budget. The Revenue Advisors had previously identified a service fee as one of the most viable strategies for addressing the critical funding gap, and staff presented a set of solutions that combined budget strategies, including reductions along with an ongoing parks service fee starting in FY25 and an ongoing fire services fee starting in FY26. The group was generally supportive of the recommendations as presented by staff. The Revenue Advisors discussed the potential impact on low-income households and small businesses and advised that new fees should be proportionate to the size of a household or business. The group also expressed the importance of communicating to the community the reasons for the gap and the need to cut services if the gap is not addressed.

This was the last formal meeting of the Revenue Advisors before the City Manager began work with the City Council on the critical funding gap starting with a City Council work session on April 22, 2024. The City Manager expressed an interest in future ad hoc meetings to discuss fiscal issues with community members of the Revenue Advisor group who were interested in engaging in future discussions.

The full Revenue Advisors attachment from the December 9, 2024 work session can be accessed here ([City Council Agenda Packet December 9, 2024](#))



## Final Report: Results of Engagement and Research on a Home Energy Score Disclosure Policy



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## Executive Summary

65% of homes in Eugene were built before 1990, prior to modern energy efficiency standards. This means that many homes in the region have inadequate insulation, inefficient heating systems, and outdated appliances. These conditions drive up energy costs, reduce indoor air quality and comfort and contribute to inefficient energy use—disproportionately impacting low-income households. Additionally, many residents are unaware of what can be done to improve their home's energy efficiency.

A Home Energy Score (HES) is an energy assessment tool developed by the United States Department of Energy (U.S. DOE) that provides information about a home's energy performance and identifies cost-effective opportunities for improvement.

City Council has directed staff to explore a policy requiring disclosure of a HES when a home is listed for sale. A HES disclosure requirement is intended to increase transparency about home energy features and costs to educate buyers about energy efficiency opportunities and connect them to available resources and incentives that can help finance energy improvements. Four Oregon cities—Portland, Hillsboro, Milwaukie and Bend—have already implemented a requirement to disclose a HES when a home is listed for sale, providing relevant lessons learned.

This report summarizes the community engagement and research completed in response to Council's direction. Staff engaged 632 community members throughout 2025 at community events, group meetings, one-on-one interviews, mock debates and an online survey. Staff also contracted with Earth Advantage, a national expert on HES policies, to summarize research on best practices and policy outcomes in jurisdictions which have implemented the policy.

Engagement results show that roughly two thirds of the community supports or strongly supports an HES disclosure requirement. Community members expressed a desire to know about the energy efficiency of a home, the energy costs and improvement opportunities at the point of purchase. Many housing and energy trades professionals view the policy as tool to educate clients about the benefits of making energy efficiency improvements. Concerns included potential negative impacts on the housing market, minimal climate benefits and questions about how the policy would be implemented.

Much of the community feedback about policy outcomes was examined in jurisdictions that have implemented an HES disclosure requirement. This research shows that HES disclosure is associated with modest price differences for higher-scoring homes, generally proportional to projected energy cost savings. Homes with HES ratings access energy efficiency incentives at higher rates to make energy improvements, which can reduce long-term costs. While HES disclosure alone is unlikely to deliver significant GHG reductions, it provides more granular data on the local housing stock and increases awareness of home energy use, creating a foundation for future climate initiatives.

## Policy Context

Approximately 65% of homes in Eugene were built before 1990—prior to modern energy efficiency standards—resulting in widespread issues such as poor insulation, inefficient heating systems and outdated appliances. These conditions increase household energy costs, degrade indoor air quality and contribute to inefficient energy use, disproportionately impacting low-income households. While the average Eugene household spends about 2% of its income on home energy costs, many low-income households spend 6% or more of their income on energy costs, meaning that energy burden disproportionately impacts low-income households.

Community engagement conducted in 2024 revealed that many residents are unaware of how their homes use energy, which improvements to prioritize and what incentives and rebates are available. The lack of straightforward and reliable information about homes' energy use is a key barrier to homeowner investment in home energy upgrades and improvements. Key strategies for addressing this challenge are summarized in the [Final Report: Results of Engagement and Strategies for Building Decarbonization](#), and include priorities to expand awareness of available incentives and to increase education on how to improve energy efficiency.

Many cities, including four in Oregon (Hillsboro, Milwaukie, Bend and Portland), require HES disclosure when selling a home. This requirement is intended to help buyers understand a home's energy use and identify cost-effective energy improvements.

In Eugene, obtaining an HES is currently voluntary. In the past, a partnership between the University of Oregon (UO), Eugene Water & Electric Board (EWEB) and the City through the Score program provided free HES assessments to renters and low-income homeowners, delivering roughly 800 scores to households. While it was a valuable service to those households, it shows that there is very little participation in HES when it is voluntary. In response, City Council has directed staff to explore a policy that would require HES disclosure at the time a home is listed for sale through the following motions:

- Councilor Yeh, seconded by Councilor Syrett, moved to direct the City Manager to complete a community engagement process and schedule a work session to share feedback from that process and develop a framework of a draft ordinance requiring sellers of residential, single-family homes to obtain and disclose an energy performance rating prior to publicly listing the home for sale and to include the rating in sale listings. Passed 8:0 (Nov 17, 2021)
- Councilor Yeh, seconded by Councilor Syrett, moved to direct the City Manager to bring back an implementation plan including potential funding sources for the mandatory HES Program. Passed 8:0 (Nov 17, 2021)

## What is a Home Energy Score?

The HES is a standardized, energy assessment tool developed by the U.S. Department of Energy to help homeowners and homebuyers understand a home's energy performance and how it compares to other homes. An in-home assessment is conducted by a licensed energy assessor and can typically be completed in less than an hour.

During the assessment, the assessor collects information on the home's physical and mechanical systems that affect energy use. These include data related to the building envelope, insulation levels, heating and cooling systems, conditioned space, windows, doors and water heater. Using this information, the HES provides an estimate of overall energy efficiency, expected energy costs and

associated emissions. The goal is to give prospective buyers insight into how energy costs factor into overall homeownership expenses.

The HES uses a simple 1-to-10 scale, where a 10 represents the most energy-efficient homes, similar to a miles-per-gallon rating for a car. The score serves as a proxy for expected energy costs for a given home, normalized for local climate. Homes with a score of 10 are expected to use less energy and have lower energy costs than 90% of U.S. homes, while homes with a score of 1 are expected to use more energy and have higher energy costs than 85% of U.S. homes.

The HES report is designed to be clear, visual and easy to understand. It includes recommendations for cost-effective upgrades with a ten-year payback period that can improve the home's score. Typically, cities opt to include information on available rebates and incentives in the report. View a [sample HES report](#).

A HES is different from a home inspection and utility bills. The score is an objective rating of the home's energy efficiency based on mechanical and physical features in the home. A utility bill reflects *actual* energy use, which depends heavily on occupant behavior like appliance use or thermostat settings. A home inspection evaluates the home's overall condition and safety but doesn't specifically assess or recommend energy improvements.

## Proposed HES Disclosure Policy

Under a HES disclosure policy, the seller of a home would:

1. Get a HES from a licensed home energy assessor before advertising a home for sale. The cost of obtaining an HES typically ranges from \$150 to \$300, and assessments can usually be scheduled within a week or less.
2. Include the HES report in the Regional Multiple Listing Service (RMLS) database and all other public online sale listings (e.g., Zillow, Redfin, etc.).
3. Allow prospective buyers to view the HES as they look at homes.

A HES disclosure requirement **does not require** sellers or buyers to make energy improvements—it simply provides information to support informed decision-making.

## Goals of the Policy

There are three primary goals of an HES disclosure policy:

1. **Increase transparency about home energy features and costs:** Provide standardized, accessible information about a home's energy features and costs so buyers can understand and compare prospective homes before purchasing a home.
2. **Educate homeowners and buyers about energy efficiency opportunities:** Offer guidance on potential improvements to help residents prioritize actions that can increase efficiency and reduce energy costs.
3. **Connect homeowners to resources and incentives:** Link residents to available rebates and incentives to help finance energy improvements.

## Engagement Overview

Staff used a variety of engagement tactics to engage 630 people from a wide range of perspectives:

Engagement Tactic and Audience	# of People
Policy Debate with the Youth Advisory Council	14
Policy Debate with UO, Summit for Sustainable Organizations	13
Intercept Survey at the Beat the Heat Workshop	30
Intercept Survey at Dino Day with Friends of Gilbert Park	27
Intercept Survey at the Tuesday Farmer's Market	50
Meeting with the Neighborhood Leaders Council	18
Intercept Survey at Sun Day	30
Interview with Owner of Design-Build Firm	1
Meeting with the Eugene Realtors Association	15
Meeting with Architects	4
Interview with Lead Partners of Contractor Firm	2
Meeting with the Sustainability Commission	9
Meeting with Environmental Advocates	16
Meeting with the Northwest EcoBuilding Guild	15
Meeting with the Chamber's Government Affairs Council	17
Online Survey	369
<b>Total Number of People Engaged:</b>	<b>630</b>

### Mock Debates



Staff kicked off engagement by holding two “mock debates”—one with the Youth Advisory Council and another at the University of Oregon’s Summit for Sustainable Organizations, an event organized by University of Oregon Masters in Business Administration (MBA) students. After learning about the proposed HES disclosure policy, participants were assigned a character and asked to construct an argument based on the potential impacts of the policy. ++++++

- Engagement Summary: [Policy Debate with the Youth Advisory Council](#)
- Engagement Summary: [Policy Debate at the UO MBA Summit for Sustainable Organizations](#)

## Intercept Surveys at Community Events



Staff reached 137 community members by attending local events throughout Eugene. Staff created an intercept survey and enticed people to participate by helping them make door snakes. Participants were provided with a brief overview of the HES disclosure policy and asked to place a dot on a poster on a scale of 1 to 5 for how supportive they were. This phase of engagement was successful at reaching a huge diversity of community members, including renters, homeowners, buyers and sellers at a variety of socioeconomic and income levels and throughout many different wards—many of whom do not typically participate in public policy initiatives.

- Engagement Summary: [Intercept Survey at Beat the Heat Workshop](#)
- Engagement Summary: [Intercept Survey at Dino Day with Friends of Gilbert Park](#)
- Engagement Summary: [Intercept Survey at Tuesday Farmer's Market](#)
- Engagement Summary: [Intercept Survey at Sun Day](#)

## Group Meetings



Staff held six meetings with different groups, ranging in size from three people up to 20. Staff began by providing an in-depth presentation about the proposed HES disclosure policy, including background, goals and intended outcomes, policy requirements and next steps. Staff then prompted discussion to understand the wide range of perspectives. This format allowed for more in-depth discussion about the concerns and benefits.

- Engagement Summary: [Meeting with the Neighborhood Leaders' Council](#)
- Engagement Summary: [Meeting with the Eugene Realtors Association](#)
- Engagement Summary: [Meeting with Architects](#)
- Engagement Summary: [Meeting with Sustainability Commission](#)
- Engagement Summary: [Meeting with Environmental Organizations](#)
- Engagement Summary: [Meeting with the NW EcoBuilder's Guild](#)
- Engagement Summary: [Meeting with the Chamber's Lane Government Affairs Council](#)

### Interviews

Staff conducted interviews with contractors and home builders to understand their perspective on the policy. These conversations provided insight into how they discuss energy efficiency with their clients, challenges and opportunities within the local home building workforce and how the policy would function in practice.

- Engagement Summary: [Interview with Owner of Design-Build Firm](#)
- Engagement Summary: [Interview with Lead Partners of Contractor Firm](#)

### Online Survey

The online survey was open for five months and was advertised through the City's newsletter channels, KVAL media coverage and community networks. There were 368 responses. Respondent demographics include the following: 72% of respondents were between the ages of 35 and 74, 50% reported household incomes over \$75,000 and 90% identified as white.

- [Online Survey Results](#)

### Meetings with Partners

The City met regularly with partners, including other jurisdictions where the policy is implemented, regional partners such as EWEB and UO and state and national partners including Earth Advantage and Oregon Department of Energy. These conversations were not documented through formal engagement summaries, but are reflected throughout research and engagement analysis, as they helped to inform policy development work. Earth Advantage was formally contracted to summarize existing policy research. Their [policy memo](#) includes analysis of other jurisdictions with HES disclosure requirements, observed impacts and best practices for policy implementation in Eugene.

The following sections summarize engagement results and research findings related to a potential Home Energy Score (HES) disclosure requirement in Eugene. Eugene has the advantage of considering a policy that has been implemented in many other jurisdictions for over a decade, allowing the opportunity to observe outcomes and learn from best practices in determining the pathway forward.

### Primary Themes from Engagement

In summary, the results of the survey show that 65.4% support or strongly support the policy, 28.6% oppose or strongly oppose the policy and 6% have no opinion or are unsure. This shows that while there

are mixed views across stakeholder groups, approximately two-thirds of participants are in favor of Eugene adopting a HES disclosure requirement.

The following sections outline the primary themes heard consistently throughout engagement. Within each theme, a summary of community feedback is presented first, followed by relevant research and evidence from jurisdictions with existing HES disclosure requirements. This serves to highlight how community perceptions align or diverge from documented outcomes. Each theme concludes with key takeaways that synthesize the most relevant findings from engagement and research to help Council determine whether to proceed with HES disclosure.

## Theme #1: Transparency of home energy information

### What we heard:

- Many reported limited understanding of home energy features and energy costs when they bought a home.
- 75% of survey respondents said it is important or extremely important to understand a home's energy features and costs before purchasing.
- 61% identified increased awareness of a home's energy features and costs as the primary benefit of an HES disclosure requirement.
- Buyers shared that while other factors (e.g., location, school district, home layout, etc.) often drive purchase decisions, a HES would help them better anticipate future costs and avoid unexpected expenses.
- Realtors reported that buyers rarely ask about energy efficiency during the home buying process

*"I just bought a house, and it would have been helpful to know these things before. Now I'm paying to fix things like my water heater and adding insulation which has cost me thousands of dollars."*

-Community Member

*"I would definitely support something like this. We need to be able to know how much things are going to cost. Energy costs can sometimes come as a surprise—and it is a significant part of our overall monthly costs."*

-Community Member

### What the research shows:

Many of the comments heard throughout engagement about buyer interest in energy were examined in jurisdictions with existing HES disclosure requirements. Relevant research findings include:

- Research confirms that buyers often lack critical information about home energy performance during the purchase decision.
- Required HES disclosure increases awareness and demand for energy efficiency, and allows a consistent way for buyers to compare across listings.
- Research shows voluntary programs result in incomplete information, as higher-performing homes are more likely to be rated.

### Key takeaway for decision-making:

Buyers are often buying a home without knowing about the energy costs or features of the home. HES disclosure primarily functions to close this information gap, by improving a buyer's understanding of home energy performance and costs.

## Theme #2: Impact on completing energy efficiency upgrades

### What we heard:

- Many participants shared that increasing transparency of home energy use would create market value for energy efficiency upgrades and encourage homeowners to make improvements.
- Some viewed this as putting negative pressure on sellers to make costly upgrades, while others viewed this as a market mechanism to encourage voluntary upgrades.
- Many shared that the cost of upgrades is so high, and that the return on investment in energy cost savings is not always worth it.

*“If this information was valued as part of the real estate transaction, this could help the customer see value in making upgrades.”*

-Design-builder

*“It’s not about the \$125 cost to get the score, it is about the costly improvements that sellers will be pressured to make.”*

-Realtor

### What the research shows:

Many of the comments heard throughout engagement about the impact of HES disclosure on completing energy improvements were examined in other jurisdictions. Relevant research findings include:

- Analysis of utility data shows that HES recipients are more likely to pursue energy efficiency incentives. In Portland, 8.8% of homes that received a HES also received an incentive for an energy efficiency improvement. Data from Eugene’s Score program shows that 23% of homes that got a HES completed an energy efficiency project<sup>1</sup>. In both data sets, most of the home upgrades that occurred were significant projects, such as attic insulation and heat pump systems.
- Additional research in Portland shows that homes scored a second time improve by an average of 1.1 points, suggesting that energy-efficiency improvements were made since the home was first scored.
- Property owners leverage additional financing when they take advantage of incentives: participants in Eugene’s Score program have received \$190,940 in rebates and grants from EWEB, in addition to nearly \$100,000 in 0% interest loan dollars.
- The HES methodology is designed to identify improvements that have a ten year payback period.

### Key takeaway for decision-making:

Households receiving a HES are more likely to pursue energy efficiency incentives and complete home energy improvement projects.

### Theme #3: Impact on housing prices

#### What we heard:

- 25% were concerned that a disclosure requirement would affect housing prices.
- Some worried it would increase home sale prices.
- Others worried that low-scoring homes would be stigmatized, and therefore harder to sell—disproportionately impacting low-income residents and neighborhoods.

*“The requirement would lower long-term costs for homeowners but would raise costs at the buying stage.”*

-Realtor

*“I’m worried that Eugene’s older housing stock will receive low scores, creating stigma and potential devaluation for low-income neighborhoods.”*

-Architect

### What the research shows:

<sup>1</sup> [2023-2024 SCORE Annual Report](#)

The impact of HES disclosure on housing prices has been examined in jurisdictions with existing HES disclosure requirements. Relevant research findings include:

- Disclosure does not cause irrational home price inflation among high-scoring homes; however, studies show that buyers value energy information in proportion to projected energy cost savings. For example, a one-point increase on the Home Energy Score 1-to-10 scale is associated with a 0.5% sales premium—about \$2,370 for Eugene’s median home price—and an average \$200/year in energy cost savings.
- HES disclosure supports more accurate valuation of energy efficiency: price change reflects actual investments in energy performance, not market distortion, enabling sellers to recover costs and occupants to benefit from lower energy expenses over time.
- Low-scoring homes do not see reduced sale prices. There is no evidence that buyers avoid low-scoring homes.
- Analysis of scores by census tract shows no significant correlation among low-scoring homes and lower socioeconomic neighborhoods.

**Key takeaway for decision-making:**

HES disclosure has minimal impact on home sale prices and does not disadvantage low-scoring homes or lower-income neighborhoods.

**Theme #4: Operational impacts on the real estate market**

**What we heard:**

- Realtors expressed concern that adding a new requirement to the home selling process could further delay and complicate the process.
- Others felt the policy is not overly complex and that the market would be able to adapt.
- Several participants noted that an HES may be redundant to a home inspection, energy bills or energy efficiency standards already required by the building code.
- Some noted that the policy should be scaled overtime to avoid creating delays for sellers while the workforce of HES assessors ramps up.

*“This requirement will make homes harder to sell, even if upgrades are not required.”*

-Realtor

*“I support the idea of having this kind of information available, it seems useful, but this feels like just one more thing I would need to do to sell a house and would not want it to delay a sale.”*

- Community member

**What the research shows:**

The policy’s operational impacts on the real estate market were examined in other jurisdictions with existing HES disclosure requirements. Relevant research findings include:

- Research shows that HES disclosure has not slowed home sales; in fact, energy-efficient homes often spend less time on the market due to increased buyer demand.
- A HES provides different information that is found in a home inspection or energy bills.
- Jurisdictions with effective enforcement help create a stable and predictable environment for assessors, thereby ensuring a reliable pool of assessors who can respond quickly when a house is being listed. In discussions with realtors in Portland and energy assessors in Eugene area, HES assessments can take up to a week to schedule and complete.

**Key takeaway for decision-making:**

HES disclosure generally does not delay home sales or duplicate other steps in the process.

## Theme #5: Impact on climate and emissions

### What we heard:

- Several pointed out there is unlikely to be significant GHG reductions with a disclosure-only policy.
- Several groups believe the HES report should recommend that homes electrify and switch away from natural gas, in addition to recommending energy efficiency.
- It is worth noting that a small subset of participants (25%) believe the City should require sellers to make upgrades that would raise the score.

*“The report should provide education about moving away from natural gas, since that is the largest source of fossil fuels in our community and a big health concern.”*

*-Environmental organization*

*“This being a policy that is fuel neutral does not help the City reach its greenhouse gas goals.”*

*-Business owner*

### What the research shows:

The policy’s climate benefits were researched in other jurisdictions with HES disclosure policies.

Relevant research findings include:

- In Eugene, GHG emissions from residential buildings come overwhelmingly from natural gas use in single-unit detached homes. Modest emissions reductions are observed in homes that make only energy efficiency upgrades. More significant GHG reductions can be achieved if these homes switch from natural gas to electricity.
- Eugene’s Score program has resulted in a reduction of 363,862 kWh per year from improvements in 187 homes. Since 2017, GHG savings from the energy efficiency improvements are 26.9 MTCO<sub>2e</sub>, and the GHG savings from electrification from fossil fuels are 44.1 MTCO<sub>2e</sub>, for a total of 70.9 MTCO<sub>2e</sub>.
- Jurisdictions with policies that encourage fuel switching and electrification<sup>2</sup> or that require sellers to make upgrades<sup>3</sup> are more likely to have significant climate impact.
- HES disclosure can provide a foundation for implementing other priority decarbonization strategies. More widespread uptake of HES expands availability of data on the local housing stock and increases community-wide education about energy efficiency can help inform strategies to expand incentives, address energy burden and scale clean energy supply.

### Key takeaway for decision-making:

HES disclosure alone produces modest GHG reductions, with greater reductions observed when homes switch from natural gas to electricity. The policy can provide a foundation on which to develop future climate initiatives.

## Theme #6: Implementation considerations

The following elements summarize community feedback and best practices related to program design and administration. These are lessons for staff to address if the policy is passed. Community feedback on these elements generally did not reflect opposition to the policy, but rather questions and concerns related to how the requirement would be implemented.

### Enforcement

<sup>2</sup> Ashland, OR has implemented a [voluntary HES program](#), with recommendations that encourage fuel switching.

<sup>3</sup> [Berkeley, CA](#) and [Boulder, CO](#) have HES policies that require small or large upgrades to a home.

- **What we heard:** There were many questions from the community about how the policy would be enforced. Some shared that without enforcement the policy would not be very effective. Some believed that there should be a penalty fine for non-compliance.
- **Best practice:** Research indicates that effective enforcement is critical to achieve high compliance rates. Enforcement tends to be most successful when the compliance window is shorter than the typical home sale timeline, the penalty fine is notably higher than the cost of getting an HES report, and compliance is monitored consistently.

### Exemptions

- **What we heard:** There were comments that certain housing types would present complications, such as manufactured homes and condominiums where features like walls and roofs might be shared ownership. Several suggested creating exemptions for foreclosures and other distressed sale situations.
- **Best practice:** Exemptions are typically granted to avoid undue burden on distressed home sales, which include foreclosure, trustee sale, title change due to inheritance, marriage, divorce, or condemnation, financial distress resulting in a court appointed receiver, sale due to arrears for property taxes, participation in a property tax deferral program and other hardships. HES disclosure requirements typically do not apply to accessory dwelling units (ADUs), manufactured homes, mobile homes, residential trailers or stacked condominiums.

### Subsidies

- **What we heard:** Many shared that an HES disclosure policy could be burdensome to low-income households looking to sell. 64% of survey respondents believed there should be a way to provide free scores to low-income sellers.
- **Best practice** to support equitable access is for jurisdictions to establish a small fund for home sellers with incomes at or below 80% Area Median Income (AMI) to receive no cost HES reports. Based on comparable jurisdictions, it is estimated Eugene should budget \$5,000/year for free home energy scores.

### Trigger Event:

- **What we heard:** Some believed that triggering the policy at time-of-sale would allow the buyer to bear the cost and better align with other tasks such as the inspection. Others believed triggering the policy at time-of-listing would be more useful because buyers could compare prospective homes.
- **Best practice:** Best practice is to have the launch of a home's internet-based real estate listing (e.g., on the MLS) serve as the trigger point to comply with the policy. This supports more effective consumer education, helps prospective homebuyers make better decisions and eases compliance monitoring and enforcement.

### Workforce Capacity

- **What we heard:** There were concerns that there are not enough assessors to serve this policy. Others, including folks in the building trades, shared that doing HES assessments would be a desirable job. It would be an easy additional service for existing businesses, such as home inspectors, to offer.
- **Best practice:** There are currently 2-4 assessors serving the Eugene area who can respond in under a week. It's estimated that 16-20 HES assessors would be needed in Eugene to meet peak demand for HES reports under a disclosure policy. Effective enforcement helps create a stable and predictable policy environment, thereby ensuring a reliable pool of assessors who

can respond quickly when a house is being listed. Some cities have offered training to ramp up the workforce as the policy gets implemented, with an emphasis on recruiting home inspectors and others for whom HES assessments can be an add-on service.

## Additional Feedback

A range of additional comments also emerged during engagement. While these comments are not presented in a weighted manner, collectively they provide a more complete picture of community input. Relevant research is referenced if it is available, and the absence of research does not imply validation or dismissal of a concern.

- 1. Benefits for economic development, workforce development and local businesses:** Many in the building industry shared that this policy would lead to an increased demand for handyman and contractor services who install home energy improvements—and that the local workforce is well positioned to meet that demand.

*Research suggests that an HES disclosure requirement can support workforce development and stimulate local economic activity. Implementation of the requirement is expected to increase demand for HES assessments, contributing to job growth among energy assessors. Expanding the assessor pool would support skills development and capacity building across the construction and energy efficiency workforce.*

*In addition, increased homeowner participation in energy efficiency upgrades may drive additional residential contracting activity. Data shows that property owners who participated in Eugene’s HES program have invested a total of \$1,260,653 in home energy improvement projects, with an additional \$290,940 invested from EWEB through the program.*
- 2. Concern about HES methodology and adequacy:** Many participants expressed confusion about how the score is calculated and what the score means. Industry professionals noted that a blower door test—while more expensive—is essential to have a complete picture of a home’s energy performance.
- 3. View that HES tool is affordable and accessible:** Many participants highlighted the benefits of the tool’s affordability and simplicity, viewing it as an effective entry point for homeowner energy education and an accessible alternative to more in-depth assessments.

*Research shows that HES has become the preferred assessment methodology in public policy spaces because it is a nationally standardized tool and is relatively accessible compared to other energy assessments.*
- 4. Concern that HES disclosure could limit mortgage lending:** Some real estate professionals were concerned that lenders may consider utility cost projections in prequalification calculations, potentially reducing buyer purchasing power.

*Available research shows energy data is not used punitively in underwriting. Research indicates that borrowers living in energy efficient homes experience lower mortgage delinquency and default rates.*
- 5. Recognition that HES disclosure could help unlock additional financing tools:** Other professionals in the trades and construction industries noted that a HES should expand access

to financing for energy upgrades, such as a larger loan, because lenders would see these investments as reducing energy costs.

*Research related to green financing shows that some mortgage loan products support borrowers in accessing higher debt-to-income ratios for higher scoring homes – or for improvement loans that increase a home’s score – under the premise that efficient homes have lower and more stable energy bills.*

- 6. Opposition to additional requirements or regulations:** Several individuals viewed additional requirements or regulations as burdensome. They suggested this should be voluntary.

*Research indicates that voluntary HES programs tend to have low participation, with more efficient homes being more likely to participate. Mandatory disclosures are more effective at providing buyers with consistent information and support more accurate valuation of energy features in property values.*

- 7. Cost to Implement:** Some raised concerns about the potential staff capacity and budgetary resources required to implement and enforce the policy.

*It is predicted that in Eugene it would take roughly 0.5 FTE for program management and general administration, with \$35,000 to launch the program and \$10,000 annually after that. In other jurisdictions, this has typically been absorbed within existing Sustainability Program budgets, or funded through general fund, permit fees, solid waste fund or stormwater fund.*

- 8. Need for additional guidance to make energy improvements:** Participants continue to share a need for more tailored guidance to assist people in completing upgrades, navigating incentive programs, and working with contractors. Ideas included setting up a navigator program and including additional resources as part of the HES report.

- 9. Need for expanded incentives to help finance upgrades:** Participants continue to express a need for more financial support in making upgrades through expanded rebates and incentives. Many agreed that the HES report itself could be used to highlight existing incentives.

- 10. Feedback that the policy should be extended to rentals:** Although this engagement effort explicitly focused on HES in the home *sale* process, the topic of rentals arose frequently. In the survey, 54% said the policy should also apply to rental homes, with many pointing out that rental homes tend to have higher energy costs, and property owners are less likely to invest in upgrades than owner-occupied homes. Many viewed the HES disclosure for home sales as a good starting point and a policy that could be replicated for rentals.

## Conclusion

A HES disclosure policy is meant to increase transparency about home energy features in the real estate process, increase education about improvement opportunities, and connect homeowners to existing resources to complete upgrades. Engagement results demonstrate strong support for a HES disclosure policy when a home is listed for sale. Research shows that the policy primarily serves to improve buyer and homeowner understanding of home energy use. If Council decides to proceed, best practices observed in other jurisdictions would help staff design and administer the program. This policy can provide a foundation for future work to advance Council’s housing and climate goals to decarbonize existing buildings and to preserve and improve the quality of existing housing stock.

## POLICY MEMO

**TO:** Ian Penn and Danielle Klinkebiel, City of Eugene, Oregon  
Public Works Administration & Sustainability Staff, City of Eugene, Oregon

**FROM:** Madeline Salzman, Associate Director of Market Solutions, Earth Advantage  
MacKenzie Winchel, Senior Manager of Programs, Earth Advantage

**DATE:** January 11, 2025

**SUBJECT: RESULTS FROM RESEARCH AND ANALYSIS OF HOME ENERGY SCORE POLICIES FOR THE CITY OF EUGENE, OREGON**

Dear Ian Penn, Danielle Klinkebiel, and other City of Eugene Public Works Administration Staff,

This policy memo is the deliverable associated with Contract 2026-00332 between the City of Eugene (henceforth, "Eugene") and Earth Advantage. Our work has focused on (1) reviewing existing Home Energy Score (HES) policies in other jurisdictions, (2) identifying best practices from existing HES policies, (3) estimating needs to successfully implement such a policy in Eugene, and (4) summarizing observed impacts from existing HES policies. The overall goal of this work is to support Eugene residents and staff in researching, consolidating, and summarizing information about HES policies to support policy development in Eugene.

Most of this work was conducted through literature review of information published online about existing HES policies, as well as research about the existing housing market in Eugene as of December 2025. Earth Advantage staff reviewed more than two dozen research papers, draft analyses, policy memos, and annual program reports to inform the findings included in this memo. In addition, staff communicated with representatives from the Eugene Water and Electric Board (EWEB) and Oregon Employment Department (OED) to better understand local energy efficiency programs and employment trends. Finally, Earth Advantage also utilized data and staff perspectives from HES policies in Portland, Hillsboro, Milwaukie, and Bend, Oregon to inform identification of existing policy impacts. Through this analysis, our summary findings include:

- Existing HES policies already cover more than 800,000 Oregonians and have generated more than 60,000 HES reports statewide, representing more than 5% of the state's owner-occupied housing units ([Earth Advantage 2025](#), [OED 2025](#), [Salzman 2024](#)).
- Analyses consistently find that when HES reports are made available, homebuyers value gaining access to information about home energy features, costs, and opportunities for savings, which they use to make more informed home investment decisions.
- Analyses have found that higher HES ratings are associated with higher sales prices, lower

mortgage delinquency risk, and accessing energy efficiency incentives at higher rates ([Pigman et. al. 2022](#); [Breshears 2022](#); [Cassidy 2023](#); [Myers, Puller, and West 2022](#); [Nadel 2025](#); Earth Advantage internal analysis 2025).

- Analyses of HES data suggest that homes in less wealthy and more diverse zip codes in Portland, Oregon are more likely to receive more energy-saving recommendations in their HES reports but are not more likely to have lower ratings on the HES scale. We have only found weak correlations between HES rating and socioeconomic factors available by zip-code or Census-tract (Earth Advantage internal analysis 2025).
- To support equitable policy impacts, other jurisdictions have offered subsidized HES reports for low-income home sellers and have customized HES reports to offer information about locally available incentive programs that can make upgrades more affordable.
- Eugene can benefit from learning from HES policy experiences around the country to support an equitable policy design that results in high compliance rates and delivers real benefits to Eugene households. Elements of policy designs in Portland, Milwaukie, Hillsboro, and Bend, Oregon can all serve as models for Eugene.
- Based on analyzing needs in other Oregon cities with HES policies, a similar policy in Eugene could support 16-20 Home Energy Score Assessors delivering 1,600 - 2,000 HES reports each year. Best practices from other cities suggest Eugene could support the policy with 0.5 FTE to administer the program and establish a fund to provide free HES reports for low-income homeowners.

We hope this policy memo serves as a useful resource for the City of Eugene when considering potential next steps in a HES policy.

Best,

Maddy Salzman  
Associate Director of Market Solutions  
Earth Advantage

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## Introduction

This policy memo provides results from research and analysis of Home Energy Score (HES) policies for City of Eugene, Oregon staff. The goal of this work is to support Eugene residents and staff in researching, consolidating, and summarizing information about HES policies to support policy development in Eugene. This memo provides (1) review of existing HES policies in other jurisdictions, (2) identification of best practices from existing HES policies, (3) estimation of needs to successfully implement such a policy in Eugene, and (4) summary impacts that have been observed from existing HES policies.

## Key Terms

- **Disclosure policy.** An ordinance or other requirement establishing that information be communicated in standard format(s) to specific parties under certain conditions. In this document we explore disclosure policies with the following elements:
  - **Required information:** U.S. Department of Energy HES report
  - **Standard format:** Digital report included in real estate listings
  - **Specific parties:** The public (homeowners, buyers)
  - **Certain condition:** Covered building is listed publicly for sale

While there is no statewide disclosure requirement in the State of Oregon, Oregon Administrative Rules require that energy performance scores for residential buildings in the state must include a U.S. DOE HES ([Oregon Secretary of State n.d.](#)).

- **Home Energy Score (HES).** A standard software system provided by the U.S. Department of Energy (DOE) that enables delivery of HES reports. HES reports include for each home a 1-to-10 score, documentation of various home features, and recommendations for home energy upgrades to improve the home's score. The HES 1-to-10 score is designed to serve as a proxy for overall energy costs that may be expected for a given housing unit ([DOE, 2021](#)). The intention is for the score – as well as estimated energy costs and emissions – to provide prospective home buyers with information to understand how energy costs contribute to overall homeownership costs. Homes that score a 10 are expected to use less energy and have lower energy costs than 90% of U.S. homes after normalizing for local climate, while homes that score a 1 are expected to use more energy and have higher energy costs than 85% of U.S. homes after normalizing for local climate.
- **Time of listing requirement.** A policy that stipulates something must take place when the home is listed publicly for sale (e.g., on the local multiple listing service (MLS) or other real estate listing websites). Time of listing requirements place stipulations on the listing, which can be viewed by any prospective homebuyer and tracked digitally.
- **Time of sale requirement.** A policy that stipulates something that must take place prior to completion of a home sale (e.g., prior to signing of final documents). Typically, these requirements take place during the escrow period after a buyer's offer has been accepted. Time of sale policies do not inherently place stipulations on home listing information, and often only require information be made available to the buyer under contract.

## Policy Goals

The primary goal of any HES disclosure policy is to provide prospective home buyers with better transparency about home energy features, costs, and opportunities. Much like a miles-per-gallon rating or nutrition facts label, HES disclosure allows consumers to better understand the products they are purchasing and better compare their options with more complete, standardized information. Home features documented in HES reports impact overall household costs, comfort, health, and emissions. In most cases, however, home buyers, sellers, and real estate professionals lack access to clear and consistent information across listed homes. HES provides homeowners and buyers with energy information they would not otherwise have to better understand home features and total cost of homeownership. Jurisdictions with HES disclosure policies offer more transparency about home energy use and costs, which helps reduce uncertainty in the real estate market and support consumers in making investments more confidently.

## Existing HES Disclosure Policies

Over the last decade, cities in Oregon have become national leaders in home energy labeling by enacting real estate disclosure policies. By the end of 2025, nearly 60,000 scores have been delivered throughout Oregon, representing more than 5% of the state's owner-occupied housing units ([Salzman 2024](#), [Earth Advantage 2025](#), [OED 2025](#)). Between the Cities of Bend, Hillsboro, Milwaukie, and Portland, more than 20% of Oregon residents live in a jurisdiction with a HES disclosure requirement in home real estate listings. Beyond Oregon, the Cities of Berkeley, California; Piedmont, California, and Ann Arbor, Michigan also have similar policies, meaning that more than 1.1 million Americans live in a jurisdiction with a HES real estate disclosure requirement ([Nadel 2025](#)). These existing policies serve as great examples for any other jurisdiction to review for best practices and lessons learned. The table below summarizes key features of the existing HES disclosure policies.

Table 1 on the next page identifies cities with existing HES disclosure policies and compares key factors between these program designs and contexts. In the following section, we identify best practices that have emerged through review of the above policies. These best practices were identified through discussions with city staff implementing HES policies and review of published literature about policy impacts.

**Table 1. Key Features of Existing HES Disclosure Policies.**

City	Population (est.)	Policy Type & Link	Scores / Yr (est.)	Compliance Window	Fines for Noncompliance	Compliance Rate (est.)
Portland, OR	635,000	<a href="#">Time of Listing Disclosure Policy</a>	4,400	90 days	Up to \$500; not issued since April 2020	55%
Milwaukie, OR	21,000	<a href="#">Time of Listing Disclosure Policy</a>	150	30 days	Up to \$1,000 if noncompliance continues for 120 days	Unknown
Hillsboro, OR	107,000	<a href="#">Time of Listing Disclosure Policy</a>	1,000	Not explicit in ordinance	\$500 initial fine, \$500 for every 90-day period of noncompliance	75%
Bend, OR	100,000	<a href="#">Time of Listing Disclosure Policy</a>	1,700	30 days	\$750 for initial 30 days, \$750 for every 45-day period of noncompliance	83%
Berkeley, CA	120,000	<a href="#">Time of Listing Disclosure Policy</a>	400	Not explicit in ordinance	\$100 for first infraction, plus administrative late fees	88%
Piedmont, CA	11,000	<a href="#">Time of Sale Disclosure Policy</a>	150	Required not less than 10 days before close of escrow	Not explicit in ordinance	Unknown
Ann Arbor, MI	122,000	<a href="#">Time of Listing Disclosure Policy</a>	1,000	Not explicit in ordinance	\$500 for first offense, \$1,000 for second or subsequent offense	85%

## Identified Best Practices

HES disclosure policy best practices are informed by years of learning from policies in other cities and tailored for housing and economic conditions in Eugene (summarized in Appendix A). The following components are likely to deliver best results in terms of overall policy clarity, compliance, and equity. In general, a policy like the ones adopted by Portland, Milwaukie, Hillsboro, and Bend will help to achieve similar outcomes and support consistency across Oregon markets.

- Covered housing.** Across Oregon jurisdictions, best practice has been to apply HES disclosure requirements to all existing and new construction single-unit homes listed for sale

within city limits. In existing policies, the “covered housing” definition typically includes the following residential structures: single-unit detached homes, single-unit attached homes, rowhomes, townhomes, common-wall homes, duplexes, and condos in non-stacked configurations. These definitions typically do not include detached accessory dwelling units (ADUs), manufactured homes, mobile homes, residential trailers, or stacked condominiums.

This approach has been effective for building consumer understanding through consistent metrics that minimize ambiguity. If necessary, preconstruction HES reports can be delivered for home listings when the structure is still under construction. As of December 2025, HES can deliver reports for individual apartment units as well, which may spur some jurisdictions to consider expanding policies to cover multi-unit housing units within HES disclosure policies ([Pacific Northwest National Laboratory 2025](#)).

- **Exemptions.** To avoid undue burden on distressed home sales, best practice is to identify exemptions for home sellers that submit documentation for waiver approval from the city manager. Other jurisdictions exempt homes experiencing involuntary title change and sales where compliance may present undue hardship to the seller. Examples of these exemptions include:
  - Title changes due to inheritance, default, marriage, divorce, or condemnation
  - Trustee sale
  - Foreclosure sale
  - Sale due to arrears for property taxes
  - Financial distress resulting in a court appointed receiver
  - Home seller participation in a property tax deferral program
  - Other hardships as approved by the city manager

Jurisdictions with policies have adopted processes where sellers may submit documentation to the city that identify which exemptions they are seeking to obtain a compliance waiver. The city manager may oversee issuance of waivers.

- **Report Requirements.** Best practice established in Oregon is to adopt basic requirements that are consistent with [Oregon Administrative Rules](#) for voluntary building energy performance systems. These rules identify various elements that must be included in a home energy performance score system, including minimum standards for report contents, data types, assessor training, and quality assurance. Adopting these state rules in local jurisdictions supports alignment across the state, minimizes participant confusion, and eases implementation burdens.
- **Policy Triggers.** Across jurisdictions, best practice is to have the launch of a home’s internet-based real estate listing (e.g., on the Multiple Listing Service (MLS)) serve as the trigger point and location of proof for covered housing to comply with the policy. Using the real estate listing in this way supports more effective consumer education, helps prospective homebuyers make better decisions, and eases compliance monitoring and enforcement.
- **Assessor Workforce.** Oregon cities with HES disclosure policies have not reported challenges related to HES assessor shortages. When policies are enforced, scoring presents a relatively stable income stream for housing professionals interested in offering energy-

related services. Best practice includes offering free HES assessor training for some housing professionals within three months of policy launch, as well as additional training for HES assessors during the first year of implementation. In other cities, most HES assessors are home inspectors, appraisers, or other real estate professionals that offer HES reports as an additional service.

- **Policy Implementation & Administration.** After policy adoption, the most consistent administrative needs are for compliance monitoring and policy enforcement. Other cities in Oregon support a staff member and/or contracted support person to spend between 5-10 hours per week (0.13 - 0.25 FTE) conducting compliance monitoring through reviewing MLS listings and issuing warning letters and/or penalties. In addition, other Oregon jurisdictions have dedicated city staff personnel to:
  - Operate a “help desk” to answer questions from the public
  - Conduct outreach to real estate professionals, housing counselors, and community-based organizations (CBOs)
  - Analyze HES data to better understand housing stock conditions and opportunities for energy efficiency incentives
- **Compliance & Enforcement.** So far, Hillsboro and Bend have been able to sustain high compliance rates and represent current best practice for enforcement policy design. Key activities include reviewing the MLS to monitor compliance, issuing warning notices to noncompliant sellers that inform them of compliance pathways and risks of penalties, and issuing of penalty fines when violations persist. Most existing policies issue violation penalties to the home seller. Jurisdiction practices that are most successful:
  - Set a shorter amount of time for the compliance window than it takes for most homes to sell in the jurisdiction
  - Set the penalty fine notably higher than the cost of getting an HES report
  - Conduct consistent compliance monitoring throughout policy implementation
- **Equitable Access through Subsidized Scores.** To support equitable access to HES reports that does not overly burden low-income households, best practice is for jurisdictions to establish a small fund for home sellers with incomes at or below 80% Area Median Income (AMI) to receive no cost HES reports. Many jurisdictions operationalized this by granting funds to a local CBO to generate these reports when a homeowner applies for a free HES report. So far, no existing city policies have reported exhausting their funds for free scores; some only report a handful of free scores funded annually. In addition, many jurisdictions include information about locally available rebates and incentives directly in their HES reports to help homeowners access energy upgrades more affordably. Including information about income-eligible incentives can help lower-income households overcome financial barriers to home improvements.
- **Policy Evaluation.** Best practice is to launch a policy with a plan to evaluate outcomes. HES disclosure policies provide a wealth of data to program managers to better understand overall housing and energy trends that impact affordability and environmental impacts. Jurisdictions that regularly monitor compliance collect feedback from the market, review HES

data for trends, and work with researchers to understand housing, economic, and energy impacts. Annual policy evaluation activities can include review of HES results by geography, including the following datapoints: score today, score with upgrades, estimated energy cost, estimated carbon emissions, upgrade recommendation rates, and HVAC equipment types and efficiencies. Staff can also evaluate how HES reports may influence uptake of residential energy incentives through analysis in coordination with local utilities and other incentive providers.

In the next section, we apply the above policy design best practices to estimate implementation needs for an HES disclosure policy in Eugene.

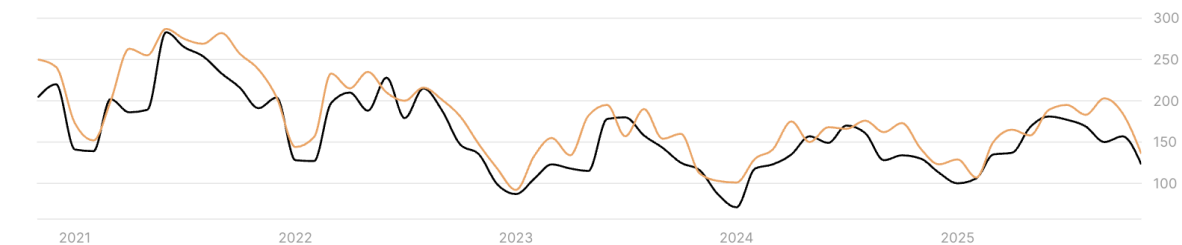
### Implementation Estimates for Eugene

Implementing an HES disclosure policy requires investments to support assessor training, communication with the real estate community, subsidized scores for low-income households, and compliance monitoring that are rightsized to meet local market needs. We estimate the volume of score generation in Eugene based on the current housing market and then calculate the number of HES assessors and program costs based on estimated HES report demand.

**Scores Per Year.** The number of HES reports demanded by the real estate market per year depends on the housing market size as well as estimated compliance rates overall. Housing market trends available from Redfin show that over the last 5 years, Eugene has had a similar rate of home sales as Bend, despite a significantly larger population ([Redfin 2025](#)). Eugene’s significantly larger renter population may play a role in reducing the frequency of home sales as compared to Bend ([US Census 2024](#)). The figure below shows the number of homes sold in Eugene (black) and Bend (orange) monthly between from 2021 through 2025.

**Figure 1. Number of Homes Sold Monthly in Eugene versus Bend, 2021-2025.**

Eugene home sales in black, Bend home sales in orange ([Redfin 2025](#)).



Based on Redfin calculations of home data from MLS and/or public records.

Location	Data Nov 2025	Growth % YoY
● Eugene, OR	123	-5.4%
● Bend, OR	136	-4.2%

In the City of Eugene, every year around 1,800 homes are sold, ranging from roughly 100 to 180 home sales per month. On average, homes in Eugene sell after about 50 days on the market, with more than 50% becoming under contract within 30 days ([Realtor.com 2025](#), [Romito 2025](#)). Eugene is currently characterized as a seller's market, with a median home selling price of about \$475,000 and an inventory of 2-3 months of homes listed for sale ([Redfin 2025](#), [Realtor.com 2025](#)).

Assuming Eugene's home sales rates continue along similar trends, based on scoring in Bend, we estimate a policy in Eugene would generate **between 1,600 and 2,000 Home Energy Scores each year** for an average of 130-160 new home listings each month. Eugene may expect to see the upper end of these ranges in cases where the number of homes listed for sale increases, and/or if the City of Eugene regularly checks compliance and quickly communicates with non-compliant listings.

**Assessor Training.** A HES disclosure policy would increase demand for HES assessor jobs and could increase employment among residential contractors and trades completing home energy upgrades. A full time HES assessor can generate as many as 70 scores in the busiest listing months, but most actively-scoring assessors in other jurisdictions generate on average 5 to 15 per month (Earth Advantage internal analysis 2025). This suggests that for many assessors, scoring is one of a few income streams for their business. Many HES assessors in other cities work as home inspectors, appraisers, or other real estate service providers beyond generating scores.

In Eugene's most active months for home listing, assessors would need to generate roughly 250 scores – enough work for 3.5 HES assessors working full-time on scoring that month. Assuming HES assessors in Eugene generate 15 scores per month in the busiest months, an **estimated 16-20 HES assessors are needed** to meet peak demand for HES reports. If Eugene launched a policy starting January 1, the City could offer free assessor training for 10-12 individuals prior to program launch and then continue to enroll some assessors to ramp up supply alongside growing home listing demand in the summer and fall.

**Program Management Personnel.** Based on best practices for program management and general administration identified in other Oregon cities, Eugene may plan to dedicate 0.5 FTE of either City staff personnel or contracted support to conduct the following activities:

- Review of MLS listings and issuance of noncompliance notices and/or penalties (~0.2 FTE).
- Respond to help desk requests regarding policy implementation (~0.1 FTE).
- Conduct outreach and engagement with real estate professionals, housing counselors, and other housing professionals to build general awareness of the policy (~0.15 FTE).
- Support analysis of HES data and provide summary information to policymakers or others as needed (~0.05 FTE).

During the program launch phase, additional staffing support may be needed to:

- Identify any local customizations to the standard state of Oregon HES report, like customizing report recommendations to align with EWEB incentives.

- Establish overall messaging for the City website and other public-facing materials.
- Recruit individuals to become HES assessors.
- Coordinate messaging about recommended incentive programs with EWEB, CBOs, etc.
- Determine if any additional program quality assurance practices are desired beyond the minimum requirements established by the U.S. DOE and State of Oregon. For example, HES programs in California fund quality assurance review of HES data beyond the minimum quality assurance requirement established by the U.S. DOE to rescore at least 5% of HES reports for quality assurance purposes ([Home Energy Score California 2025](#); [DOE 2025a](#)).

**Non-personnel Implementation Costs.** To meet the various needs of a new HES policy, the City of Eugene may consider the following cost estimates as benchmarks to inform annual budgets. These cost estimates exclude costs associated with 0.5 FTE to support the program and include the following assumptions:

- Fees that are generally aligned with those experienced by other cities in Oregon (e.g., cost of HES assessor training, and technical system maintenance). We also assume that fees will be issued to the market to support program implementation at the same level as other Oregon cities (e.g., \$35 fee per HES report to cover costs associated with federally required quality assurance).
- A higher estimated cost associated with subsidizing HES reports for lower-income or distressed households. We assume a rate of \$250 per HES report, roughly aligned with rates in other jurisdictions. The market price of HES reports is not set and typically ranges from \$150-\$250 for most market-rate homes.
- Need for subsidizing HES reports at an estimated rate of 1% of home listings per year. This amount is informed by reported demand in other Oregon cities with disclosure policies.

Table 2 below summarizes the above non-personnel cost estimates for one-time program start-up costs as well as ongoing costs for years two and beyond.

**Table 2. Estimated Non-Personnel Costs for Launch and Policy Administration.**

Item	Unit Cost	Units	Cost Estimate
Technical Start Up (One-Time)	\$10,000	1	\$10,000
Assessor Training (One-Time)	\$1,500 / assessor	10	\$15,000
Technical System Maintenance	\$5,000 / year	1	\$5,000 / year
Free Home Energy Score Fund	\$250 / HES report	20	\$5,000 / year
<b>Estimated Year 1 Cost</b>			<b>\$35,000</b>
<b>Estimated Year 2+ Cost</b>			<b>\$10,000</b>

## Research Findings of Existing HES Policy Impacts

Over the last five years or so, analyses of HES disclosure policies have begun to document associated housing, economic, energy, and climate benefits. HES report data from Portland, OR has proven particularly fruitful for researchers, with about 30% of single-unit housing scored since policy launch in 2018. Most published literature exploring the impacts of home energy information disclosure policies – including HES time-of-listing policies – focus on identifying if homes with higher efficiency features and lower energy costs sell for more money (a price premium), at faster rates (fewer days on the market), or with lower mortgage delinquency risks. Highlights from various research papers, summary reports, prior policy memos, and analysis of existing HES data are summarized in the subsections below.

**HES disclosure has not slowed home sales.** Jurisdictions with policies that support a marketplace of HES assessors offering reports have not reported challenges with meeting real estate market demand for assessments. Ensuring the demand for HES reports is a stable environment for workers through consistent compliance monitoring and enforcement of the policy helps drive this outcome. Some studies have also suggested that energy efficient homes spend less time on the market due to increased buyer demand ([Zillow 2022](#); [Carroll, Denny, Lyons, & Petrov 2024](#); [Nadel 2025](#)).

**Home buyers value homes with higher efficiency.** When home energy information is available, homebuyers use it to make more informed home purchase decisions and value the information in alignment with estimated home energy savings. Studies have shown that a one-point increase on the Home Energy Score 1-to-10 scale is associated with a 0.5% sales premium – equivalent to \$2,370 for Eugene’s median home price ([Pigman, Deason, Wallace, & Issler, 2022](#); [Breshears 2022](#); [Cassidy 2023](#); [Redfin 2025](#)). In Oregon, a 1-point score increase is also associated with an average \$200 in household energy cost savings each year (Earth Advantage internal analysis 2025). These results generally align with studies of similar policies in other regions ([Myers, Puller, and West 2022](#); [Ou, Bailey, McArthur, & Zhao 2025](#)). Studies have not suggested that homebuyers over-value this information by either wholly avoiding low-scoring homes or causing irrational home price inflation among high-scoring homes.

**Borrowers living in efficient homes experience lower mortgage delinquency and default rates.** Studies suggest that, particularly for higher debt-to-income (DTI) ratio borrowers, more efficient homes are less likely to experience 30- or 60-day mortgage delinquency than lower rated or not rated homes ([Pigman, Deason, Wallace, & Issler, 2022](#); [Argento, Bak, & Brown, n.d.](#)). Researchers hypothesize that increased transparency into energy costs for all homes, as well as lower energy bills associated with higher rated homes, may contribute to these findings. Some mortgage loan products have supported borrowers in accessing higher debt-to-income ratios for higher scoring homes – or for improvement loans that increase a home’s score – under the premise that efficient homes have lower and more stable energy bills.

**Disclosure requirements better help home energy features be properly valued than voluntary programs.** By providing home buyers with comparable information across home listings through standardized disclosure, buyers are in the best position to make informed decisions and support valuation of home energy features, resulting in more differentiation of energy efficient properties from inefficient ones. Homebuyers express a higher willingness to pay for improved energy performance when home energy information is provided consistently across home listings, rather than when only high efficiency homes are promoted ([Nadel 2025](#); [Sussman, Kormos, and Cooper 2020](#); [Sussman et. al. 2022](#)). Disclosure policies also enable home appraisers to access HES reports across comparable homes to more easily and properly value these features.

Earth Advantage's Green Building Registry (GBR) collects green home verification data from more than 20 different programs around the country. Within the City of Eugene, GBR identifies 225 buildings with at least one green verification, representing about 0.3% of the local housing supply – a substantially lower rate than Oregon overall (about 3.7%) or GBR's national rate of green home verification data (about 2.6% of all US housing). The most common green verification programs among Eugene households are HERS ratings (100+ homes), EPS (50+ homes) and ENERGY STAR (50+ homes). GBR does not currently hold the roughly 800 scores delivered through the EWEB program.

**HES recipients are more likely to obtain energy efficiency incentives.** Analysis conducted on behalf of the City of Portland examined homes that complied with the HES requirement and then completed an upgrade associated with a program rebate during a five-month period in 2023. Out of 2,331 homes that received a HES report during this period, 8.8% (207 homes) also received an Energy Trust of Oregon incentive for a measure recommended in the HES report. The most common incentives were for attic insulation and heat pump systems. On average, these 207 homes received \$490 in incentives for upgrades that saved 477 kWh and 29 therms per year. By comparison, only 0.8% of homes that did not receive a HES report had obtained an efficiency measure incentive over a three-year period. Thus, incentives were obtained at an 11-times higher rate among homes that had received HES reports than those who had not. More research is needed to identify any causal relationship between these variables.

Similar findings have also been found in Eugene through the SCORE Program. EWEB, in partnership with the University of Oregon and City of Eugene, operates the SCORE program, which offers free HES assessments to renters and low-income EWEB customers. Since the program launched in 2017, student HES assessors have delivered over 800 HES reports to program participants, 585 of which were requested by renter tenants (EWEB 2024). In the 2023-24 SCORE Program Annual Report, EWEB reported since receiving an HES report, 187 homes, or 23.4%, had received 263 home improvement projects – 126 of which were conversions from electric resistance heating to ductless heat pump systems (EWEB 2024). Energy upgrades deployed through this program have resulted in more than 363,000 kWh and 17 Metric Tons of CO<sub>2</sub>-equivalent saved annually (EWEB 2024).

**Homes that have been rescored in Portland are, on average, 1.1 points higher than their first score.** Earth Advantage identified 2,574 homes in Oregon that received at least two separate HES assessments (internal analysis 2025). Additional analysis is needed to identify why households received updated assessments, but it could possibly be due to the house being resold or the owner participating in a program that provided a new HES report. Within this sample, the average change in score was an increase of 1.1 points – a change associated with an average annual energy bill savings of more than \$200. In addition, 23% of the homes in this sample – about 600 homes – had increased their scores by 3 or more points.

**Analyses in Portland show that HES score results do not correlate to neighborhood socioeconomic factors.** In one analysis, researchers reviewed more than 38,000 scores on behalf of the City of Portland to identify any correlations that may exist between HES results and Census tracts that are coded as “DEI”<sup>1</sup> (memo to City of Portland 2024). This analysis showed that while homes in Portland’s “DEI” Census tracts have median home values more than \$150,000 less than those of “non-DEI” coded Census tracts, differences in resultant score were not significant: the average score in DEI Census tracts was 4.8, versus 4.5 in non-DEI Census tracts (memo to City of Portland 2024).

In addition, Earth Advantage analyzed 50,000 HES reports in Portland through a regression analysis comparing average score values with income and race statistics available for each of Portland’s 27 zip codes. There was no strong observable correlation between zip code demographics and HES data results, including score today, estimated energy cost, estimated carbon emissions, year built, or air conditioning SEER rating. Across 24 different variable correlations tested, the strongest observed relationships between variables are still weak, with R<sup>2</sup> values all below 0.3.

When reviewing over 1,200 HES reports in Portland delivered by CBOs that typically support low-income households, the average home scored 4.15, about 0.34 points lower than other homes in Portland. These CBO-served homes were slightly more likely to score a 1 out of 10 (19.2% versus 16.6%, respectively) and slightly less likely to score a 10 out of 10 (2.0% versus 3.6%, respectively), however the spread of scores across both groups reflect similar distributions. These slight distribution differences may be driven by lower-income households typically having less access to more efficient equipment and potentially more deferred maintenance issues. HES reports help lower-income homeowners and buyers understand energy costs, identify cost-effective upgrades, and link them to incentive programs that make energy upgrades more affordable.

**Investment gaps in high-efficiency equipment suggest households can benefit from better energy information to improve energy literacy and understanding of upgrade benefits.**

Preliminary analyses of HES data in Portland suggest that total home energy use, costs, and score are not cleanly determined by or correlated to income. For example, while households in higher

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<sup>1</sup> For this analysis, DEI census tracts are defined based on having a racial/ethnic diversity index score of 5 or higher, as defined by the US Census.

income zip codes in Portland may have greater access to higher cost efficiency features, they are also more likely to have larger homes and be equipped with air conditioning – two features that contribute to higher estimated annual energy usage. While higher income households generally face fewer financial barriers to purchasing high-efficiency equipment, the available data does not show a strong relationship between neighborhood income levels and actual investment rates in high-efficiency equipment. HES reports can help these homeowners and buyers better understand the benefits of high-efficiency equipment and which upgrades make the most sense for their home.

**Households across neighborhoods and demographic groups benefit from improved access to actionable home energy information.** As more households feel the strain of rising housing and energy costs, access to better information about these costs and how to impact them can benefit everyone. HES disclosure can close information gaps felt across socioeconomic groups that lead to underinvestment in energy efficient features in higher income households as well as under-enrollment in income-eligible efficiency upgrade programs among lower income households. HES reports designed to include actionable recommendations for home energy upgrades as well as information about available incentives and programs can support greater and more equitable access to energy efficient housing.

**Many factors contribute to a home’s score.** HES assessors collect about 60 data points per home to generate each HES report, and each of these data points influence the HES building energy model that estimates home energy use. Home size is one, often noted data point that contributes to a home’s overall energy use, as more floor area requires more energy to heat and cool interior spaces. Other features that contribute to higher home energy use and therefore lower scores include: above-average ceiling height, large window areas, little insulation, poorly sealed construction, inefficient ducts, low efficiency HVAC, central air conditioning, and/or no solar PV. The complete HES report – with identified home features and recommendations for cost-effective upgrades – helps residents distinguish these factors beyond just the score result itself. Ensuring prospective buyers have access to the complete report and not just the score metric is important to properly inform consumers. Earth Advantage analyzed HES data in Portland, Oregon to better understand how floor area contributes to home score, which is shown below.

**Table 3. Home Energy Scores in Portland, Oregon by Conditioned Floor Area**

Conditioned Floor Area	Portland Sample Size	Average Floor Area	Initial Score Today			Score with Recommended Improvements Completed		
			Average Score	Score of 1 (%)	Score of 10 (%)	Average Score	Score of 1 (%)	Score of 10 (%)
501 - 1,500 ft <sup>2</sup>	18,168	1,116 ft <sup>2</sup>	5.2	9.1%	5.6%	8.1	0%	28%
1,501 - 2,500 ft <sup>2</sup>	20,444	1,889 ft <sup>2</sup>	4.5	15%	3.0%	6.7	0.4%	8.1%
2,501 - 5,000 ft <sup>2</sup>	10,326	3,125 ft <sup>2</sup>	3.3	31%	1.2%	4.9	5.9%	2.0%

**HES disclosure policies support local jobs and small businesses.** Few studies have analyzed the local economic impacts of home energy information disclosure policies. Potential economic impacts include job growth associated with conducting HES assessments (e.g., among construction and building inspectors or similar occupations), as well as increased residential contracting activity as more homeowners choose to complete home energy upgrades. In 2025, about 6,800 HES reports were generated in Oregon's mandatory markets, roughly translating to \$1.2 million<sup>2</sup> in revenue for HES assessor companies. Based on review of HES data in Oregon, a full-time HES assessor can complete an estimated 70 HES assessments in a month, suggesting that scoring in Oregon's mandatory markets generates enough activity to support more than 8 full-time equivalent (FTE) HES assessor jobs. Across these same four markets, more than 60 HES Assessors from 50 companies provide these scores, supporting greater attainment of home energy efficiency skills and industry-recognized credentials.

As the City of Eugene continues to consider policy design and implementation options, this policy memo can serve as a resource. Identifying and building upon these best practices will help more homeowners and buyers understand how their homes use energy, and how that energy use impacts their wallets, health, and overall comfort. When homeowners better understand these elements through increased transparency, they can make more informed decisions that help them save money, improve air quality, and live more comfortably.

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<sup>2</sup> Based estimated HES prices in Oregon markets as reported to Earth Advantage by HES assessors.

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## Appendix A. Policy Context in the City of Eugene, Oregon

The following sections provide supplemental data about Eugene’s housing and demographics which helped inform the estimated needs identified in this report.

**Housing Market.** According to the U.S. Census’s 1-year American Community Survey (ACS), Eugene, Oregon, is the third largest city in Oregon behind Portland and Salem, with an estimated population of 178,789 people in 2024 ([ACS 2024a](#)). This population occupies an estimated 82,143 households, with an additional 5,385 vacant housing units (coming to an average vacancy rate of 6.6%) ([ACS 2024b](#)). Driven in-part by the large student population at the University of Oregon, Eugene has a relatively low homeownership rate of 48% (compared to 63% homeownership statewide). About 60% of Eugene’s occupied housing units are either single-unit attached or detached homes, while 27% of Eugene’s housing units are in buildings with 5 or more housing units present ([ACS 2024b](#)). The first residential energy conservation requirement went into effect in Oregon in 1980; about 52% of Eugene’s current housing stock was built in 1979 or earlier ([ACS 2024b](#)).

From 2021 through 2024, the City of Eugene permitted more than 4,200 new housing units ([City of Eugene 2025a](#), [City of Eugene 2025b](#)). About 14% of these units were single-unit detached dwellings, 7.6% were middle housing units (duplexes, triplexes, fourplexes, townhouses/rowhouses or cottage clusters), and the remaining 78.4% were multi-unit dwellings ([City of Eugene 2025b](#)).

In Eugene, the median home has a selling price of about \$475,000, and as of December 2025, there are 783 homes listed for sale ([Realtor.com 2025](#)). A local blog reports that 341 of the homes listed for sale in October 2025 were single-unit detached homes<sup>3</sup> ([Romito 2025](#)). On average, homes in Eugene sell after about 50 days on the market, with more than 50% becoming under contract within 30 days ([Realtor.com 2025](#), [Romito 2025](#)). Eugene is currently characterized as a seller’s market, with more interested buyers than sellers, and nearly 25% of homes selling for above asking price in the last year ([Realtor.com 2025](#), [Romito 2025](#)). In recent months, 58% of homebuyers used conventional loans, 22% bought homes with cash, while FHA/VA/other loans – often issued to lower credit borrowers – made up the remaining 20% of buyers ([Romito 2025](#)). The primary multiple listing service (MLS) servicing Eugene is RMLS, which also services the Portland metropolitan area market and has IT systems established to upload HES report links directly into listings ([RMLS 2025](#)).

**Home Energy Use.** Across Eugene, the average household experiences a 2% energy burden, meaning that average households spend 2% of their incomes on home energy costs ([DOE 2025b](#)). This rate is in alignment with Oregon overall. The average annual energy cost is about \$1,580 across all Eugene households, however this average cost increases to about \$1,990 for households living in single-unit dwellings and to about \$1,830 for households with incomes at or below 100% the area median income (AMI) ([DOE 2025b](#)). Eugene households at or below 100% AMI experience an average

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<sup>3</sup> The blog states that its data excludes land without dwellings, condos, townhomes, and mobile homes.

energy burden of 5% ([DOE 2025b](#)). Roughly half of Eugene households are at or below the 100% AMI. For the average Eugene household living in a single-unit dwelling, estimated household energy bills come to about 50% the average property tax bills and about 124% the average home insurance bill ([Ownwell 2025](#), [US News & World Report 2025](#)). Compared to the rest of Oregon, more homes in Eugene use electricity for heating at 75% of households versus 53% statewide.

**Local Residential Energy Efficiency Programs.** Between 2017-2022, EWEB served more than 6,600 households with income-eligible energy services with funding made available through the Low-Income Household Energy Assistance Program (LIHEAP) and Oregon Energy Assistance Program (OEAP). The average household served through these programs had an income of \$15,574 and received a one-time payment of \$323 to support energy bills ([OHCS 2022](#)). Almost 80% of households served by EWEB in these programs were renters. In addition, EWEB in partnership with UO and the City has operated a voluntary Home Energy Scoring program, which delivered more than 800 HES reports to mostly rented households in Eugene. In 2023-2024, 187 of homes that received a HES report (23%) completed 263 home improvement projects, saving more than 363 MWh annually (EWEB 2025).

A report on the Energy Trust of Oregon's activity in Eugene from 2002 through 2024 shows that the Energy Trust has served 9,900 residential buildings with programs to improve energy efficiency of residential natural gas systems (Energy Trust 2025). Installed measures include water heaters, space heating systems, HVAC controls, and weatherization upgrades.

**Economy & Employment in Relevant Industries.** According to DOE's Low-income Energy Affordability Data (LEAD) Tool, the average household income in the City of Eugene is \$84,803, while the average income of households living in single-unit detached, attached, and 2-unit housing is higher at \$107,611 ([DOE 2025b](#)). In 2023, per capita personal income reached \$61,634 across Lane County, slightly below Oregon's statewide per capita personal income of \$67,838 ([OED 2025](#)). Since hitting an unemployment low of 3.7% in May 2023, unemployment in Lane County has since climbed to 4.9% as of August 2025 ([OED 2025](#)).

According to the Oregon Employment Department (OED), within the construction sector, Lane County is aligned with the rest of Oregon in projecting 11% employment growth in residential building construction ([OED 2025](#)). The table below shows that for specific employers in residential building and construction contracting, employment in the last ten years has significantly outpaced the overall economy in Lane County and statewide overall; yet employment has grown less rapidly in Lane County than other parts of Oregon.

**Table 4. Employment in Lane County for Select Residential Building Construction and Related Industries.**

Area	Employment in Select NAICS <sup>5</sup>			Overall Area Employment Growth 2015-2024
	2015	2024	2015-2024 Growth	
<b>Lane County</b>	3,022	4,113	36%	7%
<b>Multnomah County</b>	9,627	13,939	45%	4%
<b>Washington County</b>	6,860	10,563	54%	12%
<b>Deschutes County</b>	2,521	4,077	62%	30%
<b>Oregon Overall</b>	39,887	61,612	54%	12%

<sup>5</sup> 2361: Residential Building Construction; 23816: Roofing Contractors; 23821: Electrical and Other Wiring Contractors; 23822: Plumbing and HVAC Contractors; 23831: Drywall and Insulation Contractors. Jobs are reported by employers as covered by unemployment insurance.

Source: Oregon Employment Department, *Quarterly Census of Employment and Wages*

Through 2033, Lane County is estimated to increase total employment by 7%, slightly below projections for the state of Oregon (8%), but with the construction industry projected at the highest growth of all industries at 14% ([OED 2025](#)). Within the construction sector, Lane County has projected 11% growth in residential building construction employment, 17% growth in building equipment contractor employment, and 18% growth in building finishing contractor employment, generally in alignment with state projections ([OED 2025](#)). Employment of construction and building inspectors is projected to grow by 5.7% through 2033 in Lane County, but by 7.4% across Oregon over the same period ([OED 2025](#)).

# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY



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### Work Session: City of Eugene Naming Policy

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Meeting Date: March 9, 2026  
Department: Central Services  
www.eugene-or.gov

Agenda Item Number: 2  
Staff Contact: Jason Dedrick  
Phone: 541-682-5033

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#### ISSUE STATEMENT

The City of Eugene Naming Policy provides guidance on the naming of City-owned facilities. This work session provides City Council with an opportunity to review and potentially take action on updates to the City of Eugene Naming Policy.

#### BACKGROUND

The City's current naming policy was initially adopted on September 27, 2010 and amended on April 11, 2018 (Attachment A). The policy serves to guide the naming of City-owned facilities in a fair, objective and consistent manner, and to aid in the selection of names that are suitable to the property or facility, respectful of the site or area, useful to the public in locating the facility, and reflect prevailing or emerging community culture. The policy defines facilities as buildings, parks and natural areas, streets, bridges, or other City-owned structures.

The City of Eugene Naming Policy has guided recent naming efforts related to Striker Field/Umso Park (2024), and the naming of Dr. Edwin Coleman Jr. Community Center and Andrea Ortiz Park (2018). Over the next two years, the policy will be used to guide the naming of 4-6 new parks and natural areas.

At work sessions on January 20, 2021 and June 30, 2021 on this topic, Council provided staff with guidance on desired updates to the policy. Attachment B, Exhibit A contains a proposed policy for Council consideration that addresses the following broad categories of desired changes expressed by Council:

- Clarify guidance on naming **criteria**
- Clarify guidance on naming **process**
- Update the policy to be **more inclusive** in both process and naming criteria
- Make structural changes to **streamline and simplify** the policy

#### Related Work

The policy may be strengthened by ongoing City efforts related to the City's Strategic Plan "Culture of Belonging" focus area, as well as [Council Resolution 5274](#), and ongoing work by the Human Rights Commission.

Additionally, while the policy contains provisions to consider naming facilities in honor of individuals who are deceased, other alternatives exist for honoring those who are living, such as library named gifts (e.g. bookshelves or stacks), and park features (benches).

March 9, 2026 Work Session – Item 2

## RELATED CITY POLICIES

Revisions to the City’s Naming Policy support the City Strategic Plan Culture of Belonging Focus area goal to “Strengthen relationships with the whole community, with emphasis on the inclusion of the most marginalized groups” as well as the goal to “Engage with a broader cross-section of the community.”

## PREVIOUS COUNCIL DIRECTION

### [April 11, 2018 City Council Work Session](#)

Discussion at the April 11, 2018 work session indicated that councilors desired a separate work session to discuss the policy where no specific naming proposals were also being considered. At that same work session, the policy was amended to include changes to the waiting period for naming after an individual has passed away (change from two years to one year) and adding the word “clearly” to the following provision: “the council will not rename facilities or existing facility spaces which *clearly* have been previously dedicated in honor of an individual, unless such individual no longer represents a lasting legacy to the mission of the City of Eugene or the community it serves.”

### [January 20, 2021 City Council Work Session](#)

Discussion at the January 20, 2021 work session indicated that councilors desired an additional work session to continue their discussion, which included a desire to bring an equity lens to this work as well as address “living legends.” Council directed staff to return with information on other jurisdictions’ naming policies as well as updates on other related staff efforts.

### [June 30, 2021 City Council Work Session](#)

Discussion at the June 30, 2021 Work Session included additional guidance to staff on desired changes to the naming policy.

## COUNCIL OPTIONS

1. Adopt the Resolution (Attachment B) approving the updated City Naming Policy
2. Request revisions to the City Naming Policy and direct staff to return with a revised version
3. Take no action

## CITY MANAGER’S RECOMMENDATION

The City Manager recommends Option 1.

## SUGGESTED MOTION

Move to adopt the Resolution Adopting a Naming Policy for the City of Eugene at Attachment B to the AIS.

## ATTACHMENTS

- A. City of Eugene Naming Policy – Existing

B. A Resolution Adopting a Naming Policy for the City of Eugene including, as Exhibit A, the City of Eugene Naming Policy.

**FOR MORE INFORMATION**

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## City of Eugene Naming Policy

*Adopted September 27, 2010*

*Revised April 11, 2018*

### **OBJECTIVE**

The intent of the City of Eugene naming policy is to guide the naming of City-owned facilities in a fair, objective and consistent manner, and aid in the selection of names that are suitable to the property or facility, respectful of the history of the site or area, useful to the public in locating the facility and reflect prevailing or emerging community culture. For the purposes of this policy, “facility” shall be used to mean any building, park, street, natural area, bridge, or other City- owned structure.

### **GENERAL**

The establishment of formal legal names of permanent real property owned by the City of Eugene requires administrative action. Only the Eugene City Council retains the authority to establish formal legal names for City-owned facilities.

It will be the general policy of the City of Eugene when naming facilities to incorporate a geographic, natural, historic, or geological feature as part of the name to assist the public in recognizing the location. The use of geographic areas or neighborhood locations for naming promotes community identification, thus creating a sense of ownership by citizens.

As an alternative, the council may consider honoring individuals whose achievements represent a lasting legacy to the mission of the City of Eugene and the community it serves, or donors making significant financial contributions to the construction of or ongoing operation of the facility by incorporating that individual’s name in the name of the facility. Whenever practicable, the individual’s name will be incorporated into the existing geographic name. In the event that an individual’s name is considered, the City Council will take great care to ensure that the individual is of such character and integrity that the name will endure as an honor in the present and into the future. At no time will a facility be named after a business.

It is the policy of the City Council not to rename existing facilities which have been dedicated in honor of an individual, unless such individual no longer represents a lasting legacy to the mission of the City of Eugene or the community it serves.

All naming proposals for major City-owned facilities will be subject to a public comment process during which objections to the proposal may be raised. The council may choose to empower an appropriate existing committee or create an ad-hoc naming committee, appointed by the Mayor, to ensure the integrity and completeness of the naming process. In general, members of an ad hoc Naming Committee will possess a public service background and have a working knowledge of state and local history.

Existing naming policies shall remain in effect unless the application of the following procedures is warranted. Factors used in determining which policy shall be applied may include size and scope of the facility, level of public interest, and significant historical event.

**CRITERIA FOR CONSIDERING INDIVIDUAL'S NAME FOR BOTH NEW AND EXISTING CITY FACILITIES**

The City Council may consider naming a facility after an individual who has been deceased for a minimum of one (1) year as of the date of the submission of the proposed name and who meets at least one of the following criteria:

- Regional or local leader with strong, identifiable ties to the community or, specifically, to the facility being named.
- City resident who has distinguished himself/herself in public service as an elected or appointed official or volunteer with strong, identifiable ties to the City organization.
- Individual nominated for dedication of a specific facility by a donor who gives:
  - ✓ At least 50 percent of the total cost of the facility donated at the time of construction;
  - ✓ At least 50 percent of the total cost of major renovation or upgrade donated at the time of renovation or upgrade; or
  - ✓ The land comprising the building site or the cost of the land donated at the time of purchase.
- Individual nominated for dedication of a space/room in the facility by a donor who makes a significant financial contribution to the facility.

**I. PROCEDURE FOR SELECTING NAMES FOR NEW FACILITIES**

The following procedures shall be used in selecting names for new City-owned facilities.

**A. City-Owned Facilities**

1. Staff will notify the council about a naming opportunity at least 12 months prior to the scheduled opening of a new facility or at the earliest opportunity. The council may choose to designate an appropriate committee or convene an ad hoc naming committee to recommend a geographic name for that facility and to identify and analyze any real costs associated with the proposal. The proposed name will be based on the location served by the facility or its history.
  - a) Individual or groups who wish to submit a recommendation to the City Council will provide the following information in writing (*see Attachment D*):
    - ✓ Description of facility to be named
    - ✓ Proposed name
    - ✓ Description of how the naming proposal meets the criteria contained within this policy

*If the proposed name recognizes a living or deceased person, the proposal must also contain the following:*

- ✓ Compelling evidence of the extraordinary contribution of the individual to the community
  - ✓ Biographical information, including date of the death, if applicable
  - ✓ Explanation of how naming facility would improve community awareness and historical perspective
2. A name for the new facility will be proposed to the City Council at a regular council meeting. This meeting will initiate a public comment period, the purpose of which is to ensure that the proposed geographic name and/or any individual names proposed by stakeholders or citizens are accepted by the community.

3. During the public comment period, staff will notify the public of the proposed name through press releases, public service announcements, the City's website, or other effective means of communication. Any notification will contain the following information:
  - (a) A description of the facility to be named, its location, and its proposed name
  - (b) The deadline for submitting comments (either in writing or in person)
  - (c) The address to which citizens may send their comments
  - (d) The dates, times, and locations of the council meetings to be held during the public comment period, at which citizens may comment on the proposed name.
4. If public response suggests the need for an alternate name, the Naming Committee will consider other names and make an appropriate recommendation to the council. The recommendation will include the rationale for the committee's choice.
5. The council will hear the final recommendation and, unless further deliberation is needed, will vote on the recommendation at a regular council meeting.

#### **B. Streets**

The process for naming streets is prescribed in planning laws and regulations (*see Attachment A.*)

#### **C. Library Amenities**

The criteria for the naming of features and amenities at the Eugene Public Library were set by a council-appointed committee, and are maintained by a three-member City of Eugene/Eugene Public Library Foundation (EPLF) committee and coordinated by the EPLF (*see Attachment B.*)

#### **D. Parks and Open Spaces**

The Parks and Open Space Division oversees the naming of park lands and features within the Eugene parks and open space system, with the exception of large buildings such as community centers and aquatic facilities. To ensure fair and consistent application of naming, all park lands and features requiring naming, or for which formal naming is requested, are evaluated and processed in accordance with established guidelines (*see Attachment C.*)

## **II. PROCEDURE FOR SELECTING NAMES OF INDIVIDUALS FOR EXISTING FACILITIES AND SPACES**

In most cases, renaming an existing facility will occur only when a facility has a generic name or in recognition of and response to evolving political/social perspectives and sensitivities.

At any time, citizens or other stakeholders may suggest names for an existing facility or for spaces in and around City-owned facilities to the City Council in writing; however, the council will not rename facilities or existing facility spaces which clearly have been previously dedicated in honor of an individual, unless such individual no longer represents a lasting legacy to the mission of the City of Eugene or the community it serves.

#### **A. Renaming City-Owned Facilities**

1. When submitting a proposal to rename an existing facility, the person(s) requesting the change will provide the following information (*see Attachment D.*):
  - ✓ Description of feature to be renamed
  - ✓ Proposed name
  - ✓ Concise description of reason(s) for the name change
  - ✓ Description of how the renaming request meets the criteria contained within this policy

*If the proposed name recognizes a living or deceased person, the proposal must also contain the following:*

- ✓ Compelling evidence of the extraordinary contribution of the individual to the community
  - ✓ Biographical information, including date of the death, if applicable
  - ✓ Explanation of how renaming a park or feature would improve community awareness and historical perspective
2. The City Council may refer a suggested name(s) to an appropriate existing committee or ad hoc Naming Committee. The Naming Committee will meet to review any suggestions and will make a recommendation to the council. During its review, the committee will identify and analyze potential consequences and any financial implications associated with the proposed name.
  3. When a name is suggested for an existing facility, the council will initiate a public comment period and will notify the public of the proposed name through press releases, public service announcements, the City's website, or other effective means of communication. Any notification will contain:
    - ✓ A description of the facility to be named, its location, and its proposed name
    - ✓ The deadline for submitting comments (either in writing or in person)
    - ✓ The address to which citizens may send their comments
    - ✓ The dates and times of at least one public forum to be held during the public comment period at which citizens may comment on the proposed name
  4. If multiple suggestions are made for the same facility or space, the Naming Committee will select one name to recommend for approval, but may recommend the other suggested names for other spaces in the facility.
  5. The council will hear the Naming Committee's recommendation and, unless further deliberation is needed, will vote on the recommended name at a regular council meeting.
  6. If additional deliberation is needed, the vote will be postponed until a subsequent council meeting. The Naming Committee will clarify its recommendation before that council meeting.

#### **B. Renaming Streets**

The process for renaming streets is currently set forth in Eugene Code sections 9.8475 – 9.8490. Applications for street name changes are submitted to the Eugene Planning Division and vetted by the Planning Commission (see Attachment A).

### **III. STAFF-INITIATED REQUESTS**

Naming/renaming of public meeting rooms and subsections of City facilities will be made by the City Manager or his designee, but may come to the City Council for approval at a regular council meeting, or, in situations of lower public interest, via council memo at least four weeks prior to formalization of the proposed name.

### **ENDORSING PROPOSALS FROM OTHER JURISDICTIONS**

In the event the Mayor and City Council are asked to endorse a proposal for naming or renaming a facility not under the City's jurisdictional authority, the following information shall be required:

- ✓ Written letter or statement of request
- ✓ Description of public process for vetting the proposed name
- ✓ Impact analysis, including financial implications, community impact, potential negative impacts, associated with the naming or renaming.

A minimum of six councilors voting in the affirmative is required for the City Council to officially endorse a naming proposal. In the event this threshold cannot be met, a formal notice will be sent to the requesting agency stating that the City Council has no position on the request.

#### **COUNCIL-INITIATED PROPOSALS TO OTHER JURISDICTIONS**

Individuals, advisory groups, organizations, individual councilors, or the council as a body may wish to recommend a name for a facility not under the City of Eugene's jurisdiction. In these cases, the following procedure will be used to develop a formal recommendation:

1. Individual or group submits recommendation in writing to City Council via letter or nomination form.
2. Recommendation is placed on Consent Calendar for initiation of public comment period.
3. Notification about the public comment period will occur on the City's website or by other effective means of communication and will consist of:
  - ✓ A description of the facility to be named, its location, and its proposed name
  - ✓ The deadline for submitting comments (either in writing or in person)
  - ✓ The address to which citizens may send their comments
  - ✓ The dates and times of at least one public forum to be held during the public comment period at which citizens may comment on the proposed name
5. Staff identifies any potential impacts associated with the proposal, including financial implications.
6. Following the public comment period, the proposal is scheduled for action by the City Council.
7. Official letter of recommendation is prepared and sent to governing agency.

#### **ATTACHMENTS**

- A. Street Naming Policy (including relevant code provisions)
- B. Library Naming Policy
- C. Parks and Open Space Naming Policy
- D. Application for Naming/Renaming Facilities

## Relevant Code Sections

### Standards for Streets, Alleys, and Other Public Ways

**9.6855** Street Names. Wherever practical, streets that are in alignment with existing named streets shall bear the names of such existing streets. Names for streets that are not in alignment with existing streets are subject to approval by the planning director and shall not unnecessarily duplicate or resemble the name of any existing or platted street in Lane County.

*(Section 9.6855, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02.)*

\*\*\*\*\*

### Street Name Change

**9.8475** Purpose of Street Name Changes. Requests to rename an existing street may be generated by a variety of circumstances. In many cases, there are other existing streets in the city that have similar sounding names resulting in confusion for the postal service, emergency response services and the general public. Applications to rename a street are subject to state law that requires the planning commission to review the request and make a recommendation to the city council for final action.

*(Section 9.8475, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02.)*

**9.8480** Applicability. Any existing street or highway, other than a county or state road or highway, may be renamed by the city council provided it is within six miles of the limits of the city and within the Eugene Urban Growth Boundary. Street name changes are subject to the Type IV procedural requirements beginning at EC 9.7400.

*(Section 9.8480, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02.)*

**9.8485** Street Name Change Approval Criteria. The planning commission shall recommend, and the city council shall approve an application for a street name change upon determining that a proposed renaming is in the best interest of the city.

*(Section 9.8485, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02.)*

**9.8490** General Requirements. The city council by ordinance shall rename a street or highway in accordance with the recommendation of the planning commission, or by resolution shall reject the recommendation. A certified copy of the ordinance shall be filed for record with the county clerk or recorder, and a like copy shall be filed with the county assessor and county surveyor. The county surveyor shall enter the new names of the streets and roads as required by state law.

*(Section 9.8490, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02.)*

**Suggested Road Naming Guidelines**  
**Lane County, Oregon**  
 Updated August 2024

In order to facilitate road names that are not confusing or difficult to interpret for public safety staff, the Lane County of Governments (LCOG) facilitates an email discussion group that offers suggestions on proposed road names in Lane County. The discussion group's advice is advisory in nature, but does provide good guidance that can and has prevented potential problems with new road names. The email group consists of Planners, Addressing Authorities, Public Safety, and U.S. Postal Service staff. The guidelines apply to both public and private road names.

Generally, each jurisdiction involved in reviewing subdivision plats and proposed road name changes already has an existing review process. In addition to these existing review processes, it was concluded that it would be beneficial to have this road name discussion group review proposed road names. All correspondence is conducted via e-mail. This e-mail group list is on the Regional Information Server (RIS) as \*LCOG Roadnames. Another benefit of the group list is that it may help prohibit identical or too similar road names from being approved by two different entities simultaneously. Recipients should reply that the proposed road name is acceptable or unacceptable before the deadline.

#### Guidelines

These guidelines are designed to not conflict with existing regulations within Lane County. Road names can be checked by using [www.rlid.org](http://www.rlid.org). This site contains all road names within Lane County.

It is recommended that road names observe the following guidelines:

- All road names will have a valid road type (e.g., St, Rd, Way);
- Road names with post-directionals are discouraged (ex: Woodlake Way South);
- It is not recommended to use road names with pre-directionals contained within the *road name* field. Pre-directionals that are attached to another word in the road name (no space between words) are acceptable (ex: South Ridge Dr is not acceptable, Southridge Dr is acceptable);
- Road names with punctuation are discouraged (ex: St. Ives Pl, Be-ell Pl, or Hooton's Rd);
- Road names with potentially confusing foreign names are discouraged (ex: Soufreiere Ct);
- Road names that are alpha/numeric are discouraged (ex: Bonners Lane 1);
- Road names that sound like existing road names (ex: Maine/Main) are discouraged;
- Road names that contain more than 20 characters (ex: Goodpasture Lakes Loop Rd) are discouraged;
- Road names that contain a road type within the road name (ex: Woodway Pl) are discouraged;
- Road names that contain a sound-alike of a road type within the road name (ex: Brenelain Ave) are discouraged;
- Road names that are in general confusing, or have unusual spellings (ex: Acres on Taylor Ave or Hodsdonsdale Ln) are discouraged;
- Road names that contain abbreviated MT (mount/mountain) or ST (saint) without another word following (ex: Shasta MT Rd not acceptable, MT Shasta Rd is acceptable) are discouraged;
- Trail (abbreviated TRL) is not an acceptable road type.

Proposed road names that already exist in Lane County will be reviewed on a case-by-case basis. Because the Master Street Address Guide (MSAG) is maintained at a county-wide level, it would be less confusing to not have any more similar road names in Lane County.

If you have any questions regarding these guidelines, please contact Chrissy Barrows [cbarrows@lco.org](mailto:cbarrows@lco.org) or by phone 541-206-8891.



**EUGENE PUBLIC LIBRARY**  
**NAMED GIFT OPPORTUNITIES**

A three- person committee decides all deletions and additions to the named gift opportunities list, which was originally created by the City Council-appointed “Named Gifts Committee.” That committee is currently comprised of Library Services Director Connie Bennett, Eugene Public Library Foundation (EPLF) Board President Connie Regali (to be replaced next month by incoming president Larry Deckman), and EPLF Executive Director Jim Olney.

Once a named gift opportunity is identified and approved by this committee, EPLF handles all donations and naming. The list of current gift opportunities is listed below and is available on the EPLF website.

**Over \$250,000**

<i>Children’s Center</i> .....	<i>\$1,000,000</i>
<i>Grand Staircase</i> .....	<i>\$1,000,000</i>

**Over \$50,000 and under \$250,000**

<i>Children’s Center Courtyard</i> .....	<i>\$250,000</i>
<i>Electronic Resources Room</i> .....	<i>\$100,000</i>
<i>Eugene Skinner sculpture</i> .....	<i>\$75,000</i>

**Over \$5,000 and under \$50,000**

<i>Billy Goats Gruff sculpture</i> .....	<i>\$50,000</i>
<i>Conference Center Breakout Area</i> .....	<i>\$35,000</i>
<i>Carnegie Table</i> .....	<i>\$10,000</i>

**\$5,000 and under**

<i>Study Tables</i> .....	<i>each \$5,000</i>
<i>Study Carrels</i> .....	<i>each \$5,000</i>
<i>Rotunda Steps</i> .....	<i>each \$2,500</i>
<i>Computer Stations</i> .....	<i>each \$2,500</i>
<i>Upholstered Chairs</i> .....	<i>each \$2,000</i>
<i>New Library Chairs</i> .....	<i>each \$1,000</i>
<i>Buy a Library Book Stack</i> .....	<i>each \$1,000</i>
<i>Buy a Library Book Shelf</i> .....	<i>each \$100</i>

**Donation Guidelines**  
**City of Eugene Parks and Open Space**

**APPENDIX A**

**NAMING POLICY FOR PARK LANDS AND FEATURES**

**1. INTRODUCTION AND PURPOSE**

The Parks and Open Space Division shall oversee the naming of park lands and features within the Eugene parks and open space system, with the exception of certain large buildings such as community centers and aquatic facilities. To ensure fair and consistent application of naming, all park lands and features requiring naming, or for which formal naming is requested, shall be evaluated and processed in accordance with these guidelines. Approved naming or renaming shall not constitute an obligation to provide a sign or other indication of the name.

**2. JURISDICTION**

The establishment of formal legal names of permanent real property owned by the City of Eugene, including parks, requires legislative action and cannot be accomplished through administrative action. Only the Eugene City Council retains the authority to carry out legislative action to establish legal names. Features or distinct areas within parks, however, such as picnic structures or gardens, can be named through administrative action.

**3. COMMON NAME VS. LEGAL NAME**

For operational and public identification purposes, the Parks and Open Space Division frequently refers to park property by a particular name which has not been legally defined or assigned by the City Council. Such names are called “common” or “use” names. In many cases, common names are used for long periods of time, and subsequently appear in documents and printed materials. Names may only achieve a legal standing by one of two means:

1. Eugene City Council resolution adopting the name
2. Eugene City Council adoption of a plan or document in which the common or use name is clearly used to identify the property or facility

**4. NEW PROPERTY AND FEATURES**

As new property is acquired and new features are constructed, the City of Eugene Parks and Open Space Division typically establishes a name based on one or more of the source criteria listed below. Similarly, the Division may establish a name for existing parks property or features which have not been named.

Adjacent Street - Names referencing an adjacent street.

Geography – Names referencing geographical characteristics of an area near the park or facility, with consideration being given to archeological, geological, topographical, botanical, zoological, or human-made geographical characteristics. Geographical names shall reference features expressing timeless qualities likely to maintain name appropriateness over time.

History - Names referencing a historic person, place, culture, or event associated with the land or facility.

Subdivision/Neighborhood - Names referencing the surrounding neighborhood or subdivision comprising a significant portion of the park service area.

**Donation Guidelines**  
*City of Eugene Parks and Open Space*

**5. RECOGNITION NAMING**

Naming park land or features in recognition of a person, group or entity shall be considered based on the following criteria:

Donor - Names referencing a donor, or a name suggested by a donor, may be considered in exchange for significant contributions. Naming of land, where the land itself is donated, may be considered where the appraised value of the donated land is \$500,000 or greater, and where the donated land represents at least 51% of the area of a particular park. Naming of donated features constructed using donated funds, may be considered for donations of 51% of the feature construction or acquisition cost, or \$100,000, whichever is greater. Long-term gifts and endowments are encouraged and may also be considered for naming opportunities.

Honoring a Living Person - Park land and features may be named to honor a living person whose gift or service to the community is of a most extraordinary nature.

Honoring a Deceased Person – Park lands and features may be named to honor a deceased person to recognize an extraordinary service or gift to the community. Requests for naming in honor of a deceased person shall be considered after one (1) year from the date of death.

Group Recognition - Park lands and features may be named to recognize an organization or group for extraordinary gifts or service to the community.

**6. RENAMING PROCEDURES**

In order to respect past community values, a commonly- or legally-named park or feature shall not be renamed in its entirety under most circumstances. The following procedures describe the process for renaming park lands and features in a variety of circumstances:

*Renaming Through Public Process*

During public discussions within a park or open space resources plan update process, a general consensus may be reached to rename park land or features to better reflect current community values or the area's special characteristics, or for similar reasons deemed significant by participating members of the community. Public discussions of naming shall be directed to address the criteria outlined herein.

Legal change of the name for a park does not occur unless or until formally adopted by the City of Eugene Council. Name change for a feature or area within a park will take place when the plan is adopted by administrative order.

(continued next page)

**Donation Guidelines**  
***City of Eugene Parks and Open Space***

*Renaming Features Outside of Public Process*

Requests for renaming outside of a public process may originate from members of the community, organizations, or elsewhere. An official written request for renaming must be sent to the Parks & Open Space Division containing the following information:

- Description of feature to be renamed
- The proposed name
- Concise description of reason(s) for the name change
- A description of how the renaming request meets the criteria contained within this policy

If the proposed name recognizes a living or deceased person, the proposal must also contain the following:

- Compelling evidence of the extraordinary contribution of the individual to the community
- Date of the death, if applicable
- Explanation of how renaming a park or feature would improve community awareness and historical perspective

*Renaming a Park Outside of Public Process*

Typically such requests will need the individual support of the Mayor or a City Councilor in order for staff to be instructed by the City Council process the request. Such requests will generally need the same types of information as indicated above for renaming a feature.

**7. NAMING APPROVAL PROCEDURES**

All naming requests and proposals shall be reviewed by the Parks and Open Space Division. Requests shall be reviewed by Parks and Open Space Division staff, who shall forward a recommendation to the Director, who may elect to accept or reject the request. The Director may elect to forward the naming request to the Eugene City Council for action if the request is judged to have a high level of controversy, or to change names with prior legal standing. The Director may decline to forward the request to the Eugene City Council for naming of subordinate areas or features within a park.

On receipt of a request from the City Council to consider renaming a park, staff will evaluate the information provided and return a recommendation to the City Council regarding the request. The Council would then make the decision.



# City of Eugene Application for Naming Facilities

The naming of facilities follows City of Eugene policy. The Eugene City Council has sole responsibility for establishing formal legal names for City-owned facilities.

I/We \_\_\_\_\_ request that the name of  
*(Name of applicant)*  
\_\_\_\_\_ be considered for the  
*(proposed name)*  
\_\_\_\_\_ facility located at  
*(current or functional facility name)*  
\_\_\_\_\_  
*(address or description of location)*

**Summary of recommendation** (additional documents may be attached to this form)

If proposed name recognizes a living or deceased person, please include the following:

- Compelling evidence of the extraordinary contribution of the individual to the community
- Date of the death, if applicable
- Explanation of how renaming facility would improve community awareness and historical perspective

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Person(s) submitting this proposal (please print):

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Address:

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Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date submitted: \_\_\_\_\_

Submit to: City Manager's Office, 777 Pearl Street, Room 105, Eugene, OR 97401 (541-682-5010)

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

**A RESOLUTION ADOPTING A NAMING POLICY FOR THE CITY OF EUGENE.**

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

**A.** On September 27, 2010, the Eugene City Council passed a motion adopting the City of Eugene Naming Policy (“the Naming Policy”). The Policy was subsequently amended by a City Council motion on April 11, 2018.

**B.** The Naming Policy is intended to provide procedures and considerations for naming and/or renaming City facilities in an inclusive, objective, and consistent manner and to aid in the selection of suitable names that are respectful of the history of the site or area, useful to the public in locating the facility and that reflect community culture and identity.

**C.** Adoption of an updated version of the Naming Policy via Resolution will make the Naming Policy more accessible to the public.

**NOW, THEREFORE,**

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

**Section 1.** The City of Eugene Naming Policy attached as Exhibit A to this Resolution is adopted as City policy to be applied in the circumstances described therein unless the City Council determines extraordinary circumstances call for an exception.

**Section 2.** The Policy adopted pursuant to Section 1. of this Resolution replaces naming policies previously adopted by the City Council.

**Section 3.** This Resolution is effective immediately upon its passage by the City Council.

**The foregoing Resolution adopted the \_\_\_\_ day of \_\_\_\_\_, 2026.**

\_\_\_\_\_  
**City Recorder**



## City of Eugene Naming Policy

The City of Eugene Naming Policy is intended to provide procedures and considerations for naming and/or renaming City facilities, portions of facilities, and amenities and features within facilities in an inclusive, objective and consistent manner. For the purposes of this policy, “facility” means any building, park or natural area, bridge, or other significant structure. It does not include streets, the naming of which is prescribed by State law and City Code. The City Manager may delegate the responsibilities assigned by this Policy to City staff on a case-by-case basis as the City Manager deems appropriate.

### I. NAMING FACILITIES OWNED OR OPERATED BY THE CITY

#### Criteria for Selecting a Name

Facility names shall either:

(1) Incorporate a **geographic, natural, historic, cultural or geological element** that will assist the public in recognizing the location, promote community identification and/or create a sense of ownership by community members; or

(2) Incorporate the name of **an individual** who:

(a) **Has been deceased for a minimum of one (1) year from the date of the submission of the proposed name; AND**

(b) **Is well known to be of such character and integrity that their name will endure as an honor in the present and into the future; AND**

(c) **Has either:**

**1. Made achievements and contributions that represent a lasting legacy to the mission of the City of Eugene and the community it serves; OR**

**2. Been proposed for such recognition by a donor who:**

a. Donates land comprising the facility (e.g. land for the park or building), if the appraised value of the land is \$500,000 or greater and the donated land represents at least 51% of the overall site’s area or value; or

b. Makes a financial contribution toward the cost of the facility’s construction, if the contribution provides at least 51% of the total construction costs as calculated at the time of the facility’s construction; or

c. Makes a financial contribution toward the cost of a major renovation or upgrade to the facility, if the contribution provides at least 51% of the total renovation or upgrade costs as calculated at the time of renovation or upgrade.

## **Process for Selecting a Name**

### **(1) Process for Naming a New City Facility**

The City Manager shall notify the City Council of a naming opportunity at least 12 months prior to the formal opening of the new facility or, if impracticable, at the earliest opportunity.

The Agenda Item Summary (AIS), generally to be placed on the City Council's consent agenda, will present a proposed engagement process selected by the City Manager to ensure equity in community engagement in the naming of the City facility. All community members should have the opportunity to engage in naming facilities, particularly those who have been historically underrepresented in City processes. The AIS shall also inform the City Council of any significant financial implications or other significant consequences associated with the naming process. In proposing an engagement process, the City Manager shall base engagement on one of the three options described below. Each engagement option is intended to result in a name for the facility that will then be recommended to the City Council for its action. In association with each of the engagement options, the City Manager will consult with key stakeholder groups to inform the recommended name and may convene an existing or ad hoc committee to assist in the naming recommendation.

**Option 1** – This option would include staff research on potential names, with engagement from existing groups such as Neighborhood Associations or other community member committees.

**Option 2** – This option would include components such as public meetings and surveys. Proposed names would generally be surfaced by community members and vetted by staff. A 15-day written public comment period regarding the recommended name will occur before a final recommendation is presented to City Council. If the public comments expose a significant concern regarding the recommended name, additional process should be used to consider other names proposed during the process. The final recommendation will include the rationale for the choice.

**Option 3** – This option would include components such as an open naming submission process for community members, staff vetting, and community voting, which would be used to inform the final recommendation. A 15-day written public comment period regarding the recommended name will occur before a final recommendation is presented to City Council. If the public comments expose a significant concern regarding the recommended name, additional process should be used to consider other names proposed during the process. The final recommendation will include the rationale for the choice.

**Approval of Recommended Name** – At the completion of the engagement process, the City Manager will present the recommended name, including an overview of the engagement process used, to City Council for its review and action at a council meeting.

### **(2) Process for Renaming Existing Facility**

An existing facility will be renamed only in response to evolving social, cultural or historical perspectives. City Council will not rename facilities which clearly have been dedicated in honor of an individual, unless such individual no longer represents a lasting legacy to the mission of the City of Eugene or the community it serves.

Individuals or groups may recommend that the City rename an existing facility by completing the City of Eugene Application for Naming Facilities (Attachment A). It is not necessary that a new name be proposed when completing this application. Once received, the City Manager will decide, based on the considerations discussed in the preceding paragraph, whether to initiate the process outlined in Section (1) to rename the facility.

## **II. NAMING AND RENAMING A PORTION OF A CITY FACILITY OR AN AMENITY OR FEATURE WITHIN A CITY FACILITY**

The City Manager shall be responsible for naming or renaming a portion of a City facility or an amenity or feature within a City facility (e.g., a garden, fountain, trail, structure, bench, or play area within a City park or open space; a room or area within a City building).

- (1) The criteria and process detailed in the City of Eugene Naming Policy may be used for such naming or renaming, but they are not mandatory. The City Manager may authorize City Departments and Divisions responsible for the operation of City facilities to develop additional criteria, considerations, and procedures for naming or renaming portions of those City facilities, or amenities or features within those City facilities.
- (2) If the City Manager determines that there is a high level of community interest in the naming, the City Manager may choose to consult with the City Council or seek City Council action on such a naming process or decision.

### **ATTACHMENTS**

- A. Application for Naming/Renaming Facilities



City Manager's Office  
500 E 4th Ave. Ste. 302  
Eugene, OR 97401

## APPLICATION FOR NAMING & RENAMING FACILITIES

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Name: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Preferred method of communication?  Phone  Email

Applying to:  Recommend New Name  Request a Name Change

Address/Location of Facility: \_\_\_\_\_

Recommended Name (not required for name change): \_\_\_\_\_

Current Facility Name (If requesting name change): \_\_\_\_\_

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### Recommendation Summary

Please address the following in describing your recommendation below:

- How the name proposed meets the criteria contained in the City of Eugene Naming Policy
- If proposal is to rename an existing facility, please include the following:
  - Explanation of how renaming facility responds to evolving social, cultural or historical perspectives
  - If proposal is to rename an existing facility that is named after an individual, describe why the individual no longer represents a lasting legacy to the mission of the City of Eugene and the community it serves
- If proposed name recognizes a deceased person, please include the following:
  - Compelling evidence of how the individual's achievements and contributions represent a lasting legacy to the mission of the City of Eugene and the community it serves
  - Date of person's death

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