



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

June 27, 2018

12:00 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401

Meeting of June 27, 2018;
Her Honor Mayor Lucy Vinis Presiding

Councilors

Mike Clark, President
Greg Evans
Emily Semple
Jennifer Yeh

Betty Taylor, Vice President
Chris Pryor
Claire Syrett
Alan Zelenka

12:00 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401

- 1. WORK SESSION: 2021 Update**
- 2. WORK SESSION: Envision Eugene Comprehensive Plan**

The Eugene City Council welcomes your interest in these agenda items. This meeting location is wheelchair-accessible. For the hearing impaired, an interpreter can be provided with 48 hours' notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours' notice. To arrange for these services, contact the receptionist at 541-682-5010. City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

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EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: 2021 Update

Meeting Date: June 27, 2018
Department: Public Works
www.eugene-or.gov

Agenda Item Number: 1
Staff Contact: Stephanie Scafa
Contact Telephone Number: 541-682-5652

ISSUE STATEMENT

This work session is an opportunity to update City Council on Oregon21, the IAAF World Track and Field Championships to be held in Eugene in 2021. Staff will present an update on event planning efforts, status of current and future related projects, and how City staff are planning to engage the community in efforts to maximize the positive benefits from inviting the world to Eugene.

BACKGROUND

In August 2021, Eugene will host the International Association of Athletics Federation (IAAF) World Championships – OR21. This nine-day event will bring this world competition to Eugene and to the United States for the very first time. Since 2021 is not an Olympics or World Cup year, this sporting event will be the largest and most popular in the world, with one billion media viewers tuning in. Eugene has a long history of hosting world-class track and field events and our tradition and reputation as TrackTown, USA makes our community and state the perfect first place in the United States to host the World Championships.

A few additional facts about the event:

- Competition dates August 6-15
- 214 countries will participate, with 2,000 athletes
- 3,000 media attendees
- One billion media viewers (TV, print, online, social media)

In 2015, City Council recognized the importance of this event as a significant economic prosperity opportunity for our community and included it in a package of projects and initiatives to prioritize. Since that time, staff have been working on plans related to the event as well as ways to engage the community and use this opportunity to advance community plans and priorities.

The City of Eugene has participated in planning and implementing the 2008, 2012 and 2016 U.S. Olympic Track and Field Trials as part of the Local Organizing Committee. While the structure is somewhat expanded for OR21, the City will continue as a partner on both the Steering Committee and Host City Council. The mission statement and strategic objectives (Attachment A) for OR21 were recently finalized. City staff are using this guiding vision statement and objectives to identify

where the organization can best provide leadership to ensure maximum benefits for Eugene residents. Specifically, staff are engaging in projects relating to An Experience for Everyone, Showcasing the Best Of, Better Together, Health and Wellness, Connecting the World, and A Sustainable Approach.

The OR21 Steering Committee will next meet in late summer during the City Council summer break. Staff will take information and feedback from this work session to help guide City involvement and will return to City Council in the fall with an update on OR21 event planning.

At each work session, City Council will receive information on both OR21 event planning that is specific to the World Championships and updates on community engagement and how plans and priorities are advancing outside of the specific track and field competition.

RELATED CITY POLICIES

Accessible and thriving culture and recreation.

COUNCIL OPTIONS

Information only; no options at this time.

CITY MANAGER'S RECOMMENDATION

Information only; no options at this time.

SUGGESTED MOTION

Information only; no options at this time.

ATTACHMENTS

- A. Oregon21 Mission Statement and Strategic Objectives
- B. City Focus: 2021 World Championships Information Sheet

FOR MORE INFORMATION

Staff Contact: Stephanie Scafa
Telephone: 541-682-5652
Staff E-Mail: Stephanie.scafa@ci.eugene.or.us

Proposed Mission Statement

The IAAF World Championships Oregon21 will engage communities throughout Oregon and the United States, innovate how the world experiences sport, and be a global platform for advancing diverse programs that leave a lasting legacy.

Proposed Strategic Objectives

Theme	Objective
Athlete-Centric	Place athletes at the heart of our planning in order to ensure an outstanding experience from arrival to departure and to share the magic of Hayward Field with all.
An Experience For Everyone	Create an inclusive, welcoming experience with diverse opportunities for people of all backgrounds, ages, and abilities to interact with, participate in, and enjoy the event.
Showcase The Best Of	Infuse the world's best track and field competition with the best of Oregon and the U.S., showcasing technology and industry, creative approaches to education, exceptional hospitality, and stunning natural scenery.
Better Together	Mobilize the passion, pride, and dedication of varied organizations and communities to contribute their expertise, efforts, and collective resources to deliver an unforgettable experience that maximizes the investments made in the event.
Celebrate Track and Field	Celebrate a century of track and field at Hayward Field, honor the heroes who have inspired us, and help shape the future of the sport.
Inspire A New Generation	Inspire and empower youth to become heroes on and off the track with programs that encourage healthy habits, build confidence, and provide mentoring to develop leadership and perseverance.
Health And Wellness	Serve as a catalyst for encouraging and assisting people of all ages and abilities to pursue healthier and more active lifestyles by 2021.
Connecting The World	Foster opportunities for international exchange, global relationships, and celebrations of diversity—not only bringing the world to Oregon, but bringing Oregon to the world.
A Sustainable Approach	Incorporate best practices and work with experts to develop innovative methods for the sustainable delivery of operations and the responsible management of resources before, during, and after the event.

Eugene has a long history of being a track town. In fact, the history is so rich that if asked to put a pin in a map for TrackTown, USA, most will quickly pin Eugene as that place. The legends of Steve Prefontaine and the soles of running shoes pressed in a waffle iron are not just Eugene legends, they are American legends. In 2021, we can celebrate that history while creating new heroes and legends when the World Track and Field Championships come to Eugene and historic Hayward Field.



In 2021, the World Championships will be the most viewed and celebrated sporting event in the world and it will be the very first time it has ever been held in the United States. The prior three events will have been hosted in Beijing, London and Doha. The event includes nine days of competition and will attract approximately 2,000 athletes from 214 countries. An estimated 3,000 media and broadcasters will attend and broadcast to more than six billion viewers in over 200 countries. Eugene has an opportunity to inspire the world and generate legacies and memories in every part of our community.

City Goals for 2021

- Build community – imagine, engage, partner, create and advance our community legacy together.
- Invest in ourselves – leverage and catalyze our longstanding hopes and visions for a safe, resilient, beautiful and prosperous city.
- Showcase Eugene – our people, places, ideas and solutions.
- Inspire the world – through experiences, demonstrations, stories, memories...what they see, what they do, what they hear, what they learn and what they remember.

Eugene's goal is to maximize results from existing plans and policies that support the event, engage the community and inspire the world. An example of a legacy project that works in support



of the event and the world's experience in Eugene is the re-development of the riverfront into a world class, uniquely Eugene, urban riverfront experience.

Other adopted priorities include the implementation of the downtown urban renewal projects, improvements and advances in the regional transportation system along with priorities to provide affordable housing and economic prosperity for all community members.

In 2015, shortly after being selected as a host city, the City Council acknowledged the potential economic impact of the event and included it in a list of 13 economic initiatives for increased focus.

What's Happening Now?

Most of the actions to date have been around increasing organizational and community knowledge of the event, building partnerships and generating and organizing ideas for potential implementation. Many see this event and timeline as a significant opportunity to catalyze long standing community visions related to every aspect of livability.

TrackTown, the organization, is the clear lead on developing the plans and strategy of the event and have also recently initiated a series of meetings to engage partners in their work to establish their mission statement and strategic objectives. They have been actively seeking funding through the legislature and existing private and public partners to ensure the event is the world class experience they have envisioned and invited the world to attend.

Planning for the Future

The City Council placed \$500,000 in a reserve for the 2021 Championships in the FY17 Budget, and City Council appropriated the dollars on Supplemental Budget #2 in June 2017. The City's Executive Team has developed a set of criteria to determine how those dollars would be recommended for spending to achieve the outcomes outlined above. Specifically, the team has asked staff to consider how we can create an awesome Eugene experience by developing and investing in a legacy of:

- Infrastructure,
- Service quality and capacity,
- Community and organizational culture, and
- Leadership and relationships.



The team has also expressed some urgency with the world's largest deadline approaching in four years by reminding staff that it all needs to be strategically orchestrated to be achieved by 2021.

Many legacy items are underway with existing funds and priority projects such as the downtown visioning work being completed by Project for Public Spaces and installation of high speed fiber. Other important projects will need to be initiated and funded in the next year to ensure implementation by 2021.

For More Information

For more information on the event and to sign up for regular newsletter updates visit:
www.gotracktownusa.com/events/2021worldchampionships.

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Envision Eugene Comprehensive Plan

Meeting Date: June 27, 2018
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: 2
Staff Contact: Chelsea Hartman
Contact Telephone Number: 541-682-5686

ISSUE STATEMENT

Staff will provide the City Council with an overview of the Envision Eugene Comprehensive Plan, including the Draft Project Charter and Draft Public Involvement Plan. No action is needed at this work session; however, Council feedback is requested.

BACKGROUND

How did we get here?

As a cornerstone of Oregon's statewide planning program, each city must plan thoughtfully for future growth by adopting an urban growth boundary (UGB) and a comprehensive plan. The UGB defines the city's growth limit for 20 years, and the comprehensive plan spells out at a policy level how each city will make decisions about growth during that time.

Since 1982, Eugene and Springfield have shared a common UGB and a common comprehensive plan, the Metro Plan, with policies to guide growth and development. In 2007, the Oregon Legislature passed House Bill 3337, which required Eugene and Springfield to adopt separate, individual UGBs. In addition, each city was also required to adopt separate comprehensive plans that contain each city's UGB as well as adopted policies to guide growth.

Envision Eugene, a multi-year process of visioning and technical analysis regarding Eugene's growth, began to build a foundation for this effort. On June 13, 2012, City Council endorsed the 2012 Recommendation, which included direction for the City to "create a dynamic Eugene-specific comprehensive plan to address emerging needs" as part of the *Provide for Adaptable, Flexible and Collaborative Implementation* pillar.

Following City Council direction and state legislation, staff began to develop a Eugene-specific comprehensive plan and UGB. The work to complete the Plan was broken into phases, beginning with the development of chapters that were essential to establishing the UGB.

The 2017 UGB Adoption Package, adopted in July 2017, included Phase I of the Envision Eugene Comprehensive Plan, which incorporated chapters on Economic Development, Transportation, Administration and Implementation, and the Eugene Urban Growth Boundary along with an

Introduction and Glossary. The adopted Envision Eugene Comprehensive Plan can be found at <https://www.eugene-or.gov/3009/The-Envision-Eugene-Comprehensive-Plan>. The Table of Contents (Attachment A) provides a summary overview of the chapters that have been adopted and what remains for Phase II.

Several important policy areas remain unchanged, and are addressed by the regional Metro Plan. While the Metro Plan policies fulfill state law, they are outside the direct control of Eugene and do not adequately implement the breadth of the community vision. Important topics such as community health and livability are absent and lack policy guidance altogether. Phase II will develop the remaining components to complete the Plan, so that Eugene residents have a complete set of policies to implement the community vision and provide cohesive guidance for City decision-makers.

Finishing What We Started

The Envision Eugene Comprehensive Plan, or Eugene Comp Plan, will serve as the guide for future growth and development within Eugene's UGB. The Plan also helps to guide the City in prioritizing projects, long-range planning efforts and public investment decisions. Completion of the Eugene Comp Plan will reduce reliance on the Metro Plan to policies that are truly regional while allowing the City to have new policies that reflect the community vision and support the seven pillars of Envision Eugene.

Phase II is anticipated to be an approximately 18-month process and includes a joint adoption process with Lane County for land outside the city limits but inside Eugene's UGB. Development of the remaining policy chapters will build on the strong foundation of Envision Eugene, including the seven pillars and years of deep engagement, with additional outreach and engagement opportunities throughout the process. Phase II will result in seven new chapters, including:

- Public Involvement
- Compact Development and Urban Design
- Housing
- Community Health and Livability
- Natural Resources and Environmental Quality
- Community Resiliency
- Public Facilities and Services

There will also be a need for administrative updates to all of the chapters from Phase I, except for Economic Development. In addition to the chapters, supporting documents necessary for the adoption process will be developed, including ordinances, legal findings and amendments to the Metro Plan and Land Use Code.

While not a part of this project scope, another important component of creating a Eugene-specific comprehensive plan is developing a parcel-specific land use map. The parcel-specific land use map project will clarify future land use for all properties within our UGB. Once the map is complete, it will be adopted as a part of the comprehensive plan. Staff is in the beginning stages of project initiation and technical analysis to better understand the project scope.

Considerable work has been done by community members, staff, Planning Commissioners, and other boards and commissions to lay a foundation for the content of chapters to be completed through the Comprehensive Plan Phase II project, including an extensive workshop with boards and commissions in 2015 to provide input on the majority of the entire Comp Plan's goals and some policies. Because of the different levels of preparation for each chapter, the early months of this project will involve bringing all chapters up to a complete initial draft. The draft chapters will be refined through workshops with representatives from boards, commissions and local partners to refine the goals and policies. Opportunities for the community to provide input and stay informed will be provided through the project website, outreach materials and a public open house. This process is shown graphically in the Draft Comprehensive Plan Phase II Timeline (Attachment B) and detailed in the Draft Public Involvement Plan (Attachment D).

PROJECT CHARTER

A project charter is a project management and planning tool that is used to clearly define all aspects of a project and to create understanding and buy-in among those implementing the project. It is a consolidated source of project information, as well as an agreement between project partners. The Draft Project Charter (Attachment C) is based on national best practices and adapted to our local needs to boost our community's success in making important decisions about complex issues. The Charter outlines major work products and how they will be created. Although the Charter contains a wide range of guidance for the project, there are several areas that are especially relevant to the City Council's role.

City Council Decision-Making

The Eugene City Council and Lane County Board of Commissioners have joint decision-making authority in the Comprehensive Plan Phase II project, including the following:

- Review and provide input on the Project Charter and Public Involvement Plan (Eugene only)
- Receive updates and provide direction to the Project Management Team throughout the process
- Convene public hearings, consider the Planning Commission recommendations and act to adopt the comprehensive plan chapters via ordinance.

PUBLIC INVOLVEMENT PLAN

The Draft Public Involvement Plan is included as Attachment D and outlines the approach to community and stakeholder outreach that will guide the process. The general approach builds on the extensive community outreach done on the Envision Eugene vision and UGB adoption package. It also includes a significant role for existing boards and commissions that advise the City Council on policy matters. The Draft Public Involvement Plan:

- Describes opportunities and different ways people can engage in the planning process;
- Details how individuals and organizations with a stake in the outcome of the Comprehensive Plan Phase II can effectively participate; and
- Is consistent with the City's Public Participation Guidelines and Statewide Planning Goal 1.

The project team is committed to a public engagement process that is meaningful, accountable, inclusive, transparent, realistic, and outcome-oriented.

While the Draft Project Charter outlines the work program and timeline for the planning process, the Draft Public Involvement Plan describes the outreach strategies for each phase of the planning process as shown in the project timeline.

The project's timeline includes collaborating with subject matter experts to develop the initial draft chapters, workshops with boards, commissions and local partners to refine the goals and policies, and a public open house for the community to review and provide input on the draft chapters.

We will also send out regular project updates through a variety of methods, including City newsletters, social media and the project web page. A list of initial project stakeholders is included in the Public Involvement Plan; this list will evolve throughout the project.

NEXT STEPS

After the City Council work session, staff will provide an update to Lane County Planning Commission and Board of Commissioners. The Eugene Planning Commission, serving as the City's Citizen Involvement Committee, will consider approval of the Public Involvement Plan on July 23.

Staff will continue work on preparatory activities, including those defined in the Project Charter and Public Involvement Plan, such as updating the project website, refining the process timeline and collaborating with subject matter experts to develop the initial draft chapters.

RELATED CITY POLICIES

The Envision Eugene pillar *Provide for Adaptable, Flexible, and Collaborative Implementation* provides direction and guidance for this project. In addition, the City's triple bottom line framework for achieving our sustainability goals will be used to prepare and evaluate Comprehensive Plan work products.

COUNCIL OPTIONS

None; information only.

ATTACHMENTS

- A. Envision Eugene Comprehensive Plan Table of Contents
- B. Comprehensive Plan Phase II Draft Process Timeline
- C. Comprehensive Plan Phase II Draft Project Charter
- D. Comprehensive Plan Phase II Draft Public Involvement Plan

FOR MORE INFORMATION

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Telephone: 541-682-5686
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Introduction

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Chapter 8	Public Facilities & Services
Chapter 9	Transportation
Chapter 10	Administration & Implementation
Chapter 11	Eugene Urban Growth Boundary

Glossary

Appendix A	Eugene Urban Growth Boundary
Appendix B	Employment Land Supply Study
Appendix C	Residential Land Supply Study

¹ Policies associated with topics in grayed out chapters can be found in the Eugene-Springfield Metropolitan Area General Plan (Metro Plan). Future phases of the Envision Eugene Comprehensive Plan will include Eugene-specific policies to address these areas.



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Chapter 11	Eugene Urban Growth Boundary
Glossary	



New Draft Chapters 1-5

- Public Involvement*
- Compact Development and Urban Design*
- Housing*
- Community Health and Livability



New Draft Chapters 6-8

- Natural Resources and Environmental Quality
- Community Resiliency
- Public Facilities and Services



Administrative Updates

- Transportation
- Administration and Implementation
- Eugene Urban Growth Boundary



Supportive Elements

- Introduction
- Glossary
- Ordinances
- Legal findings
- Amendments to Metro Plan and Land Use Code

Envision Eugene Comprehensive Plan Phase II

Draft Project Charter – May 2018

Project Title: Envision Eugene Comprehensive Plan Phase II

Project Charter Author: Chelsea Hartman

Creation Date: 6-5-2017

Last Revision Date: 5-14-2018

Project Origin: Council direction, City/PDD priority, Envision Eugene 2012 Recommendation

Project Sponsor: Robin Hostick, City of Eugene Planning Director

Project Manager: Chelsea Hartman, Associate Planner

Project Team Members: Included herein

Project Charter Status: Pending

Proposed Project Start and End Date: Winter 2018 – Summer 2019 (approx. 18 months)

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Overview/Purpose

Project Background

As a cornerstone of Oregon’s statewide planning program, each city in Oregon must plan thoughtfully for future growth by adopting an urban growth boundary, or UGB, and a comprehensive plan. The UGB defines the city’s growth limit for 20 years, and the comprehensive plan spells out at a policy level how each city will make decisions about growth during that time. The aim of comprehensive plans is to allow cities to thrive while growing in a way that protects our farm and forest lands and preserves the high quality of life that Oregonians enjoy.

Since 1982, Eugene and Springfield have shared a common urban growth boundary and a common comprehensive plan, the *Metro Plan*, with policies to guide land use within that UGB. In 2007, the Oregon Legislature passed House Bill 3337, which required Eugene and Springfield to adopt separate, individual UGBs. In addition, each city was also required to adopt separate comprehensive plans that contains each city’s UGB as well as adopted policies to guide growth.

Eugene chose to build a foundation for this effort through a multi-year process of visioning and technical analysis called Envision Eugene. On June 13, 2012, City Council endorsed the 2012 Recommendation, which included direction for the City to “create a dynamic Eugene-specific comprehensive plan to address emerging needs” as part of the *Provide for Adaptable, Flexible and Collaborative Implementation* pillar. Following City Council direction and state legislation, staff began to develop a Eugene-specific comprehensive plan and UGB. The work to complete the Plan was broken into phases, beginning with the development of chapters that were essential to establishing the UGB.

The 2017 UGB Adoption Package, adopted in July 2017, included Phase I of the Envision Eugene Comprehensive Plan, which incorporated chapters on Economic Development, Transportation, Administration and Implementation, and the Eugene Urban Growth Boundary along with an Introduction and Glossary. Several important policy areas remain unchanged, addressed by the regional *Metro Plan* policies and outside the direct control of Eugene. Other important topics, such as community health and livability, are absent and lack policy guidance altogether.

The second phase will develop the remaining chapters of the Envision Eugene Comprehensive Plan to align with the needs and values of our community. The project will address important land use issues beyond those required for the UGB, resulting in a cohesive, complete set of policies that provide direction to the City as it considers legislative land use planning actions within Eugene's UGB. The process of developing these policy chapters will build on the strong foundation of Envision Eugene, including the seven pillars and years of deep engagement, with additional outreach and engagement with subject matter experts and community members across the city. Phase II will result in seven new chapters including:

- Public Involvement
- Compact Development and Urban Design
- Housing
- Community Health and Livability
- Natural Resources and Environmental Quality
- Community Resiliency
- Public Facilities and Services.

There will also be a need for administrative updates to all of the chapters from Phase I, except for Economic Development. In addition to the chapters, supportive components will be developed for the adoption process, including ordinances, legal findings and amendments to the *Metro Plan* and Land Use Code. The final product will be adopted by the City of Eugene and Lane County for application to land outside the city limits but inside the UGB.

Geography

The scope of work will cover all land within the City of Eugene's urban growth boundary.

Failure to Reach Resolution

Should the community be unable to adopt a Eugene-specific comprehensive plan that embodies the seven pillars of Envision Eugene and meets the Statewide Planning Goals, several negative consequences will occur. The application and administration of policies will remain ambiguous and challenging, with many out of date policies and policies that are framed for the region rather than the City of Eugene specifically. Eugene will continue to require consent from Lane County and/or Springfield in order to update policies contained within the *Metro Plan*. A failure to adopt a cohesive comprehensive plan will also present a lost opportunity to address many of the issues Eugene is facing through local policies that take the considerable effort and investment of our community, volunteers and staff, as well as contemporary best practices into account.

Goals

The goal of the planning process is to produce, and for the City of Eugene and Lane County to adopt, a complete Envision Eugene Comprehensive Plan that:

1. Supports and balances the pillars of Envision Eugene and advances the community vision.
2. Addresses all applicable Statewide Planning Goals.
3. Clearly limits Eugene's continued reliance on *Metro Plan* policies to those issues that are truly regional in nature.
4. Engages the diverse community members of Eugene effectively and equitably.
5. Frames complex concepts like livability and resiliency in ways that are accessible to community members.

Objectives

The following objectives are specific, measurable outcomes of success for the project.

1. The comprehensive plan will be consistent with the Envision Eugene community vision, statewide planning goals and guidelines, and local policies, as demonstrated through findings at the time of plan adoption.
2. The comprehensive plan will secure recommendations of approval from both Eugene and Lane County Planning Commissions.
3. The comprehensive plan will be adopted by the City of Eugene and by Lane County for application to land outside the city limits but inside the UGB.

Project Scope

The Comprehensive Plan Phase II is a roughly 18-month process to create a community-based plan that covers all local land use policy areas in 11 chapters. The first phase included the adoption of an introduction, four chapters and a glossary. All but one of these components, the Economic Development Chapter, will need to be updated as part of this second phase. Considerable work has been done by community members, staff and Planning Commissioners to lay a foundation for the content of chapters to be completed in this phase, including an extensive boards and commissions workshop in 2015 to provide input on the majority of the entire Comp Plan's goals and some policies.

Because of the different levels of preparation for each chapter, the early months of this project will involve bringing all chapters up to a complete draft. For some of these chapters, that effort will include outreach to subject matter experts and local partners to develop and articulate goals and policies. In addition to the chapters themselves, supportive administrative elements will be developed for the adoption process, including ordinances, legal findings, and amendments. The 2017 status of each part of the Envision Eugene Comprehensive Plan is listed below, along with the most relevant statewide planning goal(s) and Envision Eugene Pillar(s) in parentheses.

- **Introduction** – An introduction was adopted with the UGB and only requires updates to reflect this phase of content.
- **Chapter 1: Public Involvement** – This chapter is fully drafted with input from the 2015 workshop and the Planning Commission. (Goal 1: Citizen Involvement; Pillar: Provide for adaptable, flexible and collaborative implementation)
- **Chapter 2: Compact Development and Urban Design** – This chapter is fully drafted with input from the 2015 workshop and the Planning Commission. (Goal 14: Urbanization; Pillar: Promote compact development and efficient transportation options)
- **Chapter 3: Economic Development** – This chapter was adopted with the UGB and does not require updates in this phase. (Goal 9: Economy; Pillar: Provide ample economic opportunities for all community members)
- **Chapter 4: Housing** – A partial draft of this chapter was developed with input from the 2015 workshop and the Planning Commission. Additional elements will need to address current *Metro Plan* policies, statewide planning goals and any additions relevant to the community vision. (Goal 10: Housing; Pillar: Provide housing affordable to all income levels)
- **Chapter 5: Community Health and Livability** – A “shell” chapter was developed with introductory text in 2015. A complete draft will need to consider objectives from the 2012

Recommendation, legal obligations and the community vision. Consultation with subject matter experts such as public health professionals and research into livability would be beneficial to incorporate into the development of this chapter. (Goal 8: Recreation; Pillar: Protect, repair, and enhance neighborhood livability)

- **Chapter 6: Natural Resources and Environmental Quality** – A “shell” chapter was developed with introductory text in 2015. A complete draft will need to consider objectives from the 2012 Recommendation, legal obligations and the community vision. Consultation with subject matter experts such as staff from Parks and Open Space and state/local pollution groups would be beneficial to incorporate into the development of this chapter. (Goal 5: Natural Resources; Goal 6: Air and Water Quality, Goal 15: Willamette Greenway; Pillar: Protect, restore, and enhance natural resources)
- **Chapter 7: Community Resiliency** – A “shell” chapter was developed with introductory text in 2015. A complete draft will need to consider objectives from the 2012 Recommendation, legal obligations and the community vision. Consultation with subject matter experts such as emergency management staff, sustainability staff and hazard resiliency professionals would be beneficial to incorporate into the development of this chapter. (Goal 7: Natural Hazards, Goal 13: Energy; Pillar: Plan for climate change and energy resiliency)
- **Chapter 8: Public Facilities and Services** – A “shell” chapter was developed with introductory text in 2015. A complete draft will need to consider objectives from the 2012 Recommendation, legal obligations and the community vision. Because this chapter relates so closely to the Public Facilities and Services Plan (PFSP), the draft policies that direct future work on the PFSP from the shell chapter may need to have a place in the chapter as it is drafted for this phase. (Goal 11: Public Facilities and Services; Pillar: Provide for adaptable, flexible and collaborative implementation)
- **Chapter 9: Transportation** – This chapter was adopted with the UGB, adopting the Eugene 2035 Transportation System Plan (2035 TSP) as the transportation element of the comprehensive plan. This phase will include updates to the 2035 TSP (Goal 12: Transportation; Pillar: Promote compact development and efficient transportation options)
- **Chapter 10: Administration and Implementation** – This chapter was adopted with the UGB, but will need to be updated to address additional *Metro Plan* policies in this phase. (Goal 2: Land Use Planning; Pillar: Provide for adaptable, flexible and collaborative implementation)
- **Chapter 11: Eugene Urban Growth Boundary** – This chapter was adopted with the UGB, but will need to be updated to address additional policies in this phase. (Goal 14: Urbanization; Pillar: Provide for adaptable, flexible and collaborative implementation)
- **Glossary** – A glossary was adopted with the UGB and only requires updates to reflect new terms from this phase.

Project Milestones/Timeline

With such an extensive range of topics for which to develop and refine goals and policies, the project approach will group these chapters into topic areas that allow for more focused engagement. The topic areas are outlined below. A group of representatives from boards, commissions and local partners will be brought together to review the first two groups of chapters, drawing on their experience working with policy-level issues: 1) Housing and Livability and 2) Equity and Resiliency. By grouping chapters together, the impacts of one type of policy choice on related areas (e.g. compact development and livability) can be evaluated and addressed with representation from a variety of viewpoints. The remaining groups of chapters and related elements: 3) Administrative Updates and 4) Supportive Elements will be addressed by City staff. The process timeline is a separate document and shows the estimated timing of these milestones and includes a brief overview of outreach and coordination efforts while more detail can be found in the Public Involvement Plan.

1. Housing and Livability

The Housing and Livability topic area will discuss four chapters:

- Public Involvement
- Compact Development and Urban Design
- Housing
- Community Health and Livability

This group of policy chapters will build on previous outreach and existing policies, and harness growing energy from the community around housing affordability and thriving neighborhoods, while connecting with and learning from related projects and activities, such as land use code updates for needed housing standards, urban reserves planning, development of a growth monitoring program, and planning of the downtown riverfront development.

2. Equity and Resiliency

The Equity and Resiliency topic area will develop three more chapters:

- Natural Resources and Environmental Quality
- Community Resiliency
- Public Facilities and Services

This group of policy chapters will expand on previous Envision Eugene outreach, including work done around the pillars of “plan for climate change and energy resiliency” and “protect, restore, and enhance natural resources.” The University of Oregon’s Community Service Center will be assisting with the development of these chapters by providing a summary of best practices and case studies of other localities that are incorporating resiliency in policies along with recommending draft policy language to be included in these chapters.

By grouping these chapters together, often invisible common resources and vulnerabilities will be highlighted, as will the impacts of these elements on the full range of our community members. These chapters will also draw from other plans and projects, including the Climate and Energy Action Plan, the Climate Recovery Ordinance, the Natural Hazards Mitigation Plan, the Eugene-Springfield Climate and Energy Vulnerability Assessment, the Parks and Recreation System Plan, and other related efforts.

The Public Facilities and Services chapter will require additional scoping, given the number of public facilities and services that are provided regionally, or through special districts. The scoping should address the types of facilities and services to be included in the chapter, such as fire stations, police stations, public schools, and administrative buildings in addition to those utilities addressed in the Public Facilities and Services Plan. The Public Facilities and Services Plan itself may also be updated in the near future, but would be a separate project.

3. Administrative Updates

The Administrative Updates topic area will update three policy chapters:

- Transportation
- Administration and Implementation
- Eugene Urban Growth Boundary

This group of policy chapters will address updates that are largely administrative in nature, such as updating internal and external references and maps.

4. Supportive Elements

The complicated nature of transitioning from a regional comprehensive plan to a city-specific one necessitates land use code amendments, findings, public notice and other elements that – although not a part of the plan itself – are required to meet state and local criteria for adoption of a comprehensive plan, and are therefore an important and resource-intensive element of this project. Towards the end of the project, the Introduction and Glossary will also be updated as part of this set of work.

Deliverables

Along with the project management team (PMT) noted below, project deliverables will be produced by City staff as noted with substantial input from the Boards, Commissions and Local Partners.

Deliverable	Description	Staff Lead/ Support (hours)
PREPARATORY DELIVERABLES		
Project Charter	Clear articulation of project description, scope of work, and decision-making process.	Chelsea Hartman (Project Manager)
Public Involvement Plan	The Public Involvement Plan, to be approved by the Eugene Planning Commission, will identify ways to engage stakeholders at various milestones throughout the process.	Project Manager
MAJOR PLAN DELIVERABLES		
Housing and Livability Chapters	Introductory language, goals and City-oriented policies for the Public Involvement, Compact Development and Urban Design, Housing, and Community Health and Livability chapters.	Project Manager / City team members
Equity and Resiliency Chapters	Introductory language, goals and City-oriented policies for the Natural Resources and Environmental Quality, Community Resiliency, and Public Facilities and Services chapters.	Project Manager / City team members

Deliverable	Description	Staff Lead/ Support (hours)
Administrative Updates Chapters	Updated content for the 2035 TSP (related to UGB adoption), Administration and Implementation chapter and Eugene UGB chapter.	Project Manager / City team members
Supportive Elements	Findings, amendments and ordinances that will need to accompany the proposed comp plan additions, as well as an updated Introduction and Glossary.	Project Manager / Emily Jerome
<i>FINAL DELIVERABLE</i>		
Final Product	The complete Envision Eugene Comprehensive Plan will follow the established graphic design style of Phase 1.	Jen Knapp/ Project Manager

Public Involvement Plan

The Public Involvement Plan will build on previous engagement and visioning with early involvement from local subject matter experts to draft chapters, and in-depth engagement with representatives from boards, commissions and local partners to further develop and refine goals and policies. There will be informational and outreach opportunities for the general community through website materials, newsletters and an open house. The Eugene Planning Commission project resource group will also be engaged throughout the process. The Eugene Planning Commission and City Council will review and provide input on the Public Involvement Plan, and the Eugene Planning Commission will approve the plan in their capacity as the City's Citizen Involvement Committee. Please refer to the Public Involvement Plan for more detailed information.

Decision Making Process

After staff assembles draft chapters from analysis and targeted input/feedback, the comprehensive plan chapters will go through a formal adoption process with both the Eugene and Lane County Planning Commissions and the Eugene City Council and Lane County Board of Commissioners before moving to the State for acknowledgement.

Eugene and Lane County Planning Commissions

- Review and provide input on the Project Charter (Eugene Planning Commission only)
- Review, provide input and approve the Public Involvement Plan (Eugene Planning Commission to approve alone)
- Receive updates and provide input on draft documents and adopting Ordinance, and provide feedback to the Project Management Team.
- Make final recommendation to adopting bodies, Eugene City Council and Lane County Board of Commissioners.

Eugene City Council and Lane County Board of Commissioners

- Review and provide input on the Project Charter and Public Involvement Plan (Eugene City Council only)
- Receive updates and provide direction to the Project Management Team as needed
- Convene public hearings, consider the Planning Commission recommendations and act to adopt the comprehensive plan chapters via ordinance.

Coordination Protocol

Project Management Team (PMT)

A small core team will be formed to make crucial decisions in a timely manner, with support from other staff. At this point, the PMT is comprised of the following.

City of Eugene		
Name	Title / Area of Expertise	Department
Chelsea Hartman	Assoc. Planner/ Project Manager	City PDD/ Planning
Terri Harding	Principal Planner	City PDD/Planning
Jen Knapp	Assistant Planner/Graphic Design	City PDD/Planning
Eric Brown	Assoc. Planner/Communications	City PDD/ Planning

Boards, Commissions and Local Partners Group

This group is charged with communicating with the Project Management Team to:

- Employ a citywide perspective to provide advice, feedback and critical reviews of goals, policies and project ideas.
- Act as a liaison with representative committees, providing information and soliciting feedback to keep those groups informed and engaged.

Project Budget/Staff Resources

From a staff resources perspective, an estimated FTE for the approximately 18-month project timeline for different positions is listed below. Additional staff time may be used on an as-needed basis for particular events, such as the workshop or public open house.

- Chelsea Hartman, Associate Planner/Project Manager - .30 FTE
- Terri Harding, Principal Planner - .10 FTE
- Jen Knapp, Assistant Planner/Graphic Design - .07 FTE
- Eric Brown, Associate Planner/Communications - .07 FTE
- Current Planner - .03 FTE

The University of Oregon's Partnership for Disaster Resilience will be providing consulting services to assist with best practices research and the development of the Equity and Resiliency chapters.

In addition to staff resources, material costs yet to be determined will include noticing, advertisements and meeting materials (posters, handouts, etc.).

Assumptions/Policy Background

Potential unspoken factors or parameters that affect the project, its validity, execution or acceptance include the below, including applicable policies, directives, prior decisions, and any particularly relevant laws and regulations affecting the project.

- The 2012 Envision Eugene Recommendation forms a core foundation for the Envision Eugene Comprehensive Plan.
- Legal requirements regarding Statewide Planning Goals.
- Certain *Metro Plan* and refinement plan policies have history that makes them of special interest to particular parties.

- State law has considerable impact on policies and even specific wording that must be included.
- Local criteria for adopting comprehensive plans must be addressed.
- Clarifying the intent of policies, how general or specific the language should be and how policies are applied will continue to be a part of the discussion.

Constraints

Potential factors that may limit our ability to carry out the project or achieve goals or objectives are:

- Potential complications of intergovernmental coordination.
- Continued project prioritization in the face of competing demands.
- Adequate staffing/ funding.
- Implementation of a vision and input that is now over 5 years old.

Dependencies

While the project has already been formally “initiated” based on City Council direction with the 2012 Recommendation, it will benefit greatly from an early check-in and guidance to confirm whether the project, as proposed, is aligned with City Council expectations. Stakeholder availability, commitment to the issue and ongoing participation will be key to a robust approach that can balance the varied interests.

Approvals (sign/date)

Robin Hostick, Planning Director (Project Sponsor)

Chelsea Hartman, Project Manager

Envision Eugene Comprehensive Plan Phase II

Draft Public Involvement Plan – June 2018

This Public Involvement Plan is meant to serve as a guide through the process of developing and adopting the second phase of the Envision Eugene Comprehensive Plan, or Eugene Comp Plan. This plan outlines the approach to public involvement for the life of the project, and contains goals, key messages, and a plan for project communications, which addresses when and how we communicate with key stakeholders and the general public. The Public Involvement Plan:

- Describes opportunities and different ways people can engage in the planning process;
- Details how individuals and organizations with a stake in the outcome of the Comprehensive Plan Phase II can effectively participate; and
- Is consistent with the City's Public Participation Guidelines and Statewide Planning Goal 1.

I. Goals

The Project Management Team is committed to a public engagement process that is:

- **Meaningful:** We will use the input received to help craft the draft comprehensive plan phase II proposal.
- **Accountable:** We will respond to ideas, critique, comments and praise.
- **Inclusive:** We will strive to communicate with all stakeholders, including under-represented groups, in ways that people understand and can relate to.
- **Transparent:** We will make decisions public and share information in a variety of ways.
- **Realistic:** We will inform people about the project's constraints, scope and timeline.
- **Outcome-oriented:** We will create a community-supported and City/County-adopted Comprehensive Plan Phase II

The City of Eugene [*Values and Principles for Public Participation*](#) will guide the project, and the specific project goals of the public involvement plan will include:

- Building on previous engagement and visioning from the Envision Eugene process
- Early input and collaboration from local subject matter experts
- In-depth engagement with representatives from boards, commissions and local partners, including neighborhood associations
- Input and guidance from the Eugene Planning Commission project resource group
- Outreach materials and opportunities for the general public to provide input through a variety of events and formats
- A public hearing and adoption process with City of Eugene and Lane County elected officials and planning commissions

II. Key Messages

Background

- Phase I of the Envision Eugene Comprehensive Plan was adopted in 2017 and only included policy chapters required to adopt the Urban Growth Boundary. This included the following components: Introduction, Economic Development, Transportation, Administration and Implementation, the Eugene Urban Growth Boundary and a Glossary.
- Phase II will include seven new chapters along with updates and additions to the chapters adopted in Phase I, with the exception of the Economic Development chapter as no updates are needed. The new chapters include:
 - Public Involvement
 - Compact Development and Urban Design
 - Housing
 - Community Health and Livability
 - Natural Resources and Environmental Quality
 - Community Resiliency
 - Public Facilities and Services
- Considerable work has been done by community members, staff, Planning Commissioners, and other Boards and Commissions to lay a foundation for the content of chapters to be completed in this phase, including an extensive boards and commissions workshop in 2015 to provide input on the majority of the entire Comp Plan's goals and some policies.
- This process will build on the seven pillars and robust engagement through the Envision Eugene process, with additional outreach and engagement with subject matter experts, a roundtable of representatives from boards, commissions, neighborhood associations and local partners, as well as the general public.

Process

The chapters in this phase will be grouped into topic areas to allow for focused engagement. The first two groups of chapters will build on previous outreach along with developing goals and policies with subject matter experts as detailed in the project charter. These two chapter groups will then go through a workshop with representatives from boards, commissions and local partners. We will work with staff from Human Rights and Neighborhood Involvement and neighborhood leaders and boards to determine the best way to engage these groups in the process.

Housing and Livability:

- Public Involvement
- Compact Development and Urban Design
- Housing
- Community Health and Livability

Equity and Resiliency:*

- Natural Resources and Environmental Quality
- Community Resiliency
- Public Facilities and Services

**Note:* The University of Oregon’s Community Service Center will be providing consulting services to assist with the draft policy development for this chapter group. The remaining two groups of chapters require primarily administrative and formatting updates and will be addressed by City staff and incorporated into the public review and adoption process.

Administrative Updates:

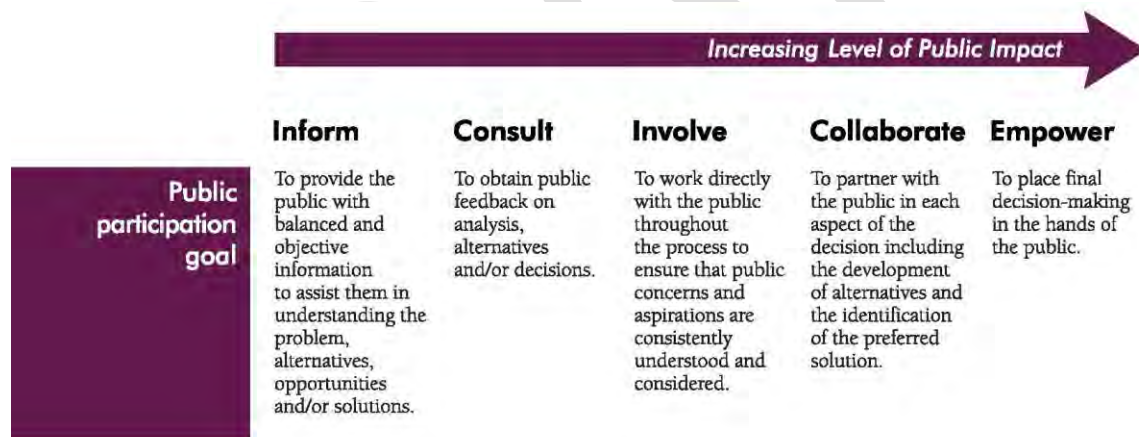
- Transportation
- Administration and Implementation
- Eugene Urban Growth Boundary

Supportive Elements:

- Introduction
- Glossary

Decision-Making

After staff assembles draft chapters from analysis and feedback as outlined above, the comprehensive plan chapters will go through an adoption process with the City of Eugene and Lane County elected officials and planning commissions before moving to the State for acknowledgement. This decision-making process is outlined in the project charter. The figure below is the International Association of Public Participation (IAP2)’s spectrum of public participation, which shows varying levels of engagement based on the level of public impact. The bulleted points below show how this relates to the general public and key stakeholders for this process.



IAP2 Spectrum of Public Participation (source: www.iap2.org)

Empower:	Eugene City Council and Lane County Board of Commissioners (elected to decide), and Eugene and Lane County Planning Commissions (appointed by elected officials to review and recommend)
Collaborate:	Boards, Commissions and Local Partners; Eugene Planning Commission project resource group
Involve:	Subject Matter Experts
Consult and Inform:	General public

Coordination with Other Projects:

The project management team will coordinate with other local and regional projects and initiatives to increase efficiencies and collaboration.

- Parcel-Specific Plan Diagram – This project will have a separate charter and public involvement plan, which is being developed following technical analysis to better understand the project scope. When developed and adopted, the parcel-specific plan diagram will be incorporated in the Eugene Comp Plan.
- Growth Monitoring Program
- Urban Reserves Planning
- Clear and Objective Housing: Approval Criteria Update
- Climate and Energy Action Plan update
- 2035 Transportation System Plan update
- Moving Ahead
- River Road Santa Clara Neighborhood Plan
- Parks and Rec System Plan update

Future steps

Completion of this project reduces reliance on the *Metro Plan* by the City of Eugene and supports future growth monitoring efforts and urban reserves planning. Goals and policies included in the comprehensive plan will be implemented by action items in the Envision Eugene Action Plan.

III. Communications and Public Engagement Activities

This section outlines various communication methods along with an estimated timeline of when certain project milestones will occur. The majority of these engagement activities focus on developing and receiving input on the Housing and Livability, and Equity and Resiliency chapter groups. The Administrative Updates and Supportive Elements will primarily be addressed by City staff and incorporated into the public review and adoption process. Staff will evaluate the effectiveness of different methods and adapt as we proceed.

- **Website** –house detailed project information and documents (fact sheets, general process timeline, outreach summary, etc.)
- **City Newsletters** – use existing City E-Newsletters to provide regular project updates including: Envision Eugene, City Council Newsletter, Neighborly News and others.
- **Social Media** – use existing City accounts on Nextdoor.com, Facebook and Twitter to get messages out and advertise engagement opportunities.
- **Local Media** – The Register Guard, Eugene Weekly
- **Outreach Summary** – Staff will track public comments and prepare summaries on outreach efforts to be shared on the project website.
- **Roundtable Workshops** – Representatives from Boards, Commissions and Local Partners will collaborate with staff to provide input and update draft chapters in the Housing and Livability and Equity and Resiliency chapter groups.(anticipated for summer and fall 2018)

- **Public Open House** – A public open house is anticipated to occur in fall 2018 and will provide the opportunity for the community to review and give input on all revised draft chapters from the roundtable workshops, and administrative updates and supportive elements from City staff.
- **Community and Stakeholder Presentations** – Open invitation for informational presentations at existing community and neighborhood meetings or events.***See note below for more detail.**

Estimate	Task
Summer 2018	Outreach and collaboration with local subject matter experts to form initial draft chapters. Provide an update and coordinate with Lane County staff.
	Envision Eugene newsletter about upcoming meetings
	Provide update to Planning Commission and request feedback and public comment on draft Project Charter and draft Public Involvement Plan
	Update the website to include Comp Plan Phase II content to announce project kickoff and keep the community informed throughout the process.
	Provide update to City Council, and receive input and/or direction on Charter and Public Involvement Plan
	Provide an update to update Lane County Board of Commissioners, Planning Commission and staff on process
	Extend request for 2-3 representatives from boards, commissions, and local partners to participate in roundtable workshop
Fall 2018	Send meeting invite and materials (expectations, meeting format, draft chapters) to Boards, Commissions and Local Partners Roundtable
	Workshop with Boards, Commissions and Local Partners Roundtable on Housing and Livability chapter group
	Updates to general public on project status and next steps (website, E-newsletters, social media, etc.)
	Develop public outreach materials on Housing and Livability chapter group (fact sheets, summaries, etc.)
	Distribute outreach materials on Housing and Livability chapter group
	Meeting invite and materials to Boards, Commissions and Local Partners Roundtable for Equity and Resiliency chapter group
Winter 2018	Workshop with Boards, Commissions and Local Partners Roundtable on Equity and Resiliency chapter group
	Notices about upcoming Public Open House & online public comment opportunity (website, E-newsletters, social media, newspaper, etc.)
	Develop public outreach materials on Equity and Resiliency chapter group (fact sheets, summaries, etc.)
	Distribute outreach materials on Equity and Resiliency chapter group
	Public Open House and online public comment opportunity – includes all chapters, although Administrative Updates chapter group is for informational purposes.

Winter 2018	Create an outreach summary from Public Open House and online public comment results and notification of next steps (website, E-newsletters, social media, etc.)
	Review outreach summary and proposed revisions to draft chapters with Planning Commission project resource group
	Update on status of draft chapters and notification of upcoming adoption process to general public and key stakeholders
Spring 2019	Formal adoption/public hearing process begins with legal notices for Planning Commission public hearing

*Meetings or other outreach and engagement activities will be added to the above list as needed. Any interested person can request a meeting, and staff will work to adjust our engagement strategies.

Project Stakeholders

Subject Matter Experts

Bringing all chapters up to a fully drafted state will involve input from subject matter experts, in addition to research and coordination with other plans, including:

- **Chapter 1: Public Involvement and Chapter 2: Compact Development and Urban Design**
 - These chapters were fully drafted with community input from the 2015 workshop. Draft policies will be reviewed by City staff and updated if needed before being included in the Roundtable Workshops along with other chapters.
- **Chapter 4: Housing –**
 - Urban Design Staff
 - Community Development staff
- **Chapter 5: Community Health and Livability –**
 - Public Health Professionals
 - AARP
 - Senior Care Professionals
 - Library, Recreation and Cultural Services Staff
 - Transportation Staff
 - Public Safety staff
 - Human Rights and Neighborhood Involvement staff
- **Chapter 6: Natural Resources and Environmental Quality –**
 - Parks and Open Space
 - Lane Regional Air Protection Agency (LRAPA)
 - Beyond Toxics
- **Chapter 7: Community Resiliency –**
 - Oregon Partnership for Disaster Resilience
 - City Emergency Management staff
 - City Sustainability staff
 - Eugene 350
- **Chapter 8: Public Facilities and Services –**
 - EWEB
 - Blachly Lane Electric

- Transportation agency staff
- Stormwater
- Wastewater
- Fire/Police
- School Districts (4J and Bethel)

Boards, Commissions and Local Partners

The Boards, Commissions and Local Partners roundtable serve as key stakeholders and will collaborate with staff to develop and refine goals and policies. Staff will invite representatives from:

- Human Rights and Neighborhood Involvement
- Human Rights Commission
- Budget Committee
- Neighborhood Leaders Council/ Neighborhood Representatives
- Homebuilders (both single-family and multi-family)
- University of Oregon
- Lane Community College
- Subsidized Housing Professionals
- Public Health Professionals
- Senior Care Professionals
- Homeless Advocates
- Active Transportation Committee
- Housing Policy Board
- Historic Review Board
- Sustainability Commission
- Chamber of Commerce
- Eugene Association of Realtors
- Human Services Network
- Equity and Community Consortium
- Eugene 350
- City of Eugene Emergency Management
- City of Eugene Police/Fire
- Oregon Partnership for Disaster Resilience
- City of Eugene Parks and Open Space
- Beyond Toxics
- Eugene Water and Electric Board
- Blachly Lane Electric
- City of Eugene Transportation
- City of Eugene Stormwater
- City of Eugene Wastewater
- School Districts (4J and Bethel)
- City of Eugene Library, Recreation and Cultural services

The Planning Commission project resource group is another key resource that will be engaged throughout the development of Phase II.

Members of the general public have provided input through the extensive visioning process of Envision Eugene, and will have multiple, new opportunities to provide additional input and stay informed through the website, newsletters and an open house, in addition to participating in the formal adoption process.

DRAFT