



Eugene City Council

500 E 4th Ave., Suite 302
Eugene, OR 97401
541-682-5010 • 541-682-5414 Fax
www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

October 15, 2025

12:00 p.m. CITY COUNCIL WORK SESSION and URBAN RENEWAL AGENCY MEETING

City Council Wednesday work sessions are held using 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>

Meeting of October 15, 2025; Her Honor Mayor Kaarin Knudson Presiding

Councilors

Greg Evans, President
Eliza Kashinsky
Jennifer Yeh
Mike Clark

Lyndsie Leech, Vice President
Matt Keating
Alan Zelenka
Randy Groves

12:00 p.m. CITY COUNCIL WORK SESSION and URBAN RENEWAL AGENCY MEETING

1. **WORK SESSION: N. Butterfly Lot – Development Team Selection**
2. **WORK SESSION: Update on Climate Action Work**

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.

El consejo de la Ciudad de Eugene agradece su interés en estos asuntos de la agenda. El lugar de la reunión tiene acceso para sillas de ruedas. Se puede proveer a un intérprete para las personas con discapacidad auditiva si avisa con 48 horas de anticipación. También se puede proveer interpretación para español si avisa con 48 horas de anticipación. Para reservar estos servicios llame al 541-682-5010. Las reuniones del consejo de la ciudad se transmiten en vivo por Metro Television, Canal 21 de Comcast y son retransmitidas durante la semana.

For more information, contact the Council Coordinator at 541-682-5010,
or visit us online at www.eugene-or.gov.

EUGENE URBAN RENEWAL AGENCY BOARD

AGENDA ITEM SUMMARY



Work Session: North Butterfly Lot – Development Team Selection

Meeting Date: October 15, 2025
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: 1
Staff Contact: Eric Brown and Amanda D’Souza
Phone: 541-682-5208

ISSUE STATEMENT

This work session is for the Urban Renewal Agency Board to review responses to the Request for Qualifications for redevelopment of the North Butterfly Lot, located on the southwest corner of Oak Street and East 7th Avenue. The Agency Board is asked to consider the selection of a preferred development team and approval of a qualified pool for redevelopment of the North Butterfly Lot.

BACKGROUND

The North Butterfly Lot (so called because of the Butterfly Parking Structure that formerly stood on the site) is a 0.67-acre (29,185 square feet) quarter-block property located at the southwest corner of E. 7th Avenue and Oak Street (tax lot number 17-03-31-11-09500). (See Attachment A for a map and site context.) Given its location next to the Farmers Market Pavilion and Plaza and proximity to the 5th Street Market area, the North Butterfly Lot is a key opportunity site to achieve many community goals of high-quality and high-density development, increase to the housing supply, Downtown activation, and connection between the Downtown core and the Market District area. The property is currently vacant and serves as a temporary gravel parking lot.

The City of Eugene (City) originally acquired the North Butterfly Lot from Lane County in 2019, with the intention of building a City Hall on the site, but now that the former Eugene Water and Electric Board Headquarters accommodates City Hall, the North Butterfly Lot is no longer needed for this purpose.

In June 2023, City Council amended the Downtown Urban Renewal Plan, identifying the creation of more housing as a priority for the Downtown Urban Renewal District. One of the activities made eligible in the Plan amendment is the acquisition and disposition of real property to support the creation of new housing. In order to move forward with redevelopment of the site, the Urban Renewal Agency (Agency) acquired the North Butterfly Lot from the City in April 2025.

On April 9, 2025, the Agency Board approved the disposition process and criteria included in Attachment B. To identify a project that meets the goals described above, the approved disposition process starts with a Request for Qualifications (RFQ) to establish a pool of qualified development teams, followed by the development of a proposal in partnership between the Agency and the highest-rated development team. The purpose of the qualified pool is to ensure that the Agency has alternative teams to work with should the project not move forward with the selected team. This disposition process allows for flexibility while providing the needed structure to solicit interest and creativity, evaluate concepts, and engage with the public to cultivate a strong partnership and legacy project for this important site.

October 15, 2025 Work Session – Item 1

Request for Qualifications

The RFQ was released in May 2025 and was open for two months (see Attachment C for the full RFQ). The RFQ required a statement of interest and preliminary vision for the site, but the criteria and selection process more heavily weighed the development team's experience with similar projects and the feasibility of delivering on the project goals and their vision. Once selected, the development team will partner with the Agency to develop a full proposal that includes a detailed description of the proposed project, addressing financial feasibility and how it would achieve multiple community objectives.

The Agency received four submissions in response to the RFQ, which are included in Attachments D-G and summarized in Attachment H. The four submissions include:

1. Paradigm Properties
2. PPP-UHD
3. Obie Companies
4. Gorman and Company

A 10-person Evaluation Committee reviewed and ranked the submittals (Attachment I). During their review, the Committee requested more information from the three higher scoring teams. The information requested and each team's responses are included in their respective attachments.

Evaluation Committee

In August and September 2025, the Evaluation Committee scored the submissions using the approved criteria in Attachment B. The Committee recommended three of the respondents (Paradigm Properties, Obie Companies, and Gorman and Company) be part of the qualified pool, and recommended Paradigm Properties as the preferred team. See Attachment I for more information about the Evaluation Committee and their review of the submissions.

Potential Next Steps

At this work session, the Agency Board will consider approval of a qualified pool and preferred team. As outlined in the approved disposition process, if the Agency Board directs staff to request a proposal from the preferred team, next steps include:

- Agency enters into an Exclusive Negotiating Agreement (ENA) with preferred team. As outlined in the approved process, this includes a \$50,000 allowance of Urban Renewal funds for pre-development costs such as financial consulting, design services, and market research.
- Agency staff work with the selected team to develop and refine their proposal and determine what community benefits the project will offer.
- Agency and team determine what, if any, public investment is needed (see below).
- Agency and team collaborate to solicit community feedback on the proposed project.
- Team integrates community feedback into the proposal.
- Agency and team draft deal points for Agency Board consideration.

Potential Public Investment

As part of the development of a proposal, staff will work with the selected team in the fall of 2025 to identify potential tools to maximize use of the site and achieve the project goals. Possible development support could include:

- Accelerated Multi Unit Property Tax Exemption (MUPTEx), a ten-year abatement of property taxes associated with new housing (subject to approval by City Council).
- Downtown Fee Assistance, which utilizes Urban Renewal funds to pay for system development charges, permit fees, and other government-imposed fees for new housing development in the downtown core.
- Reduced land cost below market rate (subject to approval by the Agency Board).
- Urban Renewal Funds to cover right-of-way improvements, subsurface electrical upgrades, and other development costs (subject to approval by the Agency Board).
- Guaranteed tenancy by office, retail tenants and/or community uses (negotiated with City and/or partner organizations).
- Downtown Loan Program to provide flexible financing.

RELATED CITY POLICIES

Eugene Downtown Plan

- Downtown development shall support the urban qualities of density, vitality, livability, and diversity to create a downtown, urban environment.
- Use downtown development tools and incentives to encourage development that provides character and density downtown.
- Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.

Envision Eugene Pillars

- Promote compact urban development and efficient transportation options.
- Protect, repair, and enhance neighborhood livability.
- Provide for adaptable, flexible, and collaborative implementation.

Climate Action Plan (CAP) 2.0

CAP 2.0 includes multiple strategies that support downtown development, including compact housing; smaller homes tend to have a smaller carbon footprint during construction and use, and housing units built close to transit, jobs, and other amenities allow residents to access the community using fewer automobile trips.

Housing Implementation Pipeline (HIP)

Encouraging compact development in the downtown core is one critical way to provide housing for our growing community. A target goal in the HIP is to increase the amount of housing downtown by 50 percent from 2021: an increase of over 1,000 units.

Strategic Plan Goals: Urgent Community Needs

- Strategic Goal: Stabilize the cost of housing.
 - High-Impact Action: Continue to implement and increase the efficiency and effectiveness

- of development and redevelopment tools to increase the supply of housing.
- Strategic Goal: Increase the vibrancy, economic vitality, and livability of downtown.
 - High-Impact Action: Continue to implement and increase the efficiency and effectiveness of development and redevelopment tools to support commercial activity.
 - High-Impact Action: Improve Eugene’s business environment and reputation as a place to do business, including improving overall community livability.
- Strategic Goal: Advance climate action and community resilience to natural and human-caused disasters.
 - High-Impact Action: Decrease transportation-related emissions and make the transportation network diverse and adaptable through continued implementation of the Eugene 2035 Transportation System Plan and related compact development actions in Envision Eugene.
 - High-Impact Action: Continue to implement strategies from the Climate Action Plan 2.0 to improve and enhance efficiency and resilience of buildings in Eugene, including City-owned facilities.

PREVIOUS COUNCIL DIRECTION

June 12, 2023 Work Session

Council Groves, seconded by Councilor Keating, moved to adopt an Ordinance Adopting an Amended Urban Renewal Plan for the Downtown Urban Renewal District. The Amendment increased the District’s maximum indebtedness by \$50 million.

Passed 7:0

October 14, 2024 City Council and Urban Renewal Agency Board Meeting

Councilor Groves, seconded by Councilor Zelenka, moved to offer to purchase the North Butterfly Lot for \$1,060,000 and the 8th and Pearl Lot for \$1,020,000 from the City of Eugene and direct the Agency Director to include \$210,000 from the Downtown Urban Renewal District and \$170,000 from the Riverfront Urban Renewal District for these purchases in the December 2024 Supplemental Budget and take all necessary actions to acquire the properties.

Passed 7:0

Councilor Groves, seconded by Councilor Zelenka, moved to direct the City Manager to facilitate the transfer of the North Butterfly Lot for \$1,060,000 and the 8th and Pearl Lot for \$1,020,000 to the Urban Renewal Agency of the City of Eugene.

Passed 7:0

April 9, 2025 Urban Renewal Agency Board Work Session

Councilor Evans, seconded by Councilor Leech, moved to approve the use of an RFQ process and criteria for disposition of the North Butterfly Lot in Attachment A.

Passed 8:0

AGENCY BOARD OPTIONS

1. Approve the pool of qualified teams consisting of Paradigm Properties, Obie Companies, and Gorman and Company and direct the Agency Director to develop a proposal in partnership with Paradigm Properties for the North Butterfly Lot.
2. Approve a pool of qualified teams consisting of a different subset of respondents and/or

October 15, 2025 Work Session – Item 1

direct the Agency Director to develop a proposal in partnership with a different development team.

3. Do not move forward with any of these teams and direct the Agency Director to pursue an alternative path for redevelopment of the North Butterfly Lot.

AGENCY DIRECTOR'S RECOMMENDATION

The Agency Director recommends that the Agency Board accept option 1.

SUGGESTED MOTION

Move to approve the pool of qualified teams consisting of Paradigm Properties, Obie Companies, and Gorman and Company and to direct the Agency Director to develop a proposal for the North Butterfly Lot in partnership with Paradigm Properties.

ATTACHMENTS

- A. Site Context
- B. Approved Process and Criteria
- C. North Butterfly Lot Request for Qualifications
- D. RFQ Submission: Paradigm Properties
- E. RFQ Submission: PPP-UHD
- F. RFQ Submission: Obie Companies
- G. RFQ Submission: Gorman and Company
- H. N. Butterfly Lot RFQ: Summary of Submissions
- I. N. Butterfly Lot RFQ: Evaluation Committee

FOR MORE INFORMATION

Staff Contact: Eric Brown, Downtown Manager

Telephone: 541-682-5208

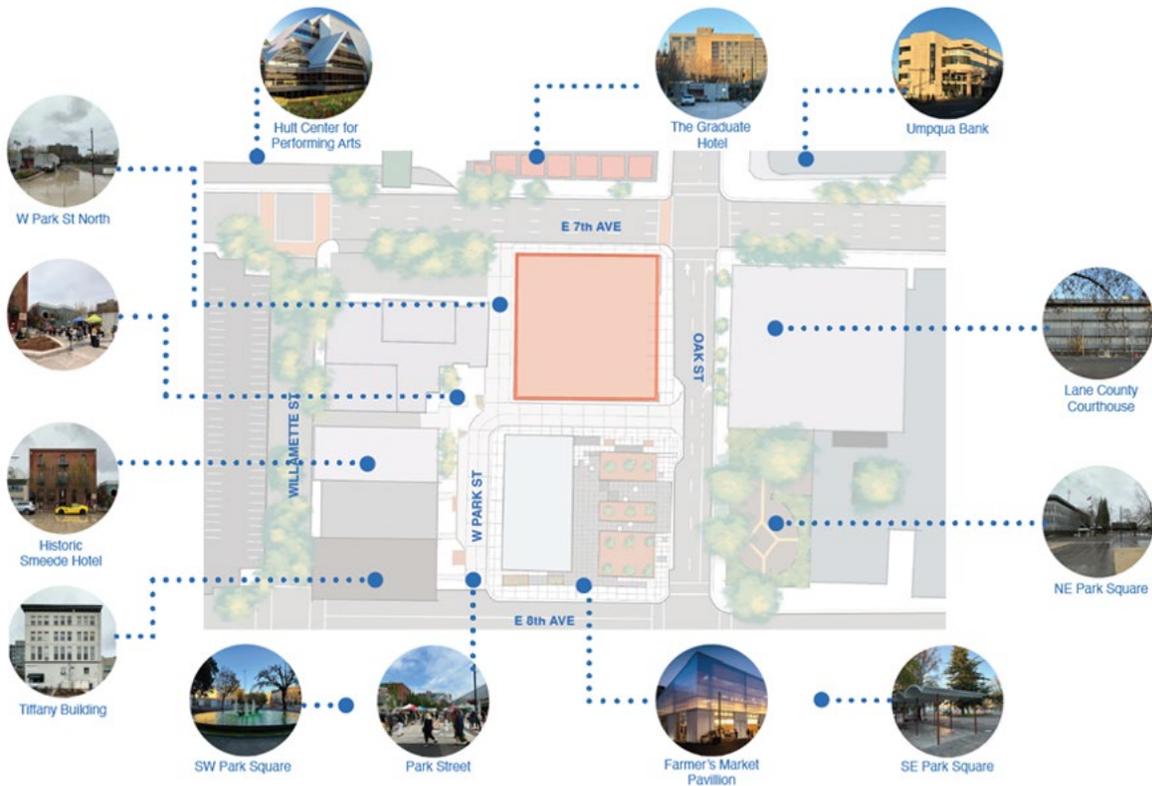
Staff E-Mail: ebrown@eugene-or.gov

Staff Contact: Amanda D'Souza, Development Programs Manager

Telephone: 541-682-5540

Staff E-Mail: adsouza@eugene-or.gov

N. Butterfly Lot Site Context



North Butterfly Lot Disposition: Approved Process and Criteria

This attachment presents the North Butterfly Lot disposition process and criteria the Agency Board approved on April 9, 2025.

Project Goals

Redevelopment of the North Butterfly Lot is an opportunity to bring positive activity to a strategic location in Downtown Eugene. The City hopes to partner with an experienced development team that will:

- Build a vertical, mixed-use building, including high-density housing in the downtown core.
- Create an active ground floor that complements and expands the atmosphere of the Farmers Market Pavilion and Plaza.
- Enhance pedestrian connectivity between the core of downtown and the Market District, leading to the Riverfront.
- Frame the Park Blocks with a substantial, high-quality building, contributing to a broader sense of place in a key downtown location.

Disposition Process

To achieve the project goals above, the Urban Renewal Agency issued a Request for Qualifications (RFQ) process to establish a pool of qualified development teams, and will partner with the selected team to develop a full proposal for the project. This approach allows the Agency to collaborate with the development team to build on their vision and create a proposed project that is both feasible and achieves the goals listed above. The approved disposition process is described below.

★ Agency Board Action: Approved disposition process and criteria. (April 9, 2025 work session)
Qualifications Phase <ul style="list-style-type: none"> • Community interest sessions. (Held in early May) • Agency issued Request for Qualifications. (May 23, 2025) • Qualification responses due. (July 31, 2025)
Evaluation Phase <ul style="list-style-type: none"> • Agency convened an Evaluation Committee made up of staff, community partners, and elected officials. • Evaluation Committee scored and ranked submissions using approved criteria (see below) determined qualified pool of candidates, and recommended a preferred development team. (Meetings held August and September 2025)
★ Agency Board Action: Consider approval of the qualified pool and preferred team, and directs staff to request a proposal from the preferred team. (October 15, 2025 work session)

Proposal Phase (Target: October-January)

- Agency enters into Exclusive Negotiating Agreement (ENA) with selected team. This includes a \$50,000 allowance of Urban Renewal funds for pre-development costs such as financial consulting, design services, market research, etc.
- Agency staff work with the selected team to develop and refine their proposal and determine what community benefits the project will offer.
- Agency and team determine what, if any, public investment is needed. (See Agenda Item Summary for description of potential support.)
- Agency and team collaborate to solicit community feedback on the proposed project through presentations and an online survey.
- Team integrates community feedback into the proposal.
- Agency and team draft deal points for Agency Board consideration.

★ **Agency Board Action:** Consider the full project proposal and approval of deal points. (Target: early 2026)

Potential Next Steps

- Execute development agreement.
- Team submits application(s) for incentive programs (as needed).

Disposition Criteria

Below are the criteria used to evaluate responses to the Request for Qualifications described above. The criteria are structured to emphasize the successful execution of similar mixed-use, high intensity, urban projects with significant public realm implications. Additionally, the criteria indicate the development characteristics staff recommend for the site, while leaving room for creativity and innovation by the applicant team.



Required Team Experience and Qualifications (applicants must meet all criteria to be considered):

- Experience developing high caliber, vertically mixed-use buildings (residential/commercial) in urban environments where they contribute to the vitality of the district and the quality of public life.
- Design professionals (Architects and/or Urban Designers) included on the development team with a proven track record of collaboration.
- Evidence of financial capacity and familiarity with complex financing.
- A preliminary vision for development of the North Butterfly Lot that corresponds with the stated goals of this project.

Preferred Team Experience and Qualifications

- Demonstrated commitment to the use of local contractors and/or minority owned businesses.
- Creative partnership with Lane County Farmers Market and/or another community organization representing local artisans, producers, or makers.



Preferred Elements of Project Vision

- Active and pedestrian oriented edge abutting Farmers Market Pavilion and Plaza.
- Eighty or more units of housing, with a diversity of unit size, bedroom count, and unit type.
- Reduced reliance on fossil fuels for building energy efficiency.
- Other community benefits identified by the respondent.

NORTH BUTTERFLY LOT REDEVELOPMENT

REQUEST FOR QUALIFICATIONS

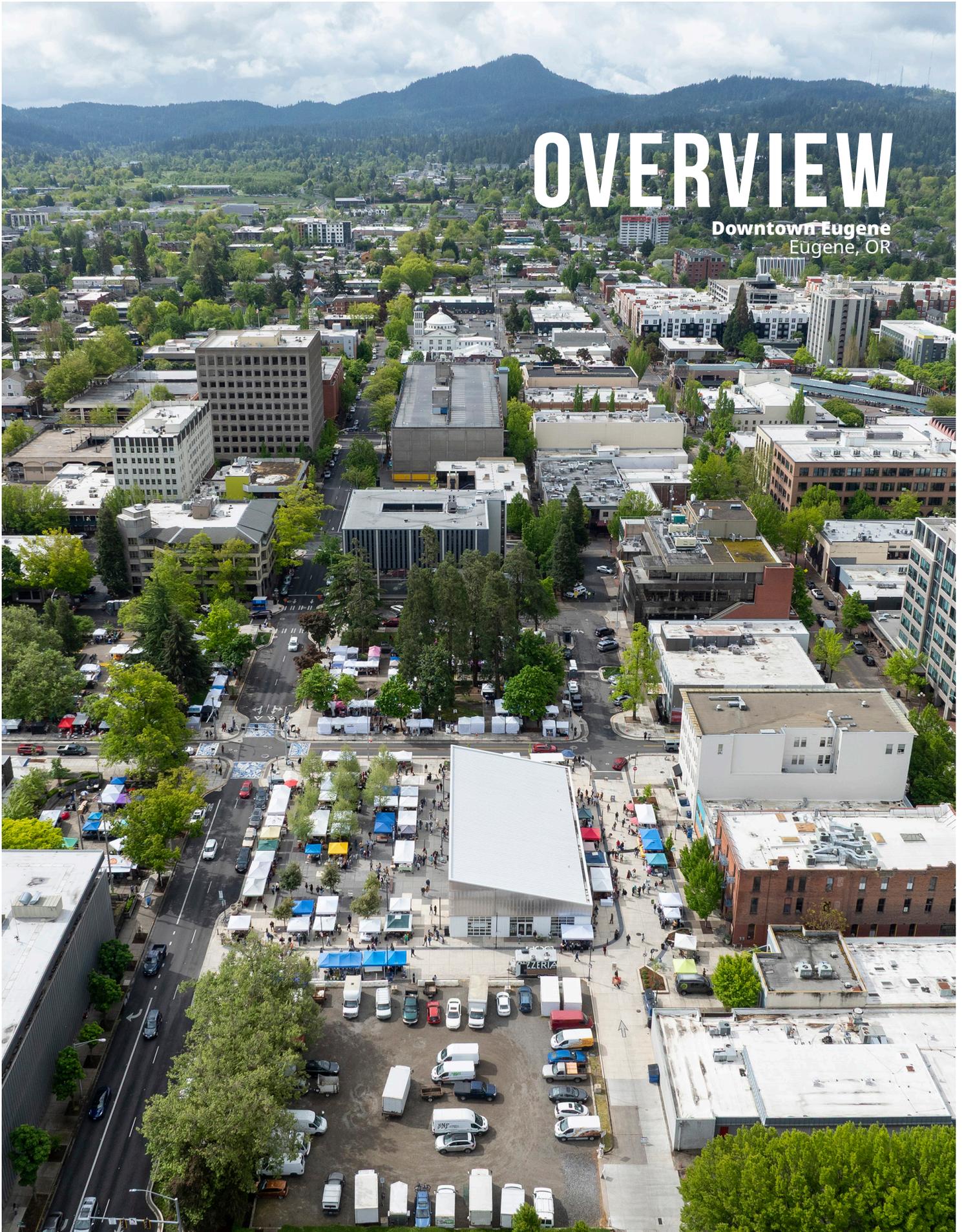
SUBMITTAL DUE JULY 31, 2025





Table of Contents

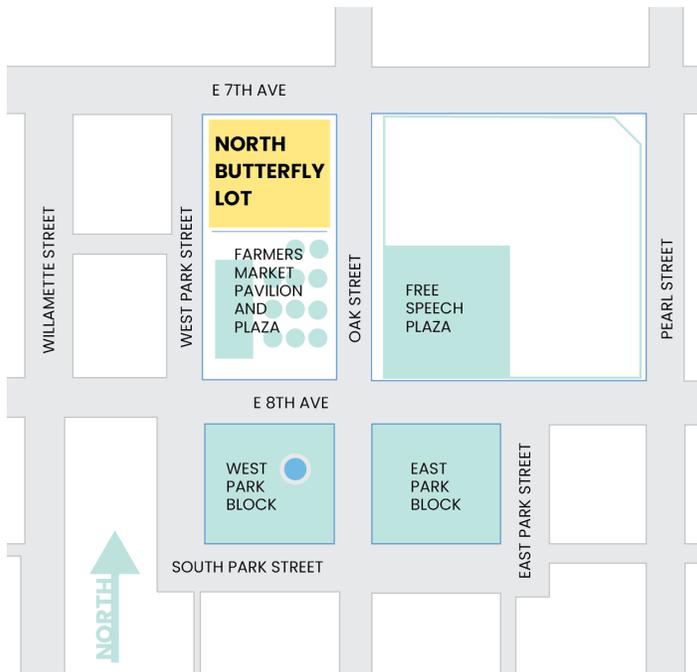
Overview	02
Site Context	05
Property Information	13
City & Agency Policies & Initiatives	16
Available Financial Resources	20
Submission & Evaluation Process	22
For More Information	25



OVERVIEW

Downtown Eugene
Eugene, OR

OVERVIEW



The Urban Renewal Agency of the City of Eugene, Oregon is requesting qualifications from development teams for the redevelopment of the North Butterfly Lot, at the southwest corner of East 7th Avenue and Oak Street in Downtown Eugene. The successful team will have a proven track record in developing similar sites, demonstrated financial capacity, and a focus on urban design that is responsive to site context and contributes to district revitalization goals.

The North Butterfly Lot is a shovel-ready, .67 acre site at the heart of Eugene's most compact, walkable, and complete neighborhood. It is adjacent to the new Farmers Market Pavilion and Plaza and the conference center at the Graduate Hotel. Sitting at the threshold between the Park Blocks and the traditional core to the south, and the burgeoning Market District and Downtown Riverfront Neighborhood to the north and north-east, redevelopment of the site is a unique opportunity to tie Downtown Eugene together.

The City of Eugene and its Urban Renewal Agency are eager public partners to help the site reach its potential. The City recently established the Downtown Core Housing Initiative, a mix of financial tools, to support the construction of new housing in the heart of downtown. The Agency has prepared the site for development, with key entitlements secured.

This Request For Qualifications (RFQ) provides information about the site, the surrounding area, and the RFQ process. It is organized into the following sections:

Site Context describes the history of the site, the local economy, and the uses that surround the site;

Property Information describes specific characteristics of the site itself, including zoning, property size, existing environmental assessment information, and nuances around the property lines;

City & Agency Policies & Initiatives summarizes the community's planning efforts that will shape development on the site;

Available Financial Resources provides basic information about local and federal tools that could be applied to the site; and

Submission and Evaluation Process identifies the requirements to respond to this RFQ, how the submittals will be evaluated, and the evaluation schedule.

Project Goals

The Agency has established the following project goals to ensure the best possible outcome:



High-density + Mixed-use Development

Support a vertical, mixed-use building, including high-density housing in the downtown core.



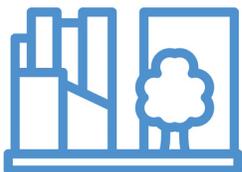
Active Ground Floor

Support an active ground floor that complements and expands the atmosphere of the Farmers Market Pavilion and Plaza.



Connectivity

Enhance pedestrian connectivity between the core of downtown and the Market District, leading to the Riverfront.

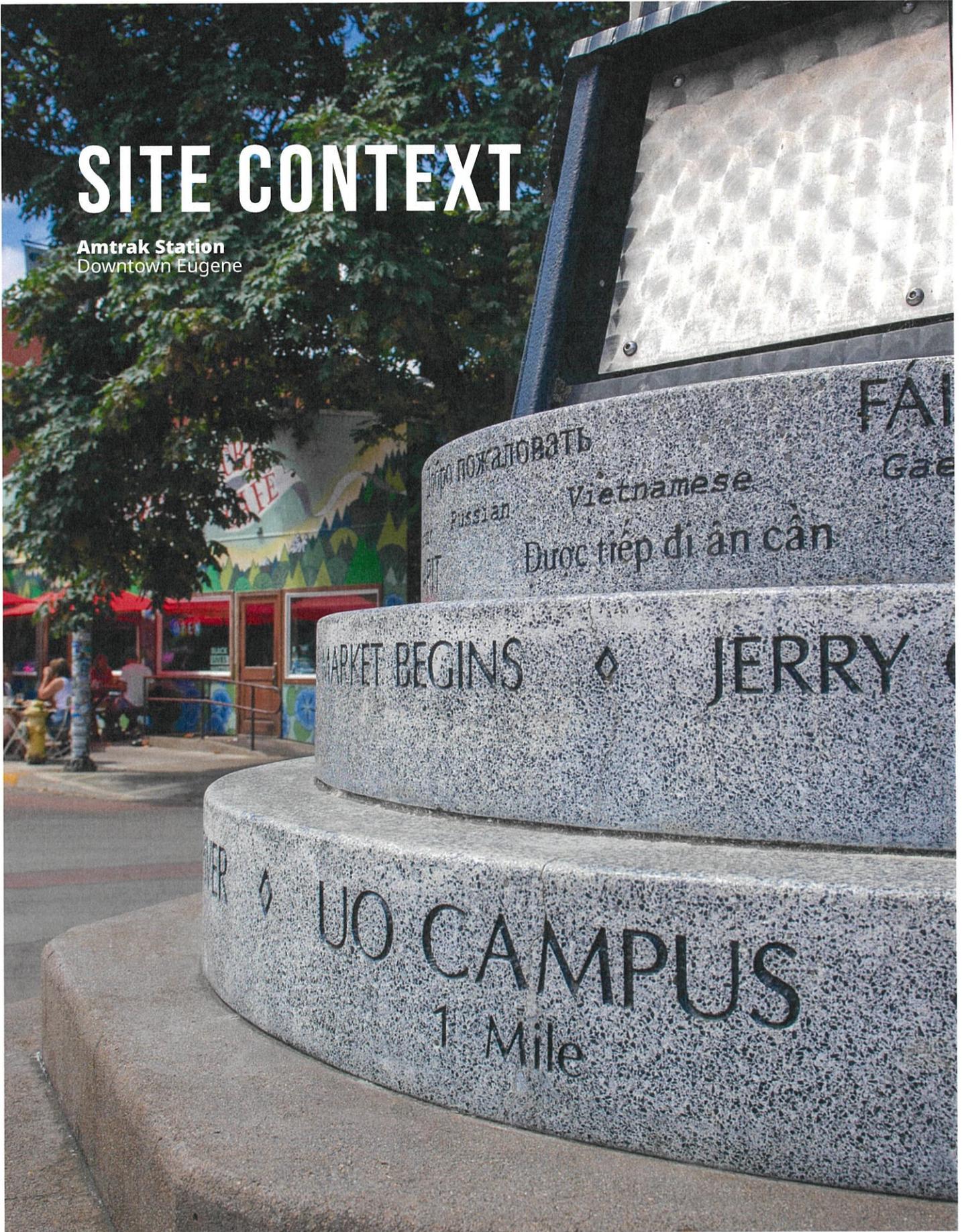


Sense of Place + High-quality Architecture

Frame the Park Blocks with a substantial, high-quality building, contributing to a broader sense of place in a key downtown location.

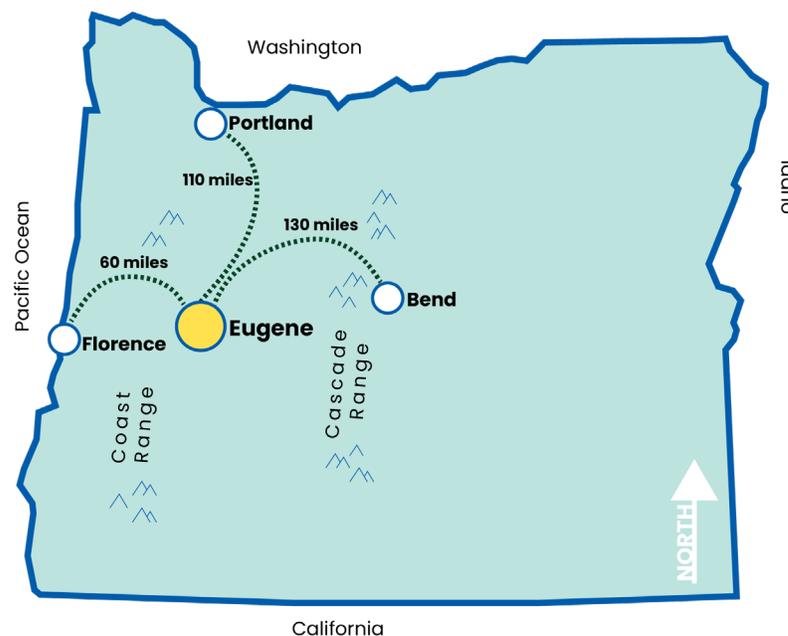
SITE CONTEXT

Amtrak Station
Downtown Eugene



SITE CONTEXT

The property lies in the heart of Eugene, Oregon, the second-largest city in the state (pop. 178,000) and is the center of the Eugene-Springfield metropolitan area, which has a population of about 380,000. Eugene lies between the Coast Range and the Cascade Range mountains and is known for its recreational opportunities and natural beauty. It is regularly identified as one of the country's most livable mid-sized cities. [Liveability.com](https://www.liveability.com) recently named Eugene as one of the "Top 100 Best Places to Live in the US in 2025."



Local Economy

Eugene's natural beauty, cultural venues, and other desirable attributes attract people and businesses to the area. It is the economic center for the southern Willamette Valley and one of its key economic drivers is the University of Oregon (UO), the state's flagship institution. The University and its Knight Campus for Accelerating Scientific Impact have helped to establish Eugene as a hub of entrepreneurial activity and give local business a steady supply of quality workers. In Eugene, 43% of the working-age population has a Bachelor's degree or higher, compared to 36% nationwide.



Eugene’s economy is a diverse mix of education, health care, manufacturing, high tech, and hospitality. The area’s largest employers are the UO and Peace Health, a regional healthcare system. The manufacturing sector includes a diverse mix of wood products, metals, transportation equipment, and furniture firms. The UO’s influence on the local economy is seen in the software development industry and the growing bioscience sector.

The rich agricultural offerings of the Willamette Valley have made the region a global name for its food and beverage production. The wine industry includes well-known producers such as King Estate Winery, which regularly produces award-winning wines. The area has also developed a reputation for its craft beer, with multiple breweries. A variety of food producers are based here too, including Nancy’s Yogurt, Yogi Tea, and Glory Bee Foods. With a focus on organic products and health food, Eugene firms have grown and prospered alongside the nationwide demand for this type of product.

Eugene’s hospitality sector sees a steady stream of visitors from around the country, greatly boosted by athletic events. The UO recently became part of the Big Ten Conference and the newly rebuilt Hayward Field has ensured that Eugene continues to be known as ‘Tracktown USA’, as it regularly hosts track events that attract the world’s top athletes.

History of the Site

The City of Eugene is built on Kalapuya Ilihi, the traditional indigenous homeland of the Kalapuya people. The Kalapuyans occupied the Southern Willamette Valley for over 14,000 years, cultivating sophisticated land management techniques, and richly nuanced cultural traditions. At this time, what is now known as the North Butterfly Lot, was likely part of the riverine flatlands, consisting of open, grass-dominated, prairie and savannah.



West Park Block
Downtown Eugene, OR
c. 1968



Image Source:
Lane County History Museum

European settlers were attracted to Eugene in the 1700 and 1800s by its proximity to trade routes and rich agricultural soils. The City was originally platted in 1853 and 1854 after the Mulligan and Skinner families donated a large 80-acre area for public use, which was inclusive of the land currently known as the Park Blocks. Between 1869 and 1900 the four Park Blocks witnessed the construction, demolition, and relocation of nearly a half-dozen public buildings. This pattern would continue well into the 20th century.

Located on the northern edge of Eugene's original town square, the variety of historic uses on the North Butterfly Lot reflects the evolution of Downtown Eugene. Going back to the 1800's, small dwellings sat alongside a laundry operated by immigrants from China. In the early 20th century, a sturdy concrete building housed a dry goods store, along with other retail establishments. At this time, there was also a blacksmith's shop and several homes on the site. These buildings were part of a ring of development that surrounded the original town square.

When the Lane County Courthouse was built in 1959 just to the east of the site, a parking structure was built to accommodate motor vehicles. It had an angled upper parking deck that resembled the wings of a butterfly and became known as the 'Butterfly Lot' due to its unique design. The City purchased the Butterfly Lot from Lane County in 2019 with the intention of building the Farmers Market Pavilion on the southern half and a City Hall on the northern half. The Pavilion was completed in 2022, but now that City Hall is accommodated in a repurposed building by the Willamette River, the North Butterfly Lot is available for other uses, to be determined through this process. To facilitate this process, Eugene's Urban Renewal Agency purchased the North Butterfly Lot from the City in the spring of 2025.



Surrounding Activity

In the middle of the region’s central business district, the site is in close walking distance to a wide variety of urban amenities.

Farmers Market Pavilion and Plaza

The site is immediately adjacent to the recently completed Farmers Market Pavilion and Plaza, which is positively bustling on market days and increasingly active with cultural events during the rest of the week. Nearly 300,000 people visited the Pavilion in 2024 and development on the North Butterfly Lot should leverage and build on the energy and atmosphere generated here.

Park Blocks

The Park Blocks lie half a block south of the site, with food trucks during the week and the Eugene Saturday Market, the oldest open-air crafts market in the United States, every Saturday from April through October. The City has a conceptual plan for redevelopment of the Park Blocks, a project that could move forward with direction from the City’s Urban Renewal Agency Board.

Market District

The Market District lies one block north of the site. Anchored by the historic 5th Street Public Market, and home to two boutique hotels, the Market District continues to grow, offering dozens of dining and shopping opportunities in both historic structures and new buildings. In recent years, the Market District has expanded to include market-rate and affordable housing projects.

Downtown Riverfront

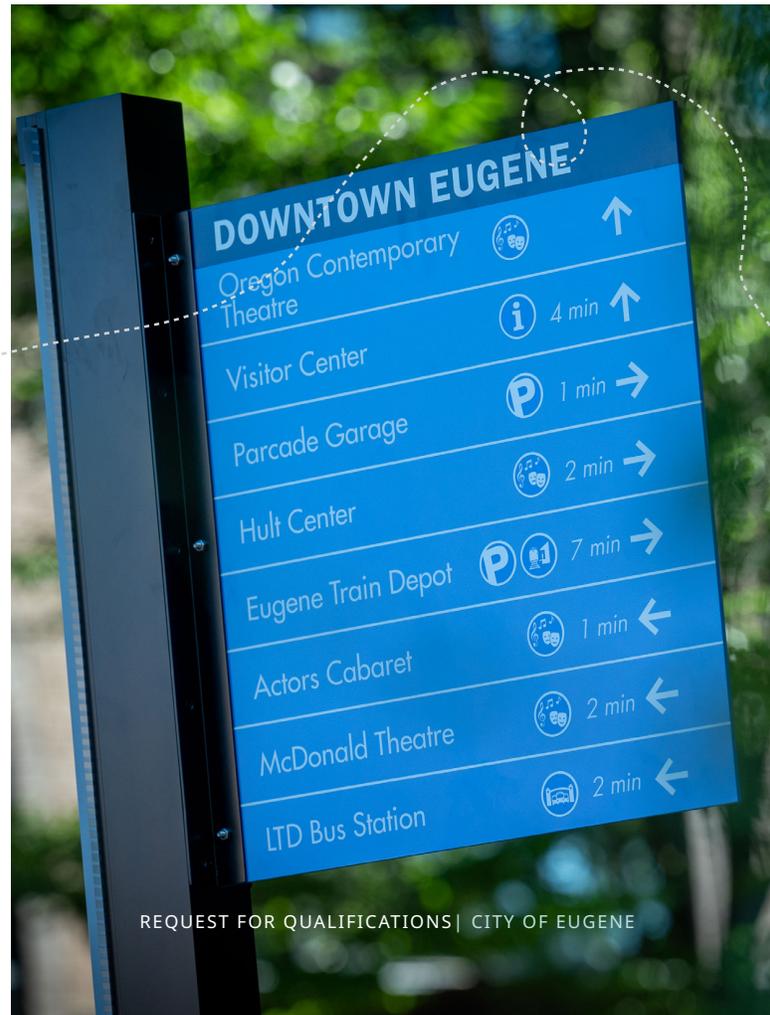
The Downtown Riverfront site is a 16-acre redevelopment of industrial yard formerly owned by the Eugene Water and Electric Board (EWEB). The City’s Urban Renewal Agency partnered with Atkins Dame, a private development team, to turn the vacant site into a new urban neighborhood with a public park along the Willamette River. The first residential building, Heartwood, was completed in 2024 and the second, Portal, is due to be finished in mid-2025.

Educational Institutions

Lane Community College (LCC) and the University of Oregon own buildings in Downtown Eugene, attracting students, faculty, and staff to the area. LCC owns the Mary Spilde Center at West 10th Avenue and Olive Street, while the University owns multiple buildings throughout downtown. Student housing has followed, with multiple buildings sprouting up to the west along Broadway and Franklin Boulevard in recent years, adding to the existing student oriented housing at West 10th Avenue and Charnelton Street and at West 13th Avenue and Olive Street.

Downtown Eugene is the social, economic and cultural heart of our community, so our focus on this area is of strategic importance.

Excerpt from City of Eugene’s strategic plan



REQUEST FOR QUALIFICATIONS | CITY OF EUGENE



Arts and Entertainment

Downtown Eugene has been a destination for entertainment for decades. The Hult Center for Performing Arts, located a block from the site, provides space for ballet, opera, symphony, and Broadway productions. Other venues within walking distance of the site offer live performances, including the Shedd, the McDonald Theatre, the Oregon Contemporary Theatre, the Jazz Station, Olsens Run, and the WOW Hall. The Metro Cinemas, two blocks from the site, is a locally owned, seven-screen multiplex movie theater. The monthly First Friday Art Walk brings thousands of visitors to downtown throughout the year.

Retail Amenities

Downtown Eugene includes two grocers, the Kiva, a locally-owned community staple, and Whole Foods. Other retailers include clothing

stores (new and vintage), bookstores, bicycle shops, gifts, home goods, and more. There are over a dozen restaurants within two blocks of the North Butterfly Lot, in addition to coffee shops and good quality bakeries.

Green Space

The site lies in the heart of Downtown Eugene, yet is walking distance to protected open space. It is an easy 15-minute walk to the Willamette River, with its boating, fishing, and birdwatching, and the new Riverfront Park. The Ruth Bascom Bike Path connects Downtown Eugene with other neighborhoods along the river and the adjacent community of Springfield. A few blocks north of the site lies Skinner Butte, which offers panoramic city views and the Climbing Columns, a popular rock climbing area.





“I really believe the North Butterfly Lot is one of the most important projects for the future of downtown. Its location facing the historic park blocks creates a unique chance to connect all the great things already happening nearby. We’re excited to work with a talented team to help bring this vision to life.”

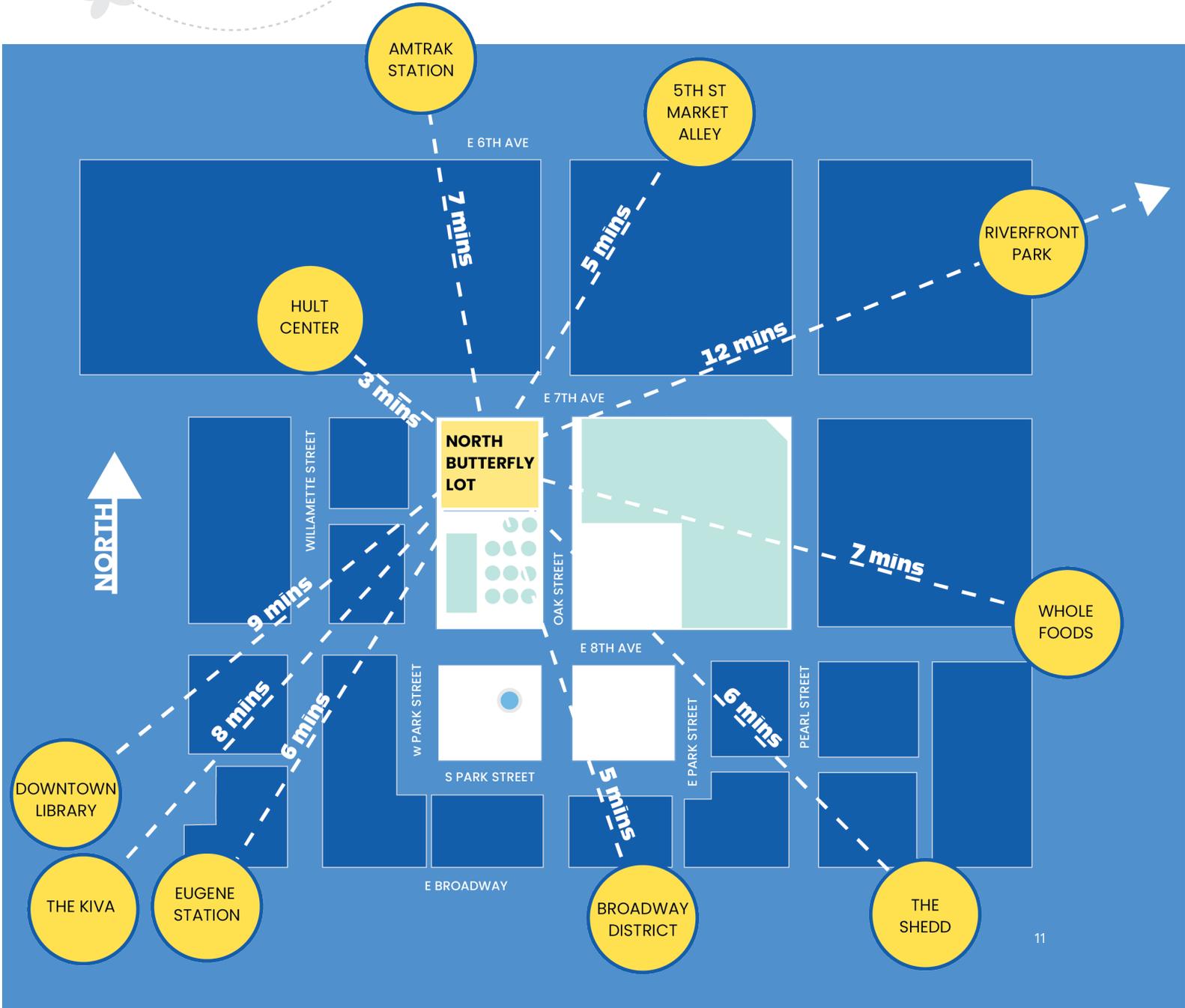
Sarah Medary
City Manager, City of Eugene

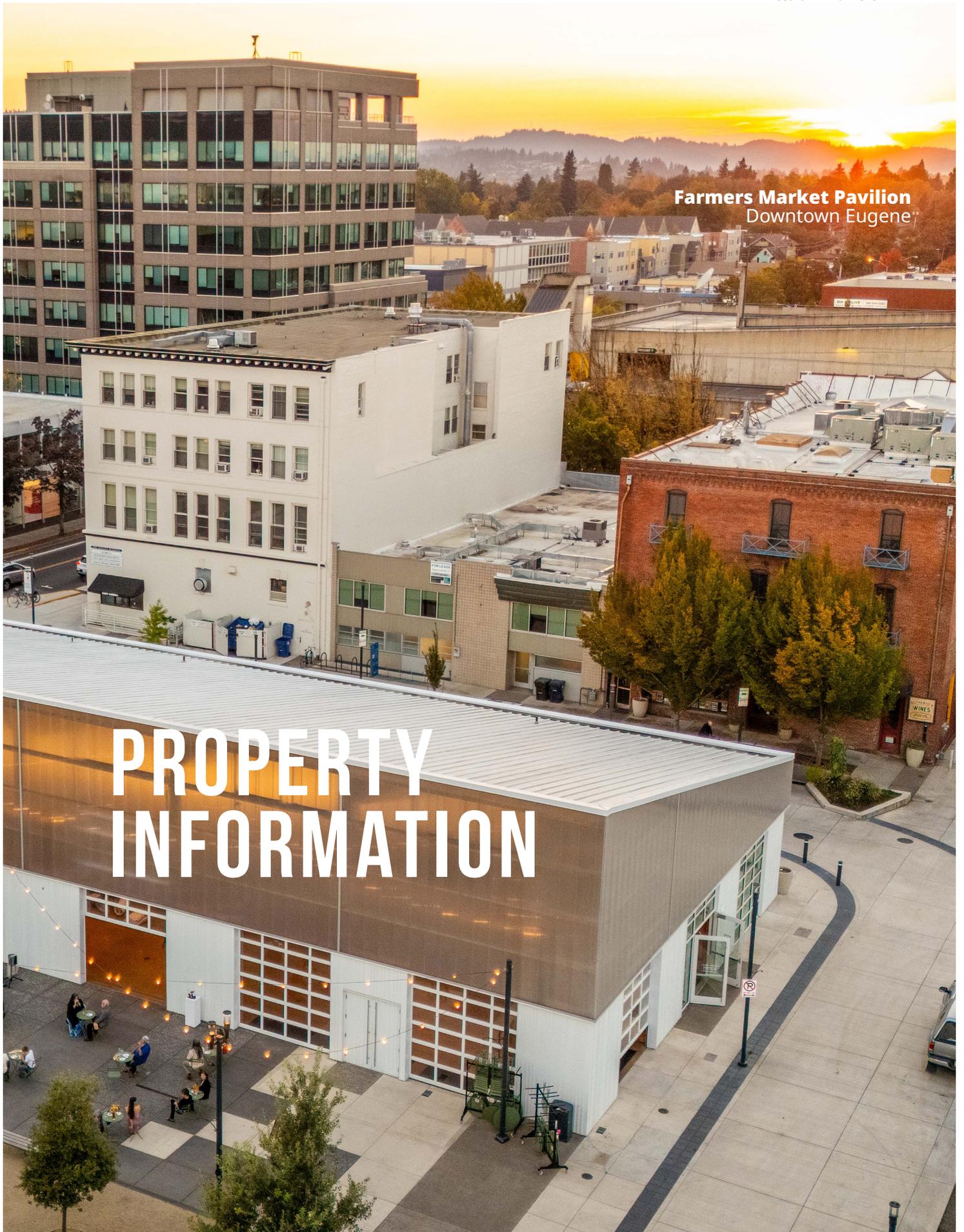


Transportation Options

The North Butterfly Lot sits at the center of Eugene’s most walkable, bikeable, and transit-rich neighborhood. It is surrounded by a complete network of sidewalks, close to newly installed protected bike lanes, and within a 6-minute walk of Eugene’s central bus station, which connects people to neighborhoods and communities across Eugene and Lane County. It is also only a 7-minute walk from the Amtrak Station, with service to Portland, Seattle, San Francisco, and beyond. Access to these alternative modes is complemented by easy access to state and interstate highways and ample parking in City-owned and private facilities.

Approximate walk times from the North Butterfly Lot to key destinations.





Farmers Market Pavilion
Downtown Eugene

PROPERTY INFORMATION

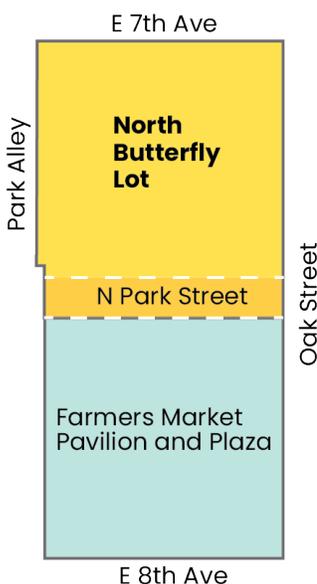


PROPERTY INFORMATION

The North Butterfly Lot is a 0.67-acre (29,185 square feet) quarter-block property located at the southwest corner of East 7th Avenue and Oak Street (tax lot number 17-03-31-11-09500).

The site was previously excavated to a level below-grade for the former parking structure, but it has since been structurally filled to street grade and has a gravel surface. It is currently vacant and serves as a temporary parking lot to support activities at the Farmers Market Pavilion.

Property Lines



Because the North Butterfly Lot used to be part of the same parcel on which the Farmers Market Pavilion now sits, its southern property line abuts the northern property line of the Farmers Market site. As part of the proposal development phase during this disposition process, the Agency will work with the selected team to determine property lines that support development of the site and allow for right of way dedication for North Park Street.

[EC 9.2100-9.2181](#) addresses development standards for commercial zoning. The Transit Oriented Development overlay, which has a minimum floor area ratio (FAR) of 2.0, supports compact urban growth and encourages mixed land uses in areas with potential for enhanced transit and pedestrian activity. [EC 9.4530](#) provides information on the Transit Oriented Development overlay. The Nodal Development overlay encourages development that is suited to the area its located in. [EC 9.4250](#) provides information on the Nodal Development overlay.

Parking: The property is located in the parking exempt area and does not have legal requirements for parking. Respondents are encouraged to evaluate parking needs and submit information related to parking as part of their vision statement. Seventy-five parking stalls are available to future residents in the Parcade Garage on Willamette Street (located one block west of the site) through the City's parking permit program.

Setbacks: Maximum setbacks in the C-3 zone are 15 feet. There is no minimum setback.

Maximum building height: The C-3 zone has a maximum building height of 150 feet.

[More information on Eugene's Municipal Code](#)

Environmental

A Phase I Environmental Site Assessment (ESA) was completed in 2018 prior to the transfer of the Butterfly Lot to the City of Eugene from Lane County. This assessment revealed no evidence of recognized environmental conditions (RECs) in connection with the property. In 2020, a Phase II ESA was completed on behalf of the City and no evidence of possible soil or groundwater contamination was observed.

Land Use and Code Requirements

The property is zoned C-3 Major Commercial with a Transit Oriented Development Overlay and Nodal Development Overlay. The C-3 Major Commercial zone designation provides areas for regional commercial uses. It is Eugene's highest intensity zone with no maximum residential density.

These ESAs are available to interested parties on the [North Butterfly Lot website](#).

During construction of the Farmers Market Pavilion and Plaza, contaminated soil from another Agency-owned property was buried on the south side of the lot in accordance with a method approved by the Department of Environmental Quality. The North Butterfly Lot was backfilled with crushed concrete from the demolition of the parking structure in anticipation of future development.

While due diligence is the responsibility of the selected development team, the Agency has not identified any documented environmental concern on the site.

Climate-Friendly and Equitable Communities / Climate Friendly Area

The North Butterfly Lot is in what will be designated as a “Climate Friendly Area” (CFA) as part of the Climate-Friendly and Equitable Communities (CFEC). The Oregon Land Conservation and Development Commission adopted the CFEC rules in 2022 to help meet the state’s goal of reducing greenhouse gas emissions while also increasing housing choices and creating more equitable outcomes for all Oregonians.

CFAs are a type of urban, mixed-use center, directed by state administrative rules. They are intended to be areas where most people can meet their daily needs without relying on a car. In November 2024, City Council provided direction on where to designate CFAs, a geography that includes the North Butterfly Lot. Staff are currently preparing to implement the designation which involves the adoption of policies or land use code amendments to achieve certain outcomes in CFAs. Those policies and code amendments would be in place by the end of 2026 and would apply to future development. A high-intensity mixed-use development in the downtown core, as envisioned for this site, is consistent with the goals of a Climate Friendly Area designation.

[Read more about Climate Friendly Areas.](#)

PROPERTY STATS

ZONING

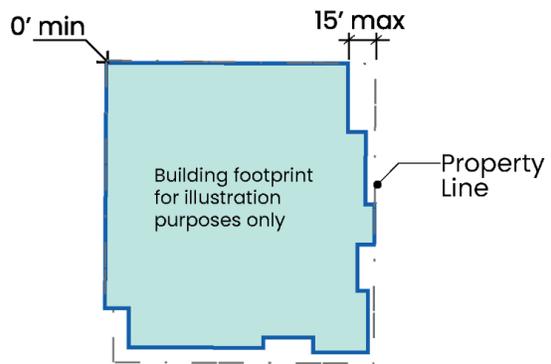
C-3 Major Commercial

PROPERTY SIZE

.67 ACRE/29,185 SF

SETBACKS

MINIMUM: 0' MAXIMUM: 15'



BUILDING HEIGHT





CITY & AGENCY POLICIES & INITIATIVES

Kesey Square
Downtown Eugene

October 15, 2025 Work Session - Item 1



CITY & AGENCY POLICIES & INITIATIVES

The City and Agency have a variety of policies that support improvements to the downtown, expanding the downtown housing supply, and the redevelopment of this site.

Downtown Core Housing Initiative

The opportunity to redevelop the North Butterfly Lot is offered as part of the Downtown Core Housing Initiative (DCHI). DCHI is a suite of three programs that support housing development at the heart of our community:

- Accelerated Multi-Unit Property Tax Exemption (MUPTEx)
- Downtown Fee Assistance
- Property Acquisition and Disposition

Increasing downtown housing supply is a top priority for the City because it addresses a number of urgent community needs, including reducing the cost of housing, reducing per capita greenhouse gas emissions, and increasing positive activity downtown. See **Available Financial Resources** on page 20 for more information on how these tools can be applied to this site.

[More information on the Downtown Core Housing Initiatives](#)

Downtown Urban Renewal Plan

Urban Renewal, or Tax Increment Financing, is a tool used by municipalities to finance improvements and redevelopment in specific areas of a city (urban renewal districts) by reinvesting the increase in the area's property taxes inside the area. Eugene has two urban renewal districts: the Downtown Urban Renewal District and the Riverfront Urban Renewal District. This property is located within the Downtown District.

In June 2023, City Council amended the Urban Renewal Plan for the Downtown Urban Renewal District, identifying the creation of more housing as a priority.

One of the activities made eligible in the Plan amendment is the acquisition and disposition of real property to support the creation of new housing and the Urban Renewal Agency is facilitating this disposition in accordance with this element of the plan.

[More information on Downtown Urban Renewal](#)

Downtown Priorities and Projects

In 2022, City of Eugene staff led a process to determine the current priorities for Downtown Eugene. Stakeholders,

community members, and staff identified public safety, social services, cleanliness, and housing as the areas of greatest need/opportunity. Commercial activity, public space and mobility, and events and culture also emerged as strategic areas of focus. The results of this process continue to guide the City's work and collaboration with partners as we work to address the identified priorities.

[More information on Downtown Priorities & Projects](#)

Park Blocks Revitalization

A concept plan for the revitalization of the Park Blocks was developed through a public involvement process in 2019 and 2020. This concept plan reimagines the Park Blocks as a dynamic public place that will bring the diverse Eugene community together year-round. The Farmers Market Pavilion and Plaza is the first step toward bringing the concept plan to life. Redevelopment of the East and West Park Blocks was specifically included as an eligible project in the Downtown Urban Renewal Plan amendment in 2023, subject to Agency Board direction. When implemented, the plan envisions a welcoming, safe and festive Park Blocks, the front porch of our city, our civic center, and a beautiful place to gather, play and celebrate.

[See the Park Blocks concept plan](#)

Downtown Plan

The Downtown Plan was adopted as the neighborhood refinement plan in 2004. The Plan calls for development of downtown as an urban center with unique qualities, character, vitality, intensity, and diversity of uses. Redevelopment of the site is consistent with central themes of the Plan, including:

- Reinforcement of Downtown Eugene as a strong regional center
- Facilitation of housing development within downtown.

Additionally, redevelopment of the site adheres to the policies included in the Plan that call for actively pursuing public-private development opportunities and stimulating development of downtown housing.

[See the Downtown Plan](#)

Envision Eugene

Envision Eugene outlines goals and land use policies to manage growth in a way that protects and enhances quality of life, reflects our shared values, and addresses the future of Eugene through goals and regulatory policies regarding land use. The seven pillars of Envision Eugene are the foundation for policies, guidelines, and actions of Envision Eugene: Vision to Action. The redevelopment of the North Butterfly Lot is encompassed in several Envision Eugene pillars:

- Provide ample economic opportunities for all community members.
- Promote redevelopment and reuse in prioritized areas including downtown, key corridors, and core commercial areas.
- Provide housing affordable to all income levels
- Promote compact urban development and efficient transportation options.
- Integrate new development and redevelopment in the downtown area, in key transit corridors and in core commercial areas.
- Protect, repair, and enhance neighborhood livability.

[More information on Envision Eugene](#)

Continue to implement and increase the efficiency and effectiveness of development and redevelopment tools to increase the supply of housing.

Urgent Community Needs High-Impact Action
City of Eugene Strategic Plan





Broadway
Downtown Eugene

Housing Implementation Pipeline (HIP)

The Housing Implementation Pipeline (HIP) is an internal, cross-departmental, 5-year work plan for the city organization. This work plan coordinates current and future city resources, goals, and priorities with a systems-thinking approach to housing across the full continuum, from people experiencing homelessness to overall housing supply. Importantly, there are several initiatives in the HIP that will require working closely with partners to be successful. Encouraging compact development in the downtown core is one critical way to provide housing for our growing community.

A target goal in the HIP is to increase the amount of housing downtown by 50 percent from 2021: an increase of over 1,000 units.

[More information on the Housing Implementation Pipeline](#)

Climate Action Plan 2.0

Eugene City Council passed the Climate Recovery Ordinance in 2014, setting ambitious climate goals and incorporating them into Eugene City Code. The CAP 2.0 identifies research-based actions that will help the community reach its climate goals most quickly. The Plan reinforces the need for compact development in the downtown core, including housing.

[See the Climate Action Plan 2.0](#)

Willamette Connection
Downtown Eugene



AVAILABLE FINANCIAL RESOURCES

October 15, 2025 Work Session - Item 1



AVAILABLE FINANCIAL RESOURCES

The City and its Urban Renewal Agency have worked to create resources to incentivize redevelopment of the North Butterfly Lot. In addition to the local resources, the site may be eligible for federal resources. The City and Agency do not expect the submittal in response to this RFQ to identify a development's capital plans. This section provides information about resources, to assure potential developers that there is an opportunity to bring a variety of financial tools to the development.

The primary local resource is the Downtown Core Housing Initiative, which includes the Accelerated Multi-Unit Property Tax Exemption (MUPTEx) program and Downtown Fee Assistance.

Accelerated Multi Unit Property Tax Exemption (MUPTEx), a ten-year abatement of property taxes associated with new housing. The exemption is subject to City Council approval.

Downtown Fee Assistance uses Urban Renewal funds to pay for system development charges, permit fees, and other government-imposed fees for qualified housing developments. Developments that meet objective criteria are eligible.

The City of Eugene and its Urban Renewal Agency are potentially able to offer other financial tools:

- The **Downtown Loan Program** offers flexible financing for construction costs. The loan program can set flexible terms regarding the rate, term, and amortization.

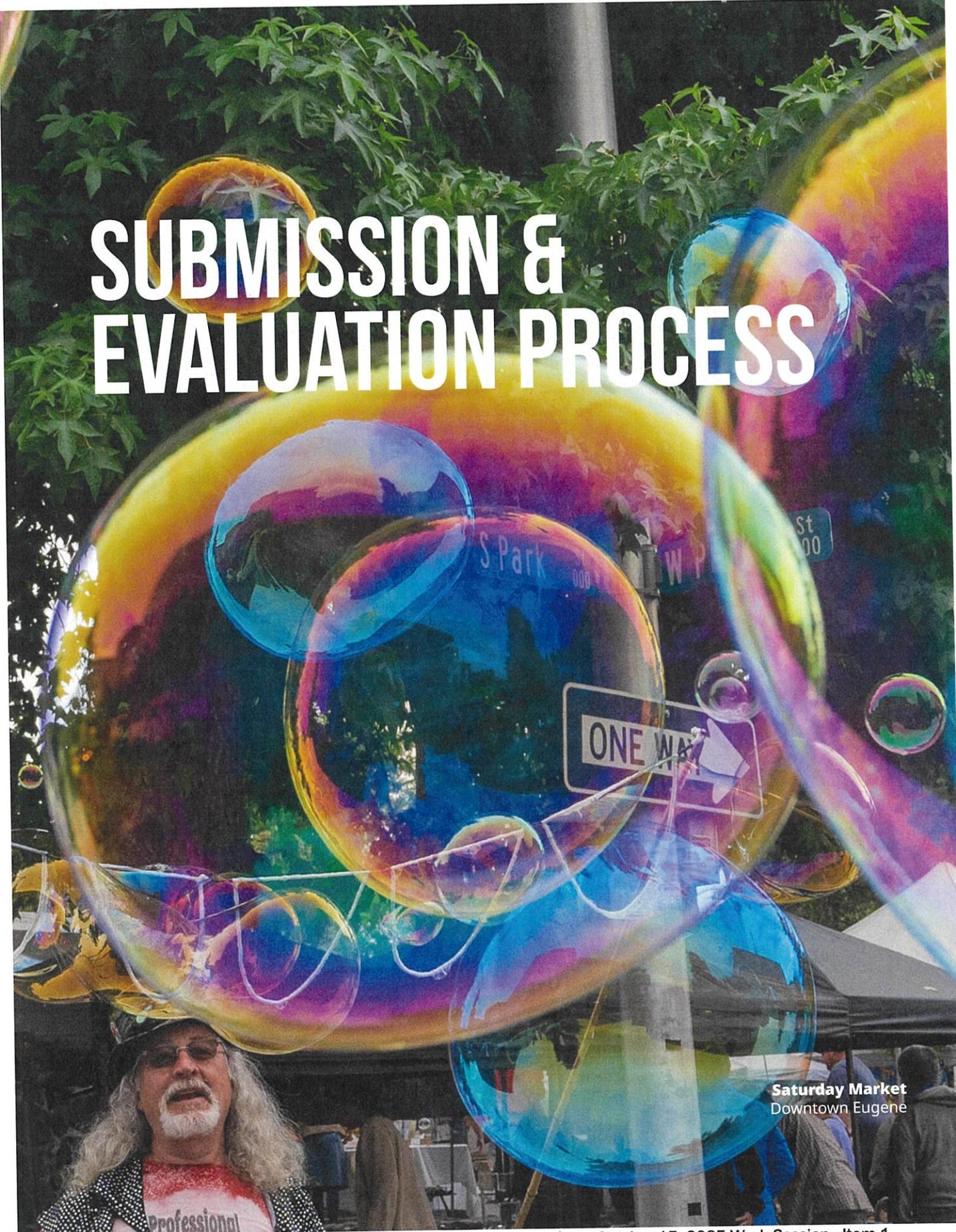
- The Downtown Urban Renewal Plan allows the Agency to offer the land at a reduced cost. Any cost reduction would be part of the deal points, which would emerge during the proposal phase (after the RFQ process) and will be subject to Agency Board (i.e., City Council) approval.
- The Downtown Urban Renewal Plan allows the Agency to cover right-of-way improvements, subsurface electrical upgrades, and other development costs. Any such investment by the Agency would be part of the deal points, which would emerge during the proposal phase (after the RFQ process) and would be subject to Agency Board (i.e., City Council) approval.
- The City has worked with developers to guarantee tenancy by office, retail tenants and/or community uses. Any such commitment would be part of the deal points, which would emerge in the during the proposal phase (after this RFQ).

In addition to the local resources, the site is eligible for the federal **Opportunity Zone** incentive. The 2017 federal tax reform package created an incentive to encourage investments in certain low-income communities, to be designated as "Opportunity Zones". This parcel lies in an Opportunity Zone and is eligible for the associated tax benefits.

The site is also in a qualifying Census tract for federal New Market Tax Credits.



SUBMISSION & EVALUATION PROCESS



Saturday Market
Downtown Eugene

October 15, 2025 Work Session - Item 1



SUBMISSION & EVALUATION PROCESS

The Agency invites responses from prospective redevelopment teams setting forth details regarding the applicant's experience and capacity to undertake the development of the North Butterfly Lot and their preliminary vision for the site.

The deadline for submitting proposals is 5:00pm (PDT) on July 31, 2025.

Interested teams are asked to email Amanda D'Souza by July 15, 2025, indicating their intent to submit.

Submit one (1) original proposal using 8 ½" x 11" size paper (postmarked by the above date) and an electronic copy (sent by 5:00pm on the above date).

Urban Renewal Agency of the City of Eugene
 Attn: Amanda D'Souza
 99 West 10th Avenue, Suite 240
 Eugene, OR 97401
 adsouza@eugene-or.gov

Evaluation Process

The Agency seeks responses from interested parties who have the depth and breadth of experience necessary to develop a high quality, mixed-use building on this site that contributes to revitalization of the area. The Agency will facilitate a fair and impartial evaluation of the responses submitted to the RFQ. Responses to the RFQ will be evaluated by an Evaluation Committee made up of staff, community stakeholders, and elected officials. The Committee will use the criteria listed below and the submission requirements to evaluate and score the responses to the RFQ and establish a qualified pool of candidates. The scores and rankings will be provided to the Agency Board (City Council) who will consider the scores, approve the qualified pool, and make a final decision on which team will be invited to prepare a proposal for the redevelopment.

If no responses are deemed qualified, the Agency may choose not to move forward with any respondents, reopen the RFQ, amend the RFQ, or move forward with another process at the direction of the Agency Board.



Submission Requirements

Please provide a response to the areas listed below. The submission must provide the following:

1. Development team // Section page limit: One (1) page per team member

Identify the developer(s) and describe their role(s). Include key personnel from the design team, such as architects, urban designers, and landscape architects. Include any other joint venture partners or others who would be significant to the project, if possible. Provide summary biographies for all team members that describe their relevant project experience.

2. Financial capacity // Section page limit: Two (2) pages

Include a statement regarding capability of the interested party to secure the financing necessary to redevelop the North Butterfly Lot. Also include:

- Description of ownership and operating model
- Conceptual sources and uses of financing

3. Comparable Development Experience // Section page limit: Two (2) pages per project

Describe the development team's qualifications and experience in development of **no more than five (5)** high-quality, successful development projects. Please provide:

- Project name and location
- Description of project
- Total development cost
- Total building area by use
- Development team's role in project and/or team member's role in project
- Financing structure
- Development partners
- Sustainable building features
- Demonstration of the use of local contractors and/or Minority and Women-owned business enterprises, if any
- Project timeline from site control to occupancy of the initial building and the final building, including timing of any phasing
- Images of project
- Current occupancy levels and/or other metrics of ongoing success

Include experience with sites that had characteristics similar to the North Butterfly Lot, especially infill development, community-oriented projects, and projects that contributed to the revitalization of an area, with an emphasis on the public realm.

4. Vision // Section word limit: 1000

Provide a concise (1,000 word maximum) narrative of your preliminary vision for redevelopment of the North Butterfly Lot and describe how it addresses the Project Goals (page 3). (Please do not provide any images or renderings.)

***There is no overall page limit to the Qualifications response. However, please adhere to the limits per each section.**



Criteria for RFQ Evaluation with maximum available points

The following criteria and maximum available points will be used to evaluate and score responses.

Required Team Experience and Qualifications (applicants must meet all criteria to be considered)

- Experience developing high-caliber, vertically mixed-use buildings (residential/commercial) in urban environments where they contribute to the vitality of the district and the quality of public life. **(15 points)**
- Design professionals (Architects and/or Urban Designers) included as an integral part of the development team. **(15 points)**
- Evidence of financial capacity and familiarity with complex financing. **(15 points)**
- A preliminary vision for development of the North Butterfly Lot that corresponds with the stated goals of this project. **(5 points)**

Preferred Team Experience and Qualifications

- Demonstrated commitment to the use of local contractors and/or minority owned businesses. **(10 points)**
- Creative partnership with Lane County Farmers Market and/or another community organization representing local artisans, producers, or makers. **(10 points)**

Preferred Elements of Project Vision

- Active and pedestrian oriented edge abutting Farmers Market Pavilion and Plaza. **(5 points)**
- Eighty or more units of housing, with a diversity of unit size, type and bedroom count. **(5 points)**
- Reduced reliance on fossil fuels for building energy efficiency. **(5 points)**
- Other community benefits identified by the respondent. **(5 points)**

Proposal Phase

Following the Agency Board's selection, the Agency will enter into an exclusive negotiating agreement with the selected development team. As part of this agreement, the Agency will allocate a \$50,000 allowance of Urban Renewal funds for pre-development costs such as financial consulting, design services, and market research.

During the proposal phase, the Agency and development team will work together to:

- Develop and refine their proposed project;
- Determine what community benefits the project will offer;
- Determine what, if any, public investment is needed;
- Collaborate to solicit community feedback on the proposed project; and
- Draft deal points for Agency Board consideration.

All work products paid for by the Urban Renewal Agency become property of the Agency.

Following these steps, the Agency Board will consider the full project proposal and determine whether to move forward with the proposed project. Should the Agency Board choose to move forward, potential next steps include execution of a development agreement and apply for incentive programs, as needed.



Terms of this Request

This Request is not a request for competitive proposals and in no way obligates the Agency to enter into a relationship with any entity that responds, or limits or restricts the Agency's right to enter into a relationship with an entity that does not respond. In its sole discretion, the Agency may pursue discussion with one or more entities responding to this Request or none at all.

Information provided to the Agency will become the property of the Agency and will be subject to public inspection after completion of evaluation in accordance with the Oregon Public Records Law, ORS 192.410. If an entity responding to this Request believes that a specific portion of its response constitutes a "trade secret" under Oregon Public Records Law (ORS 192.501(2)) and is therefore, exempt from public disclosure, the entity must clearly identify that specific information as a "trade secret." Identification of information as a "trade secret" does not necessarily mean that the information will be exempt from disclosure. The Agency will make that determination based on the nature of the information and the requirements of the Oregon Public Records Law.

For More Information

The following City of Eugene staff are the designated contacts for information or questions related to this RFQ:

Eric Brown, Downtown Manager
541-682-5208, ebrown@eugene-or.gov

Amanda D'Souza, Development Programs Manager
541-682-5540 adsouza@eugene-org.gov

Important Dates

July 15: Send Intent to Submit email to Amanda D'Souza at adsouza@eugene-org.gov
July 31: Submittal Due by 5:00pm (PDT)

Find all relevant documents and links to resources at the project's webpage:
www.eugene-or.gov/NorthButterfly

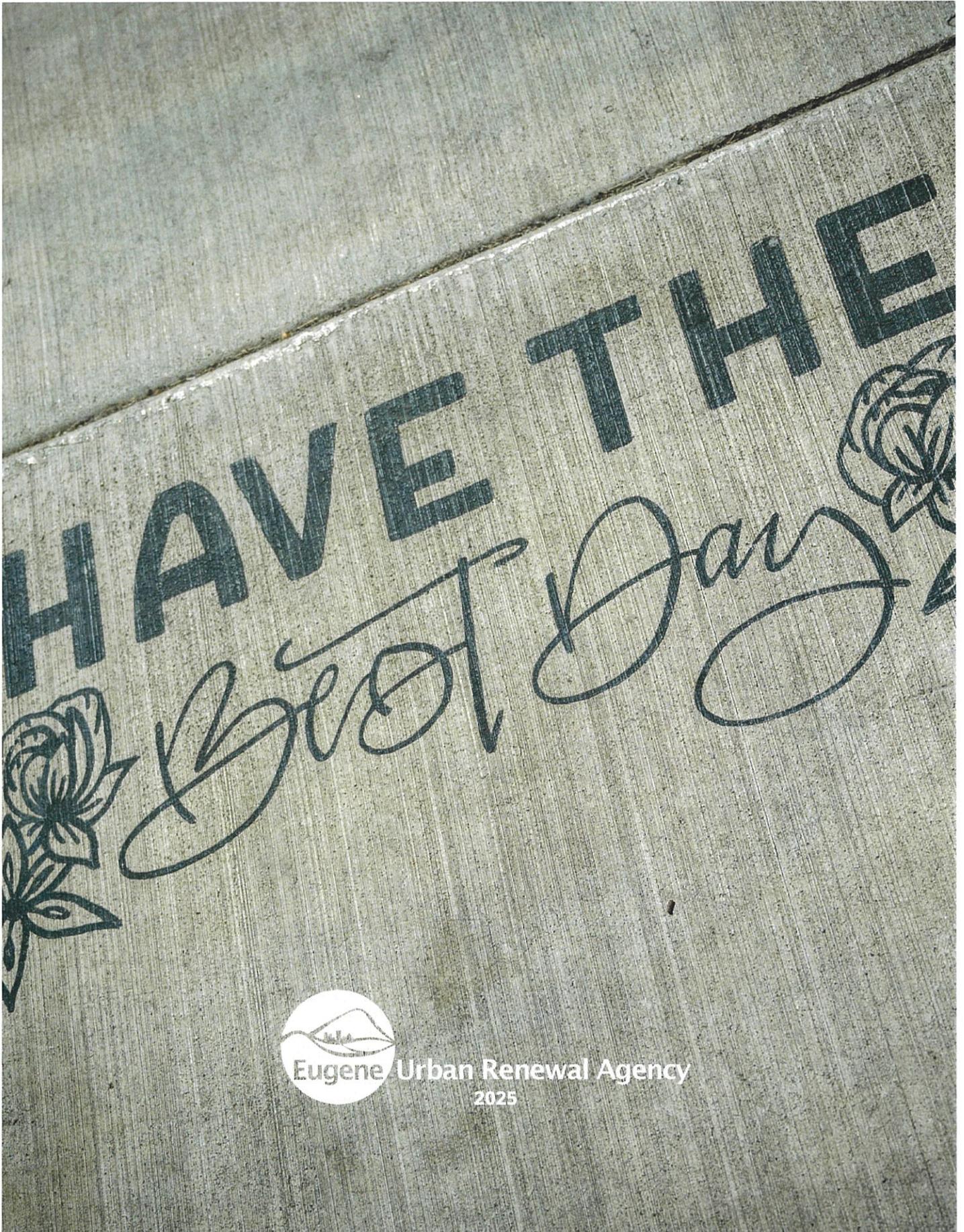
The webpage will be updated to provide any new information that becomes available before the submittal deadline.



"We live in a place with access to world-class outdoor recreation and a diverse economy that allows us to build our family and careers. We're lucky to call Eugene our home."

Eugene, Oregon Resident





NORTH BUTTERFLY LOT REDEVELOPMENT OPPORTUNITY



Response to Request for Qualifications

1361 Pearl Street | Eugene, OR 97401
541.484.7311 | paradigmpropertiesnw.com



October 15, 2025 Work Session - Item 1



31 July 2025

Urban Renewal Agency of the City of Eugene
 Attn: Amanda D'Souza
 99 W 10th Avenue
 Eugene, OR 97401
adsouza@eugene-or.gov

Re: North Butterfly Lot Redevelopment – Statement of Qualifications

Dear Ms. D'Souza and Selection Committee Members,

The North Butterfly Lot is in an area steeped in history, and ripe with opportunity to bring new energy and connection to Eugene's downtown—adding high-density housing, further activating our downtown, and strengthening the links between the Park Blocks, the Farmers Market Pavilion & Plaza, the Hult Center, the Market District and the Riverfront.

Our team is well equipped to bring this project to life. Here's why.

Paradigm Properties brings a proven track record of developing urban infill, multifamily housing, many of these in Eugene. Dustrud Architecture, our design lead, was the architect for most of these developments. This long-standing collaboration ensures a highly experienced team capable of delivering the North Butterfly Lot development.

We know how to deliver sustainable, mixed-use, urban infill developments that integrate with their surroundings and advance broader community objectives. Local examples include The Midtown, The Pearl, The Patterson and Westgate.

We've brought on a fully Eugene-based team. Paradigm regularly works with local designers, contractors and suppliers, and plans to do so to the largest extent possible on this project.

Bringing Michael Fifield to our team adds exceptional depth in urban design rooted in decades of award-winning work in architecture, planning, and housing. His expertise, coupled with Dustrud Architecture's, will help ensure the North Butterfly Lot thoughtfully connects with its surroundings and contributes meaningfully to a vibrant, inclusive urban fabric in the heart of Eugene.

Dougherty Landscape Architects specializes in designing public spaces, parks and streetscapes. As a key partner, our team is well equipped to enhance pedestrian connectivity and activate the ground floor to expand on the vibrancy of the Farmers Market Pavilion & Plaza and Park Blocks.

A variety of unit sizes, coupled with our intention to rely primarily on private financing, will allow us to offer rents accessible to a range of household types and income levels. Our goal is to provide the highest quality at best value.

We look forward to collaborating with the City on this catalytic project to contribute to the next chapter of downtown Eugene.

Sincerely,

Dan Neal
 Principal, Paradigm Properties
dan@nealeng.com

1 Development Team

Paradigm Properties

PROJECT ROLE: DEVELOPER



Dan Neal began his career as a lawyer. During his 35 years in private practice he managed the City of Eugene's public defender contract. He and his team represented over 50,000 indigents including many of Eugene's homeless population.

About 20 years ago, he made an unplanned pivot from practicing law to becoming a forward-thinking real estate developer. An early pioneer of LEED Gold and Platinum projects, he is credited with raising the standards for student housing in Eugene, and shows no interest in resting on his laurels.

Dan is passionate about developing a landmark building in the heart of Eugene, which has been his hometown for over half a century.

Paradigm Properties is a Eugene-based development, investment and management firm focused on premium multi-family, senior housing, and mixed-use real estate. Founded by Dan Neal in 2008 to fill a niche in the market for architecturally distinctive and environmentally friendly market-rate, student housing, Paradigm has since evolved to complete twenty multi-family, senior, student and mixed-use residential projects- with more to come.

Paradigm begins each venture with a simple question: will this project improve the site, enhance the neighborhood, benefit the community, and leave the world better off than if we did nothing at all? We think the answer is a resounding yes. Paradigm has cleaned up environmentally contaminated development sites, provided high-density, energy-efficient housing and promoted alternative transportation by providing urban living environments closer to amenities and workplaces.

Paradigm's focus on quality, premium locations, state-of-the-art security, and sustainability has led to consistently high occupancy and tenant retention rates year after year.

Quite simply: the Paradigm team creates stimulating living environments that align with the values of the Pacific Northwest urban lifestyle: sustainability, style, and community.

PROJECT EXPERIENCE

In addition to the project examples shown later in this document, these are some other projects developed by Paradigm Properties.

The Nest, Bend, 2020

6 Stories | 67 Apartments | 87 Bedrooms
Bike Rooms | Covered Parking | 61,872 sf

The Russell Apartments, Portland, 2017

6 Stories | 68 Apartments | 89 Bedrooms | LEED Gold
Underground Parking | Rooftop Garden | 88,756 sf

Peak42, Bend, 2024

3 Stories | 42 Apartments | 42 Bedrooms | Dog Park
Bike Barns | Covered Parking | 88,756 sf

Creekside Meadows, Albany, 2025

Three 3-Story Buildings | 107 Apartments
132 Bedrooms | Dog Park | Playground
Covered Parking | 80,599 sf

Bellevue Crossing, Bend, 2016

Four 3-Story Buildings | 153 Apartments
210 Bedrooms | Clubhouse | Covered Parking
+ 20 Garages | 119,930 sf

The Prefontaine, Eugene, 2013

5 Stories | 20 Apartments | 74 Bedrooms
Student Housing | Underground Parking | Rooftop
Garden | 38,463 sf

The Anthony, Eugene, 2011

3 Stories | 2 Buildings | 15 Apartments | 54
Bedrooms | 18,365 SF | Earth Advantage Silver

The Sonja, Eugene, 2010

4 Stories | 36 Apartments | 112 bedrooms | Earth
Advantage Certified | Underground Parking
47,186 square feet



1 Development Team

Dustrud Architecture

PROJECT ROLE: ARCHITECT



Paul Dustrud has a varied career in the arts, design, and construction, including years spent as the Operations/ Technical Director for the Hult Center. Dustrud is committed to applying his specialized skill sets to creating places where people can live comfortably. He has designed and completed more than a million square

feet of building construction, encompassing over 1,300 units of housing as well as spaces for nonprofits and other commercial uses. Paul is committed to durability, practicality and longevity in his designs and has a particular focus on dense urban infill projects that incorporate sustainable features.

Education

Bachelor of Architecture, University of Oregon

Professional Affiliations

2006 | AIA
2008 | AIA SW Oregon Board Member
2011 | AIA SW Oregon Board President
2011-2012 & 2025 | Architects Building Community Board

Dustrud Architecture is a Eugene-based firm specializing in sustainable, modern multi-family and mixed-use projects in urban settings. The firm is known for its thoughtful, context-driven designs that respond to site, climate and community.

As an architect working alongside Paradigm Properties, Dustrud is their architect of choice, with a strong track record of delivering high-density housing that meets community needs. Their projects emphasize livability, light, energy efficiency, and walk-ability—aligning with the City's goals for downtown development.

Dustrud's Westgate project was the first LEED Platinum mid-rise, multi-family development in the Pacific Northwest and second west of the Mississippi.

The firm continues to prioritize sustainability, with several projects achieving LEED Gold. With deep experience in urban infill and a sensitive, practical approach, Dustrud Architecture is well equipped to help bring the North Butterfly Lot vision to life.

PROJECT EXPERIENCE

The Midtown, Eugene, 2021

7 Stories | 40 Condominiums | 62 Bedrooms
Arts Organization Headquarters | Mixed-Use
Underground Parking | Rooftop Garden
126,957 sf

The Patterson, Eugene, 2014

6 Stories | 100 Apartments | Mixed-Use
Rooftop Garden | Underground Parking
124,403 sf

The Pearl, Eugene, 2012

5 Stories | 100 Apartments | 134 Bedrooms
Mixed-Use | LEED Gold | Underground Parking
117,391 sf

The Boathouse, Portland, 2016

6 Stories | 133 Apartments | 192 Bedrooms |
LEED Gold | Enclosed Structured Parking
175,960 sf

The Russell Apartments, Portland, 2017

6 Stories | 68 Apartments | 89 Bedrooms | LEED
Gold Underground Parking | Rooftop Garden |
88,756 sf

The Prefontaine, Eugene, 2013

5 Stories | 20 Apartments | 74 Bedrooms
Underground Parking | Rooftop Garden
38,463 sf

Westgate, Eugene, 2011

6 Stories | 35 Apartments | 75 Bedrooms
LEED Platinum | Mixed-Use | Enclosed Parking
36,607 sf

The Sonja, Eugene, 2010

4 Stories | 36 Apartments |
112 bedrooms
Earth Advantage Certified |
Underground Parking
47,186 sf



1 Development Team

Michael Fifield, FAIA, AICP

PROJECT ROLE: URBAN DESIGN CONSULTANT



Michael Fifield is a Professor Emeritus of Architecture, University of Oregon and an Association of Collegiate Schools of Architecture (ACSA) Distinguished Professor. In 40+ years of teaching, he has held numerous administrative and teaching positions, including Architecture Department

Head and Director of the Housing Specialization Program (University of Oregon), Department Head (Penn State University), and Director of the Joint Urban Design Program (Arizona State University).

Education

Bachelor of Architecture, U.C. Berkeley
Masters of Architecture, UCLA

Professional Licenses

1998-present: Registered Architect, State of Oregon, License No. 3951; and Idaho and Arizona

1983-present: NCARB Certificate, No. 27,982

Memberships in Professional Organizations:

1983-present: American Institute of Architects, Elected to College of Fellows, 2011- Present

1983-present: American Planning Association, AICP Membership

Professional Consulting

2011-present: Consultant to local architectural firms on housing and urban design issues.

2014: Consultant, City of Corvallis, Infill Design Standards for Housing near OSU Campus

Veteran Status

Vietnam Era Veteran, U.S. Army, Corps of Engineers, MOS 81E: Illustrator; Rank: E – 5

Urban Designer | Architect | Planner

As an architect and urban designer, he has received numerous local, state, and national awards in both his professional practice and as a faculty member. Grants and awards include the NEA, DOE, HUD, an AIA Merit Award, American Planning Association awards, a national design competition award, teaching awards, Progressive Architecture Citation, Fulbright Commission, and the Association of Collegiate Schools of Architecture.

While Director of the Housing Specialization Program at the University of Oregon, the program received the National ACSA/AIA Housing Education Honor Award. In 2018 he conducted housing research in Portugal as a Fulbright Research Scholar and most recently he was a Visiting Scholar at the American Academy in Rome conducting housing research.

Prior to academia, Michael worked professionally in a variety of architectural offices, a landscape architecture office (as a site planner), and as a planner for the City of Thousand Oaks, CA. While his academic appointments kept him from pursuing big projects, he has been active in award-winning housing projects, and as an urban design consultant to numerous firms in Eugene (e.g., Dustrud Architecture, Rowell Brokaw, PIVOT, Poticha Architects, Speranza Architecture + Urban Design). In addition, he has been an urban design consultant on projects to numerous municipalities in Oregon (e.g., City of Portland, City of Eugene, City of Corvallis, City of Springfield).

As an urban designer, Michael has been a member or led AIA R/UDATs (Regional Urban Design Assistance Team), Your Town Design Assistance Teams, and has developed Urban Design Guidelines and Design Principles for numerous award-winning projects. He has been a U.S. General Services Administration Peer since 1999, reviewing numerous federal buildings as well as urban design proposals. Michael served as GSA's Chair of the Selection Committee for the Eugene Federal Courthouse and continued as the Peer throughout the design and building process.

1 Development Team

David Dougherty, PLA

PROJECT ROLE: LANDSCAPE ARCHITECT



David Dougherty brings 42 years of experience and a successful record of place making and activating urban environments. While working for world renowned Hanna Olin (now Olin Partnership) in Philadelphia, Dougherty completed several complex civic projects including The Wexner Art Center on The

Ohio State University campus and Bryant Park and The New York Public Library site restoration in Manhattan.

David continues to focus on public spaces and enhancing communities in his role as DLA Principal with a particular emphasis on downtown revitalization, parks and streetscapes. David has taught graduate level design studios at the University of Oregon's School of Architecture & Allied Arts with course content focusing on urban design and master planning.

Education

BSc Landscape Architecture,
The Ohio State University
Construction Marketing,
Drexel University

Dougherty Landscape Architects (DLA) composes outdoor spaces with the adjacent architecture, circulation and context to create meaningful, active environments.

For the last 35 years, DLA has transformed urban plazas and streetscapes throughout the Northwest. Recently, DLA prepared a master plan for Willamette Crossing. This includes the two blocks of urban fabric between the Hult Center and Graduate Hotel, located northwest of the Butterfly Lot. Phase one of the master plan has been constructed. The project features a north gateway that enhances safety and provides an inviting link from the city's core to the riverfront. DLA's office is a couple of blocks from the Butterfly Lot. We have a vested interest in this important complement to the Farmers Market Pavilion and its role as a connector between Downtown, the Market District and Riverfront.

RELEVANT LOCAL EXPERIENCE

- Willamette Crossing Plaza | Eugene, OR
- Market Commons (Retail and Housing) Eugene, OR
- The Citizen's Building | Eugene, OR

DOWNTOWN REDEVELOPMENT

- Albany Historic First Avenue Streetscape Albany, OR
- Bandon Streetscape and Parking Plan | Bandon, OR
- Canby First Avenue Streetscape | Canby, OR
- Florence HWY 126 and 101 streetscape Florence, OR
- Florence Gateways | Florence, OR
- South Beach Placemaking Project | Newport, OR
- Veneta Downtown Gateway Monument Veneta, OR
- Veneta Downtown Revitalization and Streetscape Veneta, OR

RESIDENTIAL

- Olive Plaza | Eugene, OR
- The Nel | Eugene, OR
- Bascom Village Phase I Affordable Housing, SVDP Eugene, OR
- Bascom Village Phase II Affordable Housing, Homes for Good | Eugene, OR
- East Ridge Village Mixed-Use P.U.D. | Eugene, OR
- Roosevelt Crossing Transitional Housing Eugene, OR
- The Donald Lamb Building Affordable Housing and Commercial | Eugene, OR
- VA Housing and Clinic | Roseburg, OR
- Walnut Park Affordable Community Housing Eugene, OR



1 Development Team

Carol Schirmer, PLA

PROJECT ROLE: LAND USE PLANNER

Carol Schirmer is a great fit for the land use portion of this development project. Not only does she bring an extensive familiarity with local land use codes and regulatory processes, she also knows how important it is to work collaboratively with all members of the team to achieve the best results. Carol is deeply committed to increasing our housing supply and works diligently with clients to help them bring more housing units to Eugene.

She is familiar with the city's goals and review process and has built strong working relationships with staff over the years. Carol understands that a cooperative effort is the key to success in any project involving land use decisions.

Education

BS 1979, Springfield College, Springfield, MA

BLA (Bachelor of Landscape Architecture) 1989, University of Oregon

MLA (Master of Landscape Architecture) 1991 University of Oregon

Registration

Landscape Architect | OR #325

Schirmer Consulting is a local, woman-owned, experienced landscape architecture and planning firm in business since 1999. As principal, Carol Schirmer brings 36 years of professional experience in the disciplines of landscape architecture and land use planning.

Her firm specializes in consulting for a variety of development projects that range from commercial development and master planning to housing development at all levels.

The primary goals of the firm are collaboration, cooperation and ultimately a successful project for all involved.

PROJECT EXPERIENCE

The Midtown, Eugene

7 Stories | 40 Condominiums | Arts Organization Headquarters | Mixed-Use | Underground Parking
126,957 sf

The Patterson, Eugene

6 Stories | 100 Apartments | Mixed-Use
Underground Parking | 124,403 sf

The Pearl, Eugene

5 Stories | 100 Apartments | Mixed-Use | LEED Gold
Underground Parking | 117,391 sf

515 Broadway (formerly The Hub), Eugene

12 Stories | 182 Apartments | Student Housing
Amenity Deck | Underground Parking
Successful MUPTA Application | 235,645 sf

The Rive (formerly the IDENTITY, formerly 730 Broadway), Eugene

12 stories | 209 Apartments | Student Housing
Two Amenity Decks | Underground Parking
315,546 sf

1 Development Team



Matt Keenan, PE

CIVIL LEAD / PRINCIPAL

Matt Keenan is a Principal at KPFF and has been with the firm for over 29 years. He has focused his career on site development and sustainable design for urban mixed-use, redevelopment projects that revitalize Eugene's downtown, collaborating with both public and private clients. Matt takes responsibility for planning, design, project management, agency coordination, and construction phase support for his projects. His goal is to provide exceptional service and delivery to his clients and innovative solutions to engineering challenges. As a Eugene native and UO alum, Matt is deeply committed to the Eugene community.

YEARS OF EXPERIENCE

In industry: 29 / with current firm: 28

EDUCATION

BS, Civil Engineering, Oregon State University

BS, Physics, University of Oregon

REGISTRATIONS

Professional Engineer:

OR #56481

HI #12398

AFFILIATIONS

American Public Works Association, Oregon Chapter (Affiliate Member)

Construction Specifications Institute (CSI) Willamette Valley Chapter (Past President)

Eugene Area Chamber of Commerce

Tau Beta Pi National Engineering Honors Society

AIA-Eugene (Affiliate Member)

City of Eugene, Riverfront Redevelopment, Eugene, OR

City of Eugene, Downtown Riverfront Park, Eugene, OR

City of Eugene, River District Public Infrastructure Plan, Eugene, OR

City of Eugene, City Hall Rebuild (*not built*), Eugene, OR

City of Eugene, Santa Clara Community Park, Eugene, OR

City of Eugene, 6th and 7th Avenue Parking and Curb Extensions, Pedestrian Crossings, Parking and Travel Lane Reduction, Eugene, OR

City of Eugene, WestTown on 8th Mixed-use Affordable Housing, Eugene, OR

The Midtown Mixed-Use, Eugene, OR [with Paradigm/Dustrud]

The Russell Mixed-Use Residential, Portland, OR [with Paradigm/Dustrud]

The Boathouse Mixed-Use Residential, Portland, OR [with Paradigm/Dustrud]

Geary Street Housing, Albany, OR [with Paradigm/Dustrud]

Siuslaw Senior Living Site Development, Florence, OR [with Paradigm/Dustrud]

Obie Companies, Market District (The Commons Veterans and Workforce Housing, Gordon Hotel, Market District Alley), Eugene, OR

The Duck Store, Flock 13 Housing Mixed-Use, Eugene, OR

Amazon Corner Mixed-Use, Eugene, OR

Granite Properties, Lincoln Street Multi-Family Housing, Eugene, OR

Homes for Good Housing Agency, Market District Commons, Eugene, OR

Homes for Good Housing Agency, Ollie Court Affordable Housing Complex, Eugene, OR



1 Development Team

BRENT CRAWFORD, S.E.

ASSOCIATE PRINCIPAL

Mr. Crawford has over 14 years of structural engineering experience in both public and private sectors. Brent has been the responsible structural engineer on numerous large projects including multi-unit residential projects, municipal buildings, healthcare facilities, schools as well as seismic evaluations and retrofits of existing structures.

Brent's strong ability to communicate effective, creative and economical solutions to clients, architects, and contractors has allowed him to provide innovative design solutions for a vast number of projects in our local community.



REPRESENTATIVE PROJECT LIST

Mixed-use, High Density and Affordable Housing Projects

The Ponds on Alexander, Eugene

Ollie Court, Eugene

Market District Commons, Eugene

The Commons on MLK, Eugene

The Nel, Eugene

River Loop 2, Eugene

The Lucy, Eugene

The Patterson Fraternity Eugene

Quarterdeck Apartments, Dallas

Carson Commons, Dallas

Levens Apartments, Dallas

Hartland Apartments, Dallas

Sarang Apartments, Eugene

Hayden Bridge Landing, Springfield

The Oaks at West 14th, Eugene

Bascom Village I, Eugene

Bascom Village II, Eugene

Iris Place, Eugene

The Myrtlewood, Eugene

Alona Place, Junction City

Afiya Apartments, Springfield

UNIVERSITY OF OREGON Eugene, Oregon

UO Tykeson Hall

UO Central Kitchen

EUGENE FAMILY YMCA Eugene, Oregon

South Eugene YMCA New Facility

CITY OF EUGENE Eugene, Oregon

Eugene City Hall Seismic Retrofit

Eugene Airport Seismic Evaluation

Airport Advanced Planning & Design

Airport Terminal Expansion Addition

Airport Baggage Handling System Addition

Campbell Community Center Additions

Sheldon Pool Additions & Renovations

Seismic Evaluations of 40 Facilities for Police, Fire and Public Works.

Fire Stations 7 and 13 Seismic Retrofit

LANE TRANSIT DISTRICT Eugene, Oregon

Eugene Station Modernization

Operation Command Center Improvement Project

Facilities Management Building

LANE COUNTY Eugene, Oregon

Public Services Building Seismic Evaluation and Tech Services Remodel

Parole & Probation Facility Renovation

Behavioral Health Center Remodel

EDUCATION

BS, Civil Engineering
Oregon State University

MENG, Structural Engineering
Oregon State University

PROFESSIONAL REGISTRATION

Structural Engineer
OR 84424PE

CONTACT

T: 541.246.7021

EMAIL
bcrawford@hohbach-lewin.com



www.hohbach-lewin.com

PALO ALTO

SAN FRANCISCO

EUGENE

PASADENA

2 Financial Capacity

OUR CAPABILITY TO SECURE FINANCING

Paradigm Properties has successfully financed every project it has undertaken. Typically, this is achieved by forming a single asset entity such as an LLC, with Paradigm's Dan Neal as the managing member. Our firm contributes a portion of the equity required by the project and relies on private investors to furnish the remainder.

Paradigm has formed strong relationships with a number of investors and normally relies on anywhere from one to four investors, in addition to the capital furnished by Paradigm, to provide the necessary funding to meet the lender's equity requirements.

We have used a variety of lending sources over the years including local, regional and national banks, agency loans (Fannie Mae, Freddie Mac and HUD), and sometimes CMBS loans. Our lenders of choice are Summit Bank and sometimes Oregon Pacific Bank. On occasion, their loan limits are insufficient to meet project requirements. When that occurs, we cast a wider net and generally gravitate to larger regional or national banks.

For the North Butterfly Lot, we have every reason to believe the necessary capital can be raised given that this project is no larger than others we have completed.

Investor satisfaction has been very high throughout the history of Paradigm Properties. This success makes it less challenging and time-consuming to raise capital than would otherwise be the case. The most common lament among Paradigm's investors is that we haven't given them enough opportunities to participate in projects because we are oversubscribed, which is, of course, a good problem to have.

OWNERSHIP AND OPERATING MODEL

The RFQ asks about our transaction structure. As mentioned above, we establish an LLC in which the operating agreement grants Mr. Neal the authority to make all critical decisions concerning the development of the project as the managing member.

CONCEPTUAL SOURCES AND USES OF FINANCING

In addition to MUPTe we will request SDC relief which is granted through the Downtown Fee Assistance Program. We will likely utilize tax benefits associated with Opportunity Zone tax provisions which come at no expense to the City and won't impact our development plans in any material way.

Our development group is not relying on state or federal grants for this project in the interest of completing the project as early as possible.



The Nest, Bend by Paradigm Properties & Dustrud Architecture

2 Financial Capacity

Project: 8 to 10 -story Mixed-Use Building (Ground Floor Retail + 90 to 120 Apartments)
Total Development Cost: \$30,000,000

◆ **Sources of Funds -- For hypothetical \$30,000,000 project**

Source	Amount	% of Total
Senior Construction Loan	\$19,500,000	65.0%
Private Equity Investment	\$10,500,000	35.0%
Total Sources	\$30,000,000	100.0%

◆ **Uses of Funds**

Use of Funds	Amount	% of Total
Land Acquisition	Negotiable	0.00%
Hard Costs (Construction)	\$23,575,000	78.58%
Soft Costs (Architect, Legal, etc.)	\$2,300,000	7.67%
Financing Costs & Interest Reserve	\$1,500,000	5.0%
Project Visualization and Oversight by Developer Team & Consultants/ Developer Fee	\$1,125,000	3.75%
Contingency	\$1,500,000	5.00%
Total Uses	\$30,000,000	100.0%

3 Comparable Development Experience

The Midtown: Eugene, Oregon



PROJECT DATA

Total Development Cost:
\$35M, 2021

Condominium Mix: 40 condominiums,
19 one-bedroom, 17 two-bedroom
and 3 three-bedroom units

Total Building Area by Use:
7 stories + basement, 127,172
sf total, Arts Groups=31,391
sf Residential=53,880 sf
Common=16,752, Parking=25,149

Team Members Role in Project:
Developer, Architecture,
Landscape Architecture,
Civil Engineering

Financing Structure: LLC

Development Partners:
ADH Development LLC

Current Occupancy Levels: 100%

Sustainable Building Features: The Midtown's proximity to shops, grocery stores, transit and bike paths supports a climate-friendly, car-optional lifestyle. Durable, high-quality façade materials and an efficient envelope provide increased thermal comfort, envelope longevity, and ease of maintenance. Above-code STC-rated assemblies and windows provide quiet units with ample natural light. All units feature Energy Recovery Ventilator (ERV) continuous fresh air ventilation and a split system heat pump for exceptional indoor air quality and energy efficiency, while white TPO roofing helps to reflect heat and reduce cooling needs. Rooftop garden.

Use of Local Businesses:

GC: Essex General Construction, Structural Engineer: Structural Source, Civil Engineer: KPFF Eugene, Landscape Architect: Schirmer Satre, Mechanical Engineer: Integ Engineering, Electrical & Fire Alarm: Reynolds Electric, Plumbing: Home Comfort Heating, Fire Sprinklers: Harvey & Price Eugene

Project Timeline: 25 months from groundbreaking to Certificate of Occupancy. Phased Vertically; Phase I- Excavation and Shoring- 1 month; Phase II- Foundation and Podium- 6 months; Phase II-Wood Framing, Envelope and Finishes- 18 months. Completed 2021

3 Comparable Development Experience

The Midtown

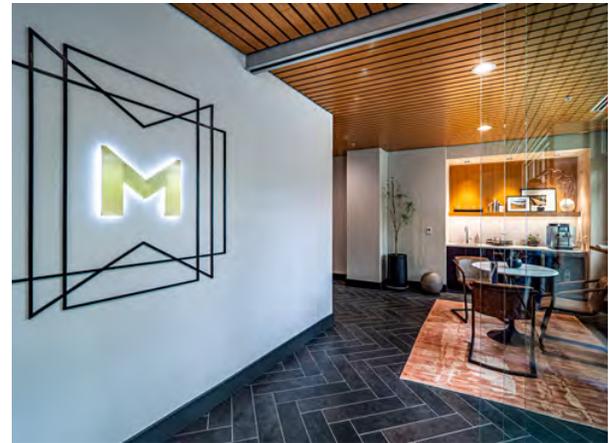
Located at 16th Avenue and Pearl Street in Eugene's Midtown District, **The Midtown** is a transformative seven-story, mixed-use development that combines performing arts, community, and contemporary urban living. Designed by Dustrud Architecture, the project features the 25,000 sf Midtown Arts Center, home to the Eugene Ballet, Eugene Opera, Eugene Concert Choir, and other arts groups and cultural organizations, along with 40 contemporary condominiums, elevated above the arts space, and served by underground parking.

Designed to a tight urban footprint, this innovative project required a high level of programmatic complexity and code innovation to accommodate the variety of different occupancies. It successfully integrates A3 (rehearsal studios), E (educational), B (office), and R2 (residential) occupancies through a creative mix of podium construction and separation strategies, meeting all building and zoning codes without compromising its strong architectural character.

The building's street frontage reinforces walkability with an active ground floor, preservation of street trees, and parking access from the alley. In addition to the administrative offices for the arts groups, the first floor includes rentable conference rooms and an art gallery with rotating art, providing additional opportunities for community engagement. The entrance to the Eugene Ballet Academy, which serves more than 300 children a week, combined with the residential entrance around the corner, enlivens the entire block.

Co-locating nonprofit arts spaces with private residential condominiums enabled philanthropic investment to support public-benefit infrastructure, while preserving private development affordability within a vibrant mixed-use building. Similarly, combining the residential and arts group uses provides a deep sense of community connection.

The Midtown is a model for dense mixed-use development in Eugene's Midtown District.



RELEVANCE TO NORTH BUTTERFLY LOT

- High-Density, Mixed-Use Development
- Active Ground Floor
- Innovative Urban Design
- Sustainable
- Supports Local Arts Organizations
- Civic Integration + Sense of Place
- Strong Architectural Identity
- Underground Parking

3 Comparable Development Experience

Westgate: Eugene, Oregon



PROJECT DATA

Total Development Cost:
\$8M, 2011

Unit Mix: ground floor commercial and parking below 5 stories of apartments: 5 three-bedroom, 30 two-bedroom units

Total Building Area by Use:
6 stories, 57,300 gross sf, residential and support spaces = 48,800 sf, parking = 6,000 sf, commercial = 2,500 sf, 20% open space

Team Members Role in Project:
Developer, Architecture, Landscape Architecture, Civil Engineering

Financing Structure: LLC

Development Partners:
First LEED LLC

Sustainable Building Features: First building in the Pacific Northwest (and 2nd west of the Mississippi) to meet LEED for Homes Multifamily Mid-Rise Platinum certification and Earth Advantage standards. Dustrud Architecture combined complex programmatic needs such as accessibility, daylighting of interior spaces, passive design, and exceptionally high energy-efficiency standards to create an unparalleled quality of living. Abundant natural light, high indoor air quality, and superior thermal comfort are coupled with extremely low utility bills for residents.

Use of Local and Women Owned Businesses: GC: Essex General Construction, Structural Engineer: MRR Engineering, Civil Engineer: Branch Engineering, Landscape Architect: Schirmer+ Associates, Mechanical Engineer: Integ Engineering, Electrical & Fire Alarm: Reynolds Electric, Plumbing: KAL Plumbing, Fire Sprinklers: Harvey & Price Eugene

Project Timeline: 16 months from permit release to Certificate of Occupancy. Completed 2011.

Current Occupancy Levels: The building was sold, but still maintains a high level of occupancy.

3 Comparable Development Experience

Westgate, LEED Platinum

Located just blocks from the University of Oregon campus, **Westgate** is a five-story, mixed-use, urban infill building offering street-level retail with five floors of contemporary apartment living.

Developed by Paradigm Properties and designed by Dustrud Architecture, the project is recognized as the **first LEED Platinum-certified mid-rise multifamily building in the Pacific Northwest** —a pioneering achievement in sustainable urban development.

The building draws inspiration from art deco traditions while integrating cutting-edge environmental strategies. Designed for a narrow, east-west-oriented lot in a dense urban location, the project overcame significant site constraints through innovation and precision. The structural framing was prefabricated by Timbertech in Vancouver, Washington, then disassembled, shipped, and reassembled on the concrete structure erected between the Excelsior Inn and Thompson University Center, an approach that reduced both costs and waste, and shortened the construction timeline.

Dustrud Architecture addressed solar challenges posed by the site's orientation by articulating the east and west façades to create angled fins that provide shade, reduce solar gain, and preserve daylight and views. This passive design strategy, combined with a rooftop **heat recovery ventilation (HRV) system**, which was innovative at the time, contributes to exceptional indoor air quality and a 15% energy savings over comparable buildings.

Inside, residents benefit from thoughtful design that supports thermal comfort, low utility bills, and access to natural light. The building's aesthetic is enhanced by sculptural metalwork, including a distinctive second-floor Art Deco-inspired balcony that gives Westgate a sense of place within the pedestrian-friendly 13th Avenue corridor.



RELEVANCE TO NORTH BUTTERFLY LOT

- Sustainable Design- LEED Platinum
- High-Density + Mixed-Use Development
- Urban Infill Development
- Active Ground Floor
- Sense of Place + High-Quality Architecture
- Transit- + Pedestrian-Oriented Development
- Structured Parking Provided

3 Comparable Development Experience

The Pearl: Eugene, Oregon



PROJECT DATA

Total Development Cost:
\$14M, 2012

Unit Mix: ground floor commercial and underground parking below 100 apartments including 42 studios, 26 one-bedroom, 22 two-bedroom and 10-three bedroom units

Total Building Area by Use:
4 stories, 117,308 gross sf, garage = 29,630 sf, 1st floor commercial = 4,250 sf, residential = 83,700 sf.

Team Members Role in Project:
Developer, Architecture

Financing Structure: LLC

Development Partners:
Pearl Street Sustainable Housing LLC

Current Occupancy Levels: The building was sold, but still maintains a high level of occupancy.

Sustainable Building Features: LEED Gold and Earth Advantage Certifications. Whole-building Energy Recovery Ventilator (ERV) continuous fresh air ventilation and energy recovery (at time of permitting, this was beyond energy code and considered innovative), paired with an efficient envelope and appropriate heating, cooling and daylighting strategies, contributes to exceptional indoor air quality and energy efficiency. Additionally, Paradigm Properties chose the site with the goals of increasing urban density, enhancing the neighborhood, and creating a sustainable and energy efficient building.

Use of Local and Woman Owned Businesses: GC: Essex General Construction, Structural Engineer: MRR Engineering, Civil Engineer: Branch Engineering, Landscape Architect & Planning: Schirmer+ Associates, LEED Consultant: SOLARC Mechanical Engineering, Integ Engineering, Electrical & Fire Alarm: Reynolds Electric, Plumbing: Baron Plumbing.

Project Timeline: 12 months from groundbreaking to Certificate of Occupancy. Phased Vertically; Phase I- Excavation and Shoring - 1 month; Phase II- Foundation and Podium- 2 months; Phase III- Wood Framing, Envelope and Finishes- 9 months. Completed 2012

3 Comparable Development Experience

The Pearl

Located at the intersection of 17th Avenue and Pearl Street in Eugene’s growing Midtown District, **The Pearl** is a vibrant, mixed-use development designed to increase urban density, enhance neighborhood livability, and promote long-term sustainability. Developed by Paradigm Properties and designed by Dustrud Architecture, the project combines 4,250 square feet of active ground-floor commercial space and underground parking with 100 residential apartments above.

Dustrud Architecture responded to the site with a courtyard-style design that optimizes natural light, creates layered outdoor spaces, and supports social interaction. The building is oriented to the south to maximize daylighting and views of Spencer Butte, while creating a protected interior courtyard rich with vegetation and dappled light.

Shared community amenities include The Bridge, a second-level connection that unifies the two arms of the building, and The Sky Deck, a gathering space on the fourth floor that encourages connection among residents.

With underground parking access from the alley, integrated bike storage, and immediate proximity to shops, grocery stores, transit, and bike paths, The Pearl supports a car-optional lifestyle—perfectly aligned with Eugene’s Climate-Friendly Area goals. Durable materials, an efficient building envelope, and **LEED Gold** certification reflect the team’s commitment to high-performance, low-impact development.



The Pearl not only enriches the Midtown District with housing and amenities, but also serves as a model for context-sensitive, sustainable urban living.



Relevance to North Butterfly Lot

- High-Density + Mixed-Use
- Active Ground Floor
- Transit- + Pedestrian-Oriented Development
- Sustainable Design - LEED Gold
- Underground Parking
- Context-Sensitive Architecture
- Saved Street Trees

3 Comparable Development Experience

The Patterson: Eugene, Oregon



PROJECT DATA

Total Development Cost: \$20M, 2016

Unit Mix: ground floor commercial and underground parking below 100 apartments including 25 studios, 44 one-bedroom, 28 two-bedroom and 3-three bedroom units.

Total Building Area by Use: Seven stories, 124,500 gross sf, residential and support spaces = 93,300 sf, parking = 23,000 sf, commercial space = 8,200 sf, 10% open space

Team Members Role in Project: Developer, Architecture

Financing Structure: LLC

Development Partners: Patterson Street Sustainable Housing LLC

Current Occupancy Levels: The building was sold, but still maintains a high level of occupancy.

Sustainable Building Features: Located in a transit and pedestrian oriented neighborhood near the edge of campus and incorporating restaurant space on the ground floor, The Patterson engages an active street life and supports a climate-friendly, car-optional lifestyle. Durable, high-quality exterior materials, upgraded windows, heat recovery ventilator (HRV) systems and a central courtyard provide access to fresh air and natural light for each unit and increase energy efficiency. Additionally, Dustrud Architecture was an early adopter of wall assemblies that reduced reliance on fire-retardant-treated wood for this project, further improving indoor air quality and reducing exposure to chemicals.

Use of Local Businesses: GC: Essex General Construction, Structural Engineer: Structural Source, Civil Engineer: Branch Engineering, Landscape Architect: Stangeland Associates Inc., Mechanical Engineer: Integ Engineering, Electrical & Fire Alarm: Reynolds Electric, Plumbing: Baron Plumbing.

Project Timeline: 17 months from groundbreaking to Certificate of Occupancy. Phased Vertically; Phase I- Excavation and Shoring- 2 months; Phase II- Foundation and Podium- 6 months; Phase III-Wood Framing, Envelope and Finishes- 8 months. Completed 2014.

3 Comparable Development Experience

The Patterson

Located at the gateway to Eugene’s University District, **The Patterson** is a 7-story, mixed-use, urban-infill building that adds vitality, density, and long-term value to a prominent corner at 13th Avenue and Patterson Street. Developed by Paradigm Properties and designed by Dustrud Architecture, the project introduces a forward-thinking prototype for infill development—one that prioritizes both community continuity and design quality.

One innovative aspect of The Patterson is the inclusion of previous on-site businesses as future tenants. Rather than displacing long-standing commercial tenants, the development team collaborated with business owners to reintegrate them into the new building’s ground-floor retail spaces. This approach honored existing community relationships and ensured near-immediate retail activation upon opening.

The Patterson successfully increases density, engages the corner of 13th Avenue and Patterson Street, and creates amenities in an active University District, providing 100 new housing units and over 8,000 square feet of ground-floor commercial space, including two restaurant spaces that enhance the street-level experience. The project includes at-grade and underground parking accessed from the alley, minimizing curb cuts and maintaining a strong pedestrian edge.

The building’s modern architecture is expressed through high-quality materials—particularly in its upgraded windows, durable exterior finishes, and carefully detailed façades—all selected for long-term performance and neighborhood compatibility. A central courtyard featuring a sculptural water element provides both a visual focal point and white noise producing a more serene living environment in the heart of a bustling district.

The team’s attention to resident comfort, combined with urban sustainability strategies and a strong connection to its surrounding context, reflects Paradigm and Dustrud’s commitment to building well-integrated, resilient communities.

RELEVANCE TO NORTH BUTTERFLY LOT

- High-Density + Mixed-Use
- Active Ground Floor
- Compact Urban Form
- Infill Strategy Model
- Sustainable Design
- Transit + Pedestrian Oriented Development
- Underground Parking



3 Comparable Development Experience

Boathouse: Portland, Oregon



PROJECT DATA

Total Development Cost:
\$30M, 2016

Unit Mix: 2 buildings, 133 apartments including 14 studios, 60 one-bedroom and 59 two-bedroom apartments

Total Building Area by Use:
Six stories, 175,000 gross sf, residential and support spaces = 146,500 sf, parking = 28,500 sf, 20% open space

Team Members Role in Project:
Developer, Architecture, Civil Engineering

Financing Structure: LLC

Development Partners:
John's Landing Sustainable Properties LLC

Current Occupancy Levels: 96%

Sustainable Building Features: LEED Gold Certification. Built on a DEQ-designated brownfield site, the podium features largely into the site recovery of an old furniture manufacturing factory. The site was mitigated through partial soil removal coupled with encapsulation from the slab on grade and redeveloped into a lively apartment complex fronting the Willamette River with walking access to the Willamette Greenway Trail. Boathouse features balconies for views and fresh air for each unit, a robust envelope, daylit living spaces, low-flow fixtures, energy-efficient appliances, electrical vehicle charging stations, and secure, enclosed bicycle parking.

Use of Local Businesses: GC: Essex General Construction, Structural Engineer: Structural Source, Civil Engineer: KPFF Eugene, Landscape Architect: Quatrefoil, Inc. Brian Bainnson, Mechanical Engineer: Integ Engineering, Electrical & Fire Alarm: Berg Electric, Plumbing: Tapani Sprinklers: Jet (major subcontractors are from Eugene or local to the Portland area)

Project Timeline: 19 months from permit release to Certificate of Occupancy. Phase I: Soils Mitigation, Mat Slab Cap, Podium- 4 months; Phase II: Building West and Building East (buildings built concurrently on shared podium)- 15 Months. Completed 2016.

3 Comparable Development Experience

Boathouse

Located along the Willamette River in Portland's historic John's Landing neighborhood, **Boathouse** is a **LEED Gold**, luxury apartment complex that transformed a long-abandoned brownfield site into a vibrant, waterfront residential community. The project features two six-story buildings offering 133 units, 94 structured parking spaces and a rich assortment of amenities across a 1.17-acre site.

For decades, the site remained undeveloped due to significant environmental and regulatory challenges. Previous development efforts were repeatedly stalled by the Macadam District's restrictive zoning codes and the site's industrial contamination.

The successful completion of Boathouse by Paradigm Properties and Dustrud Architecture is a clear demonstration of the team's deep technical knowledge, problem-solving skill, and collaborative effectiveness.

The development required a two-pronged remediation approach: targeted excavation and removal of contaminated soils, paired with a strategic capping plan to safely manage remaining conditions. These efforts cleared the way for an infill development that both respects the site's sensitive history and brings new housing and amenities to a previously underutilized waterfront.



The building is oriented to maximize views of the Willamette River and Mount Hood and designed to connect residents to the outdoors and to one another. An elevated central courtyard and large waterfront terrace serve as community gathering spaces, while direct access to the Greenway Trail, along with boat, bike and paddle board storage, encourages an active lifestyle. A dog wash station, spacious amenity areas, and energy-efficient systems further elevate the residential experience.

Boathouse exemplifies how resilient urban infill, thoughtful design, and strong partnerships can successfully re-imagine challenging sites for long-term community benefit.



RELEVANCE TO NORTH BUTTERFLY LOT

- Urban Density
- Sustainable Design
- Cleaned Up Brownfield Site
- Infill Strategy Model
- Transit + Pedestrian Oriented Development
- Structured Parking Provided

4 Vision

Our Vision for the North Butterfly Lot

Too often, cities are shaped by disconnected, stand-alone buildings that turn their backs on the public realm, missing the chance to contribute to a vibrant, cohesive urban fabric. In contrast, great cities are built on thoughtful design, where buildings, streets, and shared spaces come together to create lively, inclusive districts with a strong sense of identity.

We see this project as an opportunity to stitch together the iconic civic and cultural landmarks that surround the North Butterfly Lot. More than just housing, it's a chance to help shape a more connected, welcoming, and dynamic downtown Eugene.

Our vision for this extraordinary site is a high-density, mixed-use building that elevates urban living while embracing the energy of the plaza, the warmth of the sun, and the promise of what's to come. This new community will be a defining step in Eugene's next chapter.



A PLACE WITH FOUR GREAT SIDES AND ONE BIG IDEA

This uniquely positioned lot offers four active edges and a prime southern exposure overlooking the Park Blocks and Farmers Market Pavilion and Plaza. We envision an 8–10 story building with ground-floor commercial spaces, approximately 90-120 residential units above, and a generous, south-facing terrace on the second floor offering an outdoor gathering space that invites residents and their visitors to enjoy the view, the sun, and the vibrancy of downtown.

A second terrace on the north side frames views of the Hult Center, Graduate Hotel, Skinners Butte and the Market District. These garden terraces are more than amenities, they will be places of pause, perspective and connection.



A GROUND FLOOR THAT CONNECTS AND CONTRIBUTES

At the street level, our design will enhance pedestrian connectivity and contribute to and enhance the Farmers Market and Park Blocks. On the south, the building opens to a lively public promenade with storefronts and transparent edges that invite activity and interaction. On the north, where the urban texture is denser, we'll introduce smaller shops, galleries or offices that complement nearby institutions and bring continuity to the block. Wrapping around to the east we propose an underground parking garage if conditions allow, and access for utilities in the alley between Willamette and Oak.

The Farmers Market & Pavilion and Saturday Market are core to Downtown Eugene's identity. We will engage with both organizations to explore creative partnerships that strengthen their presence, build on the vibrancy of the surrounding blocks, and celebrate the distinct character they bring to our community.

One idea we will explore is providing office space which could give the Markets a face and weekday presence, and reinforce a strong, connected street-level experience. Our intention is to encourage the ideas to keep coming!

4 Vision

A HOME THAT EMBRACES NATURE AND SUPPORTS COMMUNITY

From the second floor up, the building will offer thoughtfully designed apartments, many with private balconies to bring fresh air, views and outdoor access into everyday life. Common spaces will be located above street level to provide a quiet refuge for residents while maintaining the energy and movement of the public spaces below.

A variety of unit sizes, coupled with our intention to rely primarily on private financing will allow us to offer rents accessible to a range of household types and income levels. Our goal is to provide the highest quality at the best value.

SUSTAINABLE BY DESIGN

Our commitment to sustainability is supported by this compact, walkable, transit-connected site, and continues throughout the building. We will design an all-electric building that prioritizes energy efficiency, with the potential to incorporate geothermal systems for heating, cooling, and hot water recirculation.

We are exploring options for offsite fabrication of select components to reduce waste, cost, and construction time. Every material will be chosen with care—for durability, sustainability, local relevance, and its contribution to a sense of warmth, place and well-being.

We believe in buildings that are good neighbors, efficient stewards of energy and space, and expressions of shared values. That's what sustainability means to us.



DELIVERING WHAT MATTERS

We know that a key to addressing the housing crisis is housing that gets built. We also understand that more housing will strengthen our downtown. That's why our team is committed to working closely with the City of Eugene to streamline approvals and deliver a project that reflects the city's values and goals for our downtown while being financially feasible and architecturally inspiring.

Our team, led by Paradigm Properties and Dustrud Architecture, brings deep experience in urban, multifamily and mixed-use development. Paradigm has delivered more than 1,300 dwellings of housing over the past 18 years, much of it in Eugene. We are excited to bring this expertise to a project that matters so deeply to Eugene's identity and future.

A LIVING PART OF THE CITY

The North Butterfly Lot is more than a development site. It's an opportunity to define the next chapter of Eugene's downtown. We envision a place that reflects our city's values: inclusive, connected, creative, and sustainable. A place where residents enjoy light-filled homes and garden terraces, where ground-level shops and open space hum with energy and actively engage with and strengthen the adjoining plaza, and where thoughtful design becomes lasting impact.

Our vision is to create a place that feels alive, connected, and distinctly Eugene. With strong local roots and a shared commitment to quality, we're ready to deliver a project that not only fits the site—but uplifts our city.

1361 Pearl Street | Eugene, OR 97401
541.484.7311 | paradigmpropertiesnw.com



Hi Dan and team,

Thank you again for submitting a response to the North Butterfly Lot RFQ. The Evaluation Committee, made up of City staff, community partners, and members of the community, has met twice since you submitted to discuss the responses received and they have generated additional questions they would like to ask responding teams before they make their final recommendation, some specific to your response and a common question about Lane County Farmers Market. **Please submit your responses to the questions below to ebrown@eugene-or.gov by 11:59 PM on Sunday, September 14th.** Responses are limited to 2 pages of narrative, not including any requested attachments. Thank you for your continued interest in this project.

The financial information uses an illustrative \$30M project cost while also describing a project of 90 to 120 units (plus ground-floor retail). While the RFQ does not request a full proposal, this prompts some questions. The numbers you've provided would result in an average cost of \$250,000 to \$333,000 per unit. Recent downtown multi-unit property tax exemption (MUPTe) applications have an estimated cost, on a per-unit basis, to be much closer to \$500,000 per unit. One of the City's priorities is to develop the site with a high-quality building that will age well. We realize that high quality exteriors, such as brick facades, increase costs.

1. Would you be able to construct a high-quality building with that limited budget?
2. Would you be able to make the project financially feasible if costs were 30-50% higher?
3. Can you provide examples of the materials and the urban design considerations you would include to ensure a high-quality project within your proposed or modified budget. [attached information sheets do not count towards the two-page limit]

The RFQ highlighted the opportunity to partner with the Lane Country Farmers Market.

4. Please describe how your team would approach engagement or partnership with the Lane County Farmers Market as part of the ground-floor activation and broader project vision.

Thank you,
Amanda



SUPPLEMENT TO PARADIGM PROPERTIES RESPONSE TO NORTH BUTTERFLY LOT RFQ

Thank you for the opportunity to respond to the committee's questions. First, we would like to clarify that the \$30M budget we used in the RFQ response was just a placeholder. This seemed like a reasonable approximation of what such a project might cost, but there are so many variables and unknowns at this point, we approached the financial components of the RFQ from a somewhat hypothetical point of view.

Our interest in this project--and mine in particular--stems from a deeply held belief that the Butterfly site is critically important to Eugene's future. The Park Blocks should serve as the city's beating heart, and we see this project as a chance to realize that vision. Below we address each question in turn.

1. WOULD YOU BE ABLE TO CONSTRUCT A HIGH QUALITY BUILDING ON THAT LIMITED (\$30M) BUDGET?

Short answer: A larger budget would likely be necessary to optimize quality.

Having been through countless pricing exercises over the past 20 years, we have developed a good sense of the trade-offs inherent in construction. Sometimes cost saving measures aren't worth the savings. The Butterfly site is unique, and we believe compromises should be minimized. Our goal is to create a building that distinguishes itself, elevates its surroundings, and stands the test of time. Achieving this will require resources beyond \$30M, but the outcome will be worth the investment.

2. WOULD YOU BE ABLE TO MAKE THE PROJECT FINANCIALLY FEASIBLE IF COSTS WERE 30-50% HIGHER?

Short Answer: Yes, with qualifications.

At this stage there are a great many unknowns but, as a team, we are very practiced at working creatively to generate design and financing strategies to realize successful projects. We believe our track record in successfully completing projects on time and on budget speaks for itself. We have never approached a project with the intention of building it in the cheapest way possible. Our approach is always to build the highest quality project that economic conditions justify. We recognize that for the Butterfly, the bar for quality is expected to be very high. To make this project financially feasible may require viewing economic return from a longer-term perspective. For the Butterfly site, such an approach is more than justified.

Although our \$30M budget was a placeholder, based upon our recent experience with The Midtown, we had reason to believe we were in the ballpark. Upon further scrutiny though, we see that the actual project cost for the Butterfly, as we envision it, will be considerably higher. Assessing financial feasibility without more information at this stage is challenging. However, we believe strongly enough in the potential for this site, and in our ability to develop a high-quality building, that we think the Butterfly is financially feasible with a budget 30-50% higher than \$30M.

3. CAN YOU PROVIDE EXAMPLES OF THE MATERIALS AND THE URBAN DESIGN CONSIDERATIONS YOU WOULD INCLUDE TO ENSURE A HIGH-QUALITY PROJECT?

URBAN DESIGN CONSIDERATIONS: A successful urban building begins at the street level, where human-scale design and tactile, durable materials create warmth and vibrancy. Above the ground plane, layered design elements can add visual interest and character. We envision a design that engages people, enriches the streetscape, and reflects Eugene's unique identity.

EXAMPLES OF MATERIALS: High quality exterior claddings offer an array of choices. At ground level, brick or stone offer a tactile experience and timeless appeal. Many innovative siding products are now available, including composite cladding, metal and fiber cement products, and of course, glass siding products, all of which are nicely suited for urban settings. A well-chosen combination of materials could be very striking. We appreciate buildings which integrate wood elements, which are so appropriate in the PNW, including newer engineered products. Finally, consideration should be given to living facades and green walls. Blending exterior finishes artfully is critical. For the most part, these materials require little maintenance, no painting and are resistant to vandalism, all important considerations, although the up-front cost is typically higher. With the usage of fenestrations and other design features, and thoughtfully chosen exterior materials, we are confident that the Butterfly will show Northwest architecture in its best light.

We are very interested in mass timber, especially with the Freres Engineered Wood mass ply product because it is both lighter and stronger than CLT. Given the comparatively high cost of mass timber, we cannot rule out concrete/steel/wood at this point. However, we will certainly draw inspiration from the newly redesigned PDX main terminal, and we already have relationships with both Timberlab and Freres. Ultimately, we anticipate the design process will include multiple schematic iterations to craft a façade that is durable, beautiful and contextually resonant.

4. DESCRIBE HOW YOUR TEAM WOULD ENGAGE WITH THE LANE COUNTY FARMERS MARKET.

Engagement has already begun. On September 5, 2025, I met with Market Director Alexis Molinari. She identified three key interests:

1. Alignment of the new building with the Farmers Pavilion.
2. Potential space for Market offices and storage.
3. Opportunities for retail or small incubator space for Market constituents

We see no barriers to accommodating all three. This is a natural win-win.

We place great importance on integrating the Butterfly with the Pavilion. We believe that this can best be accomplished by pulling the entrance of the building to the north. This will create a welcoming entrance, and open space that would activate the Butterfly/Pavilion interface. We envision a space with thoughtful hardscape and landscape features. Potentially some slope and elevation could be used to create a lively, multifunctional area. Best of all, bringing more housing to the downtown core will simultaneously expand the Market's customer base and further energize the entire downtown district.

SUMMARY

Having lived in Eugene for my entire adult life, I have great interest in the Butterfly. If entrusted with this responsibility, I am committed to delivering something truly special--an enduring contribution to the legacy of our city. Paradigm Properties will collaborate actively with all stakeholders to shape a shared vision and create a landmark our community can be proud of for the next century.

Respectfully,

Dan Neal

Paradigm Properties

1361 Pearl Street Eugene OR 97401

541-484-7311

October 15, 2025 Work Session - Item 1



the butterfly PPP-UHD

the butterfly public/private/partnership of urban and human diversity development team qualifications for a collaborative, transformative partnership with the Eugene community to make a place that ***touches the human spirit***

#1 development team

Executive Summary

The Butterfly PPP-UHD development team is a rich and diverse mix of backgrounds and personalities with local Oregon and international community building experience, from cottage homes in Portland to large mixed use developments. We believe the Butterfly development is an incredible opportunity for Eugene to build a place inspired by the people, the richness and essence of the Oregon landscape, demonstrating the future forward focus of Eugene; at the forefront of diversity, sustainability. We are a fresh approach to development and community building.

Our team will expand with design and engineering professionals, investment relationships, and community members through intentional selection, mission alignment and engagement process with The City of Eugene.

Chris
DEVELOPMENT DIRECTOR



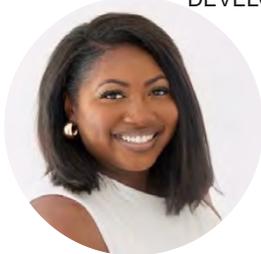
Amirah
FINANCE/INVESTMENT
MANAGER



Nat
COMMUNITY ADVISOR



Kadon
DEVELOPMENT MANAGER



Quotes from our Eugene interviews in footer of select pages

the butterfly PPP-UHD

“I’d like to see more third spaces, places to hangout... here in downtown there isn’t a space for young people to hangout”

#1 development team

Kadoh Swiatkowski

Socially Equitable Real Estate Developer
Team Principal/Project Manager

Kadoh is a forward-thinking real estate developer focused on creating vibrant, community-oriented spaces. She holds a Master's degree in Global Finance, Trade, and Economics, along with a real estate license, and has earned a Developer Certificate from both the National Association of Real Estate Brokers and the United Developers Council.

Kadoh is currently co-founding leader of a missing middle housing development in Southeast Portland, designed to foster a strong sense of belonging and lasting connection for residents. Her approach integrates thoughtful design with inclusive community engagement, shaped in part by her early experience working in Washington, D.C., where she developed a deep understanding of public policy and urban development, with a passion for equitable growth and neighborhood vitality.

Kadoh brings both technical expertise and a community-first mindset to every project.

Select Projects and Initiatives

Chaplain and Member of Oregon National Association of Real Estate Brokers

Member of United Developer Council



the butterfly PPP-UHD

#1 development team

Amirah Fattom

Real Estate Developer
Team Principal
Finance and Investment Manager

Amirah is a real estate developer with a degree in finance and over eight years of experience as a licensed real estate agent in Oregon. Her background combines deep financial expertise with a commitment to community-centered development. As an active member of the Portland Metropolitan Association of Realtors, Amirah remains closely engaged with the evolving needs of local neighborhoods.

In her development role, Amirah supports entitlement and construction processes with a focus on feasibility, long-term value, and strategic financial planning. Her finance background enables her to optimize capital structures, manage budgets effectively, and align stakeholder interests. Amirah also serves as a trusted community liaison, fostering partnerships with residents and civic leaders to ensure projects are reflective of community values and goals. Her work is grounded in a belief that real estate can—and should—create lasting, positive impact

Select Projects and Initiatives

Home ownership initiative for underserved families in Oregon



#1 development team

Nat Andreini

Real Estate Professional
Team Community Advisor

Nat is a real estate broker and development strategist with deep roots in community engagement. Before entering the real estate industry, Nat led nonprofits and cultural organizations - both locally and globally - by shaping his career grounded in equity, representation, and the public good. As the Nonprofits Director of Keller Williams national capacity Government Services team, he specializes in guiding mission-driven clients—nonprofits, schools, tribal communities, and local governments—through complex real estate transactions and development opportunities. Nat focuses on aligning property strategies with long-term community impact, whether structuring affordable housing projects or unlocking value in underutilized civic assets. He is driven by the core belief real estate is a powerful tool for building a more just and connected future for all people.

Select Projects and Initiatives

This IS Kalapuyan Land Exhibition at Five Oaks Museum
Led the development of an Indigenous-curated exhibition that redefined museum practices by centering Native sovereignty, living history, and self-representation.

Led the formation of a cross-disciplinary real estate advisory team supporting Oakridge, Oregon in advancing community resilience, economic recovery, and housing access through strategic public land use.

Collaborating with the City of Beaverton on Inclusive Storytelling. Partnered with the City of Beaverton to co-create inclusive, place-based narratives that uplifted marginalized histories and guided cultural equity in public programming.



the butterfly PPP-UHD

#1 development team

Christopher Staggs

Real Estate Developer, Architect
Team Principal and Development Director

Chris is a real estate developer with a background in large, urban planning, architecture, and community projects, in Oregon and globally. He has founded and lead multi-national development initiatives including financing, A/E teams formation and management, construction management and project delivery on capital projects over his 30+ years of experience. Chris is passionate about environmental sustainability, research and development of future forward building systems, and integrated project delivery, believing the best idea may come from any one of the stakeholders or team members. Chris is a collaborator at heart and elevates everyone participating. He is currently active in bringing ground breaking, 3D printing, scalable building systems technology companies to Oregon. His background in architecture, design, and place making inform his unique property development point of view... more about aligning with the community needs, the special and unique environment and location, as well as the human experience and touching people with what we build and make.

Select Projects and Initiatives

100ThousandMillion
Sustainable New City Development Co-Founder

CasaMOD Attainable Homes at Scale
Program Founder and Development Director

3d Printing Building Technology Company
Founding Member



the butterfly PPP-UHD

#2 financial capacity

Financial Capacity Statement

Our team brings significant experience structuring and securing capital for development projects ranging from \$5M–\$200M. We specialize in aligning construction debt, equity, and catalytic capital to finance mixed-use and community-rooted developments with long-term impact.

Capital Stack Strategy

We actively structure layered financing for local developments, drawing from proven methodologies and forward-looking tools to support real estate projects that deliver both financial and social returns. Our capital stack strategy integrates several key components. Senior construction debt is sourced through trusted lenders who offer competitive terms and phased draw schedules, providing flexibility and cost-efficiency. Preferred and common equity sourced from long-term, values-aligned investors who share our commitment to sustainable impact. We will also incorporate public sector capital, including infrastructure grants, tax incentives, and agency funding, to enhance viability and reduce risk. Catalytic philanthropy and recoverable grants further strengthen our approach by de-risking early phases and funding essential cultural infrastructure. Each capital stack is tailored to the specific timeline, scale, and community objectives of the project. We work across private, nonprofit, and hybrid ownership models ensuring long-term financial and civic sustainability.

Our team has lead capital formation and financial execution, bringing extensive experience managing debt and equity structures across a range of development types and sizes, from lender engagement to pro forma development and investor relations. We understand the importance of ensuring the project is capital-efficient and aligned with execution timelines. This leadership grounds the team's financial strategy in technical rigor and real-world execution.

We also have a background in nonprofit leadership and values-aligned capital strategy. With over a decade of experience raising philanthropic and public capital, he specializes in blending mission-aligned funding with real estate financing tools, including...

- Secured \$2M+ in multi-year foundation support for regional youth and arts programming.
- Closed six-figure gifts from family foundations and high-net-worth donors for Indigenous initiatives.
- Led capital campaigns combining public and private funds for cultural infrastructure.
- Developed collaborative funding models across nonprofits and public agencies.

We will apply this expertise to shape a blended capital stack that integrates catalytic philanthropy, mission-first equity, and public investment. For the North Butterfly Lot, we bring direct experience aligning cultural and community outcomes with financial sustainability. This approach supports ownership and operating models that retain civic and cultural use while enabling long-term viability.

Forward Capacity

We don't just secure financing — we design it with intention.

Our work is grounded in financial expertise and animated by a commitment to equity, culture, and shared prosperity. As we advance a pipeline of projects, we continue building a network of capital partners — construction lenders, equity funds, CDFIs, family offices, and philanthropic institutions — who are committed to community-rooted development. By blending traditional and innovative financing, we ensure each project we lead delivers measurable financial performance and lasting community value.

#2 financial capacity

Ownership and Operating Model

The Butterfly PPP-UHD LLC is a manager-managed entity formed to finance, develop, and operate the North Butterfly Lot—a transformative, mixed-use project in downtown Eugene rooted in equity, cultural identity, and inclusive economic growth. Ownership interests reflect a hybrid capital model, including private equity, catalytic philanthropy, public funding, and in-kind contributions aligned with long-term community outcomes.

Governance Structure

The Company will be governed by a designated management team, with principals leading capital formation and financial execution, as well as mission-aligned capital and civic strategy. Major decisions—including asset sales, refinancing, or amendments to the mission—require approval by Members holding at least 66.67% of ownership interests. Day-to-day operations are overseen by the Managers, with Member input structured through quarterly reports and annual impact and financial reviews. Governance emphasizes transparency, accountability, and mission fidelity. Community stakeholders will be engaged through public forums and advisory input, and a portion of annual net income will be allocated to a Community Benefit Fund to support ongoing affordability, programming, and local reinvestment.

Project and Capital Strategy

The project includes mixed-income housing, locally focused ground-floor activation, and civic-serving uses. This unique capital stack benefits from the generous contribution of land as well as the city’s creative financing and incentives such as **Accelerated Multi Unit Property Tax Exemption (MUPTEx)**, **Downtown Fee Assistance**, **the Downtown Loan Program**, and **the Downtown Urban Renewal Plan** offering several incentive’s, all of which reduce the private capital contributions needed to make this project a success. The capital stack blends senior construction debt, mission-driven equity, public sector investment, and recoverable philanthropic grants—tailored to support long-term affordability, cultural infrastructure, and inclusive ownership pathways. This structure de-risks the project and ensures the redevelopment delivers financial performance alongside measurable community benefit, aligned with the City of Eugene’s goals for housing, economic inclusion, sustainability, and cultural vibrancy.

Conceptual Sources and Uses of Financing

Sources

Category	Estimated Amount	% of TDC
Senior Construction Debt	\$42,500,000	50.0%
Preferred Equity	\$12,500,000	14.7%
Common Equity	\$7,500,000	8.8%
Public Capital	\$12,000,000	14.1%
Catalytic Philanthropy / Recoverable Grants	\$10,500,000	12.4%
Total Sources	\$85,000,000	100%

Uses

Category	Estimated Amount	% of TDC
Land Acquisition	\$0	0.0%
Hard Construction Costs	\$65,000,000	76.5%
Soft Costs (design, engineering, legal)	\$6,000,000	7.1%
Permit Fees	\$0	0.0%
Developer Fee (5%)	\$4,250,000	5.0%
Tenant Improvements / Cultural Infrastructure	\$2,500,000	2.9%
Contingency (10%)	\$8,500,000	10.0%
Financing Costs / Interest Reserve	\$5,000,000	5.9%
Operating & Working Capital Reserves	\$3,750,000	4.4%
Total Uses	\$85,000,000	100%

Key Assumptions & Notes

- Public Capital sources may include Downtown Core Housing Initiative funds, infrastructure grants, or state housing incentives.
- Philanthropic & Recoverable Grants will fund early-phase costs, cultural infrastructure, and tenant space fit-outs—potentially structured as recoverable investment or long-term program support.
- Equity Contributions reflect a mix of private investors, developer in-kind contributions, and community ownership models.
- Land Costs are excluded due to anticipated public partnership or ground lease.
- Permit and SDC Costs assumed waived through public sector support.
- Contingency raised to 10% in line with construction market volatility.
- Developer Fee is 5% of total development cost; portion may be deferred or performance-based.
- Hard Costs reflect ambitious mixed-use design, community-serving commercial, sustainability measures, and Future Forward building systems such as mass timber, 3d Printed assemblies, OSM (Off Site Manufacturing), and smart building systems.

#3 comparable development experience

The Confluence Portland, Oregon (Christopher Staggs - Development Founder/Director)

Urban, Mixed Use Residential development emphasizing the human experience, place making, and living building sustainability. The project is an unbuilt example our teams capacity to assemble, manage, and finance an urban development in Portland Metro.

Total development cost: 65m

Total building area by use: Commercial-25k sf, Office-25k sf, Residential-52k sf

Financing structure: Traditional Senior Debt Financing, Land/Developer equity and capital contributions.

Development partners: Land owner and Development Founder JV

Sustainable building features: Living Machine/Net Zero, Green Roof, Geothermal, Rainwater Collection, PV (see additional features below)

The Land owner was a small business, women owned entity

Project timeline: Development team had site control immediately with land owner contribution; development pending.



We believe in quality of experience. The Confluence is not just a building; it is a lifestyle. Creating a heightened understanding of place through enhancing senses of touch, smell, sound, and sight. Through innovative design and smart technologies, the Confluence will provide affordable, sustainable, modern spaces while enhancing the experience and understanding of the building's systems through showcasing the building's connection with natural systems. Producing as much or more energy than is consumed from renewable and sustainable resources, users virtually eliminate their carbon footprint.

Located on a major commuting artery at the landing of the Sellwood Bridge, this is a prime location to be seen and attract customers. This unique, modern green building is flooded with light and landscaping causing pause to those who pass by, wondering in closer with curiosity. Large rooftop gardens for fresh produce and amazing views! Bright, open floor plans above of more than 24,935 square feet of commercial retail space. Large open courtyard with access to the Sellwood Bridge and the Springwater corridor. Ample underground parking garage to accommodate customers and residents.

This net zero building provides rooftop gardens for fresh produce, large windows for natural daylighting, ample cross ventilation for passive cooling, geothermal heating and cooling systems, and solar rooftop electricity. Large open main stairs promoting stair use increasing health of occupants as well as lessening impact on electrical. Rain gardens flowing with rainwater in the winter and grassy open space for lounging in and a water feature for cooling in the summer. A Living Machine will treat wastewater while also being a beautiful indoor garden.



the butterfly PPP-UHD

#3 comparable development experience

Elm Ave Living Fresno, California (Christopher Staggs - Development Founder/Director)
Urban, Mixed Use Residential development in SW Fresno, a neighborhood in redevelopment within walking distance of downtown Fresno and the new California High Speed Rail connection, and new community college. The project is an unbuilt example our teams capacity to assemble, manage, and finance an urban development in collaboration with City of Fresno.

Total development cost: 70m

Total building area by use: Commercial-20k sf, Office-25k sf, Residential-52k sf

Financing structure: Traditional Senior Debt Financing, Land/Developer equity and capital contributions.

Development partners: Founder/Developer and Equity/Capital Investor JV

Sustainable building features: Net Zero Energy, All Parking below grade, Central Courtyard/Community Space, Rooftop PV, All Mass Timber Construction

Project timeline: Development pending additional equity contribution.



the butterfly PPP-UHD

#3 comparable development experience

Perurri 88 Jakarta, Indonesia (Christopher Staggs - Chief Architect and Design Principal in collaboration with Jerde Partnership and MVRDV, Netherlands)

The Perurri 88 is a large scale, urban community with nine districts including Metro Connection, Sunken Gardens/Food Court/Exhibition, Water and Landscape, Place of Worship, Cultural Heritage, Retail/Restaurant/Terraced Gardens, Sky Gardens and Entertainment, Hotels and Residences

Total development cost: 1.5b

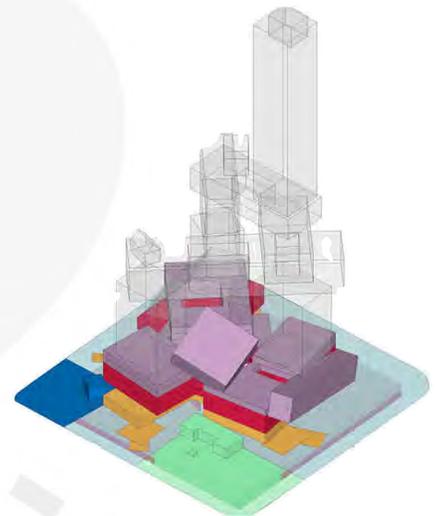
Total building area by use: 3m sf

Financing structure: Traditional Senior Debt Financing, Developer Investment

Development partners: Private Jakarta based development group

Sustainable building features: Water gardens and public space, Geothermal energy, Biophilic Design focus/Integrated vertical gardens

Project timeline: Unbuilt



#4 vision

Our Vision for the North Butterfly Lot

A Transformational Redevelopment Rooted in Community, Culture, Opportunity and Resilience.

The North Butterfly Lot represents a once-in-a-generation opportunity to shape the future of Downtown Eugene. For our team, this is not just a parcel of land — it is a catalytic site at the confluence of history, innovation, and community identity. Situated at the southwest corner of East 7th Avenue and Oak Street, this .67-acre site offers unmatched proximity to Eugene’s civic, cultural, and commercial anchors, making it uniquely positioned to drive economic renewal, inclusive growth, and urban vitality.

We are proud to submit this proposal in response to the City of Eugene Urban Renewal Agency’s RFQ. Our team brings a track record of successful, community-driven development projects, with expertise in alternative housing, mixed-use design, sustainable placemaking, and public-private partnerships. But more importantly, we bring a shared commitment to Eugene’s vision: a vibrant, walkable downtown that reflects its people, values, and future.

A Bold, Rooted, and Realistic Vision

Our proposal is guided by four core pillars that reflect what we’ve heard from city leadership, residents, entrepreneurs, and investors alike:

- Equity and Inclusion – Ensure all community members, especially historically underserved populations, have access to housing, opportunity, and space to thrive.
- Economic Vitality – Stimulate local entrepreneurship, creative industries, and small business growth through low-barrier access to space and support.
- Sustainability and Wellness – Build for climate resilience, human health, and long-term livability, not just environmental compliance.
- Place-Based Identity – Celebrate Eugene’s culture, heritage, and creativity through thoughtful design and ongoing community programming.

Our team has engaged local citizens, interviewing stakeholders, and listening closely to community needs. Along with our personal perspectives and experience, what has emerged is a deeply personal and practical preliminary roadmap for development — one that activates this corner of downtown not only as a physical space, but as a platform for belonging, innovation, and economic inclusion.

the butterfly PPP-UHD

“...a mixed use space for vintage stores, hair, coffee....”

#4 vision

Mixed-Income Urban Housing with Lasting Impact

We envision upper floors filled with a vibrant, mixed-income residential community. These will include studio, one, and two-bedroom units designed for a wide cross-section of Eugene’s workforce: educators, artists, students, nonprofit employees, and young families.

Through a combination of urban renewal funds, equity partnerships, and housing incentives available through the Downtown Core Housing Initiative, we will deliver a significant percentage of below-market-rate units while also exploring ownership models that allow residents to build equity and long-term stability.

We see this project as more than housing — it is the foundation of an inclusive and livable downtown. Residents will live steps away from civic life, transit, and cultural amenities, helping shape a safe, active neighborhood that thrives day and night.

Activating the Ground Floor: Community, Commerce, and Culture

At street level, our proposal offers a highly activated and community-responsive program, informed directly by local conversations and stakeholder engagement. Planned uses include:

- A locally owned café and gathering space that’s expressive of Eugene’s independent spirit.
- A female- and LGBTQ+-friendly bar or social venue inspired by models like The Sports Bra — fostering inclusive nightlife.
- A culinary classroom and incubator kitchen, directly connected to the Lane County Farmers Market, where local chefs can teach, collaborate, and grow their brands.
- A co-working hub supporting creatives, nonprofits, and startups, offering affordable, flexible space and shared resources.
- Flexible retail, gallery, and maker space for Indigenous and local artisans, with seasonal programming and exhibitions.
- A youth-accessible arts and performance venue, providing space for storytelling, live music, and community-led festivals.

This ground floor and public realm will be designed not just to generate foot traffic — but to seed opportunity.

By providing affordable, rotating spaces and shared infrastructure, we aim to lower the barriers to downtown entrepreneurship while keeping economic value circulating within the local community.

the butterfly PPP-UHD

“...I would love to see more community space or third spaces that are accessible...”

#4 vision

Deep Partnership with Lane County Farmers Market

As longtime stewards of Eugene’s food culture and civic life, the Lane County Farmers Market is central to our proposal. We see this development as an extension — not a separation — of the Market’s mission. Through direct dialogue with Market leadership and vendors, we’ve developed a partnership strategy that includes:

- Permanent infrastructure (utilities, shade structures, lighting) that supports year-round vendor operations and market growth.
- Shared outdoor space co-programmed with the Market for chef demos, seasonal events, youth agriculture education, and more.
- A culinary entrepreneurship pipeline, including a shared commercial kitchen and small-scale food production studios.
- Public seating and edible landscaping, creating natural spillover from market days into the site, encouraging community gathering and street-level vibrancy.

By anchoring the Farmers Market in the future of this block, we help secure its long-term vitality — while giving the community more ways to connect with food, culture, and one another.

Inclusive Entrepreneurship with RAIN Catalysts

Our confirmed partnership with RAIN Catalysts brings national best practices in inclusive economic development directly into this project. RAIN is a nonprofit accelerator committed to building entrepreneurial ecosystems that serve BIPOC, rural, and underrepresented business owners — and they are already embedded in the Eugene-Springfield area.

Our partnership includes:

- Rotating pop-up storefronts curated by RAIN and our team, allowing artists, food entrepreneurs, and makers to test concepts affordably and gain visibility.
- Mentorship and capital access, through pitch events, startup bootcamps, and partnerships with local universities and credit unions.
- Targeted support for historically excluded founders, including subsidized fees, multilingual resources, and culturally responsive programming.
- A long-term pathway to ownership, allowing successful pop-up entrepreneurs to transition into permanent tenants or co-op business structures.

This isn’t about bringing outside capital to Eugene — it’s about building platforms for local wealth creation, leadership, and intergenerational impact.

the butterfly PPP-UHD

“...a new theatre, an ART theatre, and of course, coffee...”

#4 vision

Built for Climate Resilience and Collective Well-Being

Our design team is committed to exceeding Eugene’s benchmarks for environmental performance and wellness. Key elements include:

- 100% Wood Fiber Building using local resources
- A rooftop garden and gathering space, with native landscaping, stormwater retention, and communal amenities like BBQ pits and shaded seating.
- Trauma-informed public space, designed for sensory accessibility, safety, and universal use.
- Health and wellness programming co-hosted with local health organizations — including mental health workshops, outdoor movement classes, and nutrition demos.
- Solar readiness and high-performance building systems, reducing long-term energy costs and environmental impact.

We believe sustainability is not a checklist — it’s a practice of care that extends to people, place, and the future.

A True Public-Private Partnership

We recognize that transformative redevelopment requires alignment across the public, private, and civic sectors. Our team is committed to working shoulder-to-shoulder with the City of Eugene, Lane County, investors, philanthropic partners, and community-based organizations to deliver a project that is financially feasible, mission-aligned, and locally rooted.

Our proposal advances the City’s goals to:

- Increase downtown housing stock and affordability.
- Activate the urban core with culturally relevant, walkable development.
- Support small business growth and entrepreneurial inclusion.
- Invest in climate resilience and green infrastructure.
- Create spaces that reflect and serve Eugene’s diverse communities.

the butterfly PPP-UHD

“...I’d like to see an accessible theatre art, or music art where we can see a show and support local...”

#4 vision

The Future We See Together

We are eager to work hand-in-hand with the City of Eugene and its Urban Renewal Agency to realize a project that meets all of these goals—and becomes a source of civic pride.

We believe The North Butterfly Lot is not just a plot of land for some housing and a cafe—it is a bridge between neighborhoods and people, a beacon of light for Eugene, and a canvas for community expression. Our development team focused on true community relevance for this place is uniquely qualified and deeply committed to developing this site in partnership with the City and the community. Together, we will create a place that reflects Eugene’s values, addresses its needs, and shapes its future.

the butterfly PPP-UHD

“...a place for creative people to gather and where creatives want to perform and can afford to...”

REQUEST FOR QUALIFICATIONS

EUGENE, OR | JULY 31, 2025

CONTACTS:

Brian B. Obie
President/CEO
541-762-1252
bobie@obie.com

Casey Barrett
Executive Vice President/COO
541-844-5397
casey@obie.com





296 East 5th Avenue
 Suite 300, Eugene OR 97401
 T: (541) 484-0383

To: Urban Renewal Agency of the City of Eugene
 Attn: Amanda D'Souza

From: Brian B. Obie, President & CEO
 Obie Companies Inc.

Date: Thursday, July 31, 2025

Subject: Response to RFQ for North Butterfly Lot

Dear Amanda and City of Eugene Staff,

We are pleased to submit our qualifications for the redevelopment of the North Butterfly Lot. This site is a truly special location in the heart of Downtown Eugene, and we are encouraged to see the City's commitment to highlighting its potential. With its proximity to the Farmers Market Pavilion, Park Blocks, and the Market District, this site can play a role in strengthening Eugene's urban core. However, we believe that this redevelopment must be part of a broader, coordinated vision for downtown revitalization – one that relies on meaningful public-private partnerships to address safety, cleanliness, and infrastructure needs. The North Butterfly Lot can be a beginning for progress, but it cannot serve as the sole solution; its success will depend on the City and private partners working together to achieve a larger, shared vision for downtown Eugene.

Our team has deep roots in this community, and we take pride in being hands-on developers and operators who care about the long-term success of our projects and the neighborhoods we serve. Through our work in the Market District, we have first-hand experience addressing the very real challenges of safety and cleanliness. Recognizing the importance of creating a secure and welcoming environment for families and visitors, we established our own security department to actively monitor our properties and support a positive guest experience. This proactive, hands-on approach has been essential to the Market District's success. We would welcome the opportunity to collaborate with the City to develop a similar plan for downtown – one that combines public and private efforts to address these challenges more comprehensively and create the environment needed for this redevelopment, and downtown as a whole.

We are enthusiastic about the potential of the North Butterfly Lot and what it could mean for Downtown Eugene's future. With a strong public-private partnership and the right groundwork in place, this site could build upon the success and vitality of the Farmers Market Pavillion.

Thank you for the opportunity to share our qualifications.

 A handwritten signature in black ink, appearing to read "Brian B. Obie".

Brian B. Obie

*Section 1***DEVELOPMENT TEAM**

Obie Companies is proud to present a development team with a proven track record of creating transformative, high-quality projects in the heart of Eugene. Our internal leadership team, with tenures ranging from 10 to 20+ years, brings deep expertise in real estate development, finance, operations, and hospitality. This is the same team that successfully envisioned and delivered the Market District Expansion with opened in 2021 and has become a cornerstone of Eugene's downtown revitalization.

Our team is experienced, collaborative, and deeply invested in the long-term success of Eugene's urban core. We combine strategic vision with hands-on operational knowledge, ensuring that projects are not only built well, but also operated and curated to thrive for decades to come.

For the North Butterfly lot redevelopment, we will expand our team by engaging the best local partners to complement our expertise. We plan to conduct a competitive RFQ and RFP process to select qualified architects, designers, and contractors for this project.

With a blend of deep local knowledge, demonstrated development success, and a disciplined approach to selecting top-tier partners, Obie Companies is well positioned to bring the vision for the North Butterfly Lot to life. Resumes for the Obie Companies leadership team are provided beginning on the next page.

[To learn more about Obie – Click Here!](#)



BRIAN B. OBIE
CEO AND PRESIDENT

Obie Outdoor Advertising began in 1939 when Gordon Obie, known for his artistry and attention to detail, began a sign painting business in Bozeman, Montana. Gordon Obie's business grew over the next 20 years and in 1959, upon moving to Eugene, Oregon, became Obie Outdoor Advertising. In 1962, a young enthusiastic Brian Obie began to devote his time and attention to the business. Under the combined efforts of father and son, Obie Outdoor Advertising flourished, expanding steadily into marketing outdoor advertising space. In 1979, Brian Obie sold the assets of Obie Outdoor Advertising to 3M Media Corporation.

Beginning in 1970, Brian Obie diversified his career by becoming involved in local politics. Beginning in the early '70s as a member of the Eugene City Planning Commission, he moved up to city councilor in 1977 and finally on to mayor of Eugene from 1984 to 1988.

After over 10 years in politics, Brian Obie once again turned his attention to business. Brian drove Obie Media Corporation, founded in 1987, into a new realm with an aggressive campaign towards local small businesses, a segment traditionally neglected in transit advertising. This innovative strategy combined with the broad demographic reached through transit advertising helped to propel Brian Obie and his business to even greater success as Obie Media quickly encompassed over 65 markets along the West coast.

In the late 1990s, Obie began expanding outside the Northwest, establishing a hub and spoke system of regional sales offices. In 1997, Obie Media Corporation landed contracts with major transit systems, Dallas Area Rapid Transit, Santa Cruz Metropolitan Transit System, Austin's Capital Metropolitan Transportation Authority, and Sacramento's Paratransit Incorporated. This expansion led to a significant increase in sales efforts, resulting in a 50% year-over-year growth in sales staff, up to 120 across the U.S. and Canada, and a 25% increase in sales from Obie's three national offices within the first nine months of 2000. In recognition of this outstanding growth in sales, market value, and workforce, the Seattle Times named Obie Media Corporation one of its "Northwest 100."

By 2005, Brian Obie had built a solid and incredibly successful advertising business. Lamar Advertising, seeing the amazing growth potential of the business, purchased the Obie Media Corporation in early 2005. At that time Brian Obie turned his focus to the management of the 5th Street Public Market, in which he had an ownership interest since 1976. His expert use of innovative business sense and an ambitious drive to succeed has fostered growth in the 5th Street Public Market much like his previous business adventures.

Today, Brian Obie is the President and principal owner of Obie Companies Inc. which includes an array of commercial and development interests. Under Brian's leadership, the Obie Companies project portfolio has grown to include four hotels: the Inn at the 5th (est. 2012), the Inn at 500 Capitol (est. 2017), the Gordon Hotel (est. 2021), and a Boise-based Residence Inn (est. 2024). The hotels are managed by Obie under subsidiary Obie Hospitality LLC. Additionally, Obie Companies development and management portfolio has become more diversified in recent years, with the addition of a multi-family residential project, the Gordon Lofts (est. 2020) and the Station House development, projected to complete construction by 2028.



CASEY OBIE BARRETT

COO AND EXECUTIVE VICE PRESIDENT

Casey Obie Barrett brings more than a decade of executive leadership and hands-on development experience to Obie Companies' projects. As a co-developer of the Inn at the 5th, the Inn at 500 Capitol, and the Market District Expansion, Casey has a proven track record of guiding transformative mixed-use developments from concept through completion. His expertise spans construction oversight, budget management, tenant relations, and long-term operational strategy, making him a key driver of both the Company's growth and the success of its signature properties. Casey's combination of strategic vision and operational depth

ensures that each project is thoughtfully executed and positioned for lasting impact.

RESUME

COO & Executive Vice President, Obie Companies 2011-Present

Casey is Co-Manager of Obie Development Partners, LLC. Future development activities will be carried out under the umbrella of this entity. Casey acts as Owner's Representative on the construction of Obie developments. Past projects that Casey has participated in as co-developer capacity include The Inn at the 5th, the Inn at 500 Capitol, and the Market District Expansion (comprising the Gordon Hotel, the Gordon Lofts, and Market Building). As COO, Casey oversees Executive Leadership within Obie Companies, as well as the overall budget performance and execution for construction on new developments and the existing 5th Street Public Market.

General Manager, 5th Street Public Market 2011-2019

Oversaw and responsible for the overall financial, marketing, leasing, and operational performance of the 5th Street Public Market. Direct reports and departments under the GM's guidance include Operations, Marketing, Maintenance, and the Market Attendants. Principal accountabilities included: enforce all tenant lease requirements, oversee construction projects related to capital improvements, manage tenant relations, work in conjunction with the leasing team to develop both short-term and long-term leasing strategy, as well as manage the overall 5th Street Market budget and profiting plans.

Operations Manager, 5th Street Public Market 2010-2011

Oversaw daily operations, functions and running of the building as a whole. Direct reports and departments under the Operations Manager's guidance include Operations, Maintenance, and Market Attendants. Soon after the move to this position, Casey also began managing other commercial properties owned by Obie Industries, which granted exceptional experience in property management and lease strategy.



CURT ASMUSSEN
VICE PRESIDENT OF HOSPITALITY

Curt Asmussen is a seasoned hospitality leader with two decades of experience in hotel operations, sales, and development. As Vice President of Hospitality at Obie Companies, Curt oversees all hotel general managers and provides strategic direction on operations, budgeting, and pre-opening planning for new developments. His deep expertise in maximizing profitability, enhancing guest experiences, and building high-performing teams has consistently delivered exceptional results – including exceeding budgeted NOI goals and maintaining top market rankings for Obie’s properties.

Curt plays a key role in evaluating and preparing future development sites, ensuring that new hospitality projects are operationally sound and positioned for success. His background in both sales and operational leadership gives him a comprehensive understanding of the hospitality industry, making him an integral part of Obie Companies’ development and management strategy.

RESUME

Vice President of Hospitality, Obie Companies 2020-Present

Continue to oversee General Managers for all entities under Obie Hospitality, as well as report to the Board of Obie Companies on budget results for all hotels. Work with the CEO and COO on selecting and evaluating future development sites as well as manage pre-opening budgets and operational preparations for current development sites.

Managing Director, Obie Hospitality 2018-2020

Oversee General Managers for all entities under Obie Hospitality and implement operational and sales strategies to drive revenues and better cost savings measures to trim expenses and produce optimum NOI results.

General Manager, Inn at 500 Capitol, Obie Hospitality 2017-2018

Director of Sales, Inn at 500 Capitol, Obie Hospitality 2016-2017

Experience prior to Obie Companies:

- General Manager, Smash Hotels, Chicago IL 2012-2016
- Director of Sales, Boise Hotel and Conference Center 2008-2012
- Director of Sales, TownePlace Suites by Marriott, Boise ID 2007-2008
- Sales Manager, DoubleTree by Hilton, Chicago IL 2004-2007



IRENE ALLTUCKER
VICE PRESIDENT OF REAL ESTATE

Irene Alltucker brings extensive experience in real estate management, development, and community engagement to her role as Vice President of Real Estate at Obie Companies. She oversees all commercial and residential management and development opportunities, including the strategic direction and general management of Eugene's Market District.

In addition to her leadership in commercial real estate, Irene is a state-licensed property manager and played a pivotal role in establishing Boutique Property Management, Obie Companies' residential management division. She was responsible for creating and launching this business line, expanding Obie's management services line.

Irene's ability to blend strategic vision with operational execution makes her a key leader in shaping Obie Companies' real estate portfolio and future growth.

RESUME

Vice President of Real Estate, Obie Companies 2020-Present

Oversees all commercial and residential management and development opportunities on behalf of Obie Companies, including the general management of the Market District, in Eugene, Oregon. Directs leasing, marketing, tenant relation, and operations staff. Compiles strategic plans to accomplish large-scale business goals for entities under each of these areas.

Director of Real Estate, Obie Companies 2018-2020

Responsible for all tenant relations and lease administration, as well as lead the Obie Companies leasing team in prospecting, pitching and coordinating with new tenants of the 5th Street Public Market and other Obie Companies businesses. Oversaw and responsible for the overall financial, marketing, leasing and operational performance of the 5th Street Public Market.

Experience prior to Obie Companies:

- Commercial Real Estate Broker, Evans Elder Brown and Seubert 2014-2018
- Capital Campaign Director, Relief Nursery 2010-2013
- Executive Director, Relief Nursery 2005-2010
- Assistant Executive Director, Relief Nursery 2000-2005
- Executive Director, Oregon Festival of American Music 1991-1992
- Special Projects, Eugene Sand and Gravel 1989-1992
- Vice President, Spanek Enterprises - Saratoga, CA 1988-1989
- Public Relations, Pulling Strings - Saratoga, CA 1988-1989



JESSICA QUINN
VICE PRESIDENT OF ADMINISTRATION

Jessica Quinn serves as Vice President of Administration for Obie Companies, where she leads capital strategy, financial planning, and operational support for both development projects and existing assets. She oversees five capital funds totaling over \$100 million in equity from more than 200 investment partners, managing fund administration, partner relations, and communications.

Jessica structures and secures financing for new developments and maintains key lender relationships to support ongoing operations and future growth. She ensures financial feasibility across all stages of the project pipeline, aligning each with the company's long-term strategic goals. Since joining Obie in 2013 through hotel operations, Jessica's blend of operational insight, financial expertise, and institutional knowledge has been instrumental in guiding the company's evolving capital strategy and successful project execution.

RESUME

Vice President of Administration, Obie Companies *2024-Present*

Jessica oversees capital attainment, human resources, and administration for Obie Companies, in support of the management services and development objectives of the company.

Chief of Staff, Obie Companies *2022-2024*

Counsels and advises leaders to provide insight and analysis on the company's progress toward goals and objectives. Determines and prioritizes business strategies in collaboration with the Company's Executive Leadership team. Oversee Human Resources and develop strategies to retain and grow personnel from within. Oversee Investor Relations and develop processes to ensure compliance, retention, and growth of investor pool to fund equity for new development or acquisitions.

Employee and Investor Relations Manager, Obie Companies *2019-2022*

Provide insight and strategy toward programs to improve employee satisfaction and support their overall well-being. Creating and conducting training for employees. Recreate recruitment and hiring processes. Improve HR policies. Communicate company's results and plans to investor and employee partners.

Administrative Manager, Obie Companies *2018-2019*

Supervise day-to-day support activities. Work with executive team to assess and improve administrative processes. Support the CEO and COO in managing assigned projects in support of the 5th Street Public Market Expansion project.

Various Hotel Operational Roles, Obie Hospitality *2014-2018*

Lead opening efforts to develop the Inn at 500 Capitol in Boise, Idaho, from 2016-2018, including the hiring, training, and development of process for the front office department. Various support roles at the Inn at the 5th prior to this experience.



NICOLE ROSELIO

VICE PRESIDENT OF MARKETING & DESIGN

Nicole serves as Vice President of Marketing and Design for Obie Companies, where she oversees marketing strategy, branding, and design for both operational entities and development projects. She has been instrumental in positioning Obie Companies as a leader in hospitality and placemaking, with achievements including the Market District Expansion and multiple award-winning properties.

Nicole recently completed the New York School Interior Design's commercial interiors program, expanding her expertise in design to complement her marketing and branding leadership. Her skill set uniquely combines brand-led design, placemaking, and strategic marketing – ensuring that each project not only succeeds financially but also delivers a distinctive sense of place. With a background that spans sales, hospitality, and marketing, Nicole has led initiatives that garnered national recognition from Forbes, Travel and Leisure, and the Travel Channel, blending creative vision with business strategy to shape compelling guest experiences and vibrant community destinations across Obie's portfolio.

RESUME

Vice President of Marketing and Design, Obie Companies 2021-Present

Nicole oversees marketing and design on behalf of Obie Companies, for both operational entities and development efforts. Key responsibilities include develop and execute strategic annual marketing plans for all Obie Hospitality development, lead and design efforts on new business ventures, analyze brand potential and feasibility in markets for prospective development opportunities, and lead large-scale design initiatives.

Director of Marketing, Obie Companies 2017-2021

Responsible for development and implementation for overall marketing initiatives for all entities under Obie Companies, in addition to the Inn at the 5th and the Inn at 500 Capitol. Develop all physical and digital marketing initiatives for the 5th Street Public Market, Obie Companies, the Gordon Hotel, the Gordon Lofts, the District Coworking, and the Market District Expansion. Key responsibilities include set and maintain marketing budgets for all entities, develop and pitch co-op campaigns to tenants to enhance destination marketing efforts

Director of Sales, Inn at the 5th, Obie Hospitality 2013-2017

Oversaw the sales team and all sales initiatives to drive revenue and business growth for the Inn at the 5th. Key responsibilities include: sought out and maintained relationships with key corporate and group accounts to build business for the Inn at the 5th.

Experience prior to Obie Companies:

- Concierge, Sales & Catering Coordinator, Sales Manager - Oxford Hotel, Bend OR 2011-2013
- Assistant Lodging Sales Manager, Experience Concierge - Brasada Ranch Resort, Powell Butte, OR 2007-2011



VANESSA ALBERTS
CFO AND TREASURER

Vanessa Alberts has served as Chief Finance Officer and Treasurer of Obie Companies since 2010, bringing more than 30 years of combined experience in finance, accounting, and hospitality operations. She oversees all financial functions across Obie Companies' entities, including investor reporting, tax and audit coordination, and management of the company's accounting.

Vanessa's deep understanding of both operational and financial management stem from a career that began in hospitality, where she held leadership roles in hotel operations and accounting before joining Obie Companies in 2003. This unique background gives her a comprehensive perspective on how financial strategies directly support the success of development and operational projects.

RESUME

CFO & Treasurer, Obie Companies 2010-Present

Oversees all financial functions for all entities under the Obie Companies umbrella, including but not limited to: finance, banking, payroll, reconciliations, taxes, audits, proformas, IT troubleshooting, and computer setup. In addition, Vanessa has the responsibility of managing all accounting staff and ensuring all fiscal reporting is completed in a punctual manner. Key Responsibilities include: preparing and distributing monthly and quarterly financial reports - P/L statements, balance sheets, investor reports, etc.; serving as point of contact for all lenders and manage loan documents and other required materials; managing internal insurance and 401k set-ups; processing vendor payment approvals and managing overall company purchase order system; assisting leasing with leasing reference checks; assist all departments as requested.

Bookkeeper, Obie Companies 2003-2010

Key responsibilities include: accounts payable/receivable; prepare disbursements; prepare all deposits; prepare Quickbook reports as needed; reconcile cash receipts and prepare bank deposits; perform basic account and bank reconciliations; communicate with others in the organization to answer accounting questions or resolve issues; reconcile various accounts which includes identifying discrepancies and determining corrective action; analyze and process documents after examining for completeness and accuracy; assist other co-workers with related tasks as necessary.

Experience prior to Obie Companies:

- General Manager, Ramada Inn 1993-2003
- Controller, Ramada Inn 1990-1993
- Front Desk Manager, Ramada Inn 1984-1990
- Restaurant & Catering, Ramada Inn 1982-1984

*Section 2***FINANCIAL CAPACITY**

As with our most significant projects, we will structure and secure the necessary private equity and lender financing; however, the scale and timing of this development mean that meaningful public incentives will be essential to make the project financially feasible. Leveraging tools such as MUPTE, Downtown Fee Assistance, Urban Renewal support, and other available subsidies will be critical to overcoming high interest rates and construction costs.

PRIVATE SOURCES

Obie Companies has a long history of successfully securing and deploying private equity alongside lender financing to bring transformative projects to life. We have completed multiple developments ranging in total cost from \$13 million to \$82 million, utilizing a combination of in-house investor capital and strong banking relationships. Our team is experienced in structuring complex financing for mixed use and hospitality projects and consistently invests alongside our partners, reinforcing our long-term commitment to each development's success.

PUBLIC SOURCES

In both Eugene and Corvallis, we have successfully utilized public incentives to bring high-quality, high-density housing to urban cores. Notably, we have leveraged the Multi-Unit Property Tax Exemption (MUPTE) program. This tool proved instrumental in creating density with the Gordon Lofts project, resulting in an estimated \$4 million in tax savings that supported the project's feasibility.

We also have experience collaborating on public-private partnerships to enhance downtown vibrancy. For example, in a neighboring project to our Market Expansion, we partnered with a publicly funded workforce housing development by acquiring the ground floor and parking as a condominium. This arrangement infused critical capital into the workforce housing project while simultaneously increasing density and activating the streetscape.

We intend to take a similar approach with the North Butterfly Lot by combining private equity and lender financing with public tools identified in the RFQ. These include Accelerated MUPTE, Downtown Fee Assistance, Urban Renewal funds for infrastructure and right-of-way improvements, and potentially Opportunity Zone incentives or New Market tax credits.

While our projects historically have relied on minimal subsidies – typically less than 2% of total value – we recognize that the North Butterfly Lot presents unique risks and challenges that will require a higher level of public participation to be financially feasible. In today's economic environment of high interest rates and elevated construction costs, leveraging available tools such as MUPTE, Downtown Fee Assistance, and Urban Renewal funding will be essential to make a project of this scale possible.

However, public participation must extend beyond this single site. The redevelopment of the North Butterfly Lot cannot serve as the sole catalyst for downtown transformation; it must be part of a broader, coordinated vision and investment strategy for the entire downtown core. Without parallel improvements to safety, cleanliness, and infrastructure – supported by meaningful public funding – the potential impact of this project will be limited. We believe that a true public-private partnership, focused on both this site and the larger downtown environment, is necessary to ensure lasting success and community benefit.

LENDERS

We have relationships with and utilize multiple lenders, including:

CBRE: CBRE was our chosen lender on a refinance completed for the Inn at 500 Capitol in 2022.

Contact: Adrienne Andrews, Senior VP, adrienne.andrews@cbre.com

OREGON PACIFIC BANK: Oregon Pacific Bank has provided refinancing for buildings managed and owned by Obie Companies.

Contact: Dave Williams, VP/Commercial Relationship Manager, dave.williams@opbc.com

PEOPLE'S BANK: People's Bank has provided financing for land managed and owned by Obie Companies.

Contact: Julia Beattie, President & CEO, julia.beattie@peoplesbank.bank

SELCO COMMUNITY CREDIT UNION: Selco Credit Union is our lead financial institution for the Inn at the 5th and Inn at 500 Capitol.

Contact: Craig Carpenter, VP of Commercial Business, ccarpenter@selco.org

SOCIETE GENERALE (CMBS Lender): Financed the 5th Street Public Market LLC in addition to Station Square (building managed and owned by Obie Companies).

Contact: Peter Lewicki, VP Commercial Real Estate, peter.lewicki@sgcib.com

SUMMIT BANK: Eugene's community owned and based bank has been the lead lender on several smaller in-state loans.

Contact: Craig Wanichkek, President & CEO craig.wanichkek@summitbankonline.com

WAFD BANK: WAFD has branches throughout the western United States, and has been the lead lender on several of Obie's construction to perm loans, including: the Gordon Hotel, the Gordon Lofts, and the new Corvallis Gordon Hotel and Residences Development.

Contact: Brent Beardall, President & CEO, brent.beardall@wafd.com

PAST BANKRUPTCIES or pending financial litigation involving any team firm or principal

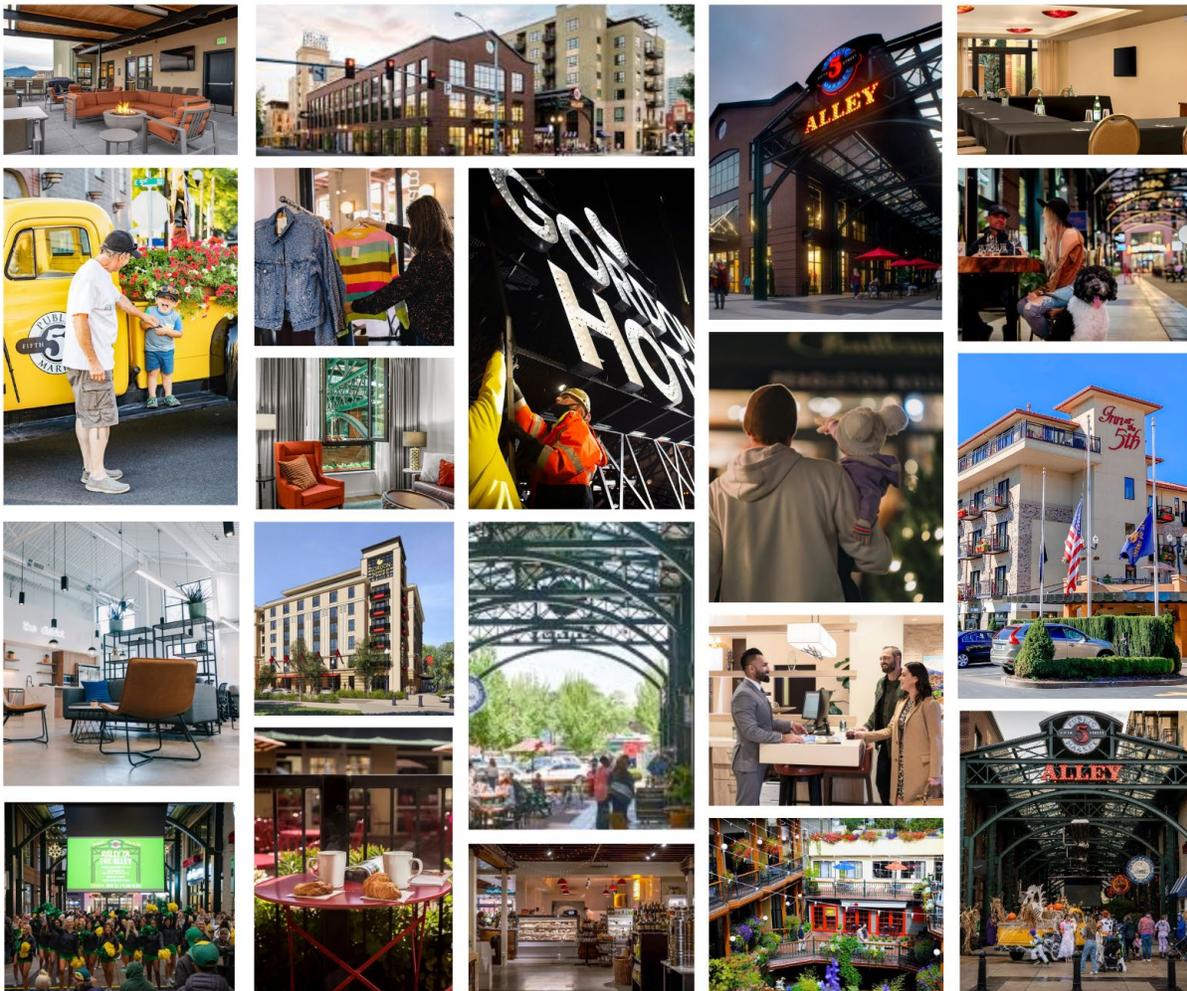
None.

Section 3

COMPARABLE DEVELOPMENT EXPERIENCE

We are proud to showcase the projects on the following pages, each representing the thoughtful vision, disciplined execution, and long-term stewardship that defines Obie Companies' approach to development. Our success is not only measured by what we build, but by how we manage and nurture these assets to ensure they remain vibrant, relevant, and valuable to the communities they serve.

Our team's experience runs deep – spanning concept development, financing, construction oversight, and ongoing operations. We take pride in delivering high-quality projects that become enduring fixtures of their neighborhoods, while also actively managing them to maximize performance and community impact for years to come.





5th Street Public Market

Eugene, OR 97401 - Established 1976



PROJECT SUMMARY

Description	A destination marketplace that has evolved over 49 years into a vibrant mixed-use district featuring more than 80 retail, food and beverage, office, and service tenants. The project includes boutique hotels, residential units, and curated retail, making it a cornerstone of downtown Eugene's revitalization.
Total Building Area by Use	Approximately 500,000 square feet across multiple phases of development
Total Development Cost	Approximately \$250 million invested over the course of 49 years, including the most recent Market District Expansion completed in 2021.
Financing Structure	Combination of private funding and financing from public lenders.
Development Team Role	Brian Obie: Overall project vision and design leadership. Casey Obie Barrett: Construction and development management. Irene Alltucker: Asset management, tenant relations, and leasing. Vanessa Alberts: Financial structuring and lender relations.
Development Partners	Original General Contractor: Lee Construction Recent General Contractor: Andersen Construction Recent Architect: Ankrom Moisan Architects Various local and regional contractors and consultants have supported development phases over the past 49 years.
Project Timeline	The Market originally opened in November 1976, with ongoing phased development and land acquisition, culminating most recently in the Market District Expansion completed in March 2021.
Ongoing Success	The Market is currently at high occupancy and is a top destination in Eugene, drawing locals and visitors alike. Its tenant mix and placemaking have earned regional and national recognition, contributing to the success of adjacent developments including the Gordon Hotel and the Gordon Lofts.

SUSTAINABLE BUILDING FEATURES

Over the past five decades, the 5th Street Public Market has undergone numerous tenant improvements and building upgrades, each incorporating sustainable design practices to modernize the historic property while reducing environmental impact. Renovations include energy-efficient lighting retrofits, high-efficiency HVAC upgrades, and water-saving plumbing fixtures throughout the property. In addition, ongoing investments in landscaping and pedestrian-focused site design have supported alternative transportation, with bicycle parking, improved walkability, and connection to Eugene's public transit system.

LOCAL CONTRACTORS AND/OR MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISES

Throughout the 5th Street Public Market's many phases of growth and reinvestment over the past 50 years, Obie Companies has consistently partnered with local contractors, suppliers, and consultants to ensure that project investment benefits the regional economy. We have engaged a multitude of local firms and Eugene-based trades to complete tenant improvement projects, renovations, and upgrades across the Market.

Equally important, the Market's tenant mix has long prioritized minority and women-owned business enterprises, reflecting our commitment to supporting local entrepreneurs and building an inclusive community of businesses. Many of our tenants – ranging from restaurants and retailers to service providers – are locally owned and operated by women and BIPOC entrepreneurs. This intentional curation has helped the Market thrive as both an economic driver and a cultural hub for Eugene.

Local firms and trade groups involved in 5th Street development include:

ABO Builders, Beacon Electric and Lighting, Big Dog Construction, Brothers Plumbing, Brown Contracting, Cascadia Construction and Plumbing, Comfort Flow Heating, Chambers Construction, Essex Construction, GMA Architects, Image King Signs, Reynolds Electric, Third Generation Painters, Twin Rivers Plumbing, and many more!

Minority and women-owned businesses in 5th Street's tenant mix include:

Art with Alejandro, Bando's Clothing & Goods, Blended, Café Glendi, Euphoria Chocolate Company, Freudian Slip, Gilt & Gossamer, Jazzy Ladies Café & Club, La Estacion Mexican Cosina, Magpie Coffeeshop, Marche & Le Bar, Marley's Monsters, Melange, Mindy's Needlepoint, New Twist, Provisions Market Hall, Red's Boutique, Sushi Station, Rhythm & Blooms, Swahili African Crafts, and Thai Spice.



Inn at the 5th

Eugene, OR 97401 - Established 2012



PROJECT SUMMARY

Development	A 70-room luxury boutique hotel integrated with a 25,000-square-foot redevelopment of the adjacent 5th Street Public Market. The project combined high-end accommodations with curated retail and dining to enhance Eugene's downtown core as both a visitor destination and community gathering place.
Total Construction Timeline	14 months (December 2011 – February 2012)
Total Building Area by Use	Approximately 50,000 square feet
Total Development Cost	\$13.5 million
Financing Structure	A 50/50 blend of private equity investment and financing from a public lending partner.
Development Team Role	Brian Obie: Project vision, design leadership, equity raise. Casey Barrett: Construction and development management. Vanessa Alberts: Financial structuring and lender coordination Jessica Quinn: Opening operations team. Nicole Roselio: Opening sales team.
Development Partners	General Contractor: Hyland Construction Architects: TBG Architects Legal Counsel: Davis Wright Tremaine Tax Consulting: Moss Adams
Project Highlights	The Inn at the 5th set a new standard for boutique hospitality in Eugene, blending luxury accommodations with a locally focused retail experience. It was delivered on time and on budget, strengthening the Market District's identity as a vibrant mixed-use destination.
Current Success	Since opening, the hotel has consistently maintained strong occupancy and guest satisfaction ratings, garnering national recognition and serving as a catalyst for further development in the Market District.

SUSTAINABLE BUILDING FEATURES

The Inn at the 5th was designed with a focus on efficiency and sustainability while complementing the character of the historic 5th Street Public Market. The project incorporated high-efficiency HVAC systems, low-flow plumbing fixtures, and energy-efficient lighting to reduce long-term operational costs and environmental impact. Locally sourced and durable building materials were prioritized to minimize transportation emissions and support the regional economy.

The hotel's integration with the Market also encouraged walkability and alternative transportation, reducing reliance on vehicles for guests and visitors.

LOCAL CONTRACTORS

The Inn at the 5th project emphasized the use of local expertise and resources, engaging Hyland Construction (Springfield, OR) as the general contractor and TBG Architects (Eugene, OR) for design. Numerous subcontractors from the Eugene-Springfield area contributed to the project, ensuring that construction dollars stayed within the regional economy.





Gordon Lofts

Eugene, OR 97401 - Nov 2020 - March 2021



PROJECT SUMMARY

Development	A 127-unit luxury apartment community in Eugene's Market District, designed to complement nearby boutique retail, dining, and hospitality while boosting downtown's residential growth.
Total Construction Timeline	25 months (February 2019-March 2021)
Total Building Area by Use	Seven floors totaling approximately 110,000 square feet
Total Development Cost	\$32 million
Financing Structure	\$13 million in private equity investment paired with \$18 million in financing from public lending partners
Development Team Role	Brian Obie: Project vision and overall design direction. Casey Barrett: Construction and operations management. Vanessa Alberts: Financial structuring and lender coordination. Curt Asmussen: Hospitality and operational integration. Nicole Roselio: Marketing and community engagement. Irene Alltucker: Tenant mix strategy, leasing, and residential planning. Jessica Quinn: Investor relations, procurement, and administrative support.
Development Partners	General Contractor: Andersen Construction Architect: Ankrom Moisan Residential Consulting: Affinity Property Management Legal Counsel: Arnold Gallagher Tax Consulting: Moss Adams
Project Highlights	Gordon Lofts added 127 high-quality residential units to downtown Eugene, contributing to the city's housing goals while activating the Market District as a true mixed-use neighborhood.
Current Success	Gordon Lofts maintains strong occupancy and has become a sought-after residential address in downtown Eugene, supporting a vibrant 24/7 neighborhood and complementing the adjacent Gordon Hotel and 5th Street Public Market.

SUSTAINABLE BUILDING FEATURES

Gordon Lofts was designed to meet modern energy efficiency standards while integrating seamlessly with the historic character of the Market District. The building incorporates high-efficiency HVAC systems, Energy Star-rated appliances, LED lighting, and low-flow water fixtures to reduce energy and water consumption.

Materials were selected for durability and sourced regionally whenever possible, minimizing the project's carbon footprint. The project promotes sustainable transportation through ample bicycle storage, proximity to public transit, and highly walkable site design, encouraging residents to utilize alternative modes of transportation.

LOCAL CONTRACTORS

The Gordon Lofts project prioritized the use of local expertise and resources, engaging Andersen Construction (Eugene, OR) as the general contractor and Ankrom Moisan (Portland, OR) as the lead architect. Numerous subcontractors from the Eugene-Springfield area contributed to the project across trades including electrical, plumbing, finishes, and landscaping – ensuring that a significant portion of project investment remained in the local economy.





Market District Expansion

Eugene, OR 97401- Phased opening Nov 2020 - March 2021



PROJECT SUMMARY

Development

The Gordon Hotel 82-Room Boutique Hotel
 The Gordon Lofts - 127-unit Luxury Apartments (see separate summary sheet)
 The Market Building- comprising 11,000 square feet ground floor retail, 11,000 square feet second floor mixed retail and office, 11,000 square feet third floor office space.
 Market Alley - consists of 14 spaces, all opening onto a covered promenade.

Total Construction Timeline

25 months (February 2019- March 2021)

Total Building Area by Use

The Gordon Hotel: Seven floors, approximately 100,000 square feet
 The Gordon Lofts: Seven Floors, approximately 110,000 square feet
 The Market Building: Three Floors, approximately 30,000 square feet
 Market Alley: Ground level, approximately 10,000 square feet

Total Development Cost

\$85 million

Financing Structure

Mix of Private Equity Partners and Public Lenders

Development Team Leads

Brian Obie: Project vision and overall design direction.
 Casey Barrett: Construction and operations management.
 Vanessa Alberts: Financial structuring and lender coordination.
 Curt Asmussen: Hospitality and operational integration.
 Nicole Roselio: Marketing and community engagement.
 Irene Alltucker: Tenant mix strategy, leasing, and residential planning.
 Jessica Quinn: Investor relations, procurement, and administrative support.

Development Partners

General Contractor: Andersen Construction
 Architect: Ankrom Moisan
 Residential Consulting: Affinity Property Management
 Legal Counsel: Arnold Gallagher
 Tax Consulting: Moss Adams

Project Highlights

The Market District expansion transformed a key section of downtown Eugene into a vibrant, mixed-use destination. The project comprised of four construction contracts that overlapped in timeframe, with the full project opening by March 2021.

CURRENT SUCCESS

Since its completion in 2021, the Market District Expansion has maintained strong hotel occupancy, high residential demand with Gordon Lofts at or near full occupancy, and a thriving retail mix in the Market Alley. The district has become a regional destination, drawing locals and visitors alike, and has garnered national recognition for its curated tenant mix, vibrant public spaces, and seamless integration of hospitality, residential, and retail components.

SUSTAINABLE BUILDING FEATURES

Like other Obie projects, the Market District Expansion was completed utilizing sustainable construction practices. Across the Gordon Hotel, the Gordon Lofts, the Market Building, and the alley, the project incorporated high-efficiency HVAC systems, Energy Star rated appliances, LED lighting, and low-flow plumbing fixtures to reduce energy and water consumption. Durable and regionally sourced materials were used wherever possible.

Landscaping improvements and green infrastructure elements, such as stormwater treatment systems, were integrated to enhance sustainability and complement the surrounding urban environment.

Recognizing the need for connectivity and a safe place for pedestrians to cross, the Obie Companies team worked with the City of Eugene and Lane County to develop Pearl Street into a pedestrian crosswalk between the existing 5th Street Public Market and the Market Expansion. The improvement was completed in 2022.

LOCAL CONTRACTORS

Sticking to our value to collaborate locally whenever possible, the Market District expansion engaged the use of multiple local or regional based firms. The General Contractor, Architects, and many subcontractors were Oregon-based.



*Section 4***VISION**

We envision a vibrant, mixed-use development that celebrates Eugene's unique character and strengthens the connection between the Market District and the downtown core. Anchored by active retail, flexible community gathering spaces, and active, pedestrian-friendly edges, this project will complement the Farmers Market Pavilion and Park Blocks while enhancing the vitality of the surrounding area.

However, we believe that the success of this project depends on a strong, coordinated partnership with the City and Urban Renewal Agency – one that extends beyond the boundaries of this parcel and addresses a broader vision for downtown. The North Butterfly Lot is one stride toward revitalization, but it cannot singlehandedly transform downtown. A cohesive plan to improve safety, cleanliness, and infrastructure, paired with meaningful public investment, is essential to create an inviting and vibrant city center.

Obie Companies has experience making these partnerships work. The Pearl Street improvements, between 6th and 5th Avenue, are a prime example of how the City, County, and private sector can collaborate to achieve meaningful change. We successfully navigated that dynamic to deliver a project that created a safe, pedestrian street to the public. We see this redevelopment as an opportunity to bring together similar public and private efforts to create a lasting, positive impact on downtown.

As with all our projects, we will bring a hands-on operational approach, ensuring long-term stewardship, thoughtful tenant curation, and a deep investment in the neighborhood's success. We envision a mix of residential units at a variety of price points, along with a hospitality element, to expand housing and lodging options in downtown. Ground-floor uses will highlight local artisans, producers, and culture – much like we have curated at the 5th Street Public Market – to create an authentic, welcoming place for all. We believe that great design can foster safety, comfort, and connection. That's why we will frame the Park Blocks with architecture that is both substantial and welcoming, creating a strong sense of place for all who pass by.

With a strong public-private partnership and a clear, shared vision for downtown, this development will serve as one step toward broader renewal. We are eager to work with the City and the Urban Renewal Agency to ensure that the North Butterfly Lot becomes not just a single project, but a cornerstone of downtown Eugene's future vibrancy and success.

Hi Brian,

Thank you again for submitting a response to the North Butterfly Lot RFQ. The Evaluation Committee, made up of City staff, community partners, and members of the community, has met twice since you submitted to discuss the responses received and they have generated additional questions they would like to ask responding teams before they make their final recommendation, some specific to your response and a common question about Lane County Farmers Market. **Please submit your responses to the questions below to ebrown@eugene-or.gov by 11:59 PM on Sunday, September 14th.** Responses are limited to 2 pages of narrative, not including any requested attachments. Thank you for your continued interest in this project.

The RFQ stated that a required criterion is the inclusion of design professionals (architects and/or urban designers) as an integral part of the development team.

1. Can you add design professionals to your team in order to meet the RFQ requirements and provide 1-3 examples of their projects? Please also include documentation of mutual commitment to partner on this project, such as a signed letter of intent from the design firm. [attached project information sheets do not count towards the two-page limit]

The City and its community partners have identified the North Butterfly Lot as a key location within the Downtown Core Housing Initiative and the RFQ requested vision statements that include a preferred minimum of 80 units of housing.

2. Does your preliminary vision for the site include this minimum number of units in addition to the hospitality element, or is it exclusively hospitality? Can you describe in more detail how you envision this composition and how hospitality and housing would work together?

The RFQ highlighted the opportunity to partner with the Lane Country Farmers Market.

3. Please describe how your team would approach engagement or partnership with the Lane County Farmers Market as part of the ground-floor activation and broader project vision.

Thank you,
Amanda



September 13, 2025

To: Ethan Brown
City of Eugene
ebrown@eugene-or.gov

From: Jessica Quinn
Vice President, Obie Companies
296 E. 5th Avenue, Suite 300
Eugene, OR 97401

RE: North Butterfly Lot RFQ – Follow-Up Responses

Dear Mr. Brown and Evaluation Committee,

On behalf of Obie Companies, thank you for the opportunity to further clarify and expand on our submission for the North Butterfly Lot RFQ. We appreciate the thoughtful review by City staff, community partners, and members of the community, and we welcome the chance to address your follow-up questions.

We look forward to continued collaboration with the City of Eugene and community stakeholders as the process advances. Please do not hesitate to reach out with any further questions or requests for information.

Enclosed, please find our written responses.

Sincerely,

A handwritten signature in blue ink that reads "Jessica Quinn".

Jessica Quinn
Vice President
Obie Companies

1. Inclusion of Design Professionals

Obie Companies will engage qualified design professionals as an integral part of the development team. Our standard pre-development process includes conducting a competitive RFQ to identify architectural firms with the specific experience and expertise best suited for each project. This ensures that the chosen partner is aligned not only with our vision but also with the site's unique opportunities and community goals.

While we are not yet at the point of issuing a letter of commitment to a single firm, we have a strong track record of collaborating with top-tier architects, including:

SERA Architects (Portland, OR) – recognized for innovative, sustainable urban design.

Project Experience with Obie includes:

- The Gordon Hotel and Residences (under construction, Corvallis, OR)

Applicable Project Experience outside of Obie includes:

- The Gossamer (in operation, Portland, OR)
- Saltwood (in operation, Portland, OR)
- Magnolias (in operation, Portland, OR)

Reference: Kurt Schultz, Principal, kurts@seradesign.com

Ankrom Moisan Architects (Portland, OR) – our partner on the Gordon Lofts and Market District Expansion, both of which successfully integrated hospitality, residential, and retail.

Project Experience with Obie includes:

- The Gordon Hotel (in operation, Eugene, OR)
- The Gordon Lofts (in operation, Eugene, OR)
- Market District Expansion (in operation, Eugene, OR)

Applicable Project Experience outside of Obie includes:

- Goat Blocks (in operation, Portland, OR)
- Alta Peak (in operation, Portland, OR)
- Mason on Mariposa (in operation, San Francisco, CA)

Reference: George Signori, Principal, georges@ankrommoisan.com

(continued on next page)

CSHQA (Boise, ID) – experienced in hospitality and mixed-use projects across the Pacific Northwest.

Project Experience with Obie includes:

- The Inn at 500 Capitol (in operation, Boise, ID)

Applicable Project Experience outside of Obie includes:

- Hotel Renegade (in operation, Boise, ID)
- The Five Fifties Mixed Use (in operation, West Sacramento, CA)
- Depot Square Mixed Use (in operation, Driggs, ID)

Reference: James Marsh, Principal, james.marsh@cshqa.com

Gensler (Los Angeles, CA) –

Project Experience with Obie includes:

- Mixed Use project (pre-development, Tucson, AZ)

Applicable Project Experience outside of Obie includes:

- Mira Residential project (in operation, San Antonio, TX)
- UnCommons Mixed Use project (in operation, Las Vegas, NV)
- West Edge Mixed Use project (in operation, Los Angeles, CA)

Each of these firms is open to partnering on this project. As part of our next phase, we will invite them (and potentially other qualified firms) to participate in a formal RFQ process specific to the North Butterfly Lot.

This approach has consistently resulted in strong design partnerships, as demonstrated in past projects such as the Market District Expansion, Gordon Lofts, and the Inn at the 5th.

2. Vision for Housing and Hospitality

Our preliminary vision for the North Butterfly Lot includes the RFQ's goal to add a minimum of 80 housing units as part of the Downtown Core Housing Initiative. We believe a mixed-use program that combines housing with a hospitality element has strong potential for this site.

Our approach begins with commissioning a comprehensive market study to confirm demand, feasibility, and the optimal unit mix. However, based on our experience, we anticipate that a program integrating both hospitality and residential may be achievable.

We have successfully delivered projects of this type, most recently the Market District Expansion in Eugene, which combines the 82-room Gordon Hotel with 127 residential units at Gordon Lofts, alongside curated retail and office space.

Similarly, in Corvallis we are advancing the Gordon Hotel and Residences, which integrates multi-family apartments and a boutique hotel in one building. These projects demonstrate how co-locating hospitality, and residential uses can create synergies: hotel amenities add value for residents, residential density supports ground-floor activation, and both uses reinforce a vibrant, 24/7 downtown presence.

For the North Butterfly Lot, we envision a mix that strengthens the connection between the Market District and the Park Blocks, creating an authentic place where residents, visitors, and the community converge. Ground-floor retail and community-oriented spaces will complement housing and hospitality, ensuring the project becomes a cornerstone of Eugene's downtown vitality.

3. Partnership with the Lane County Farmers Market

We view the Lane County Farmers Market as one of this site's greatest assets and are highly interested in exploring partnership opportunities. Our vision for the project includes strong integration with the Farmers Market Pavilion, with active uses that complement and enhance the Market experience.

We have already had preliminary conversations with Farmers Market representatives, who expressed interest in office and operational space within the project itself. We welcome the opportunity to continue these discussions and co-design a space that supports their mission, strengthens downtown's local food identity, and provides a seamless connection between indoor and outdoor market activity.

Our broader vision, as described in our initial RFQ submission, is to anchor the development with active retail, flexible community gathering spaces, and pedestrian-friendly edges that highlight local artisans, producers, and culture. The Farmers Market is a natural extension of that vision. Just as we did with the 5th Street Public Market—curating locally owned businesses to create a cultural hub—we intend to integrate the Farmers Market into the heart of this project.

Together, we can create a vibrant, authentic place that celebrates Eugene's food culture while enhancing the vitality of the downtown core.



PROJECT INFORMATION SHEET

GENSLER ARCHITECTS

Reference: JF Finn III, jf_finn@gensler.com

[Gensler Website Link](#)

Firm Overview

Gensler is a global architecture, design, and planning firm with 53 offices worldwide. Their practice spans hospitality, residential, workplace, and urban design.

Relevant Experience

- **Tucson Hospitality Development (Tucson, AZ)** – Current pre-development partnership with Obie Companies on a mixed-use hospitality project, integrating hotel, residential, and retail.
- **The Virgin Hotel (Nashville, TN)** – 260-room boutique hotel that combines lodging, dining, and event spaces to activate a downtown district.
- **SFO Grand Hyatt Hotel (San Francisco, CA)** – 351-room hotel designed with LEED Gold sustainability standards, connecting directly to a major transportation hub.

Partnership with Obie Companies

- Currently engaged with Obie Companies on pre-development design for a hospitality and residential project in Tucson, Arizona, leveraging their depth of experience in large-scale hospitality.

Relevance to North Butterfly Lot

Gensler's expertise in high-impact hospitality and mixed-use development aligns directly with the North Butterfly Lot vision. Their ability to combine housing and hospitality with strong placemaking and sustainability makes them an ideal partner for creating a vibrant, community-focused project in Eugene.


 SERA

PROJECT INFORMATION SHEET

SERA ARCHITECTS

Reference: Kurt Schultz, Principal, kurts@seradesign.com

[SERA Website Link](#)

Firm Overview

SERA Architects, based in Portland, Oregon, is recognized nationally for sustainable design and urban placemaking. Their portfolio includes housing, hospitality, civic, and mixed-use projects that prioritize livability, resilience, and community identity.

Relevant Experience

- **Oregon Convention Center Hotel (Portland, OR)** – 600-room Hyatt Regency with integrated public space, a landmark public-private partnership.
- **The Louisa Apartments (Portland, OR)** – 242-unit residential tower in the Brewery Blocks, anchoring one of Portland’s most successful urban renewal projects.
- **Downtown Redmond Mixed-Use Plan (Redmond, OR)** – Comprehensive urban design plan integrating housing, civic space, and retail.

Partnership with Obie Companies

- Currently engaged with Obie Companies on a mixed-use, hospitality, and residential development in Corvallis, Oregon. The project has completed Design Development and nearing the start of construction. SERA is the principal architect on the project and is also engaged as the Interior Designer.
- Currently engaged with Obie Companies on a residential development in Eugene, Oregon. The project is currently in Design Development and anticipated to start construction in 2027. SERA is the principal architect on the project and is also engaged as the Interior Designer.

Relevance to North Butterfly Lot

SERA’s track record of delivering sustainable, high-density urban housing and hospitality projects makes them a strong candidate for a downtown Eugene site. Their experience in blending private development with public amenities aligns with the project’s goals of advancing the Downtown Core Housing Initiative while activating public edges.



PROJECT INFORMATION SHEET

ANKROM MOISAN ARCHITECTS

Reference: George Signori, Principal,

georges@ankrommoisan.com

[Ankrom Moisan Website Link](#)

Firm Overview

Ankrom Moisan is a leading design firm with offices in Portland, Seattle, and San Francisco. They specialize in residential, hospitality, and mixed-use projects that build community and enrich urban environments.

Relevant Experience

- **Gordon Lofts (Eugene, OR)** – 127-unit residential building integrated with Obie Companies' Market District, designed to complement retail and hospitality.
- **Market District Expansion (Eugene, OR)** – Partnered with Obie Companies on the Gordon Hotel and Market Building, creating a seamless integration of housing, hospitality, and retail.
- **Block 216 (Portland, OR)** – A 35-story tower combining luxury hotel, residential condominiums, and office uses.

Partnership with Obie Companies

- Successfully collaborated on the Gordon Lofts and Market District Expansion, delivering high-quality, mixed-use design that activated the Market District in Eugene.

Relevance to North Butterfly Lot

Having partnered with Obie Companies before, Ankrom Moisan understands both our development approach and Eugene's urban context. Their expertise in designing mixed-use communities positions them to help create a project that integrates housing, hospitality, and public-facing ground-floor uses.



PROJECT INFORMATION SHEET

CSHQA ARCHITECTS

Reference: James Marsh, Principal, james.marsh@cshqa.com

[CSHQA Website Link](#)

Firm Overview

CSHQA is a multi-disciplinary design firm based in Boise, Idaho, with a strong focus on hospitality, multifamily housing, and commercial development across the western U.S. Their practice emphasizes client collaboration and sustainable, practical design.

Relevant Experience

- **SpringHill Suites by Marriott (Boise, ID)** – 230-room hotel balancing guest amenities with community-oriented design.
- **Boise City Center Apartments (Boise, ID)** – Mixed-use residential development with ground-floor retail, enhancing downtown vibrancy.
- **Western States Commercial Projects** – Numerous office and retail redevelopments in urban environments.

Partnership with Obie Companies

- Successfully collaborated on the Inn at 500 Capitol, delivering high-quality, hospitality design in downtown Boise, Idaho.

Relevance to North Butterfly Lot

CSHQA's regional experience in integrating residential and hospitality projects provides valuable perspective for Eugene's downtown. Their proven ability to deliver projects that balance feasibility with placemaking aligns with the vision for the North Butterfly Lot.



PARK BLOCKS - BUTTERFLY LOT

Qualifications Submittal

PRESENTED BY



IN PARTNERSHIP WITH



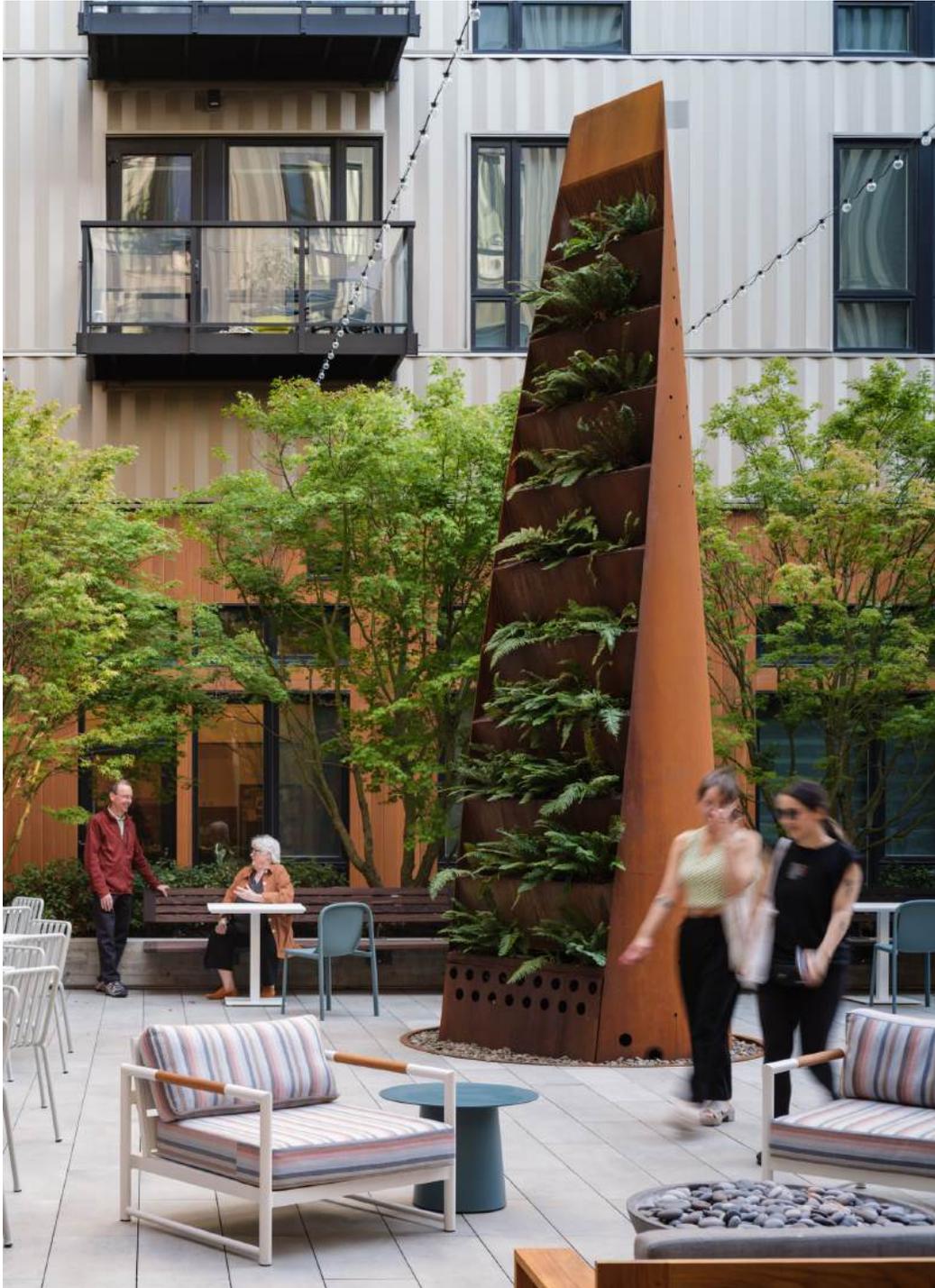


Table of Contents

Cover Letter	3
Firm & Staff Qualifications/Experience	5
Financial Capabilities	20
Comparable Experience	22
Vision	33

July 31, 2025

Urban Renewal Agency of the City of Eugene

Attn: Amanda D’Souza

99 West 10th Avenue, Suite 240

Eugene, OR 97401

RE: North Butterfly Lot Redevelopment RFQ

Dear Amanda,

On behalf of the Gorman & Company and our development team partners, Chambers Construction and SERA architects, I am delighted to present our qualifications for the North Butterfly Lot Redevelopment. Gorman and Company has a 40+ year and 14,700 unit track record of long range commitments to build, operate and maintain urban housing that contributes positively to the community. Our combined team draws from our collective experience developing high-quality, urban mixed-use buildings that contribute to the identity of the urban districts where they are built, and to the vitality of public life. As a vertically integrated firm, we believe in an integral process of “Development by Design”, where our design, construction and property management teams are included as an integral part of the development process, every step of the way. We have a Vision for redevelopment of the North Butterfly Lot that mirrors the goals of this project prospectus, the Downtown Plan and the goals of the Urban Renewal Agency, and we have the financial, technical and creative capacity to achieve the project objectives: to develop more than 80 units of high quality residential; provide a ground floor and programming that engages and activates the edges of the property, while enhancing connections to key urban nodes in the vicinity; to building sustainably with low-energy use and low-carbon construction; and is affordable to local residents and those who live and work in the Downtown Core.

Gorman & Company has taken great care to create a team by balancing local and national talent to ensure that local insights are integrated into the project design and programming, and to ensure the economic benefits of the project are felt by local and DWMEBS businesses well-established in the community.

We are very fortunate to be partnering with Chambers Construction with 7 decades of experience in building a portfolio of high quality housing and commercial buildings in Eugene; award-winning SERA Architects, who bring a deep understanding of urban placemaking and expertise in community centered design, creating sustainable and iconic places while infusing the project with local insights and site specific design sensibilities; our consultants: Cameron McCarthy, Landscape Architects and Planners, notable for their work at the Farmer Market Plaza; PAE engineers, nationally recognized leaders in innovation of sustainable building systems; KPFF Civil and Structural engineers, with expertise in Mass Timber construction. We will also partner with local non-profit Cornerstone Community Housing on resident services and broader community engagement activities.

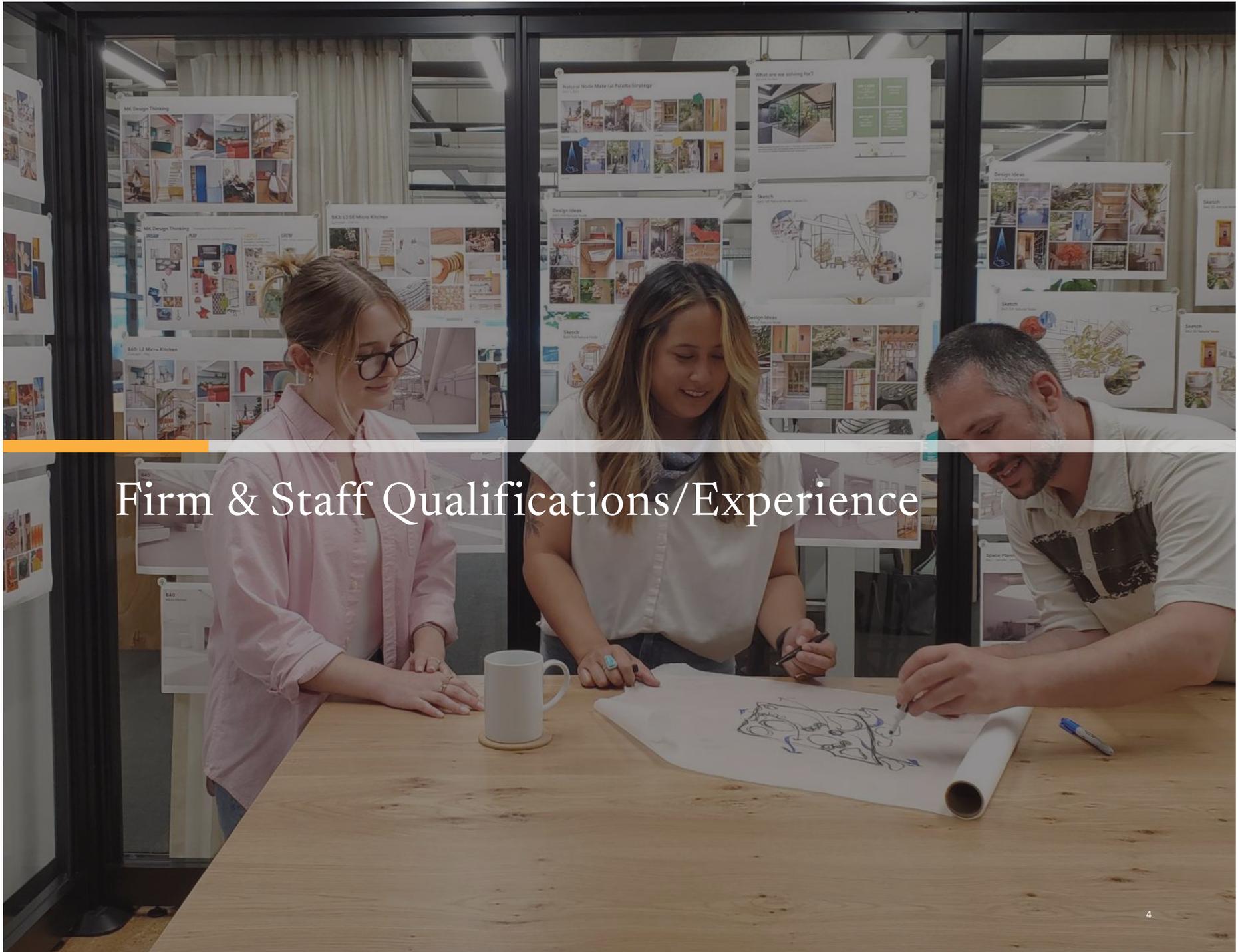
Our team brings a wealth of experience, expertise, knowledge, talent, empathy, and passion for transformative projects that enhance the lives of the residents, businesses and the communities where they are built. We look forward to your review and hope for a chance to engage with the Eugene Urban Renewal Agency on this once in a lifetime opportunity.

Sincerely,



Kevin Kellogg, Pacific Northwest Market President

kkellogg@gormanusa.com 971-837-5040



Firm & Staff Qualifications/Experience



GORMAN & COMPANY

Gorman & Company, founded in 1984, is a for-profit Community Real Estate Development organization focused on developing innovative affordable and work force housing and revitalizing communities through innovative partnerships with nonprofit organizations, municipalities, and other agencies. The company is vertically integrated with in-house Development, Architecture, General Contracting and Property Management operations. The portfolio of 14,700 units is valued at over \$3 Billion. The corporate headquarters is in Madison WI, with regional development offices in Denver, Phoenix, Atlanta, and Portland. In over 125 projects, Gorman has never defaulted or failed to complete a project.

Gorman & Company has extensive urban redevelopment experience in our core markets. As well as projects in Denver, Phoenix, Atlanta, Gorman’s team has developed multiple mixed-use projects. A recently completed project is Union Corners, a vertical mixed-use, mixed-income redevelopment in Madison, WI in conjunction with the City of Madison and the University of Wisconsin Medical School. The Pacific Northwest Region senior staff have extensive experience developing high-caliber, vertically mixed-use buildings (residential/commercial) in urban environments where they contribute to the vitality of the district and the quality of public life.

Market President Kevin Kellogg is a licensed architect and Harvard-trained Urban Designer who brings an ethos of design into all of our PNW regional projects. Development Director Eric Jacobson played a key role in the development of large-scale urban redevelopment projects in the Pearl District while at Prosper Portland and Lead Architect Evan Ward designed numerous high-density mixed-use projects in the Bay Area, Portland and Salt Lake City.

We have a deep commitment to sustainability and high-quality housing and urban development. Our working process is collaborative, engaged, and innovative. We work closely with agency and co-development partners, consultants, elected officials, and community stakeholders to craft projects that reflect the communities where they are located and address the needs and desires of the community while being mindful of and accountable to the use of public resources.



GORMAN & COMPANY AT A GLANCE

- 41 YEARS IN BUSINESS
- 7 CORE REGIONS NATIONWIDE
- 175+ PROJECTS DEVELOPED
- 14,700 UNITS IN PORTFOLIO
- \$3B DEVELOPMENT VALUE
- 252 NET ZERO UNITS



GORMAN & COMPANY



Kevin Kellogg

Pacific NW Market President

Kevin Kellogg is Market President for the Pacific Northwest at Gorman, leading mixed-income housing and mixed-use redevelopment projects across Oregon, Washington, and California. With a background in finance, architecture, and urban design, Kevin brings a multidisciplinary approach to revitalization. He previously held leadership roles at Hacienda CDC, the City of Santa Fe, and Arizona State University, focusing on urban sustainability and equitable development.

ACCREDITATIONS

Member Urban Land Institute, AIA

EXPERIENCE

15+ years urban planning & development

EDUCATION

MArch in Urban Design, Harvard University



Eric Jacobson

Director of Real Estate

Eric Jacobson is a real estate developer and project manager focused on creating affordable, sustainable, and walkable communities. He has led complex, multi-year developments—including public parks, historic renovations, and over 600 units of affordable housing—through strong collaboration and communication. Prior to joining Gorman, Eric specialized in public-private partnerships in both the public and nonprofit sectors.

EXPERIENCE

20+ years urban planning & development

EDUCATION

Master City Planning, University of Pennsylvania

GORMAN & COMPANY

Kevin Kellogg

Pacific NW Market President

PROJECT EXPERIENCE

CLARA VISTA, PORTLAND, OREGON PROJECTED 2026

108 UNITS AFFORDABLE HOUSING

GORMAN & CO. + HACIENDA CDC

THE JADE APARTMENTS, PORTLAND, OREGON PROJECTED 2026

40 UNITS AFFORDABLE HOUSING

GORMAN & CO. + APANO

LAS ADELITAS, PORTLAND, OREGON 2022

142 UNITS AFFORDABLE HOUSING

HACIENDA COMMUNITY DEVELOPMENT CORPORATION

ROSELAND VILLAGE, SANTA ROSA, CALIFORNIA 2017

REDEVELOPMENT MASTER PLANNING

KELLOGG & ASSOCIATES FOR MIDPEN HOUSING

ROSEWOOD COURT, PHOENIX, ARIZONA 2016

85 UNITS AFFORDABLE & SENIOR HOUSING

KELLOGG & ASSOCIATES FOR CATHOLIC CHARITIES + NEWPORT PARTNERS

Eric Jacobson

Director of Real Estate

PROJECT EXPERIENCE

ELMONICA STATION

MANAGED ALL PREDEVELOPMENT AND FINANCING FOR \$52 MILLION, 81-UNIT AFFORDABLE APARTMENTS. SECURED \$21.3 MILLION TAX CREDIT EQUITY INVESTMENT AND \$27 MILLION CONSTRUCTION LOAN.

73 FOSTER AFFORDABLE APARTMENTS

PROJECT MANAGER FOR ALL PRE-DEVELOPMENT ACTIVITIES FOR \$30 MILLION, 64-UNITS IN SE PORTLAND INCLUDING 22 PERMANENT SUPPORTIVE HOUSING UNITS SERVING CHRONICALLY HOMELESS HOUSEHOLDS. SUCCESSFULLY COMPLETED ORCA IMPACT ASSESSMENT.

LAS ADELITAS

PROJECT MANAGEMENT OF \$58 MILLION, 142-UNITS FOR CULTURALLY-SPECIFIC NON-PROFIT INCLUDING COORDINATION OF OAC TEAM, PUBLIC ART, AND REPORTS TO FUNDERS. OPENED JANUARY 2023. HACIENDA CDC - COORDINATED SUCCESSFUL FUNDING APPLICATION FOR \$4.7 MILLION IN STATE FUNDS TO SUPPORT \$5.8 MILLION REHABILITATION OF 56 UNITS OF AFFORDABLE HOUSING, AS WELL AS COORDINATION OF SUCCESSFUL \$9.7 MILLION PORTLAND CLEAN ENERGY FUND RETROFIT APPLICATION.

PROSPER PORTLAND

BUILT PROJECTS INCLUDE TWO URBAN PUBLIC PARKS (DIRECTOR PARK AND FIELDS PARK), THE VERA (203 UNITS OF AFFORDABLE HOUSING), 38 DAVIS, HOXTON HOTEL, AND ALBERTA COMMONS.

SERA

SERA ARCHITECTS

For 57 years, SERA has been dedicated to making people’s daily lives better.

SERA’s work is rooted in collaboration, iteration, and timeless design that resonates with the human experience. Our clients praise our holistic design process that results in long-term economic benefits, healthier people, and stronger communities. We provide a wide range of services including affordable and market rate housing architecture, hospitality architecture, renovations of existing and historic buildings, building evaluations, master planning, programming, and interior design. In Eugene, SERA has played a leading role in the Riverfront District redevelopment, including the design of the Heartwood and Portal residential projects – certified Earth Advantage Platinum projects.

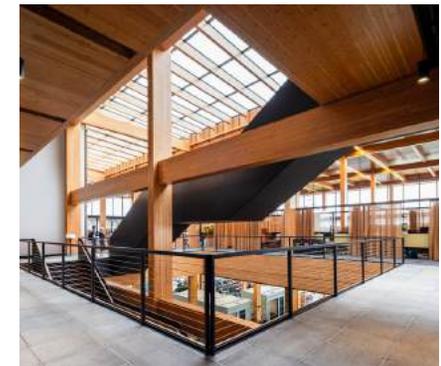
SERA has also become known for its mass timber expertise, perhaps most notably for delivering Google’s first mass timber building at 1265 Borregas in Sunnyvale, CA. SERA has also developed designs for a range of housing types, including two fully-entitled and permitted 13-story timber tours in San Jose, CA that leverage prefab wall panels to aid in speed of construction. We see great opportunities ahead with the use of mass timber in housing, including cost-competitive prefab and modularity, local sourcing, all-wood connections, and exposed structure as finish.

SERA’s approach is never a one-size-fits-all solution. We approach each project individually, collaborating directly with our clients to realize projects that are attuned to their place and reflect the needs and aspirations of their communities.



SERA AT A GLANCE

- 100% EMPLOYEE-OWNED
- 54% FEMALE OWNERS
- 30% BIPOC STAFF
- 5,000 + RESIDENTIAL UNITS DESIGNED
- 5.8M + SQUARE FEET OF HOUSING
- 65+ LEED PROJECTS
- 20+ AFFORDABLE HOUSING PROJECTS JUST CERTIFIED
- LEED | EARTH ADVANTAGE



SERA ARCHITECTS



Kurt Schultz

Principal, Director of Housing

Kurt provides public and private clients with team leadership and innovative design. With over 30 years of experience, he has honed the ability to proficiently lead large divergent groups through complex, technically oriented design projects. Kurt’s award-winning designs are a testament to his commitment to place based architecture and the climate, culture, and resources that influence it.

ACCREDITATIONS

NCARB, AIA, LEED AP, Licensed Architect in WA

EXPERIENCE

SERA since 2003 other firms since 1998

EDUCATION

B. Architecture, University of Oregon



Gauri Rajbaidya

Principal

As a Principal at SERA, Gauri focuses on designing culturally specific, accessible housing. A first-generation Nepalese immigrant, he brings deep insight into the BIPOC experience. Passionate about advocacy, Gauri volunteers with local non-profits to amplify underrepresented voices and inform legislative action. He excels in building diverse, talented teams, fostering both project success and career growth.

ACCREDITATIONS

AIA, LEED AP

EXPERIENCE

SERA since 2006

EDUCATION

M. Architecture, University of Oregon

SERA ARCHITECTS

Kurt Schultz

Principal, Director of Housing

PROJECT EXPERIENCE

MARKET RATE

SLABTOWN NEIGHBORHOOD

SALTWOOD (PORTLAND, OR) - LEED MULTIFAMILY MIDRISE GOLD

RALEIGH SLABTOWN (PORTLAND, OR) - LEED FOR HOMES GOLD

SAVIER STREET FLATS (PORTLAND, OR) - LEED FOR HOMES PLATINUM

FREEWELL (PORTLAND, OR)

EUGENE RIVER DISTRICT

PORTAL (EUGENE, OR)

HEARTWOOD (EUGENE, OR)

OBIE STATION HOUSE (EUGENE, OR)

JACKSTRAW (BEND, OR)

MERCATO GROVE (LAKE OSWEGO, OR)

AFFORDABLE HOUSING

TILLER TERRACE (PORTLAND, OR)

UNION GOSPEL MISSION LIFE CHANGE CENTER (PORTLAND, OR)

Gauri Rajbaidya

Principal

PROJECT EXPERIENCE

AFFORDABLE HOUSING

APANO, CANTON GRILL AFFORDABLE HOUSING (PORTLAND, OR)+

CIVIC DRIVE WORKFORCE HOUSING (GRESHAM, OR)

COLONIA DEL VALLE PRÓSPERO, FARMWORKER HOUSING (ALBANY, OR)

HATTIE REDMOND PERMANENT SUPPORTIVE HOUSING (PORTLAND, OR)

HENRY BUILDING RENOVATION, PRISON TO PAROLE, RECUPERATIVE CARE HOUSING, VETERAN'S HOUSING, FAIR HOUSING (PORTLAND, OR)

ORCHARDS OF 82ND (PORTLAND, OR) - EARTH ADVANTAGE PLATINUM-CERTIFIED

PROVIDENCE AGE IN PLACE HOUSING (MILWAUKIE, OR)

ST. PHILIP NERI REDEVELOPMENT CONCEPT, AFFORDABLE AND PERMANENT SUPPORTIVE HOUSING (PORTLAND, OR)

PUBLIC

PORTLAND GENERAL ELECTRIC, INTEGRATED OPERATIONS CENTER (TUALATIN, OR)

AFRICAN YOUTH & COMMUNITY ORGANIZATION DREAM CENTER RENOVATION (PORTLAND, OR)



CHAMBERS CONSTRUCTION

Chambers Construction is a leading commercial and industrial general contractor, founded in 1955 by Richard A. “Dick” Chambers, on the principles of integrity and personalized relationships. 70 years later, Dick’s legacy is reflected in the leadership of Chambers Construction CEO/President Dave Bakke, the leadership team, and the 85 employees who embody our company’s core purpose: “Building what’s important in peoples’ lives.”

Our firm has been a consistently strong and preferred general contractor for projects large and small. This is due to the quality of work we provide, having a diversified portfolio of projects, and implementing sound business practices, such as carefully considering the projects we pursue, long-term succession planning to ensure the stability of our company, strategic planning to reach our goals, and investing in comprehensive employee training so our team can be the best at what they do in their different areas of expertise.

Since 2017, Chambers Construction has delivered more than 60 projects totaling over \$400 million in local construction, building a strong presence in Lane County. Our portfolio includes notable civic and commercial buildings like the Hult Center, US Bank Tower, and Market District Commons, a Platinum-certified mixed-use project just blocks from the North Butterfly Lot site. As a CM/GC, Chambers offers deep technical expertise and a community-first approach—prioritizing local workforce participation, supporting area subcontractors, and expertly managing complex downtown construction with precision and care.



CHAMBERS AT A GLANCE

- 70+ YEARS OF REGIONAL CM/GC EXPERIENCE
- 1,500+ PROJECTS IN LANE COUNTY
- 85+ LOCAL EMPLOYEES
- MULTIPLE AWARD WINNING PROJECTS
- EARTH ADVANTAGE PLATINUM PROJECTS
- EUGENE’S PREMIUM CM/GC



CHAMBERS CONSTRUCTION



Dave Bakke
CEO/President

Dave provides overall leadership for Chambers and serves as Project Executive on all projects, often stepping in as project manager when needed. With over 33 years at Chambers and an extensive background in construction, he brings a steady hand and deep expertise to every phase of a project. Dave is the steady force behind our work—driving consistency, keeping projects on track, and staying deeply involved and dedicated to serving our community.

ACCREDITATIONS

CSI Certified Construction Contract Administrator

EXPERIENCE

Chambers Construction since 1992, other firms since 1980

EDUCATION

Business Communications & Management



Chris Boyum
Executive Vice President

Chris is a key member of the Leadership Team and serves as both a Project Executive and Senior Project Manager. With over 21 years at Chambers, he brings experience and knowledge in navigating multi-family housing and mixed-use developments, including complex urban projects. Known for his hard work and steady leadership, Chris is deeply committed to the Eugene community—it's where he works and where he calls home.

ACCREDITATIONS

CSI Certified Construction Contract Administrator

EXPERIENCE

Chambers Construction since 2004

EDUCATION

B.S. Construction Engineering Management - Oregon State University



PAE

With nearly 60 years of experience in Oregon and 400 staff nationwide, PAE is a national leader in sustainable building systems, bringing deep Passive House, net-zero, and all-electric design experience to the Butterfly Lot team.

PAE is a values driven MEP firm with a mission to build a sustainable future within one generation. Their portfolio includes more than 25 Passive House certified or pursuing projects, including the Parkview Terwilliger Plaza and Orchards at Orenco. Their team includes Certified Passive House Consultants (CPHCs) and has delivered engineering services for over 40,000 residential units and 100+ LEED Platinum buildings nationwide.

PAE’s Eugene office is very active in the local community. They provided full MEP services for the Eugene Farmer’s Market Pavilion, creating a vibrant, flexible place for community gathering while including sustainable design features such as radiant floor heating and coordination with mass timber construction.

In addition, PAE performed the Mechanical, Electrical, Plumbing Technology for the Eugene Farmer’s Market Pavilion and Plaza. A welcome addition to the treasured Lane County Farmer’s Market. Because the market runs year-round, the new pavilion was designed as an indoor space with roll-up doors that can provide shelter from the weather while offering as much functional community space as possible. Special features include semi-conditioned space designed to be fully open to the outside. There is radiant floor heating on indoor aisles targets where people walk for a comfortable heating system that reduces the energy load. Assistive listening and AV hookups are embedded in the floor slab so anyone that is hard of hearing can still enjoy performances and presentations.



PAE AT A GLANCE

- 400+ PERSON FIRM
- 56 NET-ZERO ENERGY BUILDINGS
- 112 LEED PLATINUM BUILDINGS
- 20 LIVING BUILDING PROJECTS
- 47 ALL-ELECTRIC PROJECTS





Ruwan Jayaweera

Principal in Charge

Ruwan is a mechanical engineer with 25 years of experience in sustainable building systems. He specializes in high-performance residential and mixed-use developments focused on energy efficiency, comfort, and affordability. His portfolio includes 30+ LEED projects, 12 net-zero buildings, and two Passive House projects. Ruwan’s expertise in construction management and energy auditing has helped teams reduce energy use and operational costs.

ACCREDITATIONS

PE, LEED AP, DCEP

EXPERIENCE

25 years

EDUCATION

MS Mechanical Engineering, University of Maryland



Sydney Mills

Project Manager

Sydney is a project manager with over a decade of experience leading housing and infrastructure projects from planning through delivery. With an MBA in Project Management, she brings strategic oversight and hands-on coordination to impactful initiatives. Based in Eugene, she is an active industry leader and serves her second term as President of the Willamette Valley Chapter of CSI. Her portfolio includes public and affordable housing across Oregon and California.

ACCREDITATIONS

CDT

EXPERIENCE

10+ years

EDUCATION

MBA, Project Management, Concordia University



CAMERON McCARTHY

Cameron McCarthy (CM) is a Eugene-based landscape architecture and planning firm with a deep, ongoing connection to the North Butterfly Lot site.

As the lead site designer for the Eugene Park Blocks—a transformative project redefining the heart of downtown—CM has played a central role in master planning, public engagement, and built implementation of the Farmer’s Market Pavilion and Plaza. Their phased approach prioritized community involvement, ecological function, and inclusive urban placemaking. Today, CM continues to guide the evolution of the site, including recent work rezoning the North Butterfly Lot to support future mixed-use development.

CM brings decades of experience shaping civic, cultural, and ecological spaces across the Pacific Northwest. Their design for the Park Blocks integrates mature tree preservation, permeable paving, pollinator gardens, and stormwater systems beneath a vibrant public plaza. The project earned Oregon DJC’s 2023 Top Project Award (Arts, Culture & Entertainment).

With a long-standing collaboration with SERA Architects and a portfolio of impactful community spaces, CM brings local knowledge and design leadership that will help the Butterfly Lot become a cornerstone of Eugene’s downtown experience.



CAMERON McCARTHY AT A GLANCE

- 27 PERSON EUGENE BASED FIRM
- COMMUNITY CENTERED DESIGN
- 10,000 + STAKEHOLDERS ENGAGED IN PARK BLOCKS OUTREACH
- 2023 DJC TOP PROJECT AWARD
- COLLABORATED ON RIVERFRONT DISTRICT
- EXTENSIVE LOCAL KNOWLEDGE FOR CODE AND ZONING



CAMERON McCARTHY



Colin McArthur
Principal-in-Charge

Colin leads Cameron McCarthy’s planning practice with over 20 years of experience supporting communities across Oregon. He specializes in property acquisition, project management, and development services for public agencies. His expertise spans site due diligence, land use planning, and master planning. Known for his leadership and facilitation skills, Colin effectively manages complex projects.

ACCREDITATIONS

AICP

EXPERIENCE

CM since 2005

EDUCATION

Master of Community and Regional Planning, Oregon



Matt Koehler
Design Principal

Matt leads the Portland office for Cameron McCarthy and brings a diverse portfolio including plazas, streetscapes, campuses, athletic fields, and park master plans. He is committed to sustainability and re-use, blending modern design with natural elements to create places that connect people to their environment. His leadership emphasizes open communication and inclusive stakeholder engagement. Matt’s approach affirms shared community values.

ACCREDITATIONS

Landscape Architect, RLA, ASLA, LEED AP

EXPERIENCE

19 years with CM

EDUCATION

Assoc. Applied Science, Lane Community College



KPFF

KPFF brings over six decades of experience in structural and civil engineering, with a national footprint and a trusted local presence.

With more than 1,400 professionals in 30 offices—including Portland and Eugene—KPFF provides engineering services for projects that shape cities, reinforce communities, and support long-term urban growth. Their deep portfolio of work spans public infrastructure, utilities, urban infill, roadways, and large-scale mixed-use and residential redevelopment. KPFF has delivered civil and structural services on over 500 mixed-use projects nationwide, with many focused on complex downtown redevelopment.

For the Butterfly Lot project, KPFF contributes both technical precision and proven collaboration. Their longstanding partnership with SERA Architects—over 300 joint projects—brings a shared language and streamlined project delivery. Notable shared work includes the Civic Redevelopment, Morrison Apartments, and the AC Hotel by Marriott. KPFF’s local knowledge, paired with their expertise in structural integration, mass timber/CLT, sustainable site design, and civil infrastructure, ensures that the Butterfly Lot will be designed for resilience, constructibility, and lasting community value.



KPFF AT A GLANCE

- FOUNDED IN 1960
- 1,400+ EMPLOYEES AND 30+ OFFICES NATIONWIDE
- 500+ MIXED-USE PROJECTS
- 300+ PROJECTS IN COLLABORATION WITH SERA
- STRUCTURAL + CIVIL + SERVICES
- EXPERTISE IN URBAN INFILL & REDEVELOPMENT





Matt Keenan
Principal

Matt Keenan is a Principal at KPFF with over 29 years at the firm, specializing in site development and sustainable design for urban mixed-use projects that help revitalize downtown Eugene. He leads planning, design, and project management efforts with a focus on exceptional service and innovative engineering solutions. A Eugene native and UO alum, Matt is deeply committed to the local community.

ACCREDITATIONS

PE

EXPERIENCE

29 years - 28 kpff

EDUCATION

BS, Physics - BS, Civil Engineering



Mark Tobin
Principal

Mark's passion for structural engineering began at age 11 and has only grown since witnessing high-rise construction in Minneapolis. He enjoys complex projects that blend aesthetics, technical precision, and collaboration, with designs that have helped reduce construction time and cost. In Eugene, Mark has led structural design for vertical mixed-use and high-density housing projects, including Courtyard and Skybox Apartments.

ACCREDITATIONS

PE, SE

EXPERIENCE

28 years - 22 kpff

EDUCATION

MEng, Civil Engineering, Cornell University



Financial Capabilities

FINANCIAL CAPACITY

A. Audited Financials

Attached under separate cover you will find 1 year of annual audited financial statements for Gorman & Company and affiliates. Gorman asks that company financials remain confidential with exception to the internal Eugene Urban Renewal Agency staff and their required decision makers, attorneys, etc. for this transaction. Michael Redman, Senior Vice-President and CFO/COO to Gorman, is happy to answer any and all questions Eugene Urban Renewal Agency may have regarding financials upon request.

B. Guarantees

Gorman & Company typically serves as the sole guarantor in all of our housing authority and non-profit co-development partnerships. While we are open to different models and approaches, we are perfectly willing and able to offer our full and sole guarantee for the project that we undertake with the Eugene Urban Renewal Agency.

Gorman & Company closely monitors its net worth and liquidity to ensure that we meet all financial performance benchmarks of our lenders and investors. Our financials have been reviewed and approved by nearly all of the largest lenders and investors across the United States including Bank of America, JP Morgan Chase Bank, BMO Harris Bank, US Bank, Berkshire Hathaway, Nationwide Insurance, the National Equity Fund, Enterprise, and the like.

C. Banking References**BMO Harris**

Sarah O'Hara
Vice President
Telephone: 608-252-5826
Email: sarah.ohara@bmo.com

One Community Bank

Jim Walker
Executive Vice President
Telephone: 608-838-5025
Email: jwalker@onecommunitybank.com

Associated Bank N.A.

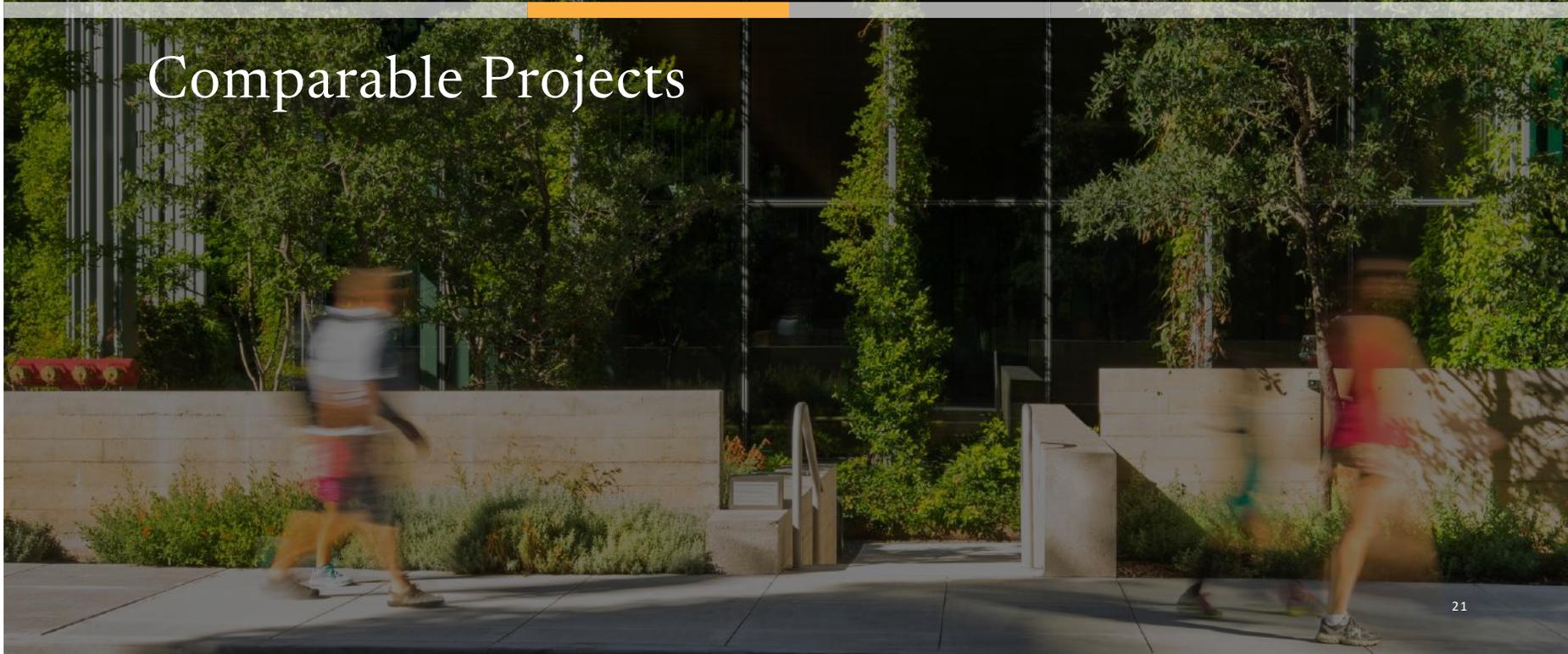
Cathy Boersma
Senior Support Specialist-Commercial Banking
Telephone: 608-259-3602
Email: cathy.boersman@associatedbank.com

JPMorgan Chase Bank, N.A.

Ric Casas
VP, Treasury Management Officer
Telephone: 312-732-1786
Email: ricardo.f.casas@jpmchase.com



Comparable Projects



Eugene River Front District

Master Planning and Housing Development

Eugene, OR

SERA partnered with Atkins and Dame to create a Eugene Riverfront District masterplan for the redevelopment of the EWEB riverfront property in the City of Eugene. This work aims to connect the downtown to the Willamette River and builds on several years of planning to make the community's long-held vision a reality. The plan proposes an extension of 5th Avenue leading to a public riverfront plaza, surrounded by a restaurant, a hotel, for-sale townhomes, and market-rate and affordable apartments with ground-floor retail.

The project will seamlessly integrate with the City's planned riverfront park project, aiming to create a cultural landscape along the bank of the river. The long-term vision also includes a pedestrian bridge over the river that connects the new urban neighborhood, and downtown, to Alton Baker Park.

Following the creation of the Eugene Riverfront District masterplan, SERA has designed and built two residential mid-rise projects. The first apartment building constructed was Heartwood, a 95-unit 4 story project on Ferry street that faces the Riverfront Park and Plaza. The second apartment building is Portal, a 130-unit 4 story project that is at the gateway to the Riverfront District located on East 4th and Mill Street. Portal will complete construction in the summer of 2025. SERA is currently designing residential buildings on Parcels 2, 9, and 10.



DEVELOPMENT PARTNERS	Atkins and Dame
PROJECT TIMELINE	Entitlements through CA: Heartwood: 4 years 1.5 months Portal: 2 years 9.5 months
TOTAL BUILDING AREA BY USE	Parcel 7 / Heartwood: 103,729 gross SF. All residential, includes tuck under parking. Parcel 3BC / Portal: 220,055 gross SF. All residential, includes parking garage
DEVELOPMENT TEAM'S ROLE	SERA Urban Planning developed the Eugene River District masterplan defining site and street layout. SERA Architecture worked with the client from concept through construction administration to deliver each project. SERA Interiors team developed the concept, design, documentation and provided CA support services (start to finish) on each project. SERA Landscape, same, from concept through CA services on both projects
USE OF LOCAL CONTRACTORS	As part of the Mulit-Unit Property Tax Exemption (MUPTE) program, the Contractor pursued 20% local labor involvement. Both projects were entitled through the MUPTE process.
TOTAL DEVELOPMENT COST	Confidential
FINANCING STRUCTURE	Private investors and some bank financing



The Jade

Affordable Housing

Portland, OR

The Jade Apartments will provide 40 units of new affordable housing with construction of energy efficient, healthy, and accessible apartments in a new building. The project will include common areas, outdoor spaces, and off-site improvements.

The project will be developed through an innovative partnership between non-profit co-development partner and non-profit APANO and Gorman & Company, LLC, a national leader in affordable housing development. The project will implement state-wide housing plan policy priorities of affordable rental housing & furthering equity and racial justice.

The Site was as identified by the Jade District as a key opportunity site in the 2018 EPA funded community engagement project "Greening the Jade". It consists of three (3) parcels on 89th Ave in SE Portland, near high-capacity transit, schools, shopping and other walk-to amenities. 89th Ave is currently an unpaved road and improvements are needed to address this inequity.



DEVELOPMENT PARTNERS	Gorman & Company, LLC APANO Communities United Fund
PROJECT TIMELINE	Closing - 1.10.2025 Complete Construction - 7/5/2026
TOTAL BUILDING AREA BY USE	Housing - 41,982 SF
DEVELOPMENT TEAM'S ROLE	SERA architect Gorman is Arch, Dev and Gorman GC in JV with local MBE firm
USE OF LOCAL CONTRACTORS	Gorman General Contractors
TOTAL DEVELOPMENT COST	\$23,404,701
FINANCING STRUCTURE	Workforce
SUSTAINABLE BUILDING FEATURES	The project has solar covering the whole roof as well as a PV parking canopy. The project is planned to have battery backup storage for the solar that will power the first floor community room so the space can act as a resilience hub in the event of a power outage. There will be 4 EV parking stalls, and 12 additional EV ready stalls.
CURRENT OCCUPANCY	Under construction



Clara Vista

Market Rate Housing

Steamboat Springs, CO

Riverview Apartments offers a unique opportunity for future residents: a downtown, market-rate, for-rent lifestyle. Our residents will be local mid-to-high level employees seeking new construction living in a downtown environment, executive level employees relocating to town and seeking a residence until they locate a home to purchase, and those seeking a second home in a Colorado resort community that are unable to purchase a second home due to home prices.

Ample amenities will include on-site management, year-round direct walking and biking trail access, Yampa River access, picnic area, electric vehicle charging stations, and immediate proximity to the Downtown Steamboat location. The free Steamboat Springs Transit provides convenient bus access to points around town, including the Base Area and other shopping destinations.



DEVELOPMENT PARTNERS	Gorman & Company, LLC
PROJECT TIMELINE	Closing Date: 5/7/2024 Construction Completion: 2/2/2026
TOTAL BUILDING AREA BY USE	Approx. 95,000 SF
DEVELOPMENT TEAM'S ROLE	Gorman is Dev and GC in JV with local MBE firm
USE OF LOCAL CONTRACTORS	Denevue Construction
TOTAL DEVELOPMENT COST	\$77,100,000
FINANCING STRUCTURE	Private Equity Investor
SUSTAINABLE BUILDING FEATURES	Close to Net zero, extensive solar
CURRENT OCCUPANCY	Under Construction



Market District Commons

Mixed-Use, Multi-Family Housing

Eugene, OR

In 2014, Chambers Construction was selected as the CM/GC for Homes for Good's Market District Commons project. The project broke ground in Spring 2019 and completed construction toward the end of 2020.

Born from a community vision, Market District Commons provides supportive housing in a location ideal for both the residents and the surrounding community. The project's site gives residents sustainable downtown living and access to goods and services, public transportation, recreation, and work opportunities.

Market District Commons is a mixed-use project that includes both commercial space and 50 apartments built to the latest green standards, achieving Earth Advantage's platinum certification for multifamily housing.



DEVELOPMENT PARTNERS	Housing and Community Services Agency of Lane County, Obie Development Team
PROJECT TIMELINE	RFP issued: 2014 Preconstruction: 2018 Groundbreaking: Spring 2019 Project Completion: Fall 2020
TOTAL BUILDING AREA BY USE	Total site: 33,203 SF Total building: 58,580 SF Residential living: 52,050 SF Street-level commercial space: 6,800 SF
DEVELOPMENT TEAM'S ROLE	Chambers Construction served as the CM/GC for this project, providing pre-development input, preconstruction services—including design document review, constructibility assessments, and construction documents—and managed the project through completion.
USE OF LOCAL CONTRACTORS	70%+ local subcontractors. There were no MWESB requirements, but 7% of our subcontractors fell into this category.
TOTAL DEVELOPMENT COST	Undisclosed - to inquire further contact Homes for Good
FINANCING STRUCTURE	Multiple funding sources secured by Homes for Good - including a NOAH Loan and HUD funding
SUSTAINABLE BUILDING FEATURES	Market District Commons achieved Earth Advantage Platinum certification
CURRENT OCCUPANCY	Still open and renting to tenants through Homes for Good



Fernwood Village

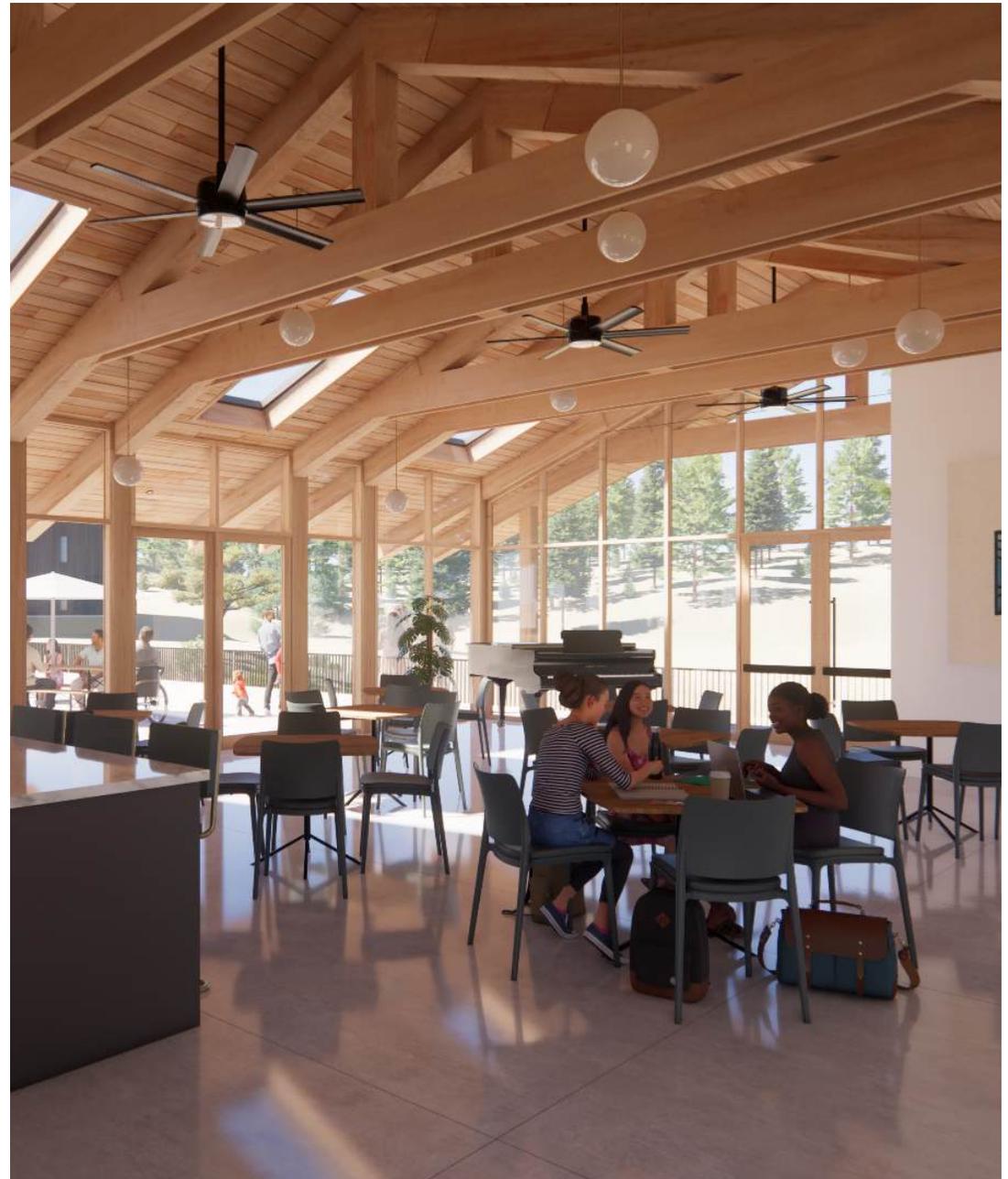
Affordable Housing

Lincoln City, OR

Fernwood Village consists of a mixture of affordable Apartments and market-rate Townhomes intended to increase the supply of workforce housing in Lincoln City.

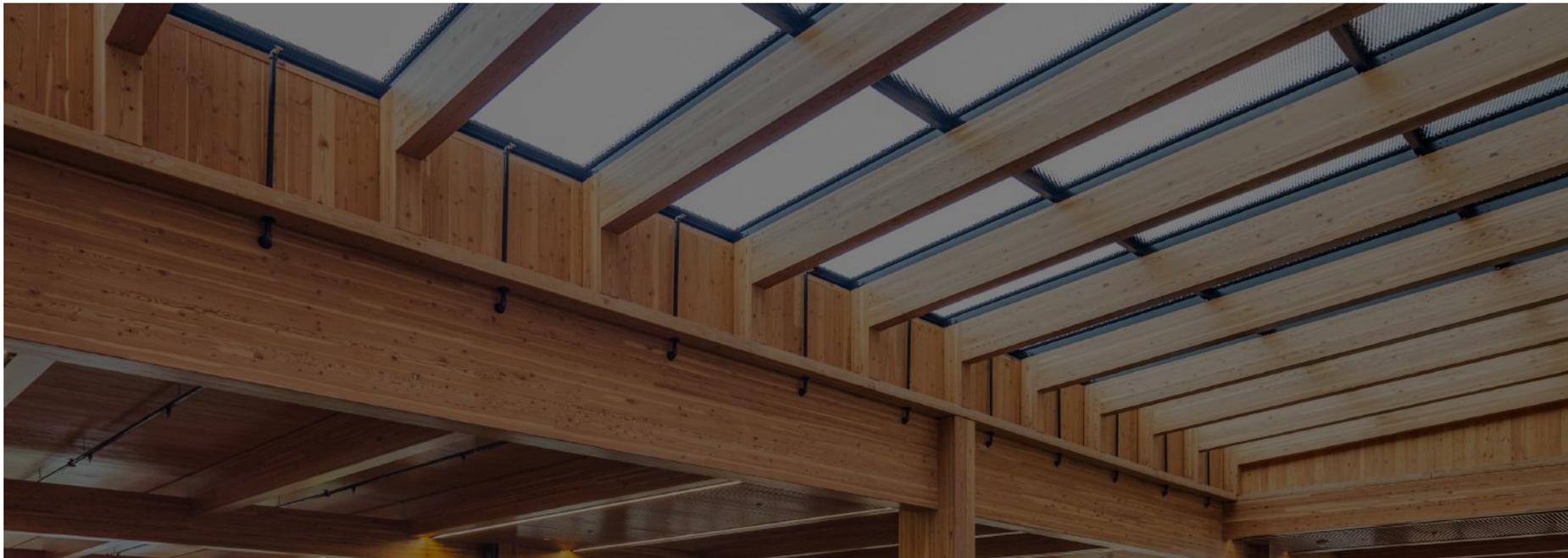
The project proposes to develop the two market types in separate phases. The project will utilize both public and private financing to fund the development. The Apartment units will be targeted to provide housing available to households with incomes up to 60% AMI, utilizing OHCS LIFT gap funding, State green building funding, and permanent loan financing. The Townhomes will target housing with incomes up to 150% AMI will seek private equity, and permanent loan financing, as well as potential workforce housing incentives.

All units will be operated and managed as rental units, with a potential exit in the longer term on the townhomes through sale to qualifying residents. Gorman typically holds and operates our properties for the long term.

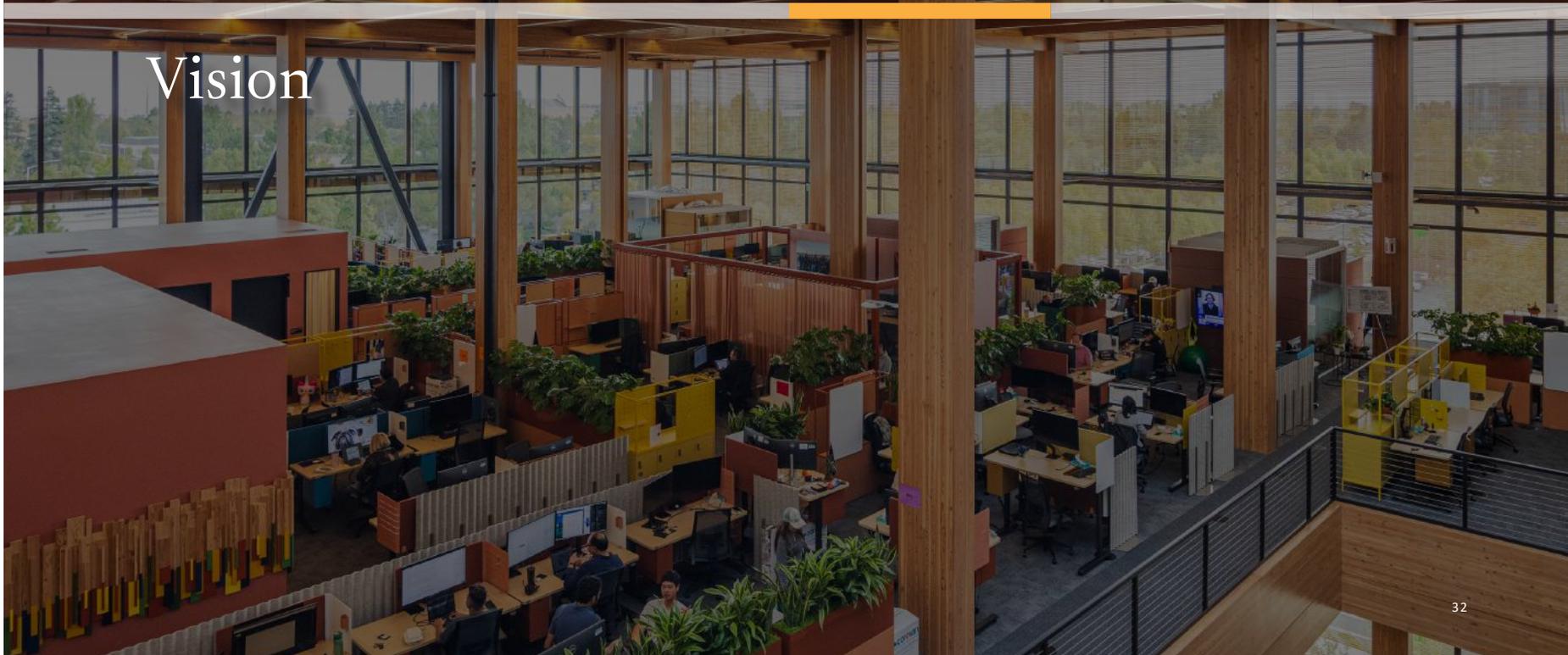


DEVELOPMENT PARTNERS	Cornerstone community housing (Eugene non profit)
PROJECT TIMELINE	(closing date and construction completion date) close 2/2026 CO 2/2028
TOTAL BUILDING AREA BY USE	total building area and use 80k SF
DEVELOPMENT TEAM'S ROLE	Gorman is Dev and GC in JV with local MBE firm
USE OF LOCAL CONTRACTORS	Joint Venture between Gorman GC and GSI Builders (local to Portland)
TOTAL DEVELOPMENT COST	total development cost 32 million
FINANCING STRUCTURE	4% LIHTC
SUSTAINABLE BUILDING FEATURES	Solar, Passive house strategies
CURRENT OCCUPANCY	(under construction)





Vision



Project Vision

Our vision for a new mixed use development on the North Butterfly Lot reflects the City's goals and urban design prerogatives for the Downtown Core. We understand the project will be a high-density, mixed-use development, with high-quality architecture. In our vision, the new development will feature an active ground floor that provides a safe and lively pedestrian edge along 7th and Oak, while connecting residents to urban activity nodes in the surrounding area and to the riverfront. The building will radiate a unique sense of place while providing active street front uses that engage and ameliorate the Farmers Market plaza. The new development will feature an urban plaza and open space that complements and links the Park Blocks to the south along both Oak and West Park. The project will include more than 80 units of housing, with a diversity of unit size, type and bedroom count. The building will be designed and built to the highest level of sustainability considering climate change, energy and water use, healthy living space, and efficient use of quality materials. The project overall will be a safe and welcoming place to all who live, work, play, learn and shop. It will be an attractive and affordable place to live, long term, for a wide range of local residents, business owners and those who work in the Downtown Core

We have developed a proposal for a 7-story building, including residential units of different sizes and price points and active ground floor uses in an L-shaped building that frames a large urban plaza open space. The project's goals include supporting pedestrian connectivity with other uses in the vicinity to support the sense of a distinctive urban district with a vibrant and positive atmosphere. The North Butterfly vision that we wish to bring forward consists of a single 7-story building with a total of 84 units, including 48 one-bedroom, 30 two-bedroom and 6 three-bedroom flats. Along with residential units are 2500 sq. ft. of street front retail and resident amenities including outdoor space, spacious lobby and co-working areas, gathering spaces with kitchen, secure mailbox area with package room, and offices for on-site property manager and resident services, and indoor secure bike parking. The buildings are envisioned as constructed with mass timber with slab on grade foundation, enclosed hallways, elevators, and exit stairs. The residential density is 150 du/acre and the floor area ratio is 4.0. Resident parking will consist of the 75 parking spaces available in the Parcade Garage on Willamette Street. The project will meet and advance the City of Eugene's planning efforts and program goals.

Site and Building Design.

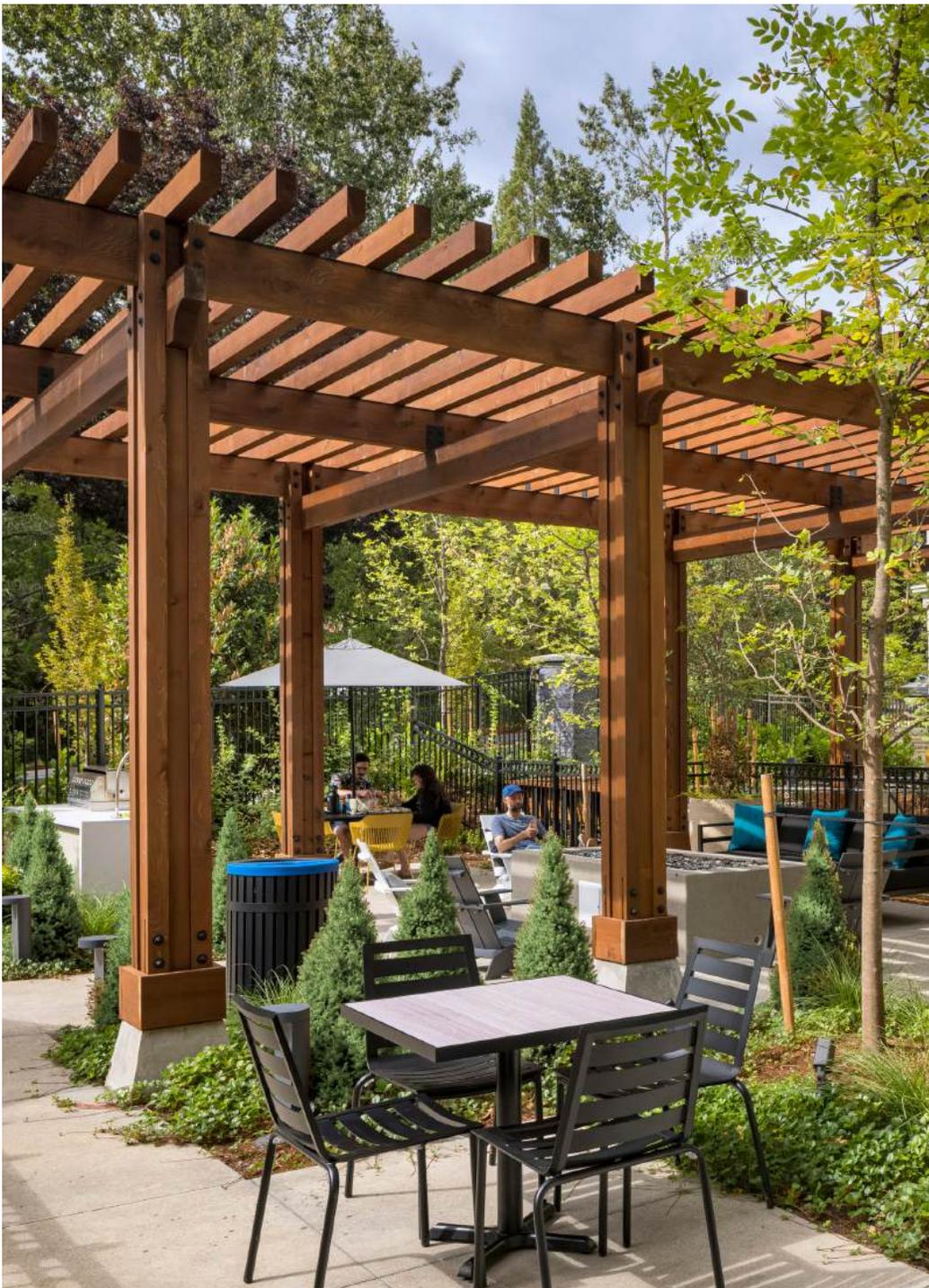
The design and planning process will include community engagement through focus groups to seek feedback on the project design and programming. The proposed site plan and building design will be consistent with the downtown plan and contemporary urban design best practices. The buildings will be built to all local and national accessibility standards. A full solar array will be provided which will allow green energy to be provided for common areas, as well as healthy indoor air quality and low carbon construction. All units will have air conditioning. The ground floor will include 2 commercial spaces which would be equipped with infrastructure for food and beverage programming. In our vision, these retail spaces will celebrate and support social gathering hubs and farm to table dining and grocery options. We are more than open to partnering with local start-ups and alternative business or social impact ventures that complement the vibe and audience generated by the park blocks and market days.

Project Economics

Gorman typically holds properties for a minimum of 15 years. Our 14,700 unit portfolio performance is based on long-term ownership and management of signature properties such as we are proposing for the North Butterfly Block. The envisioned project will be financed with Tax Exempt Bonds and potentially other subordinate debt products, deferred developer fees, and 4% Low Income Housing Tax Credits, as administered by the State of Oregon. Other State sources such as the LIFT program and OR-MEP will provide gap sources and funding for green building components. This will allow rents to be affordable long term, to local downtown workers and residents. Applicable federal sources such as congressionally directed spending, solar tax credits, and federal transportation sources and TIFIA will be explored as well. We will also work with the City on a MUPTE property tax exemption, and any available SDC or other incentives. The 7 -story mixed-use residential building with commercial space will trigger BOLI wage rates. We are committed to exceeding the MWESB construction and consulting procurement goal of 30%.

A mixed-use urban development of this scale will require time, as resources are limited and this project will require a large investment tranche. Ground floor mixed use commercial, open to the public, is not an eligible activity under tax credit regulations, so additional sources will be identified to fund the commercial portions of the building. For such an iconic and strategically important block in Downtown Eugene, the outcome is worth the wait for such a key development that will serve the community for generations.





Thank You!

PRESENTED BY



IN PARTNERSHIP WITH



Hi Kevin, Tim, Gauri, and Austin,

Thank you again for submitting a response to the North Butterfly Lot RFQ. The Evaluation Committee, made up of City staff, community partners, and members of the community, has met twice since you submitted to discuss the responses received and they have generated additional questions they would like to ask responding teams before they make their final recommendation, some specific to your response and a common question about Lane County Farmers Market. **Please submit your responses to the questions below to ebrown@eugene-or.gov by 11:59 PM on Sunday, September 14th.** Responses are limited to 2 pages of narrative, not including any requested attachments. Thank you for your continued interest in this project.

Your project vision and economics emphasize affordability, specifically financial tools that are targeted at Affordable Housing (income-qualified) development. In recent years, Downtown Eugene stakeholders have expressed interest in exploring the feasibility of market-rate units on this site.

1. Is the feasibility of your vision contingent on securing resources designed for income-qualified units, or could you consider developing a market-rate or mixed-income building?

The City has noted the importance of an active ground floor.

2. Can you provide 1-3 additional examples of Gorman projects that have an active/urban ground floor? [attached project information sheets do not count towards the two-page limit]

The RFQ highlighted the opportunity to partner with the Lane Country Farmers Market.

3. Please describe how your team would approach engagement or partnership with the Lane County Farmers Market as part of the ground-floor activation and broader project vision.

Thank you,
Amanda



RESPONSE TO FOLLOW UP QUESTIONS

Re: The Butterfly Lot RFQ
 To: Eric Brown ebrown@eugene-or.gov
 Date: 11:59 PM on Sunday, September 14th.

1. **Affordability Levels:** *Is the feasibility of your vision contingent on securing resources designed for income-qualified units, or could you consider developing a market-rate or mixed-income building?*

We would absolutely consider a market rate or mixed income project. As part of our economic evaluation and testing of various financial models during the RFQ process, we explored both market rate and mixed income unit mix and capital sources for this project. We concluded the affordable mix has the shortest timetable for development, requires no additional parking structure, would leave room for City investments at a moderate level, and has social and economic benefits.

We would be very happy to explore any mix desired by the City and stakeholders in the area. A market rate project will have about the same number of units, with fewer bedrooms overall, owning the larger square footages and smaller bedroom counts, and is more highly amenities in common areas. Our market scenario assumed rents at the highest level seen in the city, between \$2,500-\$4,000 requiring household incomes of \$100,000-\$150,000 for 1, 2 and a few 3 bedroom units. Market-rate residential development can be challenging to finance without parking. We would expect at least 60 cars would be needed, underground below the building and plaza area, which would add approximately \$5 to the project.

Our analysis indicated a financing gap of approximately \$15M, after considering debt and equity investments with current interest rates and expected investor returns. We could see an innovative public-private partnership with the City that could conceivably leverage property tax, TIF and other incentives to close the gap and deliver a market or mixed income project. We are happy to work through the process with the City, in complete transparency, to fully understand the variables, benefits and challenges of this scenario.

2. **Gound Floor Activation:** *The City has noted the importance of an active ground floor. Can you provide 1-3 additional examples of Gorman projects that have an active/urban ground floor?*

As mission focussed developers, we focus our development programs according to the needs and context of each community. For mixed use buildings, ground floor programming for streetscape and neighborhood activation is developed through collaboration with the local area stakeholders to confirm both the fit in the community and the economic viability of the enterprise. See examples in the attached supplementary project info.



3. **Lane Country Farmers Market:** *Please describe how your team would approach engagement or partnership with the Lane County Farmers Market as part of ground-floor activation and broader project vision.*

The Cameron McCarthy (CM) team has a long history of successfully collaborating with the Lane County Farmers Market. On the Eugene Parks Blocks project, CM engaged in an extensive public involvement process with key stakeholders, including the Saturday Market, Lane County Farmers Market, and the greater community, to understand all the priorities in the heart of downtown, where everyone can feel safe, inspired, and a sense of ownership. The goal was to create a site that was inclusive yet unique to Eugene, where people could feel a sense of community and belonging. The process was rich with design workshops, stakeholder meetings, and public events. The team contacted more than ten thousand people during the six-month project. Information was shared and gathered via web and social media platforms, in-person outreach, public events, online and paper surveys, and work sessions with current and potential future user groups. This feedback provided a foundation for the development of the conceptual design plan, and directly influenced the project program, size, and siting of structures, and landscape elements during the first three project phases.

The N. Butterfly Lot Project builds on this established partnership and will be guided by transparent and ongoing communication. CM's office is just a few blocks from the site, so we're open and flexible for meetings. Our team will engage with Farmers Market to align the project vision with the community's and its users' priorities. A few ideas to integrate the ground floor with the rest of the park blocks include:

- Supportive programming and potential retail and dining options
- Farm to table collaboration: encouraging restaurants on the new block to source food from the Farmer's Market in their meal preparations.
- Gardens that include food and urban agricultural-friendly landscape design that blends seamlessly with the fabric of the overall Park Blocks Master Plan.



THE COLBURN

Once a hotel, The Colburn now offers historically renovated, affordable apartments in the heart of downtown Denver, close to shopping, entertainment, and restaurants. The Colburn now offers deep affordability for all residents through project-based vouchers. The rehabilitated building consists of 91 efficiency units and one manager's unit. The building offers a laundry facility, community room, fully-equipped community kitchen, and fitness room. The historic building was once Denver's finest hotel and featured a prohibition era Piano Bar that was a magnet for travelers, artists, beat poets, actors and musicians. During the major renovation in 2019 led by Gorman & Company, extensive work focused on the residential units. To preserve the historic ground floor use and gathering space, Gorman explicitly stated that Charlie Brown's would remain in operation, and they extended the bar's lease without mention of closing or renovating the restaurant and bar space. The priority was to preserve the historic character of ground floor public areas, including the bar and dining spaces, rather than changing or updating their historic interiors. The Piano Bar did finally become a bar in 1947, and the creative and social energy continues today.





BREWHOUSE INN AND SUITES



The Brewhouse Inn & Suites stands as a beacon of Milwaukee's rich history and contemporary allure. Located in Milwaukee's Brewery District, the Brewhouse Inn & Suites provides a gateway to the city's vibrant culture, embodying the perfect blend of nostalgia and contemporary comfort.

The brewery operated for over 150 years until Pabst headquarters left Milwaukee in 1996. The building was transformed into the Brewhouse Inn & Suites by Gorman & Company in 2011. Opened in 2013, the hotel's notable features include six massive copper brewing kettles and a stained-glass window depicting King Gambrinus, the patron saint of beer.

The On Tap Bar was created as a new concept as part of the adaptive reuse and renovation of the historic Mill House building in the redeveloped Brewery District. On Tap occupies the space that formerly housed Jackson's Blue Ribbon Pub, which closed in 2020. The current On Tap Bar and Restaurant was opened by Gorman & Company as a major part of the renewed Mill House following the Pabst Brewery redevelopment. Although the building itself is historic, On Tap represents a new build-out and branding within that space, with some basic cosmetic updates and enhancements, designed to serve hotel guests and the Brewery District community. The layout retains historical features (exposed brick, brewery elements), showcasing both the new identity and preservation of original architecture. In summary, On Tap Bar was newly established in the Mill House as a centerpiece of the redevelopment—rather than being an original, long-standing bar—and launched alongside the housing, hotel, and mixed-use transformation of the Pabst Brewery complex.





ALEXANDER LOFTS / MITCHELL ST. LIBRARY

Gorman worked in partnership with the City of Milwaukee, WI, to renovate the historic Hills Building into a new public library space on the first floor with market rate residential apartments above. The upper floors were renovated to create 52 apartment units, and the separate back building is being renovated to create an additional 8 townhouse units for a total of 60 units. The Hills Building was originally constructed in 1919 and served as a department store for decades. The property is located within the Historic Mitchell Street district, a nine-block stretch of architecturally and historically significant commercial structures. The development is located close to Lake Michigan, city parks, and the business district with restaurants, shopping, culture, and art. The Mitchell Street Library moved into this building as part of the restoration and redevelopment project and opened its doors at this location in 2017. The area's former branch library was the Forest Home Library which closed in 2017 when the Mitchell Street Library opened in its new building





EMBASSY SUITES ROCKFORD HOTEL

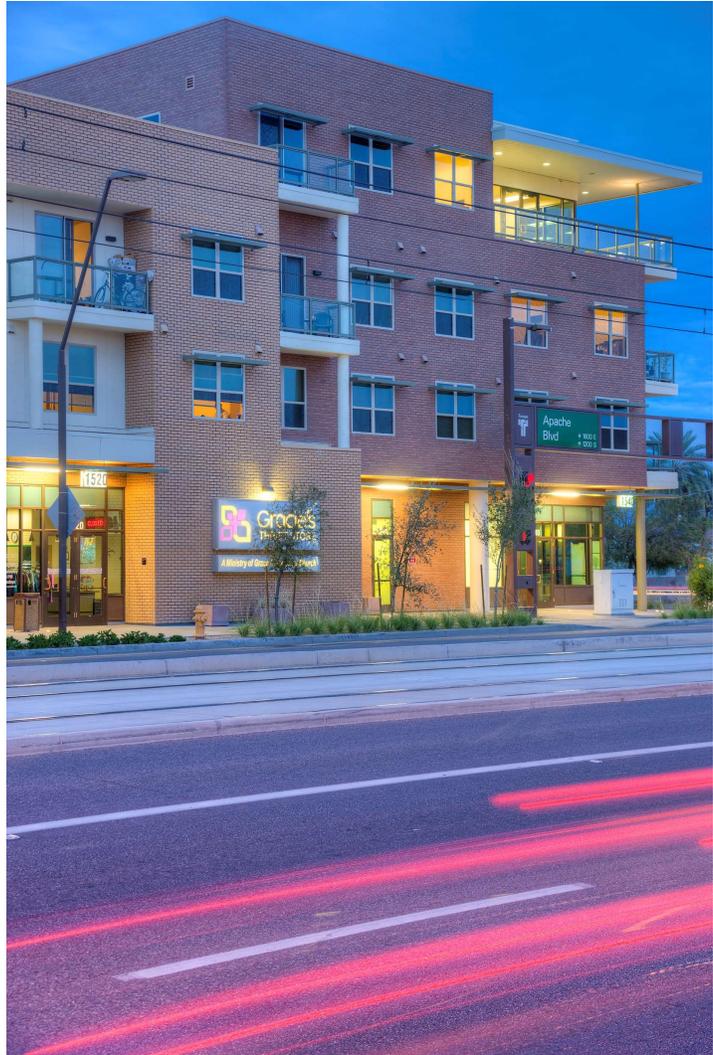


The Rockford Hotel is a project that transformed the dilapidated former Amerock factory into a four-star, Hilton Embassy Suites and Rockford Conference Center. The development is located on Main Street in the downtown area of the City of Rockford, Illinois. Demand for the project was influenced by regional demographic and economic characteristics including commuting patterns, neighborhood revitalization, expansion of employers, retail linkage, and the strength of the Rockford Metropolitan area and Illinois economy. The completely repurposed and renovated property is the largest and only full-service hotel in the downtown area, with 160 spacious two-room suites, two restaurants, indoor pool, fitness center, and more than 20,000 square feet of retail and conference meeting space. The expansive lobby and coffee house on the ground floor activate the Main Street frontage and compliments the riverside park and promenade.



GRACIE'S VILLAGE

Gracie's Village is a mixed-use affordable family housing development located in the heart of the Apache Boulevard Redevelopment Area in Tempe, AZ. The subject site was home to a thrift store that sat on a prime 2 acre parcel just steps from two light rail stops along Apache Blvd. Gorman forged a co-development partnership with the owner of the property, Grace Community Church of the Valley, to redevelop the site and revitalize a community resources and service provider. The development consists of 50 units of 1, 2 and 3 bedroom apartments over residents' common areas, with amenities including a community room, playground, picnic area, wi-fi café and medical clinic. The commercial ground floor space is occupied by a new incarnation of Gracie's Thrift Store. The shop hosts a coffee cart and sells a varied selection of used clothing, housewares, books, furniture, kitchenware, appliances, and home decor. The store is known for being clean, well-organized, and budget-friendly. Volunteers and staff provide friendly, helpful service in a community-minded environment. Profits support local outreach through Grace Community Church. Gracie's is an accessible, community-focused thrift option for Tempe residents, students, and visitors.



North Butterfly Lot RFQ: Summary of Submissions

This attachment provides high-level summaries of the four submissions received in response to the North Butterfly Lot Request for Qualifications.

Paradigm Properties (Attachment D)

Key members of this team include Dan Neal (Paradigm Properties, Developer), Paul Dustrud (Dustrud Architecture), Michael Fifield (Urban Design Consultant), David Dougherty (Dougherty Landscape Architects), Carol Schirmer (land use planner), Matt Keenan (KPFF, Civil Lead), and Brent Crawford (Hohback-Lewin, structural engineering). They indicate they have strong relationships with a number of investors and have used a variety of lending sources with past projects. They intend to utilize the Opportunity Zone program and to request use of the City's and Agency's downtown housing programs. They will establish an LLC to develop and manage the project. The projects the team highlight include four local developments (The Midtown, Westgate, The Pearl, and The Patterson), and one in Portland (Boathouse).

The team envisions an 8-10 story mixed-use building with ground floor retail and 90-120 apartments of varying sizes. The team describes how their ground floor would contribute to downtown vitality, enhance pedestrian connectivity, and include uses that acknowledge the varied contexts of each active edge. They intend to engage with both the Lane County Farmers Market and Saturday Market and would explore providing office space for either. They intend to design an all-electric building that has potential to incorporate geothermal systems for heating, cooling, and hot water recirculation.

PPP-UHD (Attachment E)

Key members of this team include Kadoh Swiatowski (socially equitable real estate developer and project manager), Amirah Fattom (real estate developer, team principal, and finance and investment manager), Nat Andreini (real estate professional, team community advisor), and Christopher Staggs (real estate developer, architect, team principal and development director). They intend to put together a blended capital stack that "integrates catalytic philanthropy, mission-first equity, and public investment." They have trusted lenders, and source their equity from long-term, values-aligned investors. They also intend to incorporate public sector support to reduce risk and pursue recoverable grants for cultural infrastructure. They would form an LLC to finance, develop, and operate the project. The projects the team highlight include The Confluence (Portland, OR), Elm Ave Living (Fresno, CA), and Perurri 88 (Jakarta, Indonesia).

The team envisions a mixed-income housing project, focused on ground-floor activation. They would explore ownership models that allow residents to build equity and long-term stability. They outline four core pillars: "equity and inclusion, economic vitality, sustainability and wellness, place-based identity." The ground floor could include a variety of community

responsive uses such as a café, incubator kitchen (in partnership with Lane County Farmers Market), a coworking hub, youth venue, and flexible retail or art space. They are interested in supportive inclusive entrepreneurship in partnership with RAIN Catalysts, and building for climate resilience, in regard to both environmental performance and wellness.

Obie Companies (Attachment F)

This team is led by key members of Obie Companies including Brian Obie (CEO and President), Casey Barrett (COO and Executive Vice President), Curt Asmussen (Vice President of Hospitality), Irene Alltucker (Vice President of Real Estate), Jessica Quinn (Vice President of Administration), Nicole Roselio (Vice President of Market and Design), and Vanessa Alberts (CFO and Treasurer). The team intends to combine private equity and lender financing and possibly use Opportunity Zone funds or New Market Tax Credits. Based on today's economic environment (high interest rates and elevated construction costs), they anticipate needing City and Agency tools to make the project possible. The projects they highlight include 5th Street Public Market, Inn at the 5th, Gordon Lofts, and Market District Expansion, all of which are located in Eugene.

The team envisions a vibrant mixed-use development with active pedestrian-friendly edges. The ground floor would have retail and community-oriented spaces that highlight local artisans, producers and cultures. The project would have a mix of residential units at a variety of price points and a hospitality element. They emphasized the need for a strong, coordinated partnership with the City and Urban Renewal Agency to address a broader vision for downtown and improve safety, cleanliness, and infrastructure. They are also interested in exploring partnership opportunities with Lane County Farmers Market and look forward to continuing discussions about their interest in office and operational space.

Gorman and Company (Attachment G)

Key members of this team include Kevin Kellogg (Gorman and Company, Pacific NW Market President), Eric Jacobsen (Gorman and Company, Director of Real Estate), Kurt Schulz (SERA Architects, Principal), Gauri Rajbaidya (SERA Architects, Principal), David Bakke (Chambers Construction, CEO/President), Chris Boyum (Chambers Construction, Executive Vice President), Ruwan Jayaweera (PAE, Principal in Charge), Sydney Mills (PAE, Project Manager), Colin McArthur (Cameron McCarthy, Principal-in-Charge), Matt Koehler (Cameron McCarthy, Design Principal), Matt Keenan (KPFF, Principal), and Mark Tobin (KPFF, Principal). Gorman and Company typically serves as the sole guarantor for their projects and typically holds their projects for 15 years. They initially envisioned an income-qualified Affordable Housing project but are open to considering a market-rate or mixed-income project. If pursuing an Affordable Housing project, they anticipate a variety of tools such as Tax Exempt bonds, tax credits, and state funds. For a market-rate project, they would consider debt and equity investments. The projects they highlight include the Eugene

Riverfront District (Eugene, OR), The Jade (Portland, OR), Clara Vista (Steamboat Springs, CO), Market District Commons (Eugene, OR), and Fernwood Village (Lincoln City, OR).

The team envisions a mixed-use development, 7 stories, with more than 80 units of housing. The project would feature an open plaza that complements and links with the Farmers Market and Park Blocks. The building design would support pedestrian connectivity and is envisioned to be constructed with mass timber and have a full solar array. The team anticipates leveraging Cameron McArthur's long term relationship with the Lane County Farmers Market.

North Butterfly Lot RFQ: Evaluation Committee

The Agency Board-approved North Butterfly Lot disposition process includes convening an Evaluation Committee tasked with scoring and ranking submissions based on the approved criteria (see Attachment B for the approved process and criteria). This attachment provides information on the Evaluation Committee including its members, their review process, the Committee's average scores, and a summary of their evaluation.

Evaluation Committee Members

The Evaluation Committee consists of 10 members, including downtown stakeholders, community partners, an elected official, and key City staff. The following table lists the Committee members.

Name	Title/Org
Alexis Molinari	General Manager, Lane County Farmers Market
Eliza Kashinsky	Ward 1 City Councilor
Katie Wilgus	Executive Director, Downtown Eugene Inc.
Noah Birnel	Co-Chair, Downtown Neighborhood Association
Ethan Clevenger	President, Downtown Eugene Merchants
Josh Burstein	Member, Downtown Urban Renewal Expenditure Review Panel
Hugh Prichard	Local Developer (Retired)
Will Dowdy	Community Development Director, City of Eugene
Isaac Marquez	Cultural Services Director, City of Eugene
Annie Loe	Urban Designer, City of Eugene

Evaluation Process

Committee members were asked to score RFQ responses individually before sharing their observations with the overall group. The Committee used the approved criteria and the scoring rubric that was included in the RFQ. The Committee met twice in August, determining that they needed more information from three of the teams in order to make their recommendations. The responses to the RFQ and the supplemental information provided are included in Attachments D through G, and summarized in Attachment H.

Following receipt of the additional information, the Committee met again in September and finalized their recommendation. The Committee voted 8:0 (two committee members absent) to include Paradigm Properties, Obie Companies, and Gorman and Company in the pool of qualified development teams. The Committee then voted 8:0 to recommend the Agency work with the top scoring team, Paradigm Properties, to develop a proposal for the site.

Summary of the Evaluation Committee's Review

This section provides an overview of the major takeaways from the Committee's discussion of the merits and weaknesses of each of the four teams. Final scores (out of a total possible score of 90) are included next to the respondents' names.

Paradigm Properties | Final Score: 75.4/90

Paradigm emerged as the highest scoring team during the Evaluation Committee's review of submissions. They stood out for being a local developer with a strong track record and deep experience in mixed-use projects. The Midtown was noted as a relevant project with interesting parallels to the creativity and partnership that will be required on the North Butterfly Lot. The Committee found the team's vision for the site compelling, noting thoughtful elements like storefronts on the south façade and office space for market-related organizations. The Evaluation Committee noted the team demonstrated their passion for the community and a commitment to downtown revitalization. The Committee noted concerns about the team's experience developing buildings with the urban character and quality needed in this location, and encouraged the team to aim high. The Committee felt confident this would be achieved through a strong partnership between the team and Agency. Given their top rank among the contenders, the Evaluation Committee recommended the Agency request a full project proposal from Paradigm.

PPP-UHD | Final Score 48.9/90

The Evaluation Committee appreciated that PPP-UHD brought a visionary and equity-driven approach, with an interesting lens on community life. Their ideas—such as co-working spaces, performance venues, and affordable housing—are rich and inclusive, reflecting strong values and creativity. Unfortunately, the Committee felt that the team lacked practical development experience and their proposal leaned heavily on theoretical ideas. Despite enthusiasm for their concepts, the Committee unanimously recommended to not include the PPP-UHD team in the qualified pool for this project.

Obie Companies | Final Score 66.8/90

The Committee was excited to see their interest, given how important this site will be in connecting the core to the Market District. They also have a strong resume of quality projects, but the Committee thought their response was not as strong as Paradigm's when scoring for team and vision. Additionally, the RFQ required the inclusion of a design professional as integral part of the team to be evaluated as part of the Agency's selection process, but they chose to make their design professional decision after the RFQ phase was completed. Given their track record developing in Downtown Eugene and elsewhere, the committee recommended they be included in the qualified pool.

Gorman and Company | Final Score 74.1/90

The Committee was excited to see this national firm show an interest in this site, and that they partnered with local design professionals for their response. While they have the experience and capacity to deliver on this project of this scale, the Committee thought their response was not as strong as Paradigm's when scoring for local familiarity and experience with new development in urban centers (as opposed to adaptive re-use). Considering their national experience and local partnerships, the committee recommend they be included in the qualified pool.

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Update on Climate Action Work

Meeting Date: October 15, 2025
Department: Public Works
www.eugene-or.gov

Agenda Item Number: 2
Staff Contact: Danielle Klinkebiel
Phone: 541-731-0527

ISSUE STATEMENT

This item is to provide an update on the City's climate action work. Staff will share some of the biggest achievements over the past year, explain how existing challenges are affecting local climate work and indicate ongoing and emerging opportunities to advance progress.

BACKGROUND

Eugene's Climate Goals and Plan:

The Climate Recovery Ordinance (CRO) passed unanimously in 2016, formally establishing into City Code the following climate goals for the City of Eugene:

1. The City organization to be carbon neutral by 2020.
2. Reduce fossil fuel use in City operations by 50 percent of 2010 levels by 2030.
3. Reduce community-wide fossil fuel use by 50percent of 2010 levels by 2030.
4. Reduce community-wide greenhouse gas (GHG) emissions to no more than the City's average share of global levels of 350 parts per million by 2100. To improve clarity and measurability, staff are tracking progress towards 100 percent reduction in community-wide emissions by 2050.

To achieve these goals, the City developed the Climate Action Plan 2.0 (CAP2.0), approved by City Council in 2020. It focuses on high-impact actions that will reduce local emissions and strengthen resilience in the face of climate change.

Tools for Reporting Progress:

Council has directed staff to provide regular updates on the implementation of the CAP2.0 and progress on the CRO goals. This year, staff developed more engaging and interactive tools to better highlight the progress and impact of the City's climate action work. The goal was to broaden awareness of the breadth of work already underway, to clarify potential pathways forward, and to invite more widespread participation. The following documents have been included as attachments to this AIS, but are more accessible in their online formats via the hyperlinks below:

- [Eugene's Climate Story: Overview and Highlights](#) is a four-page brief that provides a high-level snapshot of Eugene's climate action work, and guides readers to navigate additional tools.

October 15, 2025 Work Session – Item 2

- The [2024 CAP2.0 Story Map](#) is an engaging and interactive annual report that highlights climate actions that have been recently implemented. It describes the policies, infrastructure and programs aimed at reducing emissions from transportation, buildings and waste, and improving community resilience.
- The [Climate Dashboard](#) consolidates previously developed tools including the CAP2.0 Implementation Plan and the CAP2.0 Dashboard. It provides a status update on each of the 115 actions in the CAP2.0. It also includes key indicators and data points that help measure the impact of climate action work.
- [Greenhouse Gas \(GHG\) Inventories](#) are conducted biennially to measure emissions data community-wide and within City operations. This data helps track the City's progress towards achieving the climate goals.

Overall Progress

The City has made significant progress on implementation of CAP2.0, with 67 percent of actions already implemented. Investments in transportation, buildings, waste and resilience are creating infrastructure and programs that support low-carbon living. Sustainability is also being integrated into other City priorities through long-range plans and policies (see Related City Policies). Together, these efforts reflect a strong foundation and growing momentum toward a more sustainable and resilient future.

Based on the implementation of CAP2.0 to date, the community has made progress towards meeting the CRO goals with small, but measurable reductions in greenhouse gas emissions. However, significant reductions are still needed, and the City is not on track to meet goals two, three, and four. The following outlines the City's progress on the following goals:

1. The City has reduced GHG emissions in its own operations by 1,765 metric tons (MT) of carbon dioxide equivalents (CO₂e) since Fiscal Year (FY) 10. The City offsets its remaining emissions, 5,511 MT CO₂e, with the purchase of verified carbon offsets to be carbon neutral, as required by the CRO.
2. The City has reduced fossil fuel emissions in its own operations by 24 percent since 2010, with another 26 percent reduction needed to achieve a 50 percent reduction by 2030.
3. Community fossil fuel emissions have decreased by 11 percent since 2010, with another 39 percent reduction needed to achieve a 50 percent reduction by 2030.
4. Community GHG emissions have decreased by 10 percent, with another 90 percent reduction needed to achieve a 100 percent reduction by 2050.

Challenges and Opportunities Ahead

While these trends show the City is moving in the right direction, they also show that the pace of change is not sufficient to meet the CRO goals. To achieve the CRO goals, the City will need sustained commitment and an accelerated pace of action. At the same time, the City faces new challenges at the federal level, with declining support and funding for climate action. Tightening resources at the state and local levels add further pressure. This evolving landscape makes it more difficult to invest in measurable climate actions and to advance sustainability alongside other City priorities.

At the work session, staff will share biggest achievements over the past year, explain how existing challenges are affecting local climate work, and indicate ongoing and emerging opportunities to advance progress. These discussions are timely as the Council considers its long-term financial needs in the coming year.

RELATED CITY POLICIES

The [City of Eugene Strategic Plan](#) highlights climate action as an urgent community need. A Council goal is a safe community for community wellbeing. A strategic goal is to advance climate action and community resilience to natural and human-caused disasters.

[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.

[CAP 2.0](#) identifies the actions the Eugene community is prepared to implement to reduce emissions and address climate risks to create an equitable and livable community for everyone.

[Eugene 2035 Transportation System Plan \(TSP\)](#) outlines a comprehensive strategy to enhance mobility, sustainability and accessibility for residents, businesses and visitors over the next 20 years. The TSP includes a list of priority infrastructure projects that support clean and active transportation. The TSP is scheduled to be updated by 2029.

[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. Work is underway to revise existing chapters and create new policy chapters addressing Compact Development, Community Health, Housing and other land use policy elements.

[Housing Implementation Pipeline \(HIP\)](#) is a five year internal work plan (FY23-FY27) to coordinate current and future resources, goals, and priorities for housing across the full spectrum from people experiencing homelessness to overall housing supply. Investing in housing preservation, new energy-efficient new construction, and housing support services help to advance the City’s sustainability goals.

[2025 Urban Forestry Action Plan](#) is a concise roadmap to expand, manage and protect Eugene’s tree canopy. It sets clear targets and practical steps to achieve 30 percent canopy citywide, increase tree canopy in low shade neighborhoods, and prioritize climate-adapted species selection.

[Multi-jurisdictional Natural Hazards Mitigation Plan](#) serves as the long-term natural hazard mitigation strategy for the region and establishes a foundation for coordinator and collaboration in identifying and prioritizing future mitigation activity. The plan includes assessments of how climate change may exacerbate extreme weather or other natural hazards in the region.

[Eugene Springfield Multi-Jurisdictional Emergency Operations Plan](#) outlines how the cities of Eugene and Springfield will prepare for and respond to emergencies. The Plan describes how the cities’ emergency management systems are organized and provides a framework for collaboration and coordination during emergencies and major disasters.

[Capital Improvement Program](#) forecasts and plans for the City’s capital projects needed to safely and efficiently provide city services. Increasingly, capital projects are incorporating strategies to minimize greenhouse gas emissions, including through materials, equipment, and construction

practices that support the City's sustainability goals.

PREVIOUS COUNCIL DIRECTION

[July 27, 2016 Work Session](#)

City Council voted to adopt the Climate Recovery Ordinance.

Councilor Zelenka, seconded by Councilor Taylor, moved to adopt the July 27, 2016 version of Council Bill 5157, an ordinance concerning climate recovery.

Passed 7:0

[July 29, 2020 Work Session](#)

City Council approved CAP2.0 and passed several motions to direct staff to track implementation.

Councilor Semple, seconded by Councilor Yeh, moved to adopt a Resolution approving the Community Climate Action Plan 2.0.

Passed 7:0

Councilor Semple, seconded by Councilor Taylor, moved to direct the City Manager bring back a process and timeline for an implementation plan, with special consideration given to the [additional Community Actions emphasized by] the Sustainability Commission.

Passed 7:0

[December 9, 2020 Work Session](#)

Staff presented a process for doing a high-level analysis of CAP2.0 actions and developing an implementation plan.

[November 17, 2021 Work Session](#)

Staff presented the first CAP2.0 Implementation Plan. Council passed several motions to advance specific climate actions related to building electrification and decarbonization.

[September 20, 2023 Work Session](#)

Staff presented an update on recently passed state and federal policies that support climate action work and presented the 2021 GHG Inventories.

[March 11, 2024 Work Session](#)

Staff presented an updated CAP2.0 Implementation Plan and CAP2.0 Dashboard.

COUNCIL OPTIONS

Informational only.

CITY MANAGER'S RECOMMENDATION

Informational only.

SUGGESTED MOTION

None.

ATTACHMENTS

- A. Eugene’s Climate Story: Overview and Highlights
- B. 2024 CAP2.0 Story Map
- C. Climate Dashboard
- D. FY23 GHG Inventory for City Operations
- E. 2021 GHG Inventory for Community

FOR MORE INFORMATION

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



Eugene's Climate Story: Overview and Highlights

Our Goals

In 2014 the Eugene City Council took national leadership by setting clear, ambitious goals to guide our efforts in addressing climate change and reducing greenhouse gas emissions. Formalized through the [Climate Recovery Ordinance](#) (CRO), these goals are more than just targets. They are a promise to current and future generations for creative, collaborative and persistent climate action that delivers measurable outcomes.

Community Climate Goals

1. Reduce community fossil fuel use by 50% of 2010 levels by 2030.
2. Reduce total community greenhouse gas emissions by 7.6% per year.

City Operations Goals

1. Reduce the City of Eugene's fossil fuel use by 50% of 2010 levels by 2030.
2. All City of Eugene owned facilities and operations shall be carbon neutral by 2020.

Our Plan

Eugene's [Climate Action Plan 2.0](#) (CAP2.0) is a roadmap for achieving our goals. Developed through a deep engagement process that brought many voices to the table, it focuses on high-impact actions that will reduce local emissions and strengthen our resilience in the face of climate change—moving us toward a healthier, more equitable, low-carbon future.

Our Impact

Through bold leadership and community-driven efforts, the City of Eugene has made meaningful progress—our CAP2.0 is 67% implemented just five years after it was created! Our work is laying the foundation of policies, programs and infrastructure that allow Eugeniens to live a sustainable, carbon-free lifestyle. We continue to see signs of progress, with small, but encouraging reductions in our local emissions. Since 2010, we have seen an 11% reduction in community-wide emissions. It's a start—but we know it's not nearly enough.

Learn more about our impact through the following interactive and engaging tools:

[2024 Story Map](#)



[Climate Dashboard](#)



Our Highlights

2024 was a year of bold action on climate change. From cutting emissions to advancing resilience, we made meaningful progress toward a more sustainable future. The highlights below showcase just a few of our biggest successes. Explore our [2024 Story Map](#) to learn more about our recent successes.



Transportation

- New infrastructure projects will better support clean, active transportation, including the High Street protected bikeway, the 8th Ave Streetscape, a protected intersection on River Road and Irving, and solar lighting on the Fern Ridge Path.
- Eugene saw exponential growth in the PeaceHealth bike share program, increasing access to affordable, low-carbon transportation. The program expanded from 350 bikes and 45 stations in 2023 to 450 bikes, and 90 stations.
- The City created new housing development incentives to promote compact development in the downtown core and reduce the number of trips made by car.



Buildings

- 81 Eugene renters and homeowners got free home energy scores to learn how they could reduce energy usage and save money. UO students certified as energy assessors gained real-world experience in the field.
- Over 1,200 homes now enjoy cleaner, more efficient heating and cooling thanks to EWEB's heat pump rebates.
- The Wastewater Commission received national recognition for the biogas purification facility, turning sewage into renewable natural gas powering local homes and buildings.



Waste & Consumption

- The City continues to offer curbside composting for homes and businesses. To date, more than 28,000 tons of food waste have been turned into valuable compost.
- The City is doing education and outreach to help businesses go green by complying with the new, statewide Styrofoam ban.
- The City continues to produce Fix-It Fairs to help residents repair small household items and appliances. These fairs have saved over 3,000 pounds from ending up in the landfill.
- The City adopted new requirements to transition to low-carbon concrete in public projects—an important step to reduce emissions from construction materials.



Resilience

- Eugene Springfield Fire is developing a wildfire protection plan to better prepare the community as wildfires intensify.
- The City has secured grant funding to build a wastewater treatment facility that will produce Class A recycled water, suitable for all uses except drinking.
- The City has increased tree canopy coverage from 22% to 24% since 2019, helping to cool neighborhoods, improve air quality, and reduce heat impacts—especially in the hotter parts of town.

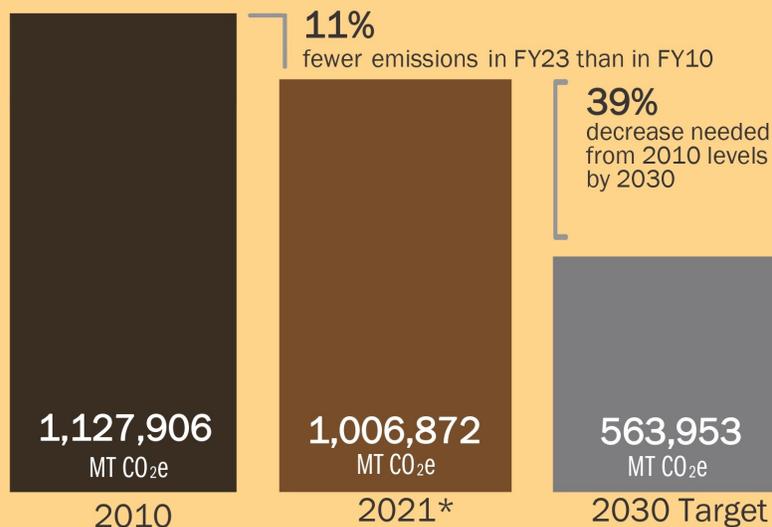
[Explore our 2024 Story Map](#)

Our Data

The charts below offer a snapshot of how far we've come—and what still needs to be done to meet our climate goals. Explore our [Climate Dashboard](#) to learn more about the key indicators that help us measure our impact.

Community Fossil Fuel Usage

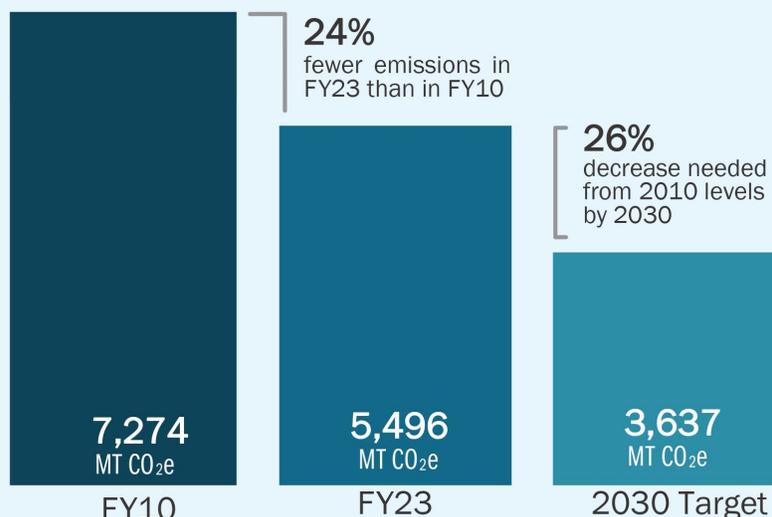
Fossil fuels are still the largest source of emissions in Eugene. That's why one of our top goals is to reduce fossil fuel use by 50% by 2030. Since 2010, **community fossil fuel emissions have decreased by 11%**. That's progress—but to stay on track, we still need to cut an additional **39%** in the next few years.



*The City is unable to provide more recent data due to challenges in obtaining data.

City Operations Fossil Fuel Usage

The City is leading by example in the fight against climate change, taking bold steps to cut emissions from our own operations. Since fiscal year 2010, **City fossil fuel emissions have decreased by 24%**. Successes include switching diesel vehicles to renewable diesel and transitioning to cleaner, more efficient energy usage in buildings. An additional **26%** is needed to reach our goal.



[Explore our Climate Dashboard](#)

Top 5 Actions to Take

Our progress to reduce emissions depends on bold policies, strong partnerships and continued public investment. But it also depends on community members making small, everyday changes to green their lifestyle. Here are a few ways you can help us move towards a more sustainable, resilient future.

For Homeowners

- 1. Weatherize and electrify your home.** Reduce your energy load and [save money](#). When appliances break, replace them with electric ones. [Learn about mini-splits and other heat pump technology](#). Insulate and air seal your attic, walls and crawl spaces. Get a [home energy audit](#).
- 2. Travel clean.** Use public transit, walk or ride your bike as much as you can. Use an electric vehicle or rent one through a [car share](#).
- 3. Reduce waste.** Put your food scraps in your yard debris bin. Businesses can compost through the [Love Food, Not Waste](#) program. Learn to recycle correctly through [WasteWise](#) and recycle more items through [RecyclePlus](#). Attend a [Fix-It Fair](#). Rent tools from the [Toolbox Project](#).
- 4. Plant trees.** Prune existing trees on your property to prevent storm damage. Plant more trees to increase our shade canopy. Help plant trees in the community with [Friends of Trees](#) or [Parks & Open Space](#).
- 5. Get involved.** Become a [community emergency responder](#), join a [local climate coalition](#), and help shape new policies through [Engage Eugene](#). Your voice matters!

For Renters

- 1. Travel clean.** Save money on car insurance, parking and gas by using public transit, walking or riding your bike as much as you can. Use an electric vehicle or rent one through a [car share](#).
- 2. Weatherize your home and stop “vampire energy” losses.** Seal drafts, close blinds, unplug appliances, switch to LEDs, program your thermostat, and wash clothes in cold water and air dry. Get a free [home energy audit](#) to learn about ways to save.
- 3. Be prepared for emergencies.** Prepare your household to [Be 2 Weeks Ready](#). Become a first responder through the [Community Emergency Response Training](#) program.
- 4. Reduce waste.** Talk to your property manager about providing proper bins or bring food scraps to Rexius. All multi-unit buildings must have access to recycling services. Learn to recycle correctly through [WasteWise](#) and recycle more items through [RecyclePlus](#). Rent tools from the [Toolbox Project](#).
- 5. Get involved.** Attend a [Fix-It Fair](#), join a [local climate coalition](#), and help shape new policies through [Engage Eugene](#). Your voice matters!



October 15, 2025 Work Session - Item 2



2024 CAP2.0 Story Map

This document can be viewed online
at [2024 CAP2.0 Story Map](#).



2024 CAP2.0 Story Map

Turning Climate Commitments into Local Action

City of Eugene Sustainability Program

May 5, 2025

Introduction

The 2024 Climate Action Plan 2.0 (CAP2.0) Story Map demonstrates our community's steadfast commitment to bold and persistent climate action. It celebrates many successes achieved in the recent past that are helping us reach our climate goals. It is an invitation to our entire community—residents and decision-makers alike—to join the momentum towards building a more sustainable and resilient future.

Letter from Mayor Kaarin Knudson

Dear neighbors and friends

What's great about being Eugene? We're a place that believes we can do things differently and better. And as a community, Eugene remains committed to the meaningful climate action that will support our needs today and for generations to come. With the release of the 2024 CAP2.0 Story Map, I am both encouraged and determined:

- Through continued investments in our bike and pedestrian networks—like the recently completed 8th Street and High Street bikeways—we're expanding the opportunity for people to safely walk and bike.
- We are seeing the benefits of promoting compact development—a traditional pattern of development where more people live and work in close proximity to their everyday needs. The decisions to select Downtown Eugene and lower Coburg Road as “Climate-Friendly Areas” will help us design policies to use land more efficiently and support walkable neighborhoods.
- Successful programs like *Love Food Not Waste* and the expansion of curbside composting for residential accounts highlight our commitment to reducing waste. To date: more than 28,300 tons of food waste has diverted into compost available for local use.
- Our city will continue to “green as it grows.” Eugene’s urban forestry canopy is expanding, and projects like the Class A Recycled Water Facility exemplify efforts to improve resilience across our community.
- Within the City’s daily operations, we’ve also taken bold steps to reduce emissions and prioritize sustainability. Electrifying our fleet and transitioning to low-carbon renewable fuels are key milestones, alongside energy efficiency upgrades in buildings like Echo Hollow Pool and



Eugene City Hall. The City has also leveraged grant funding, including awards supported by the Inflation Reduction Act, to pursue ambitious climate goals.

However, the CAP2.0 Annual Report underscores the stark reality: we are not yet on track to meet our climate goals. Our target is to reduce fossil fuels by 50% by 2030 and to reduce emissions by 7.6% per year. In 2024, emissions are not reflecting the sharp downward trend we need to meet our targets. With changes at the federal level, we also face new headwinds.

As Mayor, I am committed to creative, collaborative, persistent climate action that delivers measurable outcomes. I hope you see this report as a call to action—a reminder of what we can achieve through shared determination and partnership. Together, we can build a brighter, greener future—a Eugene that is welcoming, vibrant, and sustainable for all.

Sincerely,

A handwritten signature in black ink on a light gray background. The signature reads "Kaarin Knudson" in a cursive script.

Mayor Kaarin Knudson, AIA

City of Eugene



Executive Summary

Through bold leadership and community-driven efforts, the City of Eugene has made meaningful progress in addressing climate change. Our Climate Action Plan 2.0 (CAP2.0) is 67% implemented just five years after it was created. By targeting key sectors—transportation, buildings, waste and resilience—we are laying the foundation for a low-carbon future.

But the impacts of climate change are becoming increasingly clear. Rising temperatures, reduced precipitation, and extreme weather events—such as wildfires, heatwaves and ice storms—are already affecting our community. Frontline communities, including people of color, immigrants, people with disabilities, seniors and low-income households, are bearing the brunt of these changes. These challenges demand urgent action.

Recent shifts in federal climate funding policy following the November 2024 election have added uncertainty, with over \$14 million in awarded funds for sustainability-related projects now at risk. The rollback of equity-focused climate

initiatives threatens progress towards achieving environmental justice.

Despite these challenges, Eugene continues to uphold our values of climate leadership and equity. By continuing to strengthen partnerships, engage the community, and pursue innovative solutions, we will continue to lead the way toward a more sustainable, climate-resilient future for all.

About this Report

The 2024 CAP2.0 Story Map demonstrates the community's steadfast commitment to achieving our climate goals and celebrates many successes achieved in the recent past. The following stories represent the work of the City of Eugene and the Eugene Climate Collaborative (ECC), a group of organizations with significant oversight and impact on community-wide GHG emissions.

The CAP2.0 identified 117 defined actions to reduce emissions and build resilience across five categories. As of the beginning of 2025, the CAP2.0 is 67% implemented (see Figure 1). This report will highlight the biggest successes within each category: Transportation (43 actions); Buildings (22 actions); Waste (17 actions); Consumption (12 actions); and Resilience (23 actions).

The City of Eugene tracks its CAP2.0 progress through a variety of tools and reports to assess alignment with emission reduction targets and guide future climate strategies. For more information, check out the following documents:

- [Climate Dashboard](#): Includes a breakdown of the actions we have committed to and visualizes progress through key indicators.

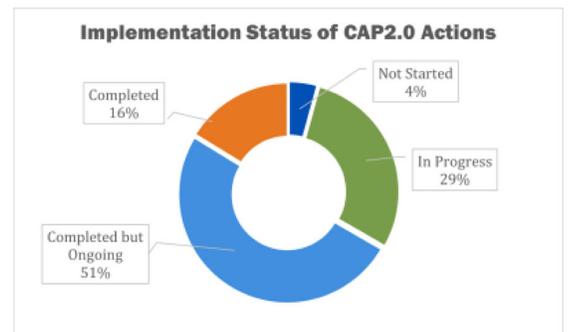


Figure 1: Demonstrates the implementation status of all 117 City and local CAP2.0 actions.

- Greenhouse Gas Inventories: Compares emissions over time for the Eugene community and City operations

Community members are invited to join the effort!

Throughout this report, learn about programs to lower your carbon footprint or engage in policy development to guide the sustainable growth of your city.

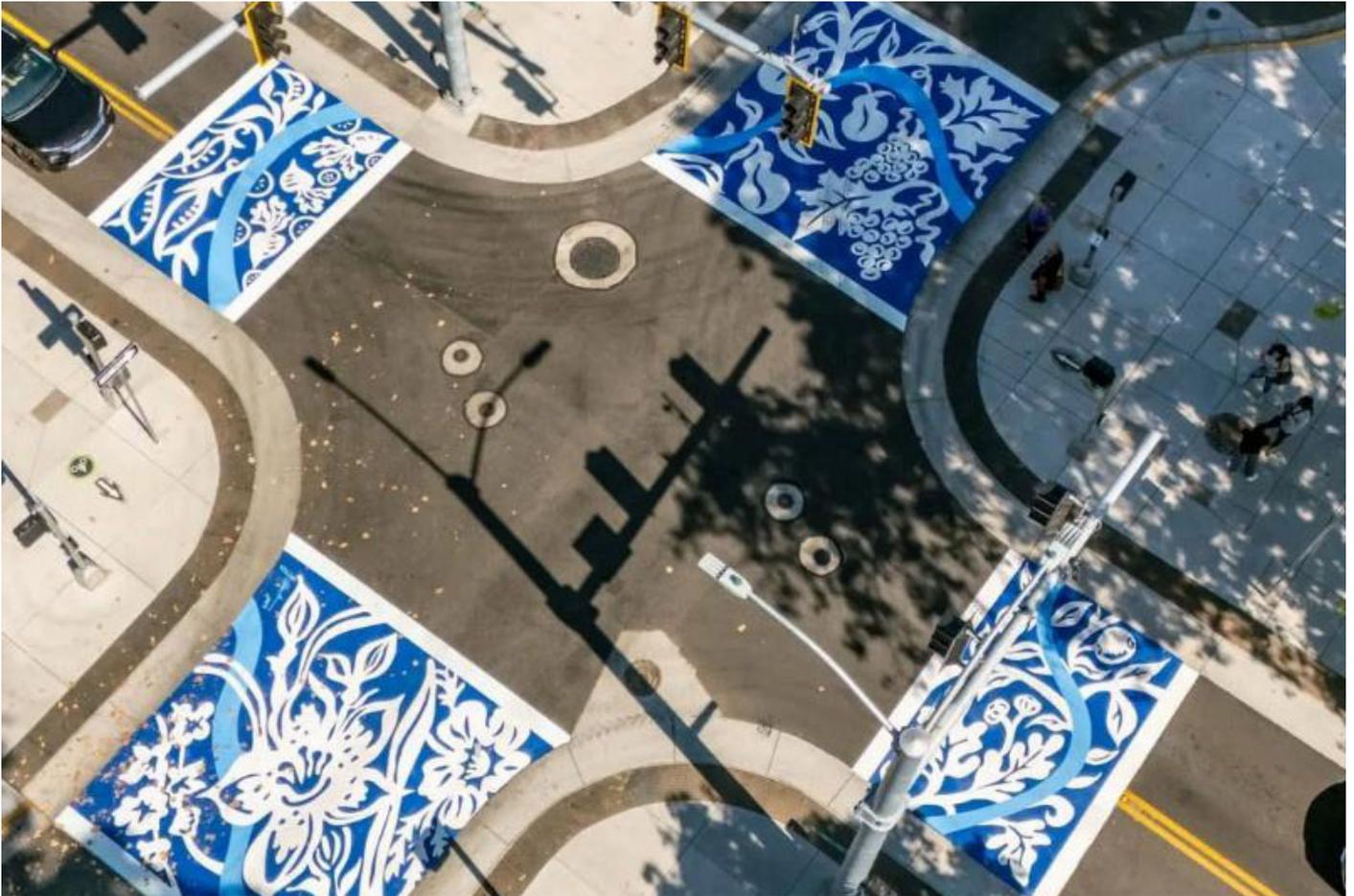
Transportation



2024 in Numbers

- 6 bike lanes improved
- 108 pedestrian crossings improved
- 1,049 electric vehicles newly registered in Eugene
- 192 electric and hybrid vehicles owned by the City
- 5% decline in gasoline sales since 2019

Transportation fuels remain a significant contributor to Eugene's local greenhouse gas emissions. In 2024, the City and ECC made strides to reduce transportation emissions by diversifying and enhancing mobility options, transitioning to cleaner fuels, and setting the stage for more multi-modal friendly neighborhoods—implementing 27 of 43 CAP2.0 transportation actions. Transportation highlights from 2024 include the following.



New Infrastructure Projects Support Biking, Walking and Rolling

Action T1: COE to build and complete 261 transportation projects in the Transportation System Plan (TSP) that enhance bicycle, pedestrian and rail facilities in Eugene.

Expanding alternative modes of transportation is an essential step to reducing reliance on cars. The City of Eugene continues to improve accessibility for people who walk, bike, and take the bus to make these alternatives safer and more convenient.

One of the year's most notable changes was the reimagining of 8th Avenue in Downtown, where a high-speed, one-way street was redesigned into a calmer, two-way corridor with protected bike lanes and more walkable areas. The redesign has transformed the Park Blocks and downtown Pavilion into a true community hub, bringing people together and enhancing the heart of the city.



The City also completed the High Street bikeway, an all-ages and abilities bike route that completes the bike way connection between South Eugene and the scenic Willamette River.



Howard Avenue received a first-of-its-kind curb-protected walk and bike space to create a safer route for students commuting to school.



And on MLK Boulevard and River Road at Irving/Hunsaker, the City tackled longstanding safety concerns—putting people first with traffic-calming designs to create safer conditions for everyone on the road.

“New Movers” Program Encourages Active Transit Habits for New Eugene Residents

Action T3: COE to provide education and encourage programs, such as SmartTrips and Safe Routes to School, to improve safety and encourage the use of active transportation.

In 2024, the City launched the *New Movers* program to encourage residents new to Eugene to integrate active and low-carbon transportation into their new routine. The program delivers a welcome packet to all recently arrived residents, which includes helpful information on biking, walking, taking the bus, and more. In 2024, over 2,500 new

residents received packets, 400 of whom (15% of recipients) opted in for additional information.

Residents become eligible for New Movers when they move into Eugene city limits from at least 20 miles away. As Eugene grows, this initiative will help us meet our climate goals by targeting clean transportation messaging towards an audience ripe for behavior change.



The "New Movers" packet includes maps and resources to help new residents easily navigate transit options in Eugene.



Lane Transit District Takes Steps to Improve Transit

Action T31: Lane Transit District (LTD) to continue offering low-income, student, and group transit passes to support commute options and transit accessibility.

Action T32: LTD to offer programs like touch pass, Transportation Options, transit host program, and Mobility on Demand that make taking transit more convenient.

Action T33: LTD to complete the Transit Tomorrow planning project to evaluate how it can increase frequency of service and ridership on transit.



For thousands of people across Lane County, catching the bus isn't just a ride—it's a lifeline. It's how parents get to work, students get to class, and seniors make it to appointments. It is the bridge to opportunity, connection, and independence. But that bridge only works when the system itself is strong—when buses run often, arrive on time, and serve the neighborhoods that need them most.



That's why LTD spent 2024 taking a close look at how their system could better serve the community. Through a comprehensive, year-long system review, LTD made major improvements that are already reshaping the rider experience. With more frequent buses across nearly all metro and rural routes, improved service on key corridors, and a jump in EmX service from every 15 minutes to every 10, LTD is delivering a faster, more reliable transit system.



These upgrades aren't just about convenience—they're about impact. More accessible transit means fewer cars on the road, lower emissions, and a stronger, more equitable community. LTD's latest greenhouse gas inventory shows that in 2022 alone, their services helped avoid over 12,700 metric tons of CO2 emissions. And in 2024, the district built on that progress with new initiatives like a \$5.2 million federal grant to pilot on-demand transit in Bethel, and a state-funded project to expand service downtown and along the riverfront. With each improvement, LTD is making it easier for more people to rely on transit—not just as an option, but as a dependable part of daily life in Lane County.



Ready to take your first commute with LTD? **Learn more about [how to ride](#).**

Ridership on the Rise with the PeaceHealth Bike Share Program

Action T35: PeaceHealth Rides bike share program will continue to look for opportunities to expand its bikeshare footprint, in terms of geographic area served, number of bikes available, and access for disadvantaged communities.

Breaking down barriers to sustainable living is at the heart of CAP2.0, and bikeshare programs make biking more accessible without needing to own a personal bike. In 2024, the PeaceHealth Rides bikeshare system run by Cascadia Mobility saw exponential growth through expansion into



The PeaceHealth bikeshare makes bike transit accessible across

Downtown Springfield and more areas

Eugene through low-cost rentals.

of Eugene. **The program grew from**

350 bikes and 45 stations in 2023 to 450 bikes and 90 stations in 2024, producing 201,058 trips—up from 36,000 in 2023.

PeaceHealth Rides offers a free bike share membership for recipients of qualifying state or federal assistance programs and partners with nonprofits to help people access the membership. Cascadia Mobility received a grant of \$30,000 from EWEB to purchase an electric van for supporting the maintenance and repair of the bike share program's fleet. New partnerships and funding will allow for continued expansion of the system in 2025 and beyond.

EWEB Mobility Grant: Powering Cascadia Mobilit...



EWEB Mobility Grant: Powering Cascadia Mobility's bicycle missions



Bethel's New Back-to-School Bike Safety Tradition

Action T34: Safe Routes to School (SRTS) to offer programming at Bethel and 4J to support alternative transit for kids to get to school. SRTS has a goal to reach 85% of Eugene-Springfield public schools by 2021 and eventually 100% of schools.

Every child deserves safe options to get to school without relying on a vehicle. That's where Safe Routes to School (SRTS) comes in, supporting kids with the confidence and gear to safely bike to school. As of the 2023-2024 school year, SRTS programming is offered at 100% of Bethel and 4J schools. A new collaboration aligns the SRTS programming with the back-to-school season—a time when families are establishing new routines and habits.



Last fall, Safe Routes to School (SRTS) teamed up with Project Hope to enhance their annual back-to-school event in the Bethel School District. This year, the event included hands-on bike riding instruction, bike safety checks, and free helmet giveaways. It brought in over 600 attendees, with 20 families participating in bike safety activities. Also in 2024, SRTS reached:

- 35 4J schools and 11 Bethel schools
- 1500+ 4J kindergarten and 1st grade students learned to ride a bike
- 900+ middle school students learned traffic and bike safety skills

Exponential Growth in Electric Vehicles

Action T25: COE to set targets for EV adoption by 2035 and publish status of EV adoption annually.

Emissions from gas-burning vehicles is the number one source of GHG emissions contributing to climate change. Transitioning to electric vehicles (EVs) is one strategy to help reduce emissions, and Eugene is seeing exponential growth in the uptake of EVs. In 2024, **1,301 new EVs** were bought and registered to Eugene addresses (see Figure 2).

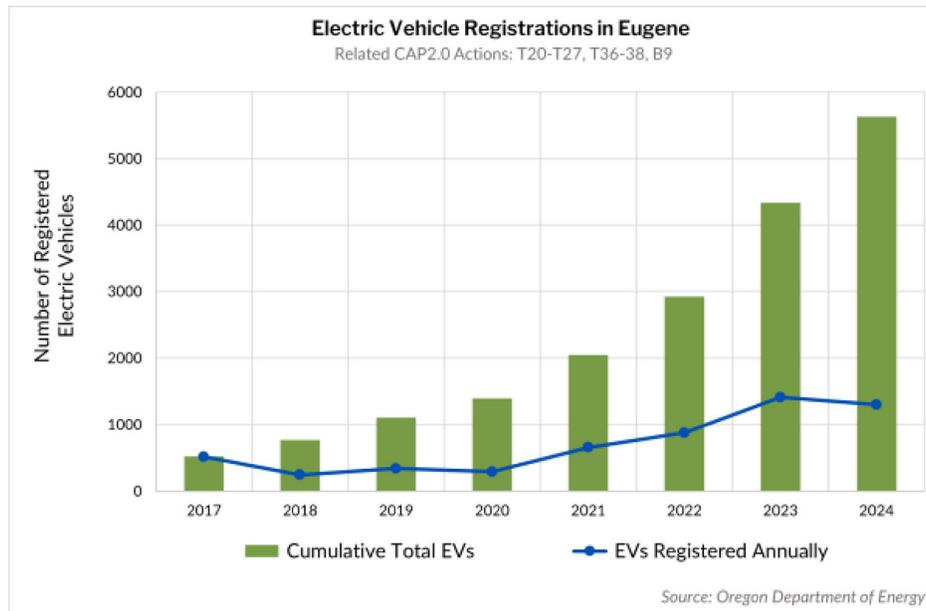


Figure 2: Demonstrates the rise of electric vehicle use in Eugene since 2017.

Expanding Access to Electric Mobility

Action T21: COE to develop priorities around installation of publicly accessible charging stations.

Action T27: COE to conduct an electric car share pilot program at affordable housing sites in Eugene.

Action T37: Eugene Water & Electric Board (EWEB) to support regional efforts to expand the charging network, including through EWEB-owned stations.

Although EV prices have dropped as they become more common, they still remain out of reach for many. Several programs are working to expand access to electric mobility:

- The City of Eugene and EWEB are partnering on an electric car share pilot program, with vehicles available at the Iris

Place affordable housing complex and in downtown Eugene.

- EWEB issued 249 residential and 22 commercial rebates for EV charging infrastructure, along with 1,077 rebates for electric bicycles.
- EWEB awarded over \$130,000 in grants to local organizations promoting electric mobility. Funds will support projects such as transporting homeless youth to appointments in EVs, maintaining bike share fleets, and adding EVs to a community college motor pool.
- Most public agencies already offer chargers, and in 2025, the City and EWEB will begin identifying new sites for additional public charging infrastructure.



Publicly accessible charging stations can reduce EV costs by eliminating the need for at-home chargers

Public Agencies Lead the Way with Fleet Electrification and Renewable Diesel

Action T40: Lane Community College (LCC), Lane County, and EWEB to continue investing in fuel efficient motor pools. Public agencies are focused on purchasing electric vehicles when practical and high efficiency hybrids or diesels when necessary.

The City, EWEB, Lane County, LCC, LTD, University of Oregon (UO), 4J and Bethel School Districts continue to lead the transition to cleaner transportation. These local agencies are committed to fleet electrification, collaborating to secure clean fuels and staying informed as technology evolves.

All agencies have adopted policies to upgrade fleets to electric or by switching to low-carbon renewable fuels. Light-duty vehicles are replaced with electric models when due for replacement. Electrifying heavy and medium duty vehicles

remains a challenge, but agencies continue to evaluate if emerging technology can meet operational needs. In the meantime, agencies have found success with switching to renewable diesel, a cleaner alternative to conventional diesel. To support this shift, agencies have formed a regional purchasing consortium to secure competitive pricing and help drive broader demand.



In 2024, the City of Eugene's fleet grew to 192 electric and hybrid vehicles.

The switch to electric vehicles and low-carbon renewable fuels is leading to measurable reductions in our GHG emissions. In 2023, the City avoided 2,075 MT CO₂e in tailpipe emissions by using renewable diesel. EWEB's 2024 GHG emissions from its owned fleet have decreased by 53% since its 2010 baseline. LTD has met its goal to reduce GHG emissions by 75%, before its target date of 2030.

Hats off to our public agencies for leading the charge toward sustainability—the road to a greener future is well underway!



Eugene’s 20-Year Plan for Compact, Low-Carbon Living

Action T9: COE to create a dynamic Envision Eugene comprehensive plan to address emerging needs.

Action T10: COE to meet all of the 20-year multi-family housing and commercial job needs within the existing UGB.

Action T13: COE to plan for growth so that an increasing proportion of residents live in 20-Minute Neighborhoods where residents can meet most of their daily needs near their homes without the use of an automobile.

Action T14: COE to develop tools that stimulate construction of multi-unit housing downtown and along key corridors, such as the Multi-Unit Property Tax Exemption (MUPTE).

Action T19: COE to develop a Growth Monitoring Program to monitor community and development trends by tracking housing permit data, land divisions, and affordability. First report due Winter 2021.

Housing that is built close to transit, jobs and other amenities allow residents to access their daily needs using fewer vehicle trips, thereby reducing transportation-related emissions. Urban Growth Strategies is a 20-year initiative led by the City of Eugene to help guide future growth. The goal is to support thoughtful, sustainable growth that reflects our shared values and keeps Eugene a livable, affordable, and thriving place for all.

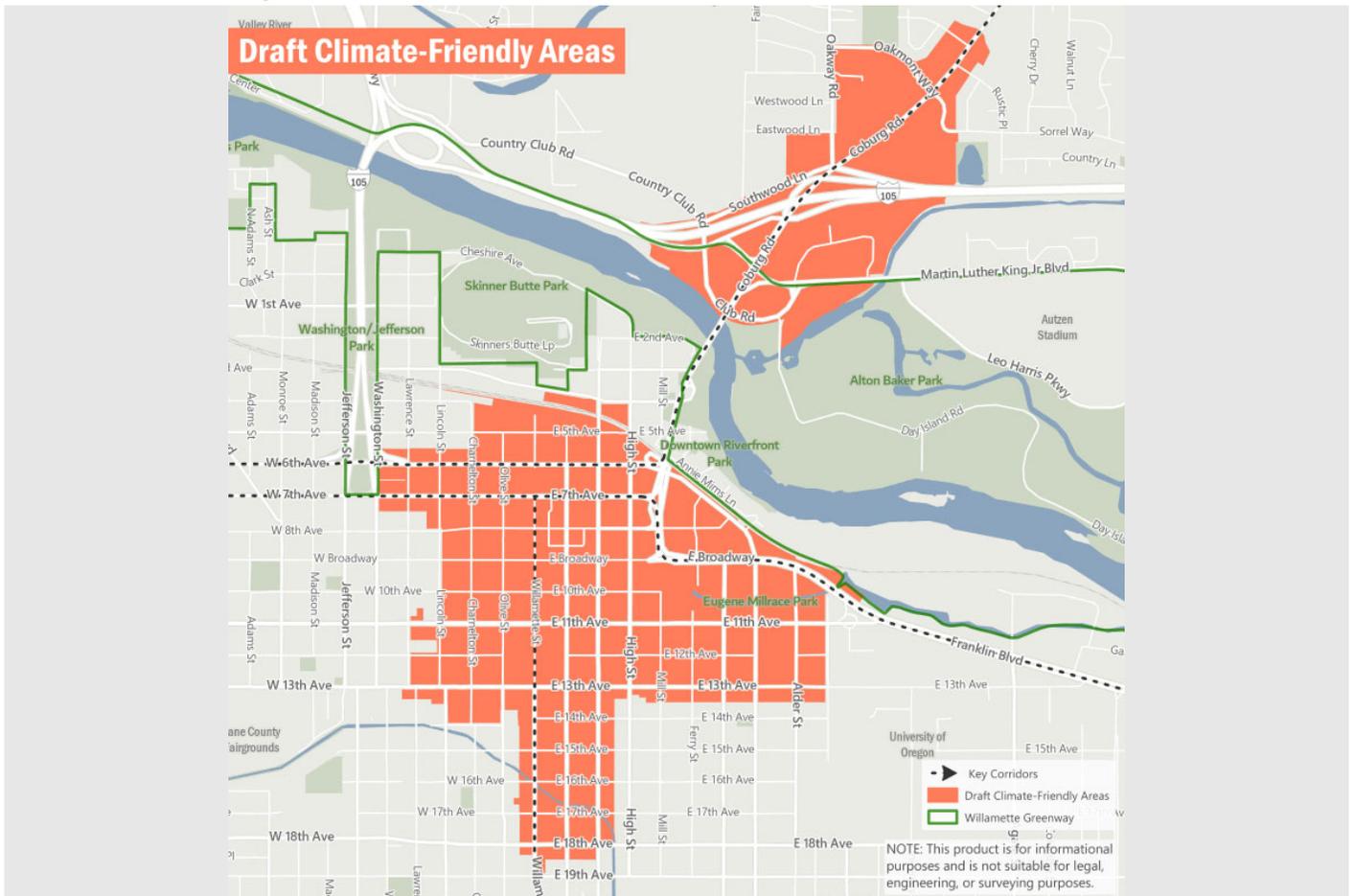
Key progress in 2024 includes:



City Centers

The City of Eugene identified "centers," mixed residential and commercial areas that prioritize meeting resident needs within the neighborhood without relying on cars. The City will

implement tools like regulatory adjustments, financial incentives, and improved transportation services to support higher densities in these centers.



Climate Friendly Areas

The City selected Greater Downtown and Lower Coburg as Climate-Friendly Areas—places where people can meet most of their daily needs without relying on a car. Planned improvements will include a mix of high-density housing and high-quality transit infrastructure to help reduce the community’s carbon footprint as the population grows. Selection of climate-friendly areas is required by the State and will be proposed for City Council adoption by 2026.

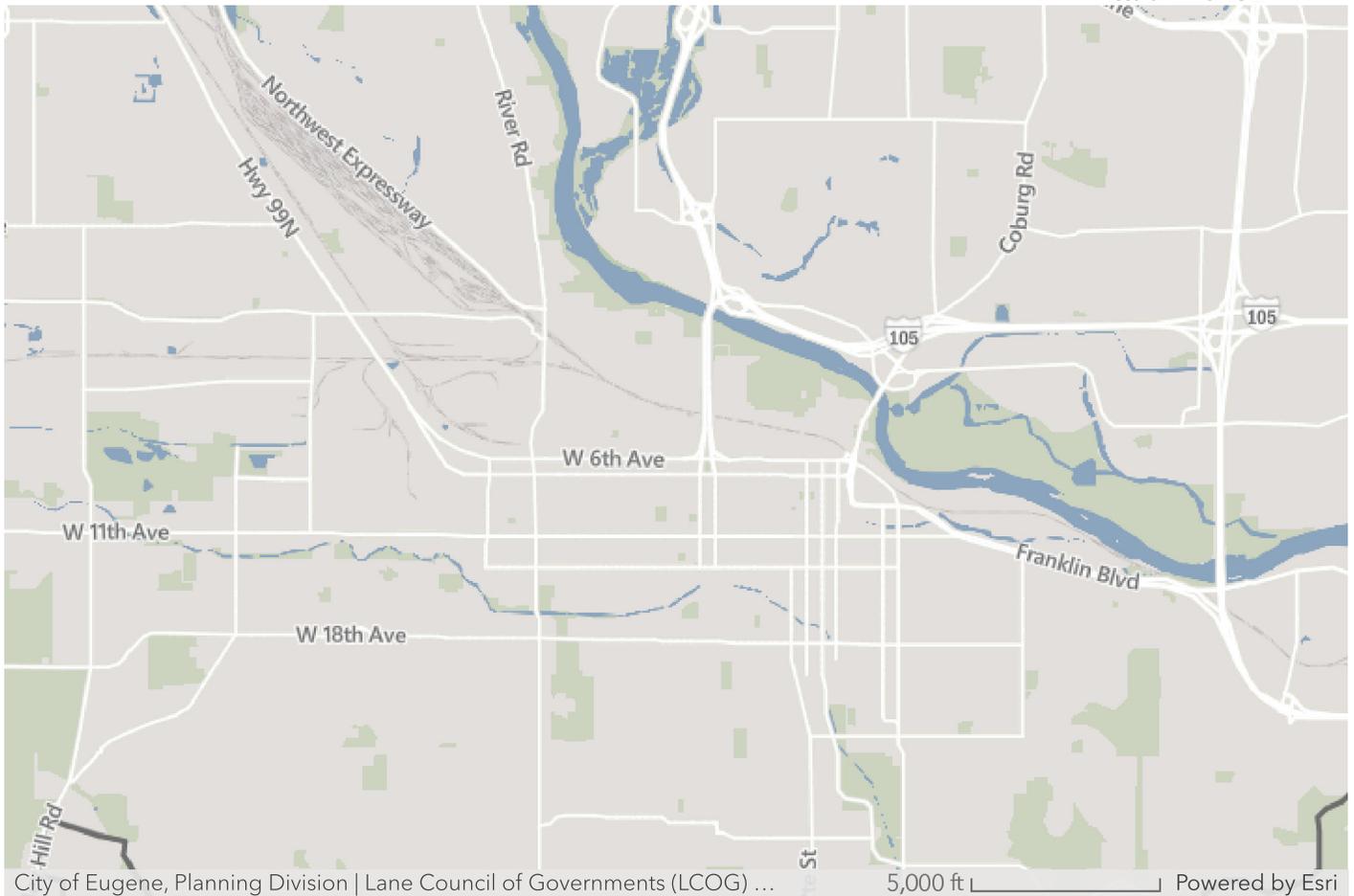


Development Incentives

The City of Eugene adopted new housing development incentives to promote compact development downtown:

- 1) The Accelerated Multi-Unit Property Tax Exemption and
- 2) The Downtown Fee Assistance.

These incentives aim to reduce sprawl and lower subsequent transportation-related emissions by creating more walkable communities.



Land Use Designation Map

The City developed the first draft of a parcel-specific Land Use Designation Map to clarify land use designations within the urban growth boundary. This tool will provide more clarity about how land can be developed in the future. It supports our climate work because it makes it easier to monitor land supply and development trends to ensure growth aligns with our long-term vision for compact, sustainable development.



Growth Monitoring Dashboard

The City created an online [Growth Monitoring Dashboard](#) to track key data related to Eugene's development like population, jobs, housing mix, and density. This tool helps inform urban growth boundary planning and supports data-driven, sustainable growth decisions.

Join the Action!

join the
ACTION



Choose a Cleaner Way to Travel

There are a variety of transportation-related programs and services to help make living (and moving) sustainably an easier, more affordable choice. Take advantage of the following programs:

Walk, bike, bus and roll:

Active transportation programs such as [Safe Routes to School](#), [Get There](#) and the [Commute Tracker](#) app can help with safety, education, trip planning, tracking trips and more.

Rent a bike with the PeaceHealth Bike Share:

Eugene bike commuters can access more than 300 bikes across a city network of 30 bike stations. [Download the app to start riding!](#) Rentals cost just \$1 to unlock and 10 cents per minute of your ride.

Ride the bus:

Lane Transit District offers programs to make public transit easy and affordable:

- [Free passes for college students and K-12 students](#)
- [Free and Half-Fare Program](#) for adults over age 65 and qualifying people with disabilities
- [Group Pass Program](#) for organizations to purchase monthly bus passes for their entire group
- [RideSource ADA Paratransit](#) for people traveling throughout Eugene and Springfield who are unable to use LTD's fixed-route service due to a disability
- [UMO Pass app](#) to easily pay from your phone as you go

Buy an electric car:

- Gasoline and diesel vehicles are among Eugene's most significant contributors to GHG emissions. Switching to an electric vehicle can make a big difference for the environment—and help you save on gas money!
- Incentives are available to make the transition more affordable. The [Oregon Clean Vehicle Rebate Program](#) provides incentives for the purchase or lease of electric cars. [EWEB](#) offers incentives for EV charging. There are [federal incentives](#) for EV purchases and charging.
- [Download PlugShare](#) to locate EV charging stations across the community.

Rent an electric car:

Reserve an EV in Eugene through the [Go Forth carsharing app](#) for short-term rentals! Your first 4-hour ride is free.

Build an Accessory Dwelling Unit:

Compact development helps reduce trips made by car. Consider the addition of an accessory dwelling unit (ADU) on your property. Check out the City's pre-approved ADU plans, expedited building permit process and reduced pre-construction fees.

Building Energy



2024 in Numbers

- **81** rental homes completed a Home Energy Score
- **1,268** electric heat pumps installed with EWEB incentives
- **1,711** EWEB customers enrolled in LeadGreen programs
- **6,500** NW Natural customers enrolled in the Smart Energy program

Building energy consumption, both residential and commercial, continues to play a significant role in Eugene's GHG emissions. In 2024, the City and ECC partners are making large strides to improve energy efficiency in homes and buildings, transition away from natural gas and set the stage for a clean energy future—implementing 17 of 22 CAP2.0 building-related actions.

From Audit to Action: UO Students Score Homes for Energy Efficiency

Action B4: COE to implement a voluntary Home Energy Score in partnership with the Oregon Department of Energy by 2021. COE to research and report to City Council on funding and implementation strategies for a mandatory program Home Energy Score Program and Commercial Benchmarking Program.

A home energy score is a valuable tool for helping property owners identify and prioritize upgrades that will lead to cost savings and emissions reductions. An energy auditor collects data about the home's heating, insulation, and other systems to rapidly assess its energy performance. Then, the assessor scores the home and creates a report with recommendations to improve energy efficiency and reduce costs.

Since 2017, the City, EWEB, and UO have partnered on the SCORE program, offering free home energy audits to help tenants and property owners understand their energy consumption. The program trains and hires UO students to complete the audits, giving them real-world industry knowledge and skills. The program saw continued success in the 2023-2024 school year.

- 81 homes assessed in 2024
- 812 total homes scored since 2017
- 263 home energy improvements since 2017
- 126 ductless heat pumps installed since 2017
- = 363,862 kWh saved annually



University of Oregon students conduct free Home Energy Score assessments for renters in Eugene.

The City is working to increase household participation in home energy scores through education and policy development. Please stay tuned on [Engage Eugene!](#)

Interested in receiving a home energy score?

- For renters and low-income homeowners: Free [UO SCORE program!](#)
- For everyone else: [Earth Advantage](#) (And you're eligible for a federal [tax credit](#) that covers 30% of the audit up to \$150!)

EWEB Incentives Foster Efficient, Healthy, and Resilient Homes

Action B10: EWEB to work with community partners to support building upgrades through incentives for smart electrification and energy efficiency.

Action B11: EWEB to provide assistance programs for limited income customers.

Energy efficient updates can be cost prohibitive for some families; EWEB's programs aim to make these upgrades more accessible. In 2024, residential projects comprised 94% of EWEB's efficiency projects, and the number of projects in low-income homes increased by 55% compared to 2023. This increase demonstrates EWEB's commitment to clean, affordable, and reliable power for all. It also allowed our region to leverage federal dollars for clean energy in environmental justice communities.



EWEB's programs help families in Eugene afford energy-efficient appliances to power their homes.

For homeowners, installing electric heat pumps, heat pump water heaters, insulation, and energy-efficient windows provides many benefits.

These home energy upgrades can reduce energy costs, protect health, and improve comfort during extreme weather events. Prioritizing low-income households with energy upgrades has a significant equity benefit because these households tend to have higher energy costs and are more vulnerable to extreme weather.

While the utility prioritized residential homes in 2024, it also provides incentives for energy efficiency in commercial and industrial buildings, which make up 20% of the community's

GHG emissions. Though these sectors are harder to decarbonize, their significant emissions make them essential to prioritize.

There are many programs to support residents and business owners in making the switch to clean electricity. EWEB, the Oregon Department of Energy (ODOE), and the federal Department of Energy offer rebates, low-interest loans, and tax credits for electrification and energy efficiency projects. ODOE's [Energy HIPPO calculator](#) can help customers find incentives. To learn more about EWEB's programs, visit [EWEB Rebates & Savings](#)

NW Natural and Homes for Good Install Ground Source Heat Pumps for Low-Income Customers

Action B11: EWEB and NW Natural to provide assistance programs and energy conservation education programs for limited income customers.

NW Natural's Oregon Low Income Energy Efficiency (OLIEE) program helps fund free energy efficiency upgrades and education for income-qualified homes through a partnership with Homes for Good. In 2024, OLIEE helped fund the installation of ground-source heat pumps in 12 single-family homes. Ground-source heat pumps tap into the stable temperatures found hundreds of feet beneath the Earth's surface and are a super-efficient way to heat and cool homes. NW Natural used OLIEE funds to partner with Homes for Good for upgrades at the Eugene Mission—installing a more efficient gas furnace, heat pump water heaters, and LED lighting.

05:20

Homes for Good Energy Services, in partnership with NW Natural OLIEE, install ground-source heat pumps in 12 single-family homes.

Exploring the Promise of Thermal Energy Networks

While ground-source heat pumps--like those used in the Homes for Good pilot--draw heat from the earth to power individual buildings, thermal energy networks (TENS) can use geothermal energy to power a whole block or neighborhood of residential and commercial buildings through an extensive network of pipes. TENS are highly flexible and can draw on a wide variety of thermal energy sources--so not just geothermal energy but also wastewater and waste heat from buildings. TENS provide highly reliable energy, reduce energy costs, and use clean, low-carbon energy. Because of this, many communities are piloting this cutting-edge technology, such as Framingham, MA and Vancouver, WA.

Recognizing the potential for TENS to support decarbonization, the City is tracking their evolution to assess feasibility in our community. Staff are working to better understand ideal sitings, level of investment, and legislation that could enable utilities to develop them.

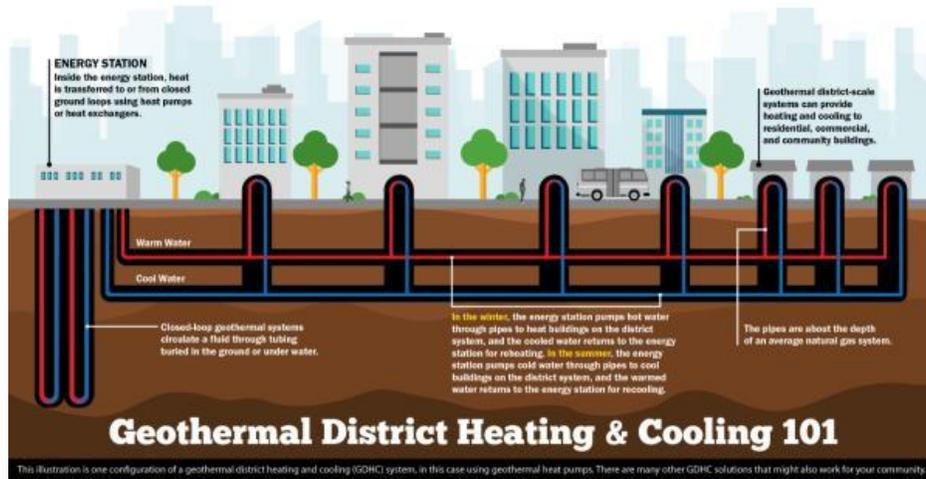


Figure 3: This graphic demonstrates how geothermal energy can be scaled to meet the heating and cooling needs of a community. Source: Department of Energy



The City Leads the Way with Decarbonizing Public Buildings and Facilities

Action B6: COE to implement conservation and efficiency improvements in facilities as part of the organization's Internal Climate Action Plan.

The City is proud to showcase its investments in building electrification and energy efficiency upgrades. Many of these upgrades are leading to measurable emission reductions. Below are several conservation and efficiency improvements made in 2024:

- Replacing the HVAC system at the Boys and Girls Club (Ed Coleman Center) to add air conditioning and enhanced air filtration.
- Building envelope improvements at the Petersen Barn Community Center.
- Replacement of gas-fired heating equipment at Fire Station 1 and 11, with planning underway to convert smaller gas units to electric heat pumps at the Emergency Services Training Facility.
- Many upgrades at the new City Hall, including automated HVAC digital controls, LED upgrades/retrofits and automated lighting controls, a new ADA-accessible plaza, and system repairs to prevent fugitive emissions of refrigerants.



The City leveraged federal and state grants to support future energy efficiency upgrades in facilities:

- \$4 million federal grant to build a wastewater treatment facility to produce Class A recycled water
- \$5.2 million in grants to fund airport terminal and connector bridge expansion and energy efficiency upgrades and to fund planning projects for clean energy technologies such as solar, electric vehicles, and battery storage
- \$1 million to implement clean energy technologies at the Roosevelt Yard
- \$100K for energy efficiency improvements at the new City Hall

Renewable Natural Gas Facility Receives 2024 Environmental Achievement Award

Action B16: Metropolitan Wastewater Management Commission (MWMC) is building a biogas purification facility and a pipeline to produce Renewable

Natural Gas (RNG) connected to NW Natural's utility grid. Construction is expected to begin in 2020 with a target completion in 2021.

Eugene's Wastewater Division, in partnership with the Metropolitan Wastewater Management Commission, continues to lead in sustainable innovation. In 2024, the division was honored by the Pacific Northwest International Section of the Air and Waste Management Association with the 2024 Environmental Achievement Award for turning sewage waste into clean fuels. The division was the first in Oregon to run a renewable natural gas facility, converting methane from wastewater into biogas that powers local homes and businesses. Its ongoing efforts in recycling water and biosolids help protect the environment and support a more sustainable future.

MWMC Renewable Natural Gas Project



MWMC Renewable Natural Gas Project

Full Charge Ahead: EWEB Surpasses Emissions Goal for Second Year Running

Action B8: EWEB to implement adopted GHG reduction goals, which call for a reduction of utility GHG emissions by 25 percent below 2010 levels by 2020; the reduction of fossil fuel use by 50% by 2030, and for EWEB operations to be carbon-neutral by 2050.

EWEB's grid is already approximately 80% carbon-free thanks to the region's clean hydropower. Since 2023, EWEB has

exceeded its goal of reducing utility emissions by 50%, achieving a 55% reduction compared to 2010 levels for the second consecutive year. This progress is partly due to increased investments in renewable energy and conservation, even as the population has grown (see Figure 4). Eugene's access to abundant, clean energy through EWEB provides a solid foundation for further efforts to reduce emissions from buildings.

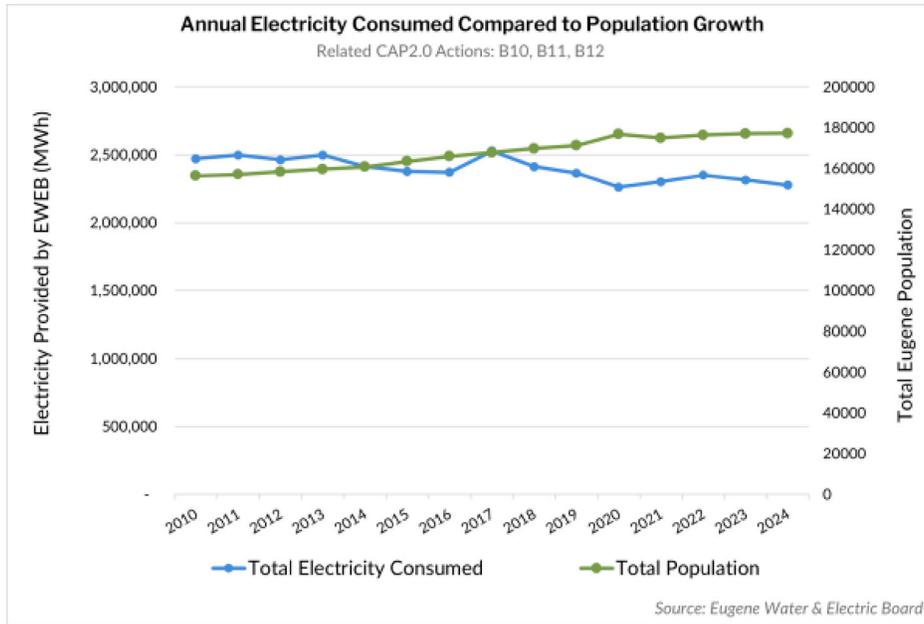


Figure 4: Electricity use has remained relatively flat even as the local population has grown. This is in part due to EWEB's ability to meet load growth through energy conservation rather than acquiring new energy resources.

Building Decarbonization: Translating Community Input into Policy Priorities

Action B2: COE to report to Council different options and funding strategies to support programs for low income EWEB and NW Natural customers and/or support other loans for small home improvements required to qualify for utility energy efficiency programs by 2021.

Buildings are the second-largest source of greenhouse gas emissions in Eugene—and transforming how we heat, cool, and power our homes and businesses is key to meeting our climate goals. In 2024, the City took a community-first

approach to identify potential pathways forward for decarbonizing buildings, connecting with more than 800 residents and nearly 100 businesses and organizations to understand the real-world challenges and opportunities ahead. The City prioritized engaging historically marginalized communities and business sectors but also engaged the public, sustainability-related groups, and our local energy providers. Based on community conversations, the City is working on several priorities to support building decarbonization efforts (see Figure 5).



The City of Eugene's Sustainability Program conducts community engagement to gather input on the community's building decarbonization priorities.



Figure 5: City priorities for residential and commercial building decarbonization.

join the
ACTION



Reduce Your Energy Use at Home and Work

The City and regional partners offer a variety of programs to help you live a greener, more sustainable life:

Get a Home Energy Audit

A home energy audit can help you understand how to save costs on energy by making your home more energy efficient.

- Renters and income-qualified homeowners can receive a free home energy score through the [UO SCORE program](#).
- Everyone else can get a [federal tax credit](#) that covers 30% of an energy audit up to \$150. Find an auditor through [Earth Advantage](#).
- Businesses can get an energy audit through EWEB.

Take Advantage of Rebates and Incentives

A variety of clean energy upgrades are within reach through [federal](#) and [state](#) programs, and [EWEB](#).

Participate in EWEB's LeadGreen Programs

Learn about a variety of [LeadGreen Programs](#) to support local, renewable energy projects.

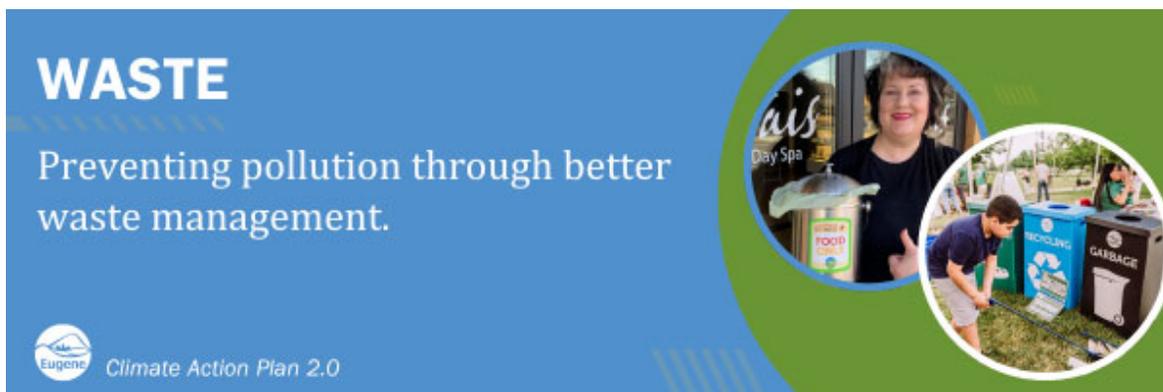
Join the NW Natural Smart Energy Program

Pay a bit more each month through the [Smart Energy Program](#) to offset carbon emissions from your natural gas use.

Businesses can engage in Bring's "ReThink" Program

[Bring's "ReThink" Program](#) provides a number of opportunities for businesses to learn about steps and resources to become more sustainable, including how to save energy.

Waste



2024 in Numbers

- **53%** of waste in Lane County was recovered before going to Short Mountain landfill
- **200+** organizations participating in *Love Food, Not Waste*
- **28,000 tons** of food waste diverted since *Love Food, Not Waste's* inception

Waste management is vital in Eugene's efforts to reduce greenhouse gas emissions from waste and refrigerant leakage.

In 2024, the City and ECC partners aimed to reduce waste through expanded waste management programs and infrastructure, implementing 13 of 17 CAP2.0 waste-related actions.

Love Food Not Waste: Turning Scraps into Sustainability

Action F1: COE to operate and promote the Love Food Not Waste commercial food waste collection program to compost food scraps from businesses.

Organic waste makes up almost half of the total waste in our landfill (see Figure 6). This is exacerbated by the fact that every year, Eugene sends over 40 million pounds of food waste to the landfill.

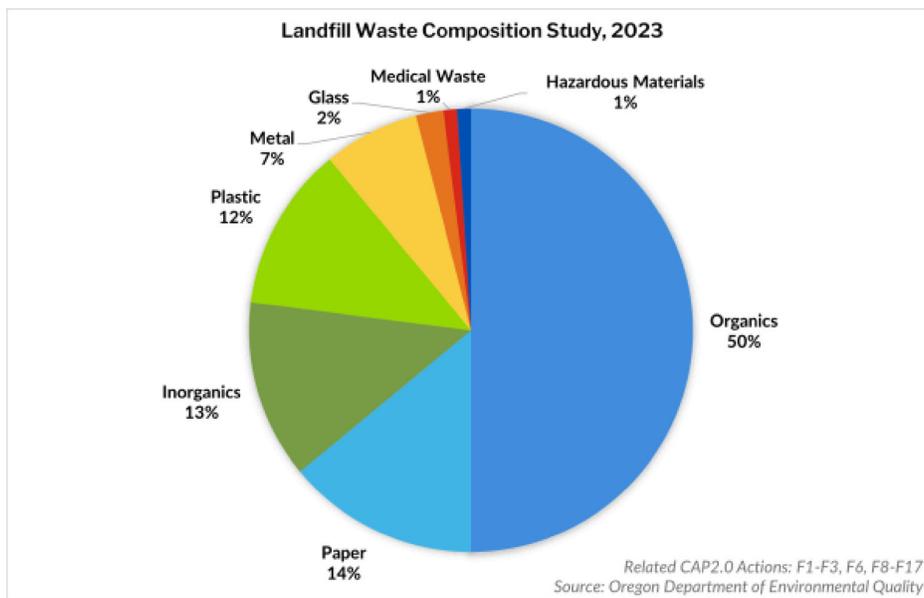
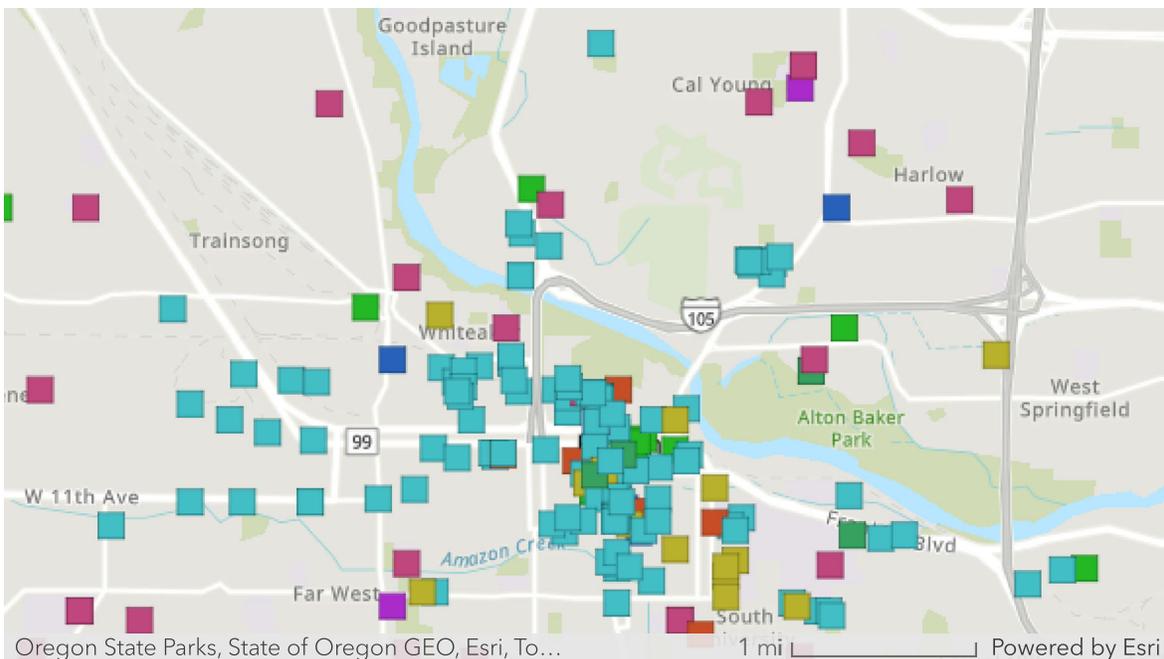


Figure 6: Shows that organic waste makes up half of the landfill composition.

To tackle this issue, the *Love Food Not Waste* program has been turning food scraps into nutrient-rich compost since 2011. The City partners with local garbage haulers and composting facilities to make it happen. Today, a wide range of participants—including businesses, schools, and nonprofits—are helping reduce waste and support a more sustainable Eugene.

With over 200 participants, the program has diverted more than 28,000 tons of food waste from the landfill since its inception. The City supplies free signage and food scrap collection containers to participants and offers grants to cover collection costs and fund educational initiatives. Rexius processes food waste into a high-quality compost available for purchase at local retailers. By working together, businesses, schools, and community leaders are transforming food scraps into sustainable action—one compost bin at a time. Residents can also make a difference by putting food scraps into their yard debris bin.



Love Food, Not Waste map of participating organizations.

Eugene Prepares for the Recycling Modernization Act

Action F12: Lane County to support product stewardship and extended producer responsibility legislation and policy creation at state and federal level.

Action F13: Lane County to improve multifamily recycling access and prepare for new state rule that all multi-family tenants must have the opportunity to recycle by 2025.

Oregon is taking a major step toward making recycling easier and more equitable with the Plastic Pollution and Recycling Modernization Act (RMA). This law will reshape how the state collects, funds, and processes materials like packaging, paper, and food service ware.

Until now, recycling in Oregon has looked different depending on your ZIP code. The RMA changes that by requiring producers of packaging and paper products to help cover the cost of recycling services. The goal? A modernized, standardized system that makes it possible for all Oregonians to recycle the same materials—regardless of where they live.

Introduction to the Recycling Modernization Act



Introduction to Oregon's recently passed Recycling Modernization Act

The law also puts a strong focus on equity and access, calling for recycling information to be shared in clear, culturally responsive ways. This aligns with Lane County's ongoing efforts to provide recycling education in Chinese, Spanish, Russian, and Vietnamese.

The RMA also sets new standards to make sure collected recyclables are handled sustainably and support responsible end markets. In Eugene, city staff will work closely with local haulers and the Circular Action Alliance to roll out these changes.

The new system officially launches on July 1, 2025. For more information and updates, visit the City of Eugene's [Waste Prevention Program website](#) and the [Oregon Department of Environmental Quality RMA webpage](#).

Eugene Implements the Styrofoam Ban

Action F12: Lane County to support product stewardship, legislation, and policy creation at state and federal level.

In December 2019, Eugene took a bold step toward reducing harmful single-use plastics by enacting a local ordinance banning Styrofoam take-out containers. For years, expanded polystyrene (commonly known as Styrofoam) has been a fixture in food packaging due to its lightweight, low-cost nature. But the environmental toll is steep. Polystyrene is made from petroleum—one of the fossil fuels most responsible for greenhouse gas emissions—and its production emits significant carbon dioxide. Because it's nearly impossible to recycle and doesn't biodegrade, it lingers in landfills and waterways, contributing to pollution for centuries.

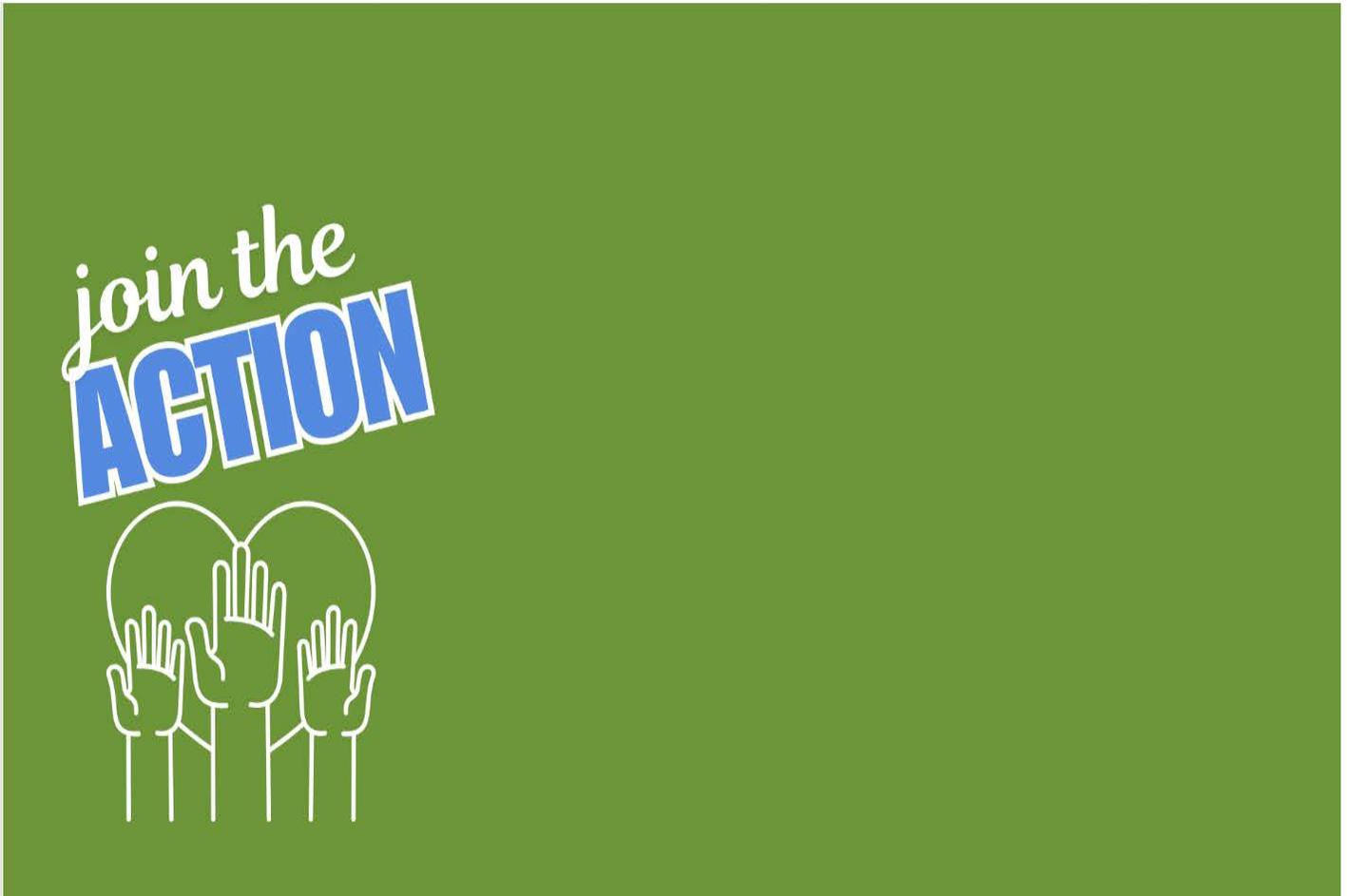
Fast forward to January 1, 2025, and Oregon's statewide ban on Styrofoam containers, Senate Bill 543, took effect—strengthening Eugene's efforts with broader regulatory support. The law also addressed other pollutants like foam packaging peanuts and PFAS-containing containers, highlighting a growing recognition of the links between environmental health and climate stability.



Oregon's statewide ban on Styrofoam containers, Senate Bill 543, took effect on January 1, 2025.

To support this transition, the City of Eugene has prioritized education and outreach to help local businesses adapt to the ban. City staff work directly with restaurants and food vendors to provide information about the ordinance, offer

guidance on compliant alternatives, and connect them with suppliers of compostable and reusable packaging. This hands-on approach reflects the City's commitment to a collaborative and practical implementation of climate policy.



Compost, Recycle, and Reduce Waste

Your efforts to reduce waste will help the City meet our climate goals. Get started today on greening your lifestyle by taking advantage of the following programs and resources:

Compost Food Waste

Residential households can compost food scraps in your yard debris bin (the grey bin!) instead of garbage at no additional cost. Businesses can sign up to join the Love Food Not Waste program to start composting today.

Refresh your Recycling Knowledge

For the latest, up-to-date information about recycling, including what goes in the curbside bin and how to recycle additional products at the transfer station, visit [Lane County Waste Management](#) or use the [Waste Wise App](#).

Learn More about Refrigerants

New federal regulations targeting refrigerants may impact businesses that rely on or manage large refrigeration and HVAC systems. Find out more in our published [Refrigerants Management Guidebook](#).

Consumption



Consumption-based emissions account for the greenhouse gases released while producing and transporting imported goods, food, energy, and services. City and ECC partners have implemented 10 of 12 CAP2.0 consumption-related actions, increasing options for reuse and repair and exploring policies to reduce the carbon impact of construction materials.



Giving New Life to Old Treasures: The Impact of Fix-it Fairs

Action C1: COE will continue to host Fix It Fairs in partnership with the ToolBox Project to help consumers repair goods and instruct participants how to make their own repairs.

Countless household items—small appliances, furniture, tools—are hauled off to landfills each year. But in Eugene, Fix-it Fairs give broken belongings a second chance. These events bring together skilled volunteers, passionate community members, and everyday items needing a little TLC. Whether it's a toaster that refuses to heat or a bicycle with a rusty chain, Fix-it Fairs provide the tools, expertise, and encouragement for residents to take repair into their own hands.



In addition to the in-person events, there are virtual events and a Fix-It video library in Spanish and English to make repairs more accessible. Fix-it Fairs empower people to rethink their relationship with consumption. By reviving items instead of replacing them, participants reduce waste and minimize the environmental impact of production.



Fix-it Fairs in 2024:

To date, these fairs have saved over 3,000 pounds of items from the landfill!

7 fairs

235 participants

174+ items salvaged

Reshaping Construction: Embracing Salvage Lumber through Policy Change

Action C4: By early 2022, COE to determine most effective policy and program pathway(s) to require construction and demolition waste materials to be sorted for reusable or recyclable materials.

Up to 30% of landfill waste comes from construction and demolition—and much of it is wood that could be reused instead of discarded. Efforts are underway to make wood salvage a standard part of demolishing buildings and to allow that salvaged wood to be used in new construction projects.

In 2023, the City and Lane County wrapped up a multi-year pilot project to explore how to recover and reuse more building materials through the deconstruction of several buildings. In 2024, during the demolition of an old building at the Roosevelt Yard, the City successfully salvaged large timber beams for reuse. Conscious Craft Construction, a local business that went through a deconstruction training, is partnering with Everyone Village to use the reclaimed lumber to build shelters for the unhoused.

Now, the City is working on a proposal to include salvage lumber in the 2027 model building codes to allow builders to use affordable, sustainable materials. The proposal aims to reduce unnecessary testing requirements and extra costs—while still meeting building safety standards. If adopted, it could help shift the construction industry toward a future that values not just what we build, but how we build it.



Part of the salvage lumber process is manually removing nails for future use.

Paving the Way: New Policies for Low-Carbon Concrete

Action C7: COE to continue to specify the materials to be used and not used in contractor proposals for construction projects that include concrete and asphalt. COE to explore the use of Environmental Product Declarations (EPDs) and other reporting mechanisms with the end goal of documenting and verifying the environmental benefits of products used in concrete and asphalt mixes.

Concrete and cement are significant sources of carbon emissions, but in 2024, the City took an important step toward reducing their impact. For all City-funded projects involving concrete, producers are now required to disclose the environmental impact, or global warming potential, of the mix used. In 2025, the City will begin enforcing global warming potential benchmarks for each type of concrete. The benchmarks will decline over time to reduce overall emissions.

The City will look to apply similar requirements to other high-carbon construction materials and explore the use of recycled and reused concrete and asphalt.



An analysis of FY23 City Operations projects found that if the new requirements had been in place, the City could have avoided 10% of construction-related emissions.

join the
ACTION



Reduce Your Consumption Impact

Your efforts to repair and reuse your items, choose sustainable products and buy local will help reduce global emissions. Get started today on greening your consumption by taking advantage of the following programs and resources:

Check out Eugene's Fix-It Resources

Before throwing your broken item in the landfill or buying new, check out [Eugene's Fix-it Resources](#). At Fix-It Fairs, volunteers and professionals provide repair education and assistance at no cost. The library of [repair videos](#) can help you fix it yourself.

Rent Tools from the ToolBox Project

Rent a tool from the [ToolBox Project](#) rather than buying one. Save yourself of the trouble of storing and maintaining a tool you may only need a few times a year!

Borrow instead of Buy

The Eugene Library hosts a [Library of Things](#) with items you can check out for free, from cameras to sewing machines to themed baking pans.

Shop Local

Purchasing goods that are made and produced locally helps reduce emissions associated with production and transportation. Its also a great way to support our local economy and small business owners. Check out the [Lane County Farmer's Market](#), the [Eugene Saturday Market](#), and many other [local businesses!](#)

Resilience



Climate change is no longer a distant threat for Eugene— it's here. Our community is facing rising temperatures, longer droughts, smoke-filled summers, and stronger storms. The City and ECC partners are taking an active role in helping the community adapt and prepare and have implemented 11 out of 23 resilience-related actions have been implemented. In 2024, climate resilience efforts focused on preparing for extreme weather, protecting our water supply and protecting our urban forest.

2024 in Numbers

- **819** trees planted in Eugene parks and on streets

- **98,000** native trees and shrubs planted along the McKenzie River, Eugene's watershed
- **6** emergency water shelters in operation
- **14** Community Emergency Response Trainings offered to the community

Leveraging Federal Dollars for Local Resilience: Class A Recycled Water Facility

Action R1: COE to pursue a water reuse partnership with MWMC to build a wastewater treatment plant to produce the first ever stream of Class A recycled water.

In May 2024, the Metropolitan Wastewater Management Commission (MWMC) received a \$4 million federal grant to finance the building of a wastewater treatment facility to produce Class A recycled water, the highest quality recycled water class suitable for all uses except drinking. This project is crucial because it will reduce the pressure on our water supply, especially during dry periods, by providing a reliable, sustainable source of water for irrigation, industrial use, and more. The bid and contracting will begin in 2025, with construction completed in late 2027.



Metropolitan Wastewater Management Commission's regional treatment plant. Source: MWMC

Preparing Eugene for Emergencies: Community Efforts in Action

Action R5: COE to update the Eugene-Springfield Wildland-Urban Interface (WUI) plan and address access routes by 2025.

Action R6: COE to utilize relevant vulnerable populations maps (developed for the Lane Livability Consortium) and develop an outreach plan to engage vulnerable populations to be two weeks ready with emergency supplies by 2023.

Action R7: COE to continue to sponsor the Community Emergency Response Team (CERT) training to citizens within the Eugene/Springfield metropolitan area.

The threat of wildfires in an era of changing climates is real and rising. Though the number of wildfires has remained steady over the last decade, the size and intensity of these wildfires have grown, posing significant risk to the Eugene metro area.

In 2024, Eugene Springfield Fire began developing a Community Wildfire Protection Plan to better prepare the

community as wildfires intensify. The plan, anticipated by 2026, will assess wildfire risks, propose mitigation strategies, and update evacuation routes and zones.

Oregon Emergency Management also launched the Be 2 Weeks Ready (B2WR) campaign in 2024. Being two weeks ready means having an emergency plan and enough supplies for your household for at least 2 weeks following a disaster. B2WR provides a toolkit with key emergency preparedness information, guiding residents through disaster planning for their families.

Meanwhile, Community Emergency Response Training (CERT) remains a cornerstone of local preparedness, training citizens with basic disaster response skills, such as fire safety, light search and rescue, and disaster medical operations. Together, these initiatives strengthen Eugene's resilience, ensuring the community is informed, prepared, and capable of responding effectively to natural disasters.



In 2024, Eugene and Springfield hosted 14 Community Emergency Response Team Trainings teaching community members skills like using a fire extinguisher.



Growing Eugene's Legacy: A Strategic Approach to Urban Forest Management

Action R11: COE to increase average citywide urban tree canopy to 30%. Eugene currently has ~23% average tree canopy cover. Increase canopy coverage by 3% in years 1-5 and 7% in years 5-10. Monitor progress annually.

Eugene's urban forest is growing into a vital source of shade, beauty, and resilience for the entire community. In 2024, the city reached 24% canopy coverage through increased tree planting and continued maintenance of existing trees.

While progress is steady, the city remains focused on leveraging community collaboration and sophisticated mapping tools to prioritize neighborhoods where trees are needed most. Targeted efforts, like the strategic planting of 900 trees in Bethel since 2022, have increased canopy coverage from 8% to 9% for that neighborhood,

demonstrating measurable improvements in underserved areas.

Momentum is building. The City has begun implementing \$2 million in street tree funding from the 2022 Transportation Bond. A \$750,000 grant from the Oregon Department of Forestry will support tree inventories in underserved areas, helping lay the groundwork for future plantings. And an updated Urban Forestry Management Plan (forthcoming in 2025) will provide an overarching strategic framework for the continued expansion of our urban forest.

Answering the Call: 2024 Ice Storm Response

Action R16: Ensure the health of newly planted public trees by enhancing soil standards and including biochar specifications in all public tree planting and Green Infrastructure projects.

In early 2024, Eugene experienced a significant ice and snow event that stressed the city's urban forest and maintenance resources. Despite the severity of the storm, proactive pruning in prior years helped minimize tree damage compared to neighboring communities. During recovery efforts:

- 2,140 work orders were completed
- 730 damaged trees were pruned
- 149 hazardous trees were removed

Although these efforts helped restore safety and functionality across Eugene, they also diverted our arborists and contractors away from routine proactive maintenance of existing trees. As a result, the city's tree pruning cycle increased from 14 years in FY23 to 19.9 years in FY24. This longer cycle underscores the balancing act between emergency response and ongoing preventive care. Ensuring sufficient resources for both immediate recovery and future tree health will remain a top priority as the city continues to refine and improve its urban forestry management strategies.



The 2024 ice storm in Eugene caused a significant increase in tree maintenance demands for city arborists, resulting in fewer new trees planted and an extended pruning cycle.

Defending the Canopy: Early Action to Prepare for the Emerald Ash Borer

Action R15: Build on the momentum of the successful 2,021 for 2021 tree planting initiative by establishing a long-term regional collaboration and community engagement campaign to encourage planting on private property, including an annual tree giveaway.

The emerald ash borer (EAB), an invasive beetle native to Asia, has devastated ash tree populations across North America, and in 2022 it was discovered in Oregon. Unfortunately, it is only a matter of time before it arrives to Eugene.

A portion of an Oregon Department of Forestry (ODF) grant received in 2024 will allow Eugene to begin early response to EAB to inform decision making and effective intervention strategies. This will include:

- Systematic monitoring and assessment of ash trees to facilitate early detection and response.



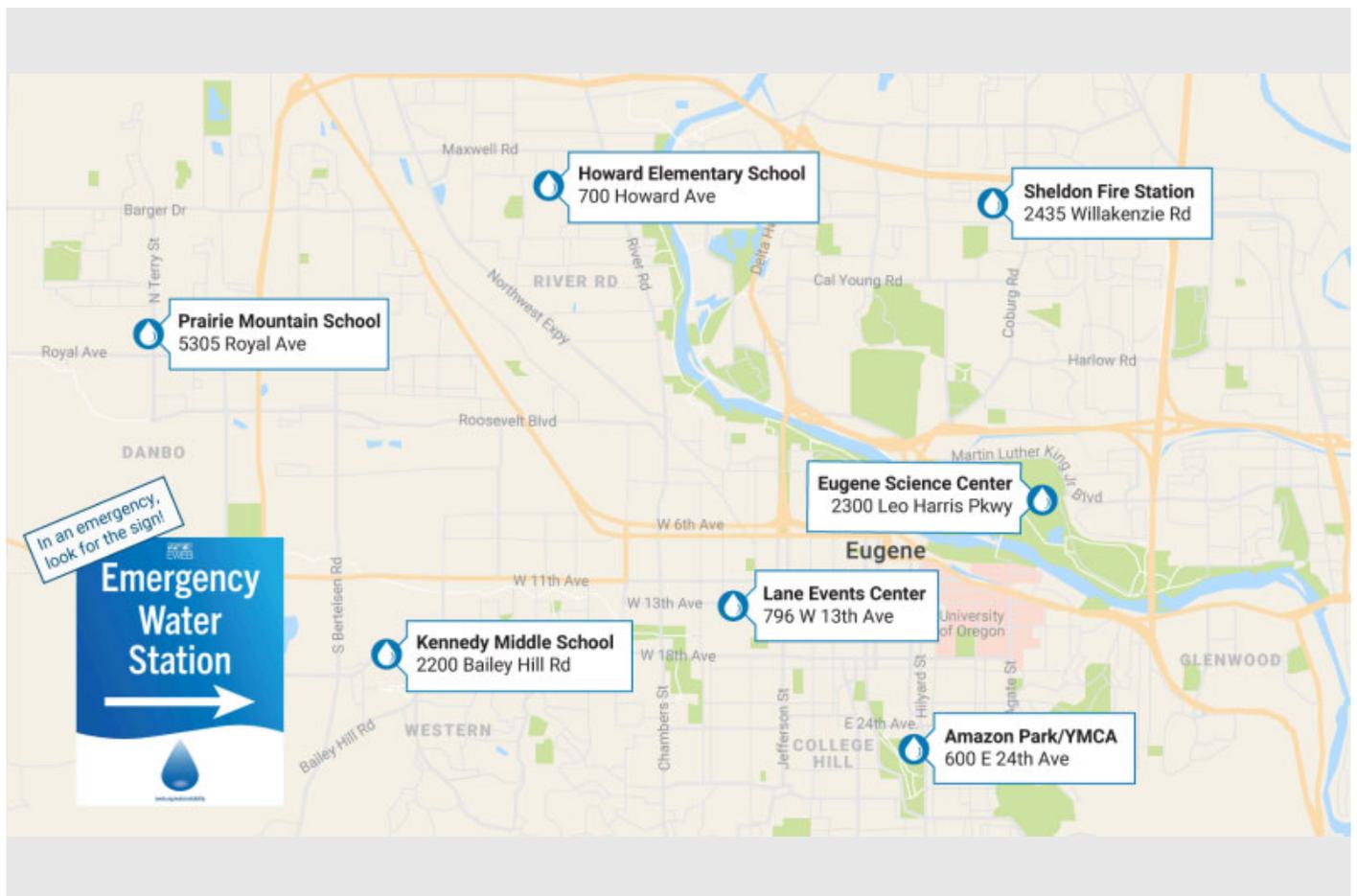
The EAB threatens Eugene's ash trees, which make up 9% of the city's street trees. Source: ODF

- Increasing tree coverage in high-priority natural areas to enhance urban resilience.
- Improving data collection on street trees, planting sites, and EAB-affected ash trees to guide long-term planning.

Eugene continues to strengthen urban forest sustainability through these initiatives while preparing for emerging environmental challenges.

Emergency Water Stations Prepare Eugene for the Unexpected

Action R20: EWEB to install emergency water stations at schools and public spaces around the region, with a goal to have at least five stations around the community.



In times of crisis—whether an earthquake, wildfire, or infrastructure failure—access to safe water can become uncertain. That's why EWEB established Emergency Water

Stations across the city, ensuring residents have a reliable source when disaster strikes. These stations, located at key sites like Prairie Mountain School, Howard Elementary, and Amazon Park, are designed to provide two gallons of water per person per day to Eugene residents in an emergency. Each site has a well and submersible pump, ready to mobilize when needed.



In 2024, a new site opened at the Amazon Park/Eugene Family YMCA. A launch event gathered local neighbors to help familiarize them with the system. EWEB will install one final site in 2025 at Kennedy Middle School (2200 Bailey Hill Rd.).

Pure Water Partners: Protecting and Restoring the McKenzie Watershed

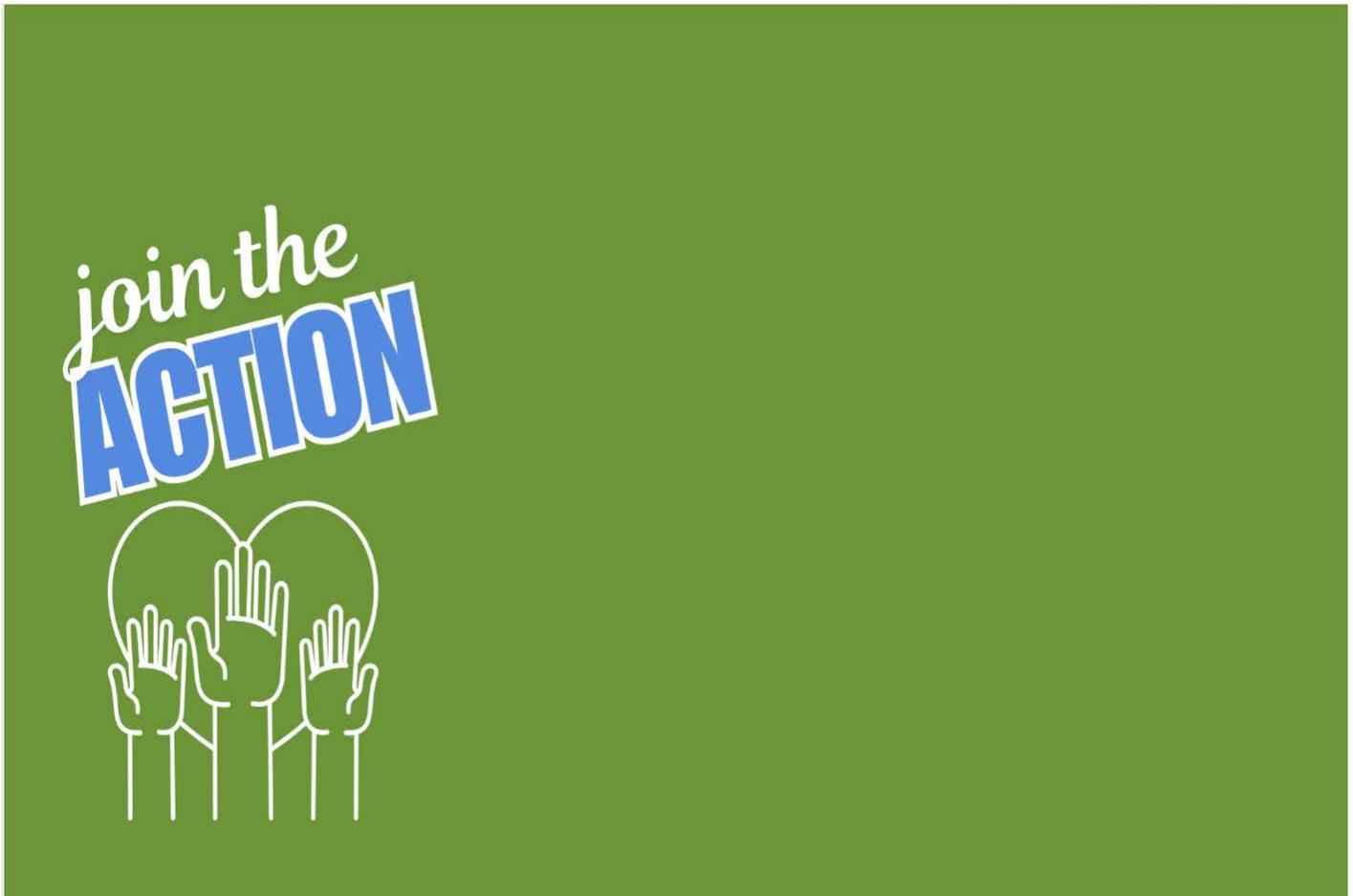
Action R21: MWMC to partner with EWEB in Pure Water Partners program, a new initiative designed to reward landowners who protect high quality land along the McKenzie River.

The Pure Water Partners (PWP) Program is an EWEB initiative designed to reward landowners in the McKenzie Watershed for their stewardship in protecting lands along the river and restoring riparian forests. Since the 2020 Holiday Farm Fire, PWP has focused on erosion control, riparian replanting, invasive species removal, fire fuels reduction, and naturescaping.

In 2024, PWP planted 98,000 native trees and shrubs across 83 properties, treated invasive species on nearly 100 sites, and facilitated naturescaping projects for nine landowners. Over 230 landowners have committed to 7-year watershed stewardship agreements, with 320+ assessments conducted post-fire. Landowners can participate by [enrolling in PWP programs](#), receiving expert guidance, and contributing to a more resilient watershed.



EWEB supports landowners in preserving forested land and restoring fire-impacted areas, ensuring long-term water quality for EWEB customers. Source: EWEB



Build Personal and Community Resilience

You can help our community adapt to a changing climate. Be prepared for emergencies and extreme weather and help preserve our natural resources.

Prepare your Household to Be 2 Weeks Ready!

Go through the B2WR toolkit with your friends and family to ensure you're prepared for potential disasters.

Become a First Responder in your Neighborhood

The [Community Emergency Response Training \(CERT\) CERT Basic Training course](#) will equip you with the knowledge and skills to support your neighborhood following an emergency.

Protect our Watershed

Through the [Pure Water Partners](#) program, landowners along the McKenzie River can get resources and technical assistance for protecting lands along the river and restoring riparian

forests. This stewardship helps protect the source of our drinking water.

Plant More Trees

- Volunteer with [Parks and Open Space](#) or with [Friends of Trees](#) to plant trees across Eugene and Springfield.
- Consider planting trees on private property and use [this list](#) to find trees suited for your site.

What's Next

While this StoryMap highlights the progress Eugene has already made, our work to address climate change is far from over. Looking ahead, the City is committed to continuing meaningful projects and policies to meet our emission reduction goals and build a climate-resilient community.

Upcoming Projects

- **24th Avenue Redesign:** Community engagement is underway to redesign 24th Avenue with a focus on safety and accessibility. Plans include the addition of protected bike lanes and improving access for cyclists and pedestrians. [Learn about upcoming transportation projects](#) that will enable better pedestrian and biker connectivity across Eugene.
- **Neighborhood Engagement in Bethel and University Areas:** The City will continue working closely with residents in [the Bethel](#) and [University](#) neighborhoods to co-create neighborhood plans that include climate solutions to address local needs and priorities.
- **Investing in Eugene's Urban Forest:** Thanks to the voter-approved 2022 Street Bond, new funding will allow Eugene to continue investing in its urban forest by planting more street trees in neighborhoods across the city. These trees not only beautify our streets—they also provide critical shade, reduce urban heat, improve air quality, and support community health. [Planting efforts](#) are focused on areas

with the greatest need, helping to address environmental equity and build climate resilience.

- **New Energy Contract:** EWEB will finalize its long-term power contract with the Bonneville Power Administration, a decision that will define the foundation of Eugene’s energy portfolio for decades. At the same time, EWEB is completing two major studies to assess how best to meet future energy demand through conservation, demand response, electrification, and customer-owned solar. These efforts will help ensure that Eugene continues to benefit from clean, affordable, and reliable energy—even as demand grows and the climate changes.

Policies in Development

- **Home Energy Score Expansion:** Eugene is exploring ways to expand the use of Home Energy Scores, a tool that helps homeowners and renters understand their home energy use and costs, as well as a pathway toward reducing emissions.
- **Envision Eugene Comprehensive Plan – Phase II:** Work is underway to complete the next phase of the Envision Eugene Comprehensive Plan, including new chapters that will support CAP2.0 goals, like housing, compact development and urban design, and community health.
- **Climate-Friendly Areas Implementation:** Following City Council’s 2024 selection of Climate-Friendly Areas (CFAs), staff are preparing for implementation through 2026. Key strategies include removing off-street parking requirements, preparing for a future with more electric vehicles, and planning for more pedestrian-friendly development.
- **Transit System Planning:** After implementing short-term route changes, Lane Transit District (LTD) will begin community engagement to shape long-term improvements in transit mobility.

Grants in Action

Eugene secured major wins on federal grants made possible by historic investments from the Biden Administration to address climate change—with **nearly \$14 million in climate-related awards**. While several federal grants have been delayed, suspended or rescinded under the Trump administration, several projects continue to move forward, including:

- **Airport EV Infrastructure (\$200K):** Planning is underway to install electric vehicle charging infrastructure and a microgrid at the Eugene Airport, supporting low-emission travel options and ensuring clean and resilience backup energy supply.
- **Greenhill Road Habitat Acquisition (\$1.45M):** This grant supports the acquisition of valuable natural areas including wetlands, oak, and prairie habitat. In partnership with regional nonprofits and Tribes, these efforts will help protect native ecosystems and build climate resilience.
- **Class A Recycled Water Project (\$4M):** This project will expand Eugene’s capacity to reuse high-quality water, enhancing drought resilience, and promoting sustainable water stewardship.

Join the Action



Opportunities to Live Sustainably

Eugene's Climate Action Plan 2.0 is a community-driven effort, and your involvement is key to its success. Whether you're interested in adopting more active transportation methods or integrating climate-friendly practices at home, there are numerous ways to contribute. Together, we can accelerate our progress toward a resilient, equitable, and low-carbon future.

Actions for Everyone

Walk, bike, bus, and roll! Active transportation programs such as [Safe Routes to School](#), [Get There](#) and the [Commute Tracker](#) app can help with safety, education, trip planning, tracking trips and more.

Rent a bike with the PeaceHealth Bike Share: Eugene bike commuters can access more than 300 bikes across a city network of 30 bike stations. [Download the app to start riding!](#)

Rentals cost just \$1 to unlock and 10 cents per minute of your ride.

Compost food waste: [Households](#) can compost food scraps in your yard debris bin instead of garbage at no additional cost. [Businesses can sign up](#) to join the Love Food Not Waste program to start composting today.

Buy an electric car: Gasoline and diesel vehicles are among Eugene's most significant contributors to GHG emissions. Switching to an electric vehicle can make a big difference for the environment.

Check out [Eugene's Fix-It resources](#) before throwing your broken item in the landfill or buying new. At Fix-It Fairs, volunteers and professionals provide repair education and assistance at no cost. The library of [repair videos](#) can help you fix it yourself.

Participate in EWEB's [LeadGreen programs](#) to support local, renewable energy projects.

Join the NW Natural [Smart Energy program](#) to offset carbon emissions from your natural gas use.

Prepare your household to [Be 2 Weeks Ready!](#) Go through the B2WR toolkit with your friends and family to ensure you're prepared for potential disasters.

Become a first responder in your neighborhood. The [Community Emergency Response Training \(CERT\) Basic Training course](#) will equip you with the knowledge and skills to support your neighborhood following an emergency.

Actions for Renters

Get a free home energy score through the [UO SCORE program](#).

Rent an electric car: For short-term rentals, reserve an EV through a [carsharing app](#)! Your first 4-hour ride is free.

Rent a tool from the [ToolBox Project](#) rather than buying one you may get minimal use out of on your own.

Volunteer to plant trees with [Parks and Open Space](#) or with [Friends of Trees](#).

Rebates and loans for efficiency upgrades are available for renters and landlords through [EWEB](#).

Actions for Homeowners

Get a home energy audit. This can help you understand how to save costs on energy by making your home more energy efficient. You may qualify for a \$150 federal tax credit for an energy audit, and find a local assessor through [Earth Advantage](#).

Take advantage of [rebates and incentives](#) to make clean energy upgrades through federal and state programs, and our local utilities.

Build an Accessory Dwelling Unit. Compact development helps reduce trips made by car. Consider the addition of an accessory dwelling unit (ADU) on your property. Check out the [City's pre-approved ADU plans](#), expedited building permit process and reduced pre-construction fees.

Plant more trees. Consider planting trees on your property and use [this list](#) to find trees best suited for your site.

Protect our watershed. Through the [Pure Water Partners](#) program, landowners along the McKenzie River can get resources and technical assistance for protecting lands along the river and restoring riparian forests. This stewardship helps protect the source of our drinking water.

City of Eugene

Office of Sustainability

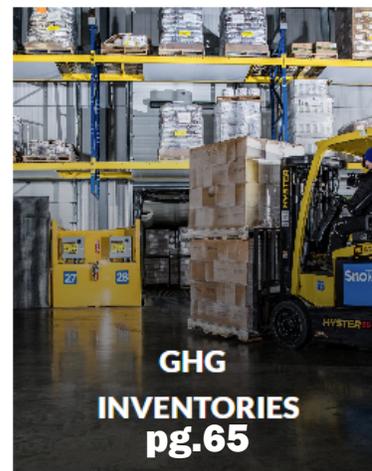
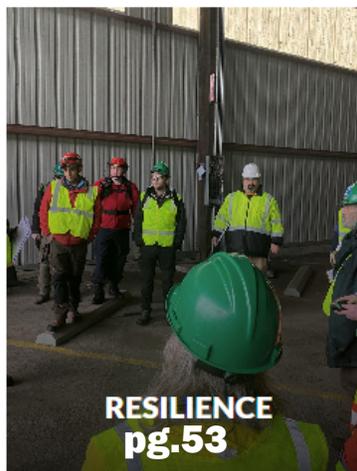
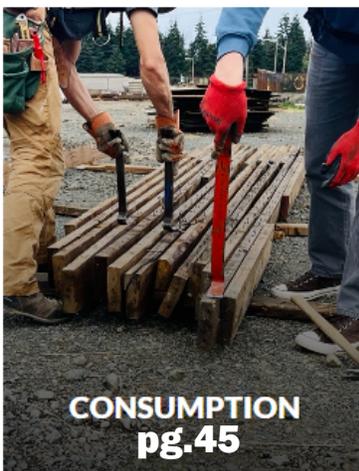
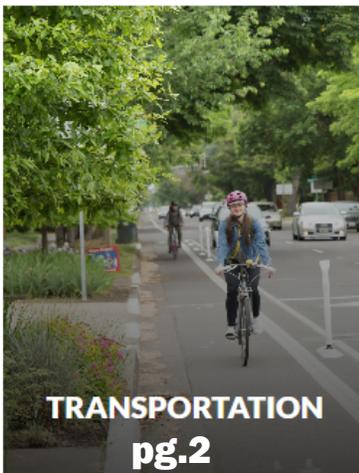
This document can be viewed online at [Climate Dashboard](#).

Climate Dashboard

Eugene's Climate Story Through Data and Visuals

The Climate Dashboard is a tool that brings together data and visuals to tell the story of our community's efforts to build a more sustainable, resilient future. The dashboard includes a breakdown of the **actions** we have committed to, **stories** that highlight our wins, and **key indicators** to evaluate our impact. It's a tool to share our journey and celebrate progress.

Begin by choosing a topic area to explore the progress we've made and the path ahead.



Transportation

OUR VISION
Making transportation cleaner, more sustainable, and accessible for all.



 Climate Action Plan 2.0

Transportation is the largest source of our community's greenhouse gas emissions, primarily due to the use of gas and diesel-reliant vehicles. Eugene is working to create a sustainable, more balanced and accessible transportation system.

Slideshow:



Action T1: The City continues to expand infrastructure to make active transportation safer and more accessible.



Action T33: Lane Transit District is making short and long-term changes to make public transit a reliable and convenient alternative.



Action T20: The City, in partnership with EWEB, has launched an electric car share pilot program at an affordable housing site.



Action T11: The City is creating new incentives to make compact development easier along key transportation corridors to reduce the need for a vehicle.

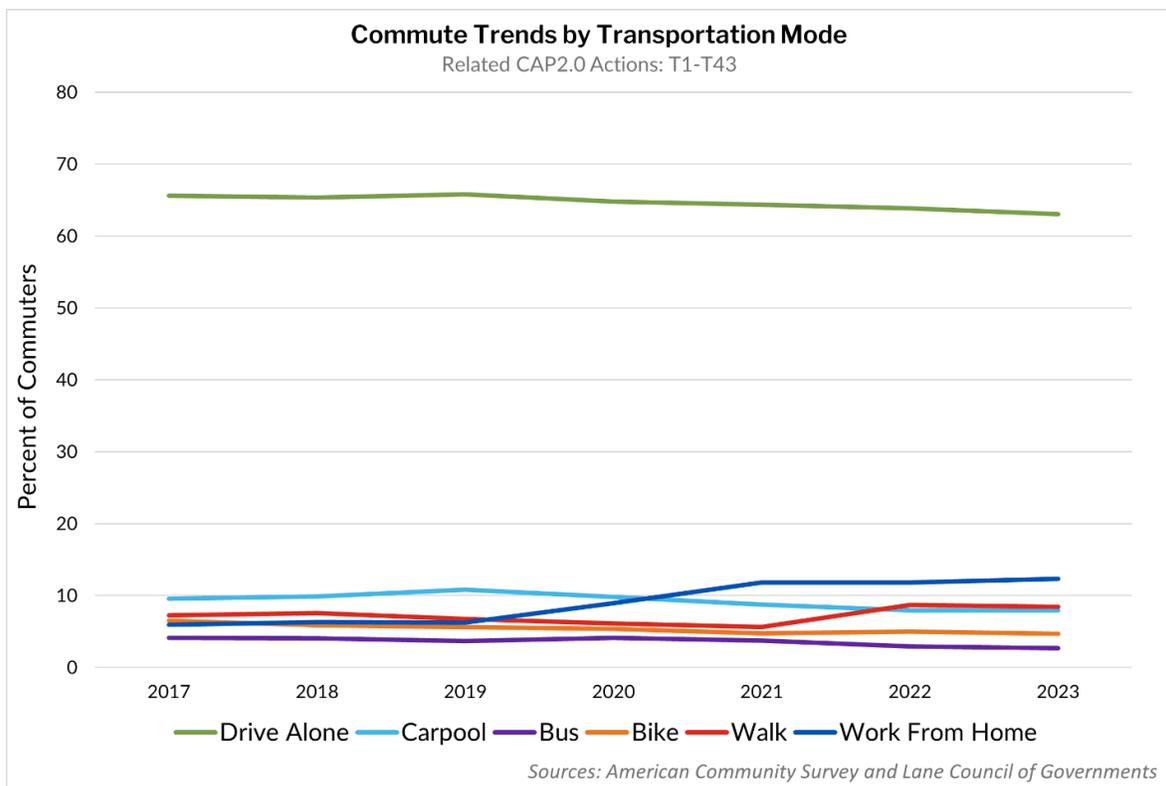
Transportation

By the Numbers

The following key indicators help us understand transportation patterns over time and throughout the community. This information helps inform policy and program development to reduce transportation-related emissions, and assess our progress towards achieving a more sustainable transportation network.

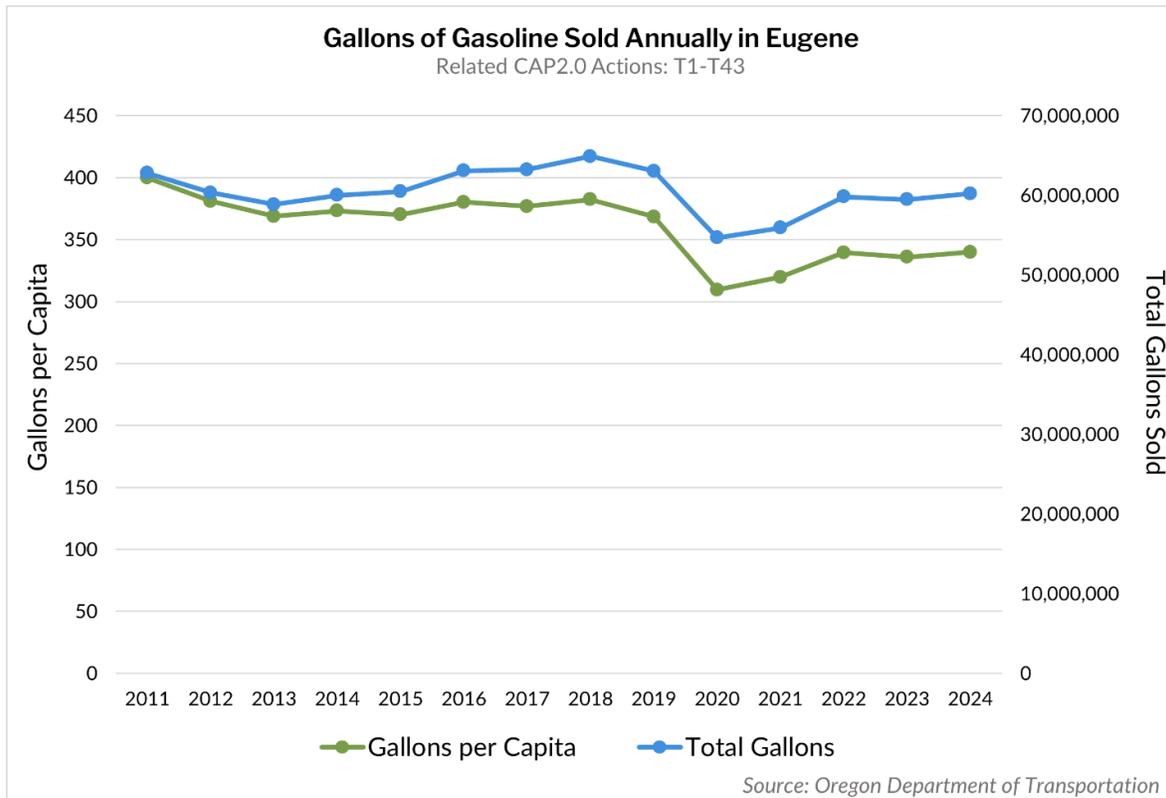
Commute Trends

This chart shows how people in Eugene commuted to work from 2017 to 2023. Very small fluctuations were noticed across all modes, but in general nearly 65% of commuters drove alone during this time, while the remaining 35% used alternative modes such as carpooling, bussing, biking, walking or working from home. There was a small decrease in driving alone, but bike and bus use also declined slightly. Walking increased slightly. Most notably, working from home has more than doubled since 2017.



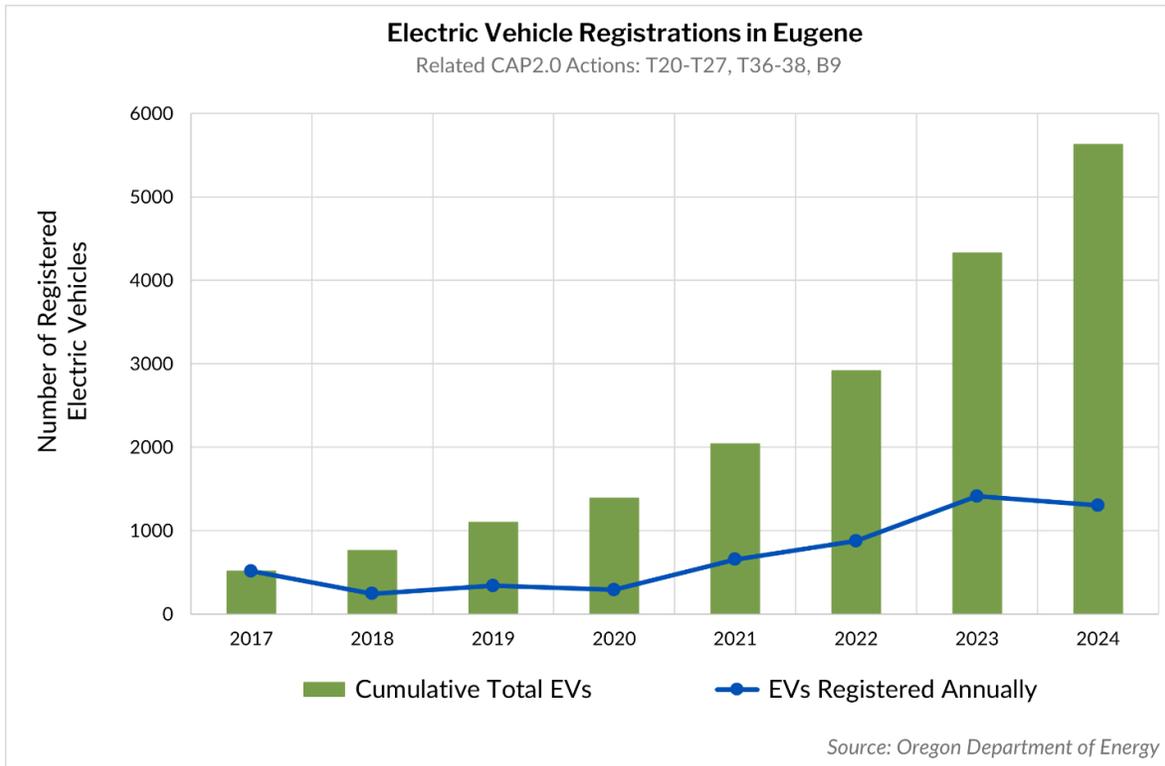
Gasoline Consumption

Measuring gasoline sales is one way to track the use of gas-powered vehicles. From 2011 to 2024, total gas sales in Eugene dropped by about 4%; however, when you adjust for population growth—i.e., looking at fuel sales per person (per capita)—the drop is actually much larger, around 15%. There was a sharp decline in 2020, primarily due to less travel at the beginning of the pandemic. Fuel sales have gone back up since then, but in 2024 it was still around 5% lower than in 2019.



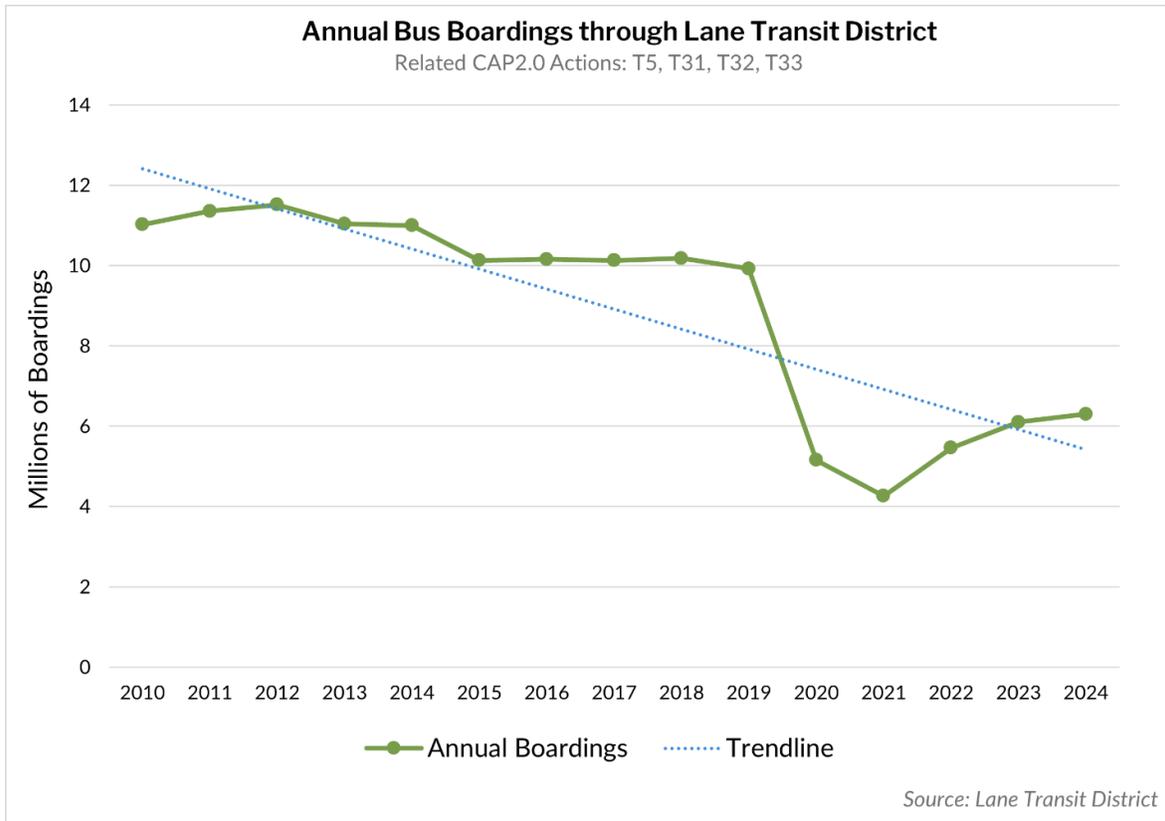
Electric Vehicles

The number of EVs in Eugene continues to grow, increasing from 403 in 2017 (the first year that records are available) to over 5,300 in 2024. Due to our region's abundant supply of clean electricity through EWEB, emissions from electric vehicles (EVs) are significantly lower than vehicles using gas or diesel. The State of Oregon started a [Clean Vehicle Rebate Program](#) in 2019 to enable more Oregonians to invest in EVs.



Bus Ridership

From 2010 to 2019, the number of boardings on Lane Transit District (LTD) buses has slowly declined by about 1.5% each year. In 2020, bus use dropped sharply because of service cuts and fewer people riding during COVID-19. Ridership declined again in 2021 and has since been steadily rising, though still lagging behind pre-pandemic numbers.



Transportation

Our Actions

The City and our partners have committed to 43 actions to reduce emissions from transportation.

Actions address the following priorities:

1. Support active transportation
2. Promote compact development
3. Increase access to electric mobility
4. Actions led by regional partners
5. Actions for City operations

Action Status

27 Actions Completed or Ongoing



14 Actions In Progress



2 Actions On Pause or Not Started



1. Support Active Transportation

Eugene is working to make active transportation, like walking, biking and bussing, safer and more convenient. The 2035 Transportation System Plan (TSP) is a 20-year roadmap that identifies key projects to improve safety and accessibility for bicycles, pedestrians and transit networks, and includes adopted plans for improvements and investments along six key corridors. Through implementation of the TSP projects, we can expect to see a decrease in vehicle miles travelled, greenhouse gas emissions, and air pollution. Through launching programs and strengthening partnerships, we are working to provide the education, support and resources to make it easy for community members to go carbon-free.

Action T1, In Progress



COE to build and complete 261 transportation projects in the Transportation System Plan (TSP) that enhance bicycle, pedestrian and rail facilities in Eugene.

The City has completed many infrastructure projects. Recent, notable projects include the 8th Avenue Streetscape; the City's first protected intersection on River Road and Irving; and new solar lighting on the Fern Ridge Path.

Action T2, In Progress



COE to require all employers to develop Transportation Options Plans to reduce the number of employees driving alone to work.

With state rulemaking on Transportation Options Plans on hiatus, the City is exploring if and how local employers could be incentivized or required to develop transportation options for their employees.

Action T3, Completed but Ongoing

COE to provide education and encourage programs to improve safety and encourage the use of active transportation.

Safe Routes to School programs teach younger children bike/ped skills and safety. Get There provides education on alternative commute options. The New Movers program delivers transportation options materials to residents when they move to Eugene.

Action T4, Completed but Ongoing

COE to develop a systematic method for measuring trips made by walking, biking and driving.

The City conducts the "Travel Barriers and Benefits" surveys every 5 years to measure the modes people in Eugene use to travel around our community. The City also uses the Central Lane MPO's [bike counting program](#) and data from the [American Community Survey](#) are other tools for monitoring progress.

Action T5, In Progress

COE and LTD to complete the Moving Ahead planning process and implement improvements on transportation corridors.

In 2024, the City and LTD implemented the MovingAhead vision for the MLK Jr. Boulevard corridor with new pedestrian safety and transit improvements. The City and LTD also adopted new vision for the River Road corridor and looked at transit and safety improvements for Highway 99. The City will conduct a revised study of Coburg Road in 2026.

Action T6, In Progress

COE will adopt new Complete Street Design Standards for capital infrastructure projects on streets and shared paths.

The City completed the new Complete Streets Design Standards and will present them to City Council for formal adoption in 2025. The standards have already been applied to capital projects and private permitted work as allowed, with approved design exceptions.

Action T7, In Progress

COE to develop a sidewalk infill program and strategy for upgrading unimproved streets.

The City continues to develop the proposed sidewalk infill program for consideration by the Transportation Policy Team. In the meantime, the City is actively building sidewalk infill using grants and street bond funds.

Action T8, In Progress

COE to update the Transportation System Plan (TSP) by 2021 to meet CRO goals, using the Strategic Assessment modeling tool being completed by ODOT and Central Lane MPO.

The City is collaborating with regional partners to do a Strategic Assessment and scenario planning to better forecast predicted growth trends, transportation outcomes and greenhouse gas emission impacts. This will lead to policy recommendations that will be considered for integration into the next TSP update scheduled for 2029.

Action T28, On Pause

COE to create a digital smart trips application by 2023 that would display all modes of travel by segment type and provide additional information about public parking options, carbon emitted, calories burned, and cost of travel.

The development of a digital smart trips application is currently paused.

Action T29, In Progress

COE to explore options to create community wide broadband to provide greater accessibility for families and residents to work and learn remotely.

The City's Digital Equity Panel assisted in developing strategies to strengthen digital equity across Eugene, concluding in 2024. The City will leverage their work and recommendations to apply for federal grants in 2025 to improve access to internet infrastructure and hardware and enhance digital literacy.

2. Promote Compact Development

Housing policy is a cornerstone of Eugene's climate policy. Housing that is built close to transit, jobs and other amenities allow residents to access their daily needs using fewer vehicle trips, thereby reducing transportation-related emissions. The City is employing a variety of tools, policies and strategies to support compact development goals. The Urban Growth Strategies project and the Envision Eugene Comprehensive Plan, led by the City's Planning Division, is working to help Eugene grow more sustainably.

Action T9, In Progress

COE to create a dynamic Envision Eugene comprehensive plan to address emerging needs.

The City completed the first phase of the Envision Eugene Comprehensive Plan to establish a Eugene-specific urban growth boundary in 2017. As part of the second phase, the City is now developing new land use policy chapters for housing, compact development, community health, community engagement, and public facilities. In 2024, the City also developed the first draft of the Land Use Designation Map, which will replace the Metro Plan Diagram if adopted.

Action T10, Completed

COE to meet all of the 20-year multi-family housing and commercial job needs within the existing UGB.

The City adopted an urban growth boundary that has enough land for housing and commercial jobs through 2032. The City will continue to evaluate Eugene's land supply for housing in alignment with new Oregon Housing Needs Analysis requirements in 2027, and every 8 years thereafter.

Action T11, Completed but Ongoing

COE to make compact development easier on key transit corridors and in core commercial areas.

The City is removing regulatory barriers, reducing financial obstacles, creating new incentives, restructuring land use codes for flexibility, and enhancing transportation services to support growing densities.

Action T12, In Progress

COE to expand housing variety and choice and facilitate the building of smaller, clustered and attached housing.

The City continues to expand housing choice and facilitate building smaller, clustered, and attached housing through tools and strategies like the Affordable Housing Trust Fund, pre-approved ADU plans, reduced system development charges, and more flexible code amendments. This work is ongoing through the Housing Production Strategy and Housing Implementation Pipeline.

Action T13, In Progress

COE to plan for growth so that an increasing proportion of residents live in 20-Minute Neighborhoods where residents can meet most of their daily needs near their homes without the use of an automobile.

City Council selected Greater Downtown and Lower Coburg as Eugene's designated climate-friendly areas, as required by the state-adopted Climate Friendly and Equitable Communities program, which aims to reduce pollution by providing more equitable transportation and housing options across Oregon cities. Adoption of implementing tools are due by 2026.

Action T14, In Progress

COE to develop tools that stimulate construction of multi-unit housing downtown and along key corridors, such as the Multi-Unit Property Tax Exemption (MUPTE).

In 2024, the City created two new housing development incentives to promote compact development in the downtown core. The Accelerated Multi-Unit Property Tax Exemption program (Accelerated MUPTE) aims to streamline the review process for large housing projects in the priority area. The Downtown Fee Assistance

pg. 12

program uses tax increment funds to pay government-imposed development fees for eligible residential projects, reducing development costs while maintaining funding flow to key services and infrastructure. The programs aim to address the financial and bureaucratic obstacles that hamper residential development in the area.

Action T15, Completed

COE to implement HB2001 that enables middle housing and supports the construction of duplexes, triplexes, quadplexes, townhomes, and cottage clusters throughout the community by June 2022.

In November 2024, City Council readopted the Middle Housing code amendments. The City is now processing middle housing permits and land divisions under those regulations. The ordinance has been appealed again to the Oregon Land Use Board of Appeals, and is making its way through that process.

Action T16, Completed

COE to support accessory dwelling construction.

The City launched a Pre-Approved ADU Plan program in 2022 to support the addition of small, efficient housing options in our community. In 2024, the plan library grew from eight to 10 plans, saving home builders time and money and helping add small, efficient housing options to our community.

Action T17, Completed

COE to update its Clear and Objective Housing Regulations by Spring 2021 to mitigate barriers to housing, increase efficiency and predictability in the review process, and guide future development.

The City adopted new Clear and Objective Housing Regulations in 2021.

Action T18, Completed

COE and Lane County to finish the River Road-Santa Clara Neighborhood Plan by Spring 2021 to support transit-oriented and mixed-use development, and remove barriers to middle housing along that corridor.

City Council approved the River Road Santa Clara Neighborhood Plan in April 2024. The City is now engaging with the community to create neighborhood plans for the University District and the Bethel Area.

Action T19, In Progress

COE to develop a Growth Monitoring Program to monitor community and development trends by tracking housing permit data, land divisions, and affordability.

In 2024, the City published an online [Growth Monitoring dashboard](#) to provide community access to a subset of key growth monitoring data. This includes charts and downloadable datasets related to Eugene's population, jobs, and housing and employment permits. The 2023 Annual Growth Monitoring Report, published in June 2024, tracks key data to monitor Eugene's growth and prepare for urban growth boundary planning.

3. Increase Access to Electric Mobility

Supporting electric vehicles (EVs) helps reduce transportation-related emissions because EVs produce zero tailpipe emissions, unlike gasoline or diesel-powered vehicles. By promoting EV adoption through infrastructure development, incentives, and education we can reduce and accelerate the transition to clean transportation. Increasing access to electric mobility is critical through EV car shares and electric micro-mobility. The City's [Electric Vehicle Strategy](#) provides a pathway for implementing our EV-related actions.

Action T20, Completed

COE to introduce parking and infrastructure requirements for electric vehicles at new multi-family housing, commercial and affordable housing projects.

The City passed an ordinance in 2023 requiring new multifamily and multiuse developments to install EV charging conduit to 40% of their parking spaces; and 20% for new commercial developments.

Action T21, In Progress

COE to develop policies and priorities around installation of publicly accessible charging stations.

The City of Eugene and EWEB are partnering to develop a comprehensive Electric Vehicle Infrastructure Plan to determine needs and preferred locations for publicly accessible charging infrastructure. Work will commence in 2025.

Action T22, Not Started

COE to encourage taxi and transportation network companies (such as Lyft and Uber) to utilize EVs in their fleet and develop charging infrastructure, such as through incentives and expedited permitting processes between 2023 and 2025.

No update.

Action T23, Completed but Ongoing

COE will explore ways to promote the use of micromobility options such as e-scooters and e-bikes between 2023 and 2025.

The City and partners continue efforts to promote micromobility options in Eugene like the annual e-bike expo and EWEB's ongoing rebate program for e-bikes.

Action T24, Completed but Ongoing

COE and EWEB to increase the number of EV-centered ride and drive consumer education events between 2023 and 2025.

The COE's annual E-bike Expo remains a highly anticipated event, offering opportunities for community members to learn more about electric bikes and test ride a diverse selection. The rEV Up Workshops, organized by the Emerald Valley Electric Vehicle Association, continue to assist residents in their transition to EVs. As interest in these workshops naturally wanes due to greater adoption of EVs citywide, their frequency will be reduced to better align with demand.

Action T25, Completed

COE to set targets for EV adoption in Eugene by 2035 and publish status of EV adoption annually on the City's website by 2021.

The number of EVs in Eugene continues to grow, increasing from 402 in 2017 to more than 5,800 in 2024. These updates are published online in the [Climate Dashboard](#).

Action T27, Completed

COE to conduct an electric car share pilot program at one or more affordable housing sites in Eugene between 2021 and 2025.

In partnership with EWEB, the City is conducting an electric car share pilot program with cars available for rent at the Iris Place affordable housing development and in downtown Eugene. The program is extended into 2025.

4. Actions Led by Regional Partners

Our regional partners are key in creating a more balanced transportation system that prioritizes active transportation and provides people with safe and healthy choices. Lane Transit District (LTD), Eugene Water & Electric Board (EWEB), the school districts, Cascadia Mobility and other government institutions are committed to making this a reality. The following are the actions they have committed to that will help us reach our goals.

Action T31, Completed but Ongoing

LTD to continue offering low-income, student, and group transit passes to support commute options and transit accessibility.

LTD continues to offer accessible ride services for Eugene residents, including electronic fare payment through UmoPass, student transit and group passes, accessible transit options for seniors and individuals with disabilities, and Mobility On Demand.

Action T32, Completed but Ongoing

LTD to offer programs like touch pass, Transportation Options, transit host program, and Mobility on Demand that make taking transit more convenient.

LTD received a federal ATTAIN grant worth \$5.2 million to develop a new Mobility on Demand pilot service in the Bethel neighborhood of Eugene, in collaboration with Bethel School District, Lane Council of Governments, and ODOT. The pilot will be powered by a smartphone app within the Bethel School District boundary to provide on-demand transit services.

Action T33, In Progress

LTD to complete the Transit Tomorrow planning project to evaluate how it can increase frequency of service and ridership on transit.

Transit Tomorrow was completed in 2024 but not adopted or approved by LTD Board. LTD completed the System Review planning project to evaluate how to allocate resources to increase the frequency of service on transit as LTD recovers from pandemic-related service cuts and driver shortages. Near-term recommendations to be implemented in 2025.

Action T34, Completed but Ongoing

Safe Routes to School (SRTS) to offer programming at Bethel and 4J to support alternative transit for kids to get to school. SRTS has a goal to reach 85% of Eugene-Springfield public schools by 2021 and eventually 100% of schools.

Safe Routes to School programming is offered at 100% of Bethel and 4J schools. Programming includes bike and pedestrian safety classes, encouragement activities, learn to ride a bike events, and connecting students in need to free bikes. The City works with SRTS in both districts on programming and on improving the safety of infrastructure on key routes to school.

Action T35, Completed but Ongoing

PeaceHealth Rides bike share program will continue to look for opportunities to expand its bikeshare footprint, in terms of geographic area served, number of bikes available, and access for disadvantaged communities.

In 2024, the PeaceHealth Rides bikeshare system expanded the service area to include Downtown Springfield and more areas of Eugene. Bike share ridership in October 2024 saw the highest monthly rides ever, with over 36,000 trips. PeaceHealth Rides offers a free bike share membership program for recipients of qualifying state or federal assistance programs and partners with community nonprofits to help people sign up for the free membership. New partnerships and funding will allow for continued expansion of the system in 2025 and beyond.

Action T36, Completed but Ongoing

EWEB will focus on efforts to increase EVs in the community, including dealership engagements and incentives for test drives, city-wide EV sharing, education campaigns, and ride and drive events.

EWEB and community partners, such as the Emerald Valley Electric Vehicle Association, continue hosting EV ride and drive events so community members can test drive different models and learn about the benefits of transitioning to EVs. The City and EWEB partner on a EV carshare program at two sites in Eugene. As of October 2024, Eugene had 5,375 electric vehicles registered with the DMV, a nearly 35% increase from August 2023. In 2024, EWEB's MoveGreen Transportation Electrification (TE) programs distributed \$835k through these programs and events. All financial investments from this action are funded through the Oregon Clean Fuels Program.

Action T37, Completed but Ongoing

EWEB to incentivize commercial and residential EV charging infrastructure and to support regional efforts to expand the charging network, including through EWEB-owned stations.

EWEB offers incentives for residential and commercial EV charging infrastructure. In 2024, EWEB provided 249 residential rebates and 22 commercial rebates. EWEB also has free, public EV charging stations at its Roosevelt Operations Center. EWEB encourages customers to charge EVs during off-peak hours (10 p.m. to 6 a.m.) when power is cleaner and cheaper, as charging during peak times increases reliance on fossil fuel generators and raises costs. Through EWEB's public charging infrastructure, in 2024 over 90,000 electric miles were provided for our community at no cost to users.

Action T38, Completed but Ongoing

EWEB to explore ways to increase electric mobility access for underserved populations through partnerships with key agencies, community grants, culturally appropriate outreach and education, and multi-family EV sharing.

Recognizing that not everyone has equal access to purchasing a new or used electric vehicle, EWEB promotes access to electric mobility through programs like electric vehicle sharing, electric mobility community grants for public and non profit agencies, and E-bike rebates.

In 2024, EWEB provided 1,077 electric bicycle rebates and over \$130,000 in electric mobility community grants. EWEB awarded grants to Cascadia Mobility (provider of Peacehealth Rides BikeShare program), Lane Community College, Looking Glass Community Services, Pacific Refugee Support Group, and Shift Community Cycles. This year's awardees are using the grants to purchase EVs to transport homeless youth, to support fleet maintenance of a bike share program, and to add an EV to a community college motor pool.

Action T39, Completed but Ongoing

LTD to expand electrification of bus fleet as existing fleet is retired.

LTD currently operates 30 electric neighborhood buses; the remaining 83 busses (58 of them hybrid) are fueled with renewable diesel. By taking these steps, LTD has met its goal to reduce GHG emissions by 75%, before its target date of 2030.

Action T40, Completed but Ongoing

LCC, Lane County, and EWEB to continue investing in fuel efficient motor pools. Public agencies are focused on purchasing electric vehicles when practical and high efficiency hybrids or diesels when necessary.

LCC, Lane County, and EWEB each have policies in place to upgrade all light-duty vehicles to electric at the time of replacement. Heavy-duty vehicles remain a challenge due to market availability and operational needs, but partners continue to track emerging technology for adequate replacements. EWEB's 2024 GHG emissions from its owned fleet have decreased by 53% since its 2010 baseline through the procurement of new vehicles and low-carbon renewable fuels.

Action T41, Completed but Ongoing

LCC continues to increase online class offerings to reduce GHG emissions from student commuting and in response to student demand.

LCC continues to increase online class offerings to reduce GHG emissions from student commuting.

Action T42, Completed but Ongoing

4J to continue replacing all of the older buses with higher efficiency buses, to use 99% renewable diesel fuel (R99) for all diesel buses, and to equip all buses with exhaust treatment systems.

All 4J diesel buses use renewable diesel and are equipped with exhaust treatment systems. Efforts continue to replace older buses with higher efficiency alternatives.

Action T43, Completed but Ongoing

Bethel SD is investing in higher efficiency buses through their transportation contractor First Student. Older, less-efficient buses are being replaced by clean diesel engines.

No update.

Buildings

OUR VISION
Powering homes and buildings with clean, renewable, and efficient energy.

Eugene Climate Action Plan 2.0

The graphic features a green background on the left with white text. On the right, there are two circular inset images: one showing a modern multi-story house at dusk, and another showing a white outdoor heat pump unit installed on a concrete pad next to a house.

Homes and buildings are the second largest source of greenhouse gas emissions in our community. Most building emissions come from natural gas, with the remainder coming from electricity and other fossil fuel sources. Eugene is working to transition homes and buildings to clean, renewable and efficient energy usage.

Slideshow:



Action B11: EWEB offers rebates and incentives for customers to install heat pumps and other clean energy upgrades.



Action B4: The SCORE program trains UO students to provide free home energy audits to renters and low-income homeowners.



Action B6: The City continues to make energy efficiency upgrades to its own facilities, including the new City Hall.



Action B16: A new facility transforms sewage waste into renewable natural gas.

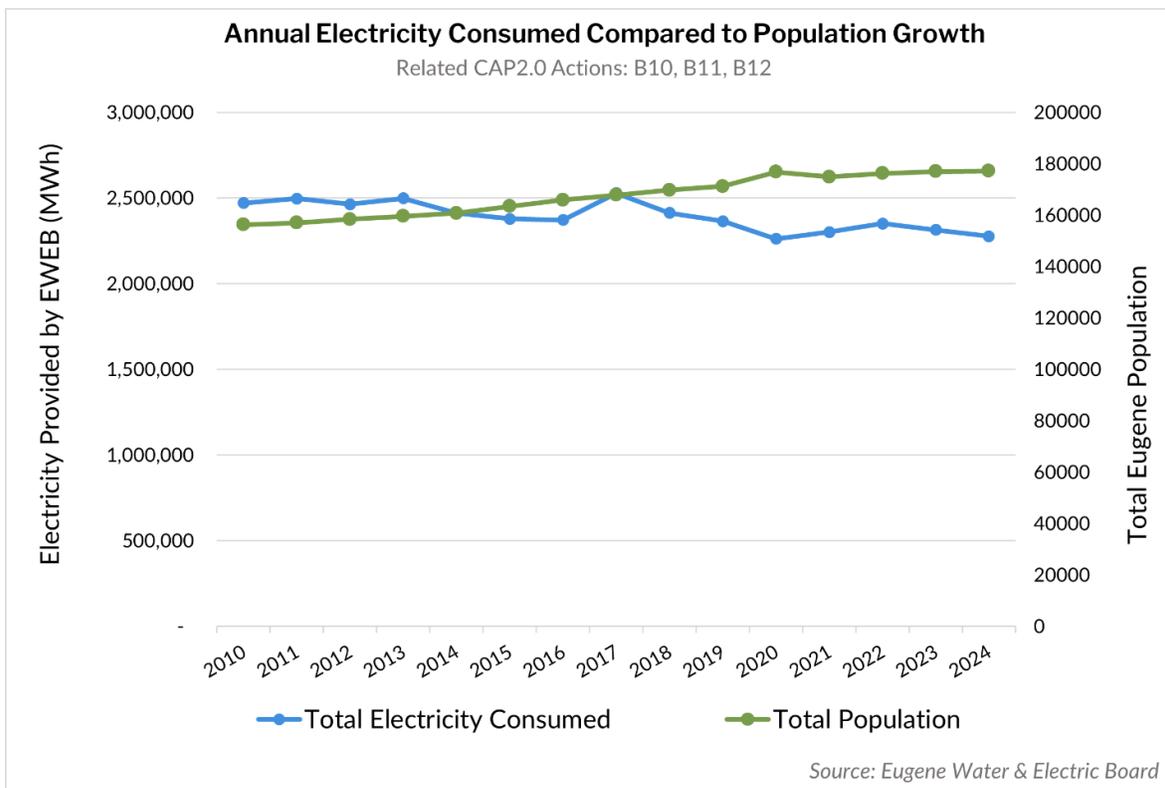
Buildings

By the Numbers

The following key indicators help us understand energy usage in homes and buildings over time as well as the impacts of energy efficiency projects. This information helps inform policy and program development to reduce building-related emissions, and assess our progress towards achieving our desired outcomes.

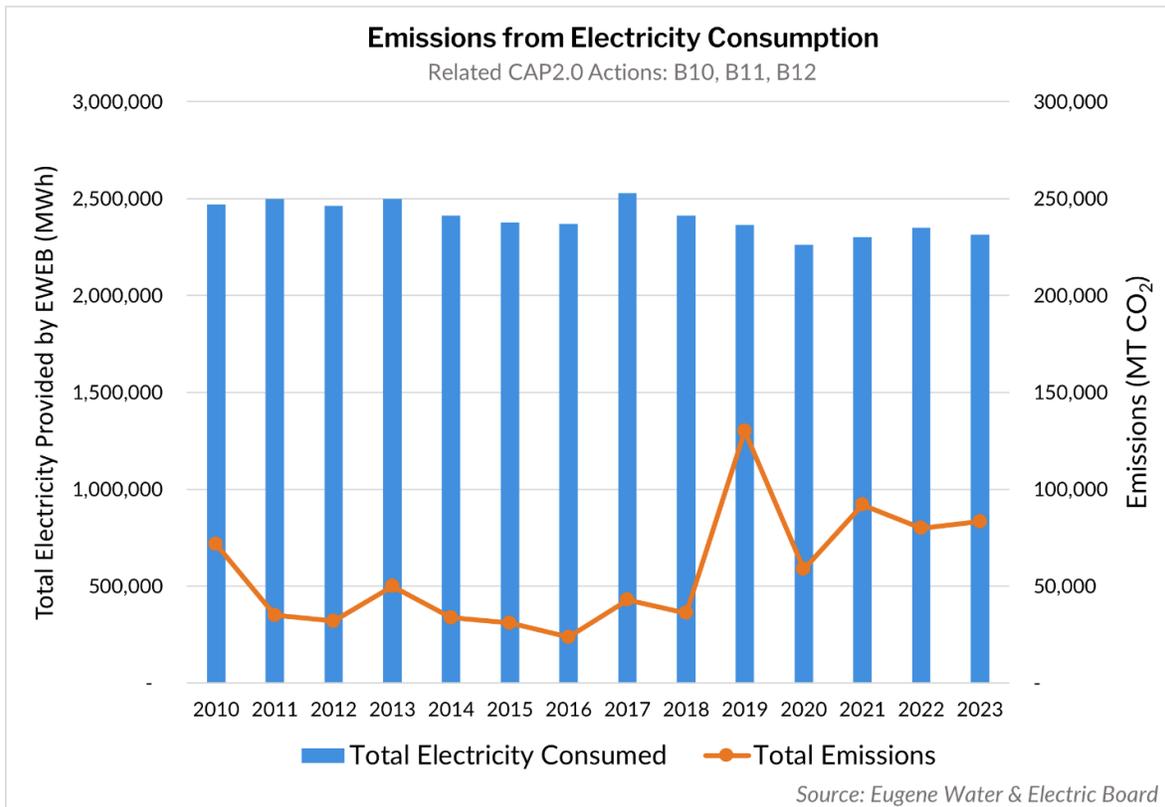
Electricity Use

Eugene’s electric utility, Eugene Water and Electric Board (EWEB), provides most of the city’s electricity with over 90% of it coming from carbon-free resources. Electricity use has remained steady even as the local population has grown. That’s partly because EWEB focuses on saving energy through conservation instead of relying on new power sources to meet increased demand.



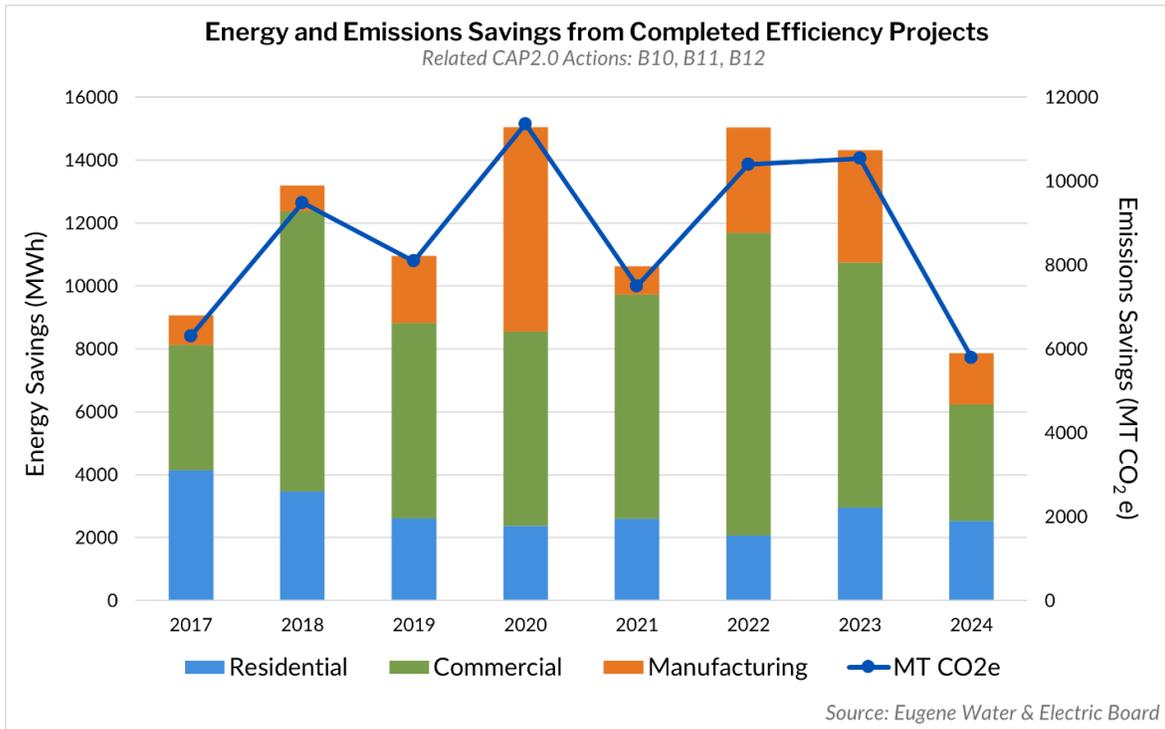
Emissions from Electricity

The chart shows the total electricity provided by EWEB annually and the resulting emissions. While electricity demand has remained relatively stable since 2010, emissions have fluctuated due to changes in the carbon intensity of EWEB's energy mix. High emissions in 2019 reflected decreased water availability across the western hydropower system. Nearly 90% of Eugene's electricity comes from carbon-free sources like hydropower and wind, keeping emissions well below the regional average.



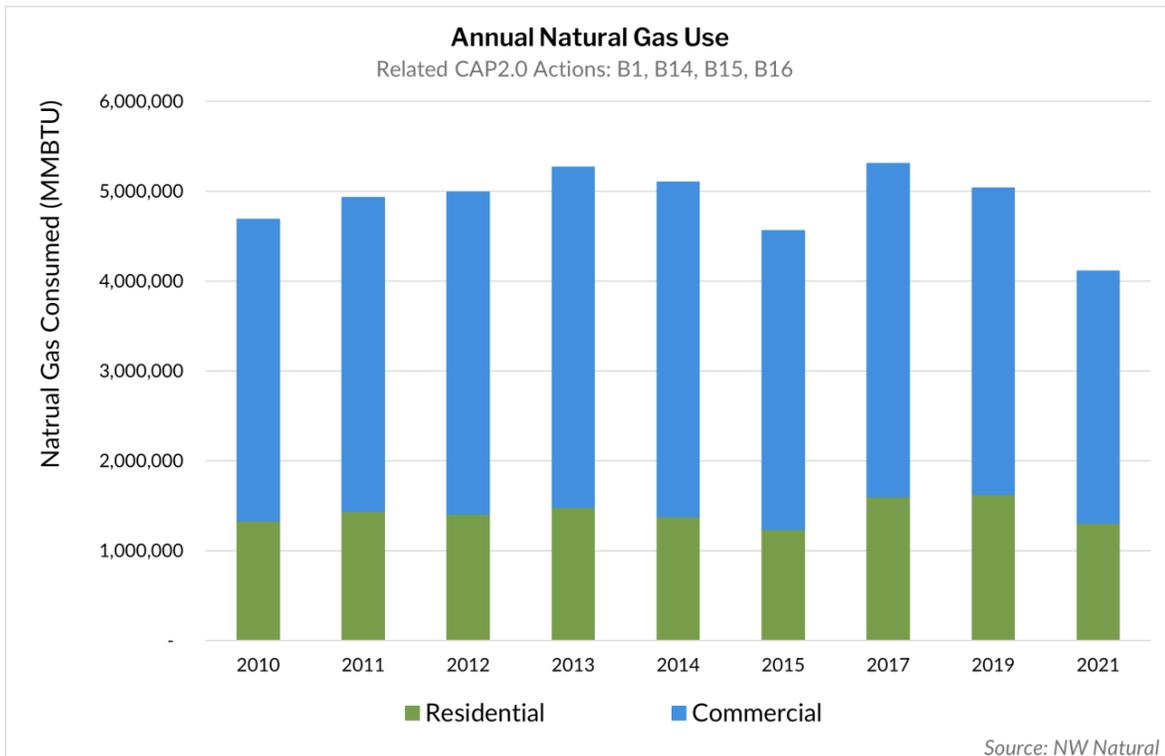
Electricity Efficiency Projects

EWEB offers rebates and incentives to improve energy efficiency in residential, commercial and industrial buildings. Since 2017, most of these projects have taken place in the residential sector, but most emissions savings come from projects in industrial and commercial buildings. In 2024, savings were smaller because EWEB focused on upgrades in low-income homes to maximize new federal funding geared towards helping low-income households who often face higher energy bills and are more vulnerable to extreme weather. From 2017 to 2024, EWEB saved about 95,803 MWh – avoiding 69,465 metric tons of carbon emissions.



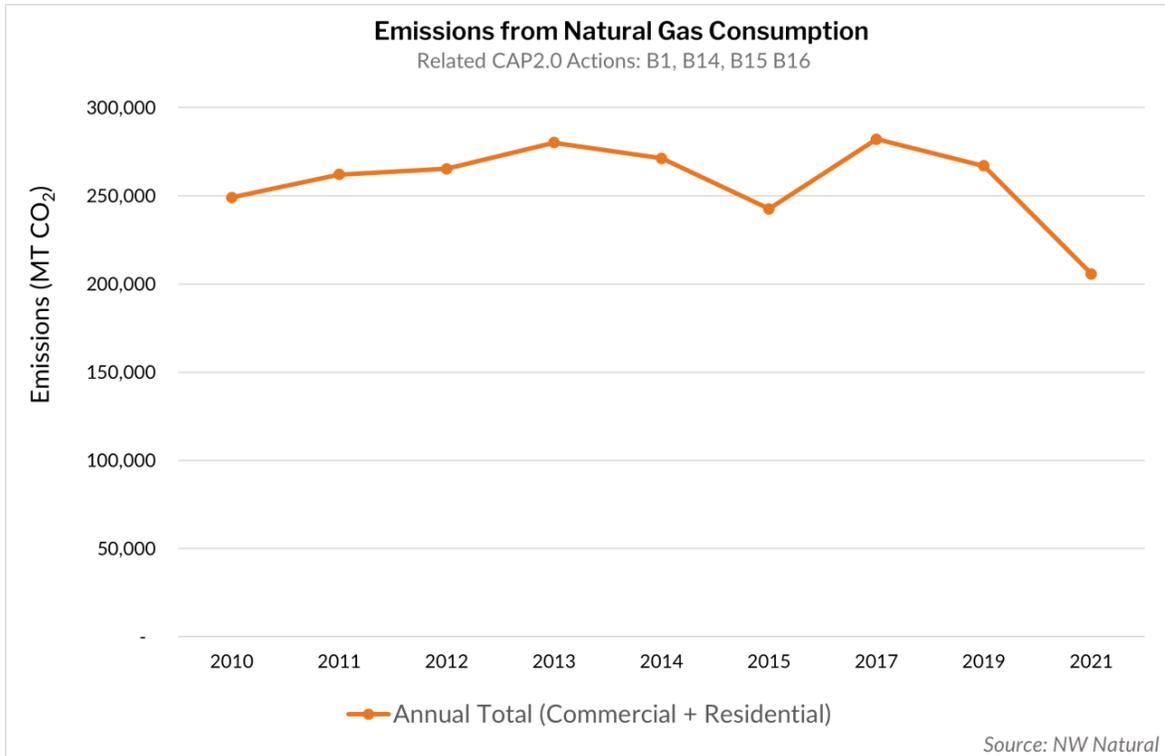
Natural Gas Use

Total natural gas use in Eugene went down by about 12% between 2010 and 2021. During this time, gas use in homes dropped slightly—about 1.6%—while commercial use dropped more significantly, by about 15%. In 2021, natural gas made up 36% of all fossil fuel use in Eugene. A noticeable drop in commercial gas use happened between 2019 and 2021. This drop was likely caused by a warmer winter and the closure of two local manufacturing companies in 2020.



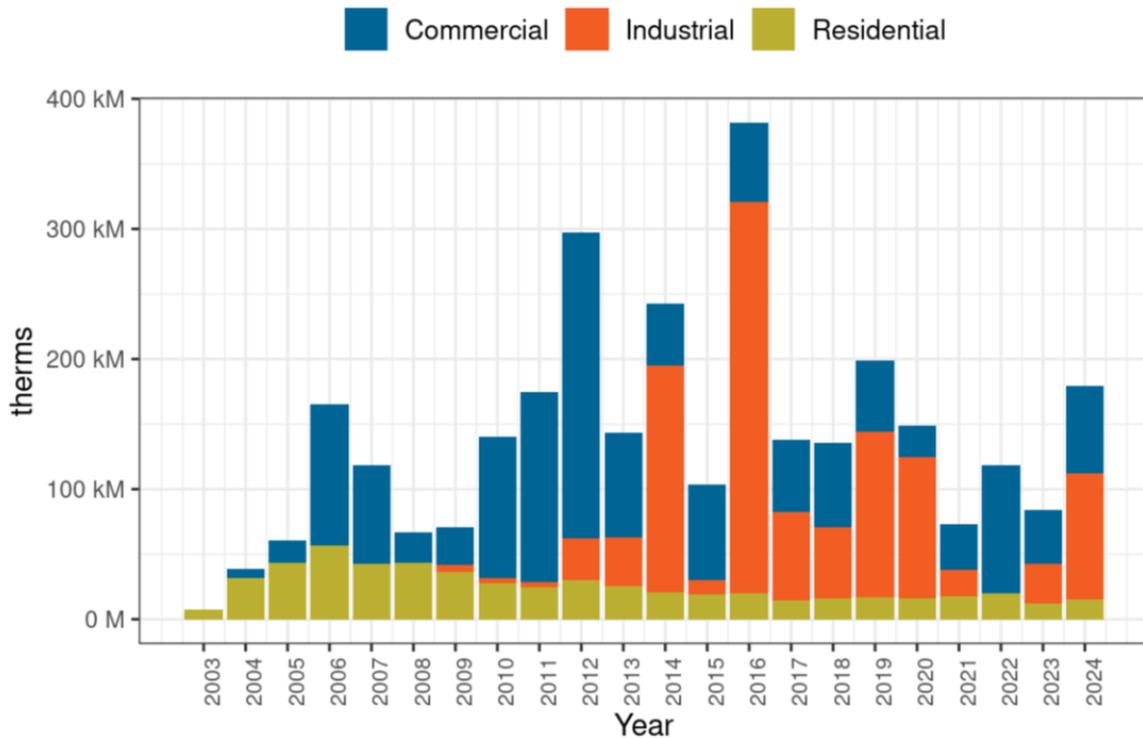
Emissions from Natural Gas

Emissions from natural gas use make up a significant portion of greenhouse gas emissions from buildings. Overall, there has been a 12% decrease in total emissions from natural gas between 2010 and 2021. There was a steep drop between 2019 and 2021, likely due to a warmer winter and the closure of two local manufacturing companies in 2020.



Natural Gas Efficiency Projects and Savings

Energy Trust of Oregon (ETO) provides rebates and incentives to help NW Natural's customers in Eugene complete energy efficiency upgrades. The chart summarizes gas savings attributable to energy efficiency projects supported by ETO between 2003 and 2024. Like electricity efficiency projects, most natural gas savings come from energy efficiency projects in commercial and industrial buildings.



Buildings

Our Actions

Eugene and our partners have committed to 22 actions to reduce emissions associated with buildings. The goal is to power homes and buildings with clean, renewable and efficient energy.

Actions address the following priorities:

1. Reduce emissions in our energy supply
2. Expand incentives for energy upgrades
3. Expand energy audits and building standards
4. Actions to City facilities and public institutions

5 Actions in Progress

0 Actions On Pause or Not Started

Action Status

17 Actions Completed or Ongoing

1. Reduce Emissions in our Energy Supply

Our local utilities are working to reduce emissions associated with their energy supply. Through energy conservation, protecting and expanding clean energy resources, transitioning to lower carbon fuels, reducing energy use during peak demand, and providing customer options for carbon offsets, our utilities are facilitating the transition to greener homes and buildings.

Action B1, In Progress

COE and NW Natural to complete a new franchise agreement to decrease community wide emissions associated with natural gas by late 2020.

The franchise agreement with NW Natural expired in May 2021. Efforts to renew it stalled over negotiations to include provisions for climate funding and reducing natural gas emissions as part of the agreement. Ultimately, no new agreement was reached. As of 2024, there is still no franchise agreement in place.

Action B8, Completed but Ongoing

EWEB to implement adopted GHG reduction goals, which call for a reduction of utility GHG emissions by 25 percent below 2010 levels by 2020; the reduction of fossil fuel use by 50% by 2030, and for EWEB operations to be carbon-neutral by 2050.

EWEB has not only met but exceeded its 2030 goal of reducing utility GHG emissions by 50 percent below 2010 levels, achieving this goal seven years early. In 2024, EWEB reduced emissions by 55% since the 2010 baseline.

Action B9, Completed

EWEB to complete an Electrification Impact Study in 2020-2021 to explore the impacts of widespread electrification on our community, hypothesize various electrification scenarios and assess potential impacts to power supply, demand, local infrastructure, and community greenhouse gas (GHG) emissions.

EWEB completed Phase 1 and 2 Electrification studies in 2021. In 2025, EWEB will complete a demand-side potential assessment to identify the best opportunities for local investment in energy efficiency. EWEB is also forecasting future energy demand and possible ways of meeting that demand as part of their annual resource planning process.

Action B12, Completed but Ongoing

EWEB's commitment to conservation includes meeting all new base load growth through acquiring conservation rather than new energy resources. Each year, the utility targets between 1.4 and 1.6 MW for acquisition, dedicating appropriate budget and human resources to those targets.

Over the last 14 years, EWEB's load has largely been able to meet all new growth in demand through acquiring conservation rather than new energy resources. Loads are expected to start increasing, with demand outpacing current energy resource supply.

Action B13, In Progress

Once fully deployed, EWEB's advanced metering program will facilitate demand side management programs with customers to reduce energy use during peak periods. EWEB plans to reduce energy use during peak periods through a combination of education, technology and pricing programs.

EWEB seeks to provide customers with better service, build a more resilient community, and create a cleaner energy future. Achieving these goals requires modernizing our community's power grid and water distribution network. As a part of this effort, EWEB is upgrading electric and water meters to smart meters. By the end of 2024, EWEB had installed 95,887 electric meters and 53,711 water meters across its service territory.

Action B14, Completed but Ongoing

NW Natural Smart Energy Program allows customers to purchase carbon offsets equal to the amount of the carbon dioxide created by their natural gas use.

The NW Natural Smart Energy Program allows both residential and commercial customers to offset the amount of carbon dioxide created by their natural gas use through purchasing a mix of carbon offsets and renewable natural gas projects. By the end of 2024, nearly 6,500 Eugene customers were enrolled.

Action B16, Completed

Metropolitan Wastewater Management Commission (MWMC) to build a biogas purification facility and a pipeline to produce Renewable Natural Gas (RNG) connected to NW Natural's utility grid.

Since November 2021, a biogas purification facility at the regional treatment plant has been producing renewable natural gas (RNG) as a byproduct from the anaerobic digesters. The RNG is sold to NW Natural as a renewable fuel, and the environmental credits ('carbon offsets') are sold through a third-party broker.

2. Expand Incentives for Energy Upgrades

Incentives such as rebates, low-interest loans and tax credits help to support residents and business owners in making clean energy and energy efficiency upgrades to homes and buildings. Our local utilities play a critical role in providing incentive programs to their customers so that they can use energy more efficiently. Additional incentives are available through state and federal agencies. The City continues to explore ways to expand incentives and awareness of these programs.

Action B2, Completed but Ongoing

COE to report to Council different options and funding strategies to support programs for low income EWEB and NW Natural customers and/or support other loans for small home improvements required to qualify for utility energy efficiency programs by 2021.

In 2024, the City engaged over 800 community members and close to 100 different businesses, prioritizing disadvantaged groups, to better understand challenges and opportunities for reducing emissions from buildings. This engagement informed the City's current building decarbonization priorities to expand incentives and education, center equity, and ensure reliability/affordability. Staff have presented City Council with potential long-range funding strategies that could support decarbonization efforts for low-income families, including a climate impact fee, a natural gas supplier tax increase, and a carbon tax.

Action B10, Completed but Ongoing

EWEB to work with community partners to support building upgrades through incentives for smart electrification and energy efficiency.

In 2024, EWEB focused on residential energy efficiency projects with limited-income customers, leading to a 40% increase in the number of residential projects compared to 2023. These projects are more expensive from a utility cost perspective, as EWEB typically covers the full cost for income-qualified households. As a result, the cost per unit of energy saved appears higher compared to commercial or industrial projects, where customers share in the expense. As a result, while EWEB exceeded its peak energy savings target, it only achieved 66% of its total energy efficiency target. Residential projects made up 94% of all efficiency projects, but only contributed to 22% of the total energy savings. EWEB expects more energy savings from commercial and industrial projects in 2025.

Action B11, Completed but Ongoing

EWEB and NWN to provide assistance programs and energy conservation education programs for limited income customers.

EWEB offers financial support programs for low-income customers through the EWEB Customer Care Program, Community Partner Care Program, and Income-based Efficiency Rebates and Loans. EWEB works with partners to administer the Limited Income Home Energy Assistance Program and Limited Income Home Water Assistance Program. In 2024, the number of residential limited income energy efficiency projects completed increased by 55% compared to 2023.

NW Natural offers the Income-qualified Bill Discount Program and the Oregon Low Income Energy Efficiency (OLIEE) Program to assist low income customers. In 2024, OLIEE funded an HVAC project at the Eugene Mission, a pilot project with Homes for Good which paired ground source heat pumps with gas back-up, and weatherization programs.

Action B15, Completed but Ongoing

NW Natural partners with the Energy Trust of Oregon (ETO) to offer energy efficiency programs to natural gas customers.

NW Natural encourages customers to explore free and low-cost energy-saving tips and home improvements to lower energy bills and reduce gas use at home. NW Natural works with Energy Trust of Oregon (ETO) to improve the energy efficiency, energy savings and comfort of homes for customers.

Action B20, Completed but Ongoing

UO to continue to offer energy audits completed by students through the Student and Community Outreach for Renter Efficiency Program (SCORE), a partnership with COE, EWEB, and UO.

UO continues to offer free energy audits to renters and low-income households through the SCORE program. The audits are completed by students who are trained as certified energy auditors. UO offers both remote and in-person assessments to increase accessibility.

3. Expand Energy Audits and Building Standards

Energy audits such as through a home energy score or through energy benchmarking provide a meaningful way for home and building owners to better understand their energy usage and the best opportunities for energy conservation and cost savings. Establishing stronger building performance standards can reduce emissions in both existing and new buildings. The City continues to work with local and state partners to explore and advance these opportunities.

Action B3, In Progress

COE to report to City Council potential regulatory options to establish rental housing standards that advance energy efficiency and carbon reduction by end of 2023.

The City is exploring opportunities to create a mandatory home energy score program for rental homes at time of lease, which is a first step towards establishing energy efficiency standards in rental homes.

Action B4, In Progress

COE to implement a voluntary Home Energy Score in partnership with the Oregon Department of Energy by 2021. COE to research and report to City Council on funding and implementation strategies for a mandatory program Home Energy Score Program and Commercial Benchmarking Program.

UO, EWEB, and the City continue to partner to provide free energy audits, or home energy scores, to renters and income-qualified homeowners. In 2025, staff will do more targeted engagement to explore a mandatory program at time of sale and time of lease. Staff will also examine how to support local businesses in complying with the new statewide Building Performance Standards rules, which will require commercial buildings over a certain size to benchmark their energy usage.

Action B5, Completed

COE to participate in a statewide coalition to seek statutory authority for cities to adopt the state's high-performance Reach Code of 10% above adopted state-wide building code as the local base code.

The statewide coalition worked towards what eventually became the Oregon Climate Resilience package, which became law in 2023. It established a new statewide energy performance standard, new incentives for heat pumps, new tax credits for clean energy upgrades and other climate programs.

4. Upgrade City Facilities and Public Institutions

The City of Eugene as well as our local school districts, universities, and government institutions are also investing in energy upgrades in our facilities that will reduce emissions. These upgrades are improving energy efficiency and expanding usage of clean energy technologies. Decarbonizing public institutions is a powerful way to lead by example and signal our strong commitments to climate action.

Action B6, Completed but Ongoing

COE to implement conservation and efficiency improvements in facilities as part of the organization's Internal Climate Action Plan.

Conservation and efficiency improvements to public facilities is an ongoing priority for the City. Recent upgrades at City Hall, the Boys and Girls Club, Peterson Barn, and Fire Stations include electrification of HVAC systems, LED lighting, the replacement of R22 refrigerant and the implementation of building automation systems. These upgrades were funded through the capital improvement program, as well as federal and state grants.

Action B7, Completed but Ongoing

COE to update the existing Sustainable Buildings Policy for City buildings by January 2022, to focus specifically on heavily decreasing Energy Use Intensity (EUI) when designed, increasing energy efficiency investments, increasing on-site renewable energy production, and reducing total GHGs in the building lifecycle.

Facilities staff have reviewed the Sustainable Building Policy (Council Resolution 4887) and affirmed that current practices align with current CRO goals and policy. All new construction projects will meet LEED Silver (or if practical, Gold or Platinum). Since the U.S. Green Building Council continually updates LEED requirements, energy efficiency and decarbonization goals are constantly changing and improving.

Action B17, Completed but Ongoing

LCC plans to increase energy efficiency in selected campus buildings by replacing HVAC systems, upgrading lighting systems, adding better insulation and replacing single-pane windows.

LCC continues to improve the energy performance of the existing buildings through operational no-cost and low-cost improvements as well as capital improvements. Recent capital improvements include improved roof insulations, lighting upgrades, and HVAC upgrades. LCC also inaugurated two new high-performance buildings at the main campus both pursuing LEED certification.

Action B18, In Progress

UO to implement and update the UO Climate Action Plan which includes actions to reduce emissions from buildings.

UO updated its own Climate Action Plan in 2019 and is currently working to publish a new CAP3.0, which will integrate emissions reduction projects studied in the original plan. UO is also exploring options to transition away from its existing fossil-fuel dependent heating system to a campus-wide, low carbon alternative.

Action B19, Completed but Ongoing

UO to implement the revised Oregon Model for Sustainable Development that requires new capital projects achieve at least LEED Gold certification, be at least 25% more efficient than 2014 Oregon Energy Code requirements, and foster social equity in the design and construction of campus projects.

The UO Engineering & Utilities Management Group oversees the incorporation of Oregon Model for Sustainable Development requirements into projects and the verification that target goals are met and maintained. Staff work closely with project teams to develop and implement strategies to meet the Advanced Energy Threshold and other elements of the model.

Action B21, Completed

Bethel School District to enter into an Energy Performance Contract with Ameresco to identify improvement projects that can be repaid through annual energy savings.

Through work with Ameresco, Bethel School District has identified several improvement projects that can be repaid through annual energy savings. In 2020, Bethel School District improved lighting, HVAC controls, plumbing, and irrigation systems to be repair through guaranteed annual energy savings. In 2021, the district made heating, ventilation, and roofing improvements at Clear Lake, Danebo, Irving and Shasta schools.

Action B22, Completed

The 2018 4J school bond to fund numerous energy efficiency and building shell improvements and new schools for Edison Elementary School, North Eugene High School, Camas Ridge Elementary, and major expansion of Gilham Elementary.

Construction of the North Eugene High School, Edison Elementary, Camas Ridge and major expansion of Gilham Elementary have been completed. New school construction projects include energy efficient design and green building features.

Waste

OUR VISION
Preventing pollution through better waste management.



 Climate Action Plan 2.0

Waste produces fugitive emissions, making up about 15% of local greenhouse gasses. These emissions come from decomposing waste in the landfill, the wastewater treatment plant, and refrigerants used in appliances and cold storage. Eugene aims to prevent this pollution through better waste management.

Slideshow:



Action F9: The City and Lane County collaborate to divert waste from the landfill through promoting waste recovery programs.



Action F1: The Love Food Not Waste program provides composting for businesses and commercial food waste.



Action F2: Partnerships with local garbage haulers turn food scraps into valuable compost.



Action F4: The City has convened partners to reduce community-wide refrigerant gas leaks from appliances.

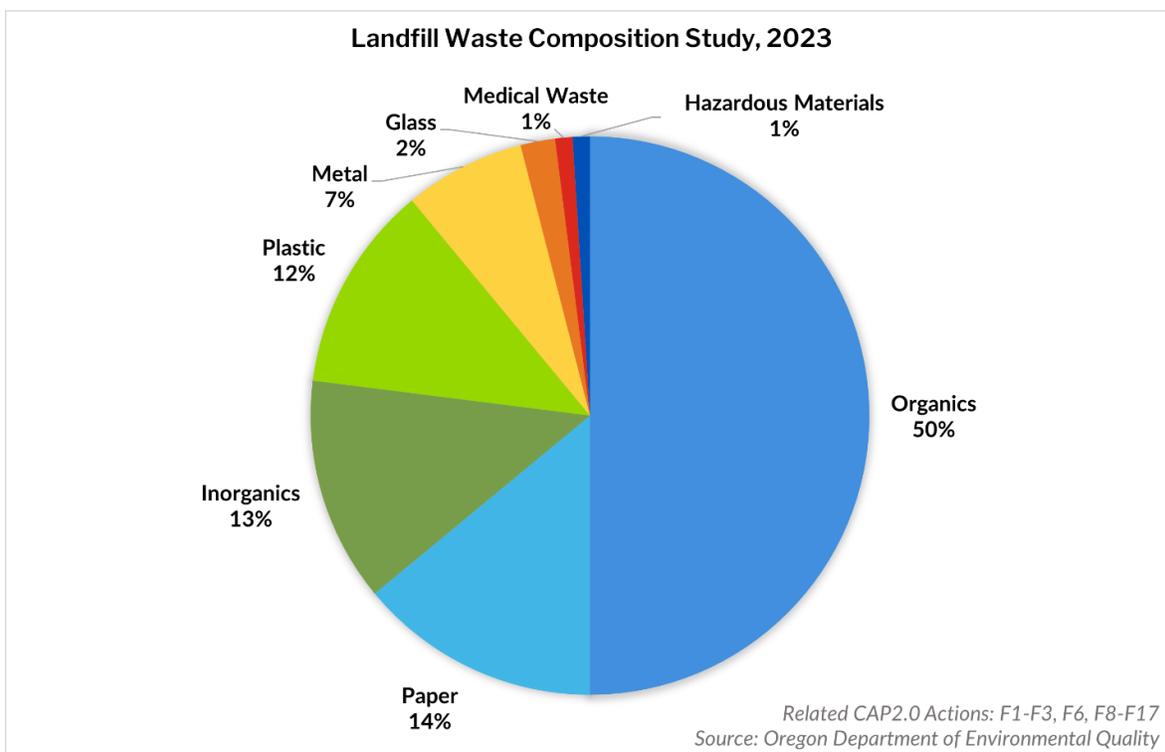
Waste

By the Numbers

The City tracks key indicators help us understand trends around waste generation and recovery. This information helps inform policy and program development, as well as measure our progress toward preventing and diverting waste.

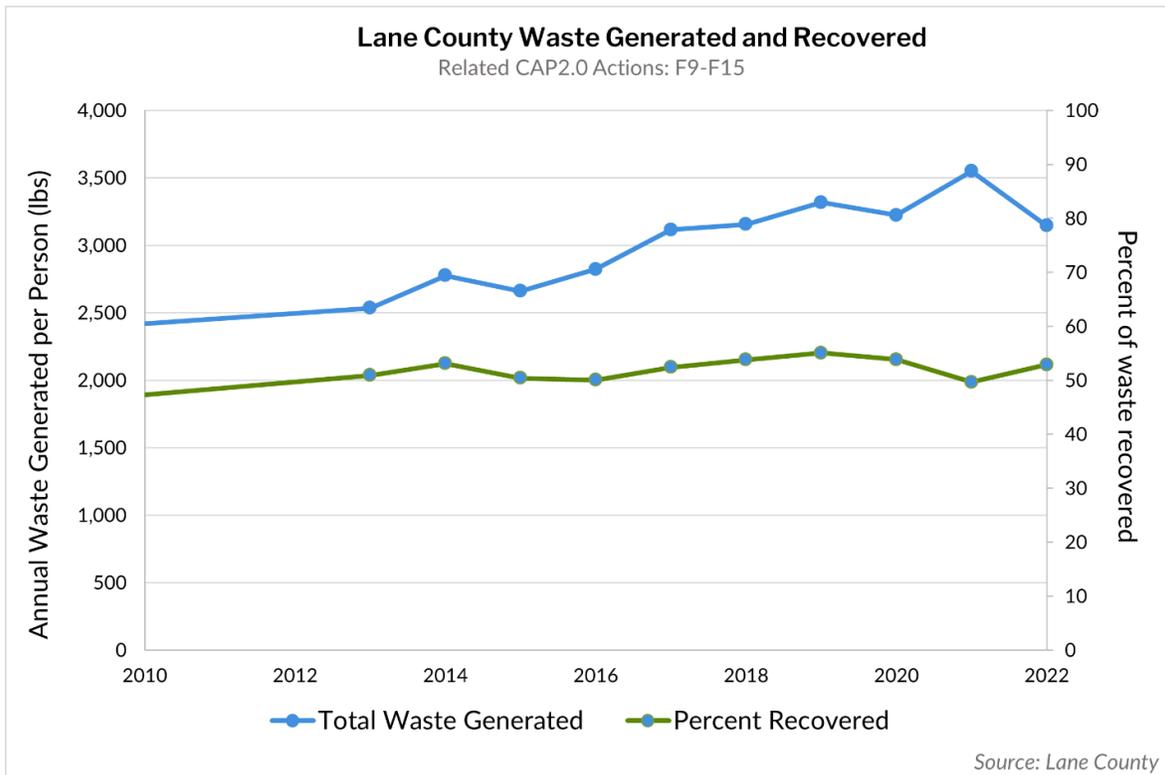
Landfill Composition

The pie chart shows a breakdown of the waste material in the landfill. Organics make up the largest category and are the biggest contributor to methane emissions at the landfill. Paper (13%) and plastic (12%) are large categories with many opportunities for diversion through recycling. Most of Eugene's waste is sent to Short Mountain Landfill, managed by Lane County.



Waste Recovery

Lane County has set a goal to recycle or recover 63% of its waste by 2025. In 2022, the recovery rate was about 53%, which brought it back to the level seen in 2020 after a small drop in 2021. The amount of waste generated per person went up by 10% between 2020 and 2021, largely due to debris from buildings destroyed in the 2020 Holiday Farm Fire being sent to the landfill. By 2022, the amount of waste per person returned to levels similar to those in 2018.



Waste

Our Actions

Eugene and our partners have committed to 14 actions to reduce waste-related emissions. The goal is to prevent pollution through better waste management.

Actions address the following priorities:

1. Operate and promote waste diversion programs
2. Expand regional coordination and infrastructure
3. Promote refrigerant management best practices
4. Reduce pollution in City operations

Action Status

10 Actions Completed or Ongoing



3 Actions In Progress



1 Action On Pause or Not Started



1. Operate and Promote Waste Diversion Programs

Regional partners are working together to operate programs and education to reduce emissions from waste. Composting and recycling services help divert waste from the landfill. Efforts are underway to expand education, encourage participation, and ensure correct use of the programs. Additional areas of focus include food rescue, high impact materials and large scale waste producers.

Action F1, Completed but Ongoing



COE to operate and promote the Love Food Not Waste commercial food waste collection program to compost food scraps from businesses.

The City supports commercial food waste collection through Love Food Not Waste, a partnership with local garbage haulers, commercial composters, and local businesses and entities. The program provides food waste collection bins and signage to participating entities. The City will continue to prioritize targeting large food waste generators such as institutions and wholesalers.

Action F2, Completed but Ongoing



COE to operate and promote the Curbside Compost Program to compost food scraps from residential households.

The City supports residential food waste collection through the Curbside Compost Program, which provides Eugene customers with residential garbage service the option to compost food waste in their yard debris bin instead of throwing it in the garbage. Scoping and development of a city-wide curbside food waste education campaign is tentatively planned for FY25-26.

Action F6, Completed but Ongoing

COE to prioritize food rescue programs at the local level to reduce the impact of hunger on low-income communities and reduce greenhouse gas emissions associated with food waste.

In 2023, Lane County, Food For Lane County, and Eugene's Table participated in a gap study to identify opportunities in the region's current food rescue ecosystem. A Love Food Not Waste campaign targeting the largest food waste generators launched in parallel with a Lane County campaign, to increase participation in commercial composting and food rescue.

Action F9, Not Started

Lane County to develop an improved county-wide data collection and reporting system to assess effectiveness of programs and policies, e.g. participation rates of yard debris, commercial, food waste and multifamily recycling programs by city.

No action taken.

Action F13, Completed but Ongoing

Lane County to improve multifamily recycling access and prepare for new state rule that all multi-family tenants must have the opportunity to recycle by 2025.

A new state law went into effect in 2022 that requires all tenants of multi-unit buildings have access to recycling. In 2024, Lane County created recycling educational materials and strategies responsive to diverse populations, including door-to-door outreach, tabling events, color-coded decals, and resources available in English & Spanish. Lane County is committed to implementing requirements for multifamily recycling in 2025.

Action F14, Completed but Ongoing

Lane County to increase accessibility for non-English speakers in all program functions, materials and outreach.

Lane County adopted a Limited English Proficiency Plan in 2023, which recommends providing translated education and outreach materials in four primary languages: Simplified Chinese, Spanish, Russian, and Vietnamese. In 2024, as part of a county-wide effort to improve equitable recycling and waste prevention practices at all County-owned facilities, staff created decals, signage, and recycling receptacles accessible in these languages. All recycling and waste reduction education materials are translated to Spanish.

Action F15, Completed but Ongoing

Lane County to develop business campaigns on waste prevention and buy recycled to focus on high impact material types or business sectors.

Lane County works on several waste prevention efforts for high-impact sectors and materials. They work with partners Love Food Not Waste, the ReThink program, the Stormdrain Cleaning Assistance Program, and lithium battery collection.

Action F16, Completed but Ongoing

UO to continue to promote waste reduction across campus through the UO Zero Waste Program.

UO continues to promote waste reduction across campus through the UO Zero Waste Program, which provides waste reduction and recovery opportunities across campus while reducing greenhouse gas production. UO's diversion rate as of 2023 is around 60% due to improvement in materials management and better data.

Action F17, Completed

Bethel and 4J School Districts to implement district wide food waste collection to all school kitchens and cafeterias.

As of 2023, 4J and Bethel school districts have implemented composting in all school kitchens and 95% of K-12 cafeterias.

2. Expand Regional Coordination and Infrastructure

Partners are working together to expand regional coordination and infrastructure to improve waste diversion and opportunities for waste recovery. The [Lane County Solid Waste Management Plan](#) coordinates solid waste management efforts between regional partners. Our region is leading way with cutting-edge technology and rethinking how emissions from waste can be recovered to produce energy and fuels.

Action F3, In Progress

COE to explore potential pathways to capture biogas from organic waste and use it for renewable transport fuel by 2025.

Lane County is in process of developing the Clean Lane Material Recovery Facility, which will remove organics from the municipal waste stream for anaerobic digestion and process it to generate renewable natural gas for transportation fuel. Construction will begin in 2025.

Action F7, In Progress

COE to explore adopting a franchise-system of residential solid waste collection to reduce hauler fleet-generated greenhouse gases, route redundancy and road wear.

The City researched a territories system to geographically assign hauler routes; preliminarily and future progress will be linked to staff capacity and resources in the coming years.

Action F10, Completed

Lane County to convene community partners to explore options related to the development of a waste processing facility to divert organics from the waste stream toward an anaerobic digestion/ biogas facility.

For more than a decade, Lane County has achieved the highest waste recovery rate in the state, and it is looking to increase this recovery rate even further through construction of the Clean Lane Resource Recovery Facility. This facility will remove organics from the waste stream for anaerobic digestion to produce renewable natural gas. Construction of the facility will begin in 2025.

Action F11, Completed but Ongoing

Lane County to perform annual audits of Material Recovery Facilities (MRF) to assess performance and maximize recovery.

Lane County receives monthly reports to assess the recovery rate and ensure environmental compliance at Ecosort, Lane County's only permitted, limited-sort facility. Monthly reports verify tonnage, material categories, and destination for final processing.

Action F12, Completed but Ongoing

Lane County to support legislation and policy creation at state and federal level.

Lane County is supporting the implementation of the Oregon Recycling Modernization Act. Lane County supported in the Electronics Recycling law (HB 3220) amendments and the passage of the Mattress Recycling law (SB 1576). Lane County also led a statewide coalition to develop a new Battery Recycling law (HB 2062).

3. Promote Refrigerant Management Best Practices

Refrigerants in equipment and appliances produce harmful greenhouse gas emissions when vented into the atmosphere. Encouraging our building owners and operators to better maintain their cooling and refrigeration systems to avoid leaks, and whenever possible to choose a refrigerant gas with a lower global warming potential (GWP) is critical.

Action F4, Completed

COE to convene community partners with large amounts of refrigerants to identify options to reduce leaks from appliances and equipment.

In 2023, the City convened partners to better understand recent federal regulations on refrigerants and published a Refrigerants Management Guidebook to identify local solutions for reducing community-wide refrigerant gas leaks. Since then, the City has been transitioning away from older refrigerants, repairing or replacing equipment to prevent fugitive emissions, and maintaining better records on refrigerant recharge.

4. Reduce Pollution in City Operations

The City is taking steps to reduce pollution in its own operations. This includes reducing transportation-related emissions in capital construction projects as well as reducing waste from City operations and facilities.

Action F5, Completed but Ongoing

COE will continue to use warm-mix asphalt, a low-carbon alternative that reduces fuel consumption and has many engineering and construction benefits.

The City continues to use warm-mix asphalt in all pavement projects. In 2024, approximately 30,647 tons of warm-mix asphalt pavement was placed on capital projects.

Warm-mix asphalt is a low-carbon alternative that has become the default asphalt sold in the region, due in part to COE leadership. Benefits of the reduced temperature include cutting fuel consumption and decreasing the production of emissions. Engineering and construction benefits include better compaction of pavements; the ability to pave at lower temperatures, extending the paving season; and the potential to be able to recycle at higher rates.

Action F8, In Progress

COE to increase the volume of waste diverted from the landfill from internal operations and facilities to achieve 90% diversion by 2030 compared to 2016.

The City started recruitment and resource development for department-level liaisons for the internal zero waste program. They distribute a multi-departmental newsletter with internal zero waste tips monthly. The City continues to achieve the Certified True Zero Waste certification for the Atrium building and plans to expand to other City building in the coming years.

Consumption

OUR VISION

Reducing our carbon footprint by rethinking what we buy and how we build.



Climate Action Plan 2.0



Much of the carbon pollution tied to our community comes not from what we burn—but from what we consume, where it comes from, and how it is disposed. Personal choices made by consumers in Eugene can reduce consumption-based emissions.

Slideshow:



Action C1: Fix-it Fairs help consumers repair goods, such as small appliances and furniture.



Action C3: The City develops educational campaigns to promote recycling, food waste and low-impact consumption practices.



Action C7: The City uses low-carbon concrete for all public projects.



Action C4: The City is working to reduce and reuse construction and demolition waste.

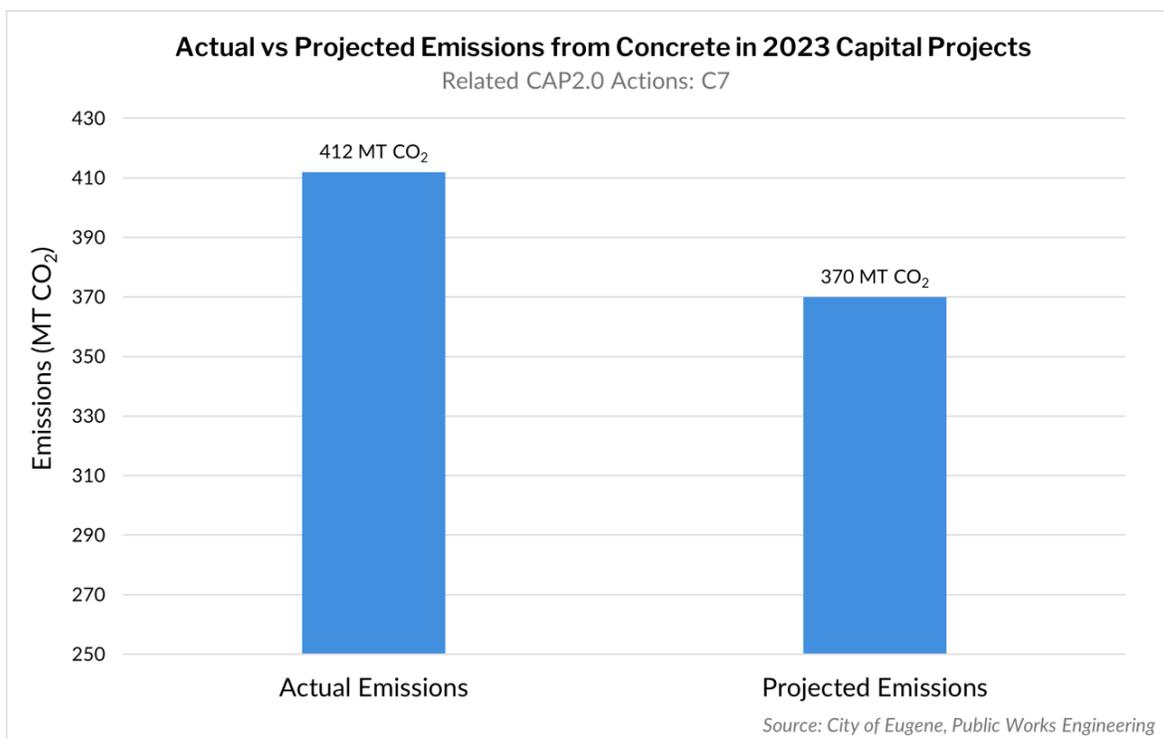
Consumption

By the Numbers

The City tracks key indicators to better understand consumption emissions as well as the impacts from programs and policies. The following metrics help measure our progress toward achieving our desired outcomes.

Emissions from Concrete in City Projects

Construction materials like concrete are a large source of consumption-related emissions due to the intensity of concrete production. The City is taking the lead by switching to lower-carbon concrete in all public construction projects. Projects must use concrete that meets certified carbon limits, which will become stricter over time. In 2023, the City used about 1,700 cubic yards of concrete on public projects. Under the new standards, this would have cut carbon emissions by 42 metric tons.



Fix It Fairs

COE hosts Fix It Fairs in partnership with the ToolBox Project to help consumers repair goods and teach them how to make their own repairs. These events bring together skilled volunteers and passionate community members to give broken belongings a second chance. In addition to the in-person events, the City hosts virtual events and a Fix-It video library in Spanish and English to make repairs more accessible.

In 2024:

7 Fairs

235 participants

174+ items salvaged

To date, Fix-it Fairs have saved over 3,000 pounds of items from the landfill!

Consumption

Our Actions

Eugene and our partners have committed to 12 actions to reduce emissions associated with consumption. The goal is to support consumers in making sustainable and low-carbon purchasing choices.

Actions address the following priorities:

1. Promote reuse, repair and recycling of consumer goods
2. Use low-carbon construction materials
3. Implement sustainable purchasing practices

Action Status

9 Actions Completed or Ongoing



3 Actions In Progress



0 Actions On Pause or Not Started



1. Promote Reuse, Repair and Recycling of Consumer Goods

Efforts to reuse, repair, and recycle helps prevent emissions associated with the production of new products and goods. Community partnerships are helping to launch events and educational campaigns that will support consumers in these efforts and reduce emissions associated with consumption.

Action C1, Completed but Ongoing



COE will continue to host Fix It Fairs in partnership with the ToolBox Project to help consumers repair goods and instruct participants how to make their own repairs.

The City continues to work with community partners such as Discard Upcycling, BRING, and Lane County to host repair events that help residents mend small household items and appliances, reducing the need to purchase new replacement goods. As of December 2024, the City has hosted 19 repair-related events. These events have been extremely successful at targeting populations that can generally be hard to reach, including youth and the Latinx community.

Action C3, Completed but Ongoing



COE to develop a comprehensive waste and consumption public educational campaign touching on topics such as recycling, food waste and low-impact consumption practices.

Staff supported the development and launch of a community-wide "Drop the Baggage" recycling education campaign which directed residents to the most current recycling information and included materials in English and Spanish. Additional public education will occur as the new Recycling Modernization Act (SB 582) takes effect in 2025. This legislation will standardize the list of recyclable materials, substantially expand the recycling program in Eugene, and support investments in contamination reduction and reusable packaging.

Action C10, Completed but Ongoing

Lane County Waste Management program to continue providing multiple recycling and reuse opportunities for a variety of products including paper, glass, cardboard, metals, motor oil, some plastics, yard waste, and construction and demolition waste.

Lane County continues to provide recycling and reuse opportunities for a variety of products. For over a decade, Lane County has achieved the highest recovery rate in the state, made possible through their suite of waste prevention programs focused on food waste, repair and reuse, sustainable event services, K-12 educational programming, and construction and demolition. The Waste Wise Lane County launched in 2024, a website dedicated to providing accessible sustainability curriculum to teachers and educators in Lane County.

2. Use Low-Carbon Construction Materials

Construction materials—like cement, steel, lumber, and asphalt—are a major source of emissions because of the energy used to produce and transport them. The City is taking steps to use lower-carbon materials in projects funded by public dollars.

Action C2, In Progress

COE will continue to develop and improve GHG tracking and reporting in the Capital Improvement Program (CIP) to provide decision-makers with quality information about the GHG impact of material and design choices.

The City continues to improve GHG tracking and reporting for construction projects in the Capital Improvement Plan. While it is challenging to accurately track the estimated GHGs of a project, the City is focusing on the two biggest emissions sources, asphalt and concrete, to explore better resources for tracking, reporting, and GHG reduction.

Action C4, In Progress

By early 2022, COE to determine most effective policy and program pathway(s) to require construction and demolition waste materials to be sorted for reusable or recyclable materials.

In 2023, the City and Lane County completed a multi-year Construction Material Recovery and Reuse pilot program to identify opportunities to reclaim reusable construction material. Now, the City is developing draft language for model building codes that would allow the use of salvage lumber in residential and commercial building construction. This will provide an additional sustainable and fiscally responsible material stream choice to builders.

Action C5, Completed but Ongoing

COE will investigate the increased use of substitute supplementary cementitious materials (SCMs) for Portland cement in all capital construction projects and provide a target level of use by 2021.

The City continues to investigate the increased use of substitute supplementary cementitious materials (SCMs) for Portland cement in all capital construction projects. An increased use of SCM, such as fly ash and steel slag, in concrete mixes yield lower embodied carbon, but sourcing is a challenge. The City will continue to work with material producers to explore other SCMs and sourcing opportunities.

Action C6, Completed but Ongoing

COE to continue to use 50% supplementary cementitious materials (SCMs) on in-place reclamation projects and will commit to evaluating increased standard SCM content.

Increased usage of SCMs has become the new standard in concrete mix design, coining the term 'low carbon concrete'. The City continues to use 50% SCMs on in-place reclamation projects. In 2023, approximately 1700 cubic yards of low carbon concrete were placed on capital projects. Benefits of this change include cutting virgin material extraction and decreasing emissions.

Action C7, Completed but Ongoing

COE to continue to specify the materials to be used and not used in contractor proposals for construction projects that include concrete and asphalt. COE to explore the use of Environmental Product Declarations (EPDs) and other reporting mechanism with the end goal of documenting and verifying the environmental benefits of products used in concrete and asphalt mixes.

Concrete and cement produce significant amounts of carbon dioxide that contributes to global warming. The City adopted new construction specifications in 2024 to include Environmental Product Declaration (EPD) requirements and global warming potential (GWP) benchmark setting, or carbon thresholds, for various strengths of concrete.

Enforcement of carbon thresholds for concrete began in 2025. Asphalt will likely be next to implement EPDs and GWP benchmark setting.

3. Implement Sustainable Purchasing Practices

The City and regional partners are working to implement procurement practices that prioritize sustainability and local purchasing. These changes can significantly reduce emissions associated with the production and transportation of products.

Action C8, Completed

4J to shift to a self-operated student meal service to enable food purchasing options with local food suppliers, farms, and services.

In 2023, 4J School District joined Bethel School District in transitioning to managing its food service operations in-house instead of renewing its contract with an external food service management company. This shift has allowed for increased purchasing from local food suppliers and farms, creating greater access to healthy food for students.

Action C9, Completed but Ongoing

Bethel to operate a Farm to School program to provide locally-sourced fresh fruit and vegetables in its school meals. Bethel School District also to operate the Bethel Farm, a working farm that serves as an outdoor classroom while raising produce for school meals and local food pantries.

The Bethel School District continues to operate a Farm to School program and the Bethel Farm, a working farm that serves as an outdoor classroom while raising produce for school meals and local food pantries.

Action C11, Completed

PeaceHealth is updating food service requirements to replace all paper, Styrofoam and plastic products with 100% compostable, plant-based disposable items at both Sacred Heart Medical Center campuses, and to work with a local coffee vendor, Global Delights.

With the closure of the University District Hospital in downtown Eugene in late 2023, PeaceHealth no longer has operations and climate impacts that are covered under Eugene's CAP2.0.

Action C12, In Progress

Lane Community College to implement a sustainable purchasing policy for the Florence Center and other LCC Satellite centers, until a college-wide policy is adopted.

LCC has some procurement guidelines for sustainable purchasing but not a systemwide policy.

Resilience

OUR VISION

Expanding our region's capacity to adapt and respond to climate change.



Climate change is no longer a distant threat for Eugene – it's here. Our community is facing rising temperatures, longer droughts, smoke-filled summers, and stronger storms. Eugene has a responsibility to improve our community's capacity to adapt and respond to extreme weather now and in the future.

Slideshow



Action R7: The Community Emergency Response Team trains citizens to be prepared to respond to emergency situations within their communities.



Action R20: EWEB is installing emergency water stations at schools and public spaces around the region.



Action R11: The City manages the urban forest with efforts to increase the average city-wide canopy to 30%.



Action R21: The Pure Water Partners program assists landowners in protecting high quality land along the McKenzie River, Eugene's watershed.

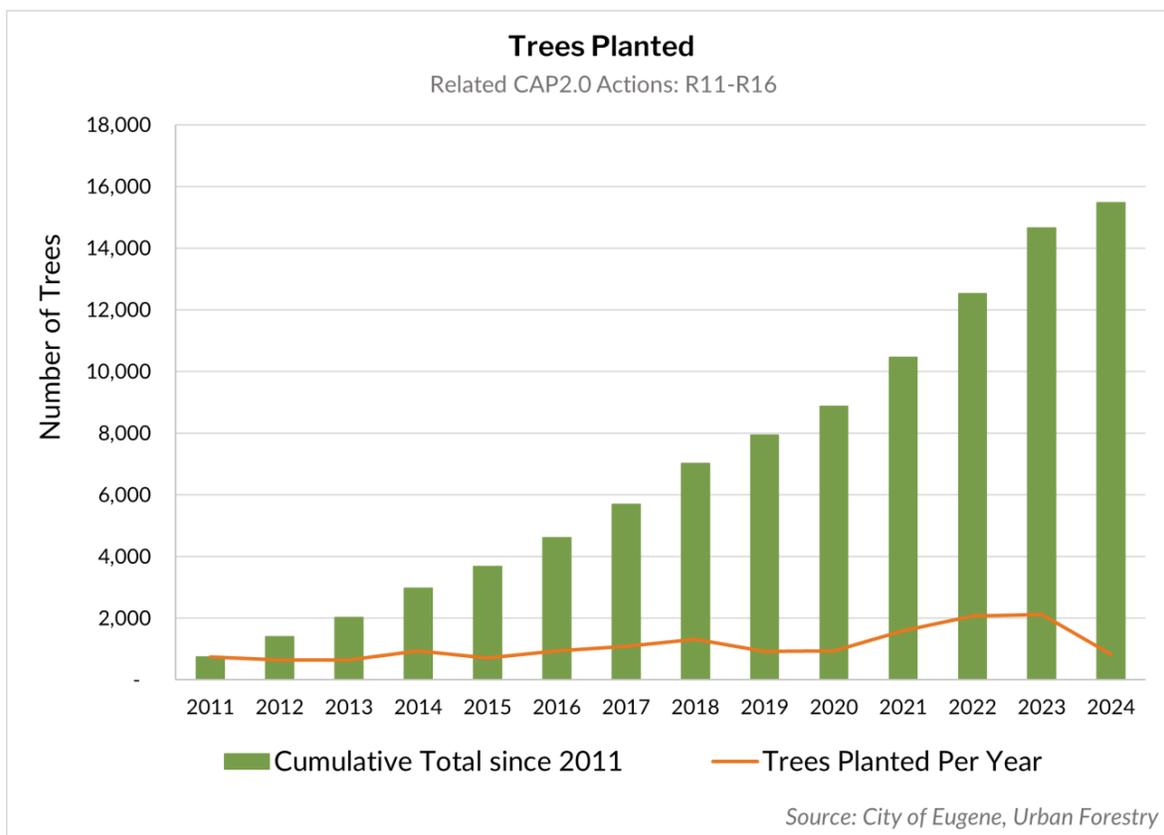
Resilience

By the Numbers

The City tracks key indicators to better understand the outcomes of our resilience efforts. The following key indicators help measure our community's progress towards becoming more adaptable to climate change.

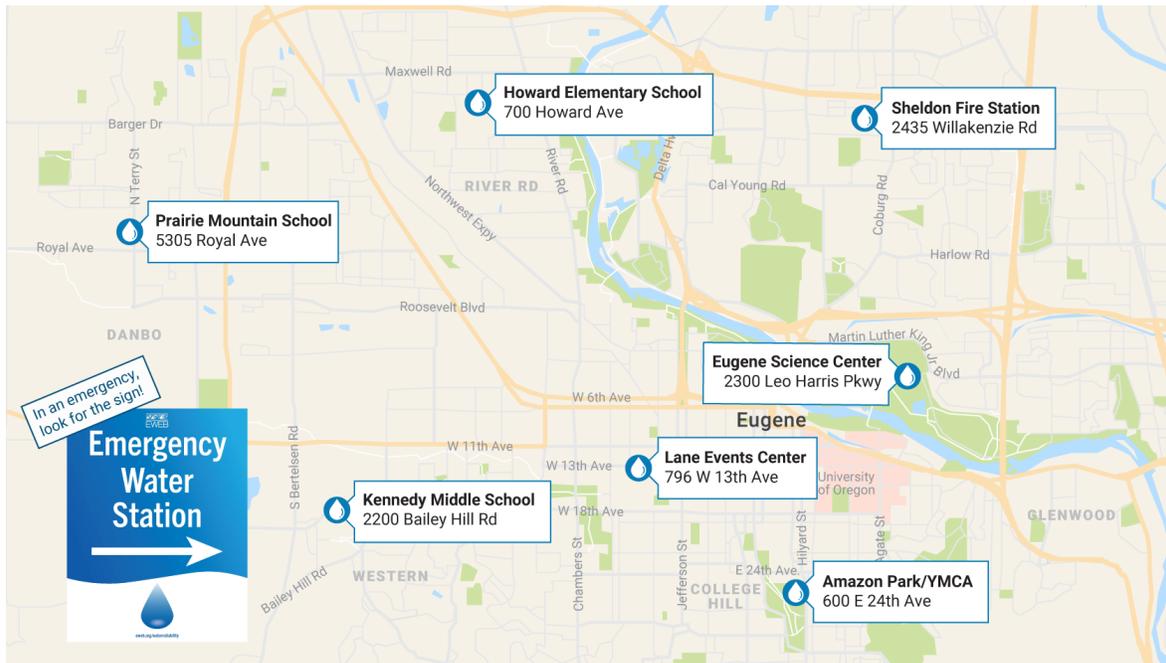
Trees Planted

Trees provide important resilience benefits to the community, including improving air and water quality, providing shade to reduce heat, and creating habitat for wildlife. Eugene manages the urban forest on public property, using sophisticated mapping tools to prioritize planting in underserved neighborhoods, where tree canopy coverage is lowest. After the 2024 ice storm, more resources were needed for tree maintenance, so fewer new trees were planted that year.



Emergency Water Stations

EWEB has established Emergency Water Stations across the city, ensuring residents have a reliable source when disaster strikes. These stations are designed to provide two gallons of water per person per day to Eugene residents in an emergency. Each site has a well and submersible pump, ready to mobilize when needed. Currently there are six sites that are operational. EWEB will install one final site in 2025 at Kennedy Middle School.



Resilience

Our Actions

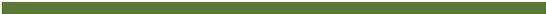
The City and our partners have committed to 23 actions to help our community become more resilient. The goal is to expand our community's capacity to adapt and respond to climate change.

Actions address the following priorities:

1. Improve preparedness for natural disasters and extreme weather
2. Protect and expand our urban forest
3. Protect access to clean water

Action Status

12 Actions Completed or Ongoing



8 Actions In Progress



3 Actions Not Started or On Pause



1. Improve Preparedness for Natural Disasters and Extreme Weather

These actions focus on how our community will become more resilient to emergencies and extreme weather, including wildfires and related smoke events, higher intensity storm events, flooding, extreme heat and drought. Actions includes prioritizing preparedness and safety for all community members, especially those who are most vulnerable. It also includes protecting our public infrastructure, such as stormwater facilities and open spaces, to be able to withstand more extreme weather. The [Natural Hazard Mitigation Plan](#) is a comprehensive strategy for coordinating with regional partners.

Action R2, Completed but Ongoing



COE to research and incorporate extreme weather safety awareness into the Cities' public outreach program by 2023.

The City incorporates extreme weather safety awareness into public outreach by sharing timely safety information through the website and press releases.

Action R3, In Progress



COE to actively seek funding to update the Eugene-Springfield floodplain maps by 2030.

FEMA, in cooperation with local and regional entities, is updating flood maps to better convey the risk of flooding in central Lane County. FEMA has proposed changes to the floodplain maps, which focus on the high risk zones (Zone AE and AE-Floodways) throughout the UGB, including those along the Willamette River and Amazon Creek. These maps will likely take effect in mid or late 2027, though that is subject to change. The City will then be responsible for outreach, code amendments and implementation.

Action R4, In Progress

COE to evaluate stormwater design standards by 2022, taking into consideration climate change modeling and predicted changes in precipitation patterns which will impact our stormwater system.

In 2024, the City updated the Stormwater Basin Master Plan with climate resilience considerations, including an analysis of changing flood patterns and the long-term rainfall record. Work will continue on the stormwater system model into 2025, including set-up, calibration, and runs for existing and future build-out, as well as climate change scenarios, to identify predicted problems and associated capital improvement project needs.

Action R5, Completed but Ongoing

COE to update the Eugene-Springfield Wildland-Urban Interface (WUI) plan and address access routes by 2025.

Eugene Springfield Fire, through the Wildfire Planning and Fuels Management Program is facilitating the development of a Community Wildfire Protection Plan (CWPP) for the Eugene-Springfield area. The plan will identify areas of risk, provide mitigation actions to reduce the identified risks, and update evacuation routes and zones.

Action R6, Not Started

COE to utilize relevant vulnerable populations maps (developed for the Lane Livability Consortium) and develop an outreach plan to engage vulnerable populations to be two weeks ready with emergency supplies by 2023.

Oregon Emergency Management launched the Be 2 Weeks Ready (B2WR) campaign in 2024 with a few voluntary program coordinators in Eugene. The B2WR program is promoted to the public through CERT, emergency management presentations, neighborhood preparedness groups, and other community organizations. The City will develop an outreach plan to specifically target vulnerable populations.

Action R7, Completed but Ongoing

COE to continue to sponsor the Community Emergency Response Trainings (CERT) to train citizens within the Eugene/Springfield metropolitan area.

The City continues to sponsor Community Emergency Response Training (CERT) to citizens within the Eugene/Springfield metropolitan area, with 524 CERT volunteer hours logged. CERT trains and prepares citizens to respond to emergency situations within their communities.

Action R8, Completed but Ongoing

COE Parks and Open Space to develop a water conservation and drought management plan, maintain a Salmon Safe Certification and implement recommendations from the certification.

Parks and Open Space are advancing their Salmon-Safe certification by tracking water use and pesticide applications, while also evaluating park irrigation systems with a local contractor. The evaluations focus on equipment functionality, material conditions, and water loss, leading to a series of prioritized projects to redesign or repair irrigation systems to improve water conservation. Additionally, a project to replace a concrete channel between 24th and 19th Avenues with a natural substrate and native vegetation is underway and expected to be completed in 2025.

Action R9, Not Started

COE to update the Comprehensive Stormwater Management Plan, a policy guide to help protect public health and safety, enhance fish and wildlife habitat, and reduce the risk of flooding.

The City continues to implement the existing Comprehensive Stormwater Management Plan (CSWMP); updates are estimated to be initiated in 2026.

Action R10, Not Started

COE to use Oregon Department of Geology and Mineral Industries (DOGAMI) landslide maps to guide planning efforts including the Urban Reserves Project.

No status update. The maps for the Eugene-Springfield area were last updated in 2018.

Action R17, Completed but Ongoing

UO's Partnership for Disaster Resilience (OPDR) provides natural hazard planning assistance to communities statewide. The Program's mission is to create a disaster resilient state. OPDR utilizes a service-learning model to provide natural hazard planning assistance to communities throughout Oregon. The program demonstrates how increased communication, coordination and collaboration between diverse partners can assist communities in reducing their risk from natural hazards.

UO's Partnership for Disaster Resilience is ongoing and has worked with many jurisdictions on disaster resilience. Recent local projects include working with Lane County to develop area-specific emergency evacuation plans and to update the Lane County Natural Hazard Mitigation Plan, adopted in 2023.

Action R18, Completed but Ongoing

Lane County Public Health continues to lead the community in infectious disease surveillance, tracking communicable disease outbreaks and managing the response.

Lane County Public Health continues to work on surveillance, tracking outbreaks and managing responses to infectious disease, with a focus on environmental justice.

Action R22, Completed but Ongoing

Lane County to continue offering the Firewise Incentive Program to help landowners increase defensible space around structures. Residents who own a home in rural Lane County that is at risk to wildfire can apply for grants to help increase the survivability of their homes in the event of a wildfire.

From 2020-2023, Lane County's Firewise Incentive Program enrolled nearly 600 properties across the county and offered more than \$2.4 million in reimbursements to homeowners for wildfire mitigation efforts. In 2024, the program offered \$725,000 in reimbursement grant funds to 118 properties for wildfire hazard mitigation. Staff also began assisting vulnerable residents with the Community Wildfire Risk Reduction Grant Program through the State Fire Marshal's Office. The program has processed just over \$300,000 in payments to licensed contractors for fuel reduction work on 76 properties. Staff also hosted three defensible space outreach events and attended two emergency preparation fairs in collaboration with partnering agencies in 2024.

Action R23, Completed

Lane County adjusting the floodplain management program to reflect changes in climate and effects of flooding.

Changes to Lane County's Floodplain Development Code were adopted in 2022. These amendments involved adopting higher regulatory standards, which better protect life and property from flood hazard. As a result, Lane County improved their rating in the National Flood Insurance Program's Community Rating System, moving from a Class 7 to Class 6. A Class 6 rating provides residents of Lane County with a 20% discount on their flood insurance.

2. Protect and Expand our Urban Forest

Urban forests are widely regarded as critical infrastructure and an essential tool in the battle against climate change. Eugene's urban forest can address many of the underlying causes and unwelcome effects of a changing climate. Ensuring our urban forest remains healthy is a key priority.

Action R11, In Progress

COE to increase average city-wide urban tree canopy to 30%. Eugene currently has ~23% average tree canopy cover. Increase canopy coverage by 3% in years 1-5 and 7% in years 5-10. Monitor progress annually.

The City aims to expand overall tree canopy coverage in Eugene to 30%. In 2024, that coverage moved from 23 to 24% canopy. While progress is steady, the city remains focused on planting large-canopy species and prioritizing low-canopy neighborhoods. 2024 highlights include 819 street trees planted (FY24), new tree survival rate of 92% and Bethel canopy increase from 8%-9% (+900 trees since 2022) and from 19 to 22% coverage in the Downtown District.

Action R12, Completed but Ongoing

COE to track and work to maximize Ecosystem Services benefits of the urban forest. Report on an annual basis to ensure the replacement of trees with future proof varieties that will thrive under the new conditions.

The City utilizes ArcGIS, TreePlotter CANOPY and i-Tree analytics to maintain detailed tracking of the urban forest and associated benefits, such as CO₂ sequestration, stormwater interception, and pollutant removal values for informed resource allocation. Annual environmental benefits tracked from the combined value of the city-wide urban forest include:

- CO₂ Sequestered: 3,206 tons (\$163,506 value)
- Pollutants Removed: 301,000 lbs (\$1,204,000 value)
- Stormwater Intercepted: 133M gallons (\$11,837,000 value)
- Total Annual Value: \$13,205,000

Action R13, In Progress

COE to develop an updated Urban Forest Management Plan that clearly identifies the baseline conditions and trends, future goals, timelines, roles and responsibilities for different stakeholders, and general performance measures.

As of October 2024, there is a draft Urban Forest Management Plan open for City Council and stakeholder review. It will be finalized by the end of 2025.

Action R14, In Progress

COE to maximize the health of mature street trees and minimize loss by solidifying a best management practice 10-year pruning cycle and maintain it as canopy coverage increases. In 2019, COE was on a 15-year pruning cycle pace. Create a dashboard that tracks performance in real time.

In 2023, the City was on a 14-year pruning cycle; however, due to the 2024 ice storm, the pruning cycle has increased to 19.9 years in 2024. Arborists were diverted from proactive pruning to storm response for six months, resulting in an increase to the pruning cycle. The City's target and best management practice is a 10-year pruning cycle.

Action R15, In Progress

Build on the momentum of the successful 2,021 for 2021 tree planting initiative by establishing a long-term regional collaboration and community engagement campaign to encourage planting on private property, including an annual tree give away.

The City submitted a \$750k grant request to the Oregon Department of Forestry to support internal teams and external partners over a three-year period on green infrastructure education, collegiate outreach, workforce training, and building a proactive tree inventory. By leveraging grant funding and community collaboration, Eugene is building a more resilient and equitable urban forest, expanding canopy coverage in underserved areas, and nurturing future environmental stewards.

Action R16, Completed but Ongoing

Ensure the health of newly planted public trees by enhancing soil standards and including biochar specifications in all public tree planting and Green Infrastructure projects by 2022. Establish baseline and monitor health of newly planted trees throughout the establishment period to measure success.

Since 2022, all new public tree plantings require enhanced soil standards, including biochar usage. Preliminary data is still inconclusive for a cause and effect analysis regarding improvement in tree establishment (reduced long-term maintenance costs) and increased resilience (tree survival) in extreme weather.

3. Protect Access to Clean Water

As weather patterns lead to increased drought across the Pacific Northwest, efforts to conserve water, expand infrastructure and protect our watershed are crucial.

Action R1, In Progress

COE to pursue a water reuse partnership with MWMC to build a wastewater treatment plant to produce the first ever stream of Class A recycled water.

In May 2024, the Metropolitan Wastewater Management Commission (MWMC) received a \$4 million federal grant to finance the building of a wastewater treatment facility to produce Class A recycled water, the highest quality recycled water class suitable for all uses except drinking. The bid and contracting will begin in 2025 with construction complete in late 2027. For additional funding, the MWMC is in the final stages of completing a DEQ Clean Water State Revolving Fund loan for \$4 million with \$2 million forgiven through a Green Project incentive.

Action R20, Completed but Ongoing

EWEB to install emergency water stations at schools and public spaces around the region, with a goal to have at least five stations around the community.

As of March 2024, six emergency water sites are operational:

- Prairie Mountain School: 5305 Royal Ave.
- Howard Elementary School: 700 Howard Ave.
- Sheldon Fire Station: 2435 Willakenzie Rd.
- Eugene Science Center: 2300 Leo Harris Parkway.
- Lane Events Center/Fairgrounds: 796 W 13th Ave.
- Amazon Park / Eugene Family YMCA: 600 E 24th Ave.

One final site will be installed in 2025 at Kennedy Middle School (2200 Bailey Hill Rd.). Emergency stations pump well water to provide residents with 2 gallons per person per day during a disaster.

Action R21, Completed but Ongoing

MWMC to partner with EWEB in Pure Water Partners program, a new initiative designed to reward landowners who protect high quality land along the McKenzie River.

The Metropolitan Wastewater Management Commission's (MWMC) Riparian Shade Program enters its third year, with the Freshwater Trust implementing a full temperature trading program in the Willamette River basin. By the end of 2024, the MWMC registered 81,971,199 kcal/day thermal credits with DEQ through riparian shade projects. Nine planting sites are currently under agreement with landowners. Launched in 2013, EWEB's Pure Water Partners (PWP) Program helps McKenzie landowners protect and restore forest land, improving water quality and reducing treatment costs. After the 2020 Holiday Farm Fire, the program shifted to post-fire restoration, with over 230 landowners now involved in long-term stewardship agreements.

Greenhouse Gas Inventories



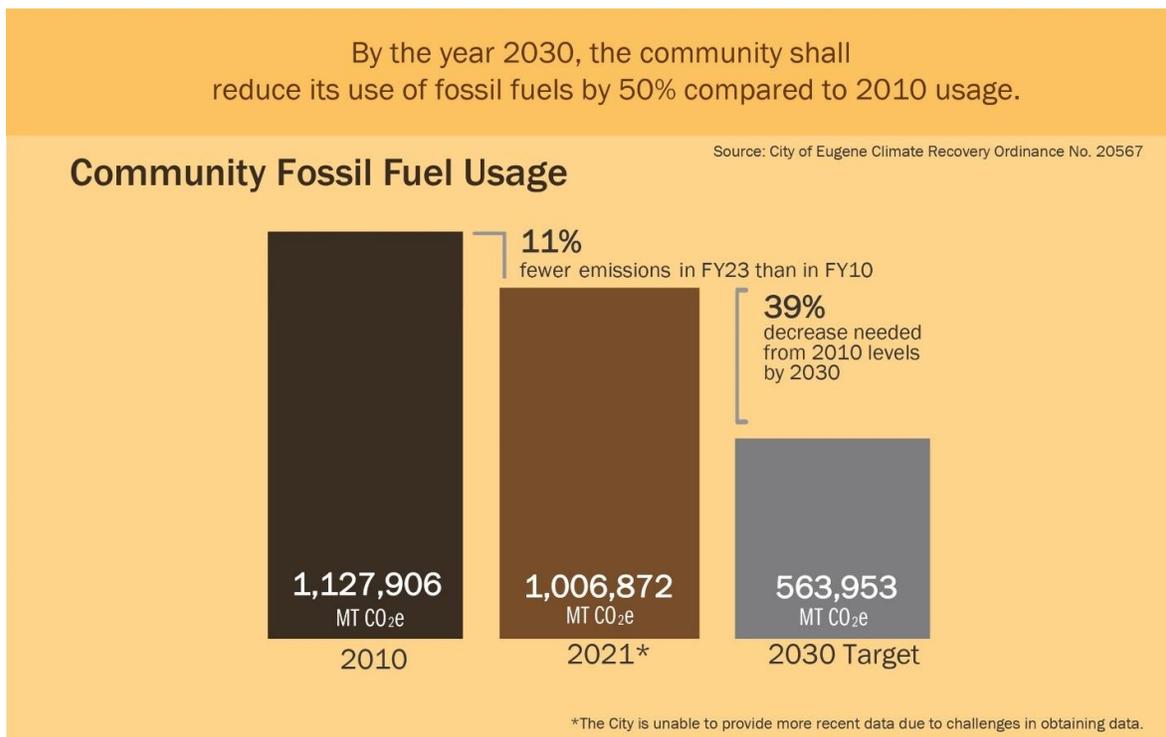
The City of Eugene conducts greenhouse gas (GHG) inventories at regular intervals to better understand emissions trends and sources. This information provides useful data for making decisions that can reduce emissions. The GHG inventories also help measure our progress towards achieving our climate goals as established in the Climate Recovery Ordinance. The City measures emissions from the community at large and from its own internal operations.

Emissions from the Community

The [2021 Community GHG Inventory](#) provides the most recent data and analysis of emissions from the Eugene community as a whole. It also shares the community's progress towards meeting the climate goals outlined in the Climate Recovery Ordinance. All previous community GHG inventories can be accessed in the [Archives](#).

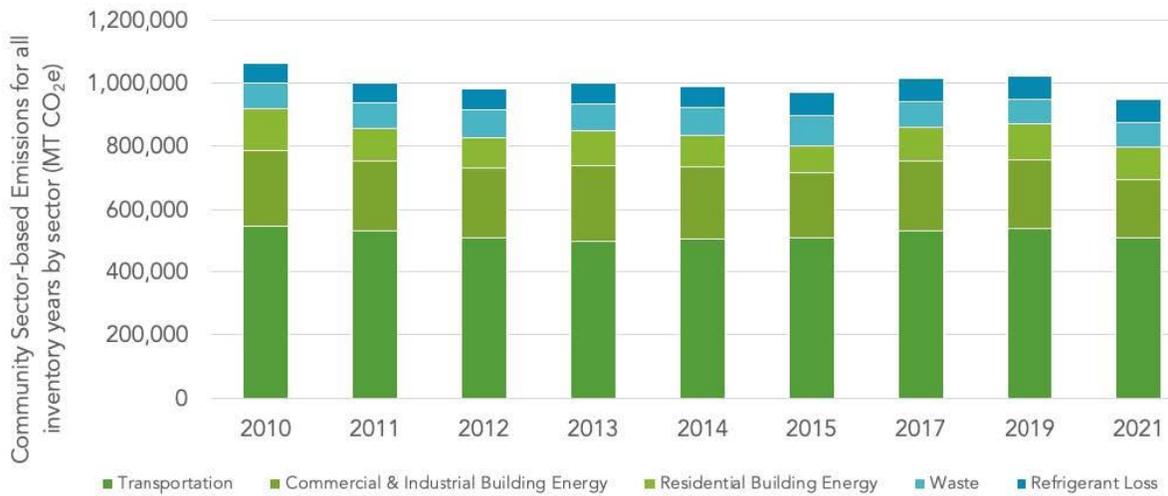
Community Fossil Fuel Use

One of our top goals is to reduce fossil fuel use by 50% by 2030. Since 2010, community fossil fuel emissions have decreased by 11%. That's progress—but to stay on track, we still need to cut an additional 39% in the next few years. Major sources of fossil fuels include gasoline and diesel used in transportation and natural gas and other fossil fuels used to power buildings.



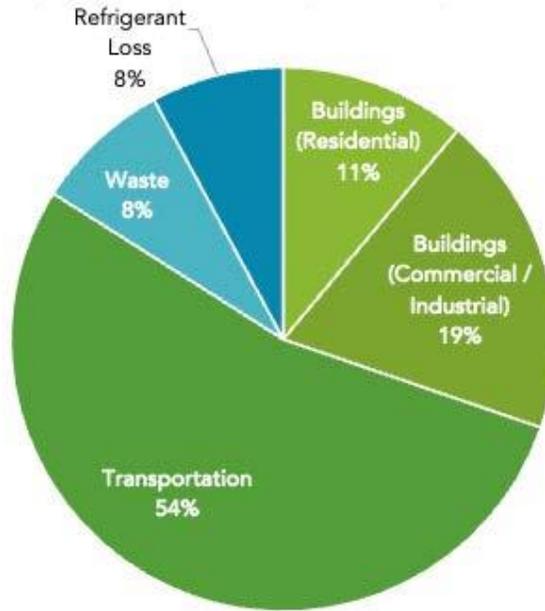
Community GHG Emissions Trends

The chart below shows total sector-based emissions for all inventory years since 2010. Between 2010 and 2021, Eugene’s local, sector based GHG emissions decreased by 10%, primarily from reduced building emissions. This reduction from the 2010 baseline was achieved while population increased by 12% over the same period.



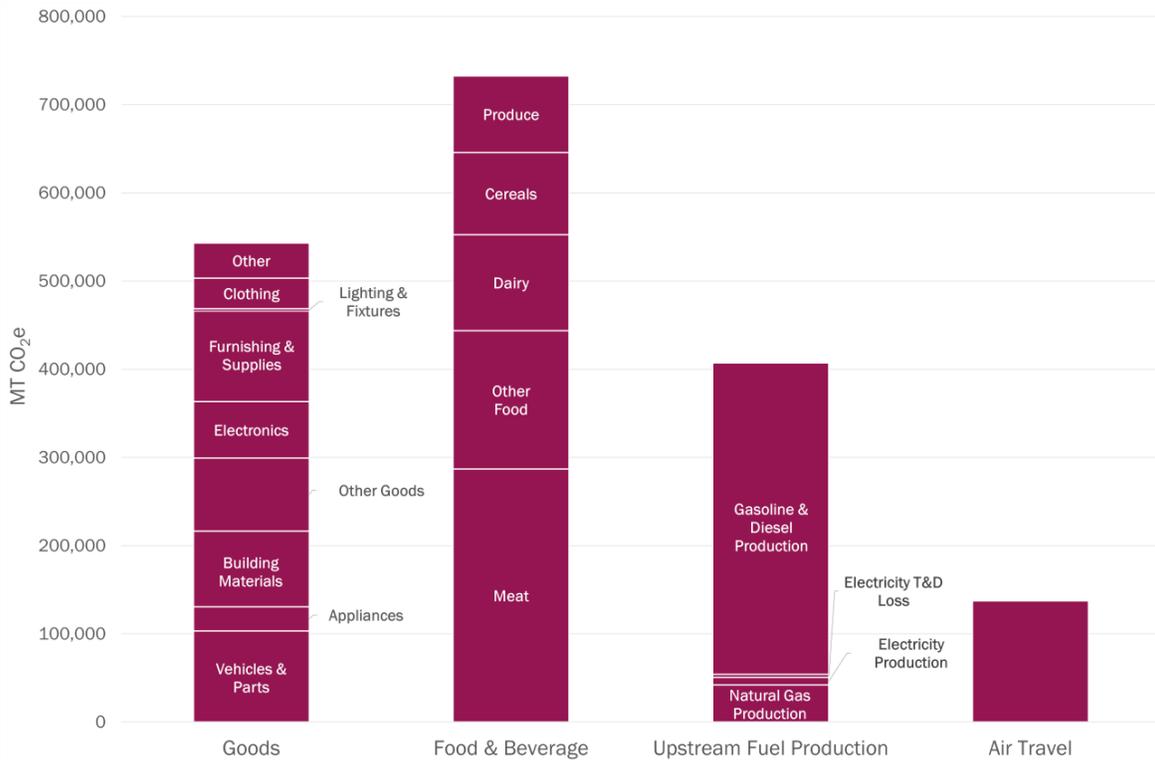
Community GHG Emissions (Sector-Based)

Sector-based emissions from building energy use, local transportation, landfilled waste, and refrigerant loss totaled over 950,000 MT CO₂e in 2021. Transportation produced 54% of emissions, primarily from gasoline use. Commercial and industrial building energy (electricity, natural gas, other fuels) produced 19% of emissions and residential building energy produced 11%. Emissions also include landfilled waste (8%) and refrigerant loss (8%).



Community GHG Emissions (Consumption-Based)

Eugene’s consumption-based emissions in 2023 totaled 1,820,051 MT CO₂e. These emissions are associated with the production of goods and services consumed by residents within a city. These emissions are hard to control since they are based on personal choice, but the City can support reducing these emissions by promoting more sustainable consumption practices. The largest source was food & beverage, with the largest contributor being meat consumption. The second largest source was consumption of goods.

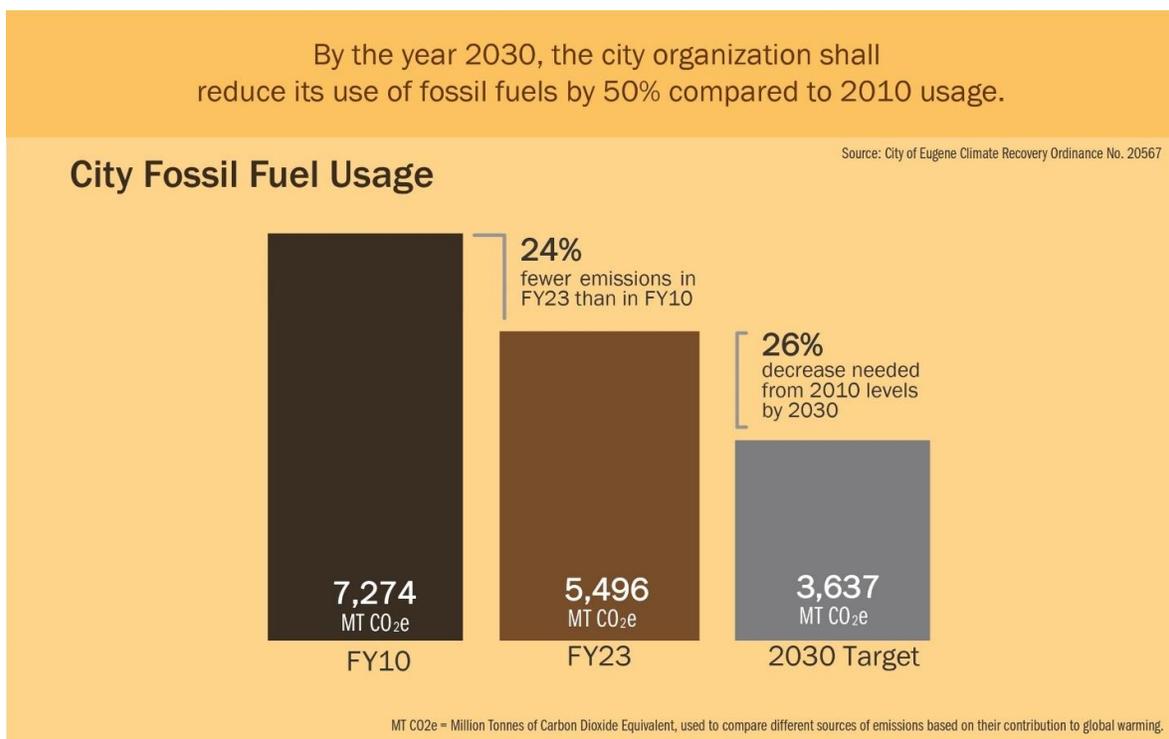


Emissions from City Operations

The [2023 GHG Inventory for City Operations](#) provides the most recent data and analysis of emissions from City operations. It also shares the City's progress towards meeting the two climate goals for operations outlined in the Climate Recovery Ordinance. All previous GHG inventories for city operations can be accessed in the [Archives](#).

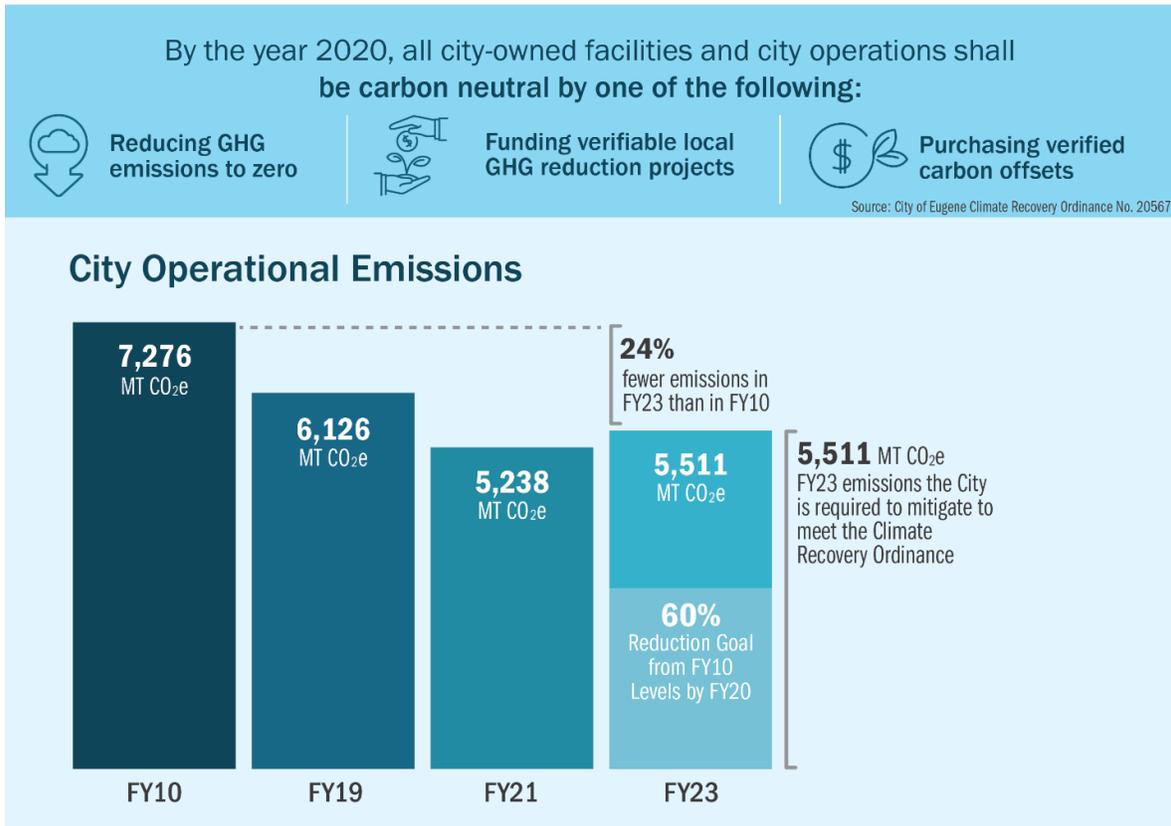
City Fossil Fuel Use

The City also has a goal to reduce its own use of fossil fuels by 50% by 2030 compared to 2010. The City has made important reductions; fossil fuel usage has decreased by 24% from FY10 to FY23 primarily through diesel replacement with renewable diesel and the closure of the steam plant. Going forward, an additional 26% reduction based on FY23 levels is needed to meet the FY30 goal.



City GHG Emissions

The chart below shows recent trends in GHG emissions for sector-based emissions. The first CRO goal for City operations calls for the City facilities and operations to be ‘carbon neutral’ by 2020, meaning emissions are 100% mitigated. While there has been a 24% decrease in emissions since FY10, there has been a slight increase since FY21. The City purchases verified carbon offsets to achieve carbon neutrality.





CITY OF EUGENE

Operational Greenhouse Gas Inventory

Fiscal Year 2023



October 15, 2025 Work Session - Item 2

Contents

Contents	2
Acknowledgements	2
Executive Summary	3
Eugene’s Climate Recovery Ordinance	3
FY23 GHG Inventory Results Against the CRO	3
Progress Summary	3
FY23 Greenhouse Gas Inventory	4
Emissions Scope of the CRO.....	4
CRO Goal #1 Results.....	5
CRO Goal #2 Results.....	6
Direct Emissions (Scopes 1 and 2)	7
Operational energy use comparison	7
Electricity.....	8
Natural Gas.....	8
Fleet.....	9
Refrigerant Management.....	10
Indirect Emissions (Scope 3)	11
City Staff Engagement.....	11
Supply Chain (Procurement)	11
Employee Commutes	13
Upstream Energy Production	14
Waste Generated from Operations.....	14
Primary Opportunities for Reducing Emissions	15
Methodology	19
Procurement Analysis.....	20
Employee Commute Survey	20
Waste Audit.....	20

Acknowledgements

This City of Eugene internal greenhouse gas inventory was conducted by Louisa de Heer at Parametrix (formerly Good Company). The authors are grateful to the many City staff who contributed to the report, including Danielle Klinkebiel, Ian Penn, Jenni Amorisa, Lynne Eichner, Jeff Perry, Richard Perry, Jamie Garner, and Caswell Attegrene.

Executive Summary

Eugene's Climate Recovery Ordinance

In 2014, the Eugene City Council passed the Climate Recovery Ordinance (CRO) to establish the following climate goals for City operations:

CRO Goal #1: Make all facilities owned by the City of Eugene and operations carbon neutral by 2020, meaning no net release of greenhouse gas emissions.

CRO Goal #2: Reduce the City of Eugene's use of fossil fuels to 50% of 2010 levels by 2030.

FY23 GHG Inventory Results Against the CRO

This greenhouse gas (GHG) inventory measured emissions from City operations to determine progress towards the CRO goals for City operations.

Progress towards CRO Goal #1

Overall, City operational greenhouse gas emissions increased by 273 MT CO₂e between FY21 and FY23 to **5,511 MT CO₂e**. Per the CRO, the City will need to use one of the two offset strategies for these emissions to meet the carbon neutrality goal for operations.

Progress towards CRO Goal #2

The City's actual use of fossil fuels¹ has decreased by 24% since 2010. The FY23 results highlight the need to eliminate an additional 3,600 MT CO₂e from fossil sources to meet the 2030 goal, or an additional 34% reduction of FY23 emissions.

Progress Summary

- City operations had nearly identical overall electricity demand in both FY23 and FY10 despite increased electrification, technology, and population, showing the benefit of efficiency efforts.
- A 12% reduction in total facility energy (electricity, gas, steam) emissions since FY10.
- A 23% reduction in COE Recreation natural gas demand since FY10.
- A 9% reduction in operational natural gas emissions since FY19.
- Avoided 2,075 MT CO₂e in FY23 from using renewable diesel instead of fossil diesel.
- The FY23 inventory includes a first-time analysis of indirect emissions, which allows the City to track the impacts of staff initiatives and identify additional management opportunities.
- While FY23 emissions are slightly up from FY21, they have not risen as high as the pre-COVID levels of the FY19 inventory.

¹ Reports have previously used energy units in metric million British thermal units, or MMBTU, for fossil fuel use. This inventory updates to the more measurable MT CO₂e for this goal, as MMBTU for City utilities requires estimates.

FY23 Greenhouse Gas Inventory

This is the ninth GHG inventory for City operations. This inventory covers City operations during FY23, or from July 2022 to June 2023.² In FY23, the City employed approximately 1,500 regular employees to support a population of nearly 178,000 residents. All methodology for this report follows GHG Protocol Scope Corporate Value Chain Standard.³

Emissions Scope of the CRO

The City follows the GHG Protocol for analyzing and reporting emissions under “scopes.” See Figure 1 for more information on scopes of emissions relevant to the City of Eugene.

The CRO goals require the City to address the scope 1 and 2 emissions directly produced by City operations, which includes natural gas combustion, fuel combustion by City-operated vehicles and equipment, fugitive emissions from refrigerants, and electricity use.⁴ The CRO does not require the City to assume responsibility for indirect, scope 3 emissions; however, the City recognizes the value of tracking all emissions, and therefore this inventory includes an initial analysis of additional emissions sources under scope 3.

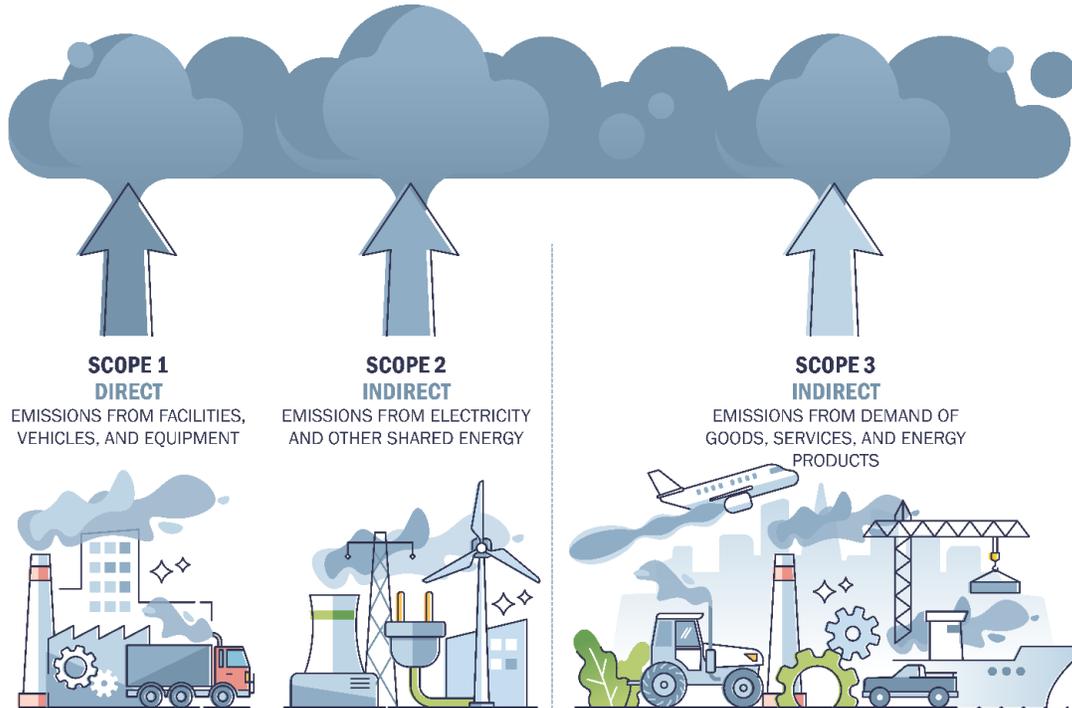


Figure 1. City Operational Emissions Scopes (Parametrix)

² In June 2023 the City completed the purchase of the building for the new City Hall. This purchase and the operational and buildout emissions from that have not been included in this reporting as the building was not yet occupied.

³ As inventory protocols standardize, the GHG Protocol remains the most up-to-date for operational reporting. The GHG Protocol is in line with the Climate Registry, and other protocols that have been followed previously.

⁴ City of Eugene Climate Recovery Ordinance (20567) <https://www.eugene-or.gov/DocumentCenter/View/31138>

CRO Goal #1 Results

Figure 2 shows GHG emissions from FY23 and trends since the 2010 baseline. **Total FY23 emissions for City operations were 5,511 MT CO₂e**, which is an increase of 273 MT CO₂e since FY21. The additional emissions were driven by an increase in electricity use and a small rise in the carbon intensity of electricity supply.⁵ However gasoline and natural gas used for transportation and buildings still make up the majority of emissions. The City has achieved a 24% reduction from FY10 in FY23. The first CRO goal for City operations calls for the City facilities and operations to be ‘carbon neutral’, which means that identified operational emissions are 100% mitigated. The City purchases verified carbon offsets to achieve carbon neutrality as mandated by the CRO.

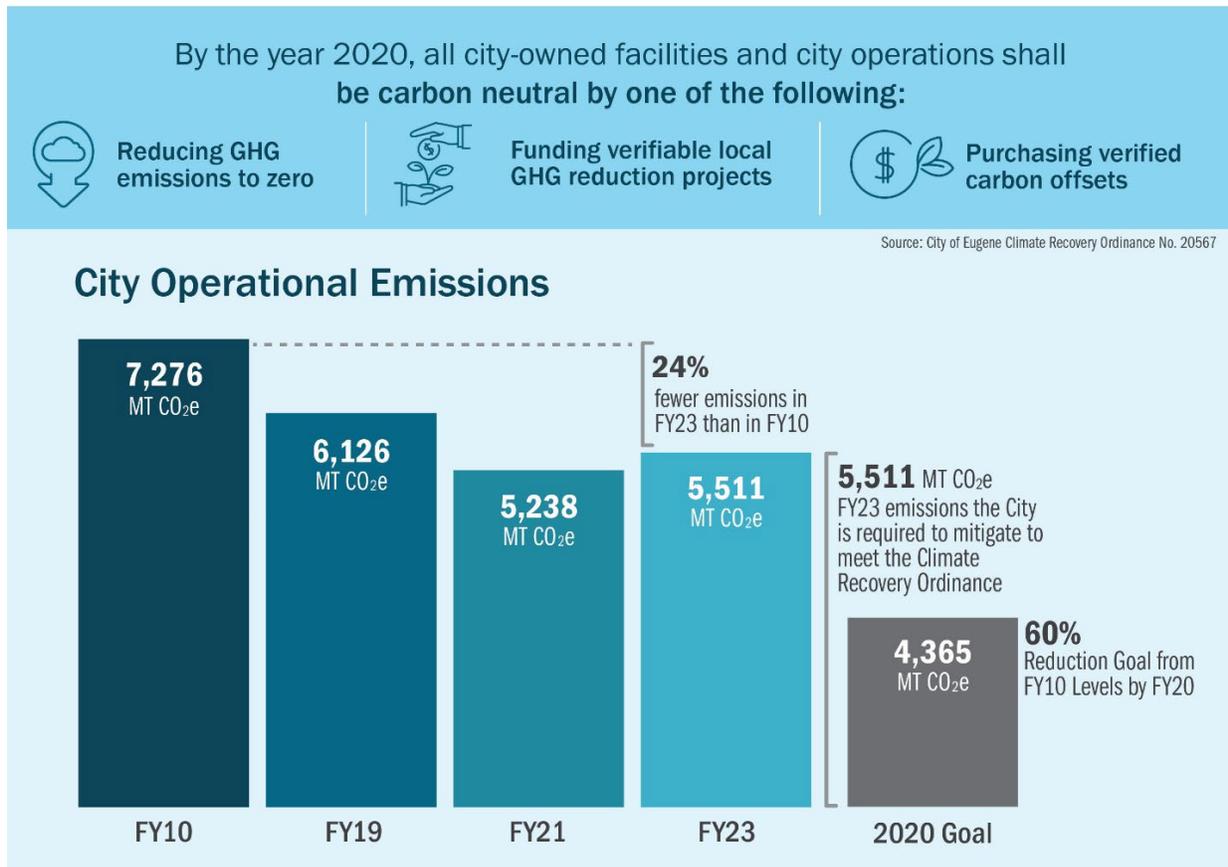


Figure 2. FY23 Results for CRO Goal #1

⁵ The inventory analyzes both location-based and market-based methods for electricity. The Greenhouse Gas Protocol guidance states that market-based accounting is the preferred method for goal-related tracking, which is what is reported throughout this report.

CRO Goal #2 Results

The second CRO goal for City operations calls for the City organization to reduce its use of fossil fuels by 50% compared to 2010⁶. Figure 3 shows that the City has made important reductions; fossil fuel usage, measured in MT CO₂e⁷, has decreased by 23% from FY10 to FY23 primarily through diesel replacement with renewable diesel and the closure of the steam plant. From this inventory forward, an additional 18% reduction in fossil fuel use is needed to meet the FY25 benchmark, and a 35% reduction is needed to meet the FY30 goal.

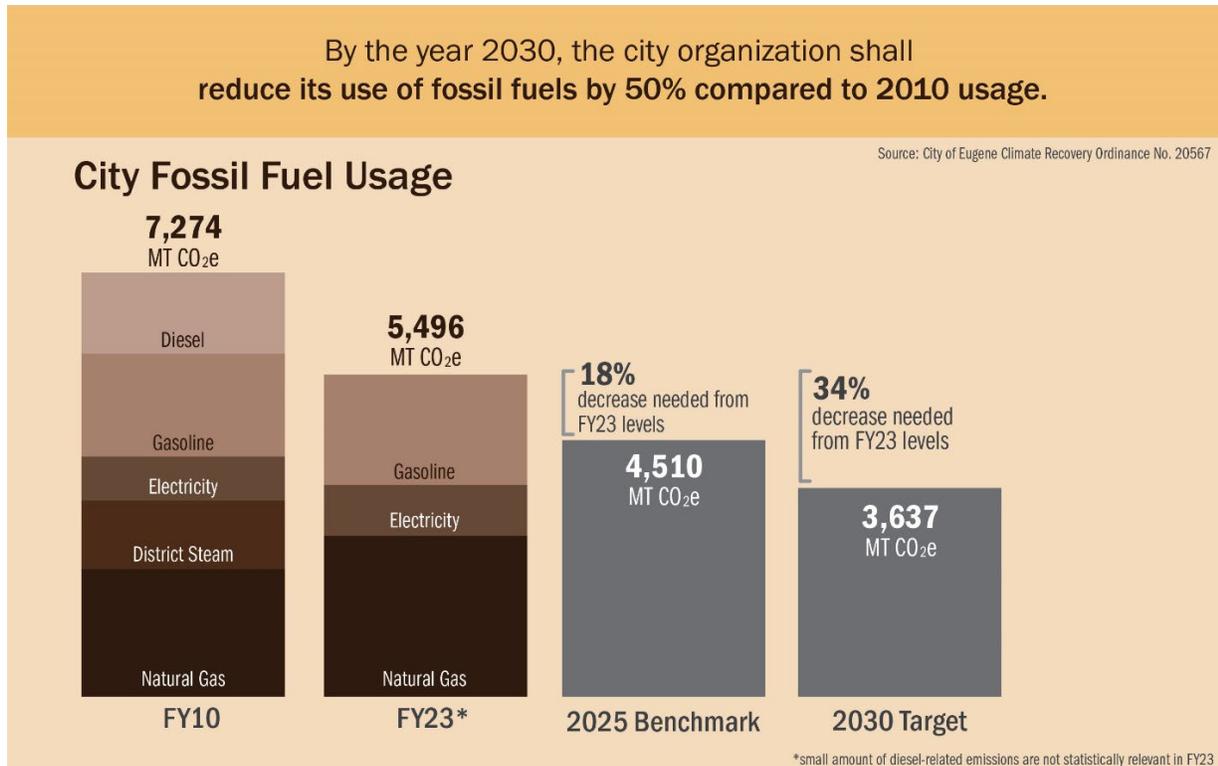


Figure 3 FY23 Results for CRO Goal #2

⁶ While the CRO used calendar years, all inventories have referenced FY10 as the baseline.

⁷ Results for this goal differ from CRO Goal #1 as it does not account for emissions from non-fossil fuel sources.

Direct Emissions (Scopes 1 and 2)

The emissions sources analyzed in relation to the CRO goals include emissions generated from electricity, natural gas, and the City’s fleet. Overall, the City’s operational emissions are slightly higher in FY23 than in FY21. The primary shift is due to the combination of higher electricity use and a fluctuating carbon intensity in the residual electricity mix⁸; however, natural gas combustion remains the single largest source of operational emissions. Refrigerant emissions will be added to the operational analysis in line with the Greenhouse Gas Protocol⁹ for the FY25 inventory.

City Operational Emissions Trends

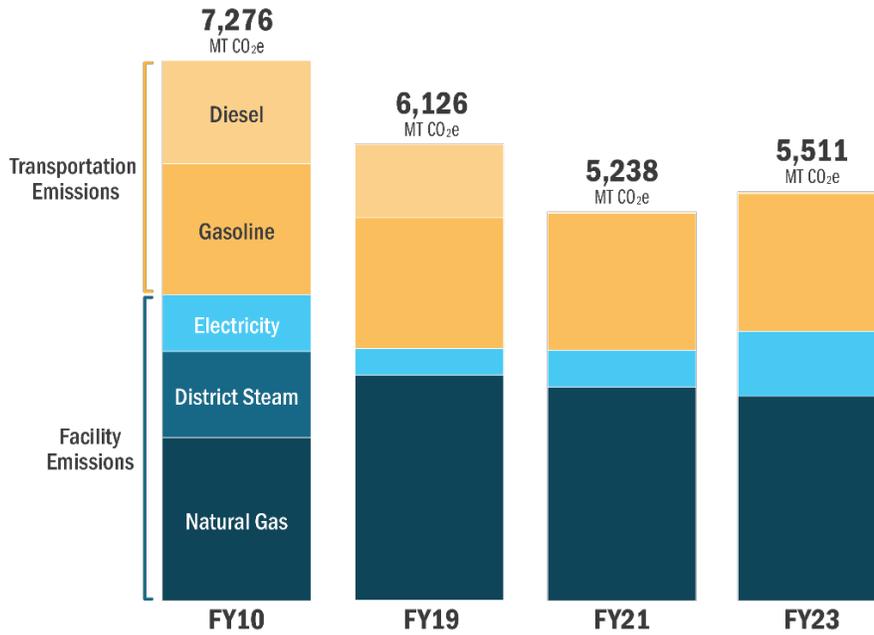


Figure 4. FY23 Total Operational Emissions

Operational energy use comparison

Energy Use by source	FY21	FY23	% Change
Electricity (kWh)	21,007,803	25,939,491	+23%
Natural Gas (Therms)	542,373	519,439	-4%
Gasoline blends (gallons)	218,273	214,069	-2%
Diesel blends (gallons)	176,475	217,718	+23%

Table 1 Energy Use Comparison FY21 to FY23

⁸ See the Methodology for details on fluctuating carbon intensity in the residual grid mix.

⁹ See The [Greenhouse Gas Protocol for the U.S. Public Sector](#) for more detail.

Electricity

Between FY21 and FY23, the City saw an increase in emissions from electricity for two reasons. First, there was a small rise in the carbon intensity of the electricity supply since the FY21 inventory. The City's electricity provider, EWEB, has a relatively low-carbon grid compared to many parts of the US due to the region's clean hydropower. However, the carbon intensity of their grid varies from year to year (see Methodology), and even small changes can significantly affect reported emissions. Second, the City also saw a 23% increase in electricity use. Electricity use varies by department, as shown in Figure 5. Some departments saw increases in electricity use (in MWh) and a few others saw decreases. Each department is different in size and scope, so the most important review is within each department year over year, not to compare between departments.

In addition, the City voluntarily participates in EWEB's Greenpower program, which purchases Renewable Energy Credits (RECs) to mitigate a set portion of electricity use. In FY23, the City purchased RECs equivalent to 7% of overall electricity use¹⁰. While gas continues to be the biggest contributor to the City's emissions footprint, there are additional opportunities to reduce emissions from electricity through directly contracted renewable electricity and energy efficiency.

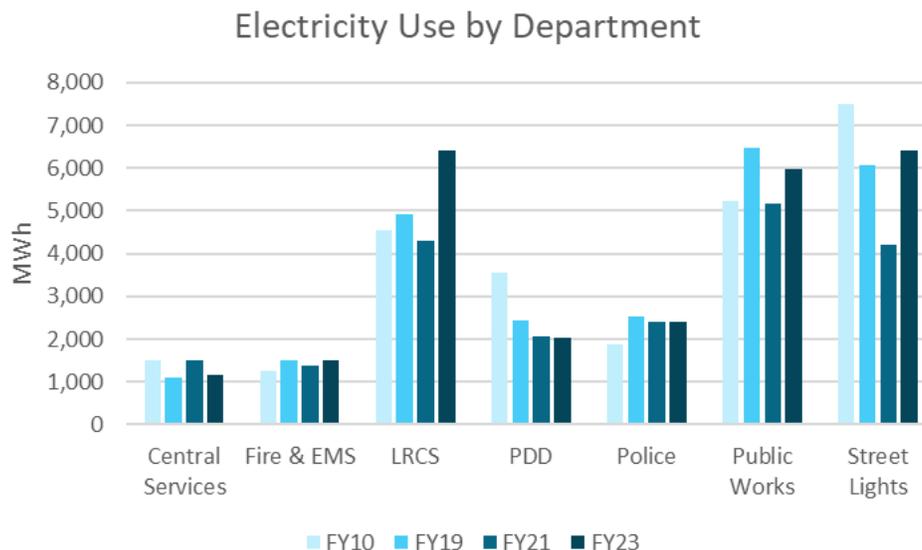


Figure 5. FY 23 Electricity Use by Department

Natural Gas

Natural gas remains the City's largest emissions source and is used for heating in most buildings. Overall natural gas use has decreased by 4% since FY21. The Library, Recreation, and Cultural Services (LRCS) department remains the single largest user of natural gas due to the number of facilities and community centers it operates, but that department's demand has gone down by 18% since 2019. This is likely in part due to facility renovations and fuel switching at Echo Hollow Pool, which as of 2021 uses a heat pump with a gas backup system.

¹⁰ RECS can be purchased to increase the relative percentage of renewable energy

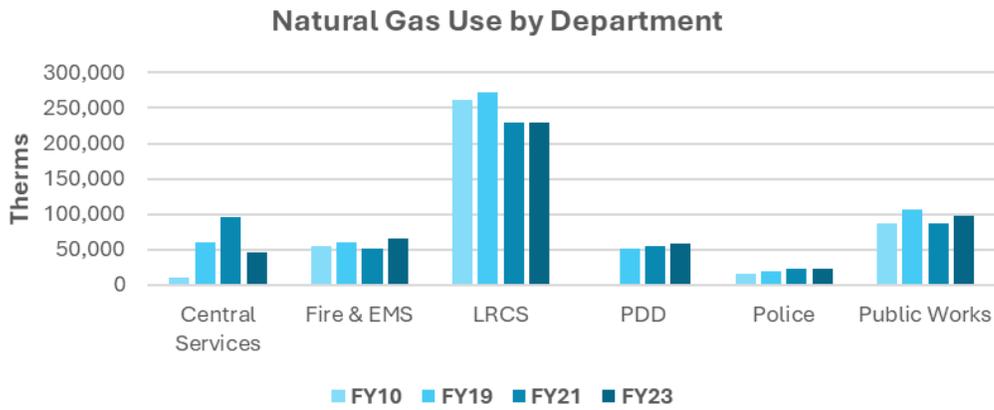


Figure 6. FY23 Natural Gas Use by Department

Fleet

Fuel combustion by City-operated vehicles and equipment is an area that has seen large reductions in emissions with the switch from fossil diesel to renewable diesel/R99 (99% renewable diesel, 1% fossil diesel) starting in 2017. The city purchased over 200,000 gallons of renewable diesel in FY23, generating just 5.4 MT CO₂e. As shown in Figure 7, the City avoided 2,100 MT CO₂e in tailpipe emissions from fossil diesel in FY23 by using renewable diesel. The City purchased 2,000 gallons of fossil diesel (within the R99 blend), generating 21MT CO₂e¹¹. Public Works diesel blend use (renewable + fossil diesel) increased by 42,000 gallons, while gasoline use remains steady across operations. Electric vehicles are being introduced; however, to date this has not resulted in a drop in purchased gasoline.

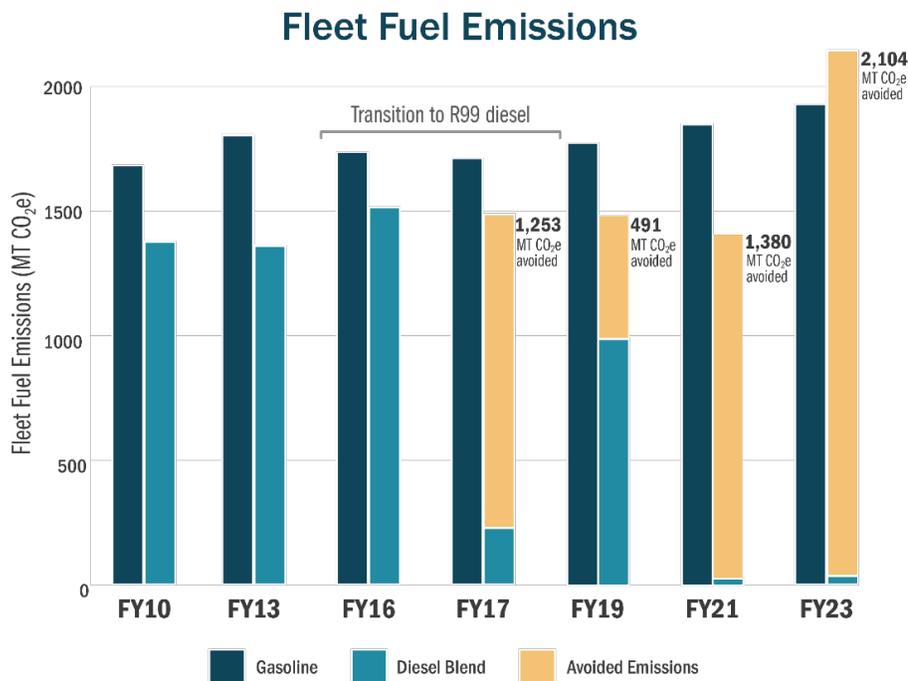


Figure 7. Fleet Fuel Emissions Trends

¹¹ These are “cradle-to-gate” emissions, which include extraction, refinement, transportation, and combustion of fuels.

Refrigerant Management

Recharge of refrigerants during annual maintenance of HVAC and refrigeration systems is counted under fugitive emissions in scope 1. Those emissions are not included in this inventory; however, lifecycle refrigerant management (LRM)¹² has begun across COE operations, which will track equipment and chemical recharge annually, and will be available for analysis in future inventories.

To get a sense of scale for refrigerant emissions, the team created an estimate based on square footage¹³. Based on this methodology, the emissions for refrigerants are estimated at approximately 500 MT CO₂e. These estimates have not been included in the total reported FY23 emissions under the CRO. When reported data is available in the FY26 inventory, City may need to plan for additional spending on carbon offsets or equipment upgrades to mitigate the additional emissions source.

Summary: Historical Emissions Results under the CRO

Total Emissions (MT CO ₂ e / year)	2000	2005	2010	2013	2016	2017	2019	2021	2023	Change since 2010
Facilities	3,481	3,809	4,119	3,381	2,661	3,014	3,380	3,373	3,631	-12%
Electricity (Location-Based)	11,311	10,521	9,778	7,809	7,647	7,367	7,294	5,717	7,115	-27%
Electricity (Market-Based)	823	765	762	537	257	247	356	495	875	15%
Natural Gas	1,939	2,324	2,194	2,844	2,404	2,767	3,024	2,878	2,756	26%
District Steam	719	720	1,163	Steam plant decommissioned in 2012						-100%
Transportation	3,305	3,307	3,157	3,274	3,227	1,917	2,745	1,865	1,880	-40%
Gasoline	2,008	2,012	1,767	1,900	1,716	1,691	1,755	1,837	1,844	4%
Ethanol	0	2	2	3	7	7	7	8	9.4	370%
Diesel	1,297	1,293	1,388	1,371	1,504	217	982	18	21	-98%
Bio or Renewable Diesel	0	0.5	0.4	0	0.4	2	1	2	5.4	1250%
Total Emissions (Market-Based)	6,786	7,116	7,276	6,655	5,888	4,931	6,125	5,238	5,511	-24%

Table. Detailed Summary of Eugene's historic emissions by energy type.

¹² See the [Yale Carbon Containment Lab](#) for more information on the importance of Lifecycle Refrigerant Management. The City of Eugene also published a [Refrigerant Management Guidebook](#) in 2023 to support local businesses and agencies to improve tracking of this emissions source.

¹³ Analysis applied an average equipment size by square footage, charge rate by equipment size, and average 5% annual leakage using R410a for all buildings.

Indirect Emissions (Scope 3)

City Staff Engagement

The City has actively engaged in efforts to continue aligning the City's GHG inventory with best practices. Scope 3 represents the emissions sources where there is less direct control yet are important to a complete greenhouse gas inventory. This section reports categories of scope 3 emissions for which the City has an opportunity for impact. The figure below shows the scope 3 categories that were selected for new analysis with this report, their associated relative emissions, and the biggest opportunities for impact. The CRO does not require the City to assume responsibility for scope 3 emissions; however, the City recognizes the value of tracking all emissions, and therefore this inventory includes an initial analysis of additional emissions sources under scope 3.

Scope 3 Emissions Categories	FY23 Emissions	Opportunity for Impact
Supply Chain (Procurement)	~20,000	Connect with primary vendors in contracted services and equipment. Implement and track low-carbon material requirements.
Employee Commutes	~2,175	Support alternative commute strategies and electric vehicle education.
Upstream Energy Production	~2,400	Increase renewable electricity commitments and conservation efforts; reduce energy and fuel use.
Waste Generated from Operations	~75	Regular tracking with Sanipac. Diversion education and audits.

Staff from multiple departments assisted in collecting data that allowed new emissions sources to be included in the FY23 inventory analysis. Examples include a partnership with the transportation team to develop a commute survey to gather emissions data for **employee commutes** that will also inform programs that support alternative commute patterns. The finance team supported a **procurement analysis** across the organization. Finally, staff from engineering provided their internal data on **concrete-specific emissions**, developed to support new low-carbon concrete requirements. The willingness to provide information and actively strategize how to improve practices for future inventories shows a commitment to continuous improvement and to carbon neutral operations.

Supply Chain (Procurement)

For the first time, the FY23 inventory included a spend-based analysis of the emissions from procurement spending on behalf of the City's operations. City spending has a large indirect carbon footprint due to emissions produced throughout the supply chain which may include mining, manufacturing, energy use, and transportation from "cradle to gate" or from inception to end purchase.

A procurement emissions analysis is intended to provide hotspot awareness of areas where City policies and initiatives could support the City's goals. The goal is to identify the hotspots, or the spending categories with the largest carbon footprint, and indicate potential opportunities for policy

and tracking that can reduce carbon intensity.¹⁴ Opportunities are often concentrated where there is an overlap between high relative spending and high emissions intensity per dollar.

FY 23 Emissions from Procurement

For all City spending, staff and consultants reviewed available data, isolated relevant spending, and developed categories covering over \$150M in spending. Applying the EPA's most recent dataset for spend-based emissions factors,¹⁵ the team assigned emissions factors per spending category to develop a high-level profile for the emissions associated with that spending.

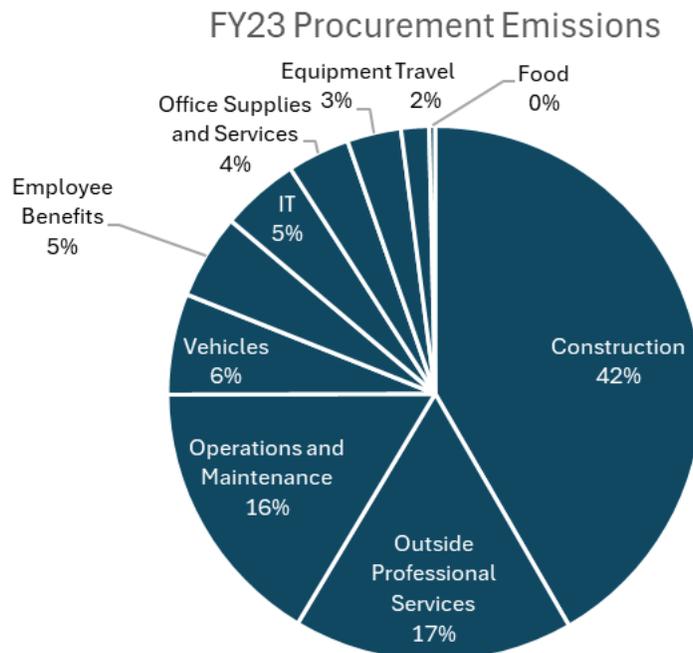


Figure 8. Procurement Spending Emissions by Category

The two biggest hotspot areas are *Construction* and *Outside Professional Services*. The specific high-intensity areas are concrete, asphalt, and equipment reported under both the *Construction* and *Operations and Maintenance* categories; a variety of contractual services and personal service contracts that fulfill the City's business functions under the *Outside Professional Services* category, fleet purchasing and maintenance under *Vehicles*, and software under *IT*.

Results can be useful to connect with key vendors to determine if there are opportunities for lower carbon materials, renewable energy, or other options that would reduce the impact per dollar spent. For example, if the City's software developer confirmed their commitment to renewable energy, the emissions factor for that category could drop and therefore reduce the impact of each dollar.¹⁶

Materials for Capital Projects

Capital construction tends to be the largest single emissions source for most municipalities because of the combination of high spending and the carbon intensity of construction materials. Establishing

¹⁴ A detailed procurement analysis that identifies emissions factors per line of spending was beyond the scope of this work.

¹⁵ EPA [Environmentally-Extended Input-Output \(EIO\) Models dataset](#) (1.2), applying [AR 6 multipliers](#) for emissions factors. Analysis excluded all internal transactions (681xxx), wages and benefits, retirement (5xxxx codes).

¹⁶ See [Microsoft Emissions Impacts for Azure and M365](#) for examples of projected emissions intensity reduction

requirements and policies for procurement of lower-carbon materials can have a big impact. Recent City policies are aimed at transitioning to lower-carbon concrete for all capital improvement plan (CIP) projects. In 2025, the City will require concrete producers to provide Environmental Product Declarations (EPDs) to share the global warming potential (GWP) for concrete used in CIP projects. Over time, concrete will need to meet established GWP benchmarks. This provides data that can be tracked to report on avoided emissions, which is the difference in emissions from using standard versus low-carbon concrete.

City staff developed an internal emissions analysis from concrete used in FY23 CIP projects.¹⁷ The results demonstrate a pathway to understand and track the beneficial impact from lower carbon requirements for concrete. In this analysis, staff from Public Works Engineering (PWE) identified the volume of concrete poured in all CIP projects completed in 2023 and applied an emissions factor for the 2020 benchmarks and the more recent, 2022 benchmarks. 1697 cubic yards of concrete resulted in 412 MT CO₂e. The same amount of concrete would have avoided 42 MT CO₂e under the more recent benchmarks.

While PWE's analysis is a more accurate way to track emissions from construction materials, the team also did an analysis to compare the amount spent on concrete in CIP projects according to PWE with total spending in the *Construction* category in the supply chain analysis described above. The use of lower-carbon concrete would have avoided 284 MT CO₂e¹⁸, or 3% of emissions in the *Construction* category. This highlights the pathway to improved analysis and that use of low carbon standards and tracking has the potential to significantly reduce associated emissions. [See Opportunity #7 for more information.](#)

Employee Commutes

This FY23 GHG inventory includes the first analysis of emissions generated by City employee commutes. City of Eugene Transportation staff partnered with the analysis team to develop a commute survey for all regular City employees to understand their average distance, mode, and frequency of commuting for work. 435 staff members responded, which is almost 27% of the workforce. These results were extrapolated to represent commute patterns for all employees.¹⁹ An estimated **2,175 MT CO₂e was generated by employee commutes in FY23**. However, nearly **1 million miles of commute were avoided in FY23 because employees worked from home**, which prevented over 400 MT CO₂e from being released.²⁰ This highlights the positive climate benefit of policies that support remote work. Transportation staff intend to use survey results to inform initiatives that promote and support alternative commutes. The City will continue to replicate this survey to measure the impact of those initiatives.

¹⁷ "Greenhouse Gas Tracking and Reporting for Concrete used on Capital Projects". COE Public Works Engineering. May 2024

¹⁸ 2022 NRMCA benchmarked emissions by concrete weight and specifications in comparison to a spend-based analysis of general construction. See 23-001 CIP Concrete Analysis.

¹⁹ See Methodology for information on the details of analysis.

²⁰ Comparison assumes that avoided emissions would have been driven alone in a gas vehicle.

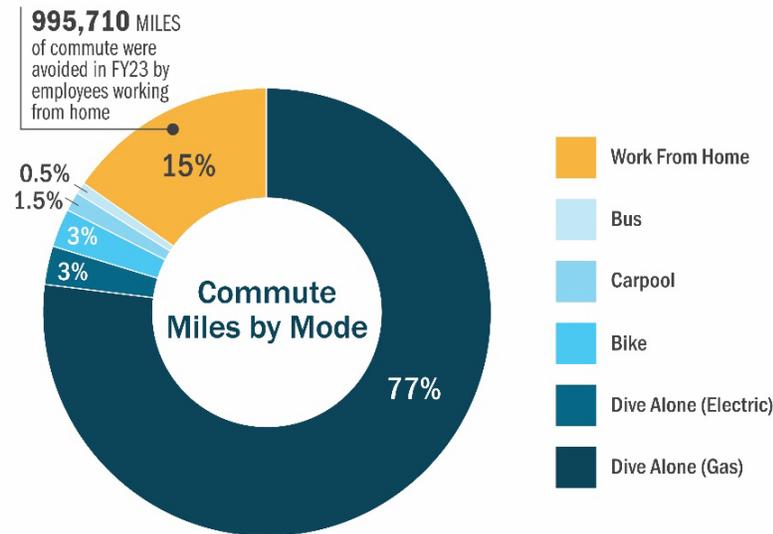


Figure 9. FY23 Employee Commute Miles by Mode

Upstream Energy Production

Upstream energy production represents the indirect but real emissions associated with the energy fuels' production and distribution reported under scopes 1 and 2 (e.g., emissions associated with mining/extraction, leaks in the system, and transportation loss) for all combusted fuels. In FY23, the City's energy use (fuels, gas, and electricity) generated an additional 2,365 MT CO₂e²¹ in upstream emissions. The more fossil-intensive the fuels, the relatively higher the upstream production emissions as renewable energy is far less carbon intensive to produce. The cleaner the fuels, the lower the upstream energy emissions. The opportunity to reduce these emissions are directly tied to CRO Goal #2; as fossil fuel reliance drops, so will these emissions.

Waste Generated from Operations

The City disposed of an estimated 2,475 cubic yards of mixed solid waste in FY23,²² generating approximately 77 MT CO₂e from emissions in Short Mountain Landfill. This analysis included emissions from waste produced by internal operations, and excluded community-generated waste that occurred on City property such as at the library, community centers, parking garages, parks, and the front of the Eugene airport. These sites are assumed to be accounted for in the larger community inventory. The goal of excluding some locations was to understand the available data and focus on waste diversion opportunities by City staff²³.

²¹ Each fuel source has its own upstream emissions ratio; on average, upstream emissions for the US electricity grid are an additional 15% of final use.

²² High level estimate using Sanipac waste audits. For more detailed background, see methodology.

²³ Selected and excluded locations were reviewed with City staff before analysis.

Primary Opportunities for Reducing Emissions

Opportunity #1: Continue to electrify vehicles and track use

At the end of 2023, the City owned 37 electric vehicles and 90 hybrid vehicles—however this is still not resulting in a decrease in gasoline use. Electrification of all remaining City fleet vehicles could eliminate 1,800 MT CO₂e, or 33%, of FY23 emissions. That reduction would be sufficient to meet the CRO fossil fuel goal.

The City can consider developing a standard practice to track miles driven per vehicle annually to prioritize electrification of the highest use vehicles. Annual odometer readings would also help with the ability to directly account for electricity use due to electric vehicle charging, which would improve tracking at both the building and transportation levels. If it is not already, the City of Eugene's electrified fleet should register with DEQ's Oregon Clean Fuel Standard and apply for credits to obtain the financial benefit. It is also recommended that the City continue to track opportunities to purchase electric medium and heavy-duty vehicles as the technology is rapidly evolving.

Opportunity #2: Secure Continued Renewable Diesel supply

The City's commitment to renewable diesel has had a measurable climate benefit as a bridge fuel. However, renewable diesel demand continues to [increase](#) in the region, which may limit supply for the fuel or create price changes. See Figure 10 for a sense of scale of the increase in consumption of renewable diesel across the West Coast.²⁴ . The City has already developed a purchasing consortium with local partners; a buying block or coalition approach will remain the best strategy to secure affordable supply into the future. The City may also consider developing a legislative strategy at the state level to secure sufficient supply and to buffer against price increases and reduced availability as California increases its share. Securing the City's continued access to R99 is important; by volume of average use, a reversion to fossil diesel for operations could add an additional ~2,000 MT CO₂e to the City's operational footprint.

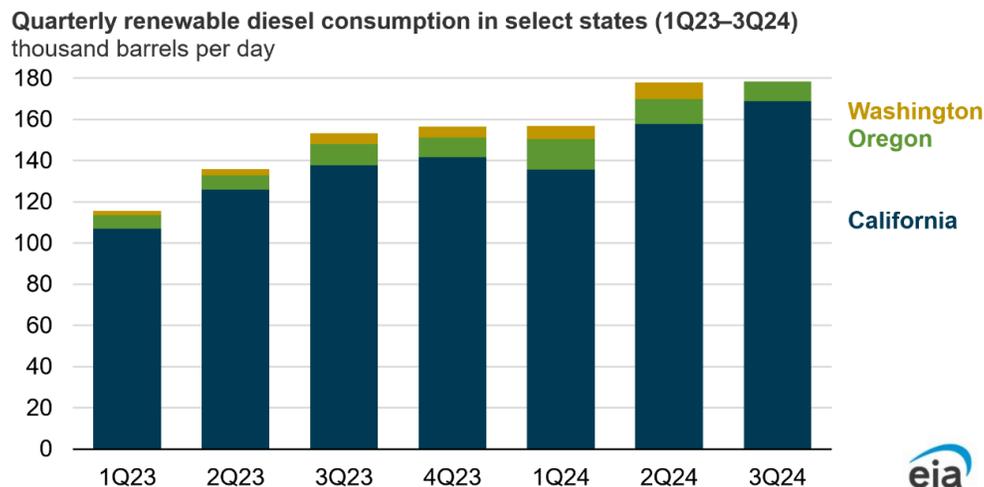


Figure 10. EIA Renewable Diesel Consumption on US West Coast

²⁴ Graphic source: [EIA](#) "Consumption of renewable diesel continues general growth trend on the U.S. West Coast". Published 2.18.25

Opportunity #3: Transition to electric and alternative heating

As the single largest source of operational emissions, natural gas use in City facilities will continue to generate a significant climate impact that may prevent the City from achieving its second CRO goal for fossil fuel reduction. This also obliges the City to continue purchasing offsets in order to meet the first CRO goal of carbon neutrality.

Electrification of space and water heating at the time of replacement continues to be a significant opportunity for achieving the CRO goals. An example of a retrofit that has benefited emissions reductions is the installation of an electric heat pump chiller with gas backup at the Echo Hollow Pool, which reduced natural gas reliance. While the Recreation division natural gas use has dropped by 18% since FY19, electricity use in the division has increased by 31% — however, electricity from EWEB has a lower emissions intensity than natural gas and so is still an improvement. Analysis of energy and cost data (see Opportunity #4) would allow the City to track the impact of specific initiatives like the pool. Other cities have also created policy commitments to not install fossil fuel infrastructure in major renovations or existing buildings.

Opportunity #4: Augment operational energy management system

Energy Management Systems (EMS)²⁵ take advantage of technology and system-level analysis to track energy use traced to specific equipment and operational practices to identify high-impact energy efficiency opportunities. For complex operations like the City of Eugene's, coordinated energy management can often eliminate more than 10% of total electricity demand²⁶ as well as help to prioritize and track high-impact initiatives. It is understood that energy tracking is already in place in selected buildings, and that staff would benefit from additional resources and support to expand these efforts²⁷. For example, data specifically showing the efficiency gains and reduced natural gas use from the Echo Hollow Pool renovation could be used to support the business case for other renovations, or to apply for future grants using high-quality data. Instead of a single staff member gathering data manually, system-wide EMS would improve data access and visibility across facilities and reduce staff time needed for data management. The first step would be to review goals against current practices, connect with key staff for improvement opportunities, and connect to regional expertise for support, such as through the [Energy Trust of Oregon](#) or [NEEA](#).

Opportunity #5: Implement Lifecycle Refrigerant Management

Fugitive emissions from refrigerants used in heating and cooling systems are typically considered scope 1 emissions and therefore should be accounted for in tracking progress towards the CRO — primary data collection for reporting has begun internally and will be included in future inventories.

²⁵ Examples of off-the-shelf energy management system software can be found at [Energy Digital](#). March, 2025.

²⁶ Cascade Energy. Also see: [Lee](#), D. Cheng, C. "Energy savings by energy management systems: A Review". Renewable and Sustainable Energy Reviews. (2016).

²⁷ The recent upgrades to City Hall included automation and digitization of the energy systems in that building.

Lifecycle Refrigerant Management across City operations will highlight the primary equipment of concern for preventative maintenance and replacement to prevent fugitive emissions.

While an estimate of refrigerant emissions was conducted in this inventory (see Scope 1 section), more accurate data will be included in the FY25 inventory. At that time, the City should plan to re-baseline the operational inventory, which will adjust the 2010 results to include refrigerant estimates by square footage and show shifts over time. It is expected that this will result in an increase in net emissions, therefore the City may need to plan for additional spending to purchases offsets in accordance with the first CRO goal.

Opportunity #6: Increase procurement of low-carbon construction materials

Construction materials used in capital projects represent a large source of emissions. Beginning in 2025, Public Works Engineering expects concrete used in capital projects to meet specific low carbon thresholds. Over time, the City plans to reduce the benchmarks of allowable carbon thresholds. The City intends to also explore procurement policies for other high-carbon construction materials, such as asphalt. Using recycled construction materials is another opportunity to reduce emissions. The City already recycles and reuses asphalt, and plans to explore the use of recycled concrete in CIP projects. Continued tracking of concrete data, as was done for this GHG inventory, will help measure the impact of the policy over time. Consider opportunities to streamline and standardize data reporting processes in order to better track the impact of low carbon construction materials.

The City could also implement [low carbon standards](#) for procurement of other materials or services over time. This would mean that when the City is selecting and evaluating contracts for services, it would request information on and potentially prioritize companies that have a lower emissions intensity. Spending funds on those vendors can be tracked and reported within future inventories, showing the reduced emissions intensity over time.

Opportunity #7: Track operational waste to increase diversion

Determine the appropriate staff to maintain waste audit records. Current waste audits are routed from the Facilities Energy Analyst and shared with waste prevention staff. Audits reviewed as they arrive may identify key locations for waste education, such as where recycling containers are reported empty, but waste is consistently full, for example. If the City were to track waste generation using the audits from Sanipac, it may provide useful information to improve internal waste management and diversion.

Opportunity #8: Support active and alternatives employee commutes

The City has actively pursued alternative and active transportation options for the community, including staff. Seeing the benefit from working from home on commute emissions, the team recommends that the City continue to support work from home policies. In addition, the team commends Transportation staff for their active engagement on alternative commutes, and analysis of commute results to better tailor programs to employees' and departments' needs.

Opportunity #9: Review alternative opportunities to achieve CRO neutrality goals

The CRO provides a few options to achieve neutrality within the ordinance:

By the year 2020, all city-owned facilities and city operations shall
be carbon neutral by one of the following:

 <p>Reducing GHG emissions to zero</p>	 <p>Funding verifiable local GHG reduction projects</p>	 <p>Purchasing verified carbon offsets</p>
---	--	---

Source: City of Eugene Climate Recovery Ordinance No. 20567

Verified Carbon offsets have been selected to mitigate residual operational emissions to date. The City considers several factors when purchasing carbon offsets, including cost, local impact, and project transparency. In 2023, the City use FY21 inventory results to purchase 5,238 MT CO₂e in verified carbon offsets from [The Climate Trust](#). The City sustainability staff will use FY23 data to purchase offsets for both FY24 and FY25 in advance of the next inventory.

The option to “fund verifiable local GHG reduction projects” is also included within the CRO. It may be reasonable to review the City’s interpretation to consider lifecycle emissions to meet the CRO instead of a yearly point-in-time and to “inset” emissions reductions through operational initiatives. Typically, one would compare capital cost and the first year’s emissions’ reduction to determine emissions impact; however, the City could review lifetime avoided emissions from that investment and align that with the emission mitigation within the year of the investment. This interpretation may not require any amendment to the ordinance and could direct funding to mitigate future emissions. Looking ahead, the City will continue to prioritize investments in its own operations to reduce emissions, as well as monitor the development of local projects to maintain compliance with the CRO.

Methodology

Data for this inventory was provided by City staff and included facility electricity and natural gas use as well as fleet fuel use. Eugene's wastewater treatment plant emissions are under the management of a cooperative community partnership, Metropolitan Wastewater Management Commission (MWMC) and therefore are excluded from the City's inventory. MWMC completes independent GHG inventories and has done so for calendar years 2010, 2012, 2014, 2016, 2018, and 2020.

Parametrix (formerly Good Company) catalogues inventory data in an audit trail, which documents and organizes all data files and related calculation files used to calculate the City's GHGs and fossil fuel use. GHGs and energy use are calculated with Parametrix's Greenhouse Gas Calculator (Climate Metrix). Other resources related to Eugene's Climate Recovery Ordinance, including past GHG inventory reports, may be downloaded at <https://www.eugene-or.gov/2170/Climate-Recovery-Resources>.

Electricity Grid

The carbon intensity of our local grid is reported through market-based reporting, which includes the impacts from RECs and other instruments. The inventory also tracks the location-based emissions, which uses the average carbon intensity of the regional grid (NWPP for Eugene). Electricity carbon intensities fluctuate annually with the available owned generation, weather and climate impacts, and demand variability. The example below shows the range year-over-year for EWEB²⁸.

When greenhouse gas inventories are created, they use the most up-to-date emissions factors and information available. For electricity carbon intensities (CO₂e/MWh), results from utilities are often not available yet and so the previous years' are used as proxy. Because of the timing of this inventory, EWEB's emissions factor for CY2023 was available and was used for analysis.

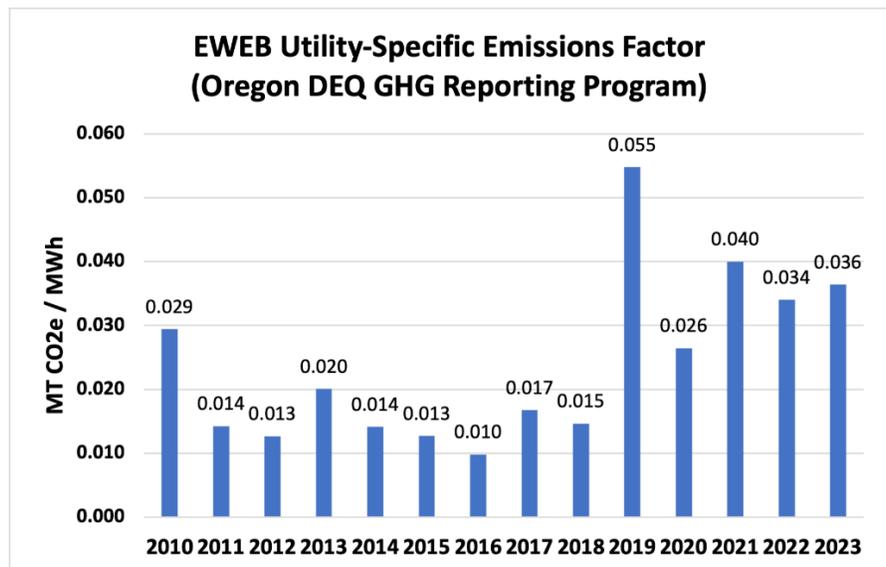


Figure 11 EWEB Emissions Factors, Source: EWEB.org

²⁸ See [EPA: Greenhouse gas inventory guidance: Indirect Emissions from Purchased Electricity](https://www.epa.gov/guidance/indirect-emissions-from-purchased-electricity), for more information.

Procurement Analysis

This report follows the best practice guidance “Calculating Supply Chain Greenhouse Gas Emissions for Institutional Purchasing A How-To Guide” developed by Good Company with support from the EPA. This analysis made use of the EPA’s Environmentally-Extended Input Output (EEIO) emissions factor 1.2 dataset. This procurement-specific inventory also follows the scope 3 value chain protocol by Greenhouse Gas Protocol (GHGP), which adjusts emissions factors (CO₂/\$) for inflation.

The internal City concrete analysis identified 11 projects that used concrete and reviewed the pay estimate reports to determine purchased cubic yards by mix strength. The climate impact was measured using global warming potential (GWP) developed by the National Ready-Mix Concrete Association. Eugene adopted NRMCA’s published benchmarks in 2024 and began requiring concrete vendors to provide EPDs. The GHG analysis removed the spending for the concrete from the larger construction analysis and replaced it with the concrete-specific emissions. The reported reduction is the difference between the spend-based analysis and the actual concrete-specific analysis. As EPDs are implemented, the emissions reductions will show up in lower GWP per cubic yard.

Employee Commute Survey

City of Eugene Transportation staff ran the survey and developed the initial analysis. Survey respondents provided their commute distance and mode for each day of the work week. Analysis identified the total distance per day per mode by responses per reported worksite using the assumption that reported mode splits were representative of the whole worksite. Emissions totals by miles travelled per mode were assessed using Parametrix’s Climate Metrix tool. 700 temporary employees were excluded from the survey. 432 full responses were received to represent 1,624 regular employees.

Waste Audit

Data was collected from Sanipac, who performs a spot check of waste locations for City of Eugene collection sites four times per year. Data was extrapolated based on the volume and frequency of pickup to create an annual average. The analysis used audits performed in February, May, August, and November of 2024 as the FY23 audits were not available.

Sanipac performs quarterly waste audits by spot checking each pickup location and noting the bin size and percentage filled by waste type (e.g., trash, recycling, glass). The list of locations was analyzed and reviewed with City staff to remove waste collection that was deemed to be majority waste from the community (e.g., parks, pools, the library). Reported audit totals were extrapolated to an annual total for each audit and then averaged between the four audits to create an estimate for waste produced by City operations. While GHG Protocol expects that all waste hauling paid for by the City is the responsibility of Operations, the team believes that tracking operations-generated waste provides more opportunities for impact.



Eugene, Oregon Community Greenhouse Gas Inventory *Calendar Year 2021*



Report prepared by **Good Company**, December 2022





INTRODUCTION

This greenhouse gas (GHG) inventory quantifies the GHG emissions associated with the geographic boundary of Eugene, Oregon in calendar year 2021. The City of Eugene conducts inventories at regular intervals so that community members can understand trends and manage emissions from specific sources and activities. The results of Eugene's GHG inventories are being used to support the Eugene community's Climate Action Plan (CAP2.0) work and provides the foundation for a GHG emissions tracking and management system related to the City's Climate Recovery Ordinance.

FINDINGS IN BRIEF

- **Sector-based Greenhouse Gas Emissions (local emissions)¹**
 - Eugene's 2021 sector-based GHG emissions total **nearly 1 million MT CO₂e**.^{2,3} The largest sources of community emissions include passenger and freight transportation (54%) followed by commercial energy (19%) and residential energy use (11%). See pages 6-9 for more details.
 - Eugene's sector-based GHG emissions have decreased by 10% since 2010.
 - On a per capita basis, emissions have declined by 20%, while total population has increased by 12%.
 - It is unknown how much of a decrease was due to COVID-19, and if that decrease will stay.
- **Total Consumption-based Greenhouse Gas Emissions (local emissions + imported emissions)**
 - Eugene's 2021 imported emissions (**~1.5 million MT CO₂e**) combined with 2021 sector-based emissions (**~1 million MT CO₂e**) total nearly **2.5 million MT CO₂e**.
- **Fossil Fuel Use**
 - Eugene's 2021 fossil fuel use totals **12.4 million British thermal units (MMBTU)**.⁴ The largest fossil fuel sources used in the community include gasoline/diesel use (57%) and natural gas (30%). Smaller sources include fossil fuels used to generate electricity (9%) and other fuels, including propane and fuel oil (4%).
 - Eugene's total community fossil fuel use has decreased by 14% since 2010.
 - On a per capita basis, fossil fuel use has declined by 24%, while total population has increased by 12%.
- **Progress Towards Climate Recovery Ordinance Community Fossil Fuel Use Goal**
 - Eugene's community fossil fuel use has reduced by 14% but needs to reduce by an additional 36% from the 2010 baseline to achieve the target of 50% reduction by 2030.
 - The federal Inflation Reduction Act, Oregon Climate Protection Program, utility-specific plans from EWEB and Northwest Natural, the recently adopted Advanced Clean Cars II Rule (electric and zero-emission vehicle sales), and more will have sizeable impacts on fossil fuel emissions in the coming decade. Implementation of the City's recent Building Decarbonization study should also reduce fossil fuel emissions.

¹ Market-based electricity accounting is used throughout this report unless otherwise noted.

² Eugene's sector-based GHG emissions total **1.5 million MT CO₂e** using location-based electricity accounting.

³ Metric tons of carbon dioxide equivalent (MT CO₂e) is the international standard unit for measuring and reporting GHGs.

⁴ Fossil fuels are reported in the common energy unit of million British thermal unit (MMBTU).

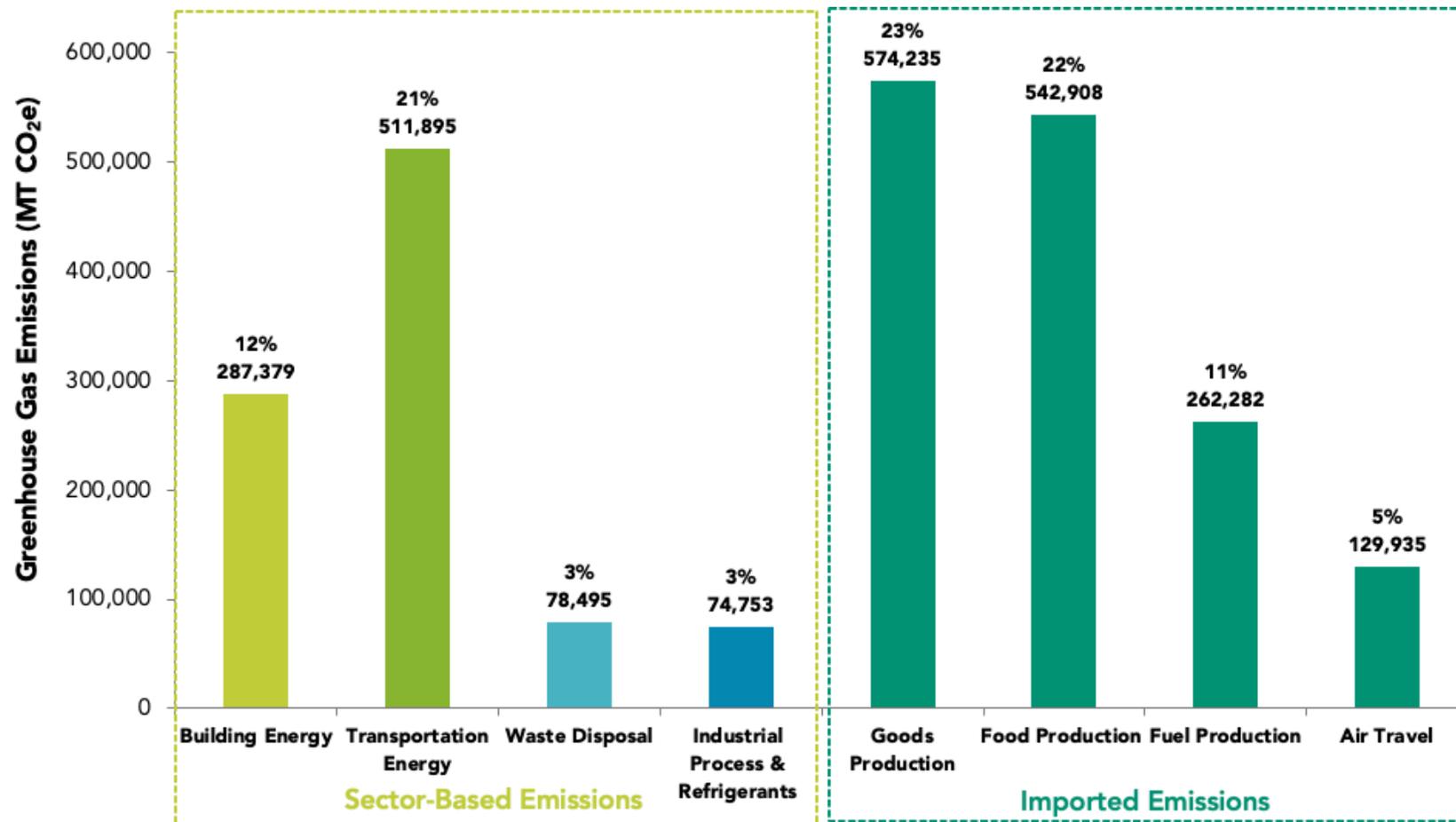


City of Eugene | Community GHG Inventory 2021

Total Consumption-Based Community Greenhouse Gas Emissions

Local, sector-based and imported, consumption-based emissions combine for a total 2,461,883 MT CO₂e, or 14 MT CO₂e per resident. This quantity of GHGs is roughly equivalent to the carbon sequestered annually by 2.9 million acres of average U.S. forest, an area roughly 14 times the size of Crater Lake National Park.⁵ There are small net negative emissions sources as well, specifically from voluntary community purchase of carbon offsets from Northwest Natural Gas customers (roughly 15,000 MT CO₂e).

Figure 1: City of Eugene’s total 2021 GHG emissions (Sector-based and Imported)



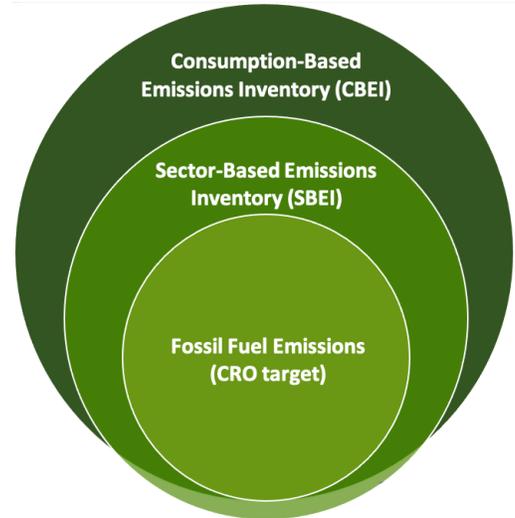
⁵ EPA Greenhouse Gas Equivalencies Calculator <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

INVENTORY APPROACH

This inventory documents the community of Eugene, Oregon’s GHG emissions for calendar year 2021 alongside data from historical inventory years. Inventory results are presented using two types of inventory methodologies: Sector-Based (local emissions) and Consumption-Based (local and imported emissions).

- **Sector-based emissions inventories** (local emissions) include emissions from energy use by homes, businesses, and vehicles as well as emissions from refrigerant use, landfilling solid waste, and wastewater treatment. GHG emissions from **fossil fuels** are the largest component of the community’s sector-based GHG emissions and have 2030 reduction targets in the CRO.
- **Consumption-based emissions inventories** include local, sector-based emissions plus emissions that are generated during production and delivery of imported goods, energy and food consumed within the Eugene community, and exclude emissions from local production that are exported.

Figure 2: Nested relationship between CRO goals and related inventory work

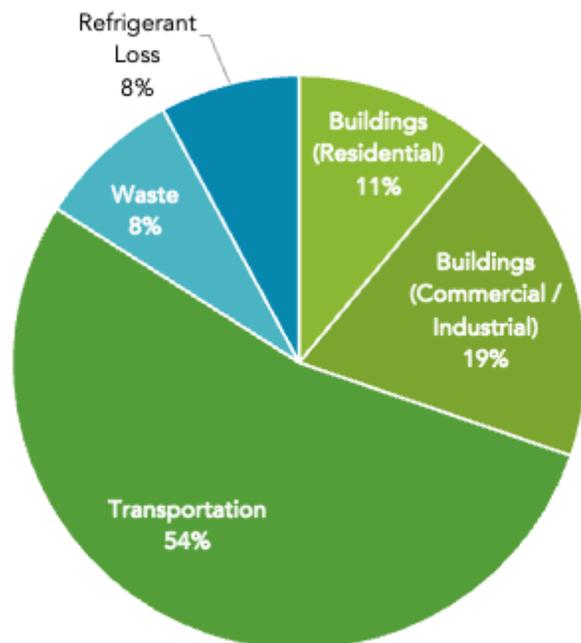


Sector-based Greenhouse Gas Emissions (local emissions)

In 2021, sector-based emissions from building energy use, local transportation, landfilled waste, and refrigerant loss totaled over **950 thousand MT CO₂e**. Transportation produced 54% of emissions, primarily from gasoline use. Commercial and industrial building energy (electricity, natural gas, other fuels) produced 19% of emissions and residential building energy produced 11%. Emissions also include landfilled waste (8%) and refrigerant loss (8%).

Between 2010 and 2021, Eugene’s local, sector-based GHG emissions decreased by 10%, primarily from reduced building emissions. This reduction from the 2010 baseline was achieved while population increased by 12% over the same period. See **Table 1** for more details.

Figure 3: Eugene’s 2021 emissions by sector (using market-based electricity accounting)

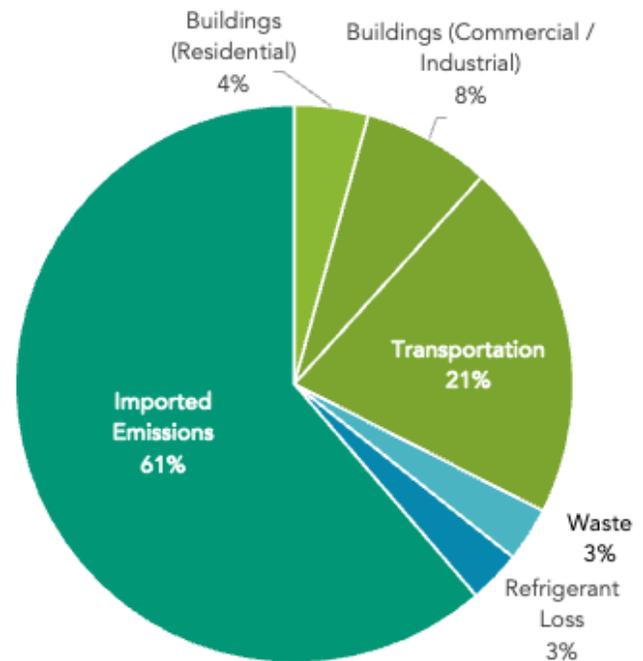


Consumption-based Greenhouse Gas Emissions (local & imported emissions)

In 2021, consumption-based emissions including local, sector-based emissions plus emissions that are generated from the production of imported goods, food, energy, and services totaled nearly **2.5 million MT CO₂e**. This includes over **1.5 million MT CO₂e of imported emissions**.

Community demand for these goods and services are the cause of the imported emissions. Consumption-based imported emissions are more difficult to measure and track, but when included in the accounting, make up a significant portion of the community's emissions. The two inventory types together offer a more comprehensive view of the Eugene community's GHG emissions. The community has greater control over sector-based emissions sources, as well as better data, which is why this accounting methodology is most often used to set emissions reduction goals. Figure 4 compares community emissions using sector-based and consumption-based GHG accounting methodologies.

Figure 4: Eugene's 2021 sector-based emissions combined with imported consumption-based emissions



PROGRESS TOWARDS CRO FOSSIL FUEL TARGET

The Climate Recovery Ordinance No. 20567 (CRO) specifies a community goal of 50% reduction in fossil fuel emissions by 2030 based on a 2010 baseline. Fossil fuel emissions sources include transportation fuels and building fuels and energy. Between 2010 and 2021, the Eugene community’s fossil fuel use has decreased by 14%. This reduction from the 2010 baseline was achieved while population increased by 12% over the same period. Per-capita fossil fuel use has reduced by 24% between 2010 and 2021. The federal Inflation Reduction Act, Oregon Climate Protection Program, utility-specific plans from EWEB and Northwest Natural, the recently adopted Advanced Clean Cars II Rule (electric and zero-emission vehicle sales), and more are expected to have sizeable impacts on fossil fuel emissions in the coming decade. Implementation of findings from the City’s recent Building Decarbonization study should also reduce fossil fuel emissions.

Figure 5: Comparison of 2010 (target baseline) and 2021 fossil fuel use to 2030 CRO target

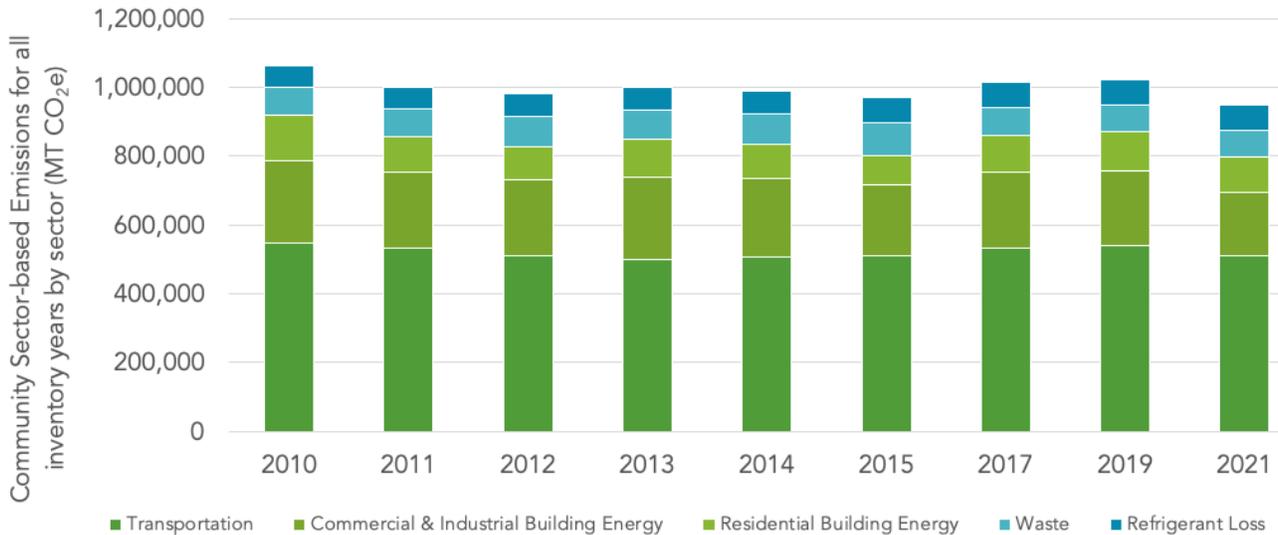


DETAILED SECTOR-BASED EMISSIONS

Eugene’s sector-based emissions inventory (SBEI) were **just over 952,522 metric tons of carbon dioxide equivalent (MT CO₂e)** for calendar year 2021.⁶ These emissions sources and trends are summarized across years in Figure 6 with market-based electric emissions accounting.

⁶ Location-based electricity accounting total just over **1.5 million MT CO₂e**. (See Appendix B for discussion of electricity-related emissions including location-based and market-based accounting methods).

Figure 6: Total sector-based emissions for all inventory years, using market-based accounting



Emissions Per Capita	2010	2011	2012	2013	2014	2015	2017	2019	2021	Change since 2010
MT CO ₂ e	6.8	6.4	6.2	6.3	6.2	5.9	6.0	6.0	5.4	-20%

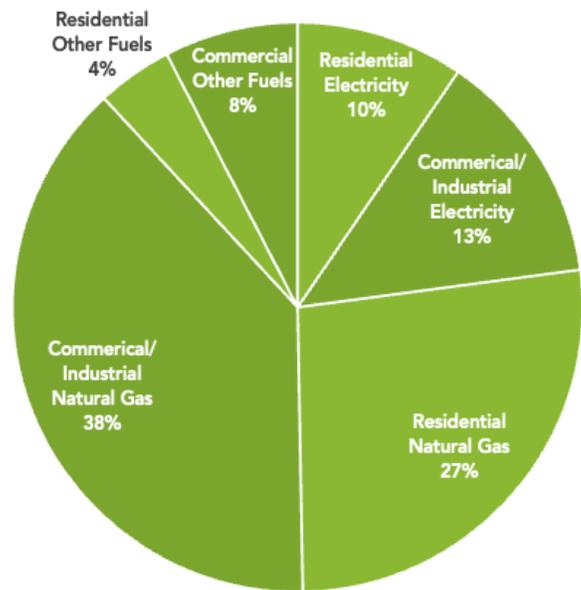
For more information, see Table 1 in Appendix A. For COVID-19's Effects on Emissions, see page 11.

Buildings

Building emissions totaled **287,379 MT CO₂e (30%)**, primarily coming from natural gas and electricity use.

Electricity use (kilowatt-hours consumed) decreased by 4.1% between 2010 and 2021 despite population growth. Meanwhile, emissions decreased by 17%, primarily due to an increase in the share of low-carbon intensity electricity production generated or purchased by EWEB. Unlike consumption, electricity emissions factors change year-to-year based on the emissions associated with producing electricity. Because EWEB has such a high percentage of low-carbon electricity products, even slight changes year to year in EWEB's market electricity purchases can have a notable impact in emissions factor. For more detail on methodology surrounding market-based electricity emissions factors see Appendix B.

Figure 7: Building emissions sources



Since 2010, total natural gas use and associated emissions decreased by 21%. Commercial and industrial natural gas consumption was unusually low for 2021 compared to the previous decade. This is in part due to a warmer year and very likely COVID-19 – natural gas use fluctuates with the weather.

Transportation

Transportation emissions totaled **511,895 MT CO₂e (54%)** and are primarily from the combustion of gasoline (E10) and diesel (B5) fuels in local, on-road passenger and freight vehicles, as well as off-road equipment.⁷ There is also a small but growing quantity of emissions from electricity used in electric vehicles – currently less than .05% of total transportation emissions. Transportation emissions decreased by 7% between 2010 and 2021.

From 2013 to 2019, fuel consumption showed an increase (almost returning to 2010 levels in 2019) but decreased in 2021, as shown in Figure 9. Vehicle types, fuel economy, and the domestic economy all play a role in fuel sales and usage.

Figure 8: Transportation gasoline and diesel emissions split

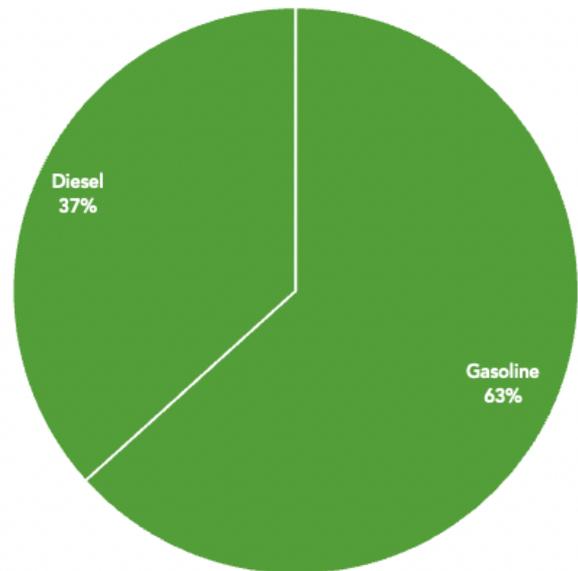
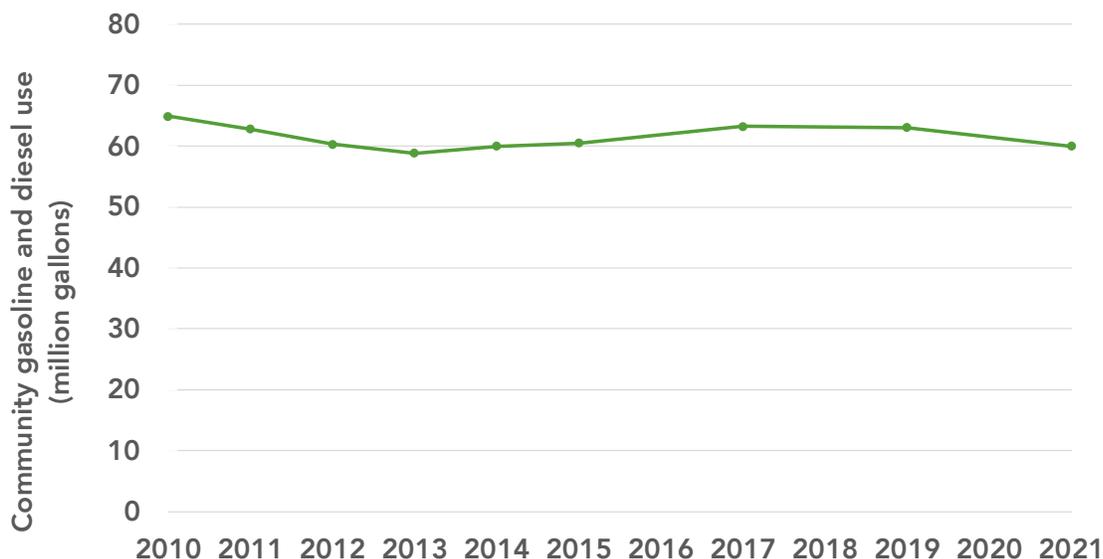


Figure 9: Comparison of vehicle fuel use in Eugene for all inventory years.



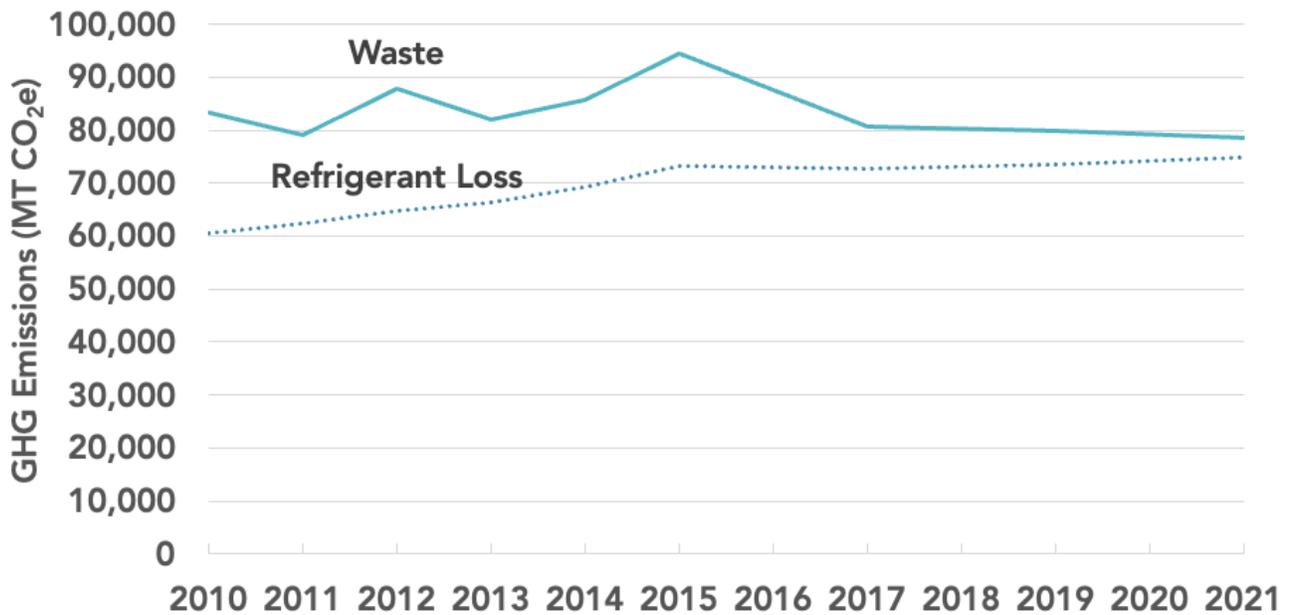
⁷ Oregon’s Renewable Fuel Standard requires that all motor gasoline (with limited exceptions) is E10 (10% ethanol and 90% gasoline). Diesel fuel is required to be B5 (5% biodiesel and 95% diesel).

Other sector-based emissions

Waste emissions, including landfilled solid waste and wastewater emissions, totaled **78,495 MT CO₂e (8%)**; these emissions decreased by 6% compared to 2010. Wastewater emissions increased by 24% since 2010 (higher than population growth), but a decrease in landfill emissions has caused total waste emissions to remain fairly constant in the last few years.

Refrigerant emissions are estimated for Eugene using State of Oregon reported values per capita, totaled **74,753 MT CO₂e (8%)**; these emissions increased by 23% since 2010. (Figure 10)

Figure 10: Trends in waste and refrigerant emissions across all available years



DETAILED IMPORTED EMISSIONS

Emissions from consumption of imported goods, food, fuel, and air travel

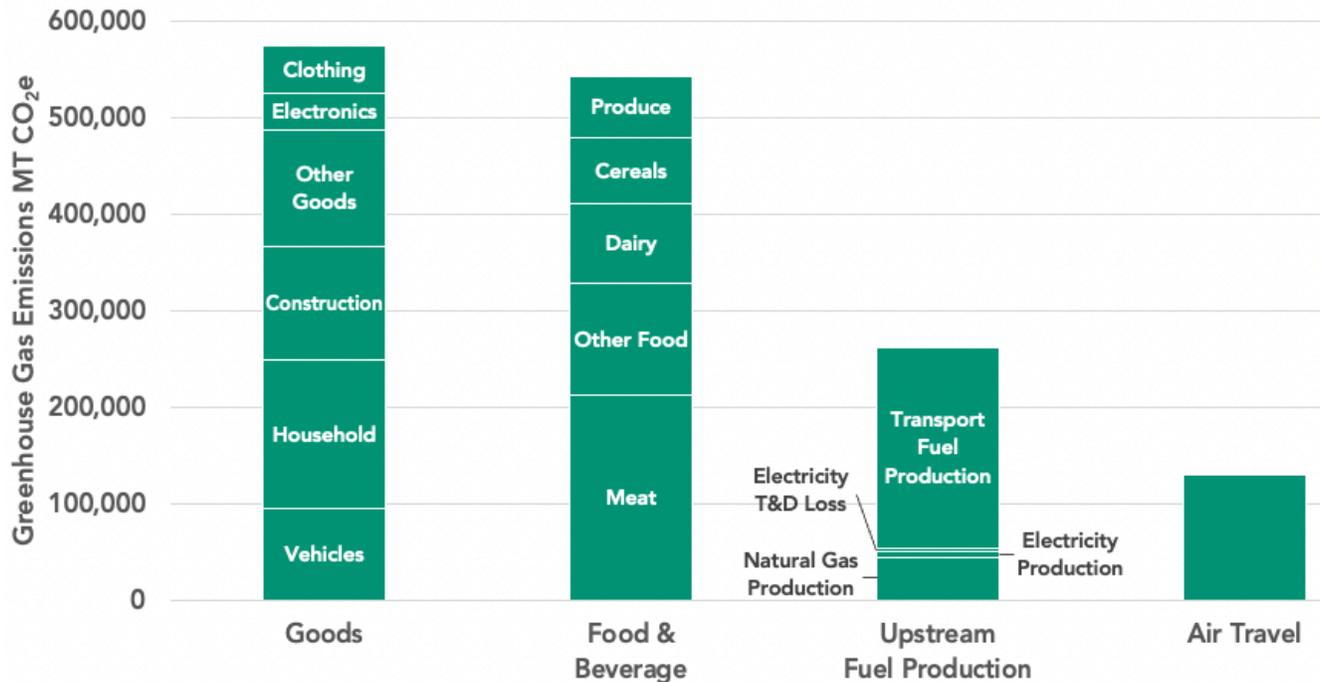
Eugene’s GHG inventory goes beyond GPC protocol requirements to highlight the known large sources of imported emissions from consumption of **imported goods and services**. These emissions are considered Other Scope 3 in GPC protocol. This means the community has less control over management of these emissions as compared to sources of local emissions. These imported, consumption-based emissions will be in another community’s local, sector-based accounting where the products are made. That said – these emissions are included in the inventory because they are large, caused by local demand, follow the State of Oregon’s GHG inventory, and because opportunities exist to reduce these emissions locally by reducing consumption, avoiding waste, and reusing material goods. Imported emissions were estimated at just over **1.5 million MT CO₂e** and make up **61% of total emissions** (see Figure 5 earlier in this report). See Appendix C: Inventory Methodology for more information on reporting for imported emissions, including goods, food, services, and upstream fuel production.

Consumption of imported **goods** is Eugene’s largest category of emissions at **38% of total consumption-based community GHG emissions**. The largest contributors to this category **include household goods** (non-food items such as furniture or textiles), **other goods** (such as disposable products, toys), and **construction building materials (concrete, asphalt, steel)**. The next largest category is **food** and beverage (**36%**), where largest emissions are from **meat**, specifically **beef** and **lamb** products. Upstream **fuel production (17%)**, specifically gasoline production, is another large source, which goes hand-in-hand with passenger transportation being the largest local emissions source. **Air travel (9%)** is also a significant source of Eugene consumption-based emissions. Note that these air travel emissions are from air travel trips taken by residents regardless of airport location and are not based on Eugene airport fuel use alone. See Figure 10 for a categorical breakdown of consumption-based emissions categories and the related climate impacts.

Consumption-based imported emissions category descriptions

- **Goods:** Emissions from extraction, manufacture, and transportation of raw materials into final products such as building materials, automobile, furniture, clothing, and other goods.
- **Food & Beverage:** Emissions from agriculture (energy for irrigation, production of fertilizers, methane emissions from livestock, etc.), transportation of raw materials, and finished products emissions. Categories include produce, cereals, dairy, meat, and other foods.
- **Upstream Fuel Production:** Process and energy emissions from the extraction and production of usable fuel products (e.g., electricity from household outlets, gasoline pumped into cars, natural gas combusted by furnaces, etc.). These upstream emissions are considered at the community-scale for electricity, natural gas, gasoline, and diesel (not available for propane and fuel oil). These emissions are separate from those that are generated when the fuel is used in your car or house.
- **Air Travel:** Emissions from air travel by the community (regardless of airport location).

Figure 11: Categorical breakdown of imported emissions



COVID-19'S EFFECT ON EMISSIONS

In March of 2020, the COVID-19 pandemic and the resulting public health response drastically changed life for many people. Overall, however, the impact of COVID on Eugene’s community GHG emissions was not as dramatic.

In general, all sector-based emissions experienced a small decrease from 2019 to 2021, but the decrease was within the usual range of variation, or in line with the previous trend. For Eugene, the biggest change was in building energy emissions, driven by a decrease in commercial and industrial natural gas. 2021 was a warmer year with fewer Heating Degree Days than 2019 and 2017; natural gas use is correspondingly lower in warmer years.⁸ That said, it is unknown how much of the decrease was due to weather, COVID business impacts, or normal business changes, but it’s likely that reduced business operations, such as reduced restaurant service and hospitality closures, contributed to commercial natural gas decreases.

For imported, consumption-based emissions, although nationally consumers spent less money on food outside the home, spending on food inside the home increased substantially. Construction, renovation and furniture spending increased while spending on items like clothing decreased substantially. Overall, consumers purchased different things, rather than fewer things – such as more hand soap and work from home furniture, fewer new vehicles and less clothing. Overall, although the pandemic may have changed our lives, impacts to community GHG emissions were limited.

⁸ <https://www.eia.gov/energyexplained/units-and-calculators/degree-days.php>



City of Eugene | Community GHG Inventory 2021

APPENDIX A: YEAR OVER YEAR EMISSIONS TABLES

Table 1: Detailed summary of Eugene's sector-based GHG emissions inventories by year, sector and energy type

Total Emissions (MT CO ₂ e / year)	2010	2011	2012	2013	2014	2015	2017	2019	2021	Change since 2010	
Residential (market-based)	129,215	105,421	99,105	112,187	99,887	87,622	105,249	112,536	105,100	-19%	
<i>Electricity (Location-Based)</i>	367,777	381,102	285,767	297,476	380,867	370,022	291,271	273,850	259,324	-29%	
Electricity (Market-Based)	28,736	14,888	12,245	20,591	12,869	11,609	9,861	14,079	24,624	-14%	
Natural Gas	70,801	76,473	74,771	78,758	73,234	65,655	85,079	86,192	69,363	-2%	
District Steam	15,143				<i>Steam plant decommissioned</i>						-100%
Other Fuels	14,535	14,060	12,089	12,838	13,784	10,358	10,309	12,265	11,113	-24%	
Commercial & Industrial (market-based)	239,389	220,608	218,805	239,915	227,710	205,883	222,263	218,989	182,279	-24%	
<i>Electricity (Location-Based)</i>	553,658	545,969	434,798	433,201	583,601	585,081	433,855	416,933	368,519	-33%	
Electricity (Market-Based)	43,259	21,329	18,631	29,986	19,896	18,356	14,688	21,436	34,993	-19%	
Natural Gas	178,352	185,636	190,546	201,412	198,021	176,958	197,055	180,839	127,646	-28%	
Other Fuels	17,778	13,643	9,628	8,517	9,793	10,569	10,520	16,713	19,640	10%	
Transportation (market-based)	548,606	531,317	510,887	498,191	508,032	509,499	532,685	538,677	511,895	-7%	
Gasoline (E10)	354,773	341,045	326,015	319,368	324,898	339,062	354,493	357,698	324,041	-9%	
Diesel (B5)	193,833	190,272	184,872	178,823	183,134	170,407	178,162	180,914	187,639	-3%	
<i>Electric Vehicles (Location-Based)</i>				<i>not calculated</i>				1,256	2,264	n/a	
Electric Vehicles (Market-Based)			<i>not calculated</i>			30	30	65	215	n/a	
Waste	83,408	79,007	87,893	82,009	85,617	94,563	80,626	79,840	78,495	-6%	
Landfilled Solid Waste	80,024	75,824	84,252	77,980	82,180	90,860	76,972	76,006	74,301	-7%	
Wastewater Treatment Process	3,384	3,183	3,641	4,029	3,437	3,703	3,654	3,834	4,194	24%	
Process & Fugitive Emissions	60,648	62,394	64,659	66,454	69,297	73,155	72,807	73,538	74,753	23%	
Stationary Refrigerant Loss	24,968	25,682	26,622	27,363	28,522	30,125	29,982	30,232	30,529	22%	
Transportation Refrigerant Loss	35,680	36,712	38,037	39,091	40,775	43,030	42,825	43,306	44,224	24%	
Total Emissions (Market-Based)	1,061,266	998,747	981,349	998,756	990,543	970,722	1,013,630	1,023,580	952,522	-10%	
Total Emissions (Location-Based)	1,910,706	1,889,601	1,671,038	1,678,856	1,922,246	1,895,860	1,714,207	1,680,039	1,522,798	-20%	
Per Capita Emissions (Market-Based)	6.8	6.4	6.2	6.3	6.2	5.9	6.0	6.0	5.4	-20%	

Note: This table includes emissions using two accounting methods for electricity – location-based and market-based. These two methods are described in more detail on page 13. The Sector sub-totals (light green highlighted rows) include market-based emissions for electricity.



City of Eugene | Community GHG Inventory 2021

Table 2: Detailed summary of Eugene's sector-based fossil fuel use inventories by year, sector and energy type

Total Emissions (MMBTU / year)	2010	2011	2012	2013	2014	2015	2017	2019	2021	Change since 2010
Residential	2,357,920	1,919,902	1,808,788	2,053,514	1,817,242	1,551,371	1,933,416	2,067,581	1,940,836	-18%
<i>Electricity (Location-Based)</i>	<i>Market-based accounting used for CRO fossil fuel target</i>									
Electricity (Market-Based)	541,461	280,539	230,733	387,993	242,481	168,269	185,810	265,298	468,046	-14%
Natural Gas	1,331,175	1,437,831	1,405,819	1,480,797	1,376,936	1,234,425	1,599,635	1,624,306	1,307,163	-2%
District Steam	277,449				<i>Steam plant decommissioned</i>					-100%
Other Fuels	207,835	201,532	172,236	184,724	197,825	148,677	147,971	177,977	165,627	-20%
Commercial & Industrial	4,412,058	4,081,738	4,070,109	4,472,345	4,231,349	3,740,772	4,128,641	4,057,246	3,350,369	-24%
<i>Electricity (Location-Based)</i>	<i>Market-based accounting used for CRO fossil fuel target</i>									
Electricity (Market-Based)	815,125	401,902	351,063	565,018	371,552	266,067	276,768	403,912	659,371	-19%
Natural Gas	3,353,328	3,490,286	3,582,606	3,786,892	3,723,150	3,327,114	3,704,983	3,407,959	2,405,524	-28%
Other Fuels	243,605	189,550	136,441	120,436	136,646	147,591	146,890	245,375	285,474	17%
Transportation	7,672,560	7,428,954	7,141,943	6,965,498	7,102,514	7,132,043	7,456,630	7,512,378	7,110,167	-7%
Gasoline (E10)	5,050,874	4,855,425	4,641,448	4,546,816	4,625,536	4,827,199	5,046,890	5,073,781	4,589,709	-9%
Diesel (B5)	2,621,687	2,573,529	2,500,495	2,418,682	2,476,977	2,304,844	2,409,740	2,437,373	2,516,407	-4%
Electric Vehicles				<i>Previously part of stationary energy</i>				1,224	4,051	n/a
Waste	Does not include fossil fuel use									
Landfilled Solid Waste										
Wastewater Treatment Process										
Process & Fugitive Emissions	Does not include fossil fuel use									
Stationary Refrigerant Loss										
Transportation Refrigerant Loss										
Total Fossil Fuel Use (Market-Based)	14,442,538	13,430,594	13,020,841	13,491,356	13,151,104	12,424,187	13,518,686	13,637,206	12,401,371	-14%
Per Capita Fossil Fuel Use (Market-Based)	92.4	85.5	82.2	84.5	81.8	76.0	80.6	79.7	70.6	-24%

Note 1: This table only includes market-based accounting. This approach was selected by the City as the preferred approach for accounting towards the CRO fossil fuel target, per guidance from Greenhouse Gas Protocol – Scope 2 Guidance. The guidance states that market-based accounting is the preferred method for organizational goal-related tracking.

Note 2: Fossil fuels use for market-based electricity are calculated using a natural gas electricity generation benchmark. In other words, fossil fuels use from EWEB's electricity is assumed to be 100% from electricity generated by natural gas. Fossil fuel use for EWEB electricity is calculated using EWEB-specific fossil fuel emissions factors as provided by Oregon Department of Environmental Quality (kg CO₂e / MWh); heat rates for natural gas generated electricity (BTU / kWh) from the U.S. Energy Information Administration (https://www.eia.gov/electricity/annual/html/epa_08_01.html); and natural gas emissions factor (kg CO₂ / MMBTU) from the U.S. Energy Information Administration (https://www.eia.gov/electricity/annual/html/epa_a_03.html).

APPENDIX B: ELECTRICITY ACCOUNTING

Electricity emissions can be calculated using two methods – location-based and market-based accounting⁹ – based on Greenhouse Gas Protocol's *Scope 2 Guidance*. The *Global Community GHG Protocol* requires users to report using the location-based method, which uses an average emissions factor for the Northwest's regional electricity grid to calculate emissions (i.e., Northwest Power Pool). The Guidance suggests conducting a sensitivity analysis using the market-based method. This accounting method uses EWEB's utility-specific carbon intensity,¹⁰ based on its owned and contracted generation resources, to calculate emissions. EWEB's emissions factor is approximately 10 times less carbon-intensive than the regional average because EWEB is predominantly supplied through contracts with Bonneville Power Administration (BPA) whose generation supply is largely from low-carbon, hydroelectric and nuclear resources. What supply is not from BPA comes from EWEB's owned-generation resources which are also from low-carbon sources (hydroelectric and wind). Because EWEB has such a high percentage of low-carbon electricity products, even slight changes year to year in market purchases can have a notable impact in emissions factor. It typically takes at least a year for emissions factors to be calculated, vetted, and released. Good Company uses the latest available emissions factor.

Scope 2 protocol guidance describes the location-based method as a representation of the average GHG impacts associated with electricity use within a defined geographic territory and time period. Alternatively, the market-based method represents electricity that has been purposefully chosen via the GHG impacts associated with EWEB's supply contracts that serve the community. Both methods are useful for different purposes; together, they provide a fuller documentation and assessment of risks, opportunities, and changes to emissions from electricity supply over time. See Greenhouse Gas Protocol's *Scope 2 Guidance* for details.

⁹ For details about these two accounting methodologies see Greenhouse Gas Protocol's *Scope 2 Guidance*.

¹⁰ Utility-specific factors are provided by Oregon Department of Environmental Quality (ODEQ) based on EWEB regulatory reporting.

APPENDIX C: INVENTORY METHODOLOGY

The Eugene sector-based inventory follows Greenhouse Gas Protocol’s *Global Protocol for Community-Scale Greenhouse Gas Emissions Inventories*. GHG inventories for 2019 and 2021 were conducted using Good Company’s Carbon Calculator for Communities (G3C-Community). ICLEI’S web-based *ClearPath* Community-Scale Emissions Management Software was used to calculate all greenhouse gas (GHG) emissions for the Eugene’s Community Inventories for 2010 – 2017. Data and calculation files are cataloged in a corresponding audit trail organized by inventory year.

The Eugene consumption-based inventory incorporates Eugene’s sector-based emissions with imported emissions from a consumption-based emissions inventory model that was developed by Stockholm Environment Institute for Oregon Department of Environmental Quality (ODEQ) to support completion of the State of Oregon’s 2005 Consumption-Based Inventory. ODEQ staff used the 2010 version of the Oregon model to estimate the Eugene community’s 2013 consumption-based emissions. The 2021 inventory used G3C-Community with factors from the 2016 State of Oregon Consumption Based Emissions Inventory and U.S. Census household data to estimate 2021 consumption-based emissions. The City plans to work with ODEQ in the future to update Eugene’s values as the State update’s Oregon’s CBEI using newer data.

All community GHG emissions presented in this report are represented in metric tons of carbon dioxide equivalent (MT CO_{2e}). Quantities of individual GHGs are accounted for in Good Company’s G3C Community carbon calculator tool and include carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), CFCs, PFCs, and sulfur hexafluoride (SF₆) as applicable per the Kyoto Protocol. All GHG calculations use the global warming potentials (GWP) as defined in the International Panel on Climate Change’s 5th Assessment Report (IPCC AR5).

Inventory Exclusions

There are three known exclusions from this GHG inventory: fugitive natural gas, land use change, and local aviation (from Eugene airport). None of these emissions sources had available data for the 2010 baseline GHG inventory and were therefore not calculated. While this data is now available, adding these emissions would complicate the consistency in inventory reporting and goal-setting. That said, fugitive natural gas and land use change emissions are expected to be less than 1% of emissions. Local aviation emissions from Eugene airport – not to be conflated with other scope 3 emissions from resident air travel from any airport – were calculated for 2019. The City of Eugene may choose to redefine boundaries for future inventories.

Emissions Source	Explanation
Stationary Energy: Fugitive natural gas	Typically calculated as part of local building energy emissions, these fugitive emissions are caused by leaks in local natural gas distribution



	<p>infrastructure. NW Natural calculates these emissions; they are de minimis (<1%).</p>
<p>Transportation: Aviation</p>	<p>Data should be available for current and future inventories; unknown if data is available for the baseline 2010 community GHG inventory. For 2019, emissions were calculated to be ~66,000 MT CO₂e based on fuel used for departing flights (jet fuel and aviation gasoline). Approximately 1% of airport aviation fuel emissions are assumed to be used for Scope 1 local, in-boundary aviation (e.g. local helicopter flights). Remaining emissions are assumed to be Scope 3 trans-boundary aviation. See the <i>Global Protocol for Community-Scale Greenhouse Gas Emission Inventories</i> (GPC) for details about Scopes and required reporting.</p> <p>Note that these emissions are separate from, but overlap with, calculated imported emissions from consumption of air travel services regardless of airport.</p>
<p>Agriculture, Forestry, and Other Land Use: Land use change</p>	<p>Data not readily available; emissions expected to be de minimis (<1%).</p>