

# MINUTES

Eugene Sustainability Commission  
McNutt Room—Eugene City Hall—777 Pearl Street  
Eugene, Oregon

April 20, 2011  
5:30 p.m.

PRESENT: Josh Skov, Chair; Josh Bruce, Vice Chair; Lisa Arkin, Shawn Boles, Howard Bonnett, Theresa Brand, Art Farley, David Funk, Kathy Jaworski, Steve Newcomb, Rusty Rexius, Will Shaver, Alan Zelenka, commissioners; Babe O’Sullivan, Matt McRae, Holly LeMasurier, City Manager’s Office.

## 1. Opening: agenda review, minutes approval

There were no changes to the agenda.

Mr. Bonnett, seconded by Ms. Arkin, moved to approve the March 16, 2011, minutes as submitted. The motion passed, 7:1:0; Mr. Boles abstained from the vote because he was not present at the meeting. Mr. Newcomb and Ms. Jaworski had not yet arrived and did not participate in the vote.

## 2. Public comment

There was no one present who wished to offer public comment.

## 3. Items from commissioners and staff

Mr. Shaver reported that the Transportation System Plan Community Resource Group met that day. The group discussed the link between land use and transportation and was asked to discuss what an integrated land use/transportation map would look like. His group suggested that Opportunity Siting for grocery stores would be useful for 20-minute neighborhoods. He referred the commission to the Web site [www.Eugenetsp.org](http://www.Eugenetsp.org), which contained all the group’s materials.

Ms. Arkin announced that Jan Spencer of the Suburban Permaculture Project was doing a series of presentations entitled “Creating a Safer, More Secure, and Healthier Neighborhood” to various faith communities. Mr. Spencer was encouraging churches to partner with their neighborhoods to convert the urban landscape into an edible landscape and to partner with them on energy savings efforts. A schedule could be found online at <http://www.suburbanpermaculture.org/Safer%20and%20Secure.html>.

Speaking to signs of progress, Ms. Arkin said that the Oregon Toxics Alliance (OTA) was hosting Dr. Sandra Steingraber at the University of Oregon on April 28. She circulated information about Dr. Steingraber’s appearance. She said that Dr. Steingraber’s documentary, *Living Downstream*, was being shown on April 21-23 at the Bijou Theater. Ms. Arkin also distributed information about the Earth Day Celebration at Fifth Street Public Market on April 21 and indicated the OTA would be represented at the event.

Mr. Boles reported he was appointed to the Eugene Water & Electric Board's Integrated Energy Resources Planning Community Advisory Panel. He would update the commission periodically on that work.

Mr. Boles hoped the commission discussed its liaisons when it discussed its communication strategies.

Mr. Boles reported on the work of the Technical Resource Group (TRG) formed to working to assist staff and review staff analyses regarding Eugene's land inventory. Mr. Skov was also a member. The TRG would also be responsible for Pillar 7, which addresses long-term monitoring of the implementation of Envision Eugene.

Mr. Boles asked if the City did a Triple Bottom Line (TBL) analysis of the City Manager's recommendation regarding City Hall. He believed the manager's recommendation was indefensible under a TBL analysis. He requested the results of any analysis done.

Mr. Boles reported that he had removed his "350" pin because he believed the opportunity was gone for anything other than mitigation and adaptation.

Mr. Bonnett reported that the Street Repair Advisory Committee had reviewed a list of projects to be funded by \$10 million in unexpended street preservation and maintenance bond funds. The committee's recommendations would go to the council on May 11. Mr. Bonnett had persuaded the committee to add Alder Street from 18<sup>th</sup> Avenue to 24<sup>th</sup> Avenue to the provisional project list. He anticipated he would request commission support for the request when the provisional project list was reviewed in the near future.

Mr. Newcomb reported that the Human Rights Commission was eager to meet with the commission and he would work with Mr. Skov to schedule that meeting. He also reported that EWEB had persuaded a local brewer to brew a "Centeni-ale" using McKenzie River water. The ale would be available in May.

Mr. Newcomb said that EWEB was working with Oregon State University and other partners to establish an organic demonstration farm in the McKenzie River corridor. The effort was coming together well without too much demand on EWEB.

Speaking to the issue of commission liaisons, Ms. Jaworski said she had no assigned liaisons and volunteered to connect with the Green Business Alliance. Speaking to signs of progress, Ms. Jaworski said her husband was working with other residents of the Cal Young area to revitalize and reorganize the neighborhood organization. He had shared the 20-minute neighborhood concept with others and found it had resonated with residents.

Mr. Zelenka reported he served on the Oregon Global Warming Commission, chairing the committee for Transportation and Land Use, which was working on the "Road Map to 2020." The road map was a plan for how to achieve the goals of the climate change bill passed by the Oregon Legislature. The commission was holding meetings around the state to explain the plan. The first community meeting would be held in Eugene on May 26 at 6 p.m. at a location to be determined.

Mr. Zelenka reported that Eugene had been selected by the Institute for Sustainable Communities to participate in a Climate Leadership Academy workshop scheduled on June 8-10 in Washington DC. He was attending the workshop as the City's policy representative.

Mr. Farley briefly discussed the UO's efforts to ban plastic water bottles on campus.

Mr. Farley reported that the Friends of the Ridgeline would sponsor the first annual “Celebrate the Ridgeline” event in association with Earth Day. He encouraged commissioners to attend.

Mr. Funk reported that Mayor Kitty Piercy would present the Bold Steps Award to Solararc at the upcoming Earth Day Celebration at EWEB.

Mr. Skov said he and Mr. Bonnett had testified at the recent EmX hearing before the Metropolitan Policy Committee. He emphasized the need to highlight the tie between land use and transportation issues as that was not mentioned often.

Ms. O’Sullivan said the American Association of Planners had recognized the work of the students from the University of Oregon’s Community Planning Workshops who completed a market analysis of food in Lane County. She congratulated the students. Mr. Bruce encouraged commissioners to read the analysis, which was available on the City’s Web page.

Ms. O’Sullivan reported that the City received 22 applicants for the 4 commission vacancies. She offered to share the applications with the commission, and reminded the commission that the appointments for the vacancies in question were made by individual councilors. Commissioners briefly discussed the appointment process. Mr. Zelenka suggested the commission could identify gaps in representation and communicate with individual councilors who had appointments to make. Ms. O’Sullivan noted that the wards involved were 5-8.

Ms. O’Sullivan provided a brief update on pending legislation. .

Ms. O’Sullivan reported that the Climate Leadership Initiative convened a meeting in Salem to gauge the interests of several local governments to participate in a voluntary compact with a focus on climate resilience and adaptation. Ms. O’Sullivan and Mr. McRae had attended the meeting. Those present had discussed shared areas of concern. The Climate Initiative Leadership staff would draft a compact based on the discussion for participants to review at a second meeting. She was working with the City Attorney to determine how the City could participate in the compact.

Ms. Brand reported on the Car Share Program, saying that the Lane Transit District (LTD) Board of Directors discussed the program and approved *point2point Solutions* acting as lead on the Request for Proposals. LTD staff would meet with Eugene and Springfield staff to discuss incentives to include in the RFP, such as free parking. Council approval would be needed if the incentives had any value. Following that, she expected LTD would hire a vendor and establish a timeline for program implementation. She anticipated that representatives of the UO would attend LTD’s meeting with Eugene staff because the City wanted to know what would happen to the UO’s existing car share program. She expected to have the program in place by fall 2011.

Responding to a question from Mr. Farley, Ms. Brand expected that the program would use some of the start-up money provided by ODOT to fund incentives, marketing, and some membership costs. Following that, the program would be operated on a pay-as-you-go basis.

Ms. Brand also reported that Zim Ride, a partner of Zip Car, would likely be a presence at the UO and Lane Community College soon. In addition, the State was doing a ride share data base that would be available in Lane County during the summer 2011 to help form carpools.

#### **4. Human Rights Project: Eugene Human Rights Commission**

Ms. LeMasurier joined the commission and provided an overview of the Human Rights Project, which was the City's focused six-month public outreach effort intended to repurpose and reenergize the Human Rights Commission and Human Rights Program. She noted the community survey that was planned and the important role that listening sessions would play in the process. Stakeholder interviews would also occur. Following the completion of the process, the commission would review a menu of options prepared by the steering committee charged to oversee the process. The steering committee included six Human Rights Commissioners and six City staff members from the internal Equity and Human Rights Board.

Ms. LeMasurier anticipated she would solicit suggestions for listening session topics from the Sustainability Commission. She invited questions and comments.

Ms. Brand reminded Ms. LeMasurier of the TBL tool and the importance that the social equity element of the project was as strong as possible.

Ms. Jaworski asked Ms. LeMasurier to share any framework the HRC used in the project with the commission. She also offered the commission's assistance if the HRC felt it needed more training on the use of the TBL tool. She expressed an interest in learning more about the work of the commission, and Ms. LeMasurier indicated she would provide copies of the HRC work plan to the commission.

Mr. Newcomb saw considerable cross-over between the work of the Sustainability and Human Rights commissions and the topics the two groups discussed. He cited transportation, land use planning, schools, and access as examples. He said there was much the commissions could accomplish together and he believed that its two voices would be more powerful if joined together. He recommended that the two groups approach the City Council together on some of the areas of mutual interest.

Mr. Funk cited transportation affordability as another area of mutual interest.

Ms. Arkin cited the housing needs of the elderly as a possible listening session topic area.

Mr. Boles suggested that the HRC might want to discuss the issue of increasing numbers of people without resources coming into the community due to climate change. He also suggested the topic of how much transportation costs increases affected whether one could afford to live where one did.

Ms. Brand recommended that HRC staff provide surveys at senior centers.

Mr. Farley suggested local food and community gardens as a topic area.

Mr. Skov requested a project flowchart. He also invited an interim check-in prior to the Sustainability Commission's retreat.

## **5. Envision Eugene: Debrief on council work session**

Commissioners debriefed the work session with the council, held earlier that day. There was general agreement that the discussion had gone well and the council had been open to the commission's input. Mr. Skov encouraged commissioners unable to attend to view the webcast and consider how the commission could improve on its presentation efforts.

## 6. BREAK

The commission took a brief break.

## 7. 20-Minute Neighborhoods: analysis and next steps

Mr. McRae provided a PowerPoint presentation entitled *Eugene 20-Minute Neighborhoods*. The presentation highlighted the role of 20-minute neighborhoods in meeting the goals of Envision Eugene.

Mr. McRae solicited input from the commission regarding how the City should prioritize its efforts. He asked if the City should focus where it had the most leverage or control, if it should attempt to leverage development that was already occurring, or if it should focus on underdeveloped areas and attempt to increase density and activity throughout those areas.

Ms. Jaworski suggested the City could take a demonstration approach and test the tools it had both in areas with and without a critical mass of development. She said an impediment to mixed use, particularly in her neighborhood, was the lack of financing unless the commercial space was already committed. She suggested the City could target loan funds to such development in selected areas.

Referring to the map shared with the commission in the presentation, Mr. Boles recommended that staff sample the range along two dimensions, in the areas outlined in blue at both the periphery and the core and in the areas outlined in red at the same locations. That would give staff four points over which it could overlay the City's existing inventory of tools to determine the most appropriate fit.

Mr. Zelenka believed that City needed both early success and examples of 20-minute neighborhoods to point to for the strategy to succeed. He recommended that staff focus on areas that were already "hot" or close to "hot" and perfect them to make them work. The City could use those examples when someone asked what a 20-minute neighborhood looked like. He believed the City needed to start with the easier-to-develop areas first. Ms. O'Sullivan observed that some of the areas outlined in blue had real constraints.

Mr. Bruce advised against a focus on any particular area unless the City intended to be the developer. He suggested that instead, the City work with lending institutions, developers, and builders to determine how better to achieve what it wished to achieve. In response, Mr. McRae suggested that Mr. Bruce consider what the City could do to support and enhance existing densities, or what he termed a "lighter lift" where the City gained more by a more surgical approach.

Mr. Rexius asked if there was a way to model factors overlaid onto existing conditions to determine whether those added factors could make an existing place "hot." He asked if, for example, the addition of transportation amenities or more people made a place become more "hot." The City could review those factors and determine which were within its control.

Ms. Jaworski agreed with Mr. Zelenka about the importance of early success and the need for examples. She thought it made sense to look at neighborhoods for opportunities to leverage change. However, she did not think that the City should focus on "hot" areas alone because she thought it was important to learn what factors make neighborhoods tip in the "right" direction. Pointing to the level of acceptance the 20-minute neighborhood concept had in her area, Ms. Jaworski said that neighborhood organizations could be the City's allies in educating residents about the benefits of the concept.

Ms. Brand said any discussion about 20-minute neighborhoods should be accompanied by discussion about transit corridors and the City's goals for reduced automobile use as they related to the concept.

Mr. Newcomb suggested that overlaying demographic information related to income, housing affordability, and age on a map of Eugene would give the City more clues about what neighborhoods to concentrate on. Otherwise, he feared it would be too easy to put resources into a neighborhood that did not need the support. Mr. McRae indicated that staff had that information.

Mr. Shaver suggested that an area supported a walkable lifestyle only when it achieved a certain mass of services. He recommended that staff focus on the red areas and attempt to expand them.

Mr. Boles observed that the commission did not appear to be in concurrence.

Mr. Bonnett suggested that staff study existing successful 20-minute neighborhoods and quantify the services available in them to attempt to determine what density and service assembly was necessary to make a neighborhood a "hot" spot.

Mr. Skov asked staff to help the commission become policy advocates for 20-minute neighborhoods.

Mr. Skov referred the commission to the Web site [www.walkscore.com](http://www.walkscore.com) and encouraged the commission to visit the site to determine the "walkability" of their residence. He also referred the commission to the Housing and Transportation Affordability Index at the Center for Neighborhood Technology. Mr. Skov emphasized the importance of communicating the policy direction the commission wished to reinforce to the council.

Mr. Boles noted the availability of technology that allowed residents to determine whether area intersections were safe for children, and suggested that technology could inform policy decisions about infrastructure improvements that made 20-minute neighborhoods work.

## **8. Communication Strategy: review and update**

Mr. Funk recalled that the commission's 2011 work plan had three themes: 1) land use and transportation; 2) outreach and education; and 3) monitoring and support functions. He asked the commission if it wished to retain the outreach and education theme or subordinate in the third theme. Mr. Funk reminded the commission that there were three tasks associated with the theme. He reviewed the three tasks and provided an update on activities associated with each one: 1) refine core messages for use in outreach and education; 2) maintain community liaisons; and 3) community forums.

Mr. Funk recommended: 1) the commission revisit its liaisons list with the goal of identifying gaps and strengthening those relationships; 2) the commission take its message to other groups such as the Kiwanis and Rotary Club to explain efforts such as the Climate and Energy Action Plan; and 3) the commission reduce and refine its message by focusing on a few topics and repeating its message about them so the message enter the public consciousness.

Mr. Boles believed that public education should continue to be a commission theme. In terms of presentations, Mr. Boles preferred to have a simple document that commissioners could take with them that described the commission, what it did, its work products, and which provided links to activities that people could undertake in their homes and neighborhoods. He advocated for the creation of more specialized materials for such groups as the Board of County Commissioners. Such materials could speak

to the role of the commission, its relationship to the County, and the County's relationship to sustainability. He requested assistance in that regard.

Mr. Boles recommended that commission presentations be derived from the Climate & Energy Action Plan so people could be referred back to the document. He wanted people to leave commission presentations with something in their hands and a "take home" action message.

Mr. Boles proposed that in terms of an overarching message, the commission needed to communicate to residents that things had changed and people would no longer be able to do things like they did in the past.

Mr. Farley suggested that presenters could ask their audience to identify opportunities that existed in their neighborhoods to engage them in thinking about change.

Ms. O'Sullivan reported that staff was developing core presentations to use as templates for targeted audiences, including business groups and neighborhood organizations. She asked the commission to consider other target audiences, but cautioned against over-customizing the templates. She invited the commission's assistance in developing some of the component parts built into the presentations and suggested it could form a subgroup to do so.

Mr. Funk believed audiences would want to know how the information in commission presentations related specifically to them, and drawing those connections would be the responsibility of the presenters.

Mr. Newcomb reminded the commission of the importance of reaching out to those affected by the criminal and juvenile justice systems and disproportionate minority contact.

Ms. Brand agreed with Mr. Boles about the importance of a "take home" personal action message. She suggested that commissioners take along a "tool kit" to presentations that included conservation materials from EWEB and information about transportation options, human rights, social equity, and economic sustainability.

Mr. Shaver suggested that audiences be provided with the goals of the commission and the Climate & Energy Action Plan and asked how to talk about what they could do to help the City further those goals both as individuals and as part of their neighborhood organization or service club.

Ms. Jaworski wanted to elevate the commission's education and outreach theme in importance and make it more interactive. She volunteered to help with that effort.

Noting the commission's lack of funding, Mr. Funk asked the commission to consider how it could get its message out and what existing resources it could leverage to do so. He anticipated further discussion of the topic at the commission retreat. Ms. O'Sullivan suggested the May meeting of the Oregon Global Warming Commission was an opportunity to highlight local climate planning efforts.

Responding to a question from Mr. Funk, Ms. O'Sullivan said she would look into the question of whether the City could approach businesses interested in sustainability to fund commission activities.

## **9. Commission Retreat**

Ms. O’Sullivan reported a poll indicated that eight commissioners were available to attend a retreat if scheduled on June 8 from 9 a.m. to 1 p.m. or noon to 5 p.m. Polling indicated July 16 worked for the second retreat date. She agreed to poll for Sunday dates.

**10. Closing, next meeting, other follow-up**

Mr. Skov adjourned the meeting at 8:30 p.m.

*(Recorded by Kimberly Young)*