

ECONOMIC SNAPSHOT



Provide ample economic opportunities for all community members

How are we growing?

1.4%* **»» 37,000**

ANNUAL JOB GROWTH OVER THE NEXT 20 YEARS

*Oregon Employment Department 10 yr. forecast for Lane County

TOTAL
NEW
JOBS

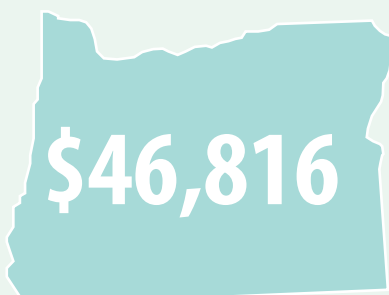
NEW JOBS!
19% Industrial
67% Commercial
14% Government

Income & Poverty

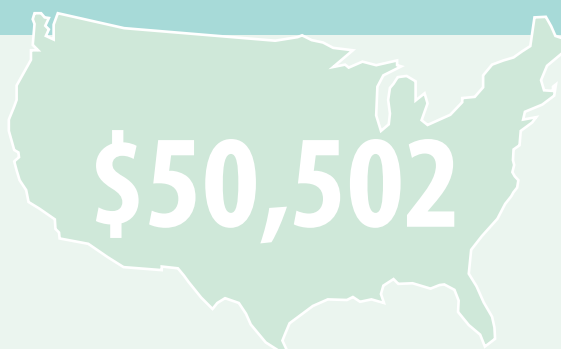
Median
Household
Income



Eugene

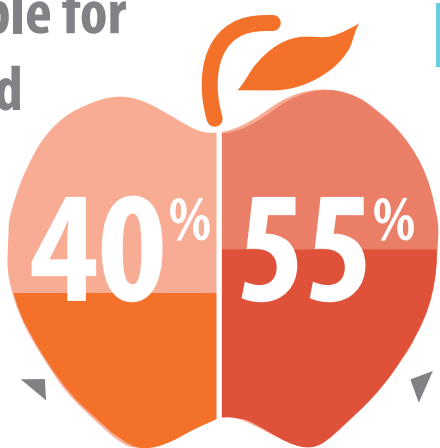


Oregon



United States

Children eligible for
free or reduced
price lunches*



Eugene 4J
School District

Bethel School
District

*Oregon Department of Education, 2011-2012 School year

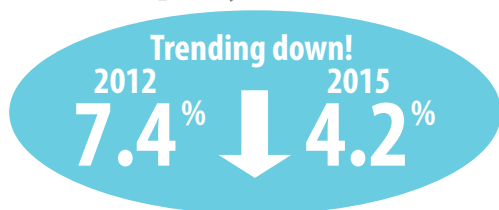


Community Members
living in poverty

Community Members
receiving food stamp benefits
in 2013.

- Livability Lane, Equity and
Opportunity Assessment, 2014

Unemployment Rate*



*Bureau of Labor and Services, May 2012 to May 2015

What type of jobs will we need?

Economic Strategies

- Grow Local Opportunities
- Energize a Creative Economy
- Invest in Tomorrow's Talent
- Provide Basic Business Needs
- Identify as a Place to Thrive
- Strengthen Key Industries



Key Industries

Traditional Strengths

- Transportation Manufacturing
- Wood Products
- Health Care
- Construction

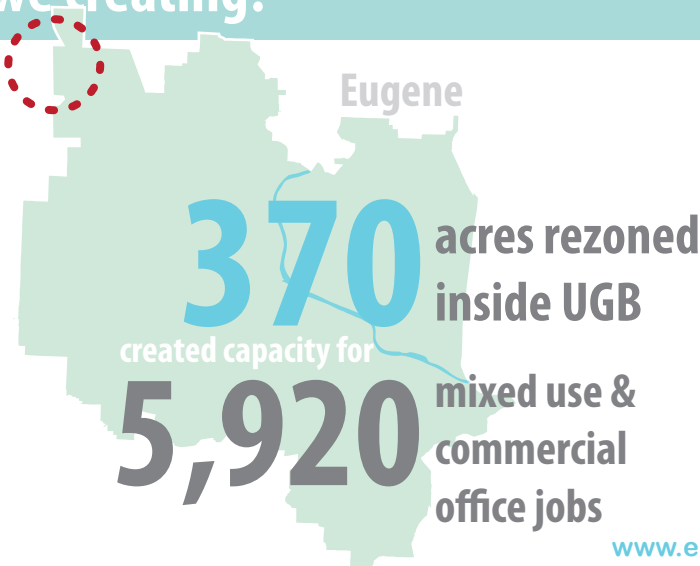
Emerging Opportunities*

- Clean Tech & Renewable Energy
- Health/Wellness
- Advanced Manufacturing
- Software
- Biotech
- Food & Beverage

*Regional Prosperity Strategy

What job opportunities are we creating?

650
acres of expansion
can create
capacity for **3,000**
jobs in key industries



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HOUSING SNAPSHOT

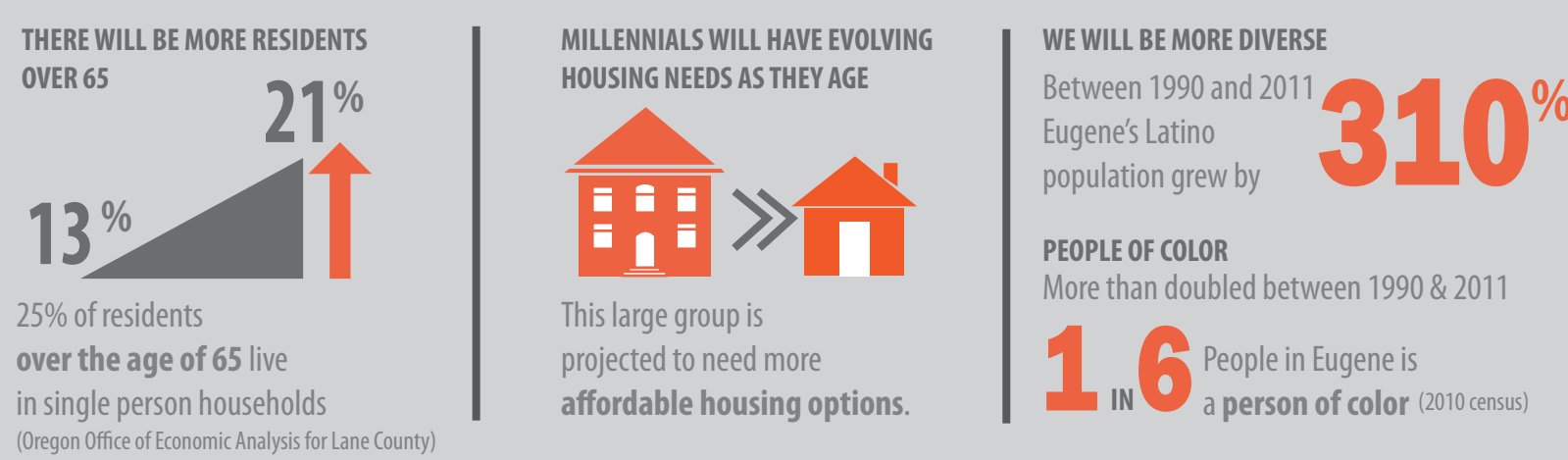


Provide Housing Affordable to all Income Levels

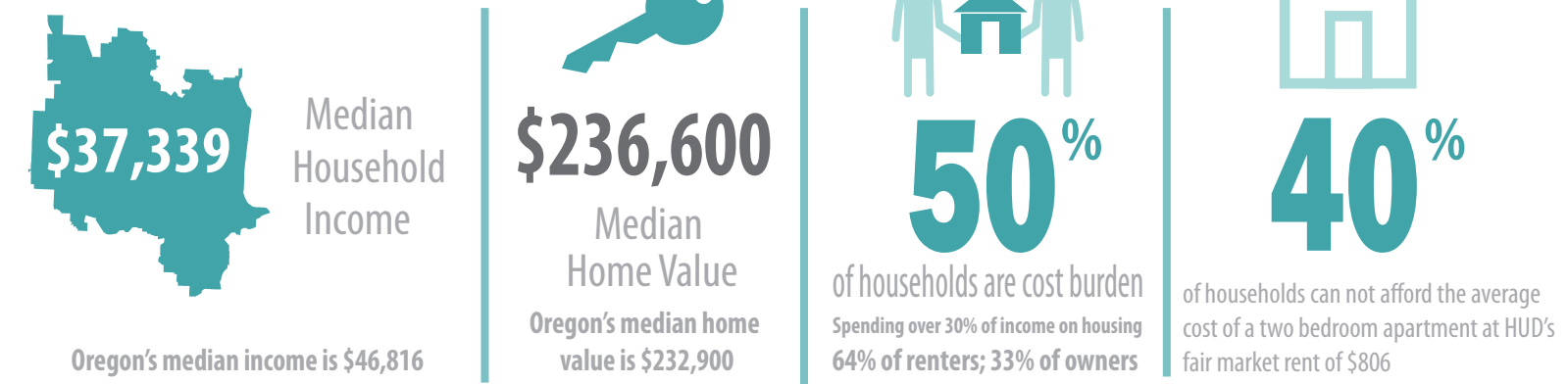
How are we growing?



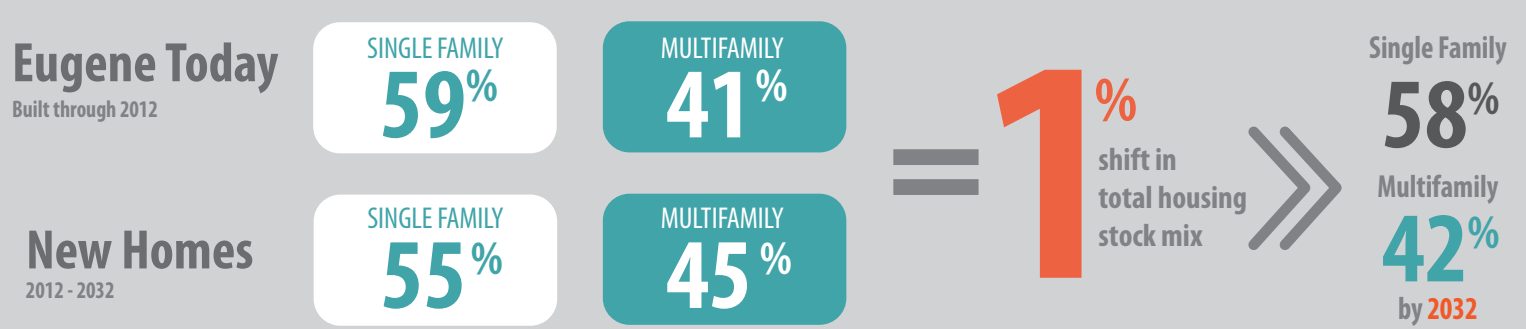
Who are we planning for?



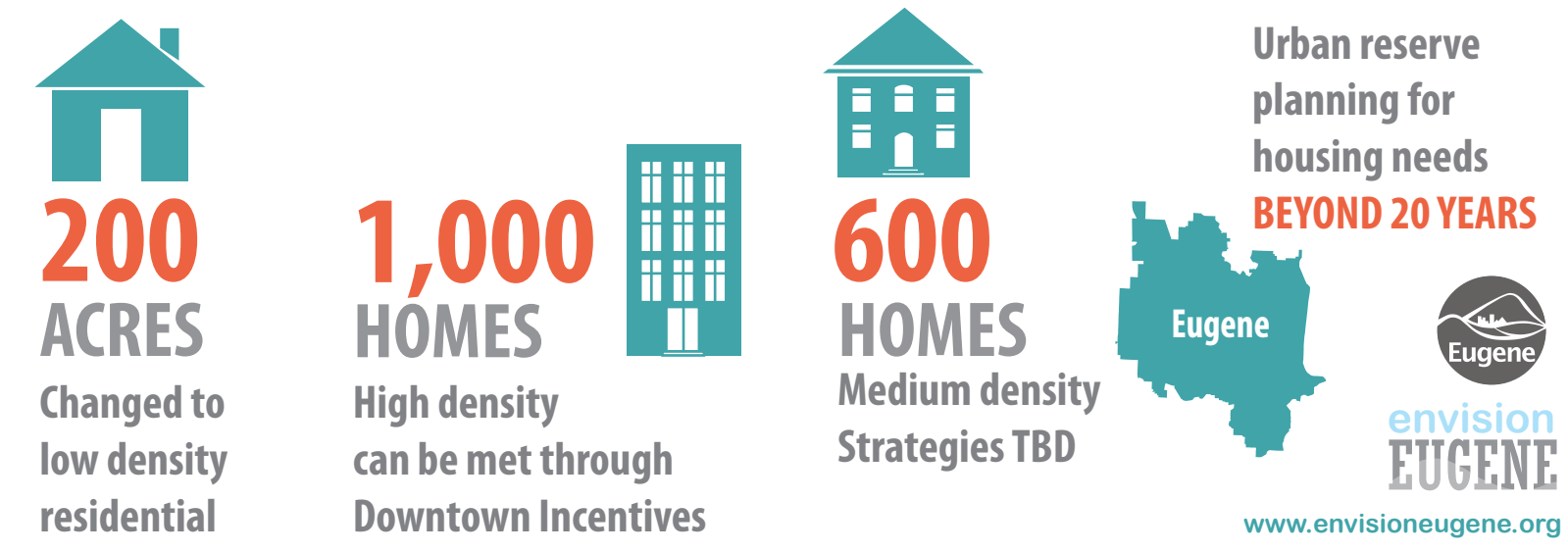
Housing Affordability



What types of housing will we need?



What housing opportunities are we creating?



CLIMATE SNAPSHOT



Plan for climate change and energy resiliency

We are growing



34,000

NEW EUGENEANS OVER THE NEXT 20 YEARS

TREND

ENERGY USE

30%

Lower

2005



2015

Community-wide Green House Gas emissions from energy use are trending down!

ELECTRICITY SOURCES - EWEB 2012

75% Hydroelectricity

13% Energy efficiency

5% Wind

3% Biomass

4% Nuclear

1% Natural gas

95%
Low Carbon Sources

Water

use is trending down!

- EWEB

Our climate & energy conditions

CLIMATE IMPACTS

Due to increasing average temperatures

50%

PROJECTED DECREASE IN SNOW PACK BY 2050*

180% - 300%

Increase in forest area burned yearly in Western Oregon by the end of the century*

*Oregon Climate Change Research Institute 2010

2015

was the hottest year on record in Oregon
registerguard.com Jan. 11, 2016

CLIMATE GOALS

50%

REDUCE FOSSIL FUEL CONSUMPTION BY FIFTY PERCENT BY

2030

* 2010 baseline

On Track!

350 ppm BY **2050**

10% * REDUCE COMMUNITY-WIDE GREENHOUSE GAS EMISSIONS TEN PERCENT BY **2020**

* 1990 baseline

Carbon neutral City operations by **2020**

77%

of Eugenians agree that climate change is occurring because of human causes like the burning of fossil fuels

81%

felt that climate change requires us to entirely rethink our behavior

75%

felt that climate change requires much stronger regulations on greenhouse gas emissions

For more information on the City's sustainability goals and progress visit eugene-or.gov/sustainability

What opportunities are we creating?



More community members can walk, bike or ride with in 20 minutes to all their needs

2035 Transportation System Plan

TRIPLE

the percentage of trips made on foot, by bike & transit in the next twenty years.

Expanding the UGB and acquiring **355** acres of parkland

parkland can lower temperatures & clean air and water

Encouraging clean industry in our Clear Lake UGB expansion area



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Projections are related to Eugene 2012-2032 unless otherwise noted. Sources are City of Eugene Office of Sustainability unless otherwise noted.

COMPACT GROWTH SNAPSHOT



Promote compact urban development and efficient transportation options

How are we growing?



34,000
NEW EUGENEANS OVER
THE NEXT 20 YEARS
(Adopted Forecast)



15,100 NEW HOMES
+
37,000 NEW JOBS*

*Oregon Employment Department
10 yr. forecast for Lane County



What types of housing & transportation will we need?

More **OPTIONS** for changing demographics: **aging** populations, more **millennial households**, a more culturally **diverse** community, a community with a diversity of family types

HOUSEHOLDS IN EUGENE HAVE GRADUALLY BEEN GETTING SMALLER



2.24
Average Household Size
(U.S. Census 2010)

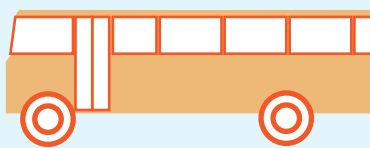
TREND

3 PERSON HOUSEHOLDS HAVE DECREASED BY 3% BETWEEN 1990 & 2010
SINGLE PERSON HOUSEHOLDS HAVE INCREASED BY 3% BETWEEN 1990 & 2010

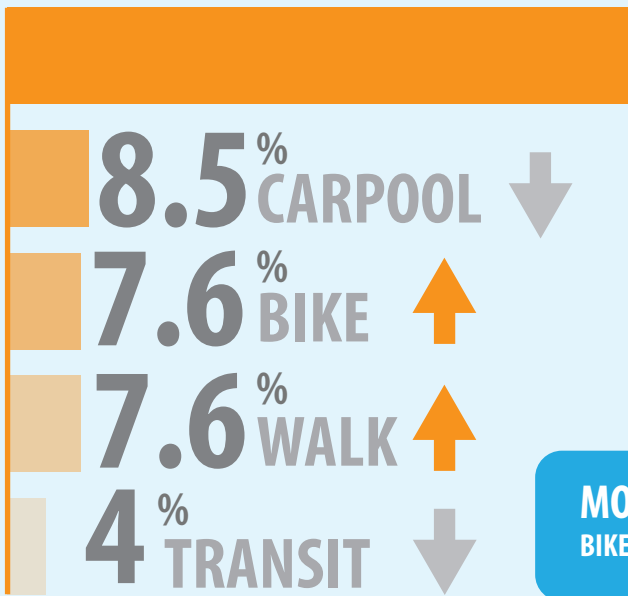


How are we getting around?

COMMUTER MODE SHARE*



*American Community Survey Data 2014



65% DRIVE ALONE
(Holding steady)

TRENDS

MORE COMMUTERS
BIKE and WALK to WORK NOW THAN in 2000



What opportunities are we creating?

Energize Downtown



More high density housing & jobs through incentives & programs

2035 Eugene Transportation System Plan Goals:

TRIPLE

the percentage of trips made on foot, by bike & transit in the next twenty years.



+



235
107

pedestrian and bicycle focused projects

miles of pedestrian and bicycle improvements over the next 20 years



6 Transit Projects

\$171 million for transit & multimodal corridor projects



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NEIGHBORHOOD LIVABILITY SNAPSHOT

Protect, restore and enhance neighborhood livability



Eugene is growing



34,000

NEW EUGENEANS OVER THE NEXT 20 YEARS
(Adopted Forecast)



15,100

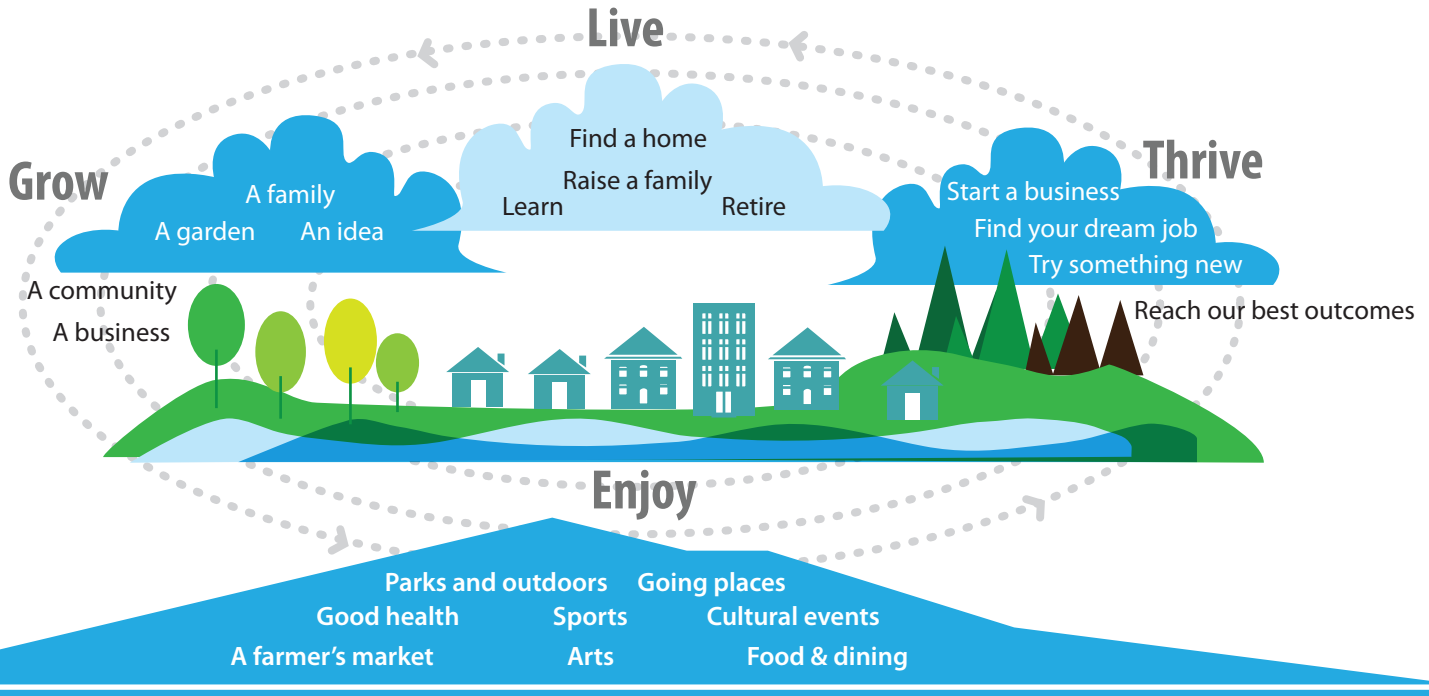
NEW HOMES

37,000

NEW JOBS

(Oregon Employment Department 10 yr. forecast for Lane County)

What makes our community a great place to live?



Access to Daily Needs

20 MINUTE NEIGHBORHOOD GOAL

90% of Eugene neighborhoods will function as 20 minute neighborhoods by 2032

KEY FACTORS FOR 20 MIN. NEIGHBORHOODS

- A Mix of Uses: Residential & Jobs**
- Places to Go: Grocery Stores, Schools & Parks**
- Ways to get There: Short Block Length, Connected Sidewalks, Bike Access & Transit**

WALKABILITY & TRANSIT

Eugene is considered a car dependent city by WalkScore

Eugene's most walkable neighborhood is **West University** population 6,139

Walk Score	Transit Score	Bike Score
89	61	100

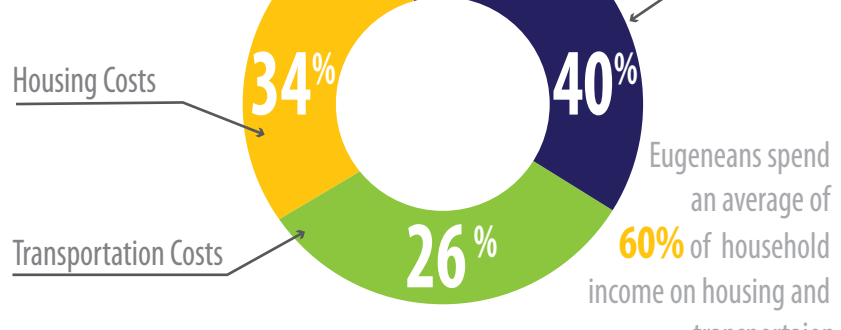
Eugene's 2nd most walkable neighborhood is **Downtown Churchill** population 3,071

is one of the least walkable neighborhoods

Eugene's Walk Score **44**

For more information on the scoring criteria and to see ratings for your neighborhood visit www.WalkScore.com

Housing & Transportation Costs*



*Data analyzed by Center for Neighborhood Technology www.cnt.org

EQUITY & AFFORDABILITY

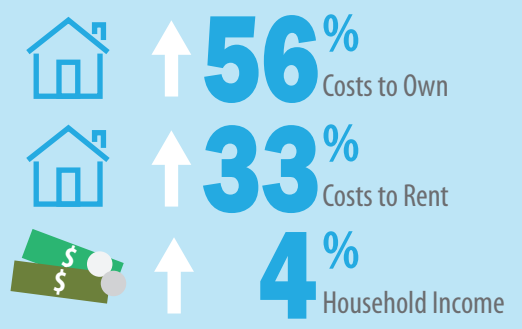
50% of households are cost burden

Spending over 30% of income on housing
64% of renters; 33% of owners

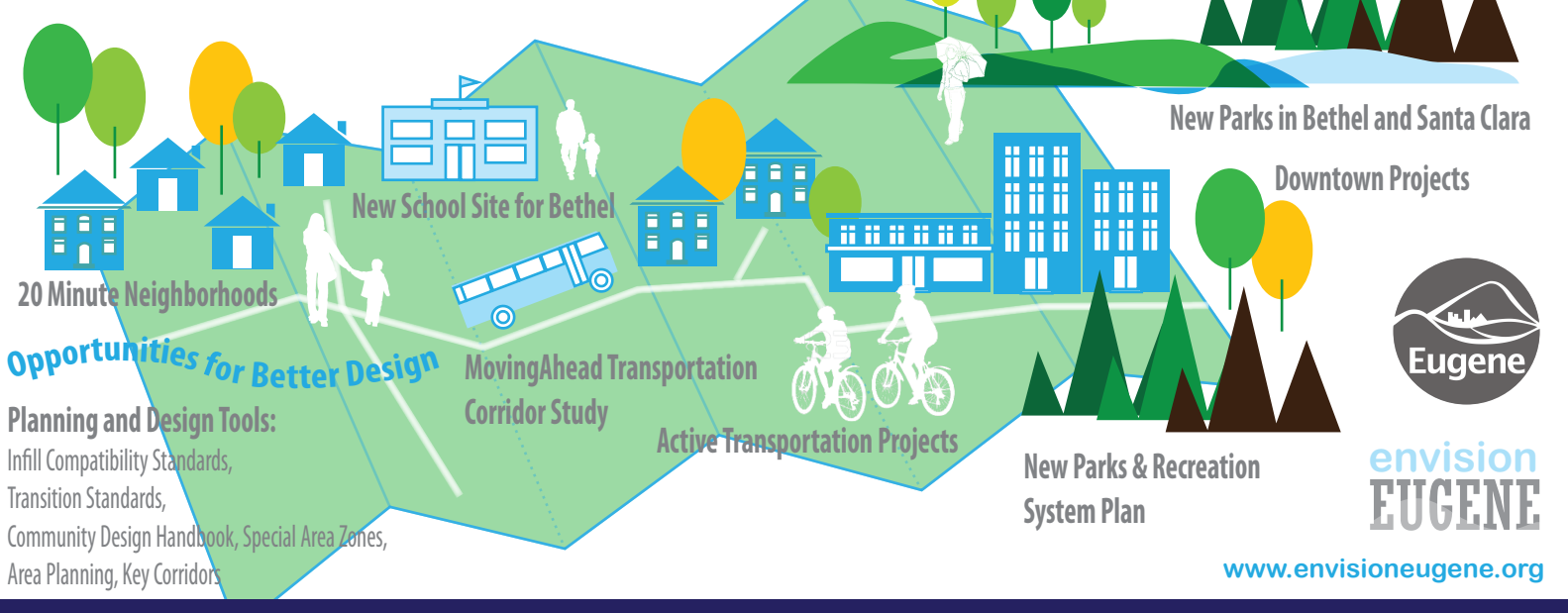


40% of households can not afford the average cost of a two bedroom apartment at HUD's fair market rent of \$806

Between 1999 - 2011 Housing Costs Have Outpaced Income



What opportunities are we creating?



Planning and Design Tools:
Infill Compatibility Standards, Transition Standards, Community Design Handbook, Special Area Zones, Area Planning, Key Corridors

www.envisioneugene.org

Projections are related to Eugene 2012-2032 unless otherwise noted. Sources are American Community Survey 2011 unless otherwise noted.

NATURAL RESOURCES SNAPSHOT

Protect, restore and enhance natural resources



We are growing



34,000

NEW EUGENEANS OVER THE NEXT 20 YEARS
(Adopted Forecast)



355

acres of NEW parks needed



Eugene's abundant parks and natural areas

4,700

ACRES OF NATURAL AND DEVELOPED PARK AREAS

3,700

acres of natural areas for habitat and recreation, including the Willamette River and other waterways, wetlands and prairie, and oak and conifer forests.

530

acres of developed parks and recreation, sports and community gathering.

Health & Livability

90

% of Eugene residents believe parks and recreation are very or somewhat important to their quality of life



Habitat

Eugene is home to many types of habitat for plants and animals. The City of Eugene's participation in the Rivers to Ridges Partnership has contributed to the

protection of 1,400 acres since 2003.

The City annually plants approximately 500 trees and 6,500 willows along waterways to improve water quality and habitat.



For more information on Parks and Open Space and the City's Parks & Rec System Plan update and related outreach & feedback visit eugene-or.gov/parks

Tree Canopy

Eugene's abundant tree canopy provides habitat for wildlife and pollinators, provides climate regulation, cleans air and stormwater and increases resident's health, happiness and well-being.

100,000

Street trees estimated to comprise the canopy



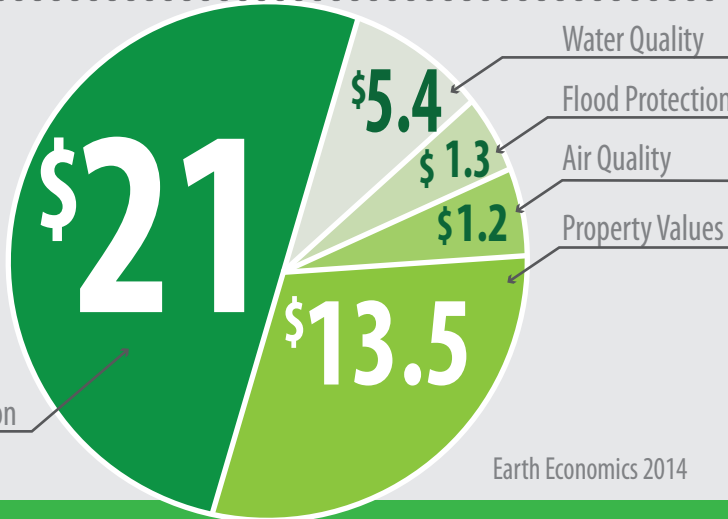
Natural Assets

Provide \$42.2 million in economic benefits each year

\$42.2

million total in benefits

Outdoor Recreation



Earth Economics 2014

What park opportunities are we creating?

Expanding the UGB to bring in

260

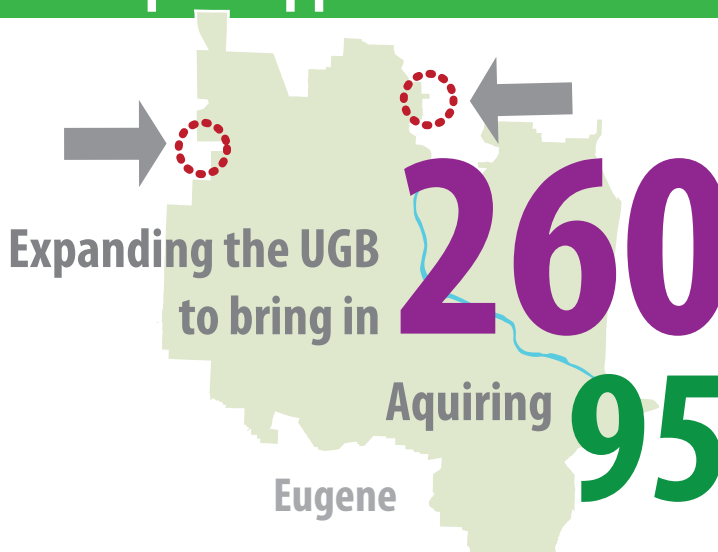
acres of land for community use and enjoyment at Golden Gardens and Santa Clara Community Parks

Aquiring

95

acres for more parks throughout Eugene

Eugene



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FLEXIBLE IMPLEMENTATION SNAPSHOT



Provide for Adaptable, Flexible and Collaborative Implementation as We Plan for Growth

Eugene is growing



34,000

NEW EUGENEANS
OVER THE NEXT 20 YEARS
(Adopted Forecast)



15,100

NEW HOMES

37,000

NEW JOBS

(Oregon Employment Department
10 yr. forecast for Lane County)

Respond to Changing Needs

3

YEARS

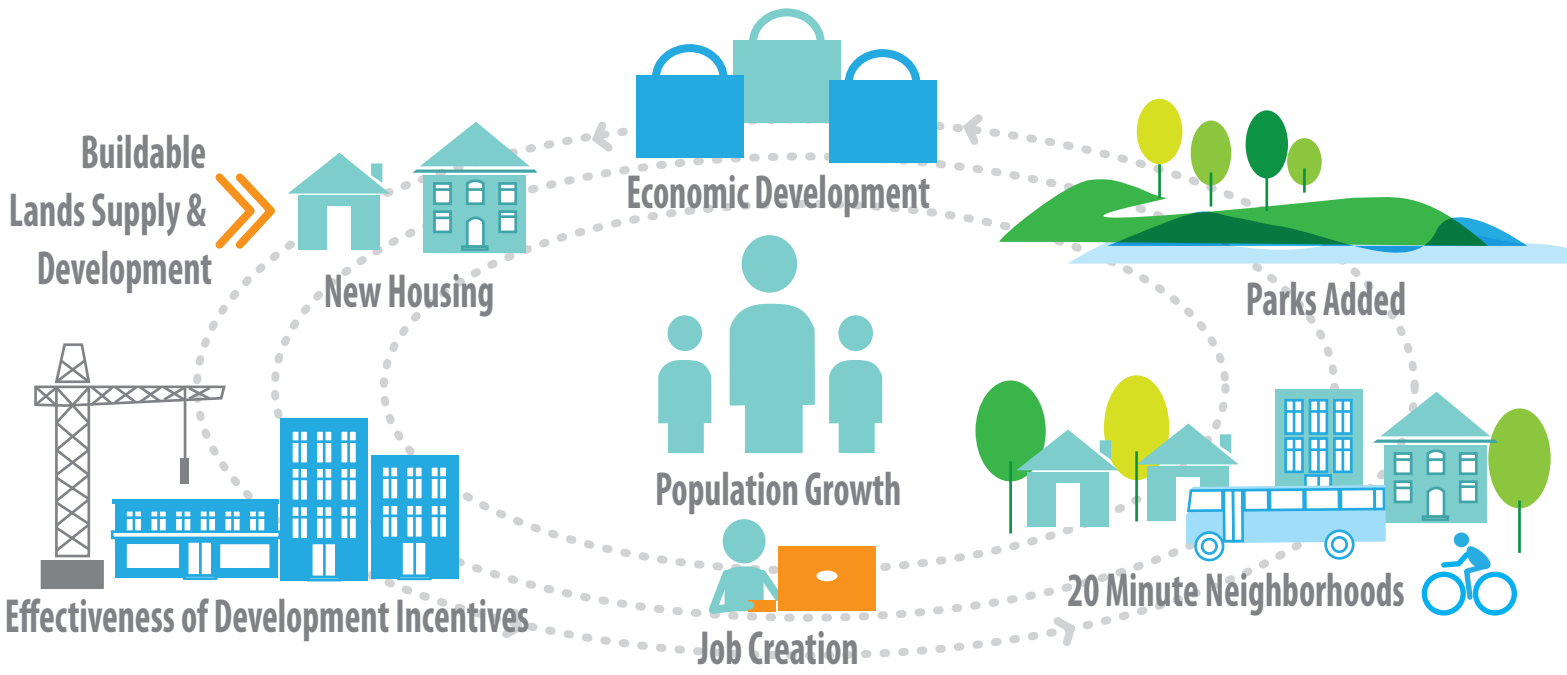
EVALUATION OF
ENVISION EUGENE
STRATEGIES BEGINS
IN 3 YEARS - 2019

5

YEARS

AT LEAST EVERY
FIVE YEARS EVALUATE
THE EFFECTIVENESS OF
ENVISION EUGENE STRATEGIES

COLLECT & TRACK KEY INFORMATION, SUCH AS POPULATION GROWTH & DEVELOPMENT TRENDS



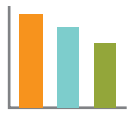
What opportunities are we creating?

PROJECTS TO REALIZE THE VISION

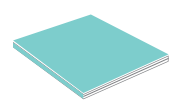


- Develop a range of **planning & design tools**
- Develop a **collaborative ongoing land use code improvement program**
- **collaboratively plan and partner** with neighboring jurisdictions on regional planning

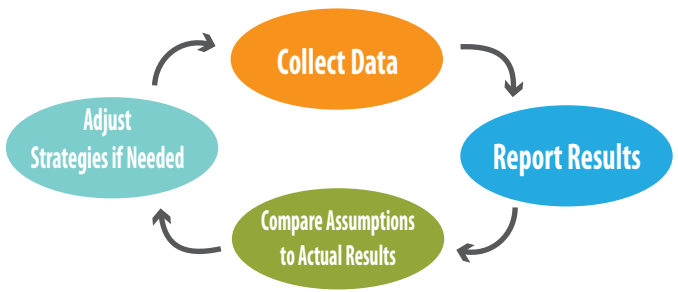
NEW GROWTH MONITORING PROGRAM



Identify **key data & trends** for monitoring



Produce clear, **publicly available reports**



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