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EUGENE CITY COUNCIL NEWSLETTER
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AROUND THE CITY

Cultural Services Division Leaps Forward on Facebook and Twitter

“Like” us! There’s no denying it. Social media has become a major part of the culture and many, if not most, of the City of Eugene’s departments and programs have Facebook pages. The Cultural Services Division is no exception.

The Hult Center’s social media hubs are happily growing with almost 4,500 “likes” on Facebook and 2,250 followers on Twitter. The newest addition is the [Cultural Services Facebook](#) page, which replaced the three-year-old Summer in the City page. While the Summer in the City page was popular, and had 280 fans, it only represented one program within the Cultural Services Division. Continuous improvement requires change, and staying relevant and engaged with all current and future patrons. This new page, now six-months-old, has garnered 218 followers. It is very exciting and discusses the many fun, free and low-cost events, public art updates, and programs that Cultural Services supports. Thanks to Amy Hartsfield, the social media wizard in Cultural Services, the recent People’s Choice contest for a temporary art initiative, Art of the Box, was a terrific success!

Please join the conversation, have some fun, and help get the newest pages on the map, [Cultural Services Facebook](#), and [Twitter](#). Go to the [Hult Center Facebook](#) page for the latest postings about upcoming shows, ticket sales, trivia, and tweet with the [Hult Center Twitter](#). Contact [Amy Hartsfield](#) for questions about the Cultural Services social media program.

For further information, contact Hult Center Marketing & Public Relations Manager [Libby Tower](#) at 541-682-8380.

Patrons Declare Love for Recreation

In recognition of National Recreation Month in July, Recreation staff asked patrons why they love recreation and the response was amazing!



Mark L. was philosophical: *Recreation is where living meets life. We must sleep, eat, and do errands, but recreation is the space in life where we can choose. Recreation makes life worth living.*

Kathleen T. was pragmatic: *I love recreation because I get bored easily... and so do my kids. Activity is the antidote to boredom!*



Art the Box artist Bryan Putnam

Many responses echoed Melissa's R.'s heart-felt answer: *I love recreation because it strengthens our family when we play and explore together.*

Several responses reflected a personal benefit: Lou said, *"It's fun and it's good for me."* Sarita told us that, *"Adult Ballet has given me more confidence in my physical and mental abilities."* And Lydia told us, *"It's a great way to keep my mind fresh and my body healthy."*

Research-backed information on the benefits of recreation which was shared during July supported the patron's responses. Studies show that recreational activities benefit physical health as well as mental health; it strengthens family and social ties, and people will participate in recreational activities for years because, unlike "exercise," recreation involves an activity the person enjoys doing.

The information on the benefits of recreation got quite an audience. More than 6,650 people saw the posts on Facebook; hundreds more got tweets, read newsletter articles or saw posters and handbills at City community centers and pools. Now it's clear why everyone loves recreation!

The reference librarians at the Eugene Public Library identified and located the research articles on the benefits of recreation. For more information, contact Kathy Madison at 541-682-6342.



WJ Skatepark + Urban Plaza Construction Begins

Construction of the long-awaited Washington-Jefferson Skatepark project began last week with site clearing and demolition activities. Several tree removals and the demolition of the existing restroom made an immediate impact on the area by opening up sight lines into the park significantly. Construction fencing has been erected and utility work has begun in anticipation of the skatepark construction contractor arriving on site by early September to begin work.

The project is a wholesale renovation of the north section of Washington-Jefferson Park, which also includes construction of a new public plaza, renovation of site electrical and lighting utilities, reconstruction of plumbing and irrigation systems, construction of a new restroom, and renovation of park paths and landscape areas. Completion is expected by spring of 2014.

For more information about the project, please contact Landscape Architect Emily Proudfoot at 541-682-4915 or emily.a.proudfoot@ci.eugene.or.us.

Police Department Implements Blue Team Software

A new software system is allowing the Eugene Police Department (EPD) to collect and monitor use-of-force reporting and track vehicle accidents and pursuits. These reports were previously routed via paper by each officer. This new system saves time and money by making the reporting paperless and decreases the amount of time it takes to complete a case.

Incidents involving use of force, pursuit, Tasers, K-9 deployment and other actions - along with complaints - are entered by the supervisors at the end of a shift and then routed through the chain-of-command with review and approval at each step. This has increased accountability and oversight as supervisors respond to and document the incidents in the centralized database. Blue Team also allows photographs and recordings to be loaded directly into the system with the incident/complaint, allowing the reviewer to make a more informed decision on the merits of a complaint or the proper use of force.

Blue Team was implemented in April 2013, and EPD has begun training staff to work with the program. The new system has moved reporting to the supervisors, which keeps them in the loop, but also allows reporting from the field, in the vehicle, and at the time of the incident, making the reporting more accurate and allowing the officers to get back on the streets faster. In addition, Policy and Service Complaints are assigned through the system for supervisor follow-up, which has eliminated the previous paper system.

For more information, contact Captain Karl Durr at 541-682-5252.

Kids and Teens Show “Eugene’s Got Talent!” at Eugene Public Library

Everyone’s invited to the Downtown Eugene Public Library on Thursday, Aug. 15, at 5 p.m., to enjoy “Eugene’s Got Talent!” a free variety show performed by youth.

Auditions for the show will be held on Wednesday, Aug. 15 at 4 p.m. Sign-ups for a limited number of audition spots will begin at 3:30 p.m. To audition, prepare a solo, duet, or group act that includes at least one person age seven to 17, and which lasts three minutes or less. Bring any equipment needed.

For more information, contact the Eugene Public Library at 541-682-8316 or www.eugene-or.gov/library.