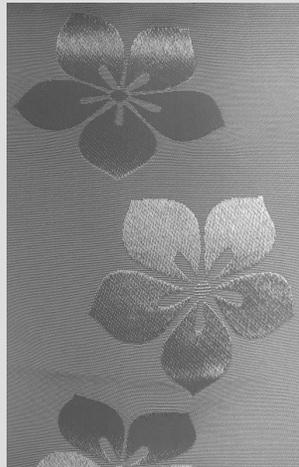


City of Eugene, Oregon

VOTERS' PAMPHLET



November 8, 2016, General Election

This pamphlet contains information about
City of Eugene and Eugene Water & Electric Board candidates
and the following City of Eugene ballot measure:

City of Eugene

20-253 City Tax of 3% on Sale of Recreational Marijuana



Mail Ballot Voter Information

The November 8, 2016, General Election will be conducted by mail ballot. **All ballots must be received in the Lane County Elections office or at a designated drop site by 8:00 p.m. on election night. Postmarks do not count.**

See page 2 for drop box locations.

All Oregon county election offices are considered poll locations on Election Day and are open 7:00 a.m. to 8:00 p.m.

**Lane County Elections
275 W. 10th Avenue
Eugene, Oregon 97401
Phone: 541-682-4234**

Open Monday - Friday, 9 a.m. - noon, and 1 - 4 p.m.; Election Day 7 a.m. - 8 p.m.

NOTICE TO VOTERS

This voters' pamphlet was produced by the City of Eugene and contains information related to the City of Eugene ballot measure and City of Eugene and Eugene Water & Electric Board candidates only. Registered voters within the city of Eugene will receive a ballot for this measure.

The City is not authorized to include information concerning other measures or candidates in this pamphlet.

To reduce costs, this voters' pamphlet is being mailed using bulk mail delivery sorted by ZIP code. This means that some residents who have a "Eugene" address or ZIP code may receive a pamphlet even though their residence is outside the city limits. We apologize for any confusion this may cause.

For questions about the voters' pamphlet, please call the Eugene City Manager's Office at 541-682-5010.

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- Eugene Mayor
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- Eugene Water & Electric Board

VOTER INFORMATION

Lane County Elections Official Ballot Dropsites

Ballots must be received by 8:00 p.m. on Election Day, November 8, 2016.
Dropsites open October 20, 2016.

Eugene Dropsites Open 24 Hours

Lane County Elections
275 W. 10th Ave., 97401
Enter from Lincoln St.

Amazon Pool
2600 Hilyard St., 97405

Bethel Library
1990 Echo Hollow Rd., 97402

Pearl Street
777 Pearl St., 97401
*On Pearl St. between
7th and 8th aves.*

Juvenile Justice Center
2727 MLK Jr. Blvd., 97401

Lane County Public Works
3050 N. Delta Hwy., 97408
*Parking lot in front of
Customer Service Center*

**River Road Park &
Recreation Center**
1400 Lake Dr., 97404
*On south island in
parking lot off Lake Dr.*

Sheldon Library
1566 Coburg Rd., 97401

University of Oregon
Erb Memorial Union, 97403
*Outside, on south side of
circular plaza*

Wal-Mart
4550 W. 11th Ave., 97402
North side of parking lot

Other Dropsites Open 24 Hours

Coburg City Hall
91136 N. Willamette St., 97408

**Cottage Grove
Community Center**
700 E. Gibbs Ave., 97424

Creswell City Hall
64 W. Oregon Ave., 97426
*North end of parking lot
at South 1st and C St.*

Florence Police Dept.
900 Greenwood St., 97439

Junction City Library
726 Greenwood St., 97448

Lowell City Hall
107 E. 3rd St., 97452

Oakridge Police Dept.
76435 Ash St., 97463

Splash! at Lively Park
6100 Thurston Rd.
Springfield, 97478

Springfield City Hall
Between 5th and 6th sts., 97477
Enter off A St.

Veneta City Hall
88184 8th St., 97487
On island in parking lot

Contact us: Lane County Elections
275 W. 10th Ave.
Eugene, OR 97401
541-682-4234
www.lanecounty.org/elections

Public Office Hours
Monday - Friday: 9 a.m. - noon, 1 p.m. - 4 p.m.
Election Day: 7 a.m. - 8 p.m.

VOTER INFORMATION

VOTER REGISTRATION INFORMATION

REGISTERING TO VOTE

To vote in Oregon, you must be registered in the county where you reside.

You can register if you can answer “yes” to these three questions:

- Are you a resident of Oregon?
- Are you a U.S. citizen?
- Are you at least 17 years of age?

If you are 17 years of age, you will not receive a ballot until an election occurs on or after your 18th birthday.

HOW TO REGISTER

You can register to vote at any of the following places:

- online at www.oregonvotes.gov
- any Oregon county elections office
- the Secretary of State's Office
- some state agencies such as the Division of Motor Vehicles
- a voter registration drive

To vote in the November 8, 2016, General Election, your completed voter registration card must be:

- postmarked by Tuesday, October 18, 2016;
- delivered to a county elections office by Tuesday, October 18, 2016;
- delivered to any voter registration agency (e.g. DMV) by Tuesday, October 18, 2016; or
- submitted online by 11:59 p.m. on Tuesday, October 18, 2016.

WHAT INFORMATION IS REQUIRED TO REGISTER

To complete your registration, you must provide your:

- Full legal name
- Home address
- Date of birth
- Signature
- Valid identification

UPDATING YOUR VOTER REGISTRATION

You are responsible for keeping your information up-to-date. Changes can be made online at www.oregonvotes.gov or by completing and returning a voter registration card with your new information.

You should update your registration if you do any of the following:

- change your home address
- change your mailing address
- change your name
- change your signature
- change or select a political party
- anticipate being away from home on election day

ABSENTEE BALLOTS

Any registered voter who will be **temporarily** out of the county, state, or country may apply for an absentee ballot. By law, ballots cannot be forwarded. You may request an absentee ballot from Lane County Elections by applying in person, by mail, or by fax at 541-682-2303. Applications are available on the Lane County Elections web site at www.lanecounty.org/elections. Your voted ballot must be received by Lane County Elections or at an official drop site by 8:00 p.m. on election day. Postmarks will not be considered.

Call Lane County Elections at 541-682-4234 for more information. Office hours: M-F, 9 a.m. - noon and 1-4 p.m.; Election Day: 7 a.m. - 8 p.m.

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BALLOT MEASURE NO. 20-253

BALLOT MEASURE NO. 20-253 REFERRED BY CITY OF EUGENE

CAPTION: CITY TAX OF 3% ON SALE OF RECREATIONAL MARIJUANA

QUESTION: Shall City of Eugene impose a 3% tax on retail sales of recreational marijuana?

SUMMARY: If voters in the City of Eugene approve, this ordinance will impose a tax on the retail sale of recreational marijuana. "Recreational marijuana" or "marijuana item" means marijuana and cannabinoid products, including marijuana edibles, extracts, and concentrates, as those terms are defined in state law. The tax will not apply to medical marijuana.

The tax will be 3 percent of the retail sale price of the recreational marijuana. The retail seller will collect the tax when the marijuana product is sold to the consumer and will pay the tax proceeds to the City. The proceeds of the tax will be used to pay for general government services.

If approved by the voters, the tax will take effect on January 1, 2017.

ORDINANCE NO. 20566

AN ORDINANCE CONCERNING IMPOSITION OF A THREE PERCENT TAX ON THE RETAIL SALES OF RECREATIONAL MARIJUANA; ADDING PROVISIONS TO THE EUGENE CODE, 1971; PROVIDING FOR AN EFFECTIVE DATE; AND REFERRING THE CODE AMENDMENTS TO THE ELECTORS OF THE CITY AT THE NOVEMBER 8, 2016 ELECTION.

The City of Eugene does ordain as follows:

Section 1. Sections 3.700, 3.702, 3.704, 3.706, 3.708, and 3.710 of the Eugene Code, 1971, are added to provide as follows:

Retail Tax on Marijuana Items

3.700 Retail Tax on Marijuana Items **- Definitions.**

The following words and phrases as used in this Chapter shall have the following meanings:

City Manager. The city manager or the city manager's designee.

Tax Administrator. The person designated by the city manager.

Consumer. A person who purchases, acquires, owns, holds or uses marijuana items other than for the purpose of resale.

Marijuana item. Marijuana, cannabinoid products, cannabinoid concentrates and cannabinoid extracts as defined in ORS 475B.015.

Marijuana retailer. A person licensed under ORS 475B.110 who sells marijuana items to a consumer in the State of Oregon.

Person. Individuals, corporations, associations, firms, partnerships, limited liability companies and joint stock companies.

Retail sale price. The total consideration paid to a marijuana retailer for a marijuana item by or on behalf of a consumer, excluding any tax.

3.702 Retail Tax on Marijuana Items **- Tax Imposed.**

The city hereby imposes a tax on each marijuana item sold to a consumer within the city by a marijuana retailer to be used for general government purposes. The tax shall equal three percent of the retail sale price for each marijuana item sold.

BALLOT MEASURE NO. 20-253

ORDINANCE NO. 20566 *(continued)*

3.704 Retail Tax on Marijuana Items - Collection.

The consumer shall pay the tax to the marijuana retailer at the time of the purchase or sale of the marijuana item. Every marijuana retailer shall collect the tax from the consumer at the time of the sale of a marijuana item. The marijuana retailer shall remit the tax to the tax administrator.

3.706 Retail Tax on Marijuana Items - Accounting and Records.

Every marijuana retailer must keep, preserve and make available to the tax administrator detailed records of all sales made and all taxes collected consistent with administrative regulations adopted by the city manager pursuant to section 2.019 of this code.

3.708 Retail Tax on Marijuana Items - Penalties and Interest.

The city manager shall adopt administrative rules pursuant to section 2.019 of this code to specify the amount of penalties and interest that a retailer must pay if the retailer fails to timely remit any tax imposed by this code. The amount of penalties and interest established by administrative regulation shall be consistent with comparable provisions of state law.

3.710 Retail Tax on Marijuana Items - Appeal.

Any person aggrieved by any decision of the tax administrator under this code may appeal the decision in the manner provided in section 2.021 of this code. The appeal shall be heard and determined as provided in section 2.021 of this code.

Section 2. The City Recorder, at the request of, or with the consent of the City Attorney, is authorized to administratively correct any reference errors contained herein, or in other provisions of the Eugene Code, 1971, to the provisions added, amended or repealed herein.

Section 3. The provisions of Section 1 of this Ordinance shall not become effective unless approved by the electors of the City of Eugene at the City election to be held concurrently with the statewide election on November 8, 2016.

Section 4. If approved by the electors of the City of Eugene at the November 8, 2016 City election, this Ordinance shall become effective on January 1, 2017.

**Passed by the City Council on this
25th day of July, 2016**

**/s/ Beth Forrest
City Recorder**

Approved by the Mayor this 26th day of July, 2016.

**/s/ Kitty Piercy
Mayor**

BALLOT MEASURE NO. 20-253

ARGUMENT IN SUPPORT OF BALLOT MEASURE 20-253

In 2014 the voters of Oregon approved Measure 91 which allows for the legalization, regulation and taxation of recreational marijuana in Oregon. This measure provided for voters in cities to adopt an additional tax of up to 3% on the sale of recreational marijuana. The Eugene City Council is asking voters to adopt this local tax which would be used to fund general city services.

The revenue generated by this tax would be put into the General Fund and could be used to address many on-going needs and desirable city services. Currently the council has few options for raising new revenue that do not add to the property tax burden of city residents or cause the city to incur debt. Because it would apply only to recreational marijuana and not medical marijuana it will not prevent individuals from being able to afford a needed product. In addition, the authors of Measure 91 were careful to craft a tax system for this product that would not create incentive for people to return to the illegal market.

A majority of city services are funded through the General Fund. During the recession General Fund revenues were reduced and so were many valuable and needed city services. While the city protected funding for fire, emergency services and police, other services such as library, cultural services, parks maintenance and development, as well as human services such as homeless prevention were reduced. While General Fund revenues have increased with the end of the recession there is still unmet need that this new revenue source could provide.

Development of new parks has been on hold due to lack of funding for on-going maintenance. Current parks have a backlog of maintenance needs. Funding for social services such as homeless prevention and emergency shelter is another underfunded priority identified by our community. The city's new community court that we hope will help reduce nuisance crimes downtown will need a source of on-going funding. These are just a few examples of ways in which this new tax revenue will provide on-going support for city services our community desires and expects.

Prepared by Voters' Pamphlet Committee in Support of Measure 20-253

Eugene City Councilors George Poling, Greg Evans, and Claire Syrett

This space provided in accordance with EC 2.994(1)(b).

NO APPLICATIONS WERE SUBMITTED FOR A VOTERS' PAMPHLET COMMITTEE IN OPPOSITION TO BALLOT MEASURE 20-253

The printing of this argument does not constitute an endorsement by the City of Eugene, nor does the City of Eugene warrant the accuracy or truth of any statement made.

BALLOT MEASURE NO. 20-253

ARGUMENT IN OPPOSITION TO BALLOT MEASURE 20-253

The City Will Use the New Revenue for Bad Things, Not Good Things

City Hall can be expected to entice citizens to support the proposed marijuana sales tax by promising additional government services, like assistance for the homeless, recovery programs for the addicted, food for the hungry, recreation programs for kids, shelters for abandoned and abused animals, or spiffing up city parks. However, this sales tax isn't earmarked for any specified purpose, so the City can, and likely will, change their minds about how these taxes are spent. The only question concerning this increase in revenue is how will the City spend it or for just what do they need extra cash?

Taking From the Poor, Giving to the Rich

The answer to this question is obvious to anyone who's familiar with City Hall's spending habits. The City needs more money to build their offensive city hall project and to compensate themselves for the tax breaks they want to give to their cronies in the development sector. Don't be naive to City Hall's exceptional skills in hoodwinking. The City has been the central player in Eugene's development juggernaut for decades, and they've learned the fine points of how to cajole citizens into financially enriching their wealthy friends.

Develop Good Voting Habits

Many people in Eugene aren't native to Oregon and are still learning what it means to be an Oregonian. One of the characteristics that distinguishes this state from others is that Oregonians vote down every sales tax that comes along. It is a defining characteristic that Oregonians need to protect. But Eugene's ruling gorillas, which include City Hall's development cronies, are willing to erode this characteristic to serve their sense of self-importance.

Vote No on ballot measure 20-253. Citizens can affirm their commitment to Oregon's identity and stand up against the ruling gorillas of our community.

Reject the Marijuana Sales Tax: Vote No on Ballot Measure 20-253

Furnished by
Thomas Lester, Civilization Proponents of Eugene

Paid for by
Civilization Proponents of Eugene

This argument was purchased for \$300 in accordance with EC 2.996(4).

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CANDIDATE LIST

CANDIDATES

The following positions will be on the November 8, 2016, Primary Election ballot for City of Eugene and Eugene Water & Electric Board.

Mayor

Lucy Vinis*

Eugene City Council Candidates

Ward 1

Emily Semple*
Joshua Skov*

Ward 2

Betty L. Taylor

Ward 7

Claire Syrett

Ward 8

Chris Pryor

Eugene Water & Electric Board Candidates

Wards 1 & 8

Steve Mital*

Wards 2 & 3

Dick Helgeson*

Wards 6 & 7

Sonya Carlson*

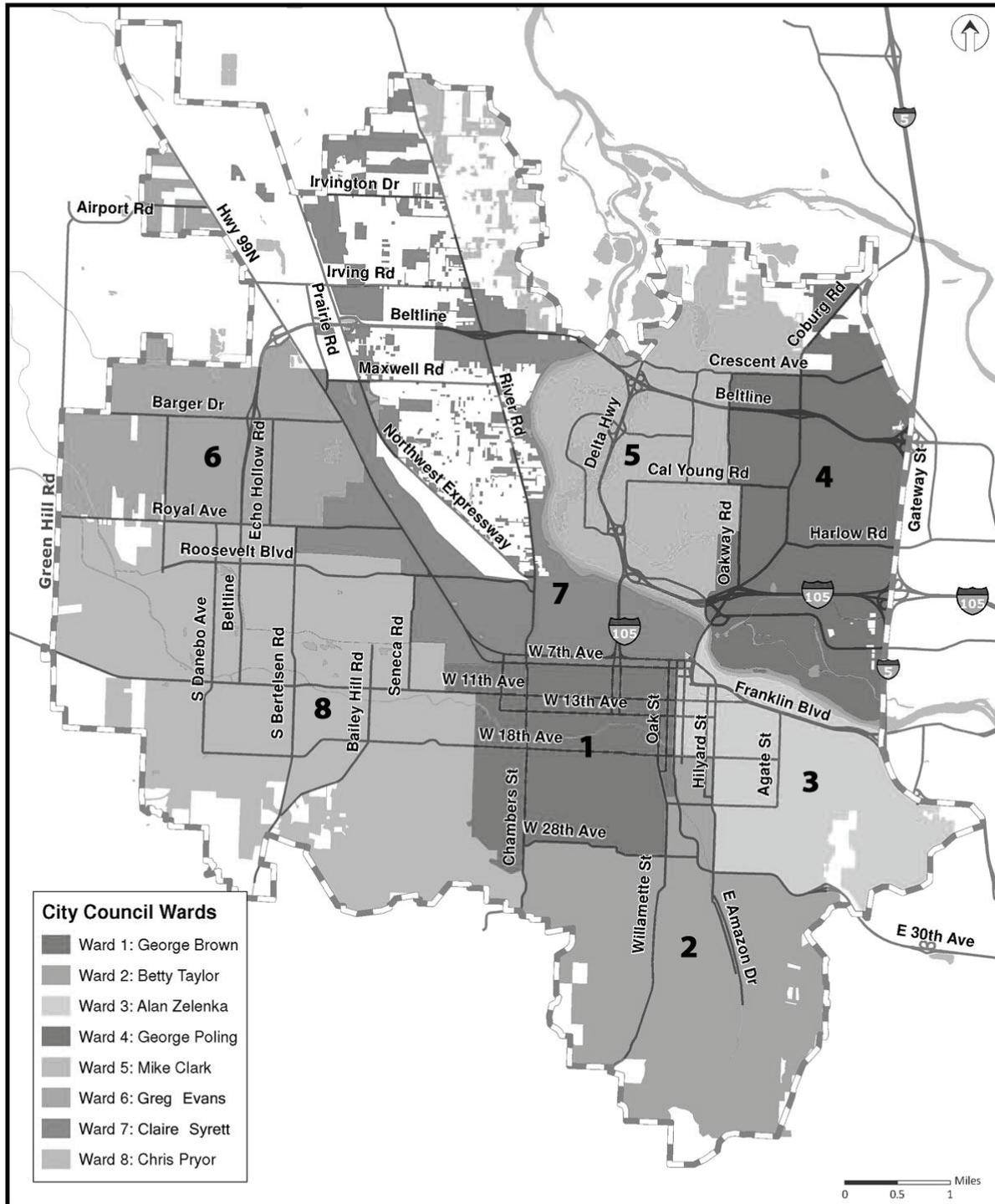
* *Candidate statement included in Voters' Pamphlet.*

Candidate participation in the City of Eugene Voters' Pamphlet is optional. Candidates may be included by paying a \$100 fee and providing a photograph and statement. Not all candidates listed above have elected to participate in this voters' pamphlet.

For additional candidate information, contact the City Recorder at 541-682-5042.

CITY OF EUGENE COUNCIL WARDS

City of Eugene City Council Wards



Current City limits, UGB, and Ward boundaries should be confirmed with the Eugene City Recorder at 541-682-5042.
 Caution: This map is based on imprecise source data, subject to change, and for general reference only.

CANDIDATE INFORMATION

Eugene Mayor

Lucy Vinis



OCCUPATION:
Retired

OCCUPATIONAL
BACKGROUND:

Development Director, ShelterCare; Campaign Manager, EarthShare Oregon; Writer, Northwest Center for Alternatives to Pesticides; Natural Resources Consultant

EDUCATIONAL BACKGROUND: MS, University of Maryland; MA, University of Michigan; BA, Kenyon College

PRIOR GOVERNMENTAL EXPERIENCE:
Community volunteer

**Progressive Leadership
A City that Works for All of Us**

The dual challenges of population growth and climate change will drive decisions on how we grow. As mayor, I will:

- Promote Eugene's tradition of sustainability, conservation, and development of green businesses and clean energy
- Improve communication about issues affecting neighborhoods and parks
- Oppose urban sprawl impacting agricultural lands and forests
- Expand public transportation and enhance street safety for pedestrians, cyclists, and drivers

Too many people live in poverty. As mayor, I will:

- Expand the full array of homelessness solutions, including emergency shelters, transitional and long-term housing
- Promote affordable housing
- Uphold policies that create a welcoming, safe community for all residents
- Build partnerships to align training and education for good paying, local jobs

"Eugene's vitality is built on good jobs and successful businesses. Lucy will work for a thriving downtown and a prosperous local economy where all boats rise together."

- Sabrina Parsons, CEO, Palo Alto Software & Thomas Pettus-Czar, co-owner, The Barn Light

"With three decades of experience working to protect our environment, Lucy knows how to bring people together to tackle issues like climate change and sustainable growth."

- Julie Daniel, former Executive Director, BRING Recycling & Shawn Donnille, co-owner, Mountain Rose Herbs

"Lucy fights tirelessly for young people in our community. As mayor, we know she'll continue her advocacy for education and opportunity for all our children."

- Phil Carrasco, LCC Board Member & Kate Adams, retired teacher, Bethel School District

Endorsements include:

Mayor Kitty Piercy
County Commissioner Pete Sorenson
Democratic Party of Lane County
Oregon League of Conservation Voters
Sierra Club - Many Rivers Group
AFSCME Local 1724
SEIU Locals 49 & 503
NARAL Pro-Choice Oregon PAC

www.lucyvinis.com

This space purchased for \$100 in accordance with EC 2.994(2).

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CANDIDATE INFORMATION

Eugene City Council
Ward 1

Emily Semple



OCCUPATION:
Graphic Designer

OCCUPATIONAL
BACKGROUND:
Business Owner - Semple Design; Bookkeeper;
Chef; Forestry Tech; Retail Manager

EDUCATIONAL BACKGROUND:
• Forest Ecology, Master's Program, Oregon State University
• Renewable Natural Resources, BS Summa cum laude, University of Connecticut
• Chemistry Major, Duke University
• Graphic Design, AAS, Lane Community College

PRIOR GOVERNMENTAL EXPERIENCE: None

COMMUNITY EXPERIENCE:
Community Organizer; Volunteer with 4J Schools, Junior League, Oregon Country Fair

**I CARE DEEPLY ABOUT OUR
COMMUNITY & NEIGHBORHOODS.
I WILL LISTEN TO YOU AND BE YOUR
VOICE ON COUNCIL.**

TOGETHER WE CAN:
• **Hold city government accountable**, end abuses of power and minimize top-down decision-making.
• **Eliminate unfair tax exemptions** (MUPTE) which privatize public money needed for essential services such as libraries, parks and open spaces.

- **Support** low-income and homeless residents by fighting for **shelter first** solutions, increased **social services** and **human rights** for all.
- **Create effective environmental policies** and institute tangible changes like free public transit and increased safe walking and biking alternatives.
- **Develop diverse living wage jobs** for all skills and interests focusing on local residents before out-of-state developers.
- **Protect** neighborhoods with resident-led rezoning, infill and density changes.

I am a life-long Democrat and proud to be endorsed by:

EUGENE WEEKLY

City Councilors:
George Brown
Betty Taylor

Pete Sorenson, Lane County Commissioner
Former City Councilors:

Bonny Bettman McCornack,
Paul Nicholson, **David Kelly**
Jim Weaver, US Congress

AFSCME Local 1724, Council 75

and **Hundreds of Community Members!**

“Emily and I share a wide set of values with the residents of Ward 1. She will critically examine council documents, follow the money trail and advocate for open, transparent government. I endorse her without reservation and I ask you to support her with your vote.”

- Eugene City Councilor George Brown

“Emily is the heart of Ward One. We need outsiders on the inside. She’s one who will make Eugene a better place for all of us—not just a select few. I support her and I hope you will too.”

- Pete Sorenson, Lane County Commissioner

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CANDIDATE INFORMATION

Eugene City Council
Ward 1

Joshua Skov



OCCUPATION:
Instructor, University of Oregon, Center for Sustainable Business Practices

OCCUPATIONAL BACKGROUND:
15 years as a consultant and small business owner

EDUCATIONAL BACKGROUND:
BA, Economics, Yale University
MA, Geography, University of Washington
MA, Economics, University of California, Berkeley

- PRIOR GOVERNMENTAL EXPERIENCE:
- Eugene Budget Committee
 - Eugene Sustainability Commission, Chair
 - Eugene Pedestrian and Bicycle Master Plan Citizens Advisory Committee
 - EmX Steering Committee
 - EWEB Integrated Electric Resource Plan Citizens Advisory Committee

For 15 years, my wife Kathy and I have lived and raised our children in Ward 1. I am running for city council because I care deeply about this community and want our daughters to grow up in a city that protects our environment, defends our livability, and stands with working families. I would be honored to have your support.

Protecting our Environment

“We have dedicated ourselves to the fight for climate justice, and we support Joshua Skov because he is the only candidate we trust to advance Eugene’s climate leadership.”
– Deb McGee and Patty Hine, co-founders, 350 Eugene

Fighting for our Community

“I’m supporting Joshua Skov because he comes to the job with the competence and courage necessary to restore effective and transparent government to our city.”
– Shawn Boles, Former Eugene City Councilor

Standing with our Working Families

“Joshua Skov will stand with us to make sure that people are paid a living wage and corporations are paying their fair share.”
– Representative Phil Barnhart

Housing Affordability

“I support Joshua Skov because he will make fair and affordable housing a top priority for our city.”
– Chris Wig, Eugene Community Alliance of Tenants

For more information: joshuaskov.com/issues

Endorsements

- Basic Rights Oregon Equality PAC
- Democratic Party of Lane County
- Kitty Piercy, Eugene Mayor
- Lane County Central Labor Chapter
- Lane Professional Firefighters Association IAFF Local 851
- Oregon League of Conservation Voters
- Oregon Working Families Party
- Sierra Club, Oregon Chapter
- United Food & Commercial Workers
- 75+ elected officials, community leaders and organizations (joshuaskov.com/endorse)

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CANDIDATE INFORMATION

Eugene Water & Electric Board
Wards 1 and 8

Steve Mital



OCCUPATION:
Director of Sustainability,
University of Oregon

OCCUPATIONAL
BACKGROUND:
Program management, policy development, former
educator and river guide

EDUCATIONAL BACKGROUND:
Master's degrees in Planning and Environmental
Studies (University of Oregon, 2001). Bachelor's
degree (Prescott College, 1993).

PRIOR GOVERNMENTAL EXPERIENCE:
EWEB commissioner 2013 - present

**I am running for a second term.
I ask for your continued support.**

EWEB is a wonderful community-owned and
democratically governed institution,
trusted to deliver clean water and power,
loved for its commitments to
education and the environment,
and **respected** for its low-income support
programs. Vote for me to build on this **legacy**.

BIG ISSUES

A massive **EARTHQUAKE** will someday shake our foundations. EWEB must continue reinforcing its infrastructure and help you reinforce yours.

Reducing **CARBON EMISSIONS** is a global priority. EWEB's early investments in renewable energy are leading the transition away from fossil fuels. We need to develop programs to help you meet your carbon reduction goals.

CARMEN-SMITH, our biggest dam, needs to be relicensed. New analysis shows that the cost may exceed the value of the power produced over the next 50 years. We need to reduce retrofit costs.

The **McKENZIE RIVER** is our most valuable natural and recreational resource. Is the power generated by our two small, aging dams on the lower river still worth the financial and environmental cost? It's time to draft and consider a long-range plan to remove these dams and restore the river by 2050.

Managing **RATES** to ensure affordability for you while maintaining EWEB's reliability is my most important commitment.

AS YOUR COMMISSIONER I PROMISE TO:
Prepare for meetings, listen, ask tough questions,
act collegially, respect staff expertise, value
objective information, and make informed decisions.

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CANDIDATE INFORMATION

Eugene Water & Electric Board
Wards 2 and 3

Dick Helgeson



OCCUPATION:
Utility Management
(Retired)

OCCUPATIONAL BACKGROUND:
30 years prior EWEB service with six years as Power Resources Division Director, twelve as Water & Steam Utility Director, and five as Manager of Rates

EDUCATIONAL BACKGROUND:
Lincoln High School, Portland OR
University of Oregon, 1970-74

PRIOR GOVERNMENTAL EXPERIENCE:
EWEB Commissioner, Wards 2 & 3
2012 to Present

OTHER BOARD SERVICE:
BRING Recycling
Public Power Council
Oregon Water Utility Council
Northwest Public Power Association

Why am I seeking another term as EWEB Commissioner?

EWEB provides essential electric and water services affecting everyone in our community.

In my past utility work and now as retired community volunteer, I value public service and opportunities to make effective use of my experience and a positive difference.

I am privileged to represent Wards 2 & 3 as your incumbent EWEB Commissioner, and I ask for your support and continued vote of confidence on November 8th.

CURRENT ISSUES

Backup Water Supply: EWEB is one of few utilities its size reliant on a single water source. Progress continues on a second source, and we need to see this through to completion.

Smart Metering: As deployment proceeds, this investment must produce demonstrated economic returns and enhanced service for EWEB customers.

Carmen-Smith Upgrades: Major upgrades are required at Carmen-Smith hydroelectric project with ongoing relicensing efforts. Managing related costs and strategies to minimize associated rate impacts are essential.

Conservation & Energy Efficiency: EWEB has a strong reputation for leadership in energy conservation. This should remain top priority for meeting future needs.

Environmental Stewardship: EWEB has an exceptionally pure water supply and low carbon footprint. Let's keep it that way by protecting the McKenzie and working to further reduce environmental impacts of utility operations.

Affordable Rates: System investments and higher power and internal costs put pressure on rates. Ongoing cost management and healthy reserves are critical to keeping rates affordable.

DICK HELGESON

“RESPONSIBLE, EXPERIENCED”

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CANDIDATE INFORMATION

Eugene Water & Electric Board
Wards 6 and 7

Sonya Carlson



OCCUPATION:
Parent and Community Volunteer

OCCUPATIONAL BACKGROUND:

- Representative Barnhart's Chief of Staff: Eight sessions
- University of Oregon, Sustainability Graduate Fellow
- Technology Entrepreneurship Program, Fellow: Evaluated marketability of an energy storage device/water purification system
- Willamette Angel Conference, Due Diligence Team Member
- Community Energy Project, Project Assistant: Led volunteers to weatherize low-income senior and disabled citizens' homes

EDUCATIONAL BACKGROUND:
B.A. in Economics, Lewis and Clark College 2005.
M.B.A., University of Oregon 2016.

PRIOR GOVERNMENTAL EXPERIENCE:
Representative Barnhart's Chief of Staff

MY PROMISE:
As Chief of Staff, I helped improve the transparency of tax credits, removed a loophole that allowed insurance companies to get out of paying for addiction treatment, and built a bi-partisan coalition of legislators to obtain \$4 million in state funding to build the Lebanon Veterans Home.

I promise to bring that same vigor to create a rate structure that works for citizens and businesses, develop a more resilient system through investments in a secondary water source and earthquake preparedness, improve low income safety net programs, and design a long-term vision for the utility that recognizes the changing energy landscape and carbon constrained future.

ENDORSEMENTS:
State Senator Lee Beyer
State Representative Phil Barnhart
State Representative Val Hoyle
EWEB Commissioner Dick Helgeson
EWEB Commissioner Steve Mital
City Council President Greg Evans, Ward 6
City Councilor Claire Syrett, Ward 7
Eugene School Board Member Mary Walston
Children's Advocate Joy Marshall
Eugene Chamber of Commerce
Democratic Party of Lane County

EWEB Commissioners are primarily responsible for setting policy and making investment decisions. Diverse boards are more successful, because they represent a wider variety of viewpoints and thus foresee more risks and opportunities than less diverse boards. It is time to elect a common-sense woman to the board who can bridge divides, has experience setting policy, and training to analyze if a new investment will bring long-term benefit and match our community's values.

Visit: www.voteforsonya.org

This space purchased for \$100 in accordance with EC 2.994(2).

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VOTE!

General Election Date: November 8, 2016

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