



TRIPLE BOTTOM LINE SOUNDING BOARD- Summary Minutes

Saul Room, Atrium Building, 99 W. 10th Ave.

February 7, 2019, 6:00 pm

TBL Members Present: Kristen Taylor (Eugene Planning Commission), Allen Hancock (Active Transportation Committee), Alicia Voorhees (Budget Committee), Ela Kubok (Human Rights Commission), Bill Aspegren (Neighborhood Leaders Council), Daniel Lombardi (Historic Review Board), Emily Reiman (Housing Policy Board), Randy Hledik (Lane County Planning Commission)

Regrets: Thomas Price (Sustainability Commission)

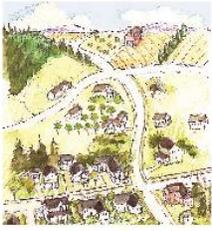
Staff Present: Eric Brown, Jason Dedrick, Terri Harding, Rene Kane, Audrey Stuart, Jared Bauder

Purpose: Evaluate Neighborhood Plan draft goals and policies for environmental, economic, and social aspects of sustainability

Agenda items

1. Welcome and Introductions
2. Neighborhood Plan Background.
 - a. Eric Brown explained the neighborhood planning process to date.
3. Triple Bottom Line (TBL) Background
 - a. Terri Harding explained the creation of TBL sounding boards
 - b. Jason Dedrick explained the City's TBL framework. Key points included:
 - i. This is a tool to generate discussion and identify trade-offs
 - ii. TBL members will consider implications of the draft goals and policies to the community at large. The goal of the TBL sounding board is to maximize community benefits.
4. Small Group Activity
 - a. The TBL Sounding Board members were split into three groups of three, with neighborhood volunteer George Price standing in for Sustainability Commissioner Thomas Price. One person within each group was assigned to each of the aspects of sustainability (environmental, equity, economic).
 - b. The groups rotated and spent 15 minutes reviewing the draft goals and policies under each of the five topic areas (Land Use, Transportation, Economic Development, Parks and Natural Resources, and Community).
 - c. The notes taken by each facilitator are attached as Appendix A
5. Debrief
 - a. Each facilitator shared the key takeaways from their topic area

Appendix



- Appendix A: Facilitator notes



TBL Sounding Board Feedback

The following notes were taken by facilitators at the Triple Bottom Line (TBL) sounding board meeting on February 6, 2019.

Economic Development

General Feedback:

- Goals and policies touch: Job creation, Workforce diversity, Sustainable business practices (Just need more details on all three)
- Topic Areas do not have enough overlap/interrelation
- Supporting low income, minority businesses requires more robust incentives than big corporations/private capital
- Economic prosperity is good for both jobs and sustainability

Feedback on Goal 1

- 'Growth and creation of local businesses'=limited, need a broader view on prosperity
 - Prosperity could include providing access to benefits (e.g. OAS/VA)
- What does an improved neighborhood economy look like?
 - Higher wages?
 - Less \$ spent?
- Local businesses support access to a variety of goods and services
 - Access may result in less car ownership, reducing costs.
- Efforts to block/stop large businesses. –keep \$ in the community

Feedback on Goal 2

- 'Enhances the character of our neighborhood'- split into another goal, 'increasing access to daily needs' + for equity and social gathering
- Access for all? Missing equity component. More focus on equity.
- Have we identified character of neighborhood so that economic development is consistent with core aspects?
- Recognize tradeoff between redevelopment and neighborhood character (environmental qualities i.e. river trees, open space may be compromised by redevelopment)
- How do you encourage folks to walk and support local businesses?
- "Access to daily needs" could be misinterpreted as economic access rather than proximity
- Neighborhood character preservation could be problematic for equity

Feedback on Goal 3

- 'Living wage'=financial security?
- Goal 3 seems weak on social equity
- Prosperity as more jobs is only one way of looking at prosperity. How do we create economic prosperity for all?
- How to match local economic development with living wages

Policy-Specific Feedback

- 1.4- Are the residents earning enough to afford shopping at local businesses?

- 2.1- Define vibrancy. What does it look like and for who?
- 2.2- Data would support business development (e.g. traffic counts, demographics)
- 3.1- How do you support business development in the neighborhoods? –local mom & pop stores
- 3.2- Remote work opportunities?

Transportation

General Feedback:

- Transportation is key to equity for other topics (ability to get around is an anchor for other policies)
- Data needs: What transportation is used along corridor? (I.e. who bikes to downtown?), example of car sharing- look for innovative options, barrier is cost, include families when considering equity (i.e. a single person may be able to bike somewhere a young family could not)
- Theme: link to development
- Invest in forms that underserved communities use regularly
- There are competing interests of those who use the transportation system (e.g. trucks needed for local agriculture conflict with pedestrians)

Feedback on Goal 4

- Emphasize modes used by low income and people of color
- Environmental and equity: “multi-modal” include access- age and mobility (look at neighborhood demographics), stigma of using public transportation (how to promote it?), push employers to incentivize public transit, address safety (bike boulevards, etc.)
- Economic benefits because it creates livable neighborhood and diverse workforce
- Clarify “equitable” - include access, proximity and ability to move around- replace with “affordable to all”
- Add convenient- define efficient and consider the time required to use each mode

Feedback on Goal 5

- Don’t exclusively target to middle class
- Focus is modes/access, less on reducing total trips

Feedback on Goal 6

- Redesign River Rd to improve safety

Policy-Specific Feedback

- 4.1- Positive for job creation, diversification of workforce, business sustainability practices (also applies to 4.2 and 4.7)
- 4.2- Helps businesses and consumers, very focused on getting to commercial areas—can it be expanded to areas other than commercial areas?
- 4.4- Could conflict with 6.2 (issue with “all”)
- 5.1- Both positive and negative for businesses and workforce, depends on the modes that are added and removed
- 5.2- Positive because it changes thinking, bigger implications, educate community as a whole (use it as an opportunity)

- 6.2- Parking/sidewalks are an equity issue, not all parts of RR-SC can access, also relates to neighborhood livability

Parks and Natural Resources

General Feedback:

- Setbacks are important! Safety, aesthetics, ACCESS
- Inherent conflict with housing development (space at a premium). Balance two priorities!
- High density housing should have land for community gardens (food, \$ independence, relationships. Attend to: Connectivity, Equity in access to park and open space across City/County properties

Feedback on Goal 7

- Natural areas are disproportionately used by mid-high income. Lower income people don't have the means/time to take advantage.

Feedback on Goal 9

- Borrow language/data from existing plans so that it echoes and reflects current/common plan language
- How to balance higher density affordable housing that is usually taller and requires more surface parking? Design of housing near river needs to address equity of view/access.

Feedback on Goal 10

- Preserving agricultural land so people have closer access to local food is an environmental benefit
- Attend to the equity of distribution of ag. land and open space

Policy-Specific Feedback

- 7.1- Encourage beauty of stormwater as part of their function
- 7.2- Opportunity to provide education of consumers/businesses for sustainable business/landscape and home maintenance practices re: health of and impact to natural areas
- 7.4- Remove "walking" and consider "all modes," etc.
- 8.1- "Walking distance" is problematic for mobility issues, put affordable housing near recreational amenities
- 9.1- Clarify Willamette setback/buffer/river greenway distance, can potentially have adverse impact on economy by restricting development (e.g. restaurants other businesses taking advantage of river access/views)
- 9.2- Define access further to incorporate pedestrian (and wheelchair)/ bike access
- 9.3- "Promote" not strong enough word- need to address that it's a community amenity and look at environmental impacts
- 9.4- Potential plus for economy (e.g. boat landings, kayak access, etc. fishing)
- 10.1- Positive for economy- allowing agriculture to continue, and establishing/reinforcing farm-to-table system
- 10.2- On private property- how do we encourage homeowners to take "ownership" of natural resources on their own property?
- 10.3- Ensure equitable access to land and capital as well as ag. products (including secondary ag. products)

Land Use

General Feedback

- Equity concern with compatible for who? Lots of words that could be interpreted/applied differently. Examples: “appropriate,” “well designed,” “vibrant,” concern- exclusion of low income and homeless
- How to preserve River Road history? Adaptive re-use of historic buildings. Agricultural history too. Add Historic Preservation policy.
- Goals depend on source of capital. Local money helps achieve local goals. Through processes and standards?
- Data on housing needs accommodated by land use designations?
- Equity issue: Cost of taxes in City vs. County and differences in levels of services

Feedback on Goal 12

- Equity: elevate more housing types for various populations (separate policy?)
- Would benefit workforce diversity

Feedback on Goal 14

- TRANSITION, TRANSITION, TRANSITION between residential/other, river buffer low density residential/medium density residential/high density residential
- Too subjective. To homeowners, more single family. To people needing diverse housing, more housing.

Policy-Specific Feedback

- 11.1- Neighborhood specific standards have been used to exclude people (risk and pattern)
- 11.2- Effective collaboration- what does it mean? To whom? Equity- Higher income home owners and developers often engage, not renters and people of color, Add City!, neighborhoods are unique and this process can serve as a model
- 11.3- Add environmentally sustainable energy efficiency
- 11.4- Why large development?, open space needs to be accessible
- 11.5: “social production” definition? Word choice, Garden space- provide community gardens, Huerta garden exists but no City of Eugene gardens
- 12.2- Maintain affordable housing stock to advance equity, household’s prosperity and housing affordability are tied, focus on 60-80% AMI for affordability
- 13.2- Positive for small businesses, 20-minute neighborhoods are good for affordable housing so they advance equity, use multi modes, add 20 minute neighborhood services/community throughout neighborhoods, e.g. corner stores
- 14.1- Design and compatibility can enhance community but if too costly can prohibit or discourage development (also applies to 14.2), Question: Is multistory mixed use compatible? Home business over housing?
- 14.3- Pull from Greenway resources for sustainability, setbacks/stepbacks for length of river

Community

General Feedback:

- Missing- goals around schools?

- What is unique about RR-SC for these goals and how can it be enhanced –more of an asset-based approach
- What is “community”; what about nonhuman community
- Strong and resilient community needs trust; missing in these goals? –County/City residents
- + on homelessness and affordable housing items
- Missing – Community owned businesses, relationships between business owners and residents, this builds sense of community and resilience

Feedback on Goal 16

- Foster relationships in a deeper way to reach traditionally underserved communities- needs lots of outreach-needs a lot of effort and investment
- Really like Goal 16- hits on important things (and Goal 18)
- Taking actions on housing that help current residents of neighborhood be able to stay in place and afford housing- needs data on current rents/housing issues

Feedback on Goal 17

- Could mention social determinants of health and health care

Feedback on Goal 18

- Make sure these efforts are considering lower income households as well (availability, incentives)
- Community can’t be welcoming and inclusive without quality transportation options
- Equal access to quality of life services
- More needed in preserving the (environmental natural resource) character of the neighborhood and how it defines the community

Policy-Specific Feedback

15.1

- Positive because could diversify workforce (also 15.2)
- What is this, what does this mean, what would that look like
- Does leadership help attract other groups?
- How to get everyone involved in the community in a way that builds resilience

15.2

- What other languages; data on this? How will they learn about events?
- Could be tied to economic prosperity if think more broadly

15.3

- Could be “type” not just affordability
- Need to increase and maintain access to affordable housing
- Data need: Metrics on current housing to know what housing types and financial investments are needed; rents; wages

16.3

- What are neighborhood projects?

16.4

- Inequity based on age; sense of community when not as mobile? Making connections between generations, neighborhood ride sharing, changes necessary to create more nodes of “daily needs” services
- Could encourage job creation

- “By foot” is inequitable; maybe multi modes, what is a “daily need” –define the key things, issue is really multi-modal access to services

16.5

- What are small scale resilience networks?

18.1

- Good because it links community resilience to natural environment

18.4

- Could encourage job creation