



Urban Reserves Public Engagement Summary

The City of Eugene has a long track record of high levels of public engagement. It is a City goal to provide a “government that works openly, collaboratively, and fairly with the community,” and includes “transparent and interactive communication” as well as “public engagement that involves the community broadly.” The following summarizes the Eugene urban reserves public engagement efforts used to educate the public and obtain feedback on the urban reserves planning efforts, from the technical analysis process through to the now-proposed Eugene urban reserves adoption package.

Project Background

Urban reserves are a special designation, allowed by state law, for lands outside the urban growth boundary (UGB) that can be considered a first priority if and when Eugene needs to expand for its growing population. Land designated as Eugene urban reserves will remain rural, and cannot be urbanized, unless it is brought into the city’s UGB through a formal process for expansion.

Eugene’s UGB is currently projected to have enough land for our population through 2032. Since population and development trends can change, urban reserves allows us to plan beyond 2032. The urban reserves planning process analyzed how much land was needed for housing, parks, schools, and jobs to serve Eugene’s population in the long-term future (between 2032 and 2062) while implementing the area’s regional open space vision, including preservation of significant farm and forest land, waterways, and natural resources.

Urban Reserves Engagement Overview

Below is a high-level look at some of the key Public Engagement tools used throughout the project.

The Project Webpage hosts details on the project process and implementation.

An Online Engagement Portal (Engage Eugene) hosts surveys and other opportunities to interact.

Direct Mailings sent to all residents and property owners within the project study area.

Informational documents created throughout the process to inform stakeholders.

Monthly E-Newsletter articles sent to 19,000 subscribers.

Interested Parties List received in-depth project updates and opportunities to provide input.

GIS story maps provided a data-driven, interactive tool for learning about the project.

Social media posts to over 1,300 followers on the EUGPlanning Facebook and Instagram.

Public open house events gathered interested community members and provided opportunities for questions.

On-line surveys and comment forms gathered community feedback.

A video promoted Urban Reserves in an accessible way.

A statewide conference presentation shared how the project team pivoted during the pandemic.

Meetings with Stakeholders and Public Officials built trust and confidence in the project work.

A Technical Advisory Committee to review and guide the project for technical integrity.

A Service Provider Working Group to provide multijurisdictional guidance of future service delivery.

A Triple Bottom Line Sounding Board evaluated the project for equity, the environment, and economic impact.



Project Phases

Urban Reserves planning was split into five phases, with public engagement playing important and different roles in each. Below is a description of the different public engagement activities in each project phase.

I. Project Initiation *(Spring 2018)*

Urban Reserves planning kicked-off in earnest in January 2018. The project had its Public Involvement Plan approved, a city webpage created, project communication began, the first round of meetings with public officials were held, and project committees were developed to help guide the Urban Reserves process.

Urban Reserves Public Involvement Plan

The Public Involvement Plan (PIP) described the outreach strategies for each of the five phases of the planning process. The PIP illustrated when key engagement opportunities would take place, how they were sequenced, and how they helped shape the project. The PIP was approved by the Eugene Planning Commission acting as the Citizen Involvement Committee in June 2018.

Webpage

The Urban Reserves webpage provided simple, accurate, and up-to-date project information. It included regularly updated project updates and frequently asked questions. It provided links to interactive platforms as much as possible, using GIS story mapping and the later introduced Engage Eugene. The

website also linked to other communication methods, such as the Interested Parties List updates, City of Eugene Planning social media, and project and community events.

Envision Eugene Technical Advisory Committee (EETAC)

In this project phase, staff began recruitment for the 13-member Envision Eugene Technical Advisory Committee (EETAC). The EETAC was intended to review project assumptions, technical analysis, and development of options. Their purpose was to advise and provide feedback to staff on technical-related issues, maintain institutional memory regarding assumptions and analysis related to long-term growth management-related efforts, and review technical information used to inform policy decisions. They represented varied voices from across the community with diverse interests and areas of expertise, and included Planning Commission, Sustainability Commission and City Council representation. County and unincorporated area representation was encouraged.

Triple Bottom Line Sounding Board

To promote consistency among diverse policy directives and ensure representation of broader community perspectives in the Urban Reserves project, a Triple Bottom Line Sounding Board was charged with employing a metro area-wide perspective to provide advice, feedback, and critical review of policies and project ideas; provide input on how best to reach community members and their topic-specific constituencies; and act as liaisons to the boards, committees and commissions they represent.

The TBL Sounding Board was comprised of representatives from the following: City of Eugene Human Rights Commission, City of Eugene Planning Commission, City of Eugene Sustainability Commission, Eugene Water and Electric Board, Housing Policy Board, Lane County Planning Commission, Lane County Transportation Advisory Committee, and Lane Transit District Strategic Planning Committee.

Service Provider Working Group

Technical staff and leadership of Urban Reserve-area service providers worked together to develop high level cost estimates and evaluate ease of serviceability for the Urban Reserves study area, while acting as liaisons to their agency leadership. This culminated in the ***Preliminary Analysis of Orderly and Economic Provision of Public Facilities and Services*** report which evaluated the potential future provision of sewer, water, fire protection, parks, transportation and stormwater within the urban reserve study area.

Meetings with Public Officials

- **Eugene Planning Commission** – May and June 2018
- **Lane County Planning Commission** – May and June 2018
- **Eugene City Council** – May and June 2018
- **Lane County Board of Commissioners** – June 2018

Other Meetings and Events

Project staff also created an Interested Parties email list and recruited for the EETAC via the Planning Newsletter, City Council Newsletter, InMotion Transportation Newsletter, and a presentation to the Neighborhood Leaders Council.

II. Technical Analysis Phase (*Summer 2018-Spring 2019*)

In the Technical Analysis Phase, work got underway to answer the question, ‘how much will we need to grow?’ During this phase, staff established a project study area, estimated the future land need, estimated the land supply, and conducted a capacity analysis. This phase involved the first notification of residents and people that owned property within the Urban Reserves study area as well as the first interactive GIS story map.

Study Area Mailing to Residents and Property Owners

All residents and owners of land within the Urban Reserves study area were mailed a two-sided postcard that included project information, ways to be involved, an invitation to the Planning Division Project Fair, and a link to project materials, including the Technical Analysis GIS story map.

Making It Happen! Planning Division Project Fair

Urban Reserves planning was featured at two different Planning Division Project Fairs held near the beginning and end of the Technical Analysis Phase (Fall 2018 and Spring 2019). The goal of these events was to streamline information sharing, encourage the community’s involvement in planning, and show how various planning projects are interconnected. The Urban Reserves project table provided information, shared our interactive map, and offered community members the opportunity to ask questions directly to staff. To promote the event, postcards were sent to all study area residents, flyers were distributed around the community, and information was shared with neighborhood associations. Both Project Fairs had well over 100 participants.

Technical Analysis GIS Story Map

The Technical Analysis story map used maps, text and graphics to illustrate the stages of the Urban Reserves technical analysis, where housing and job capacity was being assumed, and allowed users to search for their address to see potential impacts of the project.

Envision Eugene Technical Advisory Committee Appointments

In August 2018, the City Manager appointed 13 community volunteers to serve on the Envision Eugene Technical Advisory Committee (EETAC), a new department-level advisory committee that has been playing a key role in both the Urban Reserves and Growth Monitoring projects. Members have a wide variety of interests and come from around the city, with one representative living outside the UGB but within the study area. The EETAC has been guiding Urban Reserves Planning by reviewing technical information that was used to inform policy decisions, providing feedback to staff on technical-related issues, and reviewing assumptions and analysis related to long-term growth management efforts.

Envision Eugene Technical Advisory Committee Meetings

The EETAC held seven meetings to evaluate, provide input, and approve the methodology of the Technical Analysis phase:

- 2018: November, December
- 2019: February, March, April, May, August

Triple Bottom Line Sounding Board

The Triple Bottom Line (TBL) Sounding Board held its first meeting in May 2019 to provide an overview of Urban Reserves and discuss the Technical Analysis phase.

Meetings with Public Officials

Staff made the following presentations to review the results of the Technical Analysis phase:

- **Eugene Planning Commission** – May 2019
- **Lane County Planning Commission** – May 2019
- **Eugene City Council** – June 2019
- **Lane County Board of Commissioners** – June 2019

Other Meetings and Events

Throughout this phase, project staff sent out monthly Planning Newsletter article updates, held project stakeholder meetings, and facilitated property owner conversations.

III. Suitability Analysis Phase (*Summer 2019-Spring 2020*)

After completing the technical analysis, staff developed suitability criteria to further evaluate the Urban Reserves study area. These suitability criteria were based on the state-directed outline of analysis and reflect the City's Triple Bottom Line Framework. Staff subdivided the study area into 18 subareas and structured the analysis to explicitly address the suitability criteria.

Urban Reserves Suitable Lands Web Map

Staff developed an interactive suitable lands GIS map that allowed users to search for their address to see characteristics of their property and how it was evaluated in the Urban Reserves analysis.

Outreach to Additional Study Area Residents

As staff went through the suitability analysis and removed non-suitable land from further consideration, it became clear that there was not enough 'suitable' land within the study area for a 30-year Urban Reserve option. At the advice of the EETAC, service providers, and the project management team, the study area was expanded farther west of Eugene near Fisher Road. Direct mailings and other outreach activities informed residents and property owners in this newly added area that their land was being studied and offered the opportunity to ask questions and provide input.

Suitability Analysis and Open House Mailings

Two postcards were sent to all residents and property owners within the expanded study area to promote three Open House events to review the results of the Suitability Analysis.

Urban Reserves Open Houses

Three in-person Open House Events were held at locations near the Urban Reserves study area to present the results of the suitability analysis and answer questions. Over 125 people attended the meetings.

- *January 9, 2020* at Meadow View School
- *January 14, 2020* at Kennedy Middle School
- *January 22, 2020* at the Irving Grange

Urban Reserves Engage Eugene

In February 2020, project staff launched the Urban Reserves Engage Eugene page on the City's interactive platform. At this time, the Engage Eugene site hosted all materials from the in-person Suitability Analysis Open House Events including the PowerPoint presentation, printable materials, an interactive question and answer module, and a survey asking for feedback on the Suitability Analysis. The survey was promoted to people unable to attend the in-person event and received 22 responses.

Triple Bottom Line Sounding Board

The TBL Sounding Board met in November 2019 to evaluate how well the Suitability Analysis Reports addressed the City's Triple Bottom Line framework.

Envision Eugene Technical Advisory Committee

The EETAC held 5 meetings to evaluate, provide input, and approve the methodology and findings of the Suitability Analysis phase:

2019

- October (*twice*)
- November
- December

2020

- January
- March

Meetings with Public Officials

Staff made the following presentations to review the results of the Suitability Analysis phase:

- **Eugene City Council** – January 2020
- **Lane County Board of Commissioners** – January 2020

Other Meetings and Events

Throughout this phase, the project team also sent monthly EUG Planning Newsletter (formerly the "Envision Eugene Newsletter") updates, posted on social media, provided Interested Parties List

updates, updated the project webpage and Engage Eugene site, and published City Council Newsletter articles.

IV. Option Development Phase (*Spring 2020-Fall 2020*)

Using the results of the technical and suitability analysis, staff developed four growth scenario alternatives within the study area that identified the additional land that Eugene is likely to need between 10 and 30 years after 2032, or as late as 2062. Staff engaged community members, service providers, public agencies, community groups and our elected and appointed officials to determine the preferred planning period, location and size of an urban reserve.

Adapting to COVID-19 and Going Virtual

In March 2020, due to public health guidance, the entire project team began working remotely and in-person meetings and events were restricted. The project team then shifted public engagement online and continued communicating with community members. The team combined older style outreach efforts like mailing postcards to property owners with new virtual engagement such as online open houses and social media. The team also extended the engagement timeline to allow for more people to be involved. The EETAC moved online along with Eugene City Council, Eugene Planning Commission, Lane County Planning Commission, and Lane County Board of Commissioners meetings.

Engage Eugene Virtual Open House

To receive feedback on the four Urban Reserves Options, the project Engage Eugene page hosted a month-long (June 26 – July 26, 2020) virtual Open House. The Open House included opportunities for online office hours with project staff, an interactive question and answer module, a GIS story map, and an Urban Reserves Options survey (see below). Overall, the Open House hosted over 1,300 attendees and received 210 survey responses.

Urban Reserves Options Survey

The survey included open ended short answer questions asking for specific feedback on each of the options. The most prevalent feedback, by far, was respondents' desire to preserve farmland. 83 responses mentioned farmland preservation- more than half of the overall comments. The 27-year option was the most supported option with 47.6% of respondents supporting it. It was also the least opposed with 31.9% of respondents opposing it. Feedback included that the 27-year option provided a desirable longer-term planning horizon while at the same time preserving class 1 and class 2 soils.

Online Options Story Map

The Online Options Story Map gave project background, explained the high-level pros and cons of each option, and allowed users to search for their address to see whether their property was included.

Envision Eugene Technical Advisory Committee Meetings

The EETAC held two meetings, in May and July 2020, to evaluate, provide input, and make a recommendation on a preferred option. They also heard updates on Urban Reserves at three additional meetings (in August, September, and November 2020).

Envision Eugene Technical Advisory Committee Recommendation

On July 16, 2020, after seventeen meetings over the course of 22 months, the Envision Eugene Technical Advisory Committee (EETAC) provided their final input and recommendation to staff on the Urban Reserve Options under consideration. Two motions were passed. The first supported the urban reserves analysis as technically sound. The second motion supported the recommendation of Option 3, the 27-year option, that preserves Class 1 and adjacent Class 2 land, with the acknowledgement that the year-range is an estimate based on current population forecasts and existing land use code requirements.

Meetings with Public Officials

Staff met twice with the Eugene and Lane County Planning Commissions to review the four Urban Reserves options and the results of public input, and receive their recommendations:

- *Eugene Planning Commission* on August 17, 2020 the Eugene Planning Commission voted 7-0 to recommend the 27-Year option.
- *Lane County Planning Commission* on August 18, 2020 the Lane County Planning Commission voted 5-3 to recommend the 30-Year Option with a plan policy requiring the Class 1 and 2 farm land in the Awbrey subarea to be the last of the urban reserve land to be considered for expansion of Eugene's urban growth boundary.

Other Meetings and Events

Throughout this phase, the project team also sent monthly EUG Planning Newsletter updates, posted on social media, provided Interested Parties List updates, updated the project webpage and Engage Eugene site, and published City Council Newsletter articles.

Urban Reserves Direction (*Fall 2020 - Winter 2020*)

Decision-makers for both the City of Eugene and Lane County directed staff to move forward with Option 3, the 27-year Urban Reserves Option. Option 3 included almost 6,000 acres of land, enough to meet approximately 27 years of growth beyond 2032, and strove to protect our highest value soils by removing from consideration all agricultural properties with predominant Class 1 soil and directly adjacent agricultural properties with predominant Class 2 soil.

Presenting to Decision Makers

- *Joint Eugene City Council and Lane County Board of Commissioners work session* September 21, 2020 staff presented four Urban Reserves Options at a joint work session. Staff shared the recommendations from the Envision Eugene Technical Advisory Committee (EETAC), Eugene Planning Commission, Lane County Planning Commission, and the results of our Virtual Open House survey.
- *Eugene City Council* October 21, 2020, the Eugene City Council passed a motion, in a 7 - 1 vote, to support Urban Reserve Option 3, which includes enough land to meet approximately 27 years of growth beyond 2032. Prior to passing the motion, the City Council held a work session on October 12, 2020, to allow for additional time to ask questions and receive information.
- *Lane County Board of Commissioners* November 10, 2020, the Lane County Board of Commissioners unanimously passed a motion to support the Eugene City Council's initiation of a public review and adoption process to consider the establishment of Urban Reserves as described in Option 3, the 27-Year Option.

Other Meetings and Events

Throughout this phase, the project team also sent monthly EUG Planning Newsletter updates, posted on social media, provided Interested Parties List updates, updated the project webpage and Engage Eugene site, and published City Council Newsletter articles.

V. Adoption Process Phase (*Winter 2021 - Fall 2022*)

The final phase includes development of service provider intergovernmental agreements, ordinance development, plan amendments, and a complete Urban Reserves adoption package with findings. Public engagement in this phase will be focused on communicating the City and County direction on urban reserves to the community, sharing opportunities to provide public comment, and coordinating with service providers and other project stakeholders.

The Urban Reserves Adoption Process

The formal adoption process for the Urban Reserves adoption package is consistent with the adopted public engagement requirements for public notices and hearings, as found in the Eugene and Lane County Codes for the applicable land use applications.

The joint Eugene and Lane County Planning Commission public hearing on the proposal on October 18, 2022 was duly noticed to owners and residents within the proposed Eugene urban reserves, nearby the proposed urban reserves, in the initial study area, and interested parties who have requested to receive public notice. It was also noticed to all neighborhood organizations, community groups and individuals who have requested notice, as well as to the City of Springfield and Lane County. The notice of the public hearing was also published in the Register Guard.

Following action by the Eugene and Lane County Planning Commissions, the Eugene City Council and the Board of Commissioners will hold a duly noticed public hearing and public deliberations to consider approval, modification, or denial of the Urban Reserves proposal adoption package. The hearing notice will be sent to the same extent as the joint Planning Commission hearing notice. These processes afford ample opportunity for citizen involvement consistent with Goal 1. Therefore, the proposed ordinance is consistent with Statewide Planning Goal 1. See the *Urban Reserves Summary of Public Engagement Activities 2018-2022* for further details.

Urban Reserves

Summary of Public Engagement Activities 2018-2022

This is a summary of the major events, presentations, and input opportunities. It is not an exhaustive list. Not included here are the numerous updates to about 600 interested parties, neighborhood or other newsletter articles, individual meetings, online information updates and personal contacts.

2018

monthly	EE Newsletters sent to subscribers
throughout	Interested Parties List emails
throughout	Meetings with property owners
May 8	Eugene Planning Commission
May 15	Lane County Planning Commission
June 5	Lane County Planning Commission
June 11	Eugene City Council
June 19	Lane County Board of Commissioners
June 25	Eugene Planning Commission
July 10	Eugene Planning Commission
October 3	Envision Eugene Technical Advisory Committee Meeting
October 4	City Council Newsletter
October 10	Making It Happen! Planning Division Project Fair
November 1	Envision Eugene Technical Advisory Committee Meeting
November 15	Envision Eugene Technical Advisory Committee Meeting
December 6	Envision Eugene Technical Advisory Committee Meeting

2019

monthly	EE Newsletters sent to subscribers
throughout	Interested Parties List emails
February 14	Service Provider Working Group
February 21	Envision Eugene Technical Advisory Committee Meeting
March 21	Envision Eugene Technical Advisory Committee Meeting
April 2	Service Provider Working Group
April 10	Service Provider Working Group
April 18	Envision Eugene Technical Advisory Committee Meeting
May	Study Area Mailing
May 9	Triple Bottom Line Sounding Board
May 16	Envision Eugene Technical Advisory Committee Meeting
May 20	Eugene Planning Commission
May 21	Lane County Planning Commission
June 5	Making It Happen! Planning Division Project Fair
June 11	Lane County Board of Commissioners
June 24	Eugene City Council
August 15	Envision Eugene Technical Advisory Committee Meeting
October 17	Envision Eugene Technical Advisory Committee Meeting

November 7	Envision Eugene Technical Advisory Committee Meeting
November 12	Service Provider Working Group
November 21	Triple Bottom Line Sounding Board
December	Fisher Road Expanded Study Area Mailing
December	Open House Mailing
December 5	Envision Eugene Technical Advisory Committee Meeting

2020

throughout	Social media posts
monthly	EUG Planning articles sent to subscribers
throughout	Interested Parties List emails
January 9	Urban Reserves Open House
January 14	Urban Reserves Open House
January 16	Envision Eugene Technical Advisory Committee Meeting
January 16	City Council Newsletter
January 22	Urban Reserves Open House
January 28	Lane County Board of Commissioners
January 29	Eugene City Council
February 6	City Council Newsletter
March 5	Envision Eugene Technical Advisory Committee Meeting
May 21	Envision Eugene Technical Advisory Committee Meeting
June	Option Virtual Open House Mailing
June 26-July26	Virtual Open House
July	Option Virtual Open House Reminder Mailing
July 6	City Council Newsletter
July 16	Envision Eugene Technical Advisory Committee Meeting
August 3	Eugene Planning Commission
August 4	Lane County Planning Commission
August 17	Eugene Planning Commission
August 18	Lane County Planning Commission
August 20	Envision Eugene Technical Advisory Committee Meeting
September 17	Envision Eugene Technical Advisory Committee Meeting
September 21	Joint Eugene City Council and Lane county Board of Commissioners
October 12	Eugene City Council
October 21	Eugene City Council
October	Oregon/Washington American Planning Association Conference Presentation
November 10	Lane County Board of Commissioners
November 19	Envision Eugene Technical Advisory Committee Meeting

2021

throughout	Social media posts
monthly	EUG Planning articles sent to subscribers
throughout	Interested Parties List emails
June 15	Lane County Planning Commission

2022

throughout	Social media posts
monthly	EUG Planning articles sent to subscribers
throughout	Interested Parties List emails
throughout	Meetings with project stakeholders and partners
Forthcoming: ¹	
October 4	Lane County Planning Commission work session
October 6	Envision Eugene Technical Advisory Committee
October 11	Eugene Planning Commission work session
October 18	Joint Lane County and Eugene Planning Commission public hearing

¹ This includes a partial list of forthcoming engagement activities; to be updated