

**Welcome to Eugene Mayor Piercy's Sustainable Business Initiative  
Town Hall Meeting!  
Monday, February 6, 7-9 p.m.  
Kalapuya High School**

Eugene Mayor Kitty Piercy's Sustainable Business Initiative (SBI) is gathering ideas from the community in order to propose recommendations to the Eugene City Council and others for how to expand businesses and jobs that use "sustainable" practices or produce "sustainable" products and services.

Tonight, the SBI Task Force wants to hear how you would like Eugene to look and function in the future as a "sustainable community." The jobs and income generated by local businesses are essential to our community's well-being. Therefore, tonight we specifically want to hear your ideas about the type of business and jobs you would like to see in the future.

By "sustainable" business and jobs we mean those that achieve the "triple bottom line" which means they are environmentally, socially, and economically sound:

- Environmentally sound businesses do not degrade our community's environment or the environment of other regions and countries.
- Socially sound businesses pay workers a 'living wage' that allows them to have good health insurance and retirement benefits, live in a nice home or apartment, and save money.
- Economically sound businesses generate a profit while being environmentally and socially sound.

**Agenda**

Kalapuya High School Principle Fred Crisman and Eugene Mayor Kitty Piercy will kick-off the evening by welcoming you. SBI staff will then make a short presentation about sustainable business and jobs. Each table will then answer three questions, led by an SBI Task Force member or staff who will serve as your facilitator. Around 8:30 PM we will end the discussions and each table will tell the entire audience what they talked about.

The ideas you and others produce tonight will be posted on the SBI Website (<http://ri.uoregon.edu/programs/SBJD/SBI.html>) for all of Eugene to see. They will also be summarized in a document that the SBI Task Force will use to help develop its recommendations to the Eugene City Council. Your ideas tonight can make a difference!

**Instructions**

1. Please sit at tables of 6-10, preferably with people or families you do not know.
2. An SBI Task Force member or UO graduate student will facilitate at each table.
3. The facilitators will lead each table through a discussion of the three questions listed on the backside of this page.
4. One person should be designated to stand next to easel and use the magic marker to record the ideas and proposals the table generates in response to each question. You can switch recorders for each question.
4. When all questions are answered, each table will tell the others what they discussed. Designate someone as the speaker and briefly summarize for the entire room to hear the ideas and proposals made in response to each question.

**Tonight's Questions**

1. Imagine it is 10-15 years from today. You are part of a group from another city that has come to study how Eugene has become one of the nation's leading sustainable "Triple Bottom Line" communities (composed of businesses that are economically, socially and environmentally sound). What do you find? What is it about Eugene that merits your attention? What makes it so great? *Let go of the present and dream a bit!* To answer this question you can discuss issues such as (examples only):

- How is energy produced to run businesses, homes, vehicles, and schools? Do solar panels, windmills, hydroelectric dams, oil and coal, or other sources produce our energy?
- If gasoline is \$4 or \$5 a gallon or even hard to find, how do people move around town and how do Lane Transit District and other transportation systems work?
- What type of food is eaten and how is it grown? For example, is there more, less, or the same quantity of natural and organic food available and fast food?
- How are buildings designed, constructed, and maintained? For example, is the energy efficiency in buildings higher, lower, or about the same as today?
- How much waste is produced and what happens to it? For example, is most waste still thrown in the garbage or are materials extensively reused and recycled?
- How will businesses treat and pay workers? For example, what benefits such as healthcare or retirement are provided? How are families and individuals without much money treated?
- What topics are taught in high school? For example, do schools teach the same subjects or are the issues discussed above now taught?
- What role does city government play in ensuring that Eugene remains a sustainable community? For example are regulations, financial incentives or recognition dominant?

2. Now bring your attention back to today. What changes would be necessary to enable Eugene to become the ideal community you envision in 5-10 years? Go back through your list and compare your future vision of energy, food, buildings, transportation, waste, worker pay and treatment, schools and government with today. Discuss the changes that will be necessary to make your vision reality. To answer you can discuss changes such as (examples only):

- A shift from fossil fuels such as gas and coal to power businesses, warm our homes, and drive our cars to renewable energy such as solar and wind power;
- A shift from food grown with toxic substances such as those found in synthetic fertilizers, herbicides and pesticides to organic and natural foods;
- A shift from buildings and homes constructed with poor materials and insulation to those with extremely high energy efficiency.

3. Now that you have identified the changes necessary to achieve your vision of a sustainable Eugene in 10-15 years, discuss ideas and recommendations you want to offer to the Mayor and the Eugene City Council for making those changes. Sample recommendations you can discuss:

- Should the City Council adopt policies to support the expansion of renewable energy, green building, organic and natural foods and similar industries?
- Should city government itself implement the changes in its own buildings, transportation systems etc?
- Should the city actively promote and reward businesses that make the changes?