

MINUTES

Sustainable Business Initiative
Town Hall
Kalapuya High School—1200 Terry Street—Eugene, Oregon

February 6, 2005
7 p.m.

PRESENT: Rusty Rexius, David Funk, co-chairs; Mayor Kitty Piercy; Josh Bruce, Julie Daniels, Lynn Feekin, Deb Noble, Scott Pope, Roger Ebbage, Kartar Khalsa, task force members; Bob Doppelt, Sara Mazzie, Ray Neff, Research Innovations.

1. Welcome and Introductions

Acting Bethel School District Superintendent Tom Keeley welcomed those present to Kalapuya High School and introduced instructors Robin Patterson and Bob Saunders.

Mayor Piercy also welcomed those present and thanked them for their attendance.

Task force members introduced themselves.

2. Small Group Discussions

Mr. Doppelt reviewed the agenda. He solicited definitions of “sustainable development” from those in attendance. He called attention to a definition of sustainable development as *Development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs*. He suggested that logically, people should attempt to maintain beneficial aspects of society and the environment.

In regard to why people should focus on sustainability, Mr. Doppelt suggested that it was because of increasing population and competition, growing competition and low incomes, global warming and climate change, rising oil and energy costs, concern about “peak oil,” and ecological concerns related to forests, salmon, water, soil, and plants. He suggested that all those concerns provided opportunities, such as unleashed innovation, increased energy efficiency, and new processes that protect the environment while also providing a living. Mr. Doppelt suggested that those concerns could become opportunities, depending on the choices that the community made, which participants would discuss in small groups.

Mr. Doppelt said the task force was taking a “triple bottom line” approach that focused on the economy, the environment, and social equity, and one not focused on profit alone. The goal was a health environment, robust economy, and healthy and vibrant community.

Mr. Doppelt shared an example of a circular production system to demonstrate the sustainable “borrow-use-return” economic model.

Meeting attendees broke into small groups and discussed three questions:

1. *Imagine it is five or ten years from today. You are part of a group from another community that has come to study how Eugene has become one of the nation's leading "Triple Bottom Line" communities (composed of economically, socially and environmentally sound businesses). 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?
 - What would Eugene look like if there was little to no gasoline for cars, natural gas for heating, or other fossil fuels?
 - What type of food is eaten and how is it grown?
 - How are buildings designed and constructed?
 - How are environmental issues such as pollution and salmon protection handled?
 - How do people move around town and how do LTD and other transportation systems work?
 - How much waste is produced and what happens to it?
 - How will businesses treat and pay workers?
 - What benefits are provided to workers such as healthcare and retirement?
 - How are families and individuals without much money treated?
 - What topics are taught in high school and how do the schools function?
 - What role do elected officials and city government play in ensuring that Eugene remains a sustainable community?
2. *Now bring your attention back to today. What changes would be necessary to enable Eugene to become the ideal community you envision in five-to-ten years? Go back through your list and compare your future vision of energy, food, buildings, worker pay and treatment etc with today. Discuss the changes that will be necessary to make your vision reality. To answer this question 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 five-ten years, discuss recommendations you want to make to the Mayor and the Eugene City Council to make those changes. To answer this question you can discuss recommendations such as (examples only):*
- 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 adopt the changes for its own operations?
 - Should the city actively promote and reward businesses that make the changes?

Attendees' comments were recorded on flip charts.

3. Small Group Report Out

Each small group reported out on their discussions and offered summary comments, reflected below; several groups developed similar concepts so they may be repeated.

- A teen center in Eugene to provide leadership development, prevention, and teen decision making

- No economic assistance to companies without their providing living wages, health care, and being environmentally responsible
- City support for health care costs for small business employees
- We have too many cars in the community—we should use bicycles more and buses should run later at night
- More youth on advisory boards, such as the Lane Transit District Board
- Free LTD buses because some cannot afford it
- More bicycle paths throughout the community so we can ride to where we need to go
- A teen center downtown to give youth a place to go
- Many teen centers in different areas of the community—solar powered? Youth could learn to garden in a sustainable manner without using pesticides
- Increased cultural awareness for employees delivering social services
- More bicycle paths, walking paths, covered bicycle/walking paths
- Covered free boxes/free areas
- More indoor gyms and recreation centers for all centers—like CourtSports but free
- Hands-on sustainability course work
- The City should create voting positions on board, commissions, and committees for youth on issues that affect youth
- The City should set an example in regard to sustainable practices, such as a better transportation system and assistance to small businesses to help them become sustainable—assistance to local small business in general
- Hold more community workshops like this one to generate new ideas about how to address issues in different areas of the town
- Encourage businesses to become more sustainable—make being sustainable more easy
- Create Eugene Office of Sustainable Development to help plan for sustainable buildings
- LEED standard for public buildings and publicly supported projects
- Increase public transit to minimize increase in automobiles—limit auto growth
- Minimize population increase to minimize impact
- Educate people about sustainability
- Live and work in the same area to reduce auto use
- Build more bicycle paths and bicycle facilities in all areas to encourage youth to use bicycles
- Create incentives for businesses to use sustainable practices
- Involve youth in sustainability education to encourage sustainable practices
- Create a way to identify and label local certified organic products
- City use bicycle transport
- Promote Eugene local businesses in all neighborhoods so people don't have to travel and to create more individualized neighborhoods
- Build a teen center
- Important to limit sprawl, keep forests and agriculture lands intact
- Pursue renewable energy sources, eco-friendly modes of transportation
- Support for organic foods
- Educate community about importance of sustainability—demonstrate how people can move toward sustainable practices
- Pursue grants to underwrite the costs of roof-top organic gardens on schools, teach youth about composting
- Have more youth on the boards of businesses and advisory groups—increase ways that youth's voice can be heard--consider businesses that youth like, like the music business
- Youth partner with local businesses on sustainability practices
- Support local community agriculture—provide farmers with cheaper lands in the area to produce food so they don't have high transportation costs
- Help those with farms make their farms more sustainable
- Educate youth about small businesses to help create more small businesses—have local businesses work with educators to get youth involve

- Teach children about sustainable agriculture and environmental studies—make environmental studies an option for required classes such as biology and chemistry
- Make public transportation more accessible and cheaper for older students who now drive to school
- Build up instead of out—make Eugene more compact and “pushed together”
- Use incentives for businesses to encourage them to rebuild more sustainably
- Have a sales tax to support sustainability efforts and fund educational programs related to sustainability
- Make farmers markets more accessible to community
- Add more hours to school each day to reduce the time needed to reach college, get an education, and find a job—eight hours a day?
- Encourage small locally owned businesses instead of larger businesses
- Reduced rent for local businesses that are under-funded
- More family-owned restaurants for families to go to
- Eliminate chain restaurants like McDonalds
- Get rid of Gateway and Valley River Center malls and combine them into one centralized mall so people use less gas and spend less money on cars
- More taxes for to fund sustainability efforts
- Have tax incentives for more environmental and sustainable businesses
- More taxes for those who do not use sustainability practices
- Encourage more use of mass transit
- Encourage more public and community involvement, such as this, in economic development efforts
- Have more government involvement in health care so it was not a for-profit business
- More integrated education about sustainability, starting younger, so youth can understand how things work

Mayor Piercy and the members of the task force thanked those who attended. Mayor Piercy asked that the discussion keep going.

The meeting adjourned at 8:55 p.m.

(Recorded by Kimberly Young)