

Mayor's Sustainable Business Initiative Seeks Ideas from High School Students, Their Families, and the Public

Town Hall Meeting
Monday, February 6, 7-9 p.m.
Kalapuya High School
1200 N. Terry St. (Bethel area)

Attention High School Students and Families! Do you want a say in the type of jobs you have in the future, the way you are paid and treated, the quality of your environment, and how your government operates? If so, you are invited to speak with Eugene Mayor Kitty Piercy and the 16-person task force she organized to develop a sustainable business and jobs plan for our community. This is a unique and important opportunity to help shape the future of your community! Please join us with your families.

Mayor Piercy's Sustainable Business Initiative (SBI) is holding a Town Hall meeting on Monday, February 6, 7-9 P.M, at Kalapuya High School, 1200 N. Terry St. (Bethel area). The specific focus of this meeting is to listen to the *ideas of high school students and their families from throughout the area*, as well as the general public.

The purpose of the SBI is to gather ideas from the community and then make recommendations to the Eugene City Council on ways to retain, expand and create businesses and jobs that use sustainable practices or produce sustainable products. By "sustainable" 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.

The February 6 Town Hall will begin with a short presentation and examples of what we mean by sustainable business and jobs. Participants will sit at tables of 6-8 people with an SBI Task Force member (who will serve as your facilitator) and discuss the three questions listed below. Each group will record their answers on a large pad of paper for all to see. When the small group discussions are done, each table will describe their ideas and conclusions to the entire audience.

After the meeting the ideas each group came up with will be posted on the SBI Website (see website address below) for all of Eugene to see. The ideas will also be summarized in a document that the SBI Task Force will use as information to develop its recommendations to the Eugene City Council. Your voice can make a difference!

For more information on Mayor Piercy's Sustainable Business Initiative, see the website at: <http://ri.uoregon.edu/programs/SBJD/SBI.html>

The Three Questions You Will Be Asked to Discuss Include:

1. Imagine it is 5 or 10 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 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 5-10 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 5-10 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?