

SBI 2006 Workplan
Draft 1/16/2006

Complete "Discover" Phase

January-February 2006

January Tasks

Hold forestry roundtable
Hold second Town Hall meeting
Distribute and retrieve completed business questionnaires
End public on-line survey
Staff develop draft outline of final report/action plan
Seventh Task Force Meeting

January 24

Complete "Dream" and "Design" Phases

Mid-February-September, 2006

February Tasks

Meeting with NLC
Hold bicycle roundtable
Staff research examples from other communities
Staff analysis and summary of roundtables, community meetings, on-line public survey, and business questionnaire

Eighth Task Force Meeting February 28

- Discussion of findings and recommendations from roundtables, community meetings, on-line survey and business questionnaire
- Discuss retreat format and agenda

March Tasks (Bob D our of country March 3-24)

Staff develops initial draft of background components of final report/action plan

April Tasks

Complete background component of action plan
Complete draft recommendations
Develop draft public comment period strategy
Hold roundtable with city staff on implementing recommendations
Hold roundtable with economic development agencies on implementing recommendations

Ninth Task Force Meeting April 4

- Discussion of action plan outline and format
- Begin 'Dream' phase with discussion

Direction to staff on describing vision and goals

Task Force Retreat (1 to 1 1/2 days) Week of April 17

- Completion of "Dream" and "Design" phases (development of vision and goals and draft recommendations)
- Discussion of public comment strategy
- Direction to staff for completing draft vision and goal statement and recommendations

Host roundtables with city planning and permitting staff and economic development agencies (late April or early May)

May Tasks

Staff writes draft final report/action plan
Eleventh Task Force meeting

May 23

- Finalization of draft final report/action plan
- Release draft final report/action plan for public comment End of May
 Hold 30-day public comment period

June Tasks¹

- Hold meeting of SBI TAC to obtain feedback on draft final report
 Staff summarizes public comments for Task Force
 Twelfth Task Force meeting June 27
- Task Force reviews public comments
 - Recommend changes to Action Plan staff as needed

July-August Tasks²

- Complete Final Report/Action Plan
 Make copies of Action Plan
 Brief City Council members and city staff as needed
 Brief key organizations as needed
 Prepare OP-EDs and other publicity mechanisms

September Tasks

- Present Final Action Plan to City Council September
 Release Final Plan to news media

"Destiny" Phase (Implementation) September- December 2006

- Present plan to other affected governments
 and organizations (e.g. Lane County, State of Oregon,
 UO, LCC, Lane Metro Partnership, City Club, Chamber
 of Commerce)
 Work with city council and city staff to develop policy and program proposals as
 needed

¹ Funding for UO GTF will end at the end of Spring Term, early June 2006

² Although the SBI was presented to the City Council as an 18-month project, funding will run out at the end of June 2006.

OUTLINE OF SBI FINAL REPORT AND RECOMMENDATIONS

Draft: 1/16/2006

Executive Summary

I. Purpose and Background of SBI

- Purpose and goals of SBI (including focus and limitations)
- Task Force and TAC
- Roundtables, community meetings, public survey, business questionnaire etc
- Number of people involved
- Number of in-kind hours invested

II. SBI Description of Sustainable Businesses and Jobs

- Explanation of Triple Bottom Line
- SBI focus on practices, products, and services
- At its core sustainability is the ability to successfully adapt to change
- Adapting to change requires sustaining key functions and processes in the economy, social welfare, and environment.

III. Principles and Processes

a. Overall Approach Based on Systems Thinking

- Systems Thinking Basic Paradigm and description of "The Iceberg"
- Systems Effects and Limits of the SBI: SBI focuses on a limited set of issues. However, those issues represent some of the fundamentals and provide a starting point for the growth of a sustainable economy.

b. Overall Process Based on Appreciative Inquiry

- Discovery phase
- Dream phase
- Design phase
- Destiny phase

IV. Past, Current, and New Sustainable Business and Job Activities in Eugene

a. Summary of past and current activities

- Acknowledgement of the many businesses and organizations that historically have been actively engaged in sustainability in Eugene.
- Description of the economic, social, and environmental characteristics of companies already engaged in sustainable business and job activities (based on results of the questionnaire).
- Description of activities and outcomes resulting from the SBI (e.g. formation of industry networking organizations, interest voiced by a natural products company of moving to Eugene)

V. Findings

a. Cross-Cutting Themes

Findings that are relevant to many or most of the industries/issues

- (e.g. need to clearly define what is meant by sustainable practices and products)

b. Industry/Issue Specific Findings

A description of the specific findings based on the roundtables, community meetings, public survey and other feedback. The findings will be organized into those pertaining to practices (which any business can adopt) and products/services. They will also be organized by government, industry, and other entities (e.g. UO, LCC, Chamber of Commerce) and notation will be made as to whether they address economic, social, or environmental sustainability issues.

- Green Building
- Reuse and recycling
- Natural products
- Biofuels
- Renewable energy (solar)
- Organic and natural foods
- Sustainable healthcare
- Bicycle industry
- Sustainable wood products
- K-12 education for sustainability
- Financing
- Education and technical assistance for local businesses
- Ways every business and organization can participate or benefit

c. Other Recommendations

A description of recommendations that address questions of long-term guidance and governance and other issues (e.g. sustainability commission).

VI. Recommendations

a. Recommendations to the Eugene City Council

b. Recommendations for other government units (Lane County, State of Oregon, City of Springfield, LCOG, UO, LCC).

c. Recommendations for the private sector.

d. Recommendations for other organizations (Chamber of Commerce, local non-profits)

VII. Next Steps

- What will implementation require?
- Unfinished issues.

Appendix

- Task Force Members
- TAC Members
- SBI Staff (UO interns and GTF)
- City staff (Mary Walston, Jan Bohman etc)
- List of meeting dates and locations
- Background papers describing each sector/issue