



LCOG Helps Local Cities Develop Their Downtown Visions

AGENCY FOCUS
City of Creswell

LCOG has recently managed downtown planning projects for three cities in Lane County: Coburg, Creswell, and Junction City. A variety of techniques and processes were used to help these communities come to consensus on a downtown vision, visualize what a new downtown might look like and determine how to best implement agreed-upon improvements.

All three of the planning projects began with a highly motivated committee that looked at downtown demographics and history, identified issues and assets, and developed a vision for the future that described their ideal downtown, vision elements ranged from economic viability, attractive amenities, transportation options, and preservation of historic character. Lastly, the group located improvements for downtown.

Workshops for the downtown projects included visual surveys where participants looked at images, rated them, and then talked about what they liked and disliked about the images. Based on the "likes" that came out of the workshop, small groups of committee

members used aerial photos of downtown and placed those amenities they liked from the visual surveys—benches, street trees, street light, curb extensions, murals, etc. The final product from this exercise was a conceptual map of improvements for downtown. Creswell and Junction City also developed more detailed intersection plans with very specific improvements.

In addition to visual surveys, photo imaging was used at the workshops to convey what potential changes would actually look like. In Creswell, an existing photo of Oregon Avenue was used to remove overhead power lines on Oregon Avenue, and add curb extensions, street trees, decorative

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by George Kloeppe

Municipal, County and School Functions Interrelated

In the League of Oregon Cities' March newsletter, the LOC's Executive Director, Ken Strobeck, offered an editorial entitled "Building a complete community." Referring to the State's Tax Reform Committee, he rightly observed that the "issues facing the Legislature cannot be isolated by addressing state, local or school funding separately...They are all intertwined." To emphasize his point, Strobeck noted Eugene Mayor Jim Torrey's statewide tour over a year ago and the conclusion that schools and local governments must work together. Schools, Strobeck emphasized, give community members a "sense of unity."

This recognition of mutual value and interdependence is clearly held by LCOG's policy makers, as well. The

Board of Directors of this organization, with representation from the full range of general- and special-purpose local governments in the region, has made clear its strong desire for healthy, community-based schools—not

just because the education of young people is good in the abstract, but because the educational system is key to the well being of communities.

Two years ago, the LCOG Board requested background information on the patterns of change being experienced by Lane County's sixteen "K-12"

school districts. The analysis that was produced and the discussion that it prompted have been reported previously in the *Regional Focus*. But two general conclusions bear reiteration. First, some of our school districts, particularly those in rural districts not centered in an incorporated city, are being confronted with severe reductions in student enrollment; and given the current mechanism for school finance, they face an uncertain future. Second, the roles played by schools—again, particularly those in rural districts—are broad.

Looking at schools' functions, the 2002 staff report given to the LCOG Board identified six key roles which lie at the heart of community well being. Education was listed first, of course. But the report added economic development, recreation, social services, public safety, and community identity, as well. Of course the latter "school functions" are also functions of the county and of municipalities. The fact is that all of our entities of local government are natural partners in the achievement of community wholeness and well being.

April 26-30 is "Back to School Week," sponsored by the Statewide Organization of Schools. This fifth annual event provides an excellent opportunity for community leaders, civic groups, and public officials to see what goes on in today's classrooms. See the website, www.backtoschoolweek.org, for more information.

"The fact is that all of our entities of local government are natural partners in the achievement of community wholeness and well being."

Creswell Looks to the Future

The City of Creswell has grown from being a predominantly farming community to a vibrant city with close ties to the metropolitan area. These ties have provided opportunities for Creswell—numerous new homes are being built and new businesses are opening up on both sides of Interstate 5. Recent improvements have revitalized downtown Creswell, and the city is optimistic about the future of downtown.

The state's Transportation and Growth Management program recently selected Creswell for a *Quick Response* project, which will plan the quadrangle between Interstate 5, Oregon Avenue, Mill Street and the existing lumber mill. In addition, Creswell is embarking on an Economic Development Strategic Plan to identify desirable employers for the area.

Creswell recently hired a new city administrator, Mark Shrives, who brings substantial experience in city management and a track record of success. Lane Council of Governments has been working closely with Mark and city staff to provide a seamless transition among city staff, the city attorney, other government agencies and the citizens of Creswell.

LCOG's role in assisting Creswell includes the creation of a new city website, work on land use applications, staffing the Planning Commission, managing various planning-related projects and responding to inquiries, and coordinating among agencies to resolve pressing issues and think about long-term wishes for the community. This arrangement allows Creswell to utilize as much or as little time staff

time as needed. LCOG staff brings specialized expertise in land use planning as well as broader resources in transportation, economic development, grant writing, geographic information systems, parks planning, and web development.

Creswell's location close to the Eugene-Springfield metropolitan area, coupled with its small city atmosphere and adjacent rural lands, will ensure continued growth for the city. The recently adopted Downtown Refinement Plan develops strategies for maintaining the existing downtown area as a viable economic center.

Creswell's priority for the next 50 years is to preserve and strengthen the community's livability and its attractiveness as a small town, while the city takes its place as a major employment center in the regional economy. The strategy is to capitalize on its key access to roadways, rail, and local air facilities, while preserving and promoting the city's small town atmosphere and surrounding natural beauty.



Front Street, Creswell, circa 1905



*Mark Shrives
Creswell City
Administrator*

City of Creswell Hires New City Administrator

Mark Shrives began as Creswell's new City Administrator on February 23, after serving in a similar capacity for Hamilton, Montana. With his extensive experience, Mark is ready and able to deal with the challenges and needs of the rapidly-growing community. After 20 years in the Army as a transportation and logistics officer, Mark retired as a Lieutenant Colonel and moved to Hamilton to assume the City Administrator position. In Hamilton, he found a situation very similar to the one he inherits in Creswell, with a nearly identical population and rate of growth.

The services offered by LCOG are a welcome departure for the new administrator. His previous location in Montana offered nothing comparable to a council of governments, so a new employee would have to be hired by the city if a function was needed. Mark plans to use LCOG in those situations, reaping benefits from both a budgeting perspective and an experience and resources perspective.

Mark was born in Albany, Oregon and the opportunity to return to the state, where he still has many relatives, was a welcome one. Though he moved from the area to California as a young child, he spent many summers in the Cottage Grove area. Mark attended college at the University of California at Santa Barbara, graduating with a BA in History, and is currently completing his Masters of Public Administration through an extension program with Walden University in Minneapolis, Minnesota.

After school is finished in June, Mark will be joined by his family, which includes seven children. Not surprisingly, the large family means that he spends most of his free time attending school sports, in addition to family winter ski outings or summer water skiing excursions. Mark is also an active member of the Kiwanis Club and continues to be involved with the Association of the United States Army.

Board Profile: Ron Petitti City of Creswell

Creswell Mayor Ron Petitti has been able to balance the demands of serving a rapidly-growing community with those of a successful career as a real estate mortgage broker, and Creswell is thriving because of it.

Ever since taking office on New Year's Day 2003, Ron has worked to meet the challenge of bringing Creswell's diverse view points together, meeting with constituents to solve problems, and working to expand the city's livability, cultural services and recreation amenities.

Ron came to Creswell in 1988 as the CEO of Emerald Valley Resort, and fell in love with the community's small-town atmosphere and recreational opportunities.

Born and raised in Las Vegas, Ron was self-employed by 17, when he became the owner of parking concessions on the Las Vegas Strip. An even more adventurous enterprise of Ron's was

the first high-risk recreational activity on the Strip, a 185' double-wing bungee tower with a 33-passenger rocket ship elevator. Not content to simply own the attraction, Ron jumped himself over 300 times.

During a career that also includes business operations management (golf course, health club, food and beverage operations), property development, and general contracting, Ron has taken numerous adult education courses, including real estate law, construction contracting, solar applications and master gardening, to name a few.

When not working in his official capacity or at his day job, Ron spends time with his wife and business partner, Carrie, and their five children and eight grandchildren. The mayor is involved with the Creswell Chamber of Commerce, Kiwanis, and Coast Fork Watershed Council. Ron also spends time whitewater rafting, skiing, and enjoying the occasional game of golf.



Ron Petitti
Creswell Mayor

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lighting, bike lanes, parallel parking, special crosswalks and a landmark building.

As part of the planning process, LCOG also identified potential grant sources. Creswell was able to use a Community Development Block Grant to implement the improvements identified in

their plan. Junction City was able to whittle the broader list of potential grant sources to probable sources and the local Chamber of Commerce has included the recommendations for downtown into its larger community vision. Coburg has incorporated recommendations for downtown into their Periodic Review process.

Walkable Community Workshops Scheduled for May 10-12

LCOG will be hosting four interactive workshops to provide information and training to on creating pedestrian-friendly communities.

The *Walkable Community Workshops* are half-day courses for elected officials, citizens, and professionals in the fields of planning, engineering, law enforcement, public health, landscape architecture, and education.

Lane Council of Governments was one of ten Metropolitan Planning Organizations from around the country recently selected to participate in this program. The workshops are funded by the National Center for

Bicycling and Walking (NCBW) and the Robert Wood Johnson Foundation, and are being sponsored locally by the cities



Willamette Street, Eugene (one of four workshop locations)

of Eugene and Springfield, Lane Transit District Commuter Solutions Program, Lane Council of Governments, and Oregon Department of Transportation.

The public is invited to participate in at least one of the four workshops scheduled in the area in May. The workshops are presented by NCBW expert trainers Charles Gandy and Bruce Appleyard who combine vision with real-world experience in implementation. During the four-hour workshop, participants will identify opportunities to eliminate barriers and enhance walkability, while building consensus on what needs to be done to improve conditions for pedestrians.

Workshop participants will learn about successful pedestrian design, safety, education, enforcement, and encouragement. A walking audit of the study area will be used to understand and identify obstacles specific to each of the four workshop study areas, and may lead directly to on-the-ground solutions.

Walkable Community Workshop Focus Areas and Dates:

Main/S. A Street (Mill St. to 10th St.), Springfield
Monday, May 10, 1:00 p.m. to 5:00 p.m.

Gateway Street, Springfield
Tuesday, May 11, 8:30 a.m. to 12:30 p.m.

Willamette Street (24th Ave. to 29th Ave.), Eugene
Tuesday, May 11, 1:30 p.m. to 5:30 p.m.

LTD Station and Vicinity, Eugene
Wednesday, May 12, 9:30 a.m. to 1:00 p.m.

Contact Jeff Krueger at LCOG (682-4122, jkrueger@lane.cog.or.us)
or your local sponsor
for more information about the workshops,
or to confirm your attendance.

LCOG GIS Assists with Local Planning for Natural Disasters

Under the requirements of the federal Disaster Mitigation Act of 2000 (DMA2K), all local governments are required to develop, and to formally adopt, a Natural Hazard Mitigation Plan, which must be approved by both Oregon Emergency Management (OEM) and the Federal Emergency Management Administration (FEMA). A number of Lane County jurisdictions are in the process of developing their Plans, and LCOG has provided GIS and other technical support to several of these efforts.

Lane County, under the direction of Emergency Manager Linda Cook, is developing a county-wide Natural Hazard Mitigation Plan, for which LCOG GIS staff created maps depicting flood and landslide hazard areas throughout the county, and a map showing the tsunami hazard area along the coast. The maps also show the locations of critical facilities such as schools, fire stations, and hospitals.

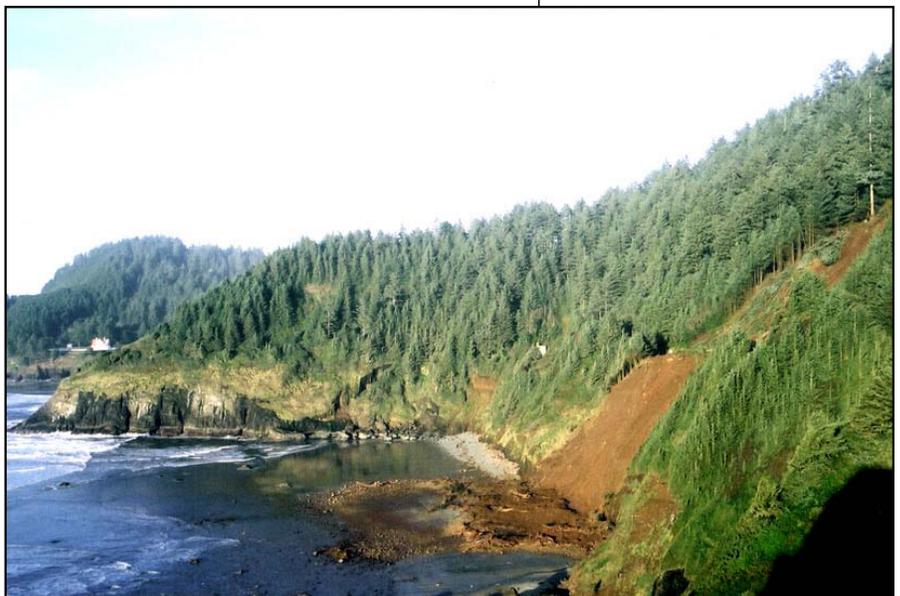
The City of Cottage Grove, led by Howard Schesser and Amanda Ferguson, is also in the process of developing a Natural Hazard Mitigation Plan for the city and for the area extending upriver to include the municipal water supply on Layng Creek. The cities of Eugene and Springfield are co-developing a Metropolitan Area Natural Hazard Mitigation Plan, under the leadership of Chuck Solin, Eugene Emergency Manager, and Kevin Rack of Springfield Public Works. Maps created by LCOG GIS for these Plans show hazard areas relating to flooding, landslide, urban/wildfire interface, and earthquake shaking.

In addition, the City of Florence obtained a temporary staff position through the RARE program, dedicated primarily to the development of that city's Natural Hazard Mitigation Plan. LCOG has the city with a number of data layers in support of their own mapping efforts.

Public involvement is a required component in the development of these Plans and individuals interested in learning more about specific plans in their area are encouraged to contact the appropriate project manager(s).

Federal requirements also call for the plans to be reviewed and updated on a recurring basis, and LCOG GIS staff anticipates that additional data layers and newly emerging GIS tools will be brought into the picture over time, to assist our member agencies in identifying, prioritizing, and implementing appropriate mitigation efforts to become more "disaster resistant communities."

Cape Cove along coastal Highway 101 is the site of recurring landslides.



Mayor Volta Goes to Washington

To this farm girl from Montana, the idea of going to Washington, D.C. to ask for federal money is a little daunting. What I have come to learn is that for anyone, going to D.C. for federal money can be daunting!

This year for the first time, the City of Coburg was included as part of the United Front in making this annual pilgrimage for assistance. The United Front is a coalition of local governments that has learned, to its credit, that making a cooperative, concerted effort is far more productive than any competitive approach for funds. In its 17th year of existence, the UF has engendered over \$100 million for funding critical local needs in our local area.

Coburg's critical immediate need is in the construction of our wastewater system. This project is long overdue as response to our rising level of groundwater contamination from septic use, and the economic base reflecting over 3000 regional jobs. Coburg is one of the last cities in Oregon of our size still entirely reliant on septic tanks. As our city's mayor, I can speak to this issue with heartfelt passion.

For technical support, we asked LCOG to assist us in drafting the materials and completing the technical research for all materials. We also asked Jamon Kent, LCOG's Program Manager for Resource Development, to assist us in D.C. My joke was that I could be the heart and Jamon would be the brain. Since Jamon has been to D.C. several times in various capacities, he was

superbly qualified to be our technical go-to person.

The days were a whirlwind of meetings with our legislative representatives, including Senator Smith, Senator Wyden, Congressman DeFazio, and separate meetings with their staff, as well as meetings with the EPA, Transportation and Interior. We even had a meeting in the White House with the Director of Intergovernmental Affairs.

Getting from here to there is never easy in D.C., especially with the increased security precautions. I learned to travel light! The city blocks in D.C. are huge. I got a huge blister on my foot the first day, in spite of some pre-D.C. walking (it doesn't help however when you are a little old and over the hill in the phys-ed department!). The mental exertion of succinctly "making your case" in several critical, back-to-back meetings was exhausting. Any temporary discomfort was well worth it, however in considering what was at stake.

It was impressive to watch the brilliant staffers at work (though they seemed far too young to know so much—kind of like my dentist!) With notebooks in hand, they quickly seized on the ideas being discussed and started to go to work on possible solutions.

I was able to squeeze in some quick sight-seeing wherever possible, again with Jamon's able assistance. We even took a parody photo of me "making my case for Coburg" in front of the Supreme Court!

On a serious note, we do believe that our plea for federal help has been heard. The indications that we have

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Coburg Mayor Judy Volta in Washington, D.C.

Revised FY 2003-04 Budget Recommended

This spring, LCOG's six-member Budget Committee is charged with developing the agency's annual budget for adoption by the Board of Directors in June. But the current year's budget was assessed at the Committee's initial meeting in mid-April, and an amendment proposed for the Board's consideration. The adoption of a *Revised Budget* has become a spring tradition for LCOG, recognizing the fact that this agency's financial support and its service obligations constantly change.

To capture the changes which have occurred during the first ten months of the year, the Budget Committee considered the recommendations of agency management and recommended an amendment that would reduce the overall authorization for fiscal year 2003-04 by \$317,961. If approved by the Board on April 22, the change will set the current year's authorized spending at \$21,763,942—1.4 percent down from the original budget adopted last June.

While a number of minor adjustments were included in the Committee's recommendation, the primary factor impacting the change were reductions in State funding, primarily affecting the agency's Senior & Disabled Services Division. As a "labor intensive" organization, the staff of the S&DS Division

has borne the brunt of Oregon's public finance dilemma. The Committee's proposed Revised Budget took into account the reductions that have been imposed by the Legislature, and called for an annualized reduction of staff within the S&DS Division of over 9 FTE positions. The action comes on the heels of a 21 FTE reduction in the division's staff complement in the original FY 2003-04 Budget.

In his transmittal message to the Committee, LCOG Executive Director George Kloepfel noted that "The loss of some 30 positions is significant; its impacts are felt daily, not only in terms of increased workload for those remaining, but in the more important context of client service." However, he emphasized that the organization's staff and managers are "performing outstanding service" and predicted that "the worst has passed."

The FY 2004-05 *Work Program and Budget* will be finalized by the Committee in May and presented to the Board of Directors. At this writing, it is expected that management's proposed budget for the new year will reflect an increase, based upon new revenues and obligations of approximately 5 percent.

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received in our follow-up (which now takes on a life of its own, with our local city staff hard at work on the particulars) gives us much encouragement.

As a can-do kind of person, I would love to proclaim like Caesar, "vini,

vidi, vici" (I came, I saw, I conquered). At this point, I can say "I came... to DC with a desire to bring good news back to Coburg, and I saw...the possibilities and challenges of making that good news a reality. The *conquering* part we will have to leave for the future to decide.

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Contributing Authors:

Megan Banks
Bill Clingman
Sandy Karsten
George Kloepfel
Jeff Krueger
Theron Roe
Ted Stevens
Judy Volta

Editor: Theron Roe
Layout: Sarah Finney

Produced by LCOG
Creative Services



99 E. Broadway, Suite 400
Eugene, OR 97401-3111
(541) 682-3895

Visit LCOG on the web at
www.lcog.org



Nancy Bughman

Nancy Bughman is a familiar face at the Schaffer Building in Eugene, where she works as an Administrative Aide at the front desk. Nancy has spent the last 10 years with LCOG, where she became a permanent employee in November of 1993.

The Senior & Disabled Services' support unit and its variety of tasks keeps Nancy very busy, but the people that surround her make her position enjoyable. Each day at the desk is different, and the unpredictability ensures that it's never boring.

Before her career at LCOG, Nancy worked in restaurants and a grocery store. Her college experience included office skills training.

Born in Hazen, North Dakota, Nancy moved to Oregon when she was just five years old, and has been here ever since.

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Senior Meals Program Proposes Significant Reductions

by *Sandy Karsten*

Changes in State Medicaid policy and budget reductions as a result of voter rejection of Measure 28 last year dramatically reduced the number of clients eligible for Medicaid paid Meals on Wheels this year. Most of these clients were converted to the Older Americans Act (OAA) program funding, preserving their service. But the action resulted in a significant revenue loss.

OAA funding has been static for the last two years and is budgeted to continue at current levels for FY 05. Oregon Project Independence (OPI) reimbursement for meals to eligible clients, which were not available the past two years, will be available in FY 05, but not at a level to offset the loss of Medicaid funds.

Regarding, costs continue to rise, including: the State Minimum Wage, utilities, gasoline and food services. To balance the FY 04 budget, the program dipped into fund raising reserves, using \$234,000 to maintain service levels.

Unfortunately, using fund raising reserves at this level is not sustainable. Prior to FY 04, the Senior Meals Program used approximately \$100,000 per year of locally raised funds (10% of the budget) to maintain current service levels. Senior Meals Program staff/

volunteer fund raising activities are generating approximately 8-10% more per year. This year, the results of these efforts are expected to bring in \$121,000.

If the Senior Meals Program continues to operate at current levels in FY 05, after using the funds expected to be raised in FY 05 and the remainder of the reserves, the program will be in a deficit position of \$19,490.

Steps must be taken in the FY 05 budget to reduce Senior Meals Program expenses to the level of the anticipated revenues. Thus, expenses must be cut by about \$100,000.

Many different operating scenarios have been explored for FY 05. The objective is to limit the impact on clients as much as possible, as well as be faithful to the standards for closing meal sites adopted by the Senior Meals Advisory Committee and the LCOG Board in April 2003. To bring costs in line, reductions must be made in numerous areas, including: staffing levels, dining room service, meal specifications, and redistribution of Meals on Wheels service areas within the Eugene/Springfield area.

The Senior Meals Advisory Committee forwarded a reduced budget to the Senior Services Advisory Council for consideration its April meeting. Their recommendation will be sent to the LCOG Board in April for final action. Details will be available following Board approval.

S&DS Services Update

by Ted Stevens

Following voters' rejection of Ballot Measure 28 in 2003, services for seniors and people with disabilities were cut deeply. Many would have been restored if voters had approved Measure 30 in February. Unfortunately, voters soundly rejected Ballot Measure 30. As a result, some restorations will not occur. However, in spite of the defeat of the measure, other services will be restored.

Turning to specifics, the Medically Needy program will not re-start, denying over 6,000 seniors and people with disabilities access to needed prescription medications. In addition, cuts to the budget for the Oregon Health Plan may force the termination of medical benefits to 46,000 people, including many people with disabilities, as well as seniors between the ages of 60 and 64 years of age. Given the defeat of Measure 30, the State budget cannot afford to underwrite these OHP services. Therefore, Oregon's Department of Human Services is negotiating with hospitals and the Federal government for the approval of a "provider tax" which could generate funds to sustain some of these services. The outcome of these negotiations is not known as of this writing.

Notwithstanding the defeat of Measure 30, on April 9, the Legislative Emergency Board approved a DHS-proposed budget "re-balance" plan which restores long term care services to 1,200 impaired seniors and people with disabilities assessed at Survival Levels 12 and 13. Additionally, to insure that some help will be extended to former Level 14 clients, the E-Board also added \$1 million to the biennial appropriation for an in-home services program for older people known as Oregon Project Independence.

The funds to pay for these actions were derived from three sources: savings within the Department's budget due to lower than anticipated caseloads, a change in the matching ratio for federal Medicaid funds, and the commitment by the E-Board of resources from the Legislature's Emergency Fund. Due to these actions, LCOG's Senior & Disabled Services is gearing up to provide in-home and related long term care services to former clients who lost services a year ago.

For more information on the availability of these and other services within Lane County, please contact S&DS at 541-682-4038.

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Nancy and her husband, Patrick have been together for 14 years, and she has three children: Mikayla, Shawna, and Danny.

Nancy is involved with the Boy Scouts of America both as a Committee Member and the mother of a Scout. Other free-time activities include bike riding, camping, walking, and just spending time with her family.

2004 CALENDAR

MAY

12	1:30 p.m.	Disability Services Advisory Council	Ed Luczycki Conference Room
13	11:30 a.m.	Metropolitan Policy Committee	Springfield City Hall, Library Room
13	1:30 p.m.	Transportation Planning Committee	Springfield City Hall, Jesse Maine Room
17	11:30 a.m.	Lane Economic Committee	LCOG 4 th Floor Large Conf. Room
20	5:30 p.m.	LCOG Budget Committee	LCOG 4 th Floor Small Conf. Room
20	7:00 p.m.	LCOG Executive Committee	LCOG 4 th Floor Small Conf. Room
27	7:00 p.m.	LCOG Board	Oakridge

JUNE

3	7:00 p.m.	Boundary Commission	City of Eugene Council Chambers
8	1:30 p.m.	Senior Services Advisory Council	Hilyard Community Center
10	11:30 a.m.	Metropolitan Policy Committee	Springfield City Hall, Library Room
10	1:30 p.m.	Transportation Planning Committee	Springfield City Hall, Jesse Maine Room
17	5:30 p.m.	LCOG Executive Committee	LCOG 4 th Floor Small Conf. Room
21	11:30 a.m.	Lane Economic Committee	LCOG 4 th Floor Large Conf. Room
24	7:00 p.m.	LCOG Board	Port of Siuslaw

JULY

11	11:30 a.m.	Metropolitan Policy Committee	Springfield City Hall, Library Room
11	1:30 p.m.	Transportation Planning Committee	Springfield City Hall, Jesse Maine Room
12	1:30 p.m.	Disability Services Advisory Council	Ed Luczycki Conference Room
15	5:30 p.m.	LCOG Executive Committee	LCOG 4 th Floor Small Conf. Room
19	11:30 a.m.	Lane Economic Committee	LCOG 4 th Floor Large Conf. Room
22	7:00 p.m.	LCOG Board	Cottage Grove