

MEETING: LANE ECONOMIC COMMITTEE

DATE: Monday, May 21, 2018

TIME: 11:30 a.m. – 1:00 p.m.

LOCATION: Lane Council of Governments
859 Willamette Street, Suite 500
Eugene, Oregon 97401

CONTACT: Dan Betschart, 541-682-3359; Denise Walters; (541) 682-4341
dbetschart@lcog.org dwalters@lcog.org

Lunch will be ordered for LEC Members unless you notify us of your inability to attend

1. Agenda

Documents:

[MAY 21 AGENDA.PDF](#)

2. Minutes 4/16/18

Documents:

[LEC 180416.PDF](#)

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All individuals are expected to observe respectful behavior and decorum during this public meeting. Anyone acting in a disruptive, disorderly or threatening manner will be asked to leave, and may be precluded from participating in future opportunities for public comment. Please be courteous and respectful. Please turn off or mute all cell phones and pagers.

1. Welcome / Introductions / Changes to the Agenda (5 minutes) Rob Scoggin
2. Public comment (5 minutes) Rob Scoggin
3. Comments from the Members, Chair & Staff (2 minutes) Rob Scoggin
4. Review minutes from April 16, 2018 (2 minutes) Rob Scoggin
Action item: Approve minutes
5. University of Oregon's Budget Picture (30 minutes) Jamie Moffitt
6. Strategic Doing (20 minutes) Bob Parker
7. Innovation Districts (25 minutes) Bob Parker
8. Set next meeting date: June 18, 2018? Rob Scoggin

Adjourn

MINUTES

Lane Economic Committee

Lane Council of Governments (LCOG), Fifth Floor Conference Room

859 Willamette Street -- Eugene

April 16, 2018

11:30 a.m.

PRESENT: Robert Scoggin, Chair; Dan Betschart, Karen Hyatt, Gary Collins, Jacob Clifton, Mark Bodie, Jessica McCormick, Paul Berger, Denise Walters, Larry Brice, Anne Fifield, Barry Miller, Jared Cobb, Jesse Dolin, Matt Michel

GUESTS: Eric Brandt, Andy Vobora, Howard Schussler

1. Welcome/Introductions/Changes to the Agenda

Robert Scoggin convened the Lane Economic Committee (LEC) at 11:36 a.m. Those present introduced themselves.

2. Public Comment

There was no public comment.

3. Comments from the Members, Chair & Staff

There were no comments.

4. Review minutes from March 19, 2018

Action item: Approve minutes

Mr. Berger moved, seconded by Mr. Bodie, to approve the March 19, 2018 minutes. The motion carried unanimously.

5. RLID - Regional Land Information Database

Eric Brandt of LCOG gave a slide presentation and overview of RLID (Regional Land Information Database) of Lane County.

Jared Cobb arrived at 11:40 a.m.

Mr. Brandt first shared the background of RLID, which involves a decades-long history of local governments in Lane County sharing their data collaboratively. The five partner agencies of RLID are the City of Eugene, the City of Springfield, Lane County, EWEB, and LCOG. He then listed the essential elements of the Cooperative Project Agreement (CPA): shared regional systems, shared data maintenance, and regional GIS (Geographic Information Systems) coordination.

Andy Vobora and Jesse Dolin arrived at 11:43 a.m.

Mr. Brandt spoke about the RLID data flow concept. Partner agencies load their data into their own systems and use it for their own needs and applications. Image data, deeds and records, liens, building

permits, assessor data, census data, and federal/state/local data are all pulled from the partner agencies' systems and moved into the RLID data warehouse. The data is continuously being updated.

Matt Michel arrived at 11:49 a.m.

Mr. Brandt presented a view of the RLID data warehouse, demonstrating the types of information available when a user searches for a particular address. Mr. Berger wondered about the type of access private businesses might have to RLID, and Mr. Brandt replied that all of the information in the database is available to commercial subscribers as well as to partner agencies. He listed various RLID applications, including property search, advanced search, deeds and records, and tax balance due. Mr. Miller asked what the uses would be for these types of information about a particular property, and Mr. Betschart interjected that he uses this type of RLID search on a daily basis when someone wants to buy property. Ms. Fifield added that it is used in the community development realm as well, such as when the need arises to find out who owns neighboring parcels. Mr. Brandt continued with more applications, such as comparable sales, tax map search, tax lot history, RLID maps, city liens search, street name search, Eugene building permits, Eugene land use apps, and quick look. Mr. Berger asked if court documents are integrated into the system, and Mr. Brandt responded that information recorded through deeds and records of Lane County is included.

Mr. Brandt displayed a sample search of deeds and records, showing that a user can search by dates, subdivision, deeds of trust, etc., with many different document types interlinked. He also demonstrated a property search with advanced search properties, in which a user can find all properties in Lane County that have certain characteristics.

Mr. Brandt then addressed the question of who is using RLID and why. 40% of the revenue comes from commercial subscribers, which include businesses, schools, libraries, attorneys, developers, mortgage brokers, title companies, appraisers, and realtors. The top government agency users are Lane County and the City of Eugene. The top commercial users are several title companies and a major realty company.

Mr. Berger wondered if a company could use RLID to make projections, such as where they should open another location. Mr. Brandt replied that LCOG can do a custom analysis for a particular business. He also mentioned that after receiving appropriate feedback, RLID tools could be developed to accommodate more commercial users. In response to Mr. Brice's question about costs, Mr. Brandt further explained that commercial users are charged as much as a couple thousand dollars per month at the top tier, down to a \$90 per month basic subscription. Mr. Miller suggested that the city chambers of commerce be trained in using RLID.

Mr. Brandt acknowledged that the RLID interfaces need to be updated, and it should be mobile-friendly. Mr. Berger suggested approaching UO business students to conduct research regarding who potential RLID customers are, marketing strategies, etc. Mr. Brandt shared that a commercial vendor will be engaged to work with RLID and assess the current system and to strategize how to develop it for future users.

6. Connect Lane - Cycling, Bike Tourism

Andy Vobora of Travel Lane County gave a slide presentation about the Connect Lane project.

Mr. Vobora began with a brief overview on cycling and rising outdoor participation trends. He went on to speak about Oregon Scenic Bikeways and the amount of revenue generated by bicycle tourism in Oregon. The economic benefits of bicycle tourism are realized by cyclists staying in lodging in communities along the bikeways, purchasing food, bicycle repair services, clothing and gear, groceries,

etc.

Mr. Vobora explained the East Lane County Bicycle Tourism Studio Process, in which Travel Lane County used a grant from Travel Oregon to investigate how to improve bicycle tourism and create a world class destination for cycling in Lane County. East Lane County refers to everything east of the Coast Range, including Eugene, Springfield, Junction City, etc. In the studio process, workshops were conducted in which people gathered in various communities to discuss different concepts for bicycle tourism.

Mr. Vobora showed the findings of the “gap analysis,” i.e., what the area already has versus what we need. It looked at the various types of cycling activities that can be supported and the destination components. One example was mountain biking in Oakridge, along the McKenzie, and Thurston Hills, looking at the trails, types of lodging, businesses, transportation, services, and cultural events available there and what is still needed in those areas. This analysis was done for each type of cycling activity.

The result of the studio process included developing Action Teams to take the next steps. The Phase One Action Teams include the Mapping/Route Development Team, which develops routes to connect the different communities, the Map and Website Team, and the Marketing/Communications team.

The Eastern section of the Connect Lane project involves connecting the McKenzie to Oakridge to Cottage Grove, with wayfinding signage around the whole loop. Story maps will provide key information for cyclists, including bike-friendly businesses, elevation changes, amenities along the route, etc. A big part of the work is the signage, which is the task of another Action Team. They are developing a sign design which other counties can adopt, such that the wayfinding signage will eventually be uniform throughout the state. Yet another Action Team is working to bring together lodging partners and others to ensure that communities along the routes are well-prepared for cycling tourists. The Business/Community Education Team is increasing awareness and understanding of bicycle tourism to build support. Mr. Vobora stated that Travel Lane County’s goal is for all signs be up for McKenzie to Oakridge and Oakridge to Cottage Grove by this summer.

Mr. Dolin wondered if there are plans to connect the Western part of the county, including the coast, and Mr. Vobora replied that those areas are included in Phase Two of the project. Mr. Berger mentioned the need to bring in private partners, including businesses that do not yet exist. Mr. Brice wondered if other states have engaged in similar projects to connect communities through cycling routes. Mr. Vobora responded that in the gap analysis process, Travel Lane County saw presentations from other communities, especially European communities that are premiere cycling destinations.

7. Government Loan Programs

Mr. Betschart announced that this discussion would be postponed until the next meeting.

8. Topics of Interest to LEC

Mr. Vobora left at 12:47 p.m.

Mr. Betschart and Ms. Walters asked for input from the members of the Committee regarding topics of interest for future meetings.

Mr. Berger asked Ms. Hyatt if she could arrange UO presentations on the effect of dwindling funds on research, and on the effect of current global political affairs on foreign students. He added that he would like to hear someone in commercial real estate talk about the boom in the area based on international

students and whether or not that is sustainable.

Mr. Dolin stated his hope to make video recordings of presentations that can be accessible online for his contacts on the coast.

Mr. Miller remarked that in his discussions with local businesses, the biggest problem is finding good employees. He wondered if someone could speak about what is being done to recruit or help businesses with HR needs. Others agreed that this is the biggest current issue in economic development. Mr. Scoggin suggested putting together a panel on this topic. Ms. Fifield asserted that this need is across the board, from entry level to highly skilled positions. Ms. McCormick mentioned that with respect to the tech industry, there is a tech apprenticeship program being piloted by Lane Workforce Partnership. With tech, the skills are more important than the degree. Mr. Brice pointed out that HR departments use algorithms when looking at resumes, and it is hard to differentiate between the skill sets people have and the actual criteria for a job. Mr. Berger mentioned his work as a mentor in 4J middle schools and how there is lack of focus on teaching “soft skills” (how to show up on time, how to communicate, how to work in groups, etc.). Mr. Scoggin suggested bringing in people from the school districts to speak.

All suggestions for topics can be emailed to Dan Betschart or Denise Walters.

9. Set next meeting date: May 21, 2018

Mr. Scoggin said the next LEC meeting would be on May 21, 2018.

Mr. Scoggin adjourned the meeting at 12:58 p.m.

(Recorded by Rachel Burstein)