



NEWS

Joanie Kleban tells us **Greater Goods** will be ending its regular hours after Saturday, March 29, and will be open off and on during April. Kleban is retiring after 23 years and is selling off her extensive inventory of hand-crafted, fair-trade goods from around the world. The store is on High Street across from Fifth Street Public Market. What's next? She already has an online store, greatergoodsonline.com, but is talking about taking a "sabbatical for a while and see what's next." Track her and the April store schedule, including a big sales event April 11-12, on her website or on Facebook. She is also collecting email addresses at her store.

That **new construction** happening across from Crescent City Park on Coburg Road is a new senior complex called Crescent Park Senior Living. The facility is slated to open in the fall and will accommodate 119 residents and employ about 50 full- and part-time employees. The executive director will be Jill Krupoff, who has had experience in senior living administration both locally and in Seattle. Crescent Park is owned by the Colorado-based Spectrum Retirement Communities, which operates 27 facilities in 11 states.

AppNexus Engineering Manager Eric Anderson will speak at SmartUps at the Pub from 5 to 7:30 pm Thursday, March 27, at the Oregon Electric Station, 27 E. 5th Ave. Other presenters will include InStove, which will be opening its first foreign stove factory in Nigeria, and SurpaSensor Technologies, which is applying scientific methods to entrepreneurship through the development of nitrate sensors for agriculture. Oregon Electric Station has new owners and will be closing soon after this event. The April SmartUps event is expected to be at the Downtown Athletic Club.

Exceptional Health Care in Eugene is a membership-based medical practice beginning its third year in business. Owner is Steven J. Butdorf, M.D., who has been in practice for 30 years in the Eugene-Springfield area. He says his clinic is providing "a new option for individuals, families and businesses looking for an alternative way of obtaining primary care medical services in this era of the Affordable Care Act." The clinic is located at 1755 Coburg Road, call 746-7073.

A second free **small business clinic** is planned for 5 to 7 pm Thursday, March 27, at the Eugene Public Library. Sponsored by the LCC Small Business Development Center and SCORE. Topics include "Start and Grow an Arts & Crafts Business." Pre-registration required, call 682-5450. The next clinics will be from 5 to 7 pm April 3 and April 24, also at the Eugene Public Library. Focus will be on running or starting a small business. Sign up in advance for a no-cost, individual and confidential 30-minute session with a SCORE counselor.

>>> **BIZ BEAT** CONTINUED ON P. 7

COUNTY EMISSION POLICIES SHORT OF STATE GOALS

Policies currently in place in Lane County would reduce greenhouse gas emissions from cars and light trucks only 3 percent by 2035 — 17 percent less than the state goal of 20 percent — according to an evaluation completed in February by the Central Lane Scenario Planning Team.

The Oregon Legislature's HB 2001, aka the Jobs and Transportation Act, was passed in 2009, and it requires the Central Lane Metropolitan Planning Organization (MPO) to develop and analyze potential scenarios that will accommodate population and employment growth as well as reduce greenhouse gas emissions from passenger vehicles in the metro area. They will recommend one scenario to the Eugene City Council.

Representatives from the cities of Eugene, Springfield and Coburg and from Lane County, Lane Council of Governments (LCOG) and Lane Transit District are participating in the planning. Phase one of the planning process included assessing the policies currently in place.

"Our existing policies, as we have them right now, don't get us where we need to go," Eugene Climate and Energy Analyst Matt McRae says.

He says a mixture of policy changes will need to be implemented in order to meet the state's light-duty vehicle emission reduction goal.

"There's no one lever — there's no policy lever or educational lever or taxing lever — alone that will get us to those reductions," McRae says.

Possible emission reduction measures will be used as the variable when evaluating scenarios during phase two of the planning. The team will examine policy changes within the categories of community design, pricing, marketing and incentives, says Josh Roll, a transportation analyst with LCOG. The team will also look at health-related effects in the next phase.

"We'll be using a certain set of tools to determine loss of life from vehicle crashes, quality of life outcomes based around respiratory- and air quality-related diseases," Roll says. The team will also analyze how active transportation impacts diabetes and other diseases related to sedentary lifestyles.

The bill does not require the city to implement a scenario suggested by Central Lane MPO. City Councilor Alan Zelenka says the City Council hopes "that it'll make so much sense, of course we'll implement it." — *Missy Corr*

DRINK A BEER, GREEN AN ALLEY

The city of Eugene has more than 43 miles of alleys threaded between homes and businesses; some are paved, some gravel and some are grassy and overgrown. Where some people might see dreary and even dangerous passageways, Jeff Luers and the Eugene Green Alley Project see a chance to turn Eugene's often potholed back alleys into environmental, walkable and even wildlife-friendly corridors. On March 31 you can "rally for the alley" at a Ninkasi Pints for a Cause fundraiser.

Luers, who is well known in the area for his environmental activism, says that the student-created initiative seeks to increase livability and pedestrian connectivity as well as effectively deal with stormwater. He says the project focuses on unimproved alleys primarily in the Whiteaker and Friendly neighborhoods.

Eugene allows for alleys to be improved by paving them, Luers says, but the Green Alley Project proposes eight different designs for alley types. Some call for vehicles or pedestrian traffic. Abandoned and overgrown alleys could become wildlife corridors — more beneficial than a wall of blackberries, Luers says. He adds, "I feel like the city of Eugene has to rewrite its alley improvement policy."

Eric Jones, public affairs manager for Eugene Public Works, says Eugene's alleys are public right-of-ways and improvements must meet city standards. Those standards call for paving alleys, and to do that neighbors who abut the alley are assessed a fee by the city.

The Green Alley Project proposes that rather than use regular asphalt, alleys that require paving use permeable pavement that can help treat stormwater and prevent pollution from running off into Eugene's waterways. Luers says, "My personal goal is to get the city involved, by being invested, and create partnerships to open up doors for grants and improvements."

Mark Schoening, an engineer with the city of Eugene, says it is possible under the alley improvements standards to use permeable pavements, if the soils beneath the alley allow for that.

The Green Alley Project has been endorsed by Izakaya Meji, Growler Guys, Sweet Life, Hop Valley, Falling Sky, Ninkasi and Oakshire Brewing, to name a few. To find out more, go to facebook.com/eugenegap or raise a pint at Ninkasi from noon to 9 pm Monday, March 31; 25 percent of pint sales go to Green Alley. — *Camilla Mortensen*

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