



MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

Rely on us.

TO: Commissioners Brown, Carlson, Barofsky, McRae and Schlossberg
FROM: Karen Kelley, Chief Operations Officer
DATE: February 18, 2022
SUBJECT: World Athletic Championships Oregon 22
OBJECTIVE: Information

Issue

The [World Athletics Championships](#) are coming to the United States for the first time ever, in fact, right here in Eugene Oregon July 15-24, 2022! “The best track and field athletes in the world will come together in a celebration of diversity, human potential, and athletic achievement. This extraordinary showcase will take center stage in the heart and home of the sport of track and field in the U.S: in Oregon, in Eugene, in Hayward Field at the University of Oregon.” At the same time, the City of Eugene and partners including EWEB, are planning for this event along with the corresponding [Eugene Riverfront Festival](#) that is intended to be the “cornerstone of a “never before experienced city celebration” as Eugene and Oregon WELCOME and INSPIRE the world!” to be held at downtown riverfront properties (see attached draft map).

Background

EWEB regularly participates in community events including the Olympic Track & Field Trials, Lane County Fair, Eugene Marathon, NW Natural Get Ready, City of Eugene Emergency Preparedness Fair and others. The City of Eugene and their event contractors asked EWEB to participate in event planning for both the World Athletic Championships and the Eugene Riverfront Festival to provide facility space at our Headquarters location for the festival, ensure continuity of water and electric service, and help showcase the sustainability projects we are involved.

Discussion

We have put together three teams to address the stated needs for EWEB involvement in these events:

- Service: ensuring appropriate water/electric service, emergency response including access for service restoration, drinking water distribution for the Eugene Riverfront Festival, and ensuring we do not have construction activities in any major transportation corridors to/from the events. Mike Masters, Water Distribution Operations Supervisor, is the lead with help from Security and Electric Operations.
- Property: ensuring use of the North Building for Riverfront Festival volunteers meeting, breaks, etc. and coordinating parking options while meeting the needs of our staff and renters. Jared Rubin, Environmental & Property Supervisor is the lead with help from Security and Facilities.

- **Public Education:** providing public education materials for EWEB sustainability projects and coordinating communication efforts. Jeannine Parisi, Strategic Program Manager, is the lead with help from Customer Relations.

We have been included in several planning meetings with City of Eugene, their contractors, and other partners. We appreciate being part of the planning early on to avoid last minute changes in projects and schedules.

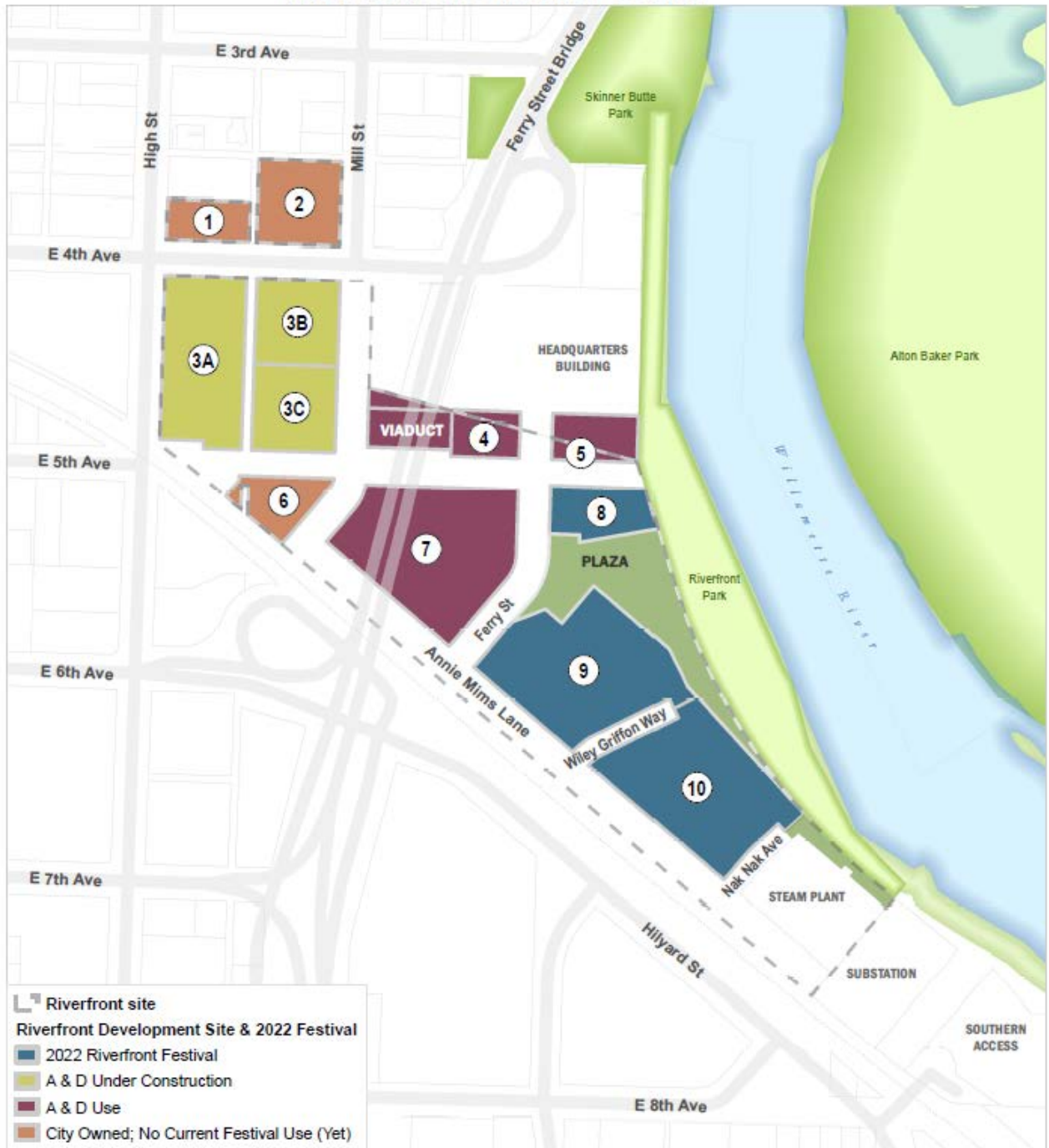
Recommendation

The timeline for these events is long and resources to participate are significant, yet we feel it is an important opportunity to engage with our community, showcase our sustainability projects, and ensure reliable service for such an important global event.

Requested Board Action

No formal action is being requested at this time. This is information for Board awareness only. Additional updates will be provided as needed.

Riverfront Site & 2022 Festival



- Riverfront site**
Riverfront Development Site & 2022 Festival
- 2022 Riverfront Festival
 - A & D Under Construction
 - A & D Use
 - City Owned; No Current Festival Use (Yet)

0 50 Feet



Caution: This map is based on imprecise source data, subject to change, and for general reference only.

12/10/2021