

Online Survey Summary

Introduction and purpose

The City of Eugene has contracted with Jeanne Lawson Associates (JLA) to assess Neighborhood Services ability in carrying out its mission to help neighbors collaborate on local issues and improve community safety and quality of life. As part of this process, we are surveying residents and community organizations to better understand the level of involvement that exists between residents, the City of Eugene and Neighborhood Services. In addition to various surveys, we will also research tools and techniques being used in other cities across the country, review priority objectives proposed in the Neighborhood Empowerment Initiative Action Plan, and meet with city staff regarding communication and collaboration with Eugene's residents and neighborhood associations.

The goals of the online survey were to:

- Identify opportunities for partnership and collaboration between community and business organizations, the City, Neighborhood Services and neighborhood associations.
- Identify what Neighborhood Services functions/operations are most important to the broader community, businesses and non-profit organizations.
- Identify effective tools and technique for communicating or involving community organizations and businesses in their neighborhood association.

Online Survey Notice and advertising

The online survey was posted on the City of Eugene Neighborhood Services website, as well as the project website (www.eugene-neighborhoods.org). Display ads were also posted in the Register Guard, and emails were distributed to the following groups:

- The Parks and Recreation E-newsletter distribution list (3,000)
- Neighborhood Association list-serve
- City Council newsletter

Online Survey Respondents

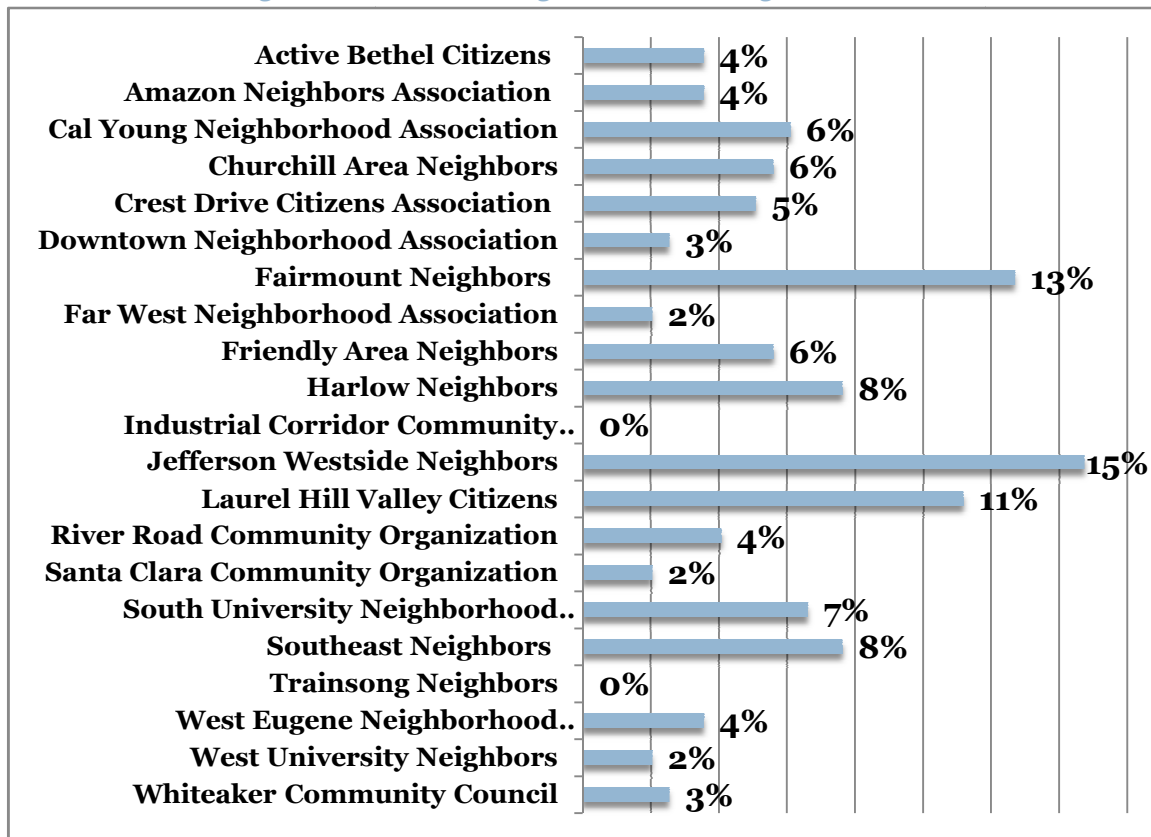
A total of 199 people completed the online survey between July 25 and August 15, 2008. Out of these respondents, 97% reported that they lived in Eugene.

Online Survey Key Findings

WHAT NEIGHBORHOOD DO YOU LIVE IN?

Respondents were asked to select which neighborhood they lived in from a list, or if they were unable to identify their neighborhood association respondents were asked to provide their cross streets. One hundred and ninety seven (197) people responded to this question. Most reported that they lived in one of the three neighborhood associations: Jefferson Westside Neighbors, Fairmont Neighbors, or Laurel Hill Valley Citizens. No one living within the Industrial Corridor Community Organization or Trainsong Neighborhood area responded to the online survey. Figure 1.1 shows overall percentages for responses. The majority of respondents who did not know their neighborhood boundary but provided cross streets lived within the Southeast Neighborhood.

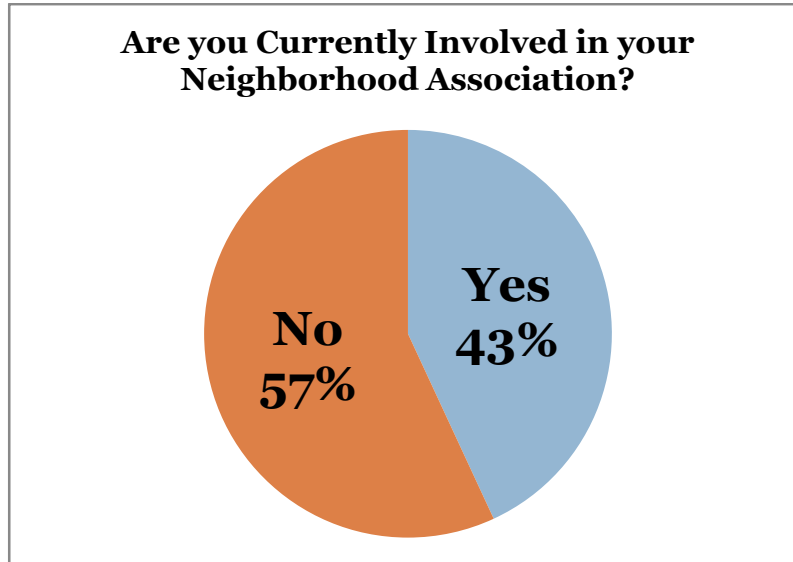
Figure 1.1: What Neighborhood do you live in?



ARE YOU CURRENTLY INVOLVED IN YOUR NEIGHBORHOOD ASSOCIATION?

More than half of the survey respondents (57%) reported that they were not actively involved in their neighborhood association. Interestingly, only 31 respondents did not know which neighborhood they lived in.

Figure 1.2: Are you currently involved in your Neighborhood Association?



IF YOU ARE NOT CURRENTLY ACTIVE IN YOUR LOCAL NEIGHBORHOOD ASSOCIATION, WHAT WOULD MOTIVATE YOU TO GET INVOLVED?

Overall, 97 respondents reported the following barriers to participation:

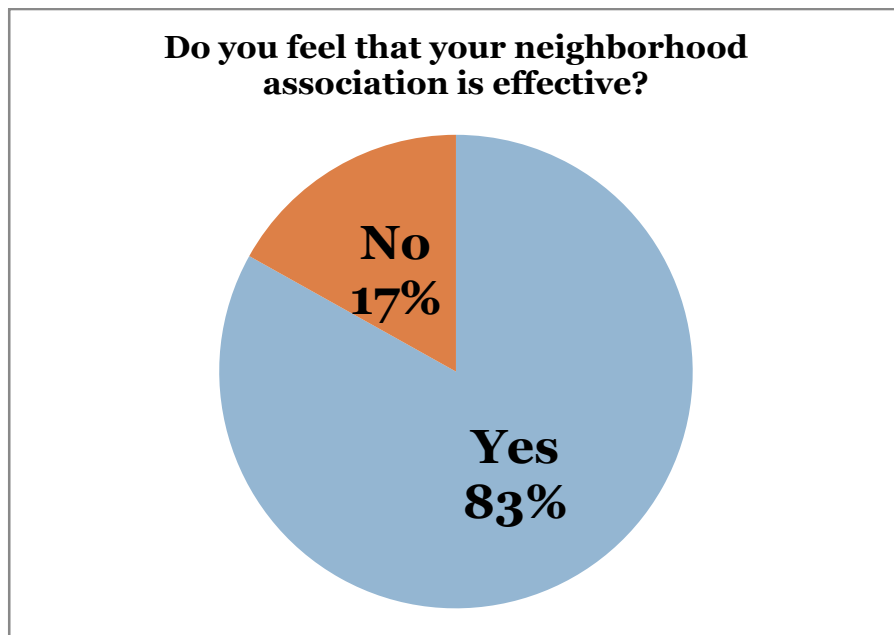
- **Lack of time** – Twenty six percent of respondents cited a lack of time as the main barrier to participation with neighborhood associations. Several respondents mentioned a hesitancy to commit to additional commitments outside of work, school, and family. These respondents also indicated that evening meetings were often difficult to attend.
- **Narrow scope of topics/priorities** – Nearly 20 percent of the 97 respondents indicated that they would probably participate in their neighborhood associations if the group addressed topics and issues that were relevant to their needs.
- **Lack of access to information** – Eighteen percent of the 97 respondents identified a need for the City or neighborhood associations to provide more information about how to participate and where to obtain information, especially for new residents.
- **More community gatherings/social events** – Eleven percent of these respondents suggested that hosting community building events and family friendly activities would help neighbors feel more connected and support on-going participation.

- **Need for childcare at Neighborhood Meetings** –Eight percent of online survey respondents indicated that providing childcare at neighborhood meetings would allow parents with small children to participate.
- **Limited opportunities for dialogue** – Approximately 5 percent of these respondents suggested that the City or neighborhood associations use alternate methods of communication. Including hosting “virtual meetings” via e-mail or websites to facilitate involvement when a person is unable to physically attend meetings or has schedule conflicts with neighborhood association meeting dates.

DO YOU FEEL THAT YOUR NEIGHBORHOOD ASSOCIATION IS EFFECTIVE?

More than eighty percent of respondents reported that they felt their neighborhood association was effective.

Figure 1.3: Do you feel that your Neighborhood Association is Effective?



IF YOU FEEL YOUR NEIGHBORHOOD ASSOCIATION IS NOT EFFECTIVE, WHAT IMPROVEMENTS WOULD YOU SUGGEST?

Overall, respondents reported the following themes:

- **Family Friendly**– Childcare at meetings and family friend community events were suggested by a large number of survey respondents.
- **Diversity of Issues and Dialogue** – Several respondents mentioned that neighborhood agenda’s tended to center on the same series of topics and were often driven and/or dominated by the same group of people. Respondents

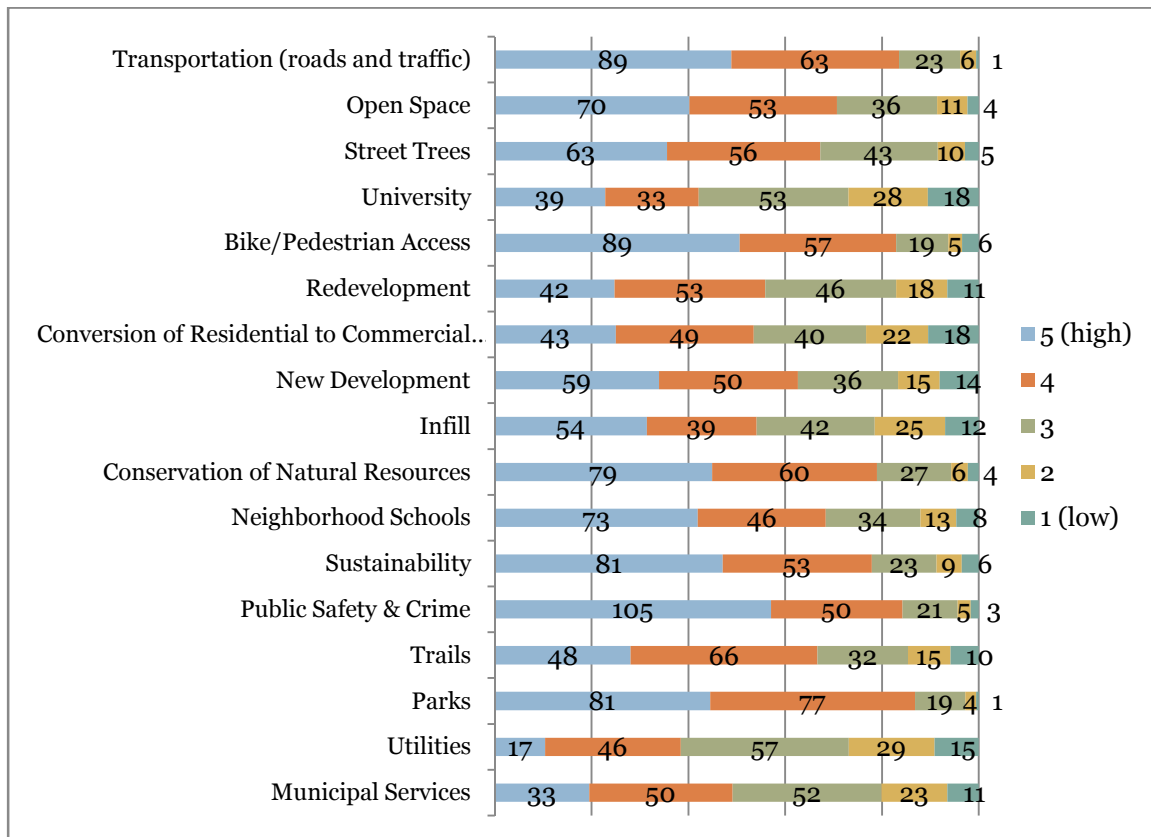
suggested that this limited a desire or willingness to stay actively involved if the topics of discussion did not interest or affect you.

- **Other Avenues of Participation** – Respondents indicated that providing updates through email or on organization websites would help community members understand the role of the neighborhood association and ways to get involved.
- **Broader Participation** – Several respondents mentioned that their neighborhood associations need to improve their communication with the broader public in order to diversify their active member base. This also includes pursuing other means of communication such as email or web based updates.

PLEASE IDENTIFY WHAT ISSUES MOST INTEREST YOU ON A SCALE OF 1 TO 5 (5 BEING THE HIGHEST PRIORITY):

Participants were asked to rank the following list of issues according to which topics were of the most interest to them. Respondents were asked to select a number from 1 to 5 (5 being those topics that are the most important, and 1 being the topics that are the least important). Figure 1.4 below highlights these responses.

Figure 1.4: Please identify what issues most interest you on a scale of 1 to 5



Overall, respondents reported that public safety and crime, bike/pedestrian access, transportation, conservation of natural resources, sustainability and parks were the issues that ranked the highest in priority. The issues that respondents were the least interested in included: Utilities, municipal services, and issues related to the university.

Others issues identified by respondents included:

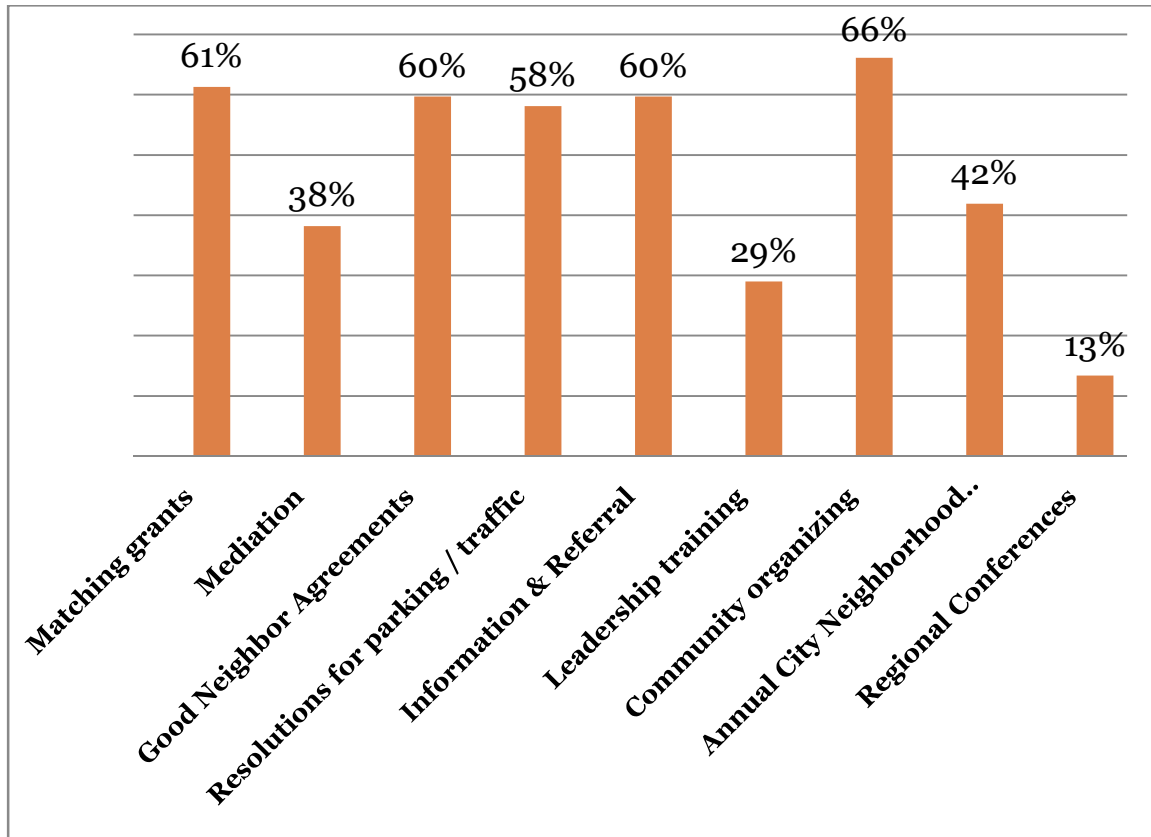
- Extending public transportation options and frequency
- Infill compatibility standards
- Community building opportunities and neighborhood events
- Noise
- Parking

PLEASE IDENTIFY THE TYPES OF SERVICES THAT YOU WOULD LIKE THE CITY’S NEIGHBORHOOD SERVICES PROGRAM TO PROVIDE TO MEET THE NEEDS OF THE COMMUNITY

Respondents were asked to identify the types of services that they would like the City’s Neighborhood Services Program to provide in order to meet the needs of their community from a list of options including: Matching grants, mediation, good neighbor agreements, resolutions for parking/traffic, information and referral, leadership training, community organizing, annual city neighborhood conferences, regional conferences.

Overall, respondents reported that they would like neighborhood services to provide community organizing services, and matching grants. Information about good neighbor agreements, information and referral services, and resolutions for parking and traffic were also consistently identified.

Figure 1.5: Please identify the types of services that you would like the City’s Neighborhood Services program to provide



Other services identified by respondents included:

- Community building opportunities including neighborhood events and community tours
- Land use and legal support/advise
- Collaboration between neighborhood association and city hall functions such as planning, development and code enforcement
- How do be a “good neighbor” information distributed to university area housing

WHAT CAN THE CITY OF EUGENE NEIGHBORHOOD SERVICE PROGRAM PROVIDE TO MAKE PUBLIC PARTICIPATION YOUR COMMUNITY MORE CONSTRUCTIVE AND/OR EFFECTIVE?

Overall, respondents reported the following themes:

- **Provide more information about the role/responsibilities and boundaries of neighborhood associations**– Many reported that they did not know where to look for information about their neighborhood association, and others mentioned that they did not understand the role and/or structure of their neighborhood organization.
- **Support broader outreach** – Financial support and investigation into other methods of outreach and communication. Suggestions included: Email lists, interactive community websites, one master calendar for the city including neighborhood events, more effective/flash flyers, TV broadcasts and newspaper ads.
- **Provide childcare and family friendly neighborhood events** – Childcare at neighborhood meetings and city events was consistently mentioned throughout the survey.
- **Increase program’s capacity to provide support/advise to neighborhoods** – Respondents mentioned a desire to see staff assigned as a liaison to each of the neighborhood associations as well as staff capacity to provide legal and planning related advise. Others suggested that neighborhood services increase their ability to respond to neighborhood requests by providing more information regarding policies/planning changes that directly affect neighborhoods. Others suggested that the city provide greater access (and user friendly access) to neighborhood mapping, neighborhood-level planning data and tech support.
- **Support evaluation and feedback** – Creating opportunities for feedback and evaluation between the city and community members, especially after a problem/issues is addressed.

PLEASE DESCRIBE OTHER WAYS YOU MAY BE INVOLVED IN YOUR COMMUNITY. FOR EXAMPLE, DO YOU VOLUNTEER TIME WITH A NON-PROFIT OR OTHER COMMUNITY ORGANIZATION?

147 respondents replied to this question. Out of these respondents, the large majority of reported that they volunteered or were involved with other groups and organizations within their communities.

IF INVOLVED WITH OTHER COMMUNITY GROUPS, PLEASE IDENTIFY THOSE YOU ARE INVOLVED WITH.

Groups include:

- Neighborhood Schools
- Eugene Symphony
- Food for Lane County
- United Way
- Girl Scouts
- Oregon Country Fair
- The Dining Room
- Community Gardens
- Political Party activities and fund raising
- Libraries
- CASA
- American Cancer Society
- WOW Hall
- Oregon Track Club
- Peace Health
- Emerald Art Center
- Land Watch
- Stand for Children
- CiCAP
- First Christian Church
- NAMI
- Habitat for Humanity
- SMART
- International Friendship
- West Eugene Collaborative
- Native Plant Nursery
- City Club of Eugene
- Friends of Hendrix Park
- Lake County Roads Advisory Committee
- Children's Miracle Network
- NLC Sustainability Committee
- Mount Pisgah Arboretum
- Cascade Canoe Club
- BRING Recycling
- Centro Latino Americano
- Oregon Wild
- Alzheimer's
- Planned Parenthood
- EPL

WHAT INFORMATION REGARDING COMMUNITY EVENTS AND INVOLVEMENT OPPORTUNITIES WOULD YOU LIKE TO RECEIVE FROM THE CITY?

Overall, respondents reported that they would be interested in receiving information about the following events and involvement opportunities:

- Children and family friendly events
- Monthly calendar of upcoming community events (including neighborhood meetings, city meetings, parks events and recreational opportunities)
- City Council agenda topics and meeting times
- Openings/opportunities for involvement (including volunteer opportunities organized according to interest topics)

HOW WOULD YOU PREFER TO RECEIVE THIS TYPE OF INFORMATION?

Respondent overwhelming reported that email/web was the best way to communicate information to the community.