

Sidewalk 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, JLA conducted a series of sidewalk surveys on July 9 and 11, 2008 at the following locations:

- Market of Choice on Franklin - Fairmount Neighborhood
- Downtown Eugene Library – Downtown Neighborhood
- Goodwill - River Road Neighborhood
- Safeway, Southeast Neighborhood
- Sheldon branch Library – Cal Young Neighborhood
- Bethel branch Library and Echo Hollow Pool – Active Bethel Citizens

These surveys serve as an important element of the external assessment process, helping to better understand the level of involvement that exists between residents, the City of Eugene and Neighborhood Services.

The goals of the sidewalk survey were to:

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

Respondents

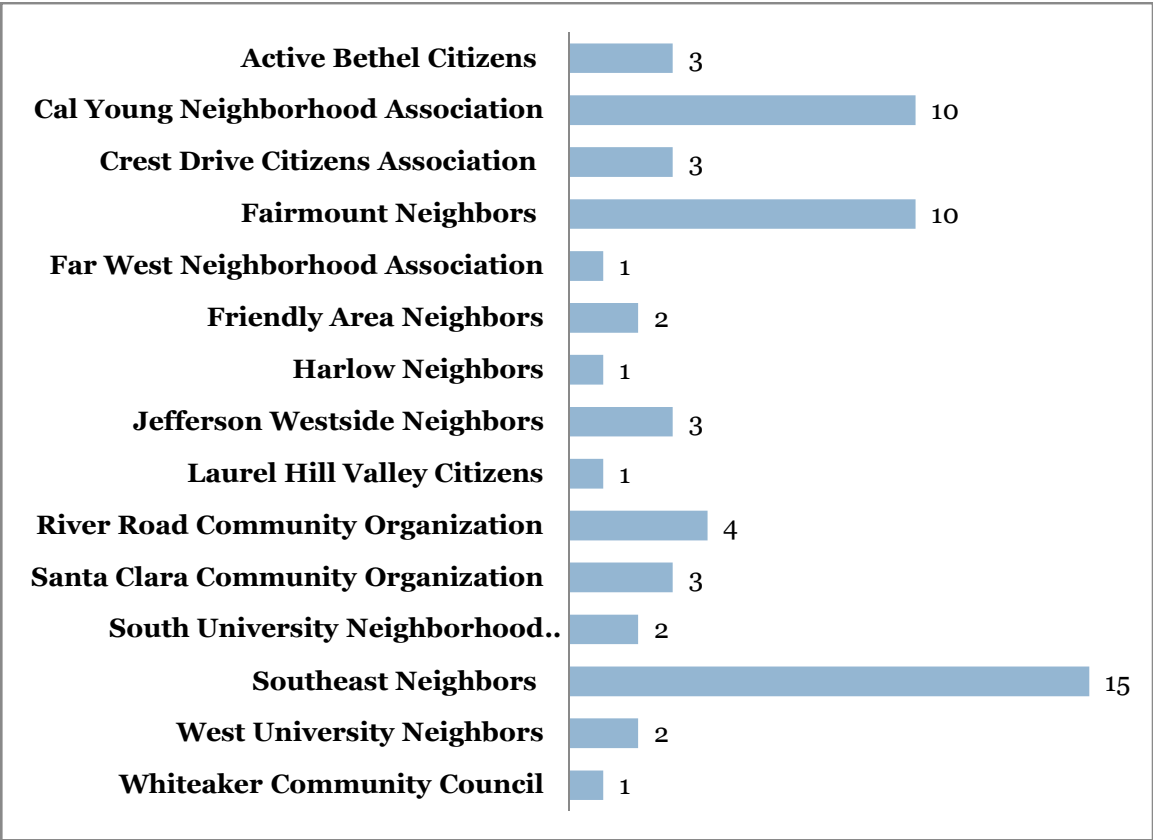
Sixty-nine community members responded to the sidewalk survey questionnaire. Sidewalk surveys were conducted at a variety of locations throughout the Eugene area in order to illicit responses from a diversity of Eugene residents.

Sidewalk Survey Key Findings

WHAT NEIGHBORHOOD DO YOU LIVE IN?

Participants 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 located their place of residence on a neighborhood map. Most reported that they lived in one of the three neighborhood associations: Fairmont Neighbors, Cal Young, and Southeast Neighbors. Figure 1.1 shows a tally of responses. The majority of respondents who did not know their neighborhood boundary but provided cross streets lived within the Southeast Neighborhood.

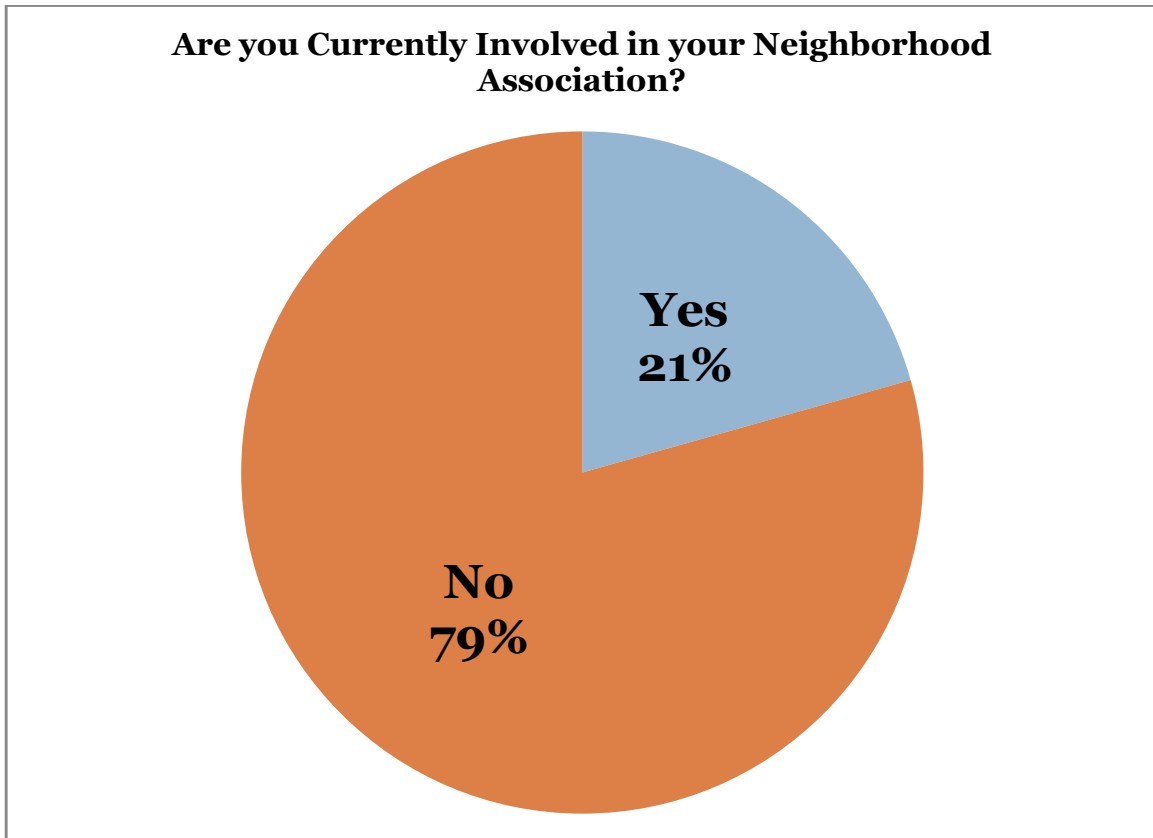
Figure 1.1: What Neighborhood do you live in?



ARE YOU CURRENTLY INVOLVED IN YOUR NEIGHBORHOOD ASSOCIATION?

More than three quarters of the survey respondents (79%) reported that they were not actively involved in their neighborhood association.

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?

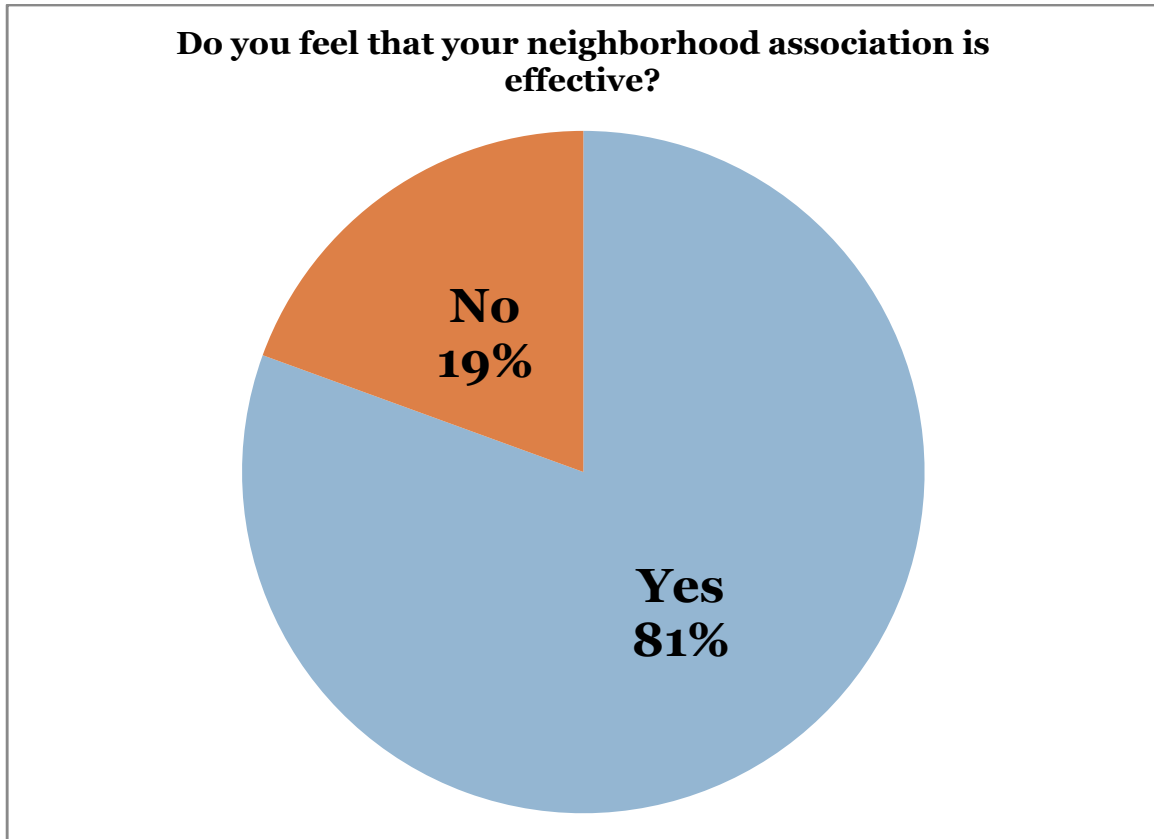
Respondents mentioned both barriers to participation as well as elements that would encourage and/or support increased participation. Overall, the sixty-nine community residents surveyed cited the following key themes:

- **Lack of time** – Lack of time and competing evening activities/obligations were consistently mentioned as the main barriers to participation in weeknight, evening meetings.
- **Easily accessible information regarding meeting dates/topics** – Sidewalk survey respondents mentioned that accessible information regarding meeting dates and topics of discussion would help to motivate participation rates.
- **Greater discussion surrounding topics of interest**– Respondents indicated that they would be more likely to participate in their neighborhood associations if the group addressed topics and issues that were relevant to their needs. Topic areas of interest included neighborhood development issues, community wide events, bike/ped issues, as well as parks and open spaces.

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:

- **Promote Broader Community Interests such as Sustainability**—Several respondents reported that neighborhood associations could be more effective if neighborhood areas collaborated and worked together on community wide topics such as sustainability issues and food security.
- **Diversity of Issues**— 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.
- **City is Still the Ultimate Decision Maker** – Responses from several community members, not actively involved in their neighborhood associations, suggested that neighborhood association efficiencies were limited by Eugene's decision makers and elected. These statements grew from a perception that decision makers and city staff

would continue to work toward set agendas with or without community input and involvement.

PLEASE IDENTIFY WHAT ISSUES MOST INTEREST YOU

Participants were asked view a list outlining the following issues, circling those topics that were of the most interest to them.

- Municipal Services
- Utilities
- Parks
- Trails
- Public Safety & Crime
- Sustainability
- Neighborhood Schools
- Conservation of Natural Resources
- Infill
- New Development
- Conversion of Residential to Commercial Development
- Redevelopment
- Bike/Pedestrian Access
- University
- Street Trees
- Open Space
- Transportation (roads and traffic)

The top five issues included:

- Public safety and crime (34 respondents)
- Bike/Pedestrian Access (31 respondents)
- Parks (27 respondents)
- Neighborhood Schools (20 respondents)
- New Development (20 respondents)

Several respondents also mentioned an interest in local politics, public transportation, road maintenance, and homelessness.

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.

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?

The large majority of sidewalk survey participants reported that they volunteered or were involved with other groups and organizations within their communities.

Groups included:

- Neighborhood Schools
- Eugene Symphony
- Eugene Swim Team
- Cub scouts
- Schools - O'Hara Catholic.
- Food for Lane County
- Spencer Butte South Eugene.
- Cascade Middle School.
- Eugene Bird Rescue.
- Dancability
- Cascade
- Continuing Education at University.
- Bike/ped advisory committee.
- Green Bldg Organization
- Eugene Tennis Club.
- YMCA
- Eugene Independent Film Fest.
- Farmers Market.
- Eugene Library.
- DIVA.
- Shelter Care.
- Blue Tower Art Foundation.
Guttenburg College.
- Willa Gellespie
- Meadow Lark