Community Survey

Eugene City Council Work Session
June 15, 2022

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Overview

- Context
- Survey Goals
- Survey Objectives
- Methodology
- Timeline
- Question Concepts

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Context

- Council Vision, Values, Goals and Outcomes
  - Goal - Equitable, Effective, Accountable Municipal Government
    - Outcome – Public engagement that involves the community broadly
- Evaluation of programs, projects and services

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Context

- 2012 – Most recent full community survey
- 2019 – Staff work began, consultant secured
- 2020 – Pause for Covid
- 2021 – Covid community survey
- Other community-wide surveys
  - Community Safety Initiative (2021)
  - Covid (2021)
  - Recycling and Food Waste (2022)
  - Bond/Levy (Roads, Parks, Library) (2022)
  - Neighborhood Associations (2022)

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Survey Goals

- Inform
  - City Council goal setting
  - Strategic Planning
  - Priority Based Budgeting
- Complement other engagement

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Survey Objectives

- Community values
- Mood and feel
- Quality of life
- Key issues – housing, homelessness
- Inform future surveys/engagement
- Benchmarking

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Methodology

- Stratified Random Sample
  - Paper/online link sent to random sample, by ward
  - Goal = statistically valid sample from each ward (>100 surveys)
  - Match City-wide demographics on race/ethnicity, age and income
- Opt-in
  - Engage Eugene – anyone can complete
  - Results kept separate

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Survey Promotion

- City website
- Social media
- Office of Equity & Community Engagement
- City facilities
- Events (Riverfront Festival)
- Engage Eugene e-mail list
- Press releases
- Other entities/interested parties

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Timeline

- Mid-July to Mid-August – Survey active
- Early September – Survey results/analysis
- Mid-September – Council Work Session
- Late September – Strategic Planning
- October – Internal budget planning

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Implementation Process - FY 24/25 Budget

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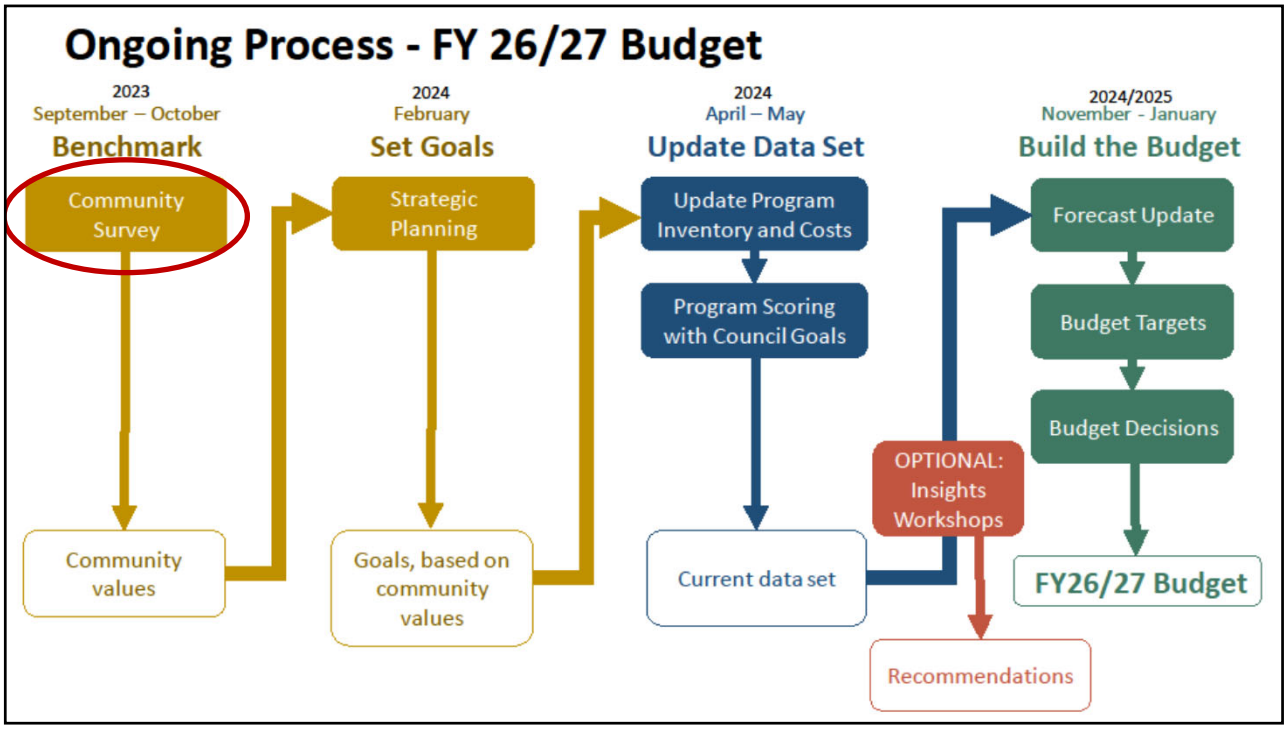

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Eugene

Question Concepts

- Personal experience
  - Overall life satisfaction
  - Financial situation
  - Quality of life
- Community perceptions
  - Eugene in general
  - What people value in Eugene
  - Housing & homelessness
  - Top concerns
  - What makes Eugene special

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Demographic Questions

- Gender/sexual orientation
- Race/ethnicity
- Age
- Employment status
- Income
- Tenure
- Education
- Housing – type, rent/own
- Ward

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Questions & Discussion

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