



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

November 19, 2018

5:30 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401

Meeting of November 19, 2018;
Her Honor Mayor Lucy Vinis Presiding

Councilors

Mike Clark, President
Greg Evans
Emily Semple
Jennifer Yeh

Betty Taylor, Vice President
Chris Pryor
Claire Syrett
Alan Zelenka

5:30 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue

- 1. WORK SESSION: Sustainability Commission Work Plan**
- 2. WORK SESSION: River Road–Santa Clara Neighborhood Plan Project Update**

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EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Sustainability Commission Work Plan

Meeting Date: November 19, 2018
Department: Central Services
www.eugene-or.gov

Agenda Item Number: 1
Staff Contact: Chelsea Clinton
Contact Telephone Number: 541-682-5649

ISSUE STATEMENT

The Sustainability Commission will present its FY18 Annual Report and its Proposed FY19 Work Plan. The Commission requests the City Council to approve its FY19 Work Plan.

BACKGROUND

FY18 Annual Report Summary

The Sustainability Commission sent nine proposals to City Council in FY18 and provided public comment in support of most of those proposals. City Council approved work sessions for the proposals regarding Electric Vehicle Ready Homes and a Home Energy Score Policy. Council took action that aligned with the Commission requests on the following items: code modifications to allow places of worship to provide transitional housing for homeless families, designating the EWEB Riverfront Development Plaza as park space and adding a 10th of an acre to the park space, and the Declaration for Human Rights and Climate Change. In addition, the Commissioners provided significant input into the City's banking RFP process, engaged in the CAP2.0 project, and implemented new Working Agreements.

Proposals sent to City Council

1. Electric Vehicle Ready Homes (October 2017)
2. Tiny and Small Houses (October 2017)
3. Home Energy Scoring Requirement for Home Sales and Rentals (November 2017)
4. Joint Letter with the Human Rights Commission in support of the Declaration for Human Rights and Climate Change (January 2018)
5. Code modifications to allow places of worship to provide transitional housing for homeless families (March 2018)
6. EWEB Riverfront Property – Green Space and Public Process (May 2018)
7. Northwest Natural Franchise Agreement Legal Research Request (June 2018)
8. Resolution Honoring Our Children's Trust (June 2018)
9. Recommendation to table draft ordinance 6.005 and 6.015 (Wildlife Feeding Ban) (June 2018)

FY19 Work Plan Summary

The FY19 Work Plan includes five overarching topics areas:

- 1) City Council Engagement.** The Commission will explore ways to increase engagement with City Council.
- 2) Climate Change Policy.** The Commission plans to explore and/or contribute to CAP2.0 outreach and policy, waste reduction policy, the Transportation System Plan implementation, biophilic design, neighborhood preparedness, and natural gas policy.
- 3) FY18 Follow-Up of Proposals Sent to City Council.** The Commission plans to follow up on all items sent to City Council in FY18 that City Council has not taken action on.
- 4) Monitor.** The Commission will monitor Envision Eugene and efforts to address Eugene's housing crisis. The Commission will provide input as opportunities emerge.
- 5) Emerging Issues.** This item gives the Commission the flexibility to address unforeseen, but important sustainability-related items presented by the Mayor, City Council, City Manager, Commissioners or the public.

Triple Bottom Line Process

The Commission developed its FY19 Work Plan as part of its August 2019 Retreat. The Retreat included a robust discussion about the Commission's Mission statement, which calls on the Commission to consider the Triple Bottom Line in all matters. In addition, the Commission includes a brief Triple Bottom Line Analysis on all proposals it sends to City Council for consideration.

RELATED CITY POLICIES

None.

COUNCIL OPTIONS

1. Approve the FY19 Work Plan.
2. Approve the FY19 Work Plan with amendments.
3. Ask the Commission to revise its FY19 Work Plan and return on a later date.
4. Not approve the FY19 Work Plan.

CITY MANAGER'S RECOMMENDATION

The City Manager recommends approval the FY19 Sustainability Commission Work Plan.

SUGGESTED MOTION

Move to approve the FY19 Sustainability Commission Work Plan.

ATTACHMENTS

- A. FY18 Sustainability Commission Annual Report
- B. FY19 Sustainability Commission Work Plan

FOR MORE INFORMATION

Staff Contact: Chelsea Clinton
Telephone: 541-682-5649
Staff E-Mail: cclinton@eugene-or.gov

Annual Report-Fiscal Year 2018

Introduction

On October 23, 2017, the Sustainability Commission presented its fiscal year 2018 (FY18) Work Plan to City Council. The FY18 Work Plan reflected the Commission's intent to work on issues in five specific areas, while also allowing for flexibility to address issues as they came up.

The priority topics included:

- Advising on the CEAP Update Process
- Transportation System Plan Implementation Plan
- Housing
- Envision Eugene
- Build the Capacity of the Commission as a Trusted Advisor to City Council

FY18 Work Plan Progress

Progress on the five priority topic areas presented in the FY18 Work Plan was significant. A detailed accounting on each item on the Work Plan is included at the end of this document. A summary of accomplishments is included here.

- **Commission sent nine proposals to City Council.** The Commission sent nine proposals to City Council in FY18 and provided public comment in support of most of those proposals. The topic of each proposal is listed below. City Council approved work sessions for the proposals regarding Electric Vehicle Ready Homes and a Home Energy Score Policy. Council took action that aligned with the Commission requests on the following items: code modifications to allow places of worship to provide transitional housing for homeless families, designating the EWEB Riverfront Development Plaza as park space and adding a 10th of an acre to the park space, and the Declaration for Human Rights and Climate Change.
 1. Electric Vehicle Ready Homes (October 2017)
 2. Tiny and Small Houses (October 2017)
 3. Home Energy Scoring Requirement for Home Sales and Rentals (November 2017)
 4. Joint Letter with the Human Rights Commission in support of the Declaration for Human Rights and Climate Change (January 2018)
 5. Code modifications to allow places of Worship to provide transitional housing for homeless families (March 2018)
 6. EWEB Riverfront Property – Green Space and Public Process (May 2018)
 7. Northwest Natural Franchise Agreement Legal Research Request (June 2018)
 8. Resolution Honoring Our Children's Trust (June 2018)
 9. Recommendation to table draft ordinance 6.005 and 6.015 (Wildlife Feeding Ban) (June 2018)
- **Collaborated with Staff to Develop the Climate Recovery Ordinance Banking RFP Questionnaire.** A Committee of the Sustainability Commission worked with Staff to develop a Climate Recovery Ordinance (CRO) Banking RFP Questionnaire. The Questionnaire included

questions about the Banking RFP Applicants' investments in the fossil fuel industry as well as their efforts to reduce their organizational greenhouse gas emissions. The Questionnaire was used to make the final selection for the General Banking, Merchant Services (credit card processing) and Purchase Card Components of the Banking RFP.

- **Engagement in the Climate Action Plan 2.0 Process.** The Commission is tracking the CAP2.0 project, looking for ways to contribute through public engagement and review of the draft plan. Members of the Commission attended many of the first round of Large Lever Shareholder Meetings in the summer of 2018. The Commission formed a Committee to help develop the outreach strategy to neighborhood associations and other members of the public. This work is in progress.
- **Building Capacity.** In August 2017, the Commission adopted new Working Agreements that address the following topics: (1) the process of preparing and submitting a proposal to City Council, (2) the role of committees, (3) guidelines for communicating with Council, staff and outside bodies, (4) expectations of Commissioners, and (5) a plan for coordinating with other boards and commissions. In August 2018, the Commission reviewed the Working Agreements. While there was agreement that some adjustments are needed, the broad consensus was that the Working Agreements improved the workflow the Commission significantly.

FY18 Work Plan Detailed Review

The following table includes an update on progress on each item included in the FY18 Work Plan.

1. Advising on CEAP Update Process	
Play a leading role in developing the content of CEAP, contributing to public engagement, and reviewing the draft plan.	The Commission is tracking the CAP2.0 project, looking for ways to contribute through public engagement and review of the draft plan. Members of the Commission attended many of the first round of Large Lever Shareholder Meetings in the summer of 2018.
Provide leadership in educating the public and informing targeted groups on the process.	The Commission formed a Committee to help develop the outreach strategy to neighborhood associations and other members of the public. This work is in progress.
Track public participation process to ensure equitable access for all members of the community.	CAP2.0 Outreach process is still in development.
Receive a presentation about staff work to ensure that the Capital Improvements Plan is aligned with Climate Recovery Ordinance goals. Provide feedback if applicable."	Staff gave a presentation the CAP2.0 Process at the May 2018 Sustainability Commission Meeting.
2. Transportation System Plan Implementation Plan	
Provide comments and participate where possible in the process of prioritizing and funding transportation projects to attain climate and Vision Zero goals.	No formal comments were made.

Receive quarterly updates on progress toward the TSP Implementation Plan, and provide feedback.	Written materials provided to Council around the TSP update were also provided to the Sustainability Commission. Staff gave a presentation to the Sustainability Commission in February 2018.
3. Housing	
Assist Council and staff in finding ways to address housing needs and identify barriers to sustainable housing, guided by the priorities identified in Envision Eugene, the TSP and the Climate Energy Action Plan.	The Commission provided two proposals to City Council around housing: 1) Small and Tiny Houses 2) Allowing Places of Worship to provide transitional housing to homeless families
Coordinate with other boards and commissions to identify and address housing issues. Track what the City Council, Housing Policy Board, and Poverty and Homelessness Board are doing and provide comments using a triple bottom line lens.	Commissioners liaised with the Housing Policy Board and Poverty and Homelessness Board.
4. Envision Eugene	
Monitor for opportunities to participate and provide feedback on the process.	
Receive a presentation to educate and inform the Commission on the Envision Eugene process in the past and future.	Staff provided a presentation on Envision Eugene in November 2017.
Engage in River Road/Santa Clara planning process.	Two Commissioners served as liaisons to this process, attending most meetings.
5. Build the Capacity of the Commission as a Trusted Advisor to City Council	
Finalize and implement procedures and processes that will help the Commission operate more efficiently and better align its outcomes with Triple Bottom Line goals outlined in Commission by-laws. These processes address operating agreements, liaison with other Boards/Commissions/groups, and building leadership skills.	The Commission adopted new Working Agreements in August 2017. In August 2018, the Commission reviewed the Working Agreements. While there was agreement that some adjustments are needed, the broad consensus was that the Working Agreements improved the workflow the Commission significantly.
6. Emerging Issues	
Address unforeseen, but important sustainability-related items presented by the Mayor, City Council, City Manager, Commissioners, or the public, in accordance with the Commission's adopted operating procedures.	The Commission addressed many emerging issues, all noted in the sections above.

Work Plan-Fiscal Year 2019

Overview

The Commission serves as an advisory body to the City Council and City Manager in the development or initiation of programs or actions that will enhance and create sustainable practices within the City and the community. The Commission focuses on the Triple Bottom Line aspects of sustainability - social equity, environmental health and economic prosperity, and advises on policy matters related to:

- a) sustainable practices
- b) businesses that produce sustainable products and services
- c) City building design and infrastructure
- d) related issues that directly affect sustainability efforts considered by the council

Core Priorities/Work Items

This Fiscal Year 2019 (FY19) work plan emphasizes core priorities, flexibility, and engagement. The core priorities guide the Commissions focal areas for on-going policy discussion, analysis, and ultimately recommendations to the City Council.

The proposed core priorities and specific policy issues for the Commission in FY19 are the following.

1. City Council Engagement

- a. Develop a strategy to increase engagement with City Council. The development of the strategy should include interviews with City Councilors learn what engagement strategies work best for them.

2. Climate Change Policy

- a. **CAP2.0 Outreach and Policy Input.** Plan and carry out strategies to educate the community, including neighborhood associations, about the CAP 2.0 Project and solicit community input and involvement. Review the content of the CAP 2.0 process, policies, actions and projected outcomes, and provide feedback to Sustainability staff and/or City Council.
- b. **Waste Reduction Policy.** Research policy options to restrict non-reusable fast food packaging such as straws, cups, clamshell packaging, Styrofoam packaging; prohibit some items or require surcharge, encourage re-usable service ware, packaging. Review Eugene's food waste initiatives and explore ways to extend and enhance them.
- c. **Transportation System Plan (TSP) Implementation.** Proactively seek opportunities to collaboratively assist City staff as it develops implementation strategies for the TSP that will align proposed projects with the Climate Recovery Ordinance.
- d. **Biophilic Design.** Explore ways to integrate biophilic design, the practice of connecting people and nature within our build environments and communities, into building practices.
- e. **Neighborhood Preparedness.** Review Eugene wildfire and smoke inundation preparedness and mitigation measures. Review City action to foster general neighborhood disaster preparedness, neighborhood organization and communication and collaborate with staff to further these actions.

- f. **Natural Gas.** Research ways to reduce natural gas use through the City's franchise agreement and other avenues.

3. FY18 Follow-Up of Proposals Sent to City Council

- a. **Electric Vehicle Ready Homes.** Monitor Action at State Level to ensure appropriate progress is made to address the issue.
- b. **Home Energy Scoring Requirement for Home Sales and Rentals.** Work with staff to identify a work session date.
- c. **Tiny and small houses.** Monitor Council action to address housing issues including the need for tiny and small houses.
- d. **Riverfront Property.** Continue to monitor the Riverfront property development and advocate for adequate greenspace and a robust public process.
- e. **Northwest Natural Franchise Agreement Legal Research.** Request a work session to discuss upcoming Northwest Natural Franchise Agreement renewal conditions and other considerations to curb natural gas use.
- f. **Resolution Honoring Our Children's Trust.** Work with City Council to pass a similar resolution at the Council level.
- g. **Wildlife Feeding Ordinance.** Research and propose actions that can reduce populations of rodents using ecological principles.

4. Monitor

- a. **Envision Eugene.** Keep informed on the progress made by the Envision Eugene Technical Advisory Committee (EETAC) and City staff in the development of the Envision Eugene Growth Monitoring Program. Particular attention will focus on Pillar 3 (Plan for Climate Change and Energy Resiliency). As appropriate, the Commission will review and provide input on Growth Monitoring Program metrics and implementation strategies.
- b. **Housing.** Monitor public and private efforts to address Eugene's housing situation, evaluating their consistency with Envision Eugene pillars, the Transportation System Plan, the Climate Action Plan and Triple-Bottom-Line principles. Become engaged in housing issues as appropriate, guided by the Filters of the Commission's Working Agreements.

- 5. **Emerging Issues.** Address unforeseen, but important sustainability-related items presented by the Mayor, City Council, City Manager, Commissioners, or the public, in accordance with the Commission's adopted operating procedures.

Outcomes

- Provide policy recommendations to Eugene City Council.
- Provide a forum for addressing public concerns related to sustainable policies and practices.
- Provide input to City Council and City Manager on sustainability policies and practices that reflect community values.

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: River Road–Santa Clara Neighborhood Plan Project Update

Meeting Date: November 19, 2018
Department: Planning and Development
www.eugene-or.gov

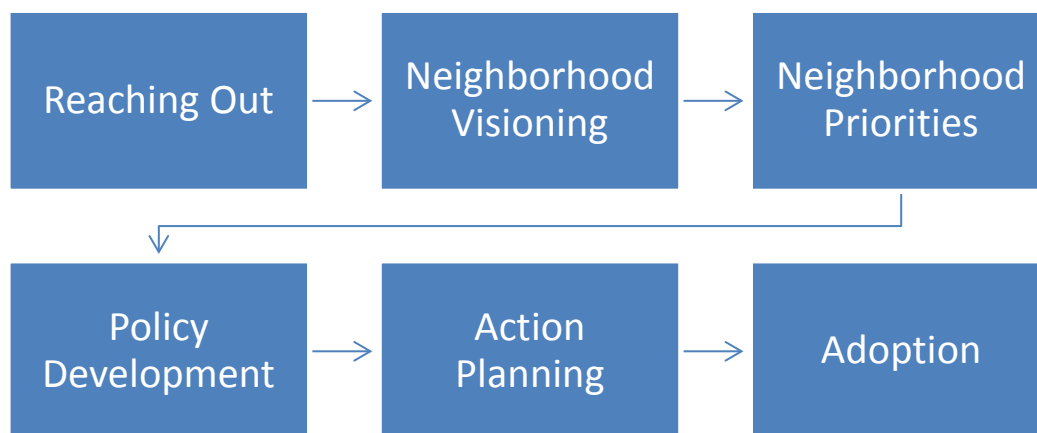
Agenda Item Number: 2
Staff Contact: Eric Brown
Contact Telephone Number: 541-682-5208

ISSUE STATEMENT

The River Road and Santa Clara Community Organizations, in collaboration with neighbors, businesses, the City of Eugene and Lane County, are creating a neighborhood plan that will guide decision-making in River Road and Santa Clara for decades to come. The plan will focus on five topic areas—Land Use (which includes housing), Economic Development, Parks and Natural Resources, Transportation, and Community.

The neighborhood planning project is divided into key phases, with frequent opportunities for council to learn about the project along the way. In fall 2017, the project launched with extensive public involvement during the *Reaching Out* phase. Council received an overview of the results from this phase in March 2018. Since then, project staff and consultants have worked with the Community Advisory Committee and topic area working group members to develop vision statements and draft goals for the plan as part of the *Neighborhood Visioning* phase. The broader community was also engaged in the *Neighborhood Priorities* phase this summer with a particular emphasis on reaching out to underrepresented community members.

Project Phases



This work session will focus on the approach and results of the summer outreach on neighborhood priorities and provide an overview of where we are headed over the winter with the *Policy Development* phase, the *Action Planning* phase, and the *Adoption* phase

BACKGROUND

The Envision Eugene Recommendation (2012) includes a commitment to future neighborhood planning under the *Protect, Repair, and Enhance Neighborhood Livability* pillar. In spring 2017, City Council directed Planning staff to initiate the neighborhood planning process. The project is guided by the following goals:

1. Support the Pillars of Envision Eugene, balance the varied directives under the Pillars, and advance the community vision.
2. Continue the Community-City-County collaboration through community-based activities.
3. Establish a clear vision for the future of River Road and Santa Clara, develop goals and policies to guide decision-making, and create an action plan that guides implementation by the City, County and community members.
4. Refine the Metro Plan and Envision Eugene Comprehensive Plan for the Santa Clara and River Road communities.
5. Create a process that may serve as a transferable model for other neighborhood or key transit corridor planning initiatives.

Public Involvement

The River Road-Santa Clara neighborhood planning process includes a high degree of neighborhood involvement, providing multiple ways for people to engage and ensuring that underrepresented communities are offered meaningful opportunities to participate. To ensure that community values are considered at all stages of the project, a Community Advisory Committee of 13 neighborhood representatives guides the project. CAC members provide direction on project decisions, facilitate smaller working groups, conduct outreach, and are charged with considering and representing the range of perspectives that exist in the neighborhoods. In addition to the CAC, ad hoc working groups for each of the topic areas of the plan dive into the details of existing City-wide and regional plans and policies, and consider outreach results in drafting vision statements, goals and neighborhood policies.

At each phase of the process, the project team has collected community input through a variety of outreach methods, such as large public meetings and opportunities to engage online. All materials and opportunities to engage are posted on the project [website](#), and regular updates are sent via e-newsletter to over 1,000 interested parties.

Vision, Goals and Neighborhood Priorities

Since the update provided to council in March 2018, staff and the CAC have drafted and revised vision statements for each of the topic areas. The draft vision statements were presented back to the broader community in June for input and feedback. The vision statements included in Attachment A are the versions that emerged after community members' suggestions were incorporated.

At the June community event, residents were also asked to weigh in on key questions under each of the topic areas. These questions were written after working groups reviewed the data collected during the *Reaching Out* phase (fall 2017) and identified the biggest trade-offs and decisions to be made within each of the topic areas. Presenting these potential trade-offs to the public early on in the process opened up discussion and provided the CAC with a strong foundation of public input on which to base policy recommendations.

The June events were held on two different days and at two different times in order to allow more people to participate. They were advertised through the Community Organizations, through our 1,000+ member interested parties list, and through direct mailing to every address in the neighborhoods. Over 300 people attended the June events! In order to reach a broader spectrum of community members, the project team and CAC members also took the questionnaire to a number of venues where underrepresented community members gather, live and/or receive services. These efforts resulted in the completion of nearly 150 additional questionnaires. The results of this outreach are provided in the link below and are informing the policy development phase of this project.

Next Steps

We are in the *Policy Development* phase of the planning process. CAC members and working group members are now writing draft policies under each of the neighborhood plan goals. Each goal has a CAC member assigned who is leading the policy writing process, with support from relevant staff members of the Technical Advisory Committee (TAC).

On December 5, there will be a “Policy Round-Up” for the CAC, project staff, the TAC and working group members to see all of the policies in one place, identify any remaining gaps and ensure that the policies are mutually reinforcing.

The outcome of this meeting will be a refined set of draft goals and policies to bring back to the broader community in January 2019 at the next large community event. The January community event will mark the end of the *Policy Writing* phase and the beginning of the *Action Planning* phase, where we identify what we can do as a community to make the neighborhood vision a reality and implement the neighborhood plan policies. This will be followed by the *Adoption* phase when council will be asked to adopt the neighborhood plan.

River Road Transit Community Implementation Plan

Many of the ideas articulated in the neighborhood vision statements are related to the River Road corridor. From land use to transportation to economic development, River Road is central to implementing the neighborhood vision. With this in mind, the River Road Transit Community Implementation Plan was launched at the end of October. The project will investigate the impacts of enhancing transit services along the River Road corridor, including gentrification, economic feasibility of redevelopment, and design considerations for station areas between the corridor and nearby residential areas. This work is funded by a \$450,000 grant from the Federal Transit Administration and is designed to integrate with the neighborhood planning process. Products

from this grant, such as draft development code, will directly implement the community vision for the River Road corridor up to Hunsaker Lane, the location of Lane Transit District's planned Santa Clara community transit station.

RELATED CITY POLICIES

The process to develop a neighborhood plan for the River Road and Santa Clara Neighborhoods is in alignment and consistent with policy direction contained in Envision Eugene, Eugene's Climate Recovery Ordinance, and Eugene's Transportation System Plan. Additionally, the project has embraced a Triple Bottom Line approach, considering the social, environmental and economic impacts of policies and actions, an approach that will be enhanced by the Triple Bottom Line Sounding Board (to be convened in the New Year).

COUNCIL OPTIONS

This work session is informational and no action is requested.

CITY MANAGER'S RECOMMENDATION

This work session is informational and no action is requested.

SUGGESTED MOTION

This work session is informational and no action is requested.

ATTACHMENTS

- A. Draft Vision Statements and Goals
- B. Neighborhood Priorities Questionnaire
- C. Neighborhood Priorities Report

FOR MORE INFORMATION

Staff Contact: Eric Brown
Telephone: 541-682-5208
Staff E-Mail: ebrown@eugene-or.gov

Draft Vision Statements and Goals

ECONOMIC DEVELOPMENT

VISION STATEMENT:

The River Road and Santa Clara communities support sustainable economic development, a variety of employment opportunities for all residents, and local entrepreneurship. Economic activity, especially that of local businesses, contributes to a shared neighborhood identity, while providing places to gather and build community. Natural assets, such as the river and fertile soils, benefit local residents and support thriving businesses. Residents can safely access essential goods and services within a short distance from home.

GOALS:

1. Improve the neighborhood economy and empower local residents by encouraging the growth and creation of local businesses.
2. Promote redevelopment that enhances the character of our neighborhood while increasing access to daily needs.
3. Promote living wage employment and business ownership opportunities within the neighborhood.

TRANSPORTATION

VISION STATEMENT:

The integrated transportation system in River Road and Santa Clara is safe, efficient, and accessible for people of all ages, abilities, and socio-economic levels who choose to bike, walk, drive, or use public transit. This system supports redevelopment, economic opportunity and affordable, convenient access to daily needs. The design of the transportation system enhances the sense of place and serves the evolving needs of the community. Our transportation system is environmentally responsible and supports low carbon transportation options.

GOALS:

4. Promote connected and efficient multi-modal transportation options that support economic opportunities within River Road and Santa Clara.
5. Improve and promote a transportation system that is affordable, environmentally responsible and transitions to zero carbon.
6. Promote safe, accessible and efficient transportation for all.

PARKS AND NATURAL RESOURCES

VISION STATEMENT:

River Road and Santa Clara celebrate a rich diversity of private and shared green spaces, including parks for recreation, natural areas that support native plants and wildlife, and farmland for food production. All residents have a clean, safe, accessible and well maintained park or recreation facility close to their home. Residents have access to the Willamette River, which is celebrated as a natural asset, a defining characteristic of both neighborhoods, and a statewide resource to be protected for future generations. Natural assets, such as the tree canopy, soils and the watershed, are highly valued and cared for as natural infrastructure that enhances ecosystem health, provides opportunities for recreation, and supports the working landscape.

GOALS:

7. Ensure that natural areas are healthy, thriving spaces with habitat for native species and provide natural infrastructure.
8. Provide neighborhood access to recreational opportunities, parks, and community centers.
9. Ensure the Willamette River is a vital and accessible part of the neighborhoods.
10. Preserve agricultural land and open spaces within and around our neighborhood boundaries.

LAND USE

VISION STATEMENT:

Land use in River Road and Santa Clara supports neighborhood character and local identity, including our long-standing agricultural heritage and high value soils. Our neighborhoods are walkable, with a range of housing types affordable to all residents. Abundant shops, services and community spaces are served by a variety of transportation options. Strategic development and revitalization in more urban locations, especially the River Road corridor, help maintain neighborhood character while meeting our housing and economic needs in a way that is environmentally responsible. Development is well designed, sustainable, and compatible with existing surroundings. Adjacent to the Willamette River greenway, development improves safety, enhances access, and respects ecological functions.

GOALS:

11. Support development that is well designed, sustainable, and environmentally friendly.
12. Ensure that future housing addresses the needs of our community.
13. Support a thriving, vibrant and active mixed neighborhood centers along the River Road corridor.
14. Promote land use and development that protects and enhances neighborhood character.

COMMUNITY

VISION STATEMENT:

The River Road and Santa Clara Neighborhoods exude a strong sense of place. They are welcoming and inclusive neighborhoods for people of all backgrounds. River Road and Santa Clara celebrate and nurture community unity and diverse cultures, while honoring the rich history of farming in the neighborhoods. The community recognizes the value of natural assets, such as the River, and thriving shared spaces, such as parks, schools and local businesses. Our neighborhoods are safe, resilient, and engaged, with strong social networks and reliable public services.

GOALS:

15. Ensure our community is welcoming and inclusive.
16. Foster collaborative relationships to build a stronger and more resilient community.
17. Empower citizens to jointly create a strong sense of community.
18. Provide public services appropriate to the needs of the community.
19. Increase resilience in local food, water, and disaster preparedness systems necessary for human health and wellbeing.

Community Event #2

06.06.18, 5:30-8:00 pm

Location: North Eugene HS Cafeteria, 200 Silver Lane

AGENDA

5:30-6:00 Open House

- Music, food, visiting, background maps
- Visit visions statements and images, provide your feedback

6:00 -6:25 Large Group Presentation

- Welcome – Kate Perle and Jon Belcher, Community Advisory Committee Co-Chairs
- What are we doing tonight? – Zach Galloway, City Project Manager
- Musical chairs

6:25–7:40 Small Group Activity

- Group discussions about the challenging issues identified in the Vision

7:40 – 8:00 Large Group Conversation

OPTIONAL: This information will help insure the project gathers input from a range of people. These categories are used so the project can compare survey results to Census data.

1. Where do you live?
 - ☐ River Road
 - ☐ Santa Clara
 - ☐ Rural Santa Clara (outside UGB)
 - ☐ Other: _____
2. What is your age?
 - ☐ 17 and under
 - ☐ 18 – 24
 - ☐ 25 – 39
 - ☐ 40 – 59
 - ☐ 60 and over
3. How many people live or stay in your home?
 - ☐ 1
 - ☐ 2
 - ☐ 3
 - ☐ 4+
4. Do children or teenagers (17 and under) live in your household?
 - ☐ Yes
 - ☐ No
5. What is your gender?
 - ☐ Male
 - ☐ Female
 - ☐ Another gender identity
6. Do you experience a disability?
 - ☐ Yes
 - ☐ No
7. Do you have access to an automobile?
 - ☐ Yes
 - ☐ No
 - ☐ Yes, but not on a regular basis
8. Select all races/ethnicities you identify with:
 - ☐ American Indian or Alaska Native
 - ☐ Asian
 - ☐ Black or African American
 - ☐ Hispanic, Latino, or Spanish origin
 - ☐ Middle Eastern or North African
 - ☐ Native Hawaiian or Other Pacific Islander
 - ☐ White
 - ☐ Another race/ethnicity
Please list any other race(s) or ethnicity(ies) here:
9. Please estimate your total household income for 2017 before taxes.
 - ☐ Less than \$35,000
 - ☐ \$35,000-\$74,000
 - ☐ \$75,000 +
 - ☐ I don't know

Small Group Questionnaire

Please **complete** this questionnaire in your small group and **turn it in** before you leave tonight. Each table will explore a challenging issue related to one of the 5 topic areas – Transportation, Land Use, Community, Economic Development, and Parks & Natural Resources.

I. LAND USE

Q1. In the next 20 years, approximately 40,000 people will be moving to Eugene. Although it is difficult to predict the real estate market, the River Road and Santa Clara neighborhoods could absorb more than 4,000 of those new residents. **How are we going to provide housing for the people who are anticipated to move into River Road and Santa Clara over the next 20 years?** Neighbors value both agricultural land and affordable housing. The following scenarios address these values by increasing density in the urban area, also known as the urban growth boundary.

Read the scenarios below and check (✓) the option you prefer.

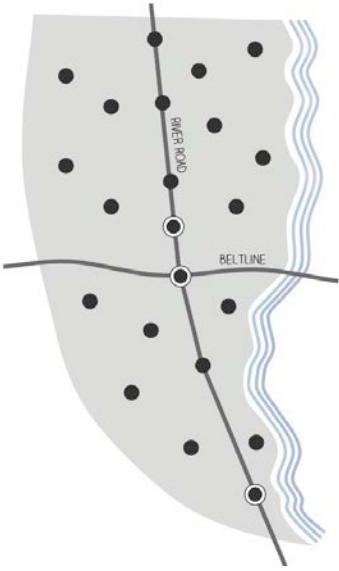
- ☐ **a. DISPERSED throughout the neighborhoods**, development will continue to occur based on existing development standards, which allow higher densities than what was built in the past.
- **Continue existing pattern of Denser Housing Types** throughout RR-SC (note: existing regulations allow for 14 homes per acre)
 - **Continue Multi-Story Apartments along River Road**
 - Maintain Single Family Houses and Backyard Cottages throughout the River Road and Santa Clara neighborhoods (RR-SC)
- ☐ **b. Concentrated ALONG RIVER ROAD**. Multi-story Apartments, as well as buildings with residential and businesses mixed together, are concentrated along River Road at major intersections with access to businesses and transit service.
- **Reduce Denser Housing Types throughout RR-SC**
 - **Increase Multi-Story Apartments along River Road**
 - Maintain Single Family Houses and Backyard Cottages throughout RR-SC
- ☐ **c. Concentrated ALONG MAJOR STREETS**. New housing is provided in strategic locations, along major streets or adjacent to existing businesses.
- **Increase Denser Housing Types along major streets**
 - **Reduce Multi-Story Apartments and increase smaller 4-unit apartment buildings along major streets**
 - Maintain Single Family Houses and Backyard Cottages throughout RR-SC
- ☐ **d. None of the above**. My preferred scenario is on the back.

Comments:

Write or draw. Share your preferred scenario or alternate ideas!

Land Use Scenarios

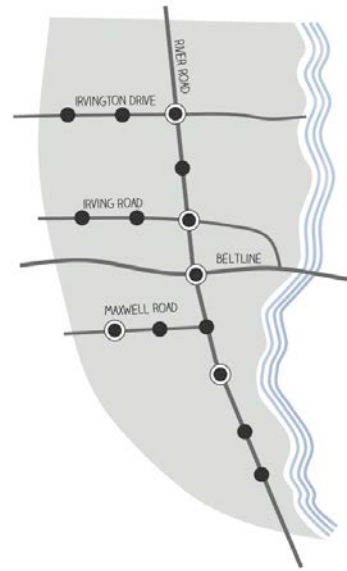
a. Dispersed through the neighborhoods



b. Concentrated along River Road



c. Concentrated along major streets



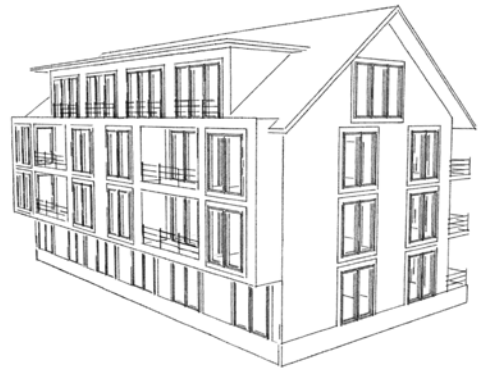
Land Use Descriptions

Denser Housing Types

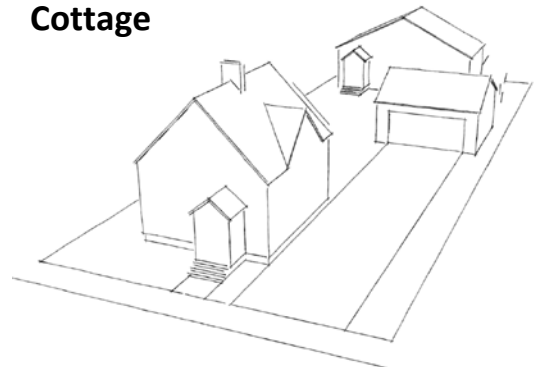
- Rowhouse/Townhouse
- Duplex/Triplex
- Cottage Cluster



Multi-Story Apartment



Single Family House with Backyard Cottage





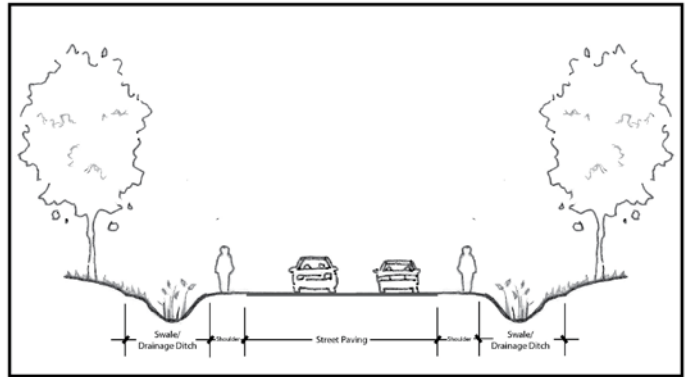
II. TRANSPORTATION

Streets in River Road and Santa Clara have evolved over time from country lanes to what they are today. A mixture of old and new streets create gaps in sidewalks, a significant safety concern for both young and old. Review the street designs below, and choose the designs that you think would best serve River Road and Santa Clara in the future.

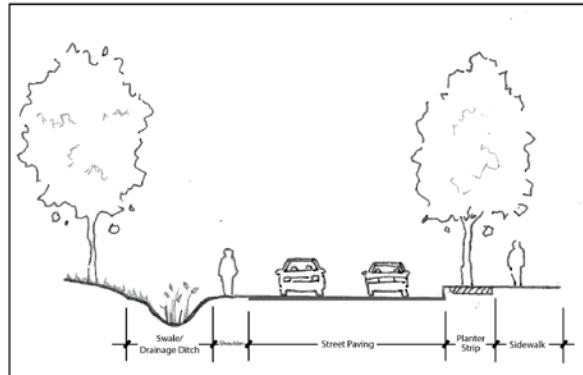
Q2. As our neighborhoods grow, how should the streets evolve to improve safety, assist people that are walking and biking, and better connect our neighborhoods?

Check (✓) as many boxes as you want and tell us why.

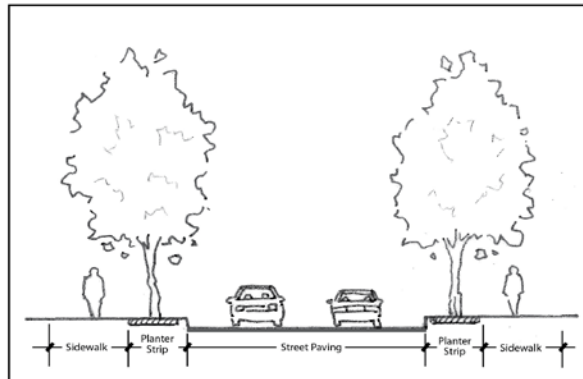
- ☐ a. Maintain the existing neighborhood streets as they are currently designed, with many having **no sidewalks**.



- ☐ b. Maintain existing streets, and when improvements are necessary, streets have open swales for natural drainage, **sidewalk on one side**, street trees, and wider areas provided occasionally for parking (“parking bays”).



- ☐ c. Maintain existing streets, and when improvements are necessary, **provide sidewalks on both sides**, curb & gutter, on-street parking, street trees, bicycle lanes on busy streets, and piped stormwater.



- ☐ d. None of the above. My preferred street design solution is below or on the back.

Write or draw. Share your preferred scenario or alternate ideas!

III. COMMUNITY

Q3a: Community means lots of different things to different people. How will neighborhood organizations decide where to **concentrate valuable volunteer energy** or other resources?

*Review the list of issues below, and **rank your top three**, using 1 as top priority.*

- ☐ a. Focus on increasing the number and diversity of **community events and gathering spaces**, including collaborations between the area **schools**, parks, and the neighborhood, outdoor concerts, festivals, theater, and art-based activities.
- ☐ b. Focus on improving and expanding services to **community members in need**, including low-income seniors, un-housed residents, and ways to address issues related to homelessness.
- ☐ c. Increase **public safety**, for example: more patrols, better security in commercial areas, more neighborhood watch groups, better lighting, and safer streets.
- ☐ d. Focus on activities that build a **green community** where neighbors promote and support gardening, plant trees, and maintain a verdant landscape.
- ☐ e. Focus on activities that build a **resilient community** where neighbors focus on preparing for and responding to emergencies and take care of basic needs such as food, energy, water and culture at home and nearby.
- ☐ f. Focus on solving the challenge of **delivering government services** to the neighborhood, including police, fire, water, and recreation. Discuss and address challenges of patchwork annexation.
- ☐ g. None of these reflect my community priorities. Here is my top priority:

Q3b: Neighborhood leaders have worked on a draft vision for the neighborhoods. How will that vision be achieved? *Read the 3 scenarios below and check (✓) the option you prefer.*

- ☐ a. I am satisfied with **how things are now** in the neighborhood.
- ☐ b. I would like to see a **minor increase** in community building and neighborhood involvement, building a larger network to support the neighborhood.
- ☐ c. I will work with others to create a **significant increase** in community building to create a much larger, diverse, and engaged network of area organizations and activities.
- ☐ d. **None of the above work for me.** My preferred scenario is on the back.

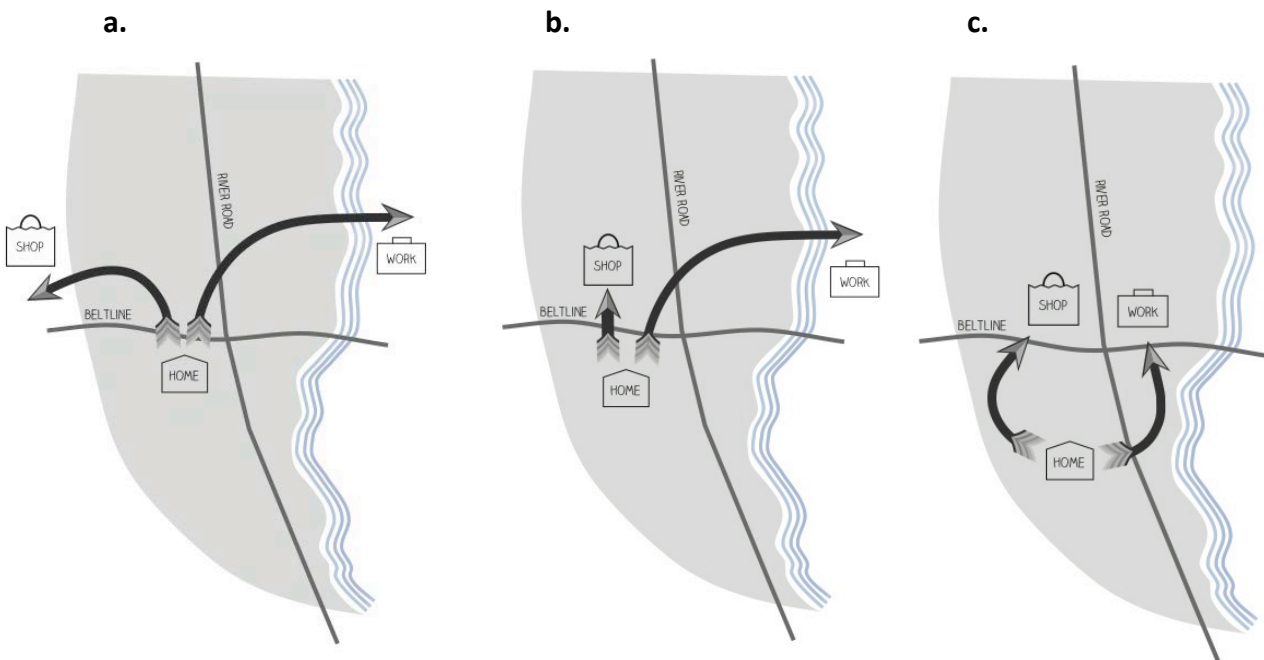
Write or draw. Share your preferred scenario or alternate ideas!

IV. ECONOMIC DEVELOPMENT

Q4. Where people work and shop impacts how neighborhoods look, feel, and function. In all scenarios, neighbors and businesses strive to contribute to neighborhood identity, build community and take care of the environment.

Here are a few ideas for the long-term future, check (✓) the one you prefer.

- ☐ **a.** Most residents live in RR-SC, **commute to work in other areas, and also do most of their shopping in other areas of town.** Neighbors support and enhance existing area businesses. Some businesses expand to attract customers from other areas of town to the RR-SC area. (This reflects what happens today.)
- ☐ **b.** Most residents live in RR-SC, **commute to work in other areas, but do more of their shopping in the neighborhood.** The neighborhoods increase shopping choices in the neighborhood by supporting existing and new businesses. There are more services closer to residential areas with both the benefits and effects of living near businesses.
- ☐ **c.** Most Residents **live, work, socialize and shop in the RR-SC area.** Neighborhood businesses meet residents' shopping needs, and RR-SC home-based businesses and cottage/light industry create living-wage jobs for neighbors. The business community is vibrant, sustained by the local community, and potentially becomes a destination because of that success.
- ☐ **d.** None of the above work for me. My preferred scenario is on the back.



Write or draw. Share your preferred scenario or alternate ideas!

V. PARKS + NATURAL RESOURCES

People in River Road and Santa Clara value green space and want to see it protected, enhanced and expanded to varying degrees. Use the map to familiarize yourself with the two communities and the existing parks, recreation, and natural areas. How would you like to see resources (money and labor) spent?

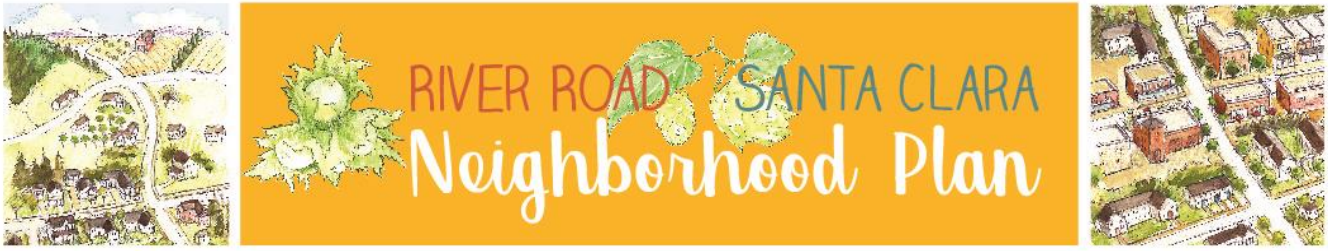
Q5a: If you had money to buy land for future initiatives, **which of the following would be your top 3 priorities?** (Use 1 as top priority)

- ☐ a. A **plaza** or gathering spot in an otherwise commercial area
- ☐ b. **Small parks** in all parts of the neighborhoods so that everyone has a neighborhood park site close to their home
- ☐ c. Additional land for a large **community park** (athletic fields, pool, community center, etc.)
- ☐ d. Additional land along the **river** to expand the greenway/ bike path
- ☐ e. **Trail connections** to farmlands beyond the city limits
- ☐ f. Lands around local streams, natural drainages, stormwater conveyances, and other **natural areas**.

Q5b: If you had money to pay for improvements to existing parks, recreation facilities, and natural areas, **which of the following would be your top 3 priorities?** (Use 1 as top priority)

- ☐ a. A **plaza** or gathering spot in an otherwise commercial area
- ☐ b. **Small parks** in all parts of the neighborhoods so that everyone has a developed neighborhood park close to their house
- ☐ c. **Recreation amenities** such as community gardens, large playground, dog park, athletic fields and courts in a larger community park
- ☐ d. A **community center** and/or a Pool facility
- ☐ e. **Trails and habitat** restoration in natural areas
- ☐ f. Improved connectivity for **biking and walking**
- ☐ g. **River** access
- ☐ h. None of the above work for me. My ideas for parks and natural resources in my neighborhood are on the back.

Write or draw. Share your preferred scenario or alternate ideas!



Neighborhood Priorities

Introduction

The River Road and Santa Clara Community Organizations, in collaboration with residents, businesses, the City of Eugene and Lane County, have been reaching out to neighbors to create a vision that will guide decision-making in River Road and Santa Clara for decades to come. The outcome of our work together will be a Neighborhood Plan adopted by the City of Eugene and Lane County to guide the future growth and development of the River Road and Santa Clara areas.

PROCESS TO DATE

In the fall of 2017, during the "Reaching Out" phase, community members were asked what they value now in their neighborhood and what their hopes for the future are. The results of this outreach identified areas where community members were united, and it flagged some more complicated areas for future neighborhood conversations.

In the spring and summer of 2018, we zeroed in on those challenging issues, asking the 'tough questions' about how the community will grow and change over time. Questions were organized under the five topic areas of the plan: land use, transportation, economic development, parks and natural resources, and community.

While delving into these challenging issues, community members also worked together to create overarching vision statements for each of the five topic areas. See appendix A and B for the vision statements and subsequent draft goals developed in the summer and fall of 2018.

Starting in fall 2018, we will identify policies and potential implementation strategies, which will set the stage for action planning in the new year.

COMMUNITY COLLABORATION

This project is a collaborative effort among the River Road and Santa Clara Community Organizations, the City of Eugene, and Lane County. Over the winter we launched two key community groups:

- The Community Advisory Committee (CAC) is composed of 13 volunteers nominated by the community organizations and appointed by the Planning Commission. The CAC communicates with the public and provides recommendations to staff on project management and process.

- Working groups for each of the five topic areas meet regularly to dive into the details within that topic. Working group members help develop public input tools, analyze public input results, and are an integral part of developing the vision, goals, policies and actions. These working groups are ad hoc and interested community members can join at any time.

Both the CAC and the working groups met monthly during the winter and spring to review the results of the Reaching Out Phase, develop the key questions asked over the summer, and craft the vision, goals, and policies of the plan. They continue to meet monthly, honing the plan's policies and actions.

The CAC and working groups build on a long tradition of community organizing in River Road and Santa Clara. The community organizations came together several years ago to work on the SCRROL (Santa Clara River Road Outreach and Learning, 2012) and SCRRIPT (Santa Clara-River Road Implementation Planning Team) initiatives. The community organizations dedicated countless volunteer hours in reaching out to and engaging neighbors. The results have formed a foundation for the neighborhood plan.

COMMUNITY OUTREACH

In the spring of 2018, the CAC and the working groups helped develop critical questions under each of the plan topic areas. The questionnaire they developed provided the basis for many forms of outreach:

- The June 2018 **community forums** provided a chance for neighbors to discuss the questionnaire in small groups and hear differing opinions. The events were held on two different days of the week (Wednesday and Sunday) and at different times (evening and afternoon) to make it more accessible to people with varying schedules. Recruitment to the forum included a hard copy invitation mailed to all property owners in River Road and Santa Clara, email invitations to more than 1000 people on the project's interested parties list, yard signs at high traffic areas (such as parks and major intersections), and posters in area businesses. In addition, community volunteers attended neighborhood events and personally extended invitations to attendees. **RESULT: Over 300 attendees.**
- The **online survey**, posted after the June forum, was disseminated through the website, interested parties emails, area organizations, and Facebook. **RESULT: 106 completed surveys.**
- The project team worked hard on **inclusive outreach** to connect with people who were not well represented at the community forum: youth, communities of color, people with disabilities, and low-income residents. Events included a picnic for young families, attendance at the North Eugene Highlanders football team practice, a small group discussion with people with disabilities, and individual conversations with people with limited incomes. The project collaborated with organizations such as Cornerstone Housing, St. Vincent De Paul, Headstart, Lane Independent Living Alliance, St. Mary's Church, the Confederated Tribes of the Siletz, North Eugene High School, and Huerto de la Familia. **RESULT: 142 completed surveys.**



Outreach Results

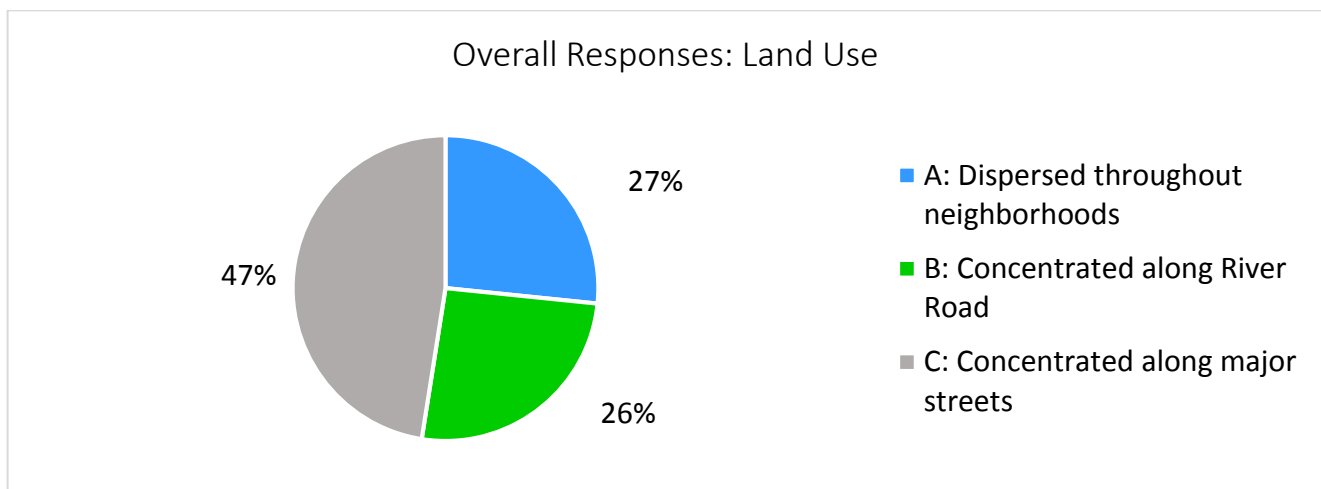
The following charts show the responses to each question in the questionnaire. These include the responses collected through all forms of outreach, including verbal surveys, the online questionnaire, small group discussions, and the large community forums in June 2018. See Appendix B for a full version of the questionnaire. Following the tallied, overall responses are the responses broken down by various subgroups to see where they either differ or match the overall responses.

For each question, participants were invited to create their own scenario instead of choosing one of the options in the questionnaire. Many respondents also provided comments along with their questionnaire responses. Themes within these open-ended responses are included with the overall results.

LAND USE

Participants were asked the following Land Use question:

*In the next 20 years, approximately 40,000 people will be moving to Eugene. Although it is difficult to predict the real estate market, the River Road and Santa Clara neighborhoods could absorb more than 4,000 of those new residents. **How are we going to provide housing for the people who are anticipated to move into River Road and Santa Clara over the next 20 years?** Neighbors value both agricultural land and affordable housing. The following scenarios address these values by increasing density in the urban area, also known as the urban growth boundary.*



Many respondents provided additional comments or created their own scenario instead of choosing one of the scenarios provided. Below are key themes of the open-ended input:

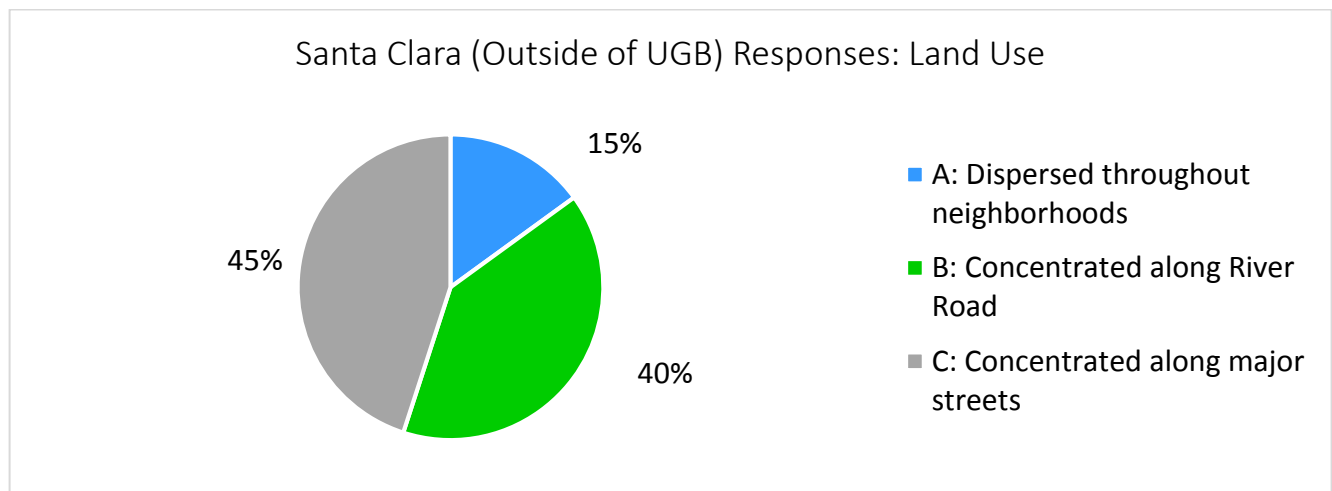
- Concern over building heights
- Incentivizing or reducing barriers for accessory dwelling units

- Connections between land use and transportation, especially related to parking issues and locating developments near public transit lines
- Preserving single family houses
- Affordability

RESULTS BY NEIGHBORHOOD

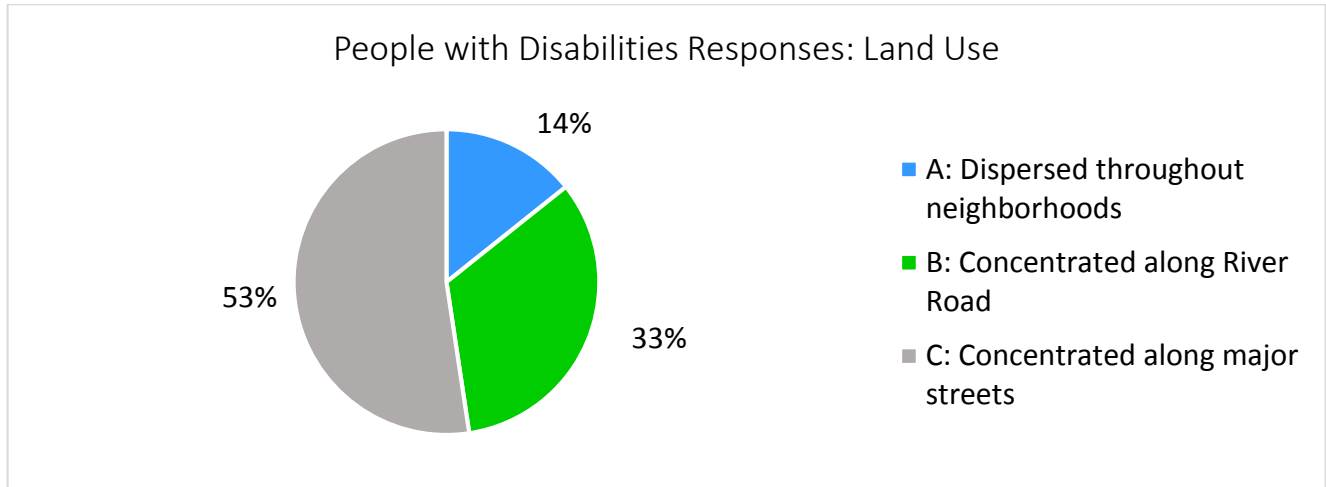
Participants from River Road and Santa Clara had very similar responses to the Land Use question. In both neighborhoods, around half of respondents selected Scenario C, concentrated along major streets, and the remaining responses split evenly between Scenarios A and B.

A much smaller number of people who live outside of the UGB responded to the questionnaire, so it is harder to generalize about community opinions. However, as the chart below shows, respondents who live outside the UGB favored Scenarios B, concentrated along River Road, and C, concentrated along major streets to a greater degree than the general population.



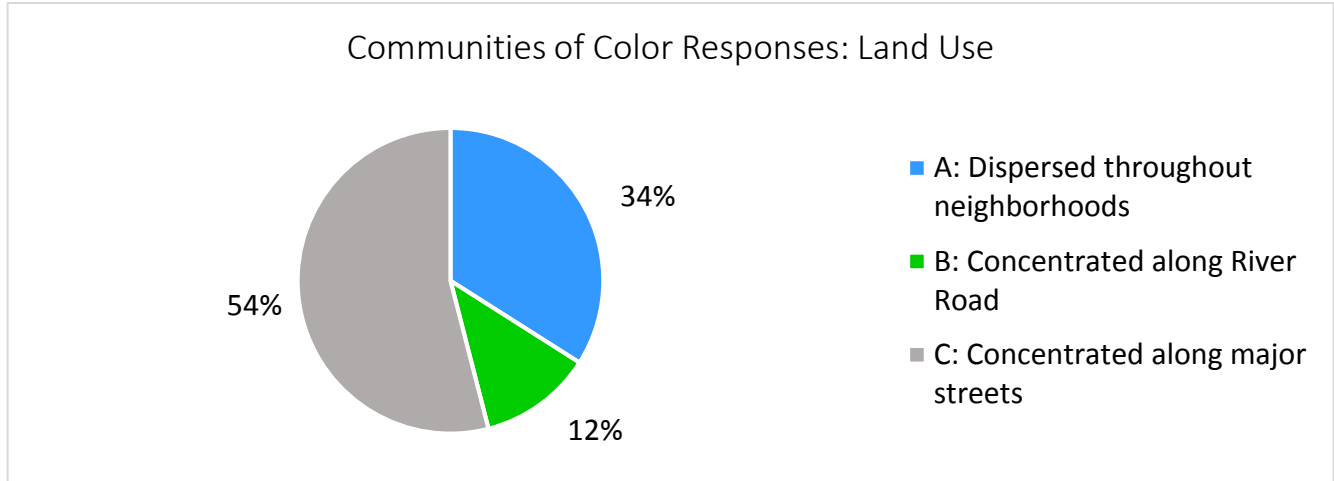
RESULTS: PEOPLE WITH DISABILITIES

Participants who experience a disability chose Scenario C, concentrated along major streets, most often, which is the same as the majority response. However, they were more likely to choose Scenario B, concentrated along River Road, and less likely to choose Scenario A, dispersed throughout the neighborhood.



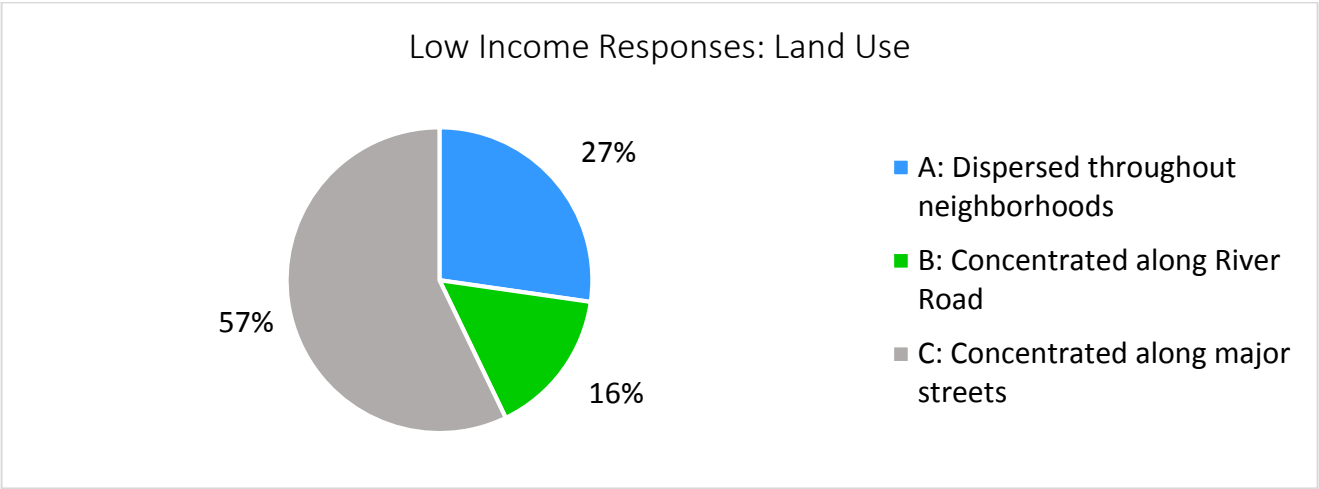
RESULTS: COMMUNITIES OF COLOR

About half of respondents from communities of color chose Scenario C, concentrated along major streets, which is consistent with the overall responses. However, people of color were more likely to select Scenario A, dispersed throughout the neighborhoods, and less likely to select Scenario B, concentrated along River Road, than the general respondents.



RESULTS: LOW INCOME (HOUSEHOLD INCOME BELOW \$35,000)

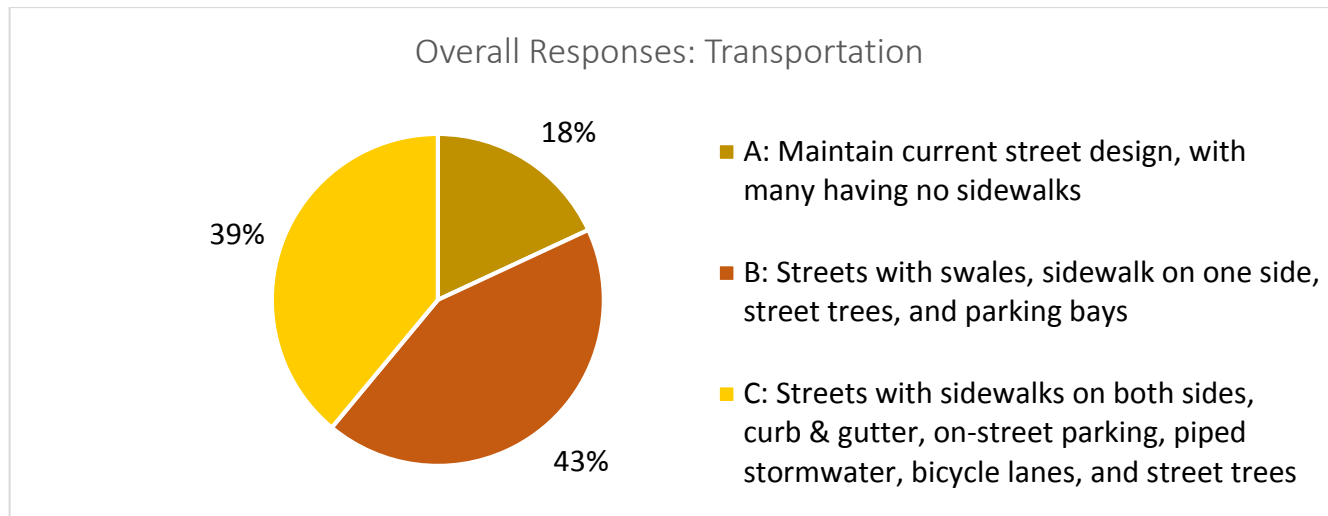
Respondents with low incomes were less likely to select Scenario B, concentrated along River Road than the general population. They were more likely to prefer Scenario C, concentrated along major streets.



TRANSPORTATION

Participants were asked the following Transportation question:

As our neighborhoods grow, how should the streets evolve to improve safety, assist people that are walking and biking, and better connect our neighborhoods? Check as many boxes as you want and tell us why. The goal is to choose the best design for each street, also known as “context-sensitive design.”

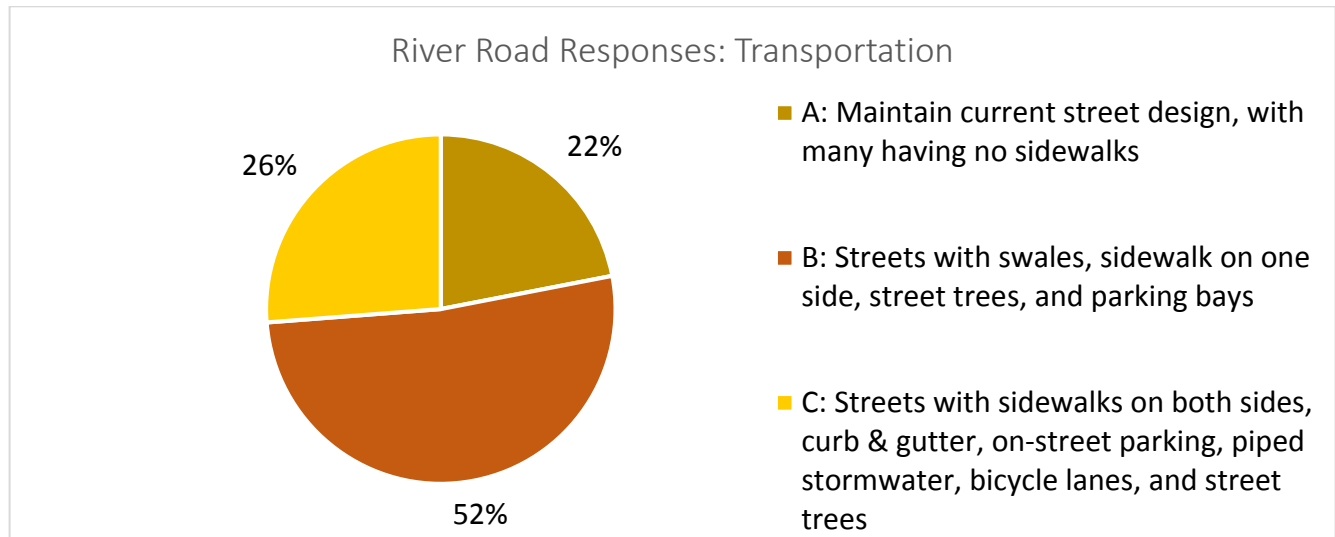


Many respondents provided additional comments or created their own scenario instead of choosing one of the scenarios provided. Below are key themes of the open-ended input:

- Improvements should depend on how heavily trafficked the street is
- Concerns over impacts to property owners
- Safety concerns, need for sidewalks near schools
- Varied comments about street trees—both about preserving them and negative impacts
- Need for traffic calming

RESULTS BY NEIGHBORHOOD

Respondents from Santa Clara, both those inside and outside the UGB, had the same responses as the overall population. However, respondents from River Road were more likely to choose Scenario B, the hybrid scenario, and less likely to choose Scenario C, the full complement of urban services on both sides.¹



RESULTS: PEOPLE WITH DISABILITIES

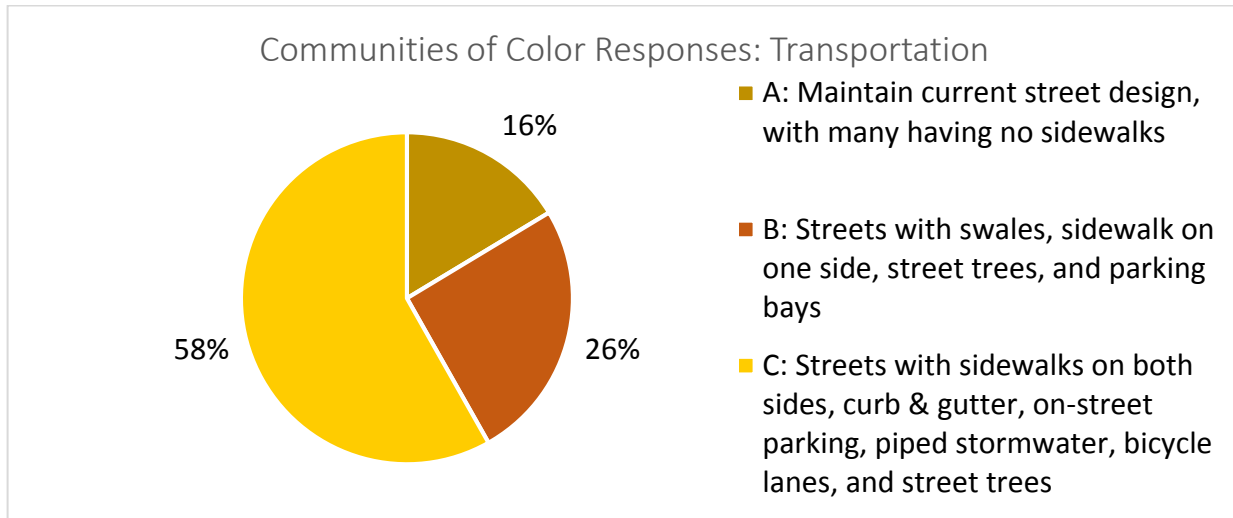
Participants with a disability ranked the transportation scenarios similarly to the overall responses, and therefore no chart is provided below. However, in the comments provided on the questionnaire and through more in-depth interviews, certain themes emerged, including:

- Importance of linking land use and transportation
- Importance of making sidewalks and public transportation accessible to those with mobility issues, such as through curb cuts and proper grading
- Importance of making streets safer by slowing traffic and improving pedestrian experience

¹ One hundred people who answered the transportation question did not provide their neighborhood, therefore their responses are included in the overall responses above but not the breakdown by neighborhood.

RESULTS: COMMUNITIES OF COLOR

The most prominent difference in transportation responses from people of color was that Scenario C, with more fully developed streets, was chosen much more often than in the overall responses. Scenario B, the hybrid option, was much less likely to be chosen, and Scenario A, current design, received about the same percentage of votes.



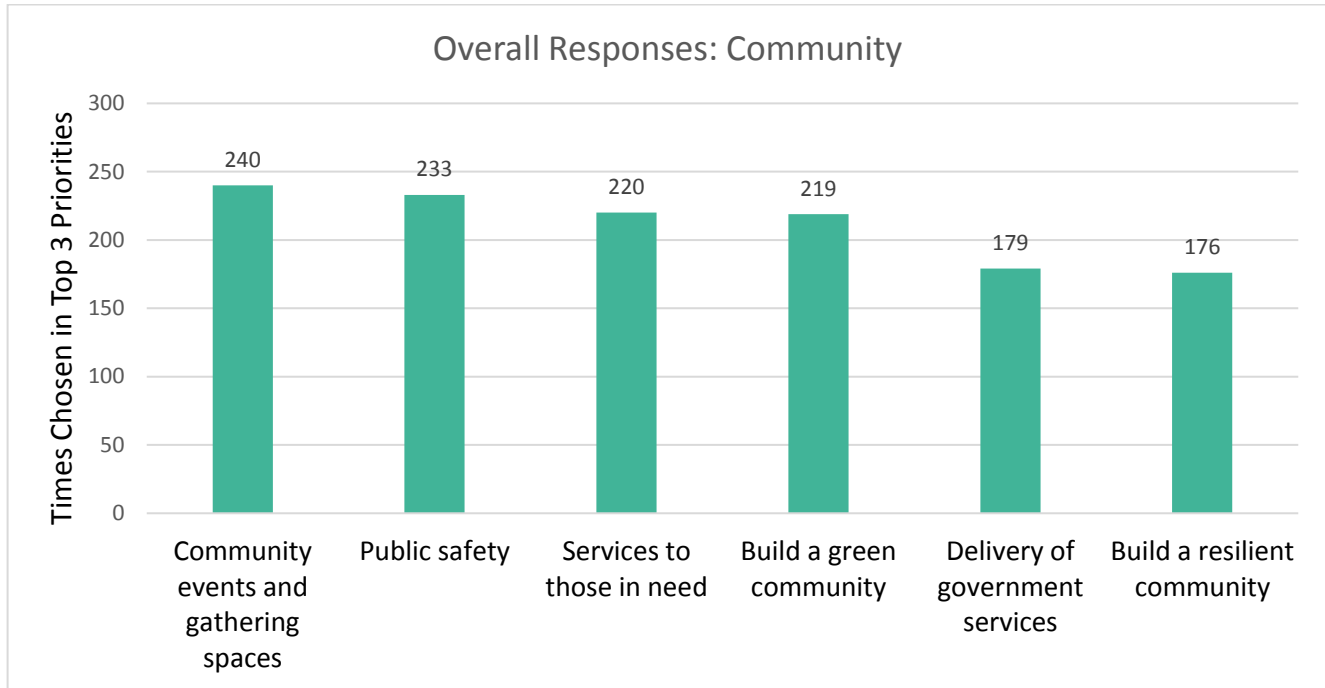
RESULTS: LOW INCOME

Low-income participants answered the transportation question similarly to the majority response.

COMMUNITY

Participants were asked the following Community question:

Community means lots of different things to different people. How will neighborhood organizations decide where to concentrate valuable volunteer energy or other resources? Review the list of issues below, and rank your top three, using 1 as top priority.



Many respondents provided additional comments or created their own scenario instead of choosing one of the options. Below are key themes of that more open-ended input:

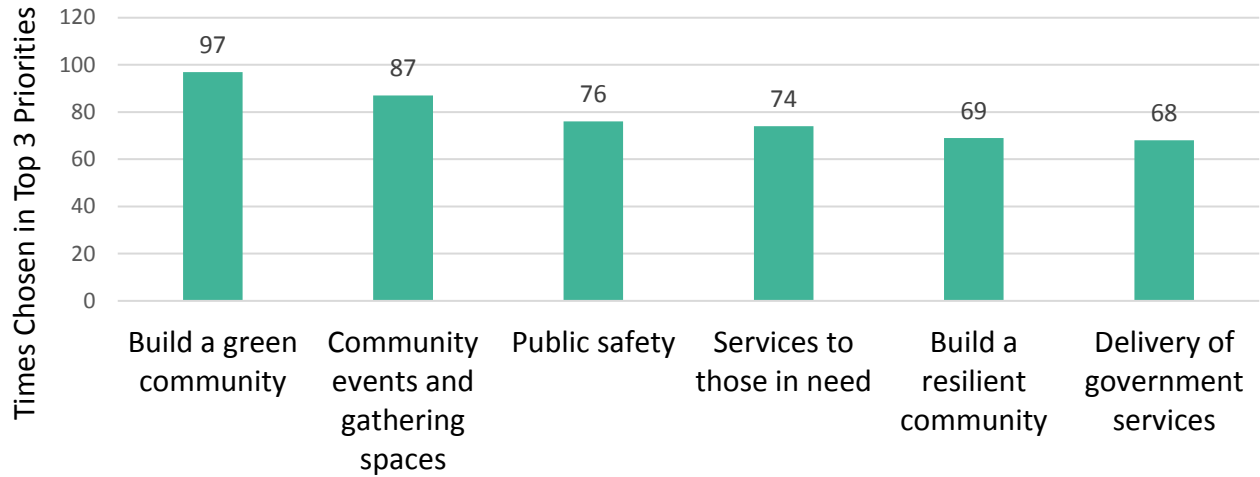
- Homelessness—both support and opposition to services for homeless populations
- Suggestions of ways to create a community gathering space
- Connections between the different options, especially how building a resilient community overlaps with other options.

RESULTS BY NEIGHBORHOOD

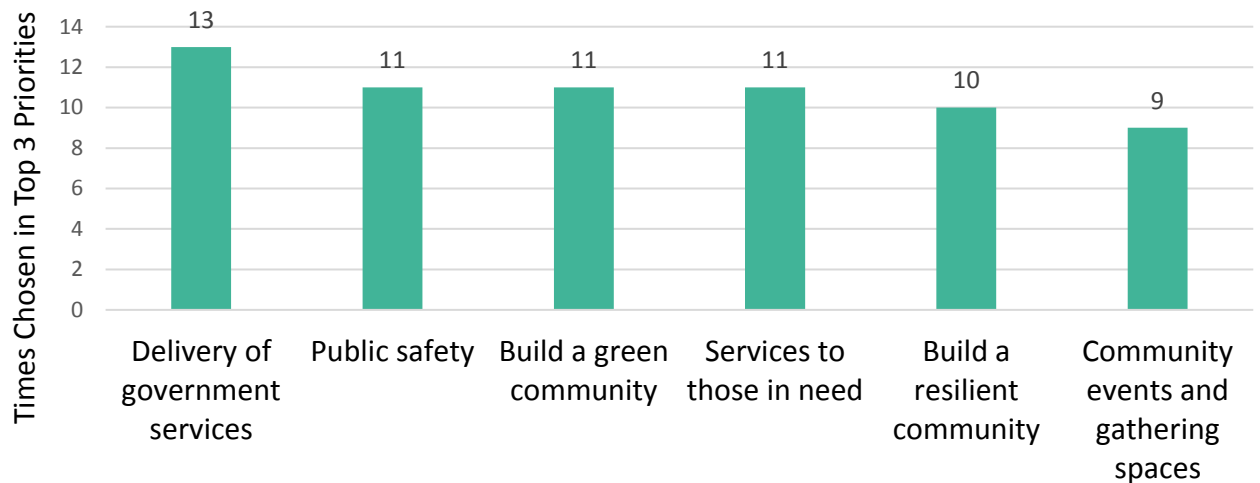
As the chart shows, respondents from River Road selected building a green community as a higher priority than the overall responses. Otherwise, the participants from River Road ranked their priorities similarly to the overall responses.

Respondents from Santa Clara who live inside the UGB ranked their priorities similarly to the overall responses. Respondents who live outside the UGB ranked their priorities differently and chose delivery of government services as a top priority more frequently. However the sample size of residents who live outside the UGB was much smaller and the range between the highest and lowest priorities was very narrow.

River Road Responses: Community

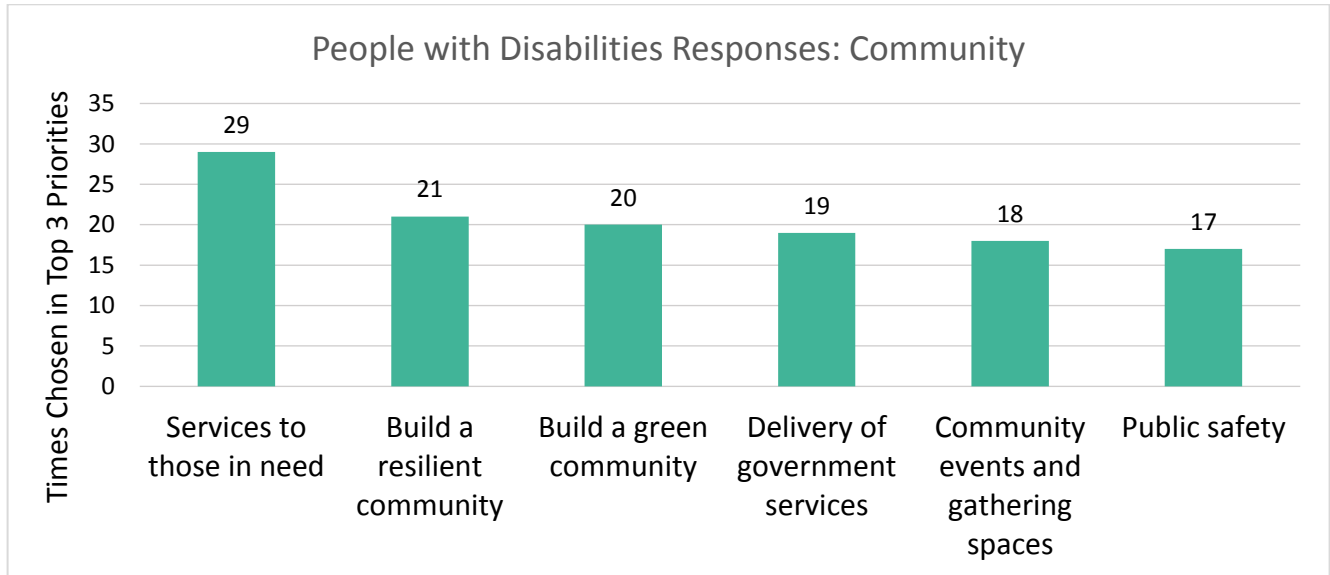


Santa Clara (Outside UGB) Responses: Community



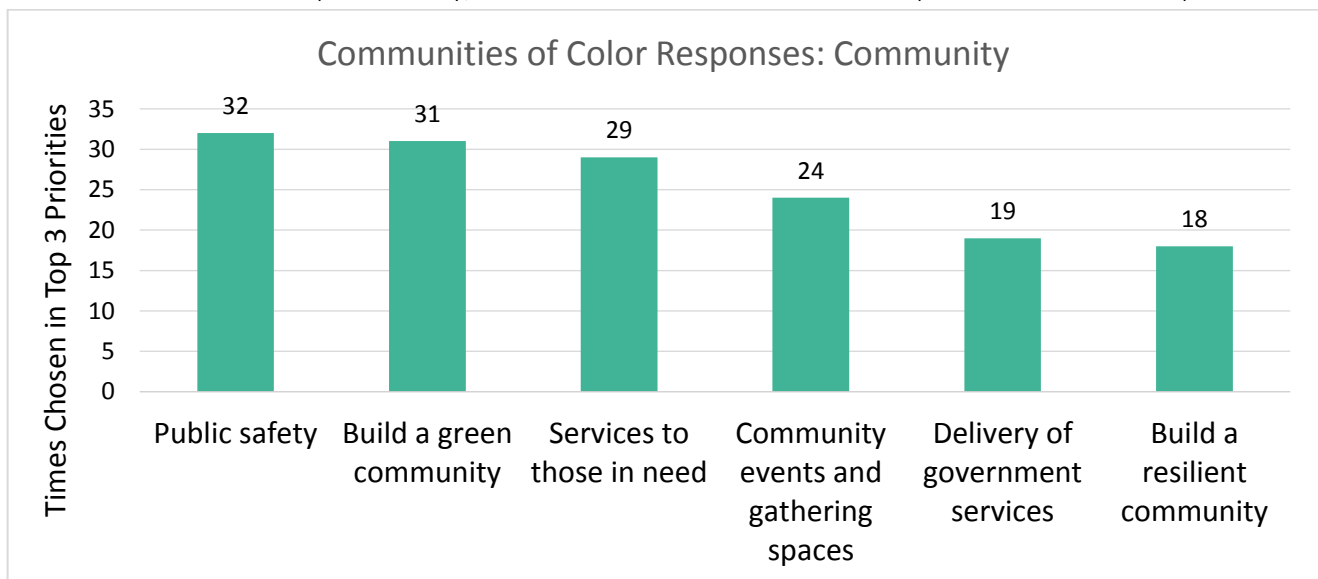
RESULTS: PEOPLE WITH DISABILITIES

Participants with a disability ranked their Community priorities very differently than the majority response. In particular, services to those in need ranked first among respondents with a disability but only ranked third in the overall responses.



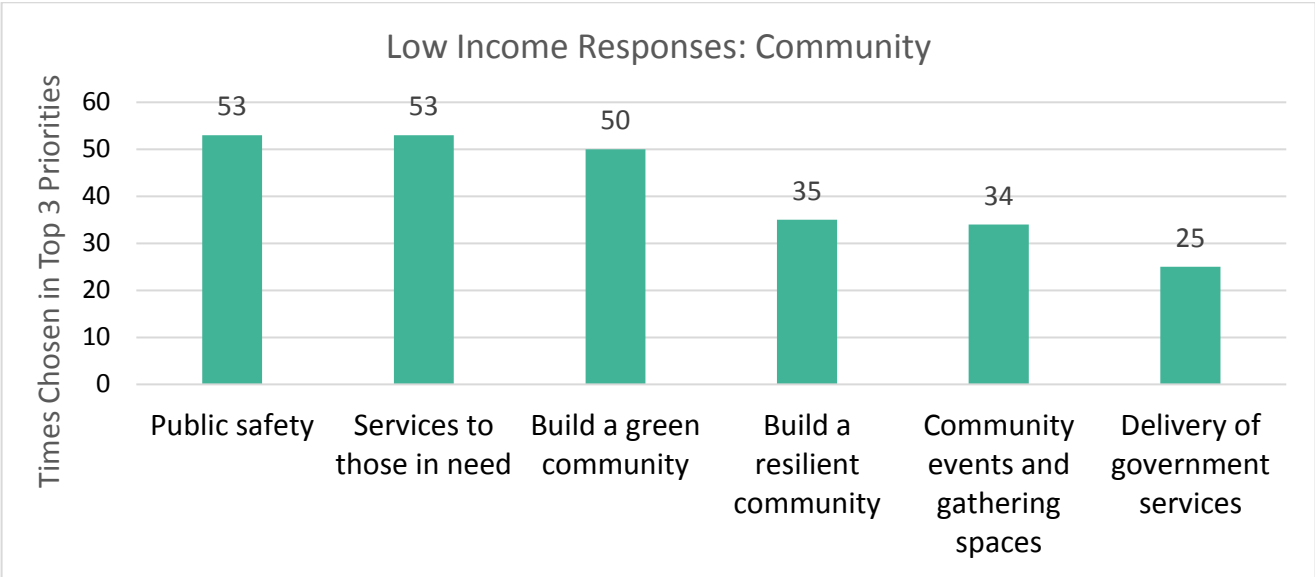
RESULTS: COMMUNITIES OF COLOR

People of color were less likely to rank community events and gathering spaces as a top priority, even though it was the most commonly chosen option in the overall responses. The option most commonly chosen by communities of color was public safety, which was the second most chosen option in the overall responses.



RESULTS: LOW INCOME

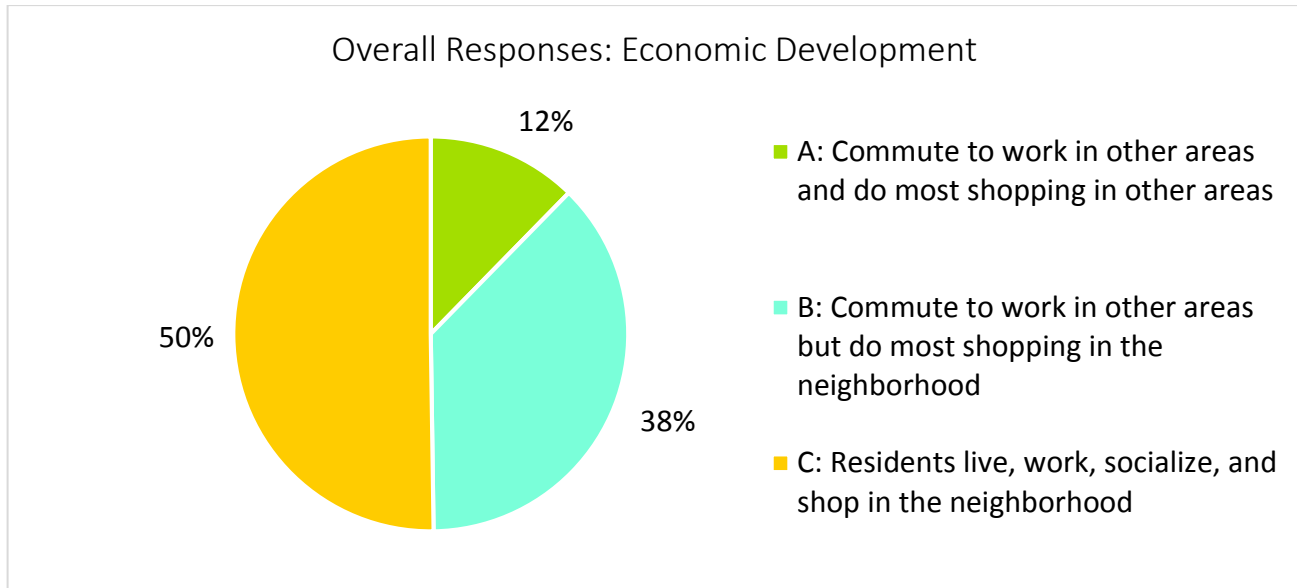
Low-income participants were less likely to choose community events and gathering spaces as a priority, even though it was the top choice in the overall responses. Low-income participants were more likely to choose building a resilient community as a priority than in the overall responses.



ECONOMIC DEVELOPMENT

Participants were asked the following economic development question:

Where people work and shop impacts how neighborhoods look, feel, and function. In all scenarios, neighbors and businesses strive to contribute to neighborhood identity, build community and take care of the environment. Here are a few ideas for the long-term future, check which one you prefer.



Many respondents provided additional comments or created their own scenario instead of choosing one of the scenarios provided. Below are key themes of the open-ended input:

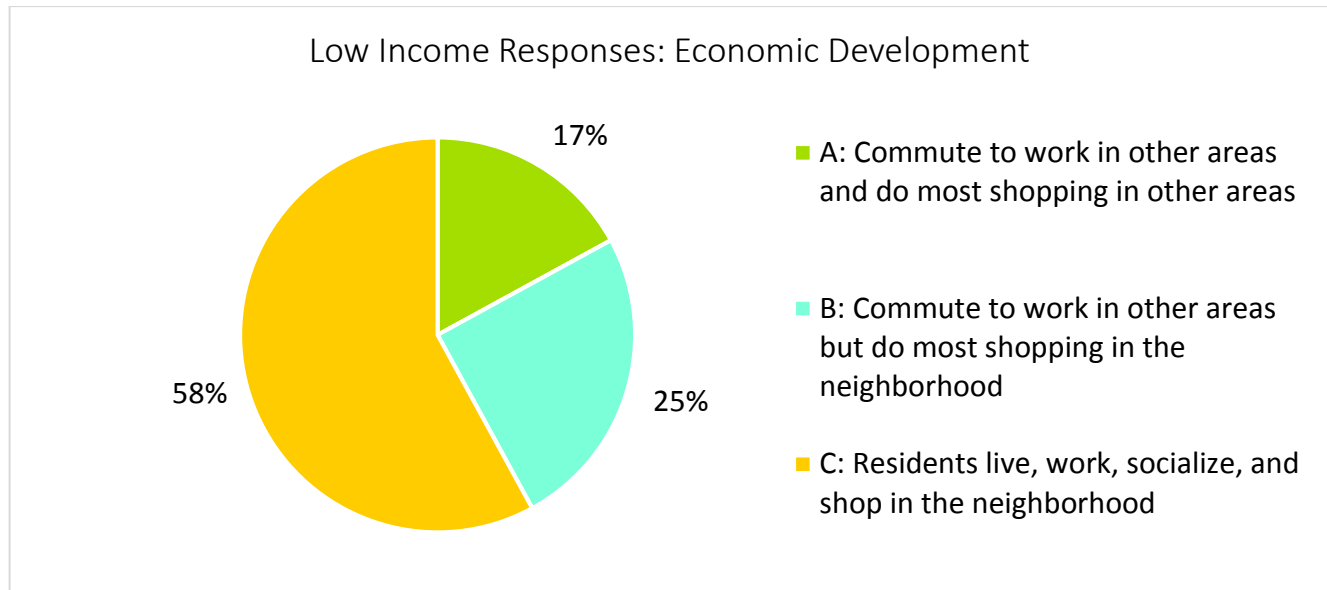
- Support local and small businesses
- Businesses that build on skills in the area
- Option 'c' is ideal but 'b' is realistic way to get there

RESULTS: NEIGHBORHOOD, COMMUNITIES OF COLOR, DISABILITIES

The economic development question was unique because respondents from both neighborhoods answered nearly identically. Even residents of Santa Clara who live outside the UGB had responses similar to the overall results. Participants who experience a disability or are from a community of color also answered the Economic Development question similarly to the overall population.

RESULTS: LOW INCOME

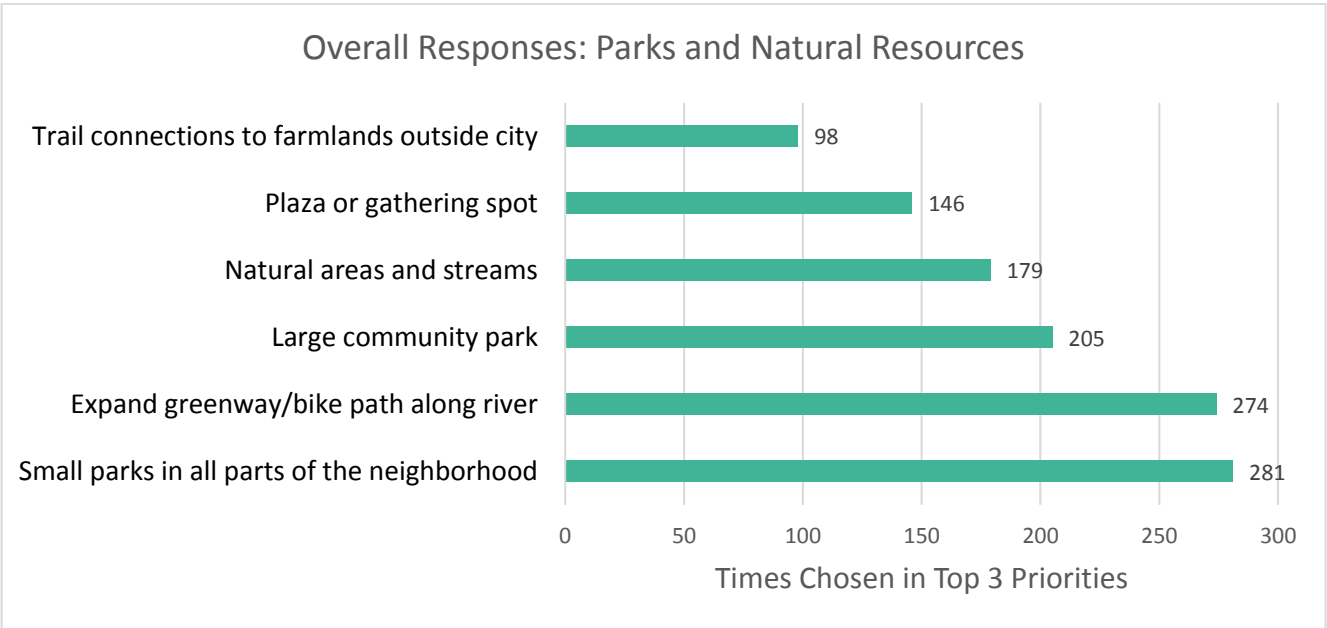
In general, low-income participants answered the Economic Development question similarly to the overall population. However they were slightly less likely to choose Scenario B, commute to work but shop mostly in the neighborhood, and more likely to choose Scenarios A, commute to work and shop outside of the neighborhood, and C, residents live, work, socialize, and shop in the neighborhood.



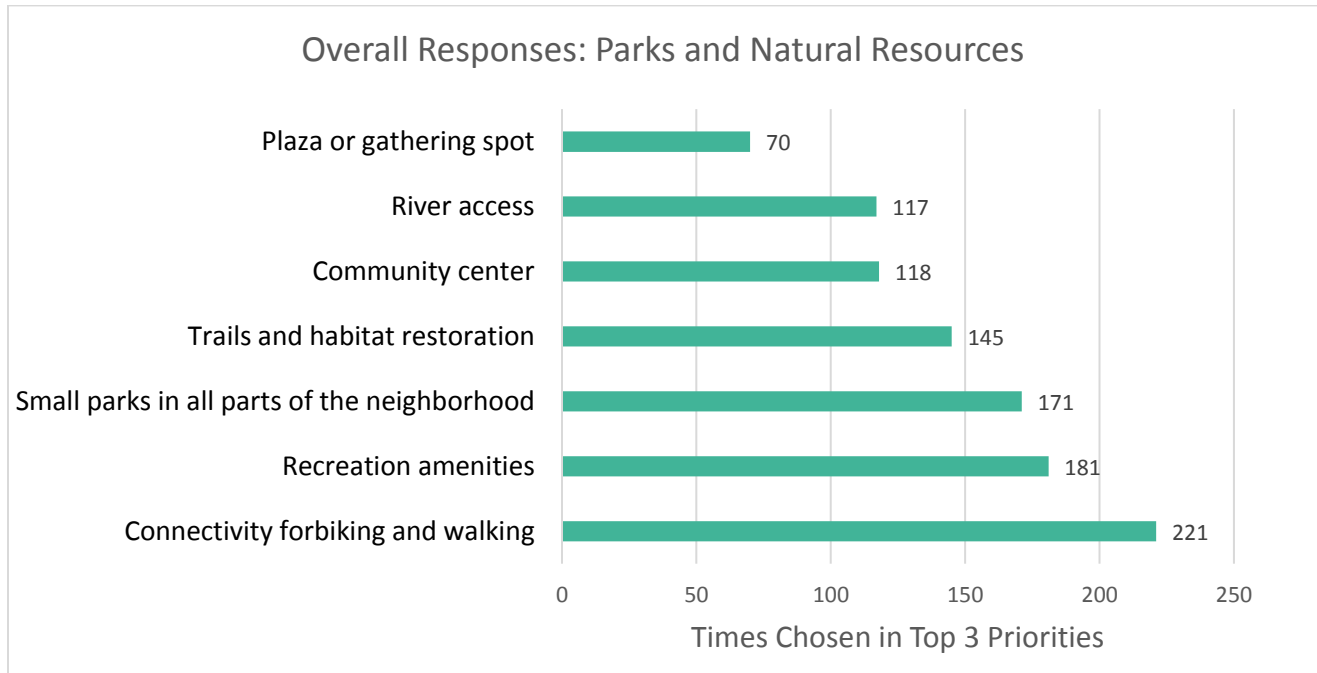
PARKS AND NATURAL RESOURCES

Participants were asked the following Parks and Natural Resources questions:

If you had money to buy land for future initiatives, which of the following would be your top 3 priorities?

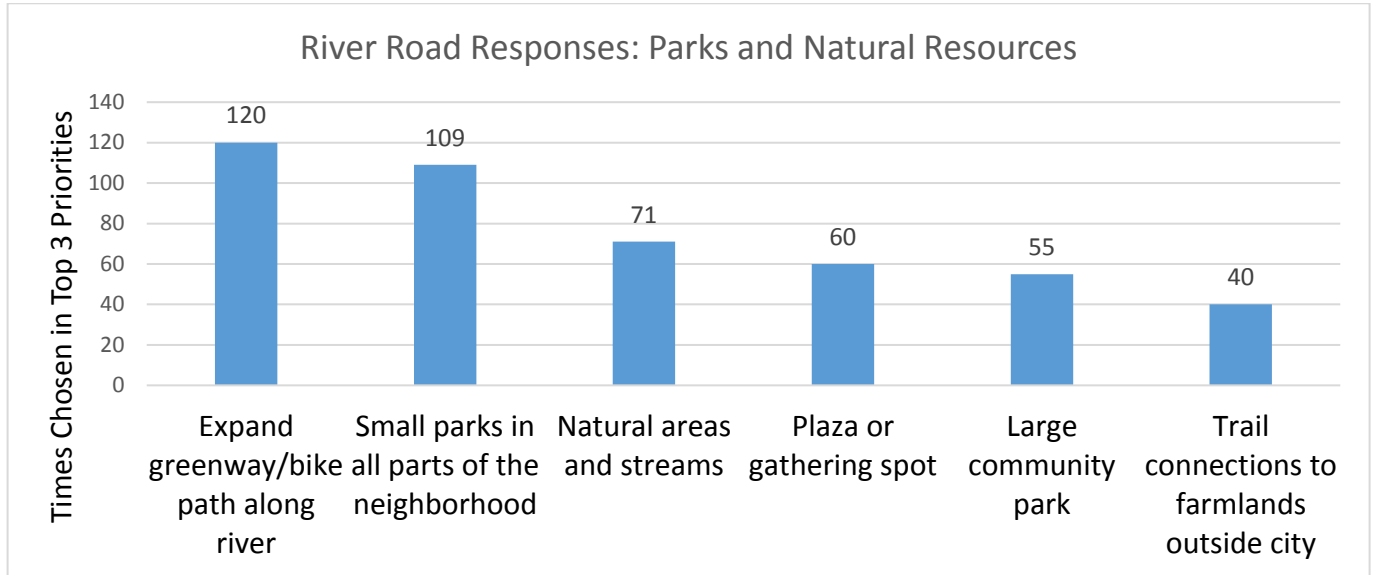
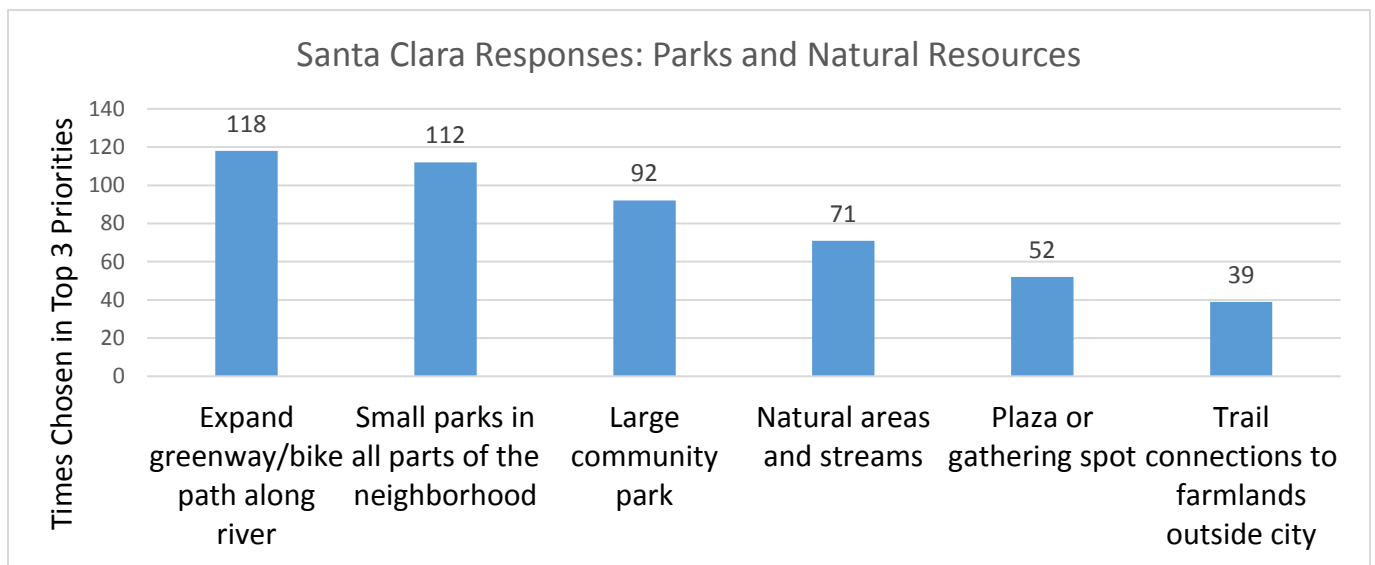


If you had money to pay for improvements to existing parks, recreation facilities, and natural areas, which of the following would be your top 3 priorities?



RESULTS BY NEIGHBORHOOD

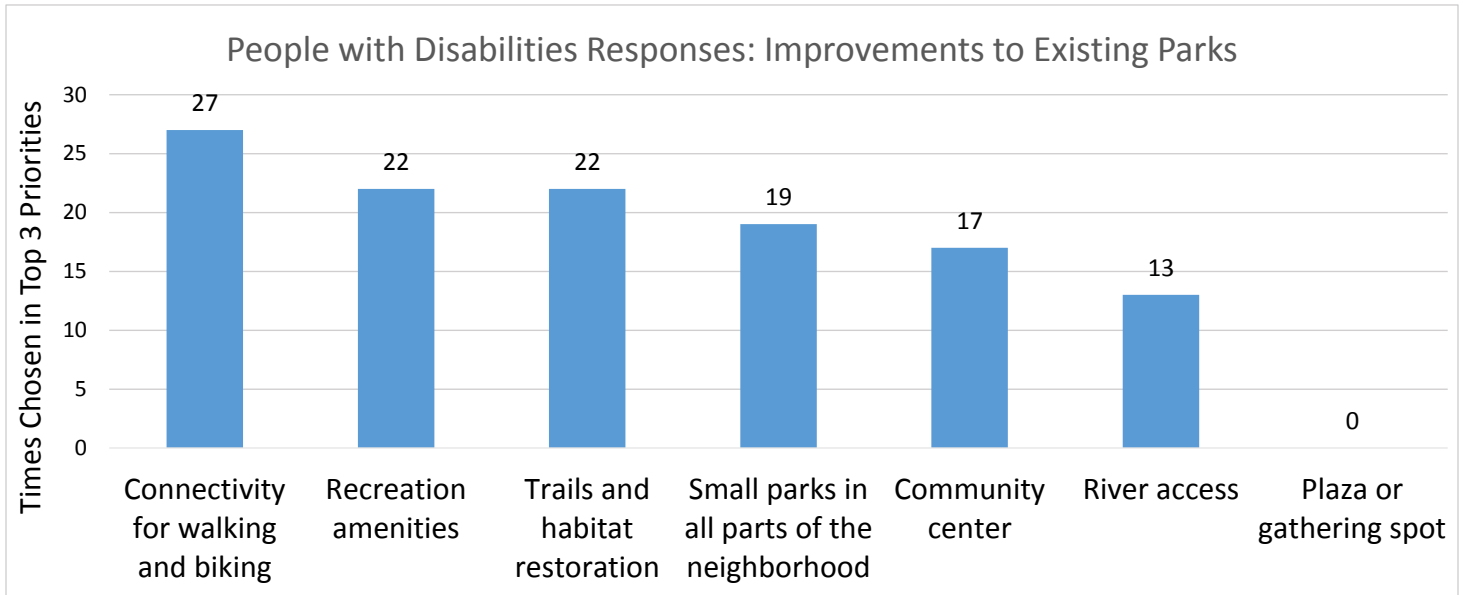
Residents of River Road and Santa Clara had the same top two priorities—expanding the greenway and putting small parks in all parts of the neighborhoods. Building a large community park ranked higher for Santa Clara respondents, which is consistent with feedback received during the first outreach phase in fall 2017. Residents of Santa Clara who live inside and outside the UGB ranked their priorities the same so the chart below reflects all those Santa Clara responses together.



RESULTS: PEOPLE WITH DISABILITIES

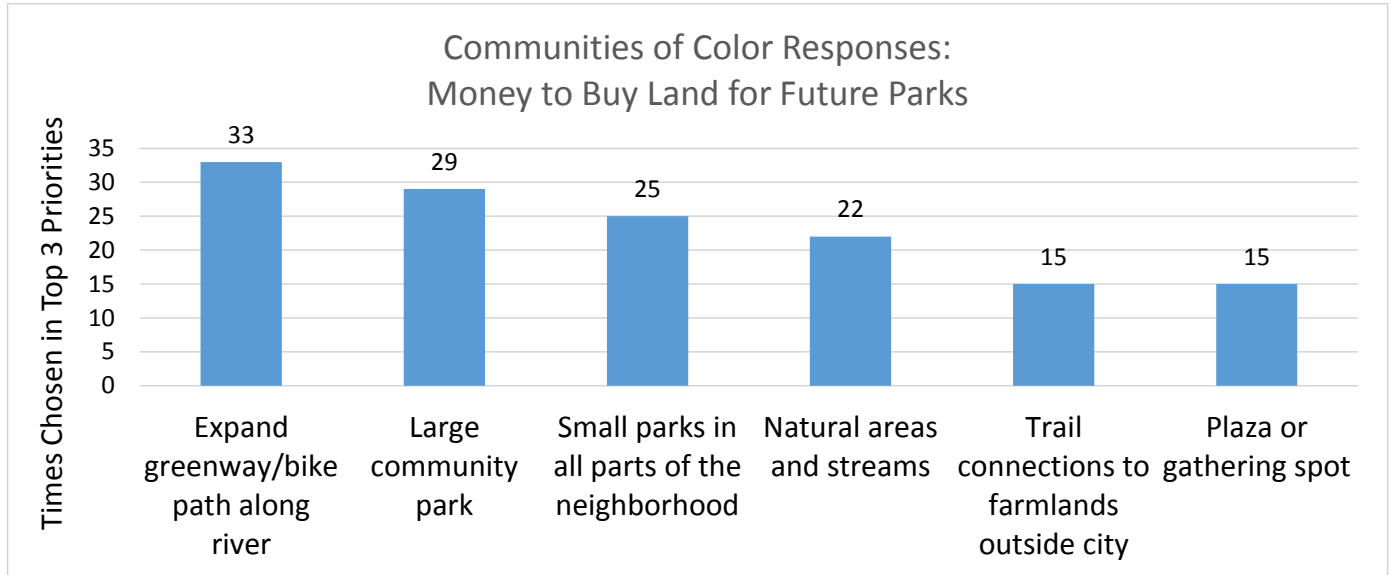
The first question about Parks and Natural Resources asked respondents their priorities in *buying* land for new parks. People with a disability ranked all six options in the same order as the overall responses.

The second question about Parks and Natural Resources asked about *improvements to existing land and facilities*. People with a disability generally ranked their priorities the same as the overall responses, with the one exception that trails and habitat restoration ranked slightly higher as a proportion of their overall responses than did small parks in all parts of the neighborhoods.

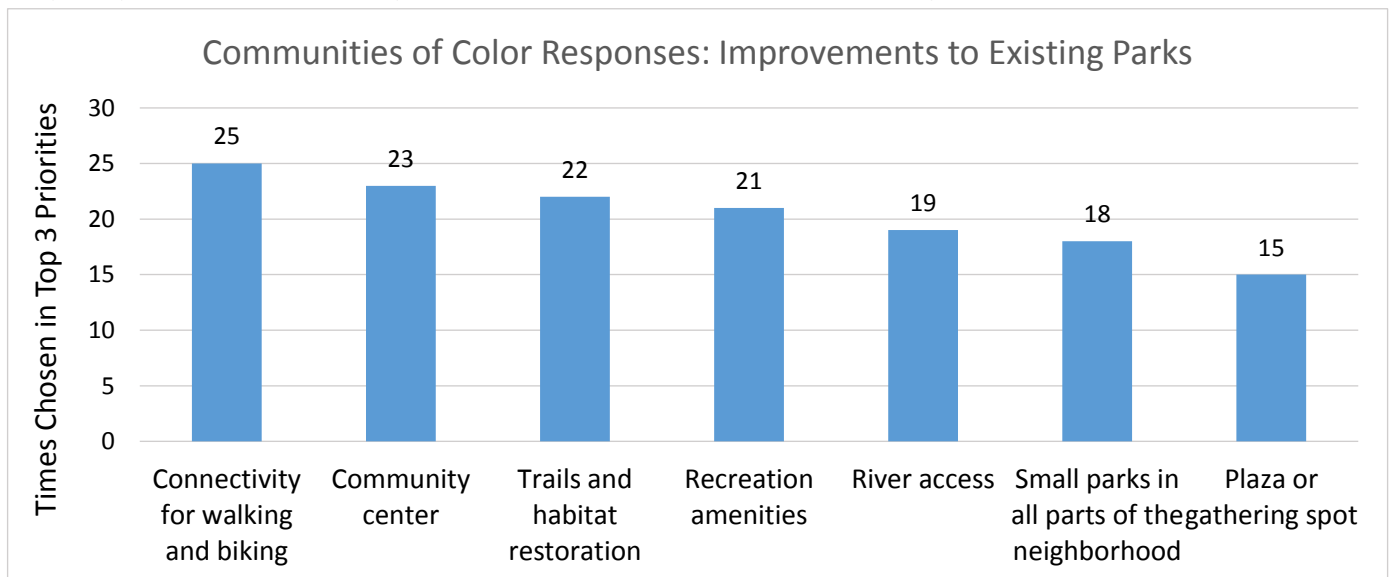


RESULTS: COMMUNITIES OF COLOR

Small parks in all parts of the neighborhoods was the top priority in the overall responses but was the third most chosen by communities of color. Expanding the greenway was chosen most often by communities of color, and was the second-ranked option in the overall responses. Otherwise, communities of color ranked their priorities in the same order as the overall responses.

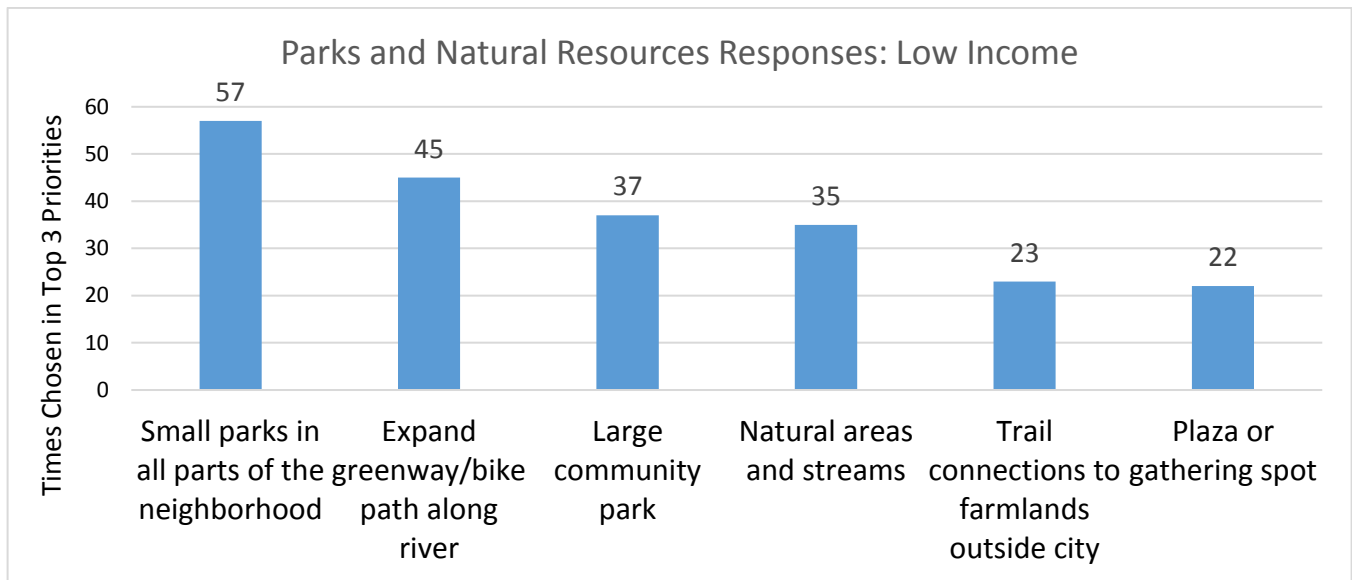


For the second Parks and Natural Resources question, communities of color chose a community center more often than it was chosen in the overall responses. Small parks in all parts of neighborhoods was chosen less frequently than in the overall responses, where it was the third most chosen option.

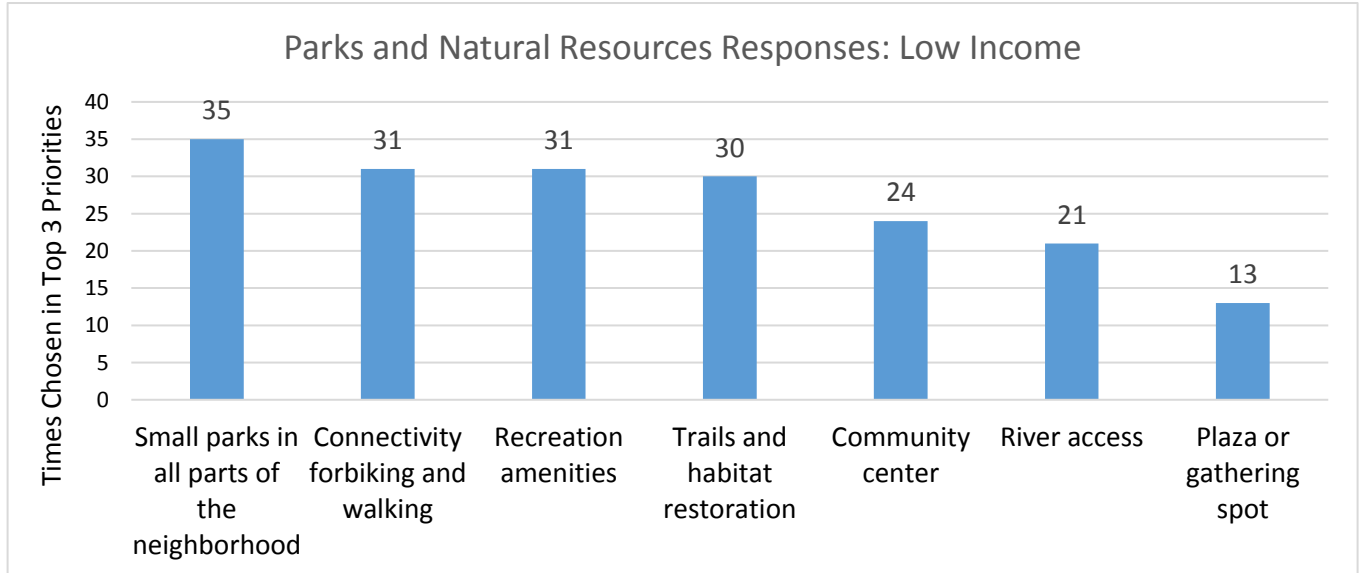


PARKS AND NATURAL RESOURCES

In general, low-income respondents answered the Parks and Natural Resources question the same as the overall responses. The one difference was that trail connections ranked slightly higher than plaza or gathering spot. However, the difference was too small to make any generalizations.



The only difference between responses from low-income participants and from the general community was that low-income participants ranked small parks in all parts of the neighborhood as a priority most often. Besides this, the order of priorities was the same as for the overall responses.



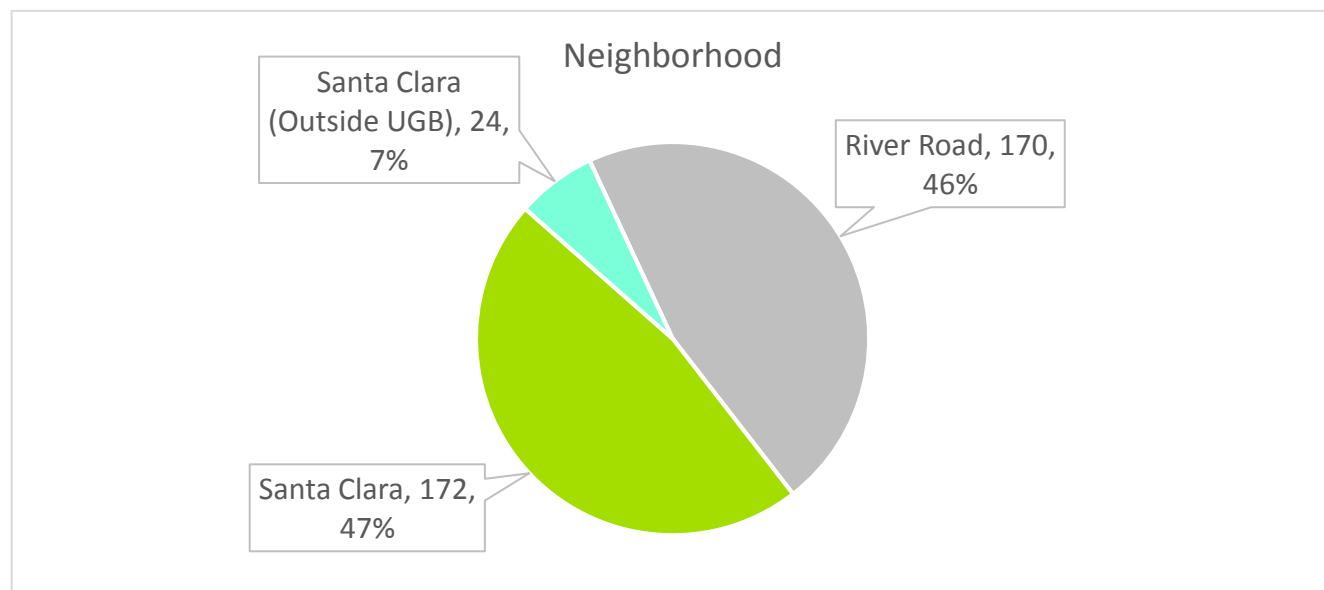
Participant Demographics

An effort was made to collect input from a variety of perspectives within the community. For this reason, the questionnaire included optional demographic questions, allowing the project team to measure its success in reaching diverse communities. The majority of participants provided some demographic information, even if they did not complete all of the questions in that section.

At the community events in June almost 95% of attendees filled out the demographic section, and most of those people answered all or most of the questions. The online version of the questionnaire also had a high response rate for demographic information, and everyone answered at least one of the demographic questions. The targeted outreach events were different because the questionnaire was conducted verbally at some events, and in these cases participants were not asked their demographic information in order to encourage more people to participate. The nature of certain outreach events allowed staff to infer certain demographic information. For example, outreach to residents at an affordable housing complex allowed the respondents to be categorized by neighborhood and income level. Some participants offered their demographic information, especially if it impacted their questionnaire responses. We were able to collect some demographic information for over 90% of targeted outreach participants, though in most cases it was only the answer to one or two of the demographic questions.

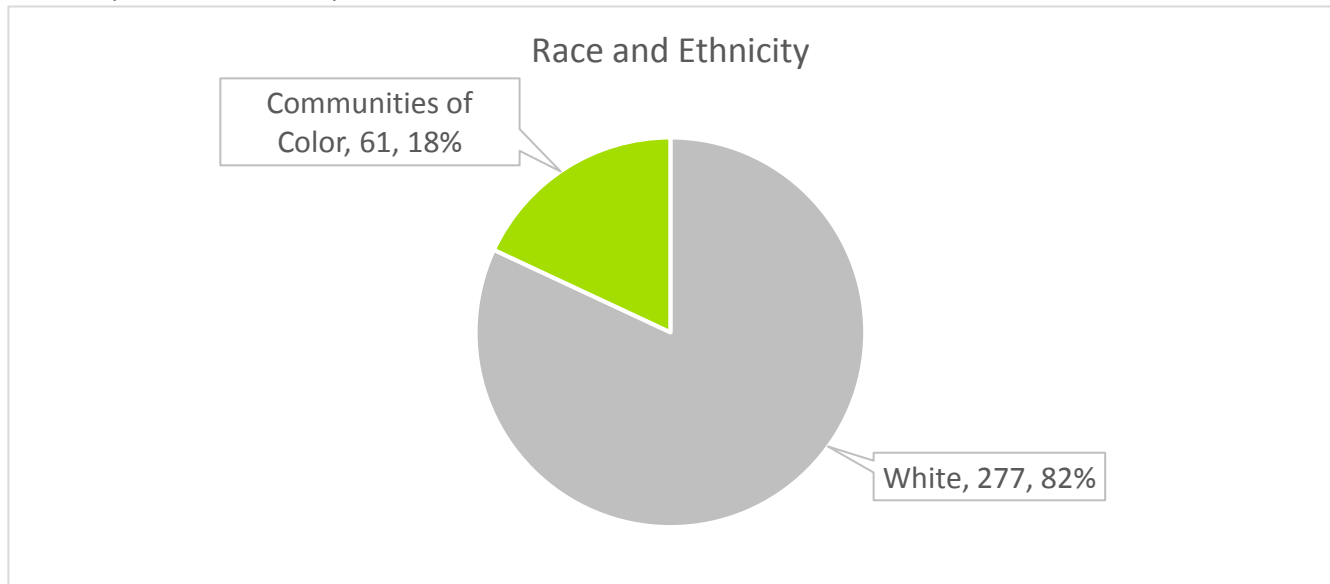
RESULTS BY NEIGHBORHOOD

Residents who live outside the urban growth boundary (UGB) were invited to an outreach event at Awbrey Park on August 1, 2018, where they filled out the questionnaire. In addition, 12 residents who live outside the UGB took the online version of the questionnaire. Below are the results of our outreach by neighborhood.



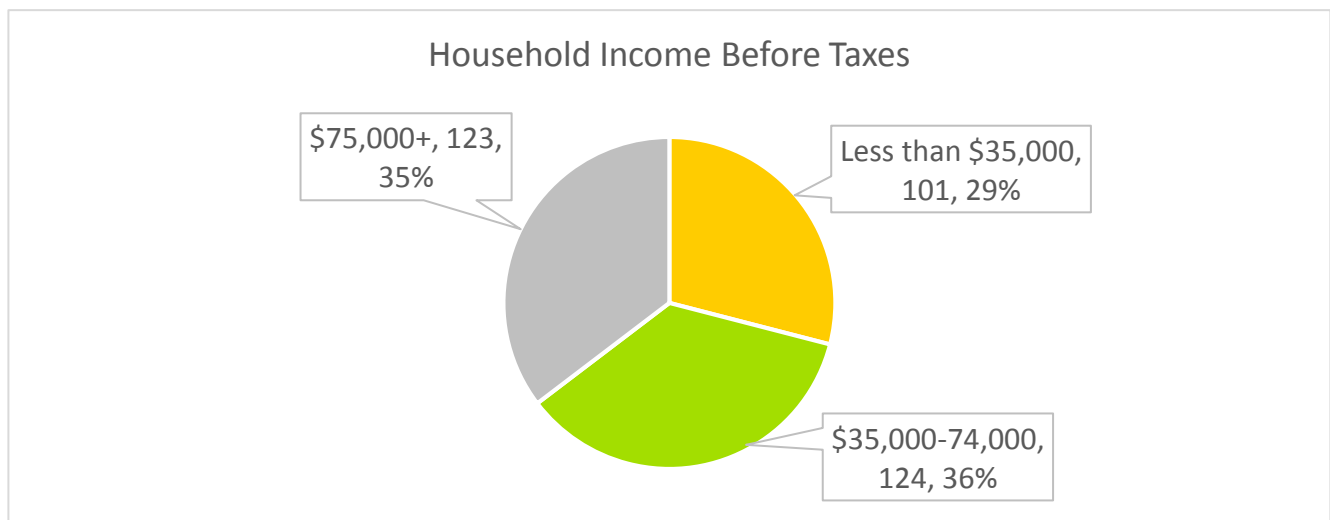
RESULTS: COMMUNITIES OF COLOR

The various outreach events increased the range of voices that were represented and brought in 25 questionnaire responses from people of color. The online version of the questionnaire received 19 responses from people of color. Spanish language translation was also offered at many of the events and a total of 21 people took the questionnaire who identified as Hispanic, Latino, or Spanish origin. Below are our outreach results by race and ethnicity.



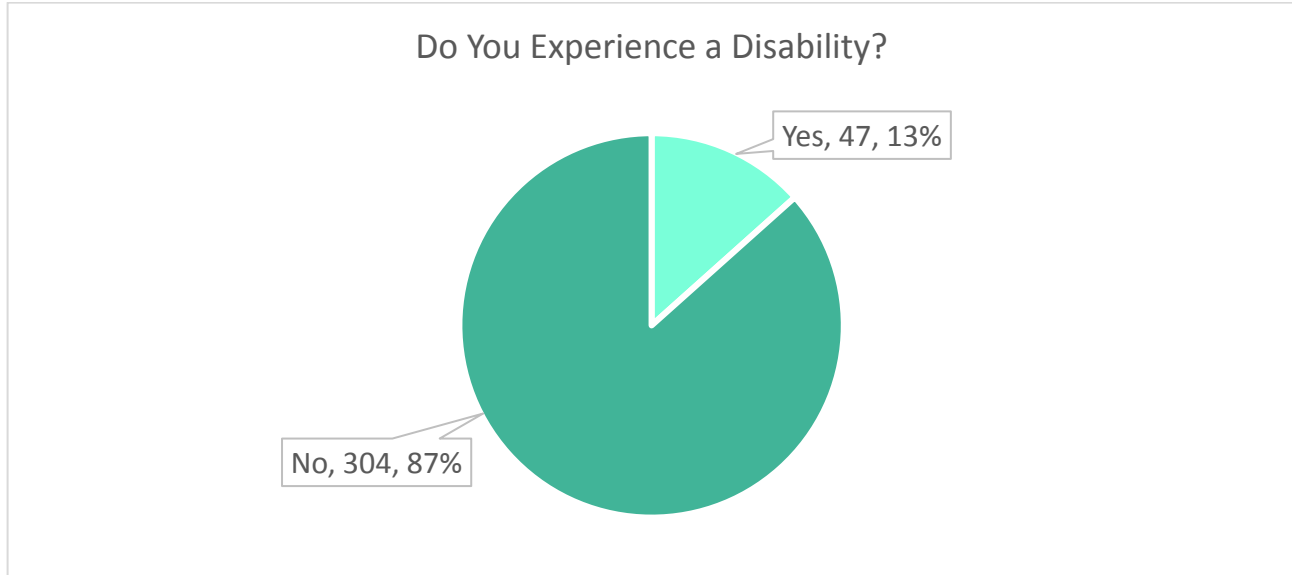
RESULTS: LOW-INCOME (HOUSEHOLD INCOME BELOW \$35,000)

A number of outreach events were held to hear from low-income residents. Staff and volunteers surveyed parents at the Howard Elementary School and Ross Lane Head Start programs. Surveys were also conducted at Santa Clara Place, Ross Lane Apartments, and Green Leaf Village, which are all affordable housing complexes run by St. Vincent de Paul or Cornerstone Community Housing. Surveys were also conducted during food distribution hours at St. Matthew's Church in Santa Clara. Below are our participation rates according to level of income.



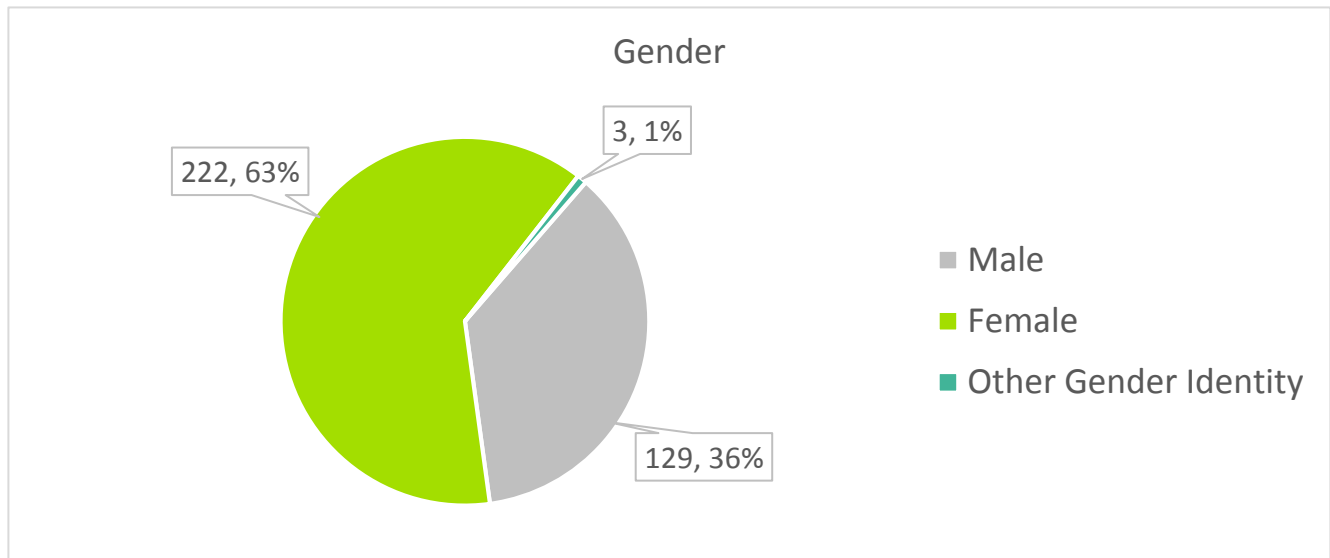
RESULTS: PEOPLE WITH DISABILITIES

On July 31, 2018, a workshop targeted at participants with disabilities was held at Messiah Lutheran Church in Santa Clara. Participants included individuals associated with Lane Transit District, the City of Eugene Active Transportation Committee, and members of the Lane Independent Living Alliance. Participants filled out the questionnaire and wrote location-specific feedback on maps. Follow up calls were made to individuals who couldn't attend and a project member helped them complete the survey. The chart below shows the total number of people with disabilities we heard from during this outreach process.

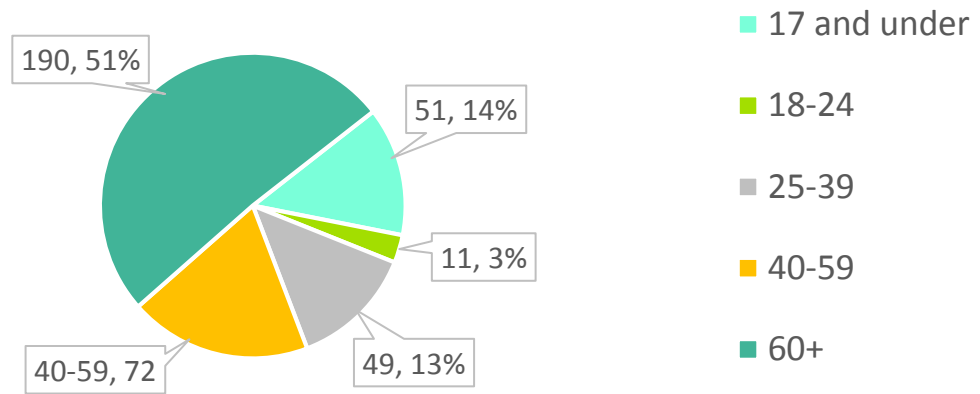


RESULTS: OTHER DEMOGRAPHIC INDICATORS

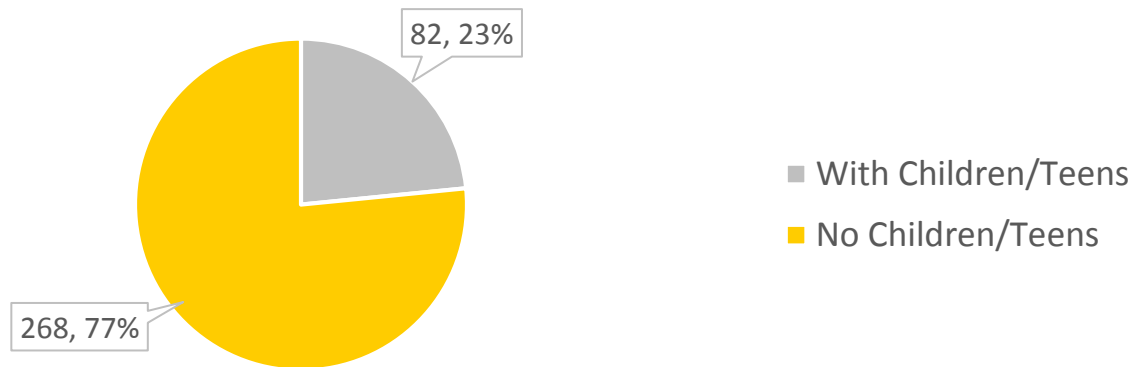
In addition to the above, we collected other demographic information that would help us determine the extent to which we were reaching a broad cross section of the community. The charts below represent those indicators.



Age



Do Children or Teens Live in the Household?



Conclusion

As the results of the outreach illustrate, there are a range of perspectives within the two neighborhoods. All topic area questions, with the exception of the Economic Development question, had at least a one sub-group with answers that differed from the majority. This highlights the need to consider the unique needs of all groups when crafting policies and actions and think about how the neighborhood plan can advance equity in the neighborhoods.

Next Steps

The project is now in the policy development phase. The next large community event will be in January 2019, where the public will have a chance to provide their input on the draft goals and policies that the Community Advisory Committee, Technical Advisory Committee, and working groups will have written and refined. The policy development phase will continually refer back to the results of public outreach to make sure we create a neighborhood plan that aligns with the identified neighborhood priorities.

Policy development will be followed by an action planning phase starting in February. This phase will look different under each of the topic areas and will depend on the goals and policies that emerge from the current phase of the project, but it will include identifying the things we can do to implement the neighborhood vision, timelines, and responsible parties.

Later in 2019 we will begin the adoption process with Lane County and the City of Eugene.

Community input is welcomed at any point in the process, and there are multiple ways to engage. View the [project webpage](#) or contact staff (CEPDDRRSCPlan@ci.eugene.or.us) to learn more or to get involved.



LAND USE

Land use in River Road and Santa Clara supports neighborhood character and local identity, including our long-standing agricultural heritage and high value soils. Our neighborhoods are walkable, with a range of housing types affordable to all residents. Abundant shops, services and community spaces are served by a variety of transportation options. Strategic development and revitalization in more urban locations, especially the River Road corridor, help maintain neighborhood character while meeting our housing and economic needs in a way that is environmentally responsible. Development is well designed, sustainable, and compatible with existing surroundings. Adjacent to the Willamette River greenway, development improves safety, enhances access, and respects ecological functions.

TRANSPORTATION

The integrated transportation system in River Road and Santa Clara is safe, efficient, and accessible for people of all ages, abilities, and socio-economic levels who choose to bike, walk, drive, or use public transit. This system supports redevelopment, economic opportunity and affordable, convenient access to daily needs. The design of the transportation system enhances the sense of place and serves the evolving needs of the community. Our transportation system is environmentally responsible and supports low carbon transportation options.

COMMUNITY

The River Road and Santa Clara Neighborhoods exude a strong sense of place. They are welcoming and inclusive neighborhoods for people of all backgrounds. River Road and Santa Clara celebrate and nurture community unity and diverse cultures, while honoring the rich history of farming in the neighborhoods. The community recognizes the value of natural assets, such as the River, and thriving shared spaces, such as parks, schools and local businesses. Our neighborhoods are safe, resilient, and engaged, with strong social networks and reliable public services.

ECONOMIC DEVELOPMENT

The River Road and Santa Clara communities support sustainable economic development, a variety of employment opportunities for all residents, and local entrepreneurship. Economic activity, especially that of local businesses, contributes to a shared neighborhood identity, while providing places to gather and build community. Natural assets, such as the river and fertile soils, benefit local residents and support thriving businesses. Residents can safely access essential goods and services within a short distance from home.

PARKS & NATURAL RESOURCES

River Road and Santa Clara celebrate a rich diversity of private and shared green spaces, including parks for recreation, natural areas that support native plants and wildlife, and farmland for food production. All residents have a clean, safe, accessible and well maintained park or recreation facility close to their home. Residents have access to the Willamette River, which is celebrated as a natural asset, a defining characteristic of both neighborhoods, and a statewide resource to be protected for future generations. Natural assets, such as the tree canopy, soils and the watershed, are highly valued and cared for as natural infrastructure that enhances ecosystem health, provides opportunities for recreation, and supports the working landscape.

1. Improve the neighborhood economy and empower local residents by encouraging the growth and creation of local businesses.
2. Promote redevelopment that enhances the character of our neighborhood while increasing access to daily needs.
3. Promote living wage employment and business ownership opportunities within the neighborhood.
4. Promote connected and efficient multi-modal transportation options that support economic opportunities within River Road and Santa Clara.
5. Improve and promote a transportation system that is affordable, environmentally responsible and transitions to zero carbon.
6. Promote safe, accessible and efficient transportation for all.
7. Ensure that natural areas are healthy, thriving spaces with habitat for native species and provide natural infrastructure.
8. Provide neighborhood access to recreational opportunities, parks, and community centers.
9. Ensure the Willamette River is a vital and accessible part of the neighborhoods.
10. Preserve agricultural land and open spaces within and around our neighborhood boundaries.
11. Support development that is well designed, sustainable, and environmentally friendly.
12. Ensure that future housing addresses the needs of our community.
13. Support a thriving, vibrant and active mixed neighborhood centers along the River Road corridor.
14. Promote land use and development that protects and enhances neighborhood character.
15. Ensure our community is welcoming and inclusive.
16. Foster collaborative relationships to build a stronger and more resilient community.
17. Empower citizens to jointly create a strong sense of community.
18. Provide public services appropriate to the needs of the community.
19. Increase resilience in local food, water, and disaster preparedness systems necessary for human health and wellbeing.

Community Event #2

06.06.18, 5:30-8:00 pm

Location: North Eugene HS Cafeteria, 200 Silver Lane

AGENDA

5:30-6:00 Open House

- Music, food, visiting, background maps
- Visit visions statements and images, provide your feedback

6:00 -6:25 Large Group Presentation

- Welcome – Kate Perle and Jon Belcher, Community Advisory Committee Co-Chairs
- What are we doing tonight? – Zach Galloway, City Project Manager
- Musical chairs

6:25–7:40 Small Group Activity

- Group discussions about the challenging issues identified in the Vision

7:40 – 8:00 Large Group Conversation

OPTIONAL: This information will help insure the project gathers input from a range of people. These categories are used so the project can compare survey results to Census data.

1. Where do you live?
 - ☐ River Road
 - ☐ Santa Clara
 - ☐ Rural Santa Clara (outside UGB)
 - ☐ Other: _____
2. What is your age?
 - ☐ 17 and under
 - ☐ 18 – 24
 - ☐ 25 – 39
 - ☐ 40 – 59
 - ☐ 60 and over
3. How many people live or stay in your home?
 - ☐ 1
 - ☐ 2
 - ☐ 3
 - ☐ 4+
4. Do children or teenagers (17 and under) live in your household?
 - ☐ Yes
 - ☐ No
5. What is your gender?
 - ☐ Male
 - ☐ Female
 - ☐ Another gender identity
6. Do you experience a disability?
 - ☐ Yes
 - ☐ No
7. Do you have access to an automobile?
 - ☐ Yes
 - ☐ No
 - ☐ Yes, but not on a regular basis
8. Select all races/ethnicities you identify with:
 - ☐ American Indian or Alaska Native
 - ☐ Asian
 - ☐ Black or African American
 - ☐ Hispanic, Latino, or Spanish origin
 - ☐ Middle Eastern or North African
 - ☐ Native Hawaiian or Other Pacific Islander
 - ☐ White
 - ☐ Another race/ethnicity
Please list any other race(s) or ethnicity(ies) here:
9. Please estimate your total household income for 2017 before taxes.
 - ☐ Less than \$35,000
 - ☐ \$35,000-\$74,000
 - ☐ \$75,000 +
 - ☐ I don't know

Small Group Questionnaire

Please **complete** this questionnaire in your small group and **turn it in** before you leave tonight. Each table will explore a challenging issue related to one of the 5 topic areas – Transportation, Land Use, Community, Economic Development, and Parks & Natural Resources.

I. LAND USE

Q1. In the next 20 years, approximately 40,000 people will be moving to Eugene. Although it is difficult to predict the real estate market, the River Road and Santa Clara neighborhoods could absorb more than 4,000 of those new residents. **How are we going to provide housing for the people who are anticipated to move into River Road and Santa Clara over the next 20 years?** Neighbors value both agricultural land and affordable housing. The following scenarios address these values by increasing density in the urban area, also known as the urban growth boundary.

Read the scenarios below and check (✓) the option you prefer.

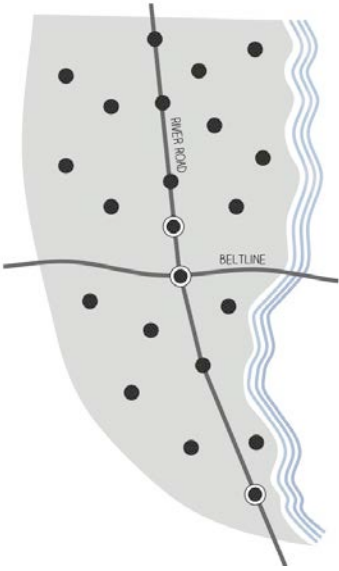
- ☐ **a. DISPERSED throughout the neighborhoods**, development will continue to occur based on existing development standards, which allow higher densities than what was built in the past.
- **Continue existing pattern of Denser Housing Types** throughout RR-SC (note: existing regulations allow for 14 homes per acre)
 - **Continue Multi-Story Apartments along River Road**
 - Maintain Single Family Houses and Backyard Cottages throughout the River Road and Santa Clara neighborhoods (RR-SC)
- ☐ **b. Concentrated ALONG RIVER ROAD**. Multi-story Apartments, as well as buildings with residential and businesses mixed together, are concentrated along River Road at major intersections with access to businesses and transit service.
- **Reduce Denser Housing Types throughout RR-SC**
 - **Increase Multi-Story Apartments along River Road**
 - Maintain Single Family Houses and Backyard Cottages throughout RR-SC
- ☐ **c. Concentrated ALONG MAJOR STREETS**. New housing is provided in strategic locations, along major streets or adjacent to existing businesses.
- **Increase Denser Housing Types along major streets**
 - **Reduce Multi-Story Apartments and increase smaller 4-unit apartment buildings along major streets**
 - Maintain Single Family Houses and Backyard Cottages throughout RR-SC
- ☐ **d. None of the above**. My preferred scenario is on the back.

Comments:

Write or draw. Share your preferred scenario or alternate ideas!

Land Use Scenarios

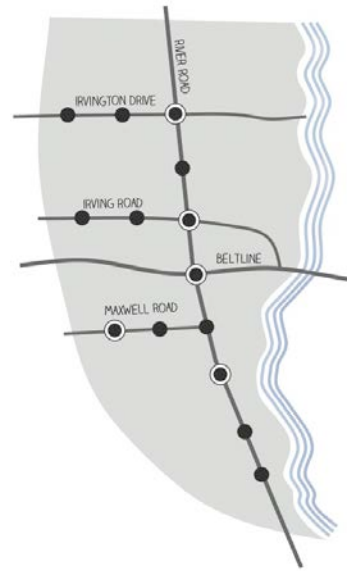
a. Dispersed through the neighborhoods



b. Concentrated along River Road



c. Concentrated along major streets



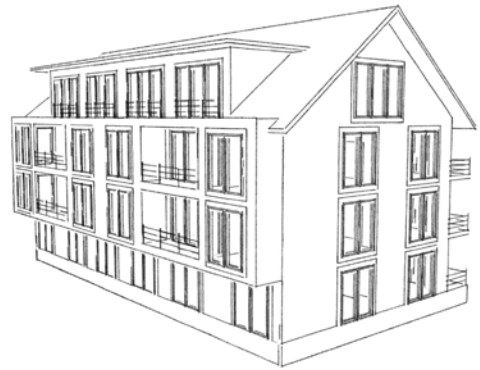
Land Use Descriptions

Denser Housing Types

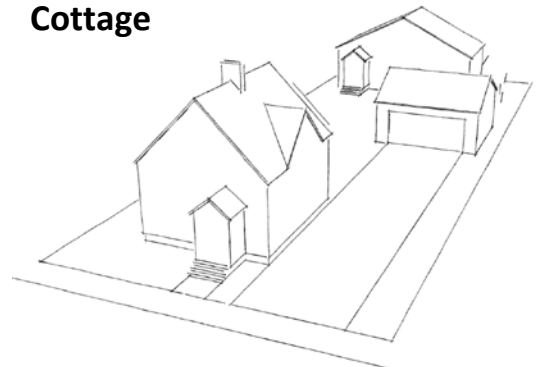
- Rowhouse/Townhouse
- Duplex/Triplex
- Cottage Cluster



Multi-Story Apartment



Single Family House with Backyard Cottage





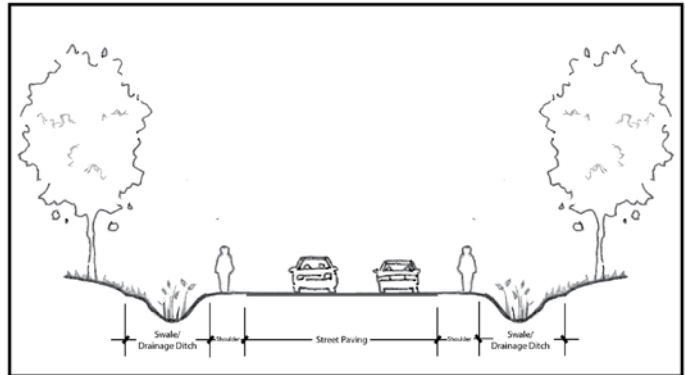
II. TRANSPORTATION

Streets in River Road and Santa Clara have evolved over time from country lanes to what they are today. A mixture of old and new streets create gaps in sidewalks, a significant safety concern for both young and old. Review the street designs below, and choose the designs that you think would best serve River Road and Santa Clara in the future.

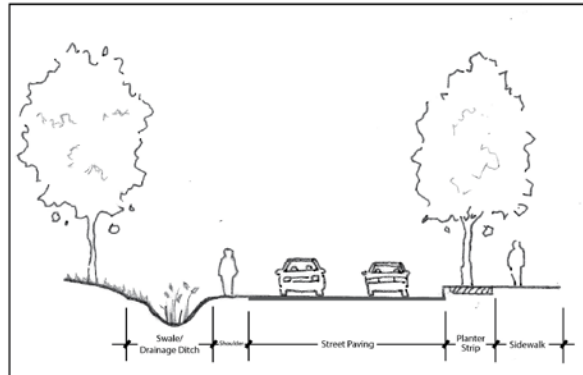
Q2. As our neighborhoods grow, how should the streets evolve to improve safety, assist people that are walking and biking, and better connect our neighborhoods?

Check (✓) as many boxes as you want and tell us why.

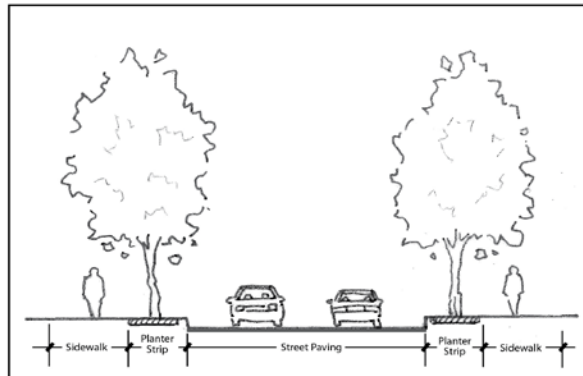
- ☐ a. Maintain the existing neighborhood streets as they are currently designed, with many having **no sidewalks**.



- ☐ b. Maintain existing streets, and when improvements are necessary, streets have open swales for natural drainage, **sidewalk on one side**, street trees, and wider areas provided occasionally for parking (“parking bays”).



- ☐ c. Maintain existing streets, and when improvements are necessary, **provide sidewalks on both sides**, curb & gutter, on-street parking, street trees, bicycle lanes on busy streets, and piped stormwater.



- ☐ d. None of the above. My preferred street design solution is below or on the back.

Write or draw. Share your preferred scenario or alternate ideas!

III. COMMUNITY

Q3a: Community means lots of different things to different people. How will neighborhood organizations decide where to **concentrate valuable volunteer energy** or other resources?

*Review the list of issues below, and **rank your top three**, using 1 as top priority.*

- ☐ a. Focus on increasing the number and diversity of **community events and gathering spaces**, including collaborations between the area **schools**, parks, and the neighborhood, outdoor concerts, festivals, theater, and art-based activities.
- ☐ b. Focus on improving and expanding services to **community members in need**, including low-income seniors, un-housed residents, and ways to address issues related to homelessness.
- ☐ c. Increase **public safety**, for example: more patrols, better security in commercial areas, more neighborhood watch groups, better lighting, and safer streets.
- ☐ d. Focus on activities that build a **green community** where neighbors promote and support gardening, plant trees, and maintain a verdant landscape.
- ☐ e. Focus on activities that build a **resilient community** where neighbors focus on preparing for and responding to emergencies and take care of basic needs such as food, energy, water and culture at home and nearby.
- ☐ f. Focus on solving the challenge of **delivering government services** to the neighborhood, including police, fire, water, and recreation. Discuss and address challenges of patchwork annexation.
- ☐ g. None of these reflect my community priorities. Here is my top priority:

Q3b: Neighborhood leaders have worked on a draft vision for the neighborhoods. How will that vision be achieved? *Read the 3 scenarios below and check (✓) the option you prefer.*

- ☐ a. I am satisfied with **how things are now** in the neighborhood.
- ☐ b. I would like to see a **minor increase** in community building and neighborhood involvement, building a larger network to support the neighborhood.
- ☐ c. I will work with others to create a **significant increase** in community building to create a much larger, diverse, and engaged network of area organizations and activities.
- ☐ d. **None of the above work for me.** My preferred scenario is on the back.

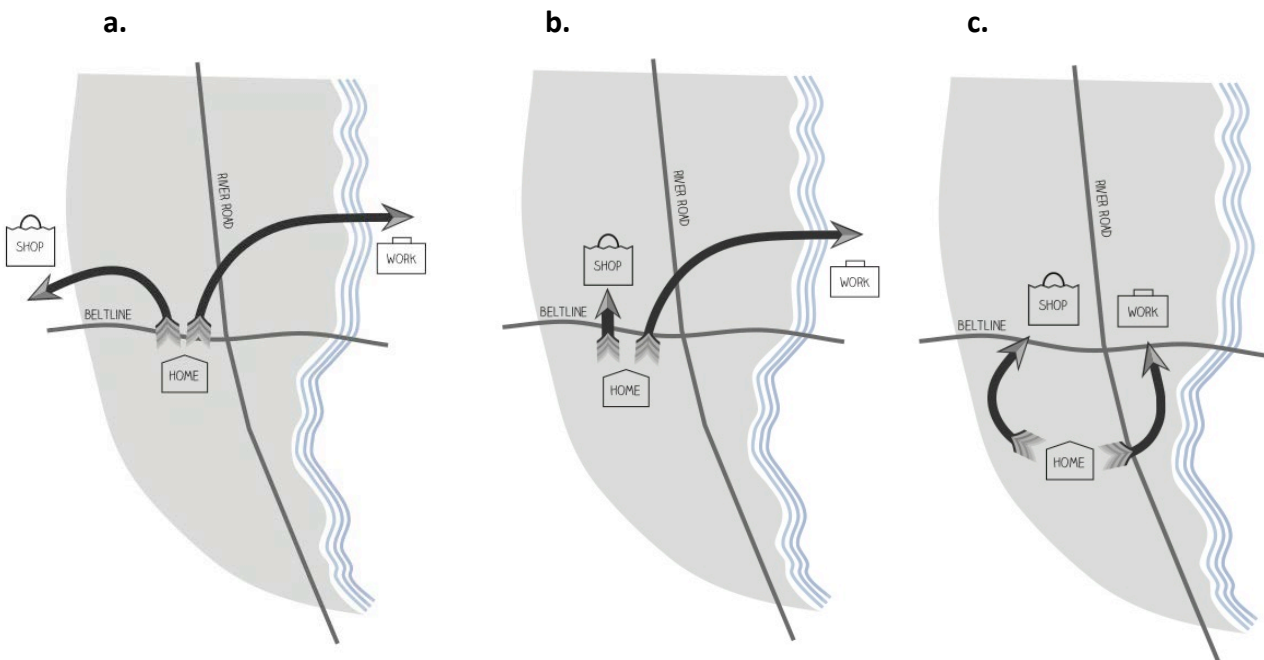
Write or draw. Share your preferred scenario or alternate ideas!

IV. ECONOMIC DEVELOPMENT

Q4. Where people work and shop impacts how neighborhoods look, feel, and function. In all scenarios, neighbors and businesses strive to contribute to neighborhood identity, build community and take care of the environment.

Here are a few ideas for the long-term future, check (✓) the one you prefer.

- ☐ **a.** Most residents live in RR-SC, **commute to work in other areas, and also do most of their shopping in other areas of town.** Neighbors support and enhance existing area businesses. Some businesses expand to attract customers from other areas of town to the RR-SC area. (This reflects what happens today.)
- ☐ **b.** Most residents live in RR-SC, **commute to work in other areas, but do more of their shopping in the neighborhood.** The neighborhoods increase shopping choices in the neighborhood by supporting existing and new businesses. There are more services closer to residential areas with both the benefits and effects of living near businesses.
- ☐ **c.** Most Residents **live, work, socialize and shop in the RR-SC area.** Neighborhood businesses meet residents' shopping needs, and RR-SC home-based businesses and cottage/light industry create living-wage jobs for neighbors. The business community is vibrant, sustained by the local community, and potentially becomes a destination because of that success.
- ☐ **d.** None of the above work for me. My preferred scenario is on the back.



Write or draw. Share your preferred scenario or alternate ideas!

V. PARKS + NATURAL RESOURCES

People in River Road and Santa Clara value green space and want to see it protected, enhanced and expanded to varying degrees. Use the map to familiarize yourself with the two communities and the existing parks, recreation, and natural areas. How would you like to see resources (money and labor) spent?

Q5a: If you had money to buy land for future initiatives, **which of the following would be your top 3 priorities?** (Use 1 as top priority)

- ☐ a. A **plaza** or gathering spot in an otherwise commercial area
- ☐ b. **Small parks** in all parts of the neighborhoods so that everyone has a neighborhood park site close to their home
- ☐ c. Additional land for a large **community park** (athletic fields, pool, community center, etc.)
- ☐ d. Additional land along the **river** to expand the greenway/ bike path
- ☐ e. **Trail connections** to farmlands beyond the city limits
- ☐ f. Lands around local streams, natural drainages, stormwater conveyances, and other **natural areas**.

Q5b: If you had money to pay for improvements to existing parks, recreation facilities, and natural areas, **which of the following would be your top 3 priorities?** (Use 1 as top priority)

- ☐ a. A **plaza** or gathering spot in an otherwise commercial area
- ☐ b. **Small parks** in all parts of the neighborhoods so that everyone has a developed neighborhood park close to their house
- ☐ c. **Recreation amenities** such as community gardens, large playground, dog park, athletic fields and courts in a larger community park
- ☐ d. A **community center** and/or a Pool facility
- ☐ e. **Trails and habitat** restoration in natural areas
- ☐ f. Improved connectivity for **biking and walking**
- ☐ g. **River** access
- ☐ h. None of the above work for me. My ideas for parks and natural resources in my neighborhood are on the back.

Write or draw. Share your preferred scenario or alternate ideas!