

*River Road/  
Santa Clara*  
TRANSITION  
PROJECT

# Public Outreach Report

Prepared by Julie Fischer  
Under contract with David Reed and Associates, Inc.  
For the City of Eugene

June 2006



## Summary

*“Maintaining the integrity of our friendly, rural-like neighborhood”*

*“Resolution to the city/county scrambled eggs we have now.”*

*“That Santa Clara maintain its identity ... We need a community center and place that we can all come together.”*

*“The fear of annexation. I wish we didn’t have the feeling of adversarial grind against the city/county.”*

*“Representation — the umbrella that encompasses the majority of issues.”*

In the winter of 2006 the Transition Project worked with the RR/SC Task Force to conduct 11 public workshops involving 149 residents, 69 from River Road and 80 from Santa Clara, 47 who are residents of the City and 102 who reside in unincorporated areas inside the Urban Growth Boundary. The goal of the outreach process was to identify core values and priorities of River Road and Santa Clara residents in relation to their neighborhood. The project asked residents to answer three questions about their neighborhood:

1. *What do you like or value?*
2. *What would you like to change?*
3. *What is your most pressing hope or concern for the future?*

Resident responses emphasized land use, governance, parks and recreation, and transportation issues (Graph 1-2):

### Results of Neighborhood Conversations

- **Residents value friendly neighbors, rural qualities, current density levels, and alternative transportation (walk, bus, bike).**
- **Residents would like to see changes in development patterns, traffic, and public safety.**
- **Residents identify these pressing issues for the future: development, density, rural qualities, representation, and annexation.**

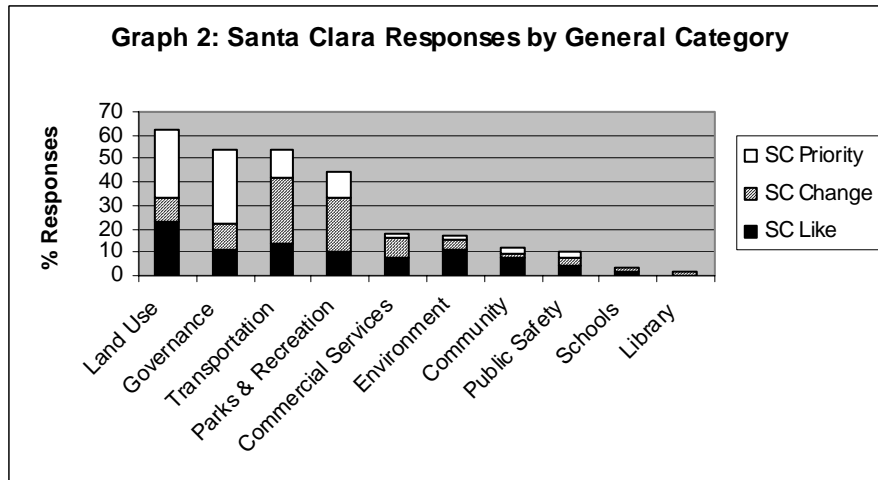
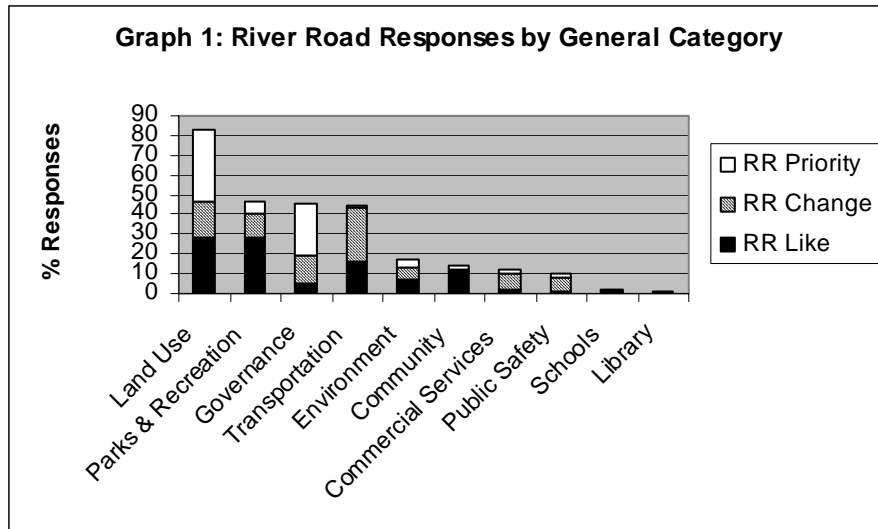
The results indicate that there are distinct differences between the two neighborhoods regarding community priorities (Graph 1-2). In the past ten years, Santa Clara has experienced fast-paced development of large-scale residential subdivisions. ***Santa Clara residents are concerned about traffic and the lack of parks and recreation facilities and their two main priorities are annexation issues and the impact of development.***

River Road has experienced few large-scale residential subdivisions and more small-scale infill developments. Residents are motivated to protect what they value: current density levels, rural qualities, and the River Road Park District. ***River Road residents are primarily concerned about development and their priorities are density issues, annexation, and preserving rural qualities.***

Annexation as a governance issue surfaced as the second highest priority for residents in both neighborhoods. Unincorporated residents worry about the future, including higher tax rates and the viability of service districts such as the River Road Park and Recreation District. City residents are concerned about the quality of urban services and tax issues. Although both communities are experiencing a profound shift with the influx of City residents, residents remain positive about their neighbors and community spirit is strong.

The outcomes of the public outreach process provide critical information for community leaders working on a strategic plan for each neighborhood. Watching their Santa Clara neighbors struggle with the impacts of development, the River Road community is cohesive and clear in terms of overall priorities: land use and governance. Santa Clara is concerned with land use and governance, but transportation and parks/recreation are also priorities. Deciding where to focus energy will be an important task for community leaders.

Both neighborhoods also have the opportunity to look for connections between priorities, craft solutions that address multiple issues, and work together on common goals. It is essential that the community involve elected officials and service providers in the planning process, as success will depend on strong relationships with the City, County, and districts.



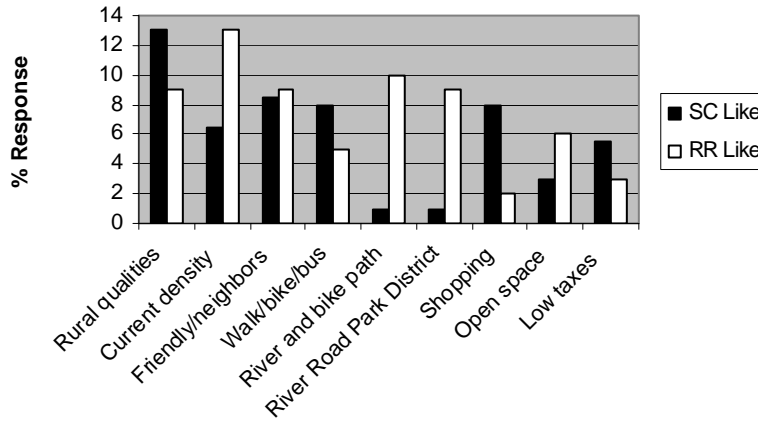
**Table 1: Response by General Category and Question**

Category	RR Like	RR Change	RR Priority	SC Like	SC Change	SC Priority
Land Use	28	19	36	23	10	29
Governance	5	14	27	11	11	32
General*	3	4	18	7	7	9
Parks & Recreation	28	12	7	10	23	11
Transportation	16	27	2	14	28	12
Environment	7	6	4	11	4	2
Community	11	1	2	8	1	3
Commercial Services	2	8	2	8	8	2
Public Safety	1	7	2	4	4	2
Library	0	1	0	0	2	0
Schools	1	1	0	2	1	0
Total	102	100	100	98	99	102

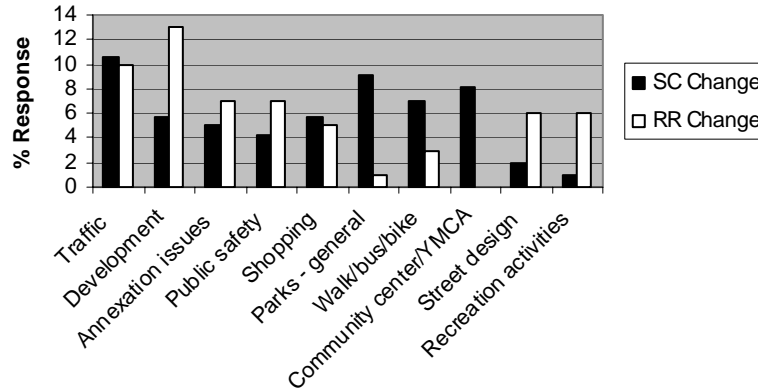
\* Not graphed

Note: Total percentages vary slightly from 100% due to rounding.

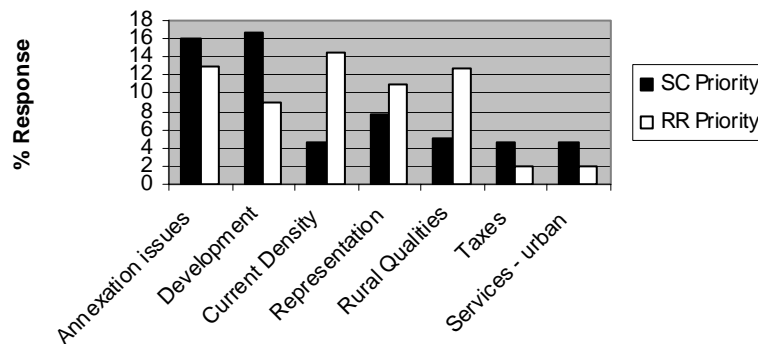
**Graph 3: Responses to Question #1 by Sub-Category  
What Residents' Like about their Neighborhood**



**Graph 4: Responses to Question #2 by Sub-Category  
What Residents Want to Change about their Neighborhood**



**Graph 5: Response to Question #3 by Sub-Category  
Residents' Most Pressing Hope or Concern for the future of their Neighborhood**



**Table 2: Most Common Responses by Sub-Category and Question**

Question #1	Question #2	Question #3
<b>RR Like</b>	<b>RR Change</b>	<b>RR Priority</b>
13Density	13Development	15Density
10River and bike path	10Traffic	13Rural Qualities
9Rural qualities	7Annexation issues	13Annexation issues
9River Road Park Dist.	7Public safety	11Representation
9Friendly/neighbors	6Street design	9Development
6Open space	6Recreation activities	4Recreation activities
5Residential character	5Shopping	4Property maintenance
5Walk/bike/bus	5Representation	
4Street Design	5Speeding	
	4Property maintenance	
70Total % Response	67Total % Response	68Total % Response
<b>SC Like</b>	<b>SC Change</b>	<b>SC Priority</b>
13Rural/urban qualities	11Traffic	17Development
8Friendly/neighbors	9Parks - general	16Annexation issues
8Walk/bike/bus	8Community center YMCA	8Representation
8Shopping	7Walk/bus/bike	6Traffic
6Density	6Development	5Services-urban
5Taxes	6Shopping	5Density
4Public Safety	5Annexation issues	5Taxes
3Open Space	4Public Safety	5Rural Qualities
3Annexation-general	4Services - urban	5Community center/YMCA
3Recreation activities	3Density	
3Property maintenance	3River and bike path	
3Quiet	3Street lights	
69Total % Response	69Total % Response	71Total % Response

**Project Background**

The River Road and Santa Clara neighborhoods have a long and contentious relationship with the City of Eugene. In recent years, the area has experienced both rapid growth and incremental, patchwork annexation to the City of Eugene. Concerns about urban services prompted the City to appoint the River Road and Santa Clara Urban Services Committee in 2000. Composed of 16 area residents, the Committee issued a final report in 2000. In 2004 the City of Eugene funded the Transition Project, which included a Task Force of area residents, a team of four consultants, and the City of Eugene.

Past efforts by the City of Eugene to evaluate public opinion focused on annexation surveys in 1979 and 1990. A critical aspect of the Task Force work was to conduct an open public outreach process with area residents – something that had not yet occurred in the River Road and Santa Clara communities. A goal of the Task Force was to use the results of the public outreach process to make recommendations to elected officials. In 2006 the Task Force voted to transfer funding for the Transition Project from the consultant team to the community organizations. This report provides the community organizations with the critical information necessary to continue the work of the Task Force and make recommendations to elected officials on the future of River Road and Santa Clara.

## Workshop Outcomes

*“There are distinct neighborhoods...with different characteristics and needs.”*

*“More neighborhood parks...bike path along river, accessible green space along river.”*

*“Quiet— a country feel in the city. The sense of history with existing old structures, trees, homes.”*

*“My most pressing concern is that we would be annexed and pay triple property taxes and not have anything more to show for it.”*

Workshop results were sorted into several categories:

General Category	Sub-Categories
Land Use	Development, density, rural qualities, rural/urban interface, residential character
Governance	Representation; annexation-general, no annexation to city, yes annexation to city; taxes, urban service issues
General	Comments too general to categorize, comments that listed numerous categories
Parks and Recreation	Recreation activities, community center/YMCA, River Road Park District, open space, river and bike path, parks-general
Transportation	Traffic, walk/bus/bike, street lights, street design, speeding, road maintenance, connectivity
Environment	Property maintenance, natural areas, quiet, trees pollution
Commercial Services	Shopping, restaurant
Community	Community/identity, diversity, friendly neighbors
Public Safety	No sub-categories
Library	No sub-categories
Schools	No sub-categories
General	General comments, comments with multiple issues

Note that in the public outreach sessions, the term “neighborhood” referenced the entire River Road community or the Santa Clara community. For more details on the categories, see page 12: Outcomes by Categories.

### Two Distinct Neighborhoods

The phrase “Annexation issues in River Road and Santa Clara” is commonly used by elected officials and service providers when referencing the two neighborhoods. Despite the shared annexation issue, the workshop outcomes clearly indicate that River Road and Santa Clara are two separate communities, each with its own priorities.

Development patterns contribute to the differences – beginning in the 1970’s with the division of the two communities by Beltline highway, and later by the scale and scope of residential subdivisions. In the past fifteen years, Santa Clara has experienced fast-paced development of large-scale residential subdivisions while River Road has experienced few large-scale residential subdivisions and more small-scale infill developments. Santa Clara is adjusting to a dramatic increase in population and commercial services, while River Road is experiencing a more gradual increase in households. In the future, both communities will continue to experience widespread infill development.

The pace and impact of large residential developments have residents in Santa Clara wondering how much more development will occur in the future and how government will provide for urban services. Residents in the neighborhood are particularly concerned about traffic and the lack of parks and recreation facilities.

River Road residents are asking questions about the future impact of wide-spread infill by a variety of small-scale developers. What does build-out look like, and how will infrastructure change to meet increased demand? The large-scale residential developments in Santa Clara result in an entire subdivision with a similar look and feel, but in River Road and parts

*“An ‘organized’ approach to development that limits the Big City feel.”*

*“I would really like to see a stronger development in activities for the youth.”*

*“Unity of voice for Santa Clara to promote, pride, community, and unified access to city services...”*

*“The spaciousness, intermixing of residences with businesses with small farms; love the gardens.”*

of Santa Clara, infill is occurring in neighborhoods with an existing population of homeowners who value current density levels and rural qualities.

Aside from development patterns, a few other distinctions between the two neighborhoods identified by the outreach results include:

- River Road’s recreation facilities, bike paths, and access to the Willamette River.
- Santa Clara’s access to farms and rural areas – described in the outcome results as the “rural/urban interface”.

#### Question #1: What Residents Like about their Neighborhood

Both River Road and Santa Clara listed friendly neighbors, density, and rural qualities. River Road also valued the bike path/river and River Road Park District. Santa Clara valued shopping, the rural/urban interface, and alternative transport (walk/bus/bike). (Graph 3, Table 2)

#### Question #2: What Residents want to Change about their Neighborhood

In Santa Clara, a community center/park was the most commonly mentioned desire for change and in River Road, development rated highly. Traffic was a frequent response by residents in both communities – although it did not surface as a “most pressing concern or hope”. Public safety was a frequently mentioned by River Road residents. (Graph 4, Table 2)

#### Question #3: Residents’ Most Pressing Hope or Concern

Development, density, rural qualities, representation, and opposition to annexation surfaced in the top priorities for both River Road and Santa Clara. While River Road focused on density and rural qualities, Santa Clara focused on development. Both neighborhoods expressed concerns about annexation and tax rates. \* (Graph 5, Table 2) Currently, about 30% of the households in River Road and 40% of the households in Santa Clara are in the City. Property tax rates for City residents are about \$8.8/\$1000. Unincorporated residents in River Road pay \$5.50/\$1000, and unincorporated residents in Santa Clara pay between \$1-\$2/\$1000, depending on their fire district.

Ethnic and Minority Issues: Public safety and pedestrian issues emerged as the primary concern for individuals living in low-income apartments. Theft is prevalent at some low-income apartment complexes, and police response to minor infractions is limited. Low-income children walking to school from apartments located on the North side of River Road are challenged by unsafe crossings, traffic, and speeding. Access to a library is also a major concern for Latinos living in the unincorporated area. They often do not own books in English, do not have the time or discretionary income to join the Eugene Public Library, and are unfamiliar with the volunteer library. Out of the nine families interviewed, not one family knew about the volunteer library.

Schools were the public service most highly valued by the Latino population – families were extremely satisfied with River Road Elementary and North Eugene High School. The project did not interview disabled individuals, but it would be interesting to obtain their perspective on the neighborhoods, especially in relation to transportation issues.

## Reflections on the Process

Because of the difficult history between the residents and City of Eugene, the process of conducting neighborhood outreach in River Road and Santa Clara was daunting at the outset. Surprisingly, workshop facilitation was rewarding, interesting, and generally a positive experience. Residents appreciated the opportunity to ask questions, they were thankful for receiving basic information about services, and they enthusiastically discussed what they liked and did not like about their neighborhood. The basic outreach methodology used in this project could continue to be used in River Road and Santa Clara, or in other neighborhoods in the Eugene area.

Residents participated in the workshops because they were interested in their community and wanted a stake in the outcome of a neighborhood planning process. However, they were concerned that their input would not have an impact. Many times in the workshops, residents asked, "What will really come from these sessions?" It is critical that the transfer of the Transition Project from the consultant group to the community organizations also result in the transfer of responsibility to make recommendations to elected officials.

## Potential Next Steps

***With the results of the public outreach, community leaders have essential information*** needed to prioritize the Transition and Heritage Framework and create a strategic plan for each neighborhood. The communities must remember to make a special effort to listen to minority concerns – for instance, many low-income families value police patrols, high density housing and affordable childcare provided by the River Road Park District – none of which rated as a top priority for most workshop participants. Community leaders would also benefit from working closely with elected officials and service providers to identify common goals.

***River Road has the advantage of a strong neighborhood network, excellent community facilities, and outstanding connections to the river, bike path, and downtown Eugene.*** Residents are motivated by what they have to lose, such as the rural neighborhood feel and the viability of the Park District. These factors will help leaders move forward on what is already clear in terms of community priorities: land use and governance. A next step could be to evaluate the different neighborhoods within River Road in terms of values such as density and rural qualities. Balancing the need for affordable housing with a desire for a rural feel is difficult but possible. A useful final plan for River Road would be site-specific, have the support of all facets of the community, and meet local and regional planning goals.

***Santa Clara benefits from capacity, size, and location; it is a larger, more self-sufficient community with easy access to shopping, farms, and – potentially – the Willamette River Greenway.*** The challenge for Santa Clara is bring together leaders from both City subdivisions and unincorporated areas to manage the growing pains of development and create a vision for the future. Community leaders would benefit from focusing on issues that are a priority for both City and unincorporated residents, such as the need for a recreation center and community park, development issues, alternative transportation, and a better connection to the river. As with River Road, a site-specific plan would provide clarity for the diverse neighborhoods within Santa Clara. Because it is challenging to organize a community as large as Santa Clara and motivate residents to work toward new opportunities, leaders must focus clearly on defined goals to achieve success.

***The community organizations will need to carefully consider the structure and process for future planning projects.*** The community organization board could function in the same capacity as a non-profit advisory board, providing vision and guidance for projects managed by committed and experienced volunteers or paid staff. It will be critical for each entity to respect the role of the other: the board as a guide and the project manager as an administrator. The connection with City staff also needs definition – as a funder, they would probably review and approve project proposals, evaluate project updates and final reports, and base future funding on the success of past projects. The City neighborhood grants program is an example of a successful model of collaboration.

***In terms of negotiations with the City regarding annexation and special district issues,*** all parties would benefit from an open process facilitated by a neutral third party skilled in mediation. A successful negotiation will depend on clarity around bottom-line issues for all participants.

Although future tasks will require focused time and energy, it is an opportunity for neighborhood leaders to draw on the strong core of community identity in both River Road and Santa Clara. Connections between City and unincorporated residents are healthy and continue to grow with the outreach efforts of the two community organizations. The next steps will require a broader base of support, both within the community organizations and between the organizations, the community, elected officials, and service providers.

**Table 3:**

**Responses by General Category, Sub-Category, and Question**

Description	RR	RR	RR	SC	SC	
	Like	Change	Priority	Like	Change	Priority
Development	0	13	9	1	6	17
Density	13	3	15	6	3	5
Rural qualities	9	2	13	5	0	5
Rural/urban interface	0	0	0	8	0	3
Residential character	5	1	0	2	0	0
<b>Land Use Total</b>	<b>28</b>	<b>19</b>	<b>36</b>	<b>23</b>	<b>10</b>	<b>29</b>
Representation	0	5	11	0	0	8
No annexation to City	2	5	9	1	2	8
Taxes	3	1	2	5	2	5
Services - urban	0	2	2	3	4	5
Annexation - general	0	1	2	0	1	5
Yes annexation to City	0	1	2	0	2	3
<b>Governance Total</b>	<b>5</b>	<b>14</b>	<b>27</b>	<b>11</b>	<b>11</b>	<b>32</b>
Comments w/ multiple issues	2	2	18	4	4	8
General comments	1	1	0	3	3	2
<b>General Total</b>	<b>3</b>	<b>4</b>	<b>18</b>	<b>7</b>	<b>7</b>	<b>9</b>
Recreation activities	1	6	4	3	1	3
Community center/YMCA	0	0	0	0	8	5
River Road Park District	9	2	2	1	1	0
Open space	6	2	2	3	0	0
River and bike path	10	2	0	1	3	2
Parks - general	1	1	0	1	9	2
<b>Park &amp; Rec Total</b>	<b>28</b>	<b>12</b>	<b>7</b>	<b>10</b>	<b>23</b>	<b>11</b>
Traffic	3	10	0	1	11	6
Walk/bike/bus	5	3	0	8	7	3
Street lights	0	0	0	0	3	3
Street design	4	6	2	1	2	0
Speeding	0	5	0	0	2	0
Road maintenance	0	2	0	1	2	0
Connectivity	3	1	0	2	0	0
<b>Transportation Total</b>	<b>16</b>	<b>27</b>	<b>2</b>	<b>14</b>	<b>28</b>	<b>12</b>
Property maintenance	1	4	4	3	1	0
Natural areas	1	0	0	2	1	2
Quiet	3	1	0	3	0	0
Trees	3	0	0	2	0	0
Pollution	0	2	0	0	2	0
<b>Environment Total</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>11</b>	<b>4</b>	<b>2</b>
Shopping	2	5	2	8	6	2
Restaurant	0	3	0	0	2	0
<b>Commercial Total</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>2</b>
Community/identity	0	1	0	0	1	3
Diversity	2	0	2	0	0	0
Friendly/neighbors	9	0	0	8	0	0
<b>Community Total</b>	<b>11</b>	<b>1</b>	<b>2</b>	<b>8</b>	<b>1</b>	<b>3</b>
<b>Public Safety</b>	<b>1</b>	<b>7</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>2</b>
<b>Library</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>
<b>Schools</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>
	100	100	100	100	100	100

Note: To allow for a comparison between River Road responses and Santa Clara responses, numbers are percentages of a total.

## Appendix A: Project Methodology

### Workshop Structure

Five members of the RR/SC Task Force agreed to meet regularly as a subcommittee to develop a method for providing outreach workshops to the neighborhood. The Subcommittee regularly shared information with the Task Force and asked for feedback on project design. The basic goals of the workshops were to:

- Create a positive and personal connection between government, neighborhood leaders, and residents.
- Focus on issues important to the community and welcome discussion on a wide variety of topics.
- Identify characteristics of neighborhoods that residents' value.
- Answer questions about annexation, development, and transition issues.
- Disseminate information about neighborhood projects, services, and providers.

The Subcommittee decided that a series of smaller workshops –“Neighborhood Conversations” - would provide an environment conducive to listening and gathering meaningful feedback from residents. How could the project connect with residents who are not already involved in local issues? The subcommittee asked active residents to serve as hosts, and to invite their neighbors or friends to the gatherings. Two pilots were initially conducted to test format and logistics – one hosted by a Task Force member and the other hosted by the River Road Community Organization.

Resident hosts invited an average of 25 friends or neighbors to the workshops, resulting in average attendance of about 8 residents. However, the 1/21/06 workshop host invited 70 members of a neighborhood watch organization, and about 14 residents attended the event. Workshops were held in the early evening and lasted 1.5-2 hours. The series of 11 meetings ran from October 2005 to March of 2006.

While the small, neighborly workshops provided high quality feedback, the subcommittee felt that it was critical to invite all residents in River Road and Santa Clara to a workshop. As a result, the River Road Community Organization and Santa Clara Community Organization each hosted a larger Neighborhood Conversation, inviting all residents through a mass mailing of their neighborhood newsletter. These meetings averaged 30 participants.

### Informational Materials

A critical aspect of the outreach process was to provide residents with accurate information about how urban services are delivered to the neighborhoods. The Transition Project prepared a ten-page guidebook describing key urban services in River Road and Santa Clara, as well as a brochure explaining the goals of the project. In addition, the project worked with City staff to create a series of neighborhood maps with information about service districts, electoral districts, zoning and land use. Finally, the Subcommittee drafted an informal “dialogue between two residents” that Task Force members performed at the outset of the larger public outreach sessions.

### Workshop Content

Active listening to resident ideas and concerns was the key goal of the workshops. The Subcommittee worked to develop three core questions that all workshop participants would address. Following is a sample agenda detailing the three core questions:

Host: Shelley Hoffman  
Date: February 26, 2006, 7-9 p.m., located at her house  
Present: 9 River Road residents, 1 facilitator

#### AGENDA

- |   |         |
|---|---------|
| I. Introduction: project background, questions                      | 7:10 pm |
| II. Creating Focus for the Neighborhood and a Vision for the Future | 7:30    |

- QUESTION #1: **List three things that you like about your neighborhood.** Think about things that you VALUE .... What do you like about how your neighborhood looks or functions? What places are important to you? What activities do you really enjoy?
  - QUESTION #2: **List three things that you would like to CHANGE about your neighborhood.** What do you wish were different? Think of things that would improve your quality of life.
  - Discuss results of Question #1 and #2
- III. Wrap-up 8:30
- QUESTION #3: **What is your single, most pressing concern or hope for the future of your neighborhood?**
  - Information on River Road and Santa Clara: Urban Services Guide booklet

The information conveyed at the beginning of the workshop centered on a list of seven “Challenges and Opportunities for River Road and Santa Clara” (see page 8). The facilitator also briefly listed the variety of urban services in the area: fire, library, recreation, parks, planning, police, transportation, stormwater, and water. Many of the questions asked by residents at the beginning of the workshop addressed annexation and development, and as a result, those issues received added emphasis.

### **Recording Outcomes**

Residents completed a short handout which included the three core questions and an evaluation of the workshop. Answers were compiled in a spreadsheet and analyzed. The workshop results are also posted on the project website. The outcomes of the pilot workshops varied slightly from the others because the subcommittee was testing final wording of the handout questions. (In the 10/25/06 session, participants did not formally answer the final question: “What is your most pressing concern or hope for the future?” In the 11/21/06 session, the wording of the last question was “Aside from your own answers to the questions, list one idea suggested by others that you think is very important to the future of the neighborhood.”)

### **Creating Balance and Addressing Diversity**

Do the workshop results represent the variety of social and economic interests in the neighborhoods? While the project did not provide a statistically representative sample of the community, it did represent a fair amount of diversity. Seniors, parents, homeowners, high school students and professionals were well represented in the workshops, as well as a respectable balance of City and unincorporated residents. Thirty-three percent of the dwelling units in River Road and Santa Clara are inside the City, and 31% of the workshop participants were City residents.

Low-income and minority residents were much more difficult to involve. A workshop for low-income Latino parents was poorly attended, but follow-up conversations with Latino parents offered more insights. The student session included several Latino students and one African-American. The outreach project would have been more complete by hosting workshops with more low-income parents and disabled residents.

Date	Host	Participants: RR/SC	Participants: City/ Unincorp	Notes
10/25	Task Force member	4 RR/10 SC	5/9	Pilot session
11/21	RCCO	24 RR	1/23	Pilot session
1/12	RR resident	14 RR	1/13	West RR, Cherry Lane, Park Avenue North
1/20	North Eugene H.S.	9 RR/12 SC	Est. 5/16	High School students
2/2	SCCO	35 SC	17/18	Wide variety of participants
2/8	RR resident	6 RR	0/6	Mid RR: Horn Lane area, parents
2/9	SC resident	9 SC	8/1	NW SC, Dorchester Ln., retired
2/26	RR resident	9 RR	0/9	Lower RR: Park Avenue
3/2	SC resident	7 SC	1/6	East and North SC: Scenic Dr., Springwood Dr.
3/8	Latino rep.	3 RR	2/1	Latino families
3/14	SC resident	7 SC	7/0	Mid SC: Winery Lane
TOT	149	69 RR/80 SC	47/102	

### Methodology for Analyzing Outcomes

Although analysis of open-ended questions is a more involved process, it can more accurately reflect true concerns than a highly structured survey. The results of the core questions were entered into a spreadsheet and sorted by general categories that emerged during the analysis. Categories with a wide variety of responses were then broken down into more specific sub-categories. Because River Road and Santa Clara had slightly different numbers of workshop participants, comparisons between the two neighborhoods are best accomplished by working with percentages (Table 3).

Workshop evaluation outcomes were very positive. The final evaluation asked participants to rate the workshop on a scale of 0 (poor) to 5 (excellent) according to the following criteria: overall, usefulness for understanding issues, usefulness for gathering input, environment for productive discussion, facilitators knowledge, and whether the workshop met expectations. The average workshop rating was 4.4.

### Outcomes by Category

Listed below in *italics* are the general categories resulting from the analysis, followed by the sub-categories and the key words describing the sub-category.

#### *Land Use:*

Development: Developers, new houses, growth, planning issues such as infill, flag lots/panhandle lots, subdivision, standards, code, and zoning.

Density: low density, large lot size, large yards, room between houses.

Rural qualities: Country feel, neighborly, large lots, history, quiet, agriculture, privacy, trees, roads without sidewalks. Answers in this category either listed "rural", "country" or more than one of the above descriptors.

Rural/urban interface: semi-rural, sub-urban, close to farms, edge of city, urban growth boundary.

Residential character: Older homes, vintage houses, architecture, single family homes, mature homes.

*Governance:*

Representation: voice, voting, decision-making, elected officials  
No annexation to city: no annexation, no city involvement/rules, no city expansion  
Taxes: low taxes  
Services – urban: Fire service, water service, sanitation  
Annexation – general: Annexation (comments did not specify position)  
Yes Annexation to City: incentives to join city, wish all lived in city

*General:*

Comments with multiple issues: specific comments that list several different issues, such as “I like police service, schools, and shopping”.  
General comments: Very broad comments such as – I like it the way it is, no change necessary, everything, stable neighborhood.  
This category was not included in the graphs because responses were reflected accurately in other categories.

*Parks, Open Space, and Recreation:*

Recreation activities: Basketball, skating, playing in yard, tennis, bowling, etc.  
Community Center/YMCA: recreation center, gathering place for activities, pool.  
River Road Park District: River Road Park, Emerald Park, River Road pool.  
Open Space: fields, empty space, pond area, green space.  
River and bike path: Willamette River, bike path, greenway.  
Parks-general: neighborhood parks, sports complex, park land.

*Transportation:*

Traffic: Traffic problems, flow, and solutions  
Bicycles: bikes, cycling  
Streetlights: street lighting  
Street design: sidewalk/curb/gutter references, stormwater issues, underground utilities, comments against road development due to energy crisis  
Pedestrians: walking  
Speeding: speed limit, traffic calming, speed bumps, slower traffic  
Bus: LTD, public transportation  
Road maintenance: street care, repaving, signage references.  
Connectivity: access to other areas, close to stores, airport, mall, etc.

*Environment:*

Property maintenance: clean, well kept, looks nice, upkeep, litter, yard care  
Natural areas: natural features, waterways, wildlife  
Quiet: quiet, relaxing, private  
Trees: Greenery, big/mature trees, nice trees  
Pollution: Dust problem, bad smells, air quality, railroad noise

*Commercial Services:*

Shopping: Food, grocery, gas, commerce, stores, Santa Clara Square, medical services, small businesses, River Road downtown, small stores, local businesses.  
Restaurant: Places to eat

*Community:*

Community/identity: build community, maintain identity  
Diversity: mix of ages and families, people: all walks of life, diverse population  
Friendly/neighbors: Friendliness, like my neighbors, neighborhood, small town

*Public Safety:* police coverage, crime, feel safe, vandalism, drugs, sheriff, safety response

*Library:* Library card, branch library

*Schools:* Like my school, neglect of neighborhood schools, proximity to school

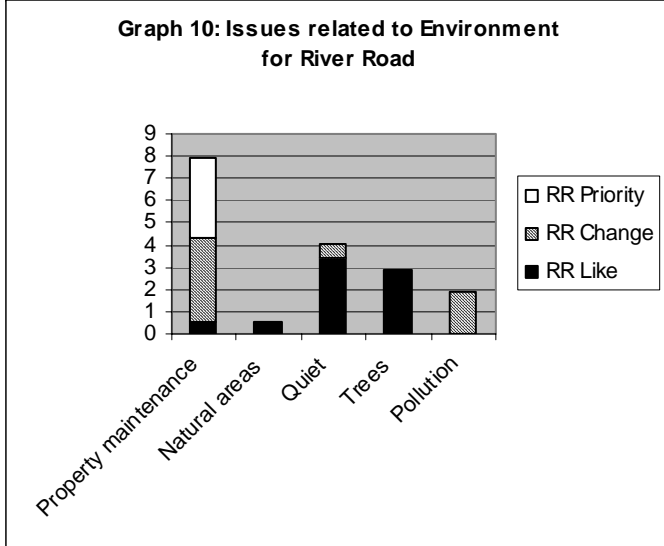
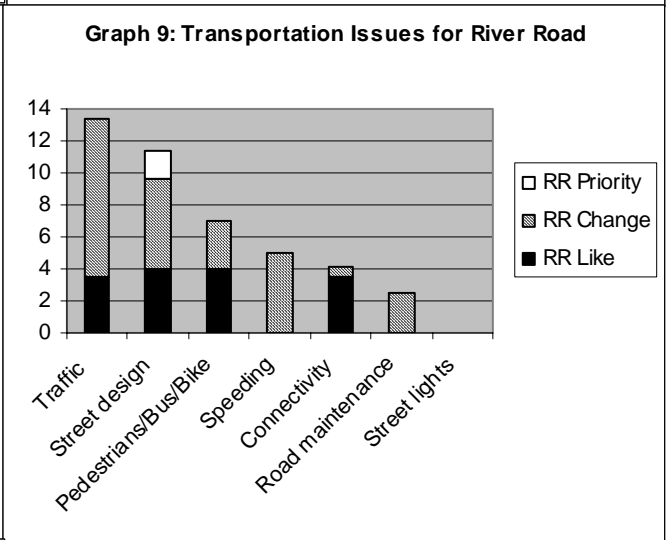
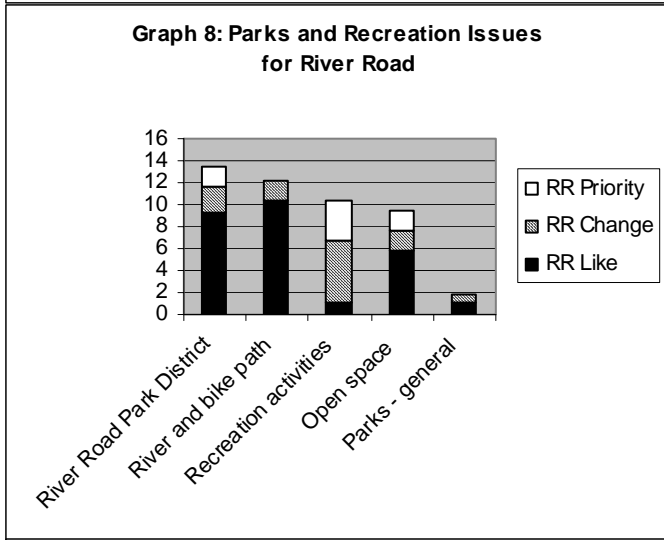
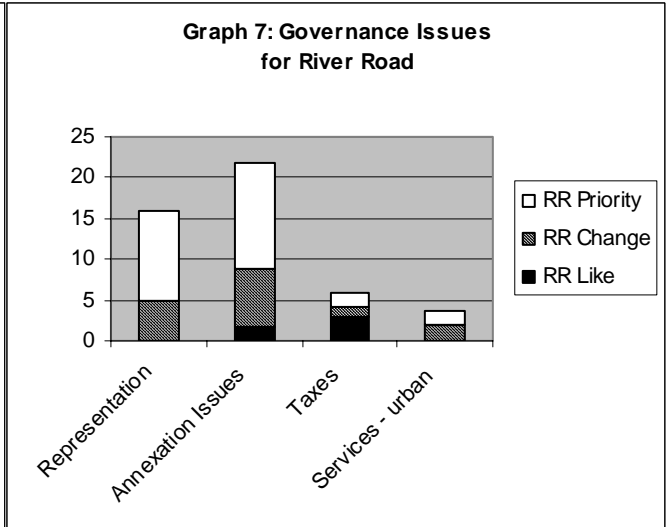
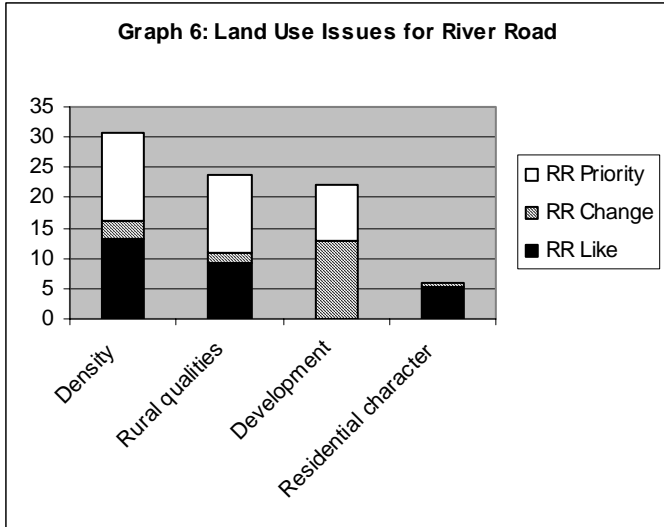
### **Workshop Introduction Details**

*Basic information provided to residents during the workshop introduction*

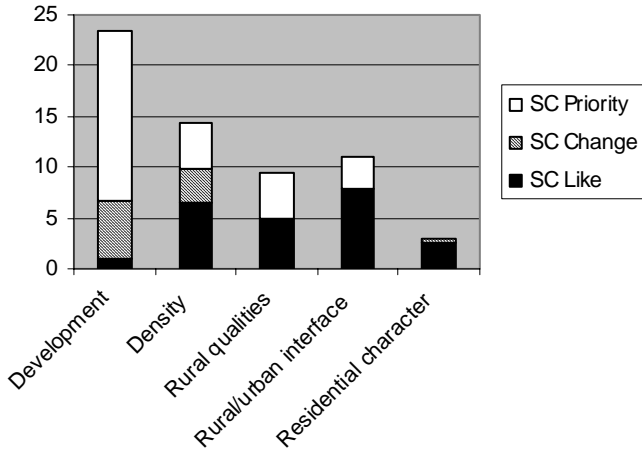
Challenges and opportunities for River Road and Santa Clara:

1. Some residents in River Road and Santa Clara live in the City and others are in unincorporated areas.
2. All new development in River Road and Santa Clara is annexed to the City.
3. The neighborhoods have a variety of providers for urban services: Sometimes services are split between providers. For example, City police respond to calls on City properties, and the Lane County Sheriff responds to calls in unincorporated areas. Sometimes agencies coordinate to provide services. For example, the City provides road maintenance in most of River Road, and the County maintains most of Santa Clara.
4. The future of services is uncertain: incremental annexation is constantly changing how services are provided.
5. The area is split by two City Council wards and two County Commissioner wards. The unincorporated residents lack representation with the City, which makes planning decisions for the area. In addition, residents might have a stronger voice on City Council if the entire area were annexed.
6. Urbanization has created tensions between the City of Eugene and residents. In the 1990's many residents were upset with the way the City required them to connect to the sewer system. Trust between the City and some residents is still a major issue.
7. Residents, elected officials, and service providers are all searching for solutions to the above challenges. Solutions could include:
  - Creating a clear vision for each neighborhood and a stronger voice for residents with elected officials and service providers.
  - Working to build trust between the City and residents by acknowledging the past and planning for the future.
  - Encouraging residents to participate in community issues.
  - Educating residents about the current situation.

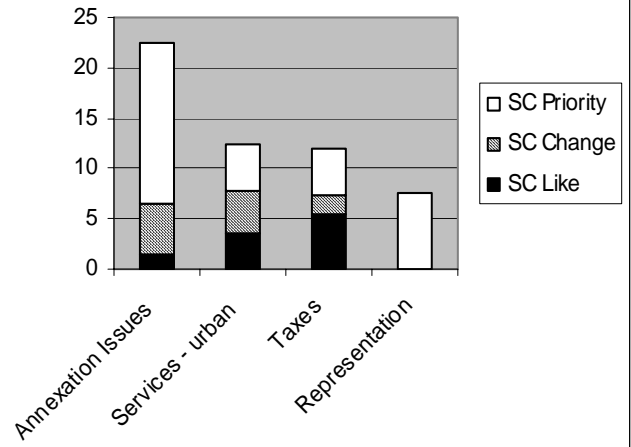
## Appendix B: Additional Graphs



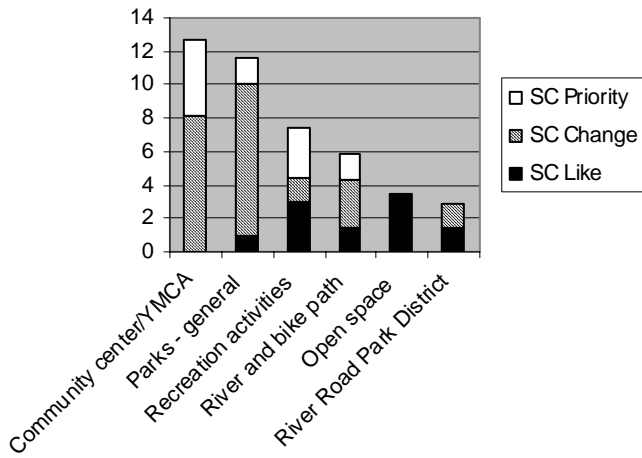
**Graph 12: Land Use Issues for Santa Clara**



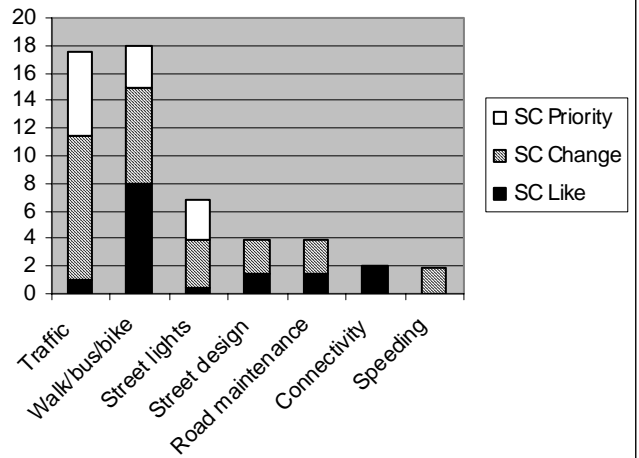
**Graph 13: Governance Issues for Santa Clara**



**Graph 14: Parks and Recreation Issues for Santa Clara**



**Graph 15: Transportation Issues for Santa Clara**



**Graph 16: Issues Relating to the Environment for Santa Clara**

