



**Eugene City Council**

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# EUGENE CITY COUNCIL AGENDA

May 8, 2013

12:00 PM CITY COUNCIL WORK SESSION

Harris Hall

125 East 8<sup>th</sup> Avenue

Eugene, Oregon 97401

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Meeting of May 8, 2013;  
Her Honor Mayor Kitty Piercy Presiding

**Councilors**

George Brown, President	Pat Farr, Vice President
Mike Clark	George Poling
Chris Pryor	Claire Syrett
Betty Taylor	Alan Zelenka

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**CITY COUNCIL WORK SESSION**

**Harris Hall**

**12:00 p.m. A. WORK SESSION:  
Comprehensive Plan for Bringing Properties into City**

*\*time approximate*

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City Council meetings and work sessions are broadcast live on the City's Web site. In addition to the live broadcasts, an indexed archive of past City Council webcasts is also available. To access past and present meeting webcasts, locate the links at the bottom of the City's main Web page ([www.eugene-or.gov](http://www.eugene-or.gov)).

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# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY




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### Work Session: Comprehensive Plan for Bringing Properties into City

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Meeting Date: May 8, 2013  
 Department: LRCS  
[www.eugene-or.gov](http://www.eugene-or.gov)

Agenda Item Number: A  
 Staff Contact: Renee Grube  
 Contact Telephone Number: 541-682-5067

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#### **ISSUE STATEMENT**

This work session provides an opportunity for staff and Santa Clara-River Road Outreach and Learning (SCRROL) members to give an update to City Council regarding SCRROL findings, Area Planning in River Road/Santa Clara as well an overview of existing annexation policies. It is also an opportunity to begin discussions about developing a comprehensive plan for inviting River Road and Santa Clara residents living within the City's Urban Growth Boundary (UGB) to annex into the City.

#### **BACKGROUND**

##### Santa Clara/River Road Outreach and Learning (SCRROL)

Beginning in February 2011, the River Road and Santa Clara community organizations joined together to conduct extensive outreach and learning. The SCRROL process built on work initiated by the 2006 River Road and Santa Clara Transition Project and provides a foundation for future public engagement and planning to address issues such as transportation, land use, parks, governance, and efficient and effective delivery of services. With the active support of Neighborhood Services through the Strategic Neighborhood Assessment and Planning (SNAP) program, the SCRROL team developed effective strategies to learn more about the needs and concerns of Santa Clara and River Road neighbors, service providers, and other stakeholders.

SCRROL used a variety of means to engage and inform their neighbors and heard from 736 River Road and Santa Clara neighbors, business owners and service providers.

The final report (attachment A) compiles results of SCRROL's community outreach and includes recommendations for continued collaboration with elected officials and City staff, specifically to:

*Communicate with elected officials about SCRROL results and implementation plans.  
 Host summits with service providers and neighborhood leaders to share common goals,  
 gather ideas for implementation, and identify next steps.*

*Initiate follow-up conversations with City of Eugene staff on the following topics: area  
 Refinement Plan pre-work; financial options, both pro and con for annexation; street*

*standards options; increased policing; expansion of parks and recreation services especially in Santa Clara; increased access to Willamette River; protection for agricultural land; and so on.*

### Envision Eugene

In 2010, the City of Eugene began a community visioning process called Envision Eugene. The two primary goals of Envision Eugene are to: 1) determine how Eugene will accommodate the next 20 years of growth in the community, and 2) create a future that is livable, sustainable, beautiful and prosperous.

In June 2012, the City Council directed staff to move forward with the formal adoption package necessary to implement Envision Eugene and a new Urban Growth Boundary (UGB). Since that time, staff has been making progress on the various components necessary to formally adopt a new UGB. Components will be brought forward to the council as they are ready, with local UGB adoption anticipated in 2014.

An important action identified in Envision Eugene, that will occur after the UGB adoption process is complete, is the development of an Area Plan for the River Road and Santa Clara neighborhoods. This Area Plan will address impacts of increasing urbanization, will build on and implement the previous work done in the neighborhoods, and will coordinate with work being done on service provision and special district issues.

### Annexation as a tool to comprehensive and equitable service provision

In December 2007, the City Council adopted an ordinance establishing the procedures for annexation requests and amending Chapter 9 of the Eugene Code to include the procedures. The City Council last reviewed River Road/Santa Clara annexation strategy at a council work session on January 24, 2007. At that time, the council passed a motion which halted the practice of adding right-of-way to annexation requests in the River Road/Santa Clara area where such additions would create islands.

The Metro Plan contains numerous policies which establish the long-standing direction for how annexation should occur in Eugene. These policies recognize that over time, land within the urban growth boundary (UGB) shall be annexed to the city. State law provides several means for how annexation can occur, including such options as City-initiated annexations. However, the Metro Plan provides more specific direction which relies solely on property owners to initiate annexation. This typically occurs when property owners pursue new development on their land (new residence, subdivision of land, etc.). The City's land use code calls for properties to be annexed as properties further urbanize.

While this approach has enabled incremental annexation to occur, more recent changes in state law have made this approach more challenging. Since 2008, all annexation requests must be contiguous to the city limits. Given the patchwork pattern of annexations, especially in the River Road/Santa Clara area, there are many properties that are not contiguous to any city limits, making them currently ineligible for annexation. As a result, many properties are unable to pursue new development until adjacent properties annex.

Recognizing these challenges, the City is looking for ways to encourage greater property owner support for annexation. This includes such incentives as adjustments in the tax rate for newly annexed residents. The City Council approved such measures with the annexation of the Robert Getty property last year. The council may wish to further discuss incentives such as this moving forward.

#### Next Steps

Unless directed otherwise, staff will develop a plan of action, including a comprehensive community engagement process and financial analysis, for council's consideration at a future work session.

### **RELATED CITY POLICIES**

*Envision Eugene Pillar: Protect, Repair and Enhance Neighborhood Livability.*

Strategy 4. Create neighborhood plans to address unique situations and impacts in different neighborhoods.

- b. Complete area planning for the River Road and Santa Clara neighborhoods to address impacts of increasing urbanization. Base future planning efforts on previous work done under the River Road/Santa Clara Transition Project and Final Report, June 2006, and the Santa Clara-River Road Outreach and Learning (SCRROL) project, 2012. Begin this planning process immediately following local adoption of Envision Eugene.

#### *Metro Plan*

The City has no adopted strategy or plan for annexation of properties in the River Road/Clara area beyond the policies in the Metro Plan. The River Road Santa Clara Urban Facilities Plan is the refinement plan applicable to this area.

#### *Effective, Accountable, Municipal Government.*

A government that works openly, collaboratively and fairly with the community to achieve measureable and positive outcomes and provide effective, efficient services.

#### *Fair, Stable and Adequate Financial Resources*

A government whose ongoing financial resources are based on a fair and equitable system of revenues and are adequate to maintain and deliver municipal services.

### **COUNCIL OPTIONS**

The work session is an opportunity to provide information and for the council to provide feedback. No formal action is requested at this time.

### **CITY MANAGER'S RECOMMENDATION**

The City Manager will use the feedback for development of a plan of action.

**SUGGESTED MOTION**

No action is required at this time. Therefore, no motions are suggested.

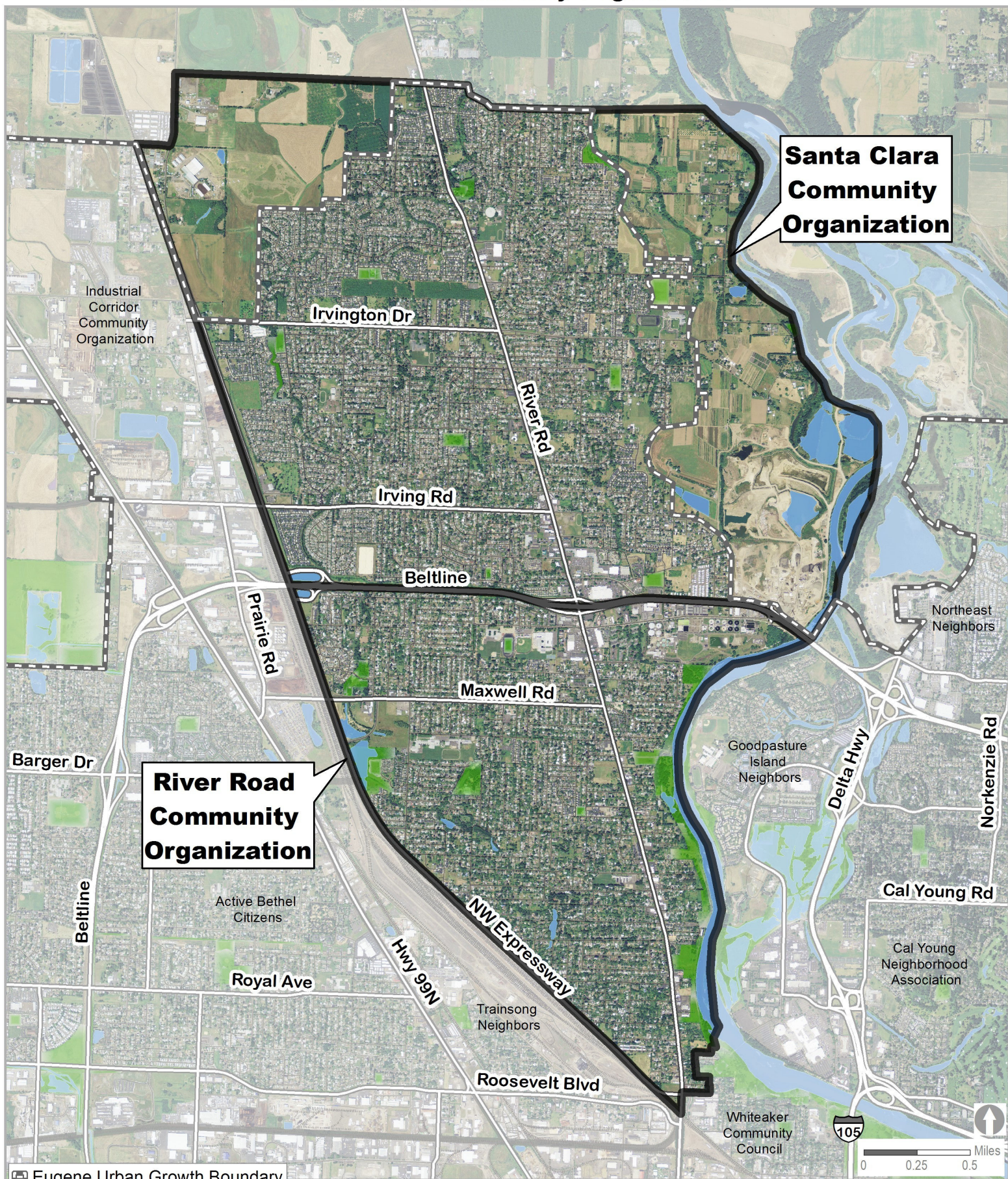
**ATTACHMENTS**

- A. River Road/Santa Clara Map
- B. River Road/Santa Clara Annexation History Map
- C. SCRROL Report and Recommendations
- D. SCRROL Newsletter (Sept., 2012)
- E. 2011 River Road Neighborhood Analysis
- F. 2011 Santa Clara Neighborhood Analysis

**FOR MORE INFORMATION**

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# Santa Clara Community Organization & River Road Community Organization



**River Road  
Community  
Organization**

**Santa Clara  
Community  
Organization**

-  Eugene Urban Growth Boundary
-  Parks and Open Space
-  Neighborhoods

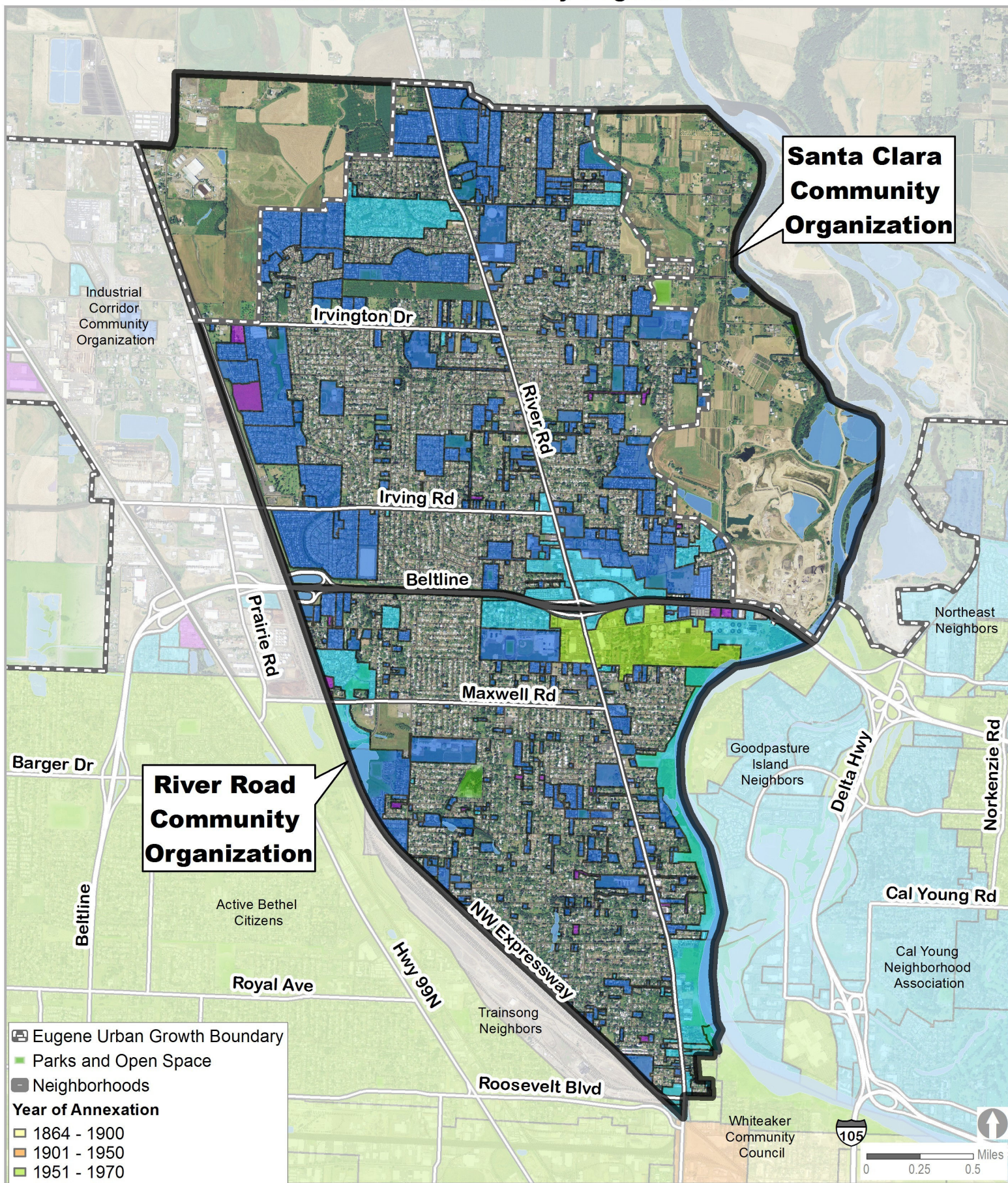
Caution: This map is based on imprecise source data, subject to change, and for general reference only.







# Santa Clara Community Organization & River Road Community Organization

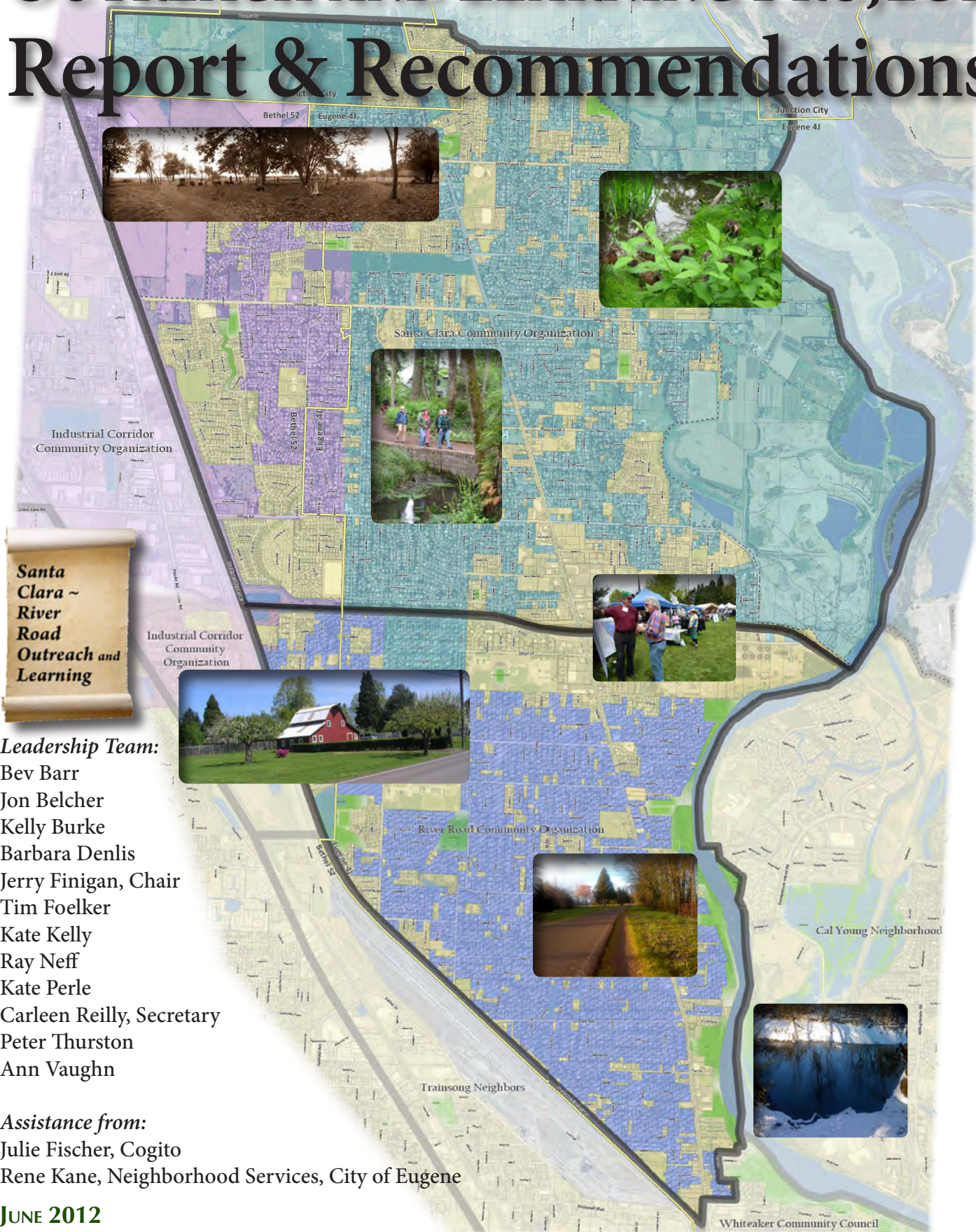


Caution: This map is based on imprecise source data, subject to change, and for general reference only.





# SANTA CLARA~RIVER ROAD OUTREACH AND LEARNING PROJECT Report & Recommendations



**Santa Clara ~ River Road Outreach and Learning**

**Leadership Team:**

- Bev Barr
- Jon Belcher
- Kelly Burke
- Barbara Denlis
- Jerry Finigan, Chair
- Tim Foelker
- Kate Kelly
- Ray Neff
- Kate Perle
- Carleen Reilly, Secretary
- Peter Thurston
- Ann Vaughn

**Assistance from:**

- Julie Fischer, Cogito
- Rene Kane, Neighborhood Services, City of Eugene

**JUNE 2012**

**The mission of SCRROL is to develop a community-wide, shared knowledge about challenges and opportunities in our growing and changing neighborhoods that can inform collaborative decisions in the future.**



Find out more about SCRROL on the Web: [www.scrrol.org](http://www.scrrol.org)  
Contact us via e-mail: [info@scrrol.org](mailto:info@scrrol.org)  
Facebook!: [www.facebook.com/pages/Santa-Clara-River-Road-Outreach-and-Learning-SCRROL](https://www.facebook.com/pages/Santa-Clara-River-Road-Outreach-and-Learning-SCRROL)

Cover Photos (top left to bottom right): Luper Pioneer Cemetery, Spring Creek, Awbrey Park, SCRROL Outreach, River Road farm, Rasor Park Bike Path, Willamette River

The SCRROL project was made possible through a Strategic Neighborhood Assessment and Planning (SNAP) grant, which provided maps, materials and staff assistance through City of Eugene Neighborhood Services; and by River Road/Santa Clara Transition Funds, residual monies from the construction of the River Road/Santa Clara Sewer Project. These funds are dedicated to realizing goals identified for the River Road and Santa Clara neighborhoods by the final report of the River Road/Santa Clara Transition Project, June, 2006.

A Toolkit of documents, forms and other items developed for this public engagement process is available upon request: [jerfinigan@comcast.net](mailto:jerfinigan@comcast.net)



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## EXECUTIVE SUMMARY

*“How do we get government agencies to collaborate instead of compete?”*

~ Public Forum Comment

River Road and Santa Clara Community Organizations joined together in February 2011 on an ambitious public outreach project to survey area residents and identify priorities for the future development of both neighborhoods. Known as Santa Clara-River Road Outreach and Learning (SCRROL) project the active outreach was launched in May 2011. Volunteers from Santa Clara Community Organization (SCCO) and River Road Community Organization (RRCO) formed the SCRROL leadership team.

**SCRROL MISSION STATEMENT:** To develop a community-wide, shared knowledge about challenges and opportunities in our growing and changing neighborhoods that can inform collaborative decisions in the future.

SCRROL’s goal was to identify current neighborhood priorities and facilitate community dialogue on four key issues identified in the 2006 Transition Report accepted by the City of Eugene: land use, governance, parks and recreation, and transportation. Residents, service district providers, business representatives, and other interested parties in Santa Clara and River Road were interviewed and asked to complete a Neighborhood Conversation form.

With the assistance of 76 neighborhood volunteers, SCRROL contributed a conservative estimated 2000 hours educating, listening to and interviewing their neighbors. It was a robust two-way flow of information.

Although volunteers did not hear from everyone, it is fair to say SCRROL achieved a solid representation of residents. Personal conversations with over 700 residents illuminated the following key priorities:

- Make streets safer and more friendly for **cyclists and walkers**
- Protect the **look and feel of the neighborhood** while accommodating additional growth
- Protect **agricultural land** in and surrounding the neighborhood
  - Protect and enhance **waterways, wildlife habitat and open space**
  - Increase **police patrols**
  - Maintain or **expand recreation services and community events** in the neighborhood, such as community centers, ball fields, exercise classes, and so on.

From interviews with service providers (Santa Clara Fire District, Lane Rural Fire/Rescue, the River Road Parks and Recreation District, Santa Clara Water District and River Road Water District), SCRROL learned how annexation is eroding the tax base of these service districts. All districts are concerned about long-term sustainability.



## RECOMMENDATIONS

The future of Santa Clara and River Road is dependent upon continued open communication and collaboration between service providers, neighborhood leaders and elected officials to solve problems and promote community services in our neighborhoods. The following recommendations facilitate and support these partnerships:

1. Protect and strengthen neighborhood assets and solve key problems through pro-active and creative collaboration between SCCO and RRCO. See #9 below for specific ideas.
2. Prioritize common goals of River Road and Santa Clara, including the service district providers, to develop an implementation plan. Collaboration maximizes volunteer time and energy, brings many voices to the table, builds a strong base for advocacy and improves communication.
3. Communicate with elected officials about SCRROL results and implementation plans.
4. Host summits with service providers and neighborhood leaders to share common goals, gather ideas for implementation, and identify next steps.
5. Initiate follow-up conversations with City of Eugene staff on the following topics: area Refinement Plan pre-work; financial options, both pro and con for annexation; street standards options; increased policing; expansion of parks and recreation services especially in Santa Clara; increased access to Willamette River; protection for agricultural land; and so on.
6. Engage neighbors in conversations about potential next steps and continue to build public support for collaborative and realistic solutions.
7. Continue to gather opinions of community members who are not well represented at public events. Work toward balanced geographic and socio-economic representation in SCCO and RCCO.
8. In the future, consider a statistically valid survey to identify community support for specific implementation measures.
9. Form a new advocacy group named "The Santa Clara-River Road Implementation Planning Team" (SCRRIPT). This task force would be composed of River Road and Santa Clara representatives to work on common goals. SCRRIPT would function similar to SCRROL, but would be more pro-active in advocating for specific solutions and implementing the goals identified by SCRROL.
10. SCRROL recommends that the SCCO and RRCO develop action plans to strengthen neighborhood assets and solve key problems through pro-active and creative collaboration.

*"Spring Creek has been driven underground and should be restored to its natural state."*

~ Public Forum Comment

*"More businesses and services so we don't have to drive to Eugene: 1. Quality grocery store – organics; 2. Community social gatherings where we can bike or walk."*

~ Public Forum Comment



## BACKGROUND AND INTRODUCTION

The River Road and Santa Clara communities have many common interests and needs. In 2002, a joint Urban Services Committee formed by the City of Eugene and Lane County identified the confusion and inequities of services and planning caused by inconsistent and non-contiguous annexation patterns.

Following the recommendations of this committee, the City of Eugene hired the consulting firm Reed and Associates to study these problems. In addition to creating a vision for the future for the areas, Reed and Associates was charged with examining ways to preserve the existing character of the neighborhoods and with amending the 1986 Urban Facilities Plan (River Road and Santa Clara Refinement Plan).

In order to proceed, a stakeholders group of six River Road residents and six Santa Clara residents was formed. This task force, known as the Transition Team, met over the course of two years, and produced a final report known as the Transition Report. The Transition Report was filed and accepted by the Eugene City Council in 2006.

The Transition Report provided a mandate to SCCO and RRCO to pursue the goals and strategies of the report. River Road and Santa Clara have each followed up on some of the goals; however, the more comprehensive goals must be tackled jointly.

### TRANSITION REPORT - GOALS AND STRATEGIES

1. Sustain long-established community traditions of self-governance and self-determination in River Road and Santa Clara, explore creative options and alternative strategies, and help to sustain and where possible expand long-established community institutions such as the parks and recreation and fire protection special service districts.
2. Create an environment for achieving the highest level of public trust, actively engaging residents to resolve past issues, strengthening and building community identity, fostering inclusive public decision-making and working in partnership toward the preferred future for the River Road and Santa Clara communities embodied by this Transition and Heritage Framework.
3. Develop and adopt neighborhood-based community plans and programs for the River Road and Santa Clara communities including a common vision, goals and a set of strategic implementing actions.
4. Strengthen and expand the roles of the River Road and Santa Clara Community Organizations in local governance and decision-making.
5. Establish and maintain stable and livable neighborhoods that sustain distinct community character, connections, and heritage; and that provide for diverse housing choices, inviting open spaces, recreational opportunities, social activities, and neighborhood-based commercial and other services in a child and family friendly environment.
6. Guide growth in a way that strengthens and preserves the character of existing neighborhoods and supports sustainable development with design excellence and creative, environmentally sound planning.
7. Acquire and preserve parks, natural areas, and open spaces and protect remaining agricultural lands and heritage features and patterns.

#### LAND USE

##### Total Acres

*Santa Clara: 4242*

*River Road: 1998*

##### Agricultural Land Use

*Santa Clara: 679 acres*

*River Road: 2 acres*

##### Agricultural Zoned Land

*Santa Clara: 318 acres*

*River Road: 22 acres*

##### Parks & Recreation

*Santa Clara: 85 acres*

*River Road: 75.9 acres*

##### Roads & Transportation

*Santa Clara: 619 acres*

*River Road: 354 acres*





8. Preserve and restore the Willamette River and Greenway as an open space corridor and enhance to the maximum degree possible the visual, physical, social, and pedestrian connections between the river and the River Road and Santa Clara communities; preserve and restore local stream corridors, smaller drainage ways, roadside ditches, and the soils and trees that function as the area’s natural drainage system.
9. Make the River Road thoroughfare the central unifying, rather than dividing element of the River Road and Santa Clara communities and provide for other improvements that make our neighborhoods connected, safe, accessible, and walkable.
10. Ensure the provision of quality public services, by partnering with and between residents, local special service districts, the City of Eugene, Lane County, and other groups and jurisdictions to implement this Transition and Heritage Framework.



The top four priorities identified in the Public Outreach section of the Transition Report were:

1. Land Use
2. Governance
3. Parks and Recreation
4. Transportation



The Transition Team recommended these areas be further defined by the community organizations. The first step in doing this would be to conduct a statistically valid survey of River Road and Santa Clara residents.

### NEIGHBORHOOD ORGANIZATION STRATEGIES

In April of 2010, SCCO and RRCO approved formation of a Joint Strategy Team (JuST) to recommend how the goals of the Transition Report might be pursued. The team expressed concern about conducting a survey without the proper groundwork; unless residents understood the issues they were commenting on, the survey would be invalidated by participants’ lack of information about the issues. It was determined a survey would need to be preceded by a massive public outreach and education effort addressing the issues of land use, governance, parks and recreation, and transportation. In addition to taking steps toward achieving the Transition Plan goals, an invaluable side-effect would be to create a stronger bond with residents, institutions, and businesses as well as build the capacities of SCCO and RRCO.

SCCO and RRCO determined this task could be greatly assisted by a Neighborhood Services’ Strategic Neighborhood Assessment and Planning (SNAP) grant. Subsequently, the SNAP grant was applied for and awarded, launching the Santa Clara- River Road Outreach and Learning project (SCRROL).



# SANTA CLARA-RIVER ROAD OUTREACH AND LEARNING PROJECT

## MISSION STATEMENT

Develop a community-wide, shared knowledge about challenges and opportunities in our growing and changing neighborhoods that can inform collaborative decisions in the future.

### Goals

- Facilitate community dialogue on the key issues as identified through past community work in the areas of land use, governance, parks and recreation, and transportation.
- Develop a cohesive network of communications between diverse populations, organizations, and interests in River Road and Santa Clara.
- Identify strategies with public support to solve key issues and advocate/lobby decision makers for solutions.

### Objectives

- Gather the most current information and prioritize “talking points” addressing the issues of land use, governance, parks and recreation, and transportation.
- Conduct a massive education effort addressing these issues.
- Complete a comprehensive public outreach process including community-wide newsletters, community workshops and interviews to report on the current situation in the above areas and to identify issues of concern.
- Conduct town-hall type meetings in both Santa Clara and River Road to present the information accumulated from the outreach process and validate the conclusions reached about priorities the outreach has identified.
- Compile and summarize the results and report back to residents via newsletters and community meetings;
- Compile a final document as a guide for implementation and action steps on SCRROL-identified priorities

To further its mission to develop a community-wide shared knowledge about the challenges and opportunities in its growing and changing neighborhoods, SCRROL contracted with the private consulting firm of Cogito Partners. Cogito is a provider of public involvement and strategic planning services. Cogito’s role was to guide the public outreach process, analyze outreach outcomes and serve as a liaison between the SCRROL Leadership Team, City staff, and volunteers. **(See Appendix A)**

Through the SNAP grant, SCRROL received support services from City of Eugene Neighborhood Services. Neighborhood Services produced maps, printed SCRROL materials and provided communication and liaison services with City of Eugene executives.

## PUBLIC OUTREACH

In February of 2011, the SCRROL Leadership Team with assistance of Cogito Partners began planning an ambitious outreach agenda. In May, volunteers stepped out into the community and began talking with residents. Many of the outreach materials were developed from needs expressed in the Transition Report.

SCRROL developed the following materials:

- Maps for the four key issues: land use, governance, parks and recreation, and transportation.
- Neighborhood Conversation form.
- Introductory SCRROL cards with contact information and Mission Statement.

**(See Appendix B for copies)**

*“You couldn’t have ordered a more pleasant evening with the temperature ‘just right.’ The Junction City Polka Band set a snazzy rhythm as people arrived. Popcorn poppers and watermelon cutters organized refreshments.”*

~ Tribune Report on SCRROL’s National Night Out event in August 2011



## NEIGHBORHOOD CONVERSATION FORM

The Neighborhood Conversation form was developed to help SCRROL identify and evaluate community priorities. The form was organized into four major categories (land use, governance, parks and recreation, and transportation). Ten key statements were listed. These statements were derived from previous outreach efforts such as the Transition Project, the City of Eugene Neighborhood Survey, input from SCCO and RRCO board members, and information from service districts.

The form was designed as a conversation tool, not a formal survey. An important goal was to introduce residents to challenges and assets of their neighborhood by looking at maps of the neighborhood. After conversing with a SCRROL volunteer, residents were asked to complete the Neighborhood Conversation form and indicate their priorities. Behind each of 242 completed forms is a personal conversation. The results are not statistically valid, but they do provide a window into the thoughts of individuals who cared enough about their neighborhood to share a few minutes of their time. In almost all cases, individuals who completed the Neighborhood Conversation form also signed up to receive updates on SCRROL activities via email.

*“More community events like the event tonight at Awbrey Park...”*

~ Neighborhood Conversation comment

Refer to **Appendix C** for a partial list of events and meetings where Neighborhood Conversation forms were utilized.

**Electronic Media:** In addition to the outreach materials described above, SCRROL employed the following electronic media technologies to facilitate interaction with the public:

**Web Site:** [www.scrrol.org](http://www.scrrol.org) was used to provide announcements, event summaries, history, public document dissemination, and links to government, organization, stakeholder and related resources. It also served as a public contact form and provided document storage and distribution such as maps.

**Facebook:** [www.scrrol.org/facebook/](http://www.scrrol.org/facebook/) was used for event announcements, active reports and public comments.

**Yahoo Groups:** [groups.yahoo.com/group/scrrol](http://groups.yahoo.com/group/scrrol) served as the primary conduit for Leadership Team communication, private email listing, storage and management of contact databases and document storage and distribution.

Bulk email broadcasts were sent to communicate with volunteers, announce events, and facilitate feedback.

**Print media** was utilized to announce events, forums, meetings and other opportunities to learn about the SCRROL project and give neighbors multiple chances to voice their opinions on the future of the neighborhoods.

The *Register-Guard* May 7, 2011: An article, “Common Ground, Santa Clara, City and County Officials Share Growth Concerns”.

The *Register-Guard* August 10, 2011: An article, “Summer in Santa Clara,” promoted a *City Concert in the Park* at Awbrey Park.

The *River Road-Santa Clara Tribune*, now the *Tribune News* published dozens of announcements and meeting summaries about SCRROL activities and SCCO and RRCO meetings. Approximately 3 dozen op-ed pieces were featured from December 2010 through December 2011 on topics such as parks, transportation, planning, governance, community building, and other neighborhood interests.

The *Eugene Weekly* published an op-ed column about the SCRROL Forums and informed the metropolitan community of our effort in our neighborhoods.

Newsletters from both neighborhoods, SCCO and RRCO were sent to every neighbor to introduce the work of SCRROL and invite participation and volunteerism.



Professionally produced flyers were circulated and mailed to every household to promote the two community forums.

### OUTREACH CONTACT SUMMARY

A major theme behind all the outreach strategies was to create a personal connection between SCRROL volunteers and neighbors. The numbers indicate the effectiveness of this strategy:

- 253 residents signed up for the SCRROL interested parties email list;
- 75 residents signed up to volunteer for SCRROL;
- 51 residents joined the SCRROL Facebook page;
- SCRROL members participated in service district meetings.

**TABLE I: SUMMARY OF OUTREACH**

Outreach	Estimated # of Contacts*
<b>Intercepts:</b> Volunteers talked with the public at community events. At each event, they set up a display, explained the SCRROL maps, distributed Neighborhood Conversation forms, and signed people up for the interested parties list.	242
<b>Home Gatherings:</b> Community members hosted informal “living room” gatherings of neighbors to discuss SCRROL and complete the Neighborhood Conversation forms. “Contacts” refers to invitations sent – the number of attendees was 62.	115
<b>SCRROL Events/Meetings:</b> SCRROL hosted two volunteer training sessions, two meetings with City of Eugene executives, one major community event (National Night Out), one meeting with Latino families, and two large community forums.	199
<b>RCCO and SCCO Meetings:</b> The SCRROL Leadership Team attended neighborhood gatherings (including the RCCO Annual Pancake Breakfast) to report interim results of their outreach work and recruit volunteers.	99
<b>Interviews:</b> SCRROL volunteers participated in conversations with the Boards of the service district providers and interviewed 50 or more business representatives.	81
Total Estimated Contacts	736

\* Contact = A personal conversation between SCRROL and a community member

### KEY FINDINGS: RESIDENTS

Results from the Neighborhood Conversation forms indicate that the listed issues resonated with residents. Participants were asked to check the statements they supported, and every statement was checked by at least 50% of respondents with some statements checked by over 70% of respondents.

In addition to asking which statements they support, participants were asked to place a star by their top three priorities. This information was useful because it asked residents to make a choice about what is most important. The complete results for each neighborhood are shown in Table II.

Issues most frequently selected as “Top Priorities” by the River Road residents who completed the Neighborhood Conversation form were:

- Make streets safer and more friendly for **cyclists and walkers**.
- Protect the **look and feel of the neighborhood** while accommodating additional growth.
- Increase **police patrols**.

Issues most frequently selected as “Top Priorities” by the Santa Clara residents who completed the form were:

- Protect **agricultural land** in and surrounding the neighborhood.
- Protect and enhance **waterways, wildlife habitat and open space**.
- Make streets safer and more friendly for **cyclists and walkers**.
- Maintain or **expand recreation services** in the neighborhood, such as community centers, ball fields, recreational opportunities and classes, and so on.

Other significant issues were noted as “Top Priorities” on the Neighborhood Conversation form, and discussed by residents attending community forums, home gatherings, intercepts at public events and community organization meetings.

*“Less of a suburb, more of a community.”*

- Public Safety
- Library Services
- Promote connections between neighbors
- Increase community events in Santa Clara
- Sort out confusion between city and county
- More commercial businesses and services
- Increase public transportation, including bus access
- Increase access to the Willamette River

~ Public Forum Comment

**TABLE II: NEIGHBORHOOD CONVERSATION FORM RESULTS**

Issue	Santa Clara Top 3	River Road Top 3
Protect <b>agricultural land</b> in/surrounding neighborhood.	<b>42%</b>	20%
Protect/enhance <b>waterways, wildlife habitat, and open space</b> .	<b>27%</b>	22%
Make streets safer and more friendly for <b>cyclists and walkers</b> .	<b>25%</b>	<b>36%</b>
Maintain/expand <b>recreation services</b> in the neighborhood.	<b>24%</b>	18%
Enhance/increase <b>parks</b> , including access to Willamette River.	20%	22%
Protect <b>look &amp; feel of neighborhood</b> while accommodating additional growth.	18%	<b>27%</b>
Maintain <b>rural feel</b> of neighborhood streets.	18%	17%
Decrease <b>traffic congestion</b> .	14%	11%
Increase <b>neighborhood participation</b> in govt. (e.g. City Council/County Commission).	12%	12%
Seek clarity, reliability, efficiencies in <b>delivering public services</b> in, e.g. fire, water, recreation & schools.	8%	16%
Other services or issues that you think are more important than what is on this list?		
• Increase library services	18%	16%
• Increase <b>police patrols</b>	17%	<b>23%</b>
• Sort out confusion between City and County	14%	16%
• More commercial businesses and services	14%	10%
• Promote connections between neighbors	13%	8%
Total Surveys	115	92
% Annexed	32%	16%
Age <30	2%	5%
30-50	23%	18%
>50	75%	71%
Residence 0-10 yrs	40%	41%
Residence 10+ yrs	57%	51%



The SCRROL outreach effort culminated with two community forums – one in Santa Clara on September 4, and the other in River Road on September 13, 2011. SCRROL announced the events through a joint flyer (*see Appendix D*) mailed to all residential households in both neighborhoods. The event flyer was posted in public venues and sent to neighborhood email lists and the SCRROL email list. Residents were welcomed at either forum and pizza was provided by SCRROL. Approximately 42 people attended the Santa Clara forum, and 50 attended in River Road.

The agenda (*see Appendix E*) included time for eating, socializing and a SCRROL presentation. Small-group discussions on community priorities were facilitated by members of the SCRROL Leadership Team. The meetings

concluded in a large group discussion of the priorities including the financial situation of the service districts, what issues or services are most important, the roles of the City and County and what comes next.

Participants in both forums filled out Neighborhood Conversation forms, and also wrote their priorities on post-it notes. The post-its were then sorted into four categories: governance, land-use, parks and recreation, transportation and other. *Appendix F* provides a summary of results for each neighborhood.

## POPULATION & PROPERTY USE

### Population

Santa Clara: 20,231

River Road: 11,964

### Total Properties Zoned

Santa Clara: 7818

River Road: 4699

### City Properties:

Santa Clara: 53% (4145)

River Road: 29% (1350)

### Housing Units

Santa Clara: 8167

River Road: 5026

### Housing Built pre-1980

Santa Clara: 59%

River Road: 80%

## KEY FINDINGS: SERVICE DISTRICTS AND AREA BUSINESSES

River Road and Santa Clara neighborhoods are served by five distinct service districts: Lane Rural Fire and Rescue District; Santa Clara Fire District; Santa Clara and River Road Water Districts; and the River Road Parks and Recreation District.

### LANE RURAL FIRE AND RESCUE DISTRICT

Lane Rural has four stations and a territory that extends 70 miles west of the Urban Growth Boundary (UGB). The District has 16 FTE employees and provides cost-effective fire/emergency medical service (EMS) and fire fighters. Lane Rural would like to partner with the City and have ongoing dialogue for long-range planning. They recently formed an agreement with the City to provide ambulance transport to some outlying areas .

**Potential issues:** Lane Rural would like to work with the City to put a transition plan in place. Lane Rural has about 1% of its tax base in the UGB, but this 1% provides 53% of its tax income. Loss of any industrial property would be critical to their survival.

### SANTA CLARA FIRE DISTRICT

SCFD is a fiscally sound volunteer district. SCFD has quality equipment and current technology. Its response time during business hours is essentially the same as the City of Eugene; after-hours about 3 minutes more.

**Potential issues:** SCFD needs volunteers with longer term commitments. A drop in the number of volunteers will make the viability of the district problematic. SCFD would like better communication with the City.

### SANTA CLARA WATER DISTRICT AND RIVER ROAD WATER DISTRICT

Both Districts are presently solvent and fiscally well run. Because their customers are billed through EWEB, administrators are not certain their customers are aware that they

are being served by the water districts. A transition to EWEB to provide services may need to be considered sometime in the future.

**Potential issues:** Future costs related to the installation of digital utility meters and potential infrastructure maintenance are of some concern to the water districts.

**RIVER ROAD PARKS AND RECREATION DISTRICT**

The River Road Parks and Recreation District wants to survive. It is supported by residents as evidenced by the tax levy vote. RRPRD has a good relationship with the 4J School District.

**Potential issues:** The biggest issue is finding a viable source of income (as the tax base continues to erode). Concern exists about how the District would operate if the City took over their program. Options including expanding the District’s boundaries are being considered. Talks with the City have been initiated.

*“I wish I felt more connected with the services that are offered in Santa Clara.”*

~ House Party Comment

**AREA BUSINESS**

SCRROL conducted interviews with businesses along the River Road corridor. Business representatives were asked to describe the major challenges of running a business in the neighborhood and what aspects of the neighborhood most benefited their business. Most managers contacted were enthusiastic in their response and welcomed the opportunity to express their concerns.

Interviews with businesses along the River Road Corridor provided the following insights:

- Concerns: **traffic, vagrancy, and slow law enforcement response time** (also signage and visibility). River Road businesses: traffic moves too fast; Santa Clara businesses: congestion.
- What they value: **Sense of community, loyal customers, and other neighborhood businesses** that help generate business.

*See Appendix G, Business Interview Results*

**OBSERVATIONS OF GOVERNANCE AND ANNEXATION**

The issue of annexation for many residents is a topic of concern and interest. For many residents the very word “is a hot button” and openly spoken of during the meetings. Early in SCRROL discussions, annexation was identified as one of many possible tools or strategies to be taken into consideration during the post SCRROL implementation stage.

New residents expressed confusion as to why many areas of the two neighborhoods are not within the City limits. They noted desire for increased police services, use of the Eugene library, the ability to vote for a City Councilor and the Mayor, more input into decisions about speed of traffic on our roads including location of signal lights and policies affecting their property and lives. Many indicated that the increase between what they are currently paying and their taxes after annexation would be worth it in order to obtain additional services.

Some neighbors who desired to remain unincorporated residents didn’t think that annexation would really improve police services or provide other benefits, thus the additional taxes wouldn’t add value to their lives.

The City of Eugene provided information about the current tax situation. Due to differing service



*Santa Clara’s First Concert in the Park with Samba Ja*

district and city tax rates in River Road and Santa Clara, there are **differences in tax rates between neighborhoods**. For example, the difference between in-city and unincorporated taxes is \$322/year for a median-valued home assessed with a value of about \$144,000 in River Road; in Santa Clara the difference is \$943/year.

See *Tax and Services for River Road and Santa Clara At-a-glance* in **Appendix H**

Annexed residents in Santa Clara and River Road generally expressed acceptance and/or approval of the fact that they are in the City. However, some concerns were expressed about the inequity of services they receive compared to residents in other parts of the City. A few services mentioned included bike paths, access to the river, a community center and park. The services and neighborhood parks that are provided by the City are definitely appreciated.

Quality of services, fairness and equity are challenges facing all residents in Santa Clara and River Road as they address governance issues in the future.

Governance has become increasingly complex in the 30 years following the establishment of the Urban Growth Boundary, with the agreement between Lane County and the City of Eugene designating that Eugene would provide urban services to this area as properties are annexed to the City. As annexation has occurred, the mix of incorporated and unincorporated areas in the River Road and Santa Clara neighborhoods has grown more confusing. The percentage of incorporated addresses in Santa Clara is currently 53%. The percentage of incorporated addresses in River Road is currently 29%. (2010 Census data from Neighborhood Services.)

As the percentages of incorporated properties increase and unincorporated properties decrease, service districts are not able to maintain their tax bases. It affects the delivery of services by park district, sheriff/city police, fire protection, and ambulances.

*I downsized to this area (SC) and like the friendliness. I feel like I get all my shopping needs met here.*

~ House Party Comment





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## SUMMARY AND RECOMMENDATIONS

Beginning April 2010, the Joint Strategy Team (JuST) approved by Santa Clara and River Road Community Organizations began work on the Goals and Strategies of the 2006 Transition Report approved by the City of Eugene. The Transition Report identified several priority areas in the outreach section. JUSt selected these top four priorities: Land Use; Governance; Parks and Recreation; and Transportation. The first step was to conduct a statistically valid survey of Santa Clara and River Road residents.

Concern was expressed that such a survey would not be valid unless preceded by a public outreach and education program. The Santa Clara-River Road Outreach and Learning project was launched in February 2011.

What was learned by this effort? The residents living in Santa Clara and River Road *do care* about their communities and want a say in how their communities develop in the future. They enjoy the look and feel of their neighborhoods and want it protected. They are concerned about traffic congestion and would like a more integrated transportation system. Security is a concern and increased police protection is desired.

Agriculture and a rural lifestyle are important to Santa Clara residents, and they want assurance that agricultural land, waterways, wildlife habitats and open space in and surrounding the neighborhood are protected. Santa Clara is lacking in recreational services and would like to see amenities developed such as community centers, ball fields, recreational classes and so on.

Other issues supported by both communities include:

- Public Safety
- Library Services
- Promote connections between neighbors
- Increase community events in Santa Clara
- Sort out confusion between city and county
- More commercial businesses and services
- Increase public transportation, including bus access
- Increase access to the Willamette River

As the SCRROL project finishes its task it is important that the progress made and the momentum gathered be nurtured and continued.

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## RECOMMENDATIONS

1. Protect and strengthen neighborhood assets and solve key problems through pro-active and creative collaboration between SCCO and RRCO see #9 below for specific ideas.
2. Prioritize common goals of River Road and Santa Clara, including the service district providers, to develop an implementation plan. Collaboration maximizes volunteer time and energy, brings many voices to the table, builds a strong base for advocacy and improves communication.
3. Communicate with elected officials about SCRROL results and implementation plans.
4. Host summits with service providers and neighborhood leaders to share common goals, gather ideas for implementation, and identify next steps.
5. Initiate follow-up conversations with City of Eugene staff on the following topics: area Refinement Plan pre-work; financial options, both pro and con for annexation; street standards options; increased policing; expansion of parks and recreation services especially in Santa Clara; increased access to the Willamette River; protection for agricultural land; and so on.
6. Engage neighbors in conversations about potential next steps and continue to build public support for collaborative and realistic solutions.
7. Continue to gather opinions of community members who are not well represented at public events. Work toward balanced geographic and socio-economic representation in SCCO and RRCO.
8. In the future, consider a statistically valid survey to identify community support for specific implementation measures.
9. Form a new advocacy group named "The Santa Clara-River Road Implementation Planning Team" (SCRRIPT). This task force would be composed of River Road and Santa Clara representatives to work on common goals. SCRRIPT would function similar to SCRROL, but would be more pro-active in advocating for specific solutions and implementing the goals identified by SCRROL.
10. SCRROL recommends that SCCO and RRCO develop action plans to strengthen neighborhood assets and solve key problems through pro-active and creative collaboration.

## APPENDIX A: COLLABORATION PLAN AT-A-GLANCE

Collaboration plan-at-a-glance for SCRROL volunteers, Cogito, and City Neighborhood Services Staff

### SCRROL Products

- Visual and written materials that communicate key issues to the public
- 1000 community member connections
- 20 interviews with key stakeholders
- 5 presentations to organizations
- 8 community “intercepts” (i.e. tabling at events)
- 4 small-group community workshops
- 2 large public events
- Final Report

### Cogito Role

- Facilitate information synthesis
- Facilitate public outreach: scope, timeline, products
- Communicate with SCRROL leadership team, city staff, and volunteers
- Analyze outreach outcomes
- Facilitate leadership team recommendations

### SCRROL Committee Role

- Guide project: scope, schedule, products
- Recruit and manage volunteers
- Coordinate meetings: develop agendas, facilitate SCRROL meetings
- Manage consultant
- Analyze outcomes, set priorities
- Respond to public

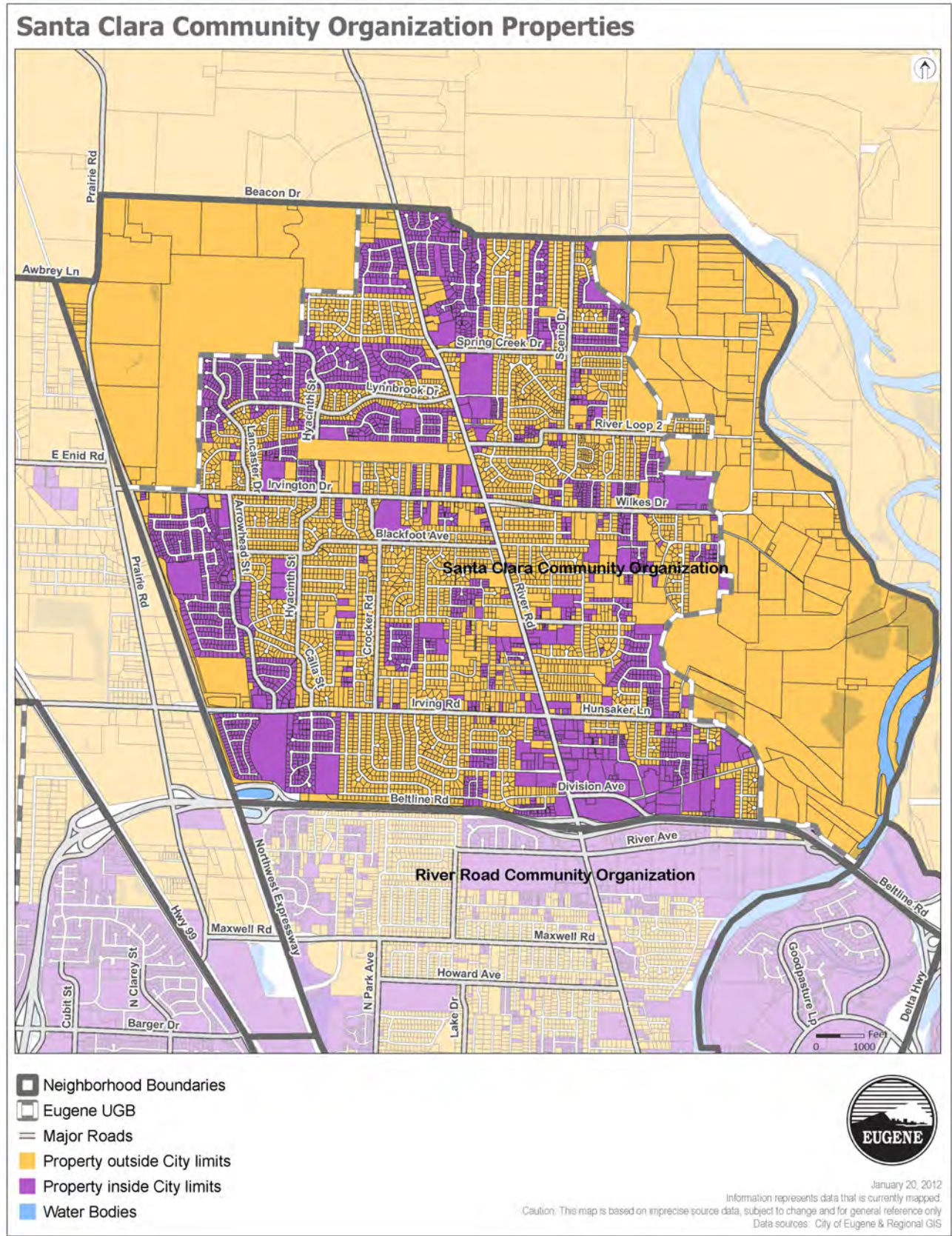
### Neighborhood Services Staff Role

- Coordinate with SCRROL Leadership Team in managing scope of work, timelines, products
- Support, tools and technical assistance to the Leadership Team, such as materials, graphics, maps, newsletters, postcards.
- Coordinate with other city staff, elected officials, community partners, and service districts.
- Coordinate SNAP process

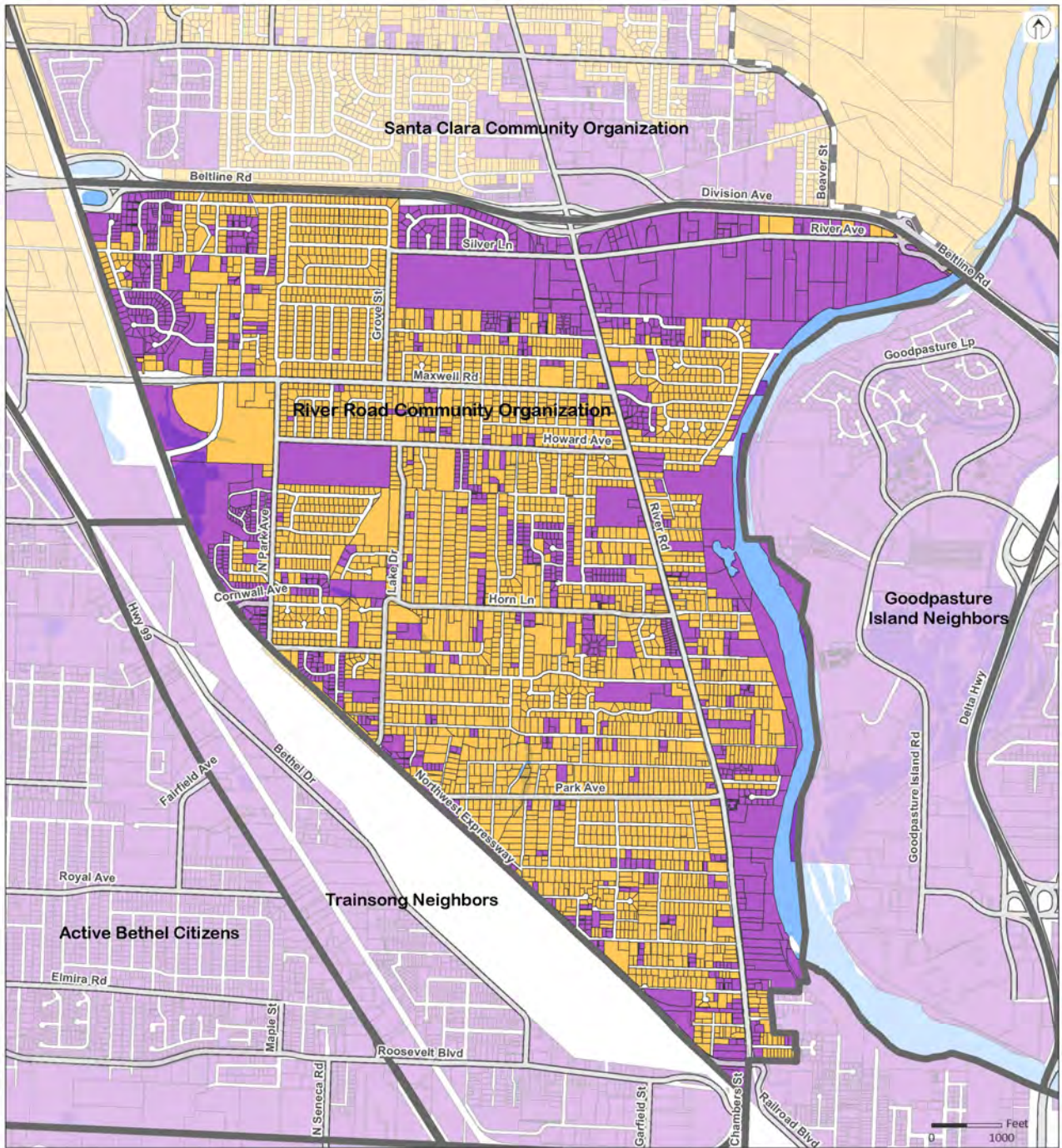
These products and roles are the result of collaboration between SCRROL volunteers, Cogito, and the City of Eugene Neighborhood Services staff. Specific roles, tasks, and products are defined in the detailed work plan.







APPENDIX B: MAPS AND OUTREACH MATERIALS

MAPS: UNINCORPORATED AND INCORPORATED ADDRESSES



## River Road Community Organization Properties



-  Neighborhood Boundaries
-  Eugene UGB
-  Roads
-  Property outside City limits
-  Property inside City limits
-  Water Bodies



January 20, 2012  
 Information represents data that is currently mapped.  
 Caution: This map is based on imprecise source data, subject to change and for general reference only.  
 Data sources: City of Eugene & Regional GIS

**NEIGHBORHOOD CONVERSATION FORM**

**Santa Clara River/Road Outreach and Learning (SCRROL)**  
 NEIGHBORHOOD CONVERSATION

*What is important to you? The Santa Clara/River Road Outreach and Learning project is working to develop community-wide, shared knowledge about challenges and opportunities in our growing and changing neighborhoods that can inform collaborative decisions in the future.*

**Visit our website at [www.scrrol.org](http://www.scrrol.org)**

1. I am a resident of: \_\_\_ River Road \_\_\_ Santa Clara \_\_\_ Other \_\_\_\_\_
2. I am: \_\_\_ younger than 30 \_\_\_ between 30 and 50 \_\_\_ over 50 years old
3. I have lived in this neighborhood: \_\_\_ less than 10 years \_\_\_ over 10 years
4. My property is: \_\_\_ unincorporated \_\_\_ within City limits \_\_\_ I don't know



*Tell us what's important to you...*

5. Please check ✓ the boxes below in all areas you support.
6. Put a star **I** next to your **top 3** priorities.

**PARKS AND RECREATION**

- \_\_\_ Enhance and increase **parks**, including access to the Willamette River.
- \_\_\_ Maintain or **expand recreation services** in the neighborhood, such as community centers, ball fields, exercise classes, etc.

**LAND USE**

- \_\_\_ Protect the **look and feel of the neighborhood** while accommodating additional growth.
- \_\_\_ Protect **agricultural land** in and surrounding the neighborhood.
- \_\_\_ Protect and enhance **waterways, wildlife habitat and open space**.

**GOVERNANCE**

- \_\_\_ Increase **neighborhood participation** in government, such as City Council, city and county boards, and commissions.
- \_\_\_ Seek clarity, reliability and efficiencies in **delivering public services** to the neighborhood, such as fire, water, recreation, and schools.

**TRANSPORTATION**

- \_\_\_ Make streets safer and more friendly for **cyclists and walkers**.
- \_\_\_ Maintain **rural feel** of neighborhood streets.
- \_\_\_ Decrease **traffic congestion**.

**OTHER** (write your comments in the box below)

Are there other services or issues that you think are more important than what is on this list?  
 If so, please add them below. Here are some examples:

- Increase police patrols
- Bring new businesses into the neighborhood
- Increase library services in the neighborhood
- Promote connections between neighbors
- Sort out confusion between City and County responsibilities

Name \_\_\_\_\_ email \_\_\_\_\_ Phone \_\_\_\_\_  
*(we will not share your contact information with anyone)*

Please return completed sheets to SCRROL c/o Jerry Finigan, 1250 Irvington Eugene 97404

 **INTRODUCTORY SCRROL CARDS**

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**Santa  
Clara ~  
River  
Road  
Outreach and  
Learning**

The mission of the Santa Clara/River Road Outreach & Learning project is to develop community-wide, shared knowledge about challenges and opportunities in our growing and changing neighborhoods that can inform collaborative decisions in the future.

SANTA CLARA/RIVER RD. OUTREACH & LEARNING  
**SCRROL**

website: <http://www.scrrol.org>  
facebook: <http://www.scrrol.org/facebook/>  
email: [info@scrrol.org](mailto:info@scrrol.org)  
scrrol chair: Jerry Finigan [jerry@scrrol.org](mailto:jerry@scrrol.org)  
Secretary: Carleen Reilly [carleen@scrrol.org](mailto:carleen@scrrol.org)

**APPENDIX C: CALENDAR OF COMMUNITY EVENT PARTICIPATION**

During the eight month project, SCRROL volunteers participated in the following events:

- May – June 2011: Interviews with service district representatives
- May 7: Awbrey Park Celebration, 11-2 pm
- May 21: Scottish Festival, 1-3 pm
- June 11: RR/SC Volunteer Library book sale
- June 23: Meeting with SCRROL and City of Eugene
- June 30: SCRROL Volunteer Orientation, 5:30-7 pm
- July 10: Concert at Emerald Park, 5-6:30 pm
- July 13: 55+ Picnic Party at Emerald Park
- July 25: SCRROL Volunteer Orientation, 5:30-7 pm
- July 29: Breakfast at the Bridge, 7-9 am
- August 2: National Night Out – RRSC Joint Party, 6-8:30 pm
- August 4: SCCO General Meeting, 7-9 pm
- August 8: RCCO General Meeting, 7-9 pm
- August 11: Santa Clara's first Concert in the Park, Awbrey Park, 6-8:30 pm
- August 16: Home Gathering in Santa Clara
- August 24: Home Gathering in Santa Clara
- August 29: Marimba at Emerald Park
- September 1: SCCO General Meeting
- September 5: Home Gathering in River Road
- September 10: RCCO Pancake Breakfast, 9-11 am
- September 12: RCCO General Meeting, 7-9 pm
- September 21: Home Gathering at North Eugene High School
- September 24: Outreach to Latino families at Las Morenas, 10 am-12 pm
- September-October: Interviews with businesses
- October 4: SCRROL Community Forum in Santa Clara, 6-8:30 pm
- October 13: SCRROL Community Forum in River Road, 6-8:30 pm
- October 16: Home Gathering in River Road

APPENDIX D: COMMUNITY FORUM FLYER



**SANTA CLARA-RIVER ROAD OUTREACH AND LEARNING PROJECT  
COMMUNITY FORUMS**

**WHAT: BUILD A COMMUNITY VOICE AND NETWORK**

**WHEN: SANTA CLARA FORUM  
TUESDAY, OCTOBER 4  
6:30 TO 9PM**

**RIVER ROAD FORUM  
THURSDAY, OCTOBER 13  
6:30 TO 9PM**

**WHERE: MADISON MIDDLE SCHOOL  
875 WILKES DR.**

**RIVER ROAD ANNEX  
1055 RIVER ROAD**

**WHY: BUILD A COHESIVE VOICE OF RIVER ROAD AND SANTA CLARA RESIDENTS'  
VISION OF THE FUTURE OF OUR COMMUNITIES**

**PRESENT A FOUNDATION FOR COLLABORATION WITH DECISIONMAKERS**

**PIZZA AND BEVERAGES ARE PROVIDED AT BOTH FORUMS. YOU ARE WELCOME TO  
ATTEND EITHER FORUM!**

**LET US KNOW IN ADVANCE IF YOU NEED TRANSLATION SERVICES.**

**PLEASE RSVP TO [INFO@SCRROL.ORG](mailto:INFO@SCRROL.ORG) OR CALL 541-688-1406**

**LEARN MORE ABOUT SCRROL ON THE WEB: [WWW.SCRROL.ORG](http://WWW.SCRROL.ORG) OR ON FACEBOOK AT [SCRROL.ORG/FACEBOOK](https://www.facebook.com/scrrol.org)**

**Dear Neighbor,**

**It has been said that the only constant is change.** The communities of River Road and Santa Clara sit at a crossroads; our neighborhood is changing in many ways and it is time to prioritize what is most important and communicate those priorities to the people who make decisions.

Members of the community organizations have formed the Santa Clara River Road Outreach and Learning Project (SCRROL) to identify and share neighborhood priorities with decision makers. We invite you to participate in a public forum to help us understand how you'd like to shape our communities' future.

At the forum we will share what we have heard from the community this summer, as well as listen to your ideas. Please come participate!

Sincerely, The SCRROL Leadership Team





**APPENDIX E: SAMPLE MEETING AGENDA****AGENDA****River Road Community Forum***A Discussion of Community Goals and Priorities*

Thursday, October 13, 6:30-8:30 pm, River Road Annex

**Forum Goals**

Develop a cohesive vision of the future of our communities.

Build a foundation for collaboration and decision making.

**I. Pizza and socializing****6:30-6:40**

Look at the maps and learn about your neighborhood!

**II. Presentation of SCRROL Goals and Activities****6:40-7:10**

Introductions and SCRROL Goals: Jerry Finigan

Community Challenges and Opportunities: Kate Perle

Findings from Outreach to date: Jon Belcher

Questions?

**IV. Table Activity: What is Most Important to You?****7:10-7:40**

1. Individually, fill out the Neighborhood Conversation form.
2. Write 3 issues that are most important to you on 3 post it notes. If you have more issues that are critical, you can make more than 3 post it notes. You can be very general, or very specific.
3. At the table, each person shares the issue that they care most about.
4. Organize your post-its on the sheets sitting on the table.

**V. Large Group Discussion****7:40-8:15**

Table facilitators report major themes, what we have learned

Where do we go from here? Brainstorm ideas for how to make it happen.

**VI. Wrap up and Next Steps****8:15-8:30**

Next Steps: SCRROL Leadership Team

Please turn in your Neighborhood Conversation/Evaluation sheet!

## APPENDIX F: FORUM POST-IT COMMENT SUMMARIES

## RIVER ROAD FORUM POST-IT SUMMARY

Issue	Number of Comments
<b>Land Use</b>	
Protect the rural look and feel	18
Protect agricultural lands	12
Protect waterways, natural drainage; wildlife habitat	6
Concentrated nodal growth	4
River bike path good	2
Protect trees on River Road	2
New refinement plan	1
Plant trees	1
Protect agricultural lands from genetically modified organisms (GMO)	1
<b>Governance</b>	
Increased government participation	5
City/County confusion	1
No piecemeal annexation	3
Give Neighborhood Associations more power to make decisions	2
City audit of fiscal feasibility	2
Taxes reflect true market value of properties	2
Yes to annexation	1
<b>Transportation</b>	
Safer streets for bikes and pedestrians	17
Increase public transport, including EmX	6
Traffic problems, especially RR/Beltline	5
Build new bridge over river	4
Love the bike path	3
Decrease street/rail-yard noise; quiet neighborhoods	3
Increase ADA accessibility on LTD	1
<b>Parks and Recreation</b>	
Keep River Road Park and Recreation District (RRPD)	9
More parks	6
More river access	4
Extend RRPRD to include SC	4
More concerts in parks	1
City should subsidize RRPRD; no extra fees	1
Better park identification; some are hard to find	1
<b>Other</b>	
More police presence	8
New businesses; creating community spaces	3
Schools: more \$\$, less closings	2
Want library	2

RIVER ROAD CONTINUED

Issue	Number of Comments
No open burning to reduce air pollution	1
More urban farming	1
Vacant, trashed houses	1
Disaster preparedness	1
Cut city salaries to pay for public safety	1
Increase sustainable neighborhoods	1

**SANTA CLARA FORUM POST-IT SUMMARY**

Issue	Number of Comments
<b>Land Use</b>	
<i>Protect look and (rural) feel of neighborhood</i>	13
<i>Protect agricultural land</i>	9
Protect waterways, wildlife habitat & open space	5
Infill: lot sizes too small	1
Environmental protection	1
<b>Governance</b>	
Clarity, reliability & efficiencies in services	5
Neighborhood voice & participation in government	4
Collaboration and cooperation of government agencies	3
<b>Parks and Recreation</b>	
Expand recreational services (community center, sports complex, concerts in the park)	8
Enhance & increase parks & access to the river	5
Support RR Park & Rec District & Personnel (possibly expand to SC)	4
Increase neighborhood gathering places (farmer’s market, etc.)	2
<b>Transportation</b>	
<i>Make streets safer &amp; more friendly for cyclists &amp; walkers</i>	9
More convenient and increased bus transportation	7
Specific suggestions for speed, light, stop sign, or sound wall changes	7
Increase bike paths	6
Decrease traffic congestion	5
Build another bridge north of Beltline bridge	4
<b>Other</b>	
<i>Increase safety/police coverage</i>	9
Bring new businesses to the neighborhood	7
Bring additional services to the community: library, community center, WIFI, LCC Community Ed courses	6

## APPENDIX G: BUSINESS INTERVIEW RESULTS SUMMARY

### Number and location of interviews

As part of our conversation, interviews were conducted between September and November along the length of RR inside the UGB. A few of the interviews were with businesses not fronting on River Rd. There are hundreds of businesses registered in RR/SC. We have completed about 40 interviews and over three-quarters are with owners or managers. The SCRROL Business Interview form was used (in packet) to find out how long the business was located in the neighborhood and if it is in an incorporated or unincorporated area. Most businesses are over 10 years in the neighborhood and located in the city of Eugene. More than half of these long-standing businesses are more than 20 years in the neighborhoods.

### Similarities and differences

Businesses were fairly consistent and raising three issues of concern: traffic, vagrancy, and slow law enforcement response time.

RR – The traffic on River Rd moves too fast to accommodate use of businesses and for neighbors accessing businesses.

SC - River Rd is congested, particularly at intersections at Irving Rd and Santa Clara Square. Need more dedicated turn lanes to allow safe movement of traffic. Example is east/west turns at Irving Rd.

### Other challenges of doing business in the neighborhood

- Visibility
- Signage

### Benefits of neighborhood

- Good neighbors, both customers and businesses watching out for each other
- Loyal customers
- Neighboring businesses foster more business activity

### Things neighborhood organization can do:

- Continue to provide info about issues
- Promote local businesses
- Facilitate connections between local businesses – hold a “Chamber-like event”

The most significant “Ahhh Haaa” for me from the business interview process is that traffic issues are substantially different north and south of Beltline. Speed of traffic is the greatest concern to the south, and congestion is the major concern in the quarter mile from Beltline, north.

APPENDIX H: TAX AND SERVICES AT-A-GLANCE

## Tax and Services for River Road Area At-a-Glance

*Based on the median assessed value of \$143,820 for homes in the combined River Road / Santa Clara area  
Rates are per \$1000 of assessed value.*

Districts and Taxes or Levies	Current Rate	Tax Levied	Current Rate	Tax Levied
	River Road area <i>outside city limits</i>		River Road area <i>inside city limits</i>	
<b>General Government</b>				
City of Eugene/ Permanent	-	-	6.9021	\$992.66
Eugene Urban Renewal Downtown/ UR	-	-	0.1042	\$14.99
Eugene Urban Renewal Riverfront/ UR	-	-	0.0412	\$5.93
River Road Park & Recreation Dist./ Permanent	3.0559	\$439.50	-	-
River Road Park & Recreation Dist./ Local Option	0.4700	\$67.60	-	-
River Road Water District/ Permanent	1.9694	\$283.24	-	-
Lane County/ Permanent	1.2793	\$183.99	1.2605	\$181.29
<b>Totals</b>	<b>6.7746</b>	<b>\$974.32</b>	<b>8.3080</b>	<b>\$1,194.86</b>
<b>Bonds</b>				
City of Eugene/ Bond I	-	-	0.3191	\$45.89
City of Eugene/ Bond II	-	-	0.8762	\$126.02
River Road Park & Recreation Dist./ Bond	0.3687	\$53.03	-	-
Eugene School District 4J/ Bond I	0.4931	\$70.92	0.4842	\$69.64
Eugene School District 4J/ Bond II	0.8093	\$116.39	0.8055	\$115.85
Lane Community College/ Bond II	0.2398	\$34.49	0.2389	\$34.36
Lane County/ Bond	0.1128	\$16.22	0.1112	\$15.99
<b>Totals</b>	<b>2.0237</b>	<b>\$291.05</b>	<b>2.8351</b>	<b>\$407.74</b>
<b>Education</b>				
Eugene School District 4J/ Permanent	4.7485	\$682.93	4.6622	\$670.52
Eugene School District 4J/ Local Option	1.5000	\$215.73	1.4929	\$214.71
Lane Community College/ Permanent	0.6191	\$89.04	0.6100	\$87.73
Lane Education Service District/ Permanent	0.2232	\$32.10	0.2200	\$31.64
<b>Totals</b>	<b>7.0908</b>	<b>\$1,019.80</b>	<b>6.9851</b>	<b>\$1,004.60</b>
Consolidated Rate	15.8891	-	18.1282	-
	<b>Total Taxes</b>	<b>\$2,285.17</b>	-	<b>\$2,607.20</b>
		<b>Difference</b>	2.2391	<b>\$322.03</b>

*Source: Lane County Assessment and Taxation; Tax Code Area Report; City of Eugene and Regional GIS data.*

## Tax and Services for **Santa Clara Area At-a-Glance**

*Based on the median assessed value of \$143,820 for homes in the combined River Road / Santa Clara area  
Rates are per \$1000 of assessed value.*

Districts and Taxes or Levies	Current Rate <b>Santa Clara area and 4J School District <i>outside</i> city limits</b>	Tax Levied	Current Rate <b>Santa Clara area and 4J School District <i>inside</i> city limits</b>	Tax Levied
<b>General Government</b>				
City of Eugene/ Permanent	-	-	6.9021	\$992.66
Eugene Urban Renewal Downtown/ UR	-	-	0.1744	\$25.08
Eugene Urban Renewal Riverfront/ UR	-	-	0.0700	\$10.07
Santa Clara Rural Fire Protection Dist./ Permanent	1.0439	\$150.13	-	-
Santa Clara Rural Fire Protection Dist./ Local Opt.	0.6000	\$86.29	-	-
Santa Clara Water District/ Permanent	-	-	-	-
Lane County/ Permanent	1.2793	\$183.99	1.2605	\$181.29
<b>Totals</b>	<b>2.9232</b>	<b>\$420.41</b>	<b>8.4070</b>	<b>\$1,209.09</b>
<b>Bonds</b>				
City of Eugene/ Bond I	-	-	0.3191	\$45.89
City of Eugene/ Bond II	-	-	0.8762	\$126.02
Eugene School District 4J/ Bond I	0.4931	\$70.92	0.4842	\$69.64
Eugene School District 4J/ Bond II	0.8093	\$116.39	0.8055	\$115.85
Lane Community College/ Bond II	0.2398	\$34.49	0.2389	\$34.36
Lane County/ Bond	0.1128	\$16.22	0.1112	\$15.99
<b>Totals</b>	<b>1.6550</b>	<b>\$238.02</b>	<b>2.8351</b>	<b>\$407.74</b>
<b>Education</b>				
Eugene School District 4J/ Permanent	4.7485	\$682.93	4.6622	\$670.52
Eugene School District 4J/ Local Option	1.5000	\$215.73	1.4929	\$214.71
Lane Community College/ Permanent	0.6191	\$89.04	0.6100	\$87.73
Lane Education Service District/ Permanent	0.2232	\$32.10	0.2200	\$31.64
<b>Totals</b>	<b>7.0908</b>	<b>\$1,019.80</b>	<b>6.9851</b>	<b>\$1,004.60</b>
<b>Consolidated Rate</b>	<b>11.6690</b>		<b>18.2272</b>	
	<b>Total Taxes</b>	<b>\$1,678.24</b>		<b>\$2,621.44</b>
		<b>Difference</b>	<b>6.5582</b>	<b>\$943.20</b>
<b>If a property is in Santa Clara area and in Bethel School District:</b>				
	<b>outside city limits</b>		<b>inside city limits</b>	
<b>Consolidated Rate</b> (including applicable general gov't, education, bonds)	<b>10.7195</b>		<b>16.8113</b>	
	<b>Total Taxes</b>	<b>\$1,541.68</b>		<b>\$2,417.80</b>
		<b>Difference</b>	<b>6.0918</b>	<b>\$876.12</b>

*Source: Lane County Assessment and Taxation; Tax Code Area Report; City of Eugene and Regional GIS data.*

## Description of Services, Levies and Bonds by Taxing District

(Note: not all of these taxing districts will apply to your property. See your property tax bill for a list of the districts that apply to you.)

The **City of Eugene** provides the following services to River Road and Santa Clara residents either directly or through intergovernmental agreements (IGAs) with Lane County and other local agencies: fire and ambulance services, (except for a small portion of Santa Clara); cultural services, land use planning, community development and building permit services; transportation services including transportation planning, traffic controls, and road maintenance on public rights of way owned by the city or maintained by the city via IGAs with Lane County (see below); stormwater (based on IGAs with Lane County), wastewater collection and treatment, and park services including management of city-owned parks, bike paths, and open space and natural areas.

These services are provided to residents who live *within* the city limits (incorporated): emergency and non-emergency police services, and library, recreation and cultural services. City residents can vote in mayoral and city council elections.

The City of Eugene has two **Urban Renewal** Districts that do not impose new taxes; rather, they redistribute taxes from overlapping taxing districts to the urban renewal districts. The tax bills for Eugene taxpayers include two lines for urban renewal. All taxpayers in the City will pay these taxes. There is no difference between the taxes paid by taxpayers inside the district and outside the district. Eugene’s two urban renewal districts include the Downtown and Riverfront districts.

Eugene residents also vote on **Bonds**. “Bond I” indicates bonds approved before 10/6/2001 and include re-funding of the General Obligation bond in 2004 and 2006 (Parks and Open Space bonds). Bond II includes bonds approved after 10/6/2001 providing funds for the downtown fire station and training facilities; parks, athletic fields and open space; and streets.

**Lane County** provides these services to unincorporated residents in Santa Clara and River Road: police (sheriff) services; nuisance complaint management, maintenance of roads and rights-of-way (including leaf pickup) in most of Santa Clara and a small portion of River Road. The County maintains and rehabilitates improved and unimproved County roads (via an IGA, see above), but not Local Access Roads. Lane County maintains drainage systems in the road right-of-way in Santa Clara and a small portion of River Road (based on IGA with the city). Lane County residents passed a bond measure in 1996 to build the Juvenile Justice Center. It expires in FY 2014/15.

**Lane Rural Fire/Rescue** provides first response services to a portion of unincorporated residents in Santa Clara: properties north of the Beltline and west of Stark Street to Northwest Expressway.

**River Road Park and Recreation District (RRPRD)** provides park and recreation services to unincorporated residents residing within the RRPRD boundaries. In May of 2009, residents passed a 5-year **Local Option Levy**, providing enhanced funding for the RRPRD. The RRPRD **bond** was passed in 1995 and funded capital improvements to the RRPRD building.

**River Road Water District (RRWD)** Eugene Water and Electric Board (EWEB) contracts with River Road Water District (RRWD) and the Santa Clara Water District (SCWD) to provide water service to all residents of River Road and Santa Clara. Both the RRWD and the SCWD purchase water from EWEB and sell it to properties within their service area. The Districts are responsible for setting water rates and major capital improvements. EWEB provides billing, administration, and maintenance for the Districts. The RRWD also contracts with Eugene Fire to provide services to unincorporated residents in River Road and is contracted by EWEB to provide some maintenance and installation of streetlights.

**Santa Clara Rural Fire Protection District (SCRFPD)** provides first response services to most unincorporated residents in Santa Clara. The Santa Clara Water District contracts with the SCRFPD to maintain street-level workings of hydrants in Santa Clara, and with EWEB to maintain the below-ground workings of hydrants. The SCRFPD 5-year **Local Option Levy** was approved in 2009 and funded capital outlay and general operations.

**Santa Clara Water District (SSWD)**. Eugene Water and Electric Board (EWEB) contracts with River Road Water District (RRWD) and the Santa Clara Water District (SCWD) to provide water service to all residents of River Road and Santa Clara. Both the RRWD and the SCWD purchase water from EWEB and sell it to properties within their service area. Districts are responsible for setting water rates and capital improvements. EWEB provides billing, administration, and maintenance for the Districts. SSWD is contracted by EWEB to provide some maintenance and installation of streetlights.

.....  
**Definitions:**

*Bonds are typically used by governments to pay for large public projects such as fire stations.*

*Intergovernmental Agreements (IGAs) are arrangements between local service providers to deliver services in a more efficient or cost-effective way. The IGA between Lane County and the City of Eugene for road maintenance is one example.*

*Local Option Levies are for operating purposes beyond the revenues generated by permanent tax rates.*

*Permanent Taxes are used to pay for services or improvements provided for the general public benefit.*

**APPENDIX I: 2011 NEIGHBORHOOD ANALYSIS SUMMARY**

**2011 NEIGHBORHOOD ANALYSES FOR RIVER ROAD AND SANTA CLARA NEIGHBORHOOD ASSOCIATIONS, FROM CITY OF EUGENE NEIGHBORHOOD SERVICES**

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Data is based on 2010 US census where available

**Demographics**

Santa Clara has 20,231 residents, River Road has 11,964.

Estimated acreage from the previous Neighborhood Analysis Santa Clara has ~3100 acres and River Road has ~1650 acres.

Age distribution:

Age Cohort	Santa Clara	River Road
0-29	36.4%	37.5%
30-49	27.0%	27.4%
50+	36.1%	35.1%

Santa Clara is 86.2% Caucasian and 7% Hispanic. River Road is 83.3 % Caucasian and 10% Hispanic.

**Education**

Santa Clara has 15.5% of residents in K-12 and 4.5% in college or grad school. River Road has 14.7% of residents in K-12 and 9.3% in college or grad school. 7% of Santa Clara Residents have graduate degrees, 11% of River Road Residents have graduate degrees.

**Economics**

32% of Santa Clara households are in poverty whereas 41% of River Road households are in poverty.

From income maps the income level of Santa Clara residents is higher than residents in River Road but it is not possible to quantify the difference.

**Crime**

Even though Santa Clara has 84% more residents and a higher percentage of annexed residents, the number of crimes reported by the City of Eugene police services are higher in River Road:

**2010 Crimes**

Type of Crime	Santa Clara	River Road
Personal	28	56
Property	147	172
Behavioral	77	181

**Zoning**

Santa Clara property outside the UGB is classified by the County (25.2% exclusive farm use, 9.9% sand, gravel, rock and processing, 3.9% rural residential and 0.4% in light industrial). All of River Road is within the UGB.



Within the UGB this is the breakdown of zoning:

Zone	Santa Clara (-county %ages)	River Road
Low Density Residential R-1	47.2% (note county zones)	69.8%
Medium Density Residential R-2	1.4%	<b>7.7%</b>
Historic S-H	0.1%	-
Neighborhood Commercial C-1	0.2%	0.8%
Community Commercial C-2	1.8%	<b>5.0%</b>
General Office GO	0.3%	0.4%
Light-Medium Industrial I-2	0.0% (note county zones)	<b>1.0%</b>
Agricultural AG	<b>7.5%</b> (note county zones)	1.1%
Public Land PL	2.1%	<b>14.2%</b>

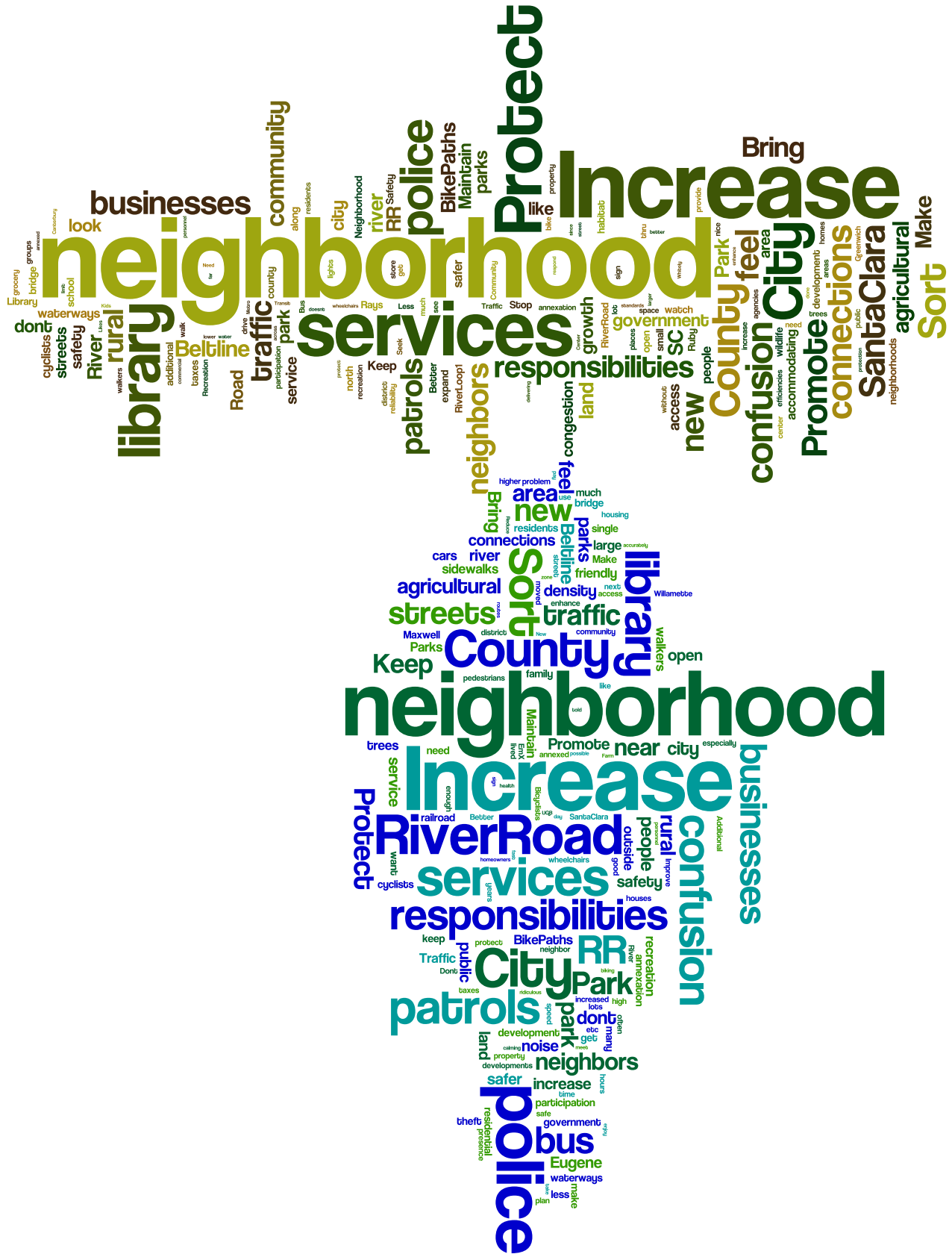
**Bold:** differences of more than 50% relative and 1% absolute

**Land Use** (which reflects current use only)

Land Use	Santa Clara	River Road
Agriculture	<b>16.0%</b>	0.1%
Alleys, walkways, bike paths	-	0.0%
Communication	-	0.0%
Educational	1.4%	<b>3.5%</b>
General	0.9%	1.1%
Government	0.3%	0.8%
Industrial	<b>8.4%</b>	0.1%
Manufactured Dwelling	1.2%	0.0%
Manufactured Dwelling – Single Lot	0.8%	1.6%
Parks	0.5%	<b>3.3%</b>
Railroad	0.1%	0.0%
Recreation	<b>1.5%</b>	0.5%
Religious	0.7%	0.9%
Residential - Duplex	1.3%	<b>2.7%</b>
Residential – Group Quarters	0.4%	0.1%
Residential - Multifamily	0.6%	<b>1.8%</b>
Residential – Single Family	37.5%	48.8%
Retail Trade	0.9%	1.8%
Roads	14.5%	17.8%
Transportation	0.1%	0.1%
Utilities	0.4%	<b>3.9%</b>
Vacant	<b>11.4%</b>	7.5%
Water	1.1%	<b>3.7%</b>
Wholesale Trade	0.1%	0.1%

**Bold:** differences of more than 50% relative and 1% absolute

# 2012 WeGENE NEIGHBORHOODS OF THE YEAR SANTA CLARA COMMUNITY ORGANIZATION AND RIVER ROAD COMMUNITY ORGANIZATION



# SANTA CLARA ~ RIVER ROAD OUTREACH & LEARNING PROJECT NEWSLETTER

## EDUCATION, OPPORTUNITY & OUR FUTURE

### GET INVOLVED IN THE SHAPE OF THINGS TO COME

The SCRROL project is complete and we have learned much about the issues facing River Road and Santa Clara thanks to over 700 of you and your neighbors. It is now time to refine those issues into desired best outcomes and work toward making them realities. Numerous changes are already in the works.

- Our storm drains are being converted from drywells into rain gardens and bioswales by the City and County.
- The River Road Park District and our fire districts are working with the City of Eugene to define the best way to deliver their services.
- The City of Eugene has committed to work with our Neighborhood Organizations to create an area plan defining how urban services will be provided in our area.
- The County is seeking new ways to provide public safety services with a reduced budget.

All of these will affect your quality of life and your wallet; don't you

**CONTINUED, BACK COVER: NEXT STEPS**



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Santa Clara & River Road Community Organizations  
 c/o Neighborhood Services

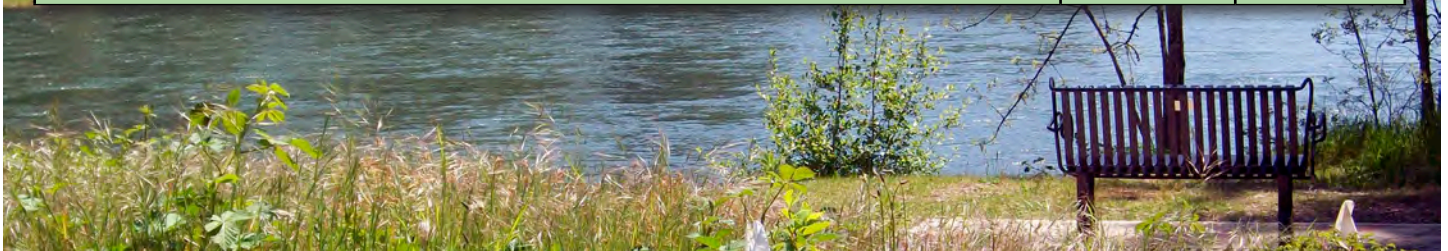
## COMMUNITY OUTREACH AND OUTCOMES

The SCRROL team used a variety of means to create opportunities to have conversations with our River Road and Santa Clara neighbors. We estimated that there were 736 of these conversations. These included our regular Community Organization meetings, community events, home gatherings, interviews, community forums, and

what we called “intercepts.” There were 242 intercepts consisting of conversations with people who attended a variety of community events--using maps and forms to record their concerns and priorities as our community moves into the future. Here is a chart that summarizes what we heard:

### NEIGHBORHOOD CONVERSATION FORM RESULTS

Issue	Santa Clara Top 3	River Road Top 3
Protect <b>agricultural land</b> in/surrounding neighborhood.	42%	20%
Protect/enhance <b>waterways, wildlife habitat, and open space.</b>	27%	22%
Make streets safer and more friendly for <b>cyclists and walkers.</b>	25%	36%
Maintain/expand <b>recreation services</b> in the neighborhood.	24%	18%
Enhance/increase <b>parks</b> , including access to Willamette River.	20%	22%
Protect <b>look &amp; feel of neighborhood</b> while accommodating additional growth.	18%	27%
Maintain <b>rural feel</b> of neighborhood streets.	18%	17%
Decrease <b>traffic congestion.</b>	14%	11%
Increase <b>neighborhood participation</b> in govt. (e.g. City Council/County Commission).	12%	12%
Seek clarity, reliability, efficiencies in <b>delivering public services</b> in, e.g. fire, water, recreation & schools.	8%	16%
Other services or issues that you think are more important than what is on this list?		
• Increase library services	18%	16%
• Increase <b>police patrols</b>	17%	23%
• Sort out confusion between City and County	14%	16%
• More commercial businesses and services	14%	10%
• Promote connections between neighbors	13%	8%
<b>Total Surveys</b>	115	92



## EUGENE NEIGHBORHOODS OF THE YEAR! SANTA CLARA & RIVER ROAD COMMUNITY ORGANIZATIONS

### FOR THE SANTA CLARA-RIVER ROAD OUTREACH & LEARNING (SCRROL) PROJECT

SCRROL as a joint project of RRCO and SCCO, was nominated for and received the WEgene! Neighborhood of the Year award this Spring. In recognition of this award, Barbara Denlis, a SCCO member of SCRROL, traveled to Indianapolis as our representative to the Neighborhoods USA Conference, May 23-16. This is quite an honor for our work.

SCRROL’s Report and Recommendations are to be presented at the SCCO and RRCO October meetings .

Contact Jerry Finigan, Chair, at [jerry@scrrol.org](mailto:jerry@scrrol.org), or check our website [www.scrrol.org](http://www.scrrol.org) for more information.

## OBSERVATIONS ON GOVERNANCE AND PUBLIC SERVICES IN THE NEIGHBORHOODS

Government services such as police, water, road/street maintenance, animal control, sewer, fire/ambulance, library, parks and recreation, street lights, planning, open space, and building permits are provided in River Road and Santa Clara through state, city, and county agencies, and 5 service districts.

The SCRROL process observed that:

- Governance has become increasingly complex in the 30 years following the establishment of the Urban Growth Boundary;
- Differences in tax rates exist between neighborhoods;
- 53% of Santa Clara and 29% (new rate now indicates 32%) of River Road are now incorporated;
- River Road and Santa Clara are served by five service districts: Lane Rural Fire and Rescue District; Santa Clara Fire District; Santa Clara and River Road Water Districts; and the River Road Park and Recreation District.
- As the number of incorporated properties increase, the service districts' tax bases decrease, which affects their ability to continue to provide services;
- The City of Eugene provides River Road and Santa Clara with neighborhood parks and other services.

Participants in the SCRROL process expressed opinions/concerns including the following:

- Confusion by newer residents as to why the two neighborhoods are not within the City limits;
- Desire by unincorporated residents to be able to vote for City Councilors and Mayor;
- Acceptance &/or approval by annexed residents of the fact they are in the City;
- Desire for more input on decisions regarding traffic and other issues;
- Desire for increased police services;
- Appreciation of the services and neighborhood parks provided by the City;
- Appreciation of the quality of services provided by the service districts.

The SCRROL process concluded with the following observations:

- For many residents, annexation is a topic of concern or interest. Early in SCRROL discussions, annexation was identified as one of many possible tools or strategies to consider during the post SCRROL implementation stage.
- Quality of services, fairness and equity are challenges facing all residents in Santa Clara and River Road as they address governance issues in the future.



### SCRROL SUMMARY

The River Road and Santa Clara Community Organizations formed a Joint Strategy Team (JuST) 2010, which reviewed the goals of the 2006 Transition Report and identified four priorities for residents to provide feedback about: Land Use; Governance; Parks and Recreation; and Transportation. The Santa Clara-River Road Outreach and Learning project (SCRROL) organized in February 2011, and outreach activities began in May 2011.

SCRROL learned that--

- River Roaders and Santa Clarans do care and want to have a say in their community's future.
- They enjoy the look and feel of their neighborhood and want to protect it.
- Traffic congestion is a concern, and they desire

integrated transportation, with public transit and safe bike and pedestrian amenities.

- River Roaders desire increased police protection.
- Santa Clarans value the agricultural and rural lifestyle and want waterways, wildlife habitats and open space protected.
- Santa Clarans would like development of recreational and community-building opportunities, for example, a community center, ball fields, exercise classes, and community events.
- Santa Clarans desire increased access to the Willamette River.
- Residents want the confusion about city and county services sorted out.
- Both neighborhoods want more library services.

## NEXT STEPS CONTINUED FROM PG 1

want to have a say in how those decisions are made?

If the answer is yes, you should get involved in the next stage of the process: SCRRIP (Santa Clara River Road Implementation and Planning Team). Here's how you can participate:

- Link to [www.scrip.org](http://www.scrip.org)
- Like SCRRIP on Facebook [Pg available???]
- Attend an October Neighborhood Organization meeting to share your thoughts and learn how to get further involved:

Santa Clara Community Organization: Thursday 10/4 @ 7 PM Messiah Lutheran Church, 3280 River Road

River Road Community Organization Monday 10/8 @ 7 PM River Road Annex, 1055 River Road

Together we can move toward the best future for River Road and Santa Clara.

Jon Belcher



## SCRROL RECOMMENDATIONS

1. Pro-active and creative collaboration to protect and strengthen neighborhood assets and solve key problems
2. Prioritize common goals of River Road and Santa Clara, including the service district providers, to develop an implementation plan
3. Communicate with elected officials about SCRROL results and implementation plans
4. Host summits with service providers and neighborhood leaders
5. Initiate follow-up conversations with City of Eugene staff on SCRROL-identified issues
6. Engage neighbors in conversations on, and public support for collaborative and realistic solutions.
7. Continue to gather opinions of under-represented community members
8. Consider a statistically valid survey to identify community support for specific implementation measures
9. Form a new advocacy group named "The Santa Clara-River Road Implementation Planning Team" (SCRRIP). This task force would be composed of River Road and Santa Clara representatives to work on common goals. SCRRIP would function similar to SCRROL, but would be more pro-active in advocating for specific solutions and implementing the goals identified by SCRROL.
10. SCRROL recommends that SCCO and RRCO develop action plans to strengthen neighborhood assets and solve key problems through pro-active and creative collaboration.

## CALENDAR OF EVENTS

### 1st Thursday Monthly: Santa Clara CO Meetings

For agenda or to suggest meeting topics: email Jerry Finigan, [jerfinigan@comcast.net](mailto:jerfinigan@comcast.net)

### 2nd Tuesday Monthly: River Road CO Meetings

For agenda or to suggest meeting topics: email Carleen Reilly or Jon Belcher, [riverroadcommunityorganization@gmail.com](mailto:riverroadcommunityorganization@gmail.com)

### October 4: Santa Clara Community Organization General Meeting

SCRROL to SCRRIP

### October 8: River Road Community Organization General Meeting

SCRROL to SCRRIP

SCCO Meets at the Messiah Lutheran Church, 3280 River Road

RRCO Meets at the River Road Annex, 1055 River Road

*All meetings are open to the public with a public comment period; 7-9 PM unless otherwise noted.*

*This is the official newsletter of the Santa Clara~River Road Outreach & Learning Project. Funds for newsletter printing and mailing are provided by the City of Eugene and from Transition Funds. This special newsletter is produced by neighborhood volunteers and is free to Santa Clara and River Road residents and businesses. The information provided and the views expressed do not necessarily represent the position of the Santa Clara or River Road Community Organizations or the City of Eugene.*

Graphic Design: Ray Neff; Contributors: Jon Belcher, Jerry Finigan, Carleen Reilly, Ann Vaughn

# 2011 Neighborhood Analysis

City of Eugene  
Neighborhood Services



Item A.



# Acknowledgements

## Staff Team

Lorna Flormoe	Neighborhood Planner - City Manager's Office, Neighborhood Services
Sarah Zaleski	GIS Technician - Planning and Development Department, Community Development Division
Menina Newman	Intern - City Manager's Office, Neighborhood Services
Michael Wisth	Community Programs Analyst - Planning and Development Department, Community Development Division
Shawna Adams	Grants Analyst - Planning and Development Department, Community Development Division

## Other Contributors

University of Oregon Community Planning Workshop (CPW)  
Various City of Eugene Neighborhood Leaders and Associations

Item A.

## Welcome to the City of Eugene's 2011 Neighborhood Analysis!

The City of Eugene's 2011 Neighborhood Analysis uses data to tell the story of our community. While the story told is a partial one, with a focus on quantitative information, it offers a valuable window into the current state and character of the city and Eugene neighborhoods.

The City of Eugene recognizes that effective community work comes from a good understanding of the people and places being served. The purpose of the 2011 Neighborhood Analysis is to provide City staff, neighborhood, and community organizations a resource with neighborhood level data that can help inform their work. The themes and data presented in the Neighborhood Analysis have been selected with this in mind and reflect the best existing data available to the City. While the Neighborhood Analysis provides only a snapshot, we believe it provides a useful starting place for users to build on.

The information in the Neighborhood Analysis can be used as a tool to help support our work in the community and neighborhoods in many ways. For example, it can be used to: identify needs and priorities for planning and future action; inform outreach efforts to broaden neighborhood involvement; compare a neighborhood with other neighborhoods or the city as a whole; clarify neighborhood issues or gather support for a particular issue; gather data for grants or other applications; and generate important questions or considerations that might lay the foundation for surveys or further data analysis.

The 2011 Neighborhood Analysis is one of several efforts the City has recently undertaken to make existing data more accessible and usable. Recognizing that the need for a neighborhood data resource could not be met simply by updating the existing neighborhood analysis documents, City of Eugene Neighborhood Services partnered with the University of Oregon Community Planning Workshop to work with City staff, and community and neighborhood leaders to help determine what data to include and how to present it in the most useful way. Interviews and surveys indicated that additional information concerning neighborhood amenities, streetscapes and infrastructure, alternative transportation, crime, and demographics was desired and that comparability between neighborhoods and the city as a whole was essential. Respondents also indicated that they would appreciate graphics and visual display of the data (charts, graphs, maps) along with more explanatory text and analysis to accompany the data. You will see these changes reflected in this document.

The 2011 Neighborhood Analysis is organized so that users can find consolidated information about a particular neighborhood in a neighborhood chapter. A city-wide chapter and an appendix are also included. The sections within each chapter are organized by theme: People, Homes, Economic Vitality, Transportation, Land Uses and Zoning, and Safety. The organization of the sections and their contents

are identical for each chapter, except in four respects: 1) due to data limitations, several data sets are absent in the West Eugene Community and Industrial Corridor Community neighborhoods; 2) disability related population data is only available for the city-wide chapter; 3) the Cal Young Neighborhood Association, Goodpasture Island Neighbors, and the Northeast Neighbors crime data is calls for service, versus crimes reported in other chapters; and 4) the River Road Community Organization and Santa Clara Community Organization chapters have addendums for data on property in city limits. See the Appendix or these specific chapters for more information.

The majority of data presented in the Neighborhood Analysis comes from the U.S. Census Bureau Census 2010 decennial census population and housing counts (Census 2010) and the U.S. Census Bureau, American Community Survey 2005-09 5-Year Estimates (ACS 2005-09). The Analysis also relies on local, existing City of Eugene and Regional Geographic Information System data sources, City of Eugene Police Department, and the U.S. Census Bureau, American Community Survey 2010 1-Year Estimates (ACS 2010).

As is the case with any data, care must be taken in how the information is used, particularly when it represents a relatively small population within a geographic area. For instance, many of the data indicators in the Neighborhood Analysis are based on the ACS 2005-09 census estimates that have been determined based on a sample of the population for each census block group. While this is the best data for economic, population and housing characteristics available, it is important to understand that the data provided is an estimate rather than a precise measure. Moreover, while the data presented in the 2011 Neighborhood Analysis has been collected so that individual neighborhoods can be compared with each other and the city as a whole, it is not comparable with the data included in the 1990 and 2010 analyses as the boundaries and methodology for collecting census data have changed over time.

Users can find which data source is used for a particular data indicator by looking at the references included at the bottom of each map, chart, or graph. Detailed information about the data sources, data indicators, boundaries, definitions, margins of error, alternative data sources, nuances discussed above, and other relevant background information is provided in the Appendix to the 2011 Neighborhood Analysis.

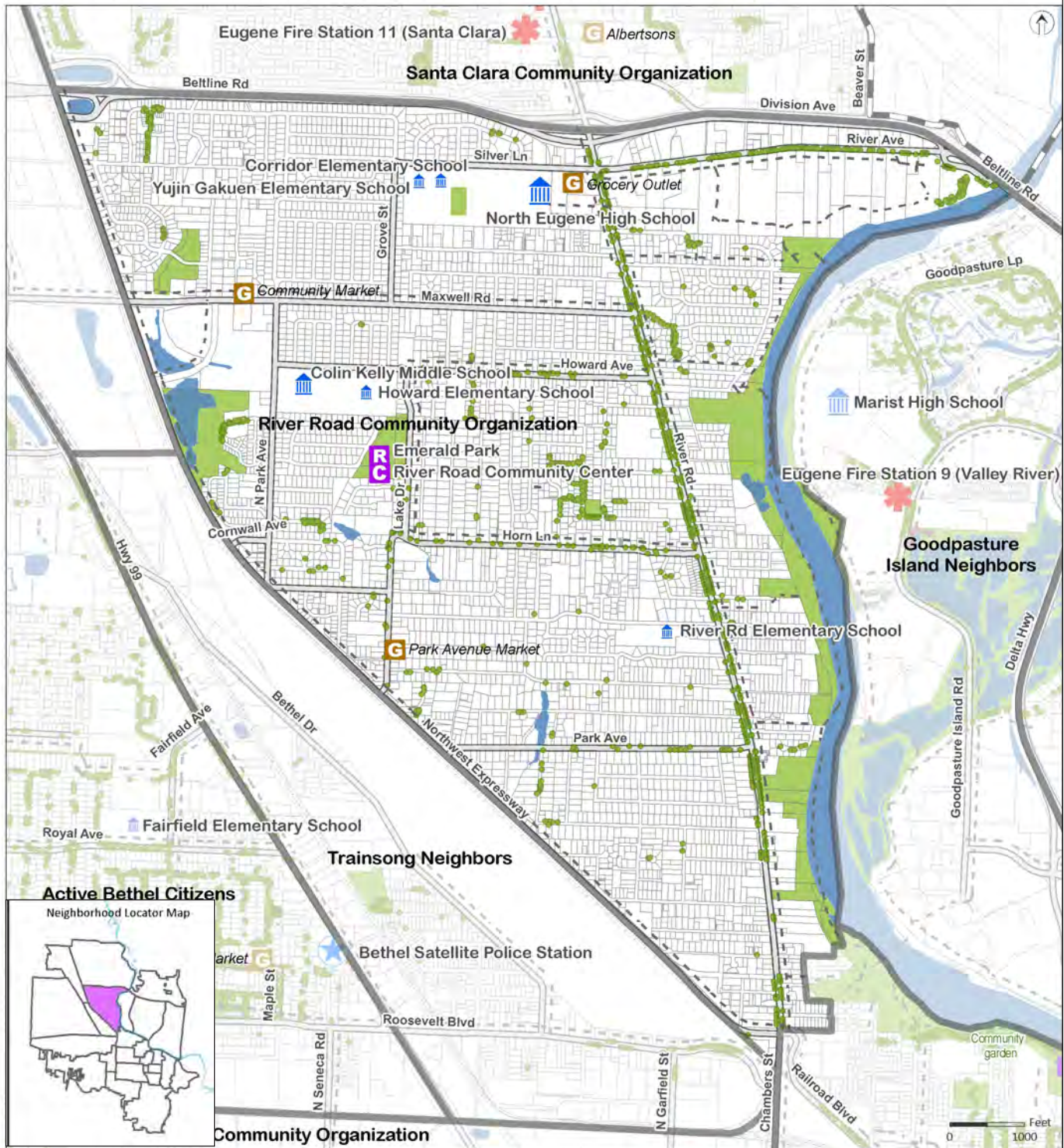
We are pleased to present the City of Eugene's 2011 Neighborhood Analysis as a shared resource for City staff, and neighborhood and community organizations. We hope you will find it useful in serving the people and places that make up Eugene.

**2011 Neighborhood Analysis**

**River Road  
Community  
Organization**



# River Road Community Organization Amenities Map



Neighborhood Boundaries	City Hall	<b>Schools</b>	Off Street Ped-Bike paths	Community Garden
Grocery Stores	Fire Station	Elementary School	Bikeways - Built	Water Bodies
The Arts	Police Station	Middle School	Eugene UGB	Parks and Open Space
Community Center	Clinic	High School		City Owned Trees
Library	Hospital	University		
Museum				
Recreation Center				



December 5, 2011  
 Information represents data that is currently mapped  
 Caution: This map is based on imprecise source data, subject to change and for general reference only  
 Data sources: City of Eugene & Regional GIS; Grocery Stores: infoGroup/Government Division www.infoUSAgov.com



# People

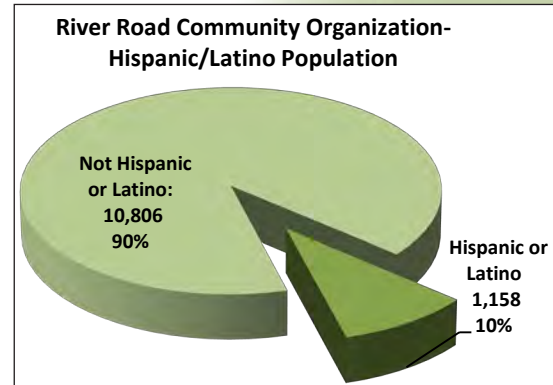
The River Road Community Organization neighborhood is a vibrant neighborhood of **11,964** people located in north-central Eugene. This section of the neighborhood profile looks at the characteristics of the people living within the River Road Community Organization neighborhood related to race, ethnicity, age, gender, veteran status and education.

## Race and Ethnicity

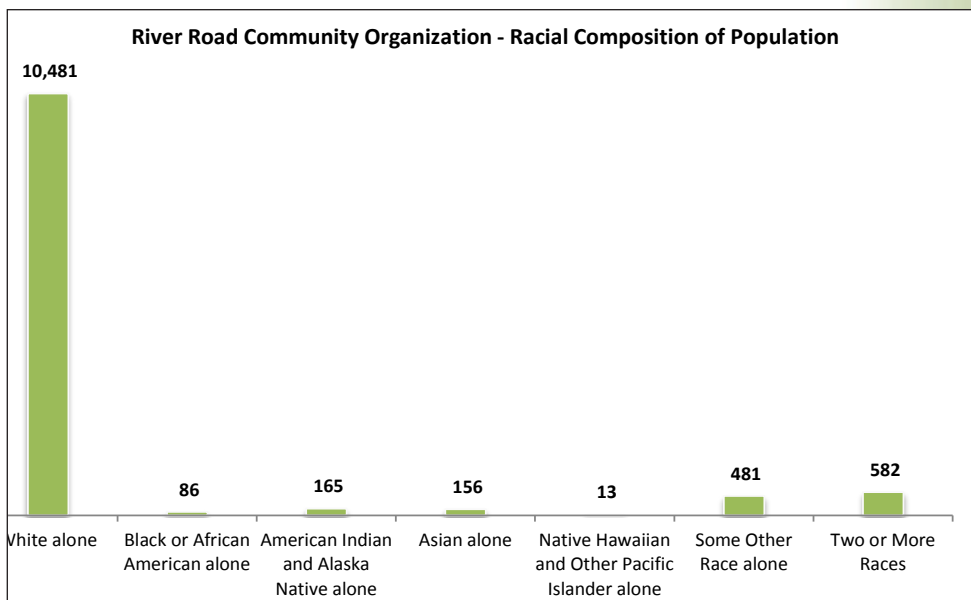
Neighborhoods are comprised of many people with unique histories, backgrounds, culture, and stories. Understanding racial and ethnic diversity within our neighborhoods is also important to understanding and connecting with our neighbors.

The U.S. Census Bureau recognizes racial identity and ethnic identity as distinct characteristics. For ethnicity, the census groups all respondents into one of two categories, which are “Hispanic or Latino” and “Not Hispanic or Latino”. For race, the categories included in the census questionnaire generally reflect a social definition of race recognized in this country, and are not an attempt to define race biologically, anthropologically, or genetically. People may choose to report more than one race to indicate their racial mixture, such as “American Indian” and “White.” Understanding racial and ethnic diversity in our neighborhood is important for understanding our neighbors and ensuring shared and accessible neighborhood amenities.

How does racial and ethnic diversity in our neighborhood compare with the racial and ethnic diversity of the neighbors we know? How can we connect with people of different races and ethnicities in our neighborhood?



Data source: U.S. Census 2010 Redistricting Data SF (PL94-171)



Data source: U.S. Census 2010 Redistricting Data SF (PL94-171)



## Age and Gender

Understanding age and gender within our neighborhoods is important to further understand our neighbor's needs. Needs and lifestyles often change throughout the course of one's life. By understanding the diversity of our neighbors' age and gender, we can work to ensure our neighborhoods provide appropriate services for men and women, the young and elderly, and everyone in between.

Data on the age of the person in complete years is recorded at the time of the 2010 Census interview. Both age and date of birth are used in combination to calculate the most accurate age at the time. In the graph below, age is shown along with gender to offer a snapshot of the age related to gender within our neighborhood. How might this affect our neighborhood? What does our neighborhood offer people of different ages? What challenges or opportunities does our gender/age mix provide?

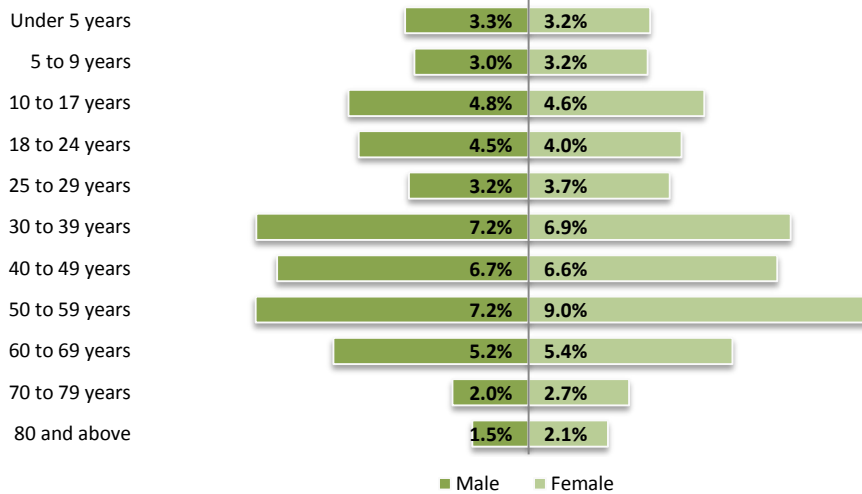


## Veterans

Veterans are men and women who have served (even for a short time), but are not currently serving, on active duty in the U.S. Army, Navy, Air Force, Marine Corps, or the Coast Guard, or who served in the U.S. Merchant Marine during World War II. People who served in the National Guard or Reserves are classified as veterans only if they were ever called or ordered to active duty, not counting the 4-6 months for initial training or yearly summer camps. While it is possible for 17 year olds to be veterans of the Armed Forces, census data is restricted to the population 18 years and older.

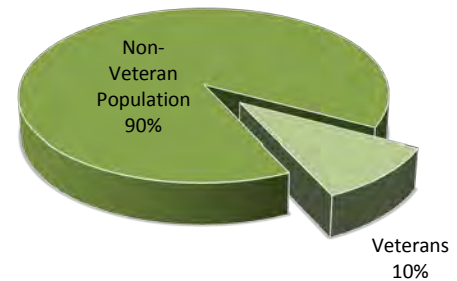
Understanding the number of veterans is important for determining housing needs and services within the neighborhood. What challenges and opportunities does our neighborhood present for veterans entering civilian life?

River Road Community Organization - Gender & Age Distribution



Data source: U.S. Census Bureau, Census 2010, Table P12

River Road Community Organization - Veterans



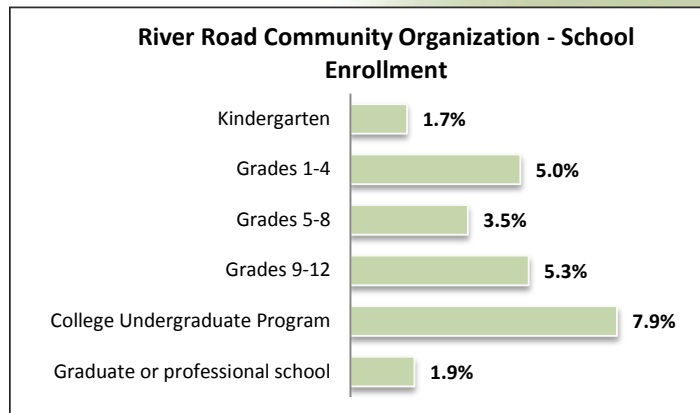
Data source: U.S. Census Bureau, ACS 2005-09, Table B21001





## School Enrollment

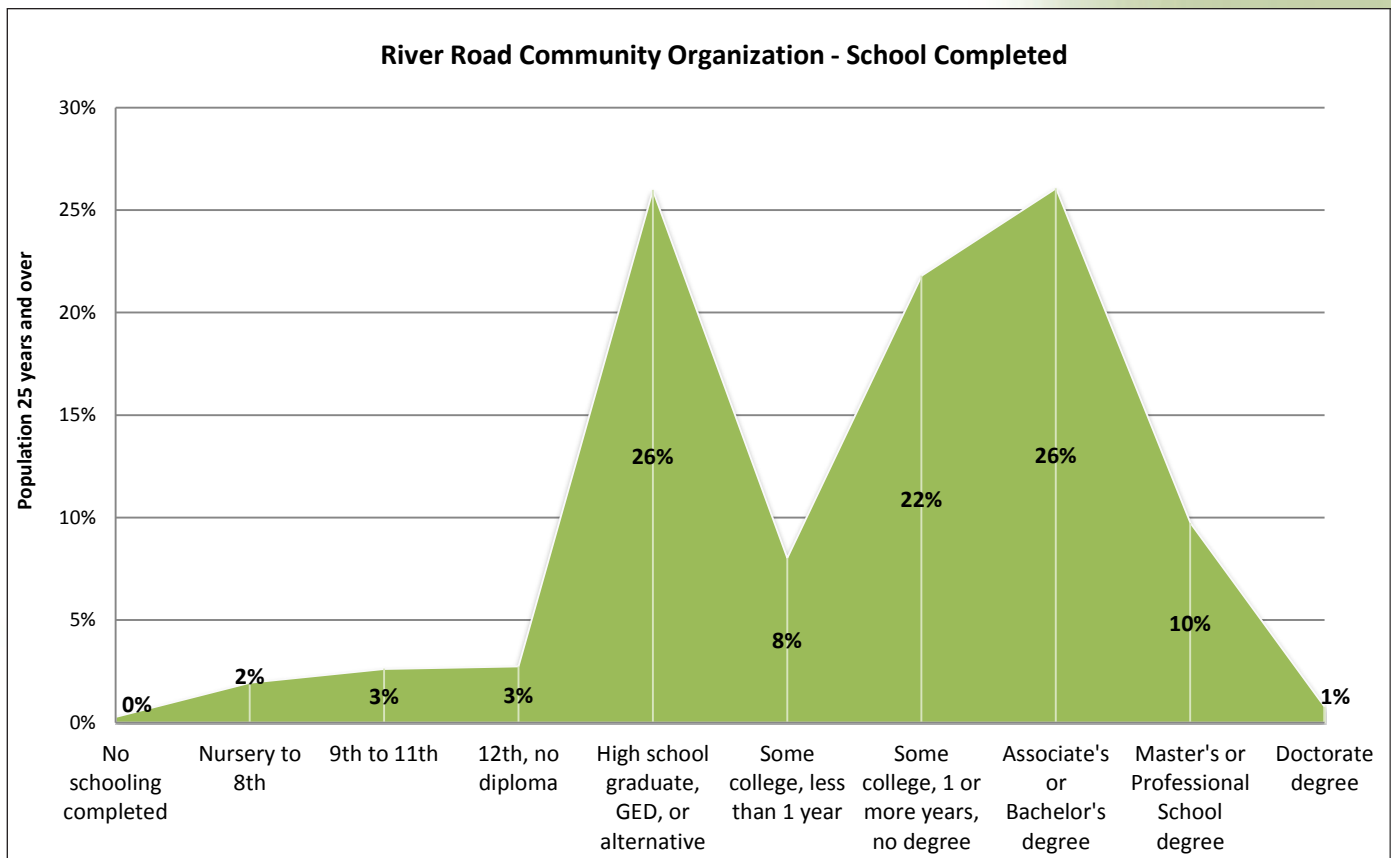
School enrollment captures the individuals who report being enrolled in a school. A school is considered an educational institution which advances a person towards an elementary school certificate, high school diploma, or college, university, or professional school (such as law or medicine) degree. A significant portion of our neighborhood is enrolled in school at any given time and schools are important assets in our neighborhood. What does school enrollment tell us about the needs and lifestyles of neighbors? What opportunities exist in our neighborhood for collaboration with educational institutions?



Data: U.S. Census ACS 2005-09, Table 14002

## Educational Attainment

Educational attainment refers to the highest level of education that an individual has completed. This is distinct from the level of schooling that an individual is attending. Educational attainment is often correlated with economic prosperity and because of this, can offer a glimpse into the neighborhood's current and future housing and development needs. In what ways might educational attainment influence the priorities and needs of neighborhood residents?



Data: U.S. Census ACS 2005-09, Table 15002





# Homes

Housing is one of the most identifiable characteristics of a neighborhood. Different elements related to housing, such as the renter/owner mix, housing age and household characteristics play crucial roles in how we define our neighborhoods. River Road

Community Organization has **5,026** housing units. The majority of the neighborhood's 11,964 residents live in the 4,839 of these housing units that are occupied, and the remaining 47 residents are living in group quarters.

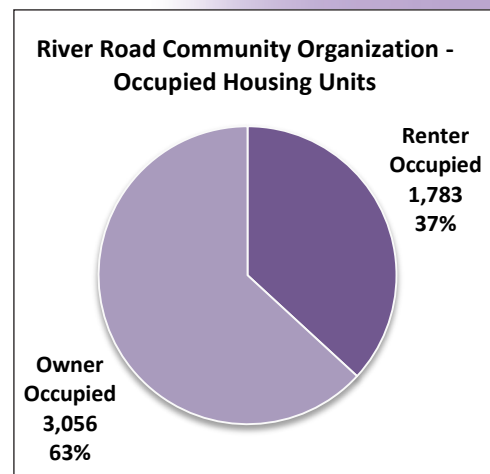


## Renter and Owner Homes

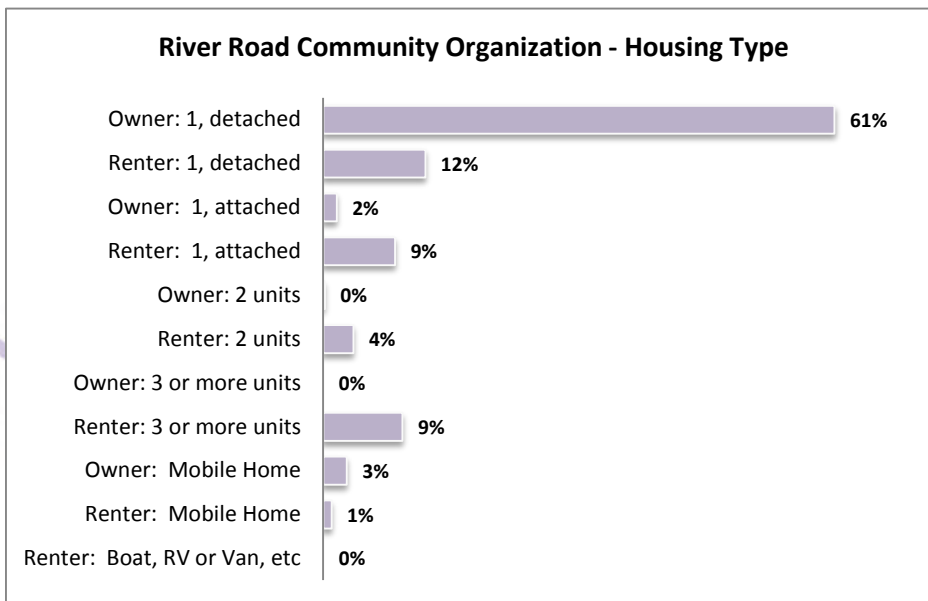
All neighborhoods in Eugene have a mix of both rental and owner-occupied housing. Understanding this mix within neighborhoods offers insight into the economic and social fabric of a neighborhood.

A housing unit is owner-occupied if the owner or co-owner lives in the unit, even if it is mortgaged or not fully paid for. All occupied housing units which are not owner-occupied, whether they are rented or occupied without payment of rent, are classified as renter-occupied.

The chart below displays the percentage of owners and renters in the neighborhood in relation to the types of housing in which they live. What types of housing units are most prevalent in our neighborhood? How might different housing types reflect differing needs and circumstances of neighborhood residents? How does the mix of housing affect the character of the neighborhood?



Data: Census 2010, table H4 Tenure



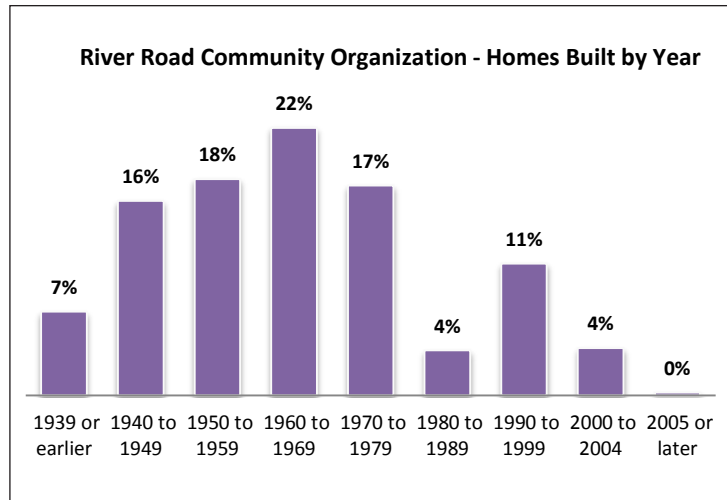
Data source: U.S. Census Bureau, ACS 2005-09 Table B25032

The chart data are presented for the number of housing units in structures of specified type and size, not for the number of residential buildings.



## Age of Housing

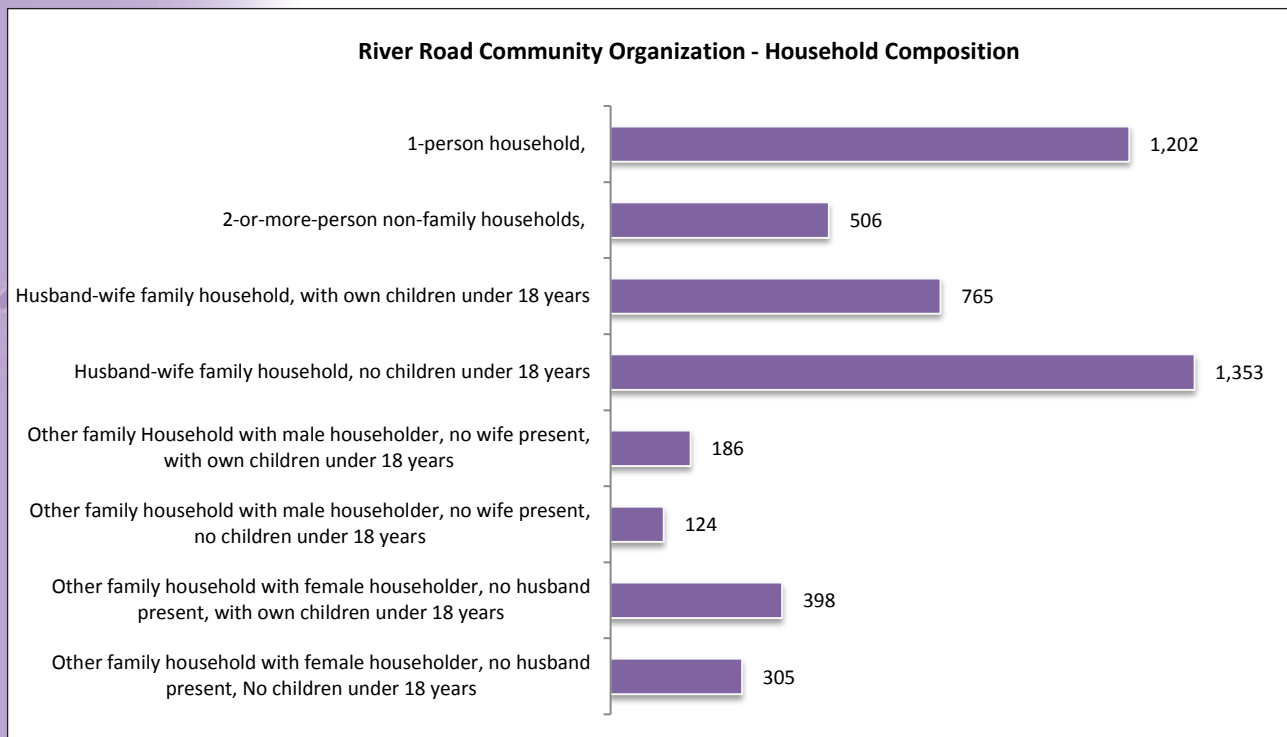
Knowing the age of housing helps identify new housing construction and investment within our neighborhood and also measures the disappearance of old housing. This data also helps in the development of formulas to determine substandard housing and provide assistance in forecasting future services, such as energy consumption and fire protection. What does our neighborhood's mix of housing ages reveal about the past, present, and future of our neighborhood?



Data source: U.S. Census Bureau, ACS 2005-09 Table B25034

## Households in our Neighborhood

The composition of the households within our neighborhood helps us to understand our neighbors and how housing is used within our neighborhood. For the census, the number of households corresponds with the neighborhood's 4,839 occupied housing units. One person in each household is designated as the householder. In most cases, this is the person, or one of the people, in whose name the home is owned, being bought, or rented. Households are classified by type according to the gender of the householder and the presence of relatives. Two types of householders are distinguished: a family householder and a non-family householder. A non-family householder is a householder living alone or with nonrelatives only. A family householder is a householder living with one or more individuals related by birth, marriage, or adoption. Traditionally, census surveys do not report same-sex married couples as a family household. What circumstances influence household composition? In what ways might the composition of a household change over time?



Data source: U.S. Census Bureau, Census 2010, Table P19



# Economic Vitality

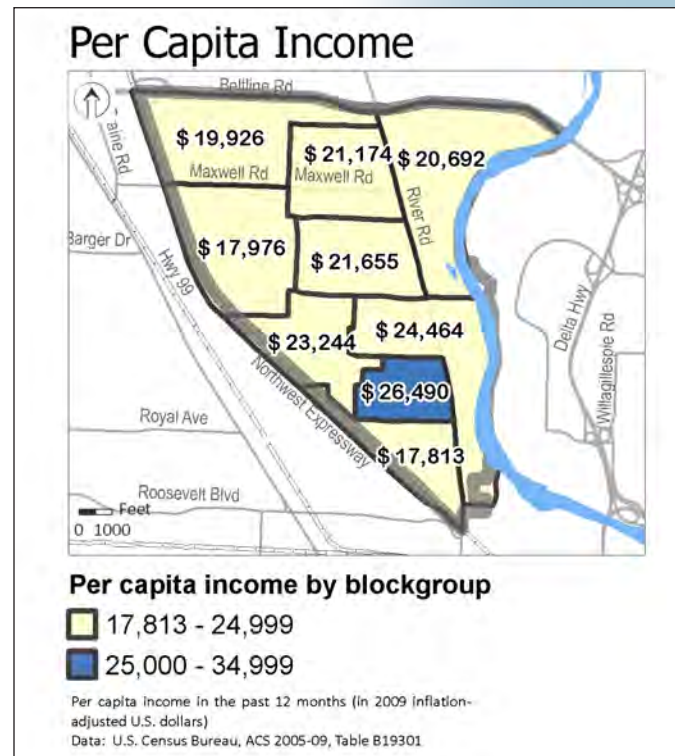
Economic vitality within our neighborhood can be understood in different ways. How much people earn, the number of people living in poverty, and how much people spend on housing are very important to neighborhood resiliency, growth and the long-term health of our neighborhood.

Income is one of the most commonly used measures of economic well-being for individuals and communities. For the census, income includes a person's salary and wages, along with interest, dividends, and other income sources. These sources include periodic income such as unemployment compensation or regular contributions from family members. The three income maps shown here display how income varies within our neighborhood by considering income for individuals (per capita), for households, and for families. Each of these maps has limitations, but provides unique insights into the economic well-being of neighborhood residents. Together, they create a picture of economic vitality, and how it varies within our neighborhood. Per capita income provides a useful way to compare income between geographic areas by identifying the average income for all of the residents within an area. As a measure of economic well-being, it does not take into account how individual incomes vary within a population. It also does not take into account the saving involved when people share households and resources. In contrast, median household income and median family income can help demonstrate this shared savings.

The data collected by the census uses geographic areas that have different boundaries than Eugene neighborhood association boundaries. The maps used in this analysis display data for all census block groups that intersect with the neighborhood boundaries. While this is not precise and gives numerous values for the neighborhood, it is useful in understanding how incomes may vary geographically within the neighborhood.

## Per Capita Income

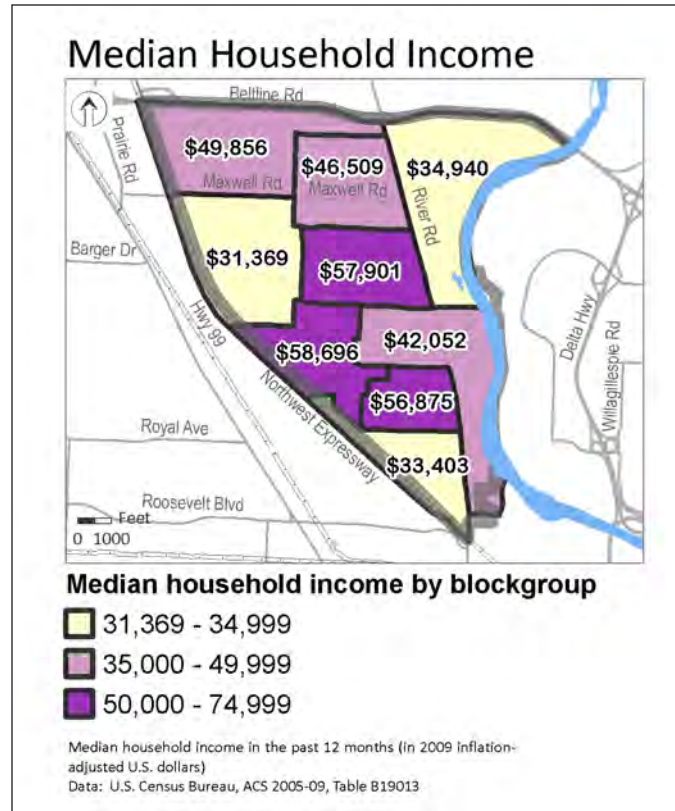
Per capita income is the average income of individuals within a population. The census calculates per capita income by summing the incomes reported for all people 15 years old and over, and dividing this total by the population of each block group. Since it is an average of everyone's incomes, it can be skewed by a few people with very high or very low incomes. Per capita income is a good measure of the concentration of income in a geographic area.





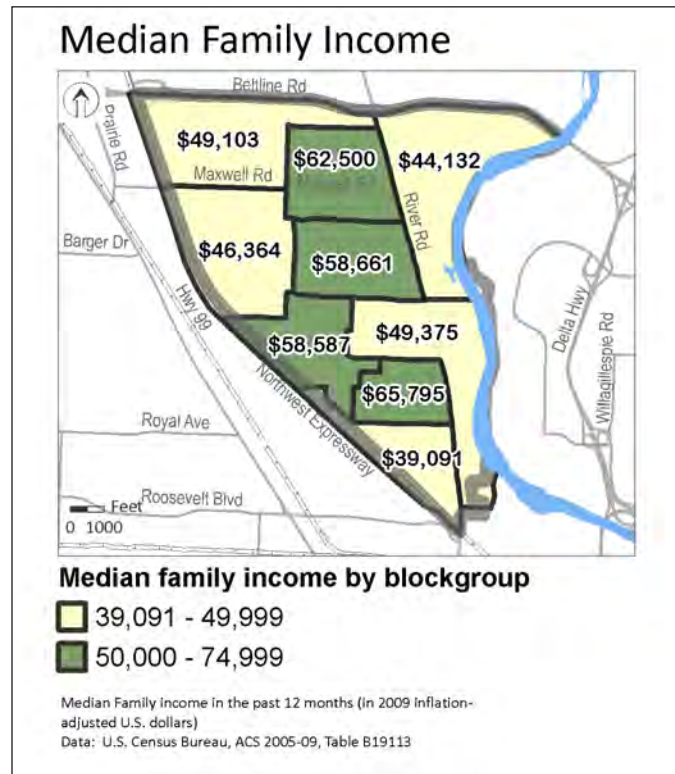
## Median Household Income

Median household income is a measure of the income of the householder and all household members 15 years old or older, whether they are related to the householder or not. If the household incomes within the neighborhood were listed from smallest to highest, the median household income would be the one that falls directly in the middle of the list. This method of deriving household income creates a snapshot of household incomes within the neighborhood that is not strongly skewed by households with very high or very low incomes. Since many households consist of only one person, median household income is usually less than median family income. Medium household income offers a view of what people near the middle of the neighborhood's wage scale are earning.



## Median Family Income

Median family income is a measure of the income of people living in family households. In compiling median family income, the incomes of the householder and all household members 15 years old and older related to the householder are summed and treated as a single amount. Median family income also provides a view of how income varies in our neighborhood that is not strongly skewed by very high or very low incomes. Capturing family income also removes single-person households from the equation, giving a better view of what families are earning. Since individuals are omitted, family incomes tend to be a little higher.



Are there lower and higher income areas within our neighborhood? In what ways might income influence the priorities and lifestyles of neighborhood residents?



## Cost of Housing

Monthly housing costs as a percentage of household income provide information on the cost of monthly housing expenses for both owner and renter households. The information offers an excellent measure of housing affordability and excessive housing costs.

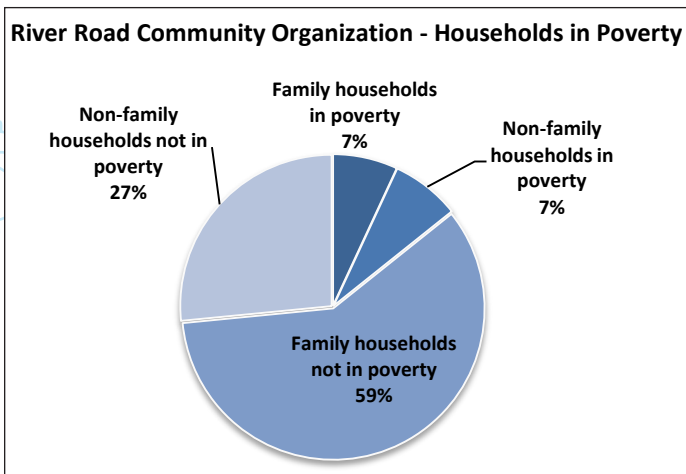
Households, both owner and renter, experiencing housing costs of 30% of income or greater are considered to experience a housing cost burden. If a household is spending 50% or greater on housing costs, they are considered to be experiencing a severe housing cost burden. In the River Road Community

Organization neighborhood, **1,777** households experienced some degree of housing cost burden.

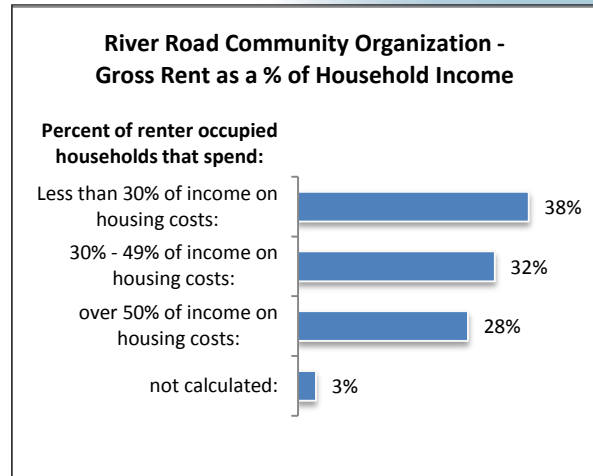
Understanding housing cost burden is important to understanding the economic stability of residents within a neighborhood and for developing solutions that may help to lower a households cost burden.

## Individuals and Families in Poverty

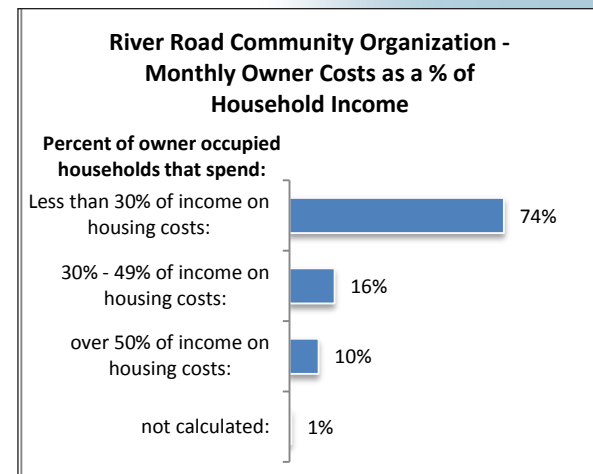
Poverty within our neighborhoods is an issue which sheds light on the most pressing needs of our neighbors. High levels of poverty within our neighborhoods also have significant impacts on the long-term development, maintenance and sustainability of our neighborhood fabric. Understanding poverty is important in order to address its causes and the effects it has on our neighborhoods.



Data source: U.S. Census Bureau, ACS 2005-09, Table B17017



Data source: U.S. Census Bureau, ACS 2005-09, Table B25070



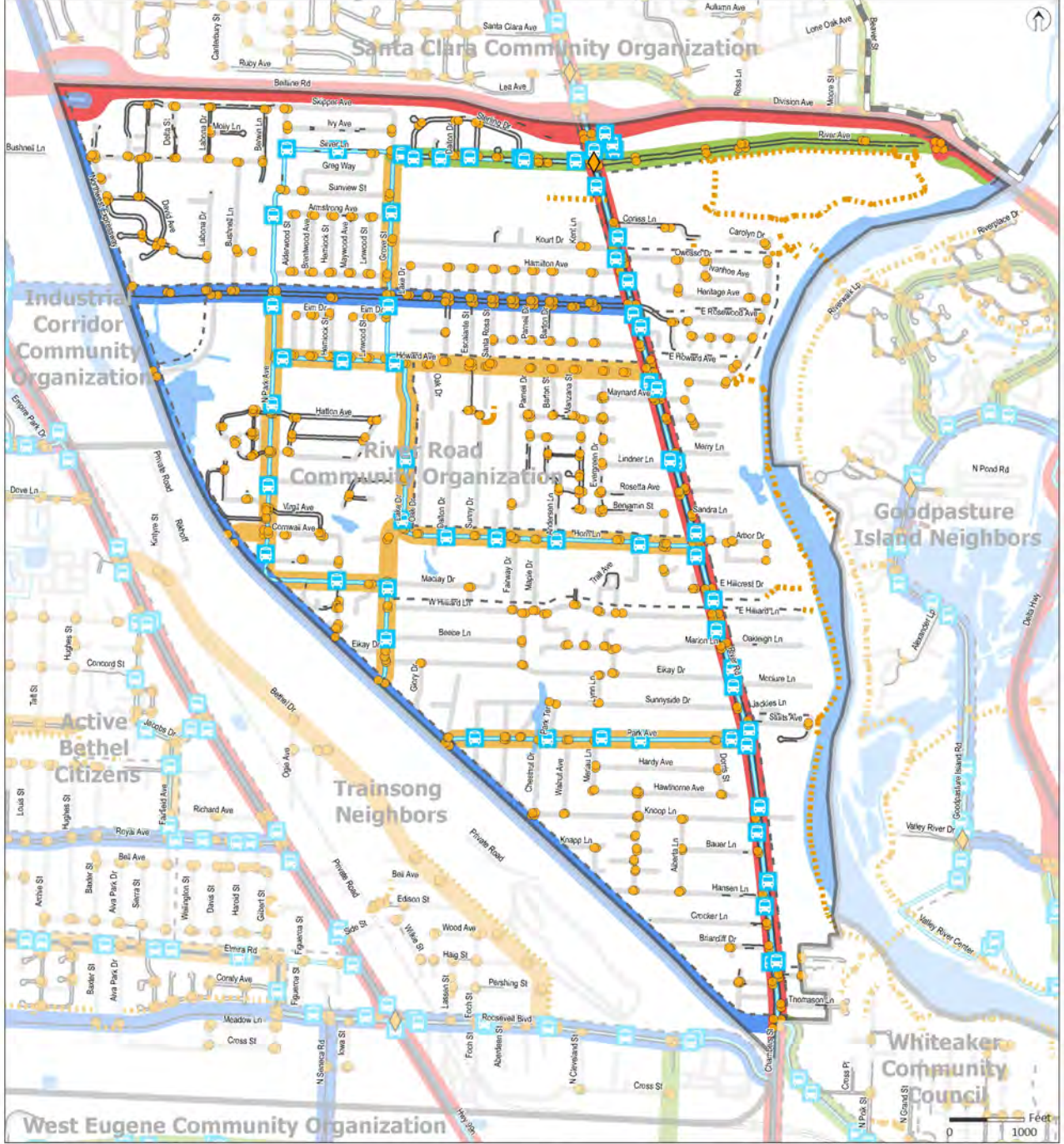
Data: U.S. Census Bureau, ACS 2005-09, Table B25091

To determine the poverty status of families and unrelated individuals, the Census Bureau uses income cutoffs. These are determined by family size from one person to nine or more people. The national poverty level varies by the size of the household and is updated annually. For 2011, the poverty level for an individual was an annual income of \$10,890 or less. For a family of four, the poverty level was an annual income of \$22,350 or less.

In the River Road Community Organization neighborhood, a total of **679** households experienced at least twelve months of poverty from 2005-2009. How does poverty affect the neighborhood as a whole? How does it compare to other neighborhoods in Eugene?



# River Road Community Organization Transportation Map



December 15, 2011  
 Caution: This map is based on imprecise source data, subject to change and for general reference only.  
 Data sources: City of Eugene & Regional GIS





# Transportation

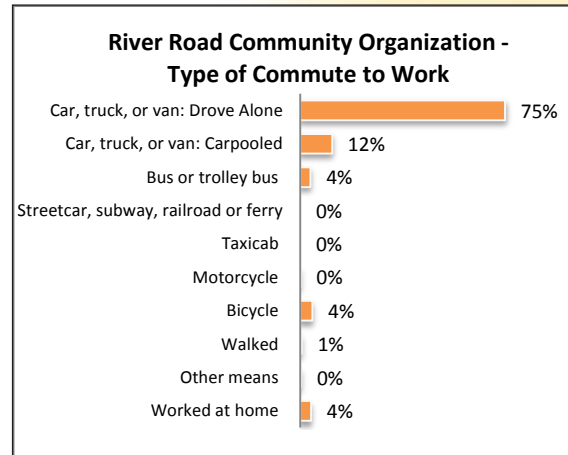
How we use transportation is important to our quality of life and the quality of our neighborhood. How we commute to work and how long it takes speaks to many neighborhood development issues such as street size, parking, the location of employment and the safety of our streets.



## Commute to Work

Commute to work refers to the principal mode of travel that the worker usually used to get from home to work.

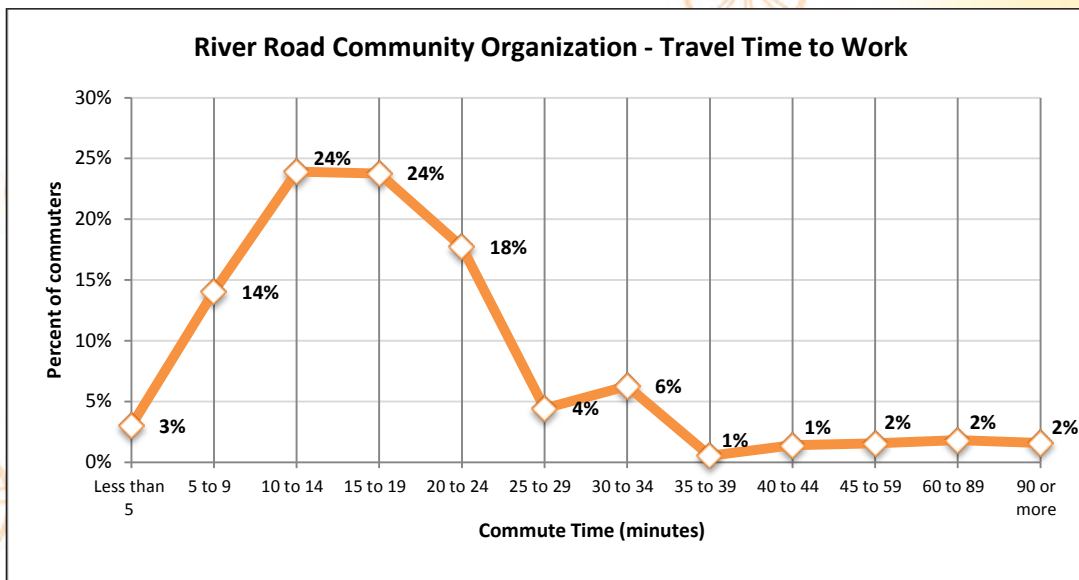
People who used different means of transportation on different days of the week were asked to specify the one they used most often, that is, the greatest number of days. This data may show workers using modes of public transportation that are not available in those areas (for example, subway or elevated riders in a metropolitan area where there is no subway or elevated service). This result is largely due to people who worked during the week at a location that was different from their usual place of work (such as people away from home on business in an area where subway service was available). What factors influence commute choices in our neighborhood?



Data source: U.S. Census Bureau, ACS 2005-09, Table B08301

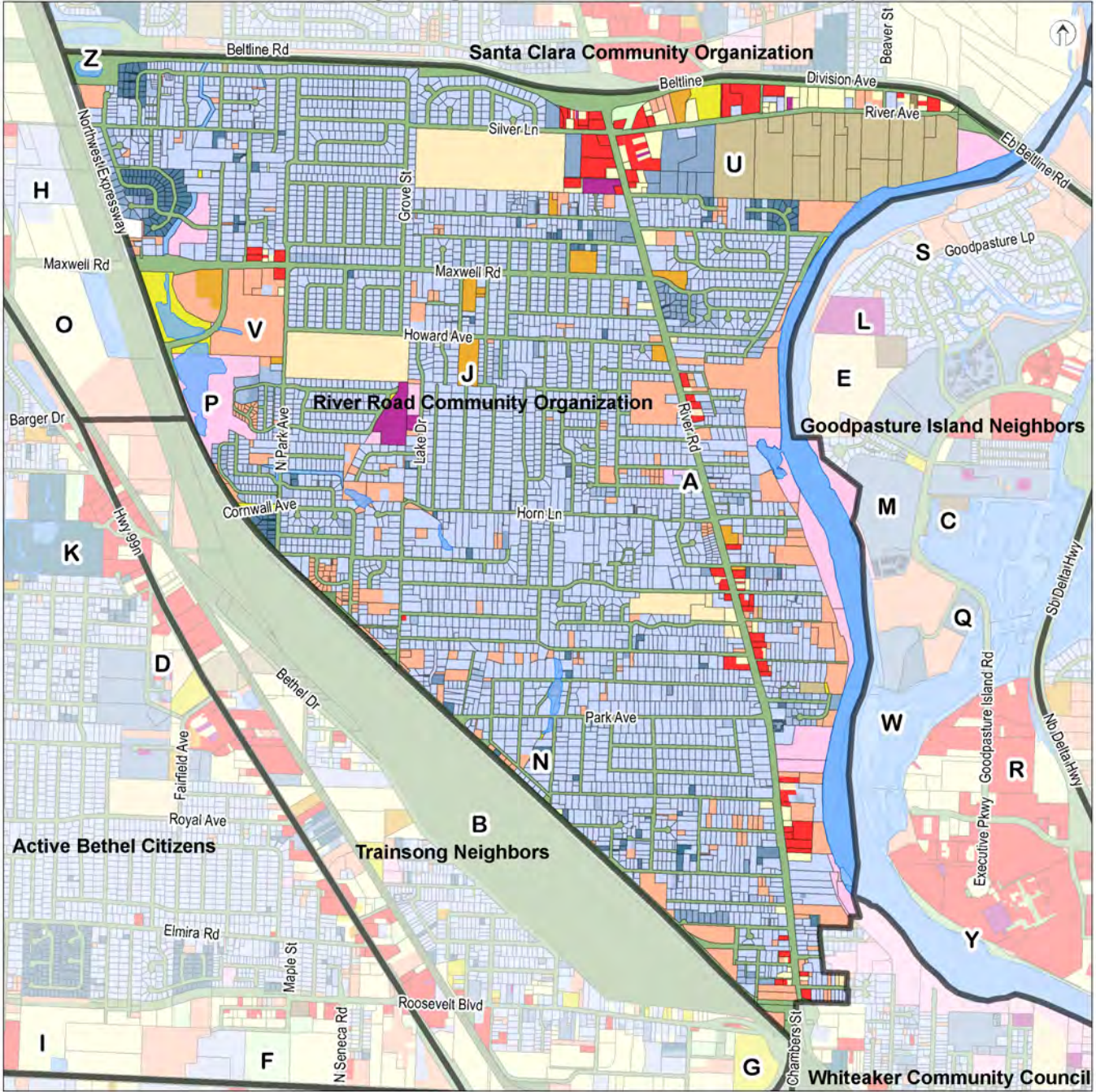
## Commute to Work Time

Commute to work time data displays the number of people who commute from the home and how long their trip to work lasts. These times include the total trip, waiting for a bus and picking up passengers in a carpool are included in the total time. How do commute to work trends in our neighborhood differ from other neighborhoods in Eugene?



Data source: U.S. Census Bureau, ACS 2005-09, Table B08303

# River Road Community Organization Land Use Map

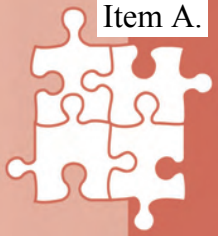


- |                           |                               |                         |                      |                        |
|---------------------------|-------------------------------|-------------------------|----------------------|------------------------|
| ■ Neighborhood Boundaries | ■ Communication, C            | ■ Mobile Home - park, K | ■ Wholesale Trade, H | ■ Alley, Walks & Bikes |
| □ Taxlots                 | ■ Residential - single, S     | ■ Educational, E        | ■ Parks, P           | ■ Roads, Z             |
| ■ Agriculture, A          | ■ Residential - duplex, D     | ■ Religious, J          | ■ Water, W           | ■ Railroad, B          |
| ■ Timber, T               | ■ Residential - multi, M      | ■ General Services, O   | ■ Recreation, L      |                        |
| ■ Industrial, I           | ■ Residential - group, Q      | ■ Government, G         | ■ Vacant, V          |                        |
| ■ Utilities, U            | ■ Mobile Home - single lot, N | ■ Retail Trade, R       | ■ Transportation, F  |                        |

0 500 Feet



October 14, 2011.  
 This map best read in color. A colored map is available in the online version on your neighborhood association webpage.  
 Caution: This map is based on imprecise source data, subject to change and for general reference only. Data sources: City of Eugene & Regional GIS



# Land Use & Zoning

The character and future development of our neighborhoods are greatly affected by the land use and zoning decisions that influence different kinds of development. Zoning and land use have a strong influence on our neighborhood's sense of place and establish a blueprint for future changes.

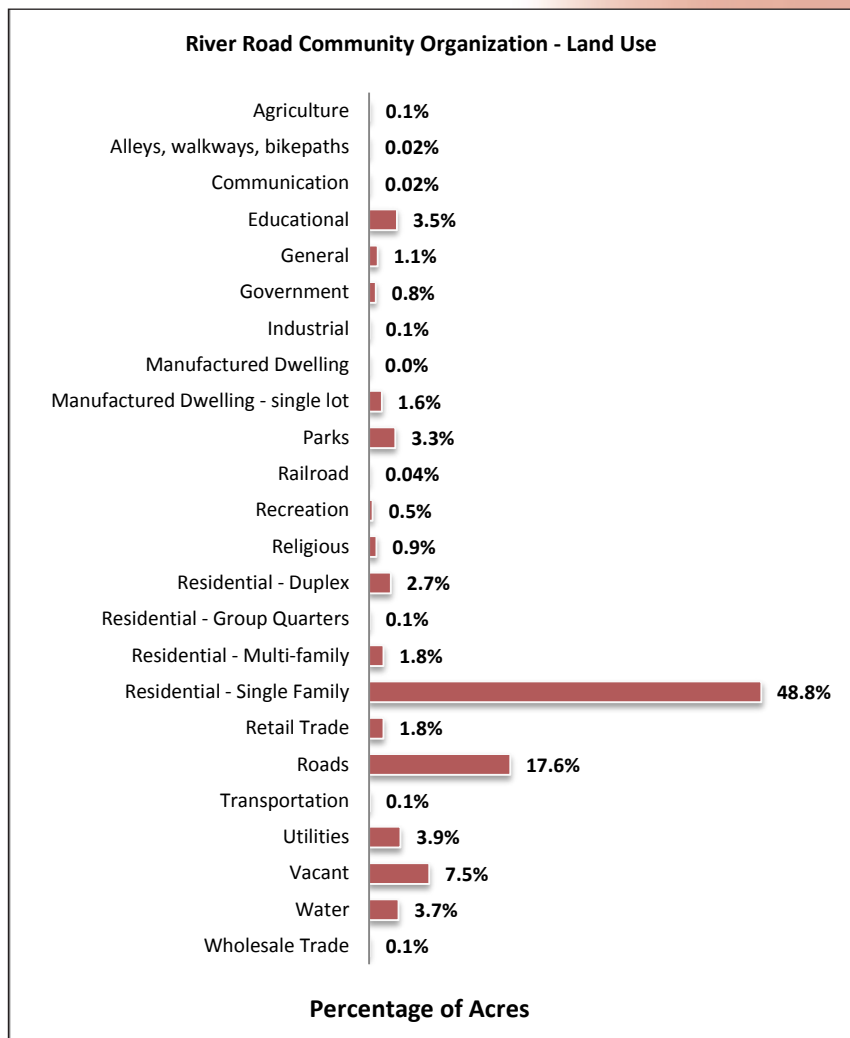
The River Road Community Organization neighborhood has a total of **1,998** acres.

## Land Use

Neighborhoods are often defined by how land within them is currently being used. This means not only residential, commercial and industrial uses, but also roads, religious and recreational uses.

The graph to the right displays how the neighborhood is divided into different land uses. Does this differ from your assumptions about land use in the neighborhood?

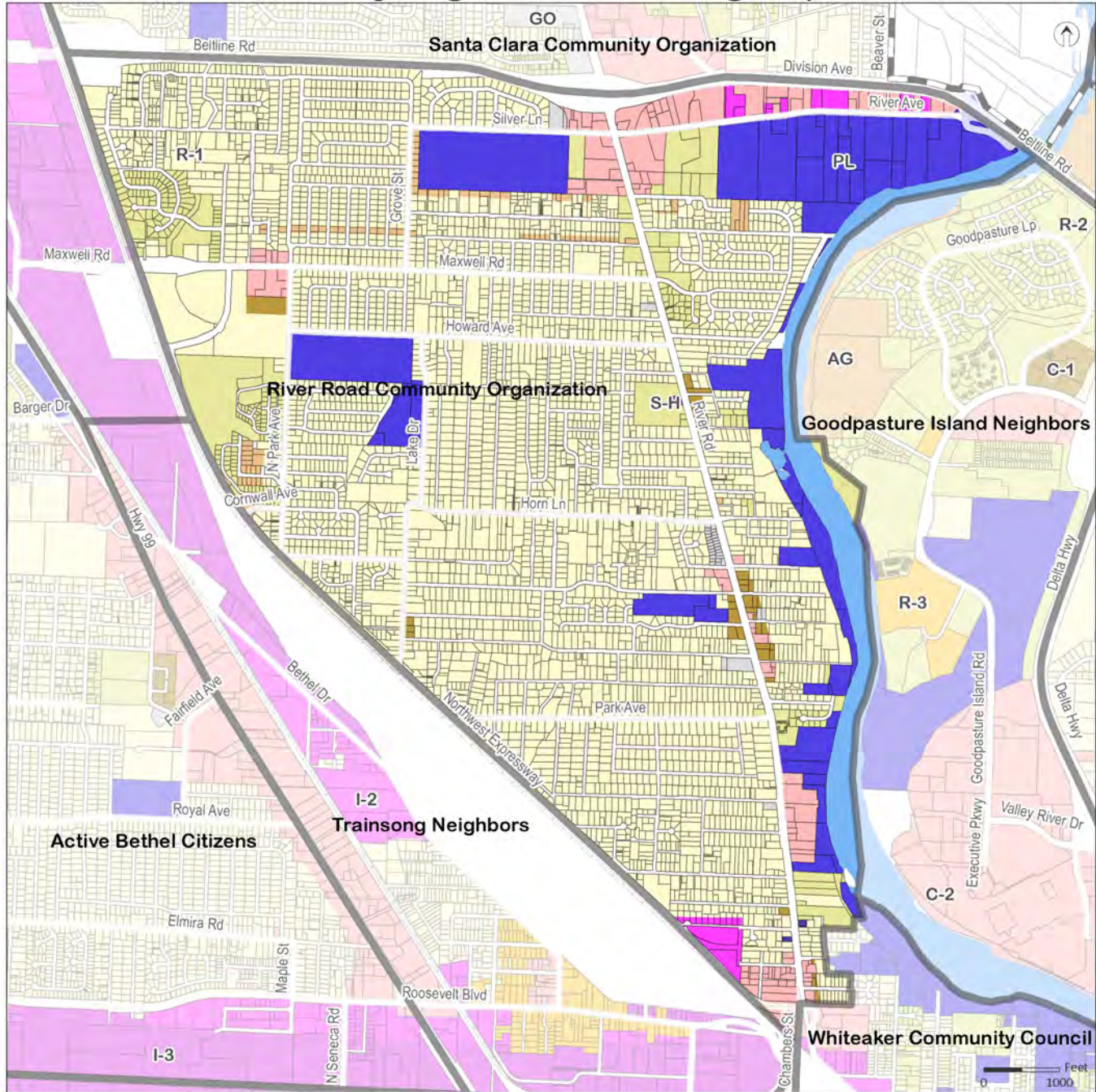
The map on the left displays how land is currently being used within River Road Community Organization. How does the use of land in the neighborhood affect character and livability?



Data source: City of Eugene & Regional GIS, October 2011



# River Road Community Organization Zoning Map



Eugene UGB		Zoning	
	Neighborhood Boundaries		
	Taxlots		

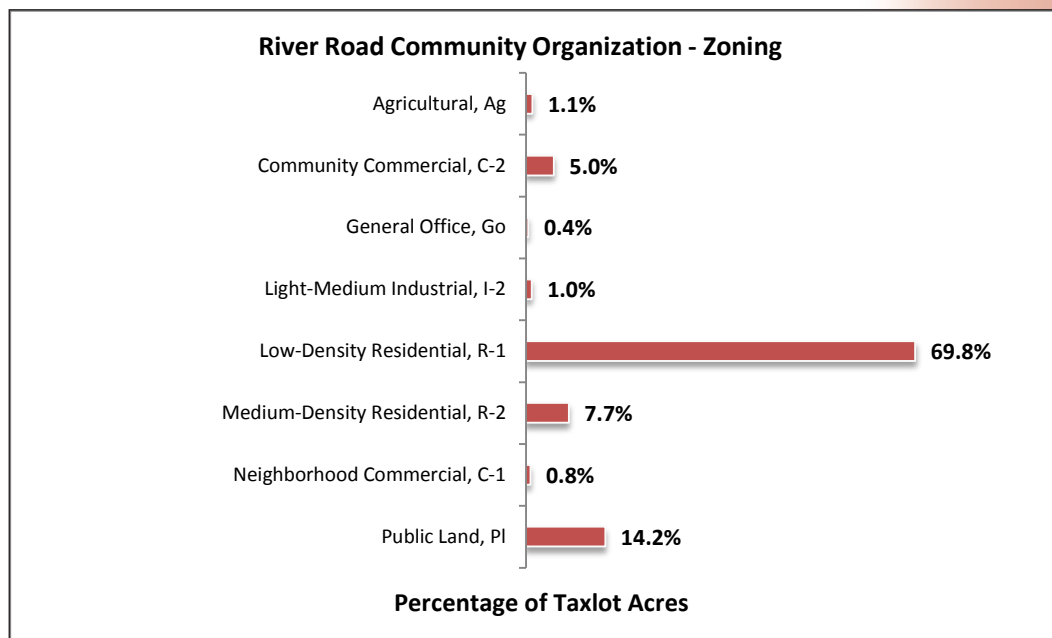
Map 10/10/11. Zoning data as of 10/3/11. This map best read in color. A colored map is available in the online version on your neighborhood association web page.  
 Caution: This map is based on imprecise source data, subject to change and for general reference only. Data sources: City of Eugene & Regional GIS



## Zoning

How a neighborhood is zoned determines not only how land is currently being used but how the land will be used in the future. Understanding how zoning influences our neighborhoods is important to helping us create a sense of place that fits neighborhood needs.

The graph below displays current zoning within the River Road Community Organization neighborhood. How does this help to explain current land uses? How might current zoning affect the physical nature of our neighborhood in the future?



*Data source: City of Eugene & Regional GIS, October 2011*

Item A.

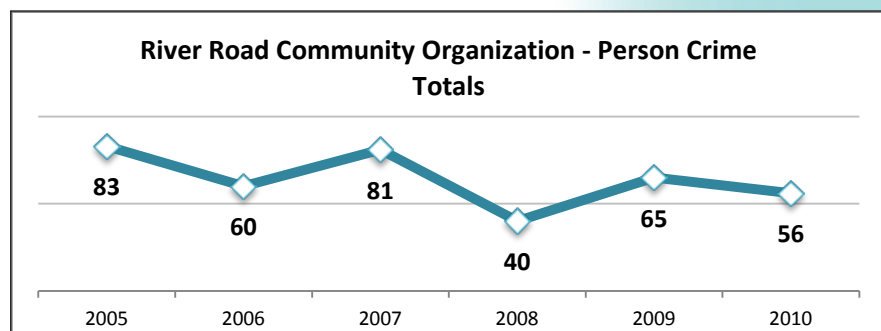
# Safety

Neighborhood safety is a vital element of a healthy and sustainable neighborhood. Crimes within our neighborhoods are often indicative of many other elements including housing quality, economic vitality and accessible amenities. The data below from the City of Eugene Police Department offers a snapshot of different types of crime in the River Road Community Organization neighborhood over the past five years and includes only Eugene Police data.



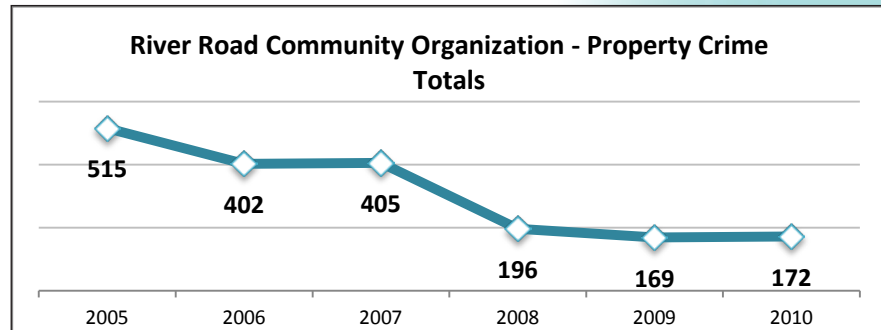
## Personal Crime

Personal crimes include criminal offenses in which the victim is present and the act is violent, threatening, or has the potential of being physically harmful; examples include homicide, robbery, kidnapping, assault, rape, and other sex offenses.



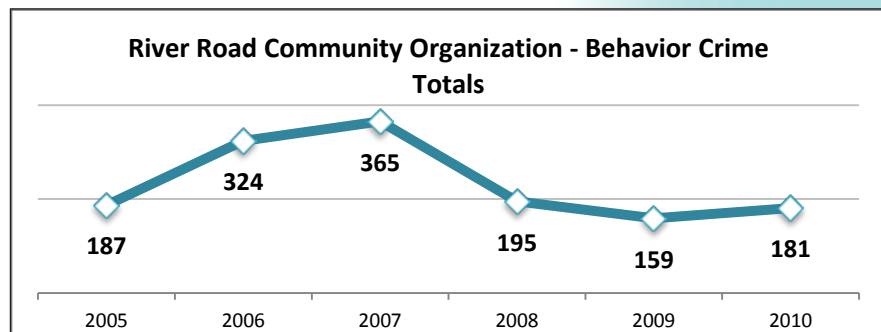
## Property Crime

Property crimes include offenses which involve property destruction or taking something of value by theft or deception; examples include burglary, vehicle theft, other thefts, forgery and fraud, arson, and vandalism.



## Behavioral Crime

Behavioral crimes include criminal offenses that violate laws relating to personal conduct, responsibility, and public order; these include prostitution, drug and alcohol offenses, weapons offenses, and disorderly conduct.

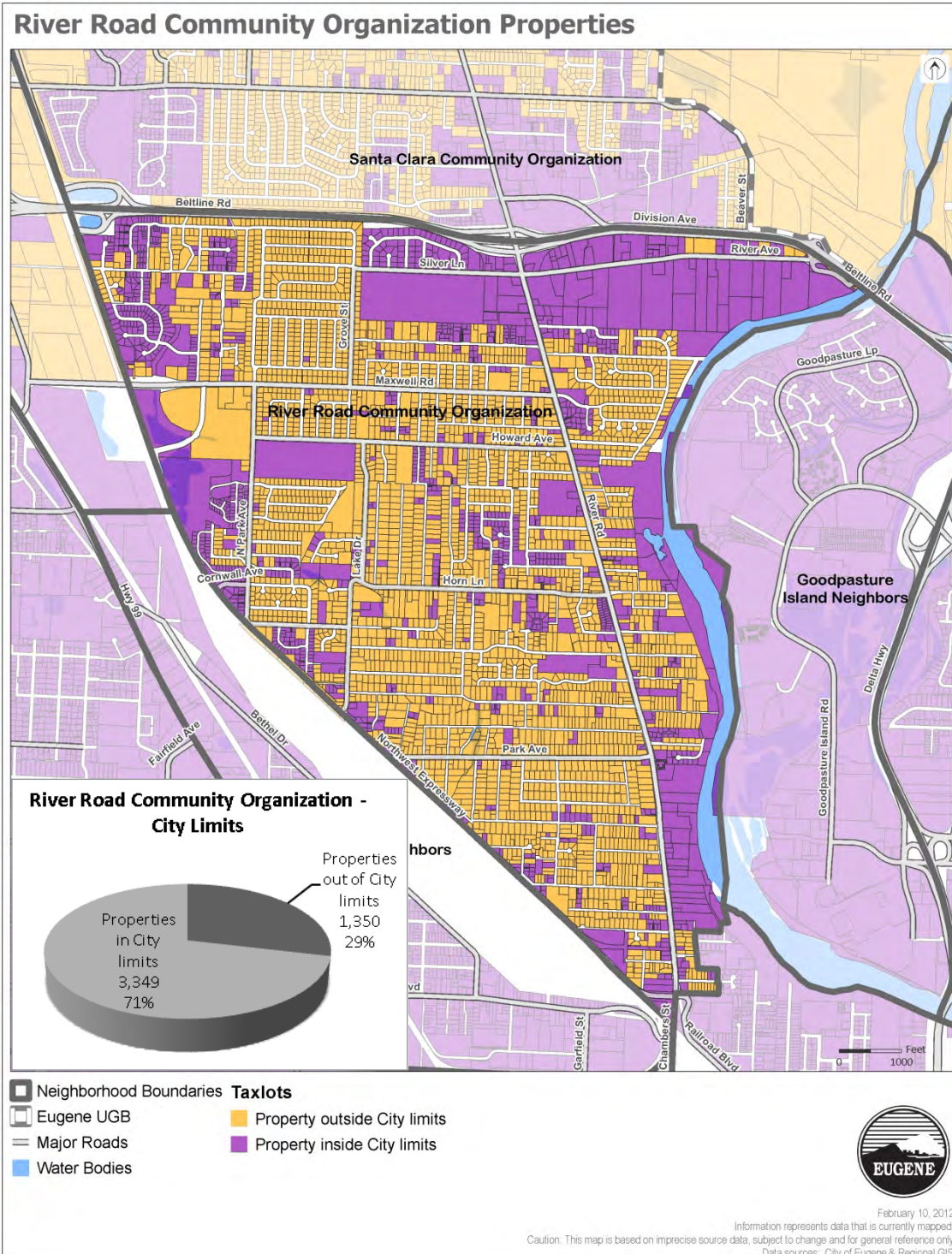


Data source: City of Eugene Police Department

What might explain differences in safety across neighborhoods in Eugene? How might age, gender, race, ethnicity, or income levels influence perceptions of safety? How can we effectively address issues of crime and safety in our neighborhoods?

Addendum

In the River Road Community Organization neighborhood there are 4,699 properties and 28.7% of these properties are within Eugene City Limits as of 1/19/12 using the City of Eugene geographic information system (GIS).





Please note:

Neighborhood boundaries do not align with census boundaries. The best effort was made to designate census blocks and block groups to neighborhoods. There may be areas where census geographies overlap multiple neighborhoods, or are duplicated to ensure the best representation of that neighborhood.

Data from Neighborhood Analysis 2000 may not be directly comparable to the 2011 Neighborhood Analysis, due to census geography changes. For more detailed information, please see the Appendix at [www.eugene-or.gov/neighborhoods](http://www.eugene-or.gov/neighborhoods) or call Lorna Flormoe at 541-682-5670 for access to the Appendix.



# 2011 Neighborhood Analysis

City of Eugene  
Neighborhood Services



Item A.

## Acknowledgements

### Staff Team

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### Other Contributors

University of Oregon Community Planning Workshop (CPW)  
Various City of Eugene Neighborhood Leaders and Associations

Item A.

## Welcome to the City of Eugene's 2011 Neighborhood Analysis!

The City of Eugene's 2011 Neighborhood Analysis uses data to tell the story of our community. While the story told is a partial one, with a focus on quantitative information, it offers a valuable window into the current state and character of the city and Eugene neighborhoods.

The City of Eugene recognizes that effective community work comes from a good understanding of the people and places being served. The purpose of the 2011 Neighborhood Analysis is to provide City staff, neighborhood, and community organizations a resource with neighborhood level data that can help inform their work. The themes and data presented in the Neighborhood Analysis have been selected with this in mind and reflect the best existing data available to the City. While the Neighborhood Analysis provides only a snapshot, we believe it provides a useful starting place for users to build on.

The information in the Neighborhood Analysis can be used as a tool to help support our work in the community and neighborhoods in many ways. For example, it can be used to: identify needs and priorities for planning and future action; inform outreach efforts to broaden neighborhood involvement; compare a neighborhood with other neighborhoods or the city as a whole; clarify neighborhood issues or gather support for a particular issue; gather data for grants or other applications; and generate important questions or considerations that might lay the foundation for surveys or further data analysis.

The 2011 Neighborhood Analysis is one of several efforts the City has recently undertaken to make existing data more accessible and usable. Recognizing that the need for a neighborhood data resource could not be met simply by updating the existing neighborhood analysis documents, City of Eugene Neighborhood Services partnered with the University of Oregon Community Planning Workshop to work with City staff, and community and neighborhood leaders to help determine what data to include and how to present it in the most useful way. Interviews and surveys indicated that additional information concerning neighborhood amenities, streetscapes and infrastructure, alternative transportation, crime, and demographics was desired and that comparability between neighborhoods and the city as a whole was essential. Respondents also indicated that they would appreciate graphics and visual display of the data (charts, graphs, maps) along with more explanatory text and analysis to accompany the data. You will see these changes reflected in this document.

The 2011 Neighborhood Analysis is organized so that users can find consolidated information about a particular neighborhood in a neighborhood chapter. A city-wide chapter and an appendix are also included. The sections within each chapter are organized by theme: People, Homes, Economic Vitality, Transportation, Land Uses and Zoning, and Safety. The organization of the sections and their contents

are identical for each chapter, except in four respects: 1) due to data limitations, several data sets are absent in the West Eugene Community and Industrial Corridor Community neighborhoods; 2) disability related population data is only available for the city-wide chapter; 3) the Cal Young Neighborhood Association, Goodpasture Island Neighbors, and the Northeast Neighbors crime data is calls for service, versus crimes reported in other chapters; and 4) the River Road Community Organization and Santa Clara Community Organization chapters have addendums for data on property in city limits. See the Appendix or these specific chapters for more information.

The majority of data presented in the Neighborhood Analysis comes from the U.S. Census Bureau Census 2010 decennial census population and housing counts (Census 2010) and the U.S. Census Bureau, American Community Survey 2005-09 5-Year Estimates (ACS 2005-09). The Analysis also relies on local, existing City of Eugene and Regional Geographic Information System data sources, City of Eugene Police Department, and the U.S. Census Bureau, American Community Survey 2010 1-Year Estimates (ACS 2010).

As is the case with any data, care must be taken in how the information is used, particularly when it represents a relatively small population within a geographic area. For instance, many of the data indicators in the Neighborhood Analysis are based on the ACS 2005-09 census estimates that have been determined based on a sample of the population for each census block group. While this is the best data for economic, population and housing characteristics available, it is important to understand that the data provided is an estimate rather than a precise measure. Moreover, while the data presented in the 2011 Neighborhood Analysis has been collected so that individual neighborhoods can be compared with each other and the city as a whole, it is not comparable with the data included in the 1990 and 2010 analyses as the boundaries and methodology for collecting census data have changed over time.

Users can find which data source is used for a particular data indicator by looking at the references included at the bottom of each map, chart, or graph. Detailed information about the data sources, data indicators, boundaries, definitions, margins of error, alternative data sources, nuances discussed above, and other relevant background information is provided in the Appendix to the 2011 Neighborhood Analysis.

We are pleased to present the City of Eugene's 2011 Neighborhood Analysis as a shared resource for City staff, and neighborhood and community organizations. We hope you will find it useful in serving the people and places that make up Eugene.



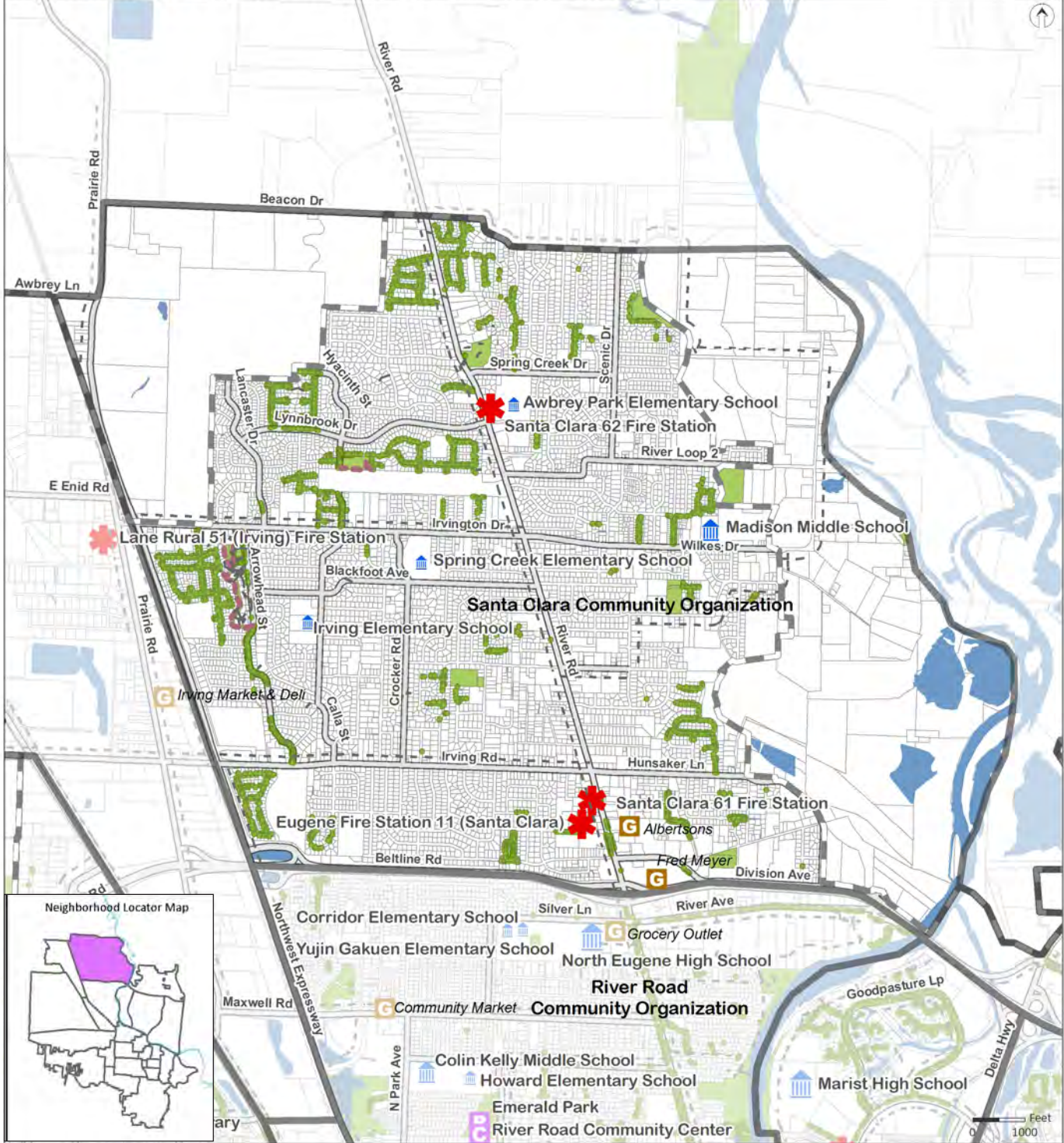
**2011 Neighborhood Analysis**

# **Santa Clara Community Organization**





# Santa Clara Community Organization Amenities Map



Neighborhood Boundaries	City Hall	<b>Schools</b>	Off Street Ped-Bike paths	Community Garden
Grocery Stores	Fire Station	Elementary School	Bikeways - Built	Water Bodies
The Arts	Police Station	Middle School	Eugene UGB	Parks and Open Space
Community Center	Clinic	High School		City Owned Trees
Library	Hospital	University		
Museum				
Recreation Center				



February 24, 2012  
 Information represents data that is currently mapped.  
 Caution: This map is based on imprecise source data, subject to change and for general reference only  
 Data sources: City of Eugene & Regional GIS; Grocery Stores: infoGroup/Government Division, www.infoUSA.gov.com



# People

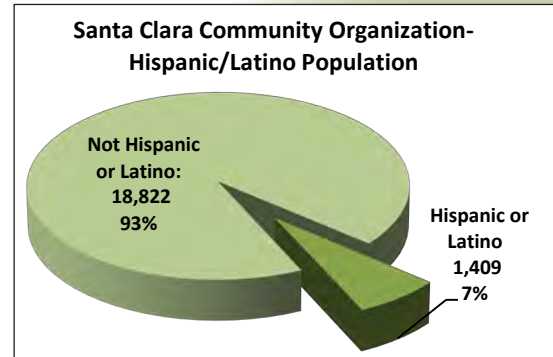
The Santa Clara Community Organization neighborhood is a vibrant neighborhood of **20,231** people located in north Eugene. This section of the neighborhood profile looks at the characteristics of the people living within the Santa Clara Community Organization neighborhood related to race, ethnicity, age, gender, veteran status and education.

## Race and Ethnicity

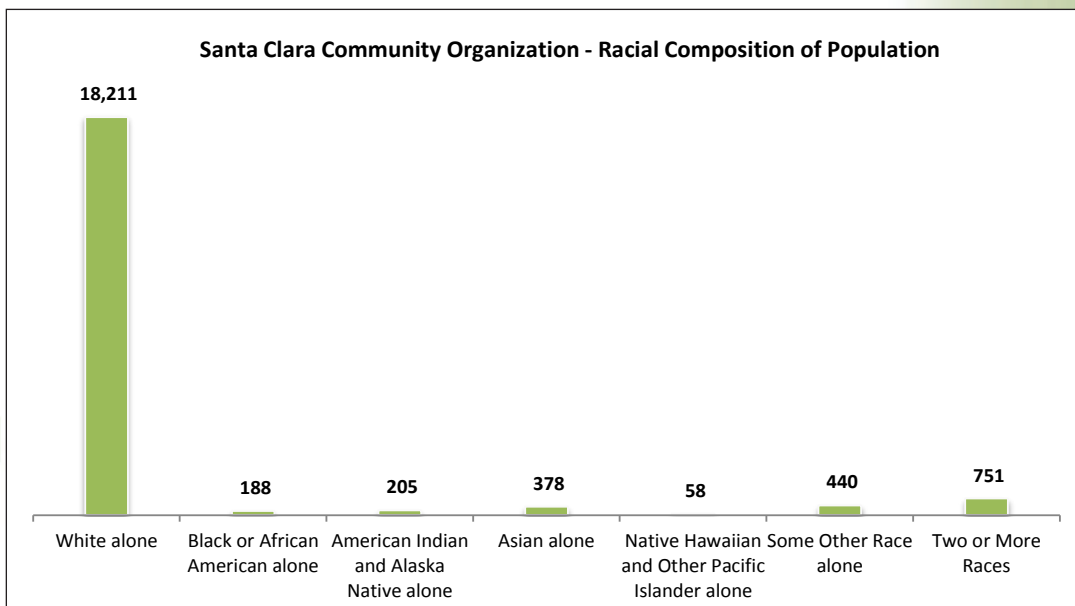
Neighborhoods are comprised of many people with unique histories, backgrounds, culture, and stories. Understanding racial and ethnic diversity within our neighborhoods is also important to understanding and connecting with our neighbors.

The U.S. Census Bureau recognizes racial identity and ethnic identity as distinct characteristics. For ethnicity, the census groups all respondents into one of two categories, which are “Hispanic or Latino” and “Not Hispanic or Latino”. For race, the categories included in the census questionnaire generally reflect a social definition of race recognized in this country, and are not an attempt to define race biologically, anthropologically, or genetically. People may choose to report more than one race to indicate their racial mixture, such as “American Indian” and “White.” Understanding racial and ethnic diversity in our neighborhood is important for understanding our neighbors and ensuring shared and accessible neighborhood amenities.

How does racial and ethnic diversity in our neighborhood compare with the racial and ethnic diversity of the neighbors we know? How can we connect with people of different races and ethnicities in our neighborhood?



Data source: U.S. Census Bureau, Census 2010 Redistricting Data SF (PL94-1)



Data source: U.S. Census Bureau, 2010 Redistricting Data SF (PL94-171)



## Age and Gender

Understanding age and gender within our neighborhoods is important to further understand our neighbor's needs. Needs and lifestyles often change throughout the course of one's life. By understanding the diversity of our neighbors' age and gender, we can work to ensure our neighborhoods provide appropriate services for men and women, the young and elderly, and everyone in between.

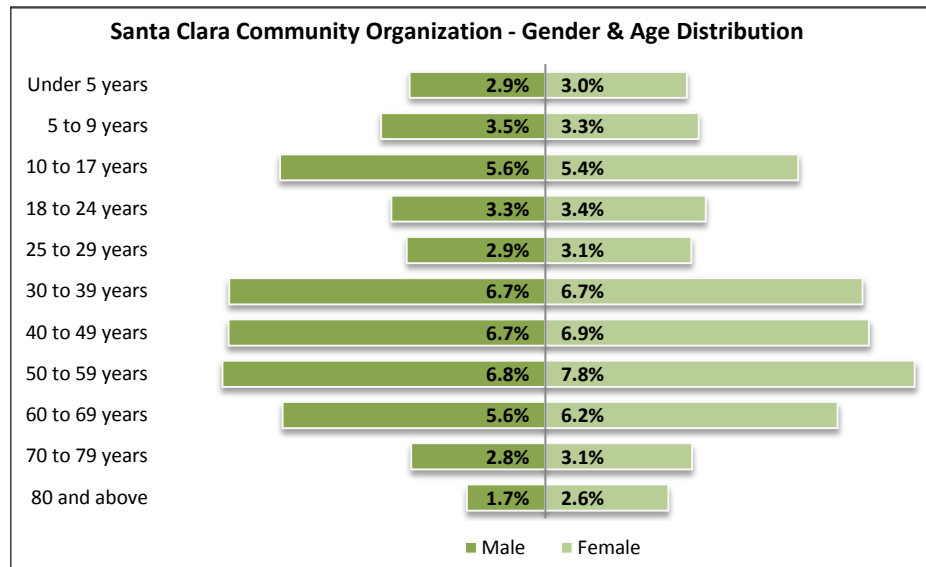
Data on the age of the person in complete years is recorded at the time of the 2010 Census interview. Both age and date of birth are used in combination to calculate the most accurate age at the time. In the graph below, age is shown along with gender to offer a snapshot of the age related to gender within our neighborhood. How might this affect our neighborhood? What does our neighborhood offer people of different ages? What challenges or opportunities does our gender/age mix provide?



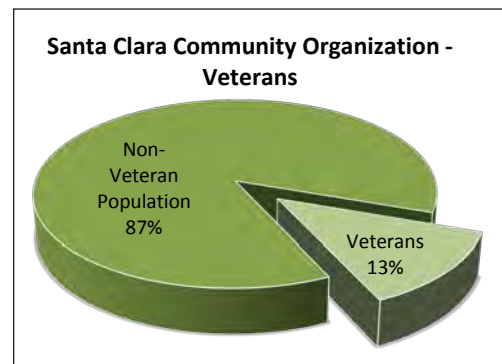
## Veterans

Veterans are men and women who have served (even for a short time), but are not currently serving, on active duty in the U.S. Army, Navy, Air Force, Marine Corps, or the Coast Guard, or who served in the U.S. Merchant Marine during World War II. People who served in the National Guard or Reserves are classified as veterans only if they were ever called or ordered to active duty, not counting the 4-6 months for initial training or yearly summer camps. While it is possible for 17 year olds to be veterans of the Armed Forces, census data is restricted to the population 18 years and older.

Understanding the number of veterans is important for determining housing needs and services within the neighborhood. What challenges and opportunities does our neighborhood present for veterans entering civilian life?



Data source: U.S. Census Bureau, Census 2010, Table P12

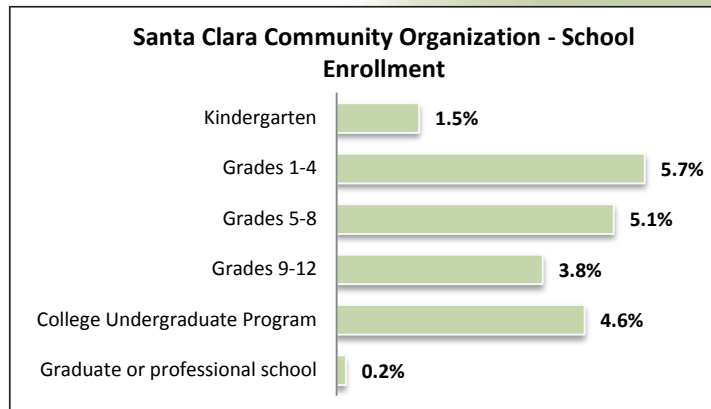


Data source: U.S. Census Bureau, ACS 2005-09, Table B21001



## School Enrollment

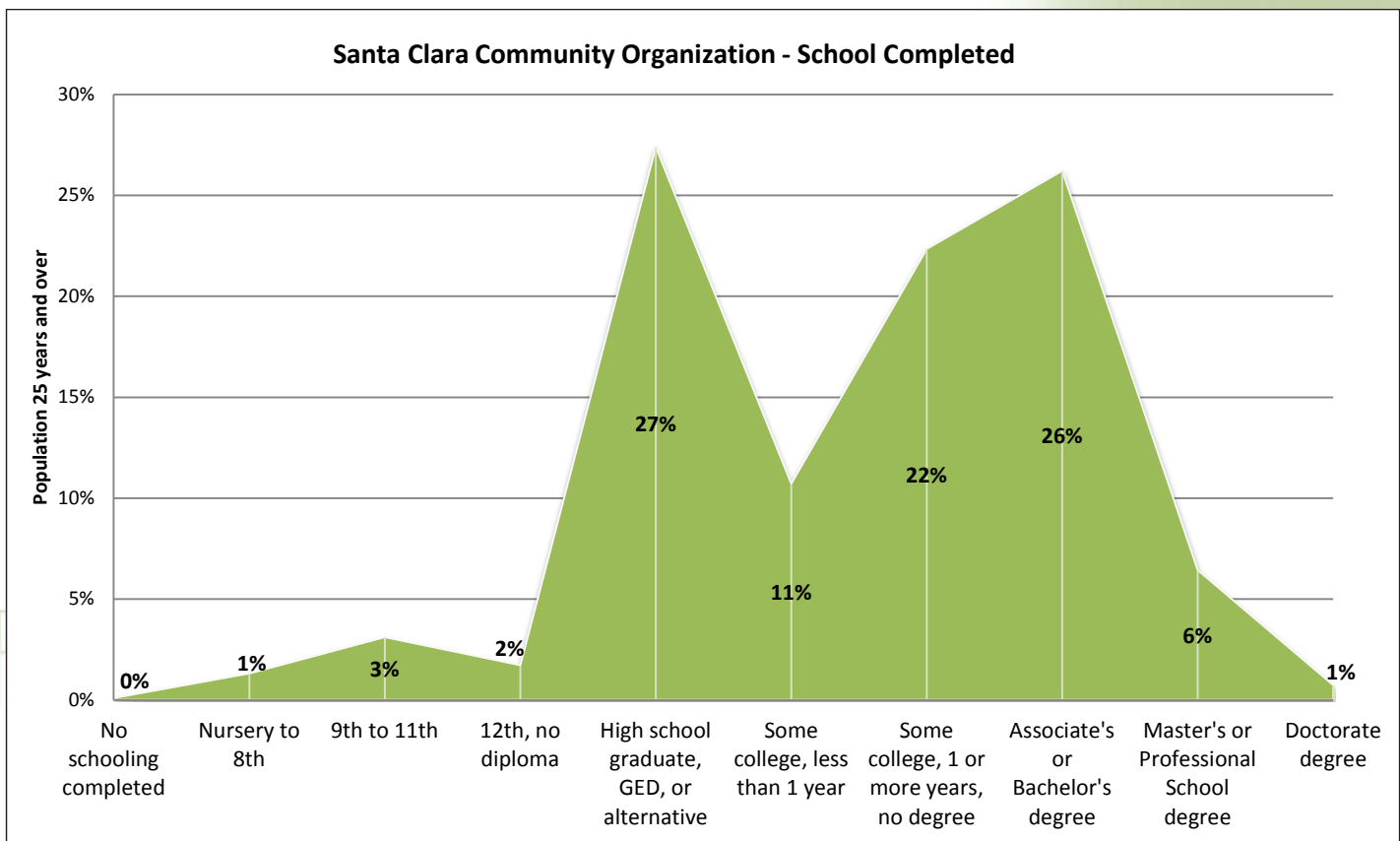
School enrollment captures the individuals who report being enrolled in a school. A school is considered an educational institution which advances a person towards an elementary school certificate, high school diploma, or college, university, or professional school (such as law or medicine) degree. A significant portion of our neighborhood is enrolled in school at any given time and schools are important assets in our neighborhood. What does school enrollment tell us about the needs and lifestyles of neighbors? What opportunities exist in our neighborhood for collaboration with educational institutions?



Data source: U.S. Census Bureau, ACS 2005-09, Table 14002

## Educational Attainment

Educational attainment refers to the highest level of education that an individual has completed. This is distinct from the level of schooling that an individual is attending. Educational attainment is often correlated with economic prosperity and because of this, can offer a glimpse into the neighborhood's current and future housing and development needs. In what ways might educational attainment influence the priorities and needs of neighborhood residents?



Data source: U.S. Census Bureau, ACS 2005-09, Table 15002





# Homes

Housing is one of the most identifiable characteristics of a neighborhood. Different elements related to housing, such as the renter/owner mix, housing age and household characteristics play crucial roles in how we define our neighborhoods. Santa Clara

Community Organization has **8,167** housing units. The majority of the neighborhood's 20,231 residents live in the 7,891 of these housing units that are occupied, and the remaining 76 residents are living in group quarters.

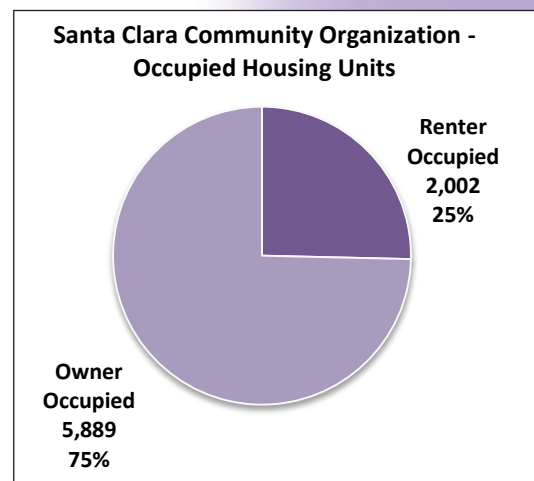


## Renter and Owner Homes

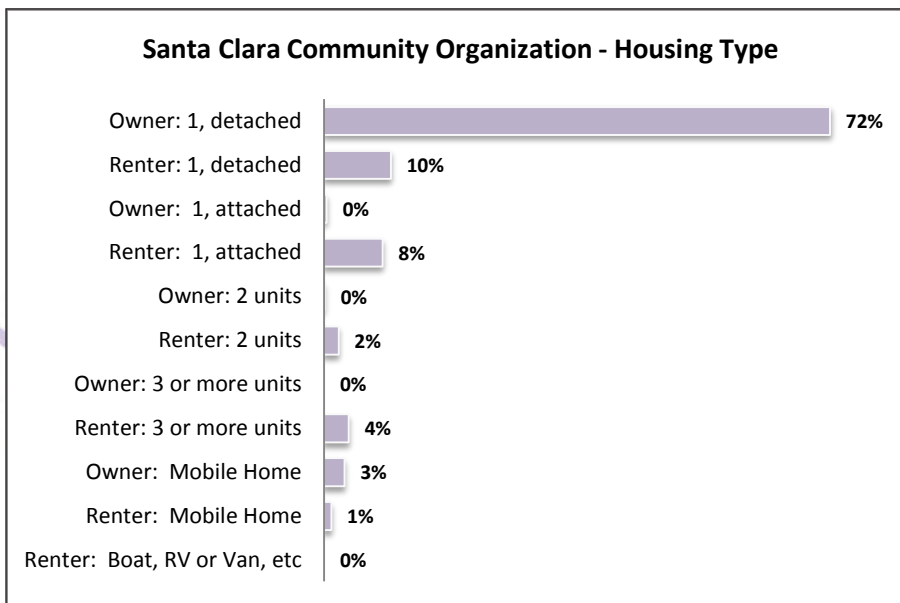
All neighborhoods in Eugene have a mix of both rental and owner-occupied housing. Understanding this mix within neighborhoods offers insight into the economic and social fabric of a neighborhood.

A housing unit is owner-occupied if the owner or co-owner lives in the unit, even if it is mortgaged or not fully paid for. All occupied housing units which are not owner-occupied, whether they are rented or occupied without payment of rent, are classified as renter-occupied.

The chart below displays the percentage of owners and renters in the neighborhood in relation to the types of housing in which they live. What types of housing units are most prevalent in our neighborhood? How might different housing types reflect differing needs and circumstances of neighborhood residents? How does the mix of housing affect the character of the neighborhood?



Data source: U.S. Census Bureau, Census 2010, Table H4 Tenure



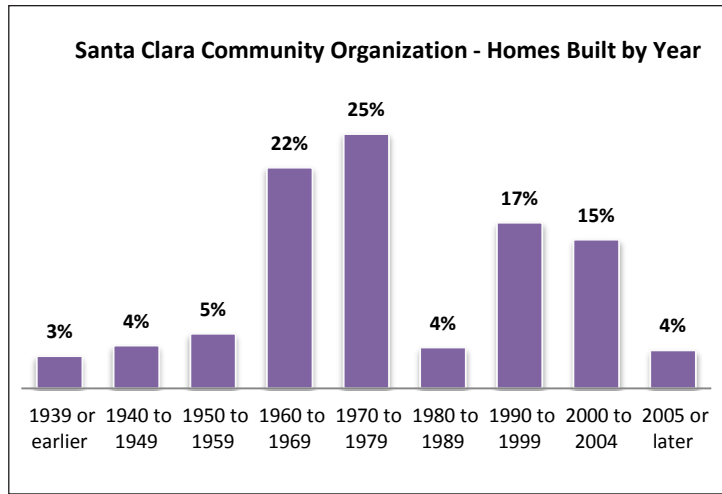
Data source: U.S. Census Bureau, ACS 2005-09 Table B25032

The chart data are presented for the number of housing units in structures of specified type and size, not for the number of residential buildings.



## Age of Housing

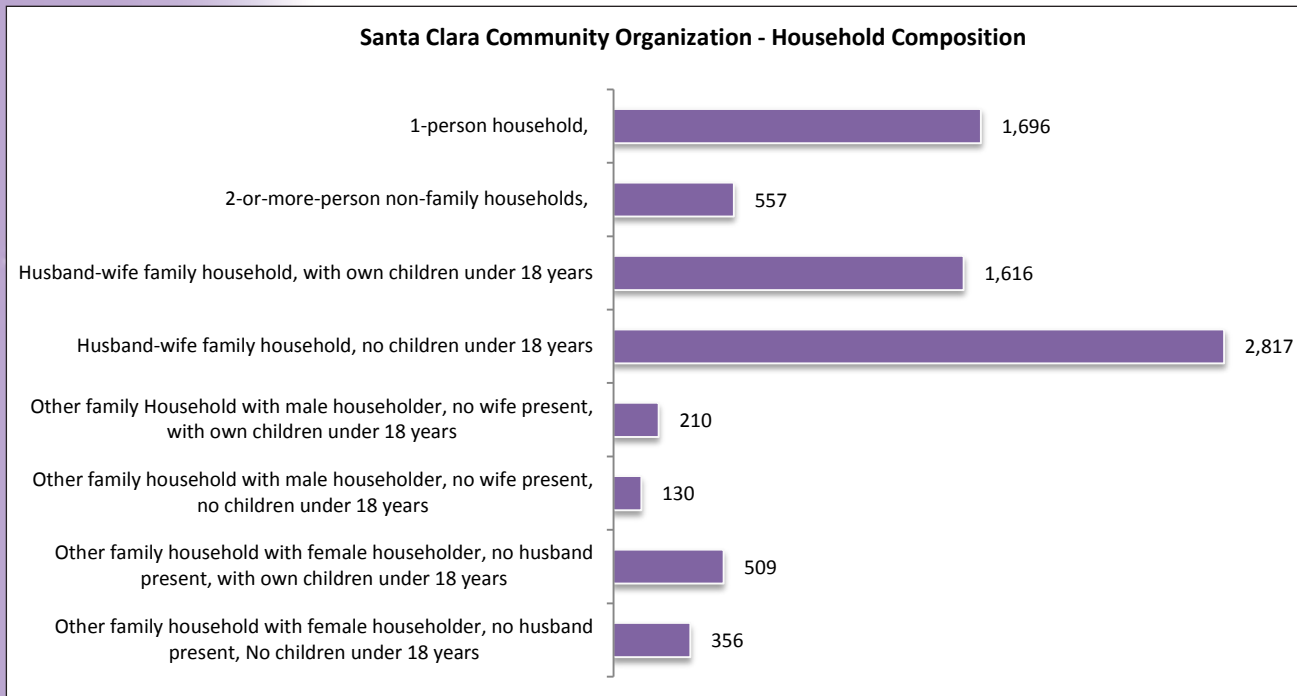
Knowing the age of housing helps identify new housing construction and investment within our neighborhood and also measures the disappearance of old housing. This data also helps in the development of formulas to determine substandard housing and provide assistance in forecasting future services, such as energy consumption and fire protection. What does our neighborhood's mix of housing ages reveal about the past, present, and future of our neighborhood?



Data source: U.S. Census Bureau, ACS 2005-09 Table B25034

## Households in our Neighborhood

The composition of the households within our neighborhood helps us to understand our neighbors and how housing is used within our neighborhood. For the census, the number of households corresponds with the neighborhood's 7,891 occupied housing units. One person in each household is designated as the householder. In most cases, this is the person, or one of the people, in whose name the home is owned, being bought, or rented. Households are classified by type according to the gender of the householder and the presence of relatives. Two types of householders are distinguished: a family householder and a non-family householder. A non-family householder is a householder living alone or with nonrelatives only. A family householder is a householder living with one or more individuals related by birth, marriage, or adoption. Traditionally, census surveys do not report same-sex married couples as a family household. What circumstances influence household composition? In what ways might the composition of a household change over time?



Data source: U.S. Census Bureau, Census 2010, Table P19





# Economic Vitality

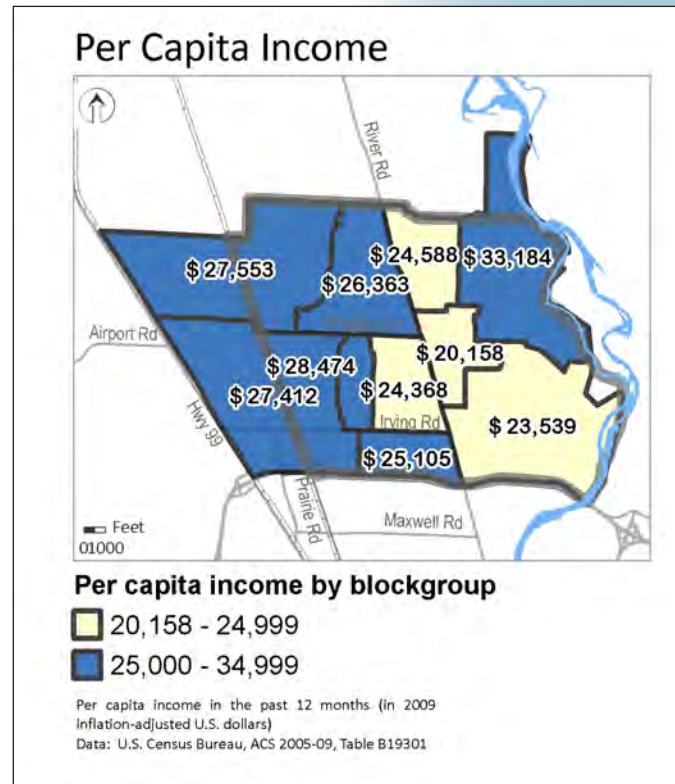
Economic vitality within our neighborhood can be understood in different ways. How much people earn, the number of people living in poverty, and how much people spend on housing are very important to neighborhood resiliency, growth and the long-term health of our neighborhood.

Income is one of the most commonly used measures of economic well-being for individuals and communities. For the census, income includes a person's salary and wages, along with interest, dividends, and other income sources. These sources include periodic income such as unemployment compensation or regular contributions from family members. The three income maps shown here display how income varies within our neighborhood by considering income for individuals (per capita), for households, and for families. Each of these maps has limitations, but provides unique insights into the economic well-being of neighborhood residents. Together, they create a picture of economic vitality, and how it varies within our neighborhood. Per capita income provides a useful way to compare income between geographic areas by identifying the average income for all of the residents within an area. As a measure of economic well-being, it does not take into account how individual incomes vary within a population. It also does not take into account the saving involved when people share households and resources. In contrast, median household income and median family income can help demonstrate this shared savings.

The data collected by the census uses geographic areas that have different boundaries than Eugene neighborhood association boundaries. The maps used in this analysis display data for all census block groups that intersect with the neighborhood boundaries. While this is not precise and gives numerous values for the neighborhood, it is useful in understanding how incomes may vary geographically within the neighborhood.

## *Per Capita Income*

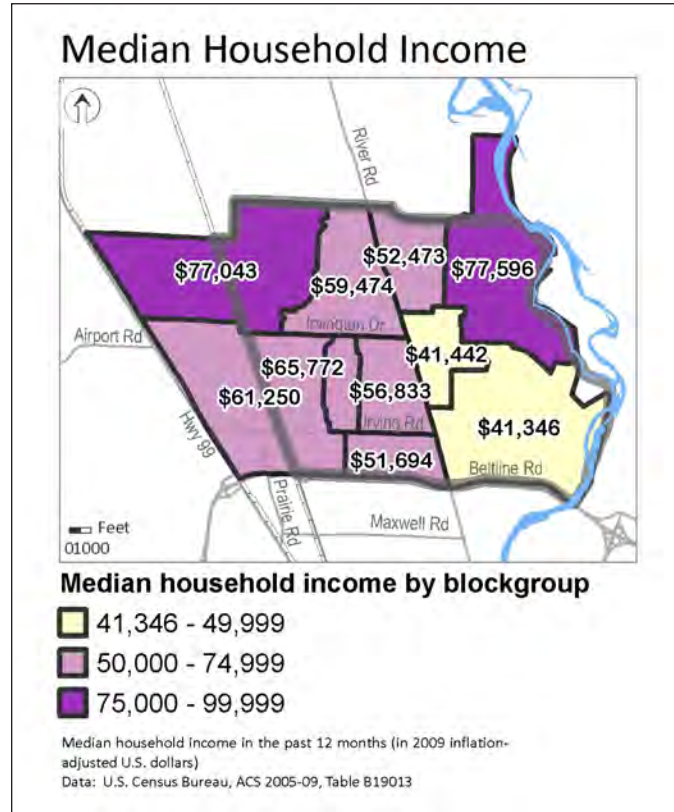
Per capita income is the average income of individuals within a population. The census calculates per capita income by summing the incomes reported for all people 15 years old and over, and dividing this total by the population of each block group. Since it is an average of everyone's incomes, it can be skewed by a few people with very high or very low incomes. Per capita income is a good measure of the concentration of income in a geographic area.





### Median Household Income

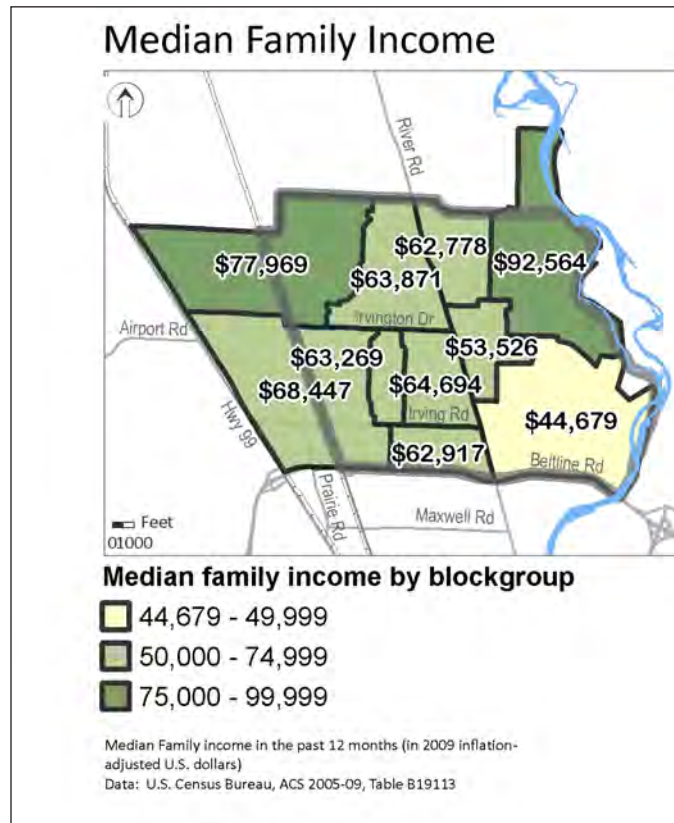
Median household income is a measure of the income of the householder and all household members 15 years old or older, whether they are related to the householder or not. If the household incomes within the neighborhood were listed from smallest to highest, the median household income would be the one that falls directly in the middle of the list. This method of deriving household income creates a snapshot of household incomes within the neighborhood that is not strongly skewed by households with very high or very low incomes. Since many households consist of only one person, median household income is usually less than median family income. Medium household income offers a view of what people near the middle of the neighborhood's wage scale are earning.



### Median Family Income

Median family income is a measure of the income of people living in family households. In compiling median family income, the incomes of the householder and all household members 15 years old and older related to the householder are summed and treated as a single amount. Median family income also provides a view of how income varies in our neighborhood that is not strongly skewed by very high or very low incomes. Capturing family income also removes single-person households from the equation, giving a better view of what families are earning. Since individuals are omitted, family incomes tend to be a little higher.

Are there lower and higher income areas within our neighborhood? In what ways might income influence the priorities and lifestyles of neighborhood residents?





## Cost of Housing

Monthly housing costs as a percentage of household income provide information on the cost of monthly housing expenses for both owner and renter households. The information offers an excellent measure of housing affordability and excessive housing costs.

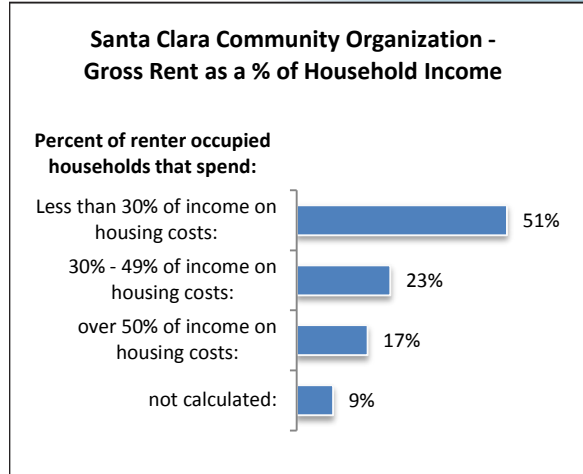
Households, both owner and renter, experiencing housing costs of 30% of income or greater are considered to experience a housing cost burden. If a household is spending 50% or greater on housing costs, they are considered to be experiencing a severe housing cost burden. In the Santa Clara Community

Organization neighborhood, **2,922** households experienced some degree of housing cost burden.

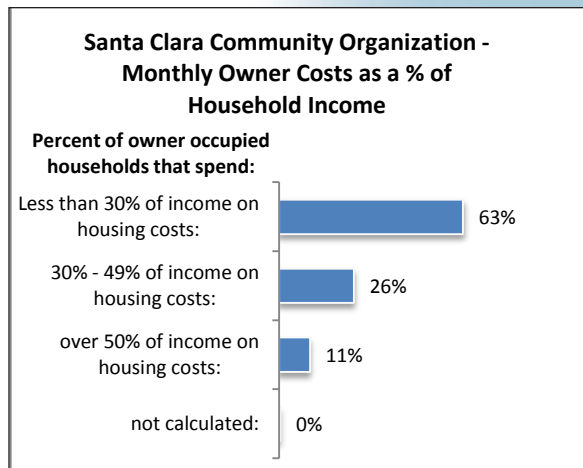
Understanding housing cost burden is important to understanding the economic stability of residents within a neighborhood and for developing solutions that may help to lower a households cost burden.

## Individuals and Families in Poverty

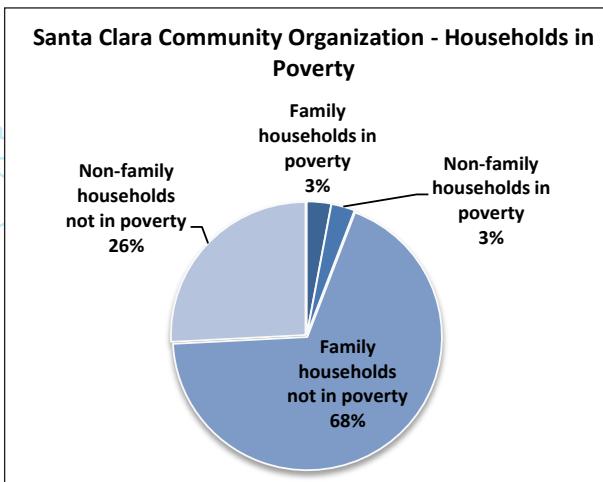
Poverty within our neighborhoods is an issue which sheds light on the most pressing needs of our neighbors. High levels of poverty within our neighborhoods also have significant impacts on the long-term development, maintenance and sustainability of our neighborhood fabric. Understanding poverty is important in order to address its causes and the effects it has on our neighborhoods.



Data source: U.S. Census Bureau, ACS 2005-09, Table B25070



Data source: U.S. Census Bureau, ACS 2005-09, Table B25091



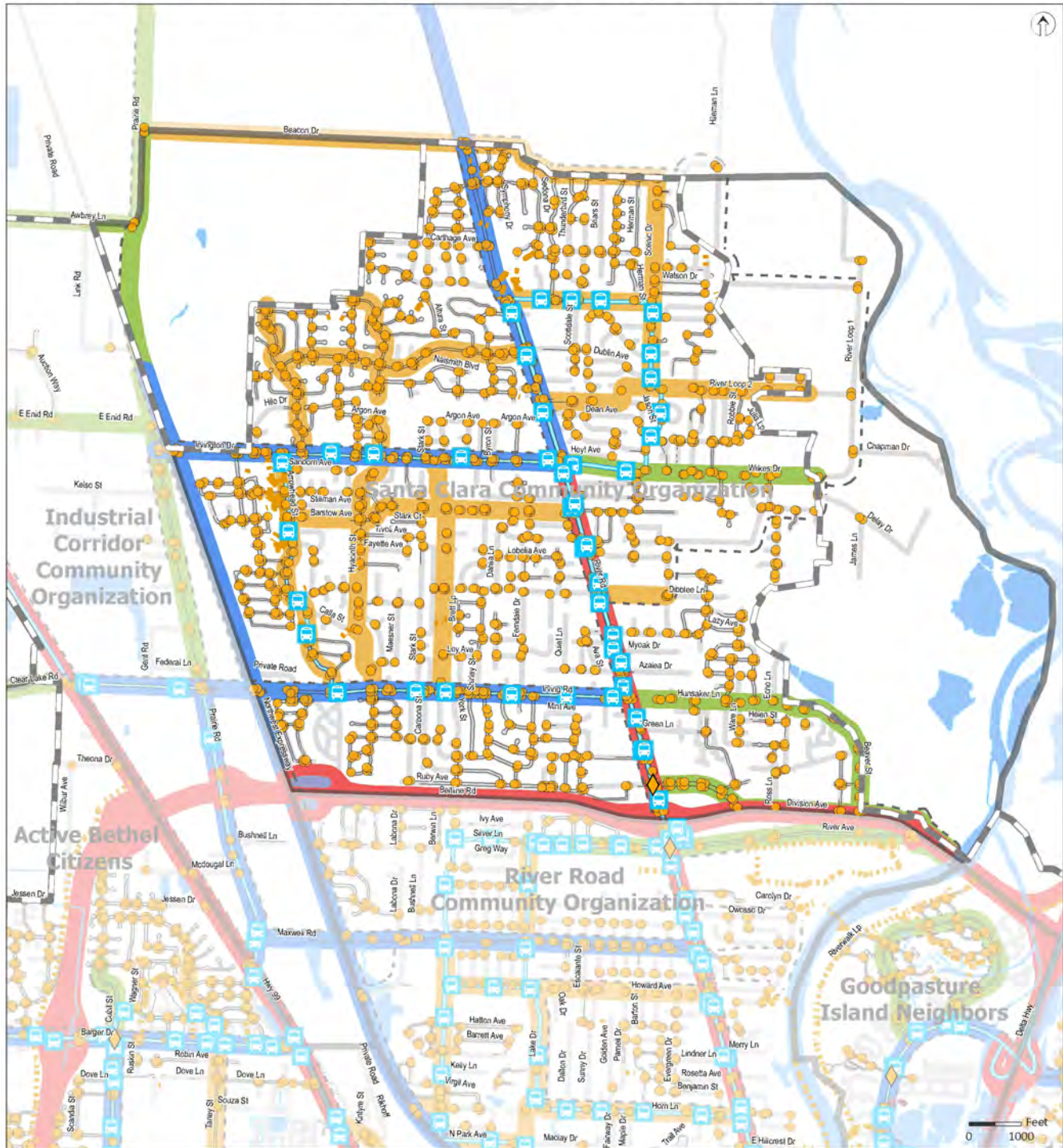
Data source: U.S. Census Bureau, ACS 2005-09, Table B17017

To determine the poverty status of families and unrelated individuals, the Census Bureau uses income cutoffs. These are determined by family size from one person to nine or more people. The national poverty level varies by the size of the household and is updated annually. For 2011, the poverty level for an individual was an annual income of \$10,890 or less. For a family of four, the poverty level was an annual income of \$22,350 or less.

In the Santa Clara Community Organization neighborhood, a total of **453** households experienced at least twelve months of poverty from 2005-2009. How does poverty affect the neighborhood as a whole? How does it compare to other neighborhoods in Eugene?



## Santa Clara Community Organization Transportation Map



- |                            |                        |  |               |
|----------------------------|------------------------|--|---------------|
| Eugene UGB                 | Major Arterial         | On-Street Bike Routes                  | EmX Bus Route |
| Neighborhood Boundaries    | Minor Arterial         | Off-Street Bike-Ped Paths, Soft Trails | LTD Stops     |
| Audible Pedestrian Signals | Major Collector        | Off-Street Bike-Ped Paths              | Bus Routes    |
| Sidewalk Ramps             | Neighborhood Collector | Railroads                              |               |
| Sidewalks                  | Local                  |  |               |



December 15, 2011  
 Caution: This map is based on imprecise source data, subject to change and for general reference only.  
 Data sources: City of Eugene & Regional GIS

# Transportation

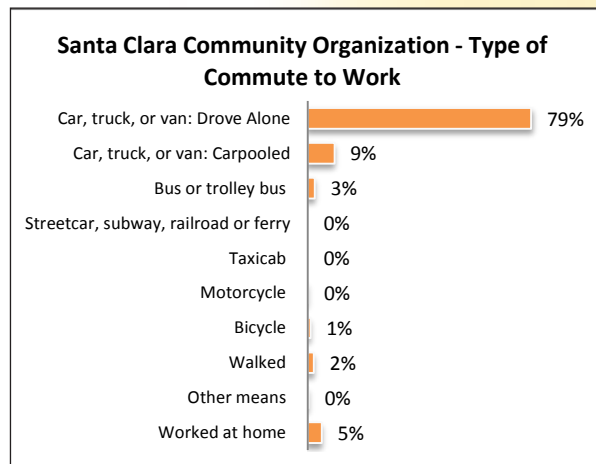
How we use transportation is important to our quality of life and the quality of our neighborhood. How we commute to work and how long it takes speaks to many neighborhood development issues such as street size, parking, the location of employment and the safety of our streets.



## Commute to Work

Commute to work refers to the principal mode of travel that the worker usually used to get from home to work.

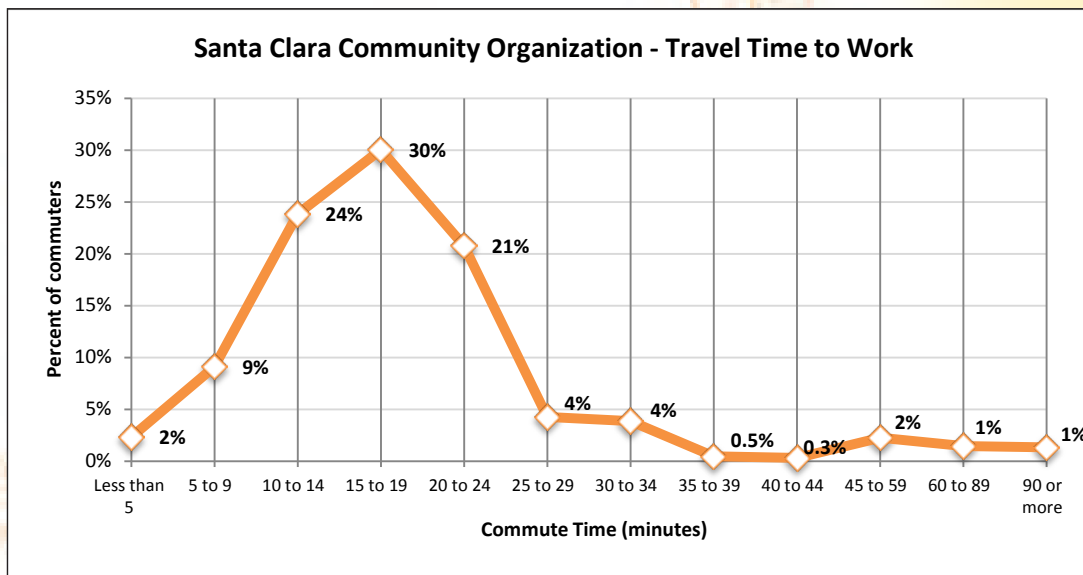
People who used different means of transportation on different days of the week were asked to specify the one they used most often, that is, the greatest number of days. This data may show workers using modes of public transportation that are not available in those areas (for example, subway or elevated riders in a metropolitan area where there is no subway or elevated service). This result is largely due to people who worked during the week at a location that was different from their usual place of work (such as people away from home on business in an area where subway service was available). What factors influence commute choices in our neighborhood?



Data source: U.S. Census Bureau, ACS 2005-09, Table B08301

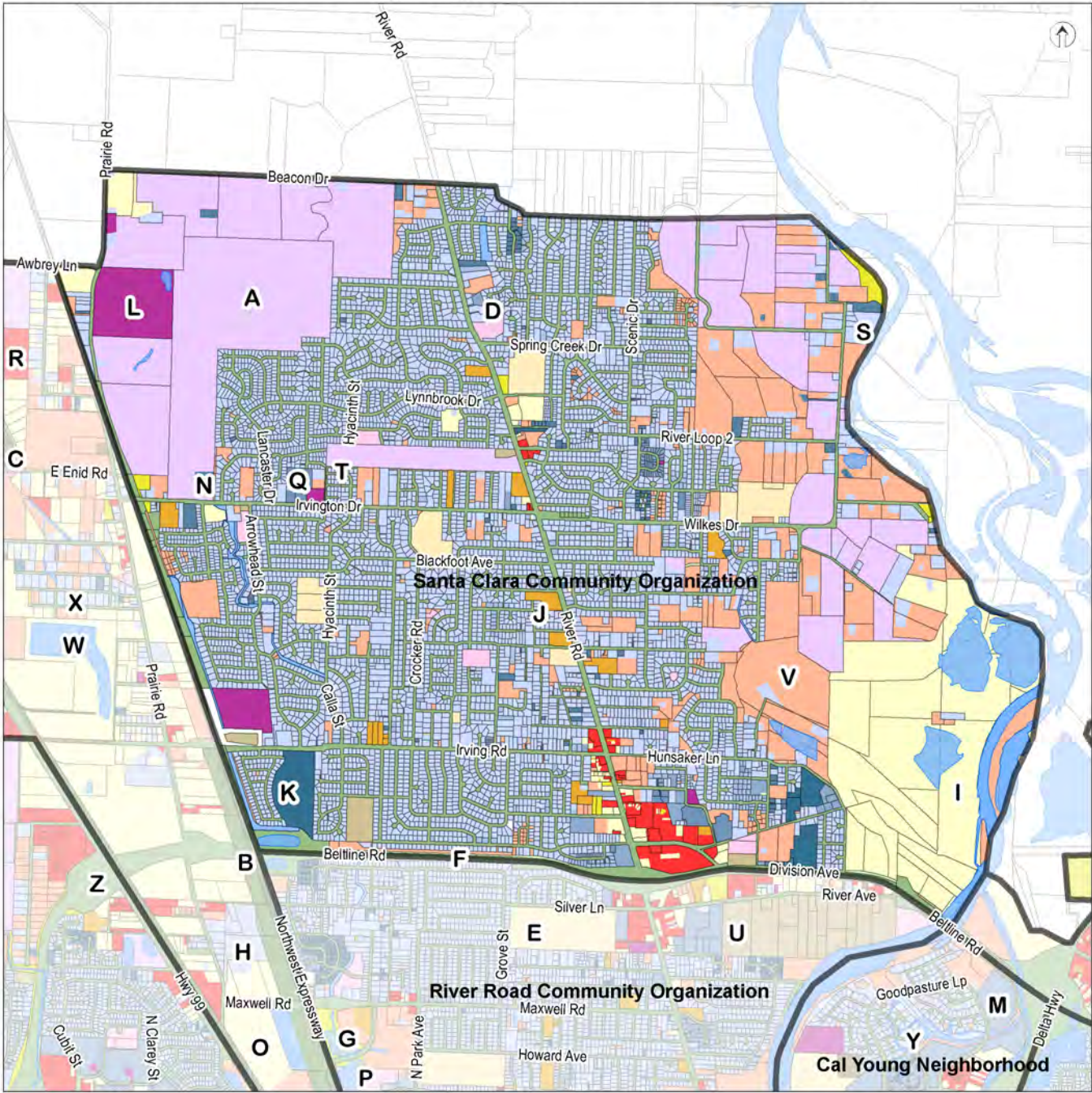
## Commute to Work Time

Commute to work time data displays the number of people who commute from the home and how long their trip to work lasts. These times include the total trip, waiting for a bus and picking up passengers in a carpool are included in the total time. How do commute to work trends in our neighborhood differ from other neighborhoods in Eugene?



Data source: U.S. Census Bureau, ACS 2005-09, Table B08303

# Santa Clara Community Organization Land Use Map



Neighborhood Boundaries	Communication, C	Mobile Home - park, K	Wholesale Trade, H	Alley, Walks & Bikes, Y
Taxlots	Residential - single, S	Educational, E	Parks, P	Roads, Z
Agriculture, A	Residential - duplex, D	Religious, J	Water, W	Railroad, B
Timber, T	Residential - multi, M	General Services, O	Recreation, L	
Industrial, I	Residential - group, Q	Government, G	Vacant, V	
Utilities, U	Mobile Home - single lot, N	Retail Trade, R	Transportation, F	

0 500 Feet



January 31, 2012. Land Use data: October 14, 2011.  
 This map best read in color. A colored map is available in the online version on your neighborhood association webpage.  
 Caution: This map is based on imprecise source data, subject to change and for general reference only. Data sources: City of Eugene & Regional GIS

# Land Use & Zoning

The character and future development of our neighborhoods are greatly affected by the land use and zoning decisions that influence different kinds of development. Zoning and land use have a strong influence on our neighborhood's sense of place and establish a blueprint for future changes.

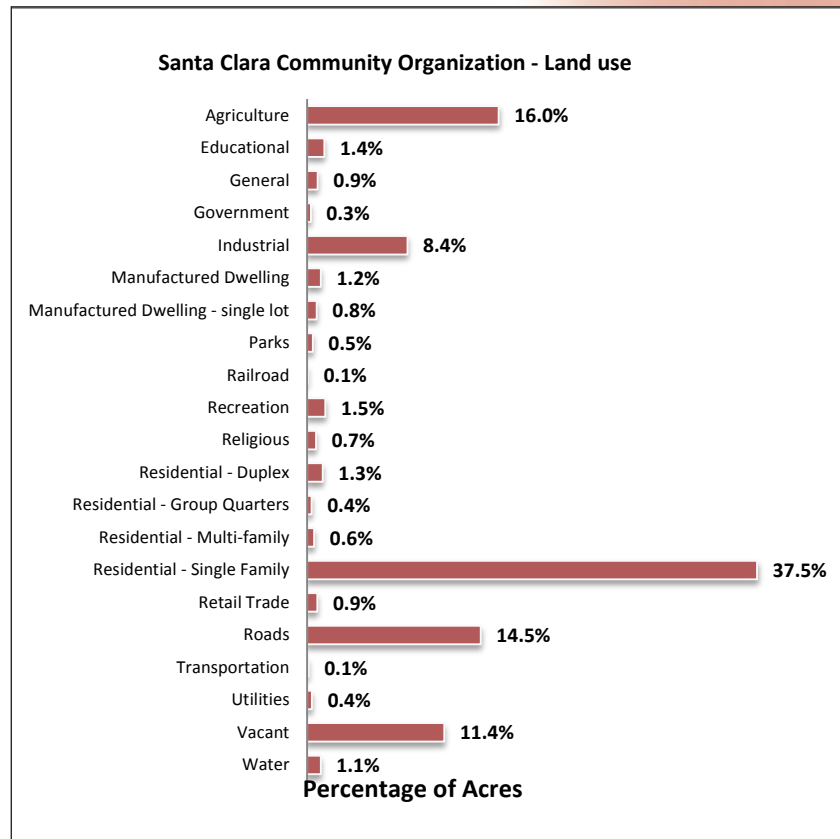
The Santa Clara Community Organization neighborhood has a total of **4,242** acres.

## Land Use

Neighborhoods are often defined by how land within them is currently being used. This means not only residential, commercial and industrial uses, but also roads, religious and recreational uses.

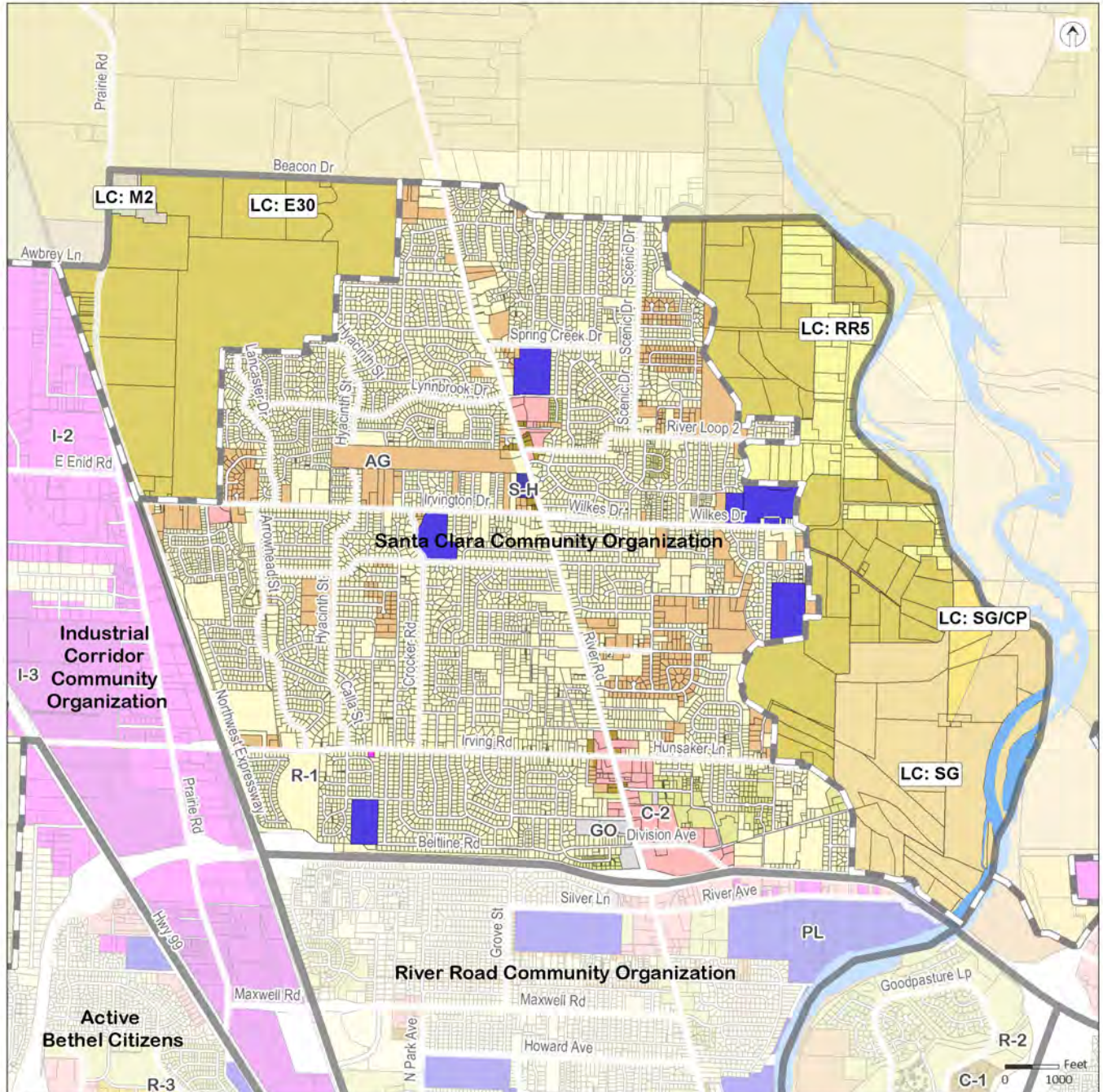
The graph to the right displays how the neighborhood is divided into different land uses. Does this differ from your assumptions about land use in the neighborhood?

The map on the left displays how land is currently being used within Santa Clara Community Organization. How does the use of land in the neighborhood affect character and livability?



Data source: City of Eugene & Regional GIS, October 2011

## Santa Clara Community Organization Zoning Map



<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; margin-right: 5px;"></span> Eugene UGB</li> <li><span style="display: inline-block; width: 10px; height: 10px; border: 1px dashed black; margin-right: 5px;"></span> Neighborhood Boundaries</li> <li><span style="display: inline-block; width: 10px; height: 10px; border: 1px solid gray; margin-right: 5px;"></span> Taxlots</li> </ul>	<p><b>Zoning</b></p> <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #f0e68c; border: 1px solid black; margin-right: 5px;"></span> Agricultural, AG</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #d2b48c; border: 1px solid black; margin-right: 5px;"></span> Neighborhood Commercial, C-1</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #f08080; border: 1px solid black; margin-right: 5px;"></span> Community Commercial, C-2</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #ff0000; border: 1px solid black; margin-right: 5px;"></span> Major Commercial, C-3</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #ff69b4; border: 1px solid black; margin-right: 5px;"></span> Commercial Industrial, C-4</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #d3d3d3; border: 1px solid black; margin-right: 5px;"></span> General Office, GO</li> </ul>	<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #e6e6fa; border: 1px solid black; margin-right: 5px;"></span> Campus Industrial, I-1</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #ff69b4; border: 1px solid black; margin-right: 5px;"></span> Light Medium Industrial, I-2</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #800080; border: 1px solid black; margin-right: 5px;"></span> Heavy Industrial, I-3</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Natural Resource, NR</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #4169e1; border: 1px solid black; margin-right: 5px;"></span> Public Land, PL</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #fffacd; border: 1px solid black; margin-right: 5px;"></span> Low Density Residential, R-1</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> Rowhouse, R-1.5</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #d2b48c; border: 1px solid black; margin-right: 5px;"></span> Medium Density Residential, R-2</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #ffd700; border: 1px solid black; margin-right: 5px;"></span> Limited High Density Residential, R-3</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #ffa500; border: 1px solid black; margin-right: 5px;"></span> High Density Residential, R-4</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #4169e1; border: 1px solid black; margin-right: 5px;"></span> Special Area - Historic, S-H</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #00ced1; border: 1px solid black; margin-right: 5px;"></span> Special Area Zone, S</li> </ul>
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Lane County Zoning	
LC: E30	Exclusive Farm Use (30 Acre Minimum)
LC: M2	Light Industrial
LC: RR5	Rural Residential (5 Acre Minimum)
LC: SG/CP	Sand And Gravel Controlled Processing
LC: SG	Sand, Gravel And Rock Products

Map 2/1/12. City zoning data as of 10/3/11. County Zoning as of 2/1/12. This map best read in color. A colored map is available in the online version on your neighborhood association web page. Caution: This map is based on imprecise source data, subject to change and for general reference only. Data sources: City of Eugene & Regional GIS

Lane county zoning is outside the City of Eugene UGB and labeled on the map with LC

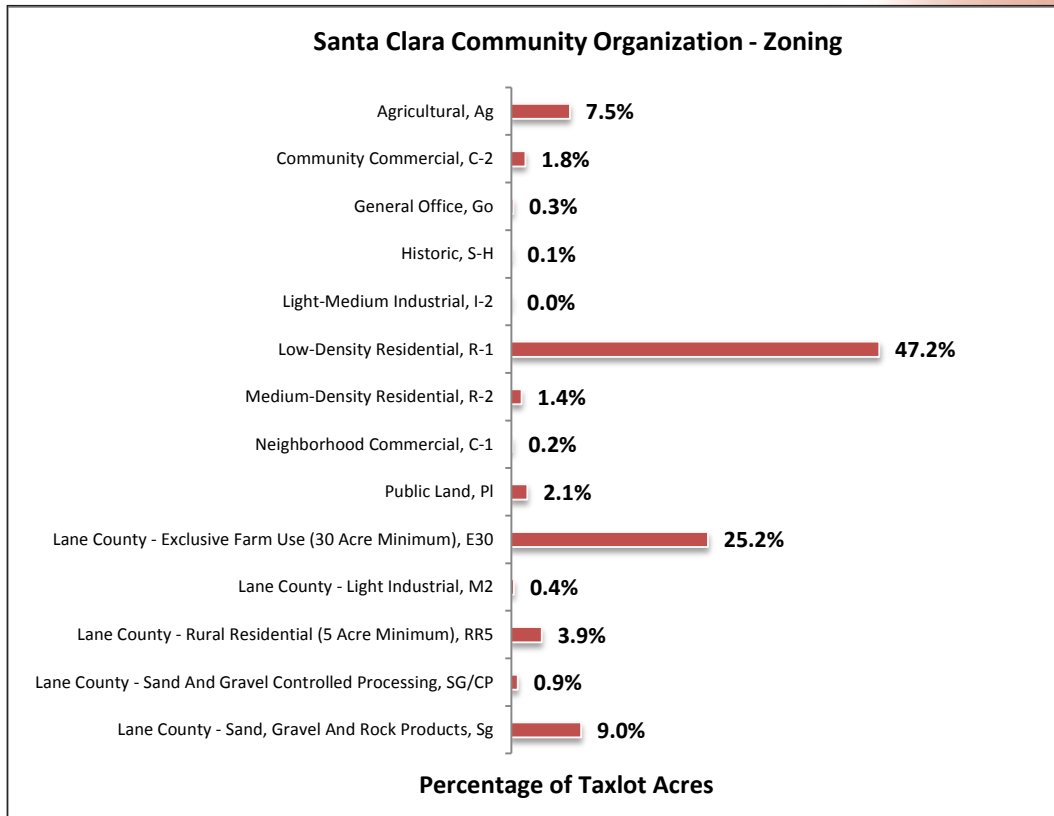




## Zoning

How a neighborhood is zoned determines not only how land is currently being used but how the land will be used in the future. Understanding how zoning influences our neighborhoods is important to helping us create a sense of place that fits neighborhood needs.

The graph below displays current zoning within the Santa Clara Community Organization neighborhood. How does this help to explain current land uses? How might current zoning affect the physical nature of our neighborhood in the future?



Data source: City of Eugene & Regional GIS, October 2011

Item A.

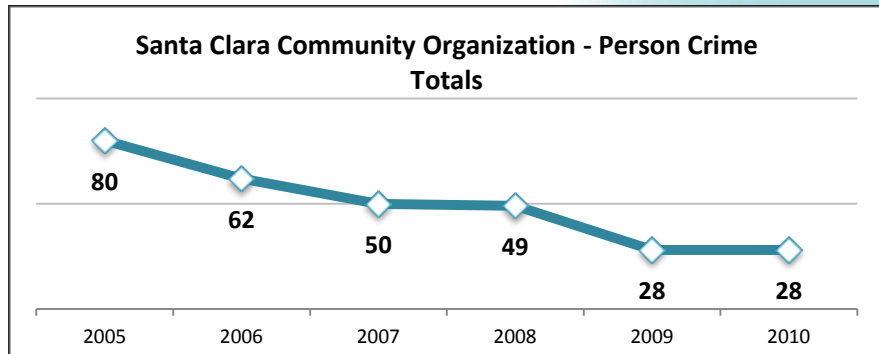
# Safety

Neighborhood safety is a vital element of a healthy and sustainable neighborhood. Crimes within our neighborhoods are often indicative of many other elements including housing quality, economic vitality and accessible amenities. The data below from the City of Eugene Police Department offers a snapshot of different types of crime in the Santa Clara Community Organization neighborhood over the past five years and includes only Eugene Police data.



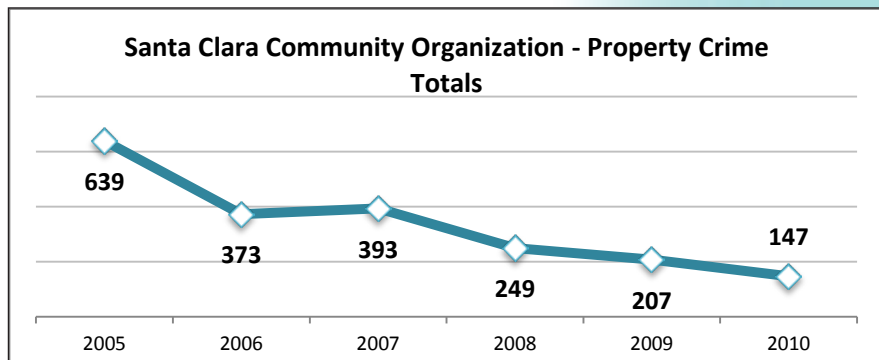
## Personal Crime

Personal crimes include criminal offenses in which the victim is present and the act is violent, threatening, or has the potential of being physically harmful; examples include homicide, robbery, kidnapping, assault, rape, and other sex offenses.



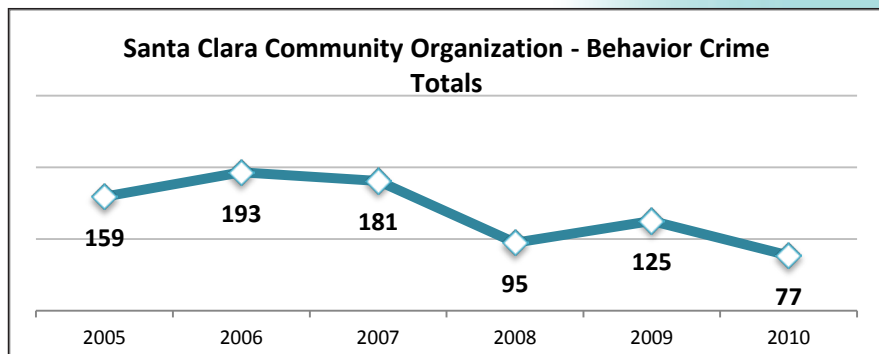
## Property Crime

Property crimes include offenses which involve property destruction or taking something of value by theft or deception; examples include burglary, vehicle theft, other thefts, forgery and fraud, arson, and vandalism.



## Behavioral Crime

Behavioral crimes include criminal offenses that violate laws relating to personal conduct, responsibility, and public order; these include prostitution, drug and alcohol offenses, weapons offenses, and disorderly conduct.

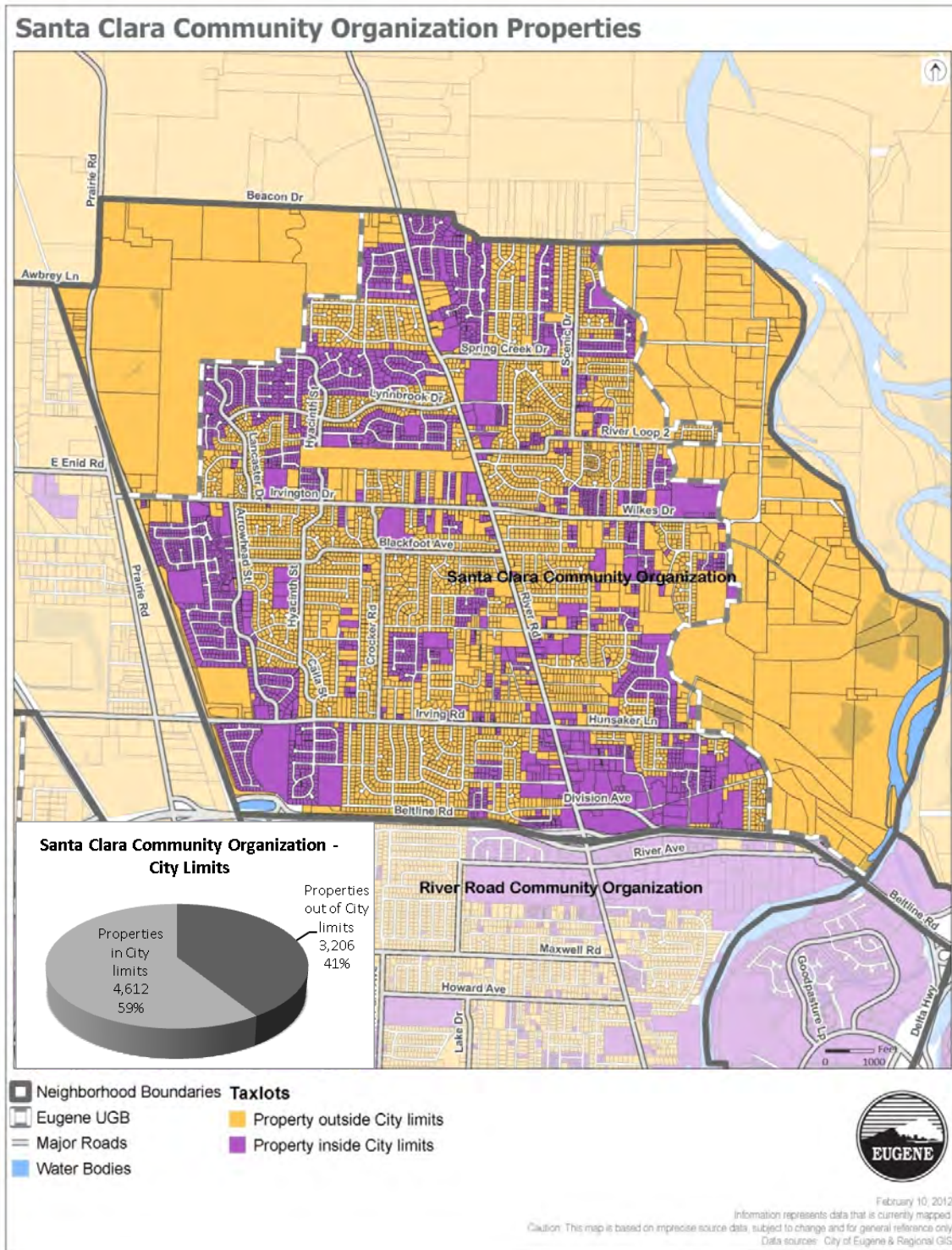


Data source: City of Eugene Police Department

What might explain differences in safety across neighborhoods in Eugene? How might age, gender, race, ethnicity, or income levels influence perceptions of safety? How can we effectively address issues of crime and safety in our neighborhoods?

Addendum

In the Santa Clara Community Organization neighborhood there are 7,818 properties and 41.0% of these properties are within Eugene City Limits as of 1/19/12 using the City of Eugene geographic information system (GIS).



Please note:

Neighborhood boundaries do not align with census boundaries. The best effort was made to designate census blocks and block groups to neighborhoods. There may be areas where census geographies overlap multiple neighborhoods, or are duplicated to ensure the best representation of that neighborhood.

Data from Neighborhood Analysis 2000 may not be directly comparable to the 2011 Neighborhood Analysis, due to census geography changes. For more detailed information, please see the Appendix at [www.eugene-or.gov/neighborhoods](http://www.eugene-or.gov/neighborhoods) or call Lorna Flormoe at 541-682-5670 for access to the Appendix.

