


Community Survey Results

City Council Work Session
September 21, 2022

1

1



Overview

- Survey goals
- Methodology
- Demographics
- Results
- Next steps

2

2



Survey Goals

- Inform strategic planning
- Inform budgeting
- Inform Council policy and priorities
- Baseline information
- Complement other engagement

3



Methodology

- Survey developed by staff and ETC (consultant)
- Identical survey administered in two ways
 - Opt-in survey
 - Representative survey
- Total of 1,772 respondents
- Results from the two surveys kept separate
- “Don’t know” responses removed from percentages unless noted otherwise

4



Opt-In Survey

- Engage Eugene online platform
- Available from August 22 – September 5
- 814 respondents
- Quantitative results in packet
 - Very similar to representative results
- Qualitative results being analyzed

5

5




Representative Survey

- Mailed by consultant to randomly selected community members in early August
- Random selection designed for representative demographics, including Council ward
- 958 respondents
- Focus of the remainder of presentation

6

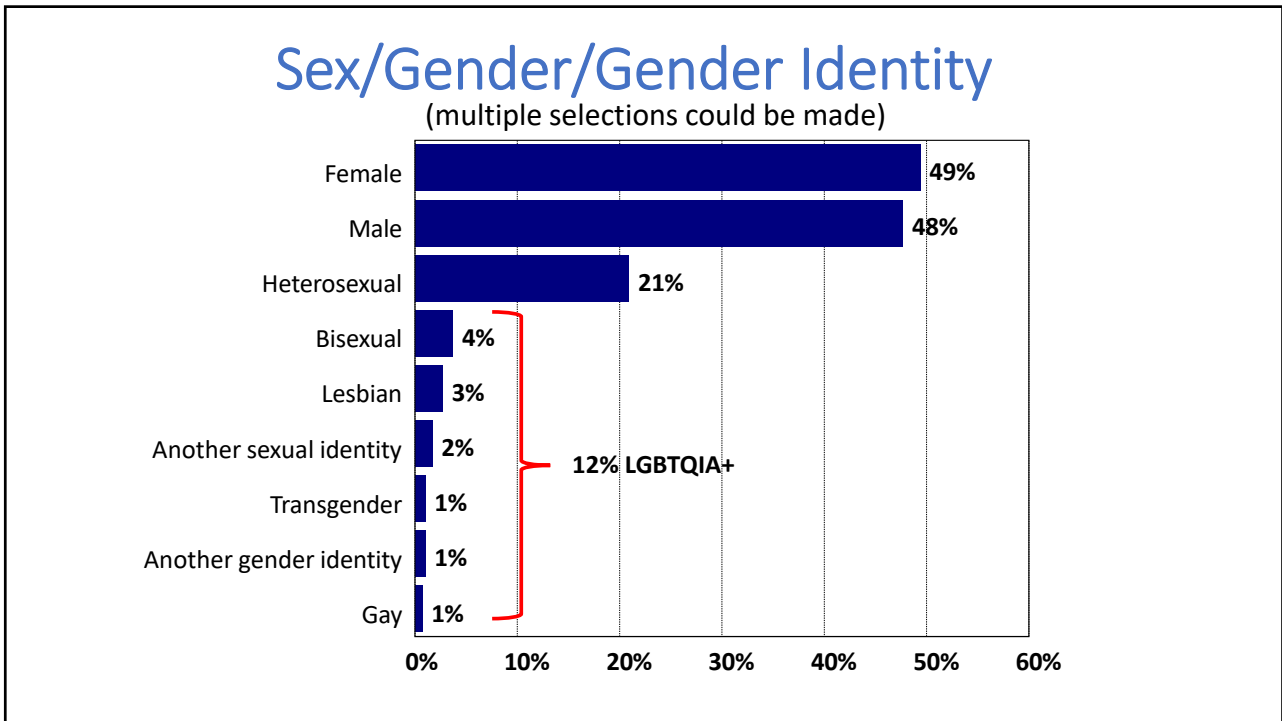
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Demographic Information

Item	Census	Representative	Opt-In
Gender - Female	51%	49%	54%
Income > \$100,000	19%	21%	31%
BIPOC	21%	15%	16%
Hispanic/Spanish or Latino/a/x	9%	10%	3%
Homeowner	48%	64%	72%
Wards (range)	12%	11-16%	5-22%
Years in Eugene – 15+ years	NA	61%	60%

7



8

Number of Years Lived in Eugene

Years	Percentage
0-5 years	19%
6-10 years	13%
11-15 years	8%
16-20 years	9%
21-30 years	17%
31+ years	35%

(n = 912)

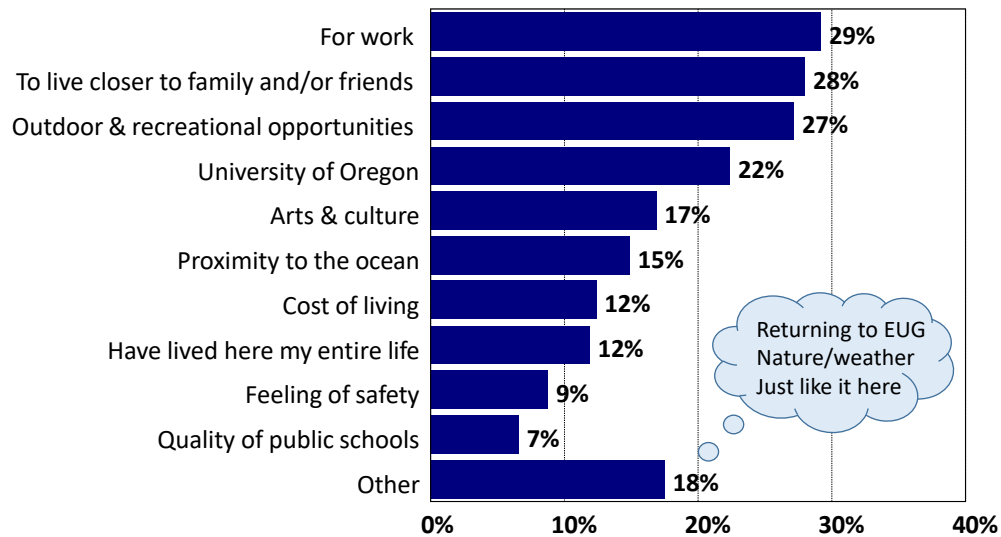
32% less than 10 years

52% more than 20 years

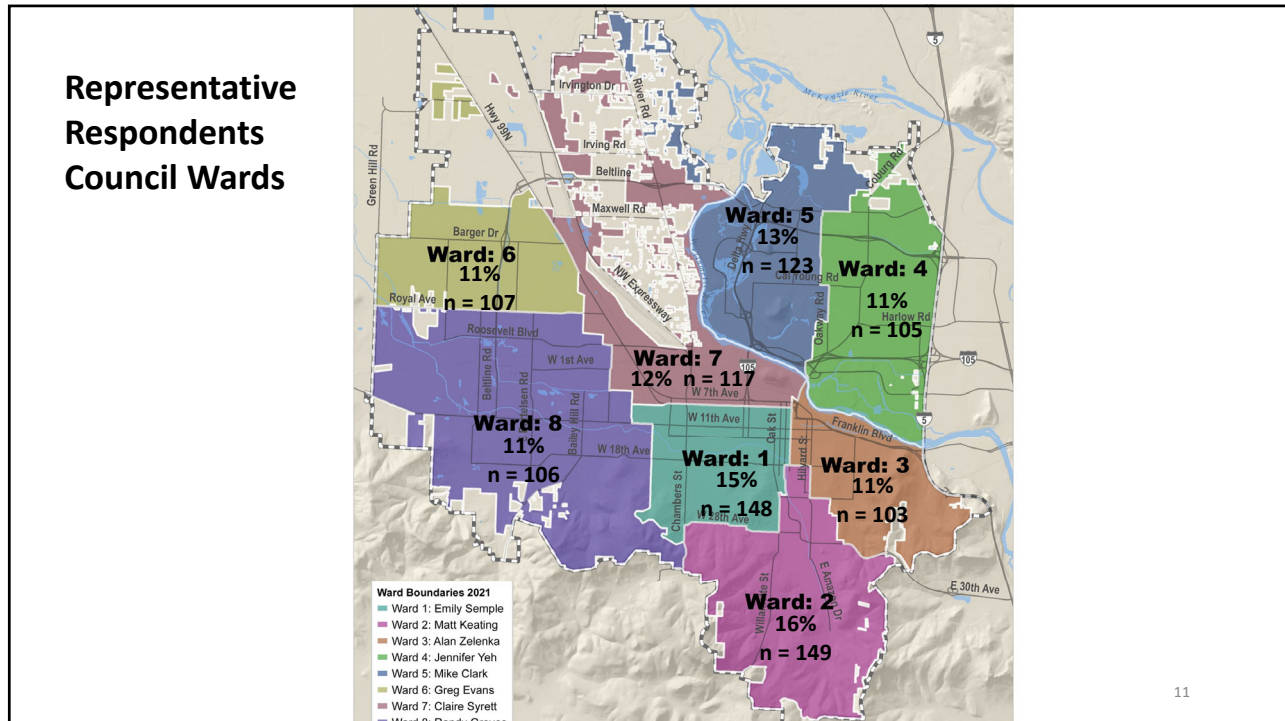
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Why Moved to Eugene


(multiple selections could be made)



10




11



Quality of Life

- 78% somewhat or very satisfied with their life
- 80% are living comfortably or doing ok
- 34% report their financial situation has gotten worse in the last 12 months (inflation, family situation)
- 29% have accessed mental health services in the last 12 months (6% would like to)

12




Quality of Life

How would you rate:

Item	Good/Excellent	Below Avg/Poor
Overall quality of life in my neighborhood	76%	10%
My neighborhood as a place I feel as though I belong	69%	10%
Eugene as a place to live	63%	19%
Overall quality of life in Eugene	63%	17%
Eugene as a place where I feel as though I belong	60%	15%
Eugene as a place where I have the opp. to thrive	48%	23%
Eugene as a place to work	46%	21%
Overall value that you receive for your City tax \$ and fees	31%	41%
Overall direction that the City of Eugene is taking	27%	48%

n = 958

13



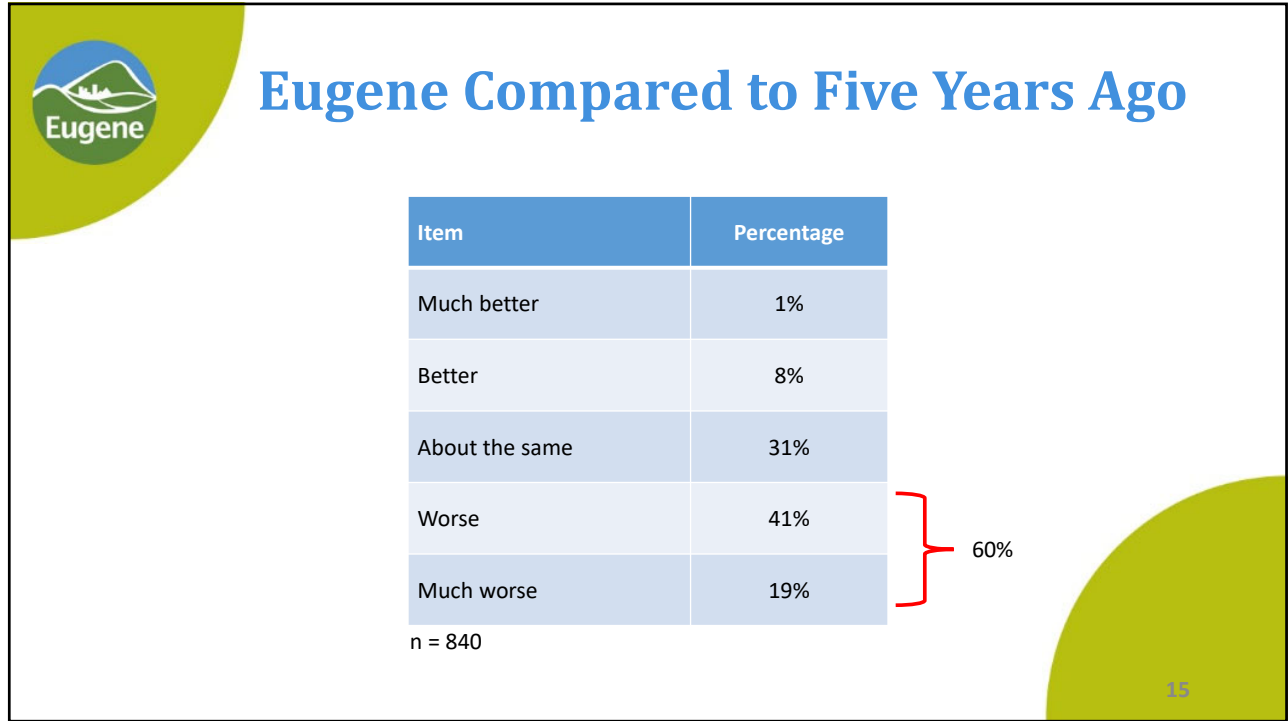
Quality of Life Benchmarking

How would you rate:

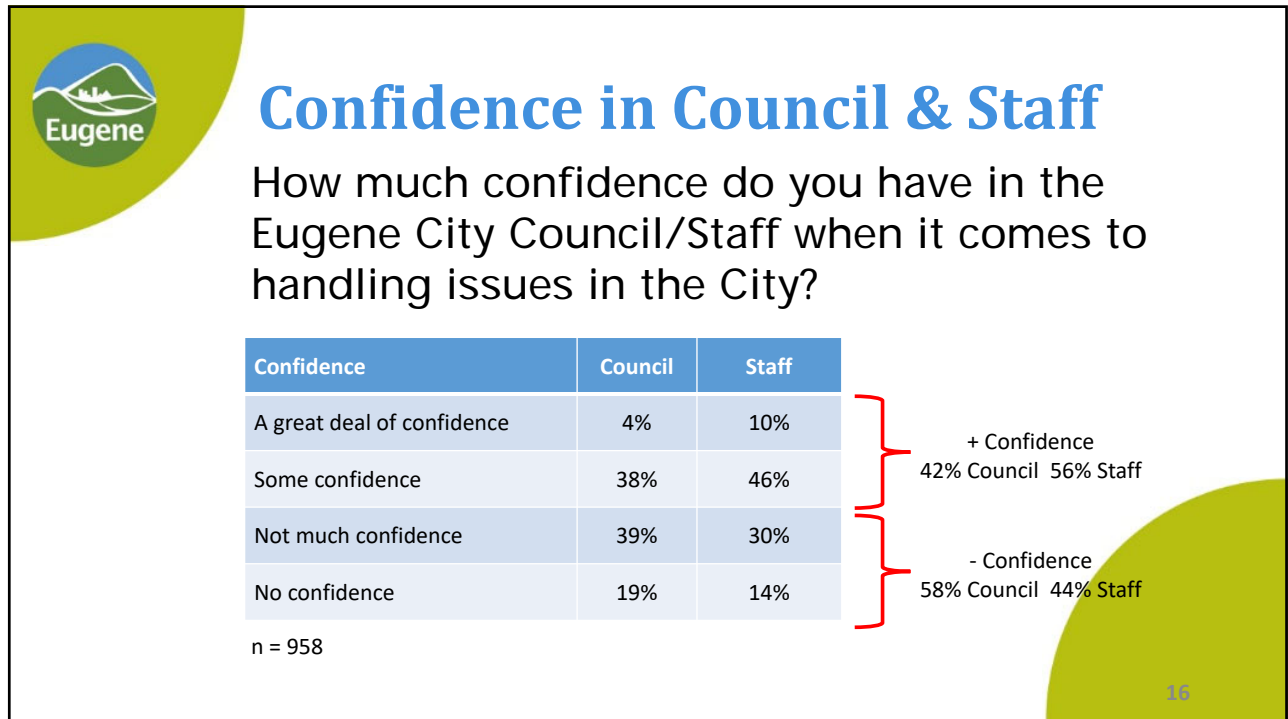
Item	Good/Excellent %		
	Eugene	PNW*	US*
Eugene as a place to live	63%	52%	50%
Eugene as a place to work	46%	58%	58%
Overall value that you receive for your City tax \$ and fees	31%	36%	34%

*Data provided by ETC Institute. PNW based on data from cities in ID, OR, WA and MT


14



15



16



Confidence in Council & Staff Benchmarking

How much confidence do you have in the Eugene City Council/Staff when it comes to handling issues in the City?

Item	Great Deal/Some Confidence %		
	Eugene	PNW*	US*
City Council	42%	37%	39%
City Staff	56%	33%	39%

*Data provided by ETC Institute. PNW based on data from cities in ID, OR, WA and MT

17

How important is it you that Eugene has the following attributes? (5 - very important; 1 - not at all important)

Item	Importance
Sense of personal safety	4.71
Quality K-12 Education	4.66
Cleanliness of public spaces	4.54
Parks, public spaces and open spaces	4.51
A healthy natural environment	4.50
Affordable housing choices	4.48
Safe and well-maintained streets	4.48
Accessible and timely waste management	4.36
Career opportunities for the next generation	4.31
Safe and accessible biking and walking infrastructure	4.27
After-school and childcare programs	4.22
Sense of community	4.16
Diversity, equity and inclusion	4.09
Smooth traffic flow on major streets	4.08
Events, social activities, and recreation opportunities	3.97
Leadership in addressing and adapting to climate change	3.95
Arts and culture institutions	3.94
Availability of jobs for my skillset and income needs	3.91
Reliable and frequent public transit system	3.89
Parking availability	3.79
Housing options near where I work	3.31

n = 958

18

How do you feel that local government in Eugene has delivered on the following attributes? (5 - very well; 1 - not well at all)

Item	Delivered
Accessible and timely waste management	3.65
Arts and culture institutions	3.62
Safe and accessible biking and walking infrastructure	3.58
Events, social activities, and recreation opportunities	3.55
Parks, public spaces and open spaces	3.54
Reliable and frequent public transit system	3.41
A healthy natural environment	3.39
Diversity, equity and inclusion	3.19
Sense of community	3.15
Parking availability	3.07
Safe and well-maintained streets	3.05
Smooth traffic flow on major streets	3.05
Quality K-12 Education	2.99
Availability of jobs for my skillset and income needs	2.99
Leadership in addressing and adapting to climate change	2.96
After-school and childcare programs	2.86
Cleanliness of public spaces	2.78
Housing options near where I work	2.73
Sense of personal safety	2.72
Career opportunities for the next generation	2.72
Affordable housing choices	2.26

n = 958

19

19

Expectation Gap


Item	Importance	Delivered	Gap
Affordable housing choices	4.48	2.26	2.22
Sense of personal safety	4.71	2.72	1.99
Cleanliness of public spaces	4.54	2.78	1.76
Quality K-12 Education	4.66	2.99	1.67
Career opportunities for the next generation	4.31	2.72	1.59
Safe and well-maintained streets	4.48	3.05	1.43
After-school and childcare programs	4.22	2.86	1.36
A healthy natural environment	4.50	3.39	1.11
Smooth traffic flow on major streets	4.08	3.05	1.03
Sense of community	4.16	3.15	1.01
Leadership in addressing and adapting to climate change	3.95	2.96	0.99
Parks, public spaces and open spaces	4.51	3.54	0.97
Availability of jobs for my skillset and income needs	3.91	2.99	0.92
Diversity, equity and inclusion	4.09	3.19	0.90
Parking availability	3.79	3.07	0.72
Accessible and timely waste management	4.36	3.65	0.71
Safe and accessible biking and walking infrastructure	4.27	3.58	0.69
Housing options near where I work	3.31	2.73	0.58
Reliable and frequent public transit system	3.89	3.41	0.48
Events, social activities, and recreation opportunities	3.97	3.55	0.42
Arts and culture institutions	3.94	3.62	0.32

- How important are each of these items
- How well has Eugene government delivered on these items
- Scale of 1-5
 - 5 – very impt/well
 - 1 – not impt/well

n = 958

20

20




Most Important Action

What is the most important action the City of Eugene can take to improve the quality of life in the community?

Response	#
Homelessness	465
Housing	168
Crime/safety	132
Cleanliness	55
Transportation	47
Police	42
Drug issues	41

21

21



Homelessness


Regarding homelessness, all things considered, would you say that our community is headed in the right direction or are things on the wrong track?

Response	Percentage
Right direction	24%
Wrong direction	55%
Don't know	21%

n = 958

22

22




Homelessness – Why Right Direction or Wrong Track?

Item	Responses
Government is trying, some progress, just not enough	334
Increase in the number of unhoused individuals	270
General livability (debris, sanitation, people living in public spaces)	212
More needs to be done	198
Actions have not been effective	180
Not addressing root causes, band-aid/temporary solutions	178
Not enough personal accountability, enabling of unhoused	148
Unaware that actions are being taken	104

23

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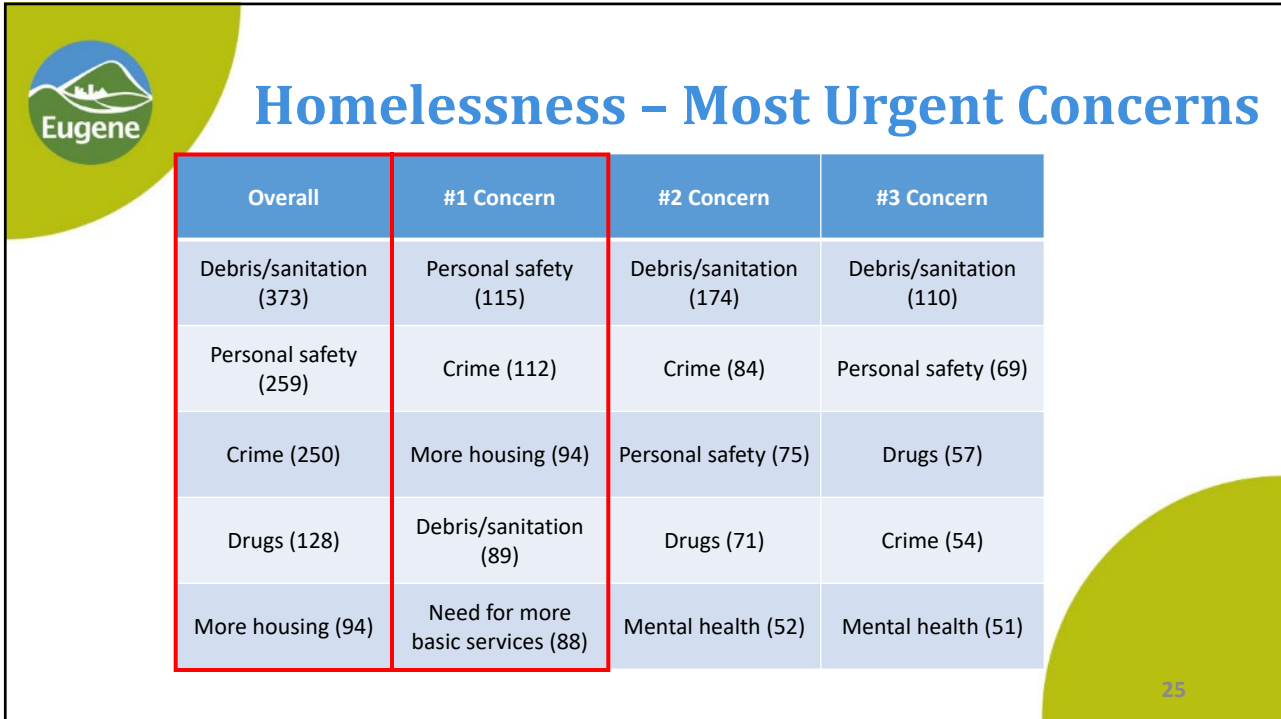
Homelessness Impacts

How does the issue of homelessness impact you?	% Indicated
Frustrated seeing the visible impacts of homelessness (debris, tents)	84%
Frustrated seeing that some people’s only option is to live outside	68%
Less likely to use public spaces	63%
I feel vulnerable to crime or harassment	51%
Worry that the City diverts funding toward homelessness and away from other services that are important to me	26%
It motivates me to find ways to be part of the solution	26%
I have been victimized by a person I assume was unhoused	24%
I (or my place of work) has lost business	13%
It does not impact my quality of life	9%
I am currently housed but at risk of becoming unhoused	5%
I am angry at how I am treated because of my housing status	4%

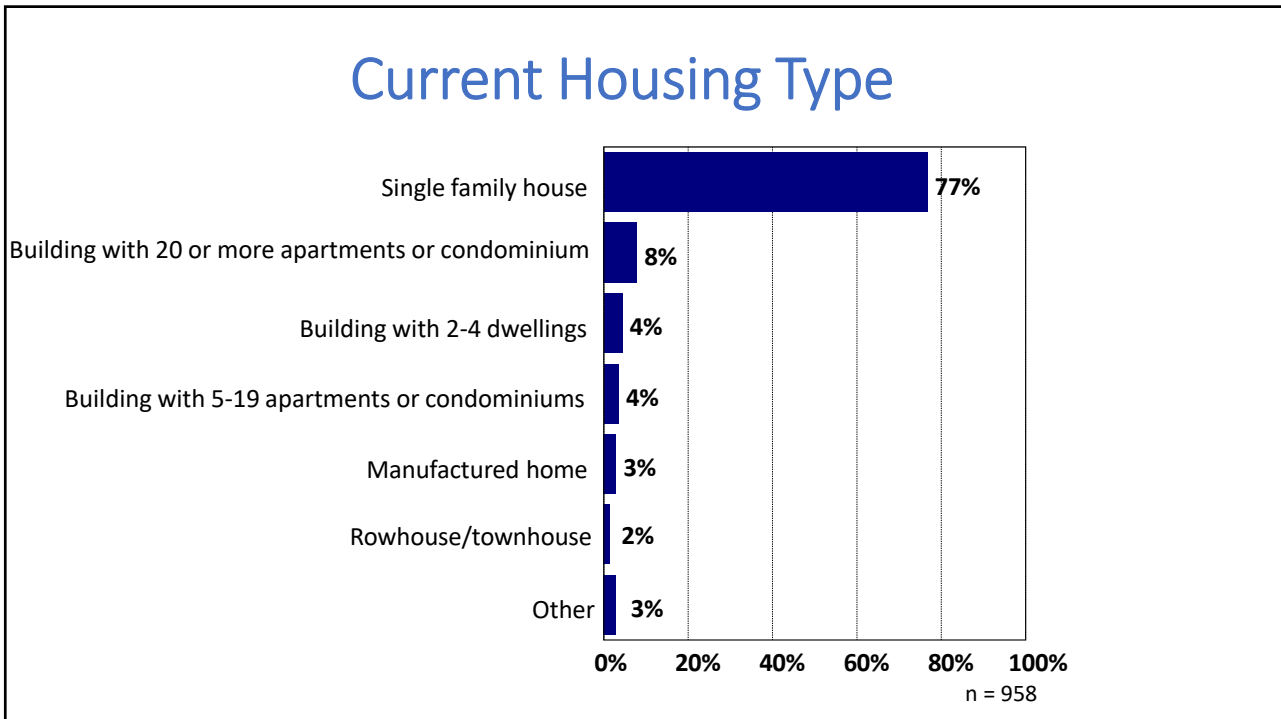
- Responses were provided on survey
- Multiple responses could be selected

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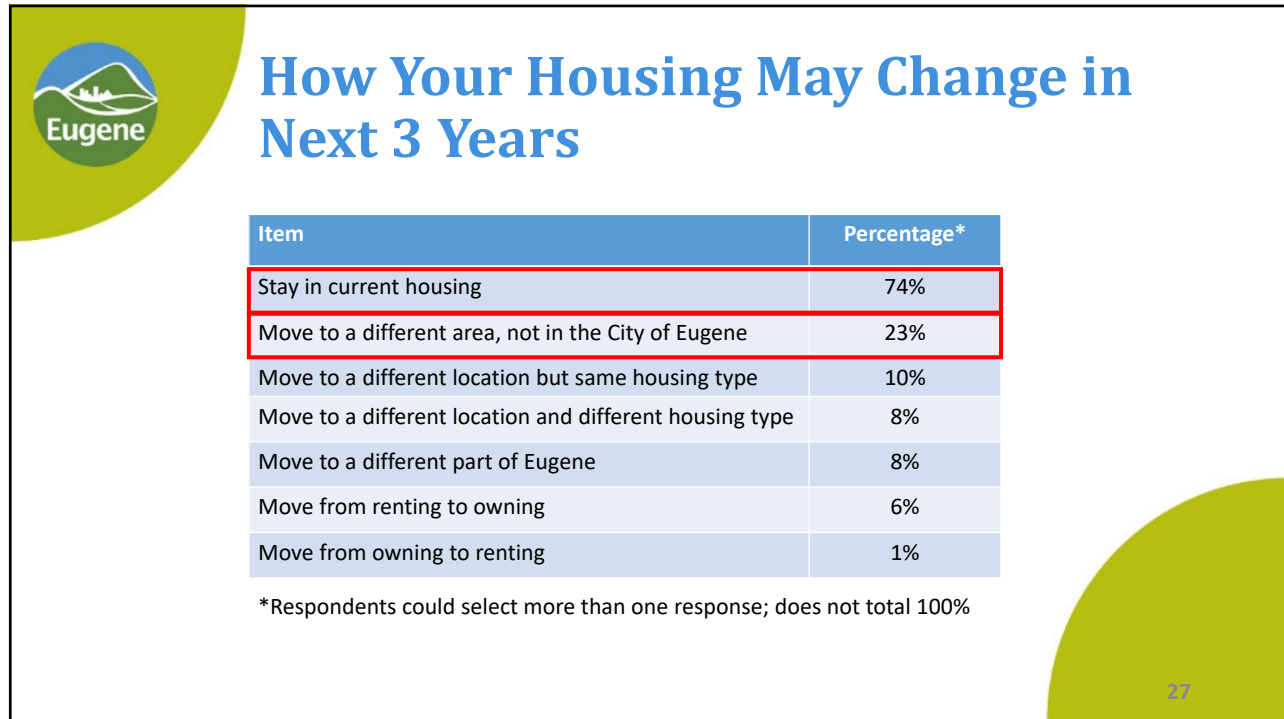
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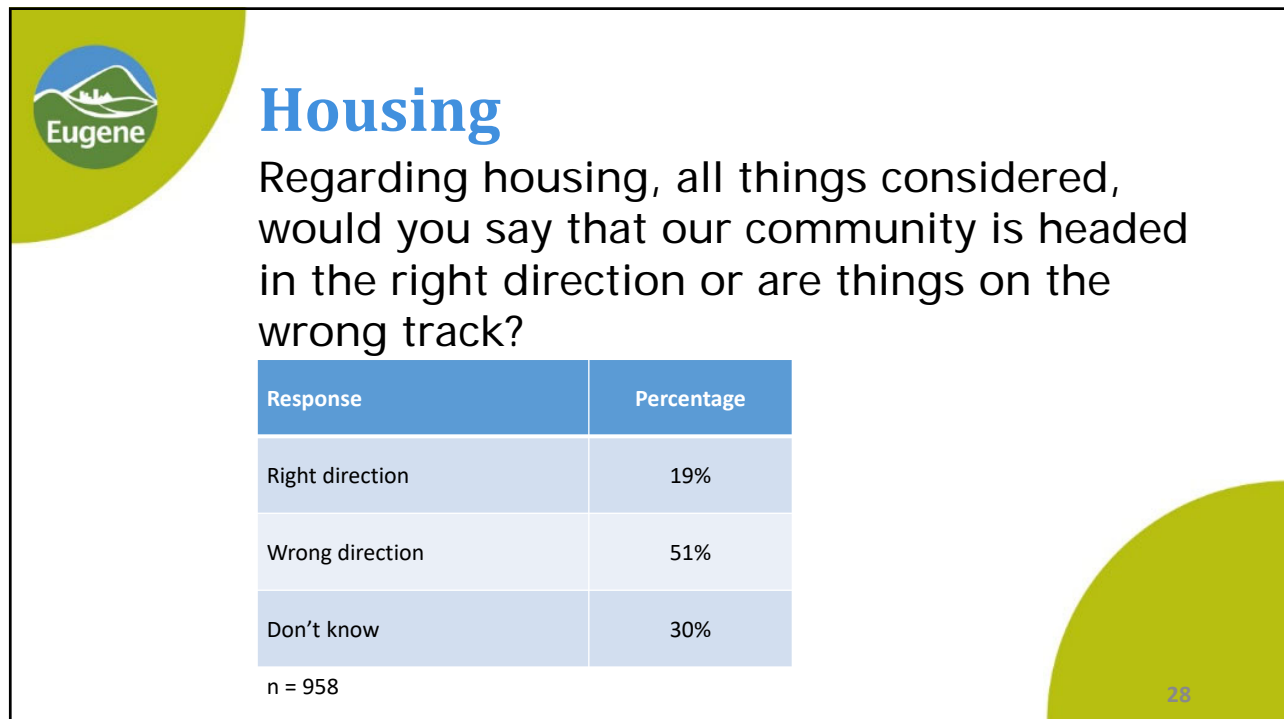
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28




Housing – Why Right Direction or Wrong Track

Item	Responses
Low supply of housing that is affordable	191
Building density/quality	117
Homelessness-related	91
Housing affordability	89
Unaware that actions are being taken	72
Actions have not been effective	63

29

29




Housing – Most Urgent Concerns

Overall	#1 Concern	#2 Concern	#3 Concern
Other (471)	Other (152)	Other (164)	Other (155)
Affordability (252)	Affordability (145)	Low supply (70)	Affordability (43)
Low supply (228)	Low supply (125)	Affordability (64)	Cost of living (37)
Taxes – property, etc. (117)	Taxes – property, etc. (78)	Taxes – property, etc. (39)	Low supply (33)
Building density (70)	Crime (41)	Building density (38)	Building density (32)

30

30




Housing Concerns – Other*

- Loud neighbors
- Street sweeping
- Speeding
- Parking
- Code enforcement
- Gentrification
- MUPTE
- Traffic
- Walkability

* Items are not listed in order of the number of responses received and are included only to represent the range of responses received. More analysis will occur.

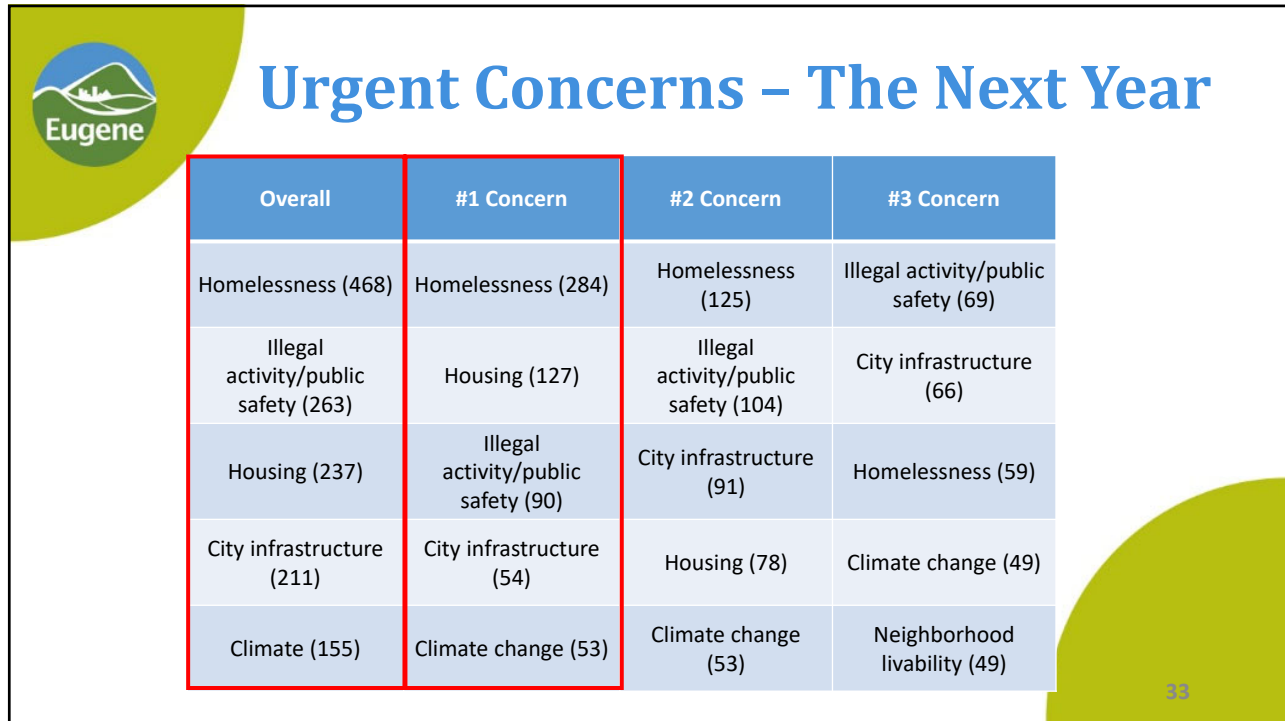
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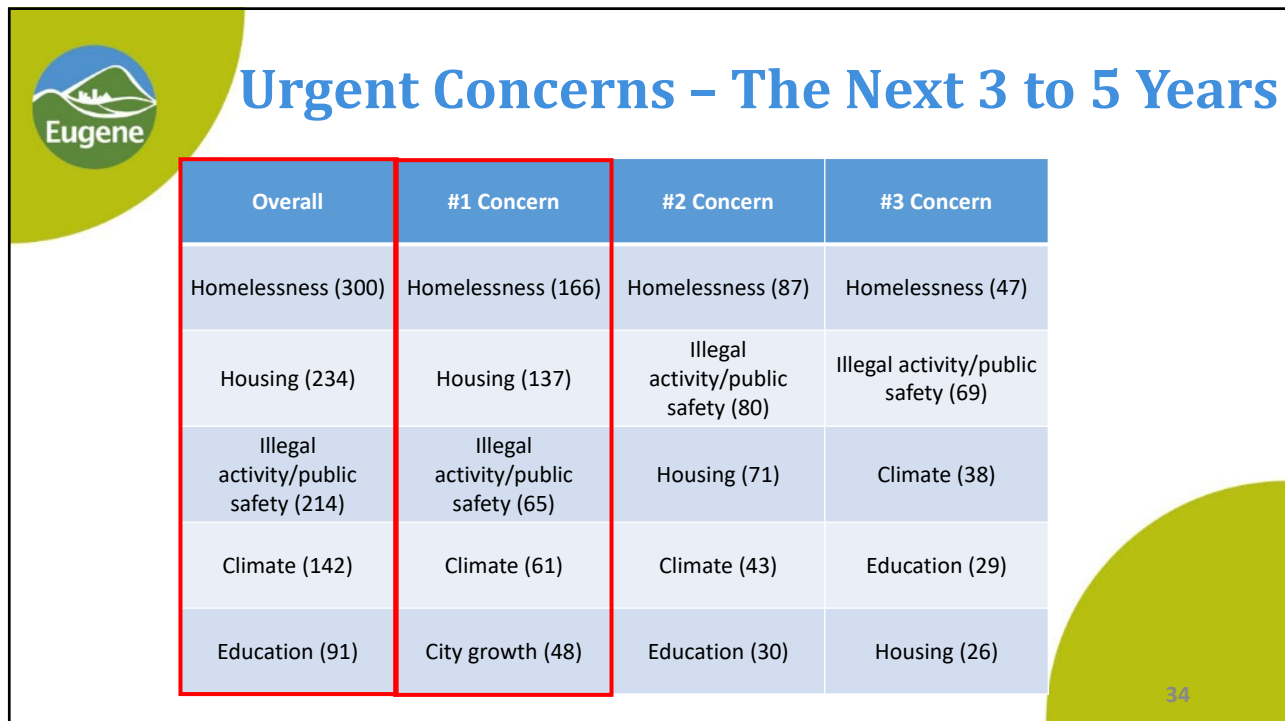
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32



33



34



What Makes Eugene Special

- Community and Culture (596)
 - Arts, culture, Hult Center, vibe
- Location (443)
 - Ocean, UO, mountains, farmland
- Environment (400)
 - Beauty, nature, weather, trees
- People (247)
 - Caring, friendly, welcoming, diversity
- City Facilities & Infrastructure (155)
 - Park system, bike paths

35

35



Next Steps

- Strategic planning
- Budgeting
- Final report
- Future surveys

36

36



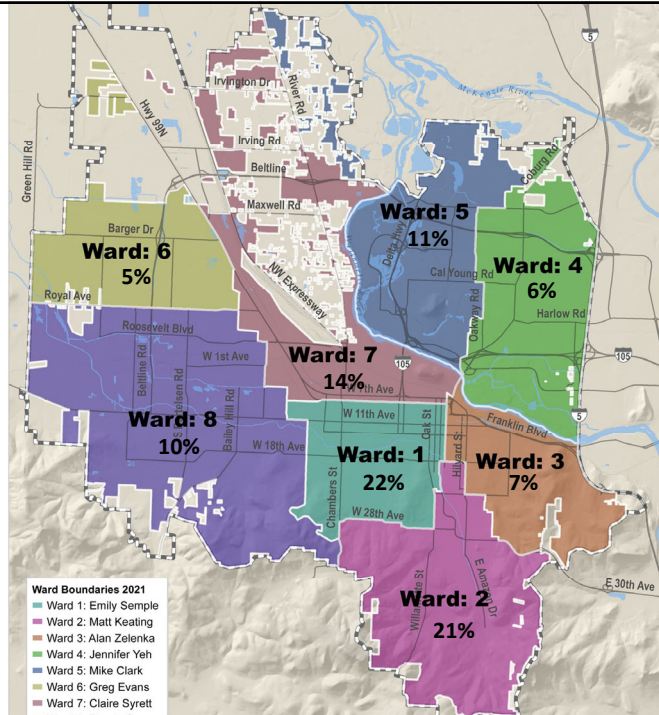
Questions & Discussion



37

37

Opt-In Respondents Council Wards



38

38