

Benchmark Scientific Survey

Downtown Revitalization Plan

*Commissioned by the...
City of Eugene, Oregon*



August 2009

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An Institute for
CONSENSUS BUILDING

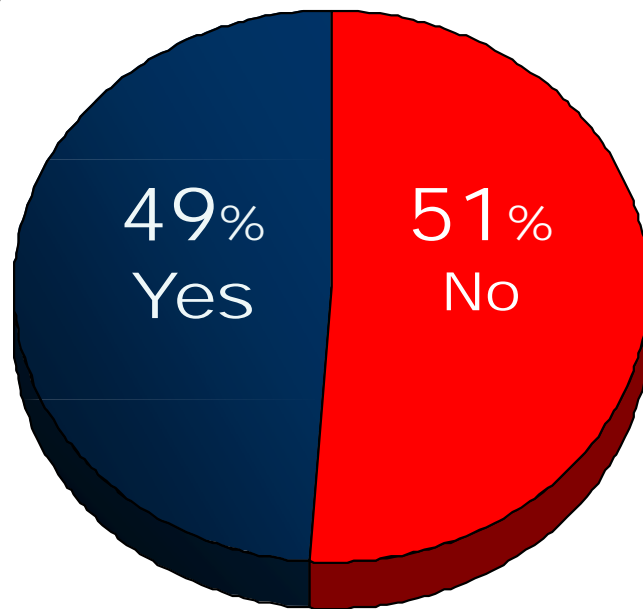


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Figure 1
Eugene, Oregon
August 2009

Local Issues of Concern (Front End of Mind)

Question: Is there a Local Issue you are especially concerned about today?



Question: If yes, What is the top local issue that concerns you today?

| Top four Issues of Concern: | |
|-----------------------------|---------------------------|
| 13% | Streets/Road conditions |
| 6% | Crime/public safety |
| 5% | Economy/jobs |
| 4% | Improve vitality downtown |



Figure 2
Eugene, Oregon
August 2009

Local Issues of Concern (Core Values)

Question: I will read a list of local concerns. Please tell me, in order of priority, which three of these local issues are of most concern to you today.

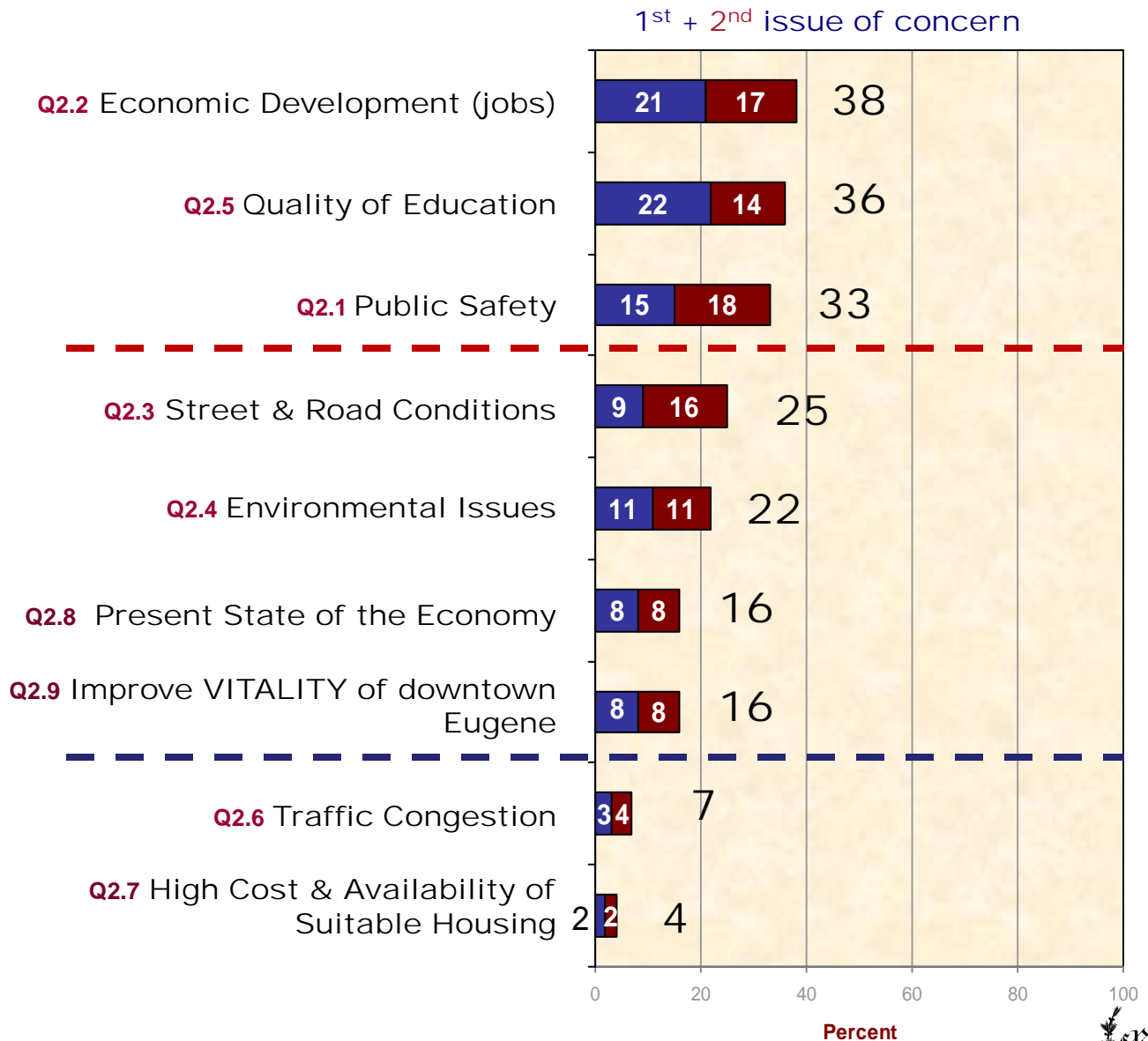
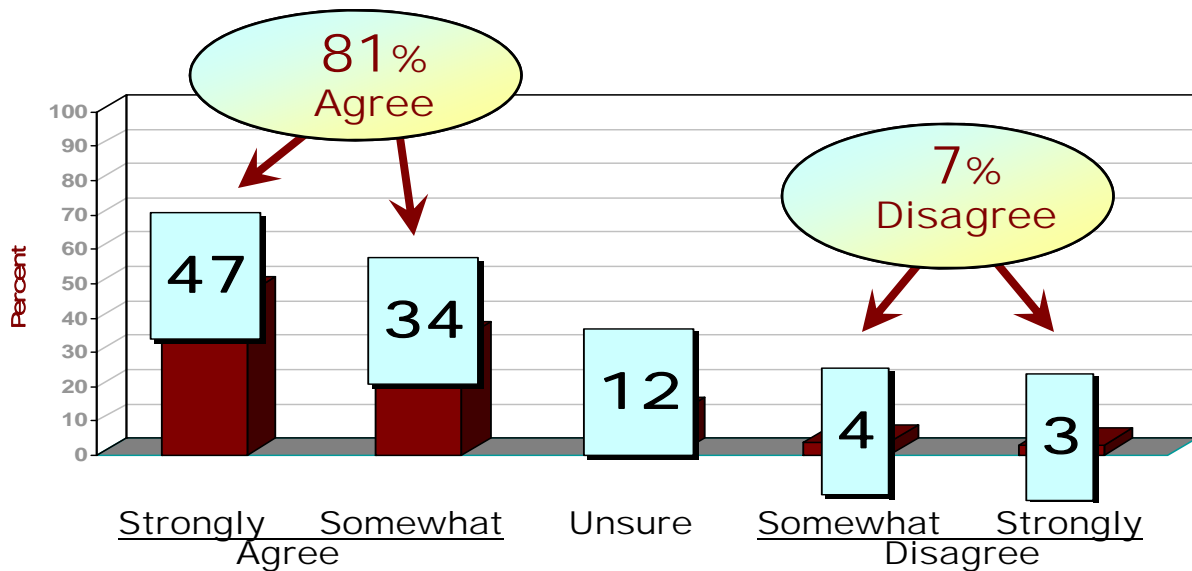


Figure 3A
Eugene, Oregon
August 2009

Attitudes Toward City Services & Quality of Life in Eugene

Statement: Eugene is a great community; I'm happy to be a resident.



Statement: There is a great deal of waste in the Eugene municipal budget; therefore, existing programs and services provided through the City can be maintained without budget cuts or increased taxes.

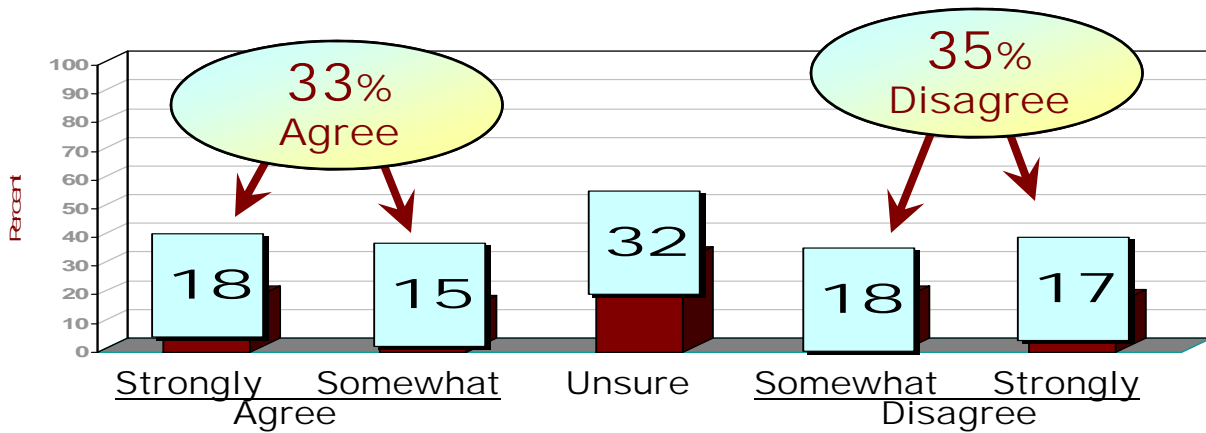


Figure 3B
Eugene, Oregon
August 2009

Attitudes Toward City Services & Quality of Life in Eugene

Statement: The City needs more public parks and open space in downtown Eugene for local residents to enjoy.

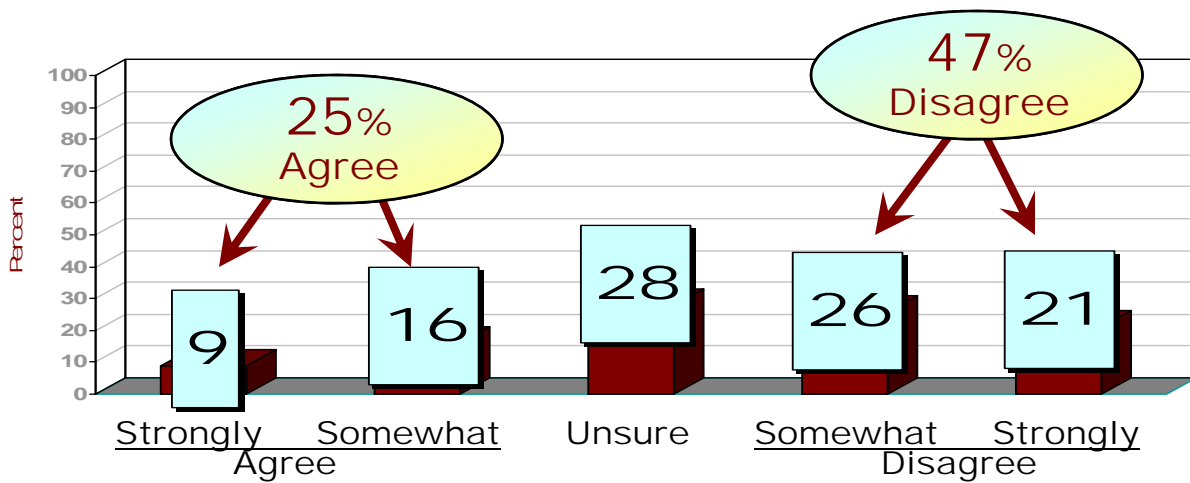
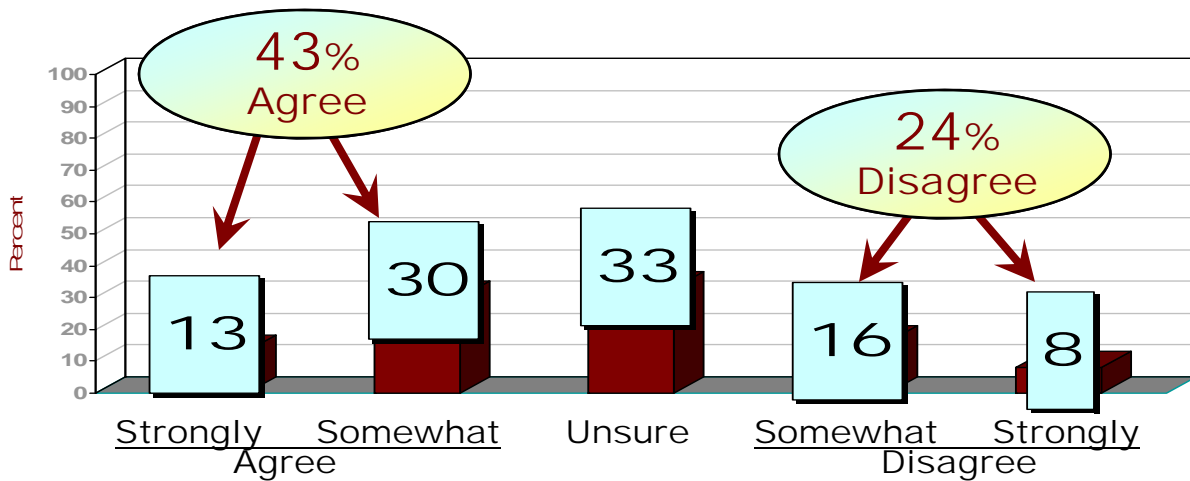


Figure 3C
Eugene, Oregon
August 2009

Attitudes Toward City Services & Quality of Life in Eugene

Statement: For the well-being of the City and Eugene residents, Urban Renewal must be made a high priority.



Statement: There is a great need to create more jobs in Eugene, especially jobs that pay a living wage.

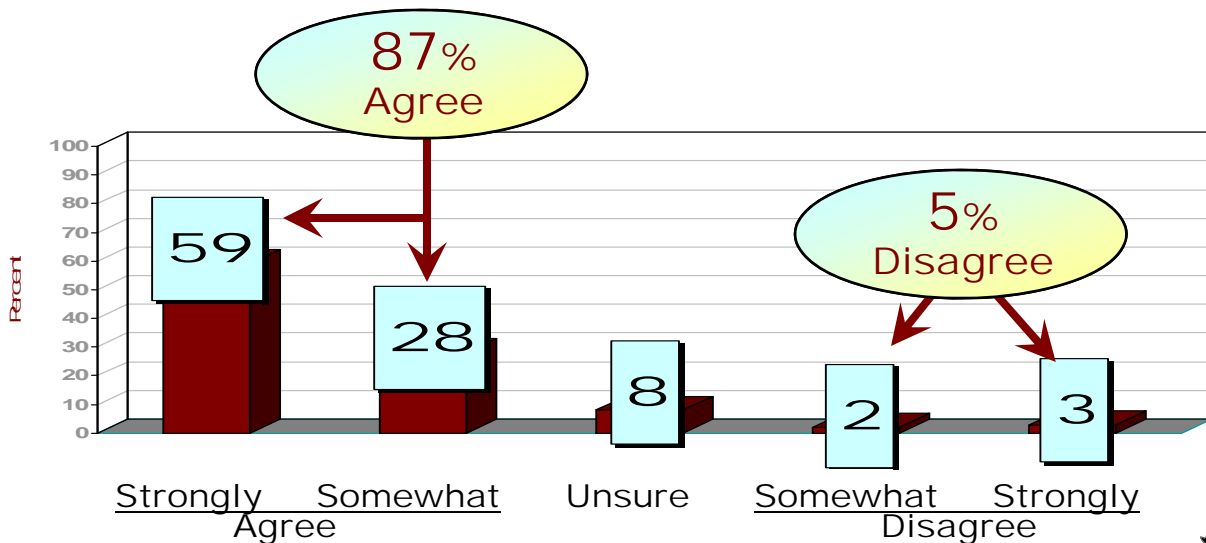


Figure 4A
Eugene, Oregon
August 2009

Aware that City Officials are Considering Modifying Downtown Revitalization Plan

Question: Before the present interview, were you aware that City officials are considering modifying its original Plan for revitalizing downtown Eugene through Economic Development?

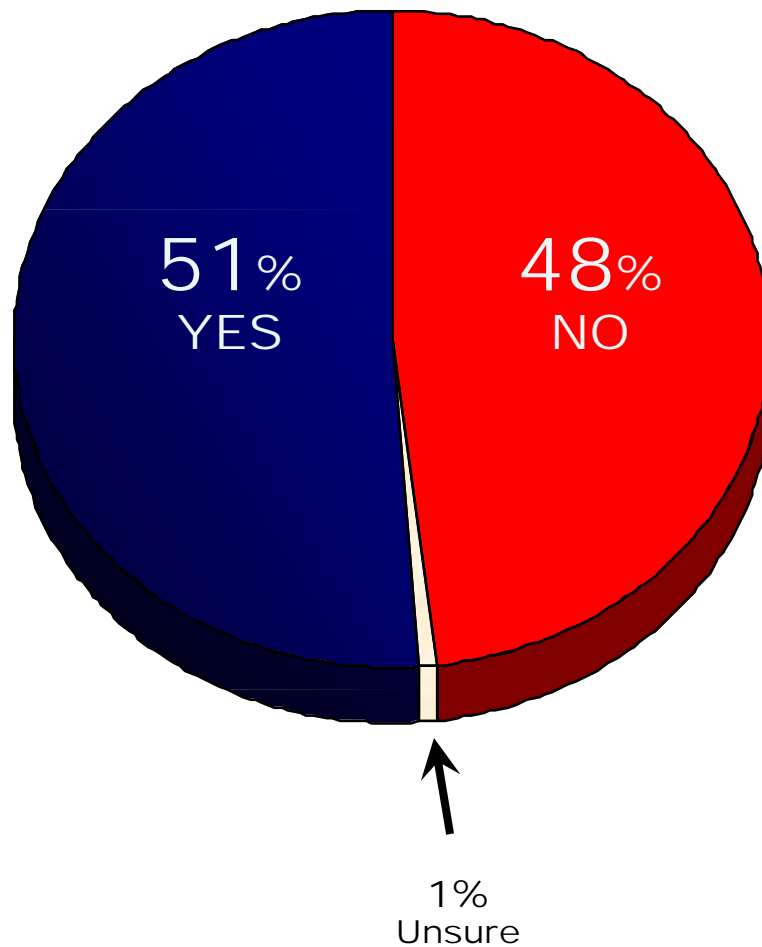


Figure 4B
Eugene, Oregon
August 2009

How Important Is Downtown Development in Eugene?

Question: When thinking about the long-term well-being of those who reside in the City, and the region, how important is Economic Development in downtown Eugene?

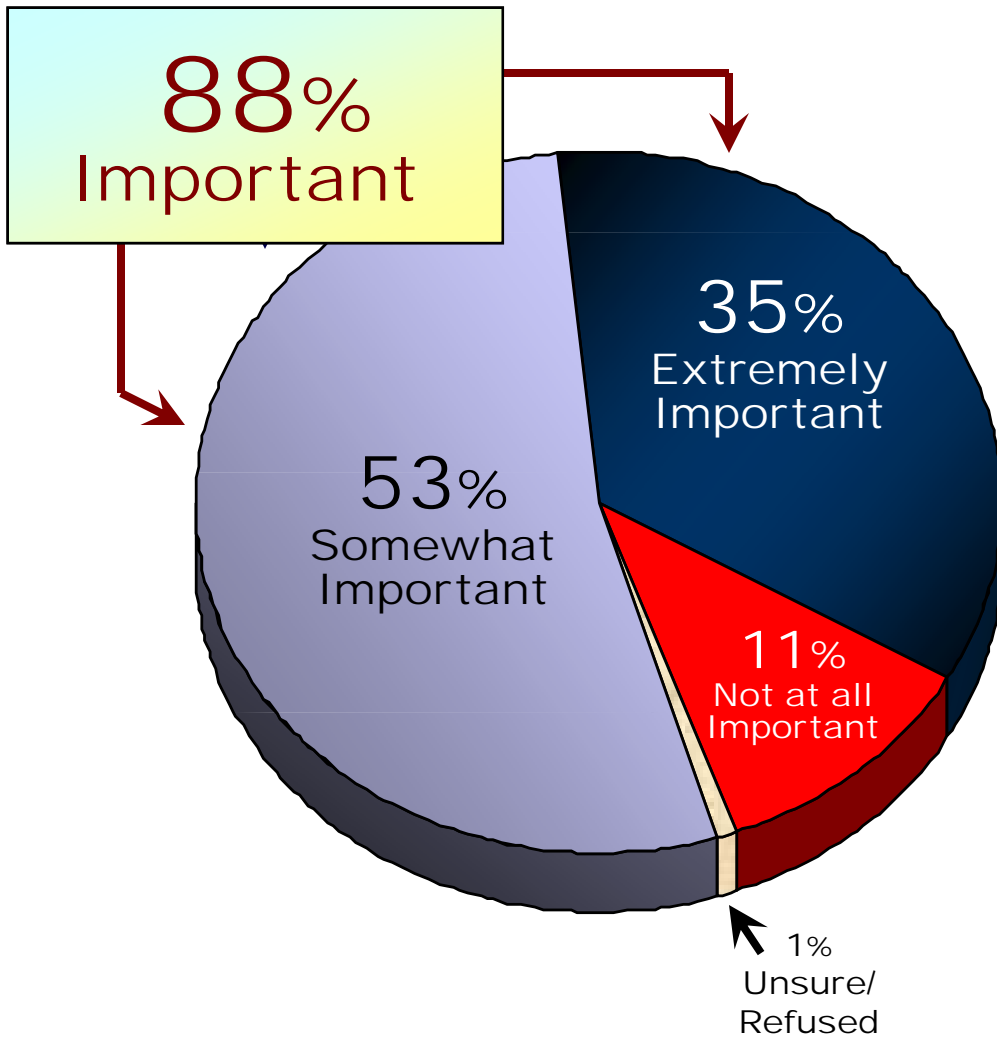


Figure 4C
Eugene, Oregon
August 2009

What Priority Should be Placed On **Economic Development** in Eugene?

Question: Given the overall needs of local residents, including those being impacted by the present state of the economy, what priority should City officials place on revitalizing downtown Eugene; or, put another way, what priority should be placed upon Economic Development in the downtown area?

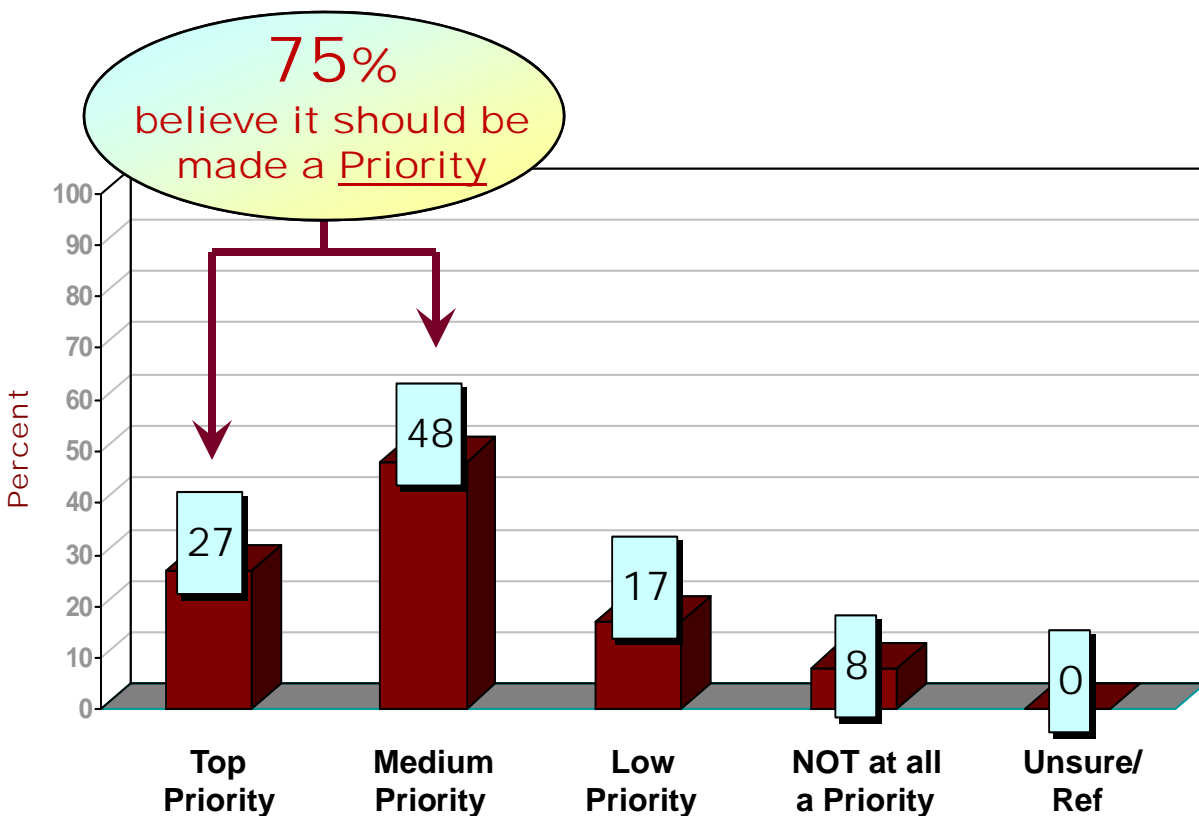


Figure 5
Eugene, Oregon
August 2009

Level of Priority for Economic Development Plan

Projects being envisioned for Downtown Revitalization:

- Expand Lane Community College's **downtown campus**
- Improvements to the **downtown public park**, called 'The Park Blocks'
- A **Veterans Medical Clinic**
- A **Civic Center**, including a campus designed as a public-private partnership
- A **Cultural Arts and Entertainment District**
- Planning a **street car**
- **Matching Grants** for facelifts, better signage, other green improvements

Question: Now that you have a better sense of what City officials have in mind for a Downtown Revitalization Plan...what level of priority do you think City officials should place on such an Economic Development Plan?

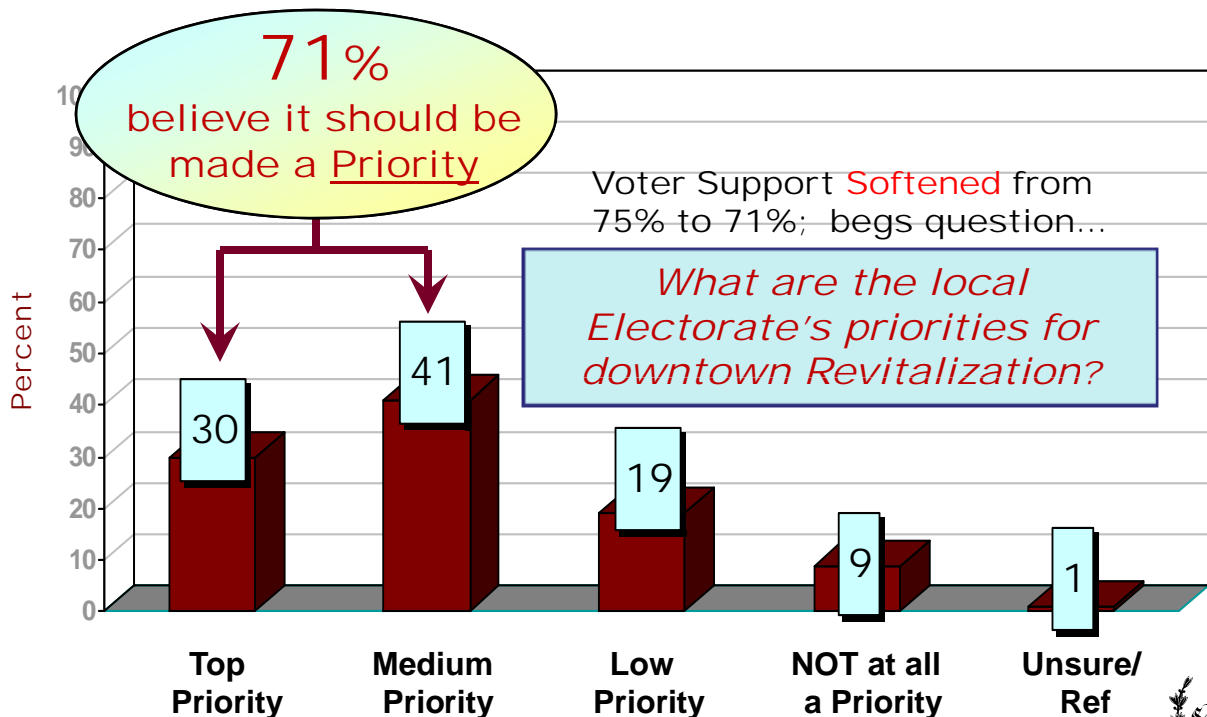


Figure 6
Eugene, Oregon
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Priority Elements for Downtown Revitalization

Question: I will now read the elements and projects being envisioned as part of Downtown Revitalization. Please tell me whether you see it as being: essential, somewhat important or should it be eliminated.

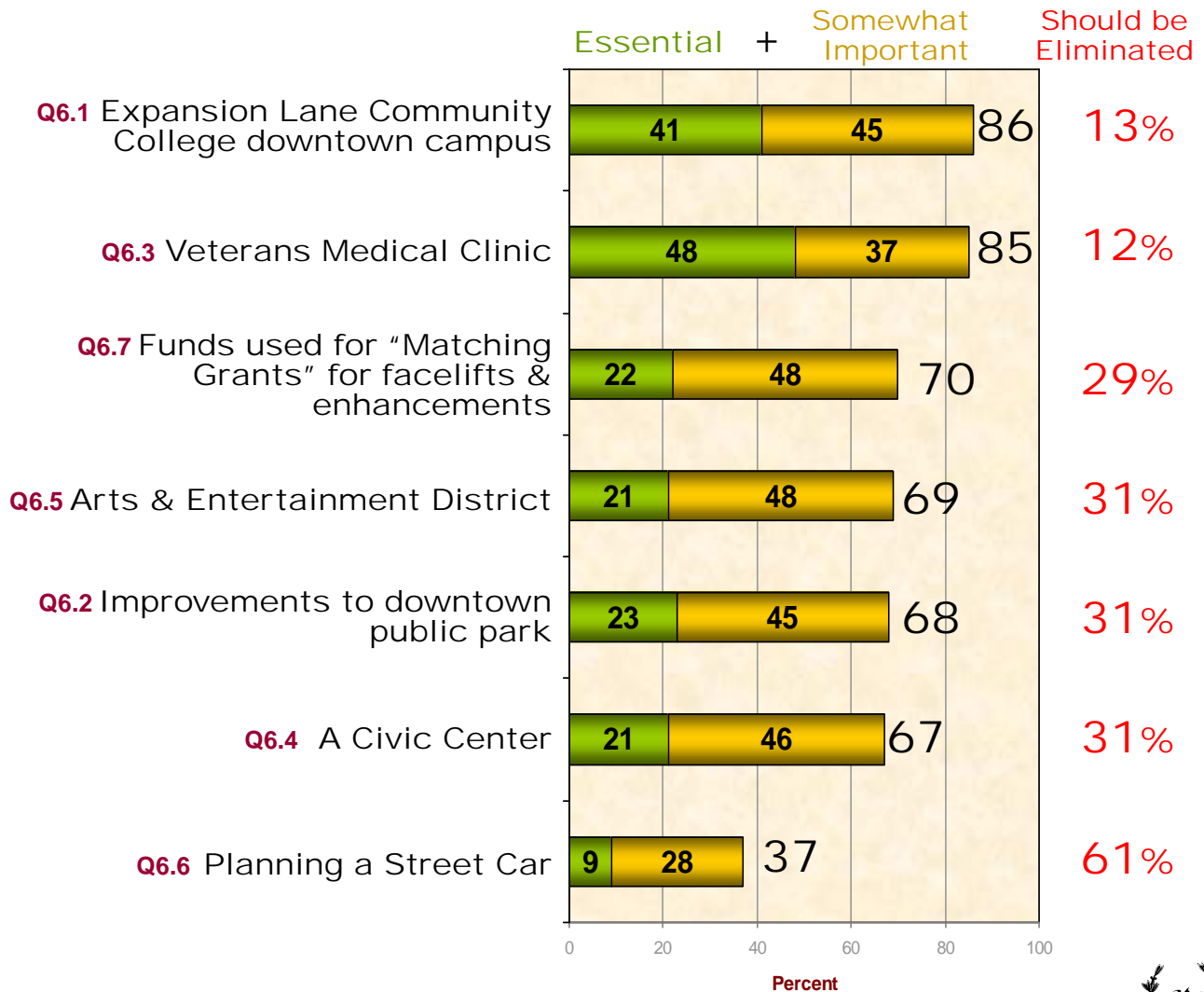
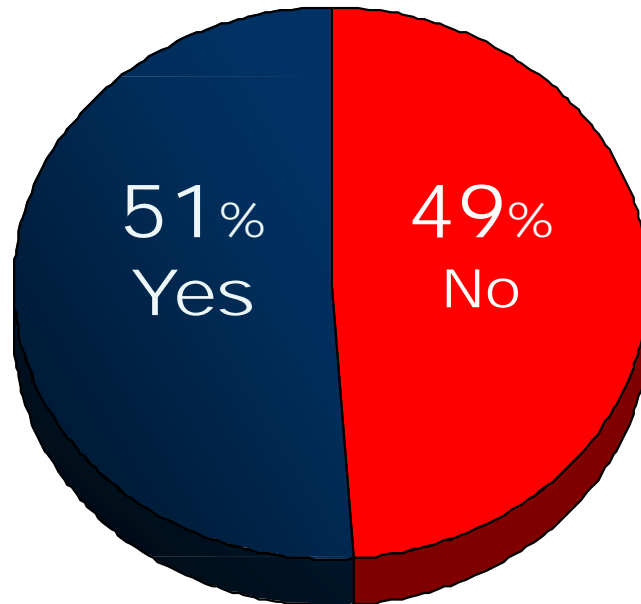


Figure 7
Eugene, Oregon
August 2009

Additional Priority Elements for Downtown Revitalization

Question: Is there anything else that you think should be included in the Economic Development Plan to revitalize downtown Eugene?



Question: What would that be?

Top four Issues of Concern:

- | | |
|-----|---|
| 11% | Adequate/Free Parking |
| 4% | Greater police presence |
| 3% | Ease regulations/incentives for business to move downtown |
| 3% | Shops that sell what people need |



Figure 8
Eugene, Oregon
August 2009

Support or Oppose Revitalization for Economic Development

Question: Now that you have a better understanding of what City officials have in mind for REVITALIZING downtown Eugene, do you SUPPORT or OPPOSE this form of Economic Development?

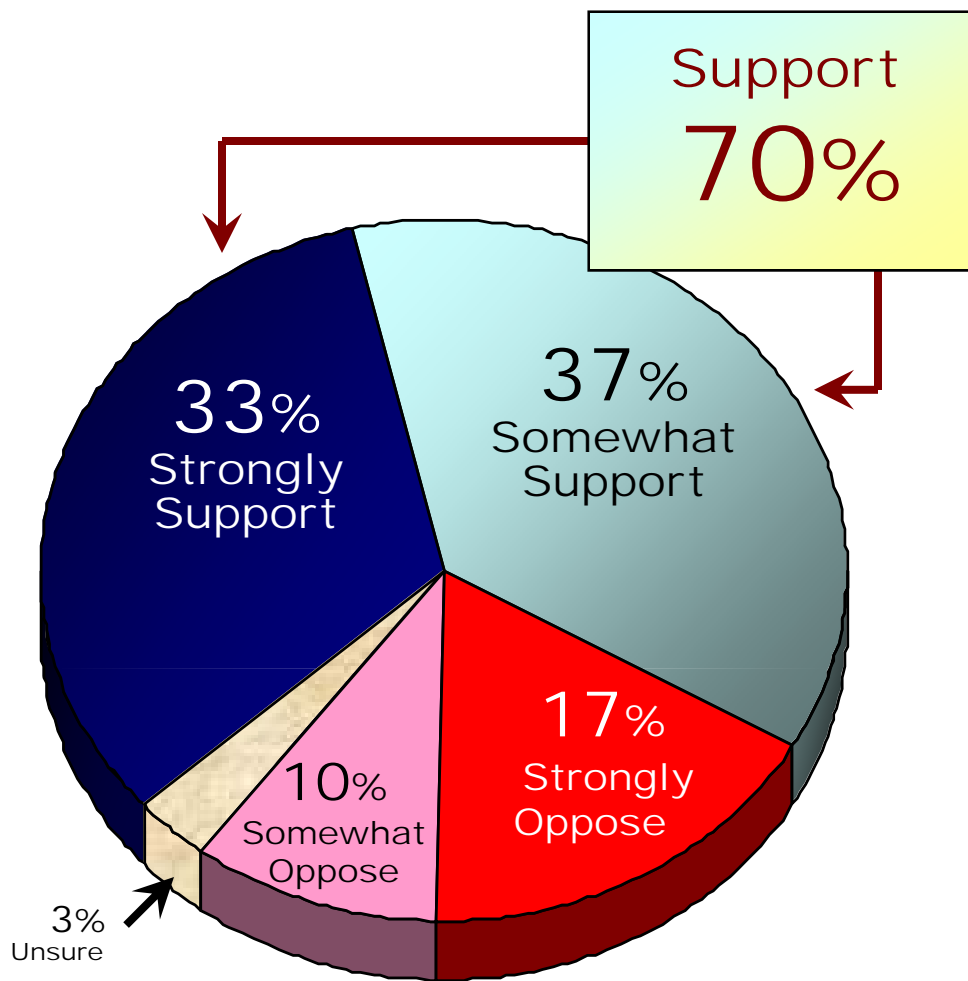
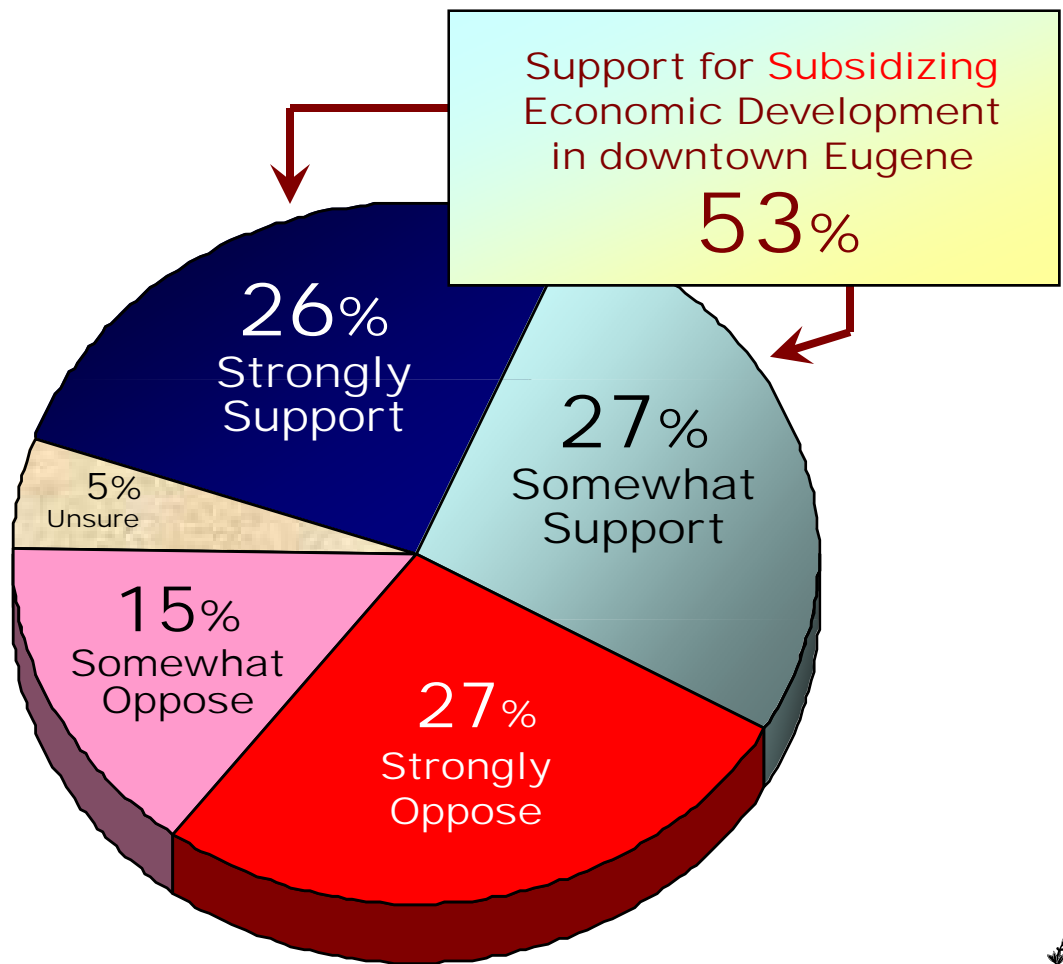


Figure 9
Eugene, Oregon
August 2009

Support or Oppose With Investment of Public Funds

Question: In order to revitalize downtown Eugene through Economic Development, it will be necessary for the City to subsidize the effort by investing public funds (which are tax dollars). Do you support or oppose the idea of using tax dollars to SUBSIDIZE Economic development in order to enable businesses in the private sector to invest in revitalizing downtown Eugene?



Thank You



*We'll be pleased to
Take Questions Now*

