

October 2016

City of Eugene Community Parks Survey

ONLINE SURVEY



Prepared by DHM Research

503.220.0575
239 NW 13th Ave #205
Portland, OR 97209
www.dhmresearch.com

Table of contents

INTRODUCTION & METHODOLOGY _____ 2

SUMMARY & OBSERVATIONS _____ 3

KEY FINDINGS _____ 5

APPENDIX _____ 16

Introduction & Methodology

1

From July 1 to October 14, 2016, DHM Research conducted an online survey of 766 Eugene residents. The purpose of the survey was to assess resident satisfaction with Eugene's parks, community centers, and pools, and to determine resident priorities for future investment. The online survey also aided in the development of a telephone survey among Eugene voters on the same topic.

Research Methodology: The online survey consisted of 766 Eugene residents. This is a sufficient sample size to assess resident opinions generally and to review findings by multiple subgroups, including age, gender, and area of the city.

Respondents were contacted via mailed material from the City, the City's Parks and Recreation website, and social media. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation.

Statement of Limitations: The online community survey served primarily as an engagement tool and did not use random sampling to reach participants. Accordingly, there is not margin of error for this survey. The large sample size of the survey provides strong validation and confidence in responses.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

Participants report high satisfaction with parks and recreation and easy access to these amenities.

- Overall satisfaction with parks and recreation in Eugene is very high among community participants, and nine in ten said they were somewhat or very satisfied with Eugene's parks, community centers, and pools (90%).
- At least two-thirds of participants from each planning sub-area said they are easily able to access a park, community center or pool from their home (67% or greater).
 - Residents from River Road/Santa Clara represented the low end of the spectrum (67%), while nearly all participants from Southeast Eugene and City Central had easy access to these facilities (95% and 94%).

Differences between the community and voter surveys are largely driven by the fact that community participants are more likely to have children and visit parks frequently.

- That 90% of community participants are satisfied with Eugene's parks and recreation represents a 10-point increase over satisfaction among voters. This is consistent with previous findings that those who use parks more are more satisfied with Eugene's parks.
 - While 70% of voters indicated they visit parks monthly or more, 87% of community survey participants visit parks at least once per month.
- Community participants are also significantly more likely to have children in the household. The voter sample is weighted to match the makeup of an off-year election, which skews older, accounting for fewer households with children (26%). Comparatively, nearly half of participants in the community survey have children in the household (45%).

These demographic differences likely account for differences in values, such as how participants prioritize funding for parks and safety.

- Community participants were much more likely to express concern about insufficient funding, while safety was viewed as a secondary concern. More than nine in ten community participants said it was somewhat or very important for Eugene to address insufficient funding for parks and recreation (92%), compared to 79% of voters.
- Conversely, 92% of voters said addressing safety—voters' top priority—was important to address compared to 87% of community participants, who viewed it as the second priority.

Participants prioritize potential parks improvements that are likely to have the biggest impact in their own backyards.

- River Road/Santa Clara and Southwest Eugene participants are the most concerned with improving access to community centers and pools (68% each). These results reflect River Road's unique parks and recreation districting issues and Southwest Eugene's lack of community centers and pools.
 - River Road/Santa Clara participants were also more concerned with improving access to parks in areas that don't currently have access (51%).
- Riverfront improvements in North Eugene were most popular among River Road/Santa Clara and Willakenzie participants (41% and 29%), where residents are closest to the Willamette and McKenzie riverfronts that lie north of the Beltway.
- Similarly, expanded paddle sports activities along Amazon Creek were most favored in both Southwest Eugene (29%), which is furthest from rivers and creeks, and Southeast Eugene (26%), which is home to Amazon Creek.

Most participants want to fix up what they have before building new, but those with limited access to parks and recreation want to see new infrastructure.

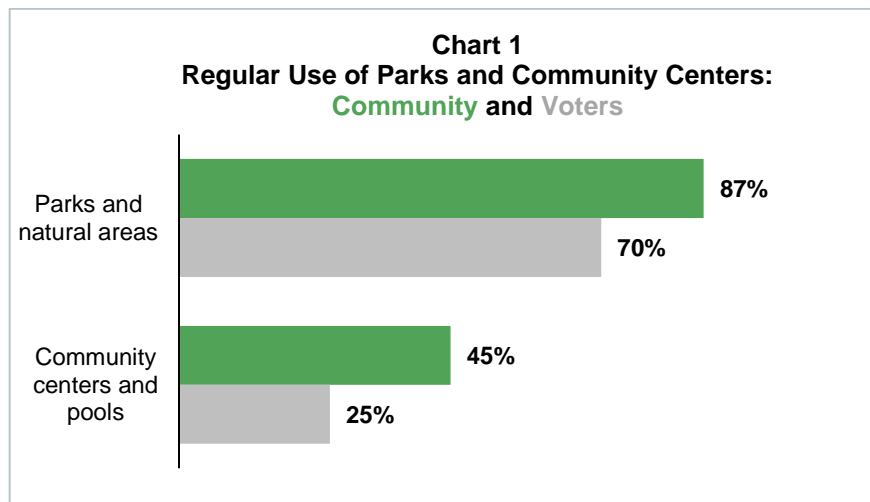
- Four in ten participants say the City should renovate existing pools and parks first (40%). This is driven largely by residents with children in the home (47%), who are more likely to visit parks and pools.
- However, in River Road/Santa Clara participants prioritized building new parks where residents currently lack access (51%),

DHM Research conducted an online survey of Eugene residents about parks and recreation in their city.

3.1 ACCESS AND SATISFACTION

Participants in the community survey are more likely than voters to visit their parks and pools frequently.

Unsurprisingly, residents who chose to respond to the online community survey are more likely than Eugene voters overall to regularly visit Eugene’s parks, community centers, and pools (Q2, Q3). For the purposes of this report, regular use is defined as monthly or more.



Source: DHM Research, October 2016

Parks and Natural Areas

Younger participants visit parks more frequently than older residents. For example, 91% of participants under the age of 45 reported that they regularly visit parks or natural areas, compared to 85% of participants 45 and older. Additionally, participants with children are more likely to visit parks regularly than those without children (91% versus 83%). The frequency of park visits decreases as the participants’ children age, from 93% for those with children under the age of five to 89% for those with children ages 12 to 17.

Participants from Southeast Eugene and City Central are the most likely to visit parks regularly (94% and 92%), while those from Willakenzie and River Road/Santa Clara are the least likely to do so (81% and 77%). Nonetheless, park visits were high among online participants across the city.

A small number of residents returned surveys in Spanish (31). Those who took the survey in Spanish indicated they were less likely to visit parks regularly (74%). Due to the small sample sizes, the

differences between those who took the survey online and those who filled out a paper survey in Spanish should be interpreted cautiously.

Community Centers and Pools

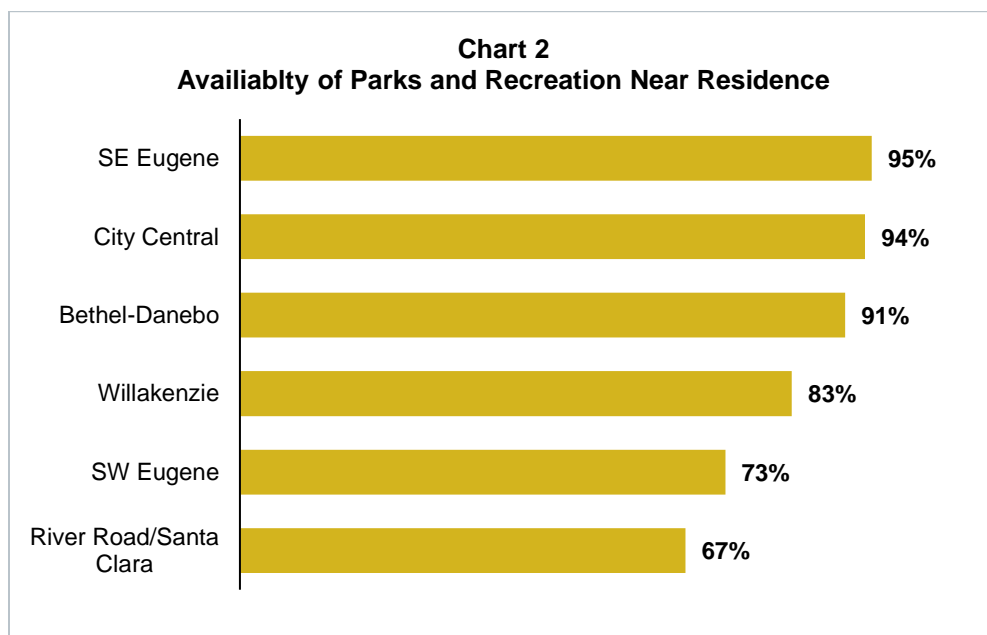
Community participants visit community centers and pools less frequently than parks. There were fewer differences between demographic groups when it came to community center and pool use, but a few groups were more likely to utilize these amenities regularly.

Participants with children were more than twice as likely as participants without children to visit community centers and pools regularly (63% versus 30%).

Regular use of community centers and pools was significantly higher in Bethel-Danebo and Southeast Eugene, and a majority of participants from each of these areas said they visit the facilities at least monthly (53% and 52%). Participation was lowest in City Central, where just more than one-third of participants reported using these resources monthly (34%).

Those who submitted surveys in Spanish were slightly more likely to use community centers and pools regularly than online participants (52% versus 44%), a reversal of behaviors related to parks. Due to the small sample size of Spanish surveys, the difference is not statistically significant. However, it does support a trend seen throughout the results, which is that participants who took the survey in Spanish are more likely to prioritize certain outdoor and family recreation opportunities.

Most residents reported easy access to parks, community centers, or pools in their area.



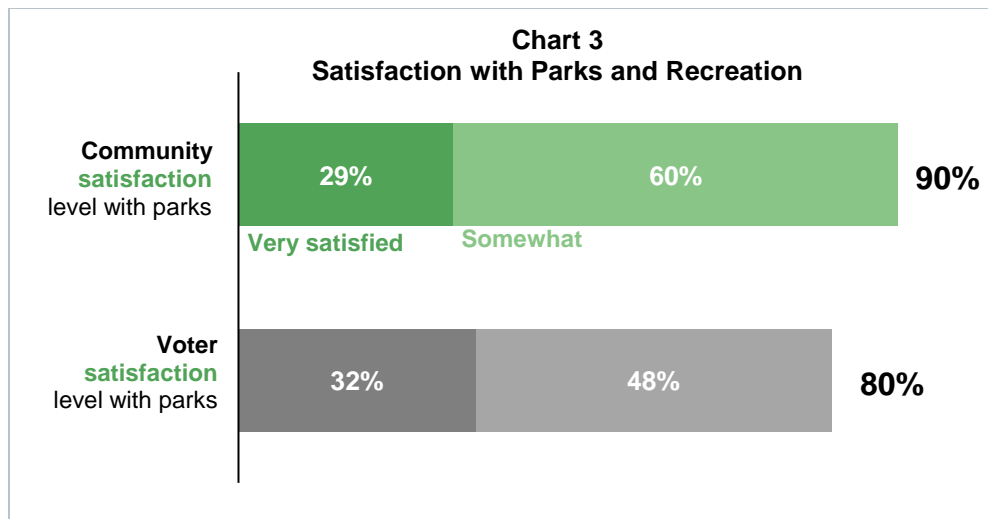
Source: DHM Research, October 2016

A strong majority of participants reported having easy access to a park, community center, or pool (Q4). Participants from Southeast Eugene and City Central were the most likely to report easy access, with more than nine in ten residents in each area. This is consistent with park and natural area usage, which was also highest in these two areas. Participants from River Road/Santa Clara are the least likely to report easy access to parks, centers, and pools, although two-thirds do report such access.

There was almost no difference between those who took the survey online (87%) and those who took the survey in Spanish (86%) when it came to accessibility of facilities.

Satisfaction with parks and recreation among participants is very high.

As expected, satisfaction was higher among participants in the online survey, who proactively took the online survey to share their opinions, than it was in the voter survey (Q1). Nonetheless, satisfaction was high in both groups, and at least four of five residents said they were somewhat or very satisfied with the City of Eugene’s parks, community centers, and pools.



Source: DHM Research, October 2016

As was true in the voter survey, participants in the online survey who visit parks regularly were more satisfied than infrequent users (91% versus 86%). However, the difference in satisfaction among regular community center and pool users represented a departure from the findings of the voter survey. Although voters who used community centers and pools regularly were also more satisfied with these amenities, the opposite was true in the community survey. While 88% of online participants who use community centers and pools regularly were satisfied, 93% of those who use these facilities less than once per month were satisfied.

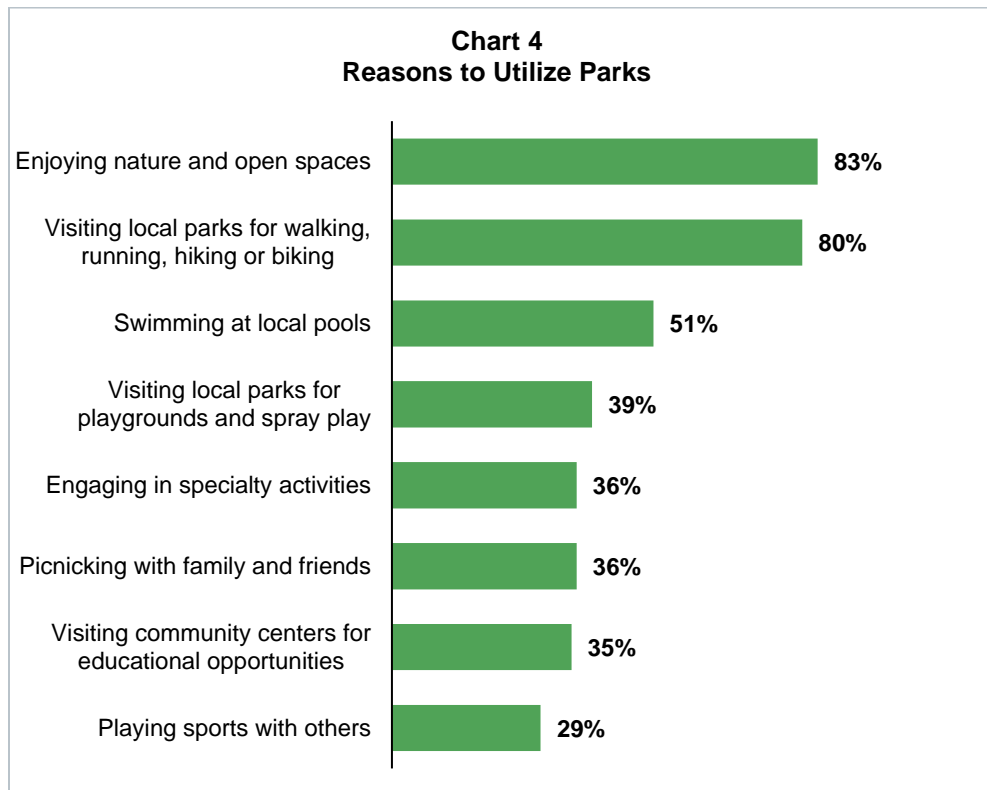
Residents under 45, who were also more likely to visit parks, reported higher satisfaction than did their older peers (94% to 88%). Residents from Bethel-Danebo and Southeast Eugene, areas both in the top three in terms of easy access to parks and recreation, reported the highest satisfaction by area (96% and 95%).

Although the sample size was small, all 31 of the Spanish survey participants reported that they were satisfied with parks, community centers, and pools. More than half of these participants (17) said they were very satisfied.

3.2 PRIORITIES FOR PARKS AND RECREATION

Although different participants have different needs, most prioritized spending time in nature and area parks.

Participants from nearly every demographic group agreed that simply enjoying the outdoors is the most important activity related to parks and recreation (Q5). Similarly, most participants highly valued the trail system for walking and biking.



Source: DHM Research, October 2016

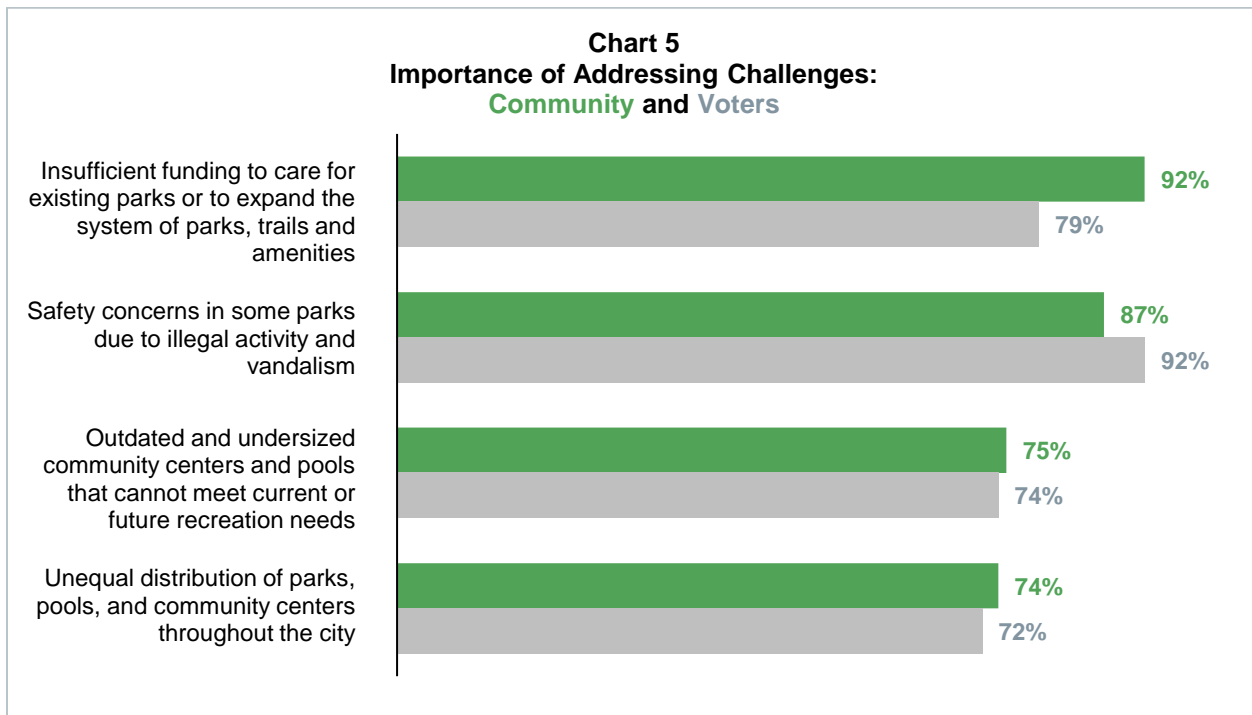
Overall, participants with children in the household agreed that *enjoying nature and open spaces* was most important, however, when looking at different age groups of children, differences emerged. Participants with children under the age of five said the most important activity was *visiting local parks for playgrounds* (87%) while those with children 12 to 17 said *swimming at local pools* was the most important activity (80%). Participants with children also placed more importance on sports activities (32% compared to 26% for those without children).

Participants in Bethel-Danebo were the most likely to have children in the home (54%). Accordingly, these participants were the most likely to value local playgrounds (54%) and community centers (46%). Willakenzie participants, a majority of whom also have children in the home (51%) did not express the same values, and in fact were the least likely of any area to say playgrounds (31%) and community centers (28%) are important activities.

Those from Southeast Eugene, City Central, and Southwest Eugene were the most emphatic about the importance of the trail system (85%-87%). Participants in City Central and Southwest Eugene were also more likely to value specialty activities at parks, like dog parks and disc golf (49% and 43%).

Spanish survey respondents placed a higher value on the offerings related to family recreation. These participants were more likely to say that playgrounds (58%), community centers (58%), and picnicking (55%) were important. Each of these represents a significant increase over online participants.

When it comes to challenges facing Eugene Parks and Recreation, participants' priorities differed somewhat from those of voters.



Source: DHM Research, October 2016

Insufficient Funding

Continuing the trend that participants in the community survey are more invested in local parks and recreation than the average voter, online participants expressed more concern about *insufficient funding* for parks [Q6(3)]. When asked how important it was to address this challenge, more than nine in ten participants said it was very or somewhat important, a 13-point increase over voters.

Participants from all demographic groups said that addressing *insufficient funding* was important. Those from City Central (97%), Southeast Eugene (95%), and Southwest Eugene (93%) were the most likely to do so.

There was some difference between online participants and those who submitted Spanish surveys when it came to funding. Online participants were more likely to say addressing funding was important (92% to 81%).

Safety Concerns

Voters were more concerned with safety and illegal activity [Q6(2)]. The five-point difference was not as stark as the difference regarding funding, but speaks to how different experiences with parks lead to different priorities.

Voters were even more concerned about safety than community participants with children (92% to 90%). However, nearly all participants from Bethel-Danebo, more than half of whom have children, said addressing safety was very or somewhat important (97%).

Women were also more likely than men to place a premium on safety (90% to 82%), a result that is typical in surveys that ask about personal safety in public places.

Outdated and Undersized Community Centers and Pools

When it comes to the importance of renovating or building new community centers and pools, there is little difference in opinion between online participants and voters [Q6(1)].

Participants with children in the home were much more likely to categorize this challenge as important (84% to 68%), consistent with the fact that those with children use community centers and pools more frequently. This result is validated with two other data points. First, women were significantly more likely than men to rate this issue as important (80% to 67%). Second, participants from Bethel-Danebo, who are most likely to have children in the home, were among the most likely by area to view updating community centers and pools as important (83%).

Participants residing in Southwest Eugene were equally likely to those from Bethel-Danebo to say updating community centers and pools are important (83%). While 47% of Southwest Eugene residents have children in the home, this result is likely driven more by the fact that Southwest Eugene currently has no community centers or pools.

Unequal Distribution of Parks, Community Centers, and Pools

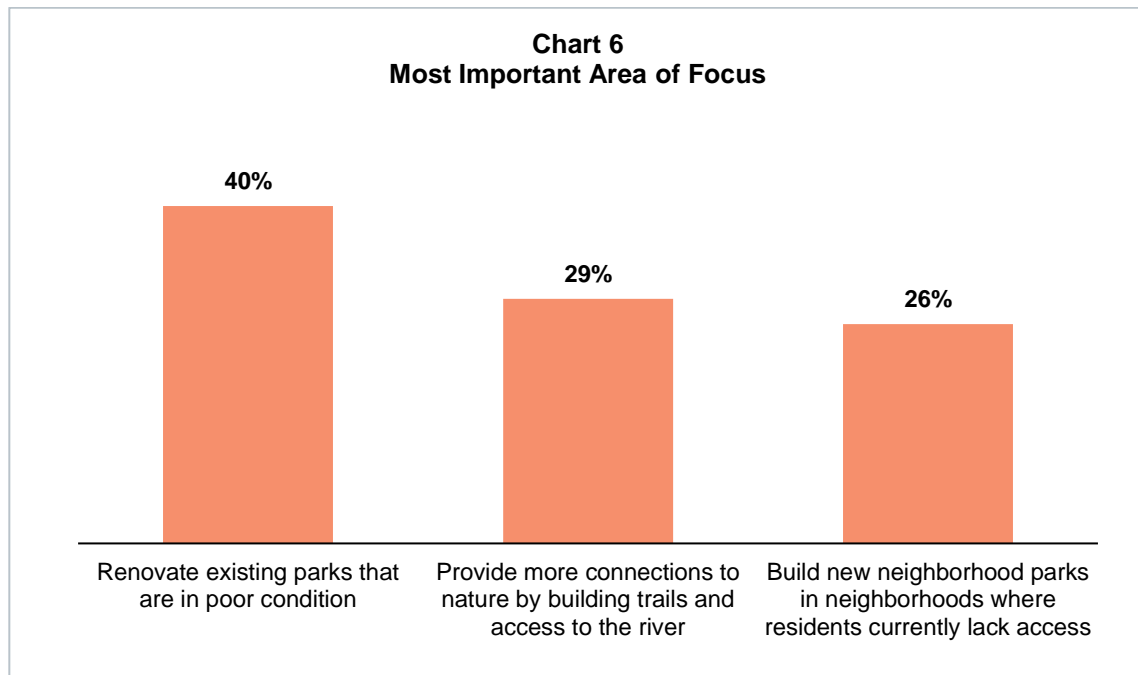
Again, there was little difference between community participants and voters, and a strong majority from each group agreed it was important to address this challenge [Q6(4)].

Women were more concerned than men (78% to 67%) about equitable distribution of facilities.

Residents from Bethel-Danebo were the most likely to say equitable distribution is important, at 80%. Willakenzie residents, on the other hand, were the least likely to agree, at 67%. Notably, Southwest Eugene residents, who have neither a community center nor pool, were squarely average, with 74%.

Participants want to renovate parks in poor condition before addressing other needs.

Overall, community participants indicated that *renovating existing parks* is a top priority, while they were split on the importance of *providing more connections to nature* and *building new neighborhood parks where residents lack access* (Q7).



Source: DHM Research, October 2016

In the voter survey, respondents had more priorities from which to choose. Overall, voters said *expanding the city's trail system* was the most important priority, followed by *renovating and maintaining existing parks*. *Access to the Willamette river* had its own category, and was ranked fifth out of six priorities by voters.

Accordingly, the results of these two surveys are not easily compared. While it may seem that *renovating existing parks* was clearly more important to community participants—who are also more likely than voters to be frequent users—demographic differences show strong divides among community respondents.

Incidentally, regular park visitors are *less* likely to say *renovating existing parks* is the most important priority (38%, compared to 49% for infrequent users). Regular visitors are instead much more likely to prioritize *more connections to nature* (31%, compared to 16% for infrequent users). Rather, it is participants with children in the household who drive support for *renovating existing parks* (47%).

Meanwhile, a majority of residents from River Road/Santa Clara said *building new parks in neighborhoods where residents currently lack access* is the most important priority to address (51%). This is likely a reflection of the River Road area's unique parks and recreation district.

PARK-SPECIFIC PRIORITIES

Priorities for park-specific improvements are largely driven by where participants live and how the suggested projects would improve their neighborhood.

Connecting with Nature

When asked which improvement is most important for *creating more connections to nature*, participants indicated that *enhancing local waterways, including Amazon Creek* (23%) and *expanding the riverfront park system in North Eugene* (20%) were most important (Q8).

Notably, these results are driven by participants' residences, which were not equally distributed in the survey. Residents from Southwest Eugene, who have limited access to parks with waterways, were the most likely to support *enhancing local waterways, including Amazon Creek* (29%). Residents from Southeast Eugene, where Amazon Creek is located, were also very likely to support this priority (26%). Those least likely to prioritize waterway enhancement, specifically including Amazon Creek, were River Road/Santa Clara participants, who are furthest from the creek (15%).

Instead residents from River Road/Santa Clara were joined by those from Willakenzie in prioritizing *expanding the riverfront park system in North Eugene*. These participants were significantly more likely to support this improvement than residents from elsewhere in the city (41% and 29%, as compared to 12%-19% in other areas). Again, the residents closest to the suggested improvement were the most supportive.

Additionally, in the open-ended responses many participants expressed a desire for a whitewater park in Eugene, similar to the one in Bend (Q16).

"A whitewater play park would prove a great asset to the community for recreation and business opportunities. There is a large population of kayakers and standup paddle boarders here that would use this facility."

— Female, 35-54, with elementary school children in the home

Building New Parks

Community participants were also asked to prioritize new parks infrastructure (Q9). *Increase walking and biking opportunities in all neighborhoods* earned a plurality of support from residents when it came to building new parks (34%), leading the second-highest priority, *build new parks on land the City currently owns*, by 12 percentage points.

Residents from City Central and Bethel-Danebo were the most likely to put walking and biking first (52% and 40%), and participants from all other areas except River Road/Santa Clara agreed this is the top priority. River Road/Santa Clara residents put *building new parks on land the City already owns* as the top priority (31%).

Nearly every demographic group agreed that *walking and biking opportunities* should be the top priority for new infrastructure. The only exception, aside from River Road/Santa Clara participants, were those 55 and older, who—like River Road/Santa Clara participants—preferred *building new parks on land the City*

already owns. This is likely due more to residency than age; River Road/Santa Clara has the highest percentage of residents 55 and over (40%).

Improving Existing Parks

When asked about the best way to improve existing parks, participants were split between *renovating riverfront parks* (37%) and *renovating existing neighborhood parks* (33%) (Q10).

Participants from Southwest Eugene and Willakenzie were the most likely to support *renovating riverfront parks* (48% and 40%), which is unsurprising given the proximity of the Willamette River and Amazon Creek to these areas.

Meanwhile, residents from Bethel-Danebo were the most likely to prioritize *renovating existing parks* (51%), another expected result when considering that this priority was also the favorite for participants with children in the household (37%). Participants with children under five were particularly likely to choose *renovating existing parks* (57%). In the same vein, *renovating existing parks* was also the top choice for women (38%). Overall, men preferred *renovating riverfront parks* (44%), as did participants without children in the home (41%).

Open restroom facilities and native vegetation were participants' top maintenance priorities.

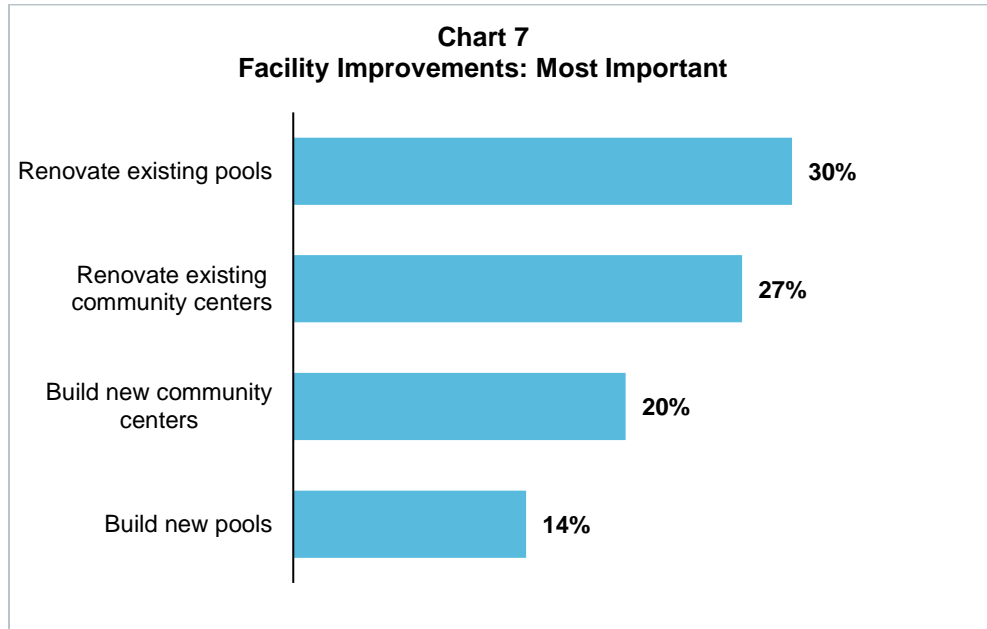
When it comes to maintenance, *keeping restrooms open* was considered a top priority by one-third of participants (34%) (Q11). Participants with children in the home were especially concerned with this priority, with 40% compared to 29% for those without children. It was also favored by residents of River Road/Santa Clara (48%) and Bethel-Danebo (46%).

Maintaining native vegetation in natural areas was also important to many participants, and one in four said it was their top priority (24%). Residents in City Central were especially likely to prioritize this activity (40%), which is consistent with the fact that residents under 45 were significantly more likely than their older peers to put it at the top of their list (31% to 21%).

With respect to the different suggested park improvements, including maintenance, some residents said “none of the above” were the most important. These responses were driven primarily by residents who described themselves as “not too satisfied” or “not at all satisfied” with Eugene’s parks, community centers, and pools were the most likely to choose “none of the above” (15%-24%).

3.3 PRIORITIES FOR RECREATION

Participants prioritize renovating existing pools, but equitable distribution of recreational opportunities is also a concern.



Source: DHM Research, October 2016

At first glance, participants appear split between prioritizing *renovating existing pools* and *renovating existing community centers* (Q12). Pools edged out community centers by only three percentage points, in part driven by the support from participants with children in the home, 42% of whom put *renovating existing pools* first (compared to 19% for participants without children at home). Residents of Willakenzie and Bethel-Danebo, where participants are most likely to have children in the home, were the two areas most supportive of renovating pools (38% and 36%).

However, looking only at participants who use community centers and pools regularly, pools were the clear favorite (43%, compared to 20% of infrequent users). The desire for renovated or additional pools was also represented in the open-ended responses. When asked what investments or priorities they would like to see that were not specifically addressed in the survey, respondents were likely to mention changes to Amazon Pool (Q16). Many participants hoped the pool would be covered or open for more of the year.

“Amazon pool is awesome! I feel that looking into a way to be able to use the pool during the winter months would be a good idea. Why not make something the city already has work for the city instead of building new structures?”

— Female, 35-54, with adolescent children in the home

Nonetheless, some residents have a strong preference for community centers. Notably, one-third of seniors 65 and older were more interested in *renovating existing community centers* (35%). Community centers were also more popular in City Central (35%).

Although renovating existing facilities was preferred by a majority of residents, one in three residents said their top priority was improving access to either community centers or pools (34%). This eye toward equity was more pronounced when participants were asked about specific renovation projects versus improving access.

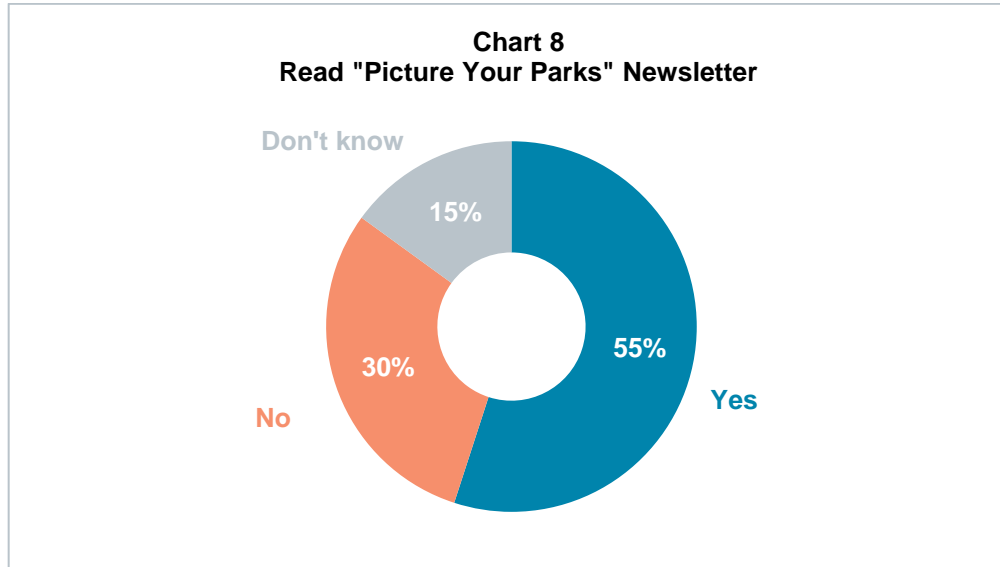
First, participants were asked whether it was more important to build a new community center in Churchill or Santa Clara or to renovate existing community centers (Q13). A plurality of participants preferred improving access to recreation by *building a new community center* in an area that does not currently have one (48%). Naturally, the greatest support for this option came from residents of River Road/Santa Clara and Southwest Eugene (68% each), as Santa Clara was specifically mentioned in the question and Southwest Eugene does not currently have a community center.

Next, participants were asked the same question but regarding pools (Q14), and the results were very similar. Again, 48% of participants overall preferred *building new pools*. Support for pools was slightly higher among River Road/Santa Clara and Southwest Eugene participants than it was for community centers (72% and 69%). For pools, Spanish survey respondents were also very likely to choose *building new* (68%).

As with parks and maintenance, residents who were less satisfied with parks and recreation in Eugene were more likely to choose “none of the above” in prioritizing different recreation improvements. When asked about renovating or building new community centers and pools, 15% of dissatisfied residents chose “none of the above.” When asked about specifically community centers, residents who were dissatisfied were even more likely to say “none of the above” (28%). When asked specifically about pools, men and residents from City Central were the most likely to say “none of the above” (25% each). Because pools are used more by residents with adolescent children, it makes sense that men were much more likely than women to say they didn’t prefer either pool option. Residents from City Central, meanwhile, don’t have access to a pool and neither option would have directly benefitted their area.

3.4 COMMUNICATIONS

A majority of participants had read the “Picture Your Parks” newsletter.



Source: DHM Research, October 2016

Older participants were the most likely to have read the “Picture Your Parks” newsletter, and 79% of participants 55 and older did so (Q18). Women were also significantly more likely than men to have read the newsletter (59% to 45%), although participants with children were slightly less likely than those without children to have read it (53% to 56%).

Those who took the survey in Spanish were less likely to have read the newsletter as well, although due to the small sample size, the difference is not statistically significant (42%, compared to 55% for online participants).

Participants who visit parks regularly were more likely to have the read the newsletter as well, but not significantly so. While 56% of regular park users read the newsletter, 48% of infrequent visitors did so.

**Did you find the information
in the “Picture Your Parks”
newsletter helpful?**



Very/Somewhat Helpful

Source: DHM Research, October 2016

Those who read the newsletter were asked if it was helpful (Q19). Overall, nine in ten of these participants said that it was. Participants were more likely to categorize the newsletter as somewhat helpful (55%) than very helpful (35%). Those who visit parks regularly were significantly more likely to find the newsletter helpful (92% compared to 77% of infrequent visitors). The difference did not hold true for frequent community center or pool residents, who found it as helpful as infrequent visitors (90% to 91%). Despite these minor differences, satisfaction with the newsletter was high among all demographic groups that read it.

In closing, residents had the opportunity to share final thoughts with Eugene Parks and Recreation (Q17). Many of these comments echoed concerns touched on in the survey, including improved access to the river, increased safety and vandalism and crime prevention, and more bike trails. Many residents used the opportunity to share their thanks with the department.

“You do a great job with a limited budget. Thank you.”

— Female, 35-54, no children

“One big reason that Eugene is such a wonderful place is its parks/green areas. Thank you for your hard work in maintaining and improving our parks system.”

— Male, 35-54, no children

**City of Eugene Parks and Recreation Community Survey
July 1 to October 14, 2016
N=766 Eugene Residents
DHM Research
Project #00429**

**Eugene Parks and Recreation
Community Outreach Survey**

Thank you for your interest in improving Eugene Parks and Recreation. This short survey will take approximately 10 minutes to complete, and your responses will help improve your local parks, community centers, and pools.

Over the last year, the City of Eugene has been listening to the concerns and ideas of local residents. After hearing from over 7,000 Eugene residents, project ideas have been identified that will help form a vision for the future.

No final decisions regarding future improvements have been made. This survey will provide additional community input on which improvements should be top priority, and whether any important concerns have been left out. Information about cost is not included in this survey, but community input regarding cost will be collected in the future.

To thank you for your time, for completing the survey, you can enter into a drawing for five (5) \$50 gift certificates to use for Eugene recreation programs. You may sign up for the raffle at the end of the survey.

This study is being conducted by DHM Research, an independent, nonpartisan public opinion research firm specializing in planning issues.

Please be assured that your information will not be sold or distributed. This study is strictly for research purposes and all of your information is completely confidential.

1. How satisfied are you with the City of Eugene's parks, community centers, and pools?

| Response Category | N=766 |
|----------------------|-------|
| Very satisfied | 29% |
| Somewhat satisfied | 60% |
| Not too satisfied | 8% |
| Not at all satisfied | 2% |

How often do you or members of your household community participate in each of the following activities in Eugene:

| Response Category | Daily | Weekly | Monthly | 5-10 times per year | A few times or year or less | Refused |
|-------------------------------------|-------|--------|---------|---------------------|-----------------------------|---------|
| 1. Visit a park or natural area | 22% | 50% | 14% | 8% | 5% | 1% |
| 2. Visit a community center or pool | 12% | 20% | 13% | 18% | 26% | 11% |

3. Is there a park, community center, or pool that you can easily access near your home?

| Response Category | N=766 |
|-------------------|-------|
| Yes | 86% |
| No | 12% |
| Don't know | 2% |

4. Which of the following activities would you say are most important to you and members of your household? (check all that apply)

| Response Category | N=766 |
|--|-------|
| Enjoying nature and open spaces | 83% |
| Visiting local parks for walking, running, hiking or biking | 80% |
| Picnicking with family and friends | 36% |
| Swimming at local pools | 51% |
| Visiting local parks for playgrounds and spray play | 39% |
| Visiting community centers for educational opportunities or activities | 35% |
| Engaging in specialty activities at local parks, such as gardening, golf, disc golf, skateboarding and going to the dog park | 36% |
| Playing sports with others | 29% |

5. Four challenges facing local parks and recreation have been identified. Please tell us how important addressing each of these challenges is to you and your household.

| Response Category | Very important | Somewhat important | Not too important | Not at all important |
|--|----------------|--------------------|-------------------|----------------------|
| (1) Outdated and undersized community centers and pools that cannot meet current or future recreation needs. | 37% | 38% | 20% | 5% |
| (2) Safety concerns in some parks due to illegal activity and vandalism. | 55% | 32% | 10% | 3% |
| (3) Insufficient funding to care for existing parks or to expand the system of parks, trails and amenities. | 61% | 31% | 7% | 1% |

| Response Category | Very important | Somewhat important | Not too important | Not at all important |
|---|----------------|--------------------|-------------------|----------------------|
| (4) Unequal distribution of parks, pools and community centers throughout the city, leaving some neighborhoods with less access to parks and recreation facilities. | 38% | 36% | 21% | 5% |

6. Please select the area of focus you think is most important for park improvements.

| Response Category | N=766 |
|---|-------|
| Renovate existing parks that are in poor condition. | 40% |
| Provide more connections to nature by building trail and access to the river. | 29% |
| Build new parks in neighborhoods where residents currently lack access. | 26% |
| None of the above | 5% |

7. The following investments are potential projects that would create more connections to nature. Please select the natural area improvement that you think is *most important*.

| Response Category | N=766 |
|--|-------|
| Enhance local waterways for canoeing, paddleboarding and kayaking, including Amazon Creek, the Canoe Canal, and the Willamette River. | 23% |
| Expand the riverfront park system in North Eugene by continuing to work toward a long-range goal of acquiring property on the Willamette and McKenzie Rivers, north of Beltline Highway. | 20% |
| Acquire additional land for the Ridgeline Park and Trail System that completes connections between Fern Ridge Reservoir and Mt. Pisgah. | 16% |
| Build new trails and trailheads in natural areas that are currently owned but not accessible. | 16% |
| Develop Suzanne Arlie Park, located south of Lane Community College, to create a nature/adventure park which could include activities such as mountain biking, hiking, group camping, and outdoor education. | 15% |
| None of the above | 10% |

9. The following investments are potential projects that would build new parks. Please select the following park project that you think is *most important*.

| Response Category | N=766 |
|--|-------|
| Increase walking and biking opportunities in all neighborhoods by providing a safer and more enjoyable walking and biking experience on low-volume residential streets and making connections to an expanded system of off-street paths. | 34% |
| Build new neighborhood parks on land the City currently owns in areas of town where residents have poor access to parks. | 22% |
| Build new community parks with specialty facilities like community gardens, dog parks, spray play and running trails in areas of town where residents have poor access to those facilities. | 19% |
| Build a multi-field sports complex to accommodate daily play and local and regional tournaments. | 12% |
| Acquire additional land for new neighborhood and community parks in areas of town where residents have poor access. | 5% |
| None of the above | 9% |

10. The following investments are potential projects that would improve existing parks. Please select the following park improvement that you think is *most important*.

| Response Category | N=766 |
|---|-------|
| Renovate riverfront parks and improve access to the river for swimming, fishing, paddling, nature viewing and improving fish and wildlife habitat. | 37% |
| Renovate existing neighborhood parks that are in poor condition. | 33% |
| Renovate existing community parks and specialty facilities like community gardens, tennis courts, dog parks, running trails and sports fields that are in poor condition. | 23% |
| None of the above | 7% |

11. Please select the following park maintenance activity that you think is most important:

| Response Category | N=766 |
|--|-------|
| Keeping restrooms open | 34% |
| Maintaining native vegetation in natural areas | 24% |
| Caring for street trees and park trees | 17% |
| Watering and mowing grass lawns | 11% |
| Caring for shrubs and plants in landscape beds | 5% |
| Maintaining street median landscaping | 2% |
| None of the above | 7% |

12. Please select the area of focus you think is *most important* for recreation facility improvements.

| Response Category | N=766 |
|--|-------|
| Renovate and expand Eugene’s existing pools to increase capacity, provide more recreational amenities and improve operational and energy efficiencies. | 30% |
| Renovate and expand Eugene’s existing community centers to increase the number and types of activities provided and improve operational and energy efficiencies. | 27% |
| Build new community centers in areas of town where residents have poor access to community centers. | 20% |
| Build new pools in areas of town where residents have poor access to pools. | 14% |
| None of the above | 9% |

13. The following investments are potential projects that would *increase access to community centers*. Please select the recreation expansion that you think is *most important*.

| Response Category | N=766 |
|--|-------|
| Build a new community center in Churchill or Santa Clara, where residents currently have poor access to recreation facilities. | 48% |
| Renovate existing community centers, including Petersen Barn, Sheldon Community Center and Campbell Senior Center to increase the capacity and the number of activities offered. | 36% |
| None of the above | 16% |

14. The following investments are potential projects that would *increase access to pools*. Please select the recreation expansion that you think is *most important*.

| Response Category | N=766 |
|--|-------|
| Build a new pool in Santa Clara or Churchill, where residents currently have poor access to recreation facilities. | 48% |
| Renovate existing pools, including Echo Hollow Pool and Sheldon Pool to increase capacity and provide more recreational amenities. | 37% |
| None of the above | 15% |

15. Would you be willing to pay something each month to fund the improvements you identified as priorities?

| Response Category | N=766 |
|-------------------|-------|
| Yes | 54% |
| No | 12% |
| Don’t know | 34% |

16. Eugene Parks and Recreation relies on community input to help prioritize future investments. In the space below, please list any investments or priorities that you'd like to see that were not addressed in this survey. **(open)**

17. Is there anything else you'd like to share with Eugene Parks & Recreation? **(open)**

18. Did you read the "Picture Your Parks" newsletter that was mailed to your home?

| Response Category | N=766 |
|-------------------|-------|
| Yes | 55% |
| No | 30% |
| Don't know | 15% |

19. **(If 'Yes')** Did you find the information in the "Picture Your Parks" newsletter helpful?

| Response Category | N=419 |
|--------------------|-------|
| Very helpful | 35% |
| Somewhat helpful | 55% |
| Not too helpful | 7% |
| Not at all helpful | 1% |
| Don't know | 2% |

These last questions are for demographic purposes.

20. What is your age?

| Response Category | N=766 |
|-------------------|-------|
| 18-24 | 4% |
| 25-34 | 20% |
| 35-54 | 45% |
| 55-64 | 16% |
| 65+ | 14% |

21. What is your gender identity?

| Response Category | N=766 |
|-----------------------------|-------|
| Male | 32% |
| Female | 65% |
| Non-binary | 1% |
| Additional gender identity: | 1% |

22. Do you have children under the age of 18 living in your household?

| Response Category | N=766 |
|-------------------|-------|
| Yes | 45% |
| No | 55% |

23. In what age categories do your children fall?

| Response Category | N=348 |
|--------------------------|--------------|
| 0-4 | 30% |
| 5-11 | 54% |
| 12-17 | 45% |
| Refused | 1% |

24. What planning sub-area do you live in?

| Response Category | N=766 |
|--------------------------|--------------|
| Southeast Eugene | 31% |
| Willakenzie | 20% |
| Southwest Eugene | 14% |
| Bethel-Danebo | 9% |
| River Road/Santa Clara | 12% |
| City Central | 12% |

Thank you for participation in this survey. Your responses are critical in guiding the future parks and recreation investments in Eugene.