Reaching Out

- Flyers / Tabling
- Direct mail invitation
- E-Newsletter
- Mobile & Display outreach
- Volunteer canvassing

- Targeted outreach to under-represented groups:
  - Youth @ NEHS
  - Business owners
  - Latino residents
  - Affordable Housing residents

- Small group activities

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MY IDEA FOR THE NEIGHBORHOOD

If you like to draw, use the colored pencils to draw a vision of the future of the neighborhood!

If you prefer to write, share an idea. If possible, include what it could bring the community and
collections or obstacles to making it happen. P.S. You can also write and draw :)
Introduction

With adoption of Eugene's urban growth boundary complete, City Council directed staff to begin neighborhood planning in the River Road and Santa Clara neighborhoods. With this direction, City staff began collaboration with County staff and the two Community Organizations to explore in detail neighborhood decision-making in River Road and Santa Clara for decades to come.

This project update offers background information, summarizes the Reaching Out phase – primarily from the first community event where we are headed in the new year.

Project description

The River Road and Santa Clara Community Organizations, in concert with the City of Eugene and Lane County, have been reaching out to neighbors to gain their input into decision-making in both neighborhoods.

- Land Use Planning: What activities, like housing, shops or services, do you want in your neighborhood? How do you feel about zoning?
- Economic Development: How will good jobs and services be created?
- Parks and Natural Resources: What do we want to happen with parks and trails?
- Transportation: How will we get around?

The outcome of our work together will be a Neighborhood Plan to guide the future growth and development of the River Road and Santa Clara communities.

Community collaboration

This is a collaborative effort among the River Road, Santa Clara, the neighborhood association, Eugene, and Lane County. The community organizations, SCROA (Santa Clara River Road Outreach and Learning, 2017 Implementation Planning Team) initiatives, the community college, and in reaching out and engaging neighbors. The results have been encouraging.

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Reaching Out: Rural Santa Clara & Business Canvassing

The ‘Reaching Out’ phase of the River Road - Santa Clara neighborhood planning process focused on broad public awareness of the project and soliciting input on the neighborhood vision from a diversity of voices. This report summarizes the targeted outreach conducted by City staff and neighborhood volunteers to two specific stakeholder groups: rural residents of Santa Clara and businesses interests in both neighborhoods.

For different reasons, business interests and rural residents do not typically attend traditional community engagement events. Business owners are sometimes tied to their stores all day and may have fewer opportunities to connect with the city's future leaders. On the other hand, rural residents may not feel that an outreach event for the neighborhood is necessary for them. The project team believed it was important to target outreach efforts at these constituencies. The following sections summarize the project team's approach to engaging these communities and the resulting feedback.

Rural Outreach

The Santa Clara Community Organization includes rural residents who live beyond the urban growth boundary (UGB). Members of this community are unlikely to participate in broader neighborhood workshops that are not tailored to their unique geographic location.

Over twenty participants attended the rural Santa Clara workshop held at Madison Middle School on December 14, 2017. Occasionally hosted by the City of Eugene, Lane County, and the River Road and Santa Clara Community Organizations, attendees had the opportunity to participate in the same activities as those who came to the large community event in October: a mapping exercise to identify what they value about the area, and a "key ideas" activity that asked participants to share their future hopes for the neighborhood. These activities generated the following results.

Land Use

Land use was discussed extensively by participants at the rural outreach event. The majority of land use comments were about protecting the existing farm zoning and high quality soil. That said, there were also frustrations expressed over the limits on land uses resulting from being outside the UGB. A recurring suggestion was to address the

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Lo que han escrito

Temos del alcance a la comunidad Latina de River Road y Santa Clara incluye el acceso equitativo a los servicios, incluyendo el transporte, la vivienda, los parques y la recreación. Seguridad, ya sea en la casa o en la calle, es un elemento esencial para los residentes y negocios. Por último, un sentido de comunidad y apoyo para la familia es primordial para los residentes.

Seguridad Pública

La delincuencia, incluido el robo, es una preocupación clave para los residentes. Las áreas problemáticas incluyen el lago del río y la zona de las personas expresan preocupación acerca de la futura estación de bomberos de Santa Clara, y los temas de apoyo para la seguridad podrían generar un impacto.

Tema de la gente sin hogar

Los residentes y los negocios tienen más contacto con la gente sin hogar porque a menudo caminan por el área. Las personas expresan compasión y quieren servir de cualquier manera adicional para ayudar a la comunidad.

Los próximos pasos

En el 2018, vamos a pasar un año para el proyecto que es el primer paso, una asamblea comunitaria y un plan de trabajo con esa visión en realidad. Sin embargo, los residentes de River Road y SantaClaraPlan.org, participar en el próximo evento, o recibir una invitación a la próxima reunión grande en...
Major Themes from Outreach

Value Today

- Walking and cycling safely (for all reasons)
- Local, small shops
- Pools and free play
- Natural environment, esp. the Willamette River
- Large lots preserve trees
- Local schools & parks
- Agricultural heritage

NOTE: Transportation, Nature, & Community were top vote getters

My Idea for the Future

- Preserve Ag land
- Need well designed infill, transition standards
- Support small, local biz
- Need more restaurants (3rd places)
- SC needs a community center, pool, dog park
- Expand bus service
- Improve sidewalks + add bike paths
- Traffic calming needed
- Resolve jurisdictional confusion
**Neighborhood Plan Process**

**1. Reaching Out**
- Fall 2017

**2. Action Plan**
- Spring 2018

**3. Making It Happen**
- Fall 2018

**4. Adoption**
- Plan Approval

**Vision**
- Community Members & Groups
- Santa Clara Community Organization
- River Road Community Organization
- Eugene City Councilors / Lane County Planning Commission

**How to Connect:**
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  - Phone: 541-682-5485

Sign up for emails or more information:
www.riverroad-santaclara-plan.org
Community Advisory Committee

River Road
- Cameron Ewing
- Jon Belcher
- Luisa De Heer
- Michele O’Leary
- Rebecca Sprinson
- Luke Callahan (alt)

Santa Clara
- Ann Vaughn
- Ed McMahon
- Kate Perle
- Louie Vidmar
- Rick Duncan
- Terah Cleveland
- Carl Below (alt)
Neighborhood-led

Collaborative outreach

CAC & Working Groups

Community Event #2: MAY!!!