

## Neighborhood Priorities

### Introduction

The River Road and Santa Clara Community Organizations, in collaboration with residents, businesses, the City of Eugene and Lane County, have been reaching out to neighbors to create a vision that will guide decision-making in River Road and Santa Clara for decades to come. The outcome of our work together will be a Neighborhood Plan adopted by the City of Eugene and Lane County to guide the future growth and development of the River Road and Santa Clara areas.

### PROCESS TO DATE

In the fall of 2017, during the "Reaching Out" phase, community members were asked what they value now in their neighborhood and what their hopes for the future are. The results of this outreach identified areas where community members were united, and it flagged some more complicated areas for future neighborhood conversations.

In the spring and summer of 2018, we zeroed in on those challenging issues, asking the 'tough questions' about how the community will grow and change over time. Questions were organized under the five topic areas of the plan: land use, transportation, economic development, parks and natural resources, and community.

While delving into these challenging issues, community members also worked together to create overarching vision statements for each of the five topic areas. See appendix A and B for the vision statements and subsequent draft goals developed in the summer and fall of 2018.

Starting in fall 2018, we will identify policies and potential implementation strategies, which will set the stage for action planning in the new year.

### COMMUNITY COLLABORATION

This project is a collaborative effort among the River Road and Santa Clara Community Organizations, the City of Eugene, and Lane County. Over the winter we launched two key community groups:

- The Community Advisory Committee (CAC) is composed of 13 volunteers nominated by the community organizations and appointed by the Planning Commission. The CAC communicates with the public and provides recommendations to staff on project management and process.

- Working groups for each of the five topic areas meet regularly to dive into the details within that topic. Working group members help develop public input tools, analyze public input results, and are an integral part of developing the vision, goals, policies and actions. These working groups are ad hoc and interested community members can join at any time.

Both the CAC and the working groups met monthly during the winter and spring to review the results of the Reaching Out Phase, develop the key questions asked over the summer, and craft the vision, goals, and policies of the plan. They continue to meet monthly, honing the plan’s policies and actions.

The CAC and working groups build on a long tradition of community organizing in River Road and Santa Clara. The community organizations came together several years ago to work on the SCRROL (Santa Clara River Road Outreach and Learning, 2012) and SCRRIP (Santa Clara-River Road Implementation Planning Team) initiatives. The community organizations dedicated countless volunteer hours in reaching out to and engaging neighbors. The results have formed a foundation for the neighborhood plan.

## COMMUNITY OUTREACH

In the spring of 2018, the CAC and the working groups helped develop critical questions under each of the plan topic areas. The questionnaire they developed provided the basis for many forms of outreach:

- The June 2018 **community forums** provided a chance for neighbors to discuss the questionnaire in small groups and hear differing opinions. The events were held on two different days of the week (Wednesday and Sunday) and at different times (evening and afternoon) to make it more accessible to people with varying schedules. Recruitment to the forum included a hard copy invitation mailed to all property owners in River Road and Santa Clara, email invitations to more than 1000 people on the project’s interested parties list, yard signs at high traffic areas (such as parks and major intersections), and posters in area businesses. In addition, community volunteers attended neighborhood events and personally extended invitations to attendees. **RESULT: Over 300 attendees.**
- The **online survey**, posted after the June forum, was disseminated through the website, interested parties emails, area organizations, and Facebook. **RESULT: 106 completed surveys.**
- The project team worked hard on **inclusive outreach** to connect with people who were not well represented at the community forum: youth, communities of color, people with disabilities, and low-income residents. Events included a picnic for young families, attendance at the North Eugene Highlanders football team practice, a small group discussion with people with disabilities, and individual conversations with people with limited incomes. The project collaborated with organizations such as Cornerstone Housing, St. Vincent De Paul, Headstart, Lane Independent Living Alliance, St. Mary’s Church, the Confederated Tribes of the Siletz, North Eugene High School, and Huerto de la Familia. **RESULT: 142 completed surveys.**



# Outreach Results

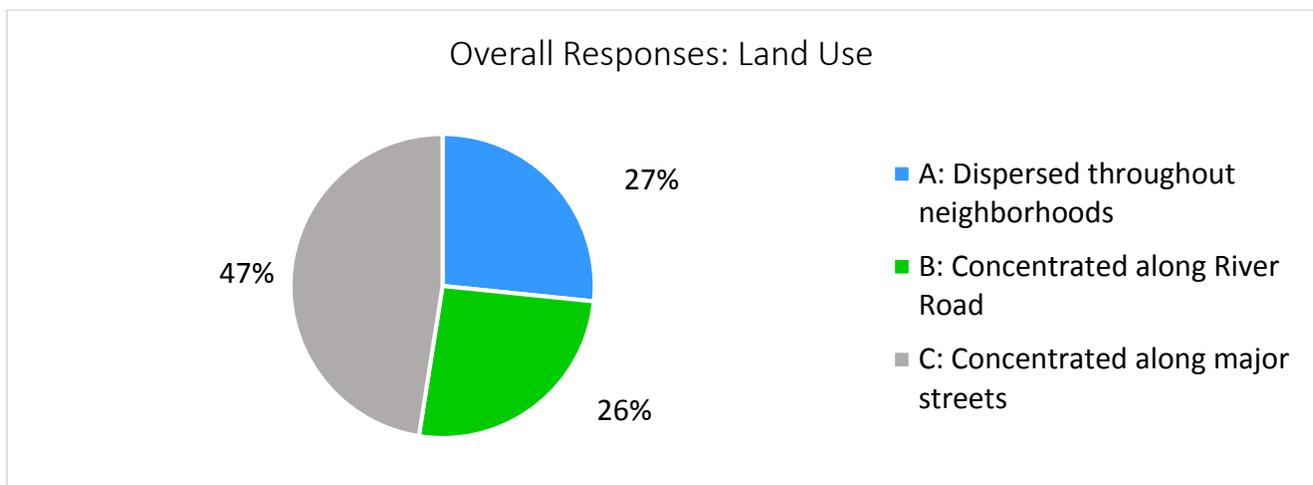
The following charts show the responses to each question in the questionnaire. These include the responses collected through all forms of outreach, including verbal surveys, the online questionnaire, small group discussions, and the large community forums in June 2018. See Appendix B for a full version of the questionnaire. Following the tallied, overall responses are the responses broken down by various subgroups to see where they either differ or match the overall responses.

For each question, participants were invited to create their own scenario instead of choosing one of the options in the questionnaire. Many respondents also provided comments along with their questionnaire responses. Themes within these open-ended responses are included with the overall results.

## LAND USE

Participants were asked the following Land Use question:

*In the next 20 years, approximately 40,000 people will be moving to Eugene. Although it is difficult to predict the real estate market, the River Road and Santa Clara neighborhoods could absorb more than 4,000 of those new residents. **How are we going to provide housing for the people who are anticipated to move into River Road and Santa Clara over the next 20 years?** Neighbors value both agricultural land and affordable housing. The following scenarios address these values by increasing density in the urban area, also known as the urban growth boundary.*



Many respondents provided additional comments or created their own scenario instead of choosing one of the scenarios provided. Below are key themes of the open-ended input:

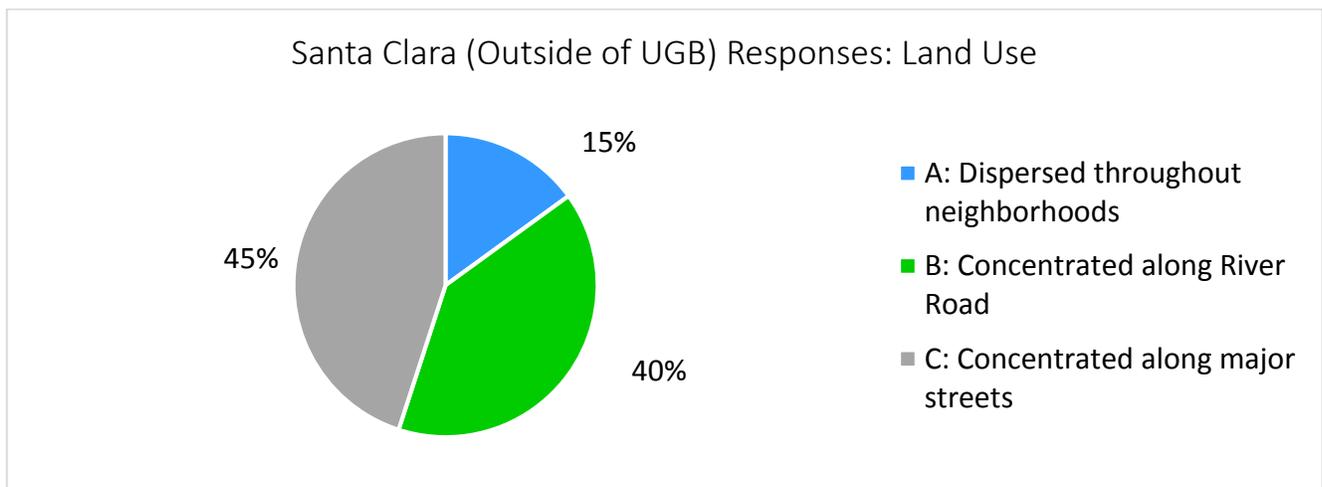
- Concern over building heights
- Incentivizing or reducing barriers for accessory dwelling units

- Connections between land use and transportation, especially related to parking issues and locating developments near public transit lines
- Preserving single family houses
- Affordability

### RESULTS BY NEIGHBORHOOD

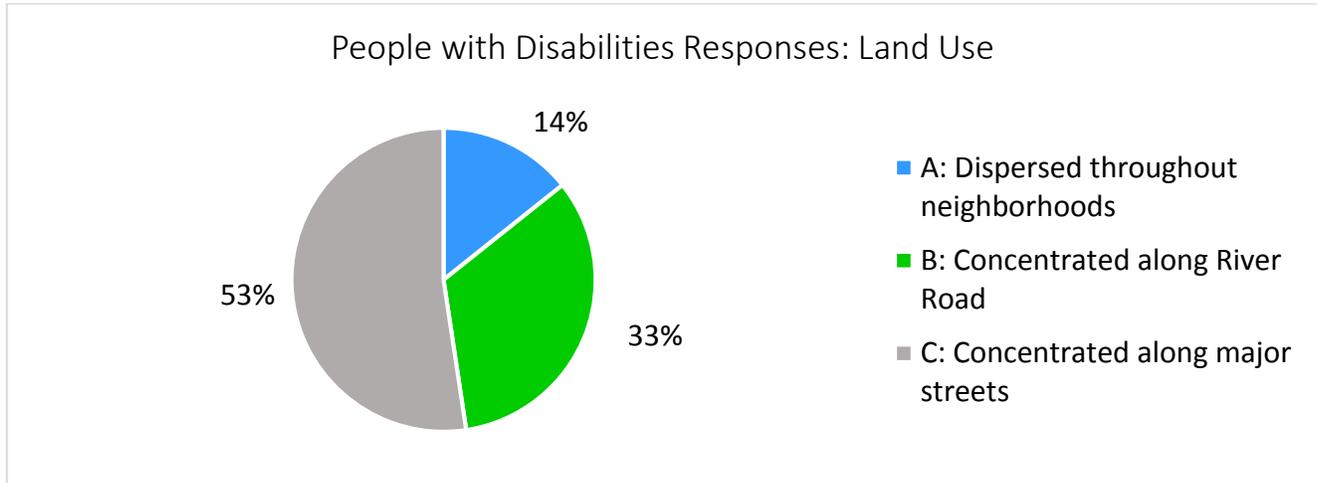
Participants from River Road and Santa Clara had very similar responses to the Land Use question. In both neighborhoods, around half of respondents selected Scenario C, concentrated along major streets, and the remaining responses split evenly between Scenarios A and B.

A much smaller number of people who live outside of the UGB responded to the questionnaire, so it is harder to generalize about community opinions. However, as the chart below shows, respondents who live outside the UGB favored Scenarios B, concentrated along River Road, and C, concentrated along major streets to a greater degree than the general population.



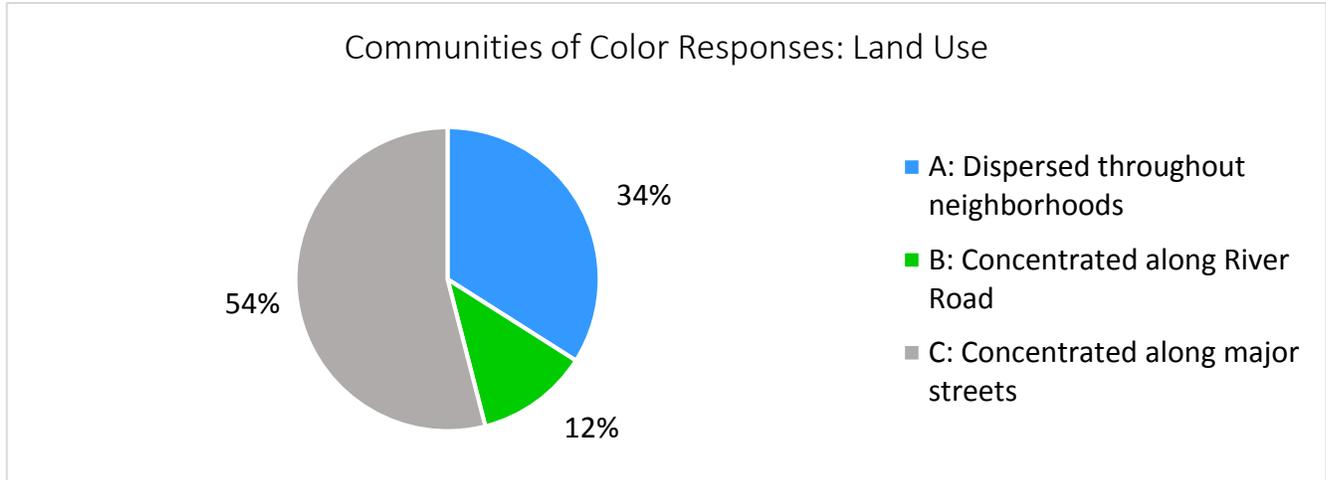
### RESULTS: PEOPLE WITH DISABILITIES

Participants who experience a disability chose Scenario C, concentrated along major streets, most often, which is the same as the majority response. However, they were more likely to choose Scenario B, concentrated along River Road, and less likely to choose Scenario A, dispersed throughout the neighborhood.



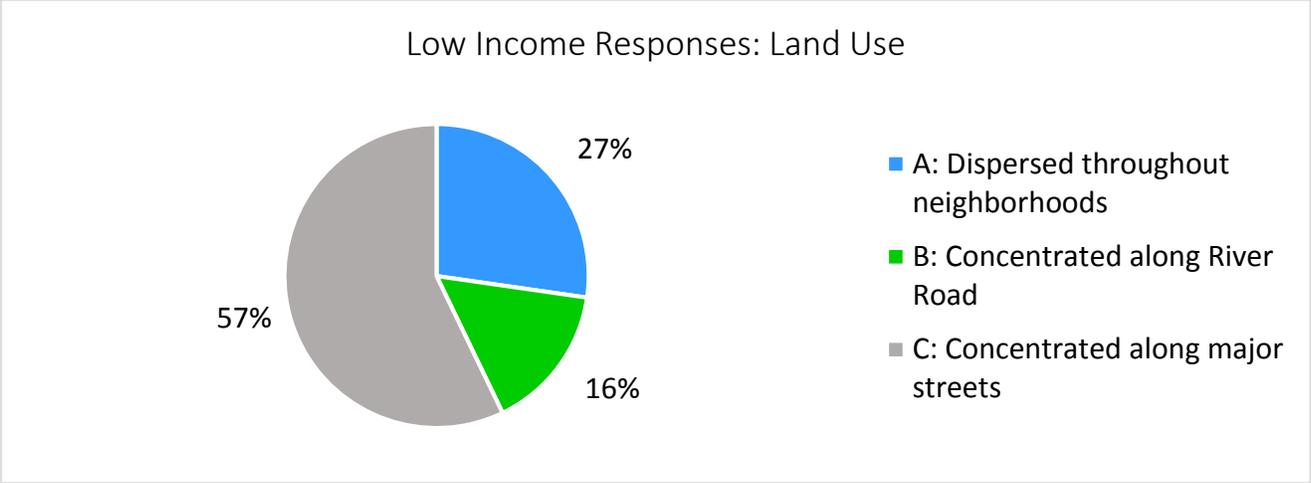
### RESULTS: COMMUNITIES OF COLOR

About half of respondents from communities of color chose Scenario C, concentrated along major streets, which is consistent with the overall responses. However, people of color were more likely to select Scenario A, dispersed throughout the neighborhoods, and less likely to select Scenario B, concentrated along River Road, than the general respondents.



RESULTS: LOW INCOME (HOUSEHOLD INCOME BELOW \$35,000)

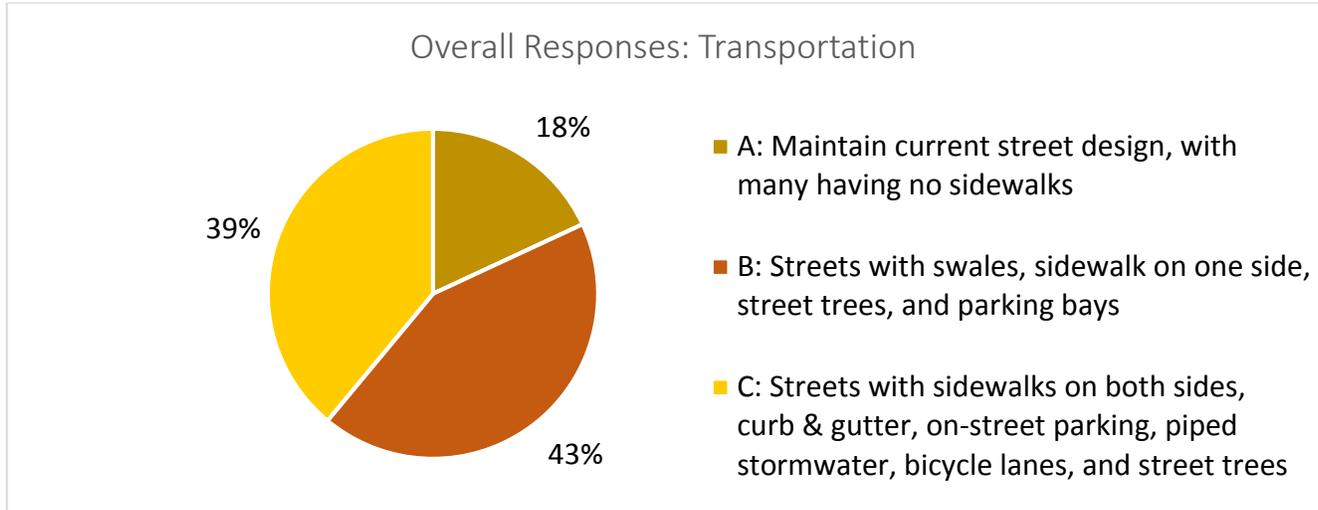
Respondents with low incomes were less likely to select Scenario B, concentrated along River Road than the general population. They were more likely to prefer Scenario C, concentrated along major streets.



## TRANSPORTATION

Participants were asked the following Transportation question:

*As our neighborhoods grow, how should the streets evolve to improve safety, assist people that are walking and biking, and better connect our neighborhoods? Check as many boxes as you want and tell us why. The goal is to choose the best design for each street, also known as “context-sensitive design.”*

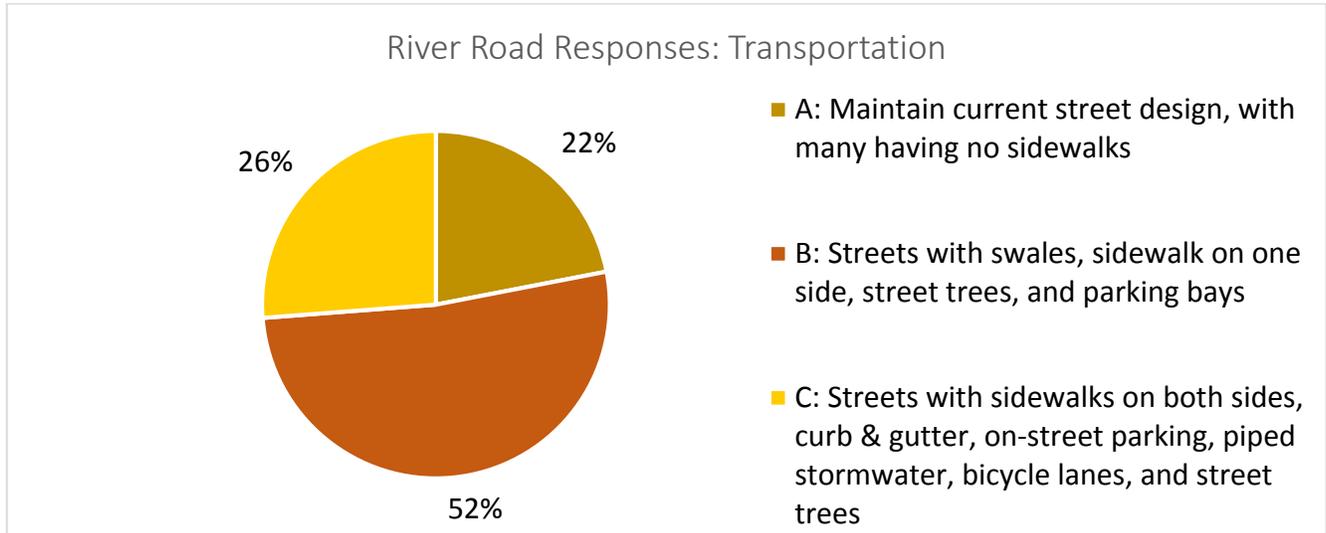


Many respondents provided additional comments or created their own scenario instead of choosing one of the scenarios provided. Below are key themes of the open-ended input:

- Improvements should depend on how heavily trafficked the street is
- Concerns over impacts to property owners
- Safety concerns, need for sidewalks near schools
- Varied comments about street trees—both about preserving them and negative impacts
- Need for traffic calming

## RESULTS BY NEIGHBORHOOD

Respondents from Santa Clara, both those inside and outside the UGB, had the same responses as the overall population. However, respondents from River Road were more likely to choose Scenario B, the hybrid scenario, and less likely to choose Scenario C, the full complement of urban services on both sides.<sup>1</sup>



## RESULTS: PEOPLE WITH DISABILITIES

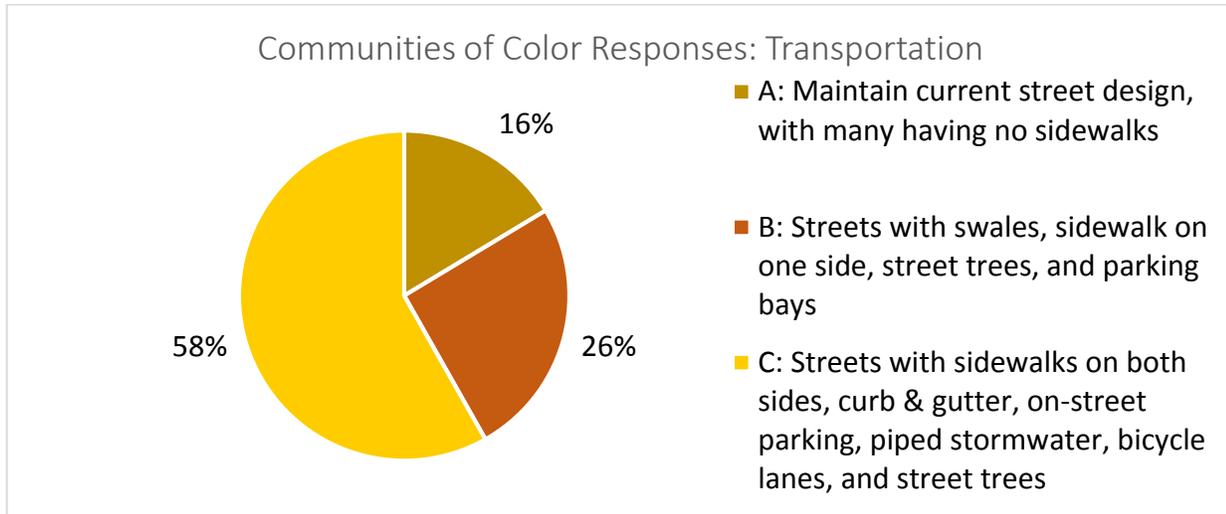
Participants with a disability ranked the transportation scenarios similarly to the overall responses, and therefore no chart is provided below. However, in the comments provided on the questionnaire and through more in-depth interviews, certain themes emerged, including:

- Importance of linking land use and transportation
- Importance of making sidewalks and public transportation accessible to those with mobility issues, such as through curb cuts and proper grading
- Importance of making streets safer by slowing traffic and improving pedestrian experience

<sup>1</sup> One hundred people who answered the transportation question did not provide their neighborhood, therefore their responses are included in the overall responses above but not the breakdown by neighborhood.

## RESULTS: COMMUNITIES OF COLOR

The most prominent difference in transportation responses from people of color was that Scenario C, with more fully developed streets, was chosen much more often than in the overall responses. Scenario B, the hybrid option, was much less likely to be chosen, and Scenario A, current design, received about the same percentage of votes.



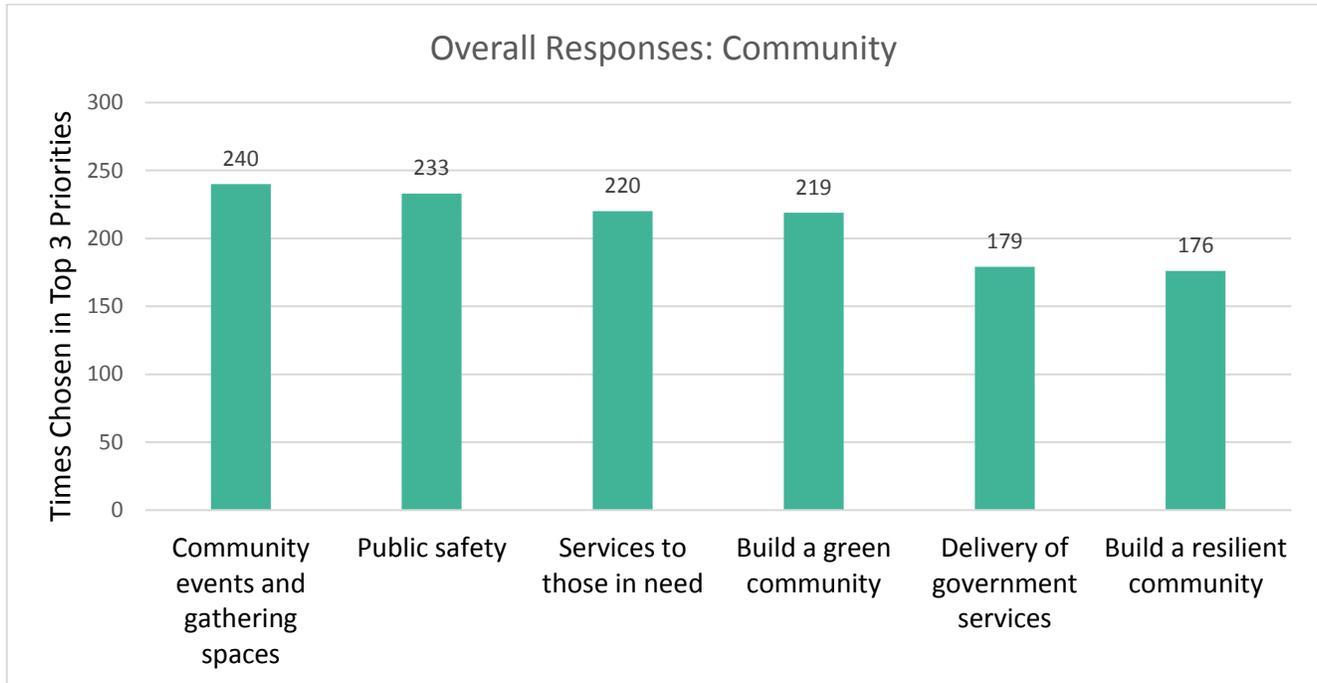
## RESULTS: LOW INCOME

Low-income participants answered the transportation question similarly to the majority response.

## COMMUNITY

Participants were asked the following Community question:

*Community means lots of different things to different people. How will neighborhood organizations decide where to concentrate valuable volunteer energy or other resources? Review the list of issues below, and rank your top three, using 1 as top priority.*



Many respondents provided additional comments or created their own scenario instead of choosing one of the options. Below are key themes of that more open-ended input:

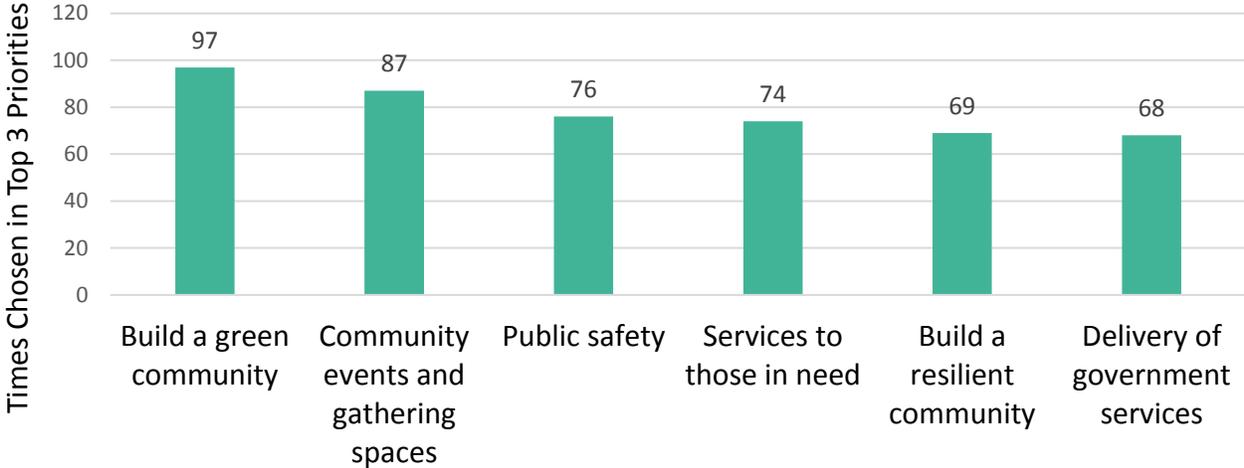
- Homelessness—both support and opposition to services for homeless populations
- Suggestions of ways to create a community gathering space
- Connections between the different options, especially how building a resilient community overlaps with other options.

## RESULTS BY NEIGHBORHOOD

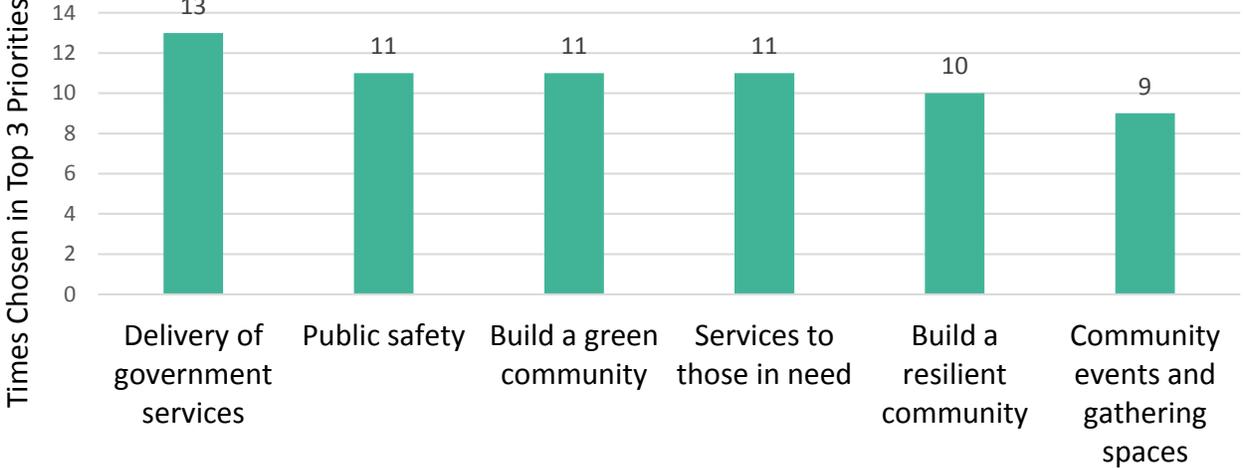
As the chart shows, respondents from River Road selected building a green community as a higher priority than the overall responses. Otherwise, the participants from River Road ranked their priorities similarly to the overall responses.

Respondents from Santa Clara who live inside the UGB ranked their priorities similarly to the overall responses. Respondents who live outside the UGB ranked their priorities differently and chose delivery of government services as a top priority more frequently. However the sample size of residents who live outside the UGB was much smaller and the range between the highest and lowest priorities was very narrow.

### River Road Responses: Community

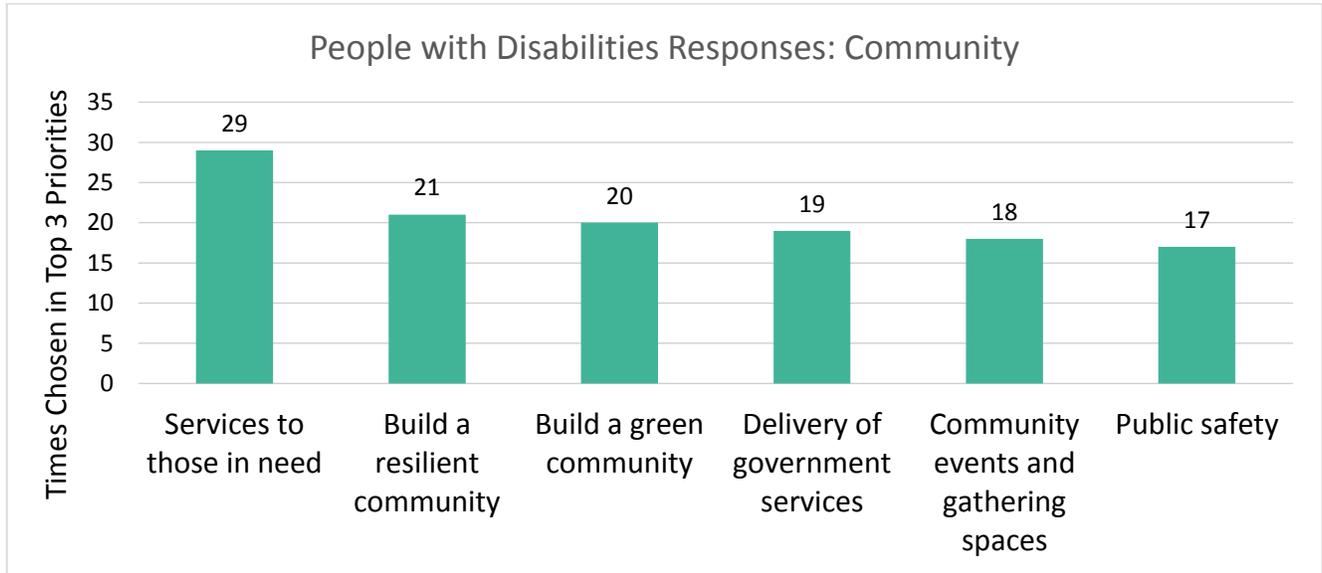


### Santa Clara (Outside UGB) Responses: Community



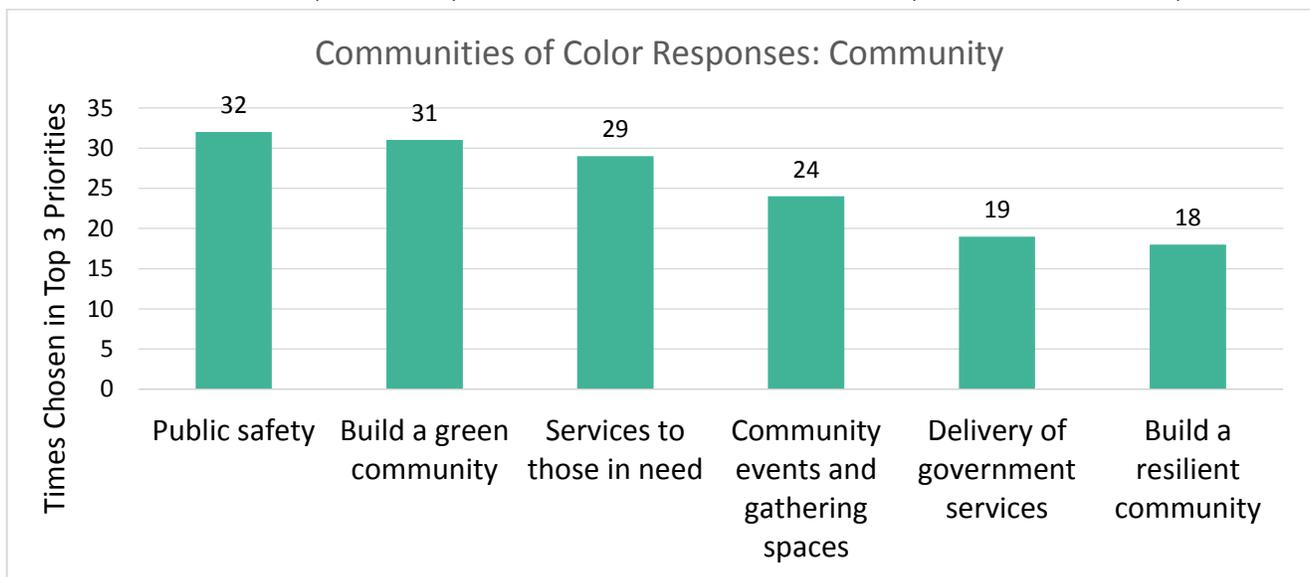
### RESULTS: PEOPLE WITH DISABILITIES

Participants with a disability ranked their Community priorities very differently than the majority response. In particular, services to those in need ranked first among respondents with a disability but only ranked third in the overall responses.



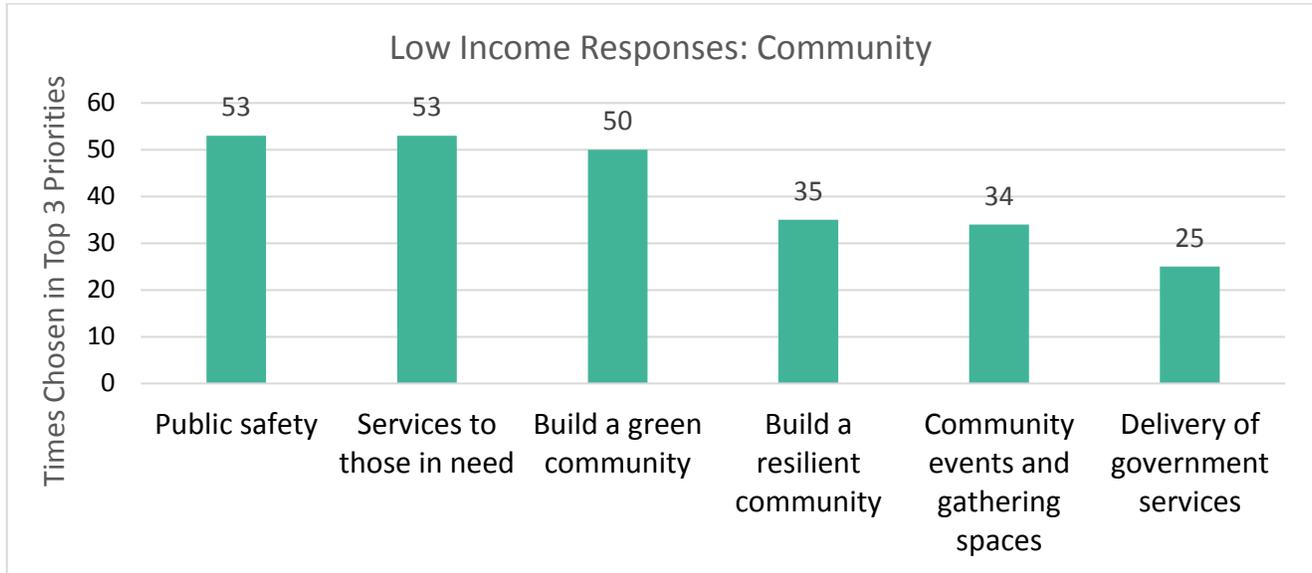
### RESULTS: COMMUNITIES OF COLOR

People of color were less likely to rank community events and gathering spaces as a top priority, even though it was the most commonly chosen option in the overall responses. The option most commonly chosen by communities of color was public safety, which was the second most chosen option in the overall responses.



## RESULTS: LOW INCOME

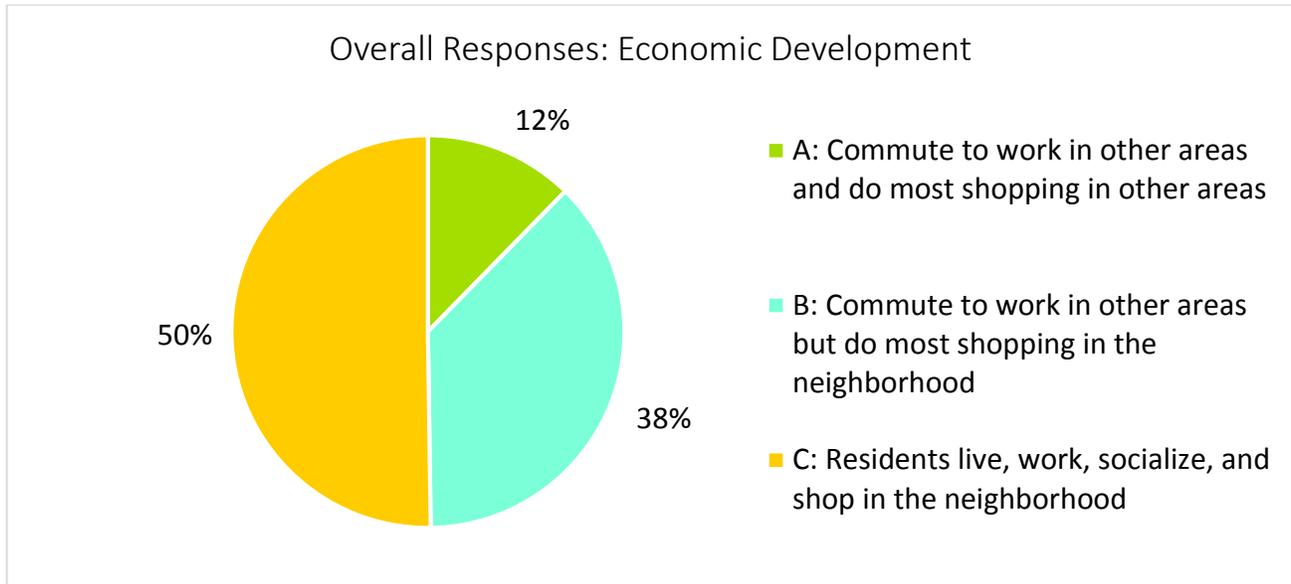
Low-income participants were less likely to choose community events and gathering spaces as a priority, even though it was the top choice in the overall responses. Low-income participants were more likely to choose building a resilient community as a priority than in the overall responses.



## ECONOMIC DEVELOPMENT

Participants were asked the following economic development question:

*Where people work and shop impacts how neighborhoods look, feel, and function. In all scenarios, neighbors and businesses strive to contribute to neighborhood identity, build community and take care of the environment. Here are a few ideas for the long-term future, check which one you prefer.*



Many respondents provided additional comments or created their own scenario instead of choosing one of the scenarios provided. Below are key themes of the open-ended input:

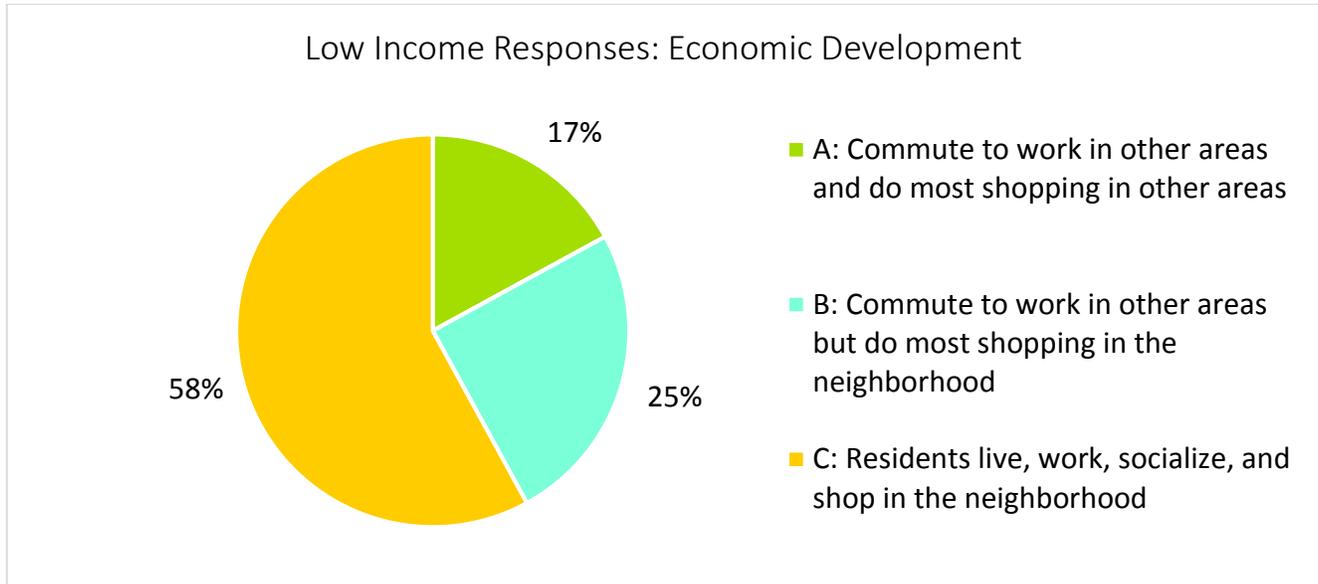
- Support local and small businesses
- Businesses that build on skills in the area
- Option 'c' is ideal but 'b' is realistic way to get there

### RESULTS: NEIGHBORHOOD, COMMUNITIES OF COLOR, DISABILITIES

The economic development question was unique because respondents from both neighborhoods answered nearly identically. Even residents of Santa Clara who live outside the UGB had responses similar to the overall results. Participants who experience a disability or are from a community of color also answered the Economic Development question similarly to the overall population.

## RESULTS: LOW INCOME

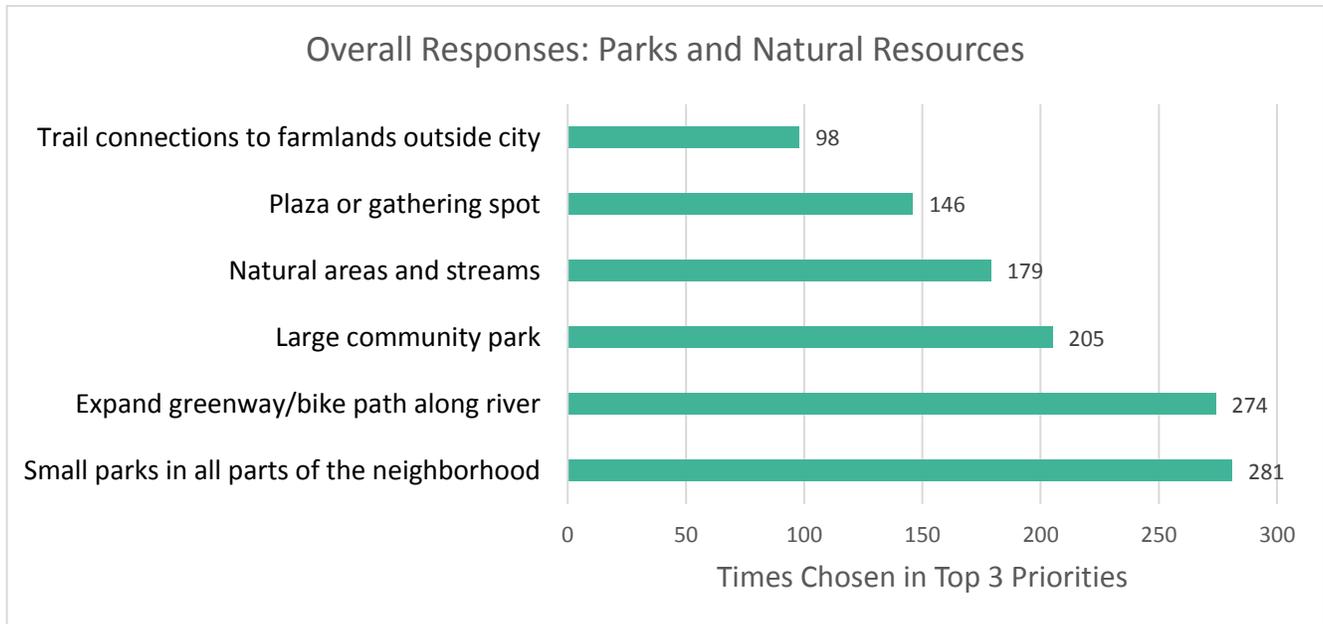
In general, low-income participants answered the Economic Development question similarly to the overall population. However they were slightly less likely to choose Scenario B, commute to work but shop mostly in the neighborhood, and more likely to choose Scenarios A, commute to work and shop outside of the neighborhood, and C, residents live, work, socialize, and shop in the neighborhood.



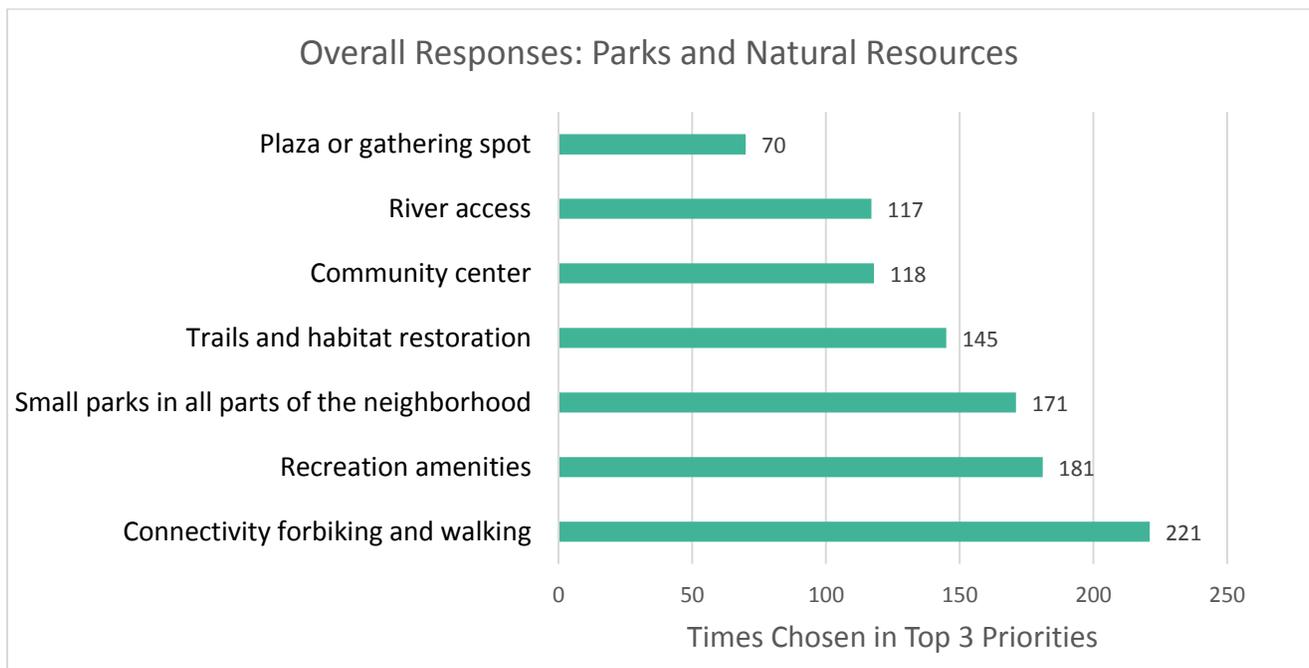
## PARKS AND NATURAL RESOURCES

Participants were asked the following Parks and Natural Resources questions:

*If you had money to buy land for future initiatives, which of the following would be your top 3 priorities?*

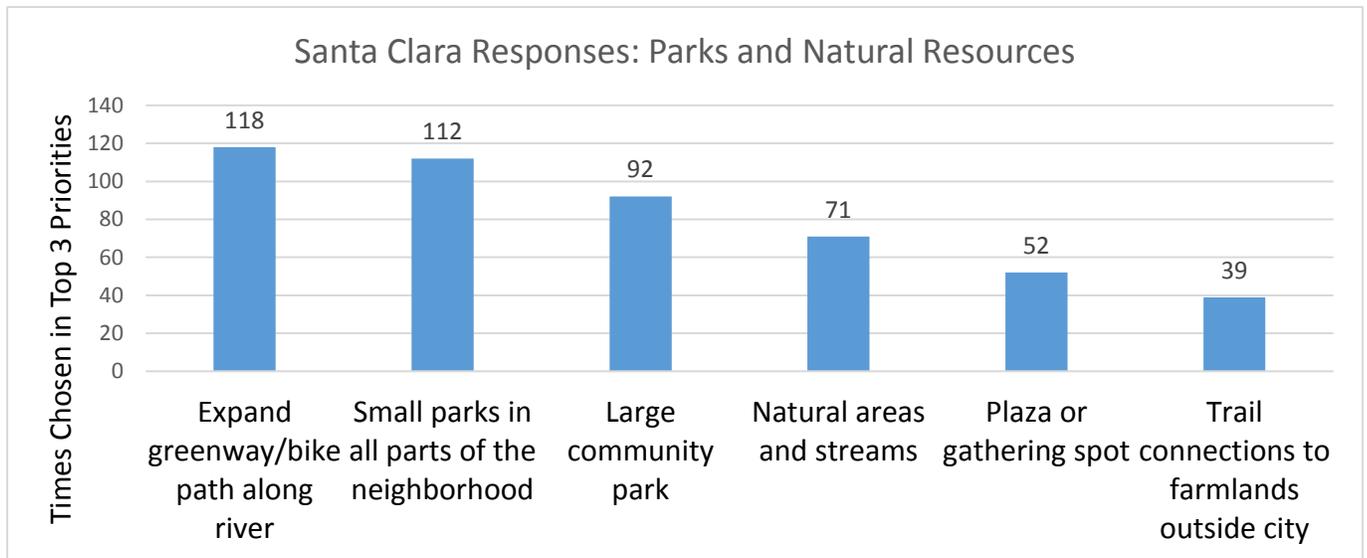
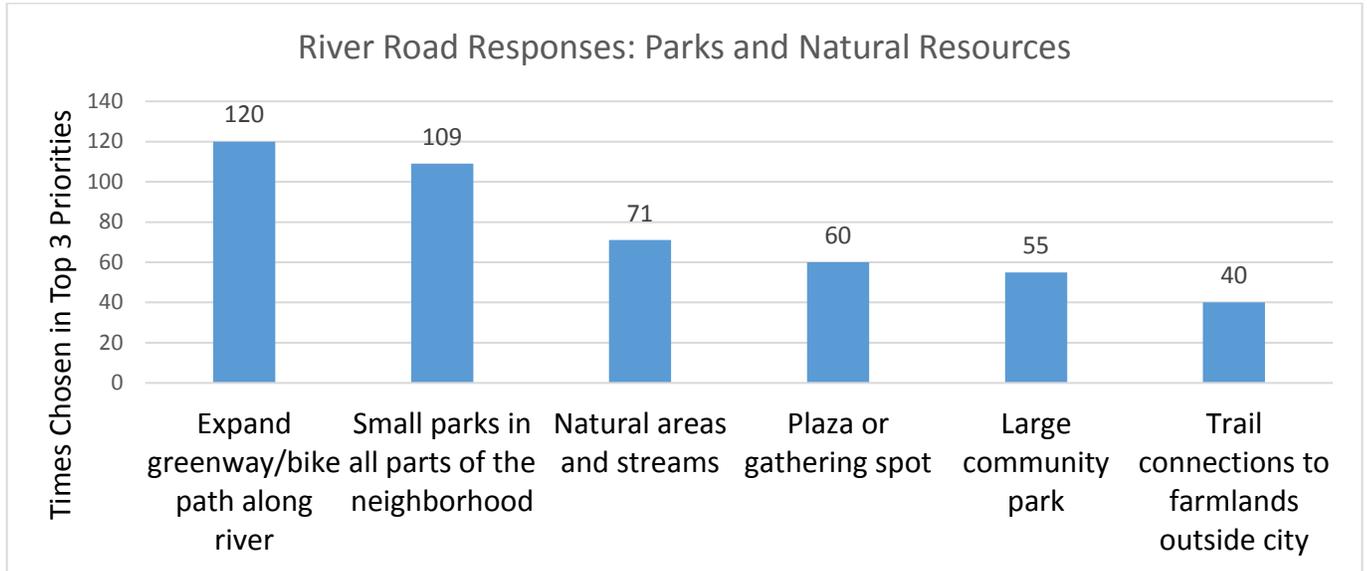


*If you had money to pay for improvements to existing parks, recreation facilities, and natural areas, which of the following would be your top 3 priorities?*



## RESULTS BY NEIGHBORHOOD

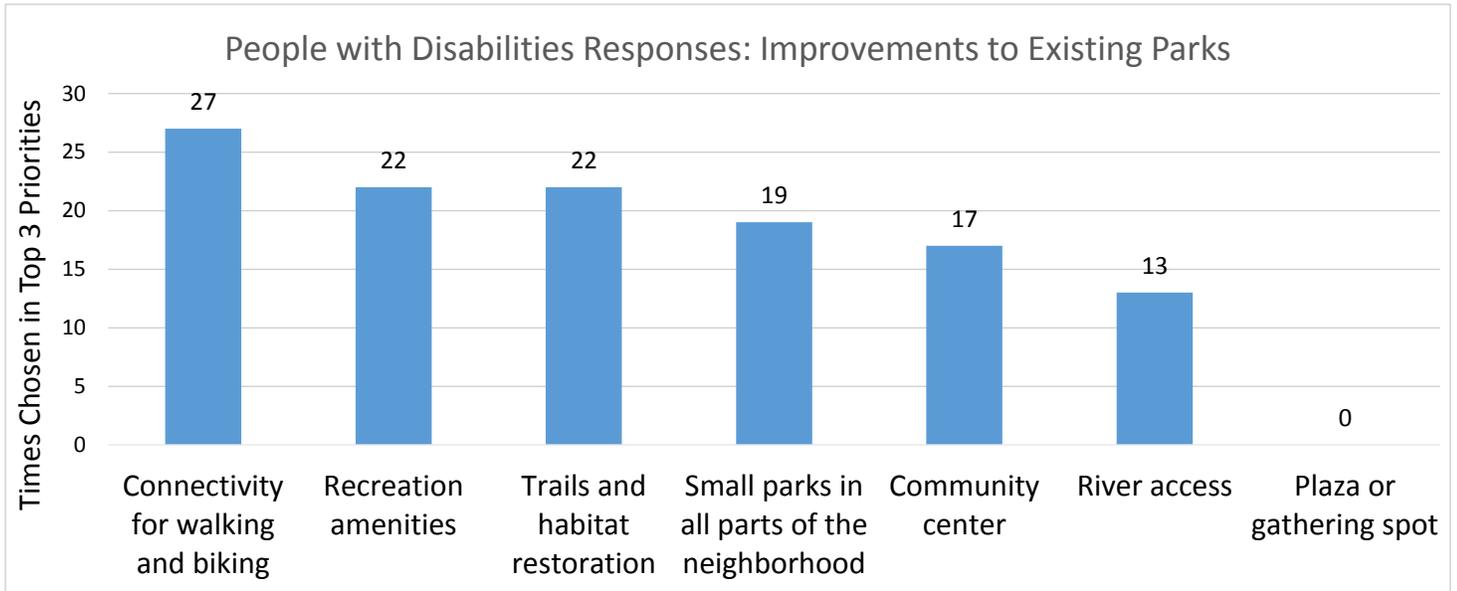
Residents of River Road and Santa Clara had the same top two priorities—expanding the greenway and putting small parks in all parts of the neighborhoods. Building a large community park ranked higher for Santa Clara respondents, which is consistent with feedback received during the first outreach phase in fall 2017. Residents of Santa Clara who live inside and outside the UGB ranked their priorities the same so the chart below reflects all those Santa Clara responses together.



## RESULTS: PEOPLE WITH DISABILITIES

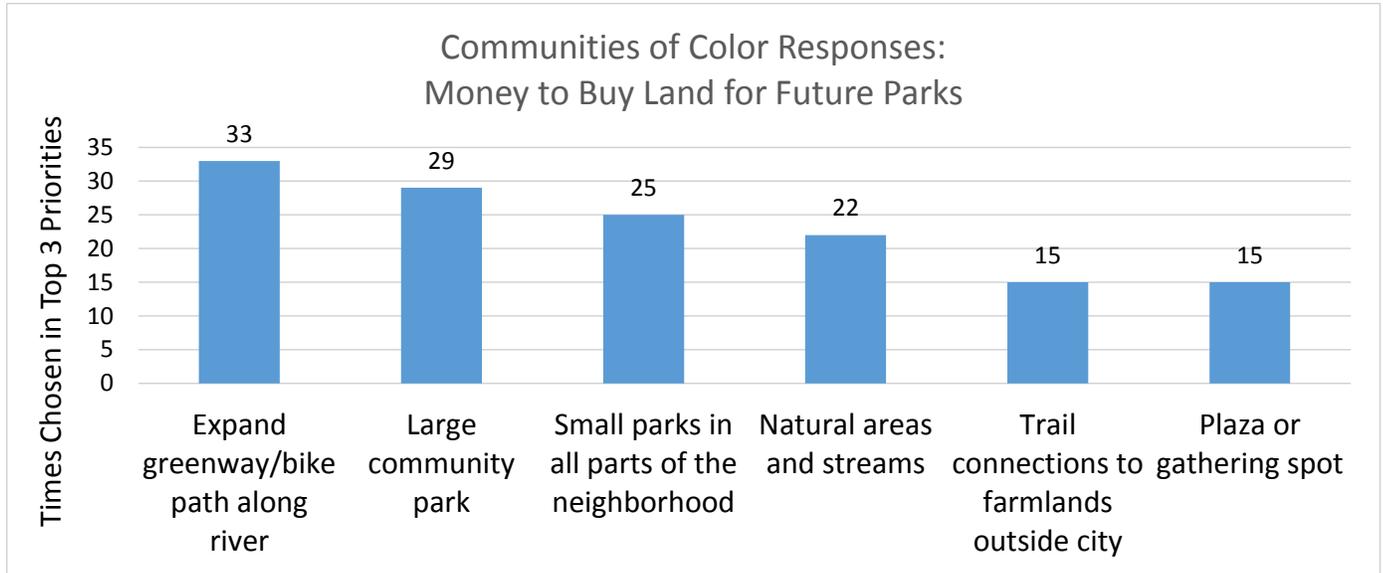
The first question about Parks and Natural Resources asked respondents their priorities in *buying* land for new parks. People with a disability ranked all six options in the same order as the overall responses.

The second question about Parks and Natural Resources asked about *improvements to existing land and facilities*. People with a disability generally ranked their priorities the same as the overall responses, with the one exception that trails and habitat restoration ranked slightly higher as a proportion of their overall responses than did small parks in all parts of the neighborhoods.

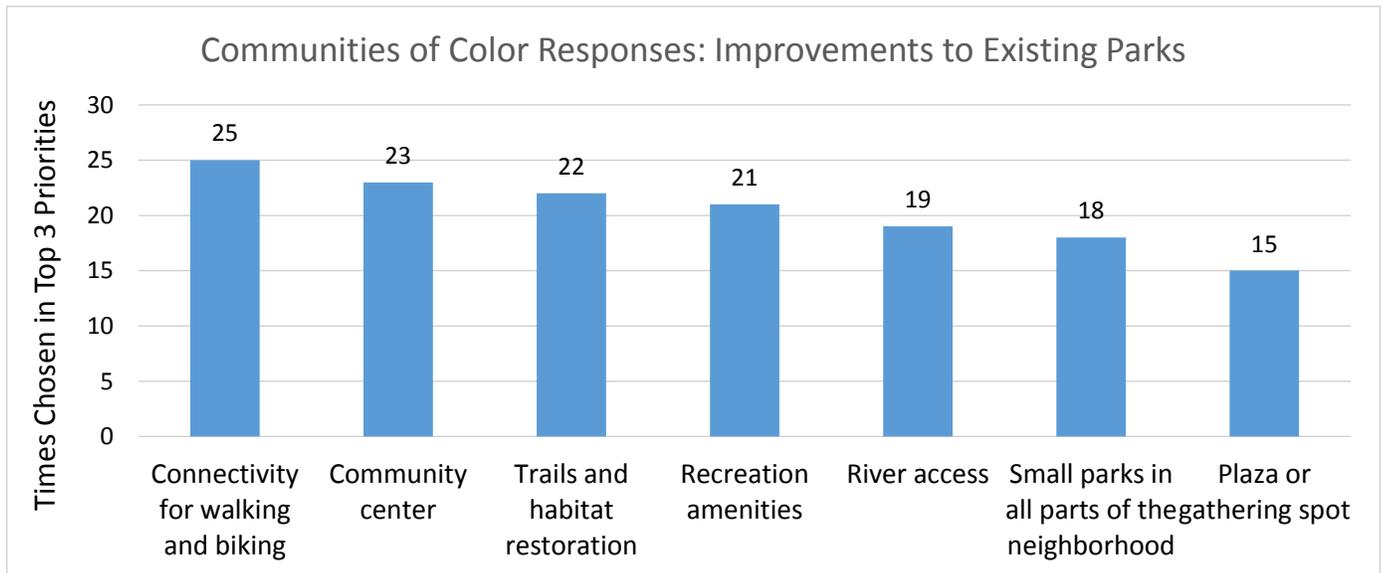


## RESULTS: COMMUNITIES OF COLOR

Small parks in all parts of the neighborhoods was the top priority in the overall responses but was the third most chosen by communities of color. Expanding the greenway was chosen most often by communities of color, and was the second-ranked option in the overall responses. Otherwise, communities of color ranked their priorities in the same order as the overall responses.

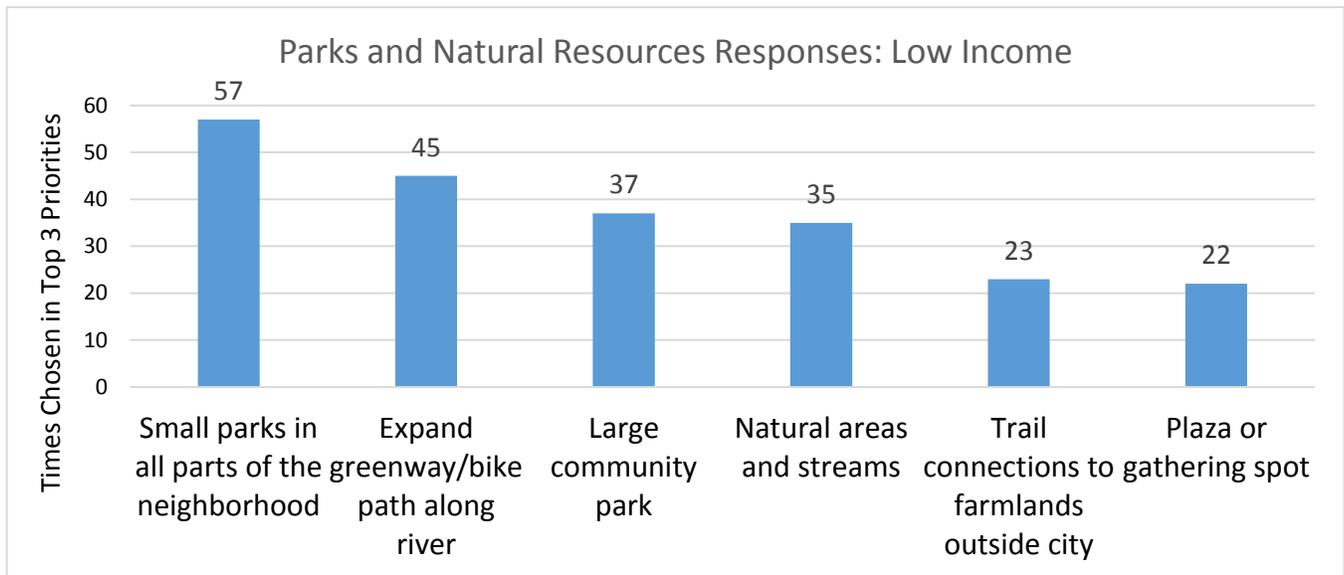


For the second Parks and Natural Resources question, communities of color chose a community center more often than it was chosen in the overall responses. Small parks in all parts of neighborhoods was chosen less frequently than in the overall responses, where it was the third most chosen option.

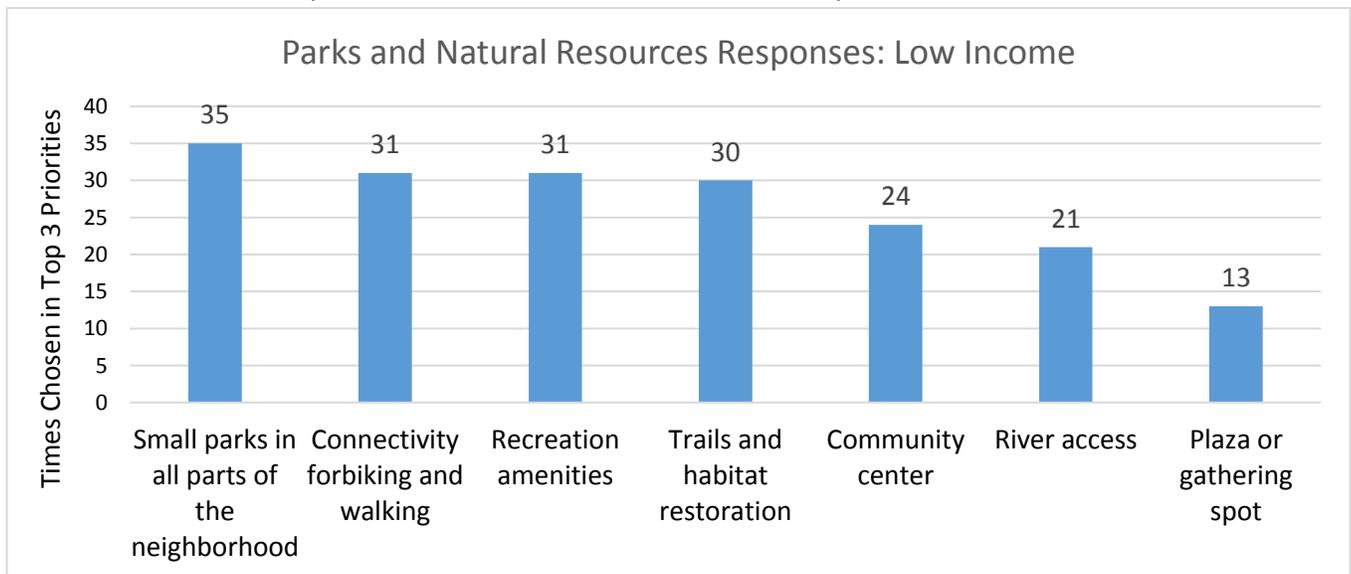


## PARKS AND NATURAL RESOURCES

In general, low-income respondents answered the Parks and Natural Resources question the same as the overall responses. The one difference was that trail connections ranked slightly higher than plaza or gathering spot. However, the difference was too small to make any generalizations.



The only difference between responses from low-income participants and from the general community was that low-income participants ranked small parks in all parts of the neighborhood as a priority most often. Besides this, the order of priorities was the same as for the overall responses.



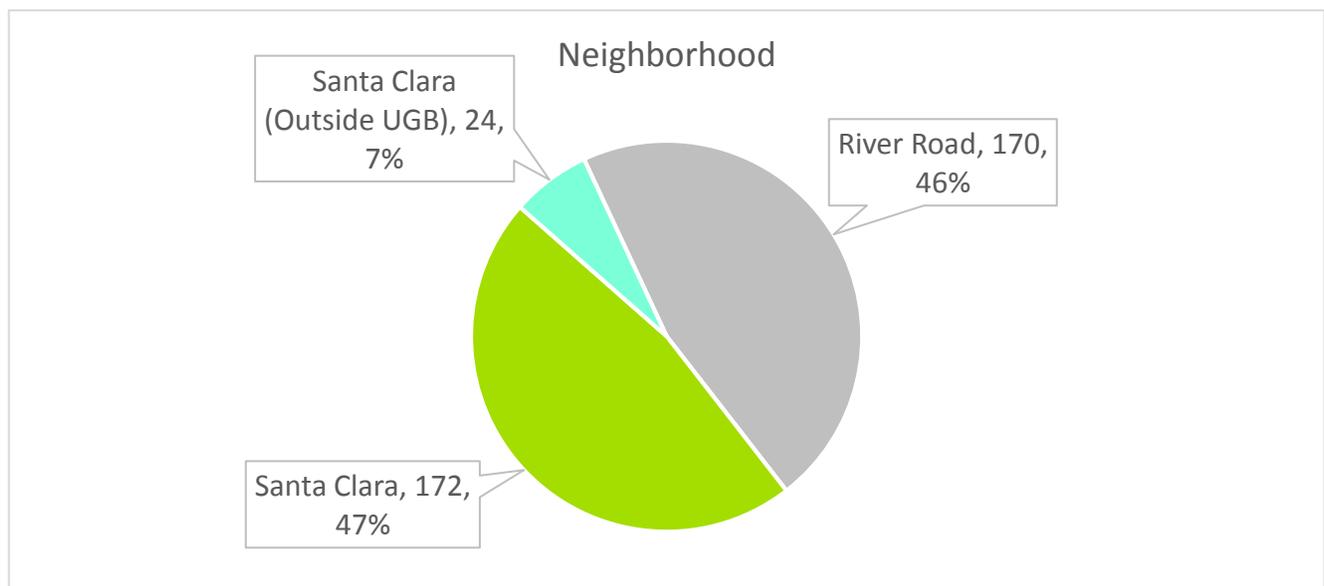
# Participant Demographics

An effort was made to collect input from a variety of perspectives within the community. For this reason, the questionnaire included optional demographic questions, allowing the project team to measure its success in reaching diverse communities. The majority of participants provided some demographic information, even if they did not complete all of the questions in that section.

At the community events in June almost 95% of attendees filled out the demographic section, and most of those people answered all or most of the questions. The online version of the questionnaire also had a high response rate for demographic information, and everyone answered at least one of the demographic questions. The targeted outreach events were different because the questionnaire was conducted verbally at some events, and in these cases participants were not asked their demographic information in order to encourage more people to participate. The nature of certain outreach events allowed staff to infer certain demographic information. For example, outreach to residents at an affordable housing complex allowed the respondents to be categorized by neighborhood and income level. Some participants offered their demographic information, especially if it impacted their questionnaire responses. We were able to collect some demographic information for over 90% of targeted outreach participants, though in most cases it was only the answer to one or two of the demographic questions.

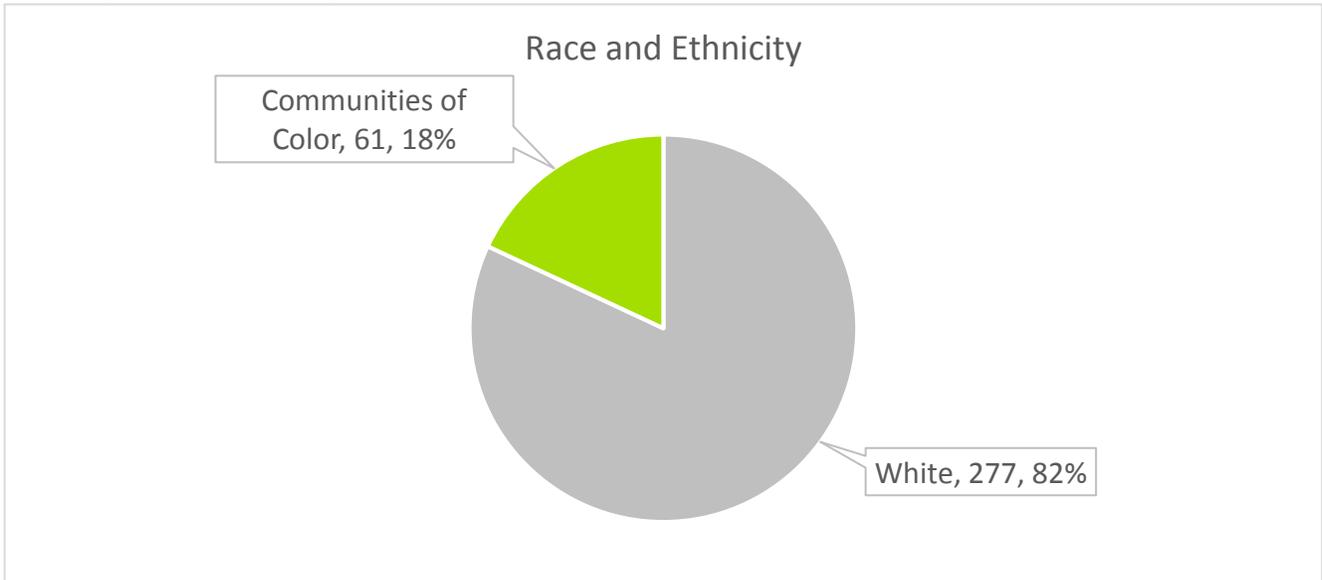
## RESULTS BY NEIGHBORHOOD

Residents who live outside the urban growth boundary (UGB) were invited to an outreach event at Awbrey Park on August 1, 2018, where they filled out the questionnaire. In addition, 12 residents who live outside the UGB took the online version of the questionnaire. Below are the results of our outreach by neighborhood.



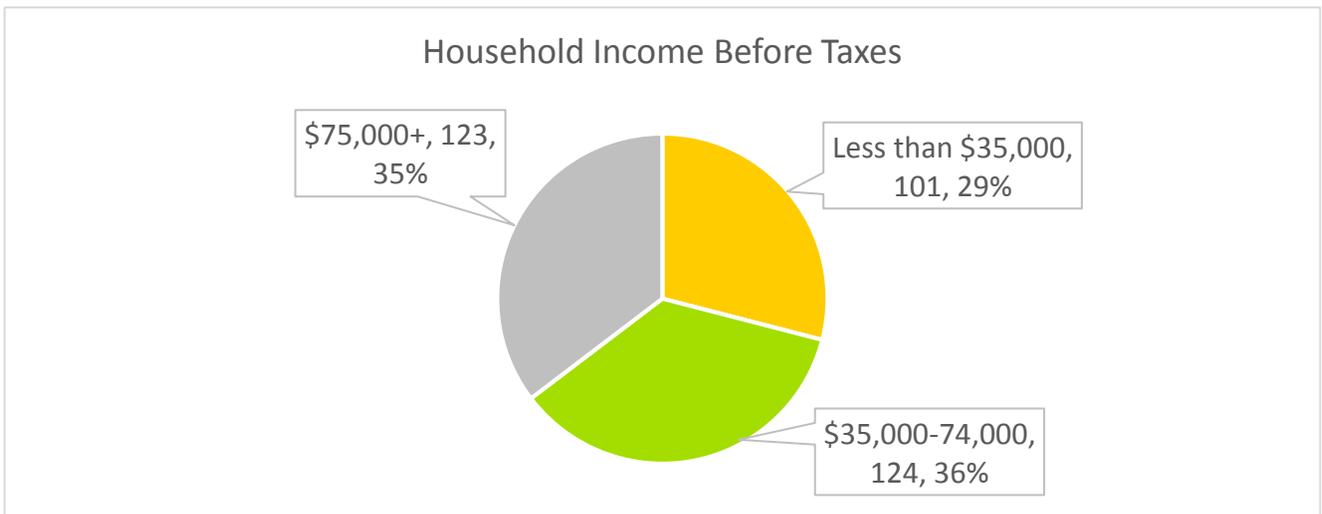
## RESULTS: COMMUNITIES OF COLOR

The various outreach events increased the range of voices that were represented and brought in 25 questionnaire responses from people of color. The online version of the questionnaire received 19 responses from people of color. Spanish language translation was also offered at many of the events and a total of 21 people took the questionnaire who identified as Hispanic, Latino, or Spanish origin. Below are our outreach results by race and ethnicity.



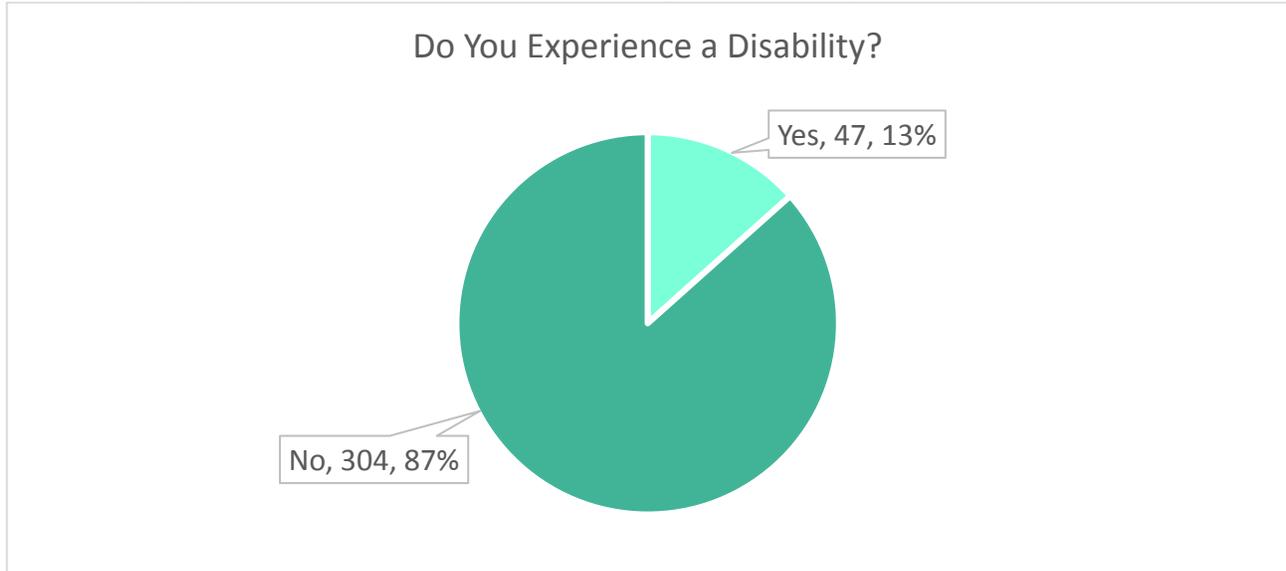
## RESULTS: LOW-INCOME (HOUSEHOLD INCOME BELOW \$35,000)

A number of outreach events were held to hear from low-income residents. Staff and volunteers surveyed parents at the Howard Elementary School and Ross Lane Head Start programs. Surveys were also conducted at Santa Clara Place, Ross Lane Apartments, and Green Leaf Village, which are all affordable housing complexes run by St. Vincent de Paul or Cornerstone Community Housing. Surveys were also conducted during food distribution hours at St. Matthew's Church in Santa Clara. Below are our participation rates according to level of income.



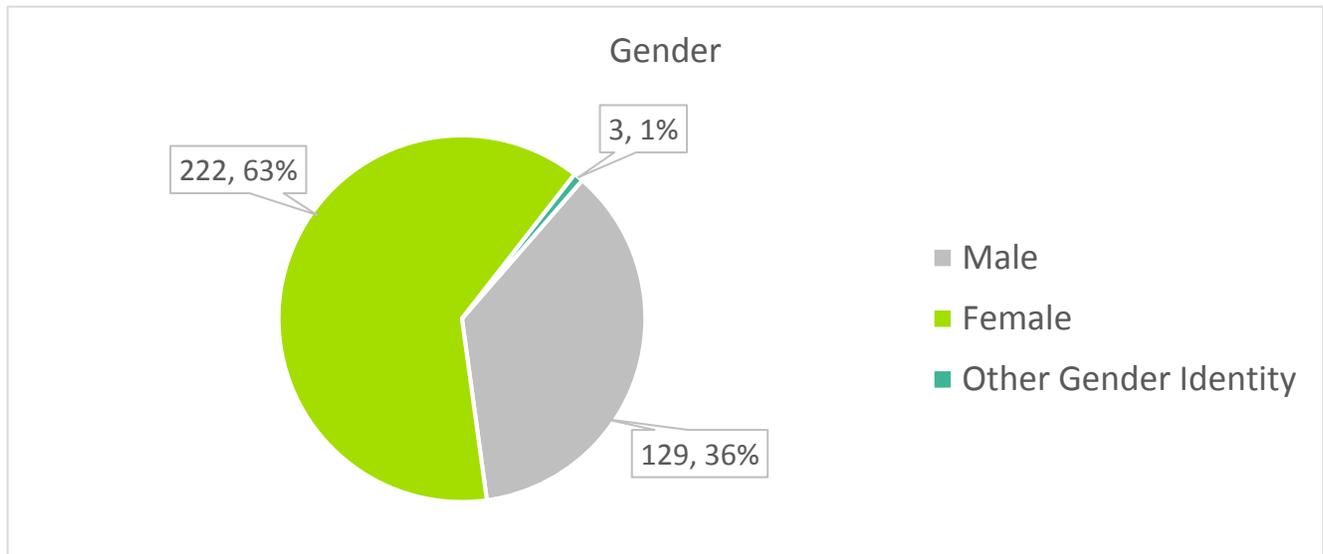
## RESULTS: PEOPLE WITH DISABILITIES

On July 31, 2018, a workshop targeted at participants with disabilities was held at Messiah Lutheran Church in Santa Clara. Participants included individuals associated with Lane Transit District, the City of Eugene Active Transportation Committee, and members of the Lane Independent Living Alliance. Participants filled out the questionnaire and wrote location-specific feedback on maps. Follow up calls were made to individuals who couldn't attend and a project member helped them complete the survey. The chart below shows the total number of people with disabilities we heard from during this outreach process.

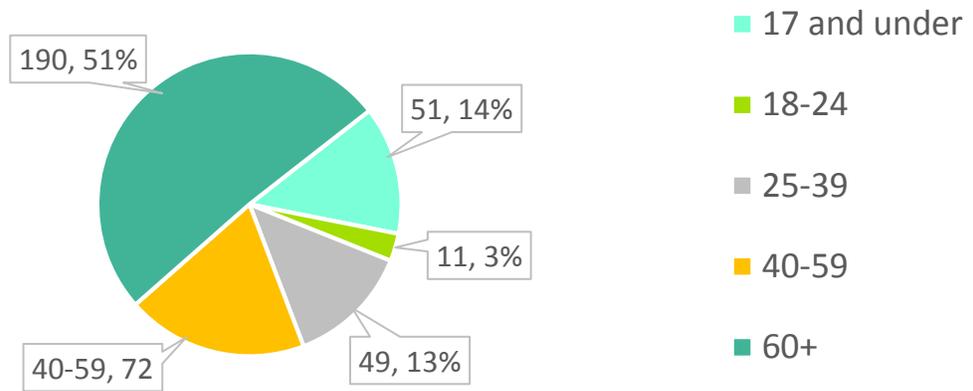


## RESULTS: OTHER DEMOGRAPHIC INDICATORS

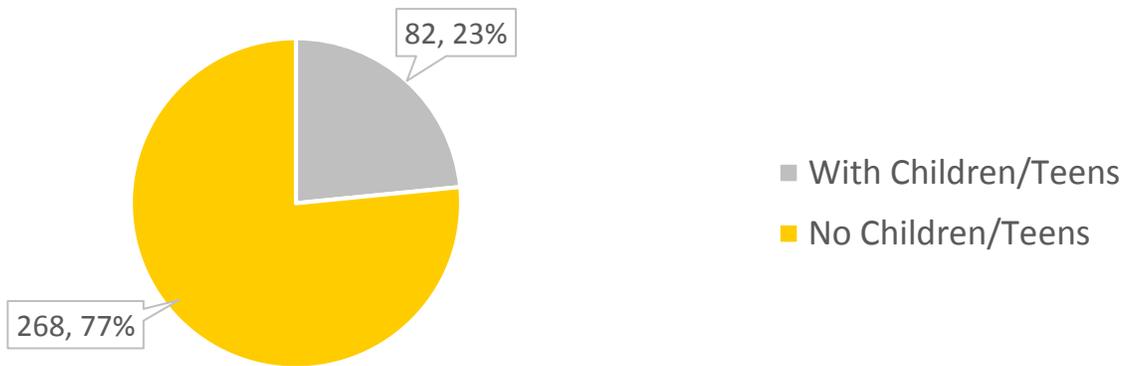
In addition to the above, we collected other demographic information that would help us determine the extent to which we were reaching a broad cross section of the community. The charts below represent those indicators.



### Age



### Do Children or Teens Live in the Household?



# Conclusion

As the results of the outreach illustrate, there are a range of perspectives within the two neighborhoods. All topic area questions, with the exception of the Economic Development question, had at least a one sub-group with answers that differed from the majority. This highlights the need to consider the unique needs of all groups when crafting policies and actions and think about how the neighborhood plan can advance equity in the neighborhoods.

# Next Steps

The project is now in the policy development phase. The next large community event will be in January 2019, where the public will have a chance to provide their input on the draft goals and policies that the Community Advisory Committee, Technical Advisory Committee, and working groups will have written and refined. The policy development phase will continually refer back to the results of public outreach to make sure we create a neighborhood plan that aligns with the identified neighborhood priorities.

Policy development will be followed by an action planning phase starting in February. This phase will look different under each of the topic areas and will depend on the goals and policies that emerge from the current phase of the project, but it will include identifying the things we can do to implement the neighborhood vision, timelines, and responsible parties.

Later in 2019 we will begin the adoption process with Lane County and the City of Eugene.

Community input is welcomed at any point in the process, and there are multiple ways to engage. View the [project webpage](#) or contact staff ([CEPDDRRSCPlan@ci.eugene.or.us](mailto:CEPDDRRSCPlan@ci.eugene.or.us)) to learn more or to get involved.



## LAND USE

Land use in River Road and Santa Clara supports neighborhood character and local identity, including our long-standing agricultural heritage and high value soils. Our neighborhoods are walkable, with a range of housing types affordable to all residents. Abundant shops, services and community spaces are served by a variety of transportation options. Strategic development and revitalization in more urban locations, especially the River Road corridor, help maintain neighborhood character while meeting our housing and economic needs in a way that is environmentally responsible. Development is well designed, sustainable, and compatible with existing surroundings. Adjacent to the Willamette River greenway, development improves safety, enhances access, and respects ecological functions.

## TRANSPORTATION

The integrated transportation system in River Road and Santa Clara is safe, efficient, and accessible for people of all ages, abilities, and socio-economic levels who choose to bike, walk, drive, or use public transit. This system supports redevelopment, economic opportunity and affordable, convenient access to daily needs. The design of the transportation system enhances the sense of place and serves the evolving needs of the community. Our transportation system is environmentally responsible and supports low carbon transportation options.

## COMMUNITY

The River Road and Santa Clara Neighborhoods exude a strong sense of place. They are welcoming and inclusive neighborhoods for people of all backgrounds. River Road and Santa Clara celebrate and nurture community unity and diverse cultures, while honoring the rich history of farming in the neighborhoods. The community recognizes the value of natural assets, such as the River, and thriving shared spaces, such as parks, schools and local businesses. Our neighborhoods are safe, resilient, and engaged, with strong social networks and reliable public services.

## ECONOMIC DEVELOPMENT

The River Road and Santa Clara communities support sustainable economic development, a variety of employment opportunities for all residents, and local entrepreneurship. Economic activity, especially that of local businesses, contributes to a shared neighborhood identity, while providing places to gather and build community. Natural assets, such as the river and fertile soils, benefit local residents and support thriving businesses. Residents can safely access essential goods and services within a short distance from home.

## PARKS & NATURAL RESOURCES

River Road and Santa Clara celebrate a rich diversity of private and shared green spaces, including parks for recreation, natural areas that support native plants and wildlife, and farmland for food production. All residents have a clean, safe, accessible and well maintained park or recreation facility close to their home. Residents have access to the Willamette River, which is celebrated as a natural asset, a defining characteristic of both neighborhoods, and a statewide resource to be protected for future generations. Natural assets, such as the tree canopy, soils and the watershed, are highly valued and cared for as natural infrastructure that enhances ecosystem health, provides opportunities for recreation, and supports the working landscape.

## Appendix B: Draft Goals

1. Improve the neighborhood economy and empower local residents by encouraging the growth and creation of local businesses.
2. Promote redevelopment that enhances the character of our neighborhood while increasing access to daily needs.
3. Promote living wage employment and business ownership opportunities within the neighborhood.
4. Promote connected and efficient multi-modal transportation options that support economic opportunities within River Road and Santa Clara.
5. Improve and promote a transportation system that is affordable, environmentally responsible and transitions to zero carbon.
6. Promote safe, accessible and efficient transportation for all.
7. Ensure that natural areas are healthy, thriving spaces with habitat for native species and provide natural infrastructure.
8. Provide neighborhood access to recreational opportunities, parks, and community centers.
9. Ensure the Willamette River is a vital and accessible part of the neighborhoods.
10. Preserve agricultural land and open spaces within and around our neighborhood boundaries.
11. Support development that is well designed, sustainable, and environmentally friendly.
12. Ensure that future housing addresses the needs of our community.
13. Support a thriving, vibrant and active mixed neighborhood centers along the River Road corridor.
14. Promote land use and development that protects and enhances neighborhood character.
15. Ensure our community is welcoming and inclusive.
16. Foster collaborative relationships to build a stronger and more resilient community.
17. Empower citizens to jointly create a strong sense of community.
18. Provide public services appropriate to the needs of the community.
19. Increase resilience in local food, water, and disaster preparedness systems necessary for human health and wellbeing.



## Community Event #2

06.06.18, 5:30-8:00 pm

Location: North Eugene HS Cafeteria, 200 Silver Lane

### AGENDA

#### 5:30-6:00 Open House

- Music, food, visiting, background maps
- Visit visions statements and images, provide your feedback

#### 6:00 -6:25 Large Group Presentation

- Welcome – Kate Perle and Jon Belcher, Community Advisory Committee Co-Chairs
- What are we doing tonight? – Zach Galloway, City Project Manager
- Musical chairs

#### 6:25–7:40 Small Group Activity

- Group discussions about the challenging issues identified in the Vision

#### 7:40 – 8:00 Large Group Conversation

## Appendix C: Questionnaire

***OPTIONAL:*** This information will help insure the project gathers input from a range of people. These categories are used so the project can compare survey results to Census data.

1. Where do you live?
  - River Road
  - Santa Clara
  - Rural Santa Clara (outside UGB)
  - Other: \_\_\_\_\_
2. What is your age?
  - 17 and under
  - 18 – 24
  - 25 – 39
  - 40 – 59
  - 60 and over
3. How many people live or stay in your home?
  - 1
  - 2
  - 3
  - 4+
4. Do children or teenagers (17 and under) live in your household?
  - Yes
  - No
5. What is your gender?
  - Male
  - Female
  - Another gender identity
6. Do you experience a disability?
  - Yes
  - No
7. Do you have access to an automobile?
  - Yes
  - No
  - Yes, but not on a regular basis
8. Select all races/ethnicities you identify with:
  - American Indian or Alaska Native
  - Asian
  - Black or African American
  - Hispanic, Latino, or Spanish origin
  - Middle Eastern or North African
  - Native Hawaiian or Other Pacific Islander
  - White
  - Another race/ethnicity  
Please list any other race(s) or ethnicity(ies) here:
9. Please estimate your total household income for 2017 before taxes.
  - Less than \$35,000
  - \$35,000-\$74,000
  - \$75,000 +
  - I don't know

## Small Group Questionnaire

Please **complete** this questionnaire in your small group and **turn it in** before you leave tonight. Each table will explore a challenging issue related to one of the 5 topic areas – Transportation, Land Use, Community, Economic Development, and Parks & Natural Resources.

### I. LAND USE

**Q1.** In the next 20 years, approximately 40,000 people will be moving to Eugene. Although it is difficult to predict the real estate market, the River Road and Santa Clara neighborhoods could absorb more than 4,000 of those new residents. **How are we going to provide housing for the people who are anticipated to move into River Road and Santa Clara over the next 20 years?** Neighbors value both agricultural land and affordable housing. The following scenarios address these values by increasing density in the urban area, also known as the urban growth boundary.

*Read the scenarios below and check (✓) the option you prefer.*

- a. DISPERSED throughout the neighborhoods**, development will continue to occur based on existing development standards, which allow higher densities than what was built in the past.
- **Continue existing pattern of Denser Housing Types** throughout RR-SC (note: existing regulations allow for 14 homes per acre)
  - **Continue Multi-Story Apartments along River Road**
  - Maintain Single Family Houses and Backyard Cottages throughout the River Road and Santa Clara neighborhoods (RR-SC)
- b. Concentrated ALONG RIVER ROAD**. Multi-story Apartments, as well as buildings with residential and businesses mixed together, are concentrated along River Road at major intersections with access to businesses and transit service.
- **Reduce Denser Housing Types throughout RR-SC**
  - **Increase Multi-Story Apartments along River Road**
  - Maintain Single Family Houses and Backyard Cottages throughout RR-SC
- c. Concentrated ALONG MAJOR STREETS**. New housing is provided in strategic locations, along major streets or adjacent to existing businesses.
- **Increase Denser Housing Types along major streets**
  - **Reduce Multi-Story Apartments and increase smaller 4-unit apartment buildings along major streets**
  - Maintain Single Family Houses and Backyard Cottages throughout RR-SC
- d. None of the above**. My preferred scenario is on the back.

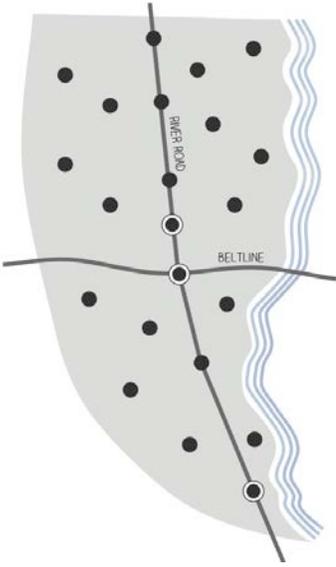
**Comments:**

Appendix C: Questionnaire

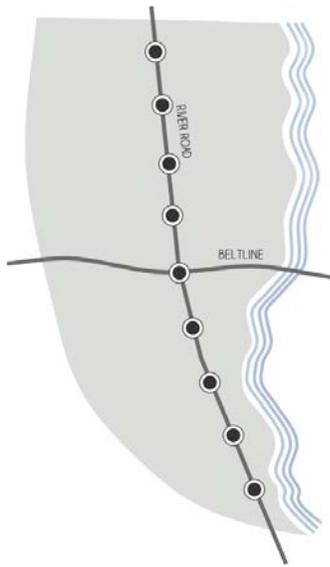
Write or draw. Share your preferred scenario or alternate ideas!

Appendix C: Questionnaire  
**Land Use Scenarios**

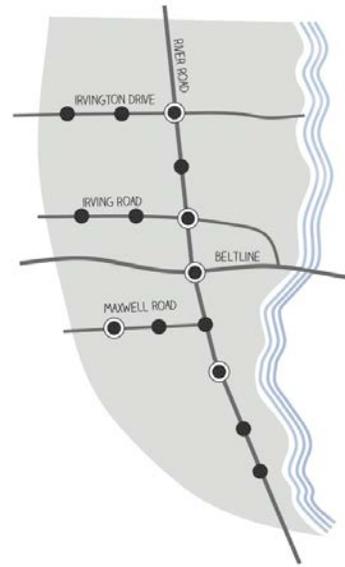
**a.** Dispersed through the neighborhoods



**b.** Concentrated along River Road



**c.** Concentrated along major streets



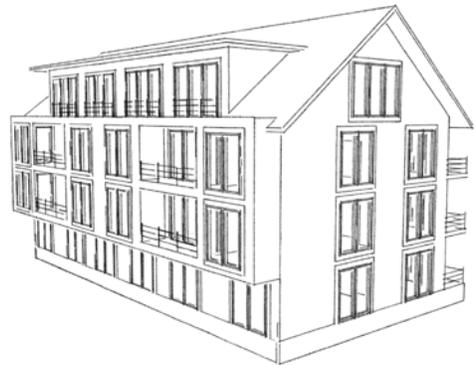
**Land Use Descriptions**

**Denser Housing Types**

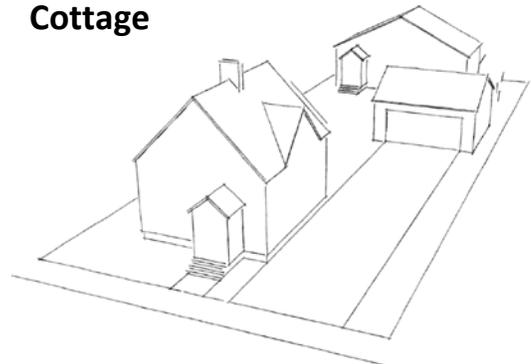
- Rowhouse/Townhouse
- Duplex/Triplex
- Cottage Cluster

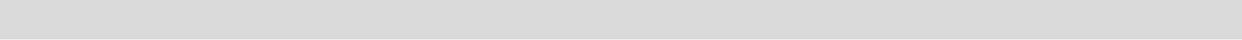


**Multi-Story Apartment**



**Single Family House with Backyard Cottage**





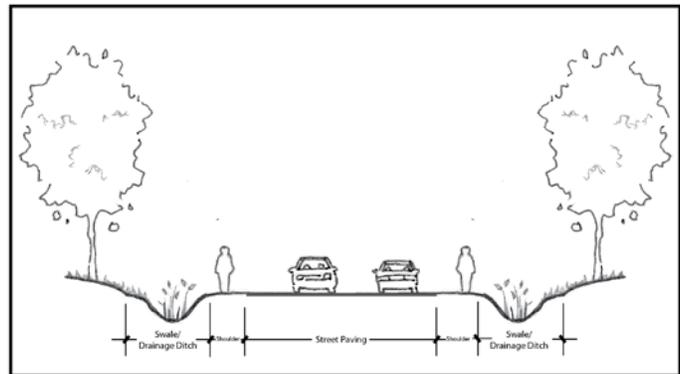
**II. TRANSPORTATION**

Streets in River Road and Santa Clara have evolved over time from country lanes to what they are today. A mixture of old and new streets create gaps in sidewalks, a significant safety concern for both young and old. Review the street designs below, and choose the designs that you think would best serve River Road and Santa Clara in the future.

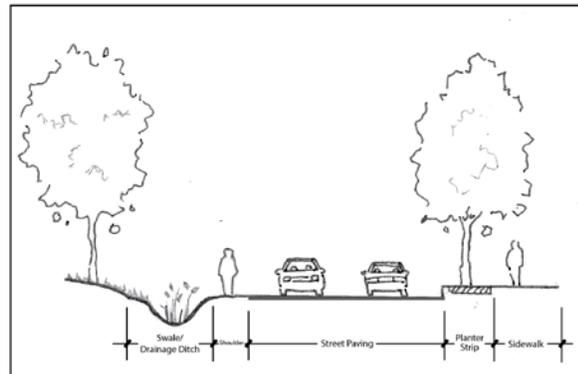
**Q2. As our neighborhoods grow, how should the streets evolve to improve safety, assist people that are walking and biking, and better connect our neighborhoods?**

Check (✓) as many boxes as you want and tell us why.

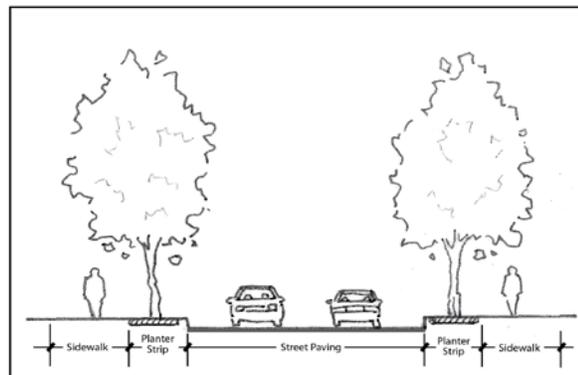
a. Maintain the existing neighborhood streets as they are currently designed, with many having **no sidewalks**.



b. Maintain existing streets, and when improvements are necessary, streets have open swales for natural drainage, **sidewalk on one side**, street trees, and wider areas provided occasionally for parking (“parking bays”).



c. Maintain existing streets, and when improvements are necessary, **provide sidewalks on both sides**, curb & gutter, on-street parking, street trees, bicycle lanes on busy streets, and piped stormwater.



d. None of the above. My preferred street design solution is below or on the back.

Write or draw. Share your preferred scenario or alternate ideas!

### III. COMMUNITY

**Q3a:** Community means lots of different things to different people. How will neighborhood organizations decide where to **concentrate valuable volunteer energy** or other resources? *Review the list of issues below, and rank your top three, using 1 as top priority.*

- a. Focus on increasing the number and diversity of **community events and gathering spaces**, including collaborations between the area **schools**, parks, and the neighborhood, outdoor concerts, festivals, theater, and art-based activities.
- b. Focus on improving and expanding services to **community members in need**, including low-income seniors, un-housed residents, and ways to address issues related to homelessness.
- c. Increase **public safety**, for example: more patrols, better security in commercial areas, more neighborhood watch groups, better lighting, and safer streets.
- d. Focus on activities that build a **green community** where neighbors promote and support gardening, plant trees, and maintain a verdant landscape.
- e. Focus on activities that build a **resilient community** where neighbors focus on preparing for and responding to emergencies and take care of basic needs such as food, energy, water and culture at home and nearby.
- f. Focus on solving the challenge of **delivering government services** to the neighborhood, including police, fire, water, and recreation. Discuss and address challenges of patchwork annexation.
- g. None of these reflect my community priorities. Here is my top priority:

**Q3b:** Neighborhood leaders have worked on a draft vision for the neighborhoods. How will that vision be achieved? *Read the 3 scenarios below and check (✓) the option you prefer.*

- a. I am satisfied with **how things are now** in the neighborhood.
- b. I would like to see a **minor increase** in community building and neighborhood involvement, building a larger network to support the neighborhood.
- c. I will work with others to create a **significant increase** in community building to create a much larger, diverse, and engaged network of area organizations and activities.
- d. **None of the above work for me.** My preferred scenario is on the back.

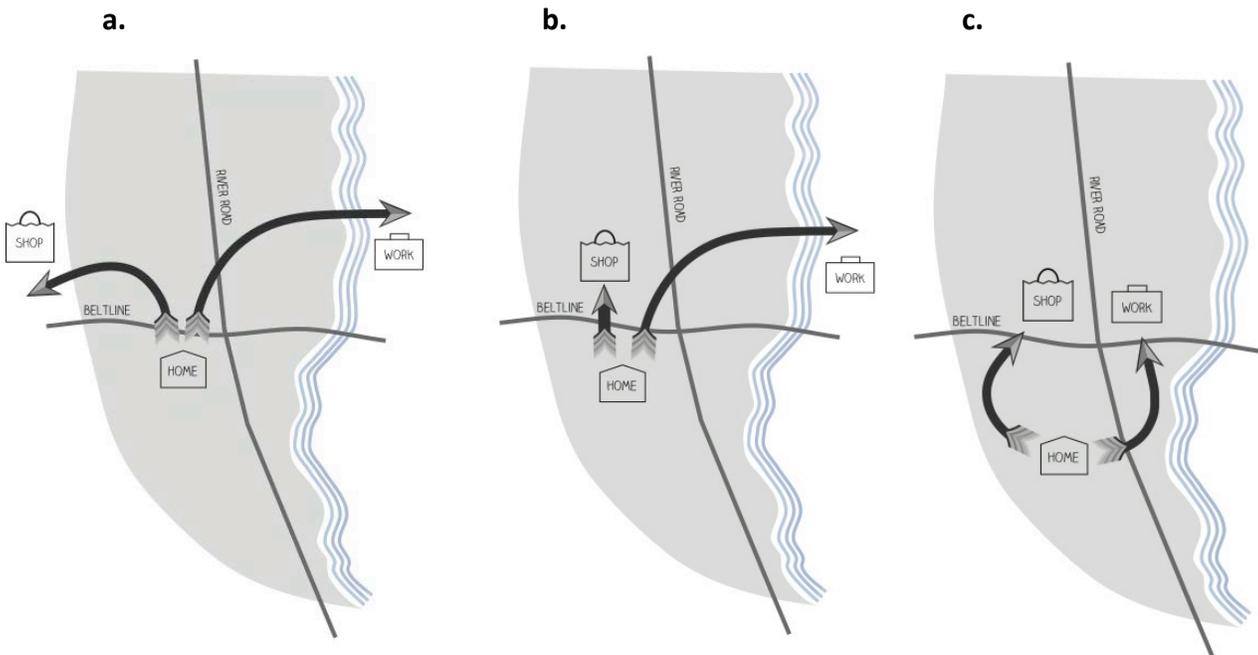
Write or draw. Share your preferred scenario or alternate ideas!

**IV. ECONOMIC DEVELOPMENT**

**Q4.** Where people work and shop impacts how neighborhoods look, feel, and function. In all scenarios, neighbors and businesses strive to contribute to neighborhood identity, build community and take care of the environment.

Here are a few ideas for the long-term future, check (✓) the one you prefer.

- a.** Most residents live in RR-SC, **commute to work in other areas, and also do most of their shopping in other areas of town.** Neighbors support and enhance existing area businesses. Some businesses expand to attract customers from other areas of town to the RR-SC area. (This reflects what happens today.)
- b.** Most residents live in RR-SC, **commute to work in other areas, but do more of their shopping in the neighborhood.** The neighborhoods increase shopping choices in the neighborhood by supporting existing and new businesses. There are more services closer to residential areas with both the benefits and effects of living near businesses.
- c.** Most Residents **live, work, socialize and shop in the RR-SC area.** Neighborhood businesses meet residents’ shopping needs, and RR-SC home-based businesses and cottage/light industry create living-wage jobs for neighbors. The business community is vibrant, sustained by the local community, and potentially becomes a destination because of that success.
- d.** None of the above work for me. My preferred scenario is on the back.



Write or draw. Share your preferred scenario or alternate ideas!

## V. PARKS + NATURAL RESOURCES

People in River Road and Santa Clara value green space and want to see it protected, enhanced and expanded to varying degrees. Use the map to familiarize yourself with the two communities and the existing parks, recreation, and natural areas. How would you like to see resources (money and labor) spent?

**Q5a:** If you had money to **buy land** for future initiatives, **which of the following would be your top 3 priorities?** (Use 1 as top priority)

- a. A **plaza** or gathering spot in an otherwise commercial area
- b. **Small parks** in all parts of the neighborhoods so that everyone has a neighborhood park site close to their home
- c. Additional land for a large **community park** (athletic fields, pool, community center, etc.)
- d. Additional land along the **river** to expand the greenway/ bike path
- e. **Trail connections** to farmlands beyond the city limits
- f. Lands around local streams, natural drainages, stormwater conveyances, and other **natural areas**.

**Q5b:** If you had money to pay for **improvements** to existing parks, recreation facilities, and natural areas, **which of the following would be your top 3 priorities?** (Use 1 as top priority)

- a. A **plaza** or gathering spot in an otherwise commercial area
- b. **Small parks** in all parts of the neighborhoods so that everyone has a developed neighborhood park close to their house
- c. **Recreation amenities** such as community gardens, large playground, dog park, athletic fields and courts in a larger community park
- d. A **community center** and/or a Pool facility
- e. **Trails and habitat** restoration in natural areas
- f. Improved connectivity for **biking and walking**
- g. **River** access
- h. None of the above work for me. My ideas for parks and natural resources in my neighborhood are on the back.

Write or draw. Share your preferred scenario or alternate ideas!