



November 21, 2018

Dear Community Members,

In this document you will find the results from the online 2018 Downtown Community Survey. This survey is part of the City's ongoing evaluation around public perception of downtown in conjunction with recent efforts to make downtown more safe, vibrant and welcoming.

The online survey received 2,240 responses from residents of the greater Eugene area and Lane County between October 3 and 31, 2018. The link to the survey was publicized through multiple City newsletters and social media accounts as well as through connections with many partner organizations. It is of note that during the time period that the survey was open, the downtown Butterfly Lot property at 8th and Oak became home to a large number of unhoused campers (October 7 through October 27).

This is the third year the Downtown Community Survey has been conducted. In 2016, the City began working with Project for Public Spaces (PPS) on a public engagement effort on existing public spaces downtown including the Park Blocks, the Plaza at the Hult, Kesey Square, and the Library Plaza, as well as the pedestrian paths that link them. PPS is an internationally known non-profit that has a long history of helping communities transform public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs.

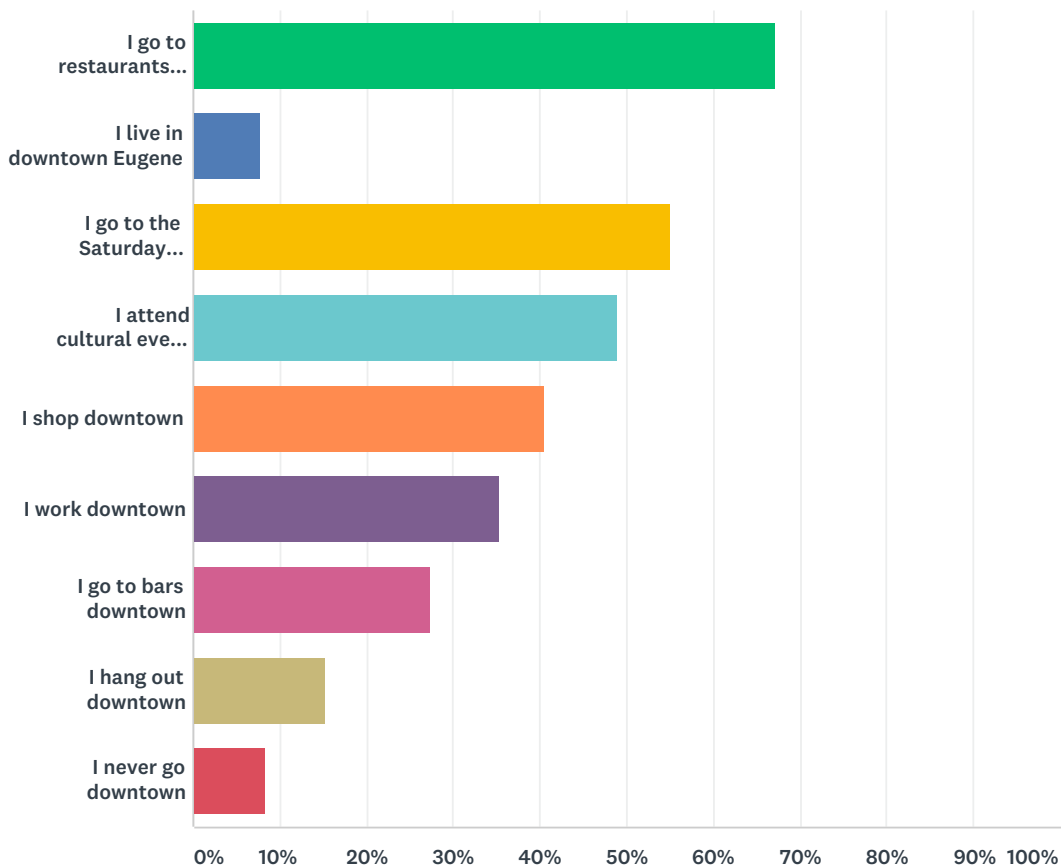
After receiving PPS's recommendations, the City of Eugene formed a downtown team focused on making downtown Eugene's public spaces more safe, welcoming and vibrant, supporting civic, commercial and social activities in the downtown core through four objectives:

1. Make comfort, safety, and social services a priority in the downtown.
2. Activate the public spaces to attract a critical mass of residents, especially families and children.
3. Make physical improvements that will reduce crime, support positive activation, improve visibility and access, and enhance comfort.
4. Communicate success downtown.

We appreciate the continued support of the community and the contributions of our many partners as we continue to work toward making downtown a more safe and welcoming environment.

Q1 What is your connection to downtown Eugene?

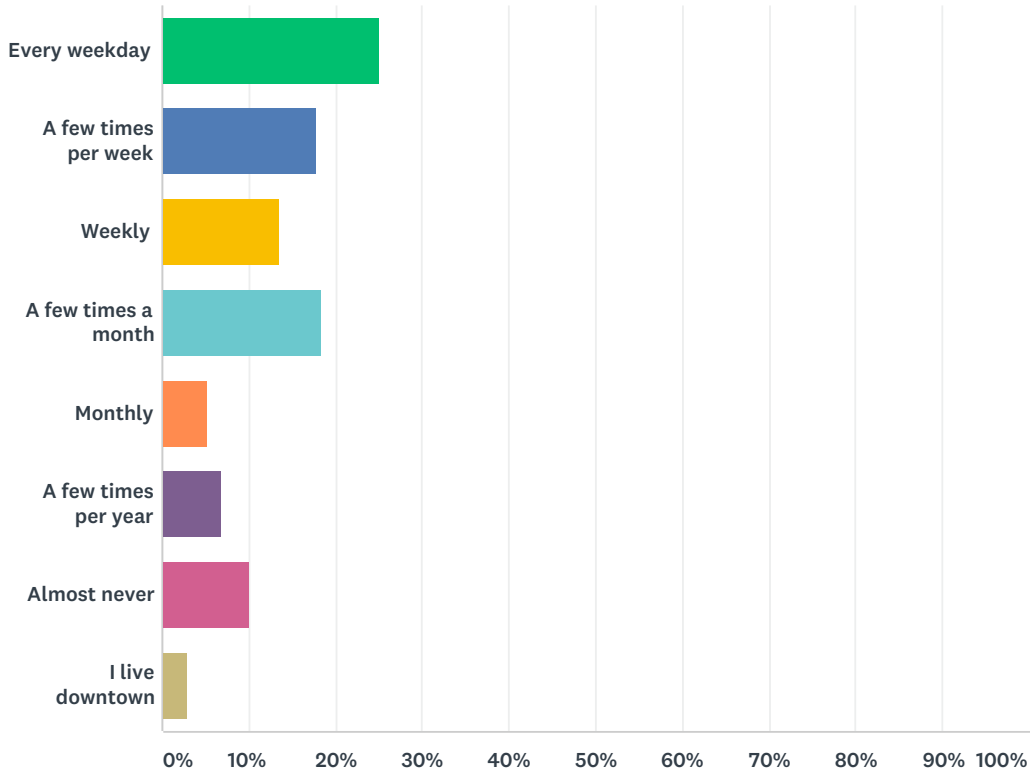
Answered: 2,232 Skipped: 8



ANSWER CHOICES	RESPONSES	
I go to restaurants downtown	67.16%	1,499
I live in downtown Eugene	7.66%	171
I go to the Saturday Market/Farmers Market	55.11%	1,230
I attend cultural events downtown	48.97%	1,093
I shop downtown	40.59%	906
I work downtown	35.39%	790
I go to bars downtown	27.33%	610
I hang out downtown	15.37%	343
I never go downtown	8.38%	187
Total Respondents: 2,232		

Q2 How often did you go downtown this summer?

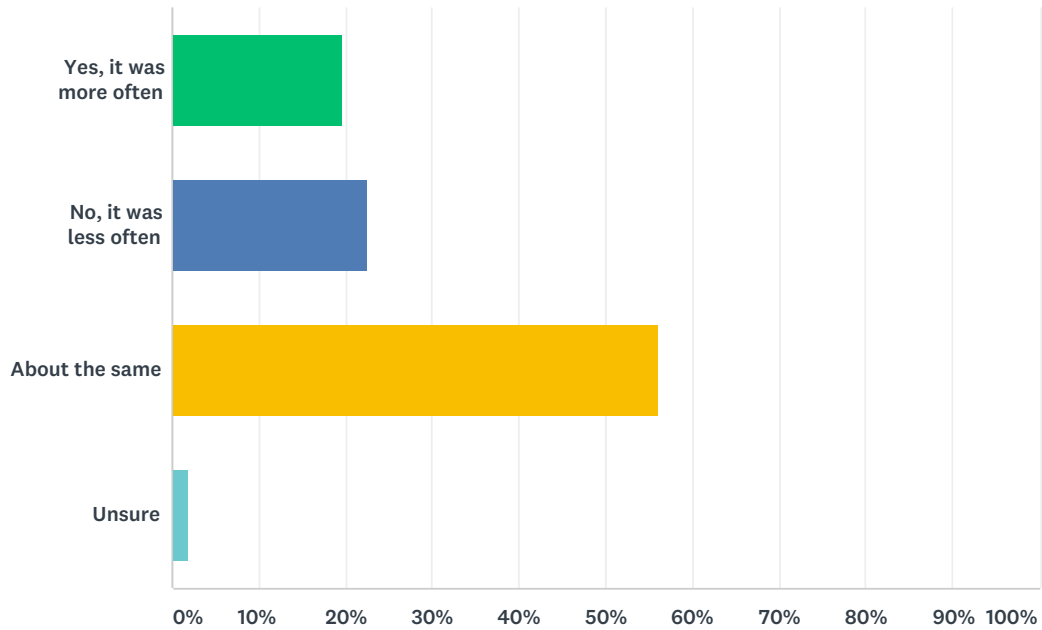
Answered: 2,231 Skipped: 9



ANSWER CHOICES	RESPONSES	
Every weekday	25.19%	562
A few times per week	17.84%	398
Weekly	13.58%	303
A few times a month	18.42%	411
Monthly	5.20%	116
A few times per year	6.90%	154
Almost never	10.00%	223
I live downtown	2.87%	64
TOTAL		2,231

Q3 Was that more often than in 2017?

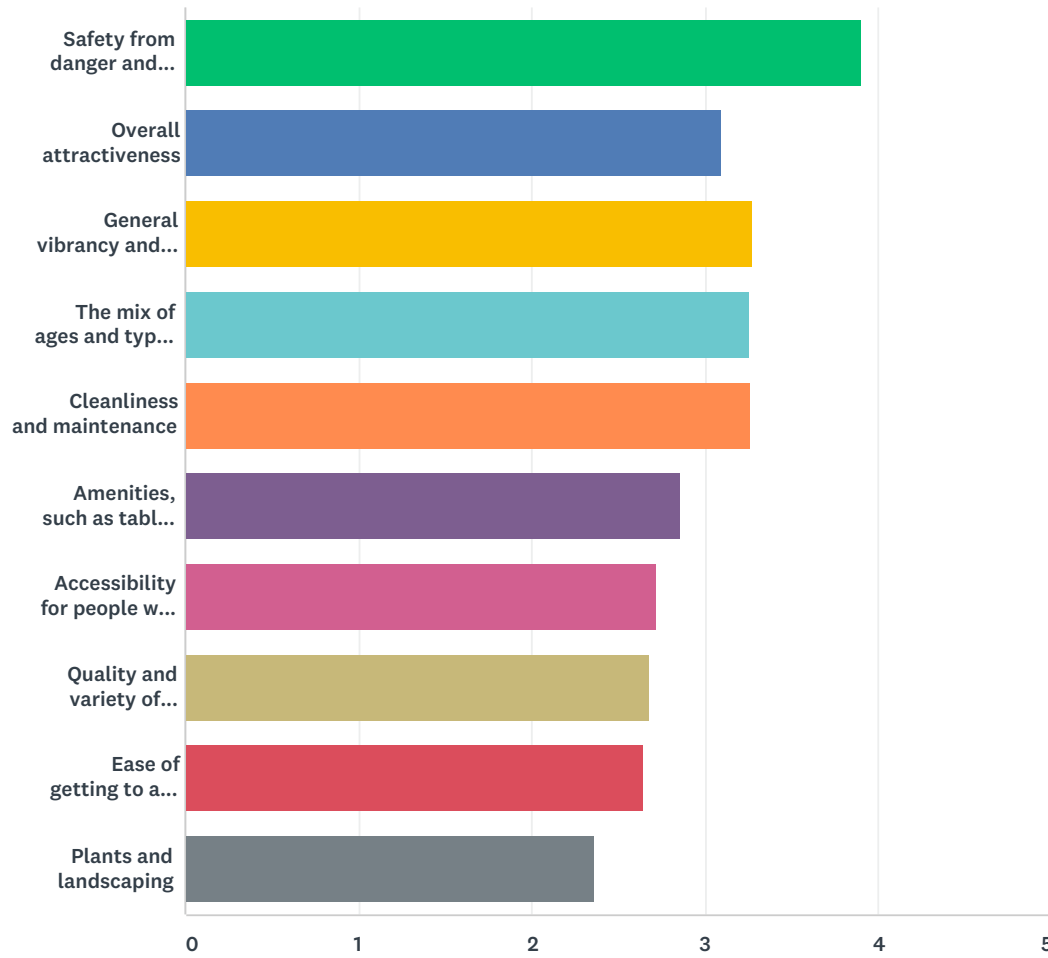
Answered: 2,227 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes, it was more often	19.58%	436
No, it was less often	22.50%	501
About the same	56.13%	1,250
Unsure	1.80%	40
TOTAL		2,227

Q4 How satisfied are you with the Park Blocks in the following areas?

Answered: 2,208 Skipped: 32



	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	TOTAL	WEIGHTED AVERAGE
Safety from danger and harassment	3.00% 66	13.80% 304	15.02% 331	26.60% 586	41.58% 916	2,203	3.90
Overall attractiveness	5.77% 126	32.07% 700	23.68% 517	23.59% 515	14.89% 325	2,183	3.10
General vibrancy and sense of life	5.80% 127	24.98% 547	25.25% 553	24.61% 539	19.36% 424	2,190	3.27
The mix of ages and types of people using the space	5.88% 129	23.56% 517	28.81% 632	23.38% 513	18.37% 403	2,194	3.25
Cleanliness and maintenance	6.01% 132	26.88% 590	21.64% 475	25.56% 561	19.91% 437	2,195	3.26
Amenities, such as tables, chairs, shade, benches, etc.	6.07% 133	34.70% 760	33.24% 728	19.27% 422	6.71% 147	2,190	2.86
Accessibility for people with special needs or disabilities	6.90% 150	25.84% 562	57.93% 1,260	6.67% 145	2.67% 58	2,175	2.72
Quality and variety of programs and events	7.68% 168	36.40% 796	39.78% 870	12.71% 278	3.43% 75	2,187	2.68

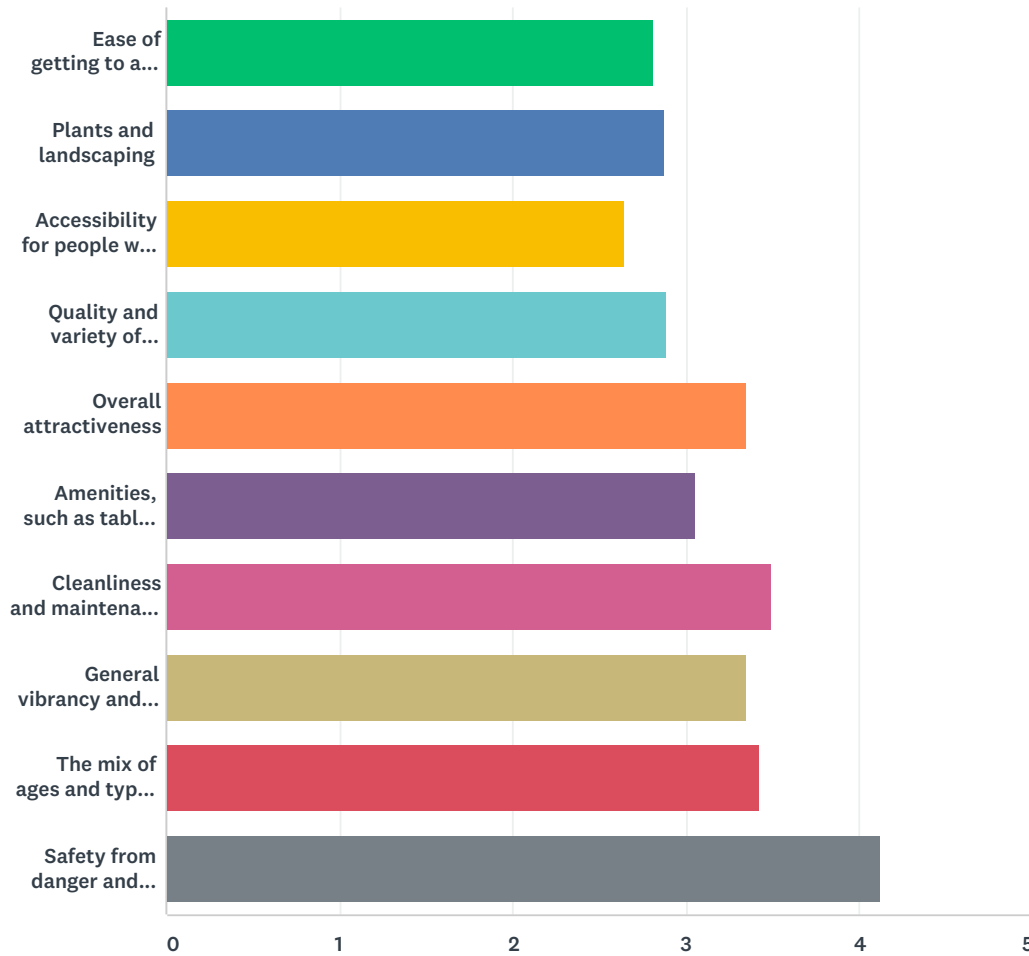
2018 Downtown Community Survey

SurveyMonkey

Ease of getting to and from the space	12.39% 271	38.64% 845	27.57% 603	14.72% 322	6.68% 146	2,187	2.65
Plants and landscaping	18.02% 394	43.18% 944	26.76% 585	8.92% 195	3.11% 68	2,186	2.36

Q5 How satisfied are you with Kesey Square in the following areas?

Answered: 2,200 Skipped: 40



	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	TOTAL	WEIGHTED AVERAGE
Ease of getting to and from the space	13.11% 287	32.30% 707	26.08% 571	17.18% 376	11.33% 248	2,189	2.81
Plants and landscaping	8.25% 180	31.33% 684	33.58% 733	18.28% 399	8.57% 187	2,183	2.88
Accessibility for people with special needs or disabilities	8.29% 180	30.72% 667	52.56% 1,141	4.15% 90	4.28% 93	2,171	2.65
Quality and variety of programs and events	5.65% 123	28.72% 625	43.93% 956	13.97% 304	7.72% 168	2,176	2.89
Overall attractiveness	4.55% 99	22.73% 495	26.22% 571	26.26% 572	20.25% 441	2,178	3.35
Amenities, such as tables, chairs, shade, benches, etc.	6.01% 131	26.93% 587	34.59% 754	20.87% 455	11.61% 253	2,180	3.05
Cleanliness and maintenance	4.07% 89	19.84% 434	24.91% 545	25.82% 565	25.37% 555	2,188	3.49
General vibrancy and sense of life	6.13% 134	22.59% 494	25.51% 558	21.86% 478	23.91% 523	2,187	3.35

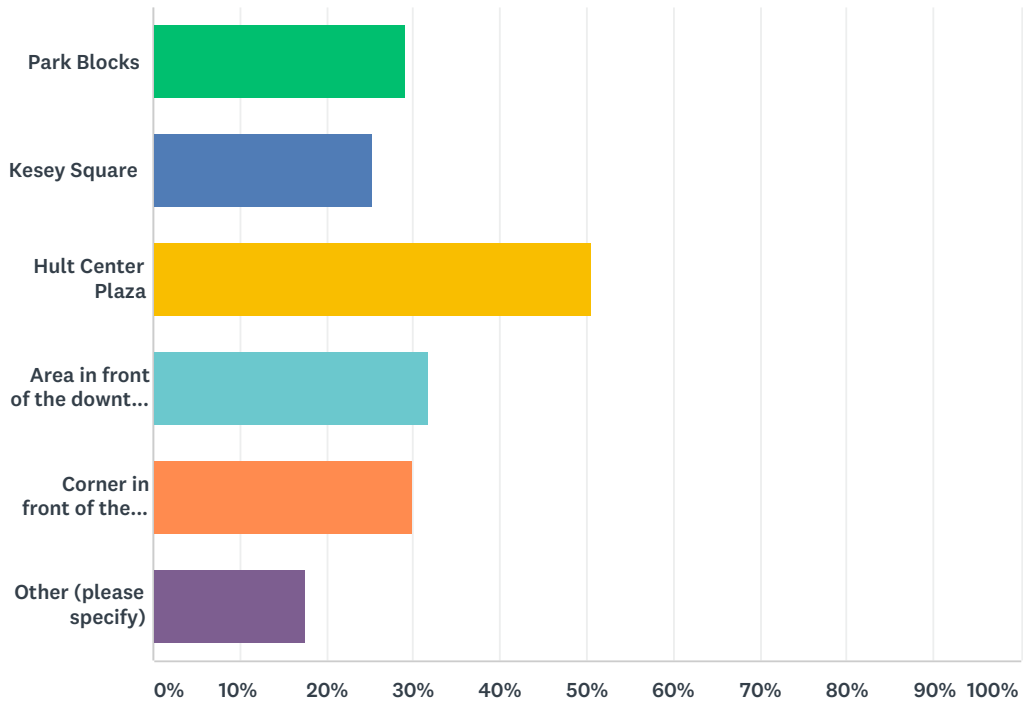
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The mix of ages and types of people using the space	5.54% 121	19.68% 430	26.86% 587	23.30% 509	24.62% 538	2,185	3.42
Safety from danger and harassment	2.74% 60	8.25% 181	12.54% 275	27.41% 601	49.07% 1,076	2,193	4.12

Q6 Which public spaces seem most underutilized to you?

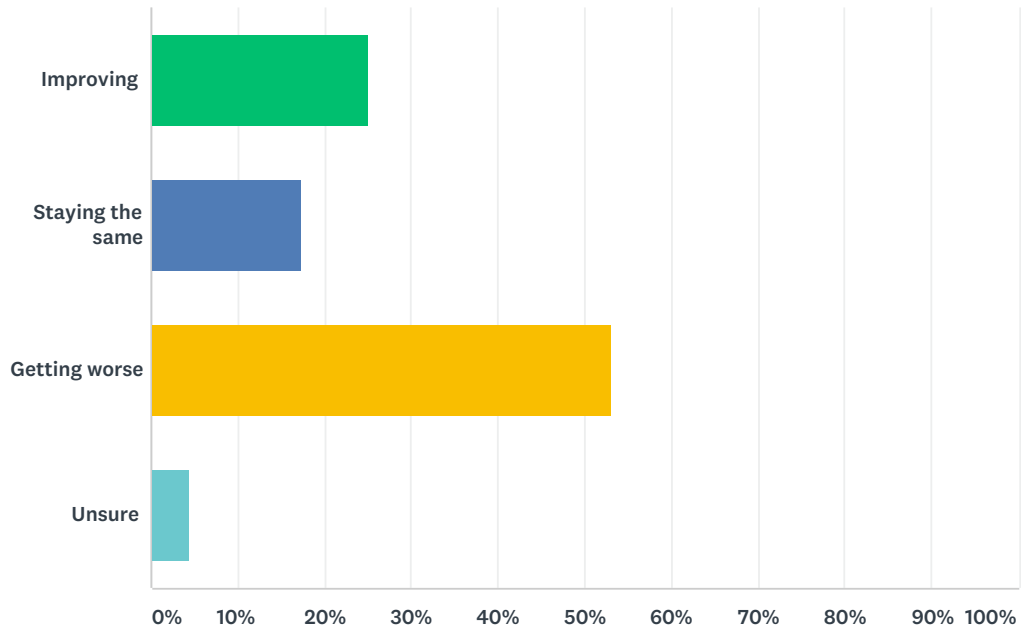
Answered: 2,106 Skipped: 134



ANSWER CHOICES	RESPONSES	
Park Blocks	29.06%	612
Kesey Square	25.21%	531
Hult Center Plaza	50.71%	1,068
Area in front of the downtown library	31.81%	670
Corner in front of the LTD station	29.82%	628
Other (please specify)	17.52%	369
Total Respondents: 2,106		

Q7 Generally, do you think downtown Eugene is:

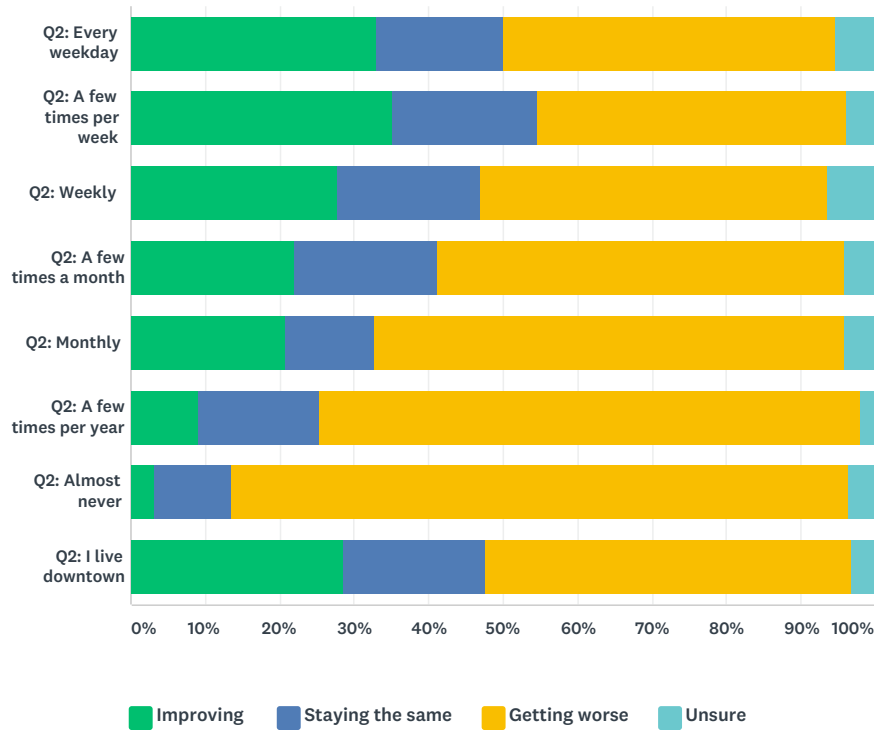
Answered: 2,228 Skipped: 12



ANSWER CHOICES	RESPONSES	
Improving	25.13%	560
Staying the same	17.28%	385
Getting worse	53.10%	1,183
Unsure	4.49%	100
TOTAL		2,228

Q7 Generally, do you think downtown Eugene is by Q2 How often did you go downtown this summer:

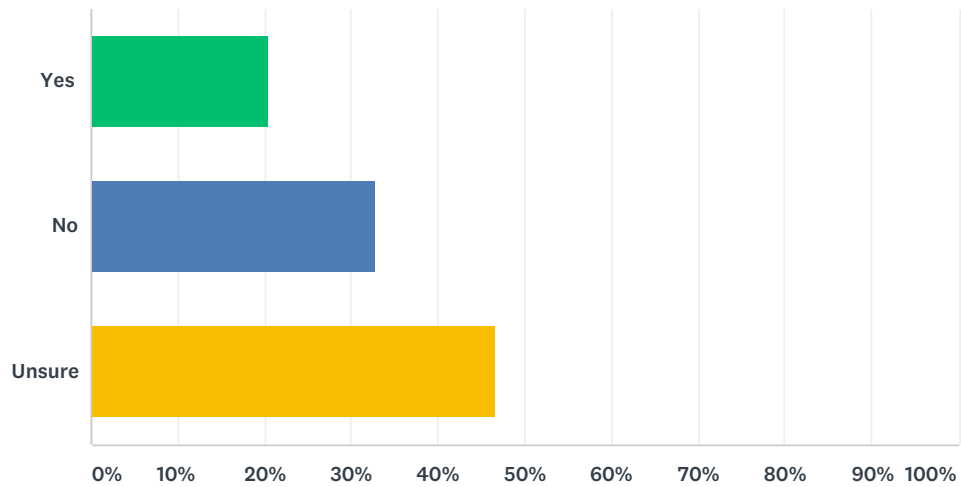
Answered: 2,224 Skipped: 7



	IMPROVING	STAYING THE SAME	GETTING WORSE	UNSURE	TOTAL
Q2: Every weekday	32.86% 184	17.14% 96	44.64% 250	5.36% 30	25.18% 560
Q2: A few times per week	35.18% 140	19.35% 77	41.46% 165	4.02% 16	17.90% 398
Q2: Weekly	27.67% 83	19.33% 58	46.67% 140	6.33% 19	13.49% 300
Q2: A few times a month	21.95% 90	19.27% 79	54.63% 224	4.15% 17	18.44% 410
Q2: Monthly	20.69% 24	12.07% 14	62.93% 73	4.31% 5	5.22% 116
Q2: A few times per year	9.09% 14	16.23% 25	72.73% 112	1.95% 3	6.92% 154
Q2: Almost never	3.14% 7	10.31% 23	82.96% 185	3.59% 8	10.03% 223
Q2: I live downtown	28.57% 18	19.05% 12	49.21% 31	3.17% 2	2.83% 63
Total Respondents	560	384	1,180	100	2,224

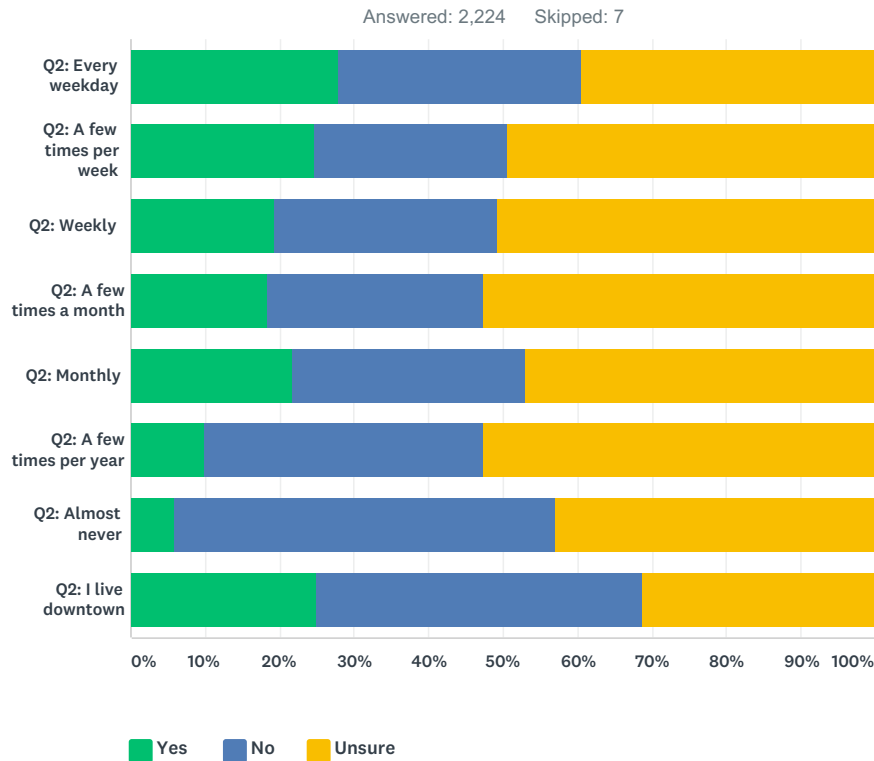
Q8 Do you think the roving information officers (wearing blue shirts with the letter "i") have made downtown Eugene more safe and welcoming?

Answered: 2,228 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	20.47%	456
No	32.90%	733
Unsure	46.63%	1,039
TOTAL		2,228

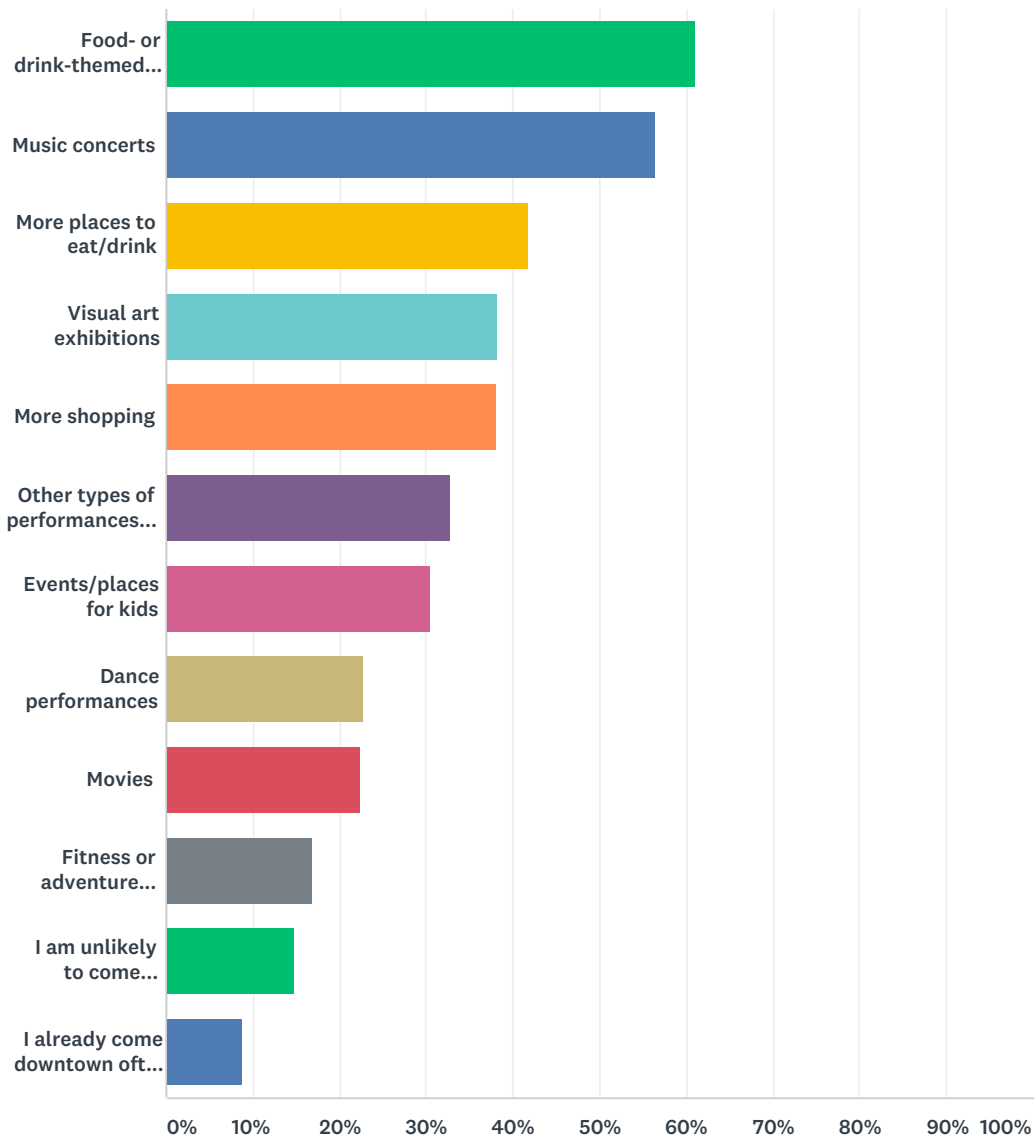
**Q8 Do you think the roving information officers (wearing blue shirts with the letter "i") have made downtown Eugene more safe and welcoming?
by Q2 How often did you go downtown this summer:**



	YES	NO	UNSURE	TOTAL
Q2: Every weekday	27.86% 156	32.68% 183	39.46% 221	25.18% 560
Q2: A few times per week	24.69% 98	25.94% 103	49.37% 196	17.85% 397
Q2: Weekly	19.27% 58	29.90% 90	50.83% 153	13.53% 301
Q2: A few times a month	18.29% 75	29.02% 119	52.68% 216	18.44% 410
Q2: Monthly	21.74% 25	31.30% 36	46.96% 54	5.17% 115
Q2: A few times per year	9.74% 15	37.66% 58	52.60% 81	6.92% 154
Q2: Almost never	5.83% 13	51.12% 114	43.05% 96	10.03% 223
Q2: I live downtown	25.00% 16	43.75% 28	31.25% 20	2.88% 64
Total Respondents	456	731	1,037	2,224

Q9 What type of events or attractions would make you more likely to visit downtown? (choose all that apply)

Answered: 2,070 Skipped: 170



ANSWER CHOICES	RESPONSES	
Food- or drink-themed events (i.e. food truck fest or brewery competition)	61.06%	1,264
Music concerts	56.47%	1,169
More places to eat/drink	41.74%	864
Visual art exhibitions	38.26%	792
More shopping	37.97%	786
Other types of performances (i.e. stand-up comedy, magic, etc.)	32.75%	678
Events/places for kids	30.53%	632

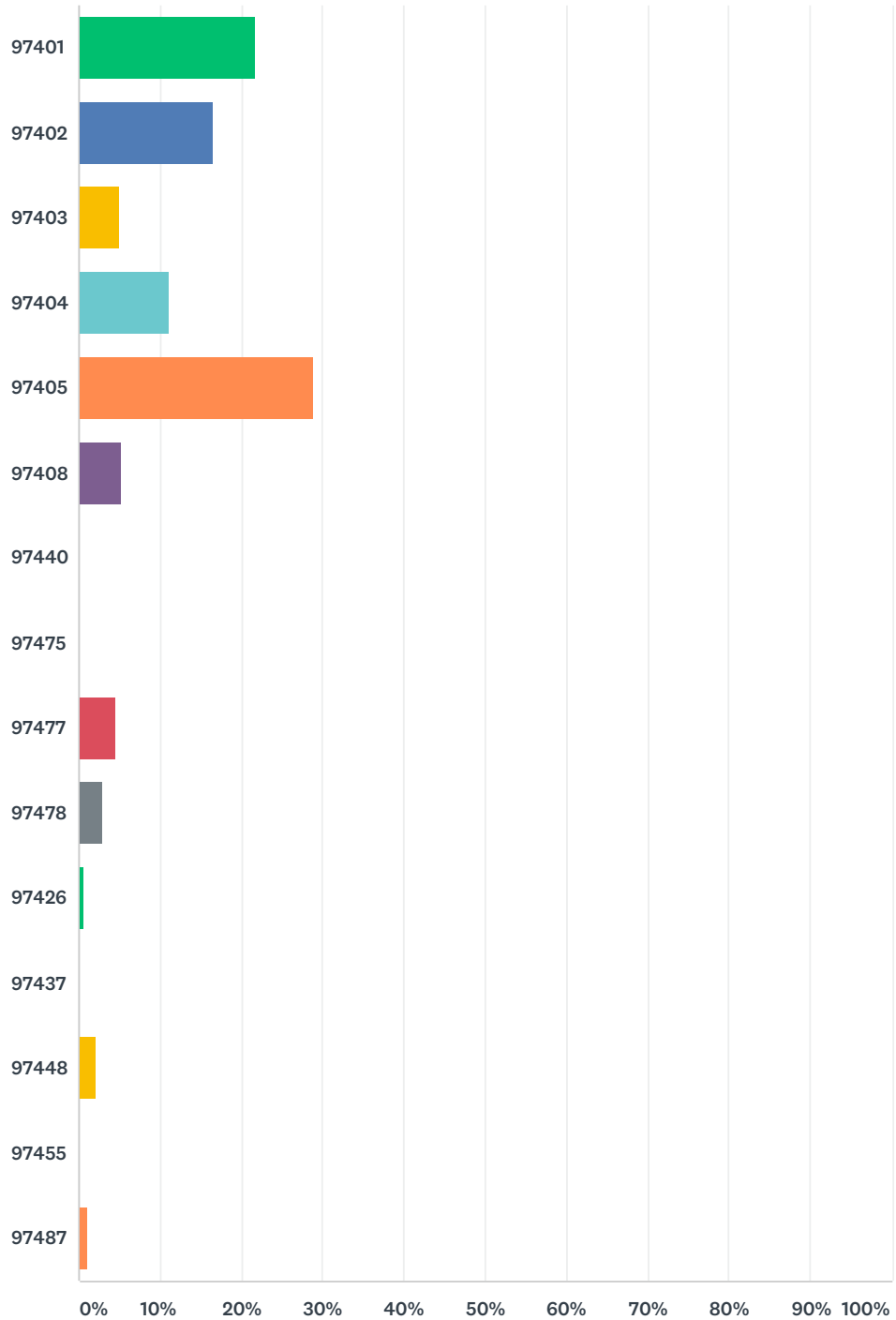
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Dance performances	22.80%	472
Movies	22.42%	464
Fitness or adventure opportunities	16.91%	350
I am unlikely to come downtown even with additional events/attractions	14.93%	309
I already come downtown often for events/attractions, and additional offerings would not increase my visits	8.89%	184
Total Respondents: 2,070		

Q10 What is your home zip code? (This helps us learn which parts of the community we are hearing from as we work to design inclusive and diverse programming.)

Answered: 2,184 Skipped: 56

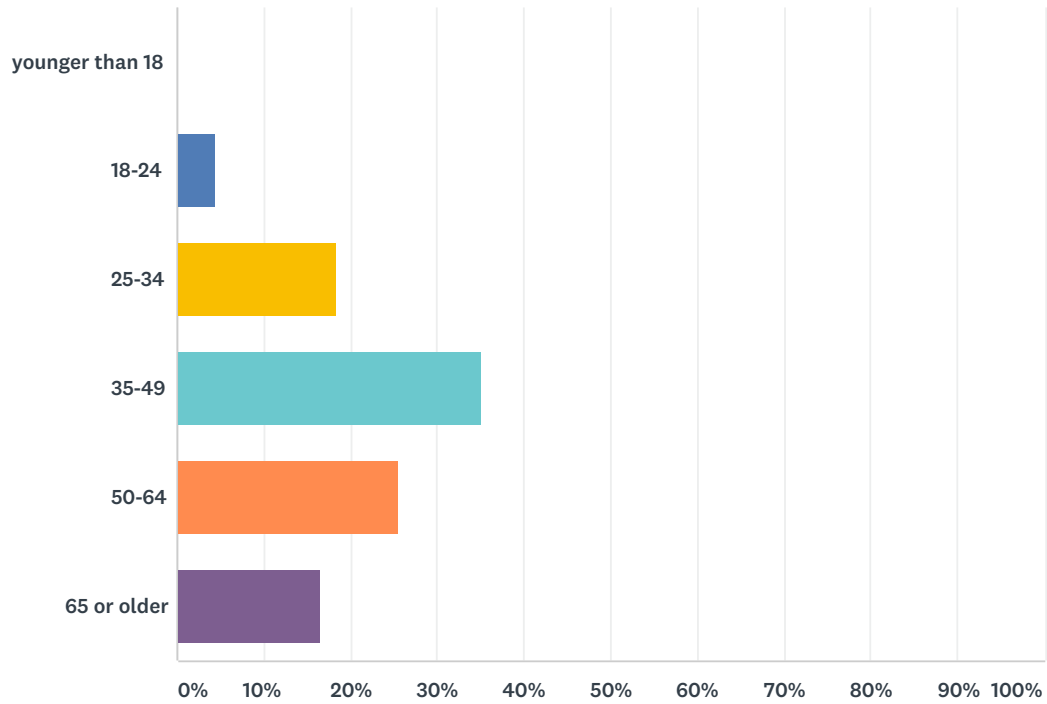


ANSWER CHOICES	RESPONSES	
97401	21.70%	474

97402	16.44%	359
97403	4.95%	108
97404	10.99%	240
97405	28.89%	631
97408	5.22%	114
97440	0.14%	3
97475	0.00%	0
97477	4.67%	102
97478	2.93%	64
97426	0.60%	13
97437	0.09%	2
97448	2.01%	44
97455	0.23%	5
97487	1.14%	25
TOTAL		2,184

Q11 What is your age?

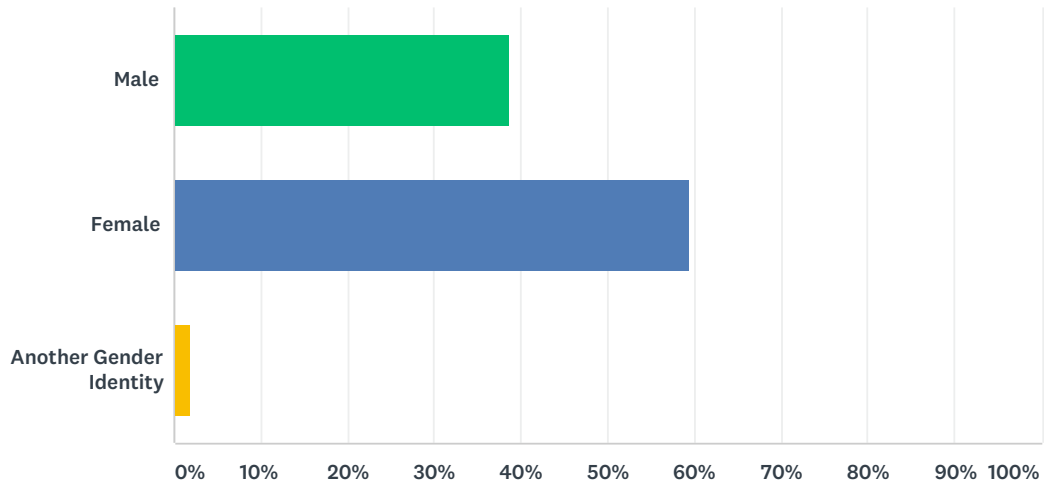
Answered: 2,219 Skipped: 21



ANSWER CHOICES	RESPONSES	
younger than 18	0.09%	2
18-24	4.33%	96
25-34	18.43%	409
35-49	35.11%	779
50-64	25.51%	566
65 or older	16.54%	367
TOTAL		2,219

Q12 What is your gender?

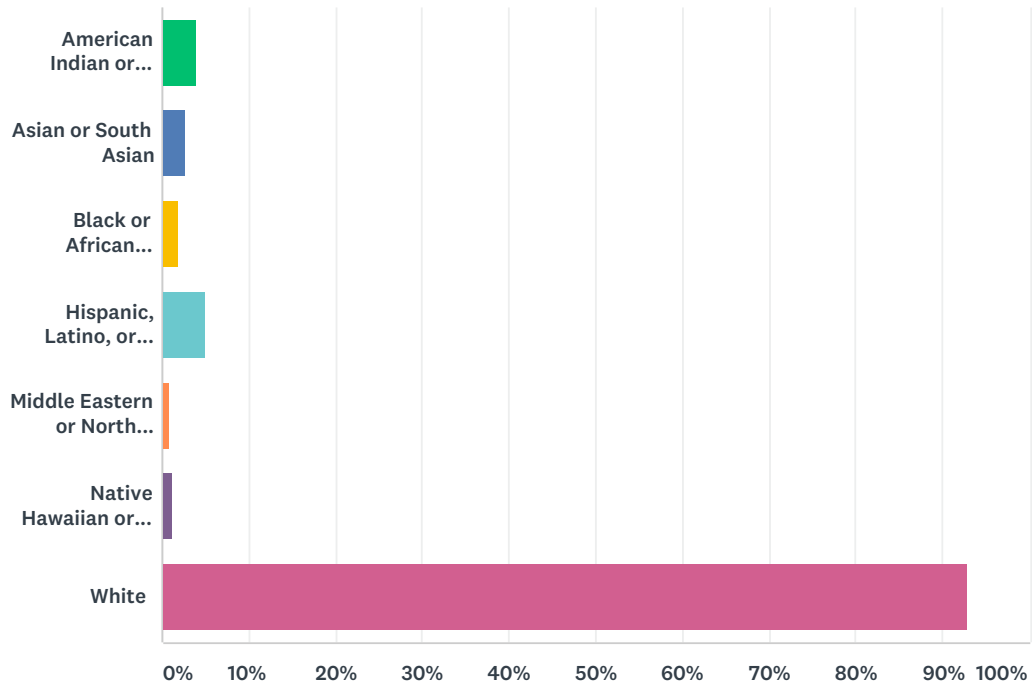
Answered: 2,218 Skipped: 22



ANSWER CHOICES	RESPONSES	
Male	38.64%	857
Female	59.38%	1,317
Another Gender Identity	1.98%	44
TOTAL		2,218

Q13 Which categories describe you?

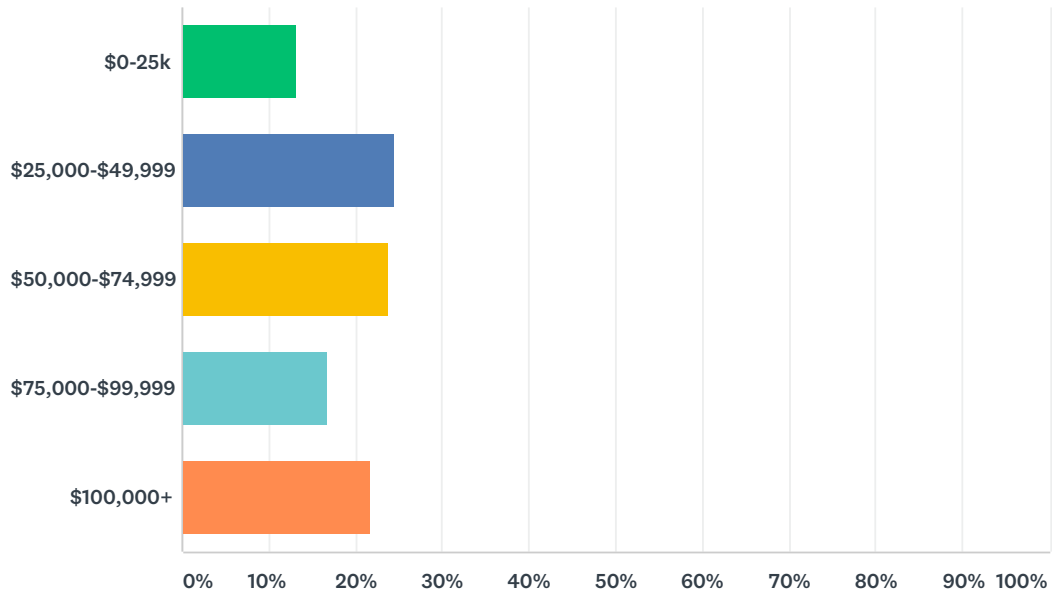
Answered: 2,153 Skipped: 87



ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	3.99%	86
Asian or South Asian	2.65%	57
Black or African American	1.81%	39
Hispanic, Latino, or Spanish origin	4.92%	106
Middle Eastern or North African	0.79%	17
Native Hawaiian or Pacific Islander	1.25%	27
White	92.80%	1,998
Total Respondents: 2,153		

Q14 What is your annual income?

Answered: 2,097 Skipped: 143



ANSWER CHOICES	RESPONSES	
\$0-25k	13.21%	277
\$25,000-\$49,999	24.42%	512
\$50,000-\$74,999	23.80%	499
\$75,000-\$99,999	16.74%	351
\$100,000+	21.84%	458
TOTAL		2,097