Urban Reserves Virtual Open House Survey Results

Summary

Back in March, staff was preparing for a series of large, in-person open house events to share the Urban Reserves Options for public review and feedback. When COVID-19 changed the way we work, we had to adapt our public outreach. Our goal was to notify property owners and residents within the entire study area and involve folks inside the urban growth boundary, too.

Ultimately, our engagement shifted mostly online and was primarily hosted on the city's EngageEugene platform. It included a video, a GIS story map, four reorganized FAQs, an interactive Q&A feature, sign-ups for virtual office hours with staff, high-resolution downloadable maps, and a survey. Our outreach included two postcards mailed to residents and property owners in the study area, using virtual newsletters that reach thousands, emails to neighborhood associations, stakeholders, decision makers, neighboring cities, and interested parties, a Facebook event, and facebook posts that were cross-posted by other City departments.

The combination of mailing postcards, using social media, virtual newsletters, and emails led to a lot of visitors to the Engage Eugene page. In the month that the survey was live, we saw over **1,300** visitors to the Urban Reserves open house, and **870** visitors to the story map. **Between June 26th and July 26th 2020, 210 community members took the Urban Reserves Options survey.** This survey was intended to gather feedback on each of the four Urban Reserves Options before presenting them, with public feedback, to city and county officials. The results of the survey are not statistically valid, however they do provide a snapshot of community perspectives.

The options below include the largest and smallest Urban Reserves allowable by state guidelines as well as two "in-between" options that consider soil classification. More information about Urban Reserves can be found on the project webpage, the project Engage Eugene page, and the Urban Reserves Options Story Map.

Who Took the Survey?
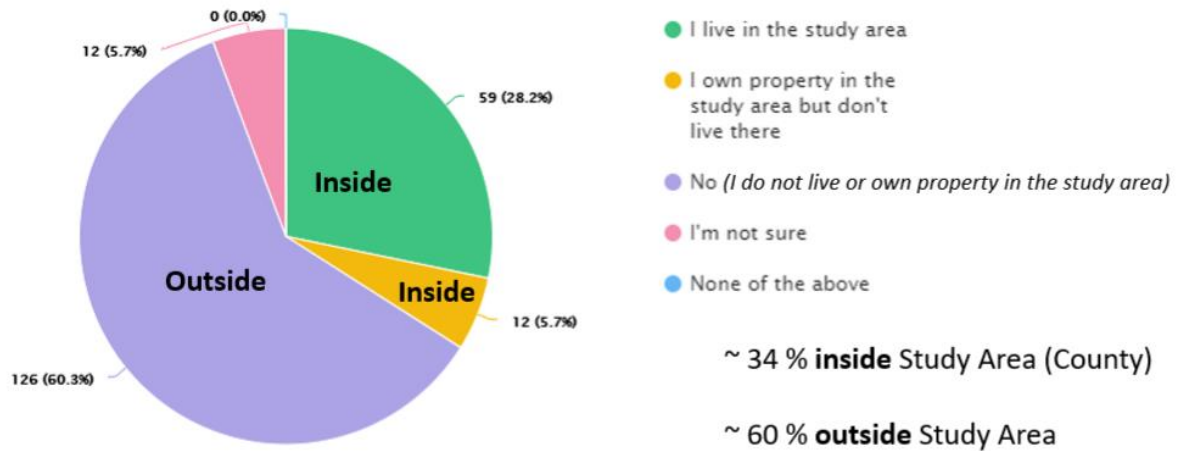
Over a third of our survey takers either lived or owned property within the study area in the county and about 60% did not live or own property within the study area. This shows that our outreach reached both folks inside and outside the urban growth boundary.

General Survey Feedback

The survey included optional short answer questions asking for specific feedback on each of the options. The most prevalent feedback, by far, was respondents' desire to preserve farmland. 83 responses mentioned farmland preservation- more than half of the overall comments. Other comments included support for a longer term planning horizon, wanting to build more densely before expanding out, and the connection to climate change.
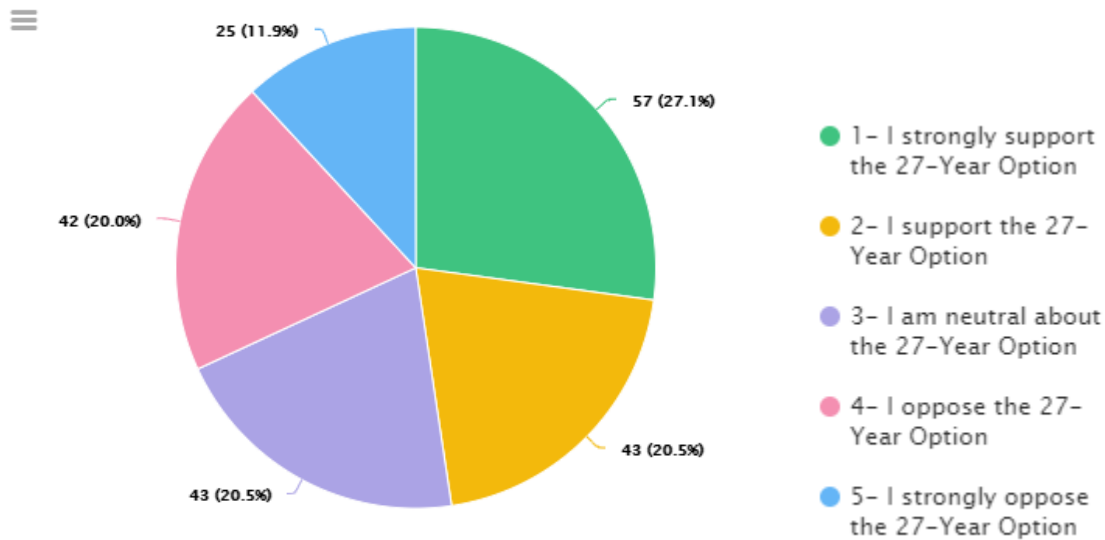
The 30-Year Option
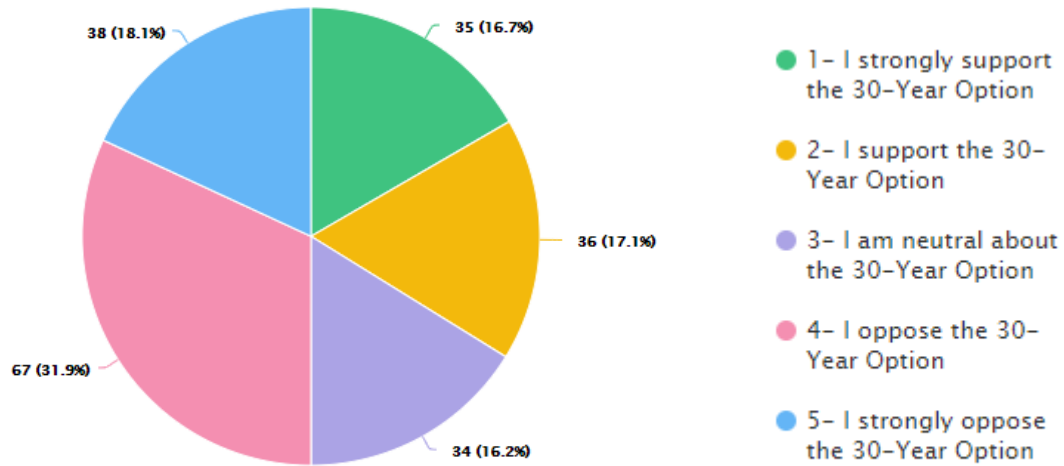
Overall, this option was the least supported with 33.8% of respondents supporting the option. It was also the most opposed with 50% of respondents opposing the option. Feedback about the 30-year option was that it did not preserve enough class 1 and class 2 soils.
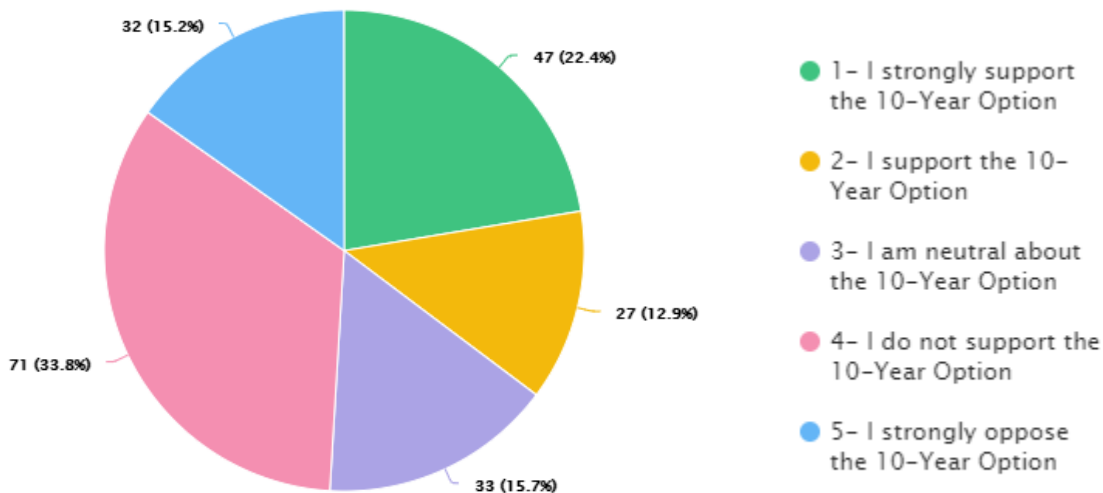
The 29-Year Option
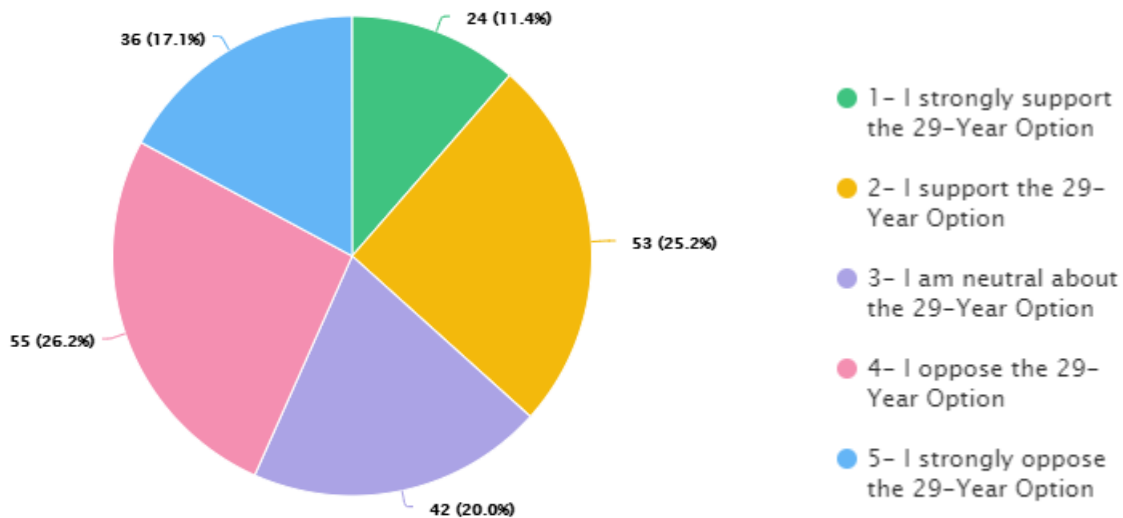
The 29-year option had 36.6% of respondents supporting the option and 43.3% of respondents opposing the option. There was no specific feedback about the 29-year option.

The 27-Year Option

25 (11.9%)

57 (27.1%)

42 (20.0%)

- 1– I strongly support the 27–Year Option
- 2– I support the 27–Year Option
- 3– I am neutral about the 27–Year Option
- 4– I oppose the 27–Year Option
- 5– I strongly oppose the 27–Year Option

43 (20.5%)

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The 27-year option was the most supported option with 47.6% of respondents supporting the option. It was also the least opposed with 31.9% of the respondents opposing the option. Feedback included that it provided a desirable longer-term planning horizon while at the same time preserving class 1 and class 2 soils.

The 10-Year Option

32 (15.2%)

47 (22.4%)

- 1– I strongly support the 10–Year Option
- 2– I support the 10–Year Option
- 3– I am neutral about the 10–Year Option
- 4– I do not support the 10–Year Option
- 5– I strongly oppose the 10–Year Option

27 (12.9%)

71 (33.8%)

33 (15.7%)

The 10-year option has 35.3% of respondents supporting the option and 49% of respondents opposed to the option. Feedback included that the option preserved the most soils but had a shorter planning horizon and would not provide for efficient development of future land patterns.

Support Summary
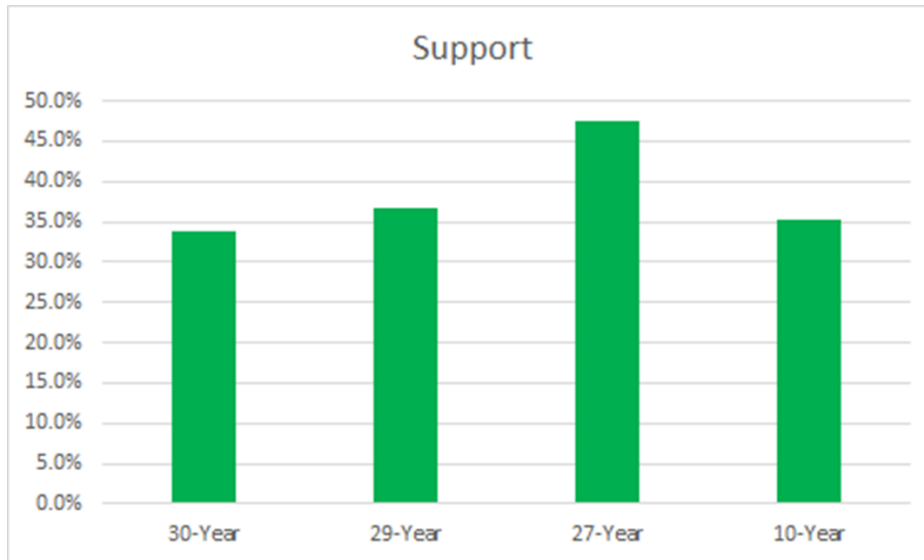
Here is a graph showing the support for each of the options. The 27-year option was the most supported and the 30-year option was the least supported.

Oppose Summary
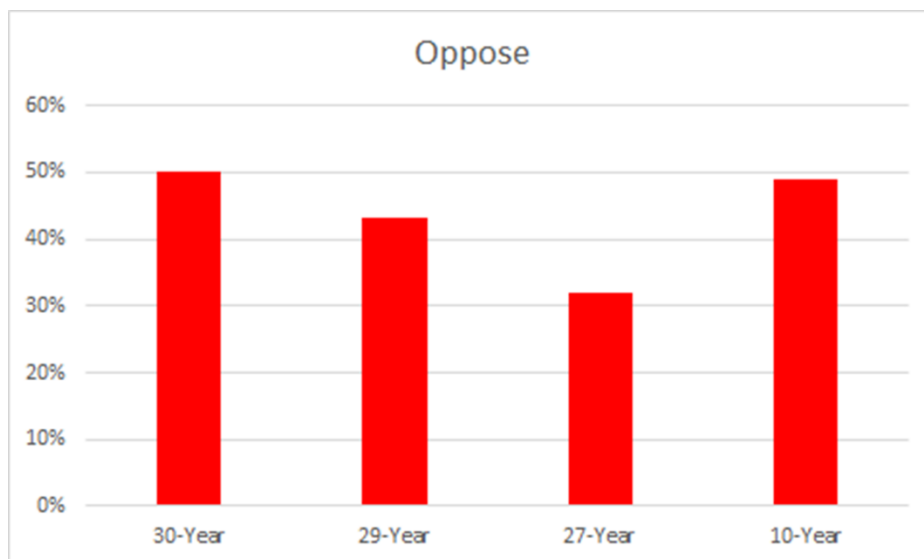
And finally, here is a graph showing opposition for each of the options. The 30-year option was the most opposed and the 27-year option was the least opposed.