

**CITY OF EUGENE  
PARKS AND OPEN SPACES  
SURVEY RESULTS**  
*August 2020*

## INTRODUCTION AND METHODOLOGY

Between July 1 and August 7, 2020, the Turell Group surveyed residents of the City of Eugene on behalf of the Parks and Open Spaces department. The survey was designed to understand the residents of Eugene's enjoyment of parks, and how changes to park maintenance funded by the 2018 levy affected perceptions, use, and attitudes of parks and open spaces among Eugene residents.

### Research Methodology

Between July 1 and August 7, 2020, the Turell Group conducted an online survey of users of Eugene parks and natural areas. The survey was promoted in City of Eugene printed and emailed newsletters and in City of Eugene social media. The survey took an average of 7 minutes to complete.

Participants of the English version could elect to participate in a drawing for an REI gift card. Those completing the survey in Spanish could elect to participate in a drawing for a gift card to Safeway. The drawing was completed by the Turell Group, and awarded by the Parks and Open Space division.

All survey questions were analyzed for correlation with frequency of park usage, age, gender, race/ethnicity, area of residence, and if children reside in the home.

### Limitations

Any sampling of opinions or attitudes is subject to a margin of error. The margin of sampling error is to represent the difference between the sample and the entire population. For this study, the sampling error is +/- 2% at a 95% confidence interval. This means there is a 95% probability that the sample taken for this study falls within this margin of error if all parks users were able to be surveyed. Due to rounding, some percentages do not add up to 100%, and in the annotated questionnaire provided in the appendix, results may add up to 99% or 101% due to rounding.

Participants were self-selected and may not be a representative sample of Eugene residents or Eugene voters. For example, 4% of respondents indicated they rarely or never visit parks. In a randomized, controlled survey taken in 2015, DHM Research found that 12% of Eugene residents rarely or never visit parks. Generalizing these results to the Eugene public without adjustments may yield inaccurate results.

### Turell Group

Turell Group is a Eugene, Oregon, full service marketing and communications agency, including independent research. The agency staff have been providing unbiased services for over two decades. The agency is non-partisan, independent, and specializes in supporting organizations located within Oregon.

INTRODUCTION AND METHODOLOGY	2
SUMMARY	4
KEY FINDINGS	6
<b>Use of Parks</b>	<b>6</b>
Frequency	6
COVID-19	7
Use of Parks in Different Areas	8
Activities at Parks	9
Barriers to Use	10
<b>Importance of Parks</b>	<b>13</b>
<b>Perceptions of Parks</b>	<b>15</b>
Park Cleanliness	15
Park Safety	17
Changes in Sense of Safety	18
Park Maintenance	20
Desired Improvements	22
<b>Funding &amp; Approval</b>	<b>23</b>
Levy Changes	23
Operating Priorities	24
Importance of Funding	25
Parks Approval Level	26
Desired Improvements	27
Feedback for Parks and Open Spaces Division	27
<b>Demographic Differences</b>	<b>28</b>
APPENDIX	30
<b>Survey questions and responses</b>	<b>30</b>

## SUMMARY

In 2018, voters in Eugene, Oregon, passed a levy that directed funds to the Parks and Open Space division to improve maintenance and operations. To understand how park users are responding to these improvements, and to understand how residents of Eugene feel about their parks, the division hired Turell Group, a Eugene-based agency, to evaluate the perceptions of Eugene parks and natural areas.

Between July 1 and August 7, 2020, 2,313 people participated in an online survey. Of the respondents, 27 completed the survey in a Spanish language version of the survey.

### Importance of Parks

Eugene parks are tremendously important for the quality of life of nearly all respondents. Ninety percent of survey respondents expressed parks are extremely (64%) or very (26%) important. This value of parks is consistent across all areas of Eugene and demographics.

**90%**  
*of respondents indicate parks are extremely or very important to their quality of life*

### Frequency and Use

Most respondents (78%) visit parks at least weekly, and nearly all (90%) visit parks at least monthly. The top three activities conducted in parks for utilizing parks and natural areas are enjoying nature, utilizing trails, and exercising.

At the time this survey was conducted, the greatest barrier to their enjoyment of parks was

**78%**  
*of respondents are at parks daily or weekly*

challenges maintaining a safe distance from others at parks, concerns for personal safety, and a lack of time.

Since March 2020, during COVID-19 safety measures, park use by the majority of people has decreased.

### Perceptions and Satisfaction

Most respondents have a high satisfaction with Eugene parks: nearly two thirds (60%) feel the parks are extremely or very well maintained, and over half (53%) report they are extremely or very clean.

Considering safety, people are mixed in their feelings of safety, with 45% indicating parks feel extremely or very safe, while 42% feel moderately safe. Those identifying as male feel safer (50%) than those identifying as non-binary/another identity (47%), and safer than those identifying as female (42%). Primary safety concerns centering around illegal camping, litter and evidence of drug use.

People would like to see improvements with restrooms, litter pick-up and garbage removal.

**60%**  
*of respondents indicate parks are extremely or very well maintained*

**53%**  
*report parks are extremely or very clean*

**45%**  
*feel parks are extremely or very safe*

The top three priorities for funding are ongoing maintenance, cleaning up homeless encampments in parks, and maintaining hiking and biking trails.

Nearly three-fourths (73%) of respondents strongly or somewhat approve of how parks and open spaces are currently maintained.

### Parks Funding and Levy Changes

Funding parks is extremely or very important to nearly all (90%) survey participants.

**73%**  
*indicate changes funded  
by the 2018 levy are worth  
the additional expense*

In addition, about three-fourths (73%) of participants indicate the increased safety and maintenance provided by the 2018 levy is worth the additional expense.

The most frequently observed improvements made possible by the levy are the increased care of trees and vegetation, removing invasive plants, and planting native plants where appropriate, the reopening of restrooms and additional portable toilets, and increased trail maintenance.

### Concerns and Feedback

Those who wrote in what improvements they would like to see in Eugene parks most commonly discussed concerns about illegal camping. Messages shared as feedback about Eugene Parks and Open Space most commonly expressed appreciation for the work done by the department and how much parks are valued and enjoyed.

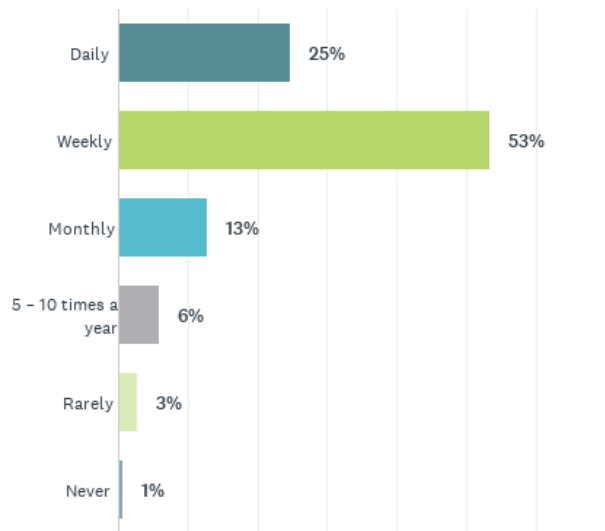
# KEY FINDINGS

## USE OF PARKS

### FREQUENCY

Survey participants are at parks frequently. Most survey participants typically visit a park either weekly (53%) or daily (25%). This combines for a high-frequency use of parks of 78%. Eliminating those who do not live in Eugene, this high-frequency rate rises to 82%.

Typically, how frequently do you visit a park in Eugene?

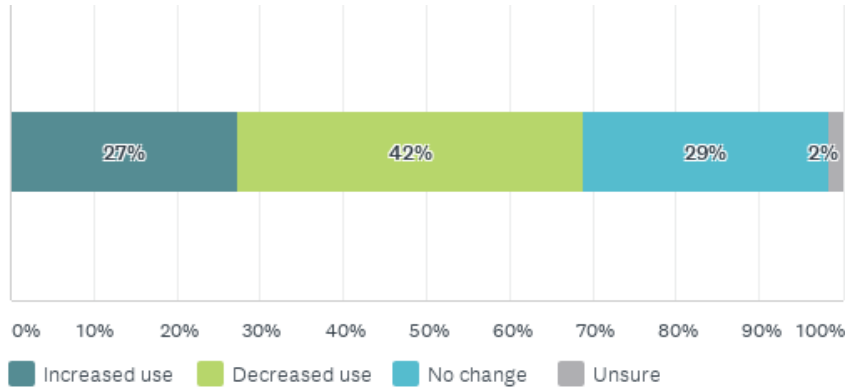


- People who identify as non-binary or another gender identity report going to parks at the highest daily rate (41%). The next highest gender identity is males (31%), followed by those identifying as female (22%).
- The age group who are at the parks the most (daily and weekly combined) are those aged 36-45 years (82%).
- Households with children ages 0-11 visit parks weekly at a higher rate (59%) than the average survey response.
- People living in City Central and Southeast Eugene are at parks daily or weekly or more frequently at a higher rate than the rest of Eugene. The responses of visiting parks daily or weekly by area of residence are:
  - City Central (88%)
  - Southeast Eugene (87%)
  - Southwest Eugene (80%)
  - Willakenzie/Northeast Eugene (79%)
  - Bethel-Danebo (75%)
  - River Road/Santa Clara (74%)
  - I don't live in any of these areas (52%)

## COVID-19

During COVID-19 safety measures beginning in March 2020, most participants reported using parks less frequently, with 42% indicating a decrease in use, 27% increasing use, and 29% indicating no change.

How has your use of Eugene parks and natural areas changed after March 2020, during the COVID-19 epidemic?



These changes correlate significantly with how frequently an individual reported visiting a park.

- Those who use the park daily increased (37%) or didn't change (37%) their usage, while less frequent users decreased their use.
- Those who rarely or never visit parks experienced the least change (56%, 64% respectively), or in other words, they continued to not use parks.

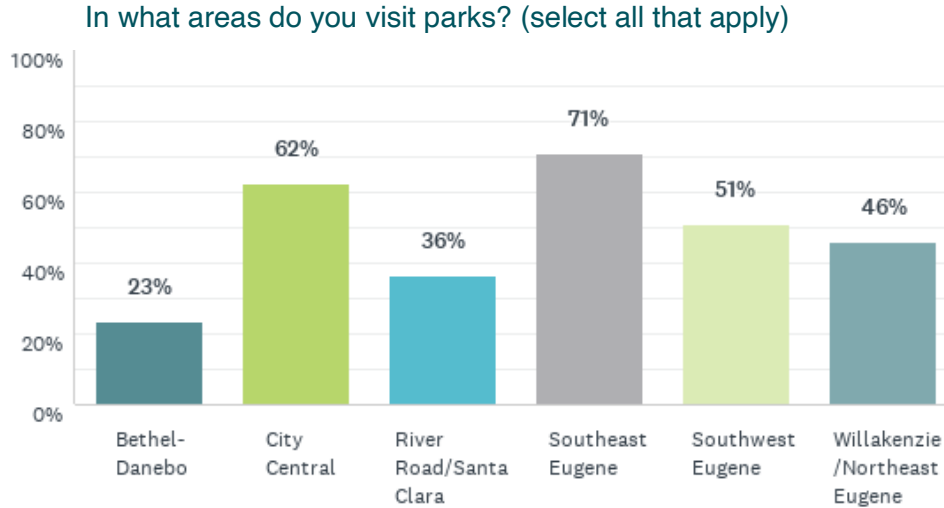
How has your use of Eugene parks and natural areas changed after March 2020, during the COVID-19 epidemic?

Typically, how frequently do you visit a park in Eugene?	Increased	Decreased	No Change	Unsure
Daily	37%	24%	37%	1%
Weekly	28%	43%	27%	1%
Monthly	17%	61%	20%	2%
5 – 10 times a year	9%	68%	23%	0%
Rarely	6%	25%	56%	13%
Never	7%	14%	64%	14%

- Those whose use increased during this time also are those for whom parks are extremely or very important. The smaller the increase of use at this time correlates with the less the individual values parks.
- Those aged 18-25 reported the highest increased use during COVID-19 (39%), and those aged 36-35 reported the most decrease use (50%). Respondents aged 66 and older had the most indicating no change (37%).

## USE OF PARKS IN DIFFERENT AREAS

People are most frequently visiting parks in the Southeast Eugene area (71%) and the City Central area (62%).



- Nearly all respondents visit parks in the area in which they live.
- Those who don't live in Eugene are also typically visiting parks in City Central and Southeast Eugene.

**In what areas do you visit parks?**

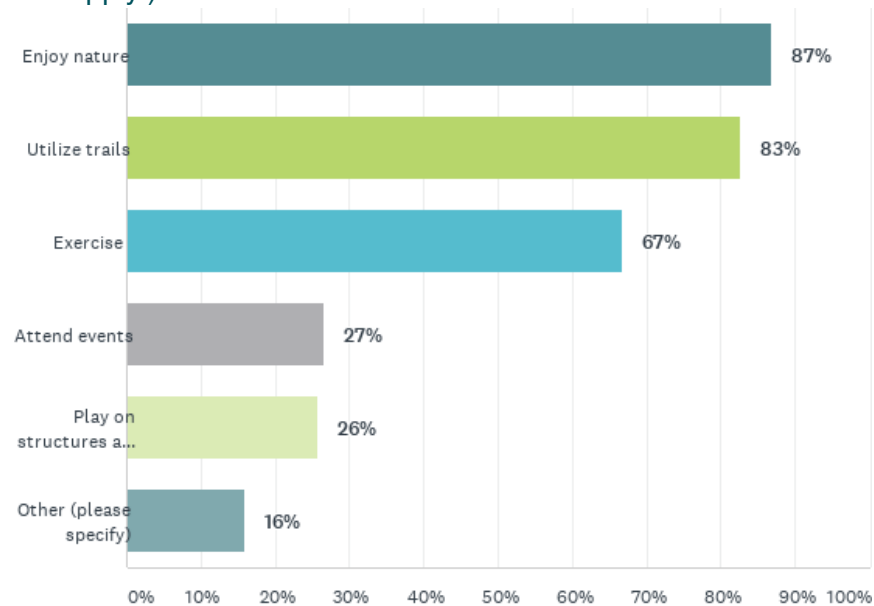
	Bethel-Danebo	City Central	River Road/Santa Clara	Southeast Eugene	Southwest Eugene	Willakenzie / Northeast
Bethel-Danebo	<b>89%</b>	43%	51%	41%	43%	30%
City Central	19%	<b>96%</b>	37%	73%	50%	44%
River Road/Santa Clara	26%	53%	<b>88%</b>	48%	42%	39%
Southeast Eugene	13%	59%	19%	<b>98%</b>	45%	37%
Southwest Eugene	21%	61%	29%	69%	<b>93%</b>	31%
Willakenzie/Northeast Eugene	13%	54%	32%	58%	31%	<b>93%</b>
I don't live in these areas	23%	59%	33%	<b>64%</b>	49%	51%



## ACTIVITIES AT PARKS

Eugene parks and open spaces are used primarily to *Enjoy nature* (87%), *Utilize trails* (83%) and to *Exercise* (67%). Typical *Other* write-in responses included activities with dogs (walking dog, dog parks, etc.) (104 mentions), socializing from a safe distance, disc golf, biking, picnics, walking, volunteering, taking photos, and bird watching.

In what activities do you participate at Eugene parks? (Select all that apply.)



- *Playing on structures and open areas* is significantly different between those who identify as female and male, with 29% of individuals identifying as female selecting this option in contrast to 18% of males. No significant difference is present with other gender identities. Those aged 36-45 years are most selected *Play on structures and in open areas* (48%).
- Those who most *Attend events* are aged 36-45 years (31%) and 46-55 years (33%) are those in parks to attend events. Evaluating by frequency, people who are in parks 5 -10 times per year (38%) are most likely to indicate they *Attend events*.

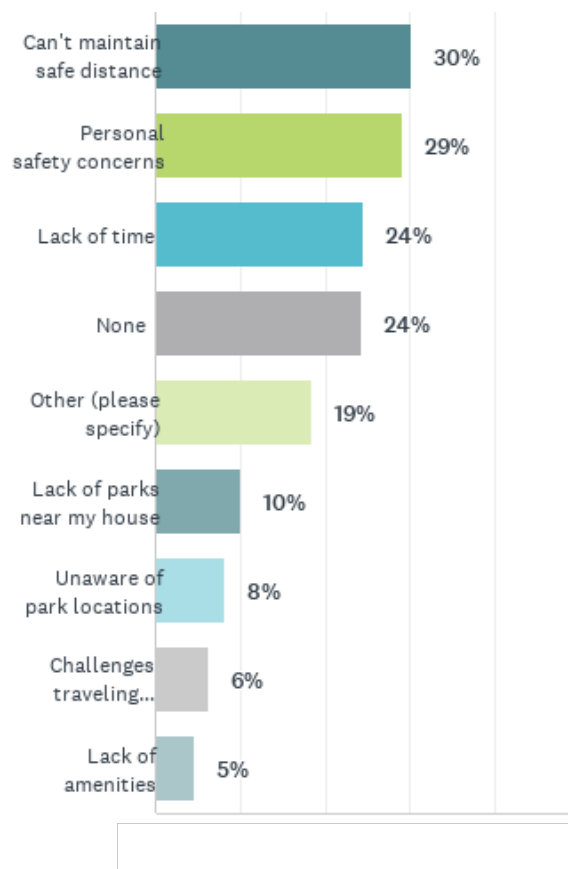
In what activities do you participate at Eugene parks? (Select all that apply.)

Typically, how frequently do you visit a park in Eugene?	In what activities do you participate at Eugene parks? (Select all that apply.)					
	Exercise	Enjoy Nature	Play on structures and in open areas	Utilize Trails	Attend Events	Other (Please specify)
Daily	77%	86%	24%	86%	23%	22%
Weekly	69%	89%	28%	87%	26%	15%
Monthly	59%	89%	25%	77%	30%	8%
5 – 10 times a year	47%	85%	20%	68%	38%	15%
Rarely	27%	61%	11%	50%	30%	11%
Never	21%	43%	21%	7%	21%	43%

## BARRIERS TO USE

When asked what, if anything, prevents the respondent from visiting Eugene parks, the most frequently selected answers were *Unable to maintain safe distance from others* (30%), *Concern about personal safety* (29%), and *Lack of time* (25%). Write-in responses discussed indicated concerns related to the 2020 pandemic, personal safety concerns created by anti-social behavior, evidence of drug use such as needles, and restroom needs.

### What, if anything, prevents you from visiting Eugene parks? (Select all that apply.)



- The third most selected barrier, *Lack of time*, is strongest among the youngest respondents, aged 18-25 (38%), and this barrier decreases incrementally as the respondents age: younger people report having less time than older people. For those aged 66 and older, selecting *Lack of time* as a barrier decreases to 10%. In its place, each subsequently older population segment selected *None* as a barrier to enjoying parks. Specifically, 16% of those aged 18-25 selected *None*, whereas 41% of those aged 66 and older selected *None*.
- For those aged 18-25, being *Unaware of park locations* emerged as a notable barrier for many (21%), along with a *Lack of parks near my house* (17%). Lack of park locations and lack of awareness of locations decreases by age of the respondents, with those aged over 46 years selecting this only between 4% and 5% of the time.

- *Challenges/concerns about traveling to/from parks* is another concern of younger participants 18-25 (12%).
- When evaluated for gender identity, *Concern about my personal safety at parks* varies significantly, with people identifying as non-binary and another gender identity selecting this the most frequently at 33%, identifying as females at 31%, and males selecting this option 24%.
- Looking at responses by area, those in the Bethel-Danebo area were significantly more likely to select *Concern about my personal safety at parks* (42%). This is significantly different from the Southeast Eugene area (23%). The River Road area had a significantly higher number who indicated a *Lack of parks near my house* (21%). The Southeast Eugene area had the most residents indicating that no barrier (*None*) prevented them from enjoying parks.

**In which area do you live?**

	Bethel-Danebo	City Central	River Road/Santa Clara	Southeast Eugene	Southwest Eugene	Willakenzie /Northeast
Unaware of park locations	13%	10%	7%	<b>5%</b>	9%	9%
Lack of parks near my house	13%	6%	<b>21%</b>	4%	12%	12%
Lack of amenities, such as playground equipment	<b>9%</b>	2%	<b>8%</b>	2%	6%	5%
Lack of time	19%	26%	24%	22%	26%	23%
Challenges/concerns about traveling to/from parks	10%	8%	7%	4%	6%	5%
Concern about my personal safety at parks	<b>42%</b>	31%	33%	23%	32%	28%
Unable to maintain safe distance from others	27%	31%	29%	32%	36%	26%
None	19%	22%	18%	<b>31%</b>	23%	27%
Other (please specify)	21%	20%	19%	20%	18%	19%

**What, if anything, prevents you from visiting Eugene parks? (Select all that apply.)**

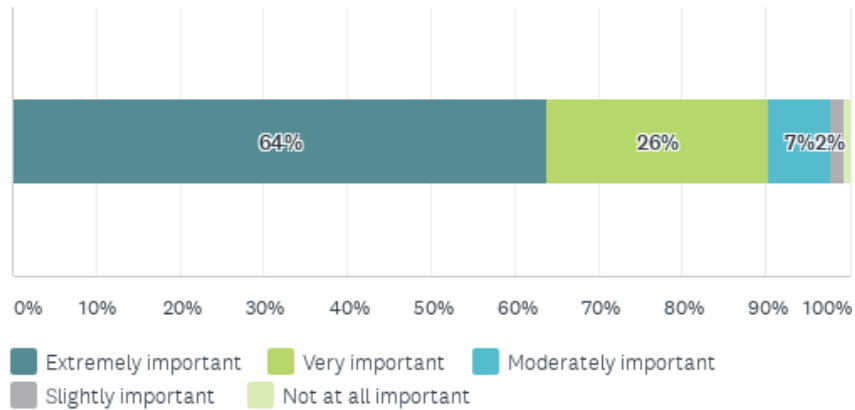
- Considering this question by race/ethnicity, the one notable difference is the high concern of those identifying as Asian American for their inability to *Maintain safe distance from others* (48%).

- People with children in the home were significantly more likely to select *Lack of amenities, such as playground equipment* (10% compared to 2% for those without children).
- Looking at responses by frequency of park use, those who are in parks monthly and 5 – 10 times per year selected *Lack of time* as their primary reason (37% and 27% respectively).
- Those who are in the park rarely expressed *Concern about my personal safety at parks* (41%) as their primary barrier.
- People who are never in parks primarily selected *Concern about my personal safety at parks, Unaware of park locations, and Lack of time* (29% each).

## IMPORTANCE OF PARKS

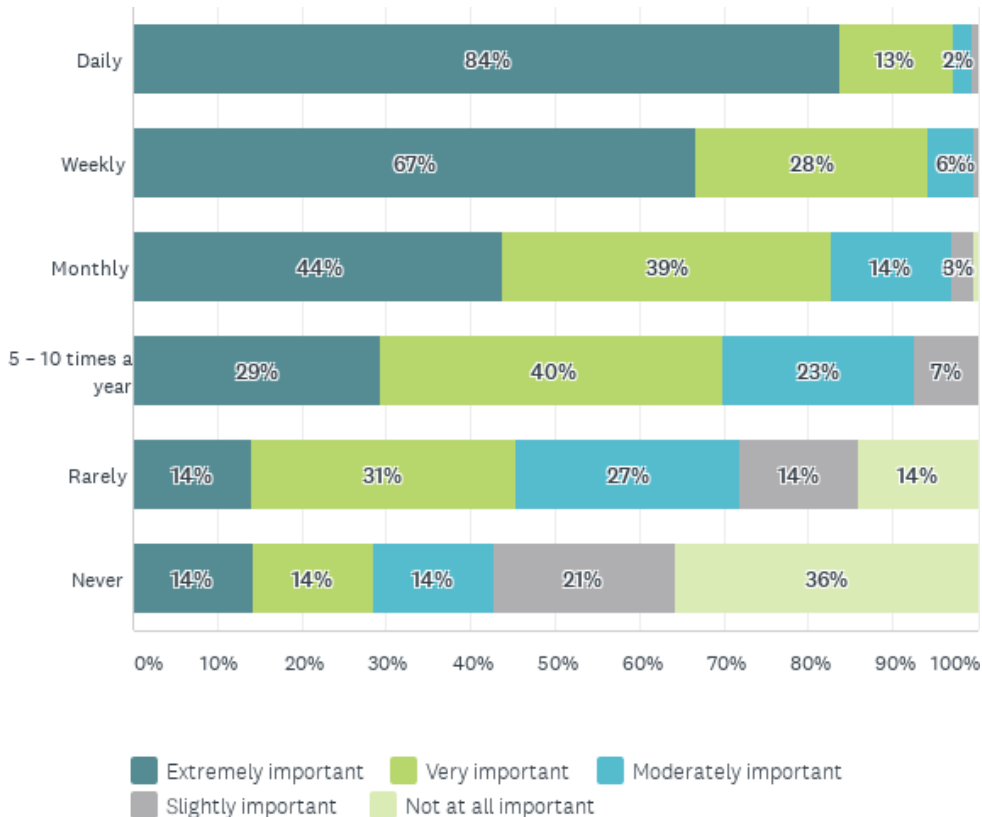
Eugene parks are tremendously important to nearly all respondents. About two-thirds (64%) indicate parks are *Extremely important*, and a quarter (26%) indicate parks are *Very important*.

How important or unimportant are Eugene parks to your quality of life?



- A significant correlation exists between how frequently a respondent visits a park and the importance of parks. This ranges from those who visit daily (97% selected *Extremely* or *Very important*), to those who visit rarely (45%) or never (29%).

How important or unimportant are Eugene parks to your quality of life?



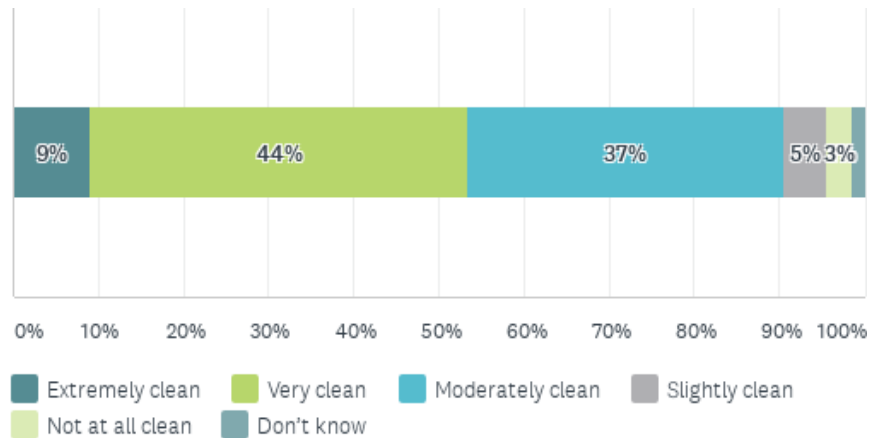
- Younger respondents, age 18-25, are the least likely to indicate that parks are extremely important (48%) and are most likely to indicate they are moderately important (11%), slightly important (4%), or not important at all (2%).

## PERCEPTIONS OF PARKS

### PARK CLEANLINESS

A little over half of the respondents indicated that parks and natural areas are *Extremely* or *Very clean* (53%), and 37% indicated parks are *Moderately clean*.

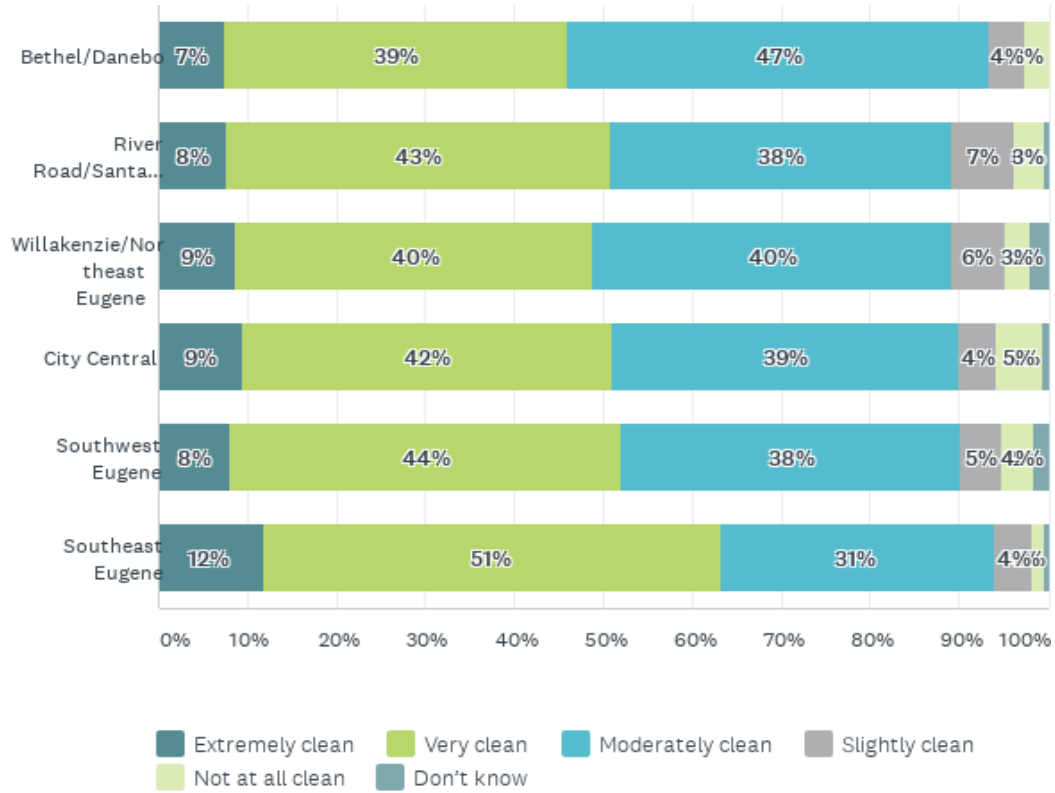
#### How clean do you feel Eugene parks and natural areas are?



- People with children in the home indicate the parks are *Extremely* or *Very clean* at a lower rate than the total survey segment (48%). Those who do not have children in the home feel parks as cleaner than those with children, with 56% of those without children selecting *Extremely* or *Very clean*. Those without children selected these options 48% of the time, and 41% indicated that parks are *Moderately clean*.
- When evaluated by frequency of use, those who rarely or never go to parks are least likely to indicate that parks are *Extremely* or *Very clean* (30%, 21%, respectively).
- As participant age increases, so does their belief that parks are cleaner. Those aged 66 and older feel the parks are *Extremely clean* at a significantly higher rate (18%), and only 29% selected *Moderately clean*. The youngest participants were overall less satisfied with park cleanliness, with 50% indicating parks are only *Moderately clean*, and only 43% indicating parks are *Extremely* or *Very clean*.
- Those living in Southeast Eugene rated cleanliness significantly higher than any other area, with a combined *Extremely* and *Very clean* rate of 63%.

- The Bethel-Danebo area is the most likely to select that parks are *Moderately clean* (47%).

### How clean do you feel Eugene parks and natural areas are?

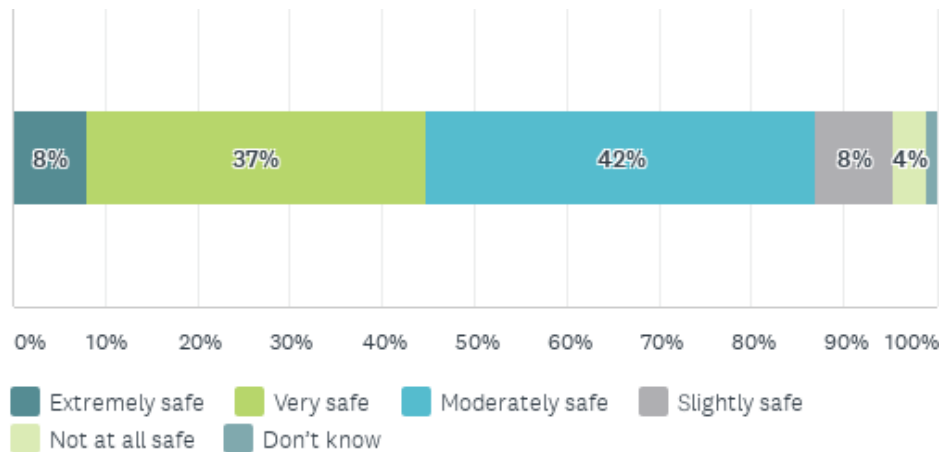




## PARK SAFETY

Most people feel parks are *Extremely safe* (8%) and *Very safe* (37%) for a combined positive sentiment of 45%, followed very closely by those who feel it is *Moderately safe* (42%).

### How safe do you feel Eugene parks and natural areas are? (For example, lighting, equipment conditions, personal safety.)

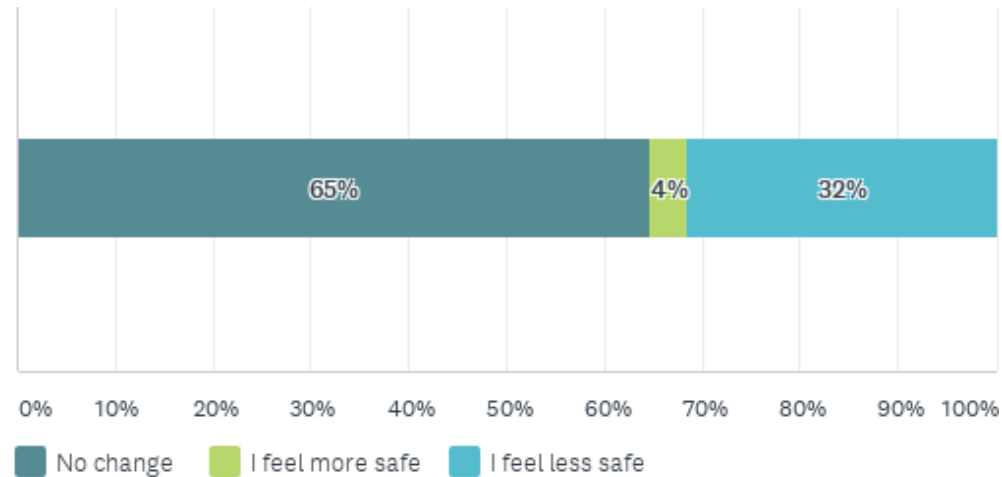


- Residents of Southeast Eugene feel the safest, with 56% selecting either *Extremely* or *Very safe*. The areas of Eugene, in descending order, who indicated parks are *Extremely* or *Very safe* are as follows:
  - Southeast Eugene (56%)
  - Southwest Eugene (47%),
  - City Central and Willakenzie/Northeast Eugene (41% each), and
  - River Road/Santa Clara and Bethel-Danebo (37% each).
- People who use the park daily feel the safest, with 51% selecting either *Extremely* or *Very safe*. Those who rarely or never visit parks feel the least safe (25% and 21%, respectively).
- Those who identify as male feel the safest, with 50% indicating they feel *Extremely* or *Very safe*. This rate decreases to 47% of those with a non-binary or another gender identity and to 42% for females.
- People with young children (0-5) feel parks feel less safe than those with older children or those without children. Of those with young children, 40% indicate parks are *Extremely* or *Very safe*, and 48% selected *Moderately safe*.
- The sense of safety increases as the age of participants rises. People 66 and older feel parks are *Extremely* (12%), *Very safe* (44%), *Moderately safe* (36%). In contrast, those 18-25 feel parks feel *Extremely* (6%), *Very safe* (34%), or *Moderately safe* (48%).

## CHANGES IN SENSE OF SAFETY

Most people indicate their sense of safety has not changed in the past year (65%). About a third (32%) indicate they feel less safe, and a small percent (4%) feel more safe.

### How has your sense of safety at parks and natural areas changed in the past year?



### No Change in Safety

Most respondents (65%) indicated their sense of safety has not changed in the past year.

- Those living in the Southeast Eugene area were most likely to indicate no change in their sense of safety (69%) in the past year. Residents of Southwest Eugene selected this option at the lowest rate (61%). The difference between Southeast and Southwest Eugene is statistically significant.
- When asked what safety concerns these participants have seen in parks, most selected *Illegal campers* and *Litter* (56% each). For a full list of what respondents reported seeing, see the Appendix where all responses are reported. Considering area of residence, *Evidence of drug use* is significantly stronger in the Bethel-Danebo, City Central (44% each) and River Road/Santa Clara (40%) areas.

### More Safe

This smallest number of respondents indicate they feel safer in the past year (4%). This group is comprised nearly entirely (95%) by individuals who visit parks daily or weekly. *More safe* is selected by all age groups, areas of residence, and gender identities.

- When these individuals were asked why they feel safer, and *Fewer illegal campers* was the predominant reason (45%).

### Less Safe

Nearly a third indicated they feel less safe in the last year (32%).

- The top two identified factors contributing to this declined sense of safety were *Illegal campers* (74%), and *Drug use* (55%). For a full list of how respondents answered, see the Appendix, page 32.
- Residents in Southwest Eugene and River Road/Santa Clara residents chose this option the most (36% each). Residents of Southeast Eugene chose this option the least frequently, with only 27% indicating they feel less safe in the last year (average is 32%).
- Differences by area of residence emerged that are notable:
  - *Illegal campers* was selected as a concern for 80% of most areas, with the exception of Southeast Eugene (67%) and City Central (66%).
  - *Crime* was selected by 60% of Bethel-Danebo residents, but only 29% of those in Southeast Eugene (29%).
  - The primary concern for Southeast Eugene (50%) was *Hard to maintain a safe distance*. This was of least concern to those in the Bethel-Danebo areas (25%).
- People who indicated they feel less safe in the past year were given two additional options to attribute their decreased sense of safety, which were not offered to those who reported no change to their sense of safety or feeling more safe. The first, *Hard to maintain a safe distance* (selected by 38%), is unique (we hope) to this time period of the COVID-19 pandemic. The second, *My race* (selected by 4%) was included to better understand how people's race contributes to a compromised sense of safety.

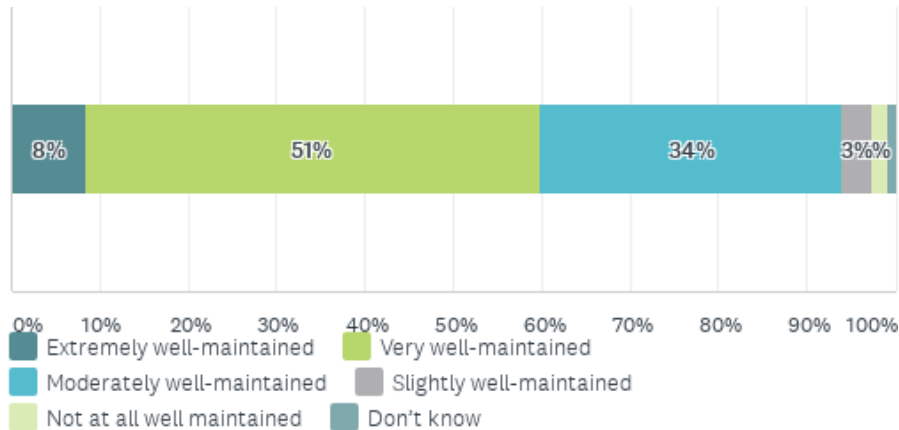
The number of people who indicated that their race contributes to the sense of not feeling safe, followed by what percent this is of the people who chose this option are as follows:

- African American: 4 (19%)
- Asian American: 8 (14%)
- Hispanic/Latinx: 9 (10%)
- White/Caucasian: 1 (0%)

## PARK MAINTENANCE

About two thirds of respondents feel Eugene parks and natural areas are *Extremely* or *Very well maintained* (60%).

How well-maintained do you feel Eugene parks and natural areas are?



- Older people, aged 66 and older were significantly more likely to indicate parks are *Extremely* or *Very well maintained* (68%) than other age groups.
- Residents of Southeast Eugene rated maintenance more highly than other areas, with a combined extremely and very well maintained response of 70%, whereas the Bethel-Danebo residents area gave this high rating the least frequently, with a combined high rating of 52%.

How well-maintained do you feel Eugene parks and natural areas are?

	Extremely well maintained	Very well maintained	Moderately well maintained	Slightly well maintained	Not at all well maintained	Don't know
Bethel-Danebo	7%	45%	42%	5%	1%	1%
City Central	9%	49%	34%	4%	4%	0%
River Road/ Santa Clara	9%	52%	34%	4%	1%	0%
Southeast Eugene	11%	59%	27%	2%	1%	0%
Southwest Eugene	7%	51%	37%	2%	2%	1%
Willakenzie/ Northeast Eugene	8%	47%	38%	5%	1%	1%
I don't live in any of these areas	6%	48%	37%	5%	1%	3%

- Those who visit parks in the Bethel-Danebo area were significantly more likely to indicate parks are only *Moderately well maintained* (37%) than those who go to parks in in Southeast

Eugene (32%). Note, the survey did not request a response for each area, this just shows how people who go to parks in different areas responded to this question.

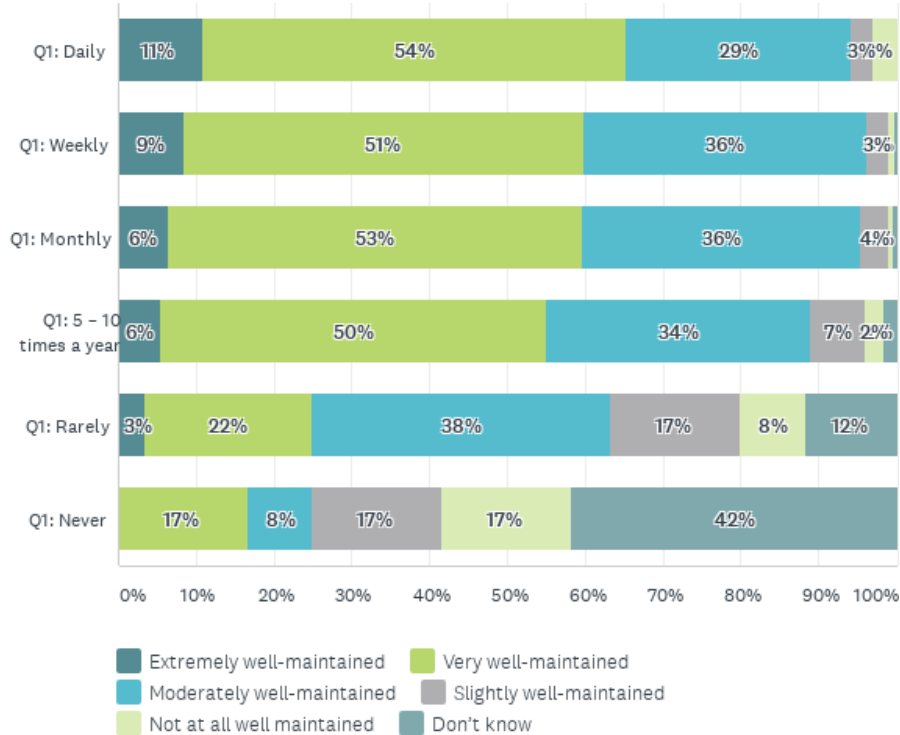
In what areas do you visit parks?  
(Select all that apply)

**How well-maintained do you feel Eugene parks and natural areas are?**

	Extremely well maintained	Very well maintained	Moderately well maintained	Slightly well maintained	Not at all well maintained	Don't know
Bethel-Danebo	8%	48%	37%	4%	2%	1%
City Central	9%	51%	34%	3%	2%	0%
River Road/Santa Clara	9%	50%	35%	4%	2%	1%
Southeast Eugene	9%	55%	32%	3%	1%	0%
Southwest Eugene	9%	51%	34%	3%	2%	1%
Willakenzie/Northeast Eugene	8%	50%	35%	4%	2%	1%

- The more frequently people go to a park, the more frequently they selected *Extremely well maintained*. As frequency declines, the selection of *Extremely well maintained* declines.

**How well-maintained do you feel Eugene parks and natural areas are?**



## DESIRED IMPROVEMENTS

Considering what, if anything, participants would like to see improved, 45% indicated *Restrooms*, 40% *Litter pick up*, and 34% *Garbage removal*. A complete list of how respondents ranked improvements is included in the Appendix, page 33.

- Evaluating different responses by age show that *Lighting*, *Signage* and *Sports Fields* are a higher priority for younger people (18-25) than for those who are older.
- The following table shows differences when considering the data by area of residence.

		<b>Top priority</b>	<b>Second priority</b>	<b>Third priority</b>
<b>In what area do you live?</b>	Bethel-Danebo	Restrooms (53%)	Litter Pick Up (37%)	Dog waste Clean-up (29%) Garbage Removal (28%)
	City Central	Litter Pick Up (50%)	Restrooms (45%)	Garbage Removal (41%)
	River Road/Santa Clara	Restrooms (48%)	Litter Pick Up (42%)	Garbage Removal (28%)
	Southeast Eugene	Restrooms (45%)	Litter Pick Up (37%)	Garbage Removal (32%)
	Southwest Eugene	Restrooms (45%)	Litter Pick Up (38%)	Garbage Removal (37%)
	Willakenzie/			
	Northeast Eugene	Restrooms (45%)	Litter Pick Up (41%)	Garbage Removal (35%)

## FUNDING & APPROVAL

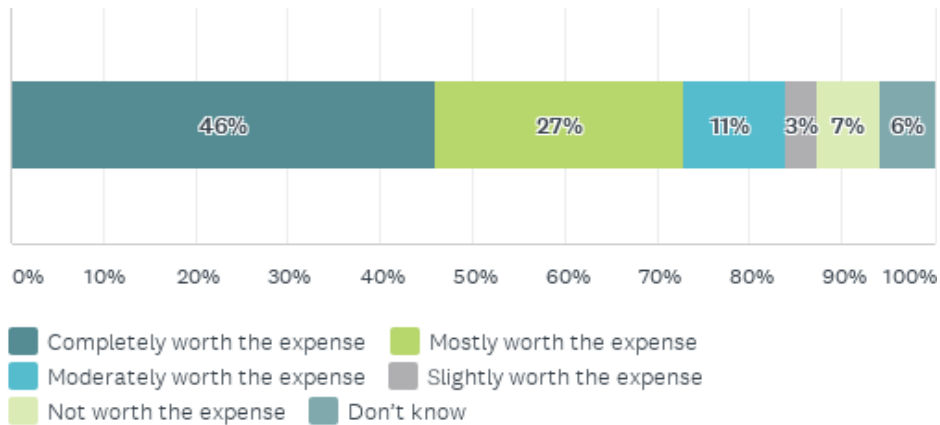
### LEVY CHANGES

Respondents were presented with information about the levy approved in 2018, including changes that have been made with the increased funding.

#### Value of Changes

Most respondents indicated that the changes funded were either *Completely Worth the Expense* (46%) or *Mostly Worth the Expense* (27%) for a combined positive sentiment of 73%.

#### Considering the changes made in the past two years, do you think the changes funded by the levy are worth the additional expense?



- Southeast Eugene residents had a significantly stronger support of the expense, with 52% indicating changes are *Completely worth the expense*. The area least expressing it is *Completely worth the expense* is the Bethel-Danebo area (41%). This area was most tepid of the different areas in its response with 17% indicating it is only *Moderately worth the expense*.
- The approval rate increased in strength by age of respondent, with a combined *Completely* and *Mostly worth the expense* of 61% by those aged 18-25, and 82% by those aged 66 and older. The positive responses by age are as follows:
  - 18-25 (61%)
  - 26-35 (64%)
  - 36-45 (74%)
  - 46-55 (76%)
  - 56-65 (78%)
  - 66+ (82%)
- Differences were found based on frequency of park use, with those using the park rarely or never visiting parks expressing least approval. Those who use the park daily were most

supportive. Differences are statistically significant only when those who rarely or never use the park are contrasted with those who use parks 5-10 times per year or more.

### Noticed Changes

When asked to consider changes that have been made with levy funds, the most noticed difference was *Increased care of trees and vegetation, removing invasive plants, and planting native plants where appropriate* (34%), followed by *Reopened restrooms and more portable toilets*, and *Increased trail maintenance* (30% each). Different areas of Eugene residents responded as follows:

In what area do you live?	Top noticed change	Second noticed	Third noticed
Bethel-Danebo	None (29%)	Increased care of vegetation (28%)	Restrooms (27%) Added trash cans & service (27%)
City Central	Restrooms (35%)	Increased care of vegetation (32%)	Trash cans & Service (24%) None (24%)
River Road/ Santa Clara	Added Trash cans & Service (32%)	Increased care of vegetation (31%)	Restrooms (27%)
Southeast Eugene	Trail Maintenance (41%)	Increased care of vegetation (38%)	Restrooms (36%)
Southwest Eugene	Increased care of vegetation (36%)	Trail Maintenance (34%)	Restrooms (28%)
Willakenzie/ Northeast Eugene	Increased care of vegetation (36%)	Restrooms (38%)	Trail Maintenance (25%) None (25%)

- Those who visit parks in the Southeast and Southwest Eugene were more likely to notice increased *Trail maintenance* (35% and 34% respectively) than those who visit parks in other areas. Those who visit parks in in River Road/Santa Clara were most likely to notice *Added trash cans* (29%). The area most likely to select *none* was the Behel-Danebo area (28%).

### OPERATING PRIORITIES

The top three operating priorities for existing parks are:

- *Ongoing park maintenance, such as removing litter and garbage, mowing, cleaning restrooms, etc.* (63%),
- *Cleaning up homeless encampments in public parks* (54%), and
- *Maintaining hiking and biking trails* (48%).

A complete list of responses is included in the Appendix, page 34.

- Younger respondents (18 – 35) felt *Protecting Wildlife Habitat* was as important (57%) as *Ongoing Maintenance* (58%).
- The top two priorities for those who identify as Hispanic/Latinx was the same as the average, however, the third highest was *Improving park safety and security* (46%).
- While the first priority for residents in every area of Eugene is *Ongoing Maintenance*, subsequent priorities change by area of residence. For those in Bethel-Danebo, *Improving*



*park safety and security* is the third most important (41%), and maintaining hiking and biking trails is fourth (37%). *Cleaning up homeless encampments* is a much higher concern for residents in Bethel-Danebo, River Road/Santa Clara, and Willakenzie/Northeast Eugene is than for City Central and Southeast Eugene.

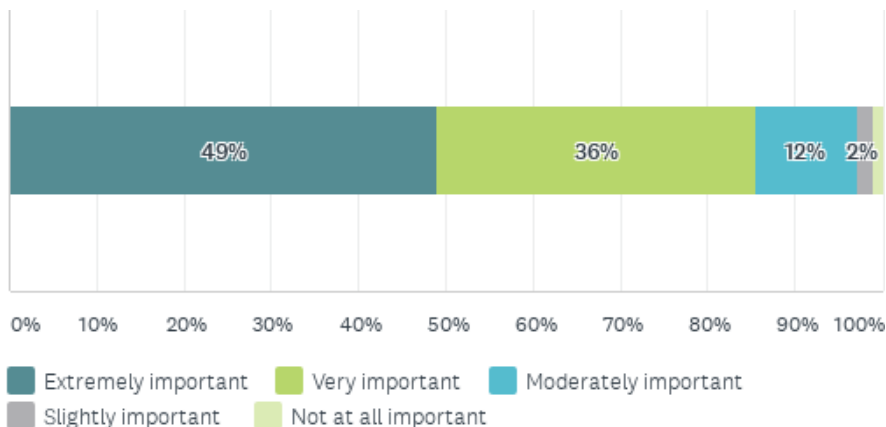
	Top Priority	Second Priority	Third Priority
Bethel-Danebo	Ongoing Maintenance (66%)	Cleaning up homeless encampments (60%)	Improving Park safety and Security (41%)
City Central	Ongoing Maintenance (62%)	Cleaning up homeless encampments (47%)	Maintaining hiking and biking trails (46%) Protecting Wildlife Habitat (46%)
River Road/Santa Clara	Ongoing Maintenance (63%)	Cleaning up homeless encampments (59%)	Maintaining hiking and biking trails (40%)
Southeast Eugene	Ongoing Maintenance (63%)	Maintaining hiking and biking trails (57%)	Cleaning up homeless encampments (48%)
Southwest Eugene	Ongoing Maintenance (66%)	Cleaning up homeless encampments (54%)	Maintaining hiking and biking trails (50%)
Willakenzie/Northeast	Ongoing Maintenance (65%)	Cleaning up homeless encampments (63%)	Maintaining hiking and biking trails (45%)

In what area do you live?

### IMPORTANCE OF FUNDING

Funding parks to improve safety, accessibility, usability and attractiveness is *Extremely* (49%) or *Very important* (36%) to most who participated in the survey, for a combined positive sentiment of 85%.

#### How important to you is funding parks to improve safety, accessibility, usability and attractiveness?

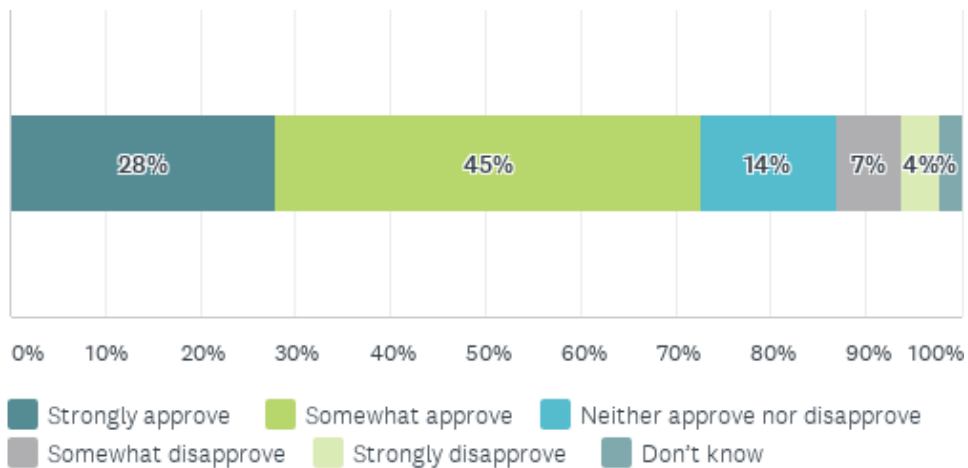


- Southeast Eugene and City Central chose *Extremely important* at a significantly higher rate (56% and 53%, respectively). The area with the lowest selection of *Extremely important* is River Road/Santa Clara, with 41% of people living in that area choosing this option.
- The youngest participants, aged 18-25 felt this importance less strongly, with only 42% selecting *Extremely important*, for a combined positive sentiment of 78% and these younger participants chose *Moderately important* 19% of the time.
- The frequency of visiting parks is strongly correlated with attitudes about parks. Those who attend parks weekly or daily indicate funding parks is *Extremely* (60%) or *Very important* (30%) for a combined positive sentiment of 97%. This is significantly higher than the survey average of 85%. The level of importance increases as a respondent uses parks more frequently. The combined positive sentiment by frequency of use is as follows:
  - Daily (97%)
  - Weekly (94%)
  - Monthly (83%)
  - 5-10 /year (70%)
  - Rarely (45%)
  - Never (29%)

### PARKS APPROVAL LEVEL

The majority of participants *Strongly* (28%) or *Somewhat approve* (45%) of how parks and open spaces are currently maintained for clean, safe and well-operating parks, for a combined positivity sentiment of 73%.

#### Do you approve or disapprove of how parks and open spaces are currently maintained for clean, safe and well-operating parks?



- Southeast Eugene residents *Strongly approve* at a higher rate of 36%, and has a combined positive sentiment of 83%. City Central and Bethel-Danebo residents have the lowest combined positive sentiment of 65% each.
- Participants aged 66 and older selected *Strongly approve* at the highest rate (40%), while those aged 18-25 *Strongly Approve* at the lowest rate (17%).
- People in the park daily approve the most strongly based on frequency, with 35% selecting *Strongly approve*.

### *DESIRED IMPROVEMENTS*

In asking respondents what they would like to see improved in Eugene parks, 1,375 people left comments.

- Of these, 243 (18%) discussed safety concerns about illegal camping and people who are homeless. Whereas nearly most comments were about their personal safety concerns sparked by illegal camping, or the residual waste left by illegal camping, a few people expressed concern about how the unhoused are treated.
- Ideas and suggestions about trails, and expressions enjoyment of trails (hiking, biking, running), were shared by 171(12%) of people.
- Concerns about anti-social behavior, drug use and discarded needles, were expressed in 88 (6%) responses.

### *FEEDBACK FOR PARKS AND OPEN SPACES DIVISION*

Participants were invited to share feedback for the Parks and Open Space division, and 1,029 left comments. Most comments were positive, expressing appreciation for the work the division is doing, telling staff they are doing a great job, and that the residents of Eugene love parks.

## DEMOGRAPHIC DIFFERENCES

### Frequency of Park Use

For many questions, the frequency with which the participant uses parks had a direct correlation to the response. Those who are in parks most frequently

- Feel safer,
- Believe parks are more well maintained and clean,
- Believe changes made possible by the levy were worth the expense more strongly,
- Express parks are extremely important to their quality of life, and
- More strongly approve of how parks and open spaces are currently operated.

Although this survey cannot determine cause and effect (i.e. if people go to parks because they feel safe or they feel safe because of their experiences at parks), this survey does indicate that the people most familiar with the parks and natural areas are the most positive in their responses. Extrapolating the responses to this survey to the general public will need to consider that respondents to this survey may have a higher level of park usage when compared to the general public.

### Area of Residence

In some instances, residents of the different areas of Eugene varied significantly in their responses. Notably, southeast Eugene residents evaluated maintenance, cleanliness, and safety at rates significantly higher than other areas of Eugene.

Considering what prevents residents from visiting parks, Bethel-Danebo residents were more concerned about personal safety, while Southwest and Southeast Eugene were concerned about maintaining a safe distance. Residents of the River Road/Santa Clara indicate a lack of parks near their house as a contributing factor for not visiting parks much more than other areas, with nearly one-fifth selecting this option.

Different areas of Eugene residents noticed changes different top changes implemented with levy funds. Most residents of Southeast Eugene selected *Trail Maintenance*, City Central selected *Restrooms*, River Road/ Santa Clara selected *Added Trash Cans and Service*, Southwest Eugene and Willakenzie/Northeast Eugene selected *Increased care of Vegetation* and those in Bethel-Danebo selected *None*.

### Age

A few notable differences emerged in considering age. In ranking operating priorities, *Ongoing Park Maintenance* was the top response for all age groups. Yet for younger respondents, aged 18 – 35, felt *Protecting Wildlife Habitat* was as important as *Ongoing Park Maintenance*. Another notable difference was the value of the changes made by the levy. Four-fifths of the oldest segment was most likely to choose *Completely or Mostly Worth the Expense*, and this positive sentiment decreased with each age bracket, until reaching the youngest age bracket of which only three-fifths chose these options.

## Gender Identity

The most notable difference by gender identity is in how safe people feel, and daily use of parks. Half of those identifying as male feel *Extremely* or *Very safe*, compared to 40% of those identifying as female. The level of perceived safety for people who identify as non-binary or another gender identity more closely resembled males, with 47% indicating they feel *Extremely* or *Very safe*. People who identify as non-binary or another gender identity report going to parks at the highest daily rate (41%). Males are the next highest gender identity using parks daily (31%), followed by those identifying as female (22%).

## Race/Ethnicity

Few differences emerged based on race/ethnicity. The most notable is that those identifying as Hispanic/Latinx were significantly more likely to choose *Improving Park Safety and security* as a top operating priority than other racial or ethnic identities.

# APPENDIX

## SURVEY QUESTIONS AND RESPONSES

### 1. Typically, how frequently do you visit a park in Eugene?

Answer Choices	Responses	
Daily	25%	571
Weekly	53%	1233
Monthly	13%	295
5 – 10 times a year	6%	136
Rarely	3%	64
Never	1%	14
	<b>Answered</b>	<b>2313</b>

### 2. How has your use of Eugene parks and natural areas changed after March 2020, during the COVID-19 epidemic?

Answer Choices	Responses	
Increased use	27%	630
Decreased use	42%	965
No change	29%	680
Unsure	2%	38
	<b>Answered</b>	<b>2313</b>

### 3. In what activities do you participate at Eugene parks? (Select all that apply.)

Answer Choices	Responses	
Enjoy nature	87%	2008
Utilize trails	83%	1912
Exercise	67%	1544
Attend events	27%	616
Play on structures and in open areas	26%	596
Other (please specify)	16%	369
	<b>Answered</b>	<b>2313</b>

### 4. How important or unimportant are Eugene parks to your quality of life?

Answer Choices	Responses	
Extremely important	64%	1479
Very important	26%	609
Moderately important	7%	173
Slightly important	2%	37
Not at all important	1%	15
	<b>Answered</b>	<b>2313</b>

**5. What, if anything, prevents you from visiting Eugene parks? (Select all that apply.)**

Answer Choices	Responses	
Unable to maintain safe distance from others	30%	698
Concern about my personal safety at parks	29%	672
Lack of time	24%	566
None	24%	562
Other (please specify)	19%	428
Lack of parks near my house	10%	231
Unaware of park locations	8%	191
Challenges/concerns about traveling to/from parks	6%	147
Lack of amenities, such as playground equipment	5%	108
	<b>Answered</b>	<b>2313</b>

**6. How clean do you feel Eugene parks and natural areas are?**

Answer Choices	Responses	
Extremely clean	9%	210
Very clean	44%	1026
Moderately clean	37%	858
Slightly clean	5%	116
Not at all clean	3%	70
Don't know	1%	33
	<b>Answered</b>	<b>2313</b>

**7. How safe do you feel Eugene parks and natural areas are? (For example, lighting, equipment conditions, personal safety.)**

Answer Choices	Responses	
Extremely safe	8%	185
Very safe	37%	850
Moderately safe	42%	977
Slightly safe	8%	194
Not at all safe	4%	83
Don't know	1%	24
	<b>Answered</b>	<b>2313</b>

**8. How has your sense of safety at parks and natural areas changed in the past year?**

Answer Choices	Responses	
No change	65%	1497
I feel more safe	4%	85
I feel less safe	32%	731
	<b>Answered</b>	<b>2313</b>

**8a (No Change) Do you typically see any of these safety concerns at parks you go to? (Select all that you see.)**

Answer Choices	Responses	
Illegal campers	56%	811
Litter	56%	810
Graffiti	35%	504
Evidence of drug use	31%	453
Inadequate lighting	17%	239
None	15%	210
Other (please specify)	13%	185
Crime	7%	94
Unsafe equipment or structures conditions	2%	30
Other (write in)	0%	0
	<b>Answered</b>	<b>1443</b>

**8b. (More Safe) Why do you feel more safe? (Select all that apply.)**

Answer Choices	Responses	
Fewer Illegal campers	45%	37
Better lighting	34%	28
Other (please specify)	32%	26
Less litter	29%	24
Less drug use	26%	21
Improved condition of equipment or structures	24%	20
Less graffiti	23%	19
More safety patrols	17%	14
Less crime	13%	11
Other (write in)	0%	0
	<b>Answered</b>	<b>82</b>

**8c. (Less Safe) Why do you feel less safe? (Select all that apply.)**

Answer Choices	Responses	
Illegal campers	74%	538
Drug use	55%	400
Crime	41%	297
Litter	39%	284
Hard to maintain a safe distance	38%	276
Lack of safety patrols	27%	194
Graffiti	25%	179
Other (please specify)	19%	139
Poor lighting	17%	126
Declining condition of equipment or structures	8%	58
My race	4%	31
	<b>Answered</b>	<b>726</b>



**9. How well-maintained do you feel Eugene parks and natural areas are?**

Answer Choices	Responses	
Extremely well-maintained	8%	190
Very well-maintained	51%	1147
Moderately well-maintained	34%	765
Slightly well-maintained	3%	78
Not at all well maintained	2%	39
Don't know	1%	18
	<b>Answered</b>	<b>2237</b>

**10. What, if anything, would you like to see improved? (Select all that apply.)**

Answer Choices	Responses	
Restrooms	45%	1003
Litter pick up	40%	895
Garbage removal	34%	757
Dog waste clean up	24%	537
Trails	23%	514
Lighting	22%	490
Other (please specify)	21%	472
Picnic shelters	11%	244
Signage	10%	232
None	10%	228
Care of playground equipment	8%	179
Turf/grass care and mowing	7%	163
Sports fields	4%	96
	<b>Answered</b>	<b>2237</b>

**11. Considering the changes made in the past two years, do you think the changes funded by the levy are worth the additional expense?**

Answer Choices	Responses	
Completely worth the expense	46%	991
Mostly worth the expense	27%	578
Moderately worth the expense	11%	239
Slightly worth the expense	3%	73
Not worth the expense	7%	145
Don't know	6%	127
	<b>Answered</b>	<b>2153</b>

**12. Which, if any, of the changes have you noticed in Eugene parks? (Select all you have noticed.)**

Answer Choices	Responses	
Increased care of trees and vegetation, removing invasive plants, and planting native plants where appropriate	34%	736
Reopened restrooms and more portable toilets	30%	655
Increased trail maintenance	30%	655
None	25%	533
Added trash cans and increased frequency of trash service	24%	522
Decreased camping before COVID-19 measures that temporarily allowed camping	17%	370
Increased presence of safety personnel	8%	167
Other (please specify)	8%	170
	<b>Answered</b>	<b>2153</b>

**13. What are your top 3 operating priorities for existing parks? (Select up to 3.)**

Answer Choices	Responses	
Ongoing park maintenance, such as removing litter and garbage, mowing, cleaning restrooms, etc.	63%	1362
Cleaning up homeless encampments in public parks	54%	1157
Maintaining hiking and biking trails	48%	1043
Protecting wildlife habitat	38%	828
Restoring natural areas	31%	657
Improving park safety and security	30%	643
Repairing and improving park restrooms	24%	511
Repairing lighting and irrigation systems	8%	174
Other (please specify)	6%	127
	<b>Answered</b>	<b>2153</b>

**14. How important to you is funding parks to improve safety, accessibility, usability and attractiveness?**

Answer Choices	Responses	
Extremely important	49%	1055
Very important	36%	785
Moderately important	12%	254
Slightly important	2%	39
Not at all important	1%	20
	<b>Answered</b>	<b>2153</b>

**15. Do you approve or disapprove of how parks and open spaces are currently maintained for clean, safe and well-operating parks?**

Answer Choices	Responses	
Strongly approve	28%	599
Somewhat approve	45%	966
Neither approve nor disapprove	14%	309
Somewhat disapprove	7%	147
Strongly disapprove	4%	86
Don't know	2%	46
	<b>Answered</b>	<b>2153</b>

**16. What, if anything, would you like to see improved in Eugene parks?**

All responses will be provided to Parks and Open Space

**Answered 1375**

**17. Do you have any feedback or comments about Eugene Parks and Open Space?**

All responses will be provided to Parks and Open Space

**Answered 1029**

**18. In what area do you live? (See map above.)**

Answer Choices	Responses	
Bethel/Danebo	7%	150
City Central	15%	306
River Road/Santa Clara	11%	238
Southeast Eugene	27%	558
Southwest Eugene	16%	325
Willakenzie/Northeast Eugene	14%	287
I don't live in any of these areas	11%	221
	<b>Answered</b>	<b>2085</b>

**19. In what areas do you visit parks? (select all that apply)**

Answer Choices	Responses	
Bethel-Danebo	23%	485
City Central	62%	1302
River Road/Santa Clara	37%	761
Southeast Eugene	71%	1478
Southwest Eugene	51%	1068
Willakenzie/Northeast Eugene	46%	960
	<b>Answered</b>	<b>2085</b>

**20. What is your gender?**

Answer Choices	Responses	
Male	27%	572
Female	66%	1384
Non-binary	2%	34
Another gender identity	0%	8
Prefer not to answer	4%	87
	<b>Answered</b>	<b>2085</b>

**21. Which of these age brackets best fits you?**

Answer Choices	Responses	
18-25	8%	161
26-35	23%	473
36-45	23%	479
46-55	16%	340
56-65	15%	308
66+	16%	324
	<b>Answered</b>	<b>2085</b>

**22. Do children under the age of 18 live in your household?**

Answer Choices	Responses	
No	65%	1354
Yes	35%	731
	<b>Answered</b>	<b>2085</b>

**22a. Which age range(s) of children live in your household? (Select all that apply)**

Answer Choices	Responses	
0-5	38%	271
6-11	51%	362
12-18	45%	320
	<b>Answered</b>	<b>711</b>

**23. Race/ethnic identity**

Answer Choices	Responses	
African American/Black	1%	21
Asian American	3%	56
American Indian/Alaska native	1%	18
Hispanic/Latinx	4%	90
White/Caucasian	76%	1575
Prefer not to answer	13%	267
Other (please specify)	3%	53
	<b>Answered</b>	<b>2080</b>

**24. Would you like your email address to be included in future Eugene Parks and Open Space emails?**

	Answer Choices	Responses	
Yes		56%	1071
No		44%	842
		<b>Answered</b>	<b>1913</b>