

## Summary of Survey Data

Staff implemented a survey using Engage Eugene on the City’s website. The survey is *not* a statistically representative sample and responses summarized here have not been weighted to accurately represent the community. It does, however, offer insight into how the community feels about downtown’s challenges and what is needed to address the challenges.

Over 1,200 individuals responded to the survey. The respondents include a diverse mix of Eugeniensians. In this attachment, we summarize some of the key questions and then compare how the responses vary by different groups. (See Attachment E for the raw survey data.) The key questions focus on what respondents identify as downtown’s top challenges, a description of their future vision, and actions that would help downtown. This attachment has four sections:

1. Descriptive statistics
2. Top 3 challenges
3. Future vision
4. Actions that would help downtown

### 1. Descriptive Statistics

In addition to asking for typical demographic data, the survey asked how often respondents visit downtown. Figure 1 shows that respondents range from daily residents and daily visitors to those that infrequently visit downtown. The largest group, about a third, visit downtown a few times per week.

**Figure 1. How often do you go downtown?**

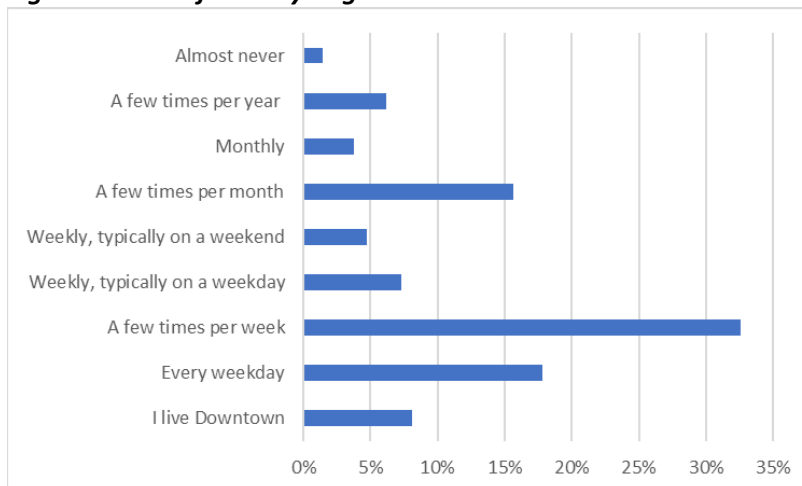


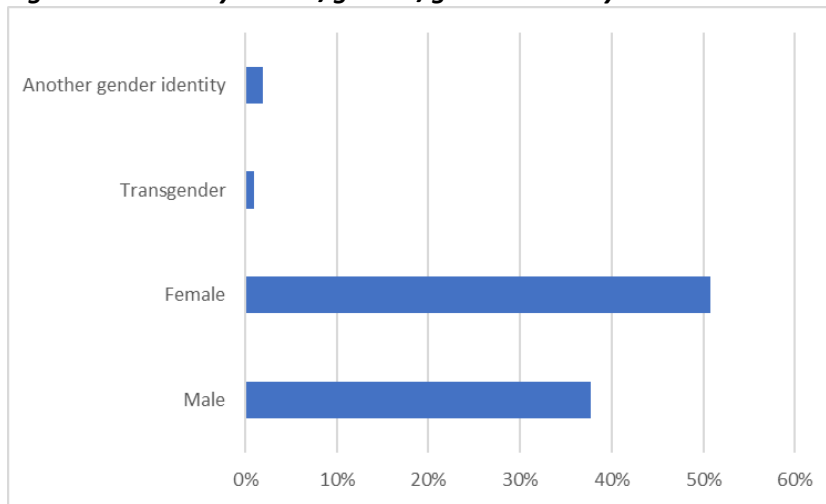
Figure 2 shows the distribution of respondents by Ward. Ward 1 has the largest number of survey respondents.

**Figure 2. Which Council ward do you live in?**

| Ward | %   |
|------|-----|
| 1    | 30% |
| 2    | 18% |
| 3    | 10% |
| 4    | 7%  |
| 5    | 9%  |
| 6    | 3%  |
| 7    | 13% |
| 8    | 9%  |

The survey asked for respondents to identify their gender, summarized in Figure 3. The data show that significantly more females than males took the survey.

**Figure 3. What is your sex/gender/gender identity?**



The survey asked respondents to identify their ethnicity, summarized in Figure 4. The data show that over 80% of respondents were white, 5% Hispanic, Spanish, or Latino/a/x, 2% were American Indian or Alaska Native, 2% were Asian or Asian Indian, and 1% were Black or African American.

**Figure 4. Which of the following best describes your race/ethnicity?**

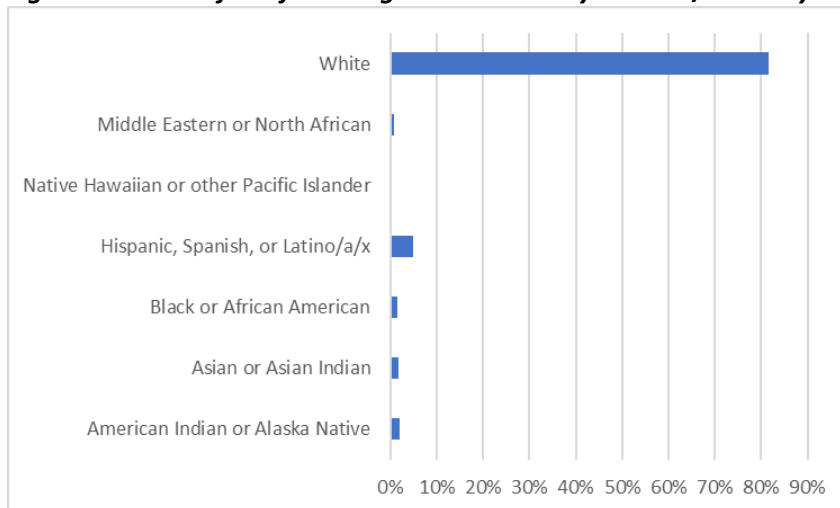


Figure 5 shows the percent of respondents by household income. The data show an increasing likelihood to take the survey as income increases.

**Figure 5. Would you say your total annual household income is...?**

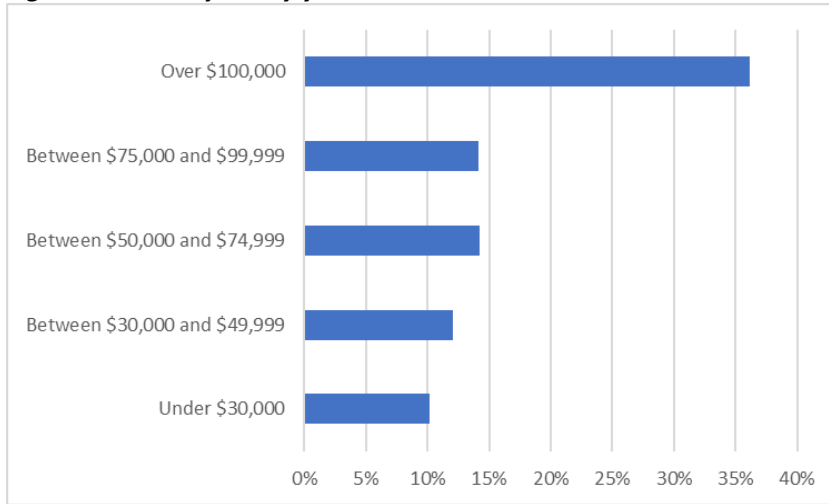
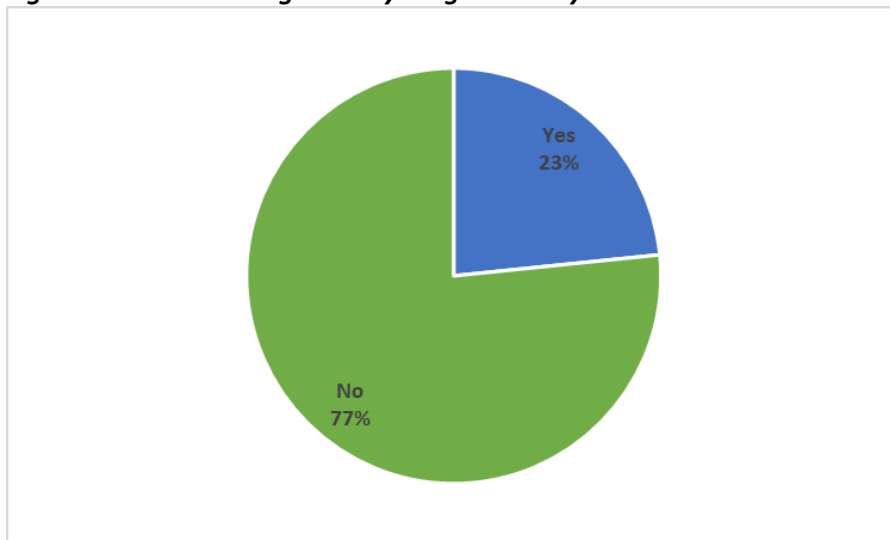


Figure 6 shows that about a quarter of the respondents have children living in their home.

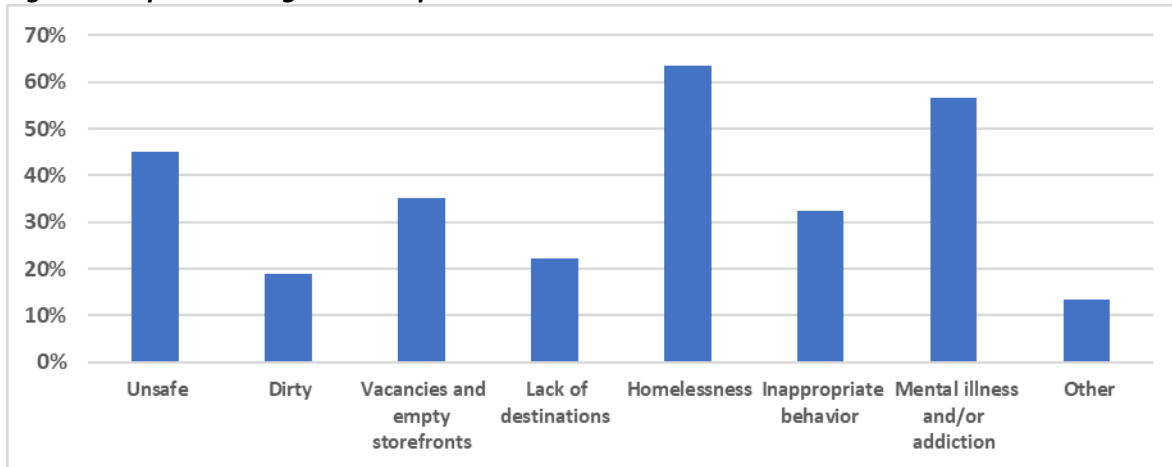
**Figure 6. Do children age 17 or younger live in your home?**



## 2. Top 3 Challenges

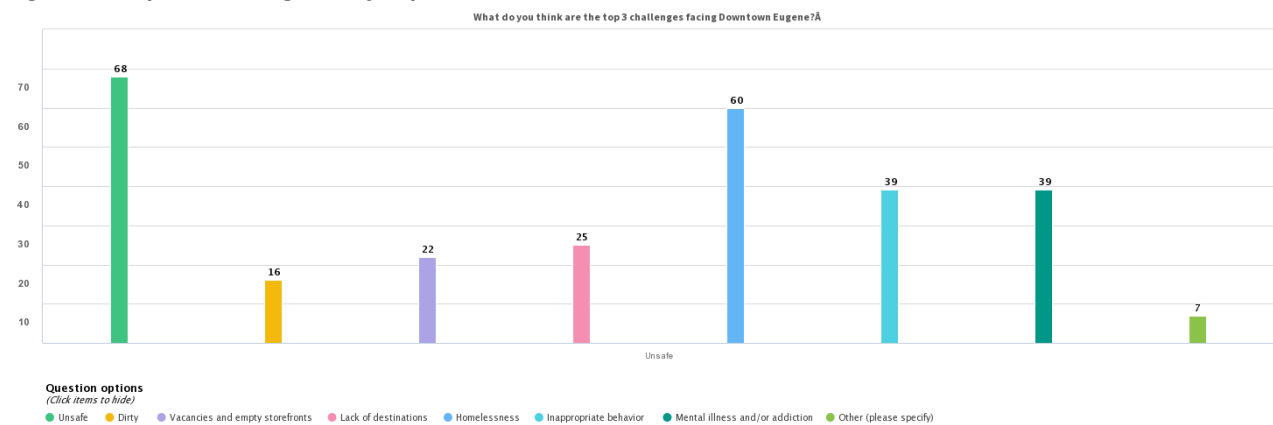
When asked to identify downtown Eugene’s top 3 challenges, the majority of survey respondents identified “homelessness” (63%) and “mental health and addiction” (57%) as challenges, as shown in Figure 7. The third most common response was “unsafe” (45%). Less frequently cited challenges included “vacancies and empty storefronts” (35%), “inappropriate behavior” (33%), “lack of destinations” (22%), and “dirty” (19%).

**Figure 7. Top 3 Challenges - all responses**



People who visit downtown every weekday, who made up 18% of all responses, had similar responses as all survey respondents. People who rarely come downtown—either a few times a year or almost never—identified a different set of top challenge (see Figure 8). Those infrequent visitors made up 8% of all responses and they identified ‘unsafe’ as the top challenge (71%), followed by “homelessness” (63%). Only 41% identified “mental health and addiction”. This indicates that infrequent visitors see the challenges facing downtown add up to an unsafe place. Individuals that experience downtown on regular basis identified the individual causes that lead to the sense of a lack of safety. The infrequent visitors see the challenges facing downtown as a whole ‘unsafe’ environment.

**Figure 8. Top 3 Challenges - Infrequent Visitors**



Age affected responses. Survey respondents under the age of 40 indicated a smaller concern with safety: 40% of respondents younger than 40 cited “unsafe” as a concern, compared to 45% of the full set of respondents and 46% for respondents over the age of 60.

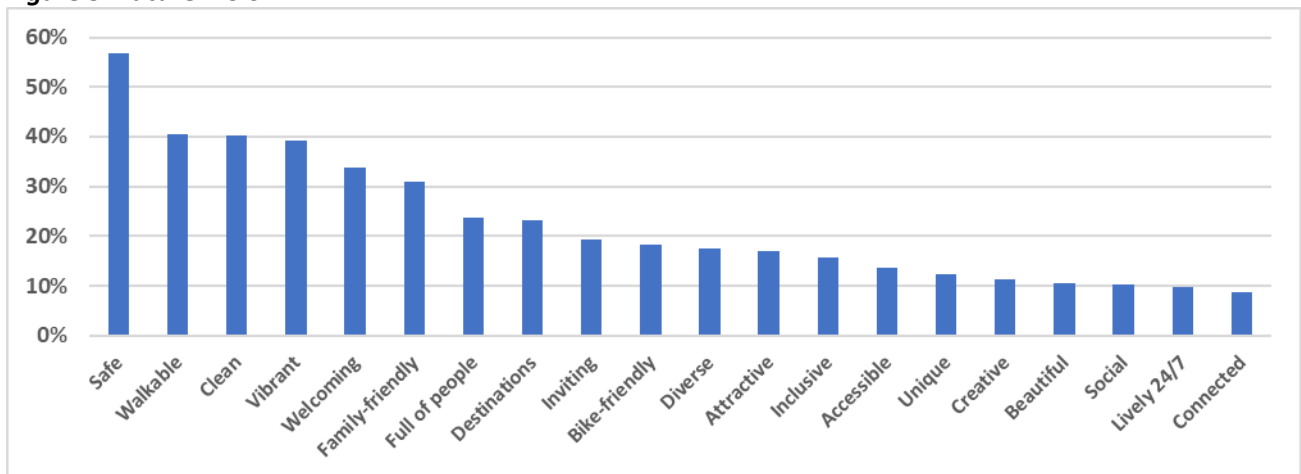
Income also affected responses. Respondents who reported their household income is less than \$50,000 per year indicated a smaller concern with safety—39% cited “unsafe” as a concern. Respondents with income over \$75,000 per year had similar responses to the full set of respondents.

Ethnicity affected concerns. Individuals who identified as Hispanic were much less likely to identify “mental health and addiction” as a challenge—40% as compared to 57% in the full set of respondents. Individuals who identified as non-white were less likely to cite “mental health and addiction” as a challenge—42%. Non-white respondents were more likely to identify “unsafe” as a concern, with 50% citing “unsafe”, compared to 45% of the full set of respondents.

### 3. Future Vision

The survey asked for five words to describe respondents’ future vision. Given a selection of 20 words, over half of respondents said “safe” (57%). Frequently identified words were “walkable” (40%), “clean” (40%), “vibrant” (39%), “welcoming” (34%), “family-friendly” (31%), and “full of people” (24%). Figure 9 shows all respondents, in descending order.

**Figure 9. Future Vision**



People who come downtown every weekday identified “safe” as their top word (58%). The next most common words were “clean” (41%), “vibrant” (39%), and “welcoming” (36%). For workday visitors, “walkable” did not rise to the top five, as it did for all respondents.

Infrequent visitors also identified “safe” as their top word, but much more frequently than people who visit more frequently—70% compared to 57% of all responses. They also identified “family-friendly” more frequently—41% compared to 31% of all responses.

Younger respondents indicated slightly different priorities than the full set of respondents. Individuals younger than 40 were much less likely to identify “safe” as part of their vision: 40% of younger respondents identified “safe”, compared to 57% of all respondents. A much higher portion of the younger respondents identified “walkable”: 47% compared to 40% of the full set of respondents.

Income levels affected the respondents’ future vision of downtown. Households with incomes less than \$50,000 were more likely identify “walkable” than the full set of responses—50% compared to 40%. These household were less likely to identify “safe”—48%, compared to 57% of all respondents.

Respondents who identify as non-white had similar priorities as did the full set of respondents, although 30% of non-white respondents identified “diverse” as part of their vision, compared to 18% of the full set of respondents.

Hispanic respondents indicated a relatively high priority for “walkable”, with 48% choosing that word, compared to 40% of the full set. The Hispanic respondents were more likely to choose “family-friendly”, with 43% selecting it, compared to 31% of the full set of respondents.

Respondents that have children in their home were very likely to identify “family-friendly” as part of their vision—54% compared to 31%.

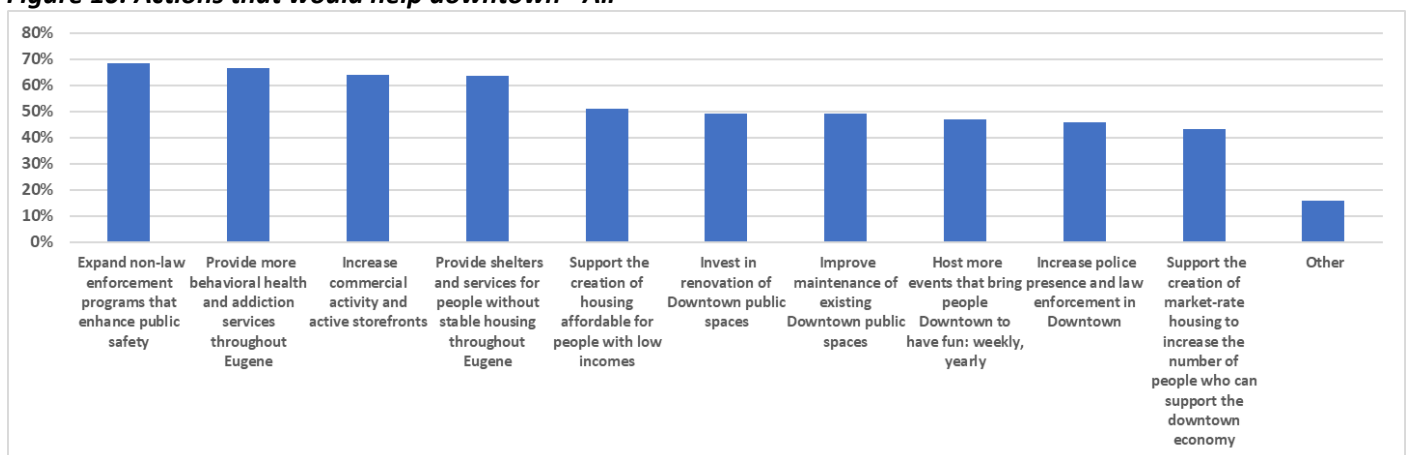
#### 4. Actions that would help downtown

The survey asked respondents to identify actions that would help downtown. Given a choice of ten actions, no single action rose above others. Respondents were allowed to select all that apply (see Figure 10). The five most frequently identified actions were:

- “expand non-law enforcement programs that enhance public safety” (68%)
- “provide more behavioral health and addiction services throughout Eugene” (67%)
- “increase commercial activity and active storefronts” (64%)
- “provide shelters and services for people without stable housing throughout Eugene” (64%)
- “support the creation of housing affordable for people with low incomes” (51%)

The results indicate that the community wants a diverse set of actions implemented that would improve downtown.

**Figure 10. Actions that would help downtown - All**



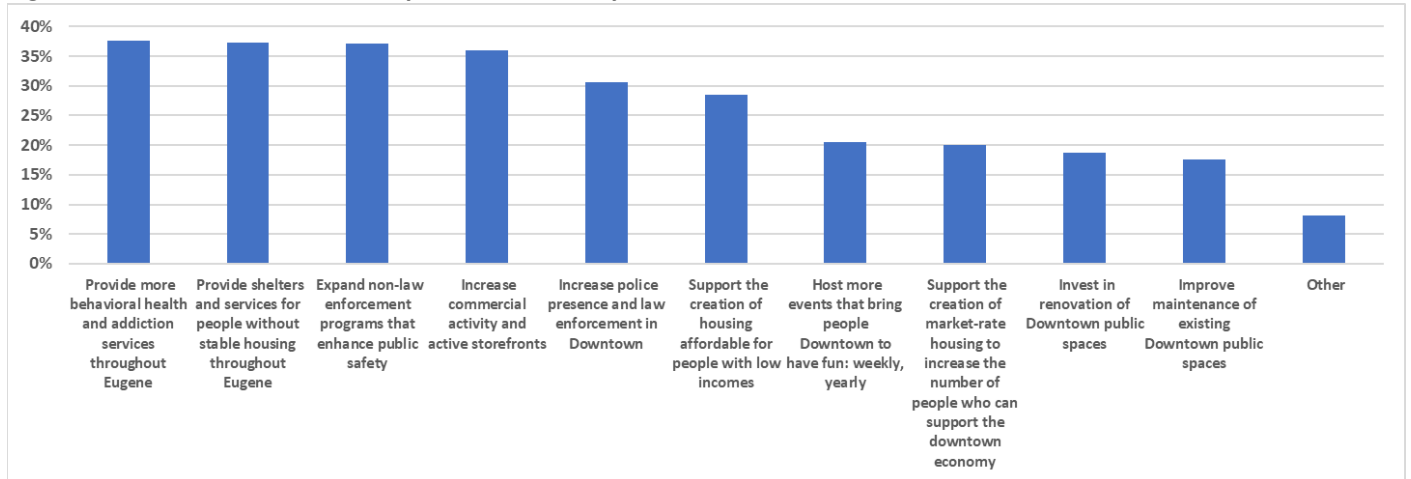
The survey then asked respondents to identify their top three actions, to show what the priorities of all the actions are. Of the 10 listed actions, five were identified by more than 30% of the respondents:

- “provide more behavioral health and addiction services throughout Eugene” (38%)
- “provide shelters and services for people without stable housing throughout Eugene” (37%)
- “expand non-law enforcement programs that enhance public safety” (37%)
- “increase commercial activity and active storefronts” (36%)
- “increase police presence and law enforcement in Downtown” (31%)

The top two priorities focus on behavioral health and homelessness, which are citywide issues and do not only exist in the downtown.

When asked to prioritize actions, respondents focused on police enforcement. The action “increase police presence and law enforcement in downtown” moved from the 9<sup>th</sup> most frequently cited action when asked for all actions, to 5<sup>th</sup> when asked for top 3.

**Figure 11. Actions that would help downtown - Top 3**



The selected choices vary by different types of respondents. Figure 12 shows the five most cited actions for a variety of respondent groups. The first line of data in the figure show the top five answers for all respondents, summarized above.

Weekday visitors to downtown have a set of preferences very similar to the full set of respondents. Infrequent visitors’ top action is to “increase police presence”, which was the 5<sup>th</sup> priority for the full set of respondents.

“Support the creation of housing affordable for people with low incomes” was a high priority for younger respondents, lower-income households, and Hispanic respondents.

“Increase commercial activity and active storefronts” was within the top five choices for all groups analyzed, except for the lower-income households. For non-white respondents, those with children at home, and respondents with high incomes, it was the top choice.

It is important to note that Figure 12 shows the top five actions and that none of the ‘top’ choices received more than 50% of the responses. None of the choices were overwhelmingly selected. There is a lack of consensus about the highest priority actions, which suggests all actions are important.

**Figure 12. Actions that would help downtown - Top 3: 5 Most Cited Responses for Different Groups**

| Action                     | Provide more behavioral health and addiction services throughout Eugene | Provide shelters and services for people without stable housing throughout Eugene | Expand non-law enforcement programs that enhance public safety | Increase commercial activity and storefronts | Increase police presence and law enforcement in Downtown | Support the creation of housing affordable for people with low incomes | Host more events that bring people Downtown to have fun: weekly, yearly |
|----------------------------|---|---|--|--|--|--|---|
| <b>All Respondents</b>     | 1 (38%)   | 2 (37%)   | 3 (37%)  | 4 (36%)                                      | 5 (31%)  |  |   |
| <b>Weekday visitors</b>    | 1 (43%)   | 2 (42%)   | 4 (38%)  | 3 (38%)                                      | 5 (35%)  |  |   |
| <b>Infrequent Visitors</b> | 4 (35%)   | 5 (32%)   | 3 (37%)  | 2 (43%)                                      | 1 (46%)  |  |   |
| <b>Men</b>                 | 4 (35%)   | 5 (33%)   | 1 (40%)  | 2 (37%)                                      | 3 (36%)  |  |   |
| <b>Female</b>              | 1 (42%)   | 2 (41%)   | 4 (35%)  | 3 (37%)                                      |  | 5 (31%)  |   |
| <b>&lt;40 Years Old</b>    | 1 (46%)   | 2 (43%)   | 4 (34%)  | 5 (28%)                                      |  | 3 (42%)  |   |
| <b>&gt;60 Years Old</b>    | 4 (35%)   | 2 (38%)   | 3 (37%)  | 1 (39%)                                      | 5 (32%)  |  |   |
| <b>&lt;\$50k in Income</b> | 3 (45%)   | 2 (46%)   | 4 (33%)  |  | 5 (19%)  | 1 (46%)  |   |
| <b>&gt;\$75k in Income</b> | 3 (37%)   | 4 (35%)   | 2 (37%)  | 1 (45%)                                      | 4 (35%)  |  |   |
| <b>Children at home</b>    | 4 (34%)   | 2 (36%)   | 3 (36%)  | 1 (39%)                                      | 5 (33%)  |  |   |
| <b>Hispanic</b>            |   | 2 (33%)   | 2 (33%)  | 2 (33%)                                      |  | 1 (35%)  | 2 (33%)   |
| <b>Non-white</b>           | 1 (37%)   | 3 (33%)   |  | 1 (37%)                                      |  | 4 (33%)  | 4 (33%)   |