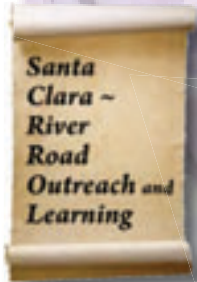
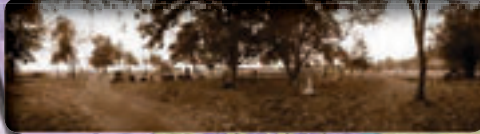


SANTA CLARA~RIVER ROAD OUTREACH AND LEARNING PROJECT Report & Recommendations



Leadership Team:

Bev Barr
Jon Belcher
Kelly Burke
Barbara Denlis
Jerry Finigan, Chair
Tim Foelker
Kate Kelly
Ray Neff
Kate Perle
Carleen Reilly, Secretary
Peter Thurston
Ann Vaughn

Assistance from:

Julie Fischer, Cogito
Rene Kane, Neighborhood Services, City of Eugene

JUNE 2012

The mission of SCRROL is to develop a community-wide, shared knowledge about challenges and opportunities in our growing and changing neighborhoods that can inform collaborative decisions in the future.



Find out more about SCRROL on the Web: www.scrrol.org

Contact us via e-mail: info@scrrol.org

Facebook!: www.facebook.com/pages/Santa-Clara-River-Road-Outreach-and-Learning-SCRROL

Cover Photos (top left to bottom right): Luper Pioneer Cemetery, Spring Creek, Awbrey Park, SCRROL Outreach, River Road farm, Rasor Park Bike Path, Willamette River

The SCRROL project was made possible through a Strategic Neighborhood Assessment and Planning (SNAP) grant, which provided maps, materials and staff assistance through City of Eugene Neighborhood Services; and by River Road/Santa Clara Transition Funds, residual monies from the construction of the River Road/Santa Clara Sewer Project. These funds are dedicated to realizing goals identified for the River Road and Santa Clara neighborhoods by the final report of the River Road/Santa Clara Transition Project, June, 2006.

A Toolkit of documents, forms and other items developed for this public engagement process is available upon request: jerfinigan@comcast.net



CONTENTS

EXECUTIVE SUMMARY	4
RECOMMENDATIONS	5
BACKGROUND AND INTRODUCTION.....	6
TRANSITION REPORT - GOALS AND STRATEGIES	6
NEIGHBORHOOD ORGANIZATION STRATEGIES	7
SANTA CLARA-RIVER ROAD OUTREACH AND LEARNING PROJECT	8
MISSION STATEMENT	8
PUBLIC OUTREACH	8
NEIGHBORHOOD CONVERSATION FORM	9
OUTREACH CONTACT SUMMARY	10
KEY FINDINGS: RESIDENTS	10
KEY FINDINGS: SERVICE DISTRICTS AND AREA BUSINESSES	12
LANE RURAL FIRE AND RESCUE DISTRICT	12
SANTA CLARA FIRE DISTRICT	12
SANTA CLARA WATER DISTRICT AND RIVER ROAD WATER DISTRICT	12
RIVER ROAD PARKS AND RECREATION DISTRICT	13
AREA BUSINESS	13
OBSERVATIONS OF GOVERNANCE AND ANNEXATION	13
SUMMARY AND RECOMMENDATIONS.....	15
APPENDICES	
APPENDIX A: COLLABORATION PLAN AT-A-GLANCE	16
APPENDIX B: MAPS AND OUTREACH MATERIALS	17
APPENDIX C: CALENDAR OF COMMUNITY EVENT PARTICIPATION	21
APPENDIX D: COMMUNITY FORUM FLYER	22
APPENDIX E: SAMPLE MEETING AGENDA	23
APPENDIX F: FORUM POST-IT COMMENT SUMMARIES	24
APPENDIX G: BUSINESS INTERVIEW RESULTS SUMMARY	26
APPENDIX H: TAX AND SERVICES AT-A-GLANCE	27
APPENDIX I: 2011 NIEGHBORHOOD ANALYSIS SUMMARY	30

EXECUTIVE SUMMARY

“How do we get government agencies to collaborate instead of compete?”

~ Public Forum
Comment

River Road and Santa Clara Community Organizations joined together in February 2011 on an ambitious public outreach project to survey area residents and identify priorities for the future development of both neighborhoods. Known as Santa Clara-River Road Outreach and Learning (SCRROL) project the active outreach was launched in May 2011. Volunteers from Santa Clara Community Organization (SCCO) and River Road Community Organization (RRCO) formed the SCRROL leadership team.

SCRROL MISSION STATEMENT: To develop a community-wide, shared knowledge about challenges and opportunities in our growing and changing neighborhoods that can inform collaborative decisions in the future.

SCRROL's goal was to identify current neighborhood priorities and facilitate community dialogue on four key issues identified in the 2006 Transition Report accepted by the City of Eugene: land use, governance, parks and recreation, and transportation. Residents, service district providers, business representatives, and other interested parties in Santa Clara and River Road were interviewed and asked to complete a Neighborhood Conversation form.

With the assistance of 76 neighborhood volunteers, SCRROL contributed a conservative estimated 2000 hours educating, listening to and interviewing their neighbors. It was a robust two-way flow of information.

Although volunteers did not hear from everyone, it is fair to say SCRROL achieved a solid representation of residents. Personal conversations with over 700 residents illuminated the following key priorities:

- Make streets safer and more friendly for **cyclists and walkers**
- Protect the **look and feel of the neighborhood** while accommodating additional growth
- Protect **agricultural land** in and surrounding the neighborhood
 - Protect and enhance **waterways, wildlife habitat and open space**
 - Increase **police patrols**
 - Maintain or **expand recreation services and community events** in the neighborhood, such as community centers, ball fields, exercise classes, and so on.

From interviews with service providers (Santa Clara Fire District, Lane Rural Fire/Rescue, the River Road Parks and Recreation District, Santa Clara Water District and River Road Water District), SCRROL learned how annexation is eroding the tax base of these service districts. All districts are concerned about long-term sustainability.



RECOMMENDATIONS

The future of Santa Clara and River Road is dependent upon continued open communication and collaboration between service providers, neighborhood leaders and elected officials to solve problems and promote community services in our neighborhoods. The following recommendations facilitate and support these partnerships:

1. Protect and strengthen neighborhood assets and solve key problems through pro-active and creative collaboration between SCCO and RRCO. See #9 below for specific ideas.
2. Prioritize common goals of River Road and Santa Clara, including the service district providers, to develop an implementation plan. Collaboration maximizes volunteer time and energy, brings many voices to the table, builds a strong base for advocacy and improves communication.
3. Communicate with elected officials about SCRROL results and implementation plans.
4. Host summits with service providers and neighborhood leaders to share common goals, gather ideas for implementation, and identify next steps.
5. Initiate follow-up conversations with City of Eugene staff on the following topics: area Refinement Plan pre-work; financial options, both pro and con for annexation; street standards options; increased policing; expansion of parks and recreation services especially in Santa Clara; increased access to Willamette River; protection for agricultural land; and so on.
6. Engage neighbors in conversations about potential next steps and continue to build public support for collaborative and realistic solutions.
7. Continue to gather opinions of community members who are not well represented at public events. Work toward balanced geographic and socio-economic representation in SCCO and RRCO.
8. In the future, consider a statistically valid survey to identify community support for specific implementation measures.
9. Form a new advocacy group named "The Santa Clara-River Road Implementation Planning Team" (SCRRIPT). This task force would be composed of River Road and Santa Clara representatives to work on common goals. SCRRIPT would function similar to SCRROL, but would be more pro-active in advocating for specific solutions and implementing the goals identified by SCRROL.
10. SCRROL recommends that the SCCO and RRCO develop action plans to strengthen neighborhood assets and solve key problems through pro-active and creative collaboration.

"Spring Creek has been driven underground and should be restored to its natural state."

~ Public Forum Comment

"More businesses and services so we don't have to drive to Eugene: 1. Quality grocery store – organics; 2. Community social gatherings where we can bike or walk."

~ Public Forum Comment



BACKGROUND AND INTRODUCTION

The River Road and Santa Clara communities have many common interests and needs. In 2002, a joint Urban Services Committee formed by the City of Eugene and Lane County identified the confusion and inequities of services and planning caused by inconsistent and non-contiguous annexation patterns.

Following the recommendations of this committee, the City of Eugene hired the consulting firm Reed and Associates to study these problems. In addition to creating a vision for the future for the areas, Reed and Associates was charged with examining ways to preserve the existing character of the neighborhoods and with amending the 1986 Urban Facilities Plan (River Road and Santa Clara Refinement Plan).

In order to proceed, a stakeholders group of six River Road residents and six Santa Clara residents was formed. This task force, known as the Transition Team, met over the course of two years, and produced a final report known as the Transition Report. The Transition Report was filed and accepted by the Eugene City Council in 2006.

The Transition Report provided a mandate to SCCO and RRCO to pursue the goals and strategies of the report. River Road and Santa Clara have each followed up on some of the goals; however, the more comprehensive goals must be tackled jointly.

TRANSITION REPORT - GOALS AND STRATEGIES

1. Sustain long-established community traditions of self-governance and self-determination in River Road and Santa Clara, explore creative options and alternative strategies, and help to sustain and where possible expand long-established community institutions such as the parks and recreation and fire protection special service districts.
2. Create an environment for achieving the highest level of public trust, actively engaging residents to resolve past issues, strengthening and building community identity, fostering inclusive public decision-making and working in partnership toward the preferred future for the River Road and Santa Clara communities embodied by this Transition and Heritage Framework.
3. Develop and adopt neighborhood-based community plans and programs for the River Road and Santa Clara communities including a common vision, goals and a set of strategic implementing actions.
4. Strengthen and expand the roles of the River Road and Santa Clara Community Organizations in local governance and decision-making.
5. Establish and maintain stable and livable neighborhoods that sustain distinct community character, connections, and heritage; and that provide for diverse housing choices, inviting open spaces, recreational opportunities, social activities, and neighborhood-based commercial and other services in a child and family friendly environment.
6. Guide growth in a way that strengthens and preserves the character of existing neighborhoods and supports sustainable development with design excellence and creative, environmentally sound planning.
7. Acquire and preserve parks, natural areas, and open spaces and protect remaining agricultural lands and heritage features and patterns.

LAND USE

Total Acres

Santa Clara: 4242

River Road: 1998

Agricultural Land Use

Santa Clara: 679 acres

River Road: 2 acres

Agricultural Zoned Land

Santa Clara: 318 acres

River Road: 22 acres

Parks & Recreation

Santa Clara: 85 acres

River Road: 75.9 acres

Roads & Transportation

Santa Clara: 619 acres

River Road: 354 acres



8. Preserve and restore the Willamette River and Greenway as an open space corridor and enhance to the maximum degree possible the visual, physical, social, and pedestrian connections between the river and the River Road and Santa Clara communities; preserve and restore local stream corridors, smaller drainage ways, roadside ditches, and the soils and trees that function as the area's natural drainage system.
9. Make the River Road thoroughfare the central unifying, rather than dividing element of the River Road and Santa Clara communities and provide for other improvements that make our neighborhoods connected, safe, accessible, and walkable.
10. Ensure the provision of quality public services, by partnering with and between residents, local special service districts, the City of Eugene, Lane County, and other groups and jurisdictions to implement this Transition and Heritage Framework.



The top four priorities identified in the Public Outreach section of the Transition Report were:

1. Land Use
2. Governance
3. Parks and Recreation
4. Transportation

The Transition Team recommended these areas be further defined by the community organizations. The first step in doing this would be to conduct a statistically valid survey of River Road and Santa Clara residents.



NEIGHBORHOOD ORGANIZATION STRATEGIES

In April of 2010, SCCO and RRCO approved formation of a Joint Strategy Team (JuST) to recommend how the goals of the Transition Report might be pursued. The team expressed concern about conducting a survey without the proper groundwork; unless residents understood the issues they were commenting on, the survey would be invalidated by participants' lack of information about the issues. It was determined a survey would need to be preceded by a massive public outreach and education effort addressing the issues of land use, governance, parks and recreation, and transportation. In addition to taking steps toward achieving the Transition Plan goals, an invaluable side-effect would be to create a stronger bond with residents, institutions, and businesses as well as build the capacities of SCCO and RRCO.

SCCO and RRCO determined this task could be greatly assisted by a Neighborhood Services' Strategic Neighborhood Assessment and Planning (SNAP) grant. Subsequently, the SNAP grant was applied for and awarded, launching the Santa Clara- River Road Outreach and Learning project (SCRROL).



SANTA CLARA-RIVER ROAD OUTREACH AND LEARNING PROJECT

MISSION STATEMENT

Develop a community-wide, shared knowledge about challenges and opportunities in our growing and changing neighborhoods that can inform collaborative decisions in the future.

Goals

- Facilitate community dialogue on the key issues as identified through past community work in the areas of land use, governance, parks and recreation, and transportation.
- Develop a cohesive network of communications between diverse populations, organizations, and interests in River Road and Santa Clara.
- Identify strategies with public support to solve key issues and advocate/lobby decision makers for solutions.

Objectives

- Gather the most current information and prioritize “talking points” addressing the issues of land use, governance, parks and recreation, and transportation.
- Conduct a massive education effort addressing these issues.
- Complete a comprehensive public outreach process including community-wide newsletters, community workshops and interviews to report on the current situation in the above areas and to identify issues of concern.
- Conduct town-hall type meetings in both Santa Clara and River Road to present the information accumulated from the outreach process and validate the conclusions reached about priorities the outreach has identified.
- Compile and summarize the results and report back to residents via newsletters and community meetings;
- Compile a final document as a guide for implementation and action steps on SCRROL-identified priorities

To further its mission to develop a community-wide shared knowledge about the challenges and opportunities in its growing and changing neighborhoods, SCRROL contracted with the private consulting firm of Cogito Partners. Cogito is a provider of public involvement and strategic planning services. Cogito’s role was to guide the public outreach process, analyze outreach outcomes and serve as a liaison between the SCRROL Leadership Team, City staff, and volunteers. **(See Appendix A)**

Through the SNAP grant, SCRROL received support services from City of Eugene Neighborhood Services. Neighborhood Services produced maps, printed SCRROL materials and provided communication and liaison services with City of Eugene executives.

PUBLIC OUTREACH

In February of 2011, the SCRROL Leadership Team with assistance of Cogito Partners began planning an ambitious outreach agenda. In May, volunteers stepped out into the community and began talking with residents. Many of the outreach materials were developed from needs expressed in the Transition Report.

SCRROL developed the following materials:

- Maps for the four key issues: land use, governance, parks and recreation, and transportation.
- Neighborhood Conversation form.
- Introductory SCRROL cards with contact information and Mission Statement.

(See Appendix B for copies)

“You couldn’t have ordered a more pleasant evening with the temperature ‘just right.’ The Junction City Polka Band set a snazzy rhythm as people arrived. Popcorn poppers and watermelon cutters organized refreshments.”

~ Tribune Report on SCRROL’s National Night Out event in August 2011



NEIGHBORHOOD CONVERSATION FORM

The Neighborhood Conversation form was developed to help SCRROL identify and evaluate community priorities. The form was organized into four major categories (land use, governance, parks and recreation, and transportation). Ten key statements were listed. These statements were derived from previous outreach efforts such as the Transition Project, the City of Eugene Neighborhood Survey, input from SCCO and RRCO board members, and information from service districts.

The form was designed as a conversation tool, not a formal survey. An important goal was to introduce residents to challenges and assets of their neighborhood by looking at maps of the neighborhood. After conversing with a SCRROL volunteer, residents were asked to complete the Neighborhood Conversation form and indicate their priorities. Behind each of 242 completed forms is a personal conversation. The results are not statistically valid, but they do provide a window into the thoughts of individuals who cared enough about their neighborhood to share a few minutes of their time. In almost all cases, individuals who completed the Neighborhood Conversation form also signed up to receive updates on SCRROL activities via email.

Refer to **Appendix C** for a partial list of events and meetings where Neighborhood Conversation forms were utilized.

Electronic Media: In addition to the outreach materials described above, SCRROL employed the following electronic media technologies to facilitate interaction with the public:

Web Site: www.scrrol.org was used to provide announcements, event summaries, history, public document dissemination, and links to government, organization, stakeholder and related resources. It also served as a public contact form and provided document storage and distribution such as maps.

Facebook: www.scrrol.org/facebook/ was used for event announcements, active reports and public comments.

Yahoo Groups: groups.yahoo.com/group/scrrol served as the primary conduit for Leadership Team communication, private email listing, storage and management of contact databases and document storage and distribution.

Bulk email broadcasts were sent to communicate with volunteers, announce events, and facilitate feedback.

Print media was utilized to announce events, forums, meetings and other opportunities to learn about the SCRROL project and give neighbors multiple chances to voice their opinions on the future of the neighborhoods.

The *Register-Guard* May 7, 2011: An article, "Common Ground, Santa Clara, City and County Officials Share Growth Concerns".

The *Register-Guard* August 10, 2011: An article, "Summer in Santa Clara," promoted a *City Concert in the Park* at Awbrey Park.

The *River Road-Santa Clara Tribune*, now the *Tribune News* published dozens of announcements and meeting summaries about SCRROL activities and SCCO and RRCO meetings. Approximately 3 dozen op-ed pieces were featured from December 2010 through December 2011 on topics such as parks, transportation, planning, governance, community building, and other neighborhood interests.

The *Eugene Weekly* published an op-ed column about the SCRROL Forums and informed the metropolitan community of our effort in our neighborhoods.

Newsletters from both neighborhoods, SCCO and RRCO were sent to every neighbor to introduce the work of SCRROL and invite participation and volunteerism.

"More community events like the event tonight at Awbrey Park..."

~ Neighborhood Conversation comment



Professionally produced flyers were circulated and mailed to every household to promote the two community forums.

OUTREACH CONTACT SUMMARY

A major theme behind all the outreach strategies was to create a personal connection between SCRROL volunteers and neighbors. The numbers indicate the effectiveness of this strategy:

- 253 residents signed up for the SCRROL interested parties email list;
- 75 residents signed up to volunteer for SCRROL;
- 51 residents joined the SCRROL Facebook page;
- SCRROL members participated in service district meetings.

TABLE I: SUMMARY OF OUTREACH

Outreach	Estimated # of Contacts*
Intercepts: Volunteers talked with the public at community events. At each event, they set up a display, explained the SCRROL maps, distributed Neighborhood Conversation forms, and signed people up for the interested parties list.	242
Home Gatherings: Community members hosted informal “living room” gatherings of neighbors to discuss SCRROL and complete the Neighborhood Conversation forms. “Contacts” refers to invitations sent – the number of attendees was 62.	115
SCRROL Events/Meetings: SCRROL hosted two volunteer training sessions, two meetings with City of Eugene executives, one major community event (National Night Out), one meeting with Latino families, and two large community forums.	199
RCCO and SCCO Meetings: The SCRROL Leadership Team attended neighborhood gatherings (including the RCCO Annual Pancake Breakfast) to report interim results of their outreach work and recruit volunteers.	99
Interviews: SCRROL volunteers participated in conversations with the Boards of the service district providers and interviewed 50 or more business representatives.	81
Total Estimated Contacts	736
* Contact = A personal conversation between SCRROL and a community member	

KEY FINDINGS: RESIDENTS

Results from the Neighborhood Conversation forms indicate that the listed issues resonated with residents. Participants were asked to check the statements they supported, and every statement was checked by at least 50% of respondents with some statements checked by over 70% of respondents.

In addition to asking which statements they support, participants were asked to place a star by their top three priorities. This information was useful because it asked residents to make a choice about what is most important. The complete results for each neighborhood are shown in Table II.

Issues most frequently selected as “Top Priorities” by the River Road residents who completed the Neighborhood Conversation form were:

- Make streets safer and more friendly for **cyclists and walkers**.
- Protect the **look and feel of the neighborhood** while accommodating additional growth.
- Increase **police patrols**.

Issues most frequently selected as “Top Priorities” by the Santa Clara residents who completed the form were:

- Protect **agricultural land** in and surrounding the neighborhood.
- Protect and enhance **waterways, wildlife habitat and open space**.
- Make streets safer and more friendly for **cyclists and walkers**.
- Maintain or **expand recreation services** in the neighborhood, such as community centers, ball fields, recreational opportunities and classes, and so on.

Other significant issues were noted as “Top Priorities” on the Neighborhood Conversation form, and discussed by residents attending community forums, home gatherings, intercepts at public events and community organization meetings.

“Less of a suburb, more of a community.”

~ Public
Forum
Comment

- Public Safety
- Library Services
- Promote connections between neighbors
- Increase community events in Santa Clara
- Sort out confusion between city and county
- More commercial businesses and services
- Increase public transportation, including bus access
- Increase access to the Willamette River

TABLE II: NEIGHBORHOOD CONVERSATION FORM RESULTS

Issue	Santa Clara Top 3	River Road Top 3
Protect agricultural land in/surrounding neighborhood.	42%	20%
Protect/enhance waterways, wildlife habitat, and open space .	27%	22%
Make streets safer and more friendly for cyclists and walkers .	25%	36%
Maintain/expand recreation services in the neighborhood.	24%	18%
Enhance/increase parks , including access to Willamette River.	20%	22%
Protect look & feel of neighborhood while accommodating additional growth.	18%	27%
Maintain rural feel of neighborhood streets.	18%	17%
Decrease traffic congestion .	14%	11%
Increase neighborhood participation in govt. (e.g. City Council/County Commission).	12%	12%
Seek clarity, reliability, efficiencies in delivering public services in, e.g. fire, water, recreation & schools.	8%	16%
Other services or issues that you think are more important than what is on this list?		
• Increase library services	18%	16%
• Increase police patrols	17%	23%
• Sort out confusion between City and County	14%	16%
• More commercial businesses and services	14%	10%
• Promote connections between neighbors	13%	8%
Total Surveys	115	92
% Annexed	32%	16%
Age <30	2%	5%
30-50	23%	18%
>50	75%	71%
Residence 0-10 yrs	40%	41%
Residence 10+ yrs	57%	51%



The SCRROL outreach effort culminated with two community forums – one in Santa Clara on September 4, and the other in River Road on September 13, 2011. SCRROL announced the events through a joint flyer (*see Appendix D*) mailed to all residential households in both neighborhoods. The event flyer was posted in public venues and sent to neighborhood email lists and the SCRROL email list. Residents were welcomed at either forum and pizza was provided by SCRROL. Approximately 42 people attended the Santa Clara forum, and 50 attended in River Road.

The agenda (*see Appendix E*) included time for eating, socializing and a SCRROL presentation. Small-group discussions on community priorities were facilitated by members of the SCRROL Leadership Team. The meetings

concluded in a large group discussion of the priorities including the financial situation of the service districts, what issues or services are most important, the roles of the City and County and what comes next.

Participants in both forums filled out Neighborhood Conversation forms, and also wrote their priorities on post-it notes. The post-its were then sorted into four categories: governance, land-use, parks and recreation, transportation and other. *Appendix F* provides a summary of results for each neighborhood.

POPULATION & PROPERTY USE

Population

Santa Clara: 20,231

River Road: 11,964

Total Properties Zoned

Santa Clara: 7818

River Road: 4699

City Properties:

Santa Clara: 53% (4145)

River Road: 29% (1350)

Housing Units

Santa Clara: 8167

River Road: 5026

Housing Built pre-1980

Santa Clara: 59%

River Road: 80%

KEY FINDINGS: SERVICE DISTRICTS AND AREA BUSINESSES

River Road and Santa Clara neighborhoods are served by five distinct service districts: Lane Rural Fire and Rescue District; Santa Clara Fire District; Santa Clara and River Road Water Districts; and the River Road Parks and Recreation District.

LANE RURAL FIRE AND RESCUE DISTRICT

Lane Rural has four stations and a territory that extends 70 miles west of the Urban Growth Boundary (UGB). The District has 16 FTE employees and provides cost-effective fire/emergency medical service (EMS) and fire fighters. Lane Rural would like to partner with the City and have ongoing dialogue for long-range planning. They recently formed an agreement with the City to provide ambulance transport to some outlying areas .

Potential issues: Lane Rural would like to work with the City to put a transition plan in place. Lane Rural has about 1% of its tax base in the UGB, but this 1% provides 53% of its tax income. Loss of any industrial property would be critical to their survival.

SANTA CLARA FIRE DISTRICT

SCFD is a fiscally sound volunteer district. SCFD has quality equipment and current technology. Its response time during business hours is essentially the same as the City of Eugene; after-hours about 3 minutes more.

Potential issues: SCFD needs volunteers with longer term commitments. A drop in the number of volunteers will make the viability of the district problematic. SCFD would like better communication with the City.

SANTA CLARA WATER DISTRICT AND RIVER ROAD WATER DISTRICT

Both Districts are presently solvent and fiscally well run. Because their customers are billed through EWEB, administrators are not certain their customers are aware that they

are being served by the water districts. A transition to EWEB to provide services may need to be considered sometime in the future.

Potential issues: Future costs related to the installation of digital utility meters and potential infrastructure maintenance are of some concern to the water districts.

RIVER ROAD PARKS AND RECREATION DISTRICT

The River Road Parks and Recreation District wants to survive. It is supported by residents as evidenced by the tax levy vote. RRPRD has a good relationship with the 4J School District.

Potential issues: The biggest issue is finding a viable source of income (as the tax base continues to erode). Concern exists about how the District would operate if the City took over their program. Options including expanding the District's boundaries are being considered. Talks with the City have been initiated.

"I wish I felt more connected with the services that are offered in Santa Clara."

~ House Party Comment

AREA BUSINESS

SCRROL conducted interviews with businesses along the River Road corridor. Business representatives were asked to describe the major challenges of running a business in the neighborhood and what aspects of the neighborhood most benefited their business. Most managers contacted were enthusiastic in their response and welcomed the opportunity to express their concerns.

Interviews with businesses along the River Road Corridor provided the following insights:

- Concerns: **traffic, vagrancy, and slow law enforcement response time** (also signage and visibility). River Road businesses: traffic moves too fast; Santa Clara businesses: congestion.
- What they value: **Sense of community, loyal customers, and other neighborhood businesses** that help generate business.

See Appendix G, Business Interview Results

OBSERVATIONS OF GOVERNANCE AND ANNEXATION

The issue of annexation for many residents is a topic of concern and interest. For many residents the very word "is a hot button" and openly spoken of during the meetings. Early in SCRROL discussions, annexation was identified as one of many possible tools or strategies to be taken into consideration during the post SCRROL implementation stage.

New residents expressed confusion as to why many areas of the two neighborhoods are not within the City limits. They noted desire for increased police services, use of the Eugene library, the ability to vote for a City Councilor and the Mayor, more input into decisions about speed of traffic on our roads including location of signal lights and policies affecting their property and lives. Many indicated that the increase between what they are currently paying and their taxes after annexation would be worth it in order to obtain additional services.

Some neighbors who desired to remain unincorporated residents didn't think that annexation would really improve police services or provide other benefits, thus the additional taxes wouldn't add value to their lives.

The City of Eugene provided information about the current tax situation. Due to differing service



Santa Clara's First Concert in the Park with Samba Ja

I downsized to this area (SC) and like the friendliness. I feel like I get all my shopping needs met here.

~ House Party
Comment

district and city tax rates in River Road and Santa Clara, there are **differences in tax rates between neighborhoods**. For example, the difference between in-city and unincorporated taxes is \$322/year for a median-valued home assessed with a value of about \$144,000 in River Road; in Santa Clara the difference is \$943/year.

See *Tax and Services for River Road and Santa Clara At-a-glance* in **Appendix H**

Annexed residents in Santa Clara and River Road generally expressed acceptance and/or approval of the fact that they are in the City. However, some concerns were expressed about the inequity of services they receive compared to residents in other parts of the City. A few services mentioned included bike paths, access to the river, a community center and park. The services and neighborhood parks that are provided by the City are definitely appreciated.

Quality of services, fairness and equity are challenges facing all residents in Santa Clara and River Road as they address governance issues in the future.

Governance has become increasingly complex in the 30 years following the establishment of the Urban Growth Boundary, with the agreement between Lane County and the City of Eugene designating that Eugene would provide urban services to this area as properties are annexed to the City. As annexation has occurred, the mix of incorporated and unincorporated areas in the River Road and Santa Clara neighborhoods has grown more confusing. The percentage of incorporated addresses in Santa Clara is currently 53%. The percentage of incorporated addresses in River Road is currently 29%. (2010 Census data from Neighborhood Services.)

As the percentages of incorporated properties increase and unincorporated properties decrease, service districts are not able to maintain their tax bases. It affects the delivery of services by park district, sheriff/city police, fire protection, and ambulances.



SUMMARY AND RECOMMENDATIONS

Beginning April 2010, the Joint Strategy Team (JuST) approved by Santa Clara and River Road Community Organizations began work on the Goals and Strategies of the 2006 Transition Report approved by the City of Eugene. The Transition Report identified several priority areas in the outreach section. JUSt selected these top four priorities: Land Use; Governance; Parks and Recreation; and Transportation. The first step was to conduct a statistically valid survey of Santa Clara and River Road residents.

Concern was expressed that such a survey would not be valid unless preceded by a public outreach and education program. The Santa Clara-River Road Outreach and Learning project was launched in February 2011.

What was learned by this effort? The residents living in Santa Clara and River Road *do care* about their communities and want a say in how their communities develop in the future. They enjoy the look and feel of their neighborhoods and want it protected. They are concerned about traffic congestion and would like a more integrated transportation system. Security is a concern and increased police protection is desired.

Agriculture and a rural lifestyle are important to Santa Clara residents, and they want assurance that agricultural land, waterways, wildlife habitats and open space in and surrounding the neighborhood are protected. Santa Clara is lacking in recreational services and would like to see amenities developed such as community centers, ball fields, recreational classes and so on.

Other issues supported by both communities include:

- Public Safety
- Library Services
- Promote connections between neighbors
- Increase community events in Santa Clara
- Sort out confusion between city and county
- More commercial businesses and services
- Increase public transportation, including bus access
- Increase access to the Willamette River

As the SCRROL project finishes its task it is important that the progress made and the momentum gathered be nurtured and continued.

RECOMMENDATIONS

1. Protect and strengthen neighborhood assets and solve key problems through pro-active and creative collaboration between SCCO and RRCO see #9 below for specific ideas.
2. Prioritize common goals of River Road and Santa Clara, including the service district providers, to develop an implementation plan. Collaboration maximizes volunteer time and energy, brings many voices to the table, builds a strong base for advocacy and improves communication.
3. Communicate with elected officials about SCRROL results and implementation plans.
4. Host summits with service providers and neighborhood leaders to share common goals, gather ideas for implementation, and identify next steps.
5. Initiate follow-up conversations with City of Eugene staff on the following topics: area Refinement Plan pre-work; financial options, both pro and con for annexation; street standards options; increased policing; expansion of parks and recreation services especially in Santa Clara; increased access to the Willamette River; protection for agricultural land; and so on.
6. Engage neighbors in conversations about potential next steps and continue to build public support for collaborative and realistic solutions.
7. Continue to gather opinions of community members who are not well represented at public events. Work toward balanced geographic and socio-economic representation in SCCO and RRCO.
8. In the future, consider a statistically valid survey to identify community support for specific implementation measures.
9. Form a new advocacy group named "The Santa Clara-River Road Implementation Planning Team" (SCRRIPT). This task force would be composed of River Road and Santa Clara representatives to work on common goals. SCRRIPT would function similar to SCRROL, but would be more pro-active in advocating for specific solutions and implementing the goals identified by SCRROL.
10. SCRROL recommends that SCCO and RRCO develop action plans to strengthen neighborhood assets and solve key problems through pro-active and creative collaboration.

APPENDIX A: COLLABORATION PLAN AT-A-GLANCE

Collaboration plan-at-a-glance for SCRROL volunteers, Cogito, and City Neighborhood Services Staff

SCRROL Products

- Visual and written materials that communicate key issues to the public
- 1000 community member connections
- 20 interviews with key stakeholders
- 5 presentations to organizations
- 8 community “intercepts” (i.e. tabling at events)
- 4 small-group community workshops
- 2 large public events
- Final Report

Cogito Role

- Facilitate information synthesis
- Facilitate public outreach: scope, timeline, products
- Communicate with SCRROL leadership team, city staff, and volunteers
- Analyze outreach outcomes
- Facilitate leadership team recommendations

SCRROL Committee Role

- Guide project: scope, schedule, products
- Recruit and manage volunteers
- Coordinate meetings: develop agendas, facilitate SCRROL meetings
- Manage consultant
- Analyze outcomes, set priorities
- Respond to public

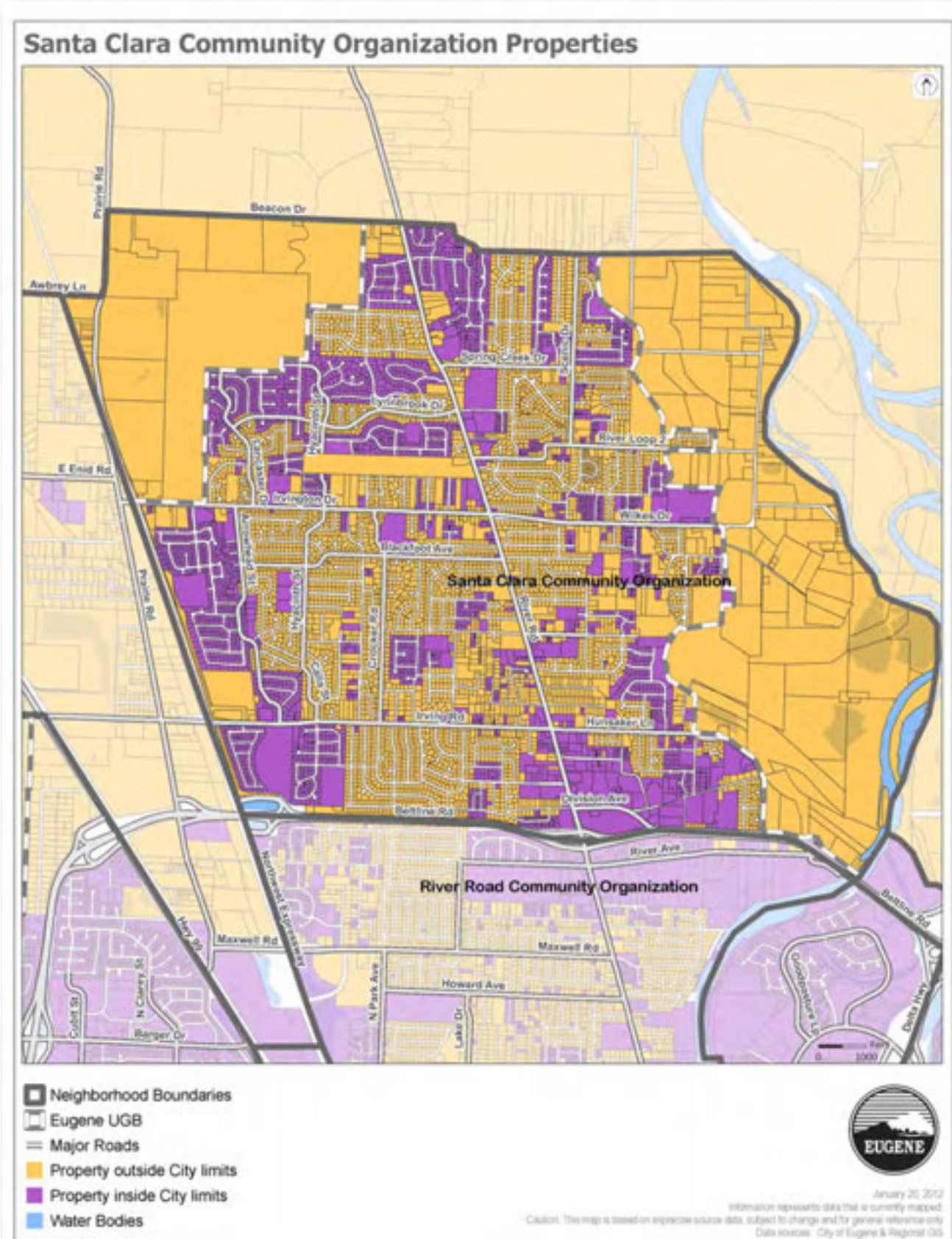
Neighborhood Services Staff Role

- Coordinate with SCRROL Leadership Team in managing scope of work, timelines, products
- Support, tools and technical assistance to the Leadership Team, such as materials, graphics, maps, newsletters, postcards.
- Coordinate with other city staff, elected officials, community partners, and service districts.
- Coordinate SNAP process

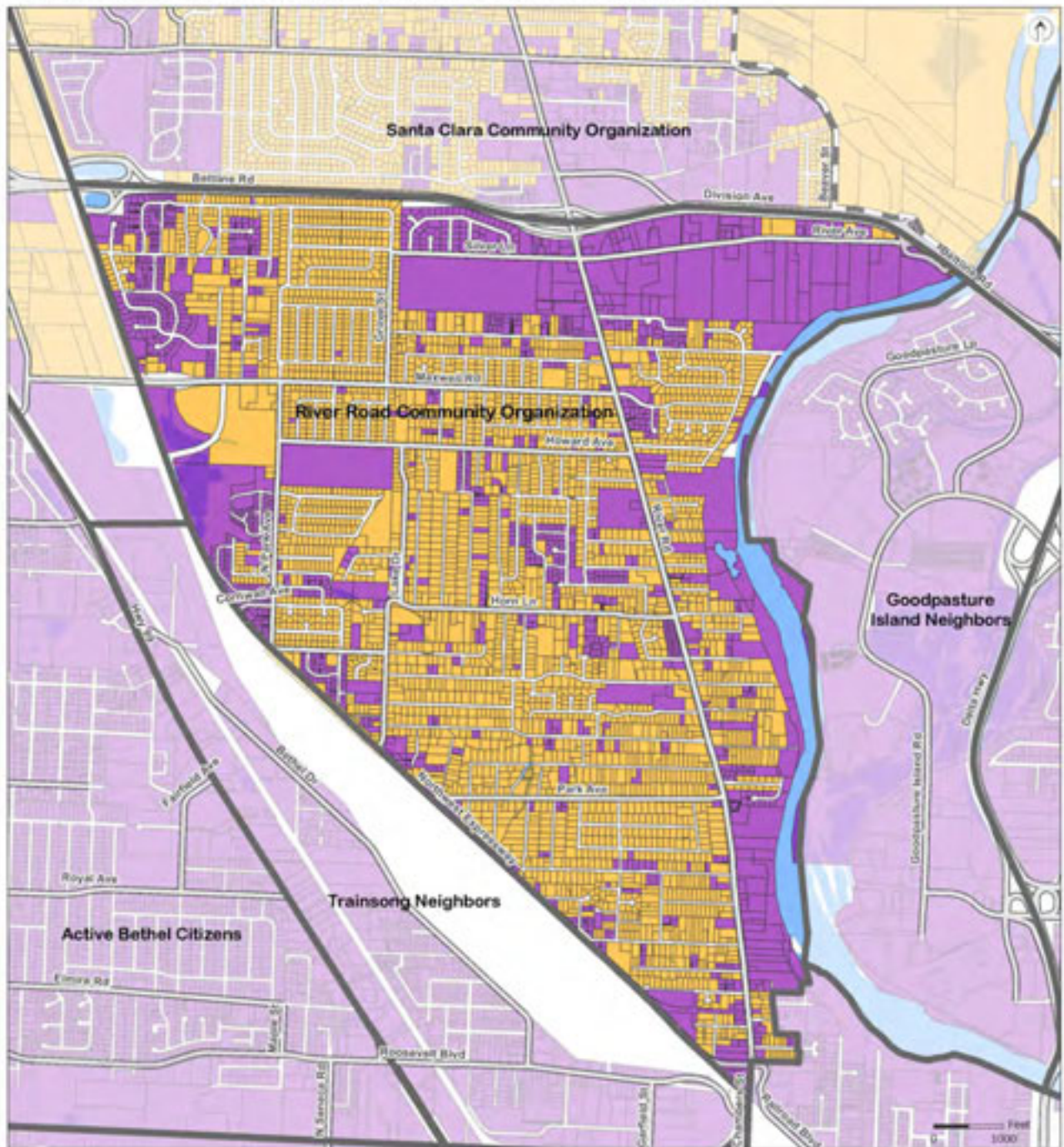
These products and roles are the result of collaboration between SCRROL volunteers, Cogito, and the City of Eugene Neighborhood Services staff. Specific roles, tasks, and products are defined in the detailed work plan.

APPENDIX B: MAPS AND OUTREACH MATERIALS

MAPS: UNINCORPORATED AND INCORPORATED ADDRESSES



River Road Community Organization Properties



- Neighborhood Boundaries
- Eugene UGB
- Roads
- Property outside City limits
- Property inside City limits
- Water Bodies



January 20, 2012
 Information represents data that is currently mapped.
 Caution: This map is based on imprecise source data, subject to change and for general reference only.
 Data source: City of Eugene & Regional GIS

NEIGHBORHOOD CONVERSATION FORM

Santa Clara River/Road Outreach and Learning (SCRROL) NEIGHBORHOOD CONVERSATION

What is important to you? The Santa Clara/River Road Outreach and Learning project is working to develop community-wide, shared knowledge about challenges and opportunities in our growing and changing neighborhoods that can inform collaborative decisions in the future.

Visit our website at www.scrrol.org

1. I am a resident of: ___ River Road ___ Santa Clara ___ Other _____
2. I am: ___ younger than 30 ___ between 30 and 50 ___ over 50 years old
3. I have lived in this neighborhood: ___ less than 10 years ___ over 10 years
4. My property is: ___ unincorporated ___ within City limits ___ I don't know

Tell us what's important to you...

5. Please check ✓ the boxes below in all areas you support.
6. Put a star ★ next to your **top 3** priorities.



PARKS AND RECREATION

- ☐ Enhance and increase **parks**, including access to the Willamette River.
- ☐ Maintain or **expand recreation services** in the neighborhood, such as community centers, ball fields, exercise classes, etc.

LAND USE

- ☐ Protect the **look and feel of the neighborhood** while accommodating additional growth.
- ☐ Protect **agricultural land** in and surrounding the neighborhood.
- ☐ Protect and enhance **waterways, wildlife habitat and open space**.

GOVERNANCE

- ☐ Increase **neighborhood participation** in government, such as City Council, city and county boards, and commissions.
- ☐ Seek clarity, reliability and efficiencies in **delivering public services** to the neighborhood, such as fire, water, recreation, and schools.

TRANSPORTATION

- ☐ Make streets safer and more friendly for **cyclists and walkers**.
- ☐ Maintain **rural feel** of neighborhood streets.
- ☐ Decrease **traffic congestion**.

OTHER (write your comments in the box below)

Are there other services or issues that you think are more important than what is on this list?

If so, please add them below. Here are some examples:

- Increase police patrols
- Bring new businesses into the neighborhood
- Increase library services in the neighborhood
- Promote connections between neighbors
- Sort out confusion between City and County responsibilities

Name _____ email _____ Phone _____

(we will not share your contact information with anyone)

Please return completed sheets to SCRROL c/o Jerry Finigan, 1250 Irvington Eugene 97404

**Santa
Clara ~
River
Road
Outreach and
Learning**

The mission of the Santa Clara/River Road Outreach & Learning project is to develop community-wide, shared knowledge about challenges and opportunities in our growing and changing neighborhoods that can inform collaborative decisions in the future.

SANTA CLARA/RIVER RD. OUTREACH & LEARNING
SCRROL

website: <http://www.scrrol.org>
facebook: <http://www.scrrol.org/facebook/>
email: info@scrrol.org
scrrol chair: Jerry Finigan jerry@scrrol.org
Secretary: Carleen Reilly carleen@scrrol.org

APPENDIX C: CALENDAR OF COMMUNITY EVENT PARTICIPATION

During the eight month project, SCRROL volunteers participated in the following events:

May – June 2011: Interviews with service district representatives

May 7: Awbrey Park Celebration, 11-2 pm

May 21: Scottish Festival, 1-3 pm

June 11: RR/SC Volunteer Library book sale

June 23: Meeting with SCRROL and City of Eugene

June 30: SCRROL Volunteer Orientation, 5:30-7 pm

July 10: Concert at Emerald Park, 5-6:30 pm

July 13: 55+ Picnic Party at Emerald Park

July 25: SCRROL Volunteer Orientation, 5:30-7 pm

July 29: Breakfast at the Bridge, 7-9 am

August 2: National Night Out – RRSC Joint Party, 6-8:30 pm

August 4: SCCO General Meeting, 7-9 pm

August 8: RCCO General Meeting, 7-9 pm

August 11: Santa Clara's first Concert in the Park, Awbrey Park, 6-8:30 pm

August 16: Home Gathering in Santa Clara

August 24: Home Gathering in Santa Clara

August 29: Marimba at Emerald Park

September 1: SCCO General Meeting

September 5: Home Gathering in River Road

September 10: RCCO Pancake Breakfast, 9-11 am

September 12: RCCO General Meeting, 7-9 pm

September 21: Home Gathering at North Eugene High School

September 24: Outreach to Latino families at Las Morenas, 10 am-12 pm

September-October: Interviews with businesses

October 4: SCRROL Community Forum in Santa Clara, 6-8:30 pm

October 13: SCRROL Community Forum in River Road, 6-8:30 pm

October 16: Home Gathering in River Road



SANTA CLARA-RIVER ROAD OUTREACH AND LEARNING PROJECT COMMUNITY FORUMS

BUILD A COMMUNITY VOICE AND NETWORK

SANTA CLARA FORUM
TUESDAY, OCTOBER 4
6:30 TO 9PM

MADISON MIDDLE SCHOOL
875 WILKES DR.

RIVER ROAD FORUM
THURSDAY, OCTOBER 13
6:30 TO 9PM

RIVER ROAD ANNEX
1055 RIVER ROAD

**BUILD A COHESIVE VOICE OF RIVER ROAD AND SANTA CLARA RESIDENTS'
VISION OF THE FUTURE OF OUR COMMUNITIES**

PRESENT A FOUNDATION FOR COLLABORATION WITH DECISIONMAKERS

**PIZZA AND BEVERAGES ARE PROVIDED AT BOTH FORUMS. YOU ARE WELCOME TO
ATTEND EITHER FORUM!**

LET US KNOW IN ADVANCE IF YOU NEED TRANSLATION SERVICES.

PLEASE RSVP TO [INFO@SCRROL.ORG](mailto:info@scrrol.org) OR CALL 541-688-1406

LEARN MORE ABOUT SCRROL ON THE WEB: WWW.SCRROL.ORG OR ON FACEBOOK AT [SCRROL.ORG/FACEBOOK](https://www.facebook.com/scrrol.org/facebook)

Dear Neighbor,

It has been said that the only constant is change. The communities of River Road and Santa Clara sit at a crossroads; our neighborhood is changing in many ways and it is time to prioritize what is most important and communicate those priorities to the people who make decisions.

Members of the community organizations have formed the Santa Clara River Road Outreach and Learning Project (SCRROL) to identify and share neighborhood priorities with decision makers. We invite you to participate in a public forum to help us understand how you'd like to shape our communities' future.

At the forum we will share what we have heard from the community this summer, as well as listen to your ideas. Please come participate!

Sincerely, The SCRROL Leadership Team



APPENDIX E: SAMPLE MEETING AGENDA

AGENDA

River Road Community Forum

A Discussion of Community Goals and Priorities

Thursday, October 13, 6:30-8:30 pm, River Road Annex

Forum Goals

Develop a cohesive vision of the future of our communities.

Build a foundation for collaboration and decision making.

I. Pizza and socializing

6:30-6:40

Look at the maps and learn about your neighborhood!

II. Presentation of SCRROL Goals and Activities

6:40-7:10

Introductions and SCRROL Goals: Jerry Finigan

Community Challenges and Opportunities: Kate Perle

Findings from Outreach to date: Jon Belcher

Questions?

IV. Table Activity: What is Most Important to You?

7:10-7:40

1. Individually, fill out the Neighborhood Conversation form.
2. Write 3 issues that are most important to you on 3 post it notes. If you have more issues that are critical, you can make more than 3 post it notes. You can be very general, or very specific.
3. At the table, each person shares the issue that they care most about.
4. Organize your post-its on the sheets sitting on the table.

V. Large Group Discussion

7:40-8:15

Table facilitators report major themes, what we have learned

Where do we go from here? Brainstorm ideas for how to make it happen.

VI. Wrap up and Next Steps

8:15-8:30

Next Steps: SCRROL Leadership Team

Please turn in your Neighborhood Conversation/Evaluation sheet!

APPENDIX F: FORUM POST-IT COMMENT SUMMARIES

RIVER ROAD FORUM POST-IT SUMMARY

Issue	Number of Comments
Land Use	
Protect the rural look and feel	18
Protect agricultural lands	12
Protect waterways, natural drainage; wildlife habitat	6
Concentrated nodal growth	4
River bike path good	2
Protect trees on River Road	2
New refinement plan	1
Plant trees	1
Protect agricultural lands from genetically modified organisms (GMO)	1
Governance	
Increased government participation	5
City/County confusion	1
No piecemeal annexation	3
Give Neighborhood Associations more power to make decisions	2
City audit of fiscal feasibility	2
Taxes reflect true market value of properties	2
Yes to annexation	1
Transportation	
Safer streets for bikes and pedestrians	17
Increase public transport, including EmX	6
Traffic problems, especially RR/Beltline	5
Build new bridge over river	4
Love the bike path	3
Decrease street/rail-yard noise; quiet neighborhoods	3
Increase ADA accessibility on LTD	1
Parks and Recreation	
Keep River Road Park and Recreation District (RRPD)	9
More parks	6
More river access	4
Extend RRPRD to include SC	4
More concerts in parks	1
City should subsidize RRPRD; no extra fees	1
Better park identification; some are hard to find	1
Other	
More police presence	8
New businesses; creating community spaces	3
Schools: more \$\$, less closings	2
Want library	2

Issue	Number of Comments
No open burning to reduce air pollution	1
More urban farming	1
Vacant, trashed houses	1
Disaster preparedness	1
Cut city salaries to pay for public safety	1
Increase sustainable neighborhoods	1

SANTA CLARA FORUM POST-IT SUMMARY

Issue	Number of Comments
Land Use	
<i>Protect look and (rural) feel of neighborhood</i>	13
<i>Protect agricultural land</i>	9
Protect waterways, wildlife habitat & open space	5
Infill: lot sizes too small	1
Environmental protection	1
Governance	
Clarity, reliability & efficiencies in services	5
Neighborhood voice & participation in government	4
Collaboration and cooperation of government agencies	3
Parks and Recreation	
Expand recreational services (community center, sports complex, concerts in the park)	8
Enhance & increase parks & access to the river	5
Support RR Park & Rec District & Personnel (possibly expand to SC)	4
Increase neighborhood gathering places (farmer's market, etc.)	2
Transportation	
<i>Make streets safer & more friendly for cyclists & walkers</i>	9
More convenient and increased bus transportation	7
Specific suggestions for speed, light, stop sign, or sound wall changes	7
Increase bike paths	6
Decrease traffic congestion	5
Build another bridge north of Beltline bridge	4
Other	
<i>Increase safety/police coverage</i>	9
Bring new businesses to the neighborhood	7
Bring additional services to the community: library, community center, WIFI, LCC Community Ed courses	6

APPENDIX G: BUSINESS INTERVIEW RESULTS SUMMARY

Number and location of interviews

As part of our conversation, interviews were conducted between September and November along the length of RR inside the UGB. A few of the interviews were with businesses not fronting on River Rd. There are hundreds of businesses registered in RR/SC. We have completed about 40 interviews and over three-quarters are with owners or managers. The SCRROL Business Interview form was used (in packet) to find out how long the business was located in the neighborhood and if it is in an incorporated or unincorporated area. Most businesses are over 10 years in the neighborhood and located in the city of Eugene. More than half of these long-standing businesses are more than 20 years in the neighborhoods.

Similarities and differences

Businesses were fairly consistent and raising three issues of concern: traffic, vagrancy, and slow law enforcement response time.

RR – The traffic on River Rd moves too fast to accommodate use of businesses and for neighbors accessing businesses.

SC - River Rd is congested, particularly at intersections at Irving Rd and Santa Clara Square. Need more dedicated turn lanes to allow safe movement of traffic. Example is east/west turns at Irving Rd.

Other challenges of doing business in the neighborhood

- Visibility
- Signage

Benefits of neighborhood

- Good neighbors, both customers and businesses watching out for each other
- Loyal customers
- Neighboring businesses foster more business activity

Things neighborhood organization can do:

- Continue to provide info about issues
- Promote local businesses
- Facilitate connections between local businesses – hold a “Chamber-like event”

The most significant “Ahhh Haaa” for me from the business interview process is that traffic issues are substantially different north and south of Beltline. Speed of traffic is the greatest concern to the south, and congestion is the major concern in the quarter mile from Beltline, north.

APPENDIX H: TAX AND SERVICES AT-A-GLANCE

Tax and Services for **River Road** Area At-a-Glance

Based on the median assessed value of \$143,820 for homes in the combined River Road / Santa Clara area
Rates are per \$1000 of assessed value.

Districts and Taxes or Levies	Current Rate	Tax Levied	Current Rate	Tax Levied
	River Road area outside city limits		River Road area inside city limits	
General Government				
City of Eugene/ Permanent	-	-	6.9021	\$992.66
Eugene Urban Renewal Downtown/ UR	-	-	0.1042	\$14.99
Eugene Urban Renewal Riverfront/ UR	-	-	0.0412	\$5.93
River Road Park & Recreation Dist./ Permanent	3.0559	\$439.50	-	-
River Road Park & Recreation Dist./ Local Option	0.4700	\$67.60	-	-
River Road Water District/ Permanent	1.9694	\$283.24	-	-
Lane County/ Permanent	1.2793	\$183.99	1.2605	\$181.29
Totals	6.7746	\$974.32	8.3080	\$1,194.86
Bonds				
City of Eugene/ Bond I	-	-	0.3191	\$45.89
City of Eugene/ Bond II	-	-	0.8762	\$126.02
River Road Park & Recreation Dist./ Bond	0.3687	\$53.03	-	-
Eugene School District 4J/ Bond I	0.4931	\$70.92	0.4842	\$69.64
Eugene School District 4J/ Bond II	0.8093	\$116.39	0.8055	\$115.85
Lane Community College/ Bond II	0.2398	\$34.49	0.2389	\$34.36
Lane County/ Bond	0.1128	\$16.22	0.1112	\$15.99
Totals	2.0237	\$291.05	2.8351	\$407.74
Education				
Eugene School District 4J/ Permanent	4.7485	\$682.93	4.6622	\$670.52
Eugene School District 4J/ Local Option	1.5000	\$215.73	1.4929	\$214.71
Lane Community College/ Permanent	0.6191	\$89.04	0.6100	\$87.73
Lane Education Service District/ Permanent	0.2232	\$32.10	0.2200	\$31.64
Totals	7.0908	\$1,019.80	6.9851	\$1,004.60
Consolidated Rate	15.8891	-	18.1282	-
	Total Taxes	\$2,285.17	-	\$2,607.20
		Difference	2.2391	\$322.03

Source: Lane County Assessment and Taxation; Tax Code Area
Report; City of Eugene and Regional GIS data.

Tax and Services for **Santa Clara** Area At-a-Glance

*Based on the median assessed value of \$143,820 for homes in the combined River Road / Santa Clara area
Rates are per \$1000 of assessed value.*

Districts and Taxes or Levies	Current Rate	Tax Levied	Current Rate	Tax Levied
	Santa Clara area and 4J School District <i>outside</i> city limits		Santa Clara area and 4J School District <i>inside</i> city limits	
General Government				
City of Eugene/ Permanent	-	-	6.9021	\$992.66
Eugene Urban Renewal Downtown/ UR	-	-	0.1744	\$25.08
Eugene Urban Renewal Riverfront/ UR	-	-	0.0700	\$10.07
Santa Clara Rural Fire Protection Dist./ Permanent	1.0439	\$150.13	-	-
Santa Clara Rural Fire Protection Dist./ Local Opt.	0.6000	\$86.29	-	-
Santa Clara Water District/ Permanent	-	-	-	-
Lane County/ Permanent	1.2793	\$183.99	1.2605	\$181.29
Totals	2.9232	\$420.41	8.4070	\$1,209.09
Bonds				
City of Eugene/ Bond I	-	-	0.3191	\$45.89
City of Eugene/ Bond II	-	-	0.8762	\$126.02
Eugene School District 4J/ Bond I	0.4931	\$70.92	0.4842	\$69.64
Eugene School District 4J/ Bond II	0.8093	\$116.39	0.8055	\$115.85
Lane Community College/ Bond II	0.2398	\$34.49	0.2389	\$34.36
Lane County/ Bond	0.1128	\$16.22	0.1112	\$15.99
Totals	1.6550	\$238.02	2.8351	\$407.74
Education				
Eugene School District 4J/ Permanent	4.7485	\$682.93	4.6622	\$670.52
Eugene School District 4J/ Local Option	1.5000	\$215.73	1.4929	\$214.71
Lane Community College/ Permanent	0.6191	\$89.04	0.6100	\$87.73
Lane Education Service District/ Permanent	0.2232	\$32.10	0.2200	\$31.64
Totals	7.0908	\$1,019.80	6.9851	\$1,004.60
Consolidated Rate	11.6690		18.2272	
	Total Taxes	\$1,678.24		\$2,621.44
		Difference	6.5582	\$943.20
If a property is in Santa Clara area and in Bethel School District:	<i>outside</i> city limits		<i>inside</i> city limits	
Consolidated Rate (including applicable general gov't, education, bonds)	10.7195		16.8113	
	Total Taxes	\$1,541.68		\$2,417.80
		Difference	6.0918	\$876.12

*Source: Lane County Assessment and Taxation; Tax Code Area
Report: City of Eugene and Regional GIS data.*

Description of Services, Levies and Bonds by Taxing District

(Note: not all of these taxing districts will apply to your property. See your property tax bill for a list of the districts that apply to you.)

The **City of Eugene** provides the following services to River Road and Santa Clara residents either directly or through intergovernmental agreements (IGAs) with Lane County and other local agencies: fire and ambulance services, (except for a small portion of Santa Clara); cultural services, land use planning, community development and building permit services; transportation services including transportation planning, traffic controls, and road maintenance on public rights of way owned by the city or maintained by the city via IGAs with Lane County (see below); stormwater (based on IGAs with Lane County), wastewater collection and treatment, and park services including management of city-owned parks, bike paths, and open space and natural areas.

These services are provided to residents who live *within* the city limits (incorporated): emergency and non-emergency police services, and library, recreation and cultural services. City residents can vote in mayoral and city council elections.

The City of Eugene has two **Urban Renewal** Districts that do not impose new taxes; rather, they redistribute taxes from overlapping taxing districts to the urban renewal districts. The tax bills for Eugene taxpayers include two lines for urban renewal. All taxpayers in the City will pay these taxes. There is no difference between the taxes paid by taxpayers inside the district and outside the district. Eugene's two urban renewal districts include the Downtown and Riverfront districts.

Eugene residents also vote on **Bonds**. "Bond I" indicates bonds approved before 10/6/2001 and include re-funding of the General Obligation bond in 2004 and 2006 (Parks and Open Space bonds). Bond II includes bonds approved after 10/6/2001 providing funds for the downtown fire station and training facilities; parks, athletic fields and open space; and streets.

Lane County provides these services to unincorporated residents in Santa Clara and River Road: police (sheriff) services; nuisance complaint management, maintenance of roads and rights-of-way (including leaf pickup) in most of Santa Clara and a small portion of River Road. The County maintains and rehabilitates improved and unimproved County roads (via an IGA, see above), but not Local Access Roads. Lane County maintains drainage systems in the road right-of-way in Santa Clara and a small portion of River Road (based on IGA with the city). Lane County residents passed a bond measure in 1996 to build the Juvenile Justice Center. It expires in FY 2014/15.

Lane Rural Fire/Rescue provides first response services to a portion of unincorporated residents in Santa Clara: properties north of the Beltline and west of Stark Street to Northwest Expressway.

River Road Park and Recreation District (RRPRD) provides park and recreation services to unincorporated residents residing within the RRPRD boundaries. In May of 2009, residents passed a 5-year **Local Option Levy**, providing enhanced funding for the RRPRD. The RRPRD **bond** was passed in 1995 and funded capital improvements to the RRPRD building.

River Road Water District (RRWD) Eugene Water and Electric Board (EWEB) contracts with River Road Water District (RRWD) and the Santa Clara Water District (SCWD) to provide water service to all residents of River Road and Santa Clara. Both the RRWD and the SCWD purchase water from EWEB and sell it to properties within their service area. The Districts are responsible for setting water rates and major capital improvements. EWEB provides billing, administration, and maintenance for the Districts. The RRWD also contracts with Eugene Fire to provide services to unincorporated residents in River Road and is contracted by EWEB to provide some maintenance and installation of streetlights.

Santa Clara Rural Fire Protection District (SCRFPD) provides first response services to most unincorporated residents in Santa Clara. The Santa Clara Water District contracts with the SCRFPD to maintain street-level workings of hydrants in Santa Clara, and with EWEB to maintain the below-ground workings of hydrants. The SCRFPD 5-year **Local Option Levy** was approved in 2009 and funded capital outlay and general operations.

Santa Clara Water District (SSWD). Eugene Water and Electric Board (EWEB) contracts with River Road Water District (RRWD) and the Santa Clara Water District (SCWD) to provide water service to all residents of River Road and Santa Clara. Both the RRWD and the SCWD purchase water from EWEB and sell it to properties within their service area. Districts are responsible for setting water rates and capital improvements. EWEB provides billing, administration, and maintenance for the Districts. SSWD is contracted by EWEB to provide some maintenance and installation of streetlights.

Definitions:

Bonds are typically used by governments to pay for large public projects such as fire stations.

Intergovernmental Agreements (IGAs) are arrangements between local service providers to deliver services in a more efficient or cost-effective way. The IGA between Lane County and the City of Eugene for road maintenance is one example.

Local Option Levies are for operating purposes beyond the revenues generated by permanent tax rates.

Permanent Taxes are used to pay for services or improvements provided for the general public benefit.

2011 NEIGHBORHOOD ANALYSES FOR RIVER ROAD AND SANTA CLARA NEIGHBORHOOD ASSOCIATIONS, FROM CITY OF EUGENE NEIGHBORHOOD SERVICES

Data is based on 2010 US census where available

Demographics

Santa Clara has 20,231 residents, River Road has 11,964.

Estimated acreage from the previous Neighborhood Analysis Santa Clara has ~3100 acres and River Road has ~1650 acres.

Age distribution:

Age Cohort	Santa Clara	River Road
0-29	36.4%%	37.5%
30-49	27.0%	27.4%
50+	36.1%	35.1%

Santa Clara is 86.2% Caucasian and 7% Hispanic. River Road is 83.3 % Caucasian and 10% Hispanic.

Education

Santa Clara has 15.5% of residents in K-12 and 4.5% in college or grad school. River Road has 14.7% of residents in K-12 and 9.3% in college or grad school. 7% of Santa Clara Residents have graduate degrees, 11% of River Road Residents have graduate degrees.

Economics

32% of Santa Clara households are in poverty whereas 41% of River Road households are in poverty.

From income maps the income level of Santa Clara residents is higher than residents in River Road but it is not possible to quantify the difference.

Crime

Even though Santa Clara has 84% more residents and a higher percentage of annexed residents, the number of crimes reported by the City of Eugene police services are higher in River Road:

2010 Crimes

Type of Crime	Santa Clara	River Road
Personal	28	56
Property	147	172
Behavioral	77	181

Zoning

Santa Clara property outside the UGB is classified by the County (25.2% exclusive farm use, 9.9% sand, gravel, rock and processing, 3.9% rural residential and 0.4% in light industrial). All of River Road is within the UGB.

Within the UGB this is the breakdown of zoning:

Zone	Santa Clara (-county %ages)	River Road
Low Density Residential R-1	47.2% (note county zones)	69.8%
Medium Density Residential R-2	1.4%	7.7%
Historic S-H	0.1%	-
Neighborhood Commercial C-1	0.2%	0.8%
Community Commercial C-2	1.8%	5.0%
General Office GO	0.3%	0.4%
Light-Medium Industrial I-2	0.0% (note county zones)	1.0%
Agricultural AG	7.5% (note county zones)	1.1%
Public Land PL	2.1%	14.2%

Bold: differences of more than 50% relative and 1% absolute

Land Use (which reflects current use only)

Land Use	Santa Clara	River Road
Agriculture	16.0%	0.1%
Alleys, walkways, bike paths	-	0.0%
Communication	-	0.0%
Educational	1.4%	3.5%
General	0.9%	1.1%
Government	0.3%	0.8%
Industrial	8.4%	0.1%
Manufactured Dwelling	1.2%	0.0%
Manufactured Dwelling – Single Lot	0.8%	1.6%
Parks	0.5%	3.3%
Railroad	0.1%	0.0%
Recreation	1.5%	0.5%
Religious	0.7%	0.9%
Residential - Duplex	1.3%	2.7%
Residential – Group Quarters	0.4%	0.1%
Residential - Multifamily	0.6%	1.8%
Residential – Single Family	37.5%	48.8%
Retail Trade	0.9%	1.8%
Roads	14.5%	17.8%
Transportation	0.1%	0.1%
Utilities	0.4%	3.9%
Vacant	11.4%	7.5%
Water	1.1%	3.7%
Wholesale Trade	0.1%	0.1%

Bold: differences of more than 50% relative and 1% absolute

