

ECONorthwest

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June 11, 2008

TO: Springfield Stakeholder Committee
CC: David Reesor and Linda Pauly
FROM: Bob Parker and Beth Goodman
SUBJECT: SPRINGFIELD COMMUNITY DEVELOPMENT SURVEY SUMMARY

This memorandum summarizes results from the Springfield Community Development Survey. The City administered the survey on-line via the website “surveymonkey.com” and gathered responses from April 4, 2008 through May 27, 2008.

The intent of the survey was to give Springfield decisionmakers, city staff, and ECONorthwest anecdotal information on the opinions and preferences of respondents. **The survey was not intended to be statistically representative of the views of all citizens of Springfield.**

The survey had a total of 214 respondents, with 186 respondents completing the entire survey. While the majority of respondents live within the Springfield UGB (more than 70% of respondents), some respondents did not live in Springfield. Of the nearly 30% of respondents not living in Springfield, approximately half (14% of all respondents) owned or managed a business in Springfield. For the most part, the opinions of Springfield residents and non-residents were very similar. In the few cases where opinions differed substantially between residents and non-residents, these differences are noted.

The remainder of the memorandum presents the questions and results from the survey, organized by question number from the survey.

RESPONDENTS' PERCEPTIONS OF SPRINGFIELD

Q1: How long have you lived in Springfield?

Answer Options	Response Percent	Response Count
Fewer than 2 years	8%	17
2 to 5 years	13%	27
5 to 10 years	10%	20
10 to 20 years	17%	34
More than 20 years	31%	63
I do not live in Springfield	21%	44
<i>answered question</i>		205
<i>skipped question</i>		9

Q 2: Do you think Springfield is a better place to live than it was 10 years ago (or since you have lived in Springfield)?

Answer Options	Response Percent	Response Count
Yes	60.6%	123
No	11.3%	23
About the same	20.2%	41
Don't know	7.9%	16
<i>answered question</i>		203
<i>skipped question</i>		11

Q3: Please explain your response to Question 2.

About 80% of respondents (170 responses) answered question three. The themes of the responses are:

- Of the respondents who answered yes, the most frequently cited reasons include: many new businesses, newer, more vibrant buildings, an improved downtown, and the EmX.
- Of the respondents who answered no, the most frequently cited reasons include: the homeless population, problems with gangs and crime, aesthetics of downtown, and disorganized city planning.

Q4: How would you rate the overall quality of life in Springfield?

Answer Options	Response Percent	Response Count
Very positive	26.0%	53
Somewhat positive	51.0%	104
Neither positive nor negative	9.3%	19
Somewhat negative	10.8%	22
Very negative	1.5%	3
No opinion	1.5%	3
<i>answered question</i>		204
<i>skipped question</i>		10

Q5: How important are the following community amenities to you?

Answer Options	Very unimportant	Unimportant	Neither important nor unimportant	Important	Very important	No Opinion	Rating Average
Schools	4%	1%	6%	23%	65%	2%	4.5
Parks and playgrounds	3%	1%	7%	43%	45%	1%	4.3
Open space and natural areas	2%	1%	12%	39%	46%	1%	4.3
Job opportunities	3%	1%	2%	32%	62%	1%	4.5
Shopping opportunities	4%	5%	14%	56%	22%	0%	3.9
Types of housing	3%	2%	7%	52%	36%	1%	4.2
Cost of housing	3%	0%	8%	38%	50%	1%	4.3
Knowing my neighbors	2%	5%	21%	43%	27%	2%	3.9
Community meeting places	2%	5%	27%	44%	21%	1%	3.8
Safe to walk around	3%	0%	1%	14%	82%	1%	4.8
Safe to ride a bike	3%	1%	3%	27%	65%	2%	4.6
Environmental quality	2%	1%	5%	31%	62%	1%	4.5
Good governance	3%	0%	4%	27%	65%	2%	4.6
Road system	2%	3%	5%	47%	43%	1%	4.3
<i>answered question</i>							196
<i>skipped question</i>							18

Q6: Following is a list of community issues. Please indicate whether you think each issue presents a problem for the City of Springfield.

Answer Options	Not a problem	Minor problem	Serious problem	Rating Average
Traffic congestion	33%	57%	10%	1.8
Availability of affordable housing	30%	51%	19%	1.9
Availability of family wage jobs	5%	49%	46%	2.4
Quality of schools	38%	44%	18%	1.8
Aging population	49%	39%	11%	1.6
Lack of buildable land	40%	31%	29%	1.9
Adequate shopping opportunities	53%	35%	12%	1.6
Availability of workforce training	34%	51%	15%	1.8
Adequate park and recreation facilities	54%	37%	9%	1.5
Protection of natural resources	41%	34%	24%	1.8
Development on steep slopes	26%	45%	29%	2.0
Development in floodplains	26%	48%	26%	2.0
<i>answered question</i>				196
<i>skipped question</i>				18

Q7: Following is a list of areas in Springfield that may be redeveloped. Please indicate how important you think redevelopment is for each area.

Springfield residents were more likely to indicate that redevelopment was a low priority in on Main Street (26% of respondents living in Springfield)

Answer Options	Low priority	Medium priority	High priority	Rating Average
Downtown Springfield	5%	24%	71%	2.7
Mohawk Boulevard	25%	51%	24%	2.0
Glenwood	15%	23%	63%	2.5
Main Street (Hwy 126) mid-Springfield	21%	49%	30%	2.1
<i>answered question</i>				192
<i>skipped question</i>				22

Q8 : Community development involves tradeoffs. Land development can be balanced with land conservation. Please indicate how important preserving the following natural and community amenities are to you.

About 70% of Springfield residents indicated that development on hillsides was important or very important, compared to 67% of all respondents. About 69% of Springfield residents indicated that development in riparian was important or very important, compared to 65% of all respondents.

Answer Options	Very unimportant	Unimportant	Neither important nor unimportant	Important	Very important	No Opinion	Rating Average
Quality of life	1%	0%	2%	26%	71%	0%	4.7
Natural features/resources	1%	2%	7%	46%	44%	0%	4.3
Farmland	3%	6%	17%	42%	33%	0%	4.0
Hillsides	2%	5%	23%	37%	30%	2%	3.9
Views	2%	6%	24%	44%	25%	0%	3.8
Open space	1%	4%	18%	47%	29%	1%	4.0
Historic properties	2%	3%	16%	49%	29%	1%	4.0
Riparian areas	1%	3%	24%	32%	33%	8%	4.2
Wetlands	2%	7%	24%	31%	35%	2%	3.9
<i>answered question</i>							196
<i>skipped question</i>							18

URBAN DEVELOPMENT

Q9: How would you describe the rate of growth in the City of Springfield?

Answer Options	Response Percent	Response Count
Too fast	17.9%	35
About right	66.2%	129
Too slow	9.7%	19
Don't know/no opinion	6.2%	12
<i>answered question</i>		195
<i>skipped question</i>		19

Q10: Municipal governments can adopt policies that affect the rate of growth. Please indicate which approach you think the City of Springfield should take with respect to growth.

Answer Options	Response Percent	Response Count
The City should encourage rapid growth (try to get more of it sooner)	13.3%	26
The City should accommodate growth (manage growth)	75.9%	148
The City should discourage growth (try to slow it down)	10.8%	21
<i>answered question</i>		195
<i>skipped question</i>		19

Q11: New development requires investment in new and existing infrastructure (roads, sewer, etc.). Who do you feel should be responsible for paying for upgrading existing infrastructure or building new infrastructure? (select all that apply)

About 35% of Springfield residents indicated that developers should be responsible, compared to 31% of all respondents.

Answer Options	Response Percent	Response Count
The City	7.2%	14
The developer	30.8%	60
Both the City and the developer	72.8%	142
Nearby or adjacent property owners who benefit	29.2%	57
<i>answered question</i>		195
<i>skipped question</i>		19

Q12: Urban development requires land. Development can use less land if it occurs at higher densities. Please indicate your level of agreement with the following statements regarding the trade-off between land use and density.

About 32% of Springfield residents either agreed or strongly agreed that the City should encourage more multiple family housing to increase residential density, compared to 37% of all respondents.

About 54% of Springfield residents either agreed or strongly agreed that the City should limit the supply of commercial land to facilitate redevelopment of commercial areas, compared to 47% of all respondents.

Answer Options	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	No Opinion	Rating Average
Residential development in Springfield is too dense	6%	14%	28%	36%	14%	1%	3.4
Residential development in Springfield is not dense enough	8%	16%	38%	24%	11%	3%	3.2
The City should adopt policies requiring residential development to occur at higher densities to use less land	11%	24%	18%	32%	13%	2%	3.2
The City should adopt policies requiring commercial and industrial development to occur at higher densities to use less land	18%	41%	15%	18%	5%	2%	2.6
The City should encourage more multiple family housing to increase residential density	10%	27%	22%	28%	10%	3%	3.1
The City should encourage higher residential densities when provided in conjunction with more open space	21%	39%	16%	17%	5%	2%	2.5
The City should encourage redevelopment in existing residential areas to increase residential density	15%	35%	18%	22%	9%	2%	2.8
The City should encourage infill in existing residential areas to increase residential density	17%	32%	19%	20%	8%	4%	2.8
The City should limit the supply of commercial land to facilitate redevelopment of commercial areas	15%	32%	20%	19%	12%	2%	2.9
<i>answered question</i>							188
<i>skipped question</i>							26

Q13: In considering a mix of development, compact development and a mix housing types could be considered as part of the mix to achieve the following objectives. In considering the tradeoffs between compact development (e.g., higher densities), please indicate how important each of the following community development goals are to you.

Answer Options	Very unimportant	Unimportant	Neither important nor unimportant	Important	Very important	No Opinion	Rating Average
Affordable housing for the people who work here	2%	2%	5%	46%	45%	0%	4.3
Farmland conservation	5%	8%	22%	34%	30%	1%	3.8
Open space preservation	2%	6%	16%	47%	27%	1%	3.9
Hillside preservation	3%	8%	28%	34%	26%	2%	3.8
<i>answered question</i>							189
<i>skipped question</i>							25

Q14: Should Springfield consider expanding its urban growth boundary to provide additional sites for commercial development?

Answer Options	Response Percent	Response Count
Yes	46.0%	86
No	28.9%	54
It depends (explain)	25.1%	47
<i>answered question</i>		187
<i>skipped question</i>		27

Q15: Should Springfield consider expanding its urban growth boundary to provide additional sites for industrial development?

Answer Options	Response Percent	Response Count
Yes	41.6%	77
No	34.6%	64
It depends (explain)	23.8%	44
<i>answered question</i>		185
<i>skipped question</i>		29

Q16: If a need is identified, which approach do you prefer for meeting the needs of residential development?

Answer Options	Response Percent	Response Count
Expand the UGB	22.3%	41
Adopt land use measures that reduce the need for a UGB expansion	23.9%	44
Use some combination of UGB expansion and land use measures	50.0%	92
It depends (explain)	3.8%	7
<i>answered question</i>		184
<i>skipped question</i>		30

ECONOMIC DEVELOPMENT POLICIES

Q17: Many cities have economic development programs that affect the rate of business and employment growth. Please indicate which statement most closely represents the approach you think the City of Springfield should take with respect to economic development.

Answer Options	Response Percent	Response Count
The City should encourage rapid business and employment growth (try to get more sooner)	17.6%	33
The City should accommodate business and employment growth (manage growth)	43.6%	82
The City should target specific businesses and types of employment that the community deems appropriate (targeted growth)	34.6%	65
The City should discourage growth (try to slow it down)	4.3%	8
<i>answered question</i>		188
<i>skipped question</i>		26

Q18: Who do you feel should be working to recruit, retain, and expand businesses to the City? (Check all that apply)

Answer Options	Response Percent	Response Count
The City (municipal government)	71.5%	133
The Chamber of Commerce	68.3%	127
Lane Metro Partnership (regional economic and business development organization)	67.7%	126
Nobody--let the market work on its own	10.8%	20
Other (please specify)	15.1%	28
<i>answered question</i>		186
<i>skipped question</i>		28

Q19: Please indicate your level of agreement with the following statements about what the City could do to increase economic development.

Answer Options	Strongly agree	Agree	Neither Agree nor Disagree	Disagree	Strongly disagree	No Opinion	A
The City should not do anything to increase economic development	3%	5%	8%	43%	41%	0%	
The City should actively recruit businesses	25%	48%	16%	8%	4%	0%	
The City should focus business recruitment on businesses that provide higher-wage or family-wage jobs	28%	54%	15%	3%	0%	0%	
The City should not provide incentives to businesses that provide low-wage jobs	23%	28%	26%	18%	4%	1%	
The City should increase development fees to pay for infrastructure development	14%	42%	22%	17%	4%	1%	
The City needs to have more land for heavy industry	3%	20%	26%	30%	18%	3%	
The City needs to have more land for light manufacturing	4%	40%	35%	12%	7%	2%	
The City should have strong policies to maintain environmental quality	42%	43%	11%	2%	2%	0%	
The City should streamline the development permitting process	28%	42%	13%	10%	4%	3%	
The City has an adequate employment base	1%	17%	32%	37%	9%	5%	
The City should provide financial incentives to attract new employment	8%	41%	23%	16%	10%	2%	
The City should encourage development of neighborhood commercial centers	23%	44%	21%	9%	3%	1%	
The City should adopt policies that will create more affordable housing for workers	17%	48%	24%	8%	2%	1%	
The City should take steps to retain and expand existing businesses	26%	59%	9%	3%	1%	1%	
The City should encourage new businesses to locate downtown	39%	40%	14%	4%	2%	0%	
The City has a well-educated labor force	2%	23%	38%	26%	5%	5%	
The City should to market itself better to new businesses	16%	42%	28%	7%	3%	4%	
<i>answered question</i>							
<i>skipped question</i>							

Q20: Do you own or manage a local business or are a member of the Chamber of Commerce?

Answer Options	Response Percent	Response Count
Yes	43.9%	86
No	56.1%	110
<i>answered question</i>		196
<i>skipped question</i>		18

Q21: What types of sites do you think Springfield needs to accommodate the businesses you listed in the previous question? (check all that apply)

The responses to Q 21 were frequently different for Springfield residents and all respondents. The largest differences are as follows:

- Small manufacturing sites: 51% of Springfield residents, 57% of all respondents
- Medium manufacturing sites: 47% of Springfield residents, 43% of all respondents
- Large manufacturing sites: 16% of Springfield residents, 23% of all respondents
- Community retail: 49% of Springfield residents, 57% of all respondents

Answer Options	Response Percent	Response Count
Small manufacturing sites (<5 acres)	57.0%	45
Medium manufacturing sites (5-20 acres)	43.0%	34
Large manufacturing sites (>20 acres)	22.8%	18
Business parks (i.e., campuses that could accommodate both office and light manufacturing)	72.2%	57
Downtown office	70.9%	56
Downtown retail	69.6%	55
Community retail (i.e., grocery stores and related uses)	57.0%	45
Neighborhood retail (i.e., convenience stores, professional and health care services, etc.)	58.2%	46
Regional retail (i.e., big box)	27.8%	22
Other (please specify)	15.2%	12
<i>answered question</i>		79
<i>skipped question</i>		135

Q22: Please list your top 3 concerns and issues about business and employment in Springfield.

About 28% of respondents (59 responses) answered question 22. The themes of the responses are:

- The appearance of downtown Springfield, which discourages business and disappoints current and potential future residents
- Lengthy and costly building permitting process
- Abundance of low wage jobs, and inadequate provision of benefits by employers
- Safety and crime rate, substance abuse problems, homelessness, "I shouldn't feel like I have to watch my back"

- Scarcity of land
- Perception that the city government that is anti-growth or anti-business
- City growth is uncoordinated with transportation needs
- Unqualified job applicants, difficulty hiring effective employees, shortage of skilled, educated workers, and a lack of a trade school or university

Q23: Next, please suggest 3 actions that may help solve these issues and concerns.

About 27% of respondents (57 responses) answered question 23. The themes of the responses are:

- Improve and streamline the permitting process, be selective when permitting new businesses
- Reduce prevalence of adult establishments, bolster image of cleanliness and beauty, especially in downtown and near the freeways
- Address street maintenance issues, reconfigure roads and signs to reduce traffic
- Actively recruit new businesses and give them incentives to come to the city
- Create environment favorable to new businesses, lose the image of a red tape city
- Focus on urban renewal, identify problem areas, redevelop and modernize where needed
- Reform the education system, attempt to attract higher education or trade schools, and retrain “old industry” workers
- Expand the urban growth boundary and explore annexation opportunities

Q24: What makes Springfield attractive to employers? (list up to three reasons)

About 28% of respondents (59 responses) answered question 24. The themes of the responses are:

- The city government and community embrace business and the regulations are forgiving and progressive
- General quality of life, recreation, and “liveability”
- Low: taxes, operating costs, utilities, and housing
- Cheap, plentiful, and “can do” workforce
- Location close to I-5, Eugene, airport, amenities, and transportation
- Land is available, traffic flows well, easy parking and transportation, city is built to grow

Q25: What could be improved to make Springfield more attractive to employers? (list up to three reasons)

About 25% of respondents (54 responses) answered question 25. The themes of the responses are:

- Make the permitting process easier
- Give tax breaks to businesses and protect private investment
- Redevelop run-down areas, with a focus on adding higher class, aesthetically pleasing office space and commercial areas, especially downtown
- Improve cleanliness, safety, and crime rates to make businesses more comfortable in the city
- Provide training and education opportunities both for current and future workers
- Develop amenities such as a conference center and a convention center
- Update the inventory of buildable land and make it available to businesses
- Improve transportation by adding parking downtown, decreasing congestion and traffic, improve transportation planning, and add connecting flights to major airline hub locations
- Provide financial incentives for green businesses

DESCRIPTION OF RESPONDENTS' BUSINESS

Q26: What type of business is your firm (check one)?

Answer Options	Response Percent	Response Count
Professional firm	27.3%	21
Construction	5.2%	4
Retail trade	15.6%	12
Wholesale trade	1.3%	1
Manufacturing	3.9%	3
Services	46.8%	36
<i>answered question</i>		77
<i>skipped question</i>		137

Q27: How many full-time equivalent employees are in your business?

Answer Options	Response Percent	Response Count
Less than 10	50.0%	37
10-19	12.2%	9
20-49	10.8%	8
50-99	9.5%	7
more than 100	17.6%	13
<i>answered question</i>		74
<i>skipped question</i>		140

Q28: What are the two biggest issues facing your business at this time?

About 30% of respondents (64 responses) answered question 28. The themes of the responses are:

- Recruiting and retaining qualified employees
- The recent economic downturn and its impact on demand
- High costs associated with doing business, such as health insurance for employees
- Federal, state, county, and city regulations
- Location of business: proximity to crime, homelessness, or unclean areas of the city
- Slow housing market
- Rising fuel prices
- Competition with other local businesses

Q29: Do you plan to expand your business in Springfield within the next five years?

Answer Options	Response Percent	Response Count
Yes	46.1%	35
No (Please proceed to the next page, skipping questions 30 to 34)	44.7%	34
I plan to expand my business, but not in Springfield (please explain why)	9.2%	7
<i>answered question</i>		76
<i>skipped question</i>		138

Q30: If you plan to expand your business within the next five years, please indicate how you expect your business to grow.

About 16% of respondents (34 responses) answered question 28. The themes of the responses are:

- Increasing the number of full time employees

- Opening a new branch or securing more office space
- Increasing business or sales volume
- Marketing efforts, most commonly via the Internet

Q31: How many full-time equivalent jobs will you add? and Q32: How many of these jobs

Answer Options	Full time employees added		Full time employees added at over \$12/hour	
	Response Count	Total Jobs	Response Count	Total Jobs
Less than 5	18	38	19	35
5-9	5	31	6	36
10-49	6	121	5	76
More than 50	3	1,160	2	397
<i>answered question</i>				32
<i>skipped question</i>				182

will pay \$12.00/hr or more?

Q33: Please estimate how much additional space you will need (in square feet, enter 0 if

Answer Options	Response Count	Total land needed (sq ft)
Less than 2000	22	5,000
2000-4999	4	12,800
5000-10000	3	22,500
More than 10,000	4	360,000
<i>answered question</i>		33
<i>skipped question</i>		181

none)

Q34: Please estimate how much land you will need (in acres, enter 0 if none)

Answer Options	Response Count	Total land needed (acres)
Less than .5	24	1.5
.5-.99	2	1
1-5	4	5.5
More than 5	3	98
<i>answered question</i>		33
<i>skipped question</i>		181

DESCRIPTION OF RESPONDENTS

Q35: Please tell us how old you are:

Answer Options	Response Percent	Response Count
Less than 30	5.3%	9
30-39	21.8%	37
40-49	19.4%	33
50-59	32.9%	56
60-69	18.2%	31
70 and over	2.4%	4
<i>answered question</i>		170
<i>skipped question</i>		44

Q36: Please tell us your gender

Answer Options	Response Percent	Response Count
Female	42.7%	79
Male	57.3%	106
<i>answered question</i>		185
<i>skipped question</i>		29

Q37: Please tell us where you live.

Answer Options	Response Percent	Response Count
Inside the Springfield City Limits	59.7%	111
Between the City Limits and Urban Growth Boundary	11.8%	22
In Eugene	16.1%	30
In another part of Lane County	10.8%	20
Other	1.6%	3
<i>answered question</i>		186
<i>skipped question</i>		28

Q38: Please indicate who you work for.

Answer Options	Response Percent	Response Count
Business employee	29.9%	55
Business owner or Self-employed	21.7%	40
Government	17.9%	33
Nonprofit	9.2%	17
Retired	13.6%	25
Other (please specify)	7.6%	14
<i>answered question</i>		184
<i>skipped question</i>		30

FINAL COMMENTS

Q39: Please write any other comments you have in the space below.

About 40% of respondents (86 responses) answered question 28. The themes of the responses are:

- The city is doing a good job and is moving in the right direction but needs to pay attention to issues like transportation, crime, downtown, environmental protection, and other issues discussed in the survey.
- The city should focus on cleaning up downtown, lower crime, homelessness, drug use, and adult industries
- The city should favor local businesses by protecting them against national business or companies from Eugene is a prime concern
- The city should keep a historical mindset and remember the way Springfield used to be and use that as a model for what it grows into