

RIVER ROAD SANTA CLARA Neighborhood Plan



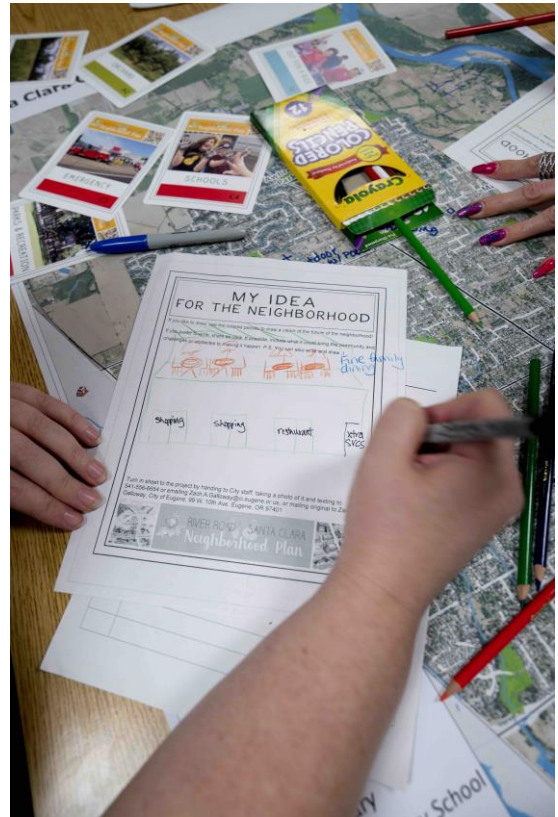
Inclusive Outreach

PHASE I: REACHING OUT

Building a foundation of trust and democracy starts with understanding who has a stake in the outcome of the project and how and when they can participate. Public meetings are often filled with elderly, white, middle class people listening to public servants slogging through long presentations. To bring in fresh voices, the project stepped out of the meeting room and into the community, conducting unique activities with interesting visuals that stimulated important conversations.

To involve youth, low-income residents, people with disabilities, and communities of color, we forged relationships with key community partners who have earned the trust and respect of under-represented community members with consistent service. Working in collaboration with organizations such as Saint Vincent De Paul, Food for Lane County, and the school districts, we involved people who do not attend public meetings.

From September to December of 2017, the project reached out to a wide variety of groups and individuals to facilitate conversations and collect information **about what works in River Road and Santa Clara now, and what people would like to see in the future.** People engaged by playing with a set of cards depicting common activities in the neighborhood, writing on a map and completing “My Idea” sheets.



What we've heard

Themes from the outreach include the desire for **equitable access** to services, including transportation, housing, parks and recreation. **Safety**, whether at home or on the street, is an essential element for both residents and businesses. Finally, a sense of **community** and support for family is paramount for residents.



Transportation

Bicycle and pedestrian safety and access is essential. Improvements are needed to safely access schools, businesses, parks, recreation, and jobs in the area. For example, it is difficult and dangerous to cross River Road and walk on Division Avenue.

Traffic congestion contributes to the safety and access issues. Improvements are needed to transit access and frequency. Anti-EmX sentiment exists.

Land Use

Affordable housing is a critical component for low-income residents in River Road and Santa Clara. Better connections between residences and public transit is very important.

Preserving farmland was also a key factor in maintaining a healthy local food supply.

Parks and Natural Resources

Residents value natural areas, especially along the river.

Parks and Recreation provide activities for families and teens, but there are financial barriers to accessing services.

Public Safety

Crime, including drug use was a key concern. Residents requested neighborhood watch information. Problem areas include the riverfront park and the Ross Lane/Hunsaker area. People expressed concern about the planned transit station in Santa Clara, and the homeless issues it might generate.

Homeless issues must also be addressed. Because low-income residents frequently walk, bike, and use transit, they come into closer contact with the homeless population. People have compassion and want additional social services to help solve the problem.



Next Steps

In 2018, we will move into the next phase of the project, crafting a *Community Vision* and an *Action Plan* to turn that vision into reality. To participate in a focus group, or receive an invitation to the next large meeting in May, sign up to receive newsletters at www.RiverRoad-SantaClaraPlan.org.

Building Collaborations

The project collaborated with the following organizations in developing and conducting the outreach in Fall, 2017.

School Communities

North Eugene High School Leadership Class
Kelly Middle School - Multicultural Coordinator
El Camino del Rio/RR Elementary School
Irving Elementary- PTO

Low Income Residents

Santa Clara Place (SVDP)
Ross Lane (SVDP)
Greenleaf & Apple Orchard (Cornerstone)
Larry Collins Food Pantry (Food for Lane County)

Individuals with Disabilities

Lane Independent Living Alliance (LILA)
LCOG Senior and Disabled Services
River Road Recreation District
Lane Transit District Accessible Transportation Committee (ACT)

Race/Ethnic Minorities

Confederated Tribes of Siletz Indians
League of United Latin American Citizens (LULAC) of Lane County
Blacks in Government (BIG)
NAACP
Black Student Union
Latinx Leadership club at NEHS
Hola Oregon Magazine
River Road/Santa Clara businesses
Huerto de la Familia

The project also reached to two other groups because they were not well represented at the October 17 public meeting: businesses and rural residents. Because **business owners and employees** are often tied to the store from morning till night, the project took the time to

conduct door-to-door visits to many of the businesses along River Road and in other parts of the two neighborhoods. Finally, the project reached out to **rural residents** (residents who live outside of the Urban Growth Boundary and within the Santa Clara Community Organization boundaries) who are unlikely to participate in workshops not specifically targeted at their unique circumstances. Summaries from those groups are available in a separate memo.

Why inclusive outreach?

Our community and government has long recognized the value and importance of democratic representation in relation to race, color, national origin, sex, age, disability, low-income, and limited English proficiency:

- The Title IV statute of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin.
- The concept of environmental justice was defined in 1994: Executive Order 12898 directs federal agencies to identify and address disproportionately high adverse human health and environmental effects of their programs, policies, and activities on minority populations and low-income populations.

These laws are intended to make planning and decision-making more inclusive and to more equitably share the impacts and benefits of projects and programs receiving federal funding.