



A **Downtown** For Student Experience



UNIVERSITY OF OREGON

PPPM

Department of Planning, Public Policy, and Management
School of Architecture and Allied Arts





Real World Eugene 2016

Student Experience Downtown
University of Oregon
Planning, Public Policy and Management



Acknowledgments

Amanda D'Souza

Business Development Analyst for the City of Eugene

Amanda worked closely with the Student Experience Downtown Team throughout their project to help inform what questions needed to be answered for why students don't come downtown. She also helped shape the team's final presentation of materials through a series of meetings discussing what the team had already collected and where they were headed.

Nan Laurence

Senior planner at the City of Eugene

Nan worked with the Student Experience Downtown to help vision a new Eugene with students involved in the Cities' activities and participating in Downtown life. She helped inform and edit the team's survey and was an integral part of deciding what questions needed to be answered by students for the City of Eugene.

Will Dowdy

Urban Design Planner

Will worked with the team to provide poster boards for students to fill out throughout the labeling exercises and events. He also checked in throughout the project to see how students had responded and what places students would like to see change Downtown.

Additional Acknowledgments

Bethany Steiner,

Professor at the University of Oregon

Jason Dedrick,

Liaison between University of Oregon and

The City of Eugene

Anne Fifield

City of Eugene official



Contents

- — — — — — — — — Meet the team
- — — — — — — — — Introduction
- — — — — — — — — Public Opinion
- — — — — — — — — Student Survey
- — — — — — — — — Business Survey
- — — — — — — — — Focus Groups
- — — — — — — — — Place making
- — — — — — — — — Recommendations
- — — — — — — — — Citations



Meet the Team

Francisco Toledo

Major: Architecture

Minor: Planning, Public, policy and management.

Interest: "Design that is reflects "Equity and Equality " for all users

Experience:

1. Interned at Robertson and Sherwood Architects
2. Xian Dia Architectural Group and Urban Design



Andre Lightsey Walker

Major: Philosophy and Planning, Public Policy and Management

Interest: " social philosophy and contemporary urbanism"

Experience:

1. Currently works with the Planning and Land Use Technician for the City of Eugene



Helen Woodbury

Major: Planning, Public Policy and Management

Interest: "Environmental Justice and equity in Planning"

Experience:

1. Interned for the City of Eugene working in public outreach



Kelsey Nava-Costales

Major: Ethnic Studies and Nonprofit Administration

Interest: "topics of gender, music and Spanish Literature"

1. Interned with the City of Eugene's Sustainability and Green Building Department
2. Interned with Planned Parenthood of Southwestern Oregon



Introduction

On June 13th, 2016 Eugene's City Council amended the Downtown Urban Renewal plan to allow more money to flow into downtown projects (City of Eugene) and identified downtown as an ideal area for commerce and activity. However, growing awareness of downtown demographics shows students rarely spend time downtown. Since students make up about 7% of the city's population of 160,000 (Data.com) they represent a significant economic opportunity to help support growth. Getting students involved in processes concerning their surrounding environment can push forward a new generation at the University of Oregon that cares about Eugene as a City. We would like the City of Eugene to become not only a four year experience for students, but also a place they can call home after graduation. Students getting involved can increase positive relationships between the University and surrounding businesses, community events and families. In addition, if students feel a connection with the University they will be more likely to intern, research and work

with City groups to help give back to Eugene as a whole.

Bringing students into the equation for Eugene can help revitalize the atmosphere of Eugene while staying true to the city's core values. Looking ahead, the city must continue to consider and incorporate students into their plans for the future while they plan for growth and innovation in Eugene.

Two planning department partners, Nan Laurence and Amanda D'Souza created a project working with Francisco Toledo, Helen Woodbury, Andre Lightsey-Walker and Kelsey Costales to learn how students can contribute to both economic and community growth. To inform decision making, Laurence and D'Souza required information on deterrents keeping students away from downtown and what will motivate participation from students in downtown activities. The Student Experience Downtown team used a survey, several focus groups, interviews and a tabling event to answer the following big questions:

- "How do students **discover** downtown?"
- "What **motivates** students to come downtown?"
- "What **deters** students from coming downtown?"



Public Opinion

Methods



Student Survey



Business Survey



Focus Groups



Place Making

Survey | Students

It was our objective to **acquire** as much useful information surrounding the **“behavioral tendencies of”** University of Oregon **students** and their experience with Downtown Eugene.

“30 unique questions”

Some of our questions directly aligned with the project objective of understanding student perspective and experience with downtown.

“110 students participated”

When surveys are effectively distributed they offer insight into potential avenues for us to propose changes that large groups would agree to. Lets begin to paint a picture of how **UO students** view downtown, what they do there, and what attracts or repels them from visiting. Its important to have insight into what the **average respondent** looks like and perhaps what social privileges they have that may have changed the answers if a different average respondent was surveyed.

Demographic Qualities:

Geographical location:

The average respondent lives between .91 and 1.2 miles from the central point of downtown, Kesey Square. Further, they live in non-student designated housing, either a house or apartment.

Age/Education level:

The average respondent is a 4th year undergraduate and is between the age of 18 and 20.

Work/Internship: The average respondent said they **DO** work or have an internship.

Gender: The average respondent identified as female.

Discretionary income: The average respondent allocated \$26-\$50 per week on non-required purchases

Survey Data from Students

- Please select the activity you've spent the most **TIME** doing while visiting downtown.
- Please select the activity you've spent the most **MONEY** doing while visiting downtown.
- Where do you typically find information about events, business, and activities in downtown Eugene?
- Which of the following activities deters you from visiting downtown the most?
- Which of the following changes would encourage you to visit downtown at a higher frequency?

Big Questions

What are students doing?

52% of respondents spent money on **eating** at restaurants more than anything else while in downtown. 16% spend their money on shopping as their primary downtown activity.

In contrast - when we asked what activities students **spent the most TIME** doing **eating** was still number one this time at 57% however, the number two spot was given to the Saturday and **Farmer's market** at 14%.

Where/how frequently are students finding information?

The majority of students (31%) said that they received information about downtown from **social media**. The next closest category was **word of mouth or the transmission of information via friends/family/work** (28%). The other categories all represented less than 14% of the information transmission with class announcements representing the least at 7%.



In addition to surveying students on which outlets they received information we also asked how frequently they received downtown specific information. Our results showed that 20% of respondents received information less than one time per month, 30% said they received information exactly one time per month, another 30% said they received information 2-3 times per month, and the final 20% said they received information 4 or more times in a month.

What are the major deterrents?

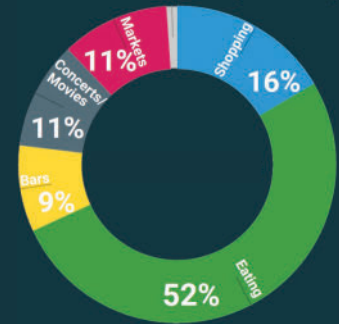
The survey results surrounding deterrents were the most evenly distributed of any other question. In fact, the the highest percentage any category got was 17% - the answer was quite surprising. The **number one deterrent** was **lack of activities**, the majority of survey respondents felt that they had no reason to go downtown. The second place answer was **Distance/Transportation** at 16% and tied at 16% was **time**. On top of this when offered the options of No effect, Low effect, Moderate Effect, and Extreme Effect - a whopping 73% of survey respondents said that their biggest deterrent had a moderate or extreme effect on how likely they were to visit downtown.

What changes do students want to see?

The number one thing students said they wanted to see - more students! On this question we allowed survey respondents to select all changes that applied (as such our totals are over 100%) 50% of all respondents said that they would be more inspired to visit downtown **if they knew that other people in their social demographic would be there**. The next highest motivator? **Better vibes**. Our community partners made the request that we incorporate vibes as a potential option for respondents, and the fact that it was the second most selected option (44%) says a lot about our surveyed population. The top two motivators were perhaps the most surprising results of the entire survey and I hope to use to the following section to clarify what these results mean moving forward.

Results

What do we spend money on?



52% = Food

Frequency of Information



Frequency of Engagement



Why don't you Love Me?



17% said the number one deterrent was "lack of activities!"

Motivators



50% want more student presence

44% want better Vibes

Survey | Businesses

It was our objective to **acquire** as much useful information surrounding **“student engagement and participation”** with Downtown Eugene.

“5 questions”

We asked questions directly aligned with the project objective to understand business perspective and feelings for student business and presence.

“10 businesses participated”

Based on interviews with downtown businesses multiple stores don't care to cater to student populations including Pewter Rabbit, Antique Clock Shop and Passion Flower. In contrast, food oriented businesses were much more interested in student activity and felt that they were on the receiving end of a lot of student business. This connects to the feedback we received from students; downtown shopping is too expensive and most students go downtown for food.

Big Discoveries

20% of business stated that they were not targeting student populations nor were they interested in doing so.

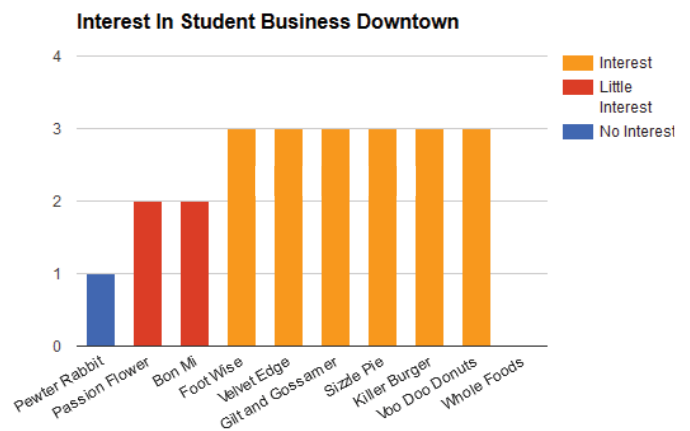
80% felt that they were getting a lot of student businesses already and were somewhat interested in increasing student foot traffic.

Of that 80%, 10% reported fears surrounding student activity downtown and bringing negative behaviours to their businesses.

Survey Data from Businesses

- How has student involvement changed downtown?
- What do you think brings students downtown?
- What could you do to increase business from students?
- Would you be interested in increasing advertising to target students?
- What about your business attracts diverse populations?

Interest from downtown businesses I rated interest from 1-3. One being the least interested to most interested.



Business Perspective

Passion Flower

- "We have always been a place that gets a lot of foot traffic. We have a lot to offer students"
- "Shopping, Food, Sat Market and Alcohol"
- "We get enough traffic without appealing to them"
- "Not at this time"
- "A Lot of our art and textiles from all over the world"

Footwise

- "If we get students in it is more likely HS/MS with their parents"
- "Saturday Market, Bars, Food possibly shopping?"
- "We don't really target them too much as we don't carry flashy brands as much as practical"
- "Not at this time"
- "We are located in an area that allows for everyone to access us"

Bon Mi

- "We get a lot of young professionals and foreign exchange students and local people"
- "Bars & Food, maybe some shopping"
- "We could do some advertising on campus or partake in the savvy saver"
- "Not at this time, we get a really good lunch crowd"
- "We are a French and Vietnamese restaurant so we get a pretty diverse population"

Zizzle Pie

- We are a newer business and get a good amount of student activity at this point.
- Bars & Food
- We have a good student special and happy hour- we could do more advertising
- Not at this time other than maybe savvy saver
- We are downtown so we get a diverse group of people

Whole Foods

- We are BRAND NEW- however, we decided our space downtown based on campus housing
- Party Scene, Restaurants, Arts & Culture, Shopping
- Advertise our Tuesday student special more
- Not at this time, we are just getting started
- We offer foods from all over and can appeal to everyone.

Results

Pewter Rabbit

- We rarely get students in, if we do they are often with their parents.
- Bars & Food, maybe some shopping
- We don't really target students.
- Not at this time
- There is a lot of different cultural antiques in this store.

Velvet Edge

- We have only been in business a short while and find that we don't get a huge amount of students.
- Bars & Food, maybe Whole Foods ?
- Advertise our sales more
- It's not in our budget
- We try and use different styles and prints that are interesting to everyone.

Gilt and Gossamer

- We have primarily sorority girls working at our store so we get a good amount of greek life students.
- Shopping, Nightlife and restaurants
- We are doing a good job thus far
- At this point no because we get a lot of word of mouth from our sorority connections
- We have items from all over the country

VooDoo Donuts

- We have been open a few years and we get a really good student turnout
- Party Scene, Food, Shopping
- We get good business from students
- Not at this time.
- Everyone loves a good donut, no matter where you are from.

Killer Burger

- We are a newer business and get a good amount of student activity at this point.
- Bars & Food
- We have a good student special and happy hour- we could do more advertising
- Not at this time other than maybe savvy saver
- We are downtown so we get a diverse group of people

Focus Group



Method

Three focus groups were conducted:

- 8 participants under the age of 21 for FG1.
- 6 participants over the age of 21 for FG2.
- 14 Classmates from Public, Planning, Policy and management class for FG3

To provide framework for the focus groups and direct conversation, the following questions were asked

Each focus group met for an hour and included three mediators to ask questions and join in conversation. Confidentiality waivers were signed, acknowledging whether or not students were alright with being filmed and food was provided. While questions were designed ahead of time, the goal was to allow conversation to flow naturally so that the group could elaborate on questions.

Questions

- “New students come to Eugene every year - if you were describing downtown Eugene to incoming students what words or phrases come to mind?”
- How do you use downtown? Describe a typical outing (ex. are you by yourself, is there an event going on, how much do you typically spend?).
- Recall the last time you were downtown. Would you repeat the outing and why? What pleased you about the outing and what do you wish you could have changed?
- Take a moment to think about other downtowns around the country (or world) that you’ve visited, lived, or considered moving to. What are some characteristics that make them more (or less) desirable than downtown Eugene? Split into two groups - between the 4 of you decide on a type of event, store, or building that you want to open downtown. Why did you decide this? How would you promote it?
- While staying in your groups brainstorm, for one minute, an individual list of things that would encourage you to stay in Eugene after graduation. **Once the minute is over** Share with your group what you put on your list.
- What commonalities are on the list and what is different? Together compile a list of the top 3-5 most important items.
- If you were to create an advertisement or informational campaign to get students downtown what would it look like? With your group try and address: medium of distribution, catchy phrases you would use, types of activities you would describe?



Meet Shannon



Personal Story

Enjoys shopping but rarely goes to downtown businesses except to get food. She wants to shop downtown but currently isn't economically viable, nor socially appealing.

Meet Delaney



Personal Story

Goes Downtown for concerts, saturday market and food

Meet Miles



Personal Story

Miles went Downtown with friends and walked home with them afterwards. It started raining and they stopped in at an arcade to escape the weather. He reported it as a great day that he would love to do again.

Trends

● Homelessness as a Deterrent

Homelessness: The City of Eugene has a population of individuals who spend the whole day sitting on corners. They include individuals who suffer from mental illness, experience drug addiction, are physically homeless, travellers passing through Eugene and youth spending time Downtown. The City has no official term for this group and has often fallen back on homelessness as a label to help explain the group in question. Many students seemed to have the perception of these individuals as all being homeless.

Every focus group brought up the issue of homelessness in Downtown. In our first focus group, a individual mentioned homelessness and the entire group let out a collective noise of agreement, which prompted the mediator to ask an additional question about the individual's downtown sitting on corners. Responses overall were that those individuals made students feel uncomfortable, but not scared. Despite the presence being seen as not necessarily scary, students did see the issue as a pretty large deterrent downtown because of feeling as if they could not walk around the area without being harassed. Examples of statements made are as follows:

//

they're friendly but like I had doughnuts one time and he (a man downtown sitting on the corner) asked if he could have one of my doughnuts, I said no, but you know..."
Mediator: How does that make you feel?
"nervous, I feel nervous, it's like a strange kinda situation //

//

I think that I'm realizing we also need to address the homelessness since we are talking about downtown Eugene. I hate the idea of just getting rid of homeless people so we can come in but I think that it is a huge reason that students are deterred from going downtown. And part of that has to do with like how small and how concentrated downtown Eugene is. And so it's not like I know what the statistics are for the (homeless) population but it is like we have that many more people just hanging out in downtown //

//

I think right now like dealing with the homeless population would make more sense to do first because they're a big deterrent- it sounds awful- for people who want to go downtown. Especially at night- it's a huge deterrent for me personally, to go all the way across town, to go drinking and then walk all the way and be intoxicated while there are all these people out. It's not the best for me personally but yeah like kind of creating some kind of way to address the homeless population. Dealing with any issues they have- drug addiction and alcohol. That would create a space then were we can start building things up and have people want to be there //

● Cost Important for Decision Making

Each focus group brought up the issue of cost in deciding what activities they would or would not participate in. Cost either acted as a motivator or demotivator for participation. However, many students recorded going downtown specifically to buy food at multiple different restaurants, and didn't seem to mind spending

money on eating out. In contrast, buying from stores downtown was highly irregular. Examples of statements made are as follows:

//

They (businesses for shopping downtown) are very unique. They're very earthy but they are also very expensive, the one's I've been into I couldn't find anything cause they were like.... Organic... it's all organic and handmade so it was fun to window shop but I don't like to not be able to buy something if I like it //

//

I don't feel it's inaccessible, I just don't have a lot of reason to go there. One because I don't have a lot of money to spend on unnecessary things, especially when you go downtown it's more of a frivolous outing with friends not something I'm going to get done //

● Going Downtown in Groups

In response to explaining typical outings students took downtown, every student reported that they went downtown in a group of friends unless they worked or interned in the area. No student reported making the trip to get food, see a movie, shop, or visit a show unless they were with their friends taking a group trip. Examples of statements made are as follows:

//

I feel like I'm usually with people. I mean I don't spend a lot of time by myself so, I feel like always with people, and I feel like food is always involved //

//

The couple of times I've been downtown it's been with another person, we just walk around and see all the shops. We don't really buy anything we just walk around and see the shops and get a downtown feel //

● Things Students would like to see Added

Students continually discussed how they would like more stores that have cheap items to buy, more places to hang out casually in, and more inexpensive events with live music and food. Stores are seen as one time visits and students want places where they can actually afford the products, therefore making them interested to visit again. In addition, there was interest in opening music stores in conjunction with coffee shops to act as a place for students to hang out. Finally, students expressed desire for events that blocked off streets downtown, had food and played loud music so that they could participate in fun events. Examples of statements made are as follows:

Shops Currently

//

I think with the shops, once you go down there you already know what's down there and if it's not affordable or doesn't interest you there's no reason to go back //

//

If it's not affordable or if it's stuff that doesn't really change. If there's a store that sells lamps it's always going to be lamps, so I like stores that kinda have new things or reasons to go back //

//

If it's not affordable or if it's stuff that doesn't really change. If there's a store that sells lamps it's always going to be lamps, so I like stores that kinda have new things or reasons to go back //

Where they would like to hangout

//

Maybe having a music or book store, like Powell's, that incorporates areas to sit and hang out as well as hosts bands and singers visiting Eugene so that they can do signings and promotional events //

//

I would like more books and coffee shops with big comfy couches that I can sit and study in //

Incorporating Festivals Downtown

//

There are a lot of shops downtown, so it would be cool to add a festival (where the city) closes off all of downtown. Um and then close off all that counts as downtown, like bring it all from the sidewalk with free food and stuff //

//

We were thinking of a festival downtown like near Kesey square, instead of it being a Saturday market have it be more inviting and less like you feel like there are a bunch of bums everywhere //

● Issue of Transportation

Students complained about two aspects of transportation. Students under 21 mostly complained that they could not understand how LTD works or complained that the EMX was gross in nature. Students over 21 didn't mind the travel distance as much but expressed frustration that the bus system closed early, disallowing them to use it after going to bars downtown. In addition, two students argued that downtown is too far away to make a long trip, yet said they enjoyed spending time at the Whittaker, which is a longer distance from campus.

//

It's kinda far away, i'd rather just go to like the breweries or something in the Whittaker //

//

"It's hard to get there past 11:00 because there's no buses and then taxis are really expensive to take, um, so that's kind of a deterrent and walking there is hard in poor weather //

//

it's not bad but the emx is ridiculous because they don't check for whether or not you're paying for it so there's just a lot of smelly people so it feels uncomfortable. So someone smokes a blunt and gets right on the bus //

//

I mean the lane county bus system is good but it's always late so you end up spending a lot more time having to get somewhere //

//

While looking at issues of transportation we noticed that students had a perception of distance but many students will go out of their way to walk long distances for parties and events where they know their friends will be. Therefore, we believe making Downtown a desired destination will motivate students to travel the distance despite perception of Downtown being far away //



Place Making

The purpose of tabling was to formulate an understanding of what would bring students to downtown, identify what students downtown presence patterns look like, what would students recommend for improvements, what would they prefer in downtown, and their vision of space that will encourage student engagement and participation in 13th Street.

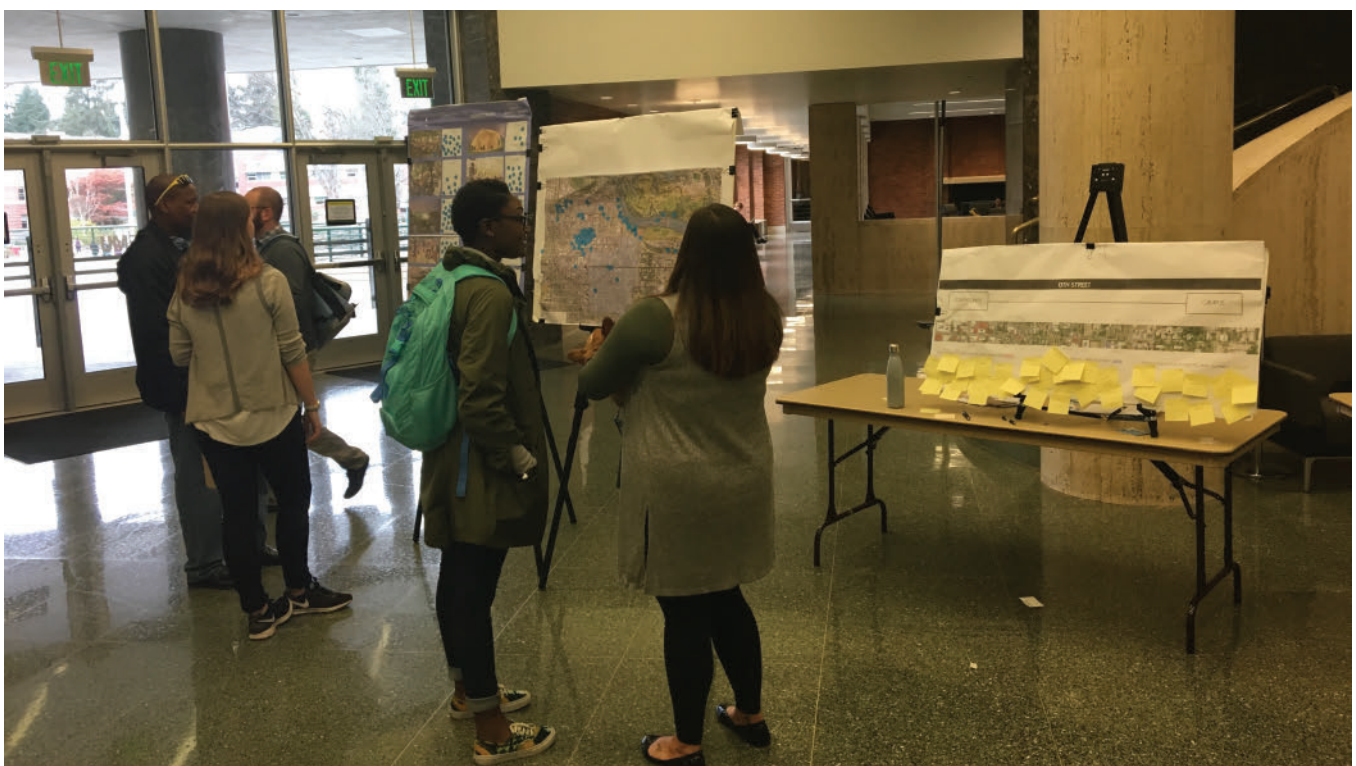
The activities from the boards directly aligned with the project objective of understanding the “behavioral tendencies” of University of Oregon students

Survey Data from Students

- Board 1: “Which activity would bring you to downtown?”
- Board 2: “what area of downtown is their prefer area/place to go to and identify an area of improvement within downtown?”
- Board 2: We asked student to write in “what is something they think is missing from downtown that would attract students?”
- Board 3: We asked students to think and write down activities, programs, visuals, and experiential experiences they wanted 13th to have that would bring students to 13th.

“3 interactive boards”

“89 students participated”



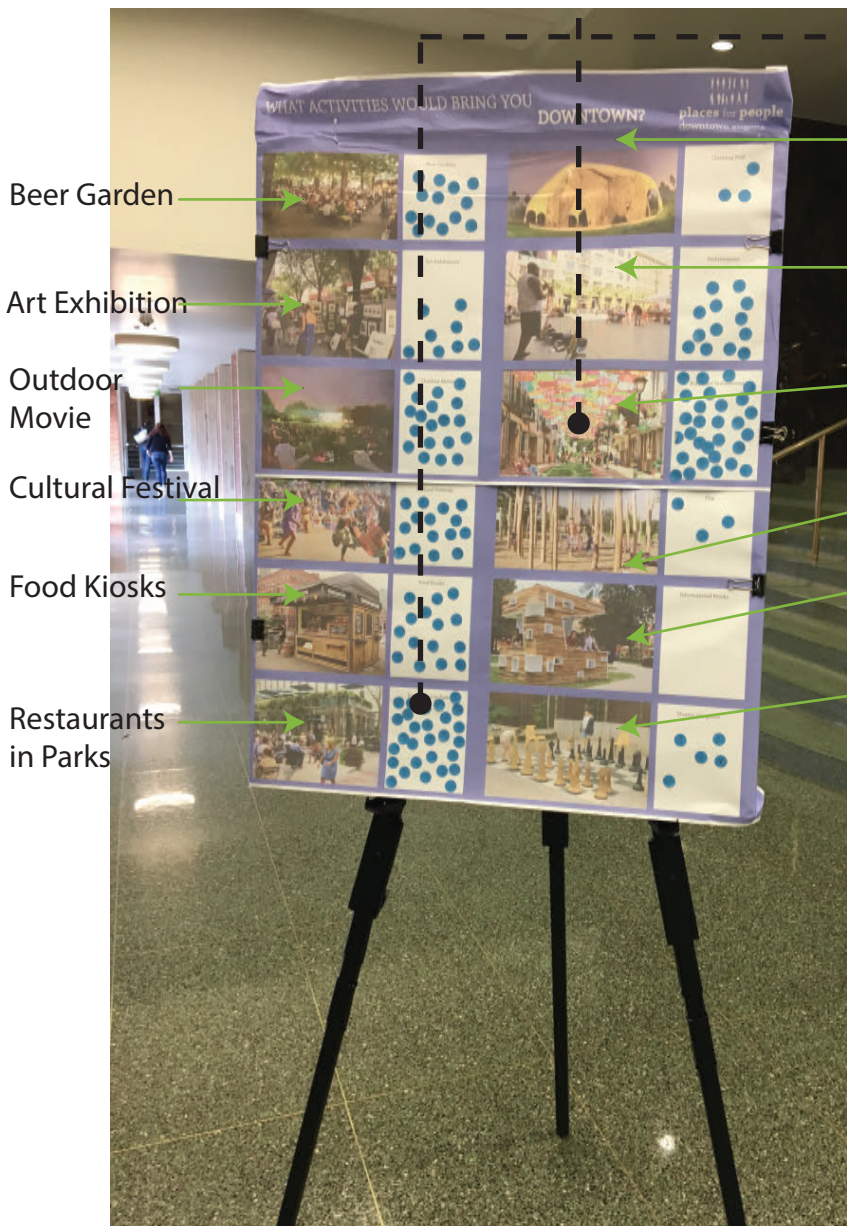
Board 1:

We asked students **“Which activity would bring you to downtown?”**

A selective group of activities from the “Place Making” event were chosen to be presented to students. Students were given dots to place on their number 1 and 2 choice. Students were explained to place their preferences with the following explanations

- Your number 1 choice “would definitely” bring you if it was located in downtown
- Your number 2 choice “most likely” bring you if it was located in downtown

21% of students stated that **interactive public work installations** would definitely bring them to downtown



Results

Based on our results, their top 5 choices from both their “would definitely” and “most likely” choices, **students express a desire for more food options while having connections to the outdoors, they want to engage with public art beyond visual experiences, and they want more large communal events.**

23% of students stated that **restaurants around parks** would definitely bring them to downtown

Climbing Wall

Public Performance

Public Work Installation

Play

Informational Kiosk

Human Size Games/games

Top 6 “Would Definitely”

- Restaurants in Parks (23%)
- Public Work Installation (20%)
- Beer Garden (12%)
- Outdoor movies (8%)
- Food Kiosks (8%)
- Cultural Festival (8%)

Top 6 “most likely”

- Public Work Installation (21%)
- Restaurants in Park (13%)
- Outdoor Movies (13%)
- Food Kiosks (11%)
- Cultural Festival (9%)
- Public Performances (9%)

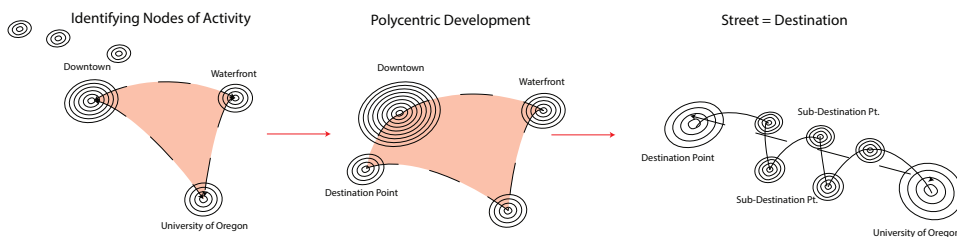
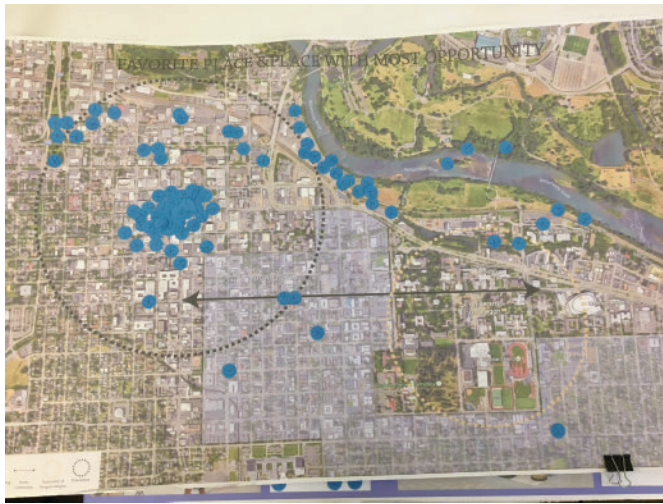
Board 2:

We asked students to identify “what area of downtown is their prefer area/place to go to and identify an area of improvement within downtown?”

We asked student to write in what is something they think is missing from downtown that would attract students?

We had a map that identified boundaries of downtown and the University of Oregon. Students were given two stickers, one with a “ ” and another with an “X”

- The check was meant for students to identify the area of preference in terms of prefer place to hangout, if there was a business they prefer going to, an activity they prefer engaging in, or an environment they simply enjoy.
- The “X” was meant for students to identify an area where there needs improvement in terms of safety, activity, infrastructure, and/or more business diversity.



Results

we identify the following:

We identify the park under Highway 105, industrial zone adjacent to Highway 105, and fifth street market as small scale nodes of intercepting preference but also areas of improvement.

We identify the University of Oregon, Kasey Square, and the waterfront as large scale nodes of intercepting preference but also areas of improvement.

- From our results, the identified nodes of interests were so disconnected with one another. We realized that the in-between space was crucial at connecting these areas together.
- Activities/programs that students that students felt were missing in downtown were the following:
 - Big Bookstore/with integrated café or coffee shop
 - Accessible dog park 24/7
 - Multifunctional Park
 - Outdoor Spaces

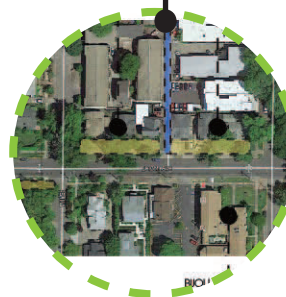
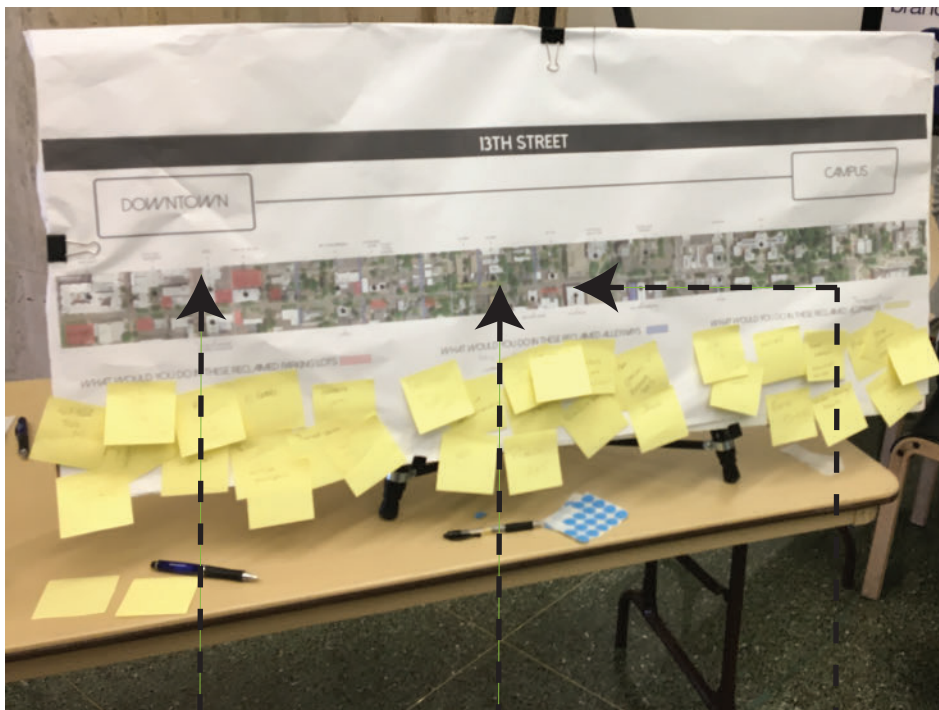


Board 3

We asked students to **think and write down activities, programs, visuals, and experiential experiences they wanted 13th to have** that would bring students to 13th.

We identified 3 types of reclaimed spaces asked students to write in each separate space how they wish the space was utilized.

- Reclaimed parking lots
- Reclaimed Alleyways
- Reclaimed temporary 10' business setback, patches of front gardens, and sidewalks.



Results

Based on student response we identified the following:

Reclaimed Parking:

43% of responses wanted to utilize the spaces for gathering through large scale activities and/or green spaces

26 % of responses wanted more food options mostly focused in food trucks

Reclaimed Alleyways:

37% of responses proposed for activities to be held within these alleyways

35% of responses wanted green infrastructure in the alleyways

26% of responses wanted bike infrastructure and food options along these alleyways

Reclaimed Temporary Space

58% of responses want for activities to happen within these temporary spaces

29% of responses asked for opportunities for more food options along these temporary spaces

Recommendation

Our team's short-term recommendation is the development of the University Outreach Internship position. This position is tasked with the objective of creating a stronger relationship with the City of Eugene's downtown area and students studying in Eugene.

University Outreach Intern Position, Spring 2017
Position Title: Intern University Outreach

This internship is well suited to the skills and interests of Business, Public Policy, Planning, Urban Design, and Journalism Students. The community and City of Eugene are currently engaged in developing a downtown capable of meeting the needs of the 34,000 people expected to move to town in the next 20 years. Students are an important part of Eugene's community and in order to begin effectively developing Eugene's downtown in a fashion that meets the needs of all residents, student input is critical.

To meet these above goals additional research is necessary. The Community Development's Downtown Projects staff is interested in collaborating to build a University Outreach Program committed to gaining insight on the social, and economic trends of university students. Current projects include student surveying, social media outreach (facebook, twitter, etc.), and community event planning. Interns will provide support to some or all of these projects with responsibilities mention on the task section of this page.

This position offers the unique experience for students to make participate in development activities that directly affect their demographic group. Additionally, this internship provides the opportunity for professionally inexperienced individuals to bridge the gap between their academic studies and the professional setting.

Qualifications:

Applicants should be working toward a degree with major coursework in business, public policy, planning, urban design, journalism, communication or related field. A strong interest in community engagement and development is important. A competitive skill set will include some combination of research, graphic design, critical analysis, and/or strong writing skills. Applicants are expected to be able to communicate clearly and concisely both verbally and in writing. Applicants should be comfortable and capable of working independently and with a staff team and/or with members of the public. A strong willingness to learn is critical and is extremely beneficial for the applicant.

Short-Term: 1 year

"Outreach Intern Team"

Objective: Team of several interns disseminating information about Downtown events, stores and activities.

Tasks:

- Working with current Downtown Businesses to establish productive relationships and development of methods for connecting students with businesses
- Working with University of Oregon professors, administrators and organizations
- Managing social media outlets on behalf of the City of Eugene with specific goals of building relationships via social media with students from local universities
- Incorporating Downtown into Introduction events for incoming freshman
- Developing and distributing surveys for students and downtown businesses that increase the City of Eugene's knowledge of student trends, specifically in regards to Eugene's downtown district
- Designing and implementing a personal project with a focus on increasing university student downtown engagement

Hours:

10-20 hours per week for Spring term 2017 and may be extended if this is mutually agreed upon. **This is a paid position** Internship or Practicum credit may be available as well.

Recommendation

Background

Currently the EMX runs from 5:45 am to 12:15 am the next morning (LTD.org). Similarly, many of LTD's routes connecting campus with other destinations run from 5:43 am to 9:04 pm (LTD.org). None of these services help provide rides for individuals wishing to get home late at night. In addition, students stated that they would not usually use taxis because they are too expensive and unreliable. However, they did express an interest in using services like Uber and Lyft to get around Eugene. Many students coming from other cities already have the application to use Uber or Lyft on their phones and one individual went so far as to say that he would "use Uber to get to class" in addition to using it to get Downtown.

From focus groups we discovered that many students have a poor understanding of the public transportation system and require more information on schedules and routes. Students who are over 21 and went Downtown to participate in nightlife found it frustrating that the EMX did not run throughout the whole night. It was perceived as unsafe to walk back to the campus area when many bars close around 2 am in the morning.

Figure 1 and Figure 2 below, collected through our survey results, show that report walking as their primary mode of transportation overall and while Downtown. However, students reported using cars and public transportation at a much higher rate while Downtown. This is problematic because if students do not have cars or do not have an understanding of how public transportation works they will be less likely to go Downtown. Therefore, transportation must be an accessible mode for students to adequately engage them with the Downtown area. We cannot control for student ownership of cars but can encourage consistent use of the EMX and LTD by making the services user friendly for students.

Figure 1. Primary Mode of Transportation for Students Overall

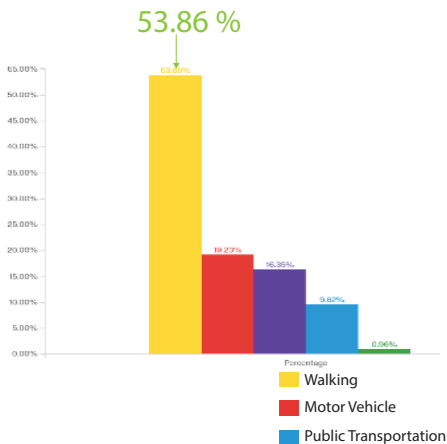
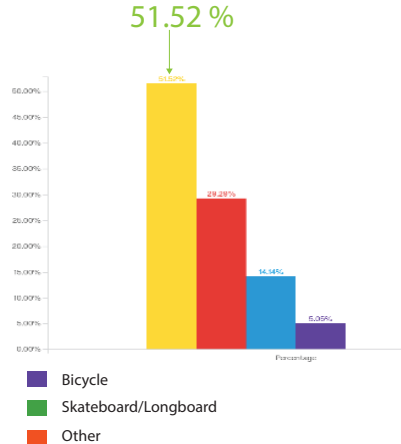


Figure 2. Primary Mode of Transportation for Students while Downtown



Mid-Term: 10-15 years

"Quick Ride"

Objective:

Working with transportation that connects Downtown to the University of Oregon and surrounding neighborhoods including LTD and the EMX.

Recommendations

- Work with LTD and EMX public transportation services to extend hours of transportation for use by students Downtown at late hours.
- Create an application or leaflets, with a goal of helping students understand public transportation, that have detailed information on bus pick up locations, routes and schedules.
- Incorporate trips using LTD and EMX into events and groups on campus
 - Includes disseminating information to Residential Assistants (RAs) and to on campus organizations.
 - Incorporating information on transportation into events like Intro-DUCKtion and into Freshman Interest Groups (FIGs).
- Get Uber or Lyft in Eugene, recognizing that many students do not own cars and do not have access to Eugene outside of what public transportation can offer.
 - Many students already have the applications to use these services on their smart phones.
- Work with taxi services to have cars available at later hours in the Downtown area.

Recommendation

Background

Currently the city is patrolled by private companies, including "Downtown Guides" and police. The Downtown Guides, also known as red hats, are contracted security who patrol downtown and watch for illegal or undesirable behavior for businesses, including loitering, panhandling, open containers and drug use (Black, 2013). However in 2013, the Eugene Weekly reported red hats as being too heavy handed and poorly regulated (Black, 2013). The group has been seen as controversial and needs to improve and strengthen relationships between themselves, the community and the populations they look to regulate.

Throughout our focus group and in response to major deterrents in our survey, it became clear that students feel uncomfortable with the presence of individuals Downtown who appear homeless. We believe that if Downtown becomes a desirable hub of activity, and more students and community members are found Downtown, then the concentration of homelessness will not feel threatening and students will feel more comfortable in the area. In addition, for behaviors that are violent or aggressive in nature, there should be an increased police or Red Hat presence. However, we recommend that police and red hats undergo training on mental health, homelessness, drug abuse, cultural competency, effects of Adverse Childhood Experiences and social awareness. The training will provide information on how to work with individuals from different backgrounds who may be experiencing or have experienced varying challenges affecting their behavior today. Officers and security groups involved will be trained in providing support as opposed to just enforcement. While we recognize the importance of police and Red Hats, the City must prioritize offering trainings for police and security agencies to adequately address pervasive homelessness, drug abuse and instability affecting downtown populations.

Mid-Term: 10-15 years

"Sense of Safety and Comfortability Downtown"

Objective:

Increasing presence for protection, creating a sense of safety, and provide opportunity for outreach and connection.

Tasks:

- Increase overall student presence to create less concentration of homeless population
- Have increased police and redhat presence Downtown to support individuals in need of help and to regulate aggressive or violent behaviors
 - Create map of areas that can provide support to be posted around Downtown and to be utilized by police and red hats to direct populations in need to locations of safety and help
 - Mandatory cultural competency training
 - Increased training on dealing with downtown populations that suffer from mental illness and addiction
 - Possible collaboration between EPD student internships to keep ideas fresh and help student populations understand the downtown dynamic better

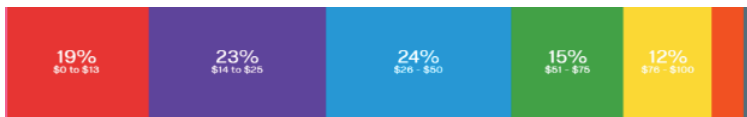


"Red Hats" People of Downtown Eugene

Recommendation

Background:

Data collected through the survey and focus groups show that current businesses Downtown, besides restaurants, do not appeal to student populations. Many students feel that shopping options are too expensive or do not change enough to offer products they would like to buy. We believe diversifying businesses should be a priority for Eugene since 23% of students are spending \$14-\$25 and 24% of students are spending \$26-\$50 a week in expendable income as seen in the survey results below.



To view the data above from another lens, 81% of students are spending at least \$14 a week, and 58% of students are spending at least \$26 dollars a week in expendable income. However, since 24% of students reported only going Downtown five plus times a month or more the majority of students are not spending their expendable income downtown. Further survey results reported that 17% of students, the largest category, were deterred from going Downtown because they felt there was a lack of activities. If the city can promote the integration of exciting shops, interested in targeting student populations, students will have interest in coming downtown and spending money at local businesses in the area.

Currently, only three out of ten Downtown businesses reported having little or no interest in marketing towards students. The City should also work to provide resources for businesses to market to students through an intern team and by incentivizing businesses to include marketing for students. In addition, they should bring in businesses that have a stated vested interest in working with and promoting their products to students.

Mid-Term: 10-15 years

“Diversity of Business”

Objective:

The objective of encouraging businesses who would cater to students is to create a culture where students are included in downtown business activity.

Tasks:

- Utilize interns to connect current Downtown Businesses with students through marketing techniques and by hiring students to work in shops.
- Includes providing resources for businesses on how to market to students and how to use outlets such as social media to do so.
- Encourage and incentivize businesses who wish to target student populations to set up stores Downtown. Encourage and incentivize businesses who wish to target student populations to set up stores Downtown.
- Make sure that multiple shops exist that target different student demographics and try to appeal to individuals of many different backgrounds.

Recommendation

Eugene is full of interesting activities and rich in arts and music. However, through our tabling event, we realize that the hotspots in Eugene are so disconnected with one another. The in-between areas between these nodes are equally if not more important to create a cohesive and physical connection that bridges locations together and allows people to hop from area to area. We interpret this disconnection as Eugene lacking sufficient infrastructure to bring people together. Given the size relative to other Oregonian cities, it should house more hotspots for people to gather and connect, more spaces to allow for social and cultural enrichment.

We strongly believe that space can be experienced through intention or through a process of discovery. Converting 13th into an artery of vibrant green spaces can become an opportunity to provide residents the opportunity to discover part of their own city. This could take shape through a process of lingering and discovery where seasonal and temporary activities can be hosted. Most importantly it can tap into the VIBES students are looking for in the form of music, food, games, arts, noise, and activity, all meant to gather and connect people together.

In our research and quantitative observation, we synthesized from our survey that parking in what people perceived as the downtown area-Kesey Square- there is not enough parking. However the 13th street parking lots within businesses are completely underutilized. Rethinking parking layouts and working with businesses to fulfill their parking requirements could give way to the possibility of reclaiming a great number of parking lots to revitalize and rehumanize our streets. According to students surveyed, 17% said there is nothing or not much to do in downtown. This was the number one deterrent that keeps students away from the downtown. Urban infills of green spaces can start to change that, creating space for student creativity to really give identity to 13th.

Our goal is to normalize a trip from campus to downtown. We believe that changing the culture and environment should be a priority if the city of Eugene is serious about creating a sense of place students can claim as their own. We see 13th as a "backyard" students go to as a way

Long Term: 30+ years

" Arterial Green Corridor"

Recommendation

We recommend a "linear green corridor through a series of green spaces to support surrounding businesses, residential activity, and temporary events within 13th street.

Objective:

We want 13th to become a hub for retreating, playing, working where students are able to engage. As of right now it functions solely for mobility and not really a **destination point**. We discover that **what attracts other students is students**. Right now the existing culture and environment lacks the ability to tap into the **VIBES** that students are looking for. If we want to be intentional of revitalizing 13th, we need to provide the spaces for gathering and for activity to flourish.

Tasks:

- Identify underutilized parking lots and work with businesses to suffice parking requirements
- Evaluate requirements for urban dog park/community garden
- Identify areas that could **host community and seasonal events**
 - Night market
 - small concerts
 - outdoor movies
 - holiday decorations
 - weddings
 - cultural festivals
- Work with food carts and identify a centralized area to create a **street food hub**

“ New York Highline”

to retreat, let their creativity free, because it is the norm, because it should be the culture, and because of how integrated and exposed it is to student presence.

The High Line in New York is a great example of how providing a linear artery of green space can affect market values, human behavior, and create an iconic area that attracts tourists. It's been a decade and “the innovative park is one of the city's most popular tourist attractions.” This “thin green line” runs for “1.5 miles near the Hudson River on Manhattan's Lower West Side and has been called people-pleasing urban reclamation projects in modern history (Greenplay).” It has completely revitalized the High Line district into one of the hottest markets for upscale residential, retail, and office center development. From a landscape perspective, it encompasses a horticulture approach utilizing local plants to inhabit the space.



http://siny.org/project/high_line/



<http://www.thehighline.org/about>



http://www.solaripedia.com/13/396/5770/highline_park_-_birds_eye_view.html

Recommendation

Background

The transportation system is essential to supporting our economy, providing connectivity, and meeting daily mobility needs. 13th Street has been identified as a gateway to encourage students to engage and participate downtown. For this to come to fruition, there is a high necessity to accommodate to both automobile movement and active transportation for local recreation and for functional utility. One of the biggest challenges in planning and design has been equity and inclusion for all users. It seems our cities are design around roads and cars thus dehumanizing people's experiences when being present in the roads.

Automobile presence deters people from using the streets because of safety and accessibility by all users. When people feel safe utilizing a space, it normalizes the experience making it an integral part of our daily routines. 13th has the potential of transforming into a convenient and consistent form of transportation infrastructure. According to our survey, 16% of students don't go to downtown because of distance and transportation. However, we synthesized that student perception about distance changes when their peers are present in the space. Students will walk to parties down high and pearl street if they know their friends are in the location they are walking to. A large number of students already make half the trip every night they go to Maxes tavern, one of the campus bars because they know that at midnight it is filled with other students. Every student who enjoys the nightlife can say it has become the norm to close maxes at 2 am because its such an integral part of the campus bar experience. When people turn 21, "they have to end the night at maxes to sing Sweet Carolina." It is this type of mindset and culture that incentivizes people to walk to maxes regardless of distance. 13th can become the supporting spine for this kind of activity and encourage people into intentional experiences or process of discovery. When we look at other transportation methods that could potentially encourage people into downtown, in our Focus group, the students interviewed concurred that LTD is not always on time, the running schedule is not the most convenient, and getting to downtown at night is complicated by the operation hours of LTD

A 2 way bicycle lane alone cannot change the dynamics and pedestrian perspective of 13th street. There needs to be supporting infrastructure to incentivize people to use

Long Term: 30+ years

"Citi Bike"

Recommendation :

We recommend repainting 13th street to replace independent turning lanes and side parking into two way bicycle lanes to increase active transportation and other temporary activities

Objective:

Our objective is to provide safe and efficient movement of all modes of transportation through 13th. We believe 13th can serve as an in-between space between the University of Oregon and Downtown that can linger students for discovery and engagement. By providing a streetscape with flexibility of use and possibility for activity we feel it will provide the opportunity for connectivity with the businesses along 13th and eventually downtown.

Tasks:

- Identify areas where lighting needs improvement
- Identify interceptions where "unmarked Pedestrian crosswalks" conditions exist and mark
- Identify areas where leftover space can serve for parklets/extension for sidewalk activity
- Mark entryways into businesses and alleyways
- Add an unprotected buffer zone to separate car and bicycle lanes
- Identify areas for protected buffer zone
- Add "bike boxes" at intersections
- Identify lanes that will require turning
- Identify areas where Bike repair stands can be implemented
- Identify areas for bike rental Kiosks

“Alder Street”

the space and make it more convenient and safe to use. With bicycle lanes, there is a need for bike repair stands and bike rental kiosks at different points, there needs to be more speed signage to control driving behavior. Changing the dynamics of a space comes down to influencing behavioral patterns in the roads where everyone utilizing the roads is constantly reminded that there are other people utilizing the streets. The power dynamic between automobiles with pedestrians and people riding their bicycles can then become so small people can start reclaiming back these streets through human activity.

Alder street is a prime example of what a 2-way cycle track could potentially do. It has become a main artery of transportation for students who ride their bicycle or people who walk. Most importantly, this strip of road has normalized peoples experience traveling either from home to campus or any other destination along alder. Interesting enough, it has attracted other forms of transportation such as skateboarders and runners due to the level of safety and accessibility that reflects levels of comfort people have in alder street.



Two-way cycle tracks allow for more space to be occupied by people



Two-way cycle tracks provide a comfortable experience for people riding their bicycle

Recommendation

Background

Alleys represent unrealized community assets that could be transformed by urban planners, managers, and community members into “green infrastructure” and social hotspots. This would simultaneously offer multiple ecological, economic, and social benefits including urban walkability and mobility, play space and green cover, “biodiversity conservation, and urban runoff infiltration [that] contribute to a more sustainable urbanism (Nacto).”

One of the biggest drawbacks from alleyways is the safety factor. Historically, alleyways have been highly occupied by low income demographics, house an increase of criminal activity, and somehow become the forgotten dumping grounds in cities.

However, Urban alleys are key pathways to revitalization of urban activity and community. We want 13th to become a destination where student can linger around creating a journey of discovery. By providing points of interest and possibly retreat along these alleyways with music, arts, and food, we are providing a specific type of VIBES students are interested in, we are providing gathering space people can utilize for a flexible number of activities. To make this a student experience and incentivize student participation, these programs have to be collaborated with students for a holistic approach, the spaces should be open for student engagement culturally, academically, and socially. This will allow students to claim these underutilized areas because it will create a sense of place that students truly have ownership over. We believe student presence within these alleyways will change the stigmas behind alleys and promote more density in these areas. Working with the existing businesses along these alleyways, 13th, and the downtown is critical in terms of rejuvenating these underutilized spaces into points of interests.

It is an unfortunate reality that our cities of today are not equitable to all demographics. This is why its important in providing infrastructure that will allow everyone to utilize these spaces at all times. Lack of safety was a deterrant that keeps people away from spaces. Providing enough lighting in these areas is a way to enhance the safety of pedestrians and all users. In our tabling event, student wrote down more “lighting” in all of 13th including the alleyways. 13% of students from our survey claim to feel unsafe on downtown. We interpret this as there is an issue of safety that keeps students and people in general from exploring their

Long Term: 30+ years

“ Urban Alley”

Recommendation :

We are recommending hosting a cultural, art, educational festival along Mill, High, Ferry, and Patterson Alleyways

Objective:

The objective is to provide an opportunity to reclaim and reutilize underutilized spaces that can create opportunity for gathering and diversified activities in Eugene

Tasks:

- Add signages to let people know of alleyways: “Urban Alley”
- Identify alternative exiting/entering routes for housing/businesses during events
- Stablish relationships with food carts businesses to participate in events
- Create a plan to incentivize businesses along the allies to participate in community murals projects
- Identify the interceptions within the alleys for street murals
- Work with vendors for a potential farmers & craft market utilizing stationary kiosks
- Identify area to be beautified by incorporating community gardens, planters for mitigating runoff, ecological benefits, and educational purposes
- Host student art, architecture projects and public art installations for display events
- Bring in student leaders from campus into the planning student events in these spaces such as festivals and block parties
- Work with the local art community to host workshops and provide interactive art display along the alleyways
- Adding better lighting for more lit areas and increase a sense of safety

own environments.

In addition, these alleyways can serve as points of interests for visitors in Eugene. These alleyways, potentially crowded with young professionals and students provide a sense of place and identity of vibrancy, energy, and youth unique to Eugene that will set Eugene apart from other areas. It will create a more interconnected network of roads, destinations, and connections shaped by behavioral patterns altered by these alleyways.

Activating alleys is not just about beautification, it's about improving infrastructure. The Green Garage, a sustainable business "incubator in Detroit's Midtown neighborhood, has also privately spearheaded a push with neighbors to green up their alley (Modelmedia)." These renovations include permeable surfaces, garden beds and other sustainably minded tweaks for water run off and other advantages. It's not just green in the sustainable sense of the word. "The alley has a park-like feel, and serves as the venue for an annual dinner, a music festival and other events. Before the 2010 project, "There was trash everywhere, mattresses, hypodermic needles. It was pretty bad." Today it's a different story. "There's mothers walking with babies. A lot of dog walkers come by (Model media)." These results in the urban edges and corners revival and activation.

Not all alleyways are owned by the city, some are privately owned. It is important to establish relationships with private owners who own the rights to these alleyways because many times these renovations can happen through privately own funding just like in the case of Green Garage Green alley, who believe "public walking space" should not be owned. Buy-in from property owners and other stakeholders is a critical component of alley activation. "The goal would be that businesses see the benefits and activate them more(Model media)."Locals can take alley activation into their own hands. Toole of Alleys of Seattle says it's mostly about just being in the alleys. "In Seattle, we started having alley parties in the summer," he says. "We'd play music and roll couches and benches out there. One time, we roasted marshmallows. It lets people see the alley as something different (Model media)."

In the end, it's as much about changing attitudes about alleys as anything else.

" Urban Alley"



Green Alley next to the Green Garage



<http://www.modeldmedia.com/features/Detroit-green-building-culture-092314.aspx>

Green Alley next to the Green Garage



<http://www.modeldmedia.com/features/urbanalleys042114.aspx>

Citations

"Maps, Stations & Routing." Lane Transit District, n.d. Web. 05 Dec. 2016.

"Red Hats" People of Downtown Eugene. N.p., 2 Dec. 2013. Web. 05 Dec. 2016.

Black, Audrey. "Downtown Insecurity?" Eugene Weekly, n.d. Web. 05 Dec. 2013.

"Eugene, Oregon." (OR) Profile: Population, Maps, Real Estate, Averages, Homes, Statistics, Relocation, Travel, Jobs, Hospitals, Schools, Crime, Moving, Houses, News, Sex Offenders. City-Data, 2016. Web. 08 Oct. 2016.

"Urban Renewal in Eugene." Eugene. City of Eugene, n.d. Web. 08 Oct. 2016.

<http://greenplayllc.com/wp-content/uploads/2014/11/Highline.pdf>

http://nacto.org/wp-content/uploads/2015/04/the_forgotten_and_the_future_wolch.pdf

<http://www.modeldmedia.com/features/Detroit-green-building-culture-092314.aspx>

Thank You

