2025 Coburg Community Survey

March 2025 | **Survey Report**

Prepared for
The City of Coburg

Prepared by
The University of Oregon
Institute for Policy Research & Engagement
School of Planning, Public Policy, and Management

UNIVERSITY OF OREGON | Institute for Policy Research and Engagement

Acknowledgements

About the Institute for Policy Research and Engagement

The Institute for Policy Research & Engagement (IPRE) is a research center affiliated with the School of Planning, Public Policy, and Management at the University of Oregon. It is an interdisciplinary organization that assists Oregon communities by providing planning and technical assistance to help solve local issues and improve the quality of life for Oregon residents. The role of IPRE is to link the skills, expertise, and innovation of higher education with the transportation, economic development, and environmental needs of communities and regions in the State of Oregon, thereby providing service to Oregon and learning opportunities to the students involved.

We would also like to thank the City of Coburg for giving us the opportunity to collaborate on this project. Special thanks to Stuart Warren, who generously took the time to be interviewed about his role as an Associate Planner for the City of Eugene and his experience with community engagement.

As students, we have greatly appreciated the chance to work on a project that allows us to gain hands-on experience and collaborate with planning professionals to meet the needs of Coburg's community. The support from Coburg's staff and community has been invaluable, and we are proud to have contributed to this important project.

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Executive Summary

The University of Oregon and the City of Coburg collaborated to design and deploy a community survey assessing residents' perceptions of city services. A full summary of survey results is available in the appendix. This report analyzes Coburg's community engagement efforts in comparison to other Oregon cities, examining demographic alignment, key differences, and opportunities for improvement. Additionally, the student team conducted interviews and case studies on cities to explore effective community engagement strategies and identify potential approaches for Coburg. The cities studied include:

- Tualatin
- Bend
- Veneta
- Florence

Results & Findings

Respondents to the community survey were most satisfied with:

- Overall quality of life in Coburg
- Coburg as a place to live
- Coburg as a place where they feel that they belong
- Overall sense of safety in Coburg

Respondents to the community survey were least satisfied with:

- The quality of roads in Coburg
- The cost of water, sewer, and the fees associated with them
- Availability of food and grocery
- Quality and density of new housing developments, as well as home prices
- Growth and increase in population given Coburg's current infrastructure and character

Respondents to the community survey wanted to see an increase in:

- Recreation options
- Senior services and senior living options
- Policing and police presence
- Better grocery options
- Efforts to protect Coburg's small-town feel

Recommendations

Survey

We recommend that the City of Coburg strive to preserve the community's quality of life, safety, and character while expanding options for recreation, senior services, grocery stores, and affordable housing. Residents have expressed a desire for lower water and sewage costs, as well as improved policing. Coburg should incorporate survey suggestions into its work plan and ensure this document is easily accessible to both city staff and residents.

Community Engagement

Based on interviews, examples from other cities, and feedback from the survey, we recommend that there should be methods of community engagement other than surveys to showcase residents' opinions about the resources available to them from the city. Examples involve implementation plans centrally focused in areas of concern for the City of Coburg. As well as incorporating techniques to promote public involvement through community events and focused engagement.

Introduction

Purpose & Objectives

The City of Coburg partnered with the University of Oregon's School of Planning, Public Policy and Management to conduct a community survey to gauge the values, insights, opinions and priorities about Coburg and its services and amenities. Specifically, our team consists of three students enrolled in Real World: Lane County. A course connecting students to communities, promoting real world engagement opportunities within current public processes. As a research team, our goal with this project was to examine what Coburg's community wanted to see more or less of, and the results provided the City Council and staff with an improved understanding of how the community views various services the city provides. The results also indicated if there are services or programs that are important but not currently available to Coburg residents or businesses.

The following sections will discuss the demographics of our survey respondents, key findings from the survey, case studies, and interviews, as well as our recommendations for how Coburg can address its goals of improving city services and enhancing community engagement. Our results revealed distinct areas that respondents wish to see addressed and helped us identify potential methods for improving community engagement that align with Coburg's long-term goals. Based on these findings, we have outlined recommendations for future community engagement strategies.

As Coburg works on additional engagement methods for its strategic plan, we recommend referencing the information in this report to help guide the development of the plan and ensure it reflects the needs and desires of the community.

Methodologies

The Real World research team established Coburg's community survey using Qualtrics, and the City of Coburg distributed it to residents through its social media channels. The survey's creation and editing process took about a month, during which we collaborated with City of Coburg staff to develop questions that effectively addressed the city's requests for this project. After approximately two weeks, we received 111 responses, including partially completed surveys. The full results of the survey can be found in the appendix of this report.

Study Limitations

The community engagement survey for the City of Coburg was initially scheduled for release by January 7th but was officially deployed one week later on January 14th. This shorter timeframe may limit the number of responses.
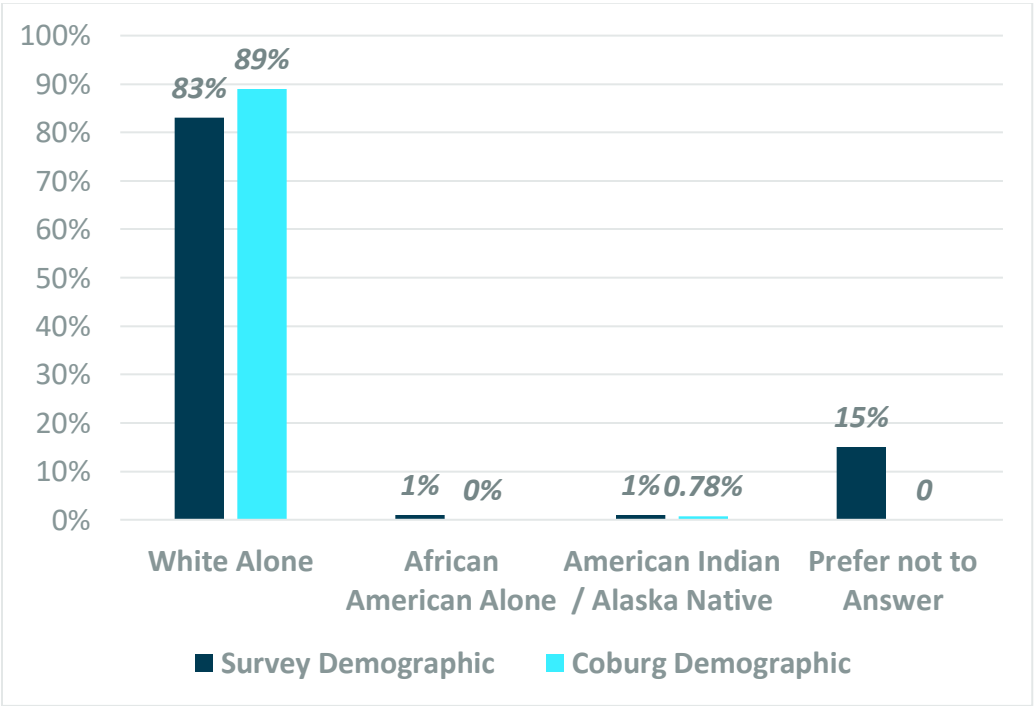
Community Background

This section covers demographic information around Coburg's community. Our survey included an optional section around demographics, and we compared the data from this section to Coburg's census data to see what groups were over or underrepresented among our survey respondents.

The following groups were prominent in our survey responses:

- Seniors (65+)
- Residents identifying as white
- Middle-class and upper-middle-class residents
- Homeowners
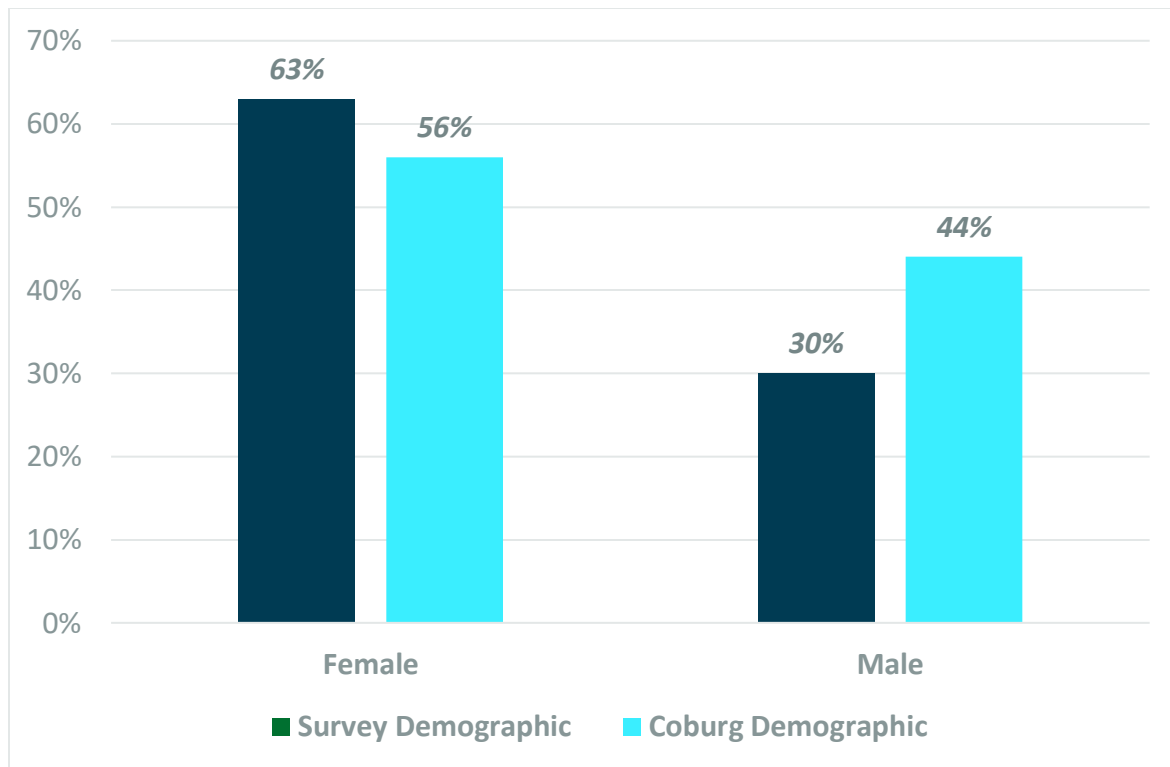- Residents living within Coburg city limits

The core demographics are shown in the following charts:

Figure 1 Race / Ethnicity of Coburg Residents and Survey Respondents

Source: Census Reporter, Qualtrics n = 70

Figure 2 Gender of Coburg residents and Survey Respondents

Female: Survey Demographic 63%, Coburg Demographic 56%
Male: Survey Demographic 30%, Coburg Demographic 44%

■ Survey Demographic ■ Coburg Demographic

Source: Census Reporter, Qualtrics n = 72

Figure 3 Age of Coburg Residents and Survey Respondents

19 to 34: Survey Respondents 9%, Coburg Demographic 17%
35 to 44: Survey Respondents 20%, Coburg Demographic 14%
45 to 54: Survey Respondents 16%, Coburg Demographic 18%
55 to 64: Survey Respondents 17%, Coburg Demographic 18%
65 or Older: Survey Respondents 38%, Coburg Demographic 33%

■ Survey Respondents ■ Coburg Demographic

Source: Census Reporter, Qualtrics n = 69

Figure 4 Annual Household Income of Coburg Residents and Survey Respondents
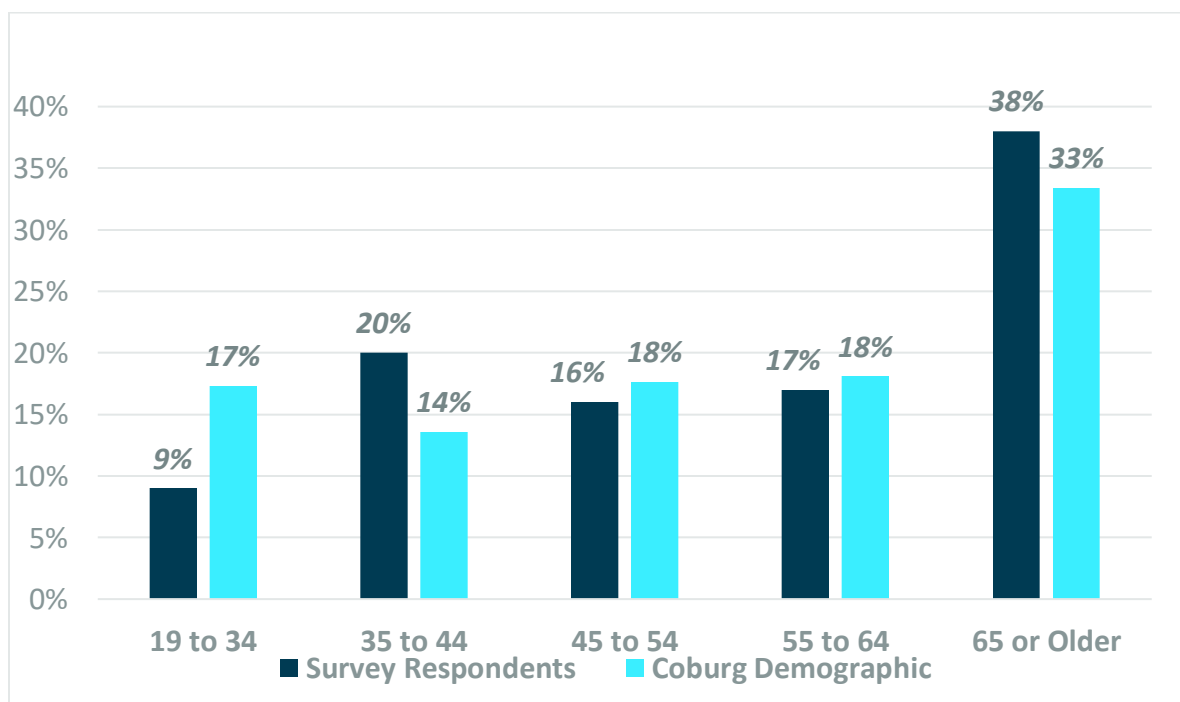

Source: Census Reporter, Qualtrics n = 62

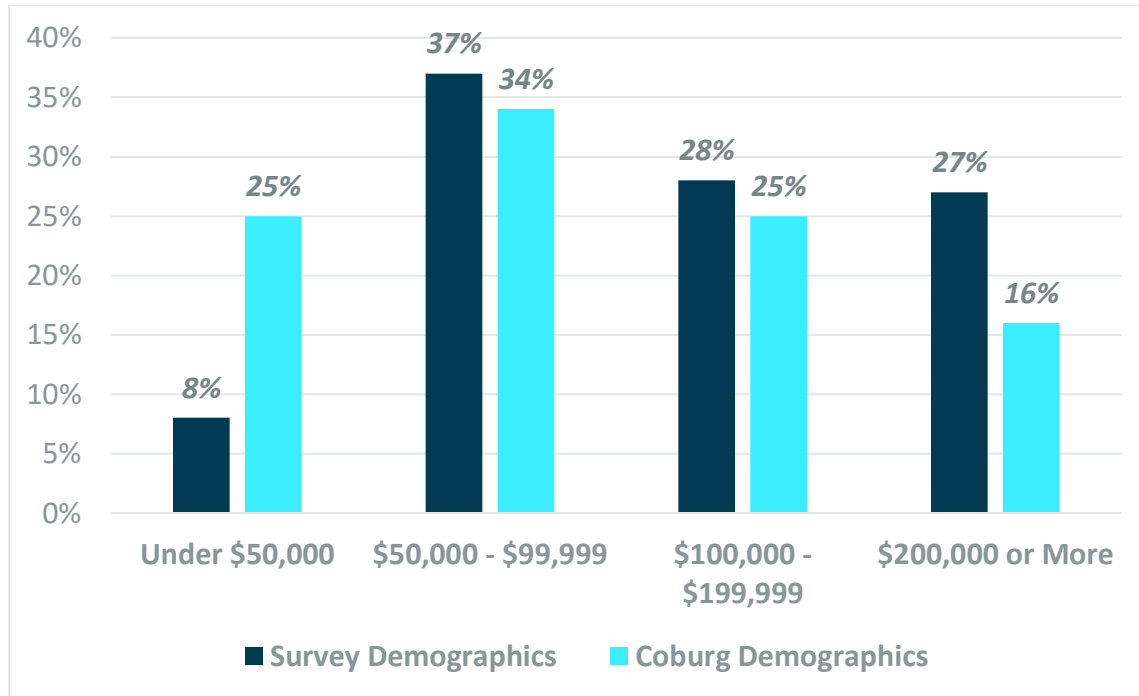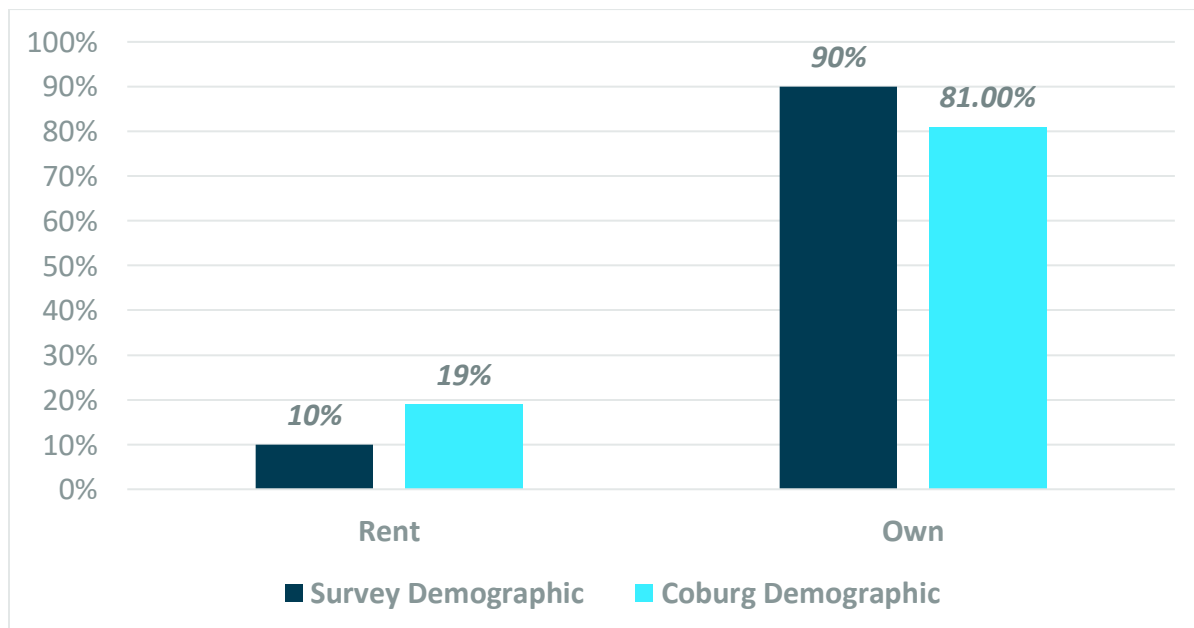*Figure 5 Homeownership of Coburg Residents and Survey Respondents*

*Source: Census Reporter, Qualtrics n = 71*

Key Findings

This section revolves around trends the Real-World research team picked up within survey responses. Sub-sections will incorporate respondent concerns and satisfaction levels for Coburg and its current services, as well as respondent desires towards future budget allocation and development prioritization. As a team, we can use this data to properly research and address recommendations for the City of Coburg to act upon.

Overall Satisfaction

At the start of the survey, we asked our respondents to rate the quality of several attributes of Coburg on a scale of 1 (poor) to 5 (excellent). We also asked respondents questions around safety, Coburg's housing, their concerns with Coburg as a whole, and what they wanted to see more of. These questions allowed us to understand the overall satisfaction and feelings respondents have around Coburg, and we used these findings to identify what respondents are happy with, what they are unhappy with, and what they want to see change.

Overall Satisfaction of Respondents by Category
(1 = "poor", 5 = "excellent")
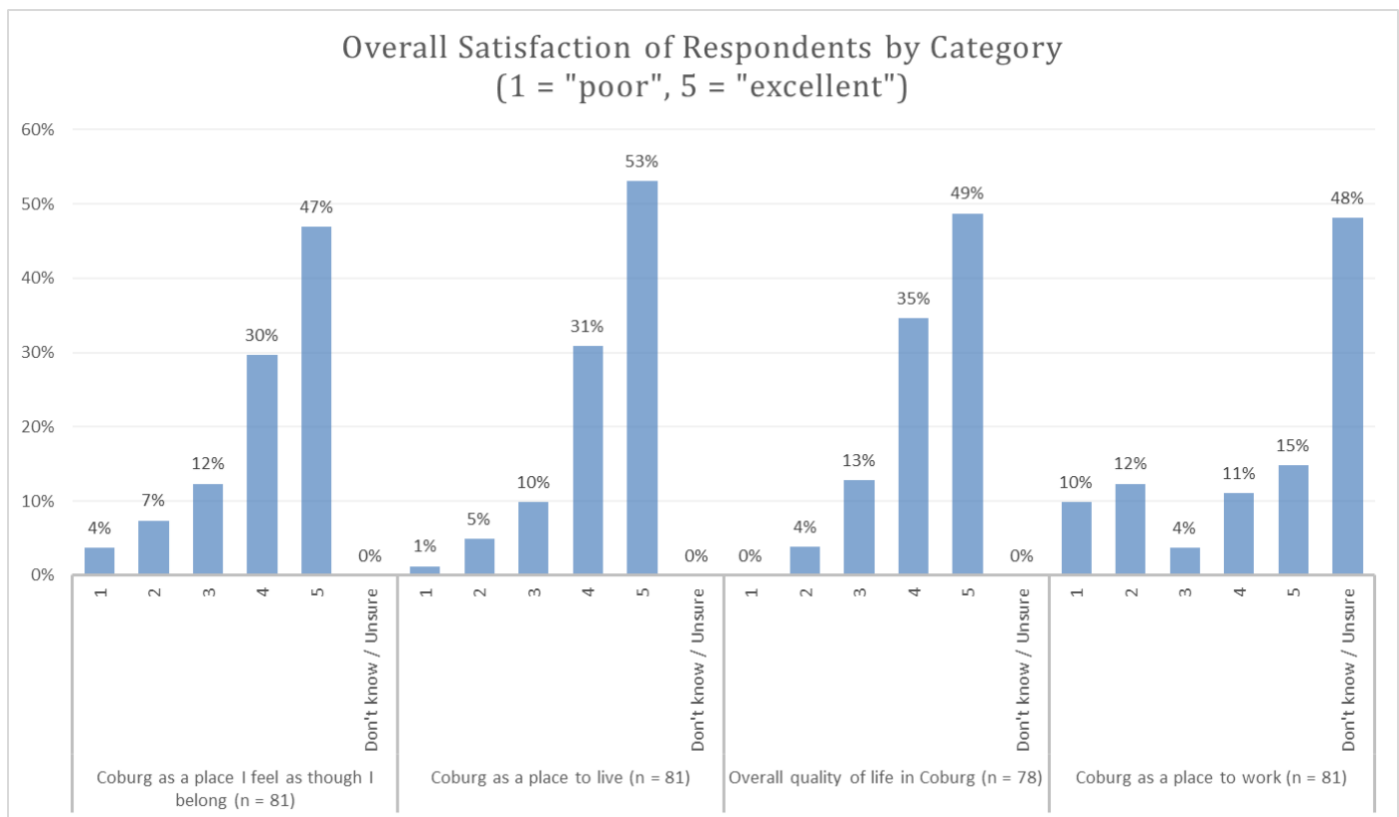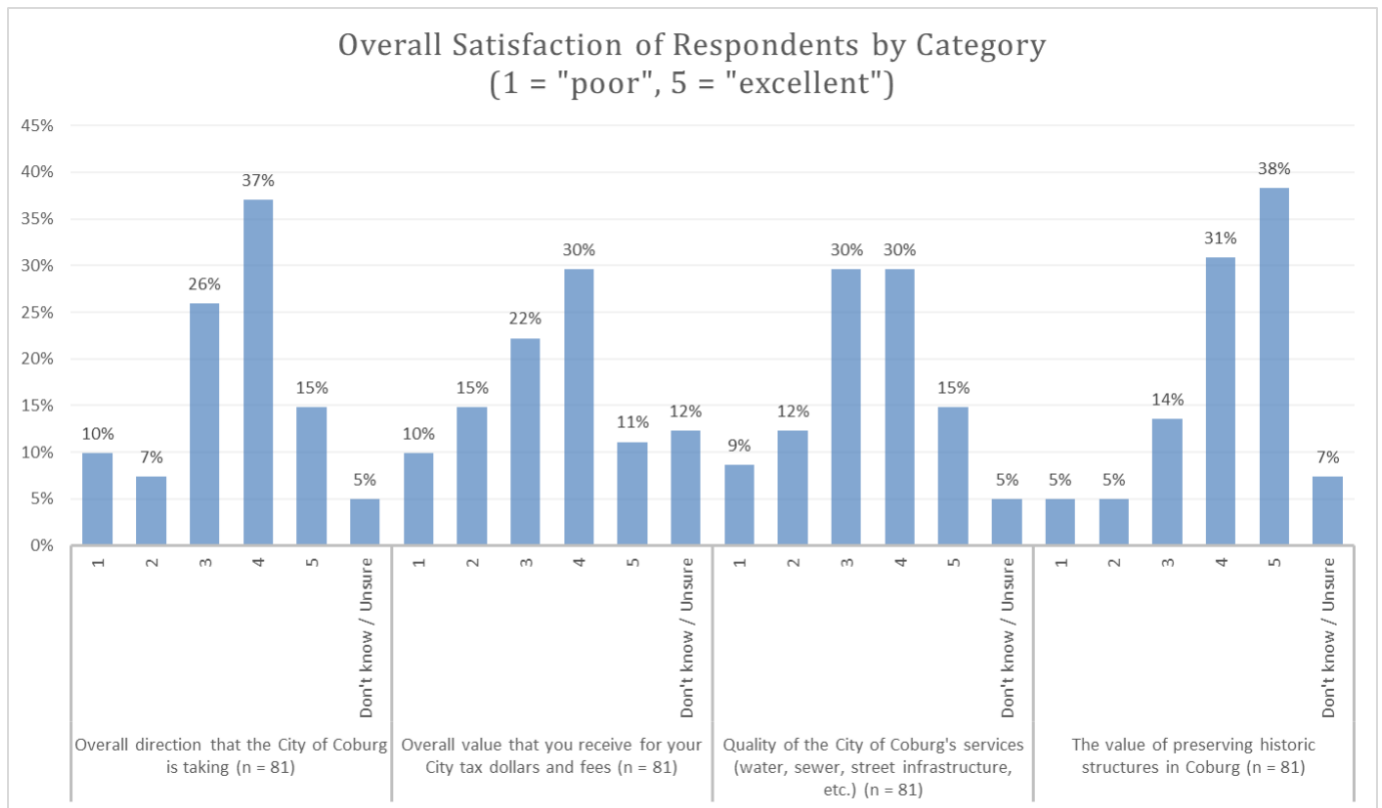
Respondents felt that Coburg was doing great as a place to live, but they felt that the value of their tax dollars and quality of city services could use some improvement. Respondents also represented mixed votes when asked about the overall direction that the City of Coburg is taking. 48% respondents felt unsure about Coburg as a place to work, with the remainder having mixed opinions.

Highest-Performing Areas

Of all categories respondents rated, the following had the highest percentage of respondents reporting high satisfaction were:

- **The overall quality of life in Coburg.** 53% of respondents answered "5 (excellent)" when asked to rate Coburg as a place to live on a scale of 1 to 5. 47% of respondents also indicated that they felt great about Coburg as a place to belong.
- **Overall sense of safety in Coburg.** About 49% of respondents stated that they "almost always feel safe in Coburg".
- **Preserving Historical Character.** 69% of respondents held very high values towards the preservation of Coburg's historical structures.
- **Sense of Community.** Many respondents were satisfied with the Community of Coburg. Represented interests in community activities and gathering places.

Lowest-Performing Areas

Many of the lower preforming areas around Coburg's services were mentioned frequently in the open-ended questions. There was a high percentage of respondents having low satisfaction with:

- **The quality of roads in Coburg.** Many respondents felt that the roads needed to be better maintained and repaired.
- **The cost of water, sewer, and the fees associated with them.** Complaints around the costs of these services were frequent throughout the survey.
- **Availability of food and groceries.** Though residents want to keep a small-town feel, they also would like to have better access to food. The current stores that provide food do not seem to be sufficient in addressing Coburg's food wants and needs without residents getting their groceries elsewhere.
- **Quality and density of new housing developments, as well as the cost of housing.** When asked about concerns, Coburg's community members frequently mentioned the rising cost of housing and the new housing constructions taking place.
- **Growth and increase in population given Coburg's current infrastructure and character.** Many residents are opposed to growth in Coburg, and many responses indicated that residents do not feel that Coburg's current services could sufficiently accommodate future growth.

Desires of Respondents

Respondents indicated that they want to see more:

- **Recreation options.** Around 50% of respondents wanted to see more amenities around recreation.
- **Senior services and senior living options.** Roughly 27% of respondents indicated that they want to see more of these services.
- **Policing and police presence.** Many residents indicated that they would like to see improvements in Coburg's police and community safety.
- **Grocery options.** Having a dedicated grocery store was mentioned as a desire by several respondents.
- **Efforts to protect Coburg's small-town feel.** Many residents are unhappy with the recent housing developments and want to see Coburg's identity as a smaller town preserved. Interestingly, though, 35% of respondents felt that Coburg needs more detached single-family homes and cottage housing.

> **"What Services or Amenities Would You Like to See More of?"**
> - "Community center and preservation of historical buildings."
> - "Park improvements."
> - "Grocery store / food options."
> - "Street repair or maintenance."
> - "Police presence."
> - "Farmers market and other community events."

Budget

We asked survey respondents how they would like to see the city budget allocated if they were able to decide how to use the city's funds. On average, respondents prioritized the services as such:
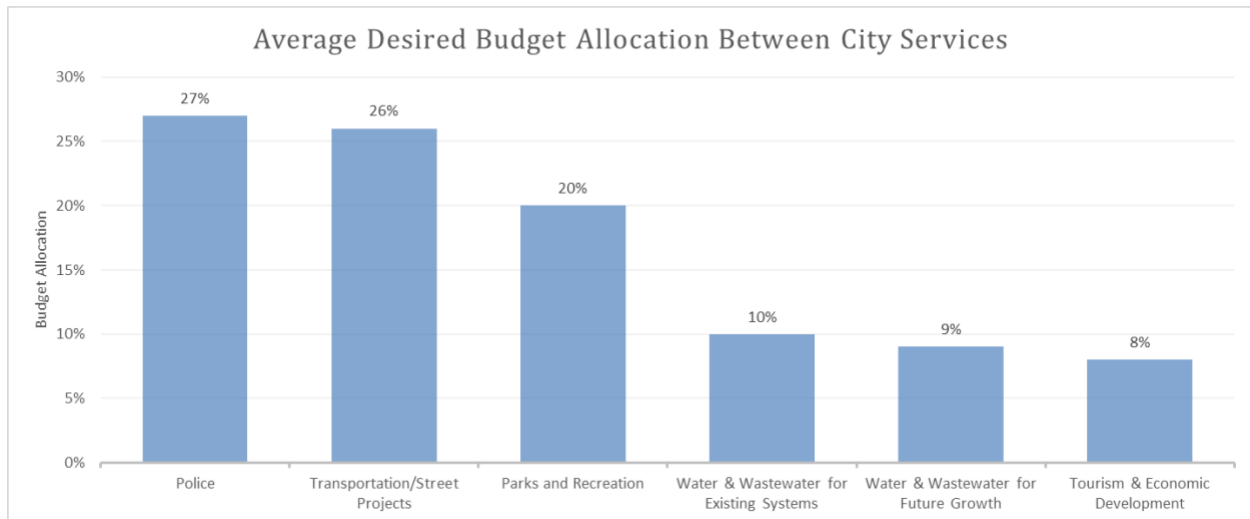
Respondents wanted to allocate more of the budget towards police, transportation, and parks and recreation. On the other hand, they wanted to allocate less of the budget toward current water systems, future water systems, and tourism and economic development.

Housing

Respondents were asked about what kinds of housing they would like to see more of in Coburg:

Housing Types Desired by Respondents

n=40

Housing Type	Percentage
Detached single family homes	35%
Cottage housing	35%
Rental housing	25%
Accessory units	20%
Row houses/condominiums	18%
Duplexes/triplexes	13%
Apartment buildings	8%
Other	33%
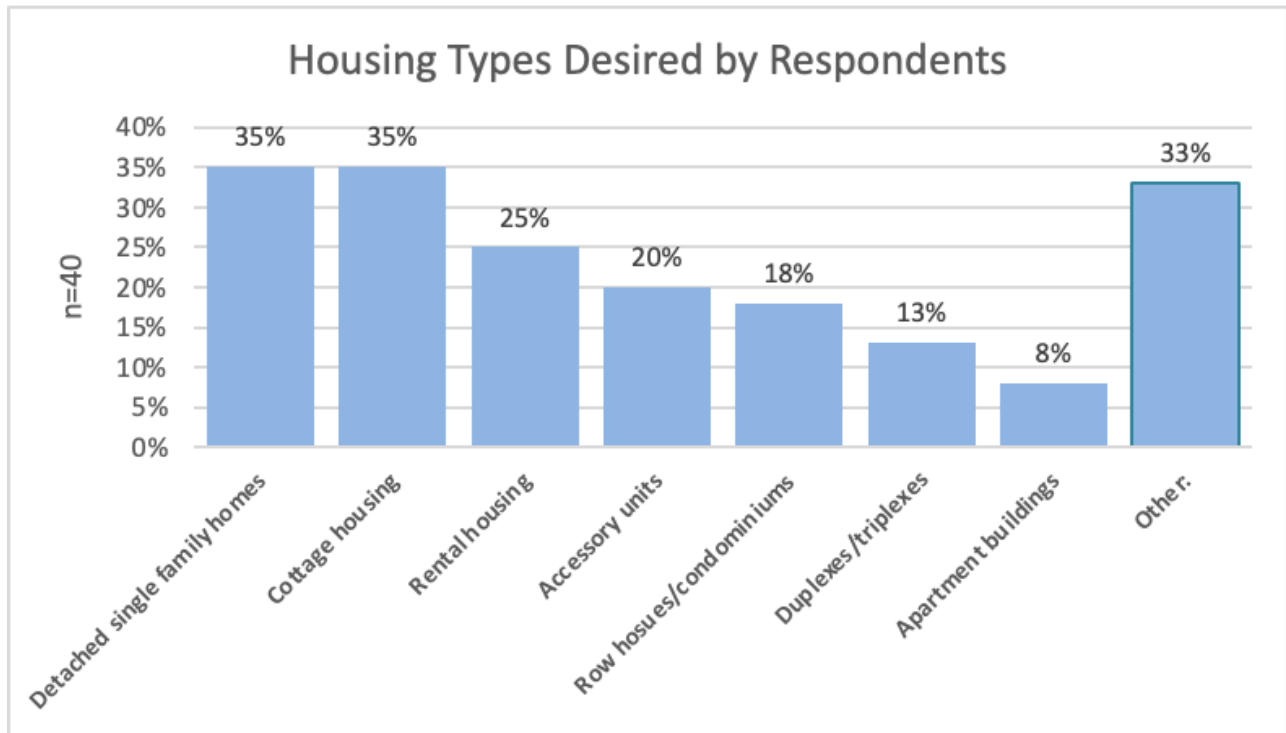
Cottage housing and single-family homes were of the highest priority among the categories mentioned, with apartments and duplexes/triplexes being the lowest priority. Several respondents also indicated "Other". The respondents who indicated "Other" want to see affordable housing, and a few wishing to see no change in the current housing supply.

Outreach

One of our goals with this project was to address how to better reach Coburg residents. From survey findings, we found respondents mostly liked receiving information through email and social media (56% and 54% of respondents selected these choices, respectively). Additionally, when given the option to suggest other communication methods, respondents mentioned the city newsletter and the Coburg website. The full results are as follows:

Preferred Methods of Communication for Coburg Residents (n = 72)
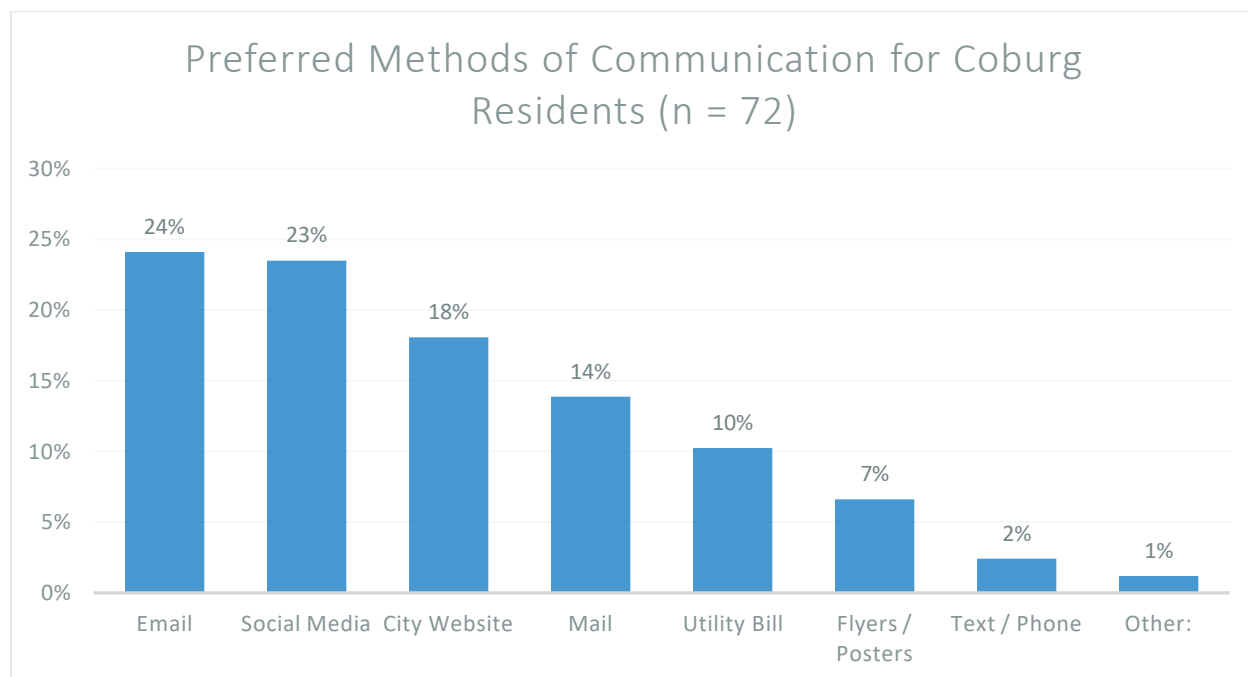
Transparency in government is essential for delivering high-quality services and responsibly managing taxpayer dollars. Outreach and communication play a key role in achieving this goal. Smaller rural cities, like Coburg, consistently engage in outreach efforts tailored to their smaller populations. In contrast, the City of Tualatin, with a more diverse and expansive population, prioritizes various aspects of community engagement—one of which is effective communication, as outlined in Section 1, Letter F.

Tualatin's Resolution Adopting Principles of Citizen Involvement – Section 1, Letter F

f. **Effective Communication.** Effective communication is essential for building public support for community projects and activities, and for developing a sense of community. Open, positive and respectful communication helps build commitment and trust in a community, leading to increased interest, support and involvement in community life. Effective communication should be two-way communication to involve the exchange of information through talking and listening. At the community level, this includes providing information through a variety of outlets and asking for feedback. The City will be responsive to the public and communicate in a timely and professional manner. The City leaders and staff are accountable for ensuring meaningful public involvement in the work of City government.

Many survey respondents identified email and social media as top methods for receiving information in the City of Coburg. As noted by Megan Winner, City of Coburg Planner, we recommend that Coburg continue utilizing its social medias pages, as well as distributing the survey/QR code via email. These forms of communication are essential and should be used consistently.

However, ensuring accountability for city leaders and staff requires more than just outreach—it necessitates meaningful public involvement and feedback, which directly ties into the importance of transparent communication. While Coburg has been actively engaging with residents through its primary communication channels, our focus is on ensuring that outreach continues in the most effective ways, as identified by the community survey.

Recommendations

We advise that the City of Coburg should utilize the results of this survey when deciding where to take new projects and community services. The City should also consider what methods can be used to continuously involve its residents in the planning process and provide a sense of ownership to the community when decisions are made. Our recommendations are described in more detail in this chapter.

Community Priorities

Based on the results of the survey, we recommend that Coburg takes the following actions:

- **Maintain the overall quality of life, sense of safety, and sense of belonging that many residents experience.** While residents want to see changes to Coburg's services and want to see the cost of housing and city services decrease, they also would like Coburg to keep its current character. Coburg should preserve the city's current feel and qualities as it makes changes to its services and housing supply.
- **Prioritize the quality and maintenance of Coburg's roads.** Coburg should allocate more resources for its street maintenance and projects. Respondents frequently cited concerns with the quality of Coburg's roads and streets.
- **Assess the water and wastewater systems and identify where the systems could be improved.** Respondents were unhappy with the cost of water, so Coburg should examine its current systems and identify what can be improved as part of its strategic plan.
- **Provide more options for food and groceries,** Coburg should approve the construction of a grocery store in Coburg. We recommend that this store be a smaller, community store in order to preserve Coburg's character.
- **Provide more recreation options and senior services within Coburg.** Respondents expressed interest in more local amenities and senior services, so Coburg should consider expanding these offerings. Recreation options could include bingo or game nights, providing residents with opportunities to socialize in a welcoming space. While senior services can overlap with recreation, creating a dedicated space for older adults to connect and foster a sense of community would be beneficial.
- **Improve the city's policing and police presence, as well as keeping the police force within city limits more often.**

Additionally, the City of Coburg should include information on future improvements in its Strategic Plan, ensuring that community priorities are effectively implemented.

This document, as well as any subsequent plans and recommendations, should be made easily available for Coburg staff and residents to access.

Community Engagement

For this section, we are highlighting tools previously used towards establishing more direct and meaningful community engagement efforts. Many of these examples come from findings done through case study research and informational interviews with local city staff. Coburg can benefit from these ideas by implementing future engagement strategies catered towards residents' specific desires and needs.

Focused Engagement

We recommend Coburg focus future outreach efforts towards underrepresented groups within survey respondents. This technique will help the city understand perspectives of residents who aren't likely to fill out surveys. Directing involvement efforts to specific demographics can be very time consuming and require higher amounts of effort and implementation, but this strategy is an effective agent for elevating community involvement and producing quality responses within underrepresented respondents.

Spotlight: City of Eugene's Citizen Involvement Committee

The City of Eugene stablished a public improvement plan that aimed to elevate voices not typically heard from during their middle housing code amendment process.

The city partnered with a regional non-profit to assemble a planning review panel composed of 29 randomized community members representative of a local demographic. From late 2020 to early 2021, the panel heard from 20 local experts while producing four reports of recommendations for future public engagement efforts.

Eugene also involved an equity roundtable, where participants from regional or local organizations representing underserved communities voiced their opinions towards establishing an equitable lens within the city. On top of this, two focus groups were established involving affordable housing developers and project leaders with experience in implementing middle-housing types. These groups were created to offer feedback on questions from Eugene City staff and recognize development feasibility.

Focused Engagement Incorporates a demographic analysis of survey results to determine who Coburg has heard from and especially who the city has not heard from. In the case of this survey, Coburg did not see significant representation from the following demographics:

- Residents with a Median Household Income of below $50,000
- Male survey respondents
- Children and young adults within Coburg's community

Efforts can be implemented through engaging with diverse community groups or creating dialogue with an underrepresented local individual who holds knowledge of the survey's context and has some sort of social connection to the community. This can also involve tabling at locations that typically include a stronger presence of minorities than the rest of the city.

Community Events / Meetings

Our team recommends the City of Coburg incorporate an extended amount of community meetings and events per year. Hosting more annual events or meetings can assist the city and its staff in creating more opportunities for connecting with residents, ultimately raising the potential quality of conversation. In doing so, Coburg can establish meaningful spaces within the community that will promote an advanced level of public engagement towards current and future city plans / projects.

The City of Coburg holds public community meetings on a quarterly basis each year. Our team recommends this number increase to at least six, meaning community meetings would occur every other month or so.

City of Tualatin Case Study Key Principles:

In the case study on Tualatin, the city adopted a resolution outlining Principles of City Involvement to guide citizen participation in future city processes and projects. Their goal was to encourage greater public engagement in city matters, even though city officials had already dedicated significant time to meeting with community members interested in increasing involvement. Key principles that stood out in their approach included:

- **Capacity Building:** The city aimed to strengthen community engagement by providing information, resources, and opportunities for collaboration among various community members and organizations.
- **Accessibility:** All public decision-making processes were designed to be open, honest, transparent, and easily accessible to the community.
- **Process Integrity:** The city is committed to conducting government activities in a reliable and transparent manner, ensuring accountability and trust in decision-making.

Coburg can use these extra meeting opportunities to engage more in-depth with the public about current city projects or long-term plans that can hold significant effects towards the community at large.

This recommendation is based on a case study of Tualatin, where **Process Integrity** emphasizes the city's commitment to conducting government activities transparently and reliably, ensuring accountability and trust in decision-making. Regular public community meetings provide opportunities for collaborative discussions about developments in the City of Coburg.

Additionally, in our interview with David Nieto Wenzell, Water Quality Specialist serving with the RARE AmeriCorps for the cities of Coburg and Tangent, he emphasized key similarities, stating:

"Effective community engagement relies on honesty, meeting people where they are, and fostering direct conversations... It's important to build a strong network by seeking recommendations for further contacts and being open to feedback to create a meaningful impact."

Suggestions and Future Steps

Throughout this project, we gained valuable insights through a highly successful survey, interviews with Coburg staff and professionals, and case studies of other cities in Oregon. In addition to the recommendations above, we suggest that Coburg refer to this document when seeking input on community issues, enhancing engagement strategies, and refining its comprehensive plan to identify potential approaches for improvement.

Future Steps

As Coburg prioritizes gathering community input on the resources provided, we recommend keeping the following key points in mind:

- **Preserving the Small-Town Feel**
  Many survey respondents repeatedly expressed their appreciation for Coburg's small-town atmosphere and emphasized the importance of maintaining it.
  Recommendation: While Coburg's rural nature comes with limited opportunities for expansion and resources, we suggest focusing on residents' needs rather than prioritizing growth for the sake of expansion. Future initiatives should align with the community's values while addressing essential improvements.

- **Improving Transparency and Communication**
  Survey responses indicated some uncertainty about ongoing projects, such as existing police presence, road improvements, and funding allocations. Many residents expressed confusion about the town's priorities and decision-making processes.
  Recommendation: While steps are being taken to enhance communication, we recommend further increasing transparency by providing easily accessible, clearly written documentation. Additionally, hosting open forums or focus groups during the six annual town meetings (held approximately every other month) would allow residents to voice concerns, ask questions, and stay informed about key developments. This approach will help address common concerns and foster greater community engagement.

These are not exhaustive recommendations but rather key considerations for Coburg as it works toward better serving its residents.

Appendix: Survey Report

The Coburg Community Survey was distributed by Megan Winner, Coburg's City Planner, via the city's emailed newsletter and social media. The survey was launched on Thursday, February 12th, and closed on Monday, February 24th, resulting in a total of 111 responses. This section provides a full report on responses to each survey question.
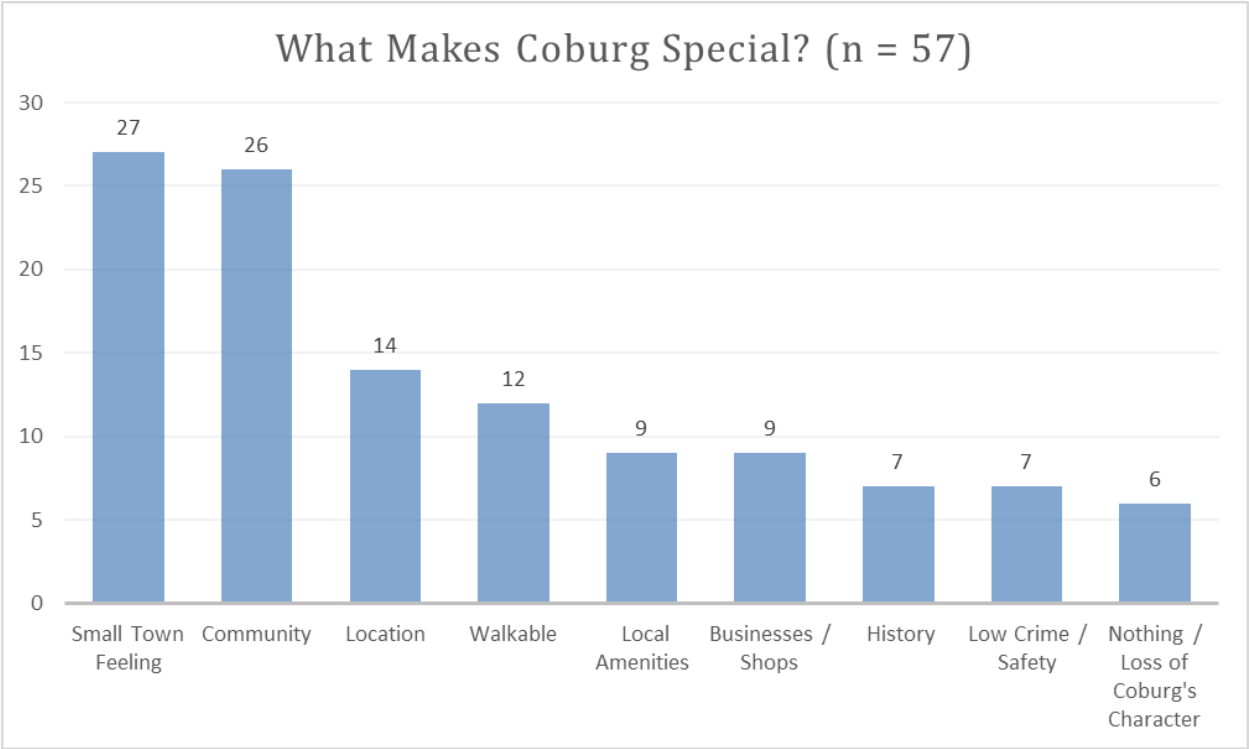
Survey Question #1:

Quality of Coburg, its services, and its trajectory (N=81)

Please rate the quality of the following on a scale of 1 (poor) to 5 (excellent)	Please rate the quality of the following on a scale of 1 (poor) to 5 (excellent)	Percentage of Respondents
Overall quality of life in Coburg	1 (poor)	0%
	2	4%
	3	13%
	4	35%
	5 (excellent)	49%
	Don't know / Unsure	0%
Overall value that you receive for your City tax dollars and fees	1 (poor)	10%
	2	15%
	3	22%
	4	30%
	5 (excellent)	11%
	Don't know / Unsure	12%
Coburg as a place I feel as though I belong	1 (poor)	4%
	2	7%
	3	12%
	4	30%
	5 (excellent)	47%
	Don't know / Unsure	0%

Coburg as a place to live	1 (poor)	1%
	2	5%
	3	10%
	4	31%
	5 (excellent)	53%
	Don't know / Unsure	0%
Coburg as a place to work	1 (poor)	10%
	2	12%
	3	4%
	4	11%
	5 (excellent)	15%
	Don't know / Unsure	48%
Quality of the City of Coburg's services (water, sewer, street infrastructure, etc.)	1 (poor)	9%
	2	12%
	3	30%
	4	30%
	5 (excellent)	15%
	Don't know / Unsure	5%
The value of preserving historic structures in Coburg	1 (poor)	5%
	2	5%
	3	14%
	4	31%
	5 (excellent)	38%
	Don't know / Unsure	7%
Overall direction that the City of Coburg is taking	1 (poor)	10%
	2	7%
	3	26%
	4	37%
	5 (excellent)	15%

	Don't know / Unsure	5%

Survey Question #2: What makes Coburg Special?

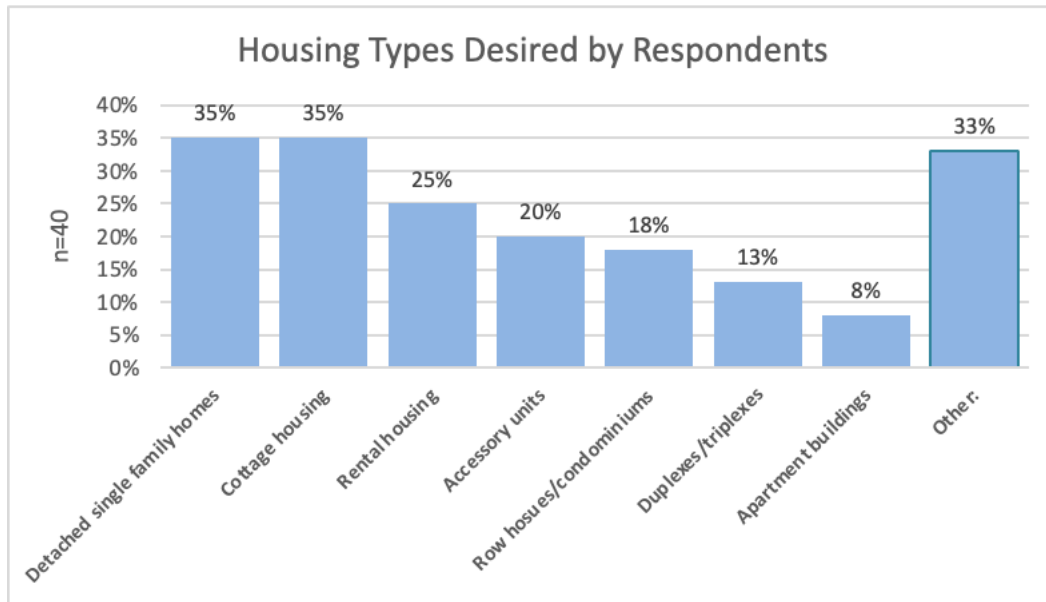What Makes Coburg Special? (n = 57)

Survey Question #3:

Please indicate your level of agreement to the following statement: "Coburg has a wide range of housing types (large/small, rental/ownership, affordable/expensive).
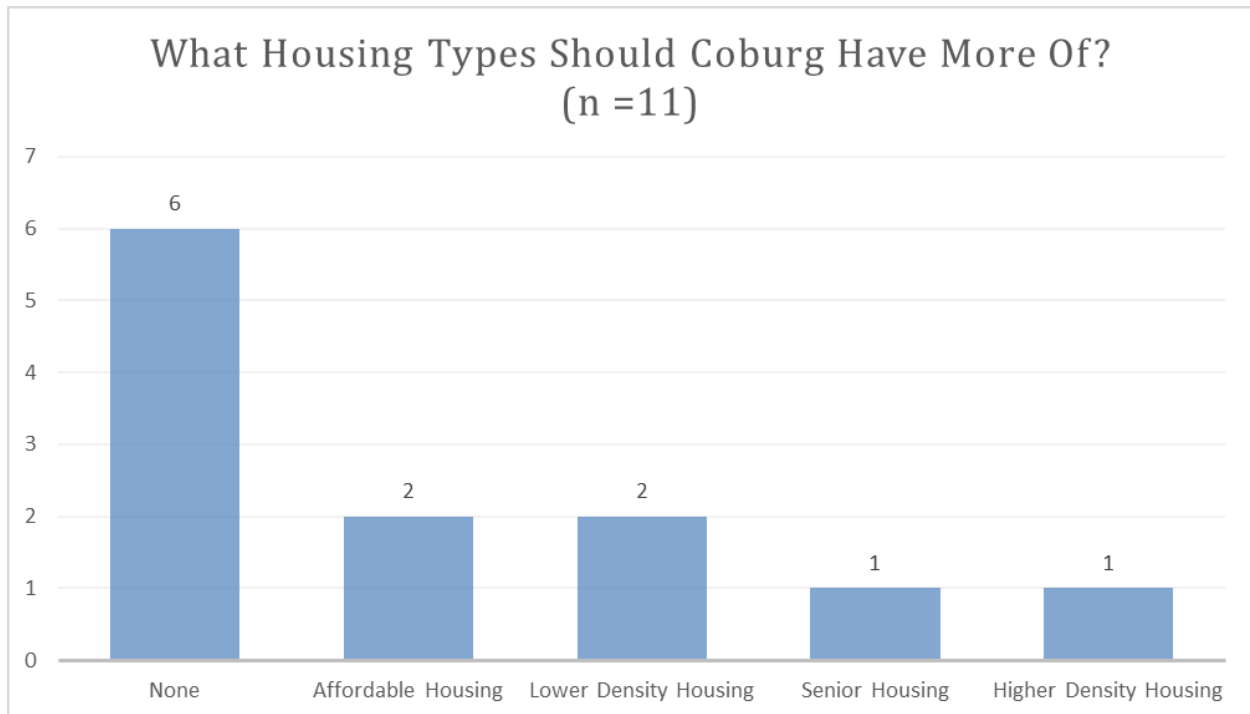

Perceptions of Housing Diversity in Coburg (N=80)
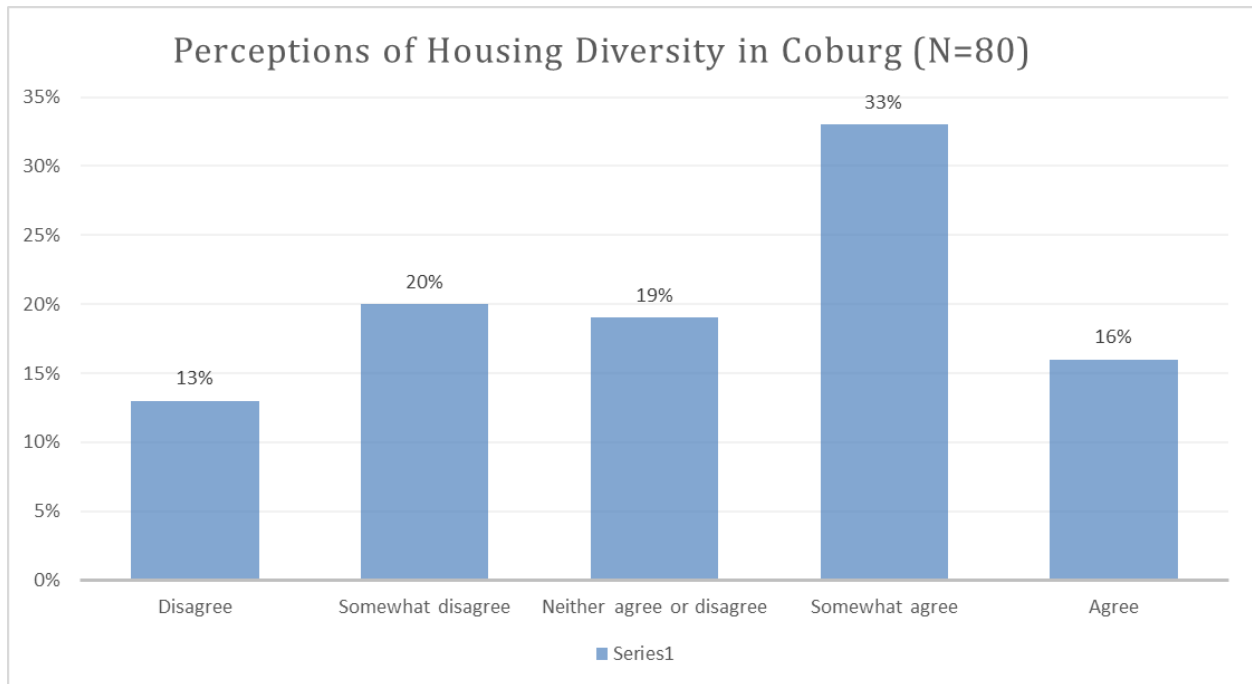
Survey Question #4:

What housing types do you think Coburg needs more of?

Housing Types Desired by Respondents

Housing Type	Percentage
Detached single family homes	35%
Cottage housing	35%
Rental housing	25%
Accessory units	20%
Row houses/condominiums	18%
Duplexes/triplexes	13%
Apartment buildings	8%
Other.	33%

n=40

Survey Question #5:

What housing types do you think Coburg needs more of? Other:
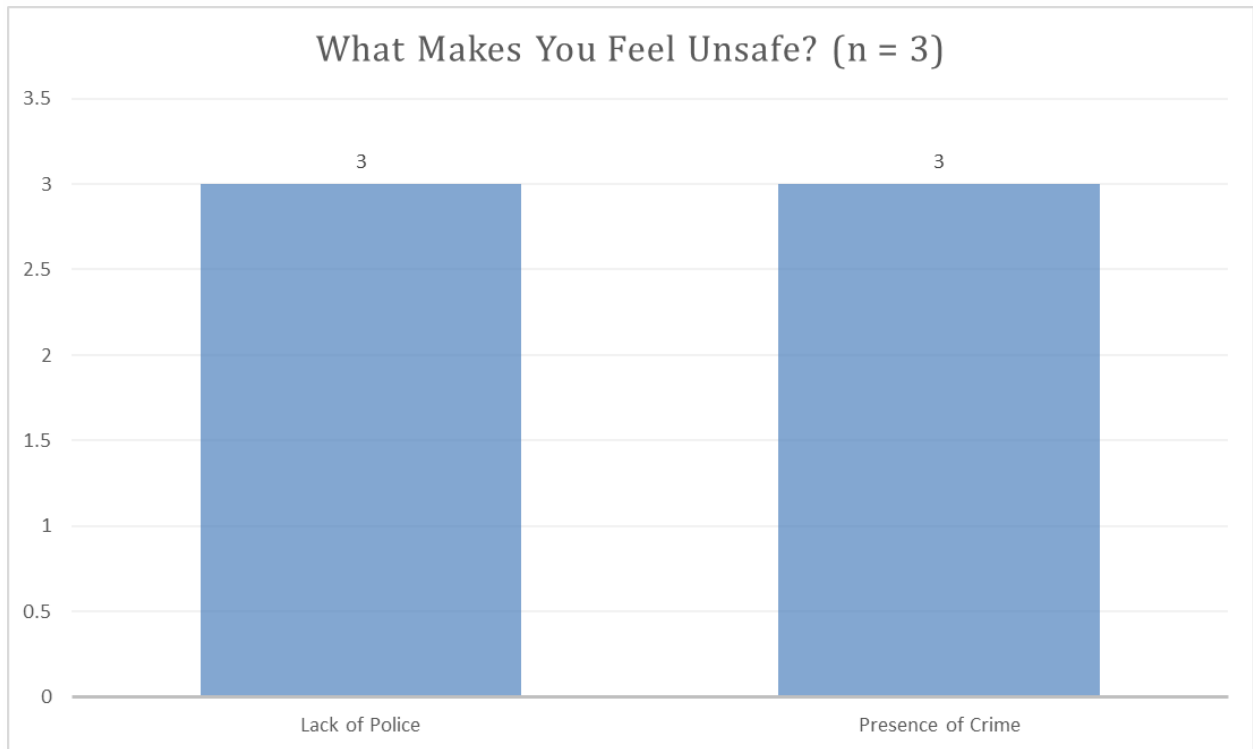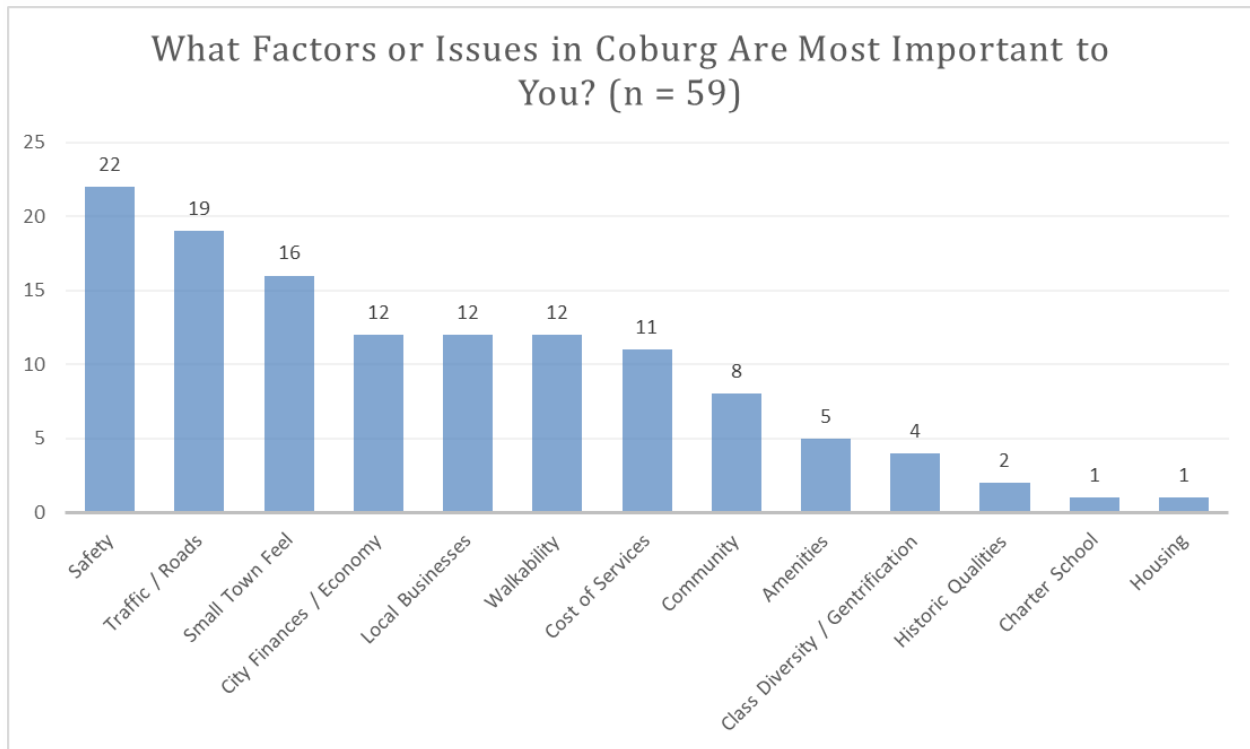

Survey Question #6:

How safe do you feel in Coburg?
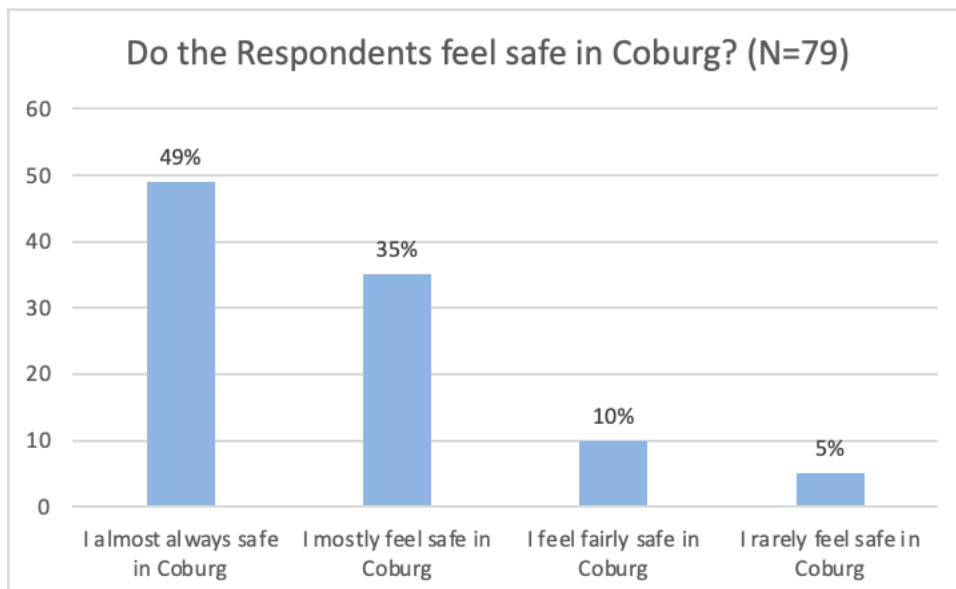
Survey Question #7(Open-ended):
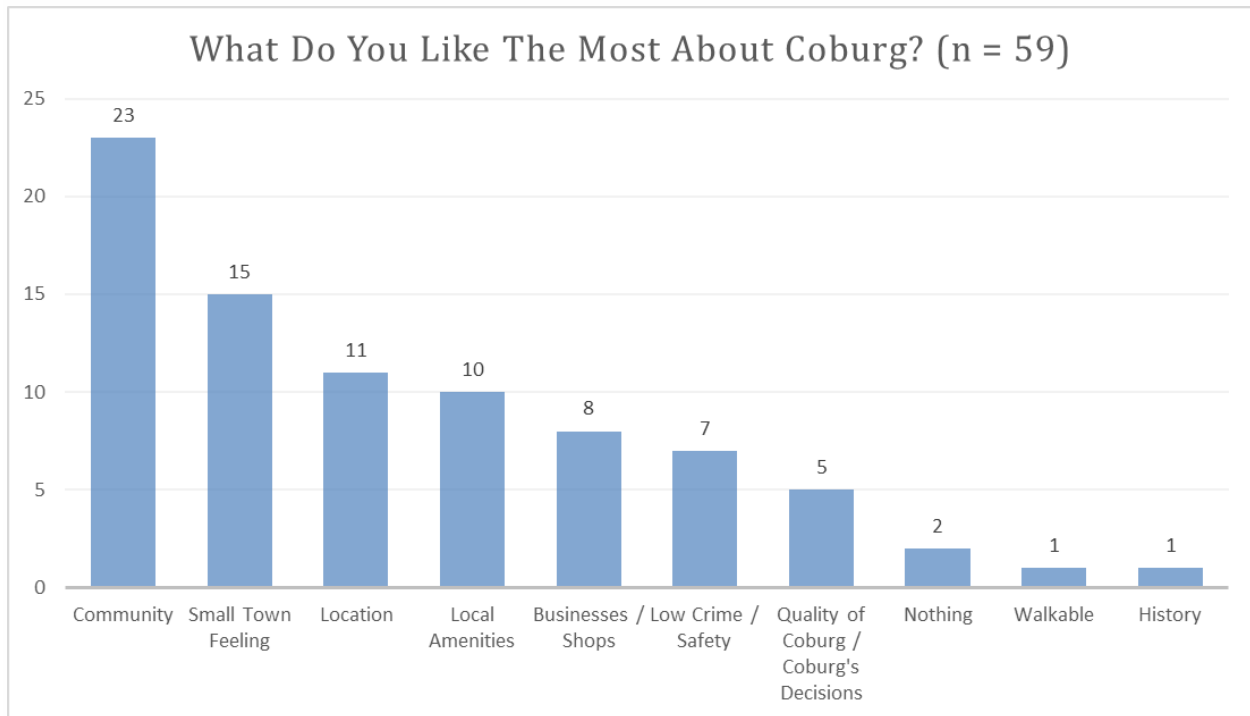
Please describe what makes you feel unsafe:

Survey Question #8(Open-ended):

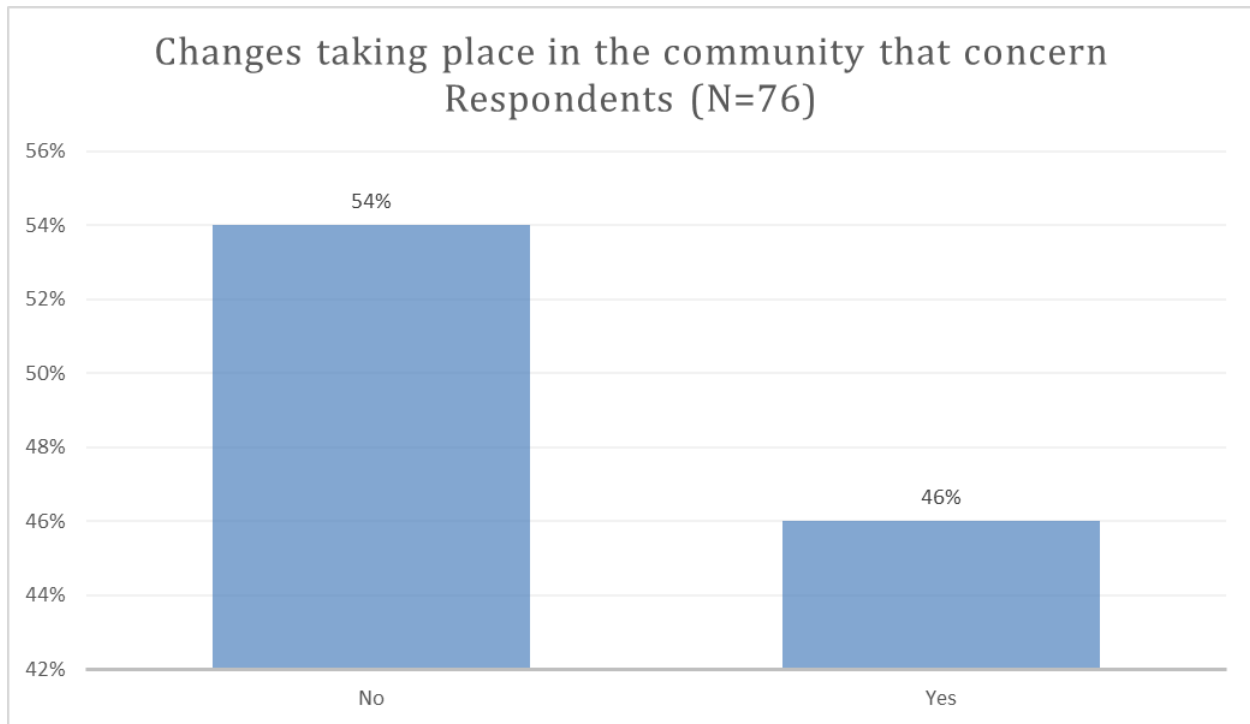What factors or issues in Coburg are most important to you?

What Factors or Issues in Coburg Are Most Important to You? (n = 59)

Survey Question #9(Open-ended):

What do you like most about Coburg?

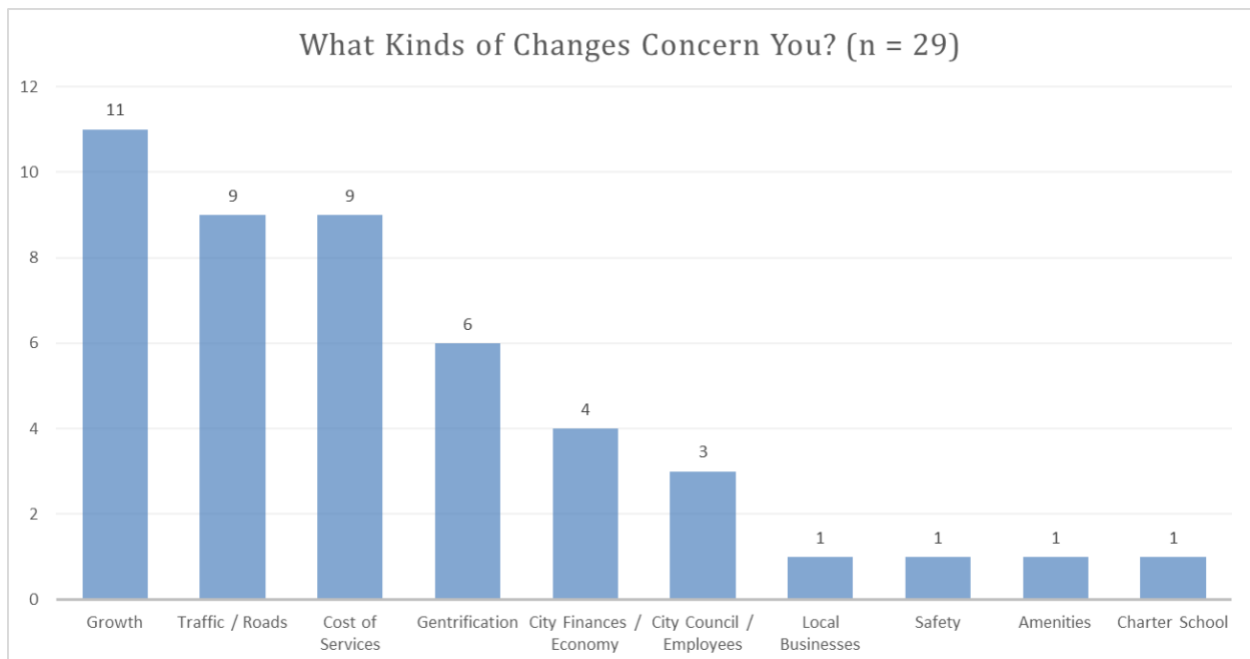What Do You Like The Most About Coburg? (n = 59)

Survey Question #10:

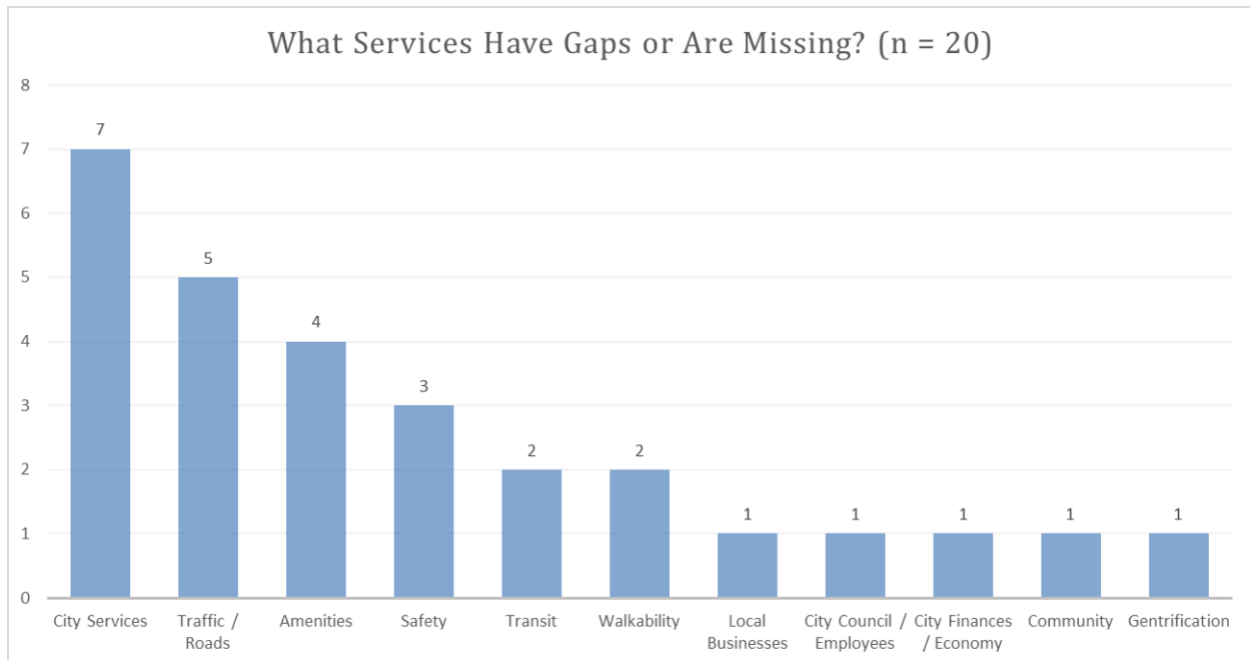Are there any changes taking place in the community that concern you?

Survey Question #11 (Open-ended):

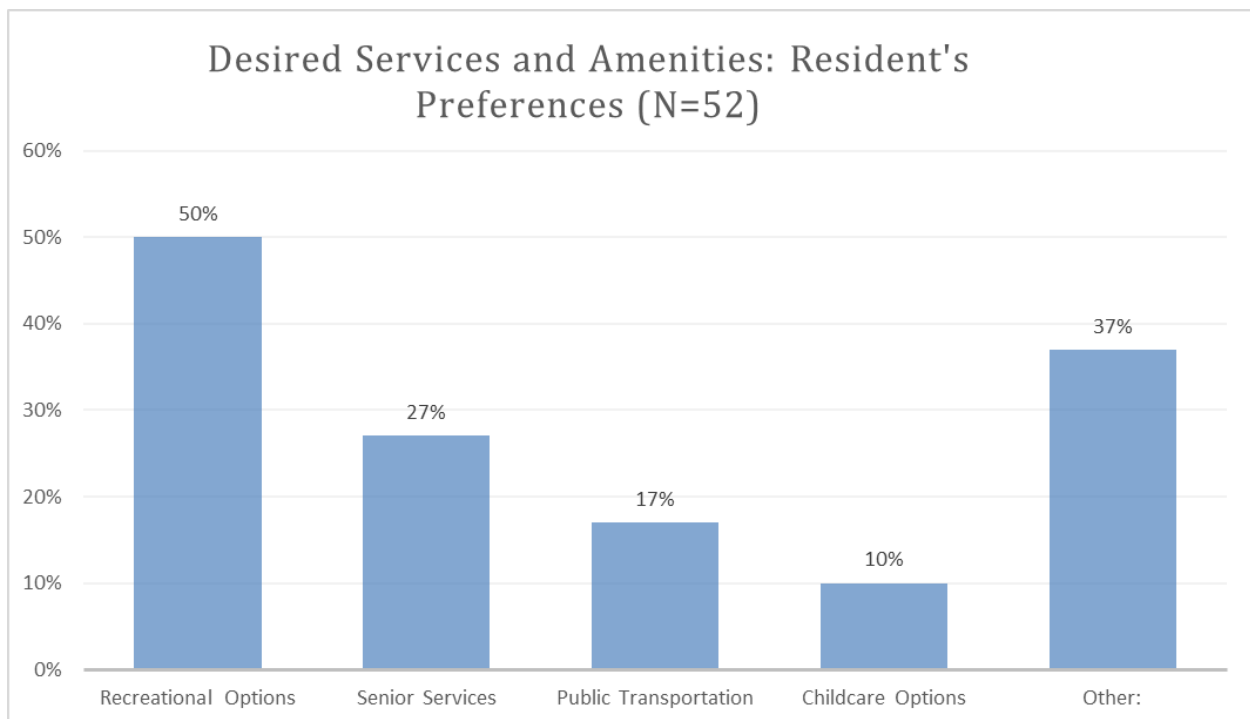What changes happening concern you? What might be done about those changes?

Survey Question #12(Open-ended):

Are there needs or gaps in programs or services that are not currently being met?

Survey Question #13:

What services or amenities would you like to see more of?

Survey Question #14 (Open-ended):

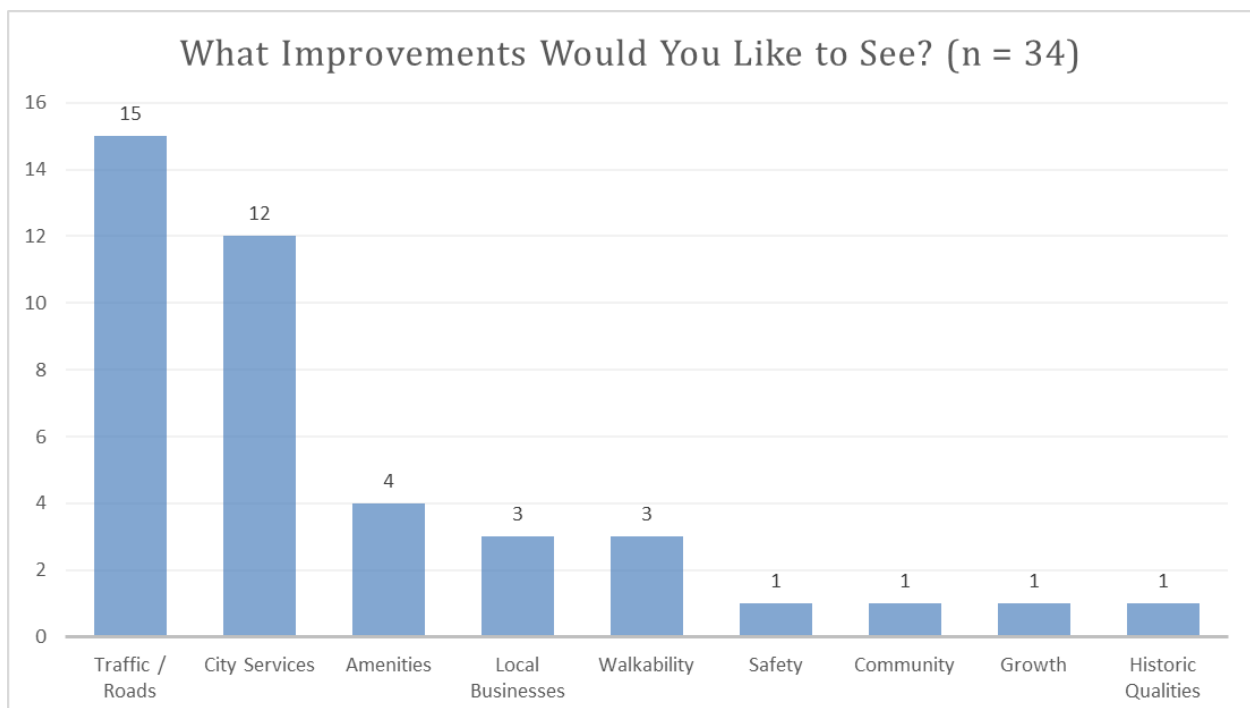What services or amenities would you like to see more of? Other:
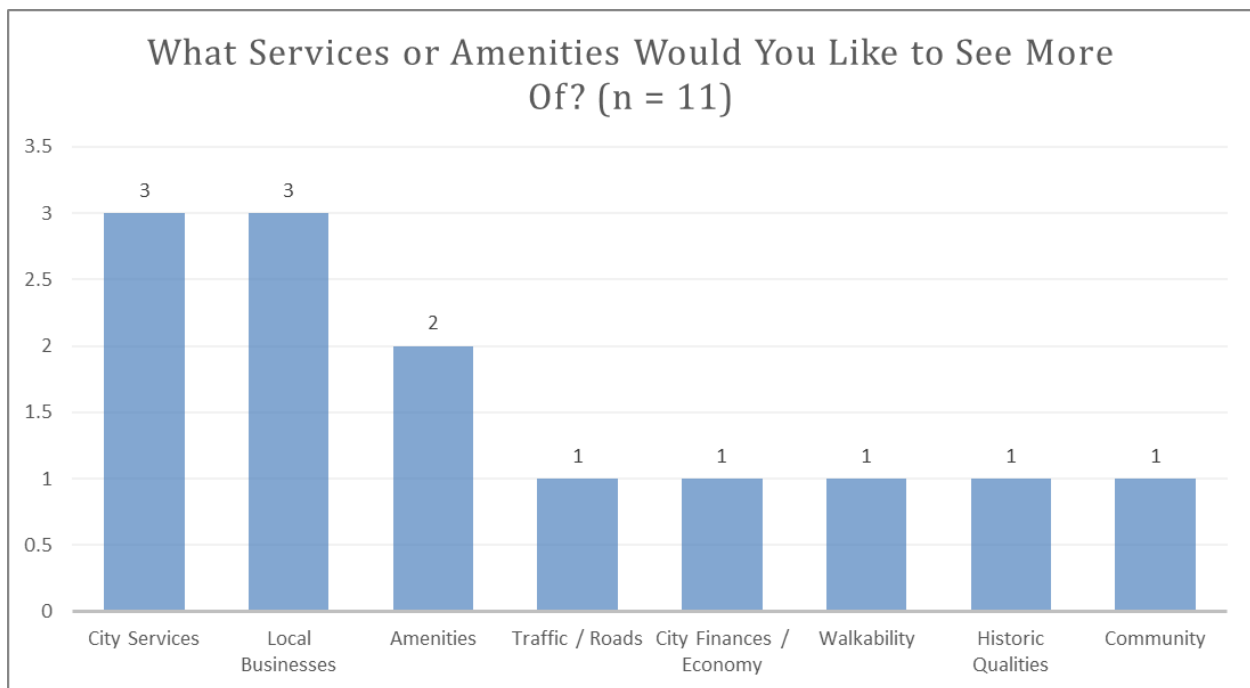
Survey Question #15 (Open-ended):

What specific improvements would you like to see for existing services in Coburg?

Survey Question #16:

Average Desired Budget Allocation of Services:
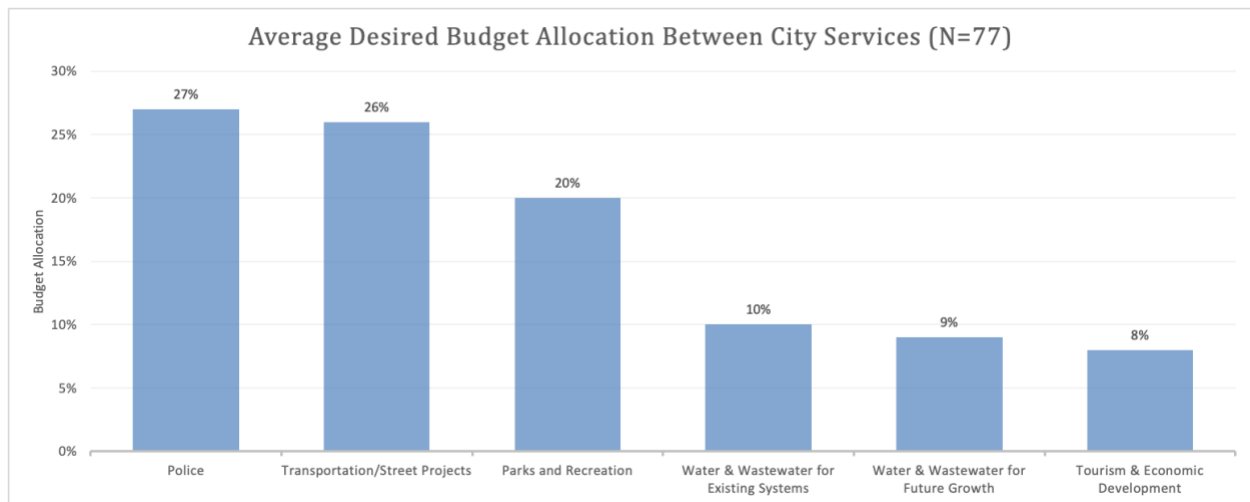
Survey Question #17:

How informed or uninformed do you feel about the issues, projects, or decisions made by the City of Coburg?
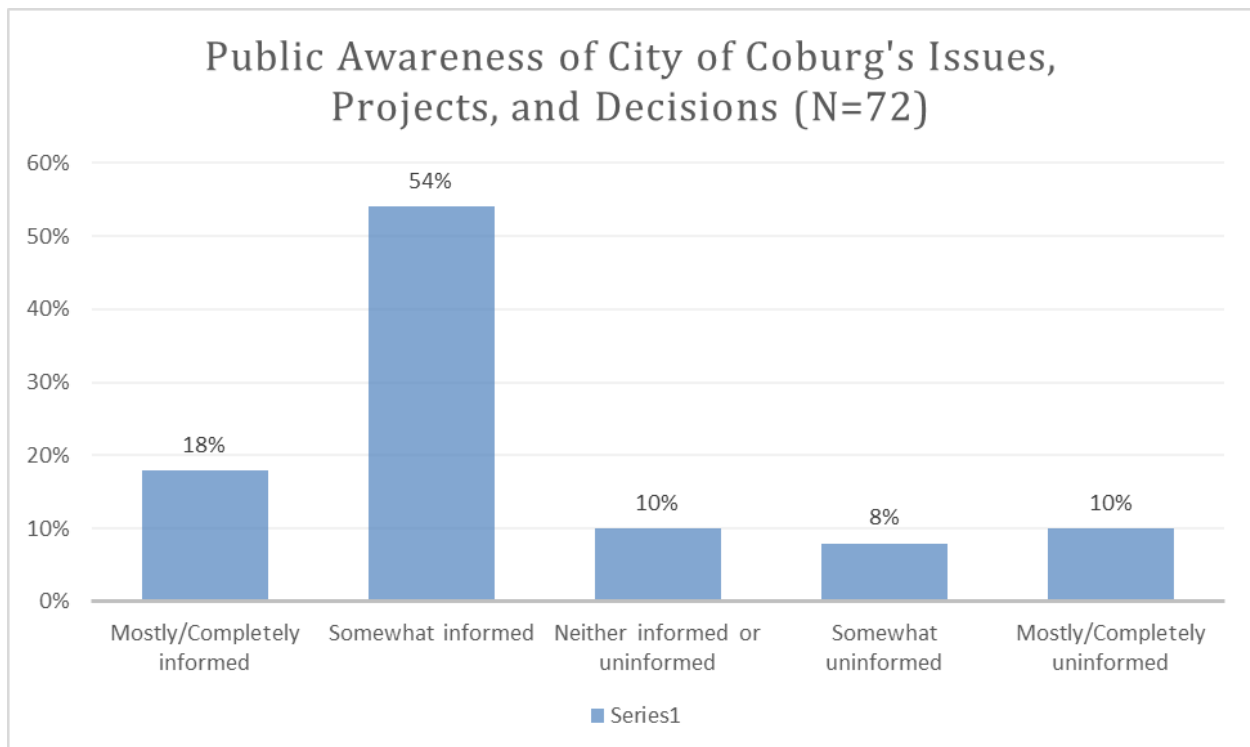
Survey Question #18:

How do you prefer to receive information about the decisions and changes made in Coburg?

Preferred Methods of Communication for Coburg Residents (n = 72)
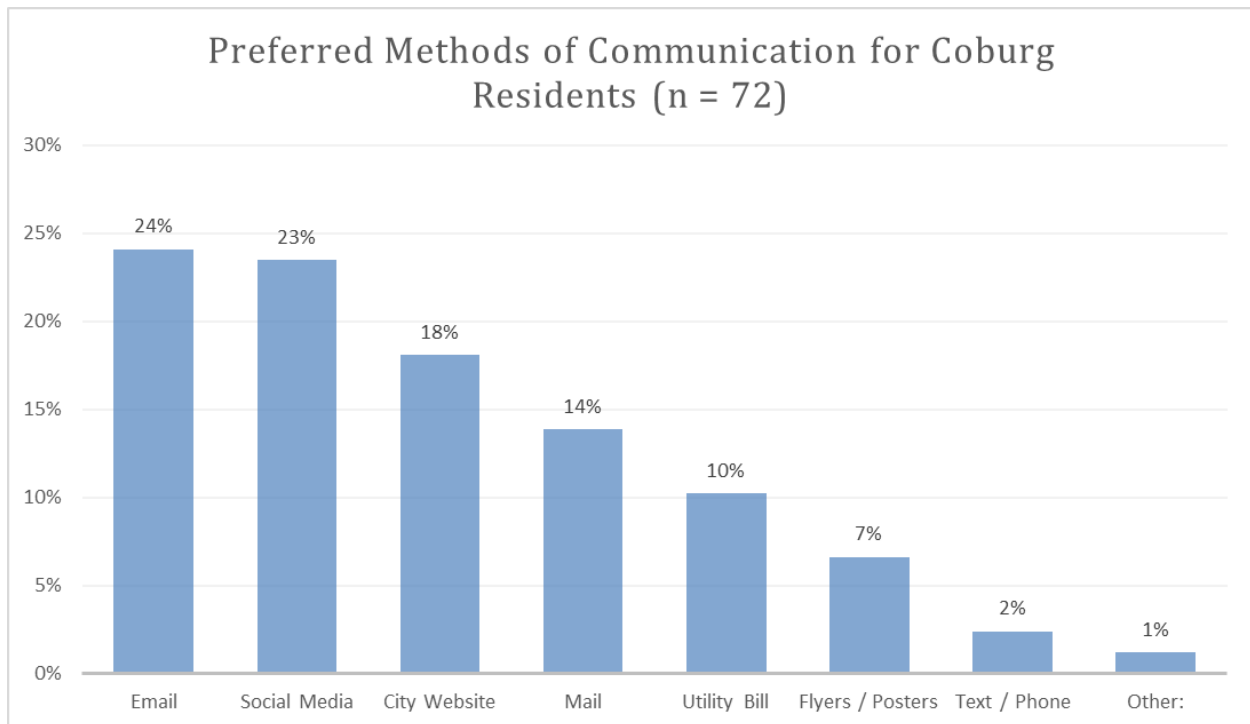
Survey Question #19 (Open-ended):

How do you prefer to receive information about the decisions and changes made in Coburg?: Other

Survey Question #20:

Do you live within Coburg City limits?

Respondents Live Within Coburg City Limits
(N=72)

Yes 82%
No 18%
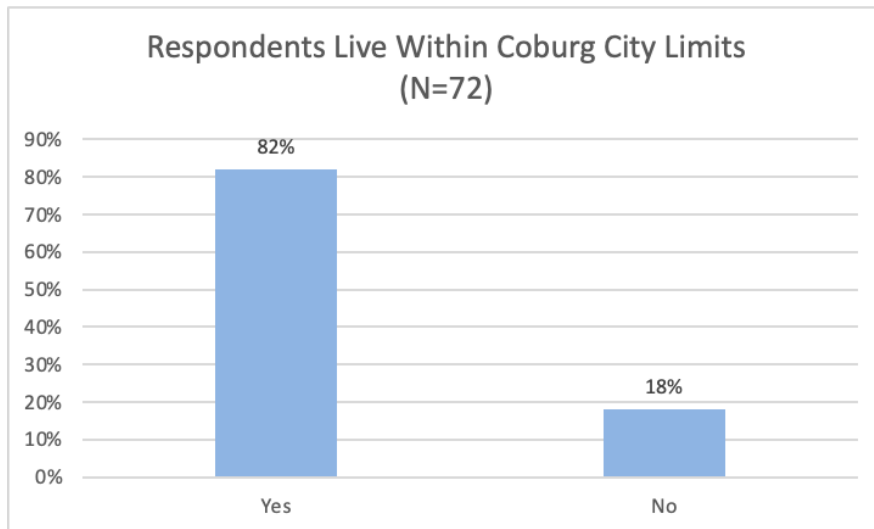
Survey Question #21:

What is your Gender?

Gender of Respondents (N=71)

- Female: 63%
- Male: 30%
- Other: 1%
- Prefer not to answer: 6%
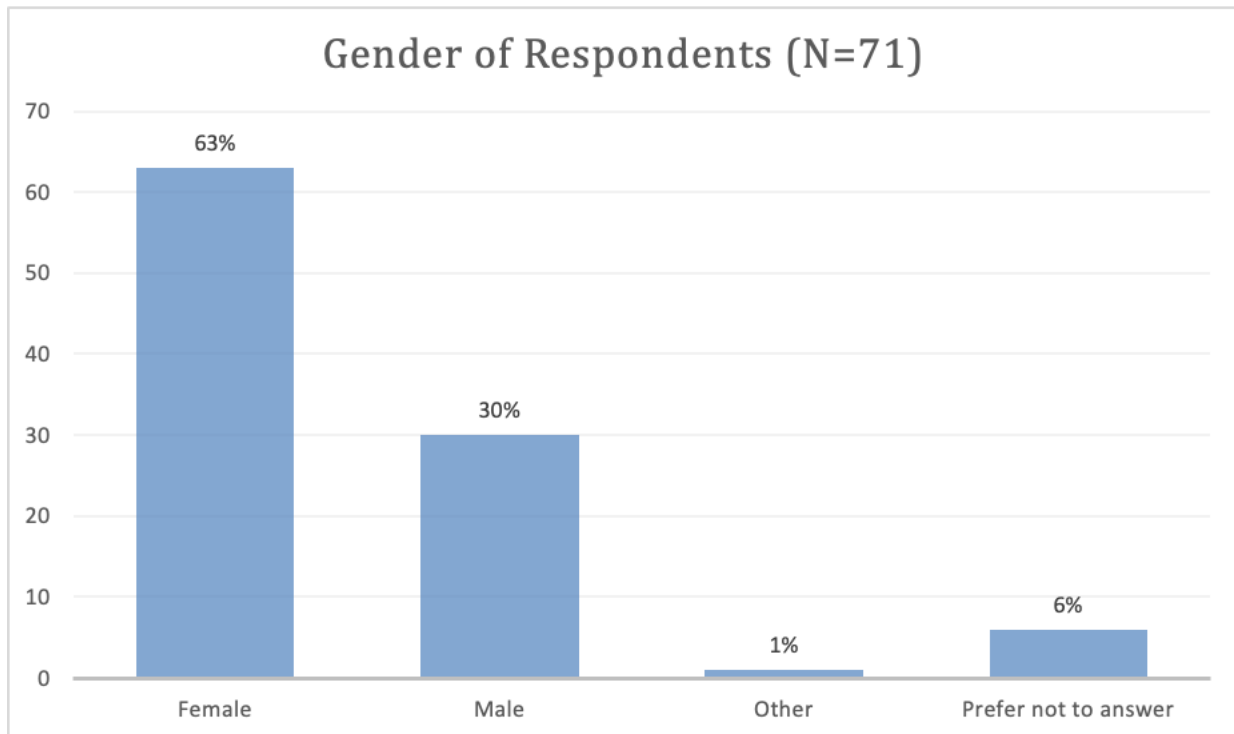
Survey Question #22:

What is your gender? Other

Survey Question #23:

What is your race/ethnicity? Please check all that apply:

Race/Ethnicity of Respondents (N=70)
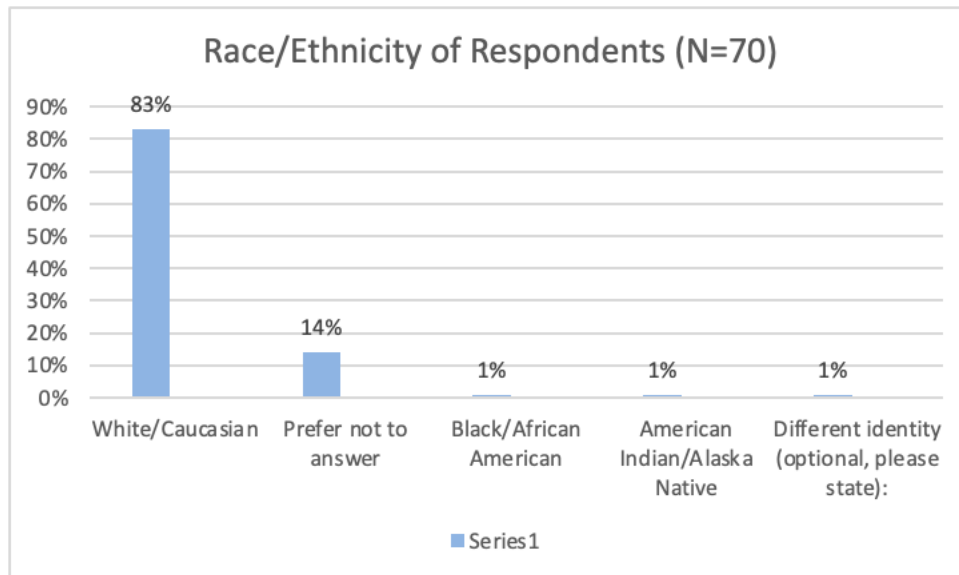
Survey Question #24:

What is your race/ethnicity? Please check all that apply: Different identity (optional, please state):

Survey Question #25:

What is your age?

Age of Respondents (N=69)

Age Range	Percentage
19 to 34	9%
35 to 44	20%
45 to 54	16%
55 to 64	17%
65 or older	38%
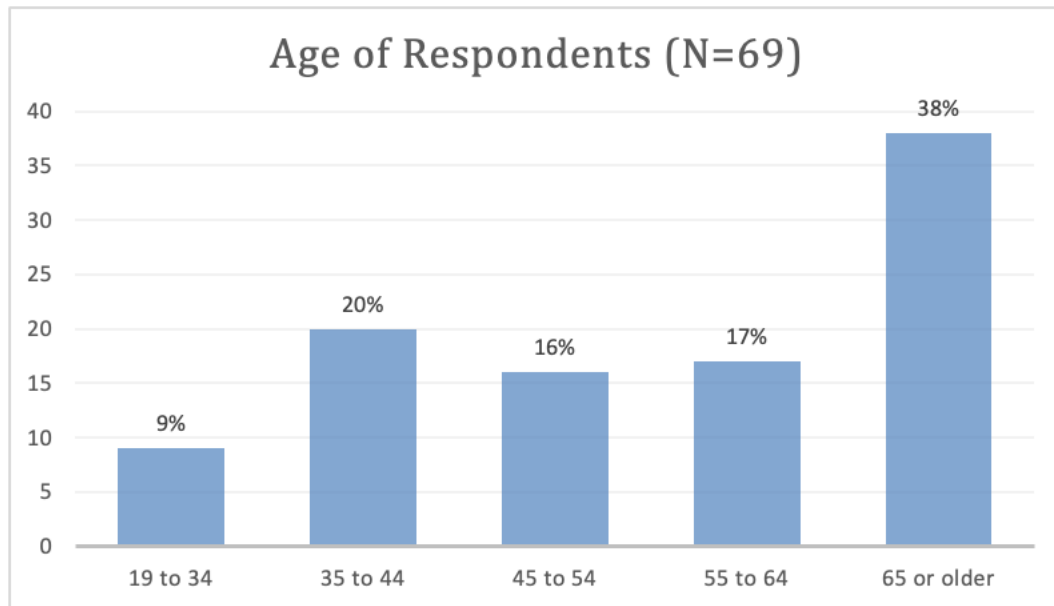
Survey Question #26:

How would you identify yourself? Please select all that apply:

How Respondents Identify Themselves (N=68)
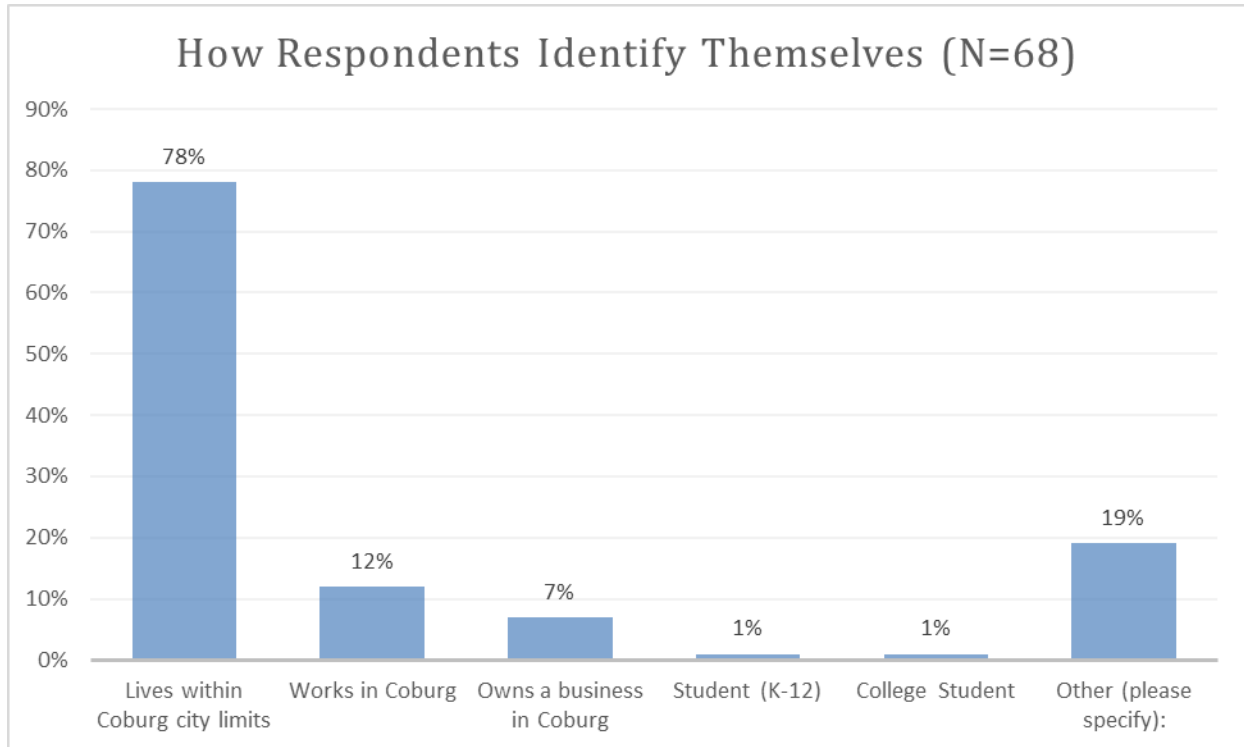
Survey Question #27:

How would you identify yourself? Please select all that apply: Other (please specify):

Survey Question #28:

Do you rent or own your current residence?

Respondents who rent or own their Residence (N=71)
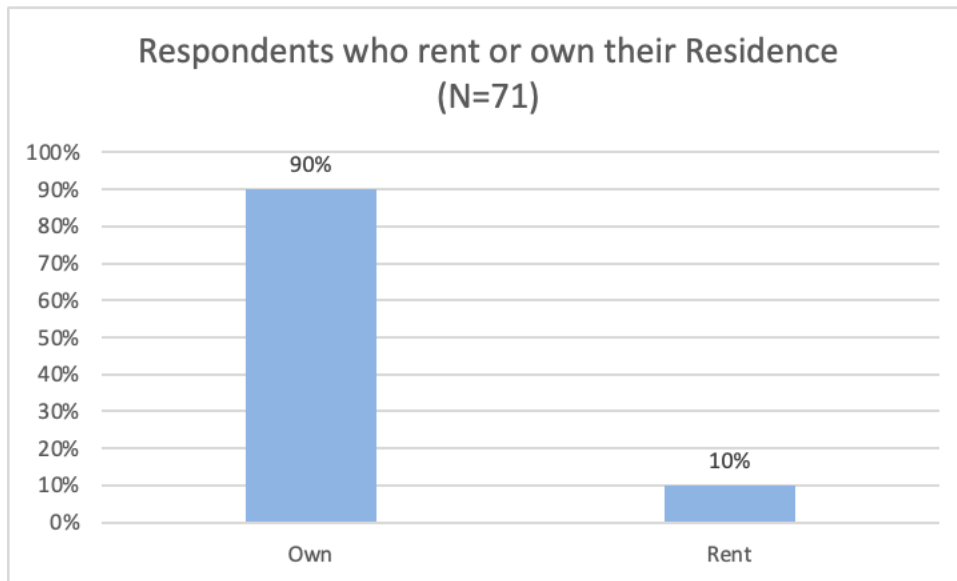
Survey Question #29:

(For survey takers over the age of 18) What is your annual household income?

Income of Respondents (N=62)

Income Range	Percentage
$10,000 - $24,999	2%
$25,000 - $49,999	6%
$50,000 - $74,999	11%
$75,000 - $99,999	26%
$100,000 - $149,999	13%
$150,000 - $199,999	15%
$200,000 or more	27%
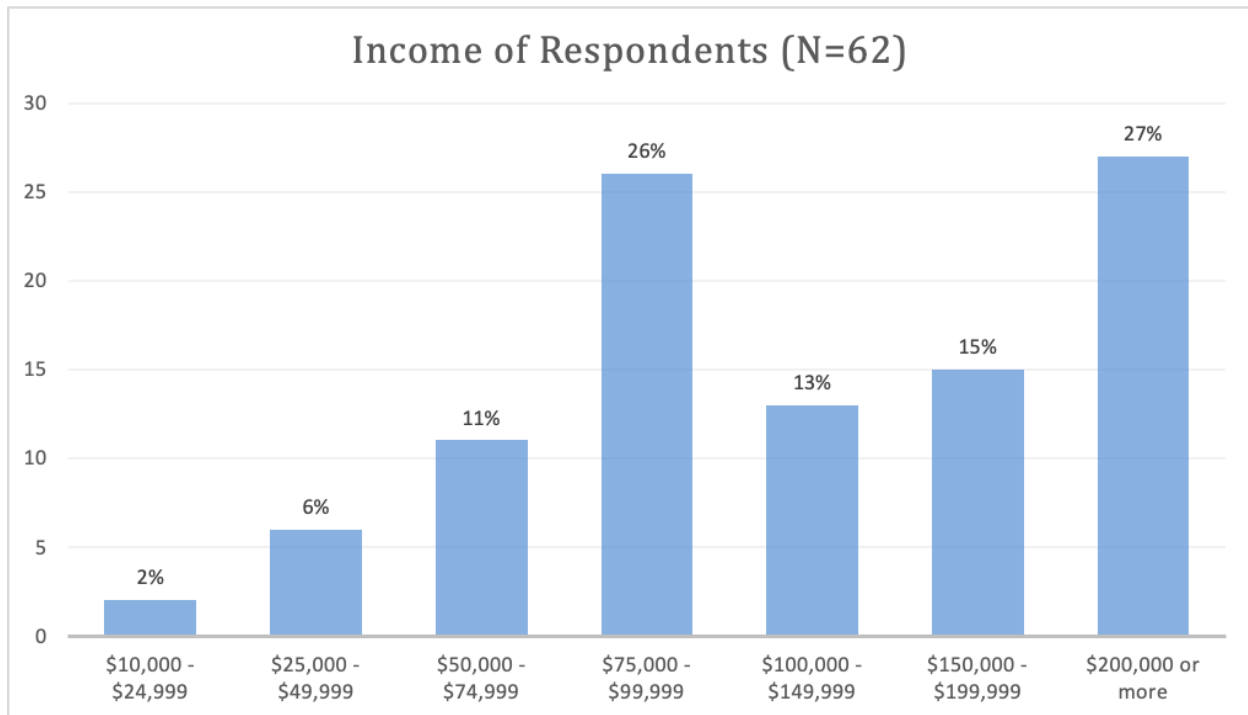
Survey Question #30 (Open-ended):

Is there anything else you would like to add?

Appendix: Interview Questions

For this section, we provided the **Coburg Community Survey Interview Notes Template**, which we used to interview three professionals from different fields:

1. David Nieto Wenzell, Water Quality Specialist for both the City of Coburg, OR and Tangent, OR.
2. Megan Dompe, Executive Director of City of Coburg.
3. Stuart Warren, Associate Planner for the City of Eugene.

These interviews took place at different times, in the order listed above. **David Nieto Wenzell** was interviewed on **January 29, 2025**, while **Megan Dompe** was interviewd on **January 30, 2025** and **Stuart Warren** on **February 26, 2025.**

Coburg Community Survey Interview Template:

Introductory Script:

Good morning/afternoon,

- Introduce yourself to interviewee
- Ask what their name, professional background, anything they'd like to share
    o Thank interviewee for their time
    o Share about what I want to learn from them, which is what community engagement efforts they have had experience with and can say are successful.
- Follow with letting interviewee know about questions being asked:
    o What existing services/programs are working well or not:
    o What're existing forms of communication for reaching out to your community?
    o Do you have any previous experience surrounding community engagement? **Follow-up**: What worked best for you? What do you wish you'd done differently?
    o What are some of the biggest challenges you have recognized involving community engagement?
    o Any new / distinct community engagement methods you think could be useful?

Name(s):
David Nieto Wenzell
Megan Dompe
Stuart Warren

Date of interview:
January 29th, 2025

Professional Background:

David: He is from Ecuador, he graduated Last year from PPPM and minor in Ethnic Studies, then joined RARE – turned into water specialist in city of Coburg and tangent. He has a background in Cinema, and he graduated from directing and scripting. He switched careers! Lane Community College first but the ethnic studies programs didn't exist yet but he switched to UO classes to take them: he took a community organizing class. He got an internship ---> then he ended up in PPPM.

Megan: Background as a business owner. Ran a shop in downtown Eugene for 16 years, which gave her a lot of experience working with other small businesses. Closed shop during covid. About a year and a half later, Megan applied as director for the Coburg antique fair. After one year, she was offered the position of executive director of the organization.

Stuart: Currently working for the City of Eugene for a year and a half as an associate planner. His title is the Comprehensive Plan & Policy Engagement Lead. Graduated UO with a masters in Community and Regional Planning. Working in community engagement at either the city or state level since 2017.

What existing services/programs are working well or not:

➢ Public Transportation:
- o David:
  - ▪ Lack of Transportation and if they do, they drive their own truck.
  - ▪ People have the most of money.
  - ▪ If you live in Coburg, you must have a car to get yourself to places.
- o Megan
  - ▪ Generally, a walkable community. Troubles with establishing a public transit presence.
- o Stuart
  - ▪ N/A
➢ Senior Services:
- o David:
  - ▪ Many people are Retired in Coburg.
- o Megan: Meals on wheels program, Coburg fit club both great senior services.
- o Stuart: N/A
➢ Childcare:
- o David:
  - ▪ There are services in Coburg.
  - ▪ Oregon has many services regarding to childcare.
- o Megan:
  - ▪ No preschool in which city could really use
- o Stuart: N/A

- ➢ Recreation Options:
  - o David:
    - ▪ In Coburg there are Parks and Recreations that are already existing and the residents use them.
    - ▪ The weekend is immensely popular/active.
    - ▪ Many go to the trails to go birdwatching and see distinct species.
    - ▪ Vintage Stores when entering Coburg from the Interstate 5 highway.
  - o Megan: Hold annual events such as the concert in the park each summer, scarecrow festival, and two runs.
  - o Stuart: N/A
- ➢ Public Safety:
  - o David:
    - ▪ There is trust, where they do not feel that they must lock their cars, especially since there is almost no poverty and high social life.
  - o Megan: Very effective police department, four or five police reserves,
  - o Stuart: N/A
- ➢ Water & Wastewater:
  - o David:
    - ▪ Good water quality, the U.S. has problems with infrastructure with water, and how pipes have led, but that is another issue.
    - ▪ He stated he buys filtered water.
    - ▪ Regarding Wastewater, he said that everyone does it. People are becoming more aware and there is a bigger community effort.
    - ▪ He recommended to contact Megan Dompe, since he contacts her having a project in mind.
  - o Megan: previous issues with wastewater infrastructure, have someone from rare to help the cause.
  - o Stuart: N/A
- ➢ Other:
  - o David:
    - ▪ He described the Coburg team as a talented team that can clearly communicate with others, and having different cities there is no issue with different timing, since towns are smaller.
    - ▪ Any customer aide works better for Coburg and being aware of the resources that exist in their website.
    - ▪ Priorities change in various places and connect so there is networking.
    - ▪ Regarding Tangent, he said 2 people are in city hall. Most of the work is through email, education (program before Christmas related to education materials).
    - ▪ He learned from Tangent that it is better to have things on the website rather than hand them in paper where they will just leave it behind.
    - ▪ Little pieces are better acknowledged in this city; creating better habits and the way that they function.

- Overall, it is important to have empathy for any sensitive groups – its important to create solutions for them and be allies to create a better space/environment for them.
  - Megan: Infrastructure is close to the max, can't expand ugb and struggle with creating higher density areas due to max capacity limits.
  - Stuart:N/A

What're the existing forms of communication for reaching out to your community?

- David
  - ☐ Myrtle creek, it is a project but not a rancher, so he asked for the people to come and cross out what does not work out
    - Sensitive group are the ranchers, and are afraid to lose their rights from water
    - Empathy for them – have solutions and be allies to create a better environment
  - ☐ **Creating a good network by asking contacts for who to get more information**
  - ☐ **Translating things from Spanish**
- Megan:
  - ☐ Hold quarterly public meetings
    - People discuss existing issues within the community
    - Hold round table discussions for anybody to voice their opinion
    - Opens up to other city orgs and non-profits
  - ☐ Coburg Countryman (Newsletter)
  - ☐ Facebook forum called *I Love Coburg*
- Stuart:
  - ☐ Depends on what type of engagement you are trying to achieve. References arnstein's ladder
  - ☐ Broad engagement
    - Attempting to reach as many people as possible within the community
  - ☐ Focused Engagement
    - Involves more time and effort
    - Run a demographic analysis on a previous survey recognizing who they didn't hear from.
    - Focus outreach efforts towards those underrepresented groups
      - Can involve someone from the non-profit sector

Do you have any previous experience surrounding community engagement?

- **David:**
  - ☐ **Festival in Ecuador**
    - Phones and electronics were not as accessible
    - Went to indigenous groups directly and community engagement with churches and schools
      - Children to school and on Sunday go to church

- Announcements
  - Created the space into a theatre
- ☐ **Two other festivals: documentaries and fiction (development of cities & radios)**
- ☐ **Talking directly and doing interviews rather than Instagram.**
- ➢ Megan:
  - ☐ Has been volunteering with Lane County since she was 12. Most of the work involves relief nursery. This is a school or daycare program for neglected, abused, and underprivileged students.
- ➢ Stuart:
  - ☐ Working full-time on and off with community engagement for about seven years

- ➢ Any takeaways? What worked best for you? What do you wish you'd done differently?
  - ☐ **David:**
    - He said that he learned from trial and error and make the mistakes one
    - Errors is good because it leads to what is next
  - ☐ Megan:
    - Came out to Coburg, started working within six months and felt like she already knew everybody.
  - ☐ Stuart:
    - Determining what your outcome is and who you are trying to engage with
    - Survey fatigue can become an issue with strong city government presences
    - Organizing new events is very time consuming and costly
    - A really successful strategy is to show up at existing community events and reach out to people who you wouldn't normally hear from. (tabling or talks)
      - Going to places with a stronger minority population and tabling at their local grocery stores or churches. Walk through the survey with them.
      - Relatively inexpensive and takes less capacity.
      - Raises the quality of engagement. Just one conversation can really change one's involvement.
      - Just having a conversation with someone is the easiest way.
      - "Our goal is not to get information from folks. It's to listen and hear what they're saying."
      -

What are some of the biggest challenges you have recognized involving community engagement?

- ➢ **David:**

- **The U.S.**
  - RARE: he moved to remote locations, but he has training
  - In myrtle creek and Coburg are a tight knit community, but he remembers how Ryan presents David & he said he wants to bring solutions to the table
  - Now he is working with the oldest member and wants him to take David to go to the marks
  - Build a community but in Tangent it is not as a community in Coburg & Myrtle creek
  - Feedback is so important to creating impactful
- **Megan**:
  - Getting people to show up can be one of the biggest challenges
- **Stuart**:
  - Breaking complicated municipal concepts into digestible information for everyone within a city can be quite a challenge.
  - Finding middle ground between the vast difference of personal perspectives and desires within a city.
    - How can we produce positive change?

Any new / distinct community engagement methods you think could be useful?

- David:
  - Being honest, going to stores, and create conversations
  - Find commonalities & share that between each other
  - He is the intermediate he finds the in-between (talk about what they like and be able to share that)

- Megan:
  - Fun community events / parties
    - Providing free food
    - Maybe incorporate a new location
  - Making something exciting can be very inspiring to Coburg residents
- Stuart
  - "True community engagement really is about conversations and dialogue."
    - Creating meaningful spaces for that to happen.
    - Being an active listener.
  - Understanding what the political climate is.
    - "Having an ear to the ground in the community."
    - Focusing your engagement towards areas you believe can be improved. Build up the public voice.

Additional Notes:

- **David:**
  - He says that we should always absorb and learn from everything that we are hearing about

Appendix: Example of Bend's Community Survey

In this section, we will discuss how someone may also draw lessons from a community survey conducted in Bend in 2024. The city conducted a Community Survey with goals like those of this project in Coburg. The survey aimed to assess satisfaction with city services, track changes in public attitudes over time, gather feedback on emerging priorities, and inform City Council goals. The methodology included:

- A hybrid phone and text-to-online survey of approximately 400 Bend voters, conducted from December 2–8, 2024, with an average completion time of 12 minutes.
- An online opt-in survey of 1,335 Bend residents, conducted from December 9–27, 2024. Participants self-selected into this survey, which was available in both Spanish and English.

Bend designed the survey to be accessible and easy to understand, ensuring diverse community input. While community surveys are a valuable tool for engaging residents and capturing public sentiment, they do come with limitations. The hybrid phone survey had a margin of error of ±4.9%, whereas the online opt-in survey did not allow for a calculable margin of error. Despite these challenges, community surveys remain an effective way to gather insights from residents, even if they represent only a segment of the population.

City of Bend Community Survey - December 2024

Majorities across all key groups believe increasing affordable housing is a priority for the next 10 years, especially renters, lower-income, and NE residents.

17   DHM | City of Bend Community Survey | December 2024