

Date: February 12, 2014

To: Kristi Krueger, Principal Engineer, Community Development Division, City of Springfield Development and Public Works Department

From: Jennifer Rabby, AICP, Lead Environmental Planner

Subject: Socioeconomics, Franklin Boulevard Design Refinement and Environmental Classification Project

POPULATION AND DEMOGRAPHICS

General Population and Population Adjacent to Franklin Boulevard

There are roughly 1,000 residents who live in Census Tract 36, Block Group 1, referred to here as “Block Group 1,” including the Project Area (see Figure 1). As shown in Table 1, the average household size in Block Group 1 (1.73 people) is substantially lower than the average household size in Census Tract 36 (see Figure 1), the City of Springfield and Lane County (2.17, 2.49, and 2.35 people, respectively).

Table 1. Total Population and Average Household Size

Geographic Area	Total Population	Average Household Size		
		Owner-Occupied	Renter-Occupied	Total
Lane County	351,715	2.42	2.25	2.35
City of Springfield	59,403	2.50	2.47	2.49
Census Tract 36	3,544	2.12	2.30	2.17
Census Tract 36, Block Group 1	1,048	1.61	1.98	1.73

Sources: U.S. Census Bureau, 2010 Decennial Census. Table P1, Total Population, and Table H12, Average Household Size of Occupied Housing Units by Tenure.

Twelve dwelling units are located adjacent to Franklin Boulevard in the Project Corridor, with “adjacent” defined as on a property fronting on Franklin Boulevard and within 200 feet of the outer sidewalk line. Five apartment units are located on Franklin Boulevard directly west of Seneca Avenue (see Figure 2 and Figure 3, Photo 1). One mobile home in the Ponderosa Mobile Village mobile home park is within 200 feet of the outer sidewalk line (see Figure 2). A four-unit apartment building and a duplex are located within 200 feet of the roadway of the approach to the A Street Bridge on the east end of the Project Corridor (see Figure 2). Based on the average household size for all dwelling units in the block group of 1.7 people, it is estimated that approximately 20 people live in these residences.

Population Subgroups

There are several population subgroups that are given special consideration through federal regulations such as the National Environmental Policy Act, Title VI of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990, and Executive Orders 12898 and 13045. These include the elderly, children, disabled persons, transit-dependent, minorities, and low-income populations.

Elderly and Children

The population in Block Group 1 is generally older than the surrounding area, as shown in Table 2. Block Group 1 has a greater percentage of elderly residents (22.2 percent) than Census Tract 36, the City of Springfield, and Lane County (15.2, 11.6, and 15.0 percent, respectively). This could in part be due to the fact that the Project Area includes the Midway Mobile Manor mobile home park (89 spaces) (see Figure 3,

Photo 2, and Figure 4), which is a senior community for residents 55 and older. In contrast, children represent a smaller portion of the population in Block Group 1 (11.9 percent) than in the Census Tract 36, City of Springfield, and Lane County (15.7, 19.8, and 24.3 percent, respectively). The low proportion of children is likely related to the lower average household size shown previously in Table 1 and may be related to the fact that there are no schools located within the Block Group 1.

Table 2. Populations of Elderly and Children

Geographic Area	Total Population	Elderly (Age 65+)		Children (Ages 0-17)	
		Population	Percent	Population	Percent
Lane County	351,715	52,781	15.0	69,689	19.8
City of Springfield	59,403	6,875	11.6	14,406	24.3
Census Tract 36	3,544	538	15.2	555	15.7
Census Tract 36, Block Group 1	1,048	233	22.2	125	11.9

Source: U.S. Census Bureau, 2010 Decennial Census. Table P12, Sex by Age.

Disabled

Disabled is defined by the Americans with Disabilities Act as a person who has a physical or mental impairment that substantially limits one or more major life activities, has a record of such an impairment, or is perceived by others as having such an impairment. The American Community Survey estimates that 14.7 percent of the population in Lane County is disabled, 16.7 percent of the population in the City of Springfield is disabled, and 14.4 percent of the population in Census Tract 36 is disabled as shown in Table 3. Ambulatory difficulties (serious difficulties walking or climbing stairs) are identified as the most common type of disability in all three geographic areas.^{1,2} American Community Survey disability data for the total population is not available at the block group level. However, it is reasonable to expect that the disabled population in the Project Area may be higher than the Census Tract 36, City, and County because of the higher proportion of elderly residents (Table 2), including those who live in the Midway Mobile Manor mobile home park for seniors, who are more likely to have a disability.

¹ The American Community Survey covers six disability types: hearing difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, and independent living difficulty. Respondents who report any one of the six disability types are considered to have a disability.

² U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates. Table: S1810 Disability Characteristics.

Table 3. Disabled Population

Geographic Area	Total Population (MOE)	Disabled	
		Population (MOE)	Percent
Lane County	349,806 (±245)	51,391 (±1,458)	14.7
City of Springfield	59,199 (±94)	9,880 (±729)	16.7
Census Tract 36	3,438 (±310)	494 (±120)	14.4
Census Tract 36, Block Group 1	992 (±219)	NA	NA

Notes: 1. The population for this data is the “total civilian noninstitutionalized population.” This differs from the total population reported in Tables 1 and 2 above because this data comes from the 2008-2012 American Community Survey 5-Year Estimates, which is based on a sample of the total population, while the data in Tables 1 and 2 comes from the 2010 Decennial Census, which is a 100 percent count.

2. Disability data for the total population, is not available (NA) at the block group level.

3. American Community Survey data is based on a sample of the total population, so there is a range of uncertainty in the data. There are substantial margins of error (MOE) for smaller geographies, such as block groups. All published American Community Survey MOEs are based on a 90-percent confidence level. The MOE can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. There is no MOE for decennial census data since it is based on a 100 percent count rather than a sample.

4. The MOE provided by the U.S. Census Bureau can be used to calculate coefficients of variation (CV). The CV provides an indication of the reliability of the American Community Survey data. CVs less than 15 percent are considered generally statistically reliable. Estimates that have a CV between 15 percent and 30 percent are somewhat less reliable and are noted with an asterisk (*). CVs above 30 percent are considered generally not statistically reliable (NSR) and are not reported in this memo.

Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates. Table: S1810, Disability Characteristics and Table B01003 Total Population.

Transit-Dependent

People who live in a household where there is no personal vehicle available for use are typically dependent upon public transit for their mobility. Approximately 9.5 percent of households in the City of Springfield and 8.6 percent of households in Lane County do not have a vehicle, as shown in Table 4. Although statistically-reliable data is not available at the census tract or block group level, it is likely that there is a higher percentage of transit-dependent households in the Project Area because of the higher proportion of elderly residents (Table 2) who are less likely to drive and the lower median household income (Table 5), which may indicate households that cannot afford to own and operate a private vehicle.

Table 4. Transit-Dependent Households

Geographic Area	Total Occupied Housing Units (MOE)	Households without a vehicle available	
		Households (MOE)	Percent
Lane County	145,474 (±975)	12,471 (±671)	8.6
City of Springfield	23,972 (±594)	2,274 (±344)	9.5
Census Tract 36	1,624 (±111)	NSR	NSR
Census Tract 36, Block Group 1	657 (±110)	NSR	NSR

Note: 1. Transit-dependent households are defined as those without a vehicle available.

2. See Notes 3 and 4 under Table 3 regarding MOE and reliability of American Community Survey data.

Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates. Table DP04, Selected Housing Characteristics and B25044 Tenure by Vehicles Available.

Minorities

Please see the Environmental Justice Baseline Memorandum for information on the race and ethnicity of residents of Lane County, the City of Springfield, Census Tract 36, and Block Group 1.

Low-Income

Please see the Environmental Justice Baseline Memorandum for information on low-income populations in Lane County, the City of Springfield, Census Tract 36, and Block Group 1.

ECONOMICS

Income

The median household income of residents in Block Group 1 (\$19,420) is about half of the median household income in Census Tract 36 (\$38,409), the City of Springfield (\$38,315), and Lane County (\$42,628) as shown in Table 5. This may be in part related to the smaller average household size (Table 1), the presence of lower-income housing types (i.e., mobile home parks), and the higher proportion of elderly residents (Table 2), who are more likely to be retired and living on a limited income.

Table 5. Median Household Income

Geographic Area	Median Household Income (MOE)
Lane County	\$42,628 (±\$858)
City of Springfield	\$38,315 (±\$1,231)
Census Tract 36	\$38,409* (±\$11,061)
Census Tract 36, Block Group 1	\$19,420 (±\$3,036)

Note: 1. Median household income reported in 2012 inflation-adjusted dollars.

2. See Notes 3 and 4 under Table 3 regarding MOE and reliability of American Community Survey data.

3. An asterisk (*) indicates somewhat less reliable data. Please see Note 4 under Table 3.

Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates. Table DP03, Selected Economic Characteristics and Table B19013, Median Household Income.

Employers and Jobs

The City of Springfield conducted a door-to-door survey of 62 employers in the Project Area in October 2013. Attachment A is a copy of the survey questionnaire.³ The survey showed that these businesses and organizations employ approximately 1,217 people, including 963 full-time, 208 part-time, and 46 seasonal employees, as shown in Table 6. The vast majority of the employers (52) are for-profit organizations, employing over half (52 percent) of the total employees (633 employees). Non-profit organizations in the Project Area reported 147 employees and 562 volunteers that serve their organizations. Although there are only three government agencies in the Project Area, 36 percent of all employees (437 employees) work for these agencies.

Table 6. Type of Business/Organization, Project Area Employers

Category of Employer	Number of Employers	Employees				
		Total	Full Time	Part-Time	Seasonal	Volunteers
For-Profit (an organization that makes a profit)	52	633	512	104	17	0
Non-profit (a tax-exempt organization that serves the public interest for a charitable, educational, scientific, religious, or literary purpose)	7	147	90	39	18	562
Government	3	437	361	65	11	1
TOTAL	62	1,217	963	208	46	563

Source: City of Springfield, Door-to-door survey of Franklin Boulevard Project Area Employers, October 2013.

The predominant industry classifications of employers are retail trade (27 employers) and providers of "Other Services," such as HVAC service, storage facilities, freight delivery, and waste management

³ The City was able to obtain survey results for all but two employers.

(20 employers), as shown in Table 7. The primary market area of the about one-half of the employers (33 employers) is the Eugene-Springfield metropolitan area, as shown in Table 8.

Table 7. Industry Classification, Project Area Employers

Industry Classification		Number of Employers	Employees				
NAICS Sector	Description		Total	Full-Time	Part-Time	Seasonal	Volunteers
31-33	Manufacturing	1	4	4	0	0	0
42	Wholesale Trade	5	60	50	9	1	0
44-45	Retail Trade	27	177	149	26	2	500
48-49	Transportation and Warehousing	2	340	300	22	18	0
53	Real Estate and Rental and Leasing	1	3	0	3	0	0
54	Professional, Scientific, and Technical Services	1	4	3	1	0	0
62	Health Care and Social Assistance	2	83	58	25	0	50
71	Arts, Entertainment, and Recreation	1	7	0	0	7	1
72	Accommodation and Food Services	2	65	13	39	13	0
81	Other Services (except Public Administration)	20	474	386	83	5	12
TOTAL		62	1,217	963	208	46	563

Notes: 1. The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

2. All data is reported as it was provided by the employers. There were no attempts to re-categorize employers after the survey.

Source: City of Springfield, Door-to-door survey of Franklin Boulevard Project Area Employers, October 2013.

3. All 500 volunteers under NAIC Code 44-46, Retail Trade, are associated with BRING, a nonprofit recycling and community education organization.

Table 8. Primary Market or Service Area, Project Area Employers

Primary Market or Service Area	Number of Employers	Employees				
		Total	Full Time	Part-Time	Seasonal	Volunteers
Local (Glenwood area)	3	22	11	11	0	0
Metro area (Eugene-Springfield metro area)	33	800	640	133	27	513
State (Oregon)	16	248	191	38	19	50
Regional (Oregon, Washington, Idaho)	7	89	64	25	0	0
National (U.S.)	1	4	4	0	0	0
International	2	54	53	1	0	0
TOTAL	62	1,217	963	208	46	563

Source: City of Springfield, Door-to-door survey of Franklin Boulevard Project Area Employers, October 2013.

Employers were also asked to estimate the proportion of their employees who are minorities. Table 9 shows that racial and ethnic minorities represent a small portion of the employees working in the Project Area. Hispanic or Latino individuals make up the largest minority group, at approximately 8 percent of employees in the Project Area.

Table 9. Minority Employees, Project Area Employers

Racial Minorities									Ethnic Minorities		
Total Employees for which Race was Reported					American Indian and Alaskan Native				Total Employees for which Ethnicity was Reported	Hispanic or Latino (of any race)	
	Black		Asian American				Other Race				
	No.		No.		No.		No.			No.	
973	20	2	20	2	10	1	16	2	1,015	80	8

Note: Not all survey respondents provided race and/or ethnicity data for their employees. Employers were not asked to identify the number of people who were both a racial minority and an ethnic minority, so the total number of minority employees cannot be calculated.

Source: City of Springfield, Door-to-door survey of Franklin Boulevard Project Area Employers, October 2013.

NEIGHBORHOOD CHARACTERISTICS

Land Uses Adjacent To Franklin Boulevard

The dominant uses along Franklin Boulevard are retail and industrial. Retail uses include a number of car dealerships, pawn shops, convenience stores, resale stores, a restaurant, and a miniature golf course. Industrial uses include building supplies, a machine shop, and equipment rentals (see Figure 3, Photos 3 and 4). South of Franklin Boulevard, the Project Area between I-5 and Henderson Avenue is primarily industrial; land uses include a County waste transfer and recycling center, Lane Transit District's facilities, and a FedEx distribution center. Land uses east of Henderson Avenue are primarily residential, with commercial and industrial uses along McVay Highway south of Franklin Boulevard.

Housing

The composition of housing types in the Project Area is quite different from the surrounding City of Springfield and Lane County. According to estimates by the American Community Survey, single-family detached homes represent the majority of housing units in Census Tract 36, the City of Springfield, and Lane County (60.0, 54.3, and 62.5 percent, respectively) Mobile homes represent about 24 percent of homes in Census Tract 36, while they represent only 9 percent of homes in the City and County.

The composition of housing types in the Project Area is a bit different from these larger geographic areas. Two mobile home parks are located in the Project Area, as shown in Figure 4: Ponderosa Mobile Village (48 spaces) on the north side of Franklin Boulevard and Midway Mobile Manor (89 spaces) on the east side of Henderson Avenue, south of Franklin Boulevard.⁴ In addition to the mobile home parks, there are numerous mobile home units located on individual lots, interspersed among other single family homes south of Franklin Boulevard (see Figure 3, Photos 10 and 12). There are relatively few multi-family homes in the Project Area. Most housing is south of Franklin Boulevard, with the exceptions being the Ponderosa Mobile Village and a small pocket of single family homes located on Concord Street north of Franklin Boulevard.

Table 10. Types of Housing

Geographic Area	Total Housing Units	Single Family Detached		Single Family Attached		Multi-Family		Mobile Home		Other	
	(MOE)	Units (MOE)		Units (MOE)		Units (MOE)		Units (MOE)		Units (MOE)	
Lane County	155, 815 (±374)	97,381 (±1,232)	62.5	8,466 (±620)	5.4	35,331 (±1,351)	22.8	14,024 (±636)	9.0	613* (±193)	0.4
City of Springfield	25,029 (±595)	13,583 (±493)	54.3	1,970 (±281)	7.9	7,124 (±577)	28.5	2,211 (±222)	8.8	NSR	NSR
Census Tract 36	1,692 (±98)	1,015 (±120)	60.0	NSR	NSR	NSR	NSR	405* (±104)	23.9	NSR	NSR
Census Tract 36, Block Group 1	681 (±106)	NSR	NSR	NSR	NSR	NSR	NSR	405* (±104)	59.5	NSR	NSR

Note: 1. Single family housing represents 1-unit housing structures, while multi-family includes all units in structures with 2 or more units. Other structures include boats, RVs, vans, etc.

2. See Notes 3 and 4 under Table 3 regarding MOE and reliability of American Community Survey data.

3. An asterisk (*) indicates somewhat less reliable data. Please see Note 4 under Table 3.

Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates. Table: DP04: Selected Housing Characteristics and B25024 Units in Structure.

⁴ Ibid. p.34.

Community Cohesion and Barriers to Cohesion

Community cohesion refers to the ability of people to communicate and interact with each other in ways that lead to a sense of community, as reflected in the neighborhood's ability to function and be recognized as a singular unit. Indicators of community cohesion can include longevity of residence tenure, as well as community activity and communication. Most of the American Community Survey data on longevity of residence tenure is not statistically reliable at the block group level. However, the data does show that 65.8 percent of residents moved in between 2000 and 2009, as shown in Table 11, which indicates that the majority of residents have lived in their homes for more than five years. This could indicate some level of longevity and potential community cohesion. Over 90 percent of residents in Census Tract 36 moved in before 2010, which is slightly higher than City of Springfield and Lane County (84.8 and 86.7 percent, respectively).

Table 11. Longevity of Residence Tenure

Geographic Area	Total Occupied Housing Units (MOE)	Year Householder Moved In							
		2010 or later		2000-2009		1990-1999		Before 1990	
		Units (MOE)		Units (MOE)		Units (MOE)		Units (MOE)	
Lane County	145,474 (±975)	19,371 (±1,048)	13.3	79,449 (±1,413)	54.6	24,563 (±873)	16.9	22,091 (±782)	15.2
City of Springfield	23,972 (±594)	3,632 (±424)	15.2	13,796 (±605)	57.6	3,898 (±392)	16.3	2,646 (±331)	11.0
Census Tract 36	1,624 (±111)	161* (±75)	9.9	955 (±154)	58.8	283 (±86)	17.4	225* (±77)	13.9
Census Tract 36, Block Group 1	657 (±110)	NSR	NSR	432 (±134)	65.8	NSR	NSR	NSR	NSR

Note: See Notes 3 and 4 under Table 3 regarding MOE and reliability of American Community Survey data.

2. An asterisk (*) indicates somewhat less reliable data. Please see Note 4 under Table 3.

Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates. Table DP04, Selected Housing Characteristics, and Table B25038, Tenure by Year Householder Moved In.

The presence of neighborhood groups can provide an indication of community cohesion. There are several groups in the Glenwood area, in which the Project Area is located, including:

- The Glenwood Redevelopment Advisory Group (GRAC), which was organized by the City of Springfield in 2005 to provide input and updates on redevelopment ideas, programs, and policies as well as to comment on and convey information about the urban renewal activities by the City's Urban Renewal Agency to Glenwood residents and businesses and property owners. GRAC also helped develop the rollout of the Glenwood Urban Renewal Plan. GRAC has not met in over 18 months because much of the input to Phase 1 of the Glenwood Refinement Plan, a planning document for redevelopment along Franklin Boulevard and McVay Highway that the Springfield City Council and Lane County adopted in 2013, was through a Citizens Advisory Committee specifically set up for that planning process for input required by Oregon Planning rules.
- The Glenwood Water District holds regular meetings regarding development and redevelopment in Glenwood's unincorporated areas, lighting, and water resources and systems for those unincorporated areas of Glenwood that are served under fire protection contracts with the City of Springfield.
- There have been other grassroots citizen/resident-oriented organizations and newsletters (e.g., Glenwood Neighbors and the Glenwood Gazette) that have been active at various times when there are specific issues of concern in the Glenwood area, such as zip code changes, the Franklin

Boulevard Conceptual Development Plan, need for safer bike path improvements, 14th Street off-road bike connector, refinement plan, or redevelopment plan policies.

The Glenwood area is geographically “isolated” from the neighboring communities in Eugene and Springfield because there are geographic barriers on all sides: the Willamette River on the north and east, the railroad on the south, and I-5 on the west. This physical setting could promote cohesion amongst the residents who live within this isolated area, but the geographic barriers could also represent barriers to cohesion with neighboring communities.

Community Facilities

Gathering Spots and Places of Worship

Gathering spots within the Project Area, mapped on Figure 4, include:

- Camp Putt, which has outdoor tables and chairs
- Dari Mart, which includes one indoor table for eating (Figure 3, Photo 5)
- Roaring Rapids Pizza Company, which has an outdoor gathering area near the Willamette River, as well as indoor seating at the restaurant and a meeting hall (Great Bear Hall) that can be reserved for events (Figure 3, Photo 6)

The Glenwood Christian Church, located immediately south of the Midway Mobile Manor mobile home park on Henderson Avenue, is the only place of worship located within the Project Area (see Figure 3, Photo 7, and Figure 4).

Schools and Emergency Service Providers

The Project Area is located within the Eugene 4J School District, but there are no schools located within the Project Area. The City of Springfield Police Department provides police services to the Project Area and the City of Springfield Fire and Life Safety Department provides fire and emergency services.⁵

Parks and Recreation Facilities

The Project Area is within the Willamalane Park and Recreation District. This District operates a miniature golf course, Camp Putt, located on the north side of Franklin Boulevard within the Project Area (see Figure 4). Camp Putt is open seasonally and requires a fee for use of its facilities. Willamalane Park and Recreation District also operates James Park, located southeast of the Project Area on 19th Avenue, just outside of the Project Area, as mapped in Figure 4. This 3-acre park is open to the public year-round and provides a playground, basketball courts, picnic tables, and sports fields. Despite the Project Area’s proximity to the Willamette River, the only public access is a multi-use path viaduct under the I-5 bridge, which is currently under construction and will connect to riverbank trails along the Willamette River in Eugene (see Figure 4). Completion is expected in May 2014.

Transit, Pedestrian, and Bicycle Facilities

The Project Area is served by Lane Transit District’s EmX bus rapid transit service. There are three stations located along Franklin Boulevard within the Project Area, spaced approximately one-quarter to one-half mile apart (see Figure 3, Photo 11, and Figure 4). EmX runs approximately every 10 minutes on weekdays, every 15 minutes during weekday evenings and Saturday, and every 30 minutes during late evenings and Sundays.⁶ The EmX stations and buses are handicap-accessible.

Within the Project Area, bicycle and pedestrian facilities are limited. The only bicycle facilities are the new multi-use path viaduct referenced above (under construction) and bicycle lanes on a portion of Franklin

⁵ Ibid. p. 146-149.

⁶ Lane Transit District. 2013. All Aboard EmX. www.ltd.org

Boulevard between I-5 and Glenwood Boulevard. An existing multi-use path that connects to riverbank trails, located on the south side of Franklin Boulevard at the west end of the Project Area, is scheduled to be removed. While there are sidewalks along most of Franklin Boulevard (no existing sidewalk on the north side west of Glenwood Boulevard), most of the sidewalks are located on private property rather than within the public right of way. Sidewalks along Franklin Boulevard are very rough, narrow in stretches, interrupted by physical obstacles, and, in some cases, not clearly defined from the adjacent parking lots (see Figure 3, Photo 9). The City of Springfield plans to extend the sidewalk on the north side of Franklin Boulevard from Glenwood Boulevard to connect to the multi-use path viaduct and also plans to construct a pedestrian crossing on Franklin Boulevard near the end of the viaduct, with a pedestrian hybrid beacon (see Figure 4). Completion is expected in May 2014.

Community Services

There are two non-profit organizations that provide social services located within the Project Area. Planned Parenthood of Southwestern Oregon's Eugene-Springfield Health Center, located on Franklin Boulevard, provides health services related to pregnancy and contraception (see Figure 3, Photo 8, and Figure 4). ShelterCare's Shankle Safe Haven, located on Brooklyn Street (see Figure 4), offers shelter and services for 16 chronically homeless individuals and a day program for an additional 12 to 16 adults.⁷

BRING Recycling, located on the McVay Highway (see Figure 4), provides recycling and community outreach and education about recycling and has a large volunteer base.

Grocery Stores

There are three stores within the Project Area that sell groceries. These include Buy 2, Dari Mart, and Cash King. All three are located at the east end of the Project Area as mapped in Figure 4. Buy 2 and Dari Mart are convenience stores, while Cash King is a liquidation store that sells food, as well as other products.

⁷ ShelterCare. 2013. Mental Health Services. <http://www.sheltercare.org/programs/mental-health-services/>

Figure 1. Project Area, Census Tract 36, and Census Tract 36 Block Group 1

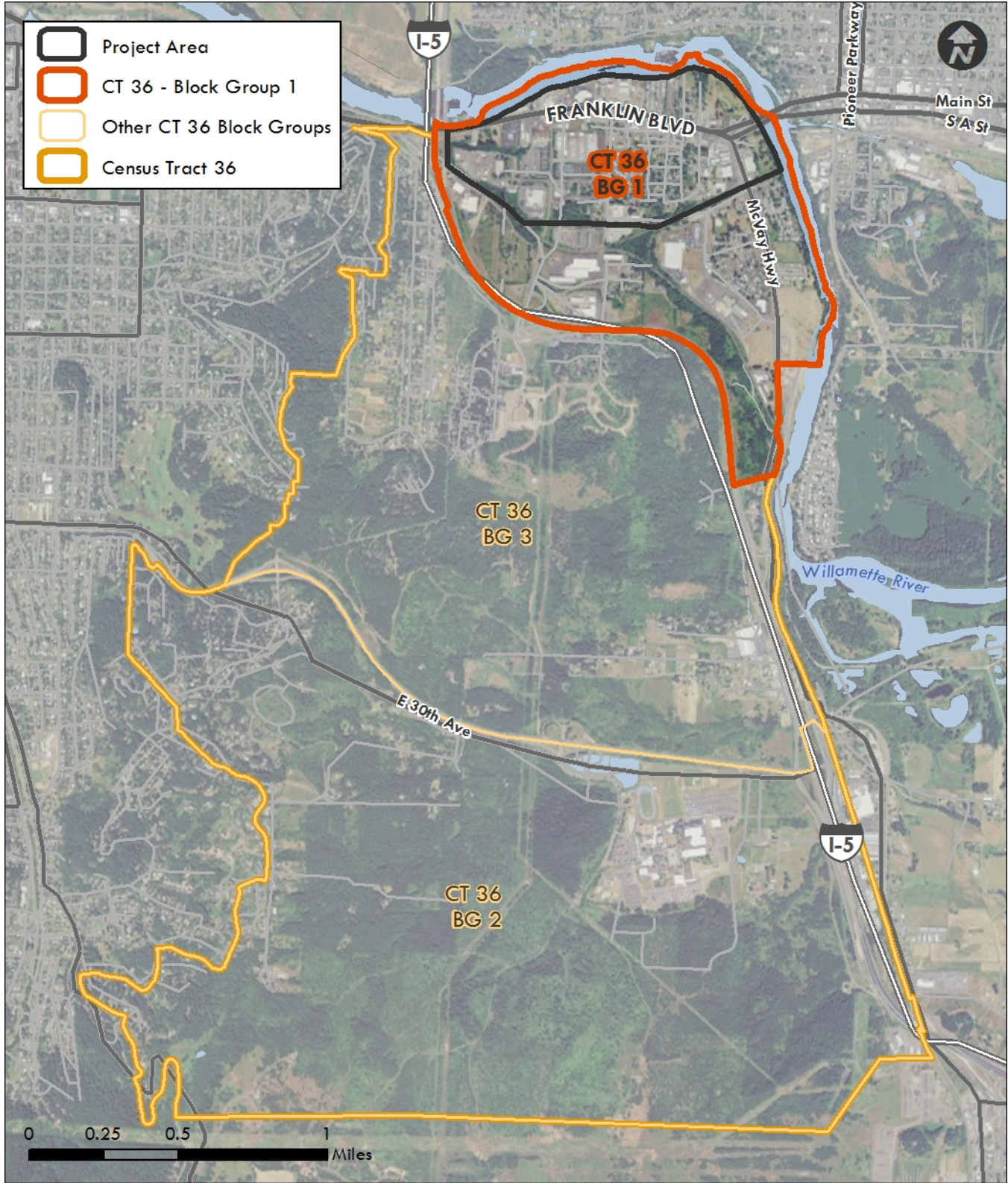


Figure 2. Dwelling Units Adjacent to Franklin Boulevard

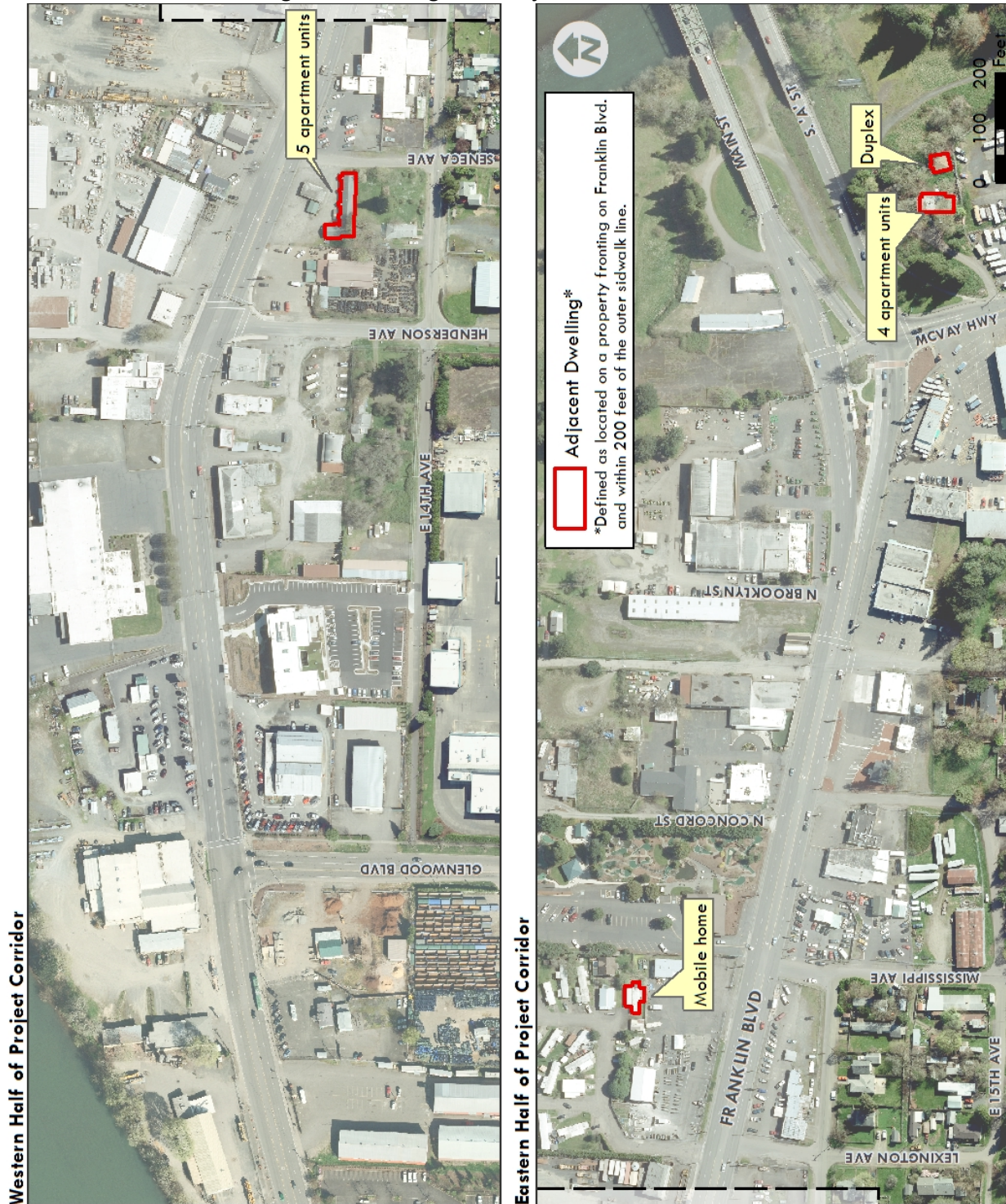


Figure 3. Project Area Photos



Photo 1 (Top Left): Apartments adjacent at the corner of Franklin Boulevard and Seneca Avenue
Photo 2 (Top Right): Midway Mobile Manor, located on Henderson Avenue south of 15th Avenue
Photo 3 (Bottom Left) and Photo 4 (Bottom Right): Retail and industrial land uses along Franklin Boulevard

Figure 3. Project Area Photos (continued)



Photo 5 (Top Left): Dari Mart, located at the corner of Franklin Boulevard and Brooklyn Street

Photo 6 (Top Right): Roaring Rapids Pizza Company, located on Franklin Boulevard west of Concord Street

Photo 7 (Bottom Left): Glenwood Christian Church, located on Henderson Avenue immediately south of Midway Mobile Manor

Photo 8 (Bottom Right): Planned Parenthood of Southwest Oregon, located on Franklin Boulevard between Glenwood Boulevard and Henderson Avenue

Figure 3 Project Area Photos (continued)



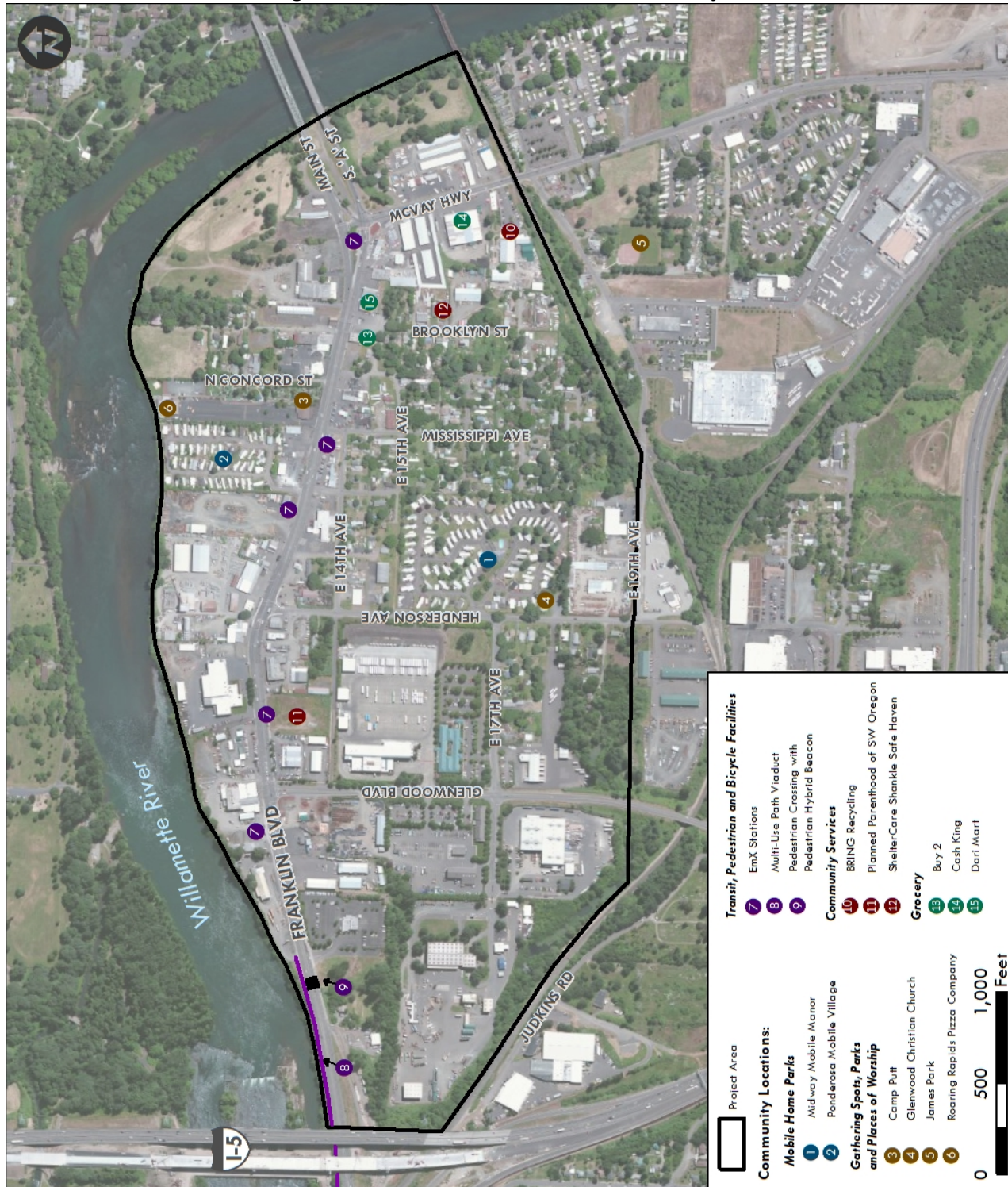
Photo 9 (Top Left): Typical sidewalk along Franklin Boulevard with physical obstacles

Photo 10 (Top Right): Typical housing south of Franklin Boulevard

Photo 11 (Bottom Left): EmX station located on Franklin Boulevard

Photo 12 (Bottom Right): Mobile home on individual lot south of Franklin Boulevard

Figure 4. Socioeconomic Resources in the Project Area



ATTACHMENT A. EMPLOYER SURVEY QUESTIONNAIRE

**Franklin Boulevard
Questions for Employer Survey
October 18, 2013**

Business Code _____
Date _____
Time _____
Interviewer _____
Interview participants _____

- 1) Is this the correct name and street address of your business/organization? (Interviewer, fill in before starting interview, then correct, if necessary.)**

Name: _____
Address: _____
City, State, ZIP: _____

Same mailing address?

- a. Yes
b. No → Mailing address: _____

- 2) So that we can follow up, if necessary, please tell us the name, title, phone number, and email address of the manager of the business/organization at this location.**

	Manager at This Location
Name	
Title	
Phone Number	
Email Address	

- 3) If your business rents the property at this location, can you give us the name and phone number of the property owner? (Interviewer, if necessary, explain that it can be hard to contact property owners because government property tax records often include only the name of the LLC or other ownership entity and don't include phone numbers.)**

	Property Owner
Name	
Phone Number	

- 4) Please indicate the type of business/organization (Interviewer, if obvious, mark the correct category without asking; if not obvious, verify your judgment):**
- a. For-profit (an organization that makes a profit)
 - b. Non-profit (a tax-exempt organization that serves the public interest for a charitable, educational, scientific, religious or literary purpose)
 - c. Government

5) What is the primary product or service your business/organization provides at this location)?

6) Check the box that best describes the types of services your business/organization provides.

	NAICS Sector #	Description
	11	Agriculture, Forestry, Fishing and Hunting
	21	Mining, Quarrying, and Oil and Gas Extraction
	22	Utilities
	23	Construction
	31-33	Manufacturing
	42	Wholesale Trade
	44-45	Retail Trade
	48-49	Transportation and Warehousing
	51	Information
	52	Finance and Insurance
	53	Real Estate and Rental and Leasing
	54	Professional, Scientific, and Technical Services
	55	Management of Companies and Enterprises
	56	Administrative and Support and Waste Management and Remediation Services
	61	Educational Services
	62	Health Care and Social Assistance
	71	Arts, Entertainment, and Recreation
	72	Accommodation and Food Services
	81	Other Services (except Public Administration)
	92	Public Administration

7) What is the primary market/service area for your business/organization?

- Local (Glenwood area)
- Metro area (Eugene-Springfield metro area)
- State (Oregon)
- Regional (Oregon, Washington, California, Idaho)
- National (U.S.)
- International (please specify _____)

8) On average, how many people does the business/organization employ at this location?

Total number of employees: _____

Of these employees, what percent are:

Full Time (40 hours/week year-round)	_____ %
Part-Time (less than 40 hours/week year-round)	_____ %
Seasonal (less than 12 months/year)	_____ %
Volunteers (unpaid workers regardless of number of hours)	_____ %

9) What percent of your employees would you estimate fall into each of the categories below? (NOTE: reference federal requirements during interview if needed)

White (including Hispanic)	_____ %
Black (having origins in any of the black racial groups of Africa)	_____ %
Asian American (having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands)	_____ %
American Indian and Alaskan Native (having origins in any of the original people of North America and who maintains cultural identification through tribal affiliation or community recognition)	_____ %
Other (please specify _____)	_____ %

10) Sometimes people consider themselves Hispanic or Latino in ethnicity (of Mexican, Puerto Rican, Cuban, Central or South American or other Spanish culture or origin, regardless of race), but White in race. What percent of your employees would you estimate are Hispanic or Latino, regardless of race?

Hispanic or Latino employees: _____ %

11) Do you have questions or concerns about the Franklin Corridor project?

12) May we communicate with you about this project using your email address?