

# Community Visioning Survey Executive Summary

As part of the master planning process for the Lane Events Center (LEC), a community visioning survey was conducted to gather input on how the LEC can best serve Lane County over the next 10-20 years. The survey was open from February 10 to February 24, 2025, in both English and Spanish, and received **646 responses**.

## Respondent Profile

### Respondent Demographics

**40%** of respondents were **65 years of age or older** with the **45-64 age group** making up another 40%.

**58%** identified as **Female**, while 34% identified as **Male**.

**81%** identified as **White**, with **Hispanic/Latino, Asian, and Black** respondents making up the rest.

**66%** of respondents have lived in Lane County for **20+ years**, indicating strong community ties.

### Survey Distribution Channels

- Lane County E-newsletter
- LEC Email List
- LEC Master Plan Project List
- Project Website
- Social Media Promotion
- Press Release and Earned Media
- Direct Outreach to CBOS and Community Groups

Questions about familiarity, engagement, and geographic representation helped provide a clearer understanding of the survey respondents' connection to the LEC, including:

### Familiarity & Engagement

Nearly **85% of respondents** were very or extremely familiar with the LEC, and **95%** had visited within the last three years.

### Event Attendance

The most attended events included flea markets (80%), the Lane County Fair (79%), and conventions/tradeshows (76%).

### Geographic Representation

The majority of responses came from Eugene residents (66%), with additional input from Springfield, Cottage Grove, Veneta, and other surrounding areas.

## Key Themes and Takeaways

The survey responses reflect strong support for the LEC to evolve as a **multifunctional space that supports the diverse needs of the community**. Respondents were interested in expanding youth sports and recreation facilities, developing an indoor multi-use sports facility, offering arts and cultural events, upgrading convention and meeting spaces and enhancing emergency preparedness resources. The respondents recognize and value the site's central location and see it as a crucial resource for enhancing

community connection, recreation, and economic vitality. Several key priorities emerged from respondents, including:

## **Emergency Services & Resilience**

Many respondents emphasized the LEC's role as a disaster relief site, evacuation shelter, and warming/cooling center. There was strong support for maintaining and enhancing its emergency response capabilities.

## **Community Gathering & Celebration Venue**

Respondents highlighted the importance of the LEC being a space where Lane County residents can gather for events and celebrations, highlighting offering year-round activities, cultural celebrations, performances, and inclusive community gatherings.

## **Youth Development, Sports, & 4-H Programs**

Facilities and spaces for youth-focused activities, recreational sports, and 4-H programs were very important to survey respondents. Many called for creating indoor and outdoor multi-use areas to address shortages for youth sports venues and support for youth programming.

## **Neighborhood Integration & Enhanced Placemaking**

Respondents emphasize the importance of Lane Events Center thoughtfully integrating into the surrounding neighborhoods, acting as a positive and accessible community amenity. Enhancing green spaces, limiting noise impacts, improving pedestrian connectivity, and fostering welcoming aesthetics were highlighted.

## **Sports & Recreation Facilities**

Many see the LEC as a potential regional sports hub with upgraded amenities offering youth sports programs; local and regional sporting events; and outdoor facilities and multi-use recreation.

## **Arts & Culture**

There was enthusiasm for expanding arts programming, preserving historical sites, and increasing multicultural events. Many called for affordable, accessible community spaces to support local artists and performers and enhancing LEC's role as a cultural hub.

## **Economic Growth & Business Development**

The LEC is seen as a key driver of local economic activity. Many respondents highlighted opportunities to better integrate with downtown businesses; supporting tourism; and expanding conventions and trade shows. However, many respondents were unsure about what "tourism and travel industry" specifically referred to in the context of the LEC and expressed uncertainty about its meaning.

## **Land Use & Future Development**

Some respondents shared that they supported repurposing portions for housing, health and human services, building a baseball stadium, or relocating the county fair.