

SUMMARY OF COMMENTS FROM ON-LINE PUBLIC SURVEY

Eugene Mayor Piercy's Sustainable Business Initiative

(Draft March 23, 2006)

Prepared by
UO GTF Sarah Mazze
With assistance from Student Intern Ray Neff
And Bob Doppelt, SBI Coordinator
Institute for a Sustainable Environment
University of Oregon
(541) 346-1609
susteug@uoregon.edu

Table of Contents

<u>EUGENE MAYOR PIERCY’S SUSTAINABLE BUSINESS INITIATIVE PUBLIC SURVEY</u>	1
<u>SECTION I – KEY FINDINGS</u>	1
<u>SECTION II – PURPOSE OF THE STUDY AND METHODS</u>	4
<u>A. PURPOSE OF THE STUDY</u>	4
<u>B. METHODS</u>	4
<u>SECTION III – ANALYSIS OF SURVEY RESULTS</u>	5
<u>A. FREQUENCY ANALYSIS OF INDIVIDUAL QUESTIONS</u>	5
<u>I. Background Questions</u>	5
<u>II. Industry Specific Questions</u>	12
<u>Green Building (GB)</u>	15
<u>Biofuels (Bio)</u>	17
<u>Natural Household, Consumer and Personal Care Products (NP)</u>	19
<u>Renewable Energy (RE)</u>	21
<u>Organic and Natural Foods (OG)</u>	24
<u>Reuse and Recycling (RR)</u>	26
<u>Sustainable Forest Products (SF)</u>	28
<u>Sustainable Healthcare (SH)</u>	32
<u>III. GENERAL COMMENTS</u>	34
<u>IV. DEMOGRAPHIC QUESTIONS</u>	35

Section I – Key Findings

In the winter of 2005-2006, Resource Innovations conducted a public survey on behalf of Eugene Mayor Piercy's Sustainable Business Initiative (SBI). The goal of the survey was to gather input from the public regarding their ideas for growing, retaining and creating sustainable business practices and products in Eugene. The link to an online survey was distributed to the Task Force, Advisory Committee and other interested parties, whom were asked to send out the link to as many people as possible. The survey was also made accessible to the public through a link on the Resource Innovations website and people were urged to participate at multiple SBI meetings. The survey respondents were not randomly selected and it is impossible to know how many people received the survey. Therefore, as intended, the survey results serve as a means of gathering information from the public, but are not statistically valid. The survey results illustrate the opinions of the 297 respondents.

Based on the data we received we drew the following conclusions (note that unless otherwise indicated, the percentages given are valid percentages and refer only to the people answering that particular question, not percentages of the total number of survey respondents):

1. The sectors of greatest interest to the respondents of this survey are natural and organic foods, green building and renewable energy.

Respondents selected natural and organic foods, green building and renewable energy as the sectors they thought deserved the highest priority for sustainable business and job development efforts in Eugene.

When asked to pick the sectors they wanted to receive the focus of business and job development efforts in Eugene, 48% (105) of respondents selected green building as one of their highest priority sectors, 46% (101) of respondents selected renewable energy as one of their highest priority sectors and 48% (105) of respondents selected organic and natural foods as one of their highest priority sectors. Respondents were allowed to pick as many sectors as they wanted, which accounts for the percentages exceeding 100%.

The greatest number of respondents answered questions in the natural and organic food, green building and renewable energy sections.

Generally, 99 people (33% of total) answered questions in the green building section; 95 people (32% of total) answered questions in the organic and natural foods section and 91 people (31%) answered questions in the renewable energy section. Reuse and recycling and biofuels followed fairly closely behind with 74 people (24% of total) and 72 people (24% of total) respectively answering questions in those sections.

2. The tactics for business and job retention, expansion and creation most highly favored by survey respondents include government and institutional purchasing of sustainable products and services; incentives to sustainable businesses and for sustainable business practices; and education of the public and businesses.

Incentives and education ranked as the two most important strategies for retaining, expanding and creating sustainable industries.

When asked which practices they thought would be the most important to retaining, expanding and creating sustainable industries (question three), the greatest number of respondents, 49% (98), selected, “Incentives for businesses that encourage the use of sustainable practices or the production of sustainable products,” while 42% (83) of respondents selected, “Education for local businesses and citizens in sustainability principles and practices.”

Interestingly, only 33% (65) of respondents selected, “Local governments applying sustainable practices to their own operations,” giving this response a ranking of 6 out of 13 answer choices.

‘Purchasing products from sustainable industries ranked first for all but two of the sectors in terms of specific actions that the City and other entities should embark upon to retain, expand and create sustainable industries. Only respondents to the sustainable healthcare section (for City government) and sustainable tourism and recreation section (for City and other entities) ranked education above leading by example. Nearly all of the sections in which purchasing policy was chosen by the most respondents, education followed closely behind.

When asked, “*What actions can the City of Eugene take to help expand the local X industry?*” the top choices for all sectors but sustainable tourism and recreation and sustainable healthcare were as follows:

- 93% (92) of respondents selected, “Apply green building practices to all city remodeling and new construction”
- 85% (61) of respondents chose, “Purchase local biofuels”
- 71% (35) of respondents selected, “Purchase local natural products”
- 81% (72) of respondents selected, “Purchase renewable energy”
- 76% (72) of respondents selected, “Purchase local organic and natural foods”
- 81% (60) of respondents selected, “Purchase reused/recycled products”
- 80% (49) of respondents selected, “Purchase sustainable forest products”

When asked, “*What actions can other local governments, educational institutions, private entities, or non-profits take to help the local X industry expand?*” the top choices for all sectors but sustainable tourism and recreation are as follows:

- 93% (92) of respondents selected, “Purchase and use locally produced sustainable goods and services”
- 89% (64) of respondents chose, “Purchase and use locally produced biofuels”
- 86% (42) of respondents selected, “Purchase and use locally produced natural products”

- 91% (89) of respondents selected, “Purchase and use locally produced renewable energy”
- 85% (81) of respondents selected, “Purchase and use locally produced organic and natural foods”
- 88% (65) of respondents selected, “Purchase and utilize reused/recycled products”
- 92% (56) of respondents selected, “Purchase and utilize sustainable forest products”
- 88% (65) of respondents selected, “Purchase and use sustainable healthcare products and services.”

3. High costs, lack of availability and lack of information are the greatest barriers to consumption of sustainable products and services.

In nearly every sector, the greatest number of respondents selected cost, lack of availability, and lack of information as the barrier that prevented them from purchasing products in that sector more extensively.

The only sectors in which high costs, lack of availability and lack of information were not the three most highly selected responses were biofuels and natural and organic foods.

- Biofuel respondents selected, “Do not have the proper equipment” with the greatest frequency 64% (46 respondents).
- Natural and organic foods respondents chose, “Other” above, “Not enough information,” with 25% (24) of respondents versus only 2% (2) of respondents respectively. Many respondents that chose, “Other” comments for this section stated that they do purchase natural and organic foods.

4. Correspondingly, respondents felt that industries should provide more information, improve accessibility and lower cost in order to retain and expand their sectors.

In all but the reuse recycling sector, respondents selected variations on improving accessibility, lowering cost and providing more information with the three highest frequencies.

Respondents only varied for the reuse recycling sector, in which 39% (29) of respondents selected, “Improve product quality and performance,” as opposed to the 27% (20) of respondents who selected, “Reduce costs.”

Section II – Purpose of the Study and Methods

A. Purpose of the Study

This survey sought to gather input from Eugene community members on methods and opportunities for retaining, expanding and creating sustainable local businesses and jobs. The survey was part of the information gathering and public outreach strategy of Eugene Mayor Kitty Piercy's Sustainable Business Initiative (SBI) and served as one of several ways in which the public could provide input. The survey includes background, sector specific and demographic questions. The results will be used by the Task Force to help them craft their recommendations to the Eugene City Council and other relevant entities.

B. Methods

Because this survey was designed to generate and collect ideas from the public, the survey was distributed electronically to as many people as possible rather than to a random sample. Task Force, Advisory Committee and other interested parties received an email invitation, which included a link to the survey. Those people were urged to share the invitation with groups of which they are members, friends and others to whom they have email access. For the three month duration of the survey, a link on the Resource Innovations website invited the public to participate. The survey was accessed 297 times, with 219 people responding to at least one question. As such, the information in this report may not represent the views of the entire community, as would an adequately sized random sample, but rather reflects the opinions of those who received the survey and the self-selected group that chose to participate.

Section III – Analysis of Survey Results

A. Frequency Analysis of Individual Questions

I. Background Questions

Question 1: *What characteristics of Eugene do you especially appreciate? (Please check no more than five)*

This question had a 68% response rate, with 204 respondents answering the question.

The following results are in order of the most highly appreciated characteristics to the least valued characteristics.

- 65% (133) selected, “Parks and open space.”
- 54% (110) selected “Outdoor recreational opportunities.”
- 51% (105) selected “Geographic location.”
- 45% (91) selected “Arts community and events.”
- 44% (90) selected “Community involvement in public issues.”
- 40% (81) selected “Schools and libraries.”
- 37% (76) selected “Land use and community planning.”
- 36% (73) selected “Environmental policies.”
- 19% (38) selected “Other” (see responses below).
- 14% (28) selected “Commitment to diversity.”
- 11% (22) selected “Sports opportunities and athletic events.”
- 10% (21) selected “Social service programs.”
- 8% (16) selected “Effective and efficient local governments.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Livability: climate, safety
- Availability of local, organic produce
- People: engaged in community activism, friendly, progressive, counterculture
- University of Oregon
- Transportation options: public transportation, bike paths, walkable communities
- Need to improve:
 - Land use planning
 - Real diversity
 - Follow through on civic initiatives

Question 2: *What qualities about the community contribute to bringing about the characteristics you listed in the previous question (#1)? (Please check no more than five)*

This question had a 66% response rate, with 198 respondents answering the question.

The responses are listed in order of most frequently selected to the least frequently selected response.

- 71% (140) of respondents selected, “Environmental ethic.”
- 51% (101) of respondents selected, “civic-minded community.”
- 40% (79) of respondents selected, “Shared values: people working together despite differing politics.”
- 37% (73) of respondents selected, “Pioneering vision for the future.”
- 32% (64) of respondents selected, “Educational expertise.”
- 30% (59) of respondents selected, “Friendliness of people.”
- 26% (52) of respondents selected, “Spirit of innovation.”
- 22% (44) of respondents selected, “Public-private partnerships.”
- 19% (38) of respondents selected, “Accessibility of public officials.”
- 18% (35) of respondents selected, “Commitment to foster and respect diversity.”
- 17% (34) of respondents selected, “Strong leadership by government and community members.”
- 11% (22) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Agricultural ties
- Geography/Climate
- Educated, experienced, involved and committed public
- Availability of educational opportunity and commitment to education

Question 3: *Which of the following business opportunities do you feel should be the highest priorities for sustainable business and job development efforts in Eugene? (Check as many as you want)*

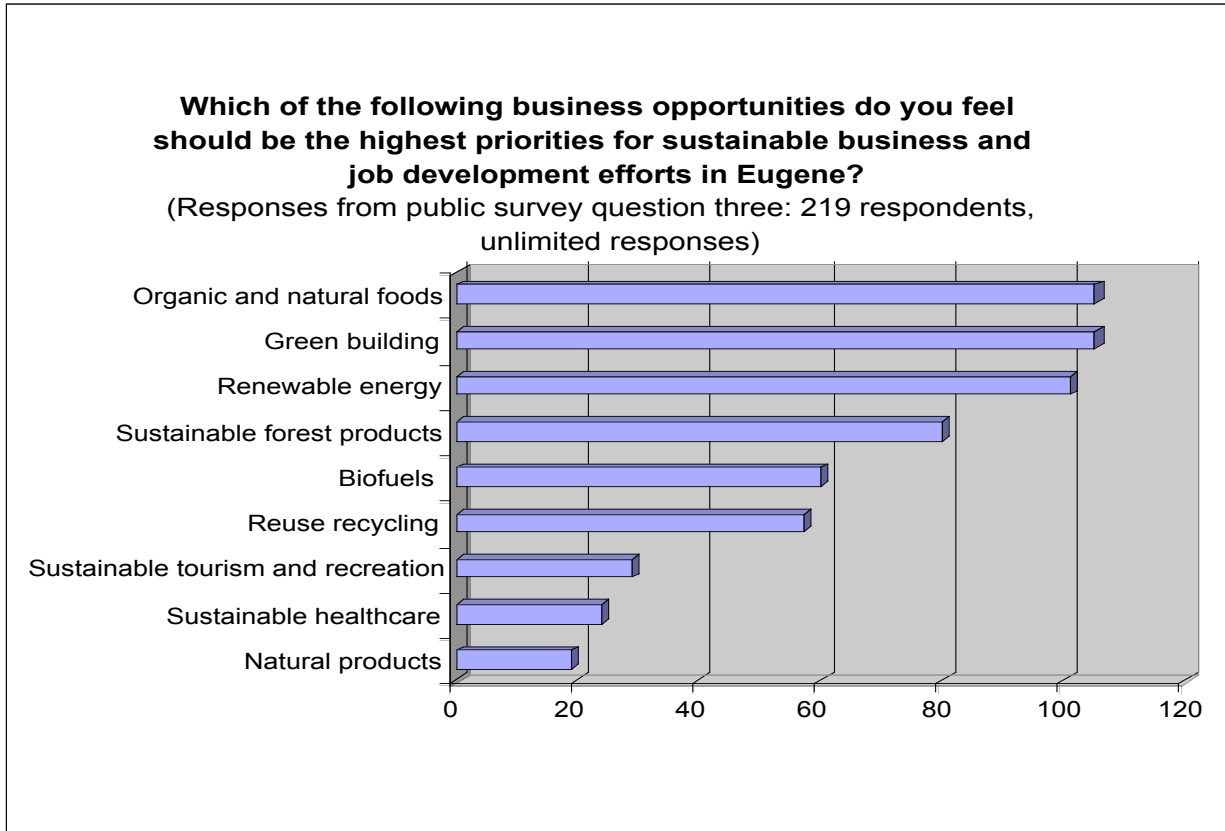
This question had a 73% response rate, with 219 respondents answering the question.

The responses are listed in order of most frequently selected to the least frequently selected response and correspond with chart 1 below.

- 48% (105) of respondents selected organic and natural foods as one of their highest priority sectors.
- 48% (105) of respondents selected green building as one of their highest priority sectors.
- 46% (101) of respondents selected renewable energy as one of their highest priority sectors.
- 37% (80) of respondents selected sustainable forest products as one of their highest priority sectors.

- 27% (60) of respondents selected biofuels as one of their highest priority sectors.
- 26% (57) of respondents selected reuse/recycling as one of their highest priority sectors.
- 13% (29) of respondents selected sustainable tourism and recreation as one of their highest priority sectors.
- 11% (24) of respondents selected sustainable healthcare as one of their highest priority sectors.
- 9% (19) of respondents selected natural consumer, household and personal care products as one of their highest priority sectors.

Chart 1: Highest Priority Sector for business and job development efforts



Question 4: Which of the following do you think will be most important to retaining, expanding and creating the industries you identified in the previous question (#3)? (Please check no more than five)

This question had a 67% response rate, with 199 respondents answering the question.

The responses are listed in order of most frequently selected to the least frequently selected response and correspond with chart 2 below.

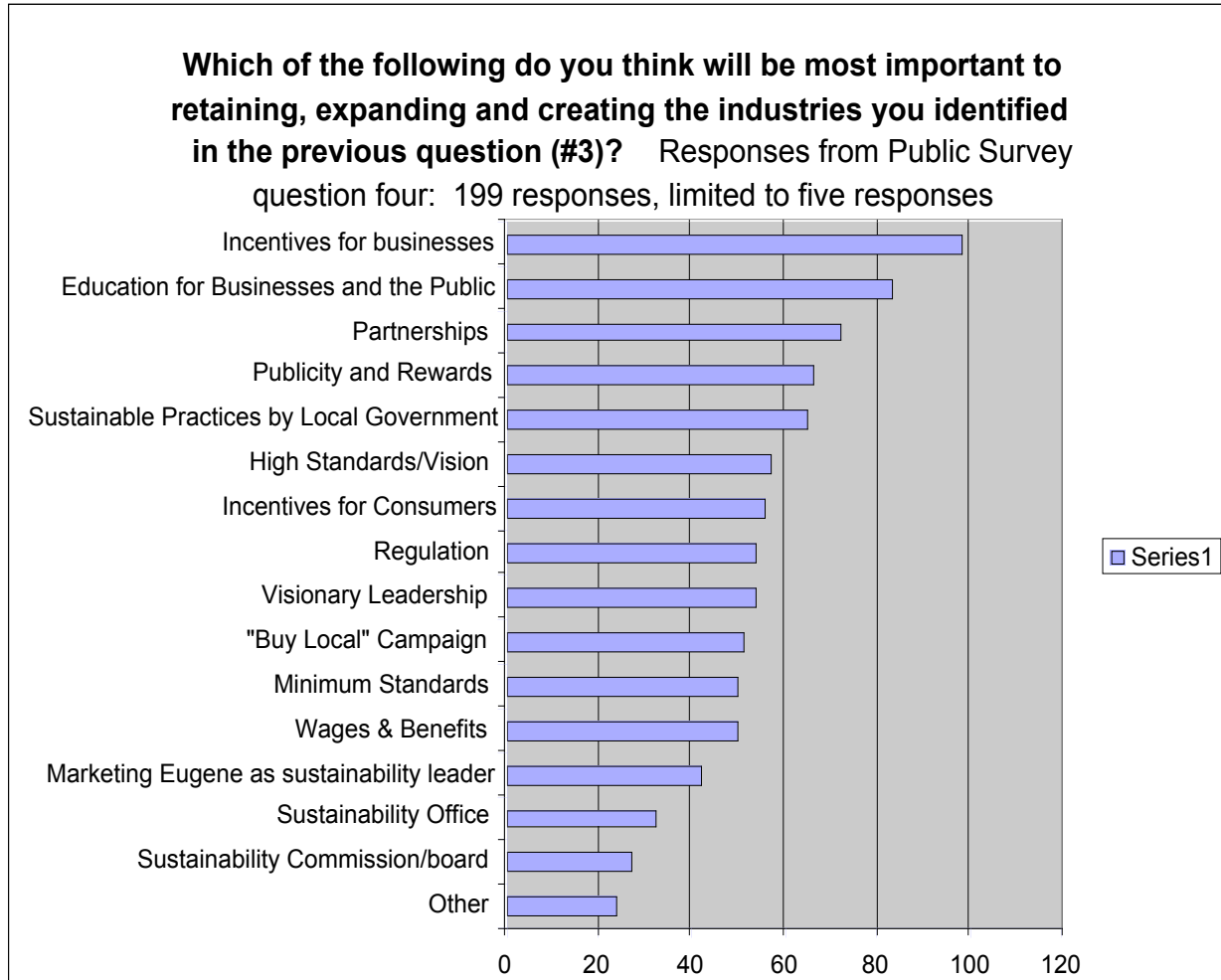
- 49% (98) of respondents selected, “Incentives for businesses that encourage the use of sustainable practices or the production of sustainable products.”
- 42% (83) of respondents selected, “Education for local businesses and citizens in sustainability principles and practices.”
- 36% (72) of respondents selected, “Forging partnerships between public, private, nonprofit, and academic entities.”
- 33% (66) of respondents selected, “Publicizing and rewarding successful companies, practices, or products.”
- 33% (65) of respondents selected, “Local governments applying sustainable practices to their own operations.”
- 29% (57) of respondents selected, “Setting high standards such as zero waste, zero emissions, or energy self-sufficiency.”
- 28% (56) of respondents selected, “Incentives for consumers that encourage the purchase and use of sustainable products.”
- 27% (54) of respondents selected, “Visionary leadership by City of Eugene officials and agencies.”
- 27% (54) of respondents selected, “Ensuring that local businesses do not generate negative environmental, social, or economic impacts for workers, communities, or future generations.”
- 26% (51) of respondents selected, “Promoting local self-reliance through a ‘buy local products’ campaign.”
- 25% (50) of respondents selected, “Providing sufficient wages and benefits for employees to ensure a decent standard of living.”
- 25% (50) of respondents selected, “Setting minimum standards for sustainable business practices and products.”
- 21% (42) of respondents selected, “Marketing Eugene as a sustainability leader to tourists and businesses.”
- 16% (32) of respondents selected, “Creating a sustainability office in city government to coordinate efforts.”
- 14% (27) of respondents selected, “Establishing an official city sustainability commission or board.”
- 12% (24) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Eliminate government subsidies for non-sustainable and non-local business recruiting

- Increased investment (private & public) in sustainable industries & businesses
- Improved land use planning, integrate sustainability – transportation, building
- Create a regional farmers market and agricultural center
- Provide access to affordable land for young and low-income farmers.

Chart 2: Most important strategies for retaining, expanding and creating sustainable businesses



Question 5: *What strategies do you think are most important to ensure that wages and benefits are high enough to provide decent housing, sufficient food, and access to health care for Eugene residents? (Check all that apply)*

This question had a 64% response rate, with 192 respondents answering the question.

The responses are listed in order of most frequently selected to the least frequently selected response.

- 77% (147) of respondents selected, “Help local businesses establish partnerships and consortiums to purchase lower cost health care, retirement, and other benefits for employees.”
- 56% (107) of respondents selected, “Educate consumers about the need to pay more for sustainably produced goods and services because they usually are not supported by hidden subsidies.”
- 54% (103) of respondents selected, “Provide incentives to consumers to encourage the purchase of locally produced goods and services.”
- 53% (102) of respondents selected, “Educate the public about the wage and benefit levels needed for a decent standard of living in the community.”
- 45% (86) of respondents selected, “Provide tax or other incentives to local businesses.”
- 43% (82) of respondents selected, “Local governments adopting living wage ordinances applicable to government operations.”
- 24% (46) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Transfer tax incentives and subsidies from large, non-local corporations to local, sustainable enterprises
- Discourage low-wage, big-box stores through zoning changes and other disincentives
- Educate businesses and the public
 - Reduce expectations for standard of living and to decrease consumption
 - An educated workforce can negotiate for better compensation
 - Educate businesses to the benefits of having healthy, happy employees
 - Increase education/re-training opportunities for existing workforce
- Government assistance with innovative housing options
 - Housing cooperatives/trusts
 - Subsidies to and/or requirements for landlords to use sustainable products/methods
- Targeted business recruitment – high paying, sustainable enterprises
- Promote transportation alternatives and dense urban landscape in order to reduce need for single occupancy travel and thus stretch wages further
- Establish University-City sustainability liaison
- Create a system for local businesses to find others that support high standards.

Question 6: *When you imagine Eugene as a center of excellence in sustainable business practices and products 15-20 years from now, which of the following best describes your vision? (Please check no more than five)*

This question had a 62% response rate, with 184 respondents answering the question.

The responses are listed in order of most frequently selected to the least frequently selected response.

- 58% (107) of respondents selected, “Majority of energy for heating, cooling, and vehicle use generated from renewable energy sources such as solar, biofuels, and wind.”
- 57% (105) of respondents selected, “Local transportation systems that make mobility easy and which is fueled by non-polluting renewable energy.”
- 54% (100) of respondents selected, “Eugene as an international leader in research and production of sustainable products such as organic and natural foods, renewable energy and energy efficient technologies.”
- 53% (98) of respondents selected, “‘Triple bottom line’ (focus on environmental, economic and social well being) used as screen for decisions by local governments, businesses, non-profits, and academic institutions.”
- 47% (86) of respondents selected, “Extensive reuse and recycling with little to no waste going to landfills.”
- 41% (75) of respondents selected, “Sustainability fully integrated into both the operations and curriculum of local K-12 and higher educational systems.”
- 40% (74) of respondents selected, “Collaborations between local businesses, government, and academic institutions leading to cross-industry problem solving and innovation.”
- 40% (73) of respondents selected, “Local companies offering jobs that pay living-wage salaries and benefits such as health care that meet the range of education and skill levels of the entire community.”
- 37% (68) of respondents selected, “Extensive number of “green buildings” constructed by private companies and local governments.”
- 14% (25) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Sustainable land use planning that supports responsible resource use for transportation, building, water use and food production - high density downtown and limited sprawl.
- Strong city government leadership toward sustainability goals
- Closed loop local economy: import less than we export
- Self-sufficiency: primarily locally owned businesses making up the economy, food and water security
- Excellent public education, health and welfare, safety, recreation and pathways
- Special niche of transportation system: the most bicycle-friendly community in the U.S.

II. Industry Specific Questions

a. All Sectors

In the original survey, questions seven through nine did not appear in a matrix as they do here, but rather as a question within a group of sector specific questions. Here the results for questions shared by all industries are compiled in this section for the reader's ease in comparing results.

Question 7: How much do you know about sector X in Eugene currently? (Please check one)

The possible responses are “nothing”, “some” and “a great deal.” Green building, renewable energy and organic and natural foods received the greatest number of respondents. In nearly all of the sectors, the majority of respondents felt they knew “some” about the sector. The exceptions were organic and natural foods (58%) and renewable energy (52%), in which the majority of respondents felt they knew “a great deal” about the sector.

Please see the information in the table below for responses and response rates. This question appeared in a group of questions focused on one sole sector, therefore response rates vary by sector (see original survey in Appendix). The valid percent refers to the percent of those who responded to that question, as opposed to the percent of those who took the survey.

Table 1: Knowledge about sectors

Question 7: How much do you know about sector X in Eugene currently? (Please check one)

Sector	Response Rate % of total surveyed (Number)	Nothing Valid % (Number)	Some Valid % (Number)	A Great Deal Valid % (Number)
Green building	33% (99)	7% (7)	75% (74)	18% (18)
Biofuels	24% (72)	3% (2)	75% (54)	22% (16)
Natural household, consumer and personal care products	17% (49)	4% (2)	61% (30)	35% (17)
Renewable energy	31% (91)	1% (1)	47% (43)	52% (47)
Organic and natural foods	32% (95)	0% (0)	42% (40)	58% (55)
Reuse and recycling	25% (74)	0% (0)	74% (55)	26% (19)
Sustainable forest products	21% (61)	5% (3)	72% (44)	23% (14)
Sustainable tourism and recreation	17% (50)	12% (6)	74% (37)	14% (7)
Sustainable healthcare	17% (51)	31% (16)	55% (28)	14% (7)

**Question 8: Have you purchased X products or used X practices in the past 6-12 months?
(Please check one)**

The possible responses are “yes,” “no” and “don’t know.”

Please see the information in the table below for responses and response rates. This question appeared in a group of questions focused on one sole sector, therefore response rates vary by sector (see original survey in Appendix). The valid percent refers to the percent of those who responded to that question, as opposed to the percent of those who took the survey.

Note that in the biofuels section, because a person cannot use biofuels without a machine or vehicle that is biofuel compatible (beyond minimal percentages of biofuels), subjects were asked, “Do you have a machine or vehicle that can use a biofuel such as biodiesel or ethanol?” Twenty one percent (15) said “yes,” 74% (53) said no,” and 6% (4) said “don’t know.”

Table 2: Recent purchases of sustainable products or practices

Question 8: Have you purchased X products or used X practices in the past 6-12 months?

Sector	Response Rate % of total surveyed (Number)	Yes Valid % (Number)	No Valid % (Number)	Don't Know Valid % (Number)
Green building	33% (99)	66% (65)	23% (23)	11% (11)
Biofuels	24% (72)	17% (12)	82% (59)	1% (1)
Natural household, consumer and personal care products	17% (49)	98% (48)	2% (1)	0% (0)
Renewable energy	31% (91)	56% (51)	43% (39)	1% (1)
Organic and natural foods	32% (95)	99% (94)	1% (1)	0% (0)
Reuse and recycling	25% (74)	97% (72)	3% (2)	0% (0)
Sustainable forest products	21% (61)	53% (32)	33% (20)	15% (9)
Sustainable tourism and recreation	17% (50)	52% (26)	30% (15)	18% (9)
Sustainable healthcare	17% (51)	43% (22)	18% (9)	39% (20)

Question 9: How likely are you to purchase X products or use X practices in the next 1-2 years? (Please check one)

The possible responses are “very likely,” “possibly” and “not likely.”

Please see the information in the table below for responses and response rates. This question appeared in a group of questions focused on one sole sector, therefore response rates vary by sector (see original survey in Appendix). The valid percent refers to the percent of those who responded to that question, as opposed to the percent of those who took the survey.

Table 3: Expectations of purchasing sustainable products or services in the future

Question 9: How likely are you to purchase X products or use X practices in the next 1-2 years?

Sector	Response Rate % of total surveyed (Number)	Very Likely Valid % (Number)	Possibly Valid % (Number)	Not Likely Valid % (Number)
Green building	33% (99)	78% (77)	19% (19)	3% (3)
Biofuels	24% (72)	39% (28)	38% (27)	24% (17)
Natural household, consumer and personal care products	17% (49)	96% (47)	4% (2)	0% (0)
Renewable energy	31% (91)	74% (67)	22% (20)	5% (4)
Organic and natural foods	32% (95)	98% (93)	2% (2)	0% (0)
Reuse and recycling	25% (74)	96% (71)	4% (3)	0% (0)
Sustainable forest products	21% (61)	66% (40)	31% (19)	1% (2)
Sustainable tourism and recreation	17% (50)	54% (27)	42% (21)	4% (2)
Sustainable healthcare	17% (51)	51% (26)	45% (23)	4% (2)

b. Sector Specific

Green Building (GB)

This entire section had a response rate of 33%, with 99 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

Question 10GB: *What prevents you from purchasing or using green building products or practices more extensively? (Check all that apply)*

- 47% (47) of respondents chose, “Too expensive.”
- 59% (58) of respondents chose, “Not readily available.”
- 6% (6) of respondents chose, “Poor performance.”
- 39% (39) of respondents chose, “Not enough information.”
- 1% (1) respondent chose, “Not interested.”
- 12% (12) of respondents chose, “Not applicable.”
- 19% (19) of respondents chose, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Lack of (or misleading) information on products and practices
- Limited suppliers or supplies (contractors)
- Code difficulties

Question 11GB: *In your opinion, what actions can the local green building industry itself take to expand the sector? (Check all that apply)*

- 79% (78) of respondents chose, “Make practices and products accessible.”
- 55% (54) of respondents chose, “Reduce costs.”
- 82% (81) of respondents chose, “Provide more information to consumers.”
- 30% (30) of respondents chose, “Improve quality and performance.”
- 1% (1) respondent chose, “Not applicable.”
- 16% (16) of respondents chose, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Education and outreach (Green Home Show, design competition series)
- Educate industry
- Expand supplies and access to consumers
- Provide living wage jobs
- Provide more examples of reputable, effective practices
- Support regulatory/code changes needed and consumer incentives

Question 12GB: *What actions can the City of Eugene take to help expand the local green building industry? (Check all that apply)*

- 39% (39) of respondents selected, “Adopt regulations.”
- 68% (67) of respondents selected, “Provide incentives for consumers.”
- 12% (12) of respondents selected, “Reduce regulations.”
- 73% (73) of respondents selected, “Provide incentives for businesses.”
- 69% (68) of respondents selected, “Educate the public.”
- 93% (92) of respondents selected, “Apply green building practices to all city remodeling and new construction.”
- 78% (77) of respondents selected, “Purchase green building products.”
- 79% (78) of respondents selected, “Give preference to green buildings in permitting processes.”
- 12% (12) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Reduce conflicting and adopt supportive regulations
- Mandate green construction
- Education: publicize LEED certified buildings, provide information at City offices, create demonstration projects, educate staff
- Support & encourage sustainable re-use of existing building stock
- Fund & promote visionary alternatives like cob, strawbale, etc.
- Contain urban sprawl

Question 12GB: *What actions can other local governments, educational institutions, private entities, or non-profits take to help the local green building industry expand? (Check all that apply)*

- 86% (85) of respondents selected, “Educate their employees, customers or constituents.”
- 93% (92) of respondents selected, “Purchase and use locally produced sustainable goods and services.”
- 72% (71) of respondents selected, “Provide loans, grants, technical assistance or education to the industry.”
- 0% (0) of respondents selected, “Not applicable.”
- 6% (6) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Low interest financing for green projects
- Lead by example with green practices and support for R&D

Biofuels (Bio)

This entire section had a response rate of 24%, with 72 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

Question 10Bio: *What prevents you from purchasing or using biofuels more extensively? (Check all that apply)*

- 11% (8) of respondents chose, “Too expensive.”
- 29% (21) of respondents chose, “Not readily available.”
- 1% (1) of respondents chose, “Poor performance.”
- 11% (8) of respondents chose, “Not enough information.”
- 64% (46) of respondents chose, “Lack of proper equipment (e.g. diesel vehicle).”
- 10% (7) of respondents chose, “Not applicable.”
- 15% (11) of respondents chose, “Other.”

Themes encompassed by the “other” responses did not include anything that differed substantially from the selections above and therefore are not shown here.

Question 11Bio: *In your opinion, what actions can the local biofuels industry itself take to expand the sector? (Check all that apply)*

- 68% (49) of respondents chose, “Make more accessible.”
- 35% (25) of respondents chose, “Reduce the costs.”
- 57% (41) of respondents chose, “Provide more information.”
- 14% (10) of respondents chose, “Improve performance.”
- 54% (39) of respondents chose, “Increase/guarantee supplies.”
- 75% (54) of respondents chose, “Establish retail outlets.”
- 17% (12) of respondents chose, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Facilitate and publicize availability of biofuel compatible vehicles
- Educate consumers – public, private, fleet
- Promote increased taxes on non-biofuels
- Increase production of local capacity: processing facility, allow feedstock alternatives (e.g. hemp, algae grown in wastewater treatment ponds)

Question 12Bio: *What actions can the City of Eugene take to help expand the local biofuels industry? (Check all that apply)*

- 18% (13) of respondents chose, “Adopt regulations.”
- 71% (51) of respondents chose, “Provide incentives for consumers.”
- 13% (9) of respondents chose, “Reduce regulations.”

- 74% (53) of respondents chose, “Provide incentives for local businesses.”
- 72% (52) of respondents chose, “Educate the public.”
- 85% (61) of respondents chose, “Purchase local biofuels.”
- 13% (9) of respondents chose, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Focus on conservation
- Increase disincentives for fossil fuels (increase taxes), decrease for biofuels
- Advocate for warrantee coverage with biofuels
- (Mandate) use in all public and private fleet vehicle systems

Question 13Bio: *What actions can other local governments, educational institutions, private entities, or non-profits take to expand the local biofuels industry? (Check all that apply)*

- 76% (55) of respondents chose, “Educate their employees, customers or constituents.”
- 89% (64) of respondents chose, “Purchase and use locally produced biofuels.”
- 68% (49) of respondents chose, “Provide loans, grants, technical assistance or education to the industry.”
- 0% (0) of respondents chose, “Not applicable.”
- 10% (7) of respondents chose, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Support R&D for use of hemp & wood waste for feedstock and local processing
- Focus on fuel use reduction instead of alternatives

Natural Household, Consumer and Personal Care Products (NP)

This entire section had a response rate of 16%, with 49 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

Question 10NP: *What prevents you from purchasing or using natural consumer, household and personal care products more extensively? (Check all that apply)*

- 45% (22) of respondents selected, “Too expensive.”
- 41% (20) of respondents selected, “Not readily available.”
- 14% (7) of respondents selected, “Poor performance.”
- 20% (10) of respondents selected, “Not enough information.”
- 20% (10) of respondents selected, “Not applicable.”
- 14% (7) of respondents selected, “Other.”

The sole theme that emerged from the “other” responses was skepticism about effectiveness or sustainability of product.

Question 11NP: *In your opinion, what actions can the natural consumer, household and personal care industry itself take to expand the sector? (Check all that apply)*

- 59% (29) of respondents selected, “Make more accessible.”
- 61% (30) of respondents selected, “Reduce costs.”
- 71% (35) of respondents selected, “Provide more information.”
- 33% (16) of respondents selected, “Improve performance.”
- 2% (1) of respondents selected, “Not applicable.”
- 12% (6) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Improve packaging to attract consumers
- Promote industry standards
- Establish local evaluation agency/R&D

Question 12NP: *What actions can the City of Eugene take to help expand the local natural consumer, household and personal care products industry? (Check all that apply)*

- 12% (6) of respondents selected, “Adopt regulations.”
- 49% (24) of respondents selected, “Provide incentives for consumers.”
- 8% (4) of respondents selected, “Reduce regulations.”
- 51% (25) of respondents selected, “Provide incentives for businesses.”
- 69% (34) of respondents selected, “Educate the public.”
- 71% (35) of respondents selected, “Purchase local natural products.”
- 10% (5) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Tax incentives for job creation, etc.
- Infrastructure development
- Publicize local industry

Question 13NP: *What actions can other local governments, educational institutions, private parties, or non-profits take to expand the local natural consumer, household and personal care products industry? (Check all that apply)*

- 73% (36) of respondents selected, “Educate their employees, customers or constituents.”
- 86% (42) of respondents selected, “Purchase and use locally produced natural products.”
- 55% (27) of respondents selected, “Provide loans, grants, technical assistance or education to the industry.”
- 4% (2) of respondents selected, “Not applicable.”
- 6% (3) of respondents selected, “Other.”

The sole relevant recommendation that emerged from the “other” responses was that of establishing an evaluation agency.

Renewable Energy (RE)

The response rate was 30% with 89 or 90 respondents depending on the question. See individual question for exact number of respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

Question 10RE: *What prevents you from purchasing or using renewable energy more extensively? (Check all that apply)*

This question had a response rate of 30%, with 90 respondents.

- 59% (53) of respondents selected, “Too expensive.”
- 40% (36) of respondents selected, “Not readily available.”
- 6% (5) of respondents selected, “Poor performance.”
- 20% (18) of respondents selected, “Not enough information.”
- 3% (3) of respondents selected, “Don't know about them.”
- 23% (21) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Default choice from utilities is fossil fuel
- Local contractors do not seem professional
- Waiting for new federal, state incentives
- Lack of incentives for owner-installed systems
- Rent/don't own home

Question 11RE: *In your opinion, what actions can the local renewable energy industry itself take to expand the sector? (Check all that apply)*

This question had a response rate of 30%, with 90 respondents.

- 66% (59) of respondents selected, “Make more accessible.”
- 67% (60) of respondents selected, “Reduce costs.”
- 58% (52) of respondents selected, “Provide more information.”
- 33% (30) of respondents selected, “Improve performance.”
- 14% (13) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Increase education and outreach (local “industry” is currently invisible)
- Produce & promote experimental facilities (business/home tours, small-scale wind generation facility)
- Establish R&D at university for technology improvements/Sustainable Consumer Reports

Question 12RE: *What actions can the City of Eugene take to help expand the local renewable energy industry? (Check all that apply)*

This question had a response rate of 30%, with 89 respondents.

- 35% (31) of respondents selected, “Adopt regulations.”
- 78% (69) of respondents selected, “Provide incentives for consumers.”
- 13% (12) of respondents selected, “Reduce regulations.”
- 64% (57) of respondents selected, “Provide incentives for businesses.”
- 71% (63) of respondents selected, “Educate the public.”
- 81% (72) of respondents selected, “Purchase renewable energy.”
- 20% (18) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Advertise to attract manufacturers of renewable energy technology and encourage manufacturers currently located in Eugene to invest in solar cell production
- Collaborate with EWEB and others to craft vision of low energy future
- Encourage conservation first
- Educate City staff
- Lead by example-mandate for public facilities, encourage adoption by large private users
- Promote& establish small-scale, neighborhood production facilities
- Eliminate permit barriers

Question 13RE: *What actions can other local governments, educational institutions, private parties, or non-profits take to expand the local renewable energy industry? (Check all that apply)*

This question had a response rate of 30%, with 89 respondents.

- 75% (67) of respondents selected, “Educate their employees, customers or constituents.”
- 91% (89) of respondents selected, “Purchase and use locally produced renewable energy.”
- 75% (67) of respondents selected, “Purchase from companies using renewable energy.”
- 75% (67) of respondents selected, “Provide loans, grants, technical assistance or education to the industry.”
- 0% (0) of respondents selected, “Not applicable.”
- 12% (11) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Focus on conservation
- Encourage EWEB to increase renewables portion of its portfolio
- Coordinate transition to lower energy intensity future

- Increase costs of non-renewables
- Require installation of 2-way metering in all new construction and remodels
- Increase local production
- Supply living wage jobs
- Increase training for potential industry employees

Organic and Natural Foods (OG)

This entire section had a response rate of 32%, with 95 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

Question 10OG: *What prevents you from purchasing or using organic and natural foods more extensively? (Check all that apply)*

- 51% (48) of respondents selected, “Too expensive.”
- 26% (25) of respondents selected, “Not readily available.”
- 2% (2) of respondents selected, “Poor quality.”
- 2% (2) of respondents selected, “Not enough information.”
- 1% (1) of respondents selected, “Not applicable.”
- 25% (24) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Increase distribution – ex. Daily farmers market
- Distrust of organic certification or labeling
- Lack of access in local restaurants
- Many commented that they already purchase organic and natural foods

Question 11OG: *In your opinion, what actions can the local organic and natural foods industry itself do to expand the sector? (Check all that apply)*

- 58% (55) of respondents selected, “Make more accessible.”
- 63% (60) of respondents selected, “Reduce costs.”
- 47% (45) of respondents selected, “Provide more information.”
- 15% (14) of respondents selected, “Improve food quality.”
- 18% (17) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Organize/trade association
- Educate consumers on value of organic, sustainable, local food economy
- Develop local institutional markets, e.g. hospitals, public schools, university, restaurants, conferences
- Facilitate farmer-food producer network
- Year-round, daily Farmer’s market
- Increase local organic agricultural land supply

Question 11OG: *What actions can the City of Eugene take to help expand the local organic and natural foods industry? (Check all that apply)*

- 15% (14) of respondents selected, “Adopt regulations.”
- 43% (41) of respondents selected, “Provide incentives for consumers.”
- 7% (7) of respondents selected, “Reduce regulations.”
- 61% (58) of respondents selected, “Provide incentives for businesses.”
- 61% (58) of respondents selected, “Educate the public.”
- 76% (72) of respondents selected, “Purchase local organic and natural foods.”
- 20% (19) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Promote Eugene as center for natural living
- Provide local, organic food in school lunches
- Establish local R&D effort
- Mitigate urban sprawl/loss of prime farm land
- Promote local businesses over national chains
- Establish year-round farmer’s market

Question 12OG: *What actions can other local governments, educational institutions, private entities, or non-profits take to expand the organic and natural foods sector? (Check all that apply)*

- 73% (69) of respondents selected, “Educate their employees, customers or constituents.”
- 85% (81) of respondents selected, “Purchase and use locally produced organic and natural foods.”
- 73% (69) of respondents selected, “Provide loans, grants, technical assistance or education to the industry.”
- 2% (2) of respondents selected, “Not applicable.”
- 14% (13) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Protect prime agricultural land through better land use planning
- Support local businesses rather than non-local chains
- Reduce regulations and zoning for industries producing natural and organic foods
- Help develop new markets and value-added products
- Collaborate on regional food security goals
- Regulate/ban the use of herbicides, pesticides, etc.

Reuse and Recycling (RR)

This section had a response rate of 25% with 74 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

Question 10RR: *What prevents you from purchasing used or recycled products more extensively? (Check all that apply)*

- 12% (9) of respondents selected, “Too difficult.”
- 23% (17) of respondents selected, “Too expensive.”
- 9% (7) of respondents selected, “Poor quality and performance.”
- 28% (21) of respondents selected, “Not enough information.”
- 66% (49) of respondents selected, “Limited availability.”
- 12% (9) of respondents selected, “Not applicable.”
- 18% (13) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Social stigma regarding used clothes
- Not sure where to purchase
- Local supply unreliable
- Already do purchase reused or recycled goods or repair own goods

Question 11RR: *In your opinion, what actions can the local reuse/recycling industry itself take to expand the sector? (Check all that apply)*

- 73% (54) of respondents selected, “Make more accessible.”
- 27% (20) of respondents selected, “Reduce costs.”
- 61% (45) of respondents selected, “Provide more information.”
- 39% (29) of respondents selected, “Improve product quality and performance.”
- 3% (2) of respondents selected, “Not applicable.”
- 28% (21) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Create program based on URBAN ORE in Berkley – recycle via cottage industry
- Increase networking amongst businesses so they can use each others’ by-products
- Workshops and design competitions
- Consumer education; encourage businesses to include in procurement and products
- Improve methods for handling, sorting, making products available
- Promote improved product design that allows easier recycling

Question 12RR: *What actions can the City of Eugene take to help expand the local reuse/recycling industry? (Check all that apply)*

- 30% (22) of respondents selected, “Adopt regulations.”
- 66% (49) of respondents selected, “Provide incentives for consumers.”
- 11% (8) of respondents selected, “Reduce regulations.”
- 74% (55) of respondents selected, “Provide incentives for businesses.”
- 78% (58) of respondents selected, “Public education campaign.”
- 81% (60) of respondents selected, “Purchase reused/recycled products.”
- 15% (11) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Provide incentives for research and development of new recycled products
- Analyze collection and re-use networks and materials
- Reduce permitting time and costs
- Perform waste audits
- Lead by example, especially building materials
- Support improved state-wide legislation

Question 13RR: *What actions can other local governments, public agencies, private parties, or non-profits take to expand the local reuse/recycling industry? (Check all that apply)*

- 78% (58) of respondents selected, “Educate their employees, customers or constituents.”
- 88% (65) of respondents selected, “Purchase and utilize reused/recycled products.”
- 70% (52) of respondents selected, “Provide loans, grants, technical assistance or education to the industry.”
- 1% (1) of respondents selected, “Not applicable”
- 15% (11) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Find markets for materials that currently are not currently recycled
- Supply living wage jobs
- Add “recycling refund” to cost of efficiently recycled commodities
- Help form consortium for businesses within the sector
- Promote use at all conferences, sporting events, etc.
- Train employees
- Establish product life-cycle regulations such as take back and packaging laws (as in Europe)

Sustainable Forest Products (SF)

A total of 61 people responded to the questions in this section for a 20% response rate. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

Question 10SF: *What prevents you from purchasing sustainable forest products more extensively? (Check all that apply)*

- 10% (6) of respondents selected, “Too difficult.”
- 31% (19) of respondents selected, “Too expensive.”
- 5% (3) of respondents selected, “Poor quality and/or performance.”
- 33% (20) of respondents selected, “Not enough information.”
- 57% (35) of respondents selected, “Limited availability.”
- 13% (8) of respondents selected, “Not applicable.”
- 18% (11) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Don’t have need, e.g. renter
- Prefer other building methods – cob, adobe, etc.

Question 11SF: In your opinion, what actions can the local sustainable forest products industry itself take to expand the sector? (Check all that apply)

There was a data error for this question, however themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Develop an Eco-Building Depot to supply FSC-certified and recycled wood products
- Educate local consumers and material suppliers
- Avoid green hype, provide reliable, honest information

Question 12SF: What actions can the City of Eugene take to help expand the local sustainable forest products industry? (Check all that apply)

- 30% (18) of respondents selected, “Adopt regulations.”
- 62% (38) of respondents selected, “Provide incentives for consumers.”
- 11% (7) of respondents selected, “Reduce regulations.”
- 69% (42) of respondents selected, “Provide incentives for businesses.”
- 72% (44) of respondents selected, “Educate the public.”
- 80% (49) of respondents selected, “Purchase sustainable forest products.”
- 18% (11) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Educate city staff, consumers, businesses
- Encourage retailers to improve product labeling
- Take a stand against non-sustainable forest products

Question 13SF: What actions can other local governments, public agencies, private parties, or non-profits take to expand the local sustainable forest products industry? (Check all that apply)

- 72% (44) of respondents selected, “Educate their employees, customers or constituents.”
- 92% (56) of respondents selected, “Purchase and utilize sustainable forest products.”
- 67% (41) of respondents selected, “Provide loans, grants, technical assistance or education to the industry.”
- 2% (1) of respondents selected, “Not applicable.”
- 11% (7) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Express support for the sector
- Provide rewards for the companies that provide and sell the most sustainable forest products
- Encourage value-added production using SFPs
- Use Railroad site for retail/wholesale/distribution site

Sustainable Tourism and Recreation (ST)

The response rate varied between 17% and 18% with 49 and 50 respondents respectively. Please see individual questions for the precise response rate. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

Question 10ST: *What prevents you from purchasing or using sustainable tourism and recreation products and services more extensively? (Check all that apply)*

The response rate for this question was 17% with 50 respondents.

- 8% (4) of respondents selected, “Too difficult.”
- 24% (12) of respondents selected, “Too expensive.”
- 2% (1) of respondents selected, “Poor quality and performance.”
- 58% (29) of respondents selected, “Not enough information.”
- 40% (20) of respondents selected, “Limited availability.”
- 14% (7) of respondents selected, “Not applicable.”
- 16% (8) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Not clearly identified
- Availability for families

Question 11ST: *In your opinion, what actions can the local sustainable tourism and recreation industry itself take to expand the sector? (Check all that apply)*

The response rate for this question was 17% with 50 respondents.

- 62% (31) of respondents selected, “Make more accessible.”
- 36% (18) of respondents selected, “Reduce costs.”
- 76% (38) of respondents selected, “Provide more information.”
- 34% (17) of respondents selected, “Improve product/service quality and performance.”
- 4% (2) of respondents selected, “Not applicable.”
- 20% (10) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Demonstrate economic impact of expansion
- Provide a tour of sustainable farms and businesses (using sustainable transportation)
- Supply jobs at living wages
- Emphasize Oregon’s natural beauty and take steps to protect it
- Engage in private/public partnerships
- Design facilities and products for universal access

- Rewards/recognition for facilities that do use sustainable practices

Question 12ST: *What actions can the City of Eugene take to help the local sustainable tourism and recreation industry expand? (Check all that apply)*

The response rate for this question was 16% with 49 respondents.

- 14% (7) of respondents selected, “Adopt regulations.”
- 61% (30) of respondents selected, “Provide incentives for consumers.”
- 12% (6) of respondents selected, “Reduce regulations.”
- 59% (29) of respondents selected, “Provide incentives for businesses.”
- 80% (39) of respondents selected, “Educate the public.”
- 49% (24) of respondents selected, “Purchase sustainable tourism and recreation products and services.”
- 14% (7) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Make recycling mandatory at public sports and event facilities
- Protect the local environment
- Provide training for industry employees, volunteers

Question 13ST: *What actions can other local governments, public agencies, private parties, or non-profits take to expand the local sustainable tourism and recreation industry? (Check all that apply)*

The response rate for this question was 16% with 49 respondents.

- 69% (34) of respondents selected, “Educate their employees, customers or constituents.”
- 67% (33) of respondents selected, “Purchase and use sustainable tourism and recreation products and services.”
- 65% (32) of respondents selected, “Provide loans, grants, technical assistance or education to the industry.”
- 6% (3) of respondents selected, “Not applicable.”
- 14% (7) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Promote universal access of facilities and universal design of products
- Central information source to identify providers of goods and services
- Improve air and water quality

Sustainable Healthcare (SH)

The response rate for this question was 17% with 51 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

Question 10SH: *What prevents you from purchasing or using sustainable healthcare products or services more extensively? (Check all that apply)*

- 8% (4) of respondents selected, “Too difficult.”
- 29% (15) of respondents selected, “Too expensive.”
- 6% (3) of respondents selected, “Poor quality and performance.”
- 61% (31) of respondents selected, “Not enough information.”
- 43% (22) of respondents selected, “Limited availability.”
- 16% (8) of respondents selected, “Not applicable.”
- 6% (3) of respondents selected, “Other.”

The sole relevant response written in the “other” section was that sustainable healthcare is not available through most insurance.

Question 11SH: *In your opinion, what actions can the local sustainable healthcare industry itself take to expand the sector? (Check all that apply)*

- 57% (29) of respondents selected, “Make more accessible.”
- 37% (19) of respondents selected, “Reduce costs.”
- 75% (38) of respondents selected, “Provide more information.”
- 22% (11) of respondents selected, “Improve product quality and performance.”
- 6% (3) of respondents selected, “Not applicable.”
- 16% (8) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Allow non-profits to pool health care
- Link naturopathic and allopathic practitioners
- Support universal healthcare

Question 12SH: *What actions can the City of Eugene take to help the local sustainable healthcare industry expand? (Check all that apply)*

- 18% (9) of respondents selected, “Adopt regulations.”
- 53% (27) of respondents selected, “Provide incentives for consumers.”
- 12% (6) of respondents selected, “Reduce regulations.”
- 59% (30) of respondents selected, “Provide incentives for businesses.”
- 75% (38) of respondents selected, “Educate the public.”

- 59% (30) of respondents selected, “Purchase sustainable healthcare products and services.”
- 14% (7) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Support universal healthcare and prevention
- Expand coverage for City employees to include alternative healthcare

Question 13SH: *What actions can other local governments, public agencies, private parties, or non-profits take to expand the local sustainable healthcare industry? (Check all that apply)*

- 84% (43) of respondents selected, “Educate their employees, customers or constituents.”
- 76% (39) of respondents selected, “Purchase and use sustainable healthcare products and services.”
- 57% (29) of respondents selected, “Provide loans, grants, technical assistance or education to the industry.”
- 2% (1) of respondents selected, “Not applicable.”
- 18% (9) of respondents selected, “Other.”

Themes encompassed by the “other” responses include (in no particular order and excluding comments which repeat the selections above):

- Support universal healthcare
- Provide coverage for alternative medicine
- Provide a listing of sustainable healthcare options
- Combine purchasing power to allow employee access to alternative healthcare

III. General Comments

Question 14: *Is there anything else you would like to tell us about your views on how to retain, grow, or create businesses and jobs using sustainability practices or producing sustainable products in Eugene?*

- Vision:
 - Develop & promote a Eugene vision for sustainability
 - Support shift in thinking that encourages local self-sufficiency and reduced consumption

- Marketing:
 - Create logo
 - Market Eugene nationwide as a city with huge sustainability momentum
 - Market Eugene as woodcarving, bike gear, etc. capital

- City Government:
 - Lead by example to educate and expand market:
 - Create an office of sustainable development
 - Provide visionary leadership
 - Facilitate regional sustainability planning efforts

- Support Innovation:
 - Create a think tank/incubator charged with creating new approaches to and areas in which sustainable practices can be applied.
 - Create a networking/resource center for sustainable businesses/business practices
 - Encourage/facilitate efforts between academia and business

- Regulations and incentives:
 - Do not increase regulations
 - Mandate green building
 - Limit support for chain stores, particularly those locating on outskirts of Eugene
 - Increase support for early movers, sustainable, local and micro-businesses
 - Subsidize spaces downtown
 - Zone for in-home manufacturing to support cottage industry
 - Push for living wages, affordable housing and healthcare

- Transportation and land use planning
 - Focus on density, limiting and undoing sprawl and improving non-automobile transportation infrastructure
 - Provide incentives for use of hybrids and public transportation
 - Support a regional, sustainable, high-speed transportation system.
 - Connect downtown to shopping districts across the river to reduce automobile use
 - End spending on new roads and revive train system
 - Protect agricultural land within UGB and within future UGB expansions

- Pay employees that do not drive to work
- New housing developments should be walkable/include markets, etc.
- Transform public mass transit system from hub to grid system.

- SBI and City's sustainability process:
 - Involve homeless, youth, elderly & disenfranchised in SBI
 - Involving more diverse group of businesses
 - Look at water
 - Focus on local, not organic and natural food
 - Hold regular public forums to allow for public input

- Education and technical assistance:
 - Provide technical assistance for producers
 - Create regularly updated, central clearinghouse of information
 - Clarify benefits of sustainability for the public
 - Focus on educating those with least information
 - Create reward and recognition program for sustainable businesses
 - Create certification program tied to incentives for sustainable businesses
 - Educate for: decreased consumption; integration of permaculture, edible landscapes and winter gardens into urban lots; insulation techniques – particularly for renters
 - Schools should educate for sustainability and support local farms

- Energy:
 - Consider peak oil and increases in energy costs
 - Save urban land for photovoltaic panels
 - Revisit solar access ordinance and interaction with density regulations
 - Increase fossil fuel tax
 - Support development of biofuels industry, particularly using woody biomass as feedstock
 - Re-engineer nearby dams that are not producing energy to do so

- Miscellaneous
 - Define sustainability and what a sustainable business is
 - Start alternative Chamber of Commerce or lower fees for Chamber of Commerce
 - Improve livability of Eugene by improving schools, parks, bike paths, transportation systems etc. to attract sustainable businesses
 - Thank you for doing this

IV. Demographic Questions

Question 15: What is your age? (Please check one)

This question had a response rate of 57% with 169 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

- 0% (0) of respondents selected their age to be under 18
- 1% (2) of respondents selected their age to be 18-21
- 3% (5) of respondents selected their age to be 22-25
- 10% (17) of respondents selected their age to be 26-30
- 18% (31) of respondents selected their age to be 31-40
- 25% (42) of respondents selected their age to be 41-50
- 37% (62) of respondents selected their age to be 51-60
- 6% (10) of respondents selected their age to be 61 or over

Question 16: *What is your gender? (Please check one)*

This question had a response rate of 57% with 168 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

- 55% (93) of respondents selected their gender as male
- 45% (75) of respondents selected their gender as female

Question 17: *Type of employment or business owned, if any: (Please check one)*

This question had a response rate of 56% with 165 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

- 4% (7) of respondents chose, “Arts, Entertainment, Recreation.”
- 2% (4) of respondents chose, “Agriculture, Forestry, Fishing and Hunting.”
- 18% (29) of respondents chose, “Educational Services.”
- 4% (6) of respondents chose, “Health Care and Social Assistance.”
- 2% (3) of respondents chose, “Accommodation and Food Services.”
- 1% (1) of respondents chose, “Other Services (except Public Administration).”
- 0% (0) of respondents chose, “Mining.”
- 3% (5) of respondents chose, “Utilities.”
- 2% (3) of respondents chose, “Construction.”
- 3% (5) of respondents chose, “Manufacturing.”
- 4% (7) of respondents chose, “Wholesale and Retail Trade.”
- 1% (2) of respondents chose, “Transportation and Warehousing.”
- 4% (6) of respondents chose, “Information.”
- 2% (4) of respondents chose, “Finance and Insurance.”
- 2% (3) of respondents chose, “Real Estate, Rental and Leasing.”
- 19% (32) of respondents chose, “Professional, Scientific and Technical Services.”
- 2% (4) of respondents chose, “Management of Companies and Enterprises.”
- 1% (2) of respondents chose, “Administrative, Support, Waste Management and Remediation Services.”
- 3% (5) of respondents chose, “Not currently employed.”
- 22% (37) of respondents chose, “Other.”
 - Other responses included: tourism; renewable and energy efficient products and services; OSU/Lane County Extension; sustainable architecture and engineering firm; student; City employee; craftsperson/artist ; cartography; vocational rehabilitation counseling; retired; raising children; consulting; software

development; technical assistance; non-profit; advocate; workforce development; group facilitation; land design professions; recycling of salvaged trees into furniture; farmer; property management.

Question 18: *Have you ever started or owned a business in Eugene? (Please check one)*

This question had a response rate of 54% with 161 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

- 46% (74) of respondents chose, “Yes.”
- 54% (87) of respondents chose, “No.”

Question 19: *Annual income (Please check your annual household income):*

This question had a response rate of 55% with 163 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

- 11% (18) of respondents chose, “Less than \$10,000.”
- 9% (14) of respondents chose, “\$10,000-\$25,000.”
- 29% (48) of respondents chose, “\$25,000-\$50,000.”
- 20% (33) of respondents chose, “\$50,000-\$75,000.”
- 16% (26) of respondents chose, “\$75,000-\$100,000.”
- 8% (13) of respondents chose, “\$100,000 - \$150,000.”
- 7% (11) of respondents chose, “More than \$150,000.”

Question 20: *Educational level (Please check the highest level that applies to you)*

This question had a response rate of 57% with 168 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

- 0% (0) of respondents chose, “Completed middle school.”
- 2% (3) of respondents chose, “High school diploma.”
- 14% (23) of respondents chose, “Some college.”
- 39% (66) of respondents chose, “College degree.”
- 45% (76) of respondents chose, “Graduate or professional degree.”

Question 21: *How many years have you lived in Eugene? _____*

This question had a response rate of 56% percent with 168 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

- 22% (37) respondent’s selection fell into the category of 1 to 5 years
- 13% (21) respondent’s selection fell into the category of 6 to 10 years
- 14% (24) respondent’s selection fell into the category of 11 to 15 years
- 10% (16) respondent’s selection fell into the category of 16 to 20 years
- 8% (13) respondent’s selection fell into the category of 21 to 25 years

- 13% (22) respondent's selection fell into the category of 26 to 30 years
- 8% (14) respondent's selection fell into the category of 31 to 40 years
- 2% (4) respondent's selection fell into the category of over 41 years
- 8% (13) of respondents chose, "Don't live in Eugene"

Question 22: *What part of Eugene do you live in? Please check the neighborhood you live in:*

This question had a response rate of 56% percent with 168 respondents. The percentages listed below are the valid percentages, or percentages of those who responded to the question.

- 3% (5) of respondents selected, "Whitaker."
- 10% (17) of respondents selected, "South Hills."
- 2% (3) of respondents selected, "Amazon."
- 1% (1) of respondents selected, "Bethel."
- 4% (7) of respondents selected, "Cal Young."
- 2% (3) of respondents selected, "Churchill."
- 2% (3) of respondents selected, "Crest Drive."
- 2% (4) of respondents selected, "Downtown."
- 3% (5) of respondents selected, "Fairmount."
- 3% (5) of respondents selected, "Far West."
- 9% (15) of respondents selected, "Friendly Area."
- 4% (7) of respondents selected, "Harlow."
- 0% (0) of respondents selected, "Industrial Corridor."
- 6% (10) of respondents selected, "Jefferson Westside."
- 1% (1) of respondents selected, "Laurel Hill Valley."
- 8% (13) of respondents selected, "River Road."
- 0% (0) of respondents selected, "Santa Clara."
- 4% (6) of respondents selected, "South University."
- 8% (13) of respondents selected, "Southeast."
- 2% (3) of respondents selected, "Trainsong."
- 9% (15) of respondents selected, "West Eugene."
- 2% (3) of respondents selected, "West University."
- 0% (0) of respondents selected, "University of Oregon."
- 1% (1) of respondents selected, "Not sure."
- 8% (13) of respondents selected, "Lane County resident, outside of Eugene."
- 0% (0) of respondents selected, "Oregon resident, outside of Lane County."
- 6% (10) of respondents selected, "I don't live in Eugene – I live in:_____."
 - These responses included: "I work in all of Lane County," Waltherville, non-incorporated River Road, Fall Creek, College Hill in Eugene, Bainbridge Island WA, Springfield (2), Glenwood and "Heaven and Earth."