

## The Survey Says... the City is Listening

The City of Veneta staff is constantly working to improve how it serves you. To evaluate how well it is accomplishing that mission and to identify areas for improvement, the City conducted a month-long "How do you feel about the City of Veneta" survey. The survey was sent as a hardcopy insert with the August utility

bill, publicized in the Fern Ridge Review, and posted in social media and the City website.

Survey respondents were asked to rate their impression of the City based on their most recent interactions with City staff by selecting up to five attributes that they feel best describe that experience. It then asked

respondents to explain the reason for their rating and provide general information about their age and how long they have resided in the area.

"The survey was designed to help us better understand how residents perceive City staff and the City of Veneta in general and to improve where we fall short," said Veneta's

Management Analyst Jana Weaver.

A majority (62 percent) of the 316 respondents selected positive words, such as "friendly, professional, responsive and caring," to describe their impressions of City staff, while 17 percent chose negative terms, including "inconsistent, dis-

(See "Survey" page 2)

## Veneta Aglow with Lights on Broadway and Tour of Lights

From a new twist on the Light Parade, to sharing our bounty through the Kiwanis Holiday Food Drive/Distribution and SANTA Project, to the first of its kind Veneta-Fern Ridge Tour of Lights, the community will come together once again this year to celebrate the sea-

son. Public events are tricky in the era of COVID-19. The City of Veneta, the Veneta-Fern Ridge Chamber of Commerce, and other community organizations have found a way to host a few of our most cherished traditions as drive-through events designed to keep one an-

other safe along the road to a better New Year.

The celebration begins as the **17<sup>th</sup> Annual Veneta-Fern Ridge Light Parade** is temporarily transformed into "**Lights on Broadway**" on **December 10 from 6:30 pm to 8:00 pm**. Designed as a drive-through event, this

year's floats will remain stationary as spectators drive past. With visitors in their vehicles, the community can avoid the risks associated with large gatherings, while still allowing the community to view the floats parked along W. Broadway Ave.

(See "Lights on Broadway" on page 2)

## 4th Street Parking Lot Complete

The City continues to make Veneta's Downtown Business District more appealing to businesses and visitors alike. Last month, a contractor completed a 16-space paved parking lot on City-owned property at 4<sup>th</sup> Street and Brooker Lane. The work included storm drainage facilities, curbs, lighting, sidewalks, and other incidentals, with the City's Public Works crew completing the landscaping as a cost-saving measure.

Funded in part by

Veneta's Urban Renewal Agency, the project is part of ongoing downtown improvement activities that aim to bring downtown streets to City standards, which could help attract businesses to the area while also providing sufficient parking.

The goal of urban renewal activity is to improve specific areas of a city that are poorly developed or underdeveloped. These areas can have old deteriorated buildings,

(See "4th Street" on page 2)

### CIVIC CALENDAR DECEMBER 2020

All meetings held at City Hall unless otherwise noted

1	Planning Commission Meeting	Cancelled
2	Park Board Meeting	4:30 pm
9	Economic Development Committee Virtual Meeting	2:00 pm
10	Lights on Broadway	6:30 - 8:00 pm
14	City Council Meeting, followed by Urban Renewal Agency Meeting	6:30 pm
17	Municipal Court	By Appointment
25	Christmas Day	Closed
28	City Council Meeting	Cancelled



## Survey

engaged, or wasteful.” The remainder were neutral.

The majority of the written comments were also positive, with respondents being pleased with their interactions with City staff and services. Those who were displeased shared their lingering disappointment about the decision to permit the Sarto Development on Hunter Road, had ongoing concerns about activities at the Territorial Skate Park, and

perceived a need for more law enforcement.

Staff will share the overall results of the survey and any recommendations with the City Council where appropriate. The findings will also be published on the City of Veneta website and through social media later this month.

“This survey will serve as a benchmark and be repeated each year, enabling staff to identify areas of concern and then monitor progress toward im-

proving how we serve our residents,” Weaver explained. It will also help the City update its Communications Plan, which was first adopted in 2015. That Plan identified the goal of improving community awareness of City issues and public engagement opportunities. Since that time, the City has made changes to its monthly newsletter, become active on social media, and engaged in public outreach at events such as the Harvest Festival

and the Veneta Downtown Farmers’ Market.

“We look forward to seeing the results in a year, especially after we implement changes based on the feedback we received,” said Weaver. In the meanwhile, she said, the comment section has already provided information about issues that residents were experiencing and some of those concerns were quickly solved.

## Lights on Broadway

Spectators are asked to begin their tour by traveling west along Jack Kelley Drive, and then turning left on 8<sup>th</sup> Street, and then left on W Broadway Ave to view the floats. The marked route will continue to “**Winter Wonderland**” at the **Veneta Elementary School parking lot**, where participants can drive past the Community Christmas Tree, make a contribution to the SANTA Project and the annual Kiwanis Holiday Food Drive without ever leaving their vehicles. Canned food and other nonperishables are encouraged!

Most important, young children can wave to Santa. Elves will be on hand to help children deliver their letters to the big man from the safety of the family car!

As usual, any group, club, organization, or family is encouraged to put lights on anything that rolls and join in the fun! To register a float for “**Lights on Broadway**,” contact the Veneta-Fern Ridge Chamber of Commerce by calling 541-935-8443 or visit their website at [venetafernridgetour](https://www.facebook.com/venetafernridgetour)



But there’s more! This year, the Chamber kicks off what it hopes will be another wonderful tradition: the **Christmas Light Decorating Contest and the Veneta-Fern Ridge Tour of Lights!** Residents are urged to “go nuts” on their decorations and then compete for prizes while providing safe entertainment for your friends and neighbors.

Those who wish to compete and be featured on the Tour of Lights map can sign up on the Veneta

-Fern Ridge Tour of Lights Facebook page <https://www.facebook.com/venetafernridgetour> contact Veneta-Fern Ridge Chamber of Commerce by calling 541-935-8443 or visit their website at [venetafernridgechamber.com](https://www.venetafernridgechamber.com) by Dec. 7. Decorations must be complete by Dec. 14 to be judged. The Chamber encourages participants to “wrap it up” early so Lights on Broadway spectators can tour the lights!

## 4th Street

streets, and utilities or the areas can lack streets and utilities altogether. Currently, ongoing urban renewal work in Veneta is most visible along Broadway Street as part of the Downtown Master Plan.



**DRIVE  
THROUGH**

# WINTER WONDERLAND



**Join us at  
Veneta Elementary School  
December 10, 2020  
6:30pm - 8:00pm**

## *Winter Wonderland Activities*

- ❄ *Wave to Santa Claus*
- ❄ *Drive up to drop off your letters to Santa*
- ❄ *View the Community Holiday Tree and children's art display*
- ❄ *Drop off donations for the S.A.N.T.A. Project & Holiday Food Drive*



This event is in conjunction with the **“Lights on Broadway”** event and will take place at Veneta Elementary in the parking lot and bus loop.

*For the safety of everyone participating, please remain in your vehicle at all times. Drive through only, please no pedestrians.*



# Veneta-Fern Ridge Chamber of Commerce & City of Veneta Presents Lights on Broadway



Emerald People's Utility District



Veneta-Fern Ridge Chamber of Commerce and City of Veneta present Lights on Broadway a "Reverse Holiday Parade" Thursday December 10th, from 6:30-8:00 pm. on W. Broadway Ave. In a reverse parade, the parade entrants are stationary and spectators drive by in their vehicles rather than gathering in groups along the street. There will be decorated floats, businesses and other organizations that will be stationed along the route. Spectators must be in a vehicle. While the parade format has been modified, we look forward to keeping the holiday spirit alive for residents and visitors.

**Parade Route:** Encourage traffic to enter from Territorial & Jack Kelly Drive to Left on 8<sup>th</sup> Street, Left onto W. Broadway Ave. (Floats will be stationary on Broadway Ave.) Then turn right onto 2<sup>nd</sup>, Left onto McCutcheon Ave. Cross over into Veneta Elementary.

**Covid 19 – COMPLIANCE IS MANDATORY** No pedestrians on sidewalk.

