



Outreach Summary
Salem Climate Action Plan
June to September 2021
Date: June 15, 2021

The Salem Climate Action Plan project team is reaching out to Salem community members to ensure a wide range of voices are included in this planning process. Over the summer, we will be meeting with community groups, attending community events, and more, with the intent of reaching a more diverse audience and communicating about this project. Much of our efforts targets frontline communities (i.e., those who are most impacted by climate change and are in greatest need of resources and tools to address climate impacts). As follows is a summary of the various activities completed or planned to date.

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| Community Meetings | Willamette Valley Realtors – June 1
North Lancaster Neighborhood Association – June 2
Salem-Keizer NAACP – June 7 & August 2
Faye Wright Neighborhood Association – June 10
Central Area Neighborhood Development Organization – June 15
West Salem Neighborhood Association – June 21
Lansing Neighborhood Association – June 22
Salem Neighborhood Association Chairs’ – June 24
Southwest Association of Neighbors – July 6
North Neighborhoods – July 14
Morningside Neighborhood Association – July 14
Sunnyslope Neighborhood Association – July 15
Edgewater Partnership – July 22
East Lancaster Neighborhood Association – August 5
South Salem Connect – August 17
Community Partners of East Salem – August 19 |
| Community Events
(tabling/talking one-on-one) | Marion County Fair – July 9-11
ENLACE Cross-Cultural Connection Friday Night – July 16
Mission Street Park Conservancy Plant Sale – July 16 & 17
Englewood Forest Festival – August 14
Families & Children Summer Fun at the Park (at Northgate Park hosted by Hallman Neighborhood Family Council) – August 20
Salem Saturday Market – August 28
Capital City Cornhole Classic – September 11
Salem Saturday Market – September 25 |
| Focus Group Meetings | Gen Z forums: CAREcorps – June 24 & 29 |
| Distribution of Project
Handout & Community
Survey | Task Force member Lesley Johnson to assist with distribution to residents with physical disabilities (especially those who do not regularly use the internet), Meals on Wheels |

Task Force member Aalicea Dominguez (Shangri-la) to assist with distribution to clients with disabilities

Task Force member Julie Hambuchen (Marion Polk Food Share) to assist with distribution at community food pantry sites

Project team seeking additional organizations (including faith-based organizations) to assist with distribution of project information and return of completed hardcopy surveys

Weekly Radio PSA
(PSA rerunning throughout each week, starting week of June 14)

KBZY 1490 AM
KMUZ Community Radio 100.7 & 88.5 FM
KMWV Community Radio 98.3 FM
KRYP El Rey 91.3 FM
KTUP Radio Poder 98.3 FM

Radio Interviews

ICYMI with Salem Reporter – KMWV Community Radio 98.3 FM
KBZY 1490 AM (proposed)
KTUP Radio Poder 98.3 FM (proposed)
Project team seeking opportunities for additional radio interviews

Social Media
(weekly content posts)

www.facebook.com/CityOfSalemOR
www.facebook.com/CiudaddeSalemOregon
www.twitter.com/cityofsalem

Print Media

Article in Tribal newspaper, Smoke Signals, published by the Confederated Tribes of Grand Ronde (proposed)

Visual Media

Bulletin on Capital Community Media TV (proposed)
Production of a project informational video, produced by CAREcorps youth members with support from Capital Community Media and City staff (proposed)

Print Communications

Informational handout (one-page, content in English and Spanish)
Community survey (one-page, English and Spanish versions)
Rack card (English and Spanish versions) (proposed)
Bulletin/flier (English and Spanish versions) (proposed)
Poster (for tabling at community events) (proposed)
Bookmark/giveaway (for tabling at community events) (proposed)

