



## Our Salem: Today

### Online Survey Summary

December 5-31, 2018

## Background and Purpose

The “Our Salem: Today” online survey complemented the in-person public workshop of December 5. It allowed people to learn more about the information the City may be looking at in advance of kicking off a Comprehensive Plan Update.

During the survey open period from December 5 to December 31, the survey received responses from 260 people.

## Survey Results

The survey listed the possible indicators from the public workshop and asked participants how useful the indicator/information would be for them. By and large, the survey responses were consistent with input from the public workshop about the indicators that should be used to evaluate the city as it grows and develops.

For example, many indicators that survey respondents saw as most useful also received the most votes by participants at the public workshop. These included Traffic/Pedestrian Accidents, Employment Mix, Housing Affordability, Complete Neighborhoods, and Annual Level of Service, among other indicators.

Survey respondents also provided open-ended comments. Many comments were not specific to indicators, but instead focused on issues, concerns, and ideas. Recurring trends among these responses indicate concerns spanning many topic areas. These are paraphrased below:

- Please be careful to measure in terms of benefits to citizens, not benefits to developers.
- Affordable housing is important as a component in solving other issues.
- Bus service needs to be more extensive, such as a shorter walk to stops and shorter distance between stops.
- It’s important to be able to walk and bike to destinations but also to not make driving more difficult.
- Earthquake readiness, to serve people across the socio-economic spectrum, is a high priority.
- Where money is the measurement unit, please also measure in terms other than money.
  - Consider triple-bottom-line accounting [typically defined as measuring effects on “people” and “place” alongside standard money measures] and social parameters.

## Demographics

### Race and ethnicity

Those who chose “Caucasian (not of Hispanic origin)” amounted to **77 percent**. The next most popular choice was “Prefer not to answer” at about 17 percent. The total of all other choices amounted to less than seven percent.

### Language

Those who speak English at home amounted to **98 percent**. Six responders indicated Spanish as the language spoken at home. Eight indicated a mix of other languages, including French, German, and American Sign Language.

### ZIP code

Approximately **97 percent** of responses indicated ZIP codes in or just outside Salem city limits.

## Next steps

Meetings of the Technical Advisory Committee and Stakeholder Advisory Committee will be held this spring, along with another open house to show the results of future land use scenarios using the indicators. For example, the scenarios are expected to show how the city will fair in terms of housing affordability and proximity to parks and trails in the future.