



# WELCOME

*to the*

# PUBLIC WORKSHOP

We invite you to...

- 1 identify the questions about Salem's future that are the most important to you
- 2 view the current trends and statistics describing Salem's socio-demographic context
- 3 view existing conditions maps about Salem

## SHARE YOUR FEEDBACK!

Use your sheet of circular dots to identify your top indicators and priorities related to Salem's future.

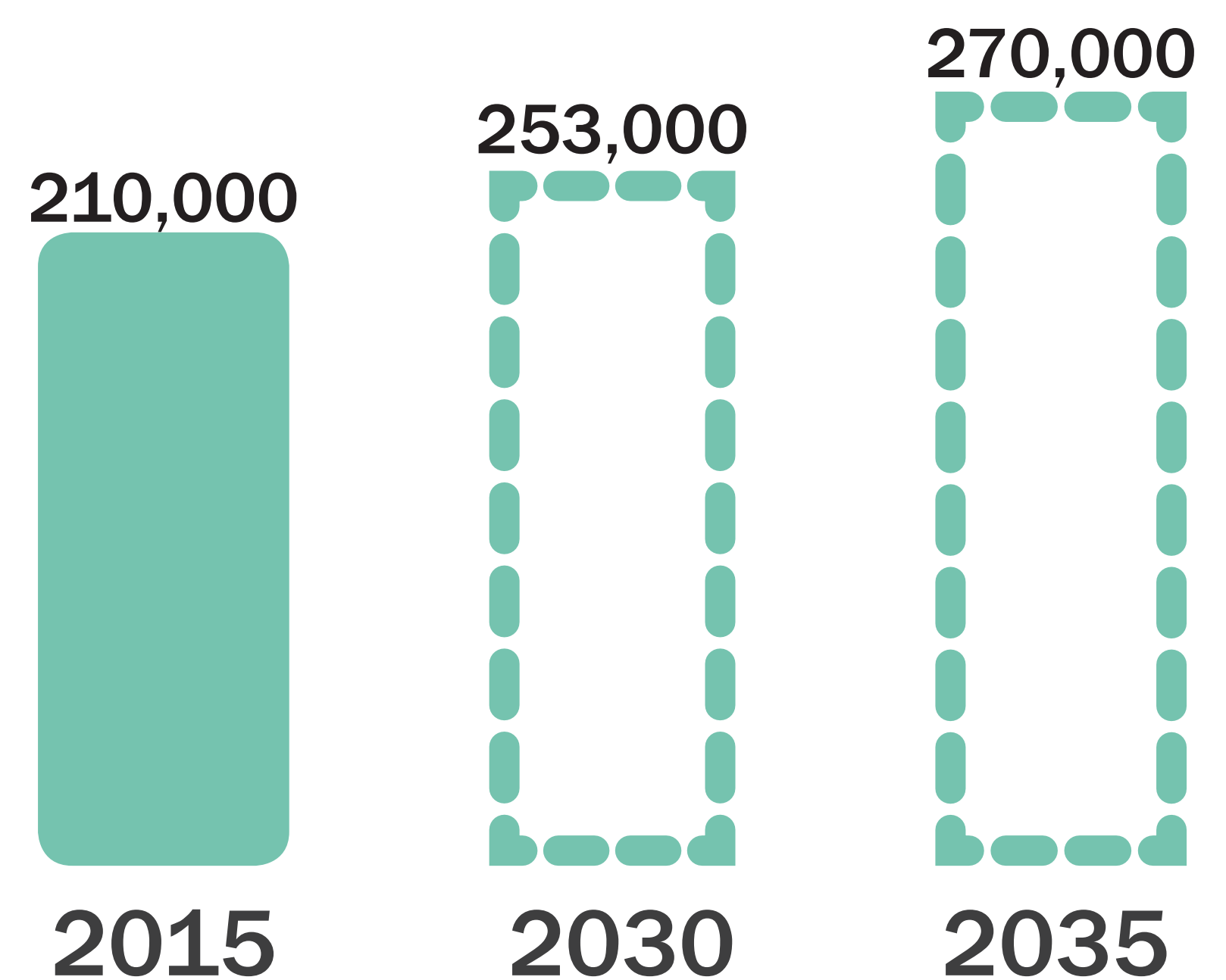
Mark the posters!  
Feel free to write or draw on the posters to give us more specific feedback.

# CURRENT TRENDS

## SALEM'S POPULATION IS AGING AND BECOMING MORE DIVERSE...

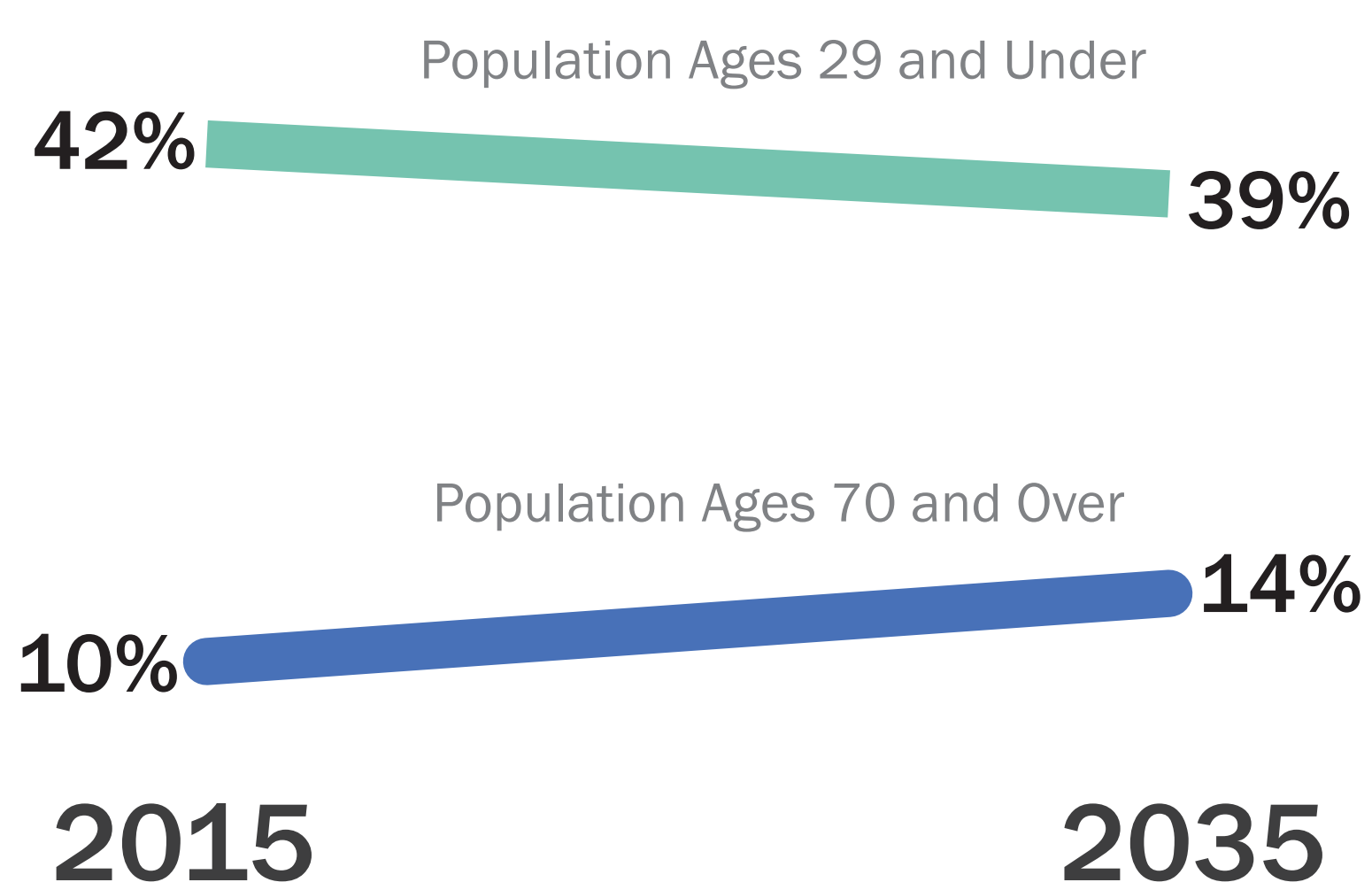
Salem's portion of the urban growth boundary is expected to reach 270,000 by 2035. More people will be older, and the population is expected to become more diverse.

### POPULATION GROWTH



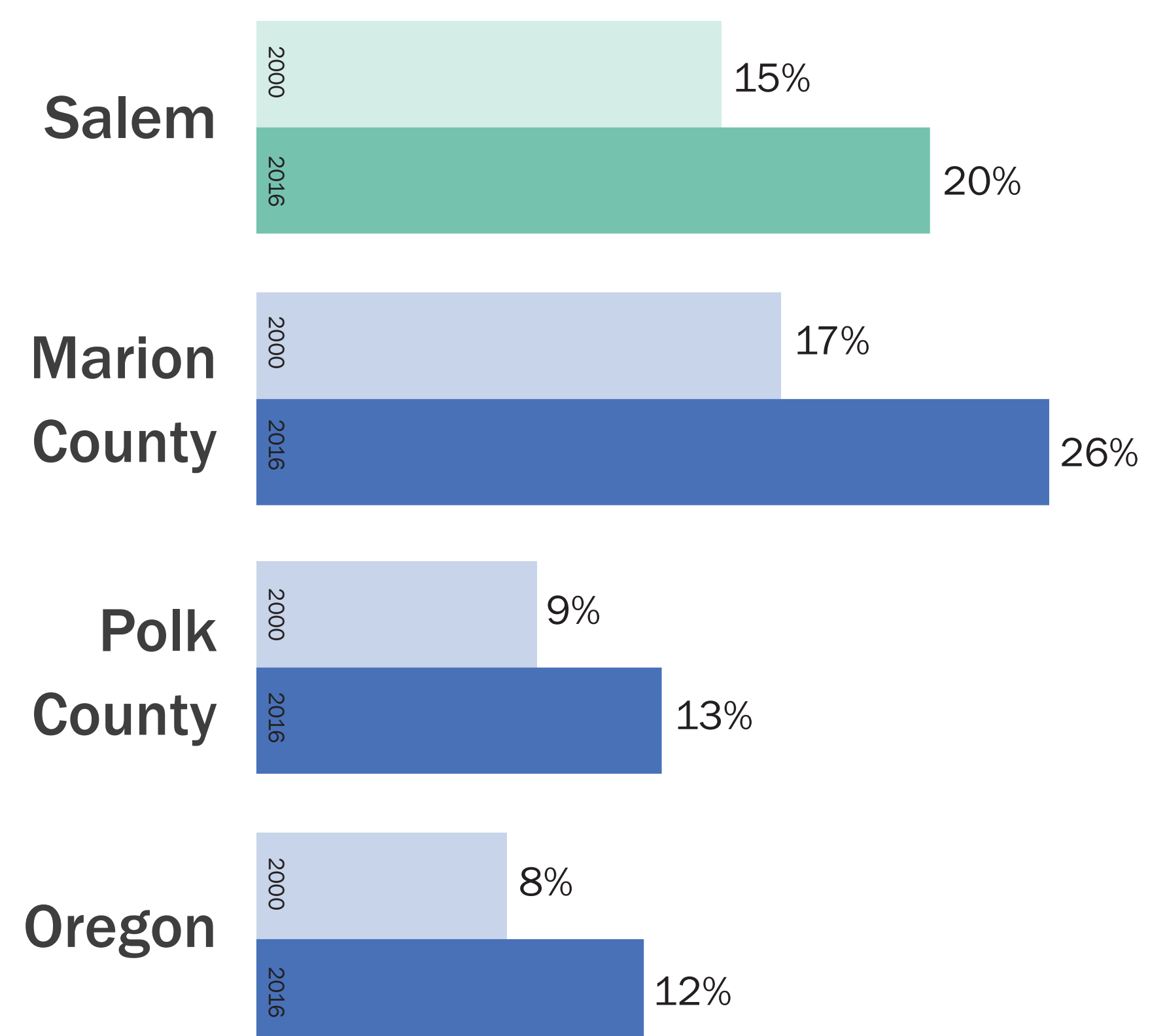
Source: 2015 Salem Housing Needs Analysis

### AGING POPULATION



Source: 2015 Salem Housing Needs Analysis

### % HISPANIC / LATINO



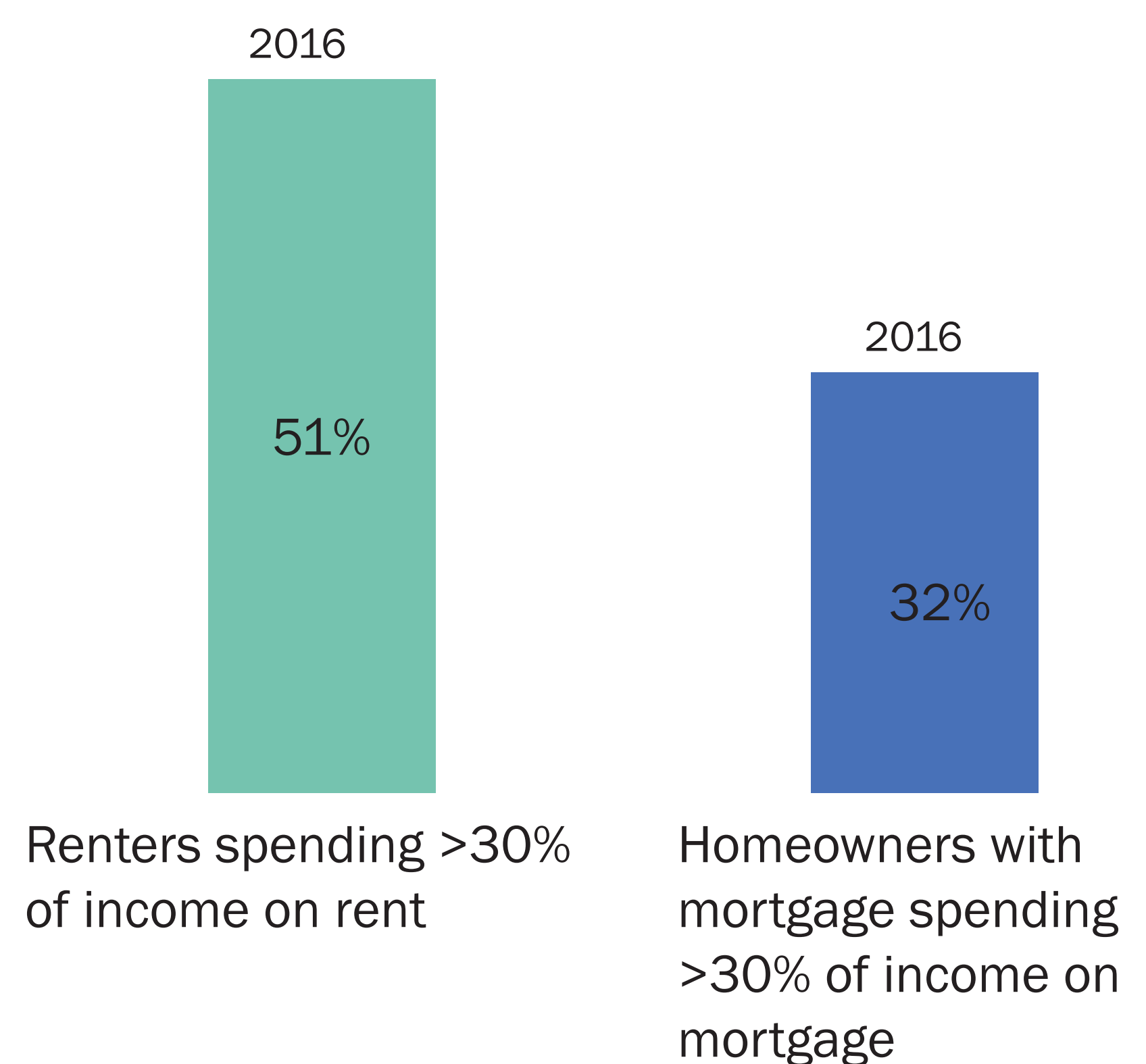
Source: 2015 Salem Housing Needs Analysis, 2016 ACS 5-Year data. Table B03002

# CURRENT TRENDS

## HOMEOWNERSHIP IS INCREASINGLY EXPENSIVE IN SALEM BUT STILL REGIONALLY COMPETITIVE

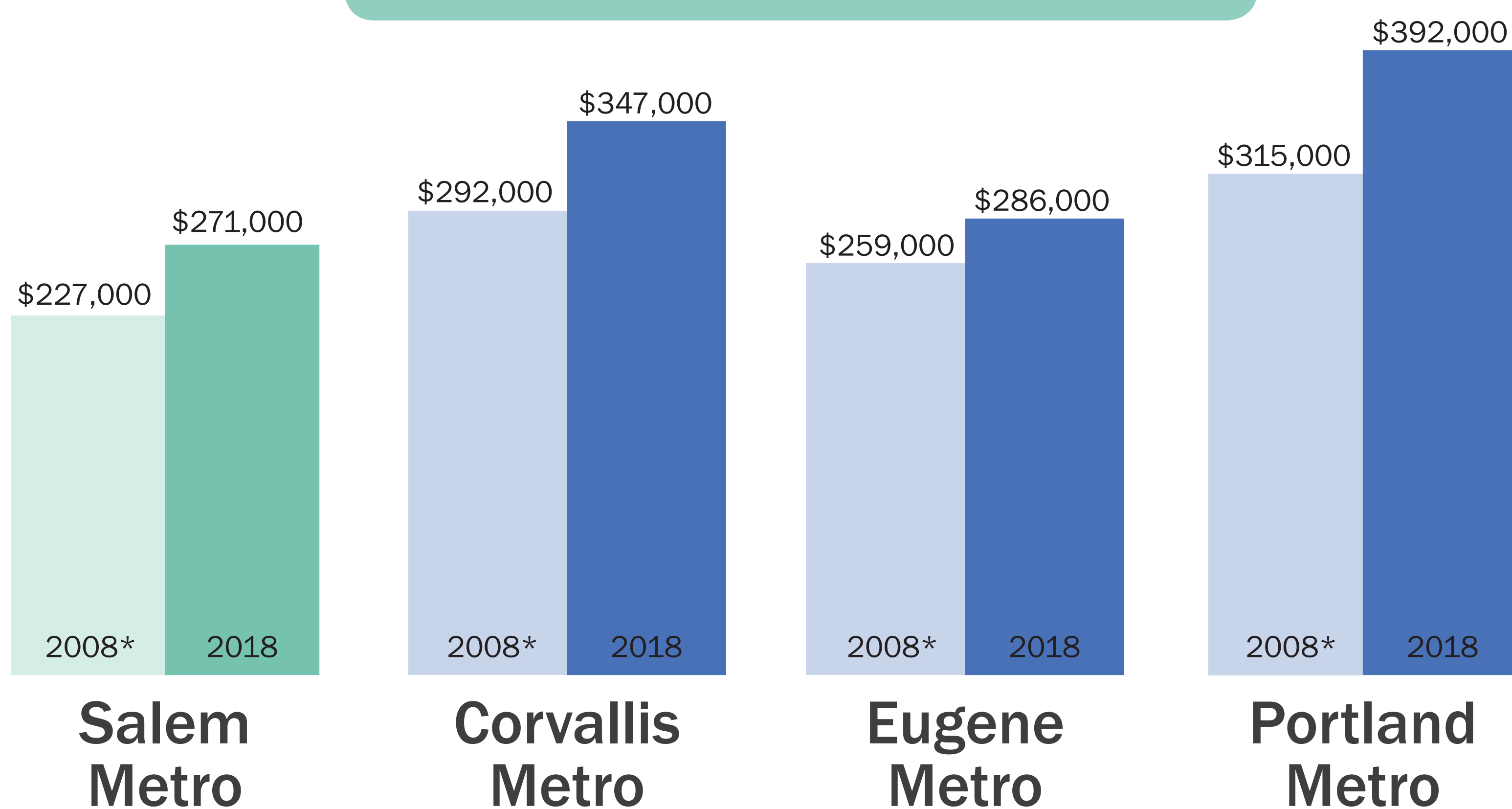
The cost of owning a home is rising. Affordability remains an issue, especially for renters. More than 50% of renters spend their income on rent.

### COST BURDEN



(Source: 2010 and 2016 ACS 5-Year data, Table DP04)

### MEDIAN HOME PRICES



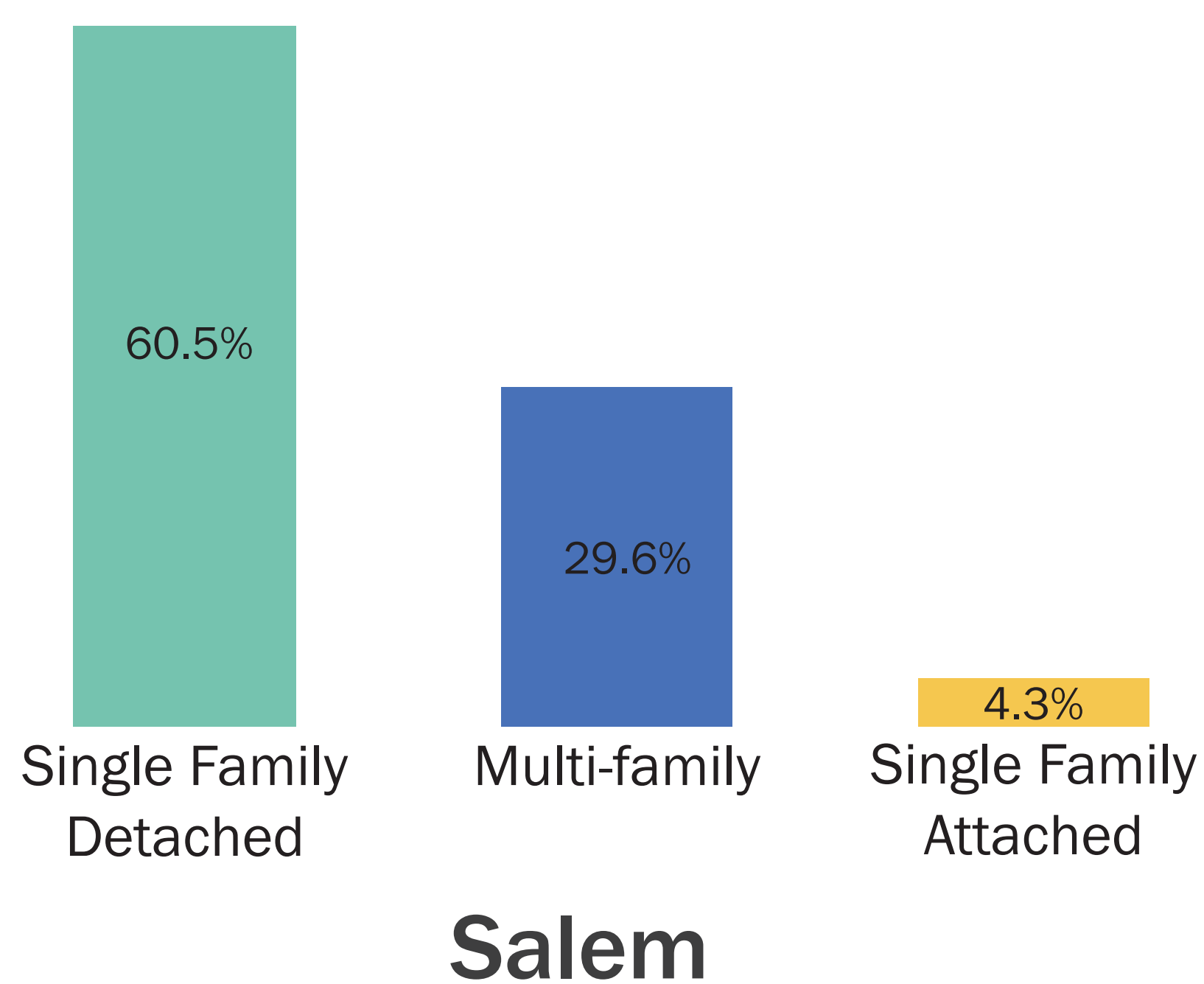
\*2008 prices are adjusted for inflation

(Source: Zillow Home Value Index Data, September 2008 and 2018)

# CURRENT TRENDS

**SINGLE-FAMILY HOMES WILL CONTINUE TO DOMINATE, BUT SMALLER UNITS AND MORE DIVERSE TYPES WILL BE NEEDED.**

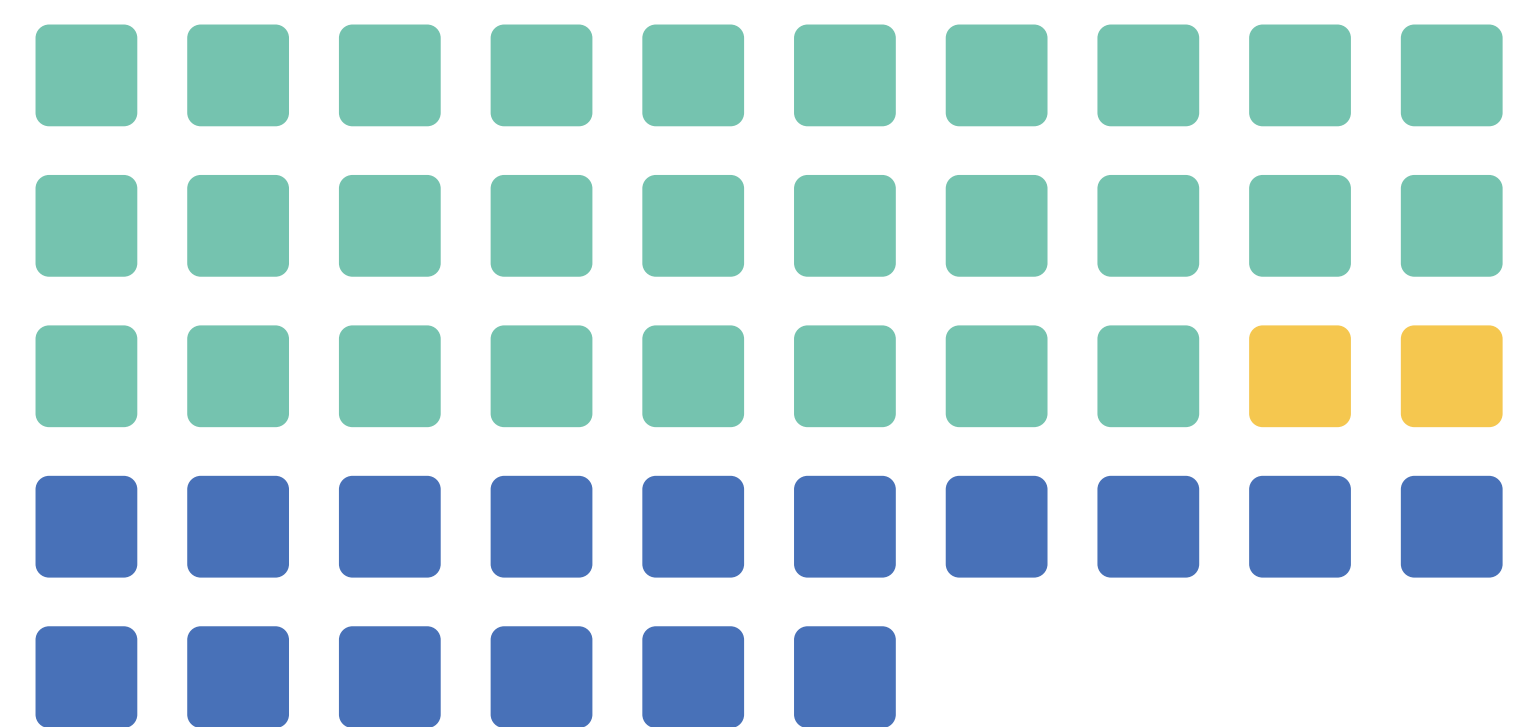
## CURRENT HOUSING MIX



(Source: 2016 ACS 5-Year data, Table B25003)

## FORECASTED TOTAL NEW DWELLING UNITS 2015 - 2035

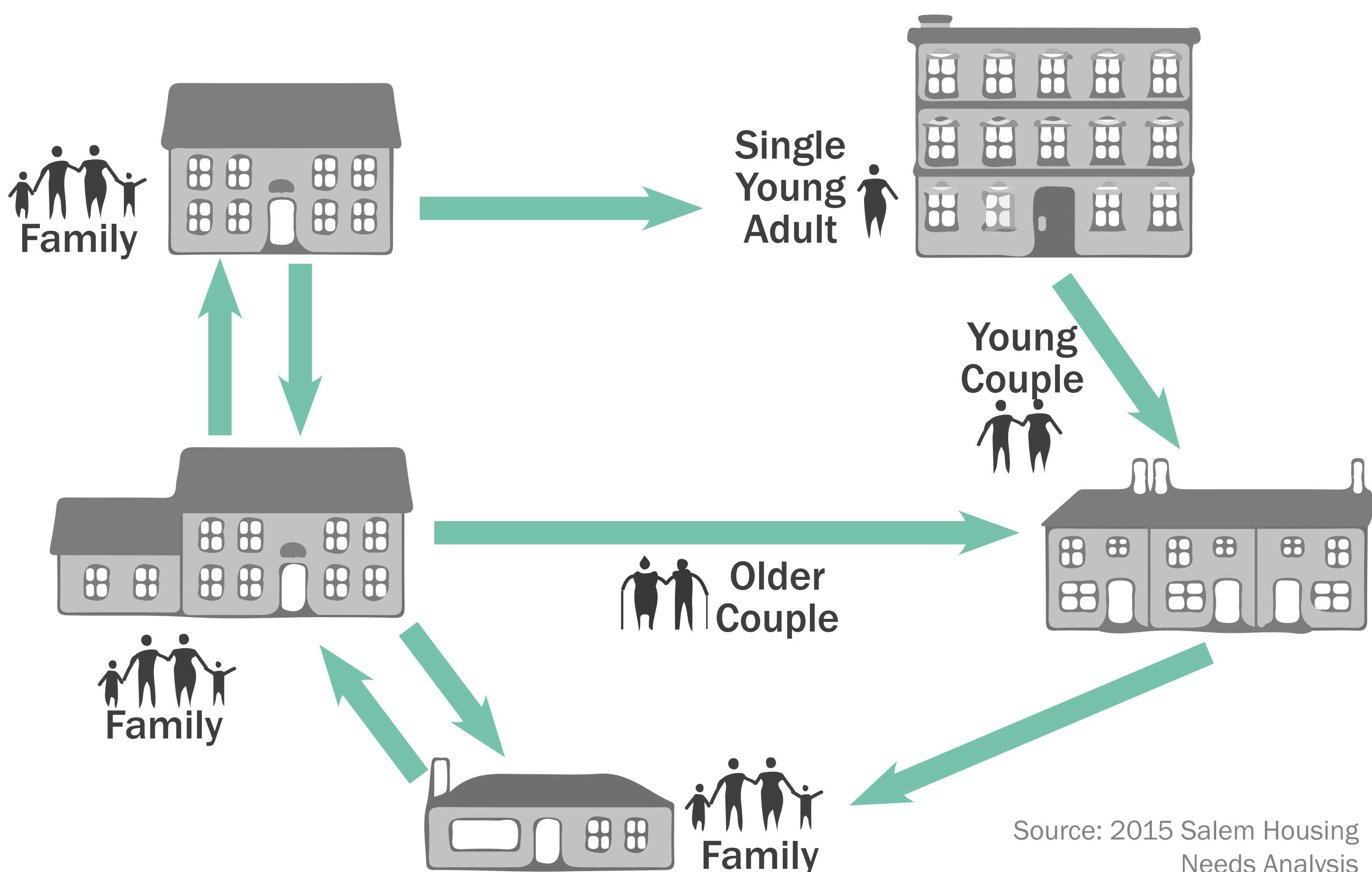
23,355 new dwelling units needed to meet demand (1 square represents 500 dwelling units)



**14,013** single-family detached (60%)  
**1,168** single-family attached (5%)  
**8,174** multi-family (35%)

Source: 2015 Salem Housing Needs Analysis

## HOUSING LIFE CYCLE



Source: 2015 Salem Housing Needs Analysis



# GOOD GOVERNANCE

<p><b>WILL NEW DEVELOPMENT PAY FOR ITSELF?</b></p>	<p><b>Revenue-to-Cost Ratio</b> Compares income to expenses</p>	<p>PLACE STICKERS HERE</p>
<p><b>HOW WILL FUTURE DEVELOPMENT IMPACT ME?</b></p>	<p><b>Average Tax Burden</b> Average tax burden measured by housing unit and employees</p>	<p>PLACE STICKERS HERE</p>
<p><b>HOW WILL FUTURE DEVELOPMENT IMPACT THE CITY OF SALEM?</b></p>	<p><b>Total Capital costs</b> Projected capital costs</p>	<p>PLACE STICKERS HERE</p>
	<p><b>Operations and Maintenance</b> Total operations and maintenance expenditures (including government expenditures on public programs + infrastructure maintenance)</p>	<p>PLACE STICKERS HERE</p>
	<p><b>Property Tax Revenue</b> Projected property tax revenue</p>	<p>PLACE STICKERS HERE</p>
	<p><b>Income Tax Revenue</b> Projected income tax revenue</p>	<p>PLACE STICKERS HERE</p>
	<p><b>Annual Level of Service</b> Total cost to provide services, per capita</p>	<p>PLACE STICKERS HERE</p>



# SAFE COMMUNITY\*

<p><b>HOW FAR FROM MEDICAL SERVICES WILL WE LIVE?</b></p>	<p><b>Access to Hospital/Urgent Care Facilities</b> Distance to hospitals/urgent care facilities</p>	<p>PLACE STICKERS HERE</p>
<p><b>HOW SAFE WILL OUR ROADWAYS BE?</b></p>	<p><b>Traffic/Pedestrian Accidents</b> Injury and fatal crashes</p>	<p>PLACE STICKERS HERE</p>
<p><b>HOW ACTIVE MIGHT OUR COMMUNITY BE?</b></p>	<p><b>Active Transportation</b> Measured through daily METs (metabolic equivalent of tasks): walking, biking, and transit</p>	<p>PLACE STICKERS HERE</p>
<p><b>HOW VULNERABLE TO NATURAL DISASTERS WILL WE BE?</b></p>	<p><b>Growth in Areas with Steep Slopes and Floodplains</b> Amount of future growth within areas that more vulnerable to impacts of natural disasters</p>	<p>PLACE STICKERS HERE</p>

\* Response times for emergency services will not be measured as part of this project, as the Police and Fire departments internally track and analyze their response times.



# SAFE, RELIABLE, AND EFFICIENT INFRASTRUCTURE

<p><b>HOW CONVENIENT WILL IT BE TO TAKE TRANSIT?</b></p>	<p><b>Walk and Transit Friendliness</b></p> <p>Measures connectivity based on sidewalk availability and distance to transit stops</p>	PLACE STICKERS HERE
	<p><b>Access to Frequent Transit</b></p> <p>Percentage of households within a quarter-mile of core transit network defined by Cherriots</p>	PLACE STICKERS HERE
<p><b>HOW MUCH WILL WE DRIVE?</b></p>	<p><b>Household Auto Trips</b></p> <p>Total household daily auto trips</p>	PLACE STICKERS HERE
	<p><b>Daily Household Vehicle Miles Traveled</b></p> <p>Total daily household vehicle miles traveled</p>	PLACE STICKERS HERE
<p><b>HOW MUCH WILL WE WALK, BIKE, OR TAKE TRANSIT?</b></p>	<p><b>Bicycle and Pedestrian Use</b></p> <p>Ratio of daily bike/pedestrian trips compared to vehicle trips</p>	PLACE STICKERS HERE
	<p><b>Household Walk Trips</b></p> <p>Total household daily walking trips</p>	PLACE STICKERS HERE
	<p><b>Household Bicycle Trips</b></p> <p>Total household daily bicycle trips</p>	PLACE STICKERS HERE
	<p><b>Household Transit Trips</b></p> <p>Total household daily transit trips</p>	PLACE STICKERS HERE
	<p><b>Intersection Density</b></p> <p>Intersections per square mile. This correlates to walkability.</p>	PLACE STICKERS HERE



# SAFE, RELIABLE, AND EFFICIENT INFRASTRUCTURE

<b>HOW MUCH NEW INFRASTRUCTURE WILL WE NEED?</b>	<b>Road Miles</b> Total miles of new roads	PLACE STICKERS HERE
	<b>Linear Feet of Sewer Pipe</b> Total linear feet of sewer pipes	PLACE STICKERS HERE
	<b>Linear Feet of Water Lines</b> Total linear feet of water lines	PLACE STICKERS HERE
	<b>Parking Spaces</b> Number of parking spots	PLACE STICKERS HERE





# STRONG AND DIVERSE ECONOMY

<p><b>WHAT TYPES OF JOBS WILL WE HAVE?</b></p>	<p><b>Employment Mix</b> Number of jobs in the following employment sectors: office, retail, industrial, public, education, hotel, and commercial</p>	<p>PLACE STICKERS HERE</p>
	<p><b>Average Wage</b> Total average wage</p>	<p>PLACE STICKERS HERE</p>
	<p><b>Average Wage Based on Employment Sector</b> Wages by job type</p>	<p>PLACE STICKERS HERE</p>
<p><b>WILL WE HAVE ENOUGH JOBS?</b></p>	<p><b>Jobs/Housing Balance</b> Ratio of number of jobs to number of households</p>	<p>PLACE STICKERS HERE</p>
	<p><b>Average Workers per Household</b> Average number of workers per household</p>	<p>PLACE STICKERS HERE</p>



# STRONG AND DIVERSE ECONOMY

<p><b>WILL WE ATTRACT NEW BUSINESSES AND DEVELOPMENT?</b></p>	<p><b>Land Cost per Acre</b> Cost per acre based on land purchase for new construction</p>	PLACE STICKERS HERE
	<p><b>Improvement Cost per Acre</b> Cost per acre based on building value of new construction</p>	PLACE STICKERS HERE
	<p><b>Parking Cost</b> Construction costs for parking</p>	PLACE STICKERS HERE
	<p><b>Industry Access to Water/ Sewer</b> Distance of industry to connect to water/sewer supply</p>	PLACE STICKERS HERE
<p><b>WHERE WILL NEW BUSINESSES LOCATE?</b></p>	<p><b>New jobs in specific areas</b> Total number of new jobs</p>	PLACE STICKERS HERE
	<p><b>Development in urban renewal areas</b> Number of new developments</p>	PLACE STICKERS HERE
	<p><b>Conversion of industrial to commercial land</b> Total acres of converted land</p>	PLACE STICKERS HERE



# NATURAL ENVIRONMENT STEWARDSHIP

<p><b>HOW WILL GROWTH IMPACT NATURAL RESOURCES?</b></p>	<p><b>Tree Canopy</b> Measure of total tree canopy coverage</p>	PLACE STICKERS HERE
	<p><b>Acres of Development in Floodplain</b> Acreage of newly developed land within floodplain</p>	PLACE STICKERS HERE
	<p><b>Acres of Development in Environmentally Sensitive Areas</b> Acreage of newly developed land within sensitive areas</p>	PLACE STICKERS HERE
	<p><b>Open Space</b> Acres of open space</p>	PLACE STICKERS HERE
	<p><b>Impervious Cover</b> Total number of impervious acres of new development</p>	PLACE STICKERS HERE
	<p><b>Parking Lot Coverage</b> Area measurement of parking lots</p>	PLACE STICKERS HERE
	<p><b>Sewer Overflows</b> Number of sewer overflow events</p>	PLACE STICKERS HERE
<p><b>HOW WILL GROWTH IMPACT THE WILLAMETTE RIVER?</b></p>	<p><b>Parks/Open Space within Willamette Greenway</b> Number of parks and total area measurement of parks and open space within proximity to the Willamette Greenway</p>	PLACE STICKERS HERE
	<p><b>Developed Acres within Willamette Greenway</b> Area measurement of developed land within the Willamette Greenway</p>	PLACE STICKERS HERE
	<p><b>Proximity to Willamette River</b> Distance of residents and businesses from the Willamette River</p>	PLACE STICKERS HERE



# NATURAL ENVIRONMENT STEWARDSHIP

<p><b>HOW WILL GROWTH IMPACT THE ENVIRONMENT OVERALL?</b></p>	<p><b>Total Greenhouse Gas Emissions</b></p> <p>Carbon equivalent emissions produced in each scenario</p>	PLACE STICKERS HERE
	<p><b>Air Pollutant Reduction (tons/year)</b></p> <p>Measure of carbon equivalent emissions reductions by scenario</p>	PLACE STICKERS HERE
	<p><b>Building Carbon Emissions</b></p> <p>Building carbon emissions per household and per job</p>	PLACE STICKERS HERE
	<p><b>Building Energy Use</b></p> <p>Building energy use per household and per job</p>	PLACE STICKERS HERE
	<p><b>Internal Water Consumption</b></p> <p>Internal water consumption per household and per job in gallons/day</p>	PLACE STICKERS HERE
	<p><b>Landscaping Water Use</b></p> <p>Residential external water use in gallons/day</p>	PLACE STICKERS HERE
	<p><b>Waste Water Production</b></p> <p>Waste water productions per household and per job in gallons/day</p>	PLACE STICKERS HERE
	<p><b>Solid Waste Production</b></p> <p>Solid waste productions per household and per job in pounds/day</p>	PLACE STICKERS HERE



# WELCOMING AND LIVABLE COMMUNITY

<b>WHO WILL LIVE HERE?</b>	<b>Population</b> Total population	PLACE STICKERS HERE
	<b>Average Household Size</b> Average household size	PLACE STICKERS HERE
	<b>School Aged Children</b> Number of children ages 5 - 18	PLACE STICKERS HERE
	<b>Net New Growth</b> For population, housing, and jobs	PLACE STICKERS HERE
<b>WHAT TYPES OF HOUSING WILL WE HAVE?</b>	<b>Ability to meet housing needs</b> Total acreage of land needed to meet projected future housing needs	PLACE STICKERS HERE
	<b>Housing Tenure</b> Owner vs renter ratio	PLACE STICKERS HERE
	<b>Housing Mix</b> Percentage of single family, townhomes, and multi-family housing	PLACE STICKERS HERE
	<b>Housing by Building Type</b> Number of housing units by building type	PLACE STICKERS HERE
<b>WHAT TYPE OF DEVELOPMENT WILL OCCUR?</b>	<b>Housing Accessibility</b> Assumed accessibility of new housing	PLACE STICKERS HERE
	<b>Building Square Footage by Type</b> Square foot measurement of building by type	PLACE STICKERS HERE
	<b>Land Area Mix</b> Acres of land use by type	PLACE STICKERS HERE
	<b>Developed Acres</b> Total acreage of newly developed land	PLACE STICKERS HERE



# WELCOMING AND LIVABLE COMMUNITY

<p><b>HOW AFFORDABLE WILL OUR HOUSING BE?</b></p>	<p><b>Housing Affordability</b> Income needed for single family home and attached housing</p>	PLACE STICKERS HERE
	<p><b>Household Transportation Costs</b> Total household transportation costs</p>	PLACE STICKERS HERE
	<p><b>Affordability (Housing + Transportation + Energy)</b> Monthly cost of housing, transportation, and energy</p>	PLACE STICKERS HERE
	<p><b>Housing Distribution by Income</b> How much housing is available within specific income brackets</p>	PLACE STICKERS HERE
	<p><b>Household Income</b> Household income needed to afford housing based on building costs</p>	PLACE STICKERS HERE
	<p><b>Average Rent/Sale Price</b> Cost of housing</p>	PLACE STICKERS HERE
<p><b>HOW WALKABLE WILL OUR NEIGHBORHOODS BE?</b></p>	<p><b>Complete Neighborhoods*</b> Percentage of housing units within walking distance to parks, schools, shops, services, etc</p>	PLACE STICKERS HERE
	<p><b>Households in Mixed Use or Transit-oriented Development Areas</b> Percentage of households in mixed or transit-oriented development areas</p>	PLACE STICKERS HERE

\* The Salem-Keizer School District has studied its long-term needs and is adding capacity to existing school instead of building new schools.



# WELCOMING AND LIVABLE COMMUNITY

<p><b>HOW EASY WILL IT BE TO ACCESS PARKS AND OPEN SPACE?</b></p>	<p><b>Proximity to Parks and Trails</b> Distance of parks and trails from housing and jobs</p>	PLACE STICKERS HERE
	<p><b>Proximity to Open Space</b> Distance or open space from housing and jobs</p>	PLACE STICKERS HERE
	<p><b>Parks Per Capita</b> Acreage of park per population</p>	PLACE STICKERS HERE
	<p><b>Regional Trail Miles</b> Number of miles of regional trails within the City</p>	PLACE STICKERS HERE
<p><b>HOW EQUITABLE WILL OUR NEIGHBORHOODS BE?</b></p>	<p><b>Neighborhood Housing Mix</b> Housing mix by neighborhood</p>	PLACE STICKERS HERE
	<p><b>Parks Congestion (Equitable Distribution of Parks)</b> Number of residents served by each park relative to the size of the park</p>	PLACE STICKERS HERE
	<p><b>Redevelopment Displacement</b> Population, housing, and jobs vulnerable to displacement if redevelopment occurs</p>	PLACE STICKERS HERE
<p><b>HOW EFFICIENTLY WILL WE USE OUR LAND?</b></p>	<p><b>Infill Development/ Redevelopment</b> Number of housing units and jobs resulting from redevelopment</p>	PLACE STICKERS HERE
	<p><b>Net Density</b> For population, housing, and jobs</p>	PLACE STICKERS HERE
	<p><b>Gross Density</b> For population, housing, and jobs</p>	PLACE STICKERS HERE