



Our Salem: Today

Public Workshop #1 Summary

December 5, 2018

6 – 8 p.m., Court Street Christian Church
1699 Court St NE, Salem, OR

Attendees

Staff

City of Salem Community Development Department:
Norman Wright
Lisa Anderson-Ogilvie
Eunice Kim

Consultant Team

Scott Fregonese, Fregonese Associates
Julia Reed, Fregonese Associates
Kristen Kibler, JLA Public Involvement
Alex Steinberger, Cascadia Partners

Background and Purpose

The City of Salem and consultant team held the first public meeting of the Our Salem: Today project. The meeting included a presentation, interactive exercise, and comments from the public. The purpose of the meeting was to introduce the public to the range of scenario indicators (performance measures) available and solicit feedback on which indicators should be prioritized when evaluating Salem both today and in the future.

City of Salem staff members welcomed attendees to the meeting, and then the consultant team presented the project background, purpose, need, and an overview of the scenario development process. The presentation can be found [online](#) on the [Our Salem project page](#).

The team then gave an overview of the scenario indicators available. The more than 70 indicators, which can be found on the project page, were displayed on [posters](#) under the six result areas from the [Salem Strategic Plan](#): Good Governance; Natural Environment Stewardship; Safe Community, Safe, Reliable and Efficient Infrastructure; Strong and Diverse Economy; and Welcoming and Livable Community.

Meeting attendees were given dot stickers and asked to use them to “vote” for the indicators that they considered priorities. The results of this dot-voting exercise are at the end of this meeting summary. Attendees were also asked to add any indicators they thought were missing, and these additions are included in the results at the end of this summary.

The top three indicators in each of the six results areas are shown on the following page. An addition from attendees – the creation of a climate action plan – received a high number of votes, and this is reflected in the results at the end of this summary.

1. **Welcoming and Livable Community**
 - Complete Neighborhoods – 55
 - Affordability (Housing + Transportation + Energy) – 47
 - Housing Affordability – 22
2. **Safe, Reliable, and Efficient Infrastructure**
 - Access to Frequent Transit – 46
 - Walk and Transit Friendliness – 40
 - Bicycle and Pedestrian Use – 24
3. **Strong and Diverse Economy**
 - Average Wage – 34
 - Employment Mix – 24
 - Development in Urban Renewal Areas – 21
4. **Good Governance**
 - Revenue-to-Cost Ratio – 52
 - Annual Level of Service – 17
 - Property Tax Revenue – 14
5. **Natural Environment Stewardship**
 - Total Greenhouse Gas Emissions – 86
 - Air Pollutant Reduction – 44
 - Tree Canopy – 38
6. **Safe Community**
 - Active Transportation – 46
 - Growth in Areas with Steep Slopes and Floodplains – 45
 - Traffic/Pedestrian Accidents – 25

Public Comment

Following the dot exercise and discussion of the categories generating the largest amount of interest, the consultant team and City of Salem staff facilitated a discussion about the indicators and the Our Salem Today project. Comments are summarized below.

- There was a desire to start the process of discussing and envisioning the look and feel of the city in the future. People expressed interest in starting the visioning process and discussing implementation of the plan. There was significant interest in greenhouse gas (GHG) measurements and livability.
- Members of the public commented that for some of the indicators, they did not understand why they might be important.
- There was a desire to add indicators as the project progresses and a discussion regarding the importance of determining what would be measured from the beginning of the process.
- Attendees noted that environmental and progressive-interest advocates were well represented in the room but that other groups that are a part of the community were not (i.e. people of color, children, and members of the Chamber of Commerce were noted specifically). The desire was expressed to have more extensive outreach to incorporate more public input from people with a wide range of perspectives and interests.

Exercise Results

Welcoming and Livable Community

How affordable will our housing be?	
· Housing Affordability	22
· Household Transportation Costs	10
· Affordability (Housing + Transportation + Energy)	47
· Housing Distribution by Income	20
· Household Income	8
· Average Rent/Sale Price	11
How walkable will our neighborhoods be?	
· Complete Neighborhoods	55
· Households in Mixed-Use or Transit Oriented Development Areas	34
How easy will it be to access parks and open space?	
· Proximity to Parks and Trails	29
· Proximity to Open Space	11
· Parks per Capita	23
· Regional Trail Miles	14
How equitable will our neighborhoods be?	
· Neighborhood Housing Mix	11
· Parks Congestion (Equitable Distribution of Parks)	18
· Redevelopment to Displacement	16
How efficiently will we use our land?	
· Infill Development/Redevelopment	30
· Net Density	5
· Gross Density	2
Who will live here?	
· Population	11
· Average Household Size	1
· School Aged Children	8
· Net New Growth	4
What types of housing will we have?	
· Ability to meet housing needs	18
· Housing Tenure	8
· Housing Mix	11
· Housing by Building Type	15
What type of development will occur?	
· Building Square Footage by Type	2
· Building Square Footage Mix	
· Land Area Mix	11
· Developed Acres	1
Additions	
· Housing Accessibility	9
· Homeless Housing and Services	20
TOTAL FOR WELCOMING AND LIVABLE COMMUNITY RESULT AREA	485

Safe, Reliable, and Efficient Infrastructure

How much new infrastructure will we need?	
· Road Miles	14
· Lineal Feet of Sewage Pipe	6
· Lineal Feet of Water Lines	11
· Parking Spaces	17
How convenient will it be to take transit?	
· Walk and Transit Friendliness	40
· Access to Frequent Transit	46
How much will we drive?	
· Household Auto Trips	7
· Daily Household VMT	20
How much will we walk, bike, or take transit?	
· Bicycle and Pedestrian Use	24
· Household Walk Trips	16
· Household Bicycle Trips	14
· Household Transit Trips	9
· Intersection Density	4
Additions	
· Broadband Access	20
· Beltline 3&4 bridges?	9
· Infrastructure susceptibility to Cascadia Subduction Zone Earthquake	24
· Origin Data/Destination	5
· Miles of protected multiuse paths/bike lanes	2
· Access for trucks/movement of goods	0
· Age/sex of regular bicycle riders to assure Salem is cycling friendly for ages 8-80, not just brave young miles	0
TOTAL FOR SAFE, RELIABLE, AND EFFICIENT INFRASTRUCTURE RESULT AREA	288

Strong and Diverse Economy

Will we attract new businesses and development?	
· Land Cost per Acre	7
· Improvement Cost per Acre	10
· Parking Cost	5
· Industry Access to Water/Sewer	1
Where will new businesses locate?	
· New Jobs in Specific Areas	17
· Development in Urban Renewal Areas	21
· Conversion of Industrial to Commercial Land	6
What types of jobs will we have?	
· Employment Mix	24

· Average Wage	34
· Average Wage based on employment sector	15
Will we have enough jobs?	
· Jobs/Housing Balance	17
· Average Workers per Household	7
Additions	
· Growing local vs. recruiting new employees	5
· Number of skilled workers	5
· Wage Inequality	5
TOTAL FOR STRONG AND DIVERSE ECONOMY RESULT AREA	179

Good Governance

Will new development pay for itself?	
· Revenue-to-Cost Ratio	52
How will future development impact me?	
· Average Tax Burden	8
How will future development impact the City of Salem?	
· Annual Level of Service	17
· Property Tax Revenue	14
· Annual Level of Service	
· Operations and Maintenance	12
· Total Capital Costs	2
· Income Tax Revenue	3
Additions	
· Revenue per acre	5
TOTAL FOR GOOD GOVERNANCE RESULT AREA	113

Natural Environment Stewardship

How will growth impact natural resources?	
· Tree Canopy	38
· Acres of Development in Environmentally Sensitive Areas	25
· Acres of Development in Floodplain	17
· Impervious Cover	21
· Open Space	15
· Parking Lot Coverage	10
· Sewer Overflows	7
How will growth impact the Willamette River?	
· Parks/Open Space within Willamette Greenway	15
· Developed Acres within Willamette Greenway	2
· Proximity to Willamette River	4
How will growth impact the environment overall?	
· Total Greenhouse Gas Emissions	86

· Air Pollutant Reduction	44
· Building Carbon Emissions	22
· Building Energy Use	12
· Internal Water Consumption	9
· Landscaping Water Use	13
· Waste Water Production	11
· Solid Waste Production	20
Additions	
· Electric Cars	
TOTAL FOR NATURAL ENVIRONMENTAL STEWARDSHIP RESULT AREA	371

Safe Community

· Traffic/Pedestrian Accidents	25
· Active Transportation	46
· Access to Hospital/Urgent Care Facilities	14
· Growth in Areas with Steep Slopes and Floodplains	45
Additions	
· Crime?	0
TOTAL FOR SAFE COMMUNITY RESULT AREA	130

Blank Sheet at Public Workshop

· Create a Climate Action Plan that would: 1.) Access the greenhouse emissions inventory and make a plan 2.) coordinate all the ways the comp plan reduces greenhouse gases so nothing slips through the cracks 3.) Make sure action on climate is funded 4.) plan to get Salem to carbon neutral by 2050	133
· Earthquake Resiliency	24
· Water Resource in Draught Conditions	24
· Economic cost/benefit of each tax lot	15
· Race/Ethnicity in indicators	4
· Incarcerated people	
TOTAL FOR BLANK SHEET AT PUBLIC WORKSHOP	200